



BROADCASTING

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VISION AND RADIO

APRIL 23, 1962

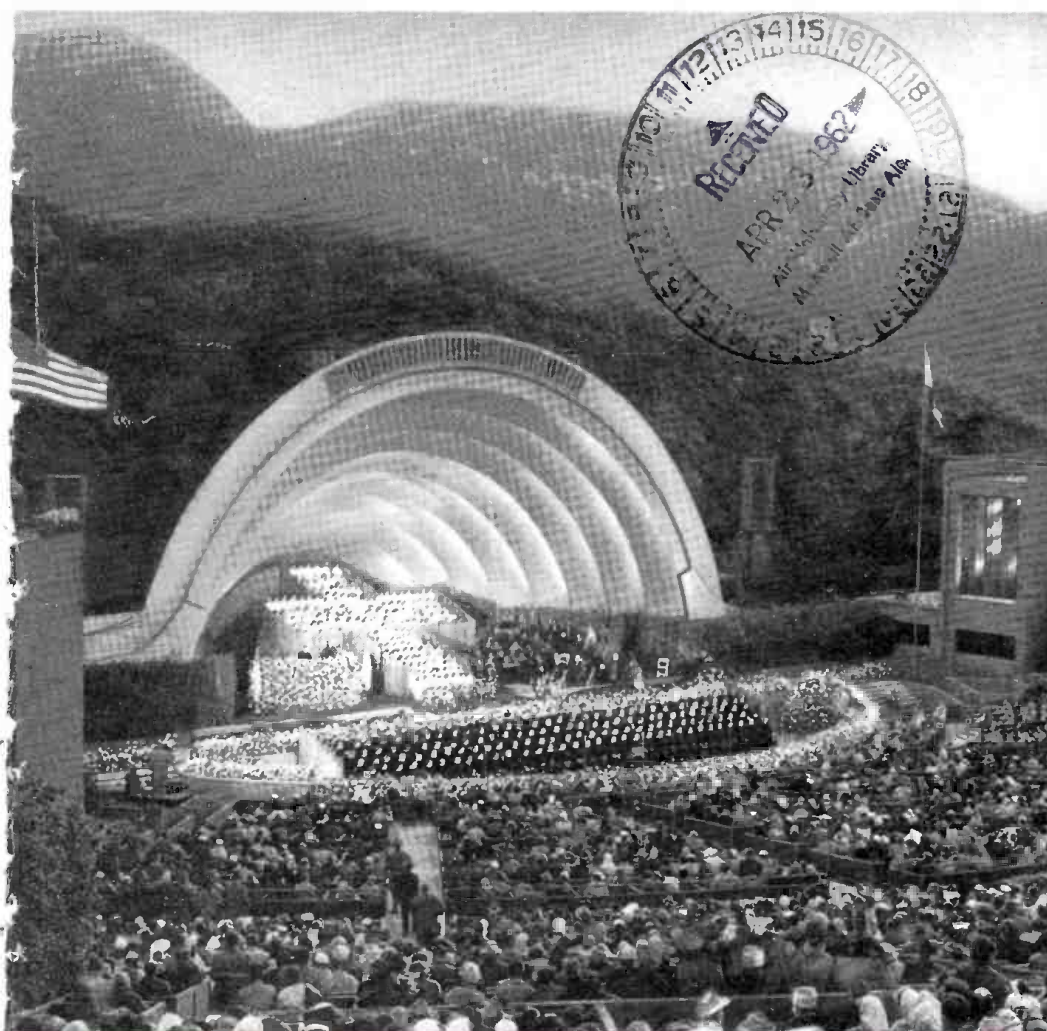
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WNEP-TV	Scranton-Wilkes Barre
KREM-TV	Spokane
WTHI-TV	Terre Haute
KVDD-TV	Tulsa

TV is
reverent

This is religious beauty, inspiration and wisdom brought to meaningful life before our eyes. These stations are proud to be part of Television, that presents many programs of all religions to so many millions.

Edward Petry & Co., Inc.

Television Division

The Original Station
Representative

BIG BAND BIT!

This original THEMATIC series by the fabulous QUINCY JONES is *the* masterpiece that will revolutionize the Musical Jingle Industry!

Created

by



Arranged

by



Conducted

by



QUINCY JONES QUINCY JONES QUINCY JONES

Brightly created, excitingly arranged and masterfully conducted by the foremost creative man in the Big Band field; CRC's "BIG BAND BIT" includes:

TWENTY, 20-sec. THEMATIC VOCALS
THIRTY, 20-sec. THEMATIC INSTRUMENTALS

The "BIG BAND BIT" is coming *your* way; recorded in New York by 18 of the swingiest "BIG BAND" musicians in the country, and produced by CRC, the standard of quality in the Musical Jingle World since 1957! Better get with the BIG BAND BIT . . . TODAY! For a slight sample of the fantastic Quincy Jones touch listen to Capitol Album No. T-1671 . . . then WIRE, WRITE, OR CALL DIRECT:

COMMERCIAL RECORDING CORPORATION

3104 Maple Ave. • P.O. Box 6726 • Dallas 19, Texas • Phone: RI 8-8004

AN INDEPENDENT ENTITY
not associated with any other sales organization.



(SALES) MEN AT WORK!

These are your salesmen in Baltimore radio!

These men—members of WCBM's crack announcing staff — present the intensive news coverage, the pleasant-to-listen-to music and the special programming that adults in the Baltimore metropolitan area have long preferred!

These men can sell your products or services to adults because adult listeners enjoy listening to them day-in, day-out! These salesmen are your most direct radio route to the DECISION MAKERS—the people with the power to buy and the money to spend in this burgeoning market—the 12th largest in the nation.

If you want to be selective—and want your message delivered to the adults who can respond best—at the cash register—then make sure WCBM is in the No. 1 spot on your schedule in Baltimore radio!

10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

BROADCASTING, April 23, 1962

king-size audience

WGAL-TV

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

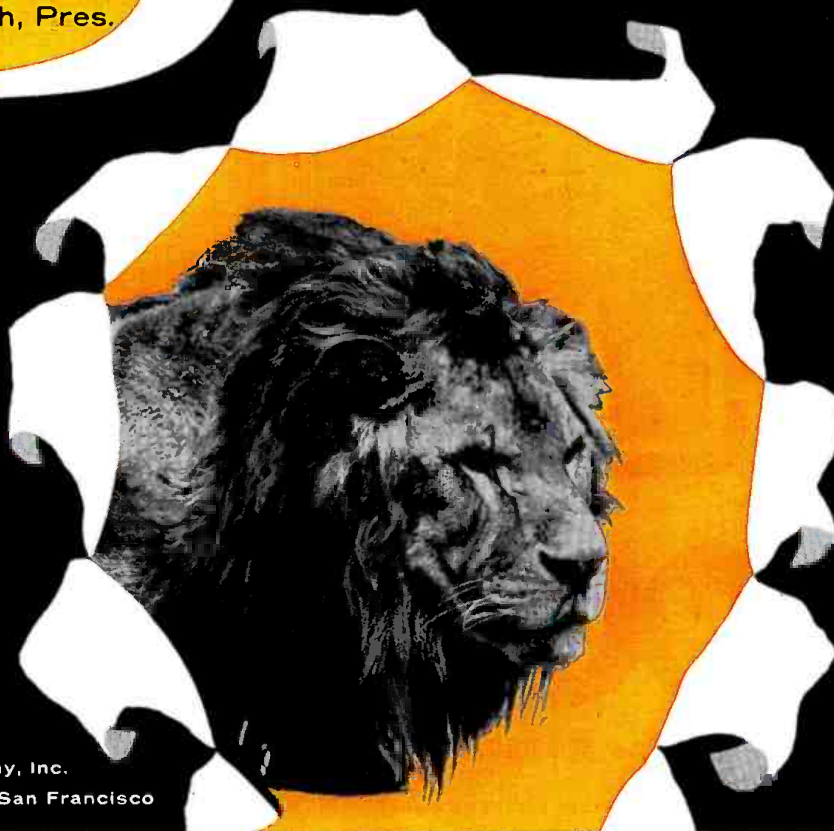
WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.



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

Rate reclassification

Two tv networks are about ready to move with plans designed to help ease "economic imbalance" problem that is troubling all three, vis-a-vis their affiliates. Biggest departure known to be in works is apt to come from CBS-TV, which reportedly advised affiliates last week it's thinking of reclassifying daytime rates, but didn't say how. Officials denied reports that daytime prices, historically 50% of nighttime, would be cut 33½%, a la ABC-TV formula. There was talk, too, that CBS might cut daytime discounts and/or raise daytime program prices in tandem with move to reduce its outlay in station payments, but this also was unconfirmed. Some sources outside CBS said network was thinking in terms of about 5% reduction in compensation rate but that this would mean no dollar cutback because volume is running higher than year ago. Actually, officials said, they've reached no firm decision but hope to have one when affiliates meet May 3-4 for annual convention.

NBC-TV's first approach to "economic imbalance" appears set: it'll go for about 10% reduction in affiliate compensation rates for two months each year—July and August. Station with 33% rate, for example, would drop back to 30% rate in those months. This is seen as permanent July-August innovation, not an experiment, and word was going out to affiliates over past weekend. Officials feel they can't continue to absorb dst costs, program concessions and special summer discounts without affiliate help. They figure new plan will save NBC about \$500,000 a year but say summer sales are up to point where affiliates will get as many dollars this summer as last. Like other networks, NBC looks on "economic imbalance" as problem that'll take years to resolve but says it has no "next step" in mind now.

6 v's per market?

Secretary of Commerce Luther H. Hodges has backed all-channel tv set legislation, but April 6 letter to Sen. Warren Magnuson (D-Wash.), chairman of Senate Commerce Committee, sounds somewhat grudging. This is because Mr. Hodges says he's told by his National Bureau of Standards people that it's possible to assign at least six vhf channels in most major markets.

What Secretary Hodges is talking about, it's learned, are theories expounded by Kenneth Norton, radio

CLOSED CIRCUIT

propagation expert at NBS's Boulder Labs., who has figured that use of precise carrier offset plus alternate use of horizontal and vertical polarization in adjacent cities would permit six vhf channels to be assigned to most top cities. Mr. Norton's ideas played important part in 1945 shift of fm from 40 mc region to present 88-108 mc band; he also from time to time has submitted recommendations on tv allocations.

Petker settlement?

That \$16 million antitrust suit by direct salesman Al Petker against Young & Rubicam and 15 station rep firms (BROADCASTING, Jan. 22, *et seq*) is reported headed for settlement. Reports last week said deal in negotiation would give Mr. Petker \$110,000—probably less than defendants' combined lawyers' fees could be—with Y&R contributing about \$85,000 and rest being paid by seven of the 15 original rep defendants. Suit charged conspiracy to destroy so-called "Petker Plan," which gives programs, merchandise and services to radio stations in exchange for time which it sells directly to advertisers.

Conelrad replacement

Anticipating public announcement early this week by Dept. of Defense that some restrictions can be lifted from Conelrad (BROADCASTING, April 9), FCC Defense Commissioner Robert T. Bartley is preparing full public explanation of future plans for defense preparation and participation by non-government communications industry. DOD announcement also will include definitive statement of defense requirements for Emergency Broadcasting System along lines of White House requirements. All details of system as it affects broadcasting still are to be worked out, but this week's announcement will spell out objectives and requirements. It is probable that, in case of attack, some stations will remain on air while some will be required to go dark. It will be up to FCC to decide status of individual stations. Commissioner Bartley is expected to explain new system in Friday speech before Oregon Assn. of Broadcasters.

'Defenders' has dignity

CBS-TV officials went to unusual lengths last week to show affiliates that next Saturday's (April 28) *De-*

fenders program on abortion is not, in president James T. Aubrey Jr.'s phrase, *Tabloid Television*. They not only (1) screened program in closed-circuit to affiliates but also (2) sent advance wires urging station managers themselves to watch and (3) had President Aubrey, Affiliates & Engineering VP Bill Lodge and Program Practices VP Joe Ream on hand to stress that although program's subject is controversial, as others in *Defenders* series have been, show was screened carefully from first script to final film and, in CBS-TV opinion, is done with taste and dignity bespeaking responsible programming. Program's regular sponsors had pulled out of this episode, but Speidel signed last week for full tab (see page 40).

Peace Corps behind etv

Peace Corps soon will announce major campaign to assist foreign countries in development of educational tv. With FCC cooperating in project, one of first men picked for temporary overseas assignment in program is currently fulltime consultant to FCC. He will go to Latin America, where major emphasis is planned. Corps is seeking volunteers with etv experience and initial demand is for script writers and program personnel fluent in languages of countries involved.

A problem of meetings

There's good chance one bit of relief from pressure of too many industry meetings will be provided when NAB board meets in June. This would be slicing of two-day NAB fall conferences to single day, following successful test of idea last autumn.

Example of meeting jam is crowding of three important sessions in late October and early November. NAB long ago scheduled Dallas conference Nov. 8-9 when two-day agenda was standard. Broadcasters Promotion Assn. meets in Dallas Oct. 28-31 and Texas Assn. of Broadcasters is planning convention in between, probably in San Antonio.

Swafford out

Reports are circulating that Thomas J. Swafford, vice president and general manager of WCAU Philadelphia, CBS Radio owned station, plans to resign shortly. Mr. Swafford is in closing stages of negotiations to buy radio station in southwest and is expected to leave by early summer.

BECAUSE **MILWAUKEE** IS DIFFERENT



**HOW MANY VOICES
SHOULD SPEAK TO—AND FOR
1,063,000 PEOPLE?**

Storer Broadcasting Company believes the printed word is not enough to inform, guide and serve 1,063,000 people. Thus, WITI-TV* is now the authoritative broadcast voice in Milwaukee. It has a vital role to fill! . . . to agree when agreement is proper — to dissent when the occasion demands — to speak without fear or favor — and induce *action* when needed. This is another example of the way Storer suits its programming to the needs of the communities it serves. **IMPORTANT STATIONS IN IMPORTANT MARKETS.**

*Represented by Storer Television Sales, Inc.

LOS ANGELES
KGBS

PHILADELPHIA
WIBG

CLEVELAND
WJW

NEW YORK
WHN

TOLEDO
WSPD

DETROIT
WJBK

MIAMI
WGBS

MILWAUKEE
WITI-TV

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

TOLEDO
WSPD-TV

DETROIT
WJBK-TV

STORER
BROADCASTING COMPANY

WEEK IN BRIEF

Advertising's image problems are less critical than in past years as important strides have been made in public acceptance, according to third Pulse survey, but there's need for improvement. See lead story . . .

ADVERTISING STATURE RISING . . . 31

The shooting was resumed last week in the all-industry effort to get new tv music licenses from ASCAP. Each side filed briefs in court charging restrictive practices in tv film program licensing. See . . .

TV-ASCAP BIG GUNS . . . 72

A total of less than 10 hours is still unsold at the three networks for fall and it appears they won't be available for long. The summer lineup is about set, too. For a complete look at the schedules, see . . .

SUMMER-FALL SHOWSHEETS . . . 78

The 1960 "watchdog committee" that watched the industry's political campaign practices has reported to the Senate. The report has some sneakers, including a proposal to change no-censorship protection. See . . .

LICENSE HOBBLING URGED . . . 46

While the watchdog group was filing its report, another agency—named by the President—completed a detailed analysis of campaign problems. It urged suspension of Sec. 315 again for 1964 campaign. See . . .

SEC. 315 LIFTING ASKED . . . 48

After 120 witnesses and 11 days of hearings the FCC's Chicago program probe has come to a close. Last week the stations spoke their pieces, describing in detail their local program activity. See . . .

CHICAGO OUTLETS REBUTTAL . . . 62

The agency world moves this week to the West Virginia mountains for the annual meeting of American Assn. of Advertising Agencies. Critical self-analysis and advertising's image are agenda topics. See . . .

AAAA's ANNUAL MEETING . . . 34

Seven long years on Capitol Hill. That's the patient legislative record of the \$32 million bill giving federal aid to educational tv. Matching-fund program is sent to White House after final action. See . . .

ETV BILL OFF THE HILL . . . 56

The all-channel tv bill is moving through Congress but roadblocks lie ahead. Setmakers oppose the bill, claiming most people would have to pay more for un-needed uhf tuning. See . . .

SETMAKERS FIGHT TV BILL . . . 66

Peabody Awards came up with a new one this year—an award to a government official, FCC Chairman Newton Minow. This departure from tradition brought a delighted reaction from President Kennedy. See . . .

MINOW'S PEABODY AWARD . . . 74

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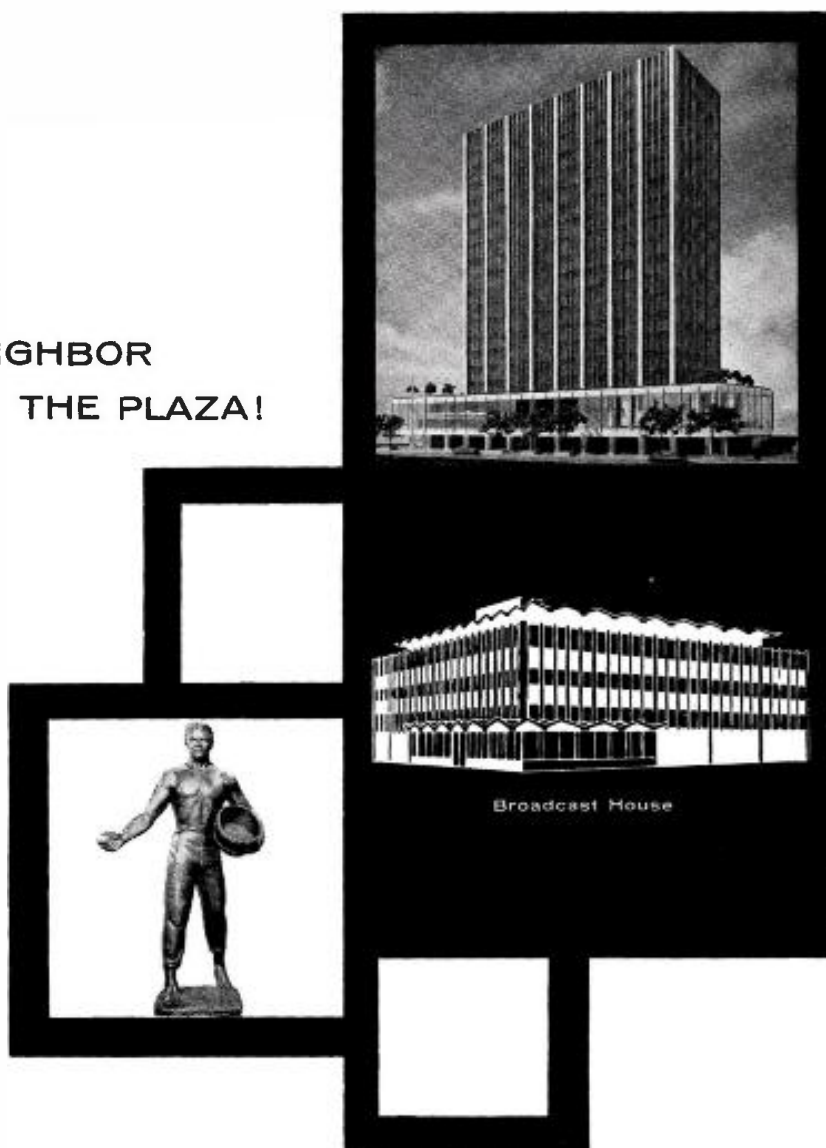

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THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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**NEW NEIGHBOR
ACROSS THE PLAZA!**



Number One Constitution Plaza, the magnificent, twenty story Connecticut Bank and Trust Company Building, progresses toward a late 1962 completion in downtown Hartford's dynamic area of urban renewal. Broadcast House, new home of WTIC TV-AM-FM and first building to be completed and occupied in Constitution Plaza, salutes its handsome neighbor, destined to be the tallest unit in the redevelopment area. Like Broadcast House, the Connecticut Bank and Trust Company Building is an important part of the urban rebirth of America's insurance capital and a further stimulus to an already bustling market.

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

WTIC TV 3/AM/FM

Hartford, Connecticut

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

August Chicago meet scheduled by TAC

Television Affiliates Corp. will hold two-day meeting in Chicago of program directors of TAC subscriber and producer stations Aug. 20-21 to discuss and analyze all facets of public-affairs programming.

TAC, wholly-owned subsidiary of Trans-Lux Corp., functions as clearing house for distribution of "best" of locally-produced public affairs programs to station members throughout country. TAC, which has been operating since last January, has 50 members and more than 150 programs in its library. Producer stations earn revenue, depending on number of subscriber stations that use their programs.

Robert Weisberg, TAC vice president, told news conference in New York last week that subject areas of Chicago meeting will include: stations' methods

of determining community needs, specific ways in which local community has benefitted from public affairs programs, problems surrounding sponsorship of such programs, impact of FCC visit to a community.

Steering committee has been organized for Chicago meeting. It consists of Mr. Weisberg and Stan Cohen, WDSU-TV New Orleans, and Roy Smith, WLAC-TV Nashville. Meeting will be start of "a continuous flow of newsletters, informational material and exchange of ideas among local program directors throughout the country." Mr. Weisberg said.

300 fm stereo outlets predicted by Sandwick

By fall of this year there will be 300 fm stations broadcasting stereo; that's prediction by L. M. Sandwick, staff director of consumer products division of Electronics Industries Assn.

Survey by division showed that as of April 15 there were 81 fm stations broadcasting average 66½ hours weekly stereo programming. EIA study also indicated that 40% of nation's population (70 million people) are within range of at least one fm stereo broadcaster.

Mr. Sandwick said there are at least 20 manufacturers producing fm stereo-equipped receivers, or sets equipped with adapters, tuners or tuner-amplifiers.

Burnett gets control of British ad agency

Leo Burnett Co., Chicago, today (Monday) announces acquisition of majority interest in Legget Nicholson & Partners Ltd., London, marking agency's first step overseas. Burnett already has Canadian subsidiary.

To be directors of English firm: Philip H. Schaff Jr., chairman of Burnett finance committee; E. M. Sinclair, president of Burnett's Canadian agency, and James E. Weber, executive vice president of agency's international operation. F. A. Nicholson continues as managing director of British agency and becomes vice president of Burnett. British agency, which billed \$5 million in 1961, becomes Burnett, Nicholson & Partners Ltd.

Networks to attend HEW tv conference

Three networks have accepted invitations to conference on television's impact on children, which is being sponsored by Dept. of Health, Education and Welfare (BROADCASTING, April 9).

Their representatives will be Biraud Chester, vice president, daytime programming, and Fred Pierce, director of research, ABC-TV; Frank Shakespeare, vice president and assistant to president, CBS-TV; and Hugh M. Beville Jr., vice president, planning and research, NBC-TV.

Business briefly ...

Hazel Bishop, Newark, N. J., has purchased participations in six network shows from mid-May through June for its new cosmetic, Fresh 'n Bright. The shows are NBC-TV's *Saturday Night at the Movies*, and ABC-TV's *Target: The Corrupters*, *77 Sunset Strip*, *Hawaiian Eye*, *Surfside Six* and *Hollywood Special*. Advertising plans also include spot tv campaign in 50 major markets.

MCA outlines plan for acquiring Decca

MCA Inc. disclosed last week the terms under which it proposes to acquire Decca Records Inc. Announcement brought sharp drop in MCA stock on New York Stock Exchange—5¼ points to 60¼—and Decca stock on Big Board dropped about 1 point to 47¾.

Details of deal, which had been announced week before (BROADCASTING, April 16), were submitted to Securities & Exchange Commission.

Television series production and distribution accounted for 85% of MCA's revenue in fiscal 1961, company said. Most of rest came from talent agency fees; MCA is ceasing that part of its operations under terms of merger.

Decca's sources of revenue include distribution of films from Universal Pictures of which it owns 80%.

MCA filed with SEC 1,527,401 shares of \$1.50 cumulative convertible preferred stock (no par) and 509,134 shares of common stock. It proposes to offer such stock to Decca shareholders at rate of one preferred and ⅓ common share for each outstanding capital share of Decca. Offer is conditioned upon its acceptance by at least 80% of holders of Decca's outstanding 1,527,401 shares.

Decca board of directors April 16 unanimously approved MCA proposal and urged stockholders to go along. Universal is Decca's largest single stockholder with some 241,000 shares. President Milton R. Rackmil holds or controls about 90,000 shares of the 1,527,401 capital shares outstanding. He will be MCA vice chairman upon deal's completion.

MCA for year ended Dec. 31, 1961, had tv film and studio rentals of \$72,586,630, compared with \$57,593,078 for comparable 1960 period. Net income in 1961 reached \$7,482,951 or \$1.83 per share of common against 1960's \$6,270,230 or \$1.55 per share.

Decca for year ended Dec. 31, 1961, showed gross profit of \$43,998,691, net income of \$3,964,642 or \$3.08 per share. The 1960 figures: gross profit, \$43,767,997; net income, \$5,524,757, or \$4.30 per share.

Combined gross income for 1961 was \$172,329,425 against \$152,016,273 in 1960 with 1961 net income, \$11,372,405 compared with 1960 net income of \$11,707,404.

Jules C. Stein, MCA board chairman, owns 33.23% of the 4,187,731 outstanding shares of company: Lew R. Wasserman, president, owns 17.47%.

WEEK'S HEADLINERS



Mr. Marx

Frank Marx, ABC vp in charge of engineering, elected president of ABC Engineers Div., newly formed unit which will service all activities under wing of American Broadcasting - Paramount

Theatres Inc. Mr. Marx joined ABC in 1943 as director of general engineering, elected vp in charge of general engineering in 1948, and was appointed to his current post in 1952. He has been active in developing high-quality vidicon film transmission, transistorized broadcasting equipment tape (video and audio), transmitting antenna standards and slow-motion video tape.

Robert Schmid, after more than 25 years in radio-tv business with Mutual

Broadcasting System, Headley-Reed and The Bolling Co., leaves broadcasting to join Kelly Smith, New York, national newspaper rep, in undisclosed capacity. Mr. Schmid's appointment and title will be announced this week following American Newspaper Publishers Assn. convention in New York.



Mr. Harvey

off in June 1959 as vp and creative director. Previously, he was creative group head at McCann-Erickson, New York, and worked in New York and Hollywood offices of Young & Rubicam.

James N. Harvey, senior vp and creative director, Richard K. Manoff Inc., New York advertising agency, elected president and member of board of directors. Mr. Harvey joined Man-

'Defenders' clean

Episode of *The Defenders* dealing with abortion (CBS-TV, April 28) does not violate NAB code but stations should carefully consider local situation before broadcasting it, according to NAB Code Authority (early story page 40).

After previewing at request of CBS, Code Authority urged affiliates to see program prior to broadcast. It called attention to fact that viewing hour (8:30-9:30 p.m., EST) means many immature viewers will see program.

scheduling. Selection of syndicator to handle sales is due shortly.

WCLM denies helping to promote gambling

WCLM (FM) Chicago principals Friday emphatically denied allegations raised in local newspaper stories that race results aired as small part of "oral newspaper" program service on second of its two multiplex sub-channels to special subscribers is intended to promote illegal gambling. WCLM Manager William Drenthe said station is cooperating fully with FCC, FBI and local police to help prevent any such improper use.

Race results are delayed at least 20 minutes (longer if state laws prescribe) before airing, it was explained. They include but 21 minutes out of total 24-hour daily operation which also includes stocks, features and sports from regular UPI wire, Mr. Drenthe said.

"Newsplex," oral newspaper multiplex service, just getting underway, has 34 subscribers. WCLM also has music service for subscribers on other multiplex channel in addition to regular main channel music programming.

Ford off for Tokyo meeting

FCC Commissioner Frederick W. Ford left Washington late last week for Tokyo where he will attend conference on extension of underwater telephone cable in southwest Pacific. He will serve as observer for State Dept. at conference, which also will be attended by others from State and AT&T. Commissioner Ford is due back in Washington office May 7.

CBS-TV moves 'Password'

CBS-TV's *Password* game show, currently presented in prime evening viewing time (Tuesdays, 8-8:30 p.m. EST), will be moved to Sunday, 6:30-7 p.m., next fall.

For other personnel changes of the week see FATES & FORTUNES

Reynolds Metals Co. has signed to sponsor "Forty-Fourth National Automobile Show," to be presented on NBC-TV Sunday, Oct. 21 (6-7 p.m. NYT). Agency: Clinton E. Frank Inc., Chicago, and Lennen & Newell Inc., New York.

WGAR joins NBC Radio; CBS talking with WERE

NBC Radio is formally announcing 50-kw WGAR Cleveland affiliation effective today (April 20). Word of WGAR switch from CBS Radio, after 25-year association, first was made known by network and station nearly six months ago (BROADCASTING, Nov. 6, 1961). CBS Radio says it's negotiating with WERE for its new affiliation in Cleveland. NBC Radio terminated its affiliation there with Storer's WJW, which is expected to operate as independent.

Minow on CBS-TV program

FCC Chairman Newton N. Minow will be interviewed May 6 on CBS-TV's *Twentieth Century* program in discussion of communication satellites. He'll be asked about international cooperation needed to make global tv possible and kind of programs he hopes to see transmitted from U.S. It is on at 6-6:30 p.m. EDT.

National distribution planned for 'Festival'

Festival of Performing Arts, high-brow series that is getting critical raves in its appearances on Metropolitan Broadcasting's WNEW-TV New York and WTTG (TV) Washington (sponsored by Standard Oil of New Jersey), is virtually set for national distribution next fall.

Series will include 10 shows scheduled in current New York-Washington run plus others slated for production starting this summer. Prospects are that it'll go into syndication, though there's also been talk of possible network

NBC-TV bags L&M buy

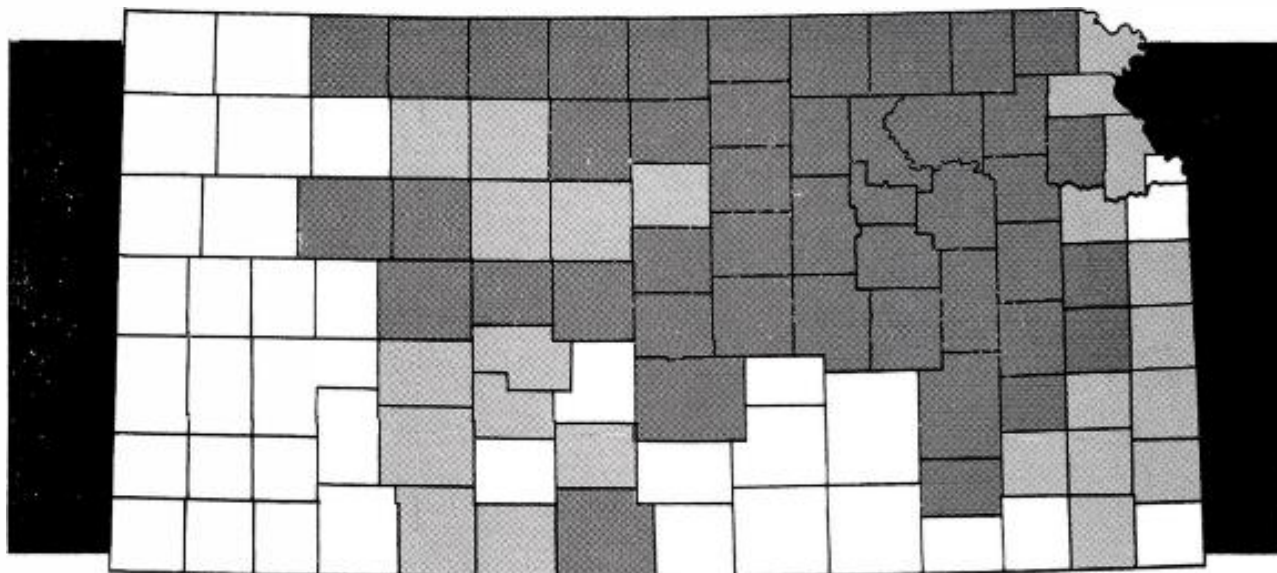
As NBC-TV's drive to SRO status for its fall schedule picks up steam, network this week is expected to announce major sale: Liggett & Myers, through J. Walter Thompson, has purchased weekly half hour in 90-minute *The Virginian*, making that series more than two-thirds sold five months before season's start. L&M is one of NBC-TV's heavy sponsors in 1962-63 (see fall schedule, pages 80 and 81).

Don't let the name fool you . . .

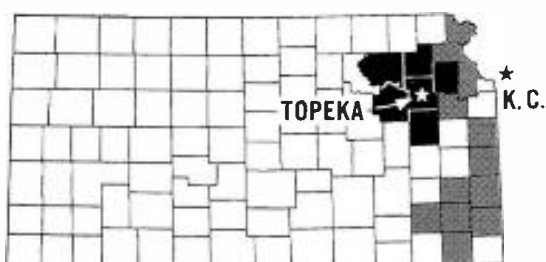
Kansas City does not deliver KANSAS

CHECK NIELSEN ON KANSAS COVERAGE

You have to come into Kansas to cover Kansas—not the Missouri city that borrowed our name! NCS '61 Radio Survey says that WIBW-Topeka covers 68 Kansas counties—gives you dominant coverage in 45 of them. You reach more homes with more spending power with WIBW than you do in the Kansas City metropolitan area. These are the facts—not our facts—but taken from the NCS '61 Radio Survey. You can look it up!

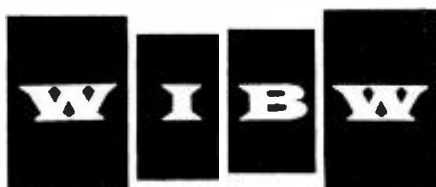


and check the **TOPEKA** area



Locally WIBW delivers concentrated coverage in the 6-county Topeka industrial trade area. Reaches 10 to 80 per cent more homes than other local stations.

The NCS '61 survey shows that the combined coverage of the four leading Kansas City area stations gives you domination of 11 eastern-tier Kansas counties. Your distributors and dealers don't give two hoots about Nielsen surveys—but they know that if you aren't using WIBW, you aren't covering *their* rich Kansas market.



**5,000 Watts at 580
CBS RADIO NETWORK**

TOPEKA, KANSAS

Saturating And Delivering Kansas



Division of Stouffer Publications
KSEK KGFF KSOK

Represented Nationally by





The Embassy of Viet-Nam

His Excellency Tran Van Chuong,
Ambassador of Viet-Nam to the
United States, and Madame Tran Van Chuong,
in the Drawing Room of the Embassy ...
another in the WTOP-TV series
on the Washington diplomatic scene.



Represented by Tvar

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

Photograph by Fred Maroon



IMPACT IMAGE IMPETUS



A little extra effort is offered to all advertisers using WOC-TV. A knowledgeable sales-coordinating staff works with all the elements of the marketing structure to insure the success of the advertising campaign. Consistent program promotions, merchandising information to retail outlets, and personal contacts with reps, brokers and direct salesmen. A 2 billion dollar retail market merits attention, and it gets it willingly from WOC-TV.

WOC is more than a member of the community
it's a member of the family. With responsible local programming, WOC-TV has created a loyal audience that responds with enthusiasm.

Such attention carries a tremendous impact on the 2 billion dollar market covered by the WOC-TV signal. The average household spends \$4,246 on retail sales and part of that expenditure has come about because they heard and saw it on WOC-TV.

The image and impact created by WOC-TV is given impetus by an effective sales co-ordinating staff that establishes constant liaison between the advertiser and his retail outlet.

For full information about WOC-TV,
see your PGW Colonel today!



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

DAVENPORT, IOWA

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

DATEBOOK

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

*Indicates first or revised listing.

APRIL

April 22-27 — "Inside Advertising Week," sponsored by Advertising Club of New York and Assn. of Advertising Men & Women. Banquet April 28, Grand Ballroom, Hotel Biltmore, New York.

April 23—International Day in New York Opening session of American Assn. of Advertising Agencies' second international meeting of advertising agency leaders. Among morning session speakers or presiding officers: AAAA President Frederic R. Gamble and Board Chairman Martion Harper Jr., (also Interpublic Inc.), Francis Elvinger of Elvinger S. A., Paris, Thomas H. Lane (Lennen & Newell), Armando d'Almeida of Inter-American de Publicidade, S. A., Rio de Janeiro; Arthur A. Kron, AAAA New York Council governor (also Gotham-Vladimir Adv.). N. Y. Gov. Nelson A. Rockefeller is luncheon speaker. Among afternoon speakers or presiding officers: Norman H. Strouse, AAAA director-at-large (also J. Walter Thompson Co.); Fred Adams, New York Council governor of AAAA (also G. M. Basford Co.); Elma Kelly, Cathay Ltd., Hong Kong; Irwin Zlowe (The Zlowe Co.); W. A. Messenger, Seward Baker & Co., London; Stuart D. Watson, New York Council governor of AAAA (McCann-Marschall); William A. Masteller, AAAA secretary-treasurer (Masteller Inc.). Empire Room, Waldorf Astoria, New York. 9:30 a.m. start of early session; luncheon at 12:30 and 2:30 p.m., start of afternoon session.

April 23—Associated Press, annual meeting of members. Waldorf-Astoria Hotel, New York.

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

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

*April 26-27—State U. of Iowa, conference on children's programs. Present will be Frances Horwich of Ding Dong School and the producers of *Lassie* and *Dennis the Menace*.

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

April 26-28—American Assn. of Advertising Agencies, annual meeting. The Greenbrier, White Sulphur Springs, W. Va.

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

*April 27-28—National Assn. of Television & Radio Farm Directors, Southeast Region annual meeting. Riviera Motel, Atlanta.

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

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

April 27-29—Sigma Delta Chi Region 8 convention. Pioneer Hotel, Lubbock, Tex.

April 28-29—Kansas AP Radio-TV Assn. meeting. Salina.

April 28-29—Sigma Delta Chi Region 10 convention. U. of Washington, Seattle.

April 28-29—Sigma Delta Chi Region 5 convention. Morrison Hotel, Chicago.

*April 29-May 1—Pennsylvania Assn of Broadcasters, annual convention. Speakers include Maurie Webster, vp and general manager, CBS Radio Spot Sales; Julian Goodman, vp for news, NBC; and George

I. Bloom and Otis B. Morse, chairmen respectively of Republican and Democratic state committees. Paul Woodland, WGAL-TV Lancaster, is convention chairman. Pocono Manor Inn, Pocono Manor.

April 29-May 2—Chamber of Commerce of U.S., 50th annual meeting. For information and reservations, contact the Hotel Reservation Office, 1616 K Street N.W., Washington 6, D.C. Convention will take place in the Capital.

April 29-May 4—Society of Motion Picture & Tv Engineers, 91st convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.

*April 30—National Assn. for Better Radio & Television awards dinner at Greater Los Angeles Press Club. Dr. Frank Baxter will be m.c., with Al Capp as guest speaker.

*April 30—Hollywood Ad Club, luncheon meeting, 12 noon, at Hollywood Roosevelt. A. C. Nielsen Jr., president of A. C. Nielsen Co., will speak on "Putting Broadcast Audience Research into Proper Focus." James H. Shoemaker, manager of the Nielsen Hollywood office, will be chairman of the day. George Allen, HAC president, will preside.

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

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

MAY

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

*May 3—Radio & Television Women of Southern California, eighth annual award banquet honoring Spring Byington, 1962 Genii award winner. Ralph Edwards, m.c. Hollywood Palladium, 8 p.m.

*May 3-4—CBS-TV affiliates meeting. Waldorf-Astoria Hotel, New York.

May 3-5—Montana Broadcasters Assn. convention, Placer Hotel, Helena.

May 3-6, 1962—American Women in Radio & Tv, national convention. Sheraton-Chicago Hotel, Chicago. Speakers will include FCC Chairman Newton N. Minow; NAB President LeRoy Collins; Peter G. Peterson, president, Bell & Howell, and Gail Patrick Jackson, executive producer of *Perry Mason* series.

May 4—San Francisco State College Television Guild 12th annual radio-tv conference and banquet, San Francisco.

May 4—Annual awards dinner, Radio-TV

TVB sales clinics

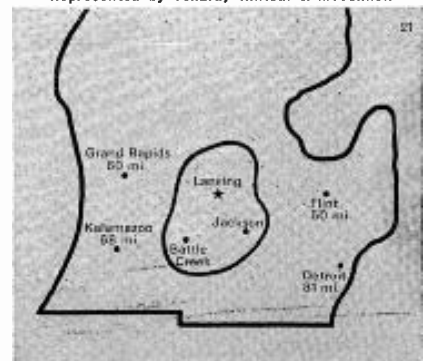
May 2—Bond Hotel, Hartford
May 8—Sheraton-Jefferson, St. Louis
May 10—Mayo, Tulsa
May 15—Sheraton-Dallas, Dallas
May 15—Sheraton-Dallas, Dallas
May 17—Roosevelt, New Orleans
May 17—Sheraton-Gibson, Cincinnati
May 20—Hillsboro, Tampa
May 31—Dinkler Plaza, Atlanta
June 5—Statler Hilton, Buffalo
June 5—Sheraton-Belvedere, Baltimore
June 7—Sheraton-Cleveland, Cleveland
June 7—John Marshall, Richmond
June 19—Tropicana Motel, Fresno
June 21—Benson, Portland, Ore.
June 22—Vancouver, Vancouver
June 28—Writers' Manor, Denver
June 28—Sheraton-Fontenelle, Omaha

No. We've been in the No. 1 Spot here in the Mid-Michigan market for the past 10 years. Measure us by Pulse, Hooper, Nielsen, Politz, Conlan, Verifax or any other means and you always find WILS leading... with more than four times the audience of the next station (as much as 78% of the total radio audience). Our primary signal reaches all three metro counties (Ingham, Eaton and Clinton) plus all of Jackson, Calhoun, Ionia and Gratiot. In addition the pattern covers two thirds (or more) of another six counties. The Mid-Michigan metro area prefers WILS by 3-to-1 over any other local station. Daytime power is 5,000 watts. This unusual metro market has industry (Oldsmobile), government (State Capital) and education (Michigan State University) to give it an economic tripod that **ALWAYS MEANS BUSINESS!**

**MID-MICHIGAN'S
BIG No. 1 BUY
RADIO**

WILS
ANSING
1320

Represented by Venard, Rintoul & McConnell



NEW RESEARCH UNDERSCORES A BIG GROWTH THAT SPELLS LEADERSHIP!!



KSOU-TV SIOUX NETWORK

ONE ORDER, ONE BILL, ONE BUY
DELIVERS THE SIOUX NETWORK

Check these SIOUX NETWORK Advantages Before You Buy

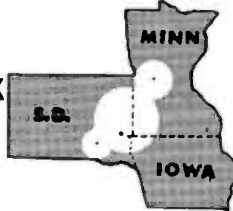
GROWTH —
The Sioux Network market now numbers 337,400 television homes.

GROWTH —
Increased audiences now make the Sioux Network an even more efficient buy. Average cost-per-thousand minutes, Monday through Sunday: 6 to 10 p.m., \$1.32 — 10 p.m. to Midnight, \$1.96. Both considerably lower than competition.

GROWTH —
In the Sioux Falls Metropolitan Area, KSOU-TV's share of audience 6 to 10 p.m. Sunday through Saturday, continues to climb. Up another 15% over a year ago.

GROWTH —
During the same time period, the Sioux Falls ARB shows KSOU-TV's average viewing homes have jumped 54% in the past year.

And remember . . . KSOU Radio—highest powered radio station in South Dakota—only station operating full time on a nationally cleared channel in four states—completely dominates the entire Sioux Falls—Sioux Empire. See NCS '61 and all other available surveys.



MARKET DATA

Population	1,047,400
Spendable Income	\$1,739,139,000
Retail Sales	\$1,234,875,000
Farm Population	419,800
Gross Farm Income	\$1,085,204,000
SRDS, Feb. '62. *ARB, Nov. '61.	Sioux Falls Network Report and Sioux Falls report.

represented nationally
by
AVERY-KNODEL, Inc.

represented regionally
by
HARRY S. HYETT CO.
Minneapolis, Minn.

Harold D. Soderlund Co.
Omaha-Lincoln, Neb.

SIOUX EMPIRE NETWORK

KSOU-TV	KCMT-TV	KORN-TV
SIOUX FALLS, S. D.	ALEXANDRIA, MINN.	MITCHELL, S. D.
NBC-ABC CHANNEL 13	NBC-ABC CHANNEL 7	NBC-ABC CHANNEL 5

GENERAL OFFICES: 8th & Phillips Ave., Sioux Falls, S. Dakota
Phone: ED 4-5601; Teletype: SX 8323

United Press International news produces!

Dept., Indiana U. Speaker will be Sol Tishoff, editor and publisher of BROADCASTING. Among awards will be two scholarships donated by Sarkes Tarzian Inc.

*May 4-5—Kansas Assn. of Radio Broadcasters annual convention, Lamer Hotel, Hays, Kan. Speakers include Ben B. Sanders, KICD Spencer, Iowa; Kenneth Cox, FCC broadcast bureau chief; and LeRoy Collins, NAB president, whose speech will be carried on a statewide network.

May 5—Sigma Delta Chi Region 11 convention, Montgomery Hotel, San Jose, Calif.

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

May 5—Sigma Delta Chi Region 2 convention, Chamberlin Hotel, Old Point Comfort, Va.

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

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

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

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

May 10-11 — Ohio Assn. of Broadcasters 25th anniversary convention. Featured speaker will be RAB President Kevin B. Sweeney. Somerset Inn, Shaker Heights.

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

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

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

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

May 12—California Associated Press Radio-TV Assn., annual meeting, Yosemite National Park.

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

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

May 12-13—Radio and television news clinic, sponsored jointly by the U. of Illinois, Illinois News Broadcasters Assn. and Radio-Television News Directors Assn. Featured speakers will be William B. Monroe Jr., news operations director, NBC, and Carter Davidson, foreign news editor of WBBM-TV Chicago. U. of Illinois, Urbana.

May 13-15—Southwest Assn. of Program Directors for Television, annual meeting, Skirvin Hotel, Oklahoma City.

*May 14—Chicago Area Agricultural Advertising Assn., annual marketing seminar, 8:30 a.m.-4:30 p.m., Pick-Congress Hotel, Chicago.

May 14—Georgia Assn. of Broadcasters and Atlanta Advertising Club sponsor Georgia Radio Day. Speaker will be RAB President Kevin B. Sweeney. Atlanta Athletic Club.

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

May 15-16—Council on Medical Television, fourth annual meeting. Speakers include

VOL. 3—"FILMS OF THE 50's"—NOW FOR TV
FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES
PRODUCED BY WARNER BROS. FROM SEVEN ARTS

HENRY FONDA JAMES CAGNEY WILLIAM POWELL
JACK LEMMON BETSY PALMER WARD BOND PRODUCED BY **LELAND HAYWARD**

DIRECTED BY **JOHN FORD AND MERVIN LE ROY** SCREEN PLAY BY **FRANK NUGENT AND JOSHUA LOGAN**

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



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717

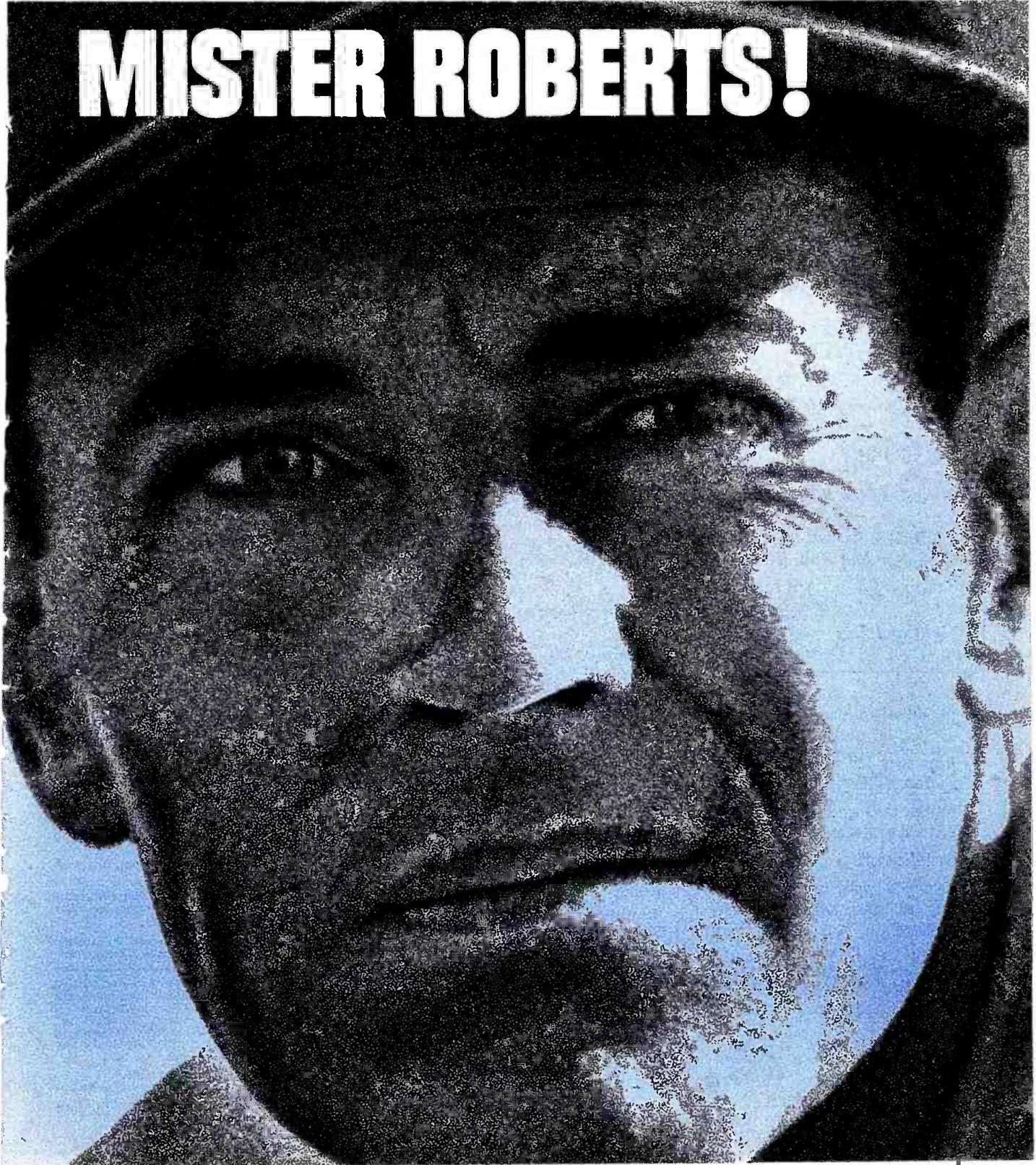
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-9105

DALLAS: 5641 Charlestown Drive ADams 9-2865

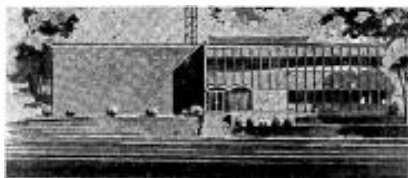
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

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

MISTER ROBERTS!



IN MEMPHIS



THE GOOD MUSIC STATION IS WMC

TYPICAL PROGRAM SEGMENT

5:30-6:00 P.M., April 27, 1962

Come Dance With Me

—Robert Farnon

I'm Confessin'

—Perry Como

Don't Be That Way

—Pete Fountain

Penthouse Serenade

—Norman Luboff Choir

Taking a Chance On Love

—Dinah Shore

Night and Day

—Frank Pourcel

- Distinctive programming . . . different from any other Memphis station!
- News every half hour . . . covered by Memphis' largest news staff!
- Weather casts . . . at every quarter past and quarter to the hour!
- No triple-spotting!
- More play-by-play sports coverage than all other Memphis stations combined!

WMC/MEMPHIS
NBC

790 KC
5,000 WATTS



18 (DATEBOOK)

Rep. John E. Fogarty. (D-R. I.) and FCC Commissioner Robert E. Lee. Clinical Center, National Institute of Health, Bethesda, Md.

May 16 — Deadline for comments on FCC proposal to charge fees for applications for new stations, renewal applications, transfers of control or major facilities changes, and other non-broadcast licenses.

*May 16—Composers & Lyricists Guild of America awards dinner at Sportsman's Lodge, Van Nuys, Calif. CLGA will honor the year's best original dramatic score, original comedy score, original song and original "specialized material" in both theatrical films and television and radio and tv commercials for original score and original song.

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

May 17—Advertising Writers Club of St. Louis, first annual awards dinner. Men's Grill, Stix, Baer & Fuller, St. Louis.

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

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

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

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

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

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

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

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

JUNE

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

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

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

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

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

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

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

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

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

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

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office
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BROADCASTING, April 23, 1962



MAGNETIC DIALER TELEPHONE



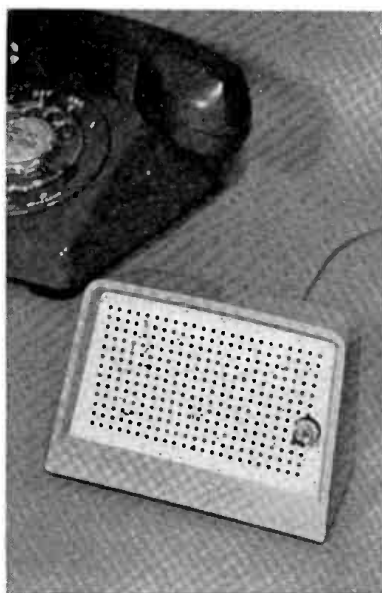
DIAL IN HANDSET



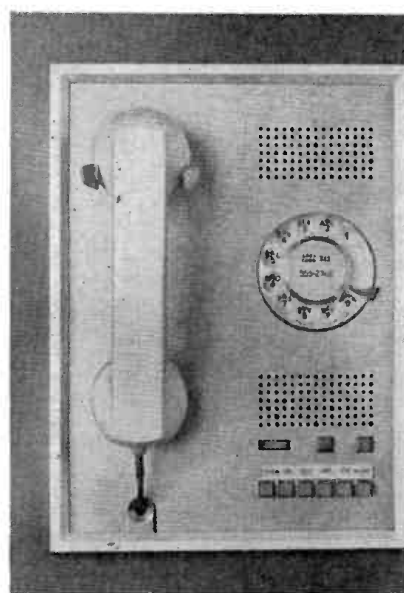
CARD DIALER TELEPHONE



TOUCH TONE PRINCESS TELEPHONE



TELEPHONE SPEAKER



PANEL TELEPHONE

Here are some of the new telephone instruments in various stages of development. Some are still experimental. Others are undergoing further work or being tested in actual use. Exciting in themselves, they are symbols of other exciting things to come . . . to make your communication services even more attractive, useful and convenient.

There Is No End to Telephone Progress →

This business has lived and grown successful by giving service.

It has done its best to give the public what it wanted, when it wanted it, with efficiency and courtesy. And then invented better things.

In the future, as in the past, the greatest progress will come through the combination of research, man-

ufacture and operations in one organization, with close teamwork between all three . . . Bell Telephone Laboratories, Western Electric and associated Bell telephone companies.

Wherever the trail may lead, on the earth or beneath the seas, in the air or through space, we will be trying very hard to serve you well.



BELL TELEPHONE SYSTEM

Owned by more than two million Americans

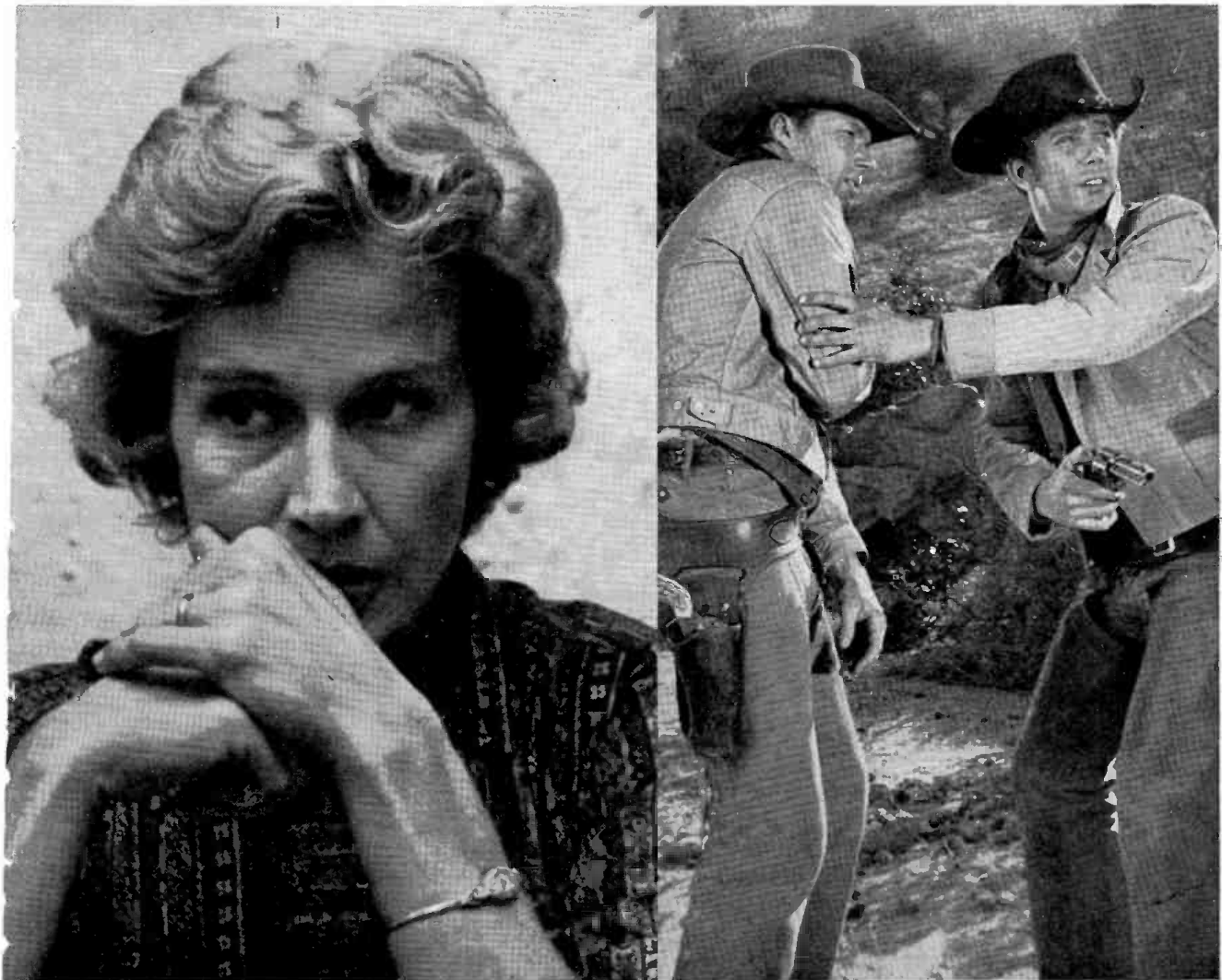
JOEY AND PERRY AND ANYONE FOR GOLF?/AN EARLY MORNING TALK WITH A STATESMAN/A LOOK



THIS IS NBC 

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

THE PROBLEMS FACING TODAY'S WOMEN / AND MEANWHILE, BACK AT THE RANCH



LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD

NOW!



THE YEAR'S BIGGEST SYNDICATION SCOOP!

Swing tv's millions your way with

HARRIGAN & SON

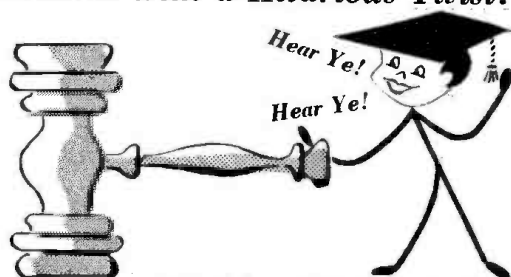
STARRING

PAT O'BRIEN

ROGER PERRY & GEORGINE DARCY

34 HALF-HOUR EPISODES

Courtroom Dramas with a Hilarious Twist!



JUDGED one of America's highest rated
TV shows in every market!

Desilu Sales Inc.

785 N. Gower Hollywood 38, Calif. HOLLYWOOD 9-5911

OPEN MIKE®

Better than a plaque

EDITOR: . . . You and your guys have won a place for BROADCASTING that is unique in the field of journalism, especially in the complex field of business journalism. At the [NAB] convention, I heard it said a dozen times by station executives — "Wait till BROADCASTING comes out, they'll have the right story." . . . They'll never hand you a plaque that is a better tribute to what you've built than the esteem of these guys.

Thanks for the help you've given us in building RAB into something.—
Kevin B. Sweeney, president, RAB, New York.

Suited to a "T"

EDITOR: We were very glad you ran our story [MONDAY MEMO, April 2 on Salada Tea commercials] . . . and thanks for your cooperation.—*J. W. Colpitts, Salada-Junket Div., Salada-Shirriff-Horsey Inc., Woburn, Mass.*

The basics of tv

EDITOR: In the 1961-62 BROADCASTING Yearbook there is a section titled "The ABCs of Radio and Television." It contains much useful information for answering school children's requests about how television works and the history of television. Is it possible to obtain permission to reprint sections of this article. . . ?—*Tom Cousins, promotion director, WCCO-TV Minneapolis.*

[We are glad to grant WCCO-TV permission to reprint the article provided credit is given to the BROADCASTING Yearbook as the source and to George O. Gillingham, FCC chief of reports and information, as the author, and that any excerpts be selected so as to protect the integrity of the context. This article was first prepared a number of years ago by Mr. Gillingham and was first published in BROADCASTING.]

On birth control

EDITOR: Your editorial [EDITORIALS, April 9] was great. . . I think the NAB was wise to ask to participate in discussions of the "birth control" suggestion for am radio if for no other reason than to have some sort of voice in what may develop in a commission seemingly bent on absolute control of everything from broadcasting to birds. . . —*Jim Hairgrove, president, KBRZ Freeport, Tex.*

EDITOR: As I read the accounts of the last NAB meeting I was surprised to find the acceptance of a proposal to block the expansion of the radio art. . .

Why not try and do a little looking into other pasts, other democratic systems that struggled with a governmental, socialistic economy. We are headed away from a very fine heritage into a government-controlled economy, and finally socialism. You don't pioneer in

BROADCASTING, April 23, 1962



#1 in Cincinnati!

Every radio station has something to offer . . . but only one can bring the largest audience in Cincinnati* . . . and that's WSAI

wsai

robert e. eastman

JUPITER BROADCASTING

*HOOPER *PULSE

WSAI	30.9	WSAI	30
B	23.6	B	20
C	14.4	C	17
D	13.2	D	14

Hooper: *Feb.-March, 62
Pulse: *Jan.-Feb., 62
Cincinnati Metro
area, total rated time
period!

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
☐ 1961-62 Yearbook \$4.00
☐ Payment attached ☐ Please bill

name

title/position*

company name

address

city

zone

state

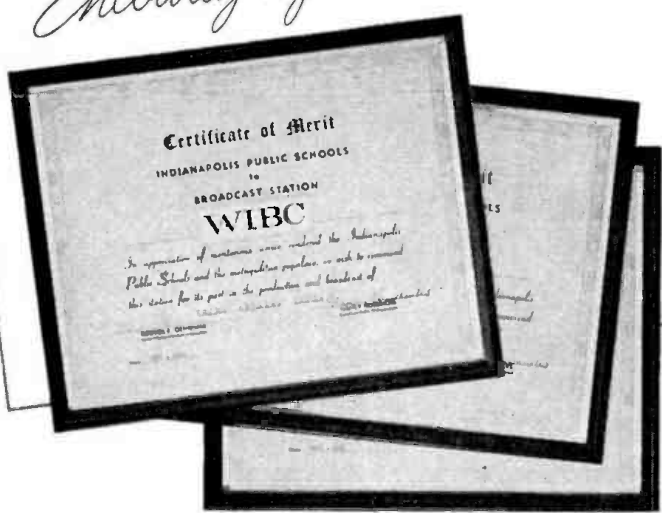
Send to home address—

* Occupation Required

WIBC

The Friendly Voice of Indiana

Goal—
Encourage good citizenship!



LEADS IN SERVICE

Teenagers, historically, receive little publicity . . . unless they get into trouble. Since 1950 WIBC has presented a series of programs, "Junior Town Meeting" and "Young America Sings," showcasing the student in his normal surroundings . . . the classroom. Twice weekly WIBC announcers and technicians go to the schools to record the shows for later broadcast.

LEADS IN ACCEPTANCE

The series has grown starting with the city schools—then the county schools—and later, a third program was added, "The Principal Speaks." The Indianapolis Public Schools, in 1961, presented WIBC with framed certificates for each of the programs to show their appreciation of the continuing service.

LEADS IN AUDIENCE

These and other service programs plus top rated news, music and sports enables WIBC to maintain the largest audience morning, afternoon and evening in Indianapolis and Indiana. That audience is available to you . . . the national advertiser.

*Pulse 46-County Area Survey, April, 1961
*Pulse Metropolitan Area Survey, October, 1961

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS

WIBC

1070 KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

this kind of system and I hope I never see it. . . .

Are there any pioneers left or are we all going to let the government tell us when we should blow our noses.—*Richard T. Pattie, Hillsboro, Ill.*

Gallic gall

EDITOR: . . . As a subscriber . . . for more than 30 years, I take pen in hand to call your attention to a story [THE MEDIA, April 2] referring to me as "James C. Hauraleau." So great is my fame in the industry that you not only have changed my name but my racial antecedents from Irish to French.

The other day I had a note signed "Aristide P. Bidet" (which I soon ascertained had come from our old friend Jack Howard, president of Scripps-Howard) saying that as a member of the Bidet clan he is delighted to see that Irish s.o.b. in Cleveland at last had been supplanted by another true Frenchman, "Hauraleau". . . . —"Jacques" (James C. Hanrahan), vice president, Scripps-Howard Broadcasting Co., general manager, WEWS (TV) Cleveland.

[To spare him from the consequences of that truism, "once a Frenchman, always a Frenchman," BROADCASTING hastens to restore to Mr. Hanrahan his rightful name, lost through a printer's error, lest the idea of the changeover become too attractive for his Irish curiosity to resist.]

ASCAP-man's view

EDITOR: Your usual fair and excellent reporting policy was shockingly absent in the recent "coverage" accorded the ASCAP-BMI situation. Obvious zeal to present BMI in a superior position resulted in a most one-sided series. . . .

Some will call me as prejudiced as the articles, perhaps, as I am one of those rare combinations: a broadcaster as well as a writer member of ASCAP. But I still know music when I hear it. And so does the public.—*Jack Faulkner, broadcast consultant, St. Petersburg, Fla.*

Cable color

EDITOR: In the report ("Ups and Downs Don't Deter Uhf," March 19) you quoted me as follows: "Mr. Kindt contends color signals lose some of their quality in the transition from ch. 28 (WBRE-TV Wilkes-Barre) to ch. 4 on catv systems, due to the fact the cable carries only part of the color signal."

This is an untrue statement and was not made by me. Up to the time you were in my store I didn't handle color tv sets. Furthermore, you mentioned in the report that I was an engineer serviceman. This also is not a fact. I am only the proprietor of the business and I am not qualified to report on technical matters such as how much color is carried on the cable. Since you visited me

I have started selling color tv sets and the color is beautiful on the cable. . . .
—Clifton Kindt, Kindt Radio & Tv, Danville, Pa.

[Mr. Kindt's recollections of a Feb. 12 interview as stated in his April 12 letter are at complete variance with the author's notes, made during a lengthy conversation.]

Kemm's cure-all

EDITOR: I have read with great interest your coverage of the NAB Convention in which proposed station license fees were discussed.

Mr. Minow seems to be at a loss for justification of license fees being the same for 250 w and 50 kw stations. Being an owner of two daytime stations, both low power, I feel an equitable solution to Mr. Minow's problem would be based on a charge of \$1 per watt. I would imagine that if this formula could be adopted, low power stations would have an excessive amount of company, and [it] would solve many of the commission's problems with stations applying for higher power.

Yours for 10 w broadcasting.—Edward B. Kemm, president, WLLC Raleigh, N. C.

Unhealthy example

EDITOR: Regarding the double-billing hassle, it strikes me that many distributors and companies have perpetuated the practice by offering their local dealers 75%-25% co-op for newspapers and 50%-50% for radio-tv.—Richard W. Long, general manager, WFAM-TV Lafayette, Ind.

Intersync

EDITOR: Your article [MONDAY MEMO, March 19] deals with "Intersync," a picture synchronizer for television tape recorders manufactured by Ampex. We were pleased to see the article and its recommendation of our product.

This letter is written to call your attention to the fact that "Intersync" (spelled in this manner) is a trademark of Ampex Corp. . . . Your article uses the word "Inter-Sync" as though it were a common generic term. . . . —Gregg Perry, manager, public relations, Ampex Corp., Redwood City, Calif.

Nielson correction

EDITOR: The Jan. 22 issue of your magazine carried an article, "Red threat livest program theme," which makes mention of my company. . . . On pages 28 and 29 Mr. Joseph Mawra is listed as president and executive producer of Nielson Assoc. which is totally incorrect.—Jules Striso, president, B. F. Nielson Assoc., Hastings on Hudson, N. Y.

[BROADCASTING erred in identifying Mr. Mawra as president.]

BROADCASTING, April 23, 1962

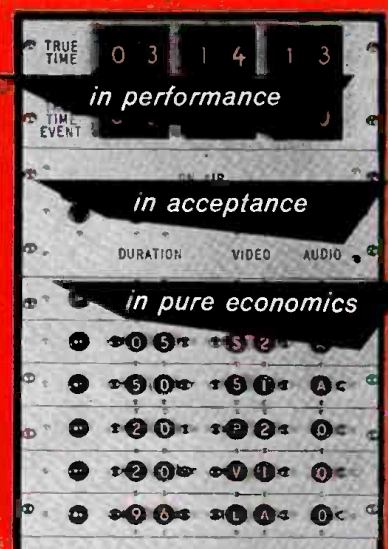
OUTSTANDING

Acclaimed by successful broadcasters. Chosen by discriminating engineers, for dependability and realistic economy:

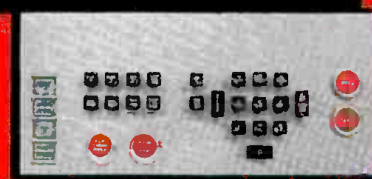
VISUAL

TELEVISION AUTOMATION

Automatic control, from scheduling to on-air—ample display of the stored schedule—preview facilities—easy last minute program changes — all tailor made to your facilities and budget!



PROGRAM SYSTEMS



VISUAL, the pioneer in simplified program automation, has designed a flexible system to automate your existing facilities—offering time-saving, money-saving economies. **VISUAL is the leader today!**

Every step required for unattended operation, smoother programming, reduced manpower requirements, and integration with data processing equipment to serve sales, traffic, accounting, and programming departments. Every step to increased overall efficiency!

For complete broadcast packages "tailor-made" rather than "ready-made," where individual components are selected from specialist manufacturers, coordinated for your requirements and your budget—contact the Leader, **VISUAL!**

MAIL COUPON FOR NEW 32 PAGE BOOK ON VISUAL 6000 TELEVISION PROGRAM AUTOMATION SYSTEMS. BG

NAME _____
STATION _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

VISUAL ELECTRONICS
CORPORATION

Keeps You in View!

356 West 40th Street • New York 18, N. Y. • Pennsylvania 6-5840

Would a spot tv test gauge a commercial's effect on sales?

It is certainly a truism that a good deal of broadcasting's qualitative research sets out to confirm an opinion, justify a decision or fill an economic need. This is not to say that the research is dishonest, biased or inadequately based. It is simply true that, excepting the nose count, there are valid points to be made on both sides of every research finding.

Such is certainly the case with the current argument between Bud Barry and Horace Schwerin. Mr. Barry's researchers at Young & Rubicam proved to his evident satisfaction that the memorability of a commercial has no relation to the television vehicle in which it is placed. Dr. Schwerin is convinced, on the basis of his research, that environment is very important—if not all important—certainly more so than the Y&R team says.

The protagonists for both sides will say I have oversimplified the results of the surveys. This is granted. Every research released for publication is oversimplified in the reader's mind and oversimplification is to be expected. So saying, let me disagree with both.

Economic Need ■ At the outset, it is helpful to remind ourselves of the economic and practical need for the Y&R survey in the first place.

Nowadays, most advertisers and their agencies are caught between inordinately high costs and a cumbersome policy of product protection on the television networks. As advertisers introduce new products and diversify their product lines, they often add new strictures to an already tight network policy.

Corporate pride simply dictates, in more cases than not, that Company A does not wish to share a program with Company B, even though the parts of their product line that are competitive currently are not being advertised. Reasonable cost, non-competitive co-participants and program compatibility often do not coincide. At least they do not where high audience levels translate reasonable cost to comfortable cost-per-thousand.

There is no use railing against the magazine concept. We have it. It is here. And it remains only to decide whether you want to advertise in *Western Story*, *True Detective*, or what. And more to the point, whether you can get in.

Compatibility ■ Faced with an uncomfortable and nearly impossible problem, you are bound to wonder whether compatibility is as important as we once thought. And you set out to prove, hopelessly, that it isn't.

Quickly, before all the researchers in the business drum me out of the club, let me deny any suggestion of hanky-panky in the methodology. This would be silly—even sillier on the part of the accused than of the accuser. Knowing the Y&R reputation, there is no doubting the integrity of the research.

Dr. Schwerin, who conducts his research with the same scientific integrity, says the environment is very important. Memory factors, he says, change importantly with the same commercial within different programs.

Dr. Schwerin conducts his research under difficult conditions. It must be difficult to get a truly representative cross-section into that little theatre on a dingy block of New York's Sixth Avenue. It must be even more difficult to get them to react normally in a somewhat clinical atmosphere, far from the casual comfort and casual viewing they enjoy at home. I have no doubt that Schwerin meets and solves these difficult problems, as does Gallup-Robinson in a slightly different approach at Princeton. But I have to insist that the problems insert themselves in the results. They probably do not reverse them, but it seems to me virtually inevitable that they over-emphasize them.

Environment and Memory ■ I do not agree that memorability is unaffected by environment. I also do not believe the effect is as great as Schwerin, and many broadcasters and agency television hands would have us think.

The best research, which would answer the question once and for all, is impossible for an established, high-volume product. It is, of course, the cash register, and to cut off all advertising except controlled environment television would be economic suicide. In test situations results may be meaningful, but inapplicable to other products because

of differences in market and product.

Still, there is room for some limited "sales curve survey" work, and national spot is the vineyard in which the work can be done. With everything constant except the vehicle, a list of stations in key market areas might superimpose a measurable difference on the area sales curves. It is worth trying.

Until this is done, and for those products for which it cannot be done, the answer lies in the taste and judgment of the advertiser, and especially of his agency. Knowledge of the product, of the potential purchaser, of the medium itself and of the probable reaction of its audiences to certain programs is the basic ingredient. Add to this both qualitative and quantitative research. Then, to change knowledge into wisdom, taste and judgment are absolutely invaluable.

When the problem is not a product but an idea, it becomes even more a problem of taste and judgment. When television is required to convince the largest audience any medium can command that Company A is honest, true and able and that you ought to buy its stock even if you can't buy its product, environment is even more important and so are taste and judgment.

Certainly, Bud Barry will continue to exercise taste and judgment about the programs into which Y&R's client's commercials go, not because he disbelieves his own research, but because he possesses taste and judgement, and it would be very difficult for him not to exercise them. And Dr. Schwerin will continue to make his case for environment, not that environment is as important as he makes it, but because he creates a useful reminder that nose-counting is not the end-all of the advertising business.

I hope that's true and that we are properly grateful that it is.



Lansing Lindquist is a consultant in television advertising for agencies and advertisers. He has been in radio-tv programming 30 years. From 1950 to 1961, he proved his convictions about program and commercial compatibility by developing, for Westinghouse, the first broadcast sponsorship of a political convention, a tradition that continued through 1960. He has been a vice president of Ketchum, MacLeod & Grove in Pittsburgh and New York, and McCann-Erickson in New York.

YOU CAN QUOTE ME...

When we decided to put our jolly Green Giant back in "show business" as a big time TV star, we knew we could count on the WLW group to reach a giant's size share of the viewing audience in their respective areas. These stations not only put our Big Green message before the greatest number of people, but follow-thru with buyers, brokers, distributors, and store managers on the firing line.

Lyle Polsfuss

Lyle Polsfuss, Director of Marketing, Green Giant Brands,
Green Giant Company, Le Sueur, Minnesota

I'LL SAY THIS...

The time availabilities offered by the Crosley Corporation chain have helped us put our "ho, ho, ho" Green Giant story before the size and type of audience we want to reach most. And you just can't beat the extra services they have to offer with the trade.

Richard L. Halpin

Richard Halpin, Account Executive
Leo Burnett Company, Inc., Chicago, Ill.



Call your WLW Stations' representative...you'll be glad you did!

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

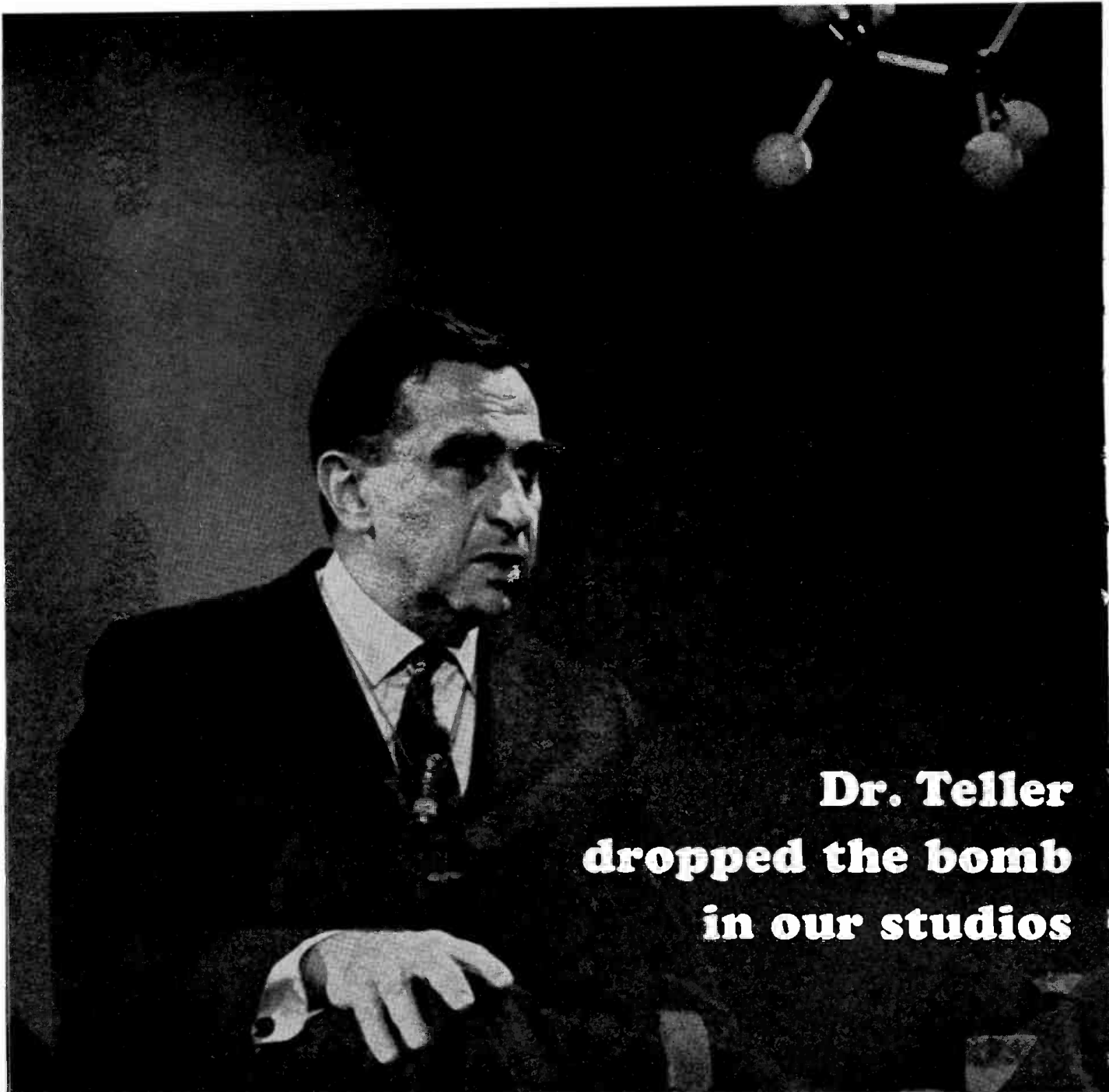
WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton



Crosley Broadcasting Corporation



Dr. Teller dropped the bomb in our studios

He said: "We might be better off if we had no secrecy. All secrecy so far has not helped us very much. The Russians did succeed in catching up with us, in overtaking us, in almost all, perhaps in all, important military aspects. At the same time, the little secrecy that we have has put a barrier between ourselves and our allies."

Dr. Edward Teller, the Hungarian-born physicist who led the development of the hydrogen bomb for the United States, had suggested for the first time a *no secrecy* policy on atomic weapons.

The date was March 11, 1962. The place: the television studios of the Crown Stations in Seattle.

This was no ordinary television interview. The Crown Stations had flown Dr. Teller and Gilbert Seldes, noted author and critic, to the Pacific Northwest to tape a series of half-hour programs on survival in the atomic age.

Dr. Teller, a leading advocate of the "hard line" toward the problem of the weapons of mass destruction in the cold war, put forward the following proposal on one aspect of the problem, the particular question of national secrecy:

"I think that a greater abandoning of secrecy and great emphasis on openness would give us more spiritual weapons with which to combat the dreadful secrecy on the Russian side. As soon as that secrecy falls, we'll be on the road toward real peace."

The Crown Stations are proud of making news in this manner. But we are prouder yet of our record of bringing



to Pacific Northwest audiences special programs which illuminate the issues of our times.

When the Anti-Communist schools flared up in the country a few months before, we asked Dr. Teller and Mr. Seldes to come to Seattle — along with Dr. Arthur Flemming, former member of the Eisenhower cabinet, and New Yorker magazine correspondent Richard Rovere — to discuss quietly, and responsibly, the threat posed by World Communism.

Dr. Teller and Mr. Seldes became fascinated with their opposing points of view. They stimulated each other with the range and diversity of their own backgrounds. The two men — one a distinguished physicist, the other a famous writer who has spent his life in the arts — argued for hours after the show.

We felt our audiences had a right to hear the candid dialogue of these two divergent minds. We re-staged their meeting many weeks later in Seattle. Thus, arose the program in which Dr. Teller released the bomb of *no secrecy*.

We tell this story to make one point. We believe a local station or group of local stations can conceive and produce programs of real network caliber . . . *if they are willing to invest the time, money, and talent to do it.* The Crown Stations are willing. We do.

THE CROWN STATIONS

KING, AM, FM, TV, Seattle / KGW, AM, TV, Portland
KREM, AM, FM, TV, Spokane



"Run Silent, Run Deep" (25.8*) **runs off with Sunday Night**



Witness for the Prosecution



10 Seconds to Hell



Not As A Stranger



The Wonderful Country



The Pride and the Passion



Shake Hands with the Devil



Johnny Concho



The Indian Fighter



Marty



Pork Chop Hill



Men In War



Man of the West



Moby Dick



The Kentuckian

...and look what's coming on "Hollywood Special"!

Movies are better than ever
 ...on ABC-TV.

Kicking off "Hollywood Special," *Run Silent, Run Deep* grabbed itself a 25.8 average rating,* outrating *every* program from 8:30 to 10:30 on Nets Y & Z.

In point of Nielsen fact, it made ABC the top-rated Network on Sunday night, with a 23.2 average.* A higher rating than any night on any other network.

A glance, above, at the up-

coming schedule should leave no doubt as to this line-up's ability to score in similar fashion on forthcoming Sunday nights.

Movies, anyone?

ABC-TV

*Source: Nielsen 24 Market TV Report, Average Audience, Monday thru Sunday, 7:30-11 PM., week ending April 8, 1962.

ADVERTISING GAINING IN STATURE

- Third BROADCASTING-Pulse study indicates growing acceptance
- Public aware of important role played in moving merchandise
- More feel advertiser should not control television programming

Advertising's overall image among consumers is getting brighter all the time, but some of the details still need polish.

The progress it has made—and areas where more progress is needed—are pointed up in the findings of a survey of public attitudes conducted for BROADCASTING by The Pulse Inc. The study is the third in a series started by BROADCASTING and The Pulse in 1958 and renewed in 1961.

The latest findings indicate that advertising has made long strides in winning public acceptance as an "important" business and gradually is winning understanding of its goals and functions.

By long odds the greatest impediment found in the study is the still frequently encountered feeling that much of adver-

tising is beset by "false, exaggerated, misleading claims." Yet there also is evidence that progress is being made in this area.

There also appears to be a growing feeling that advertising needs a sprightlier approach, more imaginative and entertaining treatment. The study shows an increasing tendency to like advertising for these qualities—and to dislike it for lack of them.

What's To Be Shown ■ On a not necessarily related question it is clear that in the public mind the advertiser is losing ground as the one who decides what television programs are presented—and has lost much ground as the one who *should* make that decision. The broadcaster has gained as the one who ought to choose what will be shown.

Here are major trends and conclusions emerging from the latest survey results, based on 1,000 personal interviews in 10 major markets last month, and a comparison of these results with those of the 1961 and 1958 studies:

■ More than 98 out of 100 people now consider advertising an "important" business. This represents a substantial upgrading in advertising's overall image in the past year and especially since 1958, when 20 out of 100 looked upon advertising as unimportant. (Table C).

■ There seems to be a growing public awareness of the roles advertising plays not only in moving goods but also in improving business generally and in serving as a sort of general catalog that lets people know what products are

Should advertiser or station control programming?

J. Do you believe advertisers decide what programs are to be televised or that the television stations decide what programs are shown?

	% 1962	% 1961
Advertiser decides	57.7	62.8
Tv station decides	22.6	22.3
Both equal	11.5	10.1
Don't know	8.2	4.8
Total respondents (1,000)	100.0	100.0

K. Why do you say that? (Asked of those who answered "advertiser decides" to question J.)

	% 1962	% 1961
They will sponsor a show with large audience	3.5	6.7
Won't spend money on a show with no audience	.9	2.5
Associate their product with a popular program	4.3	4.6
Because they pay for it	58.1	50.6
They are more in touch with the public	.2	4.9
Pick the show best suited for their product	13.0	13.7
Sponsor censors the program	1.9	1.3
They have a right to control their show	4.2	4.5
Advertisers keep the show on the air	2.9	7.7
The commercials say so	2.4	2.5
Misc.	6.8	6.2
Don't know/No particular reason	2.9	2.7
Total responses (583)	101.1*	107.9*
Total respondents	577	628

*Total over 100% due to multiple responses.

L. Why do you say that? (Asked of those who answered "tv station decides" to question J.)

	% 1962	% 1961
They know more about programming	6.2	20.2
Station knows what the public likes	24.8	17.0
Station knows best time slot	6.6	19.7
Station has right to do so	16.8	9.9
They know what is best	5.8	8.1
Station is concerned about what is shown	6.2	6.3
Station has low standards	1.3	2.7
It is their station; they decide	13.7	9.9
Misc.	15.9	4.5
Don't know/No particular reason	3.5	4.0
Total responses (228)	100.8*	102.3*
Total respondents	226	223

*Total over 100% due to multiple responses.

M. Which one should decide what program are shown?

	% 1962	% 1961
Advertiser	38.4	46.5
Station	35.0	31.7
Doesn't matter	6.4	4.8
Public should decide	5.8	7.9
Both should have voice in it	14.4	9.1
Total respondents (1,000)	100	100

ADVERTISING GAINING IN STATURE continued

available (Tables D and F).

■ There has been no significant decline in the number of people (15% of the sample) who say they dislike advertising for what they call false, exaggerated or misleading claims. This is still the No. 1 irritant (Table G).

■ But there are signs that this complaint, which rose markedly in 1961 in the wake of widespread criticisms of advertising, is beginning to be offset. In the latest study truth and honesty and the accomplishments of advertising are mentioned for the first time in this series of surveys as specific reasons for liking advertising, and the complaint that advertising in general is misleading takes a sharp tumble (Tables E and F).

■ Reasons related to the frequency and number of commercials and advertisements still rank high on the list of "dislikes" about advertising, but the number of such complaints appears to be declining while the number related

to monotony and boredom is gaining. Among the best-liked features, those related to "entertaining, interesting and well-done" are on the rise (Tables F and G).

■ There is a growing public awareness of what an advertising agency does. "Advertises product" is still the answer most frequently given, but fewer respondents rely on this catch-all response and more show an understanding of the specifics involved, especially "buys time, space and tv programs" and "prepares ads and copy and writes commercials" (Table I).

■ The image of the advertising man is taking on a soberer tone. Last year he was most frequently described as "intelligent, clever," "imaginative," "original" and "gregarious, extrovert, outgoing personality." In this year's study he is thought of most often as "well-educated, well-informed," to a lesser extent is regarded as "intelligent, clever"

and in the third place is considered "a good salesman" (Table H).

■ There is an increase in the number of people who say they like advertising because it provides good tv programs or pays for television service at no cost to the public (Table F).

■ But there's less feeling now that it's the advertiser who does or should decide what television programs are to be presented. The advertiser still has a marked edge over the broadcaster as the one who *does* make the decision, however, and a slight edge as the one who *should* (Tables J and M).

Whatever the reason for the change in public thinking about where responsibility does and should rest, it occurred in a year marked by big headlines and long news stories devoted to FCC hearings which explored the question in detail.

Many of the nation's leading advertisers took the FCC witness stand last fall to explain the policies under which they do—and in a few cases don't—influence both the selection and presen-

How much does the public know about advertising agencies?

A. Various streets have become associated with specific business. Can you name the business associated with:

	% 1962	% 1961	% 1958
Wall Street—Finance	83.8	73.3	83.0
Hollywood & Vine—Movies	70.5	64.4	68.2
Times Square—Theatre & Entertainment	40.7	34.4	28.2
Madison Avenue—Advertising	35.1	20.3	20.8
Seventh Avenue—Garment Industry	30.6	27.2	25.7
Total respondents (1,000)	1,000		

H. How would you describe a person who works in advertising?

	% 1962	% 1961	% 1958
Good appearance, well-dressed	5.0	7.4	4.5
Good talker, interesting	6.4	6.6	6.9
Well-educated, well-informed	15.6	9.3	5.9
Ambitious, aggressive	8.1	9.5	6.5
Imaginative, original	9.0	12.8	11.0
Gregarious, extrovert, outgoing personality	6.8	10.5	7.1
Good salesman	9.2	9.3	4.9
Intelligent, clever	11.3	19.5	8.3
Energetic, hard worker	2.0	3.8	3.2
Alert	2.9	6.1	4.8
Executive, business man	5.2	6.1	2.9
Honest, sincere, polite	0.4	1.8	1.9
Interested in meeting people	0.3	2.7	
Misc. favorable	2.0	4.9	1.4
Showman, actor	0.9	0.4	0.4
Man in grey flannel suit, Ivy League	3.4	2.1	1.8
Neurotic, nervous, anxious	1.8	1.0	1.7
Huckster		0.9	0.8
Arrogant, boastful, conceited	1.4	1.2	0.6
Superficial	0.2	0.4	0.4
False	0.6	0.5	0.4
Misc. unfavorable	3.0	2.1	0.6
Average	4.8	7.6	6.5
Don't know	9.3	6.6	10.1
Total responses (1,000)			
Total respondents	1,000		

B. (If respondent associated advertising with Madison Avenue) Can you name a company in the advertising business?

	% 1962	% 1961	% 1958
B.B.D. & O.	10.0	2.5	5.6
Young & Rubicam	4.8	2.0	1.7
J. Walter Thompson	3.1	1.0	1.7
McCann Erickson	2.0	1.0	1.3
Benton & Bowles	1.4	1.0	1.3
Cunningham & Walsh	1.1		
D'Arcy	0.6		
Dancer, Fitzgerald & Sample	0.6		
Donnelly	0.6		
Doremus	0.6		
Misc.	2.8	14.8	12.1
None	72.4	74.8	76.3
Total respondents (351)		203	

I. What do you think an advertising agency does?

	% 1962	% 1961	% 1958
Sells product to public	14.7	7.3	15.5
Advertises product	21.9	26.3	34.5
Prepares ad & copy, writes commercials	10.6	7.8	11.8
Presents new products to public	10.5	16.2	1.8
Handles advertising for producer	3.9	6.4	2.0
Sales promotion campaigns	5.8	8.8	11.7
Promotes sales	8.7	7.0	5.1
Buy time, space, tv programs	11.8	2.6	1.2
Solicits clients	2.7	2.8	1.3
Increases business	6.2	1.3	1.4
Creates demand for product	2.8	2.5	2.1
Miscellaneous neutral		0.5	3.5
Brainwashes, persuades public	1.2	0.9	0.6
Talks people into buying unwanted things	1.0	2.0	1.8
Misc. unfavorable	.9	1.5	
Not certain	4.9	9.0	6.6
Total responses (1,076*)			
Total respondents	1,000		
*Totals over 100% due to multiple responses.			

How people feel about advertising—their likes and dislikes

C. Do you think that the advertising business is important?

	% 1962	% 1961	% 1958
Yes	98.1	96.5	79.2
No	1.9	3.5	20.8
Total respondents	100	100	100

D. Why do you think the advertising business is important? (Asked of those answering "yes" to question C.)

	% 1962	% 1961	% 1958
Sells product	19.7	9.5	20.9
Tells what's available	1.5	6.2	7.0
Describes uses of products, qualities	1.3	3.1	8.6
Enlightens public	2.2	11.3	6.8
Makes people buy	1.8	3.1	1.5
Stirs competition	1.5	2.3	1.2
Helps business firms, boosts business, promotes business	18.5	12.8	8.9
Presents new products	15.8	8.2	7.9
Keeps tv on air, free tv programs	2.7	0.8	2.0
Informs public of many products	22.9	26.2	24.3
Means of choosing between products, better products	2.7	4.6	2.3
Stimulates sales	1.3	9.5	1.4
Misc.	6.2	7.1	2.1
No particular reason	3.1	1.2	2.9
Total responses (993)	981	965	

*Total over 100% due to multiple responses.

E. Why do you think the advertising business is unimportant? (Asked of those answering "no" to question C.)

	% 1962	% 1961	% 1958
If products are good they sell themselves	15.8	20.0	22.4
Money spent on advertising should be used to lower prices	10.5	8.6	3.9
Unnecessary, superfluous	21.0	11.4	12.1
Misleads public	10.5	25.7	4.7
People don't pay attention to it	5.3		
It is useful, but not important	5.3		
No particular reason	31.6	25.7	34.9
Doesn't give new product a chance		8.6	1.3
Total responses	35	35	
Total respondents	35	35	

F. Is there anything you like about advertising?

	% 1962	% 1961	% 1958
Introduces, gives information about new product	13.7	13.6	14.8
Acquaints public with product, informative, facts	13.5	14.7	19.9
Sales & bargains	2.6	1.9	2.2
Samples & coupons	0.7	0.5	2.6
Stimulates buying, helps business	7.6	4.4	6.0
Educational	1.2	4.9	3.2
Entertaining, interesting, well done	10.9	7.9	7.3
Creates, stimulates competition	0.8	1.4	1.4
Provides good tv programs	1.5	1.0	1.4
Pays for tv, necessary, no cost to public	3.1	1.9	1.9
The methods—cartoons, jingles, songs	7.0	9.6	7.6
Magazine pictures, colorful advertisements	4.8		
True advertising, honest advertising	2.9		
Accomplishments, results, uses	1.1		
Cleverness of ads—ingenuity		2.5	2.2
Everything		1.7	1.9
Leads to comparative and selective buying		3.2	4.2
Helps you choose products wisely		1.6	
Misc.	5.9	10.8	2.2
Nothing	25.8	23.2	17.5
Total responses (1,031)*	1,000	1,000	

*Total over 100% due to multiple responses.

G. Is there anything you dislike about advertising?

	% 1962	% 1961	% 1958
False, exaggerated, misleading claims	15.0	15.1	10.6
Too frequent	7.7	4.7	10.1
Too many	9.2	6.6	4.7
Interrupts tv viewing	2.1	8.0	5.0
Silly, juvenile, underrate intelligence of public	4.6	7.4	5.9
High pressure, overselling	4.9	4.8	7.1
Repetitious, redundant	6.9	9.3	6.6
Monotonous, boring, annoying	5.1	3.6	4.5
Loud, noisy	2.0	3.0	2.2
Sex appeal, bras, girdles, women	1.3	0.8	0.7
Not interesting, tells nothing	1.3		
Overdone, over dramatized	7.1		
Get on my nerves	1.2		
Mail advertisements	0.6	0.6	0.6
Highway billboards	0.9	0.1	0.6
Long		0.6	4.9
Liquor ads		0.3	0.9
Increases cost of product		0.6	0.8
Makes me spend money I don't have		0.5	
Misc.	6.4	9.2	3.0
Nothing	34.2	27.4	43.3
Total responses (1,105)*	1,026	1,026	
Total respondents	1,000	1,000	

*Total over 100% due to multiple responses.

tation of tv programs.

Earlier in the year—but after the 1961 BROADCASTING-Pulse survey was made—leading television writers and producers had charged in the same forum that "advertiser interference" was responsible for killing "creative" programming.

In the 1961 survey more than six out of ten respondents said they thought that advertisers choose the programs that are shown, while two out of ten thought the choice was made by stations. This year the number naming the advertiser as the decision-maker had

dropped to 57.7%, while the number nominating stations remained virtually unchanged. Most of the "advertiser decides" loss appeared to go into the "don't know" column.

In both 1961 and 1962 the No. 1 reason assigned by those naming advertisers as the program selector was "because they pay for it." There was a realignment in the principal reasons which respondents gave for thinking that stations make the choice: In 1961 "they know more about programming" was mentioned most often; in 1962 this reason took a tumble and was replaced

by "station knows what the public likes" (Table K and L).

The advertiser still holds onto No. 1 place as the one who should make the program choice—but by only three percentage points as compared with an edge of 14 points a year ago. The vote this year stands at 38.4% for the advertiser to 35% for the station, as against 46.5% for the advertiser and 31.7% for the station in 1961.

There has been a slight decline in the minority who think the public should decide, and a rise in those who feel that "both should have a voice in it" and in

those who think that it really "doesn't matter."

The public's increasing awareness of advertising was also reflected in the number of people (35.1%) who associated it with Madison Ave. in a "fam-

ous streets" question. More people also were able to associate finance with Wall Street, motion pictures with Hollywood & Vine, theatre and entertainment with Times Square, and the garment industry with Seventh Ave. But the increased

identification of advertising with Madison Avenue greatly exceeded the other gains and was accompanied by increased ability to give the name of one or more advertising agencies (Tables A and B).

Ad creativity, evaluation on AAAA agenda

WHITE SULPHUR MEETING WILL HEAR FTC CHIEF'S VIEWS ON POLICING

An estimated 850 members and advertiser and media guests are expected to attend the annual meeting of the American Assn. of Advertising Agencies this week at the Greenbrier, White Sulphur Springs, W. Va. The three-day meeting opens Thursday.

Evaluation of advertising programs, approaches to the solution of agencies' executive and creative manpower problems, an appraisal of the outlook for creativity, and an address by Chairman Paul Rand Dixon of the ad-policing Federal Trade Commission are among the highlights of the general sessions, to be held Friday and Saturday.

A report on AAAA plans for a public relations program to improve advertising's image among opinion leaders (see this page), election of officers and a symposium on international advertising are slated for the opening-day sessions on Thursday. These will be limited to AAAA members and some 90 delegates from 40 countries who are in the U.S. for the Second International Meet-

ing of Advertising Agency Leaders.

Gamble's Farewell ■ The three-day meeting takes on added significance as the farewell convention for President Frederick R. Gamble and the first for John Crichton as president-elect. Mr. Gamble retires May 6 after 33 years with the association. He will be succeeded on May 7 by Mr. Crichton, former editor of *Advertising Age*, who as a newsman has covered a long succession of AAAA conventions.

Robert Saudek, president of the television production firm bearing his name, will participate in a Saturday-morning symposium on "Exciting Thresholds in Mass Communications," moderated by Marya Mannes of *The Reporter* and with Wade H. Nichols Jr. of *Good Housekeeping* also taking part.

The open sessions on Friday morning will start with a panel evaluation of advertising programs titled "Measuring What We Pay For." Charles K. Raymond of the Advertising Research Foundation is moderator and partici-

pants include Paul E. J. Gerhold of Foote, Cone & Belding, New York; William C. McKeenan Jr., Metropolitan Life Insurance Co., New York; Robert J. Fisher, Ford Motor Co., Dearborn, Mich., and Paul Lyness, research consultant, Princeton, N. J.

This will be followed by a panel on "Developing Executive and Creative Manpower," moderated by William E. Steers of Doherty, Clifford, Steers & Shenfield, New York. Participants: Paul C. Harper Jr., Needham, Louis & Brorby, Chicago; Ray O. Mithun, Campbell-Mithun, Minneapolis; Vernon C. Myers of *Look* magazine, Cowles Magazines and Broadcasting Inc., and Moorhead Wright, General Electric Co., New York.

George Gribbin, Young & Rubicam, New York, will wind up the Friday meetings with a look at "The Outlook for Creativity."

On Saturday ■ FTC Chairman Dixon will discuss "Let's Get Rid of Uncertainty" at the Saturday-morning session following the "Thresholds in Mass Communications" symposium and presentation of the 1962 Arthur Kudner Award for creative writing in institutional advertising. Marion Harper Jr. of Interpublic Inc., New York, will close the formal sessions with an address as 1961-62 chairman of the association.

The convention will be followed by the 13th annual region and council governors' meeting on Saturday afternoon. Some 50 governors from the AAAA's four regions and 21 local councils are expected to be on hand for an exchange of information on regional and local activities.

Several television and other films are slated for showing at various times during the convention. These include a preview of outstanding entries in the 1962 American Television Film Festival; award winners from the 1961 Cannes International Film Festival; the Assn. of National Advertisers' new presentation on "This Is Advertising"; a film presentation commemorating the Advertising Council's 20th anniversary, and "The AAAA Is You," dealing with the meaning and benefits of AAAA membership.

The AAAA's annual reception and dinner are scheduled for Friday evening.

AAAA pr plan aimed at opinion leaders

The American Assn. of Advertising Agencies will unveil a new public-relations campaign blueprint this week. Its primary target: So-called opinion leaders.

Studies conducted for AAAA have indicated that, as also pointed up in special surveys conducted for BROADCASTING (see page 31), advertising has no fundamental public-relations problem among the general public. Its biggest problem has been shown to be among government officials, college professors, business executives, editors, writers and other thought leaders.

A status report on AAAA plans to reach this leadership group is slated for presentation at a closed session of the AAAA membership Thursday morning at the outset of its annual meeting at the Greenbrier, White Sulphur Springs, W. Va. (see this page). An earlier plan was unveiled at last year's annual meeting but was almost immediately deferred and finally was largely shelved pending completion of a depth study among

thought leaders.

The depth study was the first of nine projects envisioned in last year's plan. The others included a new publication called "Advertising Today," which was to contain "thoughtful and thought-provoking" articles about advertising and circulate to thought leaders; a pilot seminar on advertising to be conducted at a leading university; an expanded program of speech-making by agency executives before non-advertising groups, and more "organized, positive publicity" on behalf of advertising (BROADCASTING, April 24, 1961).

The study was completed last summer and results were given to AAAA members last fall. Reports made public at the time appeared to take some of the heat off television and radio commercials as major causes of opinion leaders' criticisms of advertising. These reports failed to mention earlier findings, based on a pilot study, that "television and to a lesser extent radio advertising bore the brunt" of criticisms.



tough nut

New York, the biggest, most competitive and most lucrative market in the nation, is not so easy to crack. Advertisers *must* have the indispensable impact of local spot television. WPIX-11, New York's prestige independent, delivers the most effective combination of market-cracking opportunities...Minute Commercials in Prime Evening time in a "network atmosphere" of network caliber programming and national advertisers. Only WPIX-11 can deliver *all* of these premium opportunities.

where are your 60-second commercials tonight?



The 'first real textbook' for retailers

RAB'S THOROUGH REPORT OFFERS 10 COMMANDMENTS

The Radio Advertising Bureau is distributing to retailing and advertising executives a 116-page volume hailed as "the first real textbook ever published on radio as a medium for selling retail items."

The volume, prepared by RAB, is based on information collected during its two-year "Department Store Challenge" study of retail advertising. The bureau claims that the tested procedures in the manual were "successful for stores ranging in volume from several million annually to giant multi-branch retailers."

Basic material included in the volume was obtained from the "Challenge" project conducted at Higbee's, Cleveland department store, but findings were tested and substantiated in upwards of 20 other retail establishments, RAB officials reported.

Titled "How to Use Radio to Sell Items," the book traces a radio campaign from initial planning stages through advice on research, copy writing, selection of items to be advertised, setting up of budgets and other areas. It offers a checklist which attempts to answer the most commonly-asked questions on retail radio advertising. The checklist offers these guidelines:

(1) Set a target date for the radio campaign since the average store needs

45 to 60 days to get ready from the time the decision is reached to the first week on the air;

(2) Decide on the total radio budget for the first year and apportion the money by months, providing for a variation in expenditure each month, keyed to seasonal business activity;

(3) Hold a meeting to explain your radio plans to all division managers, buyers and key advertising department staffers likely to be involved in radio;

(4) Appoint a coordinator to be in charge of radio for the store, and appoint an advertising agency.

(5) Inform the division managers about the amount of their budgets in radio and the due date of their first radio monthly merchandise plan;

(6) Hire an advertising researcher to work with the radio coordinator in measuring both your radio and newspaper advertising;

(7) Decide how you want to represent yourself in radio advertising—what the main copy theme should be and which items to spotlight;

(8) Set up procedures for all facets of the radio advertising program for all retail personnel involved;

(9) Cooperate with the advertising agency by letting them know about your objectives and your plans;

(10) Brief the radio stations on your

New tack for Bud

In what was said to be a new approach to buying radio to reach the New York Negro market, Anheuser-Busch Inc. (Budweiser beer) has bought a 15-minute, Monday-through-Friday *Budweiser Jazz Show* on WLIB for 52 weeks. In the past Budweiser has used spot radio to reach the Negro market, according to WLIB General Manager Harry Novik, but decided "to become identified with a regular program this season." The agency: D'Arcy Adv., St. Louis.

strategy so that they can provide guidance and assistance.

The manual includes samples of the forms useful in a radio campaign and tables shows how stores with annual volumes of \$5 million and upward might allocate their total advertising budgets.

Rep appointments...

■ WHIZ-AM-FM-TV Zanesville, Ohio: Ohio Stations Representatives, Cleveland, for exclusive representation in that state.

■ XEAU Tijuana, Mex.-San Diego: The J. A. Lucas Co. as exclusive national representative.

COMMERCIAL PREVIEW: a slice of life for Halo

Last stop . . . New York. Among the passengers stepping down to the platform of track 2 in Pennsylvania Station is a most attractive young

lady, Miss Halo. But she is not seen by viewers of this new Halo commercial until she meets a friend at the gate. Up to that point the cam-

era is busy picking up the admiring reactions of other travelers as she proceeds from the train.

Filmed by Robert Lawrence Productions, New York, for Colgate-Palmolive's Halo shampoo, the commercial represents the slice-of-life style that is rapidly becoming the trademark of Robert Lawrence and director Jerry Schnitzer. The simultaneous shooting of this one-minute commercial, and one similar Halo commercial which was partially filmed at the station in Princeton, N. J., took four days. They will be tested shortly in various markets via Halo's agency, D'Arcy Adv., N. Y.

The complicated shooting on busy track 2 involved two truckloads of equipment. Poor lighting required the crew of 25 to provide their own power generator. There were four featured players, six "special" characters and 15 walk-on extras. Working closely with Mr. Schnitzer were Pev Marley, director of photography; Doris Reichbart, production supervisor, and Jack Warren, agency producer.



Despite lighting problems, the Halo look shines through station gloom in this scene from a new Halo shampoo commercial.

LOCAL NEWS IS MOBILE ON ATLANTA'S WSB



Atlantans and Georgians catch their news while it's happening on WSB Radio! Mobile news operations (utilizing helicopter, news cars, and a staff of professionally trained newsmen) enable WSB to provide accurate news coverage, fast. Leadership in news is another reason for WSB's dominance of Atlanta radio, and its ability to stimulate sales for advertisers.



Represented by

Edward Peiry & Co., Inc.

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

CHECK



70 FULL HOURS

MATHE

**STARRING ANTHONY GEORGE
SEBASTIAN CABOT
AND DOUG McCLURE**

**NOW AVAILABLE FOR
LOCAL PROGRAMMING**

GREATEST GUEST-STAR LIST IN TV HISTORY!

Jack Benny	Dan Duryea	Mickey Rooney
Scott Brady	Joan Fontaine	Barbara Rush
Lloyd Bridges	Charles Laughton	Jane Wyman
Sid Caesar	Julie London	Keenan Wynn
Cyd Charisse	Lee Marvin	
Joseph Cotten	Ricardo Montalban	And...
Angie Dickinson	Tony Randall	Many, Many More

1st day sales to:

WPIX New York
KTTV Los Angeles
WGN-TV Chicago
WMAL-TV Washington, D.C.
WALA-TV Mobile
WPTA-TV Ft. Wayne
KVOA-TV Tucson
KLZ-TV Denver
WXYZ-TV Detroit

mca
TV FILM SYNDICATION

598 Madison Ave., New York 22, N. Y.
PLaza 9-7500 and principal cities everywhere

Nielsen reports on weekly home viewing, listening

Television: More than 500 stations in a given week telecast program offerings received in 45 million homes at an average rate of more than 40 hours per family.

Radio: Over 4,000 stations in the continental U. S. during a given week broadcast program offerings received in more than 40 million homes at an average rate of more than 14 hours per family, exclusive of auto radio and battery-only portable sets in use.

These dimensions of the broadcast media in the U. S. are drawn from A. C. Nielsen Co.'s eighth annual review of the broadcast media which will be distributed at the end of this month (two brochures, entitled "Radio '62" and "Television '62").

Tv high points:

As of January 1962, 49 million homes were equipped with one or more tv sets. Tv viewing nationally last winter averaged 5 hours 36 minutes per home per day (averaged daily viewing regionally ranged from 5 to 6 hours). As of last January, the 5 hours 57 minutes per home each day was about the same as the year previous (seasonal "low" was

4 hours 10 minutes in July).

Tv viewing in January for the full day was 43% greater than the previous July and the seasonal difference is greatest during the evening when the winter audience is 61% greater than in the summer.

Families in the middle socio-economic (education and income) bracket tend to be above average in the hours of tv viewing per week. The heaviest viewing 20% of the homes account for about half of the week-day daytime viewing, and evening viewing tends to be more evenly spread between heavy and light viewers.

The tv brochure also reviews spot tv's reach, audience competition, new program movements (by shares), and viewing plusses by outstanding public events covered by television.

Radio ■ During the past year, the daily rate of in-home radio listening ranged between 1½-2 hours per home (regionally, last winter's average was 1¾ hours per home each day, the daily level 1½-2 hours per home).

In-home listening reaches its peak

for the entire day at 8-9 a.m., averaging 7.6 million homes. Auto radio usage is "substantial" through most of the day and in late afternoon is the equivalent of more than 50% of in-home listening.

In a week, 62.4% of total U. S. radio homes used their sets at some time during the weekday morning hours, average about 6 hours per home, and 50.1% of the homes listened at some time during the evening hours for an average of 4¼ hours per home.

The Nielsen review claims 97 advertisers used 144 network radio buys last winter and notes that 37 of these schedules reached cumulative audiences of more than 5 million homes in four weeks ending Dec. 3, 1961. Each of the single- or multi-network campaigns of 45 of the advertisers delivered over 15 million messages in the four-week period.

Other data on radio accumulative audience, the metro areas and spot radio are included.

The brochures are available upon request to Public Relations, Media Research Division, A. C. Nielsen Co., 2101 Howard St., Chicago 45.

'Defenders' episode finds a sponsor

CBS-TV's hunt for substitute sponsors for one episode of *The Defenders* has turned up a prize catch. Speidel Inc. (jewelry) signed for all of the sponsorless April 28 *Defenders* show and for alternate-week, half-hour sponsorship of the series on a continuing basis next season.

Speidel's full sponsorship of the controversial episode, "The Benefactors" next Saturday (8:30-9:30 p.m.) represents a vote of confidence in the network's decision to air the show, either sponsored or sustaining, which deals with abortion (BROADCASTING, April 16). The advertisers withdrawing just for this episode—Brown & Williamson, Lever Bros. and Kimberly-Clark—claimed a conflict between the program's subject and their respective corporate policies.

Speidel's own emergence as a benefactor absorbing the estimated \$250,000 cost of the April 28 program, does not necessarily end the network's problems. There remains the possible defection of affiliates who may feel the subject matter will offend viewers. CBS-TV affiliates saw a closed-circuit screening of "The Benefactors" last Thursday

(April 19). Network officials believe the announcement of Speidel's order just prior to the screening will more than offset any unfavorable reaction to the retreat of the show's regular advertisers. Few if any affiliates are expected to cancel, according to CBS sources.

Speidel's order was placed by McCann-Marschall Co., New York. Other advertisers signed for the series next season are Brown & Williamson and Lever (both renewals), and Allstate Insurance Co.

M-E to review samples from commercial makers

McCann-Erickson Inc., New York, has instituted a policy under which a sample film reel or tape of a particular radio or television commercial production company will be reviewed each week by members of the agency's tv-radio commercial production department.

Robert Dall'Acqua, vice president and director of the department, said the arrangement was made because some outside production sources have had trouble bringing their services to the attention of all the agency's producers. Each week the producers and production assistants will see and hear a sam-

ple reel or tape from a specific company.

A reel from Elektra Productions is scheduled to be screened today (April 23) and in subsequent weeks, presentations will include samples from Music Makers Inc., Videotape Productions of New York and VPI Productions.

N.C. increases radio-tv tourist advertising

The state of North Carolina, which last year started extensive use of radio and television to lure tourists, has announced plans to increase its use of air media in 1962.

The state tested radio and television in 1961 with a one-minute spot that was used on virtually all of North Carolina's 155 radio and 12 television stations—all of which broadcast the messages as a public service in conjunction with the North Carolina Broadcasters Assn.

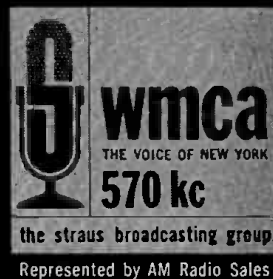
This year's campaign, which began earlier this month, is using a similar one-minute film for television in 13 cities, to be followed by a four-week radio schedule.

A second television campaign beginning in July will be launched with an additional 13 cities as the targets. Bennett Adv., High Point, N. C., is the agency for the state.

when you think

NEW YORK
RADIO

think
wmca



The cream of the tv commercial crop

AUTOLITE, VOLKSWAGEN, XEROX GET N.Y. ART DIRECTORS MEDALS

Television commercials won three medals and eight awards of distinctive merit in the 41st annual Exhibition of Advertising & Editorial Art and Design conducted by the Art Directors' Club of New York. Winners were announced at an Awards Luncheon last Tuesday (April 17).

The exhibition will be in the Park Gallery of the Pepsi-Cola Bldg., 500 Park Ave. until May 4. Approximately 500 winning entries are on view, with an enlarged section

devoted to television.

Management awards were made to Frederic Papert and Julian Koenig of Papert, Koenig, Lois Inc., New York, for "dramatic demonstration that art and copy are compatible"; to Norton Clapp, president, Weyerhaeuser Co., and to Arthur L. Manchec, president, Macy's Department Store, New York.

Television took three of 15 medal awards. Autolite Div.-Ford Motor Co. and Volkswagen of America won for live action, black-and-white commercials of 1 minute length, and Xerox won for "long commercials," black-and-white, 1 minute or longer.

Art director for the Autolite commercial was George Olden; designer, Robert Dunne; writer, John van Dagens; photographer, Ray Esposito; production company, Sarra Inc.; agency, BBDO.

Art director for the Volkswagen spot was Helmut Krone; writer, Bob Levenson; photographer, Sid Zucker; film producer, John Capsis; production company, V.P.I.; agency, Doyle Dane Bernbach Inc.

The Xerox commercial's art director/designer was Sam Scali; writer, Mike Chappell; photographer, Jim Walsh; production company, Elliot, Unger, Elliot; agency, Papert, Koenig, Lois Inc.

Awards of Distinctive Merit ■ Winners in this classification:

Polaroid Corp. (live action, black-and-white, 1 minute): art director, William Taubin; writer, David Herzbrun; photographer, Mike Elliot; film producer, Joan Wolf; production company, Elliot, Unger, Elliot; agency, Doyle Dane Bernbach.

Laura Scudder Inc. (live action, black-and-white, 1 minute): art director, Len Sirowitz; writer, Ron Rosenfeld; photographer, Mike Elliot; film producer, Bob Warner; production company, Elliot, Unger, Elliot; agency, Doyle Dane Bernbach.

Renfield Importers Ltd. (Martini & Rossi Vermouth) (live action, black-and-white, over 10 seconds, less than 1 minute): art director, Greg Bruno; writer, Richard Karp; designer, Robert Baldwin; photographer, Merl Bloom; production company, Columbia Pictures-Screen Gems; agency, Reach, McClinton & Co.

National Federation of Coffee Growers of Colombia (live action, color, 1 minute): art director, William Taubin; writer, Judy Protas; photographer, Ross Lowell; film producer, Don Trevor; production company, Rene J. Oulmann-Arco Film Productions Inc.; agency, Doyle Dane Bernbach.

Campbell Soup Co., Franco-American Products Div. (full animation, black-and-white, 1 minute): art director, Ed Barge; writer, Nelson Winkless; artists, Ken Harris, Fred Grable; designer, Pete Bastiansen; production company, Animation Inc.; agency, Leo Burnett Co.

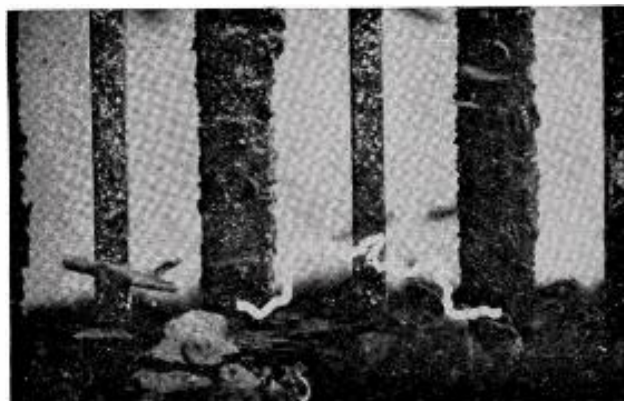
S&W Fine Foods (limited animation, 1 minute): art director, William Taubin; writer, Paul Green; photographer, Howard Zieff; film producer, Ernie Hartman; production company, Television Graphics Inc.; agency, Doyle Dane Bernbach.

Autolite Div., Ford Motor Co. (stop motion, 1 minute): art director/designer, Georg Olden; writer, Edgar Marvin; photographers, Ray Esposito, Ed Fahan; production company, Sarra Inc., agency BBDO.

General Mills (Cheerios) (live or video tape, 1 minute or over): art directors, Stan Freberg, Bob Dahlquist; writer, Stan Freberg; designer, Bob Dahlquist; photographer, Paramount Video Tape Productions; production company, Fre-



Volkswagen



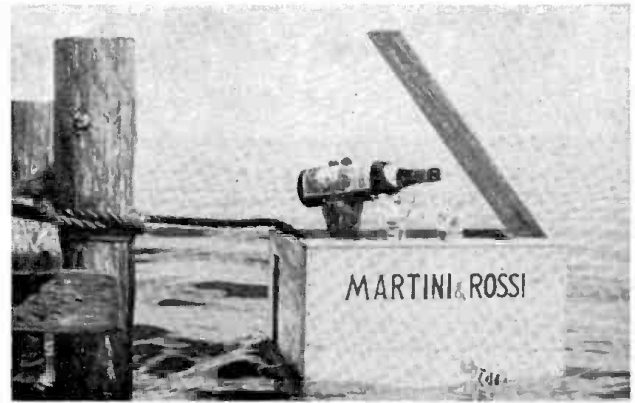
Autolite



Xerox



S&W Fine Foods



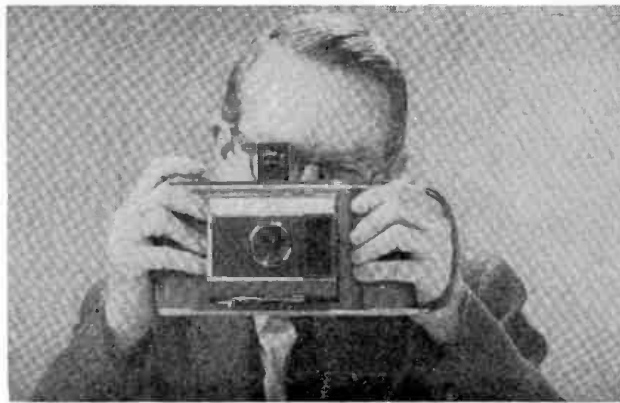
Martini & Rossi



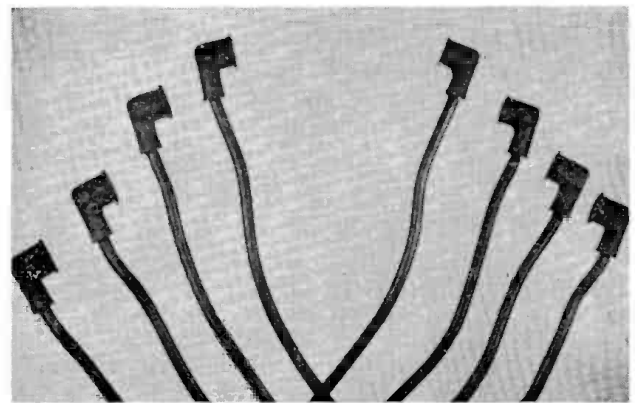
Scudder



Colombian Coffee



Polaroid



Autolite



Campbell Soup



General Mills

Less than 10 hours open on tv networks in fall

A new drive by ABC-TV, in signing advertisers for next season's nighttime schedule, places all three networks at a point where the bulk of their choice time is sold and programming is locked in.

At this date—some five months before the start of the 1962-63 season—the networks (especially NBC-TV and ABC-TV) still have time open for advertisers who have lagged in making network sponsorship decisions.

Yet the pace continues. In the past week alone, there were reports of advertisers for *The Flintstones* (up to now reported available) on ABC-TV and of a Speidel buy in *The Defenders*, making it SRO for that program on CBS-TV. There are additional orders said to be in the

network offices but they are not yet final.

This is the total time available on each of the three television networks:

ABC-TV has approximately 4 hours and 35 minutes open plus some time in *Cheyenne*. The programs are *Hollywood Special* (movies), 30 minutes; 35 in *Stoney Burke*, 25 in *Combat*, 15 in *Going My Way*, 10 in *Leave It to Beaver*, 15 in *Mr. Smith Goes to Washington*, 5 in *Premiere*, 20 in *Gallant Men*, all (30) of *Flintstones*, all (60) of *Circus by the Sea* and all (30) of *McHale's Men*.

NBC-TV has some 4 hours and

10 minutes plus some time in *It's a Man's World* and *Saints and Sinners*. The programs are 30 minutes in *Eleventh Hour*, 15 in *Laramie*, all (30) of *Chet Huntley*, 10 in *The Virginian*, all (60) of the just slotted *Wide Country*, 15 of *Andy Williams*, 15 of *International Showtime*, 30 of *Sam Benedict*, 15 of *Joey Bishop* and 30 in the two-hour Saturday feature movie.

CBS-TV has at least 50 minutes open—15 in *Mr. Ed*, 15 in *Dobie Gillis* and 20 of *The Jackie Gleason Show*—in addition to some time available in advertiser-participating shows, *CBS Reports*, *Hitchcock Presents* and *Fair Exchange*.

FALL LINEUP: SPONSORS, COSTS... Pg. 80-81

berg Ltd.; agency, Dancer-Fitzgerald-Sample Inc.

Doyle Dane Bernbach, which led agencies in the tv field with five of the 13 awards, also led the entire competition with a total of 20 awards. Papert, Koenig, Lois Inc. was second with eight.

Network Commendations ■ Two networks were honored for trade ads: CBS-TV (2 colors); and ABC (black-and-white). For the CBS-TV ad, Louis Dorfman was art director/designer; Mr. Dorfman and George Bristol were copywriters and photographer was Horn-Griner. For the ABC ad: art director, John McClash; photographer, Frank Cowan; copywriter, Leon Meadows; agency, Doyle Dane Bernbach.

Robert Lawrence firm, RKO end association

Robert Lawrence Productions and RKO General Inc. have ended their two year association, it was announced jointly today (April 23) by Robert Lawrence, president, and Hathaway Watson, executive vice president in charge of broadcast operations for RKO General. Mr. Lawrence will continue as a consultant to RKO General.

The Lawrence organization, which specializes in the production of tv film commercials and industrial films, was owned 100% by RKO General. Under the terms of their disassociation, RKO General retains certain properties, while Lawrences acquires the equipment, accounts receivable and other assets and operational control of the company. The financial terms of the transaction and the reason for the move were not disclosed.

CANNED 'PUBLIC'?

Robinson sees ad plans based on computer data

The statistical equivalent of the entire consuming public of the U. S. may be available in the 1970s to help advertising and marketing men design and conduct their campaigns with greater skill and profit, Dr. Herbert W. Robinson of C-E-I-R said last week.

He said this may be accomplished by constructing a "model" of the population and storing it in electronic computers. To do this and keep it continuously updated would require the accumulation of tremendous masses of information, but he noted that once it had been stored the data would be immediately accessible for confident predictions based on "living" information.

An advertising campaign could be designed and launched and then continuously improved in effectiveness on the basis of information fed back into the basic statistical equation, he asserted.

He also said that advertising's emphasis on increasing sales is becoming "a rather primitive procedure." The real objective is to "maximize profits," he said, "and with the introduction of new analytical techniques and the new computing machinery, achievement of the delicate balance necessary to optimize profits may become a reality."

Dr. Robinson is president and board chairman of C-E-I-R, industrial, economic and operations research firm specializing in the use of electronic data-processing equipment. He spoke at the last of five "computer in Advertising" seminars sponsored by Central Media

Bureau for agency, media and marketing executives in New York. C-E-I-R is a part owner of CMB, which offers a computer-based clearing-house and statistical information service in the buying and selling of national spot advertising.

CMB President Kenneth C. Schonberg, who introduced Dr. Robinson, saw it plausible that U. S. advertising volume may go from its current \$12 billion annual level to \$25 billion by 1970, with a number of agencies reaching \$500 million in annual billings.

Business briefly...

Liggett & Myers Tobacco Co. and The Mennen Co. have renewed, for the second year, sponsorship of CBS Radio's *Coleman on Sports*, broadcast 10 times each weekend. Agencies: J. Walter Thompson (L&M) and Warwick & Legler (Mennen).

Procter & Gamble, through Grey Adv., New York, has bought the *Miss Universe Beauty Pageant*, to be presented on CBS-TV Saturday, July 14.

Airline commercials

A novel new ad medium developed for high-flying BOAC 77 jets consists of commercial announcements spotted in within-plane "broadcasts." Officials associated with the two-channel, in-plane radio transmission service, expect to announce a choice of an advertising agency within days. Target: U. S. advertisers to add to those now using the system (mostly British companies).



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That combination of high spending and big audience is why WDAY Radio and WDAY-TV carry a lot more business than the top outlets in a lot of *larger* cities. Ask PGW to prove it.

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and
WDAY-TV
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Exclusive National Representatives

Watchdog unit would hobble licensees

THREE SENATORS WOULD EMPOWER FCC TO REQUIRE 'OPPOSING VIEWS'

The Senate Watchdog Subcommittee, has concluded that the nation's broadcasters need careful watching and a tight rein in political matters. The report issued last week may become one of the more controversial documents in broadcasting offered by a congressional committee in recent years. The Senate unit has been studying the way broadcasters used the airwaves to disseminate news of the 1960 presidential campaign.

Emphasizing the need for broadcaster impartiality in presenting issues and candidates, the report makes numerous recommendations—including one proposing an amendment of the no-censorship provision of the Communications Act. It would expressly permit the FCC, in an "editorial fairness" case, to direct a station to make time available for the presentation of an opposing point of view.

Some saw in this a dilution of the no-censorship section's protection of programs from interference.

The report also recommends that the FCC readopt its fairness doctrine as a rule, "a violation of which would be a cause for revocation of a station's license." The doctrine calls on licensees to present all sides of any controversial issue.

Campaign Costs Report ■ A second government step in campaign broadcasting was taken Wednesday when the President's Commission on Campaign Costs filed a report to President Kennedy (see page 48). The report suggested ways of meeting the fund-raising problem and proposed suspension of Sec. 315 of the Communications Act for the 1964 presidential campaign. The report will be the basis for legislative proposals which the President said "can provide a significant advancement of the public interest in this very vital field."

The watchdog report was submitted by Sens. Ralph Yarborough (D-Tex.), subcommittee chairman, Gale McGee (D-Wyo.) and Hugh Scott (R-Pa.), who indicated they are in no hurry to see the equal-time section of the Communications Act repealed. The report said no action to modify the section should be taken this year.

This recommendation appears to run counter to the wishes of Sen. Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.), chairmen, respectively, of the Senate Commerce Committee and its Communications Subcommittee. The Watchdog Subcommittee is a unit of

the latter group.

Sen. Magnuson has introduced legislation (S 204) to make permanent the temporary equal-time suspension that permitted broadcasters to present the Kennedy-Nixon debates. Sen. Pastore is sponsoring a bill (S 2035) to extend the exemption to candidates for governor, senator and congressman.

Disagreement ■ The watchdog group said action of this kind would be "premature." The experience in the 1960 campaign, "despite claims to the contrary" didn't provide "a comprehensive picture" of what would happen if the

recommendations "are provocative and timely," he said, and will help the Senate "legislate intelligently" in this field.

The subcommittee report was based on a study of all scripts of network documentaries and newscasts dealing with the 1960 presidential election campaign, as well as on the speeches and statements of the candidates themselves, and on a hearing last year on alleged political bias by broadcasters (BROADCASTING, April 3, 1961).

The subcommittee concluded that "quantitatively" the networks were fair "in most cases" to the two candidates. But it said the three subcommittee members reserved their opinion on the question of qualitative fairness.

But the report did make one qualitative judgment, in the case of a broadcast by Mutual Broadcasting Co. commentator Fulton Lewis Jr.

Favored Nixon ■ In the broadcast in question, on election eve, 1960, Mr. Lewis said he would vote for Vice President Nixon, and gave his reasons. The report said this was the only instance brought to the subcommittee's attention in which "a network newscaster" openly endorsed and editorialized in favor of one of the two major candidates.

The subcommittee, Sen. Scott dissenting, called the Lewis broadcast "a clear abuse of newscast time," and said that "so-called newscasters who abuse the public franchise in such a manner should probably be barred from use of the medium."

Mr. Lewis, in commenting on the report, said he favors the recommendation that the opposition be given an opportunity to present its side if a station editorializes in favor of a political candidate. But he denied he abused broadcast time.

He said he's "frankly billed as a commentator," not a newscaster, and that he made the broadcast "to be absolutely honest to my listeners." He said he wanted them to know how his mind worked, "so there could be no false pretenses on my part that I was unbiased or unprejudiced."

In recommending that violation of the fairness doctrine be cause for a license revocation, the report said that stations should editorialize but that they must be absolutely fair. And, in event of a complaint, it added, the FCC should be able to act promptly, not wait for a renewal hearing.

Politicians Preferred ■ The subcom-

What it costs

The Senate Watchdog Subcommittee has cost an estimated \$86,000 since it was created in 1960 to keep an eye on how broadcasters dealt with political candidates and issues.

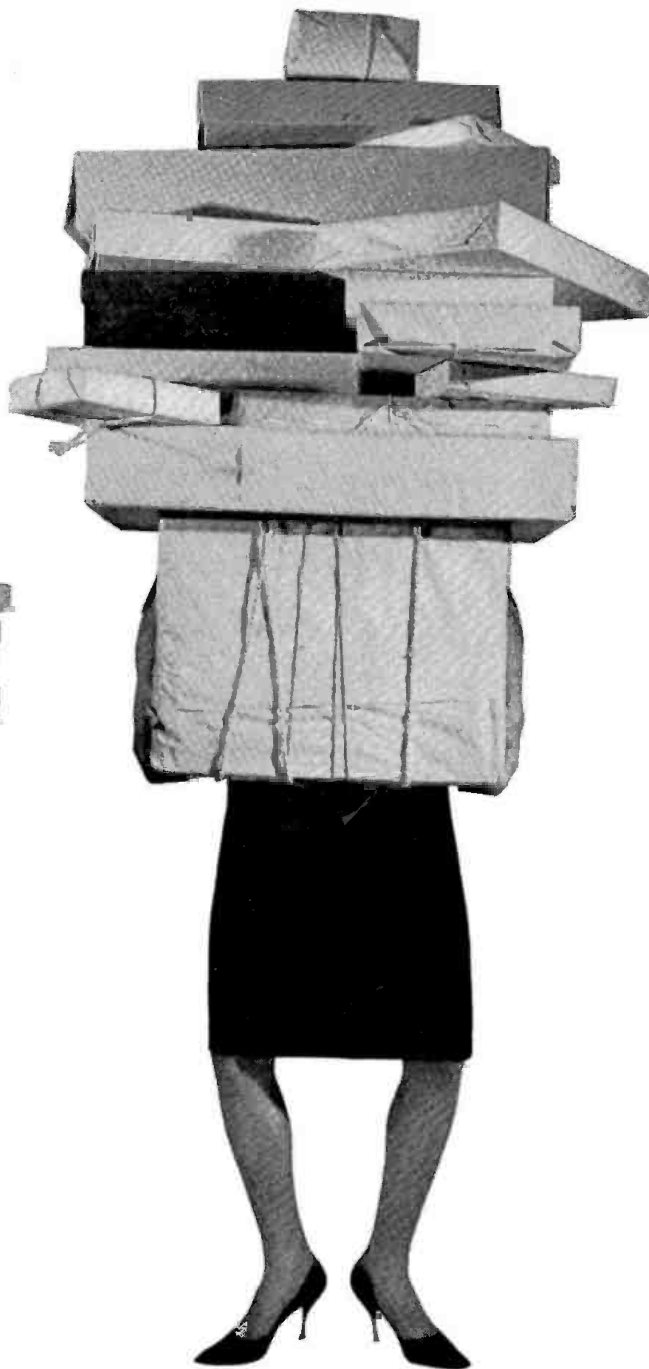
A special appropriation of \$35,000 was voted the subcommittee in 1960, but since then it has been operating on funds provided for its parent Commerce Committee. A committee source estimated watchdog expenditures since January 1961 at the rate of about \$40,000 a year, including staff salaries and expenses.

The subcommittee has produced a six-volume study of the 1960 political campaign, which includes all transcripts of speeches and broadcast appearances by the major candidates and 15-minute network newscasts during the campaign. The final volume, submitted last week, contains the subcommittee's recommendations.

exemption were made permanent, the group said.

The report recommended that, before Congress considers a permanent revision of the equal-time section, "an in-depth" survey be made of broadcasters' performance in next fall's elections.

Sen. Magnuson, who filed the report in the Senate, emphasized it had not been "approved or disapproved" by anyone but the three-member subcommittee, and that the conclusions and recommendations were not considered by the Communications Subcommittee or the full Commerce Committee. But the



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Advisors ask Sec. 315 suspension in 1964

Suspension of Sec. 315 in 1964 to allow political campaign debates by major presidential candidates was urged April 18 in a report submitted to President Kennedy by the President's Commission on Campaign Costs. The equal-time suspension, which permitted the Kennedy-Nixon debates in 1960, was one of a series of recommendations by the group, headed by Dr. Alexander Heard, dean of the Graduate School, U. of North Carolina.

Repeal of the federal ceiling of \$3 million a year on expenditures of national political committees was recommended along with a plan to finance the 1964 and 1968 campaigns partly by making contributions tax deductible.

The report, which was adopted unanimously, was based on a study started last autumn. The commission was given the job of seeking possible methods to broaden the base of campaign financing. Combined Democratic-Republican expenditures nationally ran \$19.9 million in 1960. The Democrats ran up a \$3.8 million deficit and the GOP \$700,000. The commission estimated expenditures for all candidates for public office ran between \$165 million and \$175 million in 1960.

An analysis by the commission showed that in 1952 34% of expenditures by 15 Democratic committees which spent \$4.5 million and 31% of \$6.6 million spent by 18 Republican committees went to broadcasting. These committees operated in more than one state. Similar expenditures by 11 Democratic committees in 1956 showed 41% of \$4.3 million went to broadcasting and 11 Republican committees spent 37% of \$7.8 million on broadcasting.

Tv Buying Still Hot — The Commission said that despite the increased time given without charge

to the candidates in 1960, the costs of tv network programs were almost identical with 1956. "The minor sums spent on radio network programs declined sharply from 1956 to 1960," it added.

Proposals that broadcasters be required by law to supply specified amounts of time to presidential candidates were mentioned without recommendation.

In its Sec. 315 recommendation the commission urged further temporary suspension "to permit broadcasters to make their facilities available on an equal basis to the nominees of the major political parties for President and Vice President without the legal compulsion of doing likewise for minor party candidates for those offices."

It urged the President to call a nonpartisan conference on campaign finances, including representatives from communications media, to start broad solicitation programs by all parties. Individuals, corporations and unions as well as other groups, would be encouraged to contribute to bipartisan activities. These activities would include joint appearances on tv and radio. The commission commended campaign activities of the Advertising Council, American Heritage Foundation and other groups.

As to a limit on expenditures for broadcasting and other activities, the committee feared creation of "a false impression of limitation."

Broadcasting Contributions — The committee recalled that during the 1960 presidential campaign, under freedom granted by suspension of Sec. 315, "the networks and radio-television licensees contributed important public information about the campaign by providing for a variety of broadcasts in which the candidates participated without charge to them.

"The leaders of the radio-televi-

sion industry have stated their desire to render higher levels of performance in bringing information about campaigns to the public. There is also need to permit broadcasters further opportunity to experiment in the use of television in campaigns to develop practices fully compatible with the requirements of the American political system.

"Accordingly, we recommend that Sec. 315, as it applies to presidential and vice presidential nominees, be suspended in the same form as in 1960 for the 1964 general election campaign. This will permit the networks and stations, in consultation with the candidates, to develop more fully their role in campaigns in mutually agreeable ways.

"We recommend that the suspension of Sec. 315 again include an instruction to the FCC to report to Congress on the performance of the broadcasting industry under the suspension.

"We also recommend that FCC require reports that will permit it to determine the amount of time individual stations have devoted to campaign material, the rates they have charged for political broadcasts, the extent the stations have carried network programs offered to them, the extent they have permitted saturation broadcasting in the closing hours of the campaign, and similar information about their part in the campaign.

Serving on the commission with Chairman Heard were Paul A. Porter, of Arnold, Fortas & Porter; V. O. Key Jr., Harvard U.; Malcolm C. Moss, Johns Hopkins U.; Neil O. Staebler, Democratic National Committeeman from Michigan; Walter N. Thayer, *New York Herald-Tribune* and Corinthian Broadcasting Corp.; John M. Vorys, of Vorys, Sater, Seymour & Pease and James C. Worthy, of Cresap, McCormick & Paget.

mittee recommended that politicians be allowed to set the format to be used for political programs. Once time has been made available, the report said, broadcasters should defer to the candidates.

"There seems to be a feeling . . . that those who are eminently qualified in the field of entertainment are better able to judge the format and content of political programs designed to enlighten the public than the candidates themselves," the report said.

"Those who test the public response

and rate programs accordingly for entertainment value or the sale of commercial products may not be the best judge to analyze the citizen's quest for information or his taste for political controversy."

The report added that the licensees who substitute their judgment for a candidate's in the matter of a political program's format and content are abusing their freedom.

Licensees who exercise editorial judgment in political programs, the report

said, can "direct a political campaign the way they think the campaign ought to go."

The report said that although stations should editorialize in behalf of candidates and parties they have an obligation to allow the public to hear all sides of controversial issues. To assure this, the subcommittee suggested a number of ground rules for the FCC to consider.

Suggested Rules — One would require stations to keep the script or tape of an

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*WHEC Radio's Director
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Sen. McGee

Sen. Scott

Sen. Yarborough

editorial on file at least a week for inspection by interested parties. Another would require stations to give advance notice of an editorial to the candidate or party against whom it is directed.

Other recommendations would require that equal opportunity to use the station facilities be given to the opposing candidate or party, or the persons they designate. The report also recommends that "a reasonable cut-off time on such editorials" be set—at least 48 hours before the opening of the polls.

The report calls on the FCC to study the question of how broadcast time is used for discussion of controversial issues, and suggests that guides be established for presenting both sides.

It recommends that stations be required to seek out opposing viewpoints "prior to the presentation of the original editorial discussion," instead of waiting for a complaint or relying on a blanket offer to anyone to discuss the issue.

Another recommendation calls on the FCC to determine whether a licensee can require a commercial advertiser who uses advertising time to promote one side of a controversial issue to buy time to present the opposing viewpoint. This suggestion appears to be an outgrowth of complaints made against U. S. Steel in the closing weeks of the 1960 campaign. Some Democrats accused the company of supporting the Republican position in its television commercials.

More Rules Asked ■ Other areas in which the subcommittee feels broadcasters need closer supervision involves the manner in which they make time available to candidates, and their refusal to sell it to organizations whose views they oppose.

The report said the FCC should adopt rules covering the use of broadcast stations by candidates. Under one suggested rule, a licensee who decides in advance against making time available to candidates in a particular contest would not be able to change that deci-

sion without the "acquiescence of all candidates" in that race. Another would prohibit licensees from setting a cutoff date for the sale of political time. The report said the timing of political broadcasts is a matter of judgment that should

not be left to the licensee.

Regarding licensees who refuse to sell time to organizations "espousing a point of view" they oppose, the report said such stations should notify the FCC of refusals. "Censorship by the licensee by refusal to sell time . . . may be a denial to the public of the right to hear contrary viewpoints," the report said. "The licensee has no mission to function as a thought-control policeman."

The report said the FCC should consider "a continuing accumulation" of such refusals "as a failure on the part of the licensee to act in the public interest."

The subcommittee said there is a need for promptness by the FCC in handling equal-time and fairness-docktrine complaints, and urged the commission to adopt procedures to speed up such matters. One suggestion calls for the creation of a hearing system under which examiners could take immediate testimony in the field.

KRLA CHARGES FCC 'DOUBLE STANDARD'

Failure to renew shows favoritism, petition holds

KRLA Pasadena - Los Angeles charged last week the FCC's refusal to renew the station's license "reflects an arbitrary and capricious application of a double standard of licensee responsibility."

Citing five alleged errors in the commission's decision, KRLA asked that the action of a month ago be reconsidered and that the record be reopened (BROADCASTING, March 19). KRLA charged that (1) basic findings of fact by the FCC are not supported by the record; (2) certain established findings that are essential to a proper decision were not made; (3) conclusions reached are contrary to the evidence; (4) the decision was reached substantially upon issues raised by the FCC for the first time in the final order and KRLA was given no opportunity to reply.

In the fifth instance, KRLA said, denial of its renewal shows a double standard when contrasted with the FCC's license renewals for Westinghouse Broadcasting Co. (BROADCASTING, March 5) and the fine of WNOE New Orleans for fraudulent contests (BROADCASTING, April 2).

The commission reversed its chief hearing examiner, who recommended renewal for one year, and refused to grant KRLA a new license. The station's owner, Donald Cooke, was found guilty of neglecting statutory responsibilities as a licensee and of attempting to mislead the FCC. KRLA also was found by the FCC to have conducted fraudulent contests and altered program logs.

Firm Persuasion ■ According to

KRLA's views, the FCC recognized that on the basis of the published issues it would have to affirm the initial decision, but was persuaded by the Broadcast Bureau that this should not be permitted, and consequently tried to "re-cast the issues and to evaluate the evidence in the light of new issues of which the licensee had no notice."

These two substitute issues, KRLA said, are (1) whether Donald Cooke connived with his employees to misrepresent to the FCC the true nature of the station's operation, and (2) whether Mr. Cooke exercised ineffective control of KRLA. Even using these two issues, the FCC conclusions "do not even flow logically from the evidence cited by the commission in support thereof," the station said.

KRLA, in an unusual move, reprinted the FCC's exceptions to the initial decision in their proper place and submitted the document with this remark: "The most persuasive argument which we have for reconsideration is contained in the commission's own basic findings of fact."

The FCC "unreasonably refuses" to acknowledge that no culpability can be attached to Mr. Cooke for the alteration of the logs, KRLA maintained. Thomas Dowd, KRLA attorney from Pierson, Ball & Dowd, said he had personal knowledge of facts that will corroborate Mr. Cooke's testimony relating to false information submitted to the FCC but that, at the time, it was not felt the counsel's testimony was necessary. The FCC's decision renders such testimony necessary, the station said,

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in asking that the record be reopened for this purpose.

Trusted Employees ■ No amount of supervision by Mr. Cooke could have prevented the alteration of logs by qualified and trusted employees, KRLA said. The commission found that Mr. Cooke had no prior knowledge of the log changes or fraudulent statements made to the FCC.

On the fraudulent contests, KRLA said the record fails to support the FCC's finding that the station did not intend to pay the full amount in prizes offered the public. KRLA pointed out that it had allocated \$50,000 for one contest (with an eventual payoff of \$5,000) and had paid the full \$10,000 offered in the second contest.

"We respectfully submit that the contrast between the treatment of WNOE [where the FCC found the station had represented that the public could win more money than actually was possible] and KRLA represents a double standard of inconsistency in the judgment and treatment of licensees," KRLA said.

And, KRLA continued, "we submit that . . . KRLA's broadcast service to the public over the last year and a half will meet the 'superior and uncommon nature' standards of the broadcast programming which the commission found that Westinghouse possessed. . . . If the

standards of the Westinghouse case were not created solely for the benefit of that licensee, the commission is required to evaluate the program service which KRLA has rendered and the impact on the public interest if that service is destroyed."

Support for KRLA ■ Several Los Angeles organizations filed pleadings with the commission also asking that the KRLA denial be reconsidered. The International Brotherhood of Electrical Workers urged reconsideration on behalf of 13 technicians employed by the station. They will suffer grievous financial injury if KRLA is ordered off the air, IBEW said, adding that the station has a good record in labor relations.

Also citing labor relations in asking for reconsideration were United Steelworkers of America and the American Federation of Tv & Radio Artists. Others seeking reconsideration were the Los Angeles County Epilepsy Society, Immaculate Conception Church and Lake Congregational Church, which said the station offers the only 11 a.m. Protestant Church service on radio in the Los Angeles area.

In its original order, the FCC gave KRLA until April 16 to wind up its affairs and get off the air. However, that date has been stayed pending a decision on the petition for reconsideration (BROADCASTING, April 2).

Cunningham denies plea to drop am application

FCC Chief Hearing Examiner James D. Cunningham last week turned down a joint petition by three applicants for new am stations in the Pittsburgh area for dismissal of the application of one in return for partial reimbursement of its expenses.

Mr. Cunningham said he doesn't question that Carnegie Broadcasting Corp., seeking dismissal, spent some \$19,000 prosecuting its application, but that the company did not prove the expenditures were "prudent and necessary."

The companies were given until April 30 to amend the petition to prove the validity of the expenditures.

Under the arrangement, Monroeville (Pa.) Broadcasting Co. and WMBA Ambridge-Aliquippa, Pa., would pay Carnegie \$5,000 immediately and an additional \$5,000 upon ultimate grant to either of the remaining applicants.

FCC upholds candidate in equal-time dispute

In the opinion of the FCC, a Texas radio station did not give all candidates in a congressional primary sufficient advance notice of a program to feature all contenders. The incumbent, who was busy in Washington, is entitled to equal opportunities, the FCC ruled.

KTRM Beaumont, Tex., on April 5 notified all candidates for U. S. representative from Texas Second District that it would feature them on an hour program April 9. Rep. Jack Brooks (D) told the station he could not attend because Congress is in session but requested use of time and facilities of KTRM equal to that provided his opponents for free.

The station asked the FCC if Rep. Brooks had not foreclosed his right to equal time by failing to accept the original offer. The commission reminded the station that Sec. 315 is as binding in primaries as in general elections and ruled Rep. Brooks was given insufficient notice.

Kansans oppose controls

A poll taken in his home state by Rep. William Avery (R-Kan.) shows less than one quarter of those replying to favor government control of programs.

Asked, "Do you believe the federal government should have control over Tv and radio programs?" 24% said yes, 67% said no. The remaining 9% had no opinion.

The questionnaire, containing 19 questions, went to about 102,000 Kansans, and was returned by some 9,500.



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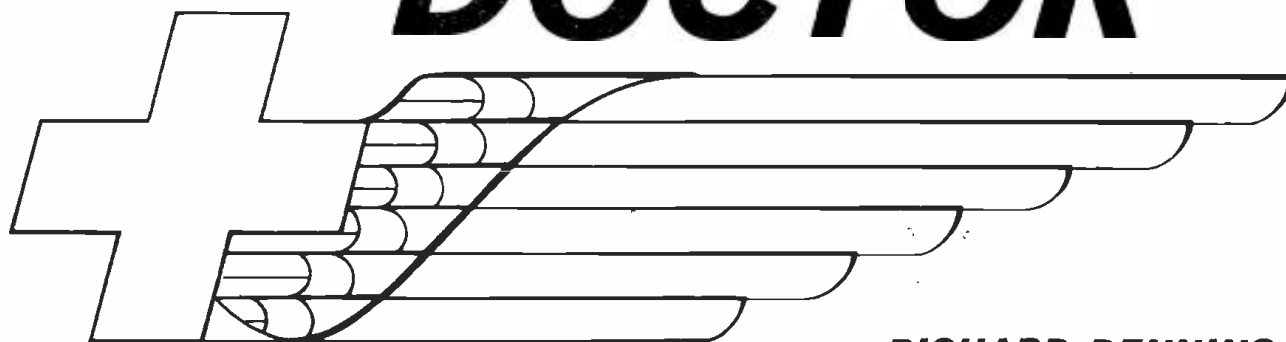


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ETV BILL FINALLY OFF HILL

Matching-fund legislation sent to White House
after seven years of frustration in Congress

A \$32 million educational television bill completed its passage through Congress last week, seven years after etv groups began seeking federal help to light up the nation's long-dark educational channels.

The five-year, matching-fund program, a compromise between legislation passed earlier by both houses (BROADCASTING, April 16), sped through Senate and House without difficulty.

The Senate, which has passed etv legislation in two previous Congresses, acted almost by reflex action, approving the measure on Monday with practically no discussion.

The House had failed to act on the proposal until this session, but it sent the bill on to the White House Wednesday after a voice vote in which there was no discernible opposition.

The final action capped with success seven years of effort on the part of Sen. Warren G. Magnuson (D-Wash.) and Rep. Kenneth Roberts (D-Ala.), who have been the prime movers behind etv legislation in Congress.

Sen. Magnuson predicted the bill will go a long way toward putting educational television on its feet. "Communities, states, regions and the nation as a whole will benefit enormously, in my opinion, from the many services these wholly noncommercial stations will offer the public," he said.

Unused Channels ■ He observed that although the FCC 10 years ago set aside 273 channels for educational television, only 62 are being used. "Yet," he added, "a minimum need of 1,197 such channels has been indicated by national surveys."

He said the etv legislation will pro-

vide the "stimulus" needed to put more etv stations on the air. "It will trigger an educational and public service advance extending to every state and to the Commonwealth of Puerto Rico," Sen. Magnuson said.

Rep. Oren Harris (D-Ark.), chairman of the Commerce Committee, who piloted the bill through the House, said its "primary purpose is to utilize a natural resource—the spectrum—that is not being utilized so that those who are engaged in education may have the benefit of this natural resource."

The legislation will authorize the Secretary of Health, Education & Welfare to make available up to 50% of the cost of educational television facilities. No state will be entitled to more than \$1 million in federal funds.

The original Senate Bill would have provided up to \$51 million for etv, the House bill \$25,520,000. The bill sent to the President, however, only authorizes the expenditure of \$32 million over a five-year period. The funds will have to be provided in a separate bill.

Sen. Magnuson noted that the FCC, whose Division of Research & Education was established to aid educational broadcasters, will be able to help HEW in administering the program.

Sen. Magnuson said cooperation between the two agencies and the studies already made by the FCC "will hold administrative expenses in launching the program to a minimum."

WJRT Flint license set for comparative hearing

WJRT (TV) Flint, Mich., is going to have to fight to keep ch. 12. The FCC last week set WJRT's license renewal for comparative hearing with an application by Lake Huron Broadcasting Co. for a new station to operate on the same channel.

Lake Huron owns WKNX-TV (ch. 57) Saginaw, Mich., and holds a construction permit for ch. 11 at Alpena, Mich. WJRT last November asked the commission to dismiss the Lake Huron application which WJRT charged contravenes FCC overlap and duopoly rules.

WJRT, owned by The Goodwill Stations Inc., a publicly held company, applied for ch. 12 originally in November 1952 and got the grant after a three-way contest in late 1958.

Principals of Lake Huron are William J. Edwards, Howard H. Wolfe and Alvin M. Bentley, former congressman, one-third each.

Second Thursday

A couple of new Nashville broadcasters with the odd corporate name of Second Thursday Corp. feel their success is assured because of the coincidence involving the day they incorporated and the day their grant (1 kw daytime on 1560 kc) was announced. Both incorporation and grant were on the second Thursday of April, but were two years apart. The grant to the Second Thursday Corp. was announced by the FCC April 12. The company is 80% owned by Samuel J. Simon, optometrist, and 20% by Harold Seligman, attorney.

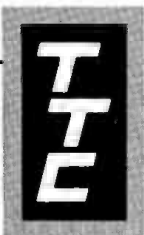


First, Latest... and All Ways

WDAF News Director Bill Leeds, left, was the first winner of the Earl Godwin Memorial Award, NBC's recognition of its top news correspondent of the year. • WDAF Newsman John Herrington, right, is the most recent winner • Two winners, a

tie for first, and a second place in five years... and it's our goal that WDAF newsman will **always** be in contention. There are 14 more real professionals of the Leeds-Herrington calibre in the Signal Hill newsroom.

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FCC to reconsider daytimer requests

AGENCY TELLS HOUSE GROUP IT HOPES TO EASE PROBLEMS

Daytime broadcasters last week presented their oft-made request to Congress for extension of their hours of operation. Again they ran into opposition from the FCC. But this time the commission, beset by messages from daytimers and congressmen disturbed by the FCC proposal to tighten its rules for pre-sunrise operations, offered daytimers some hope of relief from the strictures of their present broadcast day.

In a statement presented by Commissioner T. A. M. Craven, the FCC said it is as opposed as ever to bills requested by the daytimers that would permit them to broadcast from 6 a.m. to 6 p.m.

But, said Mr. Craven, the commission is aware of the importance of the matter and has undertaken a new investigation of the question "of permitting additional hours of operation by daytime stations." He gave no details of the reported "compromise" under

would entitle daytime stations on regional channels to a hearing before the FCC could order them to cease pre-sunrise operations. The bill would also require that the commission's decision be based on a finding of "substantial interference" and on a determination as to whether the interference "outweighs" the benefit derived by the public from the local daytime station.

In supporting the legislation, the daytimers made the argument—now familiar to the FCC—that their listeners rely on them for early-morning information on school closings, farm-market reports, weather conditions and storm warnings. They also said that a considerable percentage of their income is earned in the early-morning hours, and that if they were denied pre-sunrise operations they would be in serious financial difficulty.

Daytimers Present ■ Expressing these views in addition to Mr. Livesay were

opinion, such matters do not lend themselves to the broad sweep of legislation." He also noted that the legislation would create conflicts with U.S. obligations under treaties with Canada, Mexico and Cuba which prohibit some 470 daytime stations from operating before and after dark.

But, he went on, "because of the extreme importance of this matter and the difficult questions involved, we will on our own motion consider again the whole question of extended hours of operation for daytime stations."

He said the commission staff has already been directed "to explore all the possible courses of action which might offer hope of permitting additional hours of operation by daytime stations consistent with the public interest."

He added that "special attention is being given to a possible limited easing of pre-sunrise restrictions on those daytime stations located on Class III regional channels in communities which have no unlimited-time station."

Early Action Expected ■ Though an "early rulemaking" is expected, Mr. Craven said, the commission couldn't now disclose its details or what effect it might have on the controversial pre-sunrise rulemaking under consideration.

In connection with that proposed rulemaking, Commissioners Craven and Hyde said it apparently has been misunderstood and is not "as drastic as some people seem to think."

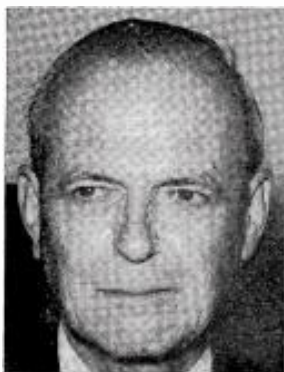
Mr. Craven said no privileges currently enjoyed by daytimers on regional channels would be "automatically withdrawn." He acknowledged that the proposal requiring daytimers to notify the commission of pre-sunrise operations would make it easier for unlimited-time stations to identify interfering stations and file complaints against them.

But, he said, the burden of proving "objectionable interference" would still be on the unlimited-time stations.

The proposal would automatically prohibit pre-sunrise operations by some 28 daytime stations operating on clear channels. But Mr. Hyde said the commission is reconsidering this matter and will probably "be able to resolve it without undue hardship in most cases."

Test Recommended ■ Besides the relief they may get from the commission in the way of rulemaking, the possibility was raised the daytimers may get something else they have requested in the past—a test to determine whether their pre-sunrise and post-sunset operations actually do interfere with unlimited-time stations on their channels.

The daytimers complained that FCC



Comr. Craven



Mr. Livesay



Comr. Hyde

consideration by the FCC (CLOSED CIRCUIT, April 16), but said the study is expected to result in "early rulemaking."

Mr. Craven appeared with Commissioner Rosel Hyde before the House Communications Subcommittee, headed by Rep. Morgan Moulder (D-Mo.), which heard more than a dozen daytime broadcasters and members of Congress support the 6 a.m.-6 p.m. legislation.

The Weaver Bill ■ The broadcasters, led by J. R. Livesay, board chairman of the Daytime Broadcasters Assn., concentrated their attention on a bill introduced by Rep. Phil Weaver (R-Neb.). The measure (HR 10532) is designed to block implementation of the commission's proposal to change its pre-sunrise rule—a change daytimers fear would swiftly lead to the termination of their pre-sunrise operations.

In addition to permitting 6 a.m.-to-6 p.m. operations, the Weaver bill

Richard B. Adams of WKOX Framingham, Mass., president of DBA; William Martin, president of KMMJ Grand Island, Neb.; Ed Mason, executive vice president, KXXX Colby, Kan.; George Volger, KWPC Muscatine and KCII Washington, both Iowa; David Potter, WNAE Warren, Pa.; Israel Cohen, WCAP Lowell, Mass.; and Robert Pricer, WCLT Newark, Ohio.

The commission, which feels unregulated pre-sunrise and post-sunset operation by daytimers would cause severe interference with unlimited-time stations, opposed the legislation with the same argument it has used against bills dealing with commission proposals on vhf-uhf deintermixture and clear-channel duplications.

"This legislation," Mr. Craven said, "would put Congress in the business of considering many of the technical details of radio service and interference which the commission, as a body of experts, was created to handle. In our



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RADIO STATION MADE A SURVEY

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charges of interference are based on "slide-rule" calculations rather than physical evidence. James E. Barr, assistant chief of the FCC's broadcast bureau, acknowledged under questioning this is true.

Rep. George Shipley (D-Ill.), one of several congressmen who supported the D.B.A. position, recommended a six-month test to determine "what the problems of interference are."

Reps. Moulder and John E. Moss (D-Calif.), a subcommittee member, agreed. Rep. Moss said he'd be reluctant to "freeze into law" the 6 a.m.-6 p.m. hours requested by the daytimers if it were to produce the "chaos" feared by the FCC. But, he said, a test would demonstrate whether chaotic conditions would, in fact, follow establishment of fixed hours of broadcasting.

Two new applicants seek facilities of KLFT

It appears Golden Meadow, La., will not be without a local radio service after all. The FCC, in deciding to revoke the license of Leo J. Theriot for KLFT there, regretted that the community would lose its only station but stated Mr. Theriot's attempts to deceive the commission warranted revocation (BROADCASTING, March 19).

Now two applications have been filed for the KLFT frequency in Golden Meadow (1600 kc). The FCC extended the date KLFT must leave the air from last Monday (April 16) to June 15 at the request of applicants Clerville Keif and Edward T. Diaz. Mr. Theriot will operate the station until June 15.

John A. Egle, mayor of Golden Meadow, has also applied for the frequency. He said he talked with Mr. Theriot about buying the KLFT equipment but that negotiations were so far "unfruitful." Mr. Egle has extensive real estate holdings and a half interest in a service station.

Satellite log jam starts to break up

HOUSE COMMERCE COMMITTEE APPROVES AMENDED BILL

Communications satellite legislation, which has been moving at a snail's pace through Congress, began picking up speed last week.

The House Commerce Committee last Thursday approved the House version of the modified administration proposal (S 2814) which has also been approved by the Senate Space Committee. And the House leadership promptly scheduled it for floor action May 2, provided the House Rules Committee gives it clearance.

In the Senate, the Commerce Committee, which resumed examination of the bill April 16, will continue its hearing tomorrow (April 24) and Thursday. These are expected to be the final public sessions on the bill.

The House Commerce Committee vote on the bill (HR 11040) was unanimous, according to Committee Chairman Oren Harris (D-Ark.). But several members indicated they had reservations about some of the provisions, and one or more sets of minority views are expected to be filed with the committee's report.

As approved by the committee, the bill retains the basic provisions that would create a private, profit-making corporation to operate the U.S. portion of the system that will relay telephone, telegraph and eventually television signals around the world.

Divided Ownership Retained ■ The bill also provides for ownership of the corporation to be split 50-50 between the public and communications carriers, with stock to be sold for \$100 a share.

The House committee, however, amended the bill to eliminate a fixed number of directors. The bill had envisioned a 15-member board, with three directors named by the Presi-

dent, six by the public and six by the carriers.

The amendment would deny the carriers their full quota of six directors unless they subscribed to the full 50% of the stock set aside for them. The number of carrier-elected directors would be based on a sliding scale according to the percentage of stock the companies purchased.

A subcommittee source said the amendment was regarded as a necessary spur to industry investment in the corporation in view of the general feeling that the space system will not pay dividends for a number of years.

Ground Station Issue ■ The issue that appeared to have created the most controversy among committee members involved ownership of ground stations. The committee retained the provision which authorizes the FCC to license either the corporation or individual carriers but directs the agency to "encourage" ownership by carriers.

Reps. John D. Dingell (D-Mich.) and John E. Moss (D-Calif.) were sharply critical of this language, contending it would preclude the corporation from owning ground stations, at least the more profitable ones.

Rep. Dingell said this was a "dangerous" provision, and that he intended to oppose it on the House floor. "If we leave that language in," he said, "we're inviting the public to make a bad investment" in the satellite corporation.

Government Bill Pushed ■ In the Senate, the Commerce Committee under Sen. John O. Pastore (D-R.I.) heard two Democratic senators restate their opposition to the administration bill. Sen. Estes Kefauver of Tennessee urged adoption of his own bill which provides for government ownership of the space system. Sen. Russell Long of Louisiana, while not endorsing government ownership "at this time," said the system should not "be given away" to a private corporation under the terms of the administration bill.

Sen. Kefauver said the bill would neither prevent AT&T from dominating the corporation nor foster competition among suppliers. He also said it would exempt the corporation from the anti-trust laws.

Sen. Pastore replied, "You can bet your bottom dollar that before the bill gets to the floor" safeguards to prevent such abuses would be written into it.

When the Commerce Committee resumes hearings tomorrow, it is scheduled to hear from Edward R. Murrow, director of the U. S. Information Agency, and from Nicholas deB. Katzenbach, assistant attorney general.

Daytimers offer their own ray of sunlight

Amid indications on Capitol Hill that all is not dark for pre-sunrise daytimers (see story page 58), a dozen such stations represented by the Washington law firm of Krieger & Jorgensen have suggested a compromise to the FCC.

The stations said they don't object to notifying the commission of their pre-sunrise hours but think it unfair that interference proved only on paper, based on skywave interference calculations, should be considered "conclusive." They asked the FCC to weigh carefully the need for protection of unlimited-time stations against the needs of communities for

local pre-sunrise service.

If paper proof of interference is to be accepted, the daytimer at least should be given the opportunity to prove by field intensity measurements that only negligible interference actually results, the stations contended.

Since the FCC, by making so many am grants, had a hand in creating the interference problem, it should take into account when dealing with pre-sunrise operations: (a) the time such operation has been in effect; (b) extent of interference, and (c) any showing made as to public service or specialized programs, the stations recommended.

New RCA Cartridge Tape System with "TRIP CUE"



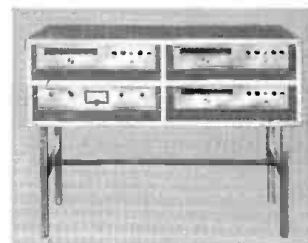
Here's the cartridge tape system with something new—*trip cue*! This unique feature allows you to record a special trip-cue tone that, during playback, can be used to start the next device in an automatic or semi-automatic system, with split-second timing. (In TV operations it may be used to advance slide projectors.)

Delayed broadcast, spot announcement campaigns, production aids, themes, station breaks can be handled by the RT-7A with a minimum of effort. Cartridge is selected, placed in a playback unit, forgotten until "Air" time, then instantly played at the flick of a button. Cueing and threading are eliminated.

Check this handsomely-styled equipment against any other for compactness and design... Provides transistor circuitry, low power consumption, simplicity of operation! It's one more in a growing line of value-packed new products for radio and television stations from the pioneer in broadcasting. See your RCA Broadcast Representative. Or write to RCA Broadcast and Television Equipment, Dept. GD-22, Building 15-5, Camden, N. J.



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Typical packaging is this attractive four-unit console with single BA-7 Cartridge Tape Record and Playback Amplifier and three Cartridge Tape Decks, as illustrated.

Separate units of this system available are the Record and Playback Amplifier, and the Cartridge Tape Deck. A Cartridge Storage Rack is also available.

Chicago outlets wind up their rebuttal

YODER, GEORGE AND QUINLAN FIRMLY DENY LACK OF AUTONOMY

The FCC's "experimental" probe of local live television in Chicago exhausted itself Thursday after more than 120 public and station witnesses and a total of 11 days of hearings this month and last.

Station officials appeared confident last week that in their detailed presentations covering a wide variety of local program activities they had more than held their own. They felt they had successfully answered some of their most severe public critics.

The stations also felt they had adequately proved that local tv does a better-than-average job in the home town of FCC Chairman Newton Minow despite the complaints and despite the meticulous cross examination by FCC counsel in certain areas, particularly why they did not air "more" local shows in prime time and why, in some instances, local program decisions had to be "cleared" with New York.

Commissioner Robert E. Lee, the presiding officer, said he was happy with what had transpired. He noted that everyone "had a chance to get his gripes off his chest," that the "self-examination" was helpful to the sta-

WBKB (TV), CBS's WBBM-TV and NBC's WNBQ (TV)—still have license renewal applications pending, but Commissioner Lee made it clear frequently during the proceeding that the probe was only a fact-finding inquiry and had nothing to do with any station's license renewal (BROADCASTING, Feb. 26 *et seq*). He indicated to newsmen, however, that the record probably would be studied by the FCC staff and he could not guess what conclusions might be drawn or what other actions recommended.

Educational WTTW (TV) and independent WGN-TV (*Chicago-Tribune*-owned) are operating under current licenses. They presented their direct cases the previous week (BROADCASTING, April 16). Mr. Lee said last week he thought WTTW could be more effective if it worked out finances to expand its on-the-air schedule. He also was pleased with its plans to file for a sister operation on uhf.

If the Chicago hearing focused attention on any one broad issue, it was that of "local autonomy" in programming, Commissioner Lee said. He felt the commission should take steps to

or amendment to the FCC's program statement of July 29, 1960.

Does he favor more hearings? Certainly not in every case of renewal, Commissioner Lee said, but possibly two such hearings a year or a test in a two-station market. He would not think a Chicago-type hearing helpful with radio since the medium is so diversified.

All three Chicago managers of the network owned-and-operated stations last week testified they have either complete or sufficient local autonomy to enable them to program properly for local needs. The FCC attorneys, however, pressed them for explanation of certain memorandum exchanges with New York officials concerning local program decisions.

In his personal evaluation of this portion of the testimony, Commissioner Lee told newsmen he didn't mind saying that in the case of NBC's WNBQ it appeared that "New York is the boss" but he was not saying "whether this is good or bad."

Some highlights of last week's hearing:

- Lloyd E. Yoder, vice president of NBC and general manager of WNBQ, charged that the protests voiced earlier in the hearing by the American Federation of Television & Radio Artists and the National Assn. of Broadcast Employe & Technicians were only attempts "to achieve by harassment and pressures against NBC private objectives which they have not been able to achieve at the bargaining table." He contended many of their "facts" were in error.

- Mr. Yoder testified that NBC's goal in developing the program schedule of WNBQ is "to create from a blend of the best available programming, network and local, a total tv service that will reasonably balance the different significant interests of the people of Chicago." He noted that the moving of some local shows to prime time would cut their audience because of the competition from other network programs.

- The WNBQ manager strongly defended NBC's form of delegated authority and pointed out that the station manager "is not himself the licensee, with ultimate responsibility for its obligations, nor has the commission selected him as the steward of those obligations." If he were given total program authority and the licensee retained none, "a serious question of abdication would be raised," he said.

Clark B. George, vice president of



WNBQ's Yoder (l) as he faced the FCC hearing. At right is Frank Jordan, manager of NBC News, Chicago.

tions and the publicity gave the public a chance to understand more about a very complex industry.

How well did the local stations fare in his opinion? Commissioner Lee said in his concluding statement he would not comment on the "adequacy" of local live tv in Chicago because "I need time to reflect on the record here." But, he told newsmen, based on his opinion of what he had heard, "I see no reason to put anyone's license in jeopardy."

Three of the five stations—ABC's

clarify the problem, since it applies not only to network and other multiple-owner licensees, but to absentee and corporate licensees as well.

The dilemma, in his mind, is how a New York licensee can delegate complete local program autonomy to a Chicago manager—in accordance with the FCC's feeling that the licensee should be an expert in local needs. Commissioner Lee said clarification of this issue might come through rule-making or through some modification

CBS Television Stations Div. of CBS Inc. and general manager of WBBM-TV, testified that the hearing itself proved just how hard it is for stations to satisfy all the divergent needs of the community regardless of how much they try. He cited conflicts in the testimony of the public witnesses representing religious and other groups.

WBBM-TV presented a 2½ hour closed circuit video tape program on monitors in the hearing room to document the station's array of local shows, both those in its regular day-by-day schedule and specials, such as documentaries on major Chicago problems.

■ Mr. George disputed the premise of some critics' testimony that Chicago is being short-changed or down-graded by its local tv stations. The fact is, he said, that long before tv became a popular medium the drama and theatrical capital of the U. S. was in New York and the film capital was in Hollywood.

■ When WBBM-TV filed its renewal application last fall, Mr. George recalled, the station broadcast the fact and published it in the local papers, inviting the public to comment. Two million saw the air spots, he said. From all this, "only a handful" bothered to write, he said, and virtually none of the letters concerned local live programming by WBBM-TV.

■ The testimony of Sterling (Red) Quinlan, vice president of ABC and general manager of WBKB, was the shortest of the three but it was filled with excerpts from his memos to New York superiors, retorts to earlier witness critics or references to FCC Chairman Minow as the "tree-shaker." Mr. Quinlan's fights to retain his autonomy in local programming prompted Commissioner Lee to remark he was "impressed" with his presentation and with the witness himself. Mr. Lee said the ABC officials are fortunate "to have someone with guts."

■ Mr. Quinlan entered a defense for both the inherent values of network programs and the importance of big network profits from owned-stations such as Chicago. The over-all picture must be considered, he said. The profits not only help WBKB do a better job, he said, but they insure the health of the network itself and its ability to bring the very best programs to the many smaller communities around the country.

■ The WBKB manager introduced exhibits detailing the varied local program efforts of his station, as did the other station managers. Mr. Quinlan also pointed out that it is ABC's policy to rely on managers and staff who are residents of their community.

All three of the network-owned station managers cited the public's much greater preference for network pro-

grams. Mr. Yoder quoted audience figures to show how network shows far outstrip local programs, especially those in the public-affairs area. Mr. Quinlan emphasized that the public really doesn't concern itself with where a program originates or how it is transmitted (live, film or tape) because "the show is the thing." The local stations, however, submitted lists of network shows they had pre-empted to aid local programs which they felt were important.

Mr. George stressed a point of distinction shared by himself and the other



WBKB's Quinlan

managers that causes misunderstanding. That is the popular reference to owned-and-operated stations as "network" stations, which they are not, he claimed.

Owned-and-operated station managers report to station division executives in New York, just as network officials report to their superiors and both in turn report to common top echelon corporate officials in CBS Inc. Thus network and station are parallel and the "network" does not run the stations, he said. His explanation, however, did not deter FCC attorneys from detailed probing of witnesses last week as to how the conflicts of interests are resolved.

All of the stations submitted detailed exhibits on various subjects in addition to specific program fare. These included the many community organizations in which the managers and their staffs are personally affiliated; biographies, technical facilities and historical accountings of their public service.

Unions 'Special Pleaders' ■ Mr. Yoder described AFTRA and NABET as the "special pleaders" in the hearing. He charged AFTRA's figures for

WNBQ's local live program totals contained errors which overstated percentages for 1958 and understated 1961. The result, he said, "is to give an erroneous appearance of a sharp decline in local live programming, rather than the increase which actually took place."

AFTRA's true objectives can be seen in its emphasis on the subject of network originations from Chicago, Mr. Yoder said, "an emphasis which is wholly inconsistent with its claim that it is concerned with local live programming." Mr. Yoder charged that AFTRA really is "trying to press its private in-



WBBM-TV's George

terests in the increased fees and union dues incident to employment on network programs."

The WNBQ manager noted that the NABET witness charged 50 technicians had been fired when he arrived to take over the station. Mr. Yoder said that the NABET witness knew this was not true when she testified because only 17 technicians were released and this was the result of a general review before he ever got there. The changes chiefly took place because two network shows which originated there had failed and modern equipment needed less maintenance work.

Mr. Yoder testified that while WNBQ presents a smaller total volume of local programming than the other four stations, this is principally because WNBQ broadcasts NBC-TV's *Today*, *Tonight* and *Continental Classroom* programs. He considered these "unique presentations" of "great service" to Chicago.

Mr. Yoder said WNBQ stresses news and informational programs more in its local fare because viewers already have ample selection of entertainment programs among network and

Disenchantment

Public spectators at the second phase of the FCC's inquiry into local Chicago television programming last week were virtually nil compared to the measurable sprinkling that turned out last month when more than 100 public witnesses testified. Charges voiced by the critics at that time evoked big newspaper headlines.

The stations' side of the story didn't receive the same big headlines last week, but nearly every edition of the daily papers in Chicago did devote at least nominal space to the hearing.

syndicated offerings. FCC attorneys suggested this might be because news or informational shows merely cost less to put on, a premise not agreed with by Mr. Yoder.

The FCC attorneys cross-examined Mr. Yoder far more extensively than any other witness, mostly on exchanges of memos with New York officials on programming. At the end, Commissioner Lee asked Mr. Yoder if he felt "ambushed," a query he had put earlier to Ward Quaal of WGN-TV because of a BROADCASTING editorial which had been titled "Ambush in Chicago." Mr. Yoder replied, "Just drop the 'am.' I'm bushed."

Mr. George, however, felt impelled to cite the conflicting testimony of public witnesses in some detail and to point out a number of instances in which the hearing record "is not altogether accurate." For example, he noted one witness testified that no tv station had ever consulted him for program ideas whereas WBBM-TV records showed "that he was invited to attend" and did attend a luncheon meeting at which his views were obtained on the format of WBBM-TV's *I See Chicago* documentary series.

Other witnesses, Mr. George recalled, testified that WBBM-TV or the local tv stations in general failed to program on such subjects as racial problems, student drop-outs, slums and bond issues, whereas WBBM-TV had produced a variety of important programs on these problems. "One witness said flatly that there are 'no auditions at any of these stations for talent,'" Mr. George noted, whereas WBBM-TV's *Repertoire Theatre* series to date has auditioned "more than 660 performers, of whom we have used 122."

The WBBM-TV manager said he did not mean to suggest that every worthwhile subject had been covered nor that "we have said the last word which might be said on all the topics we have

covered. But I do not think it serves the public interest to ignore all that we have done, and much of it in prime time."

Mr. Quinlan had multiple differences with the testimony of Father John Banahan, radio-tv director of the Catholic Archdiocese of Chicago. He noted in part that the priest was critical of the fact that WBKB last year carried *Bishop Sheen* as a sponsored show in a commercial time slot. "If Father Banahan could come up with a program good enough to merit sponsorship, I would be happy to turn all proceeds over to a Catholic charity of his designation," Mr. Quinlan said noting the priest had "neglected also to mention that WBKB was the only station that would carry *Bishop Sheen* last year."

Complete News Clearance ■ Mr. Quinlan testified that WBKB normally provides 100 percent clearance for ABC-TV news, special events and public affairs programs because of the "expanding interest of the public to learn and hear more of what is national and international." He said this clearance percentage is considerably higher than the average and he feels the extra news coverage affirmatively serves the interests of Chicagoans.

The WBKB manager said he has

"complete freedom" to spend as much as necessary to do an effective job in local programming. Questioned about his local program autonomy, Mr. Quinlan said to his knowledge, Oliver Treyz, until recently head of ABC-TV, never once was able to block him when he wanted to substitute a local public affairs program in prime time.

Mr. Quinlan said he had been very ill in the hospital and had delegated management authority to another when a controversial documentary on Chicago, "Portrait of a City," was killed after others disliked it, including a local Balaban & Katz theatre official. B&K is a subsidiary of American Broadcasting-Paramount Theatres Inc., as is ABC. He said he wanted to run the film then and still does although he has not pursued it recently.

WBKB did 66 remote programs among its local shows last year, Mr. Quinlan recalled, and so far this year has chalked up 18 remote shows.

He also announced that a local tv sponsor, Community Builders, has pledged \$100,000 to sponsor an upcoming series of public service documentaries to be produced and aired by WBKB in prime time. First will be "The Face of Medicine" on May 8. Commissioner Lee complimented the sponsor.

PHILCO-FORD EVIL COMBINE, NBC AVERS

Asks FCC to dismiss Philly bid on antitrust, lying charges

The long-standing RCA-NBC fight with Philco (now owned by Ford Motor Co.) erupted again last week as NBC asked the FCC for:

- Early action on the exchange of NBC-owned WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-TV Boston, consolidated in a comparative hearing with a Philco Broadcasting Co. application for ch. 3 Philadelphia (assigned to WRCV-TV).

- Additional issues in that hearing to explore the character qualifications of Philco in relation to parent Ford's antitrust record and alleged Philco misrepresentations of its character qualifications.

- Dismissal of Philco's protest against the 1957 renewal of WRCV-AM-TV.

NBC is under a court order to dispose of WRCV-TV by Dec. 31. Such action was stipulated in a consent decree following a Justice Dept. antitrust suit arising out of NBC's acquisition of the station from Westinghouse Broadcasting Co. in an exchange for am-tv properties then owned by the network in Cleveland.

The commission ordered a hearing in the Philadelphia-Boston-Philco proceeding a year ago and, at that time, stations in several other cities were involved

(BROADCASTING, May 1, 1961).

Other actions formerly part of the proceeding, all since cancelled, included RKO's purchase of NBC's WRC-AM-FM-TV Washington; Crowell-Collier's purchase of WGMS-AM-FM Washington from RKO; sale of KTVU (TV) Oakland-San Francisco to NBC, and an application for ch. 4 Washington (WRC-TV) by the *San Francisco Chronicle* (KRON-TV).

Ford & Philco ■ Any comparative hearing for ch. 3 in Philadelphia must include issues as to the basic qualifications of Philco, NBC said. Ford purchased Philco in a stock exchange transaction last September, subsequent to the Philco application for ch. 3 which was filed in May 1960. An antitrust issue is especially pertinent to Ford, NBC said, because within the past three years Ford has been charged in at least 12 federal courts with "serious and widespread violations of the antitrust laws."

These include charges of price fixing, monopolization, attempted monopolization, restraints on competition, illegal discrimination and coercive practices, according to NBC. Ford encounters with antitrust laws are not limited to automotive sales, NBC said, "for in field



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Seeing is believing where the housewife's concerned. She responds warmly to the glow of stainless steel in this video taped "U.S. Steel" commercial.



Make-believe gains conviction and added enchantment from the video taped picture that brings the "Shari Lewis Show" to life for millions on NBC.

Picture stories come to life on SCOTCH® BRAND Live-Action Video Tape!

The same vivid sense of "it's happening now" that makes a video taped drama grip the viewer's attention, works for added believability in commercials carried on "SCOTCH" BRAND Video Tape! The reason for this exceptional sense of "presence": *compatibility* of picture source and the picture itself. Both are electronic and give the viewer an image that involves no compromise.

For black and white tv, "SCOTCH" Video Tape provides a wide, expanded gray scale for gradual transitions from absolute black to absolute white. For color, the superior picture quality of video tape is even greater. Highest fidelity sound adds to the true-to-life impression. And the sharp video tape original can be duplicated with excellent copies or with kines made from the master tape.

Tape has many favorable facets for the producer of network shows, for the advertiser and agency making commercials, for local programming and closed circuit applications. Immediate playback means mistakes can be spotted and corrected at once. An almost limitless number of special effects can be achieved instantly by push-button; others are done relatively easily, and never involve lab work and the long wait.

"Techniques of Editing Video Tape" is the name of a booklet that offers a sampling of ideas used by video tape editors to build shows from tapes, create special effects . . . tells of techniques that make editing easier. It's free . . . just write, Magnetic Products Division, 3M Company, Dept. MBX-42, St. Paul 1, Minn.

"SCOTCH" AND THE PLAID DESIGN ARE REGISTERED TRADEMARKS OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL 1, MINNESOTA. EXPORT: 99 PARK AVENUE, NEW YORK, N. Y. IN CANADA: LONDON, ONTARIO. © 1962, 3M CO.

Magnetic Products Division **3M** COMPANY

after field which it has entered, Ford has been charged with anti-competitive conduct. At this very time, Ford stands accused of attempting to monopolize in . . . auto sales, credit insurance, auto radios and television apparatus."

NBC cited "illustrative examples" of Ford's antitrust record within the past three years. David B. Smith and Charles F. Steinruck, current officers of Philco Broadcasting, "actively participated" in antitrust violations and anti-competitive conduct, according to NBC. (The network's parent, RCA, earlier this month filed a counterclaim in a U. S. District Court in Philadelphia charging that Ford's tv-radio subsidiary [Helios Corp., successor to Philco Corp.] is engaged in antitrust violations.

The network said that both Messrs. Smith and Steinruck are the only persons retained by Ford as officers of both Helios Corp. and the ch. 3 applicant, Philco Broadcasting (subsidiaries of Ford Motor Co.).

Financial Statements ■ Character qualifications of Philco should be included as an issue in the light of Philco "having deceived and misled the commission with respect to its financial responsibility," NBC said. When the plan to sell Philco to Ford was made public last September, it became evident that Philco had misrepresented to the FCC its financial ability to construct and operate a tv station, NBC continued.

In two amendments to its ch. 3 application, Philco did not disclose its "deteriorated financial condition," NBC charged. The application for ch. 3 was filed in May 1960 with financial information based on a December 1959 Philco financial statement.

"The fact that Ford has now purchased Philco Broadcasting does not eliminate the pertinence of this issue," NBC said. "Certainly, responsibility for misrepresentation or failures to disclose must remain, particularly where Ford advertently chose to . . . designate as officers of the applicant indi-

viduals who participated in the very misconduct described."

In asking that a hearing be expedited, NBC pointed out that many facets of the case have been dismissed. The only applications remaining (license renewal for WRCV-AM-TV, the Boston-Philadelphia exchange and the Philco ch. 3 bid) are now in a position to warrant an immediate hearing order, NBC said. RKO has pending a petition to dismiss the Philco application.

SETMAKERS FIGHT ALL-CHANNEL BILL

Law would impose needless expense on public, EIA says

Television set manufacturers last week mounted a counterattack against all-channel tv receiver legislation right after the House Rules Committee cleared HR-8031 for a House vote.

The set manufacturers said an all-channel tv receiver would force 92% of the public to pay \$30 more for a tv set with a uhf tuner they don't need.

Releasing the results of a survey made by its consumer products division, the Electronic Industries Assn. said 92% of U.S. citizens live outside the range of the 81 uhf stations now in operation.

Only 7.2% of the population (13.2 million persons) are within range of one or more uhf stations, the survey discloses. Yet, EIA noted, the current production rate of uhf-equipped tv receivers is 8.4% of all tv output.

Some of the 13.2 million people who can receive a uhf station also can tune in vhf stations from nearby communities, EIA said.

James D. Secrest, executive vice president of EIA, said:

"This survey clearly shows that the majority of viewers will have no immediate opportunity to use the uhf tuner in an all-channel receiver, for which they will pay an extra \$30 on the average, should Congress pass the legislation requested by the FCC. Most of them will be unable to do so during the life of the set. . . . We hope Congress will carefully weigh these figures before enacting a law that will deprive the tv set buyer of his freedom of choice and force manufacturers and dealers to raise prices in areas where uhf service may never become available."

Dual Operation ■ Referring to his proposal that the FCC require vhf stations to operate simultaneously on uhf if Congress forces the manufacture of all-channel tv sets (BROADCASTING, March 26), Mr. Secrest added:

"If Congress agrees with the FCC that the pending legislation is needed to expand uhf broadcasting—and EIA doesn't believe it is—it should at least require vhf broadcasters to provide parallel uhf program service, as we have

NBC also asked that the protest against the WRCV-AM-TV 1957 renewals be dismissed on the grounds Philco no longer has standing to protest. The FCC originally denied the Philco petition for a renewal hearing but this action was reversed by the courts on the grounds Philco had standing as a competitor with RCA (BROADCASTING, July 3, 1961). It no longer is a competitor since owned by Ford, NBC said.

recommended, to compensate the consumer for the extra cost of his set."

The EIA survey does not include the coverage of the 18 educational uhf stations, it was noted.

The manufacturers' group has consistently opposed the all-channel legislation, but various individual manufacturers are on record in support of it. These include RCA, Zenith and Admiral.

Cleared for Vote ■ Earlier in the week the House Rules Committee cleared the all-channel tv receiver bill for a House vote after Rep. Oren Harris (D-Ark.), Commerce Committee



Mr. Secrest

Rep. Harris

chairman, urged its approval as a means of promoting uhf tv in additional markets. He said the legislation might lead to a uhf network. Debate on the bill was scheduled for May 1.

The only opposition during the Rules Committee hearing on the bill came from Rep. Clarence Brown (R-Ohio), a member of that committee. He said the government should not be permitted to tell consumers what kind of television set to buy.

"If you follow this through," he said, "the natural thing would be for the government to require all radio sets to contain both am and fm tuners."

Rep. Harris said the Commerce Committee approved the bill as an alternative to the deintermixture policy which the FCC had instituted to help uhf.

The committee reportedly also rejected a proposal to require dual operation.

A BROADCASTING story last week incorrectly reported that the committee didn't discuss dual uhf-vhf operation.

Editing slip-up

The FCC's Research & Education Division may not be used in place of regular legal and engineering firms. The division stands ready to give educators general information on FCC procedures but, as in the past, the commission expects applicants to obtain their own legal and engineering advice on specific applications.

Through an editing slip a story on the division in the April 16 BROADCASTING erroneously stated that groups could use the division in lieu of regular legal and engineering firms.

CBS HAS RECORD QUARTER

Estimated earnings for 'best quarter in history' up 20% from 1961, Paley tells Los Angeles meeting

CBS Inc. stockholders attending last Wednesday's meeting in Los Angeles, the first annual session ever held outside New York, got the good news that the company's first quarter was a record breaker and the outlook is good for the rest of the year.

"I am delighted to be able to report that CBS has just completed the best first quarter in its 34-year history," William S. Paley, chairman, said in welcoming the western shareholders to the meeting. Pending final figures, he said that the first quarter earnings are estimated to be 20% greater than for the first quarter of 1961 (consolidated net income for the first quarter of 1961 was \$6,025,978.) "For 1962 as a whole we look forward to a strong year. We hope to post increases both in sales and profits," Mr. Paley said.

CBS President Frank Stanton, in his more detailed report, told the stockholders that the CBS Television Network's "position as the world's largest advertising medium is continuing and even strengthened." First quarter sales are up substantially over last year and it is "virtually sold out for fall, the earliest this has ever been accomplished," he reported. Sales of the CBS Television Stations Division are also ahead of last year for the first quarter, Dr. Stanton stated, and while CBS Radio sales were down for the quarter, sales for the year are expected to equal or surpass those of 1961.

Columbia Records, which had a record year in 1961, has moved into 1962 with first quarter sales "well above" those of a year ago.

The International Division had its usual slow first quarter, while residents of major South American markets took their summer vacations, but orders for second quarter shipments are substantial and the prospects for bettering last year's record sales are "bright."

The CBS stockholders re-elected the complete board of directors for another year and also re-elected Lybrand, Ross Bros. & Montgomery as auditors. The idea of holding meetings outside of New York was praised by several stockholders and Mr. Paley agreed to consider using closed circuit tv to make proceedings at all annual meetings available to stockholders in various parts of the country.

Dr. Stanton smilingly denied any intention of retiring or resigning his

present duties with CBS, when asked by a stockholder about rumors that he was leaving the presidency of CBS Inc. to make way for James T. Aubrey Jr., whose present post as president of the CBS Television Network would be assumed by Hubbell Robinson, who has recently returned to CBS Television as senior vice president, programs (BROADCASTING, March 12).

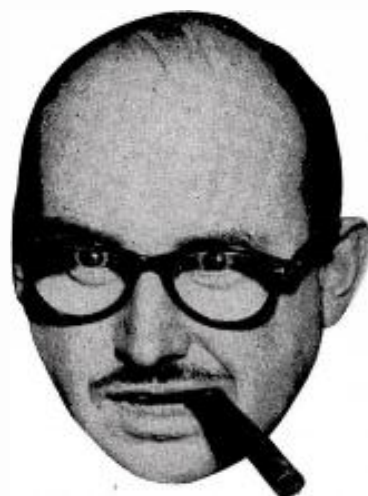
New firm hopes to buy 5 tv, 7 radio stations

A new broadcasting company has been organized that has as its goal the acquisition of five tv and seven radio stations, the limit permitted under FCC rules. The company is Nationwide Broadcasting Inc., 825 National City Bank Building, Cleveland, Ohio.

Founders are Herbert R. Whiting, president, and William K. Brusman, vice president. Mr. Whiting is the senior partner of the Cleveland law firm of Van Aken, Whiting, Arnold, Bond & Nash and is also president of Interlake Theatres Inc., owner of a drive-in movie house in Cleveland. Mr. Brusman is vice president of the Nelson Stern advertising agency in Cleveland and before that was, for 23 years, a sales executive with Forest City Publishing Co.'s broadcast properties (WHK Cleveland, WHKC Columbus and WHKK Akron). The firm said it welcomes inquiries from station owners considering the sale of their properties.

KCOP losses, KPTV profits reported by Nafi

Nafi Corp. had net revenues of \$67,595,931 in 1961, compared to 1960 revenues of \$58,409,153, according to the company's annual report, mailed last week to stockholders. Net earnings for the year, after provision for federal income taxes, amounted to \$2,298,750, or \$1.85 per share, compared to \$1,728,580 for 1960. The 1960 figures, the report points out, include operations of Chris-Craft for the last nine months of the year, following its acquisition by Nafi on April 1, 1960; the 1961 results reflect capital gains of approximately \$900,000 from the sale of Dorchester Corp. and KXYZ Houston, as well as losses of some \$650,000 by KCOP (TV) Los Angeles "arising from the



COMMON MARKET?

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- All 103 counties are bound together by natural distribution flow.
- All 103 counties are served by one advertising medium which dovetails exactly with natural distribution flow, KELOLAND TV.

This unique correlation of cargo carrier and advertising carrier holds meaning for the manufacturer who recognizes the advantages of accompanying his product shipments with product advertising. To be lured into diverting your television "buys" to stations which are off the track (more outside the market than in it) is pretty much like shipping your merchandise consigned to the dealer but unconsigned to the consumer. Only one television medium showcases your wares the width and breadth of this unified "common market." In fact, only one television medium ever tried to do so. That medium is KELOLAND TV. And gentlemen, we do it well.

Joe Floyd

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& tv Madison, Wis.; KSO radio Des Moines

now terminated television film production and distribution business and from adjustments of film costs."

KTVT (TV) Fort Worth has been sold, subject to FCC approval, the report notes. "Of the two remaining Nafi broadcast properties, KPTV (TV) Portland, Ore., operated on a profitable basis throughout 1961. However, due to the severe competition from the other independent television outlets in the Los Angeles area and the non-recurring losses discussed earlier, the company's KCOP continued to operate at a loss. Efforts are being made to place this station on a more competitive basis with the installation of color telecasting facilities, new programming and further reductions in over-all operating expenses."

A proposal to change the name of the company to Chris-Craft Industries Inc., approved by the Nafi Board, will be submitted to stockholders at a special meeting to be held concurrently with the annual meeting at the Chris-Craft offices in Hayward, Calif., on April 27.

Reeves revenues up

Reeves Broadcasting & Development Corp. reported total revenues of \$4,340,240 and net earnings of \$157,877 (11 cents per share) for the year ended

Dec. 31. This compares to 1960 total revenues of \$2,432,280 and earnings of \$328,284 (23 cents per share). Included in net income for 1961 were special credits of \$142,594 representing net gain on the sale of investments. Earnings per share are based on 1,408,893 shares outstanding. Reeves owns WUSN-TV Charleston, S. C.; WHTN-TV Huntington, W. Va., and KBAK-TV Bakersfield, Calif.

Changing hands

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

■ KENS San Antonio, Tex.: Sold by Express Publishing Co. to Roy Hofheinz and R. E. (Bob) Smith for \$700,000. Mr. Hofheinz, former mayor of Houston, owns 16% of KTRK-TV Houston, 25% of KTHT Houston and 9% of KRYS Corpus Christi. Express Publishing Co. is owned 33⅓% by the estate of George W. Brackenridge, 29⅓% by Frank G. Huntress Jr. and family, and 37% by Harte-Hanks Newspapers. Harte-Hanks Newspapers is buying the other two interests out for an aggregate sum of \$6.2 million (CHANGING HANDS, March 12). Express Publishing Co. (San Antonio Express) will retain KENS-TV. KENS is

fulltime on 680 kc with 50 kw daytime and 10 kw nighttime. Broker was Blackburn & Co.

APPROVED ■ The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 89).

■ KCRA - AM - FM - TV Sacramento, Calif.: 50% interest sold by Gerald and C. Vernon Hansen to family of late Ewing C. Kelly, which already owns 50%, for \$2.8 million.

■ KWKW Pasadena, Calif.: Sold by Les Malloy and Stanley Breyer to Lotus Theatres Corp. for \$1 million and agreements to employ Messrs. Malloy and Breyer as consultants for 10 years for total fee of \$100,000. Lotus Theatres is headed by Howard A. Kalmenson. FCC Commissioners Robert T. Bartley and Frederick W. Ford dissented.

Sec. 315 proposal endorsed by Collins

NAB President LeRoy Collins praised the proposal to suspend Sec. 315 of the Communications Act in 1964, as recommended April 18 by the President's Commission on Campaign Costs (story page 48). Gov. Collins endorsed the commission's finding that "there is no need to require the industry to provide free time to candidates."

Writing Chairman Alexander Heard of the commission, Gov. Collins said the broadcasting industry "demonstrated its ability and willingness, in the 1960 presidential campaign, to provide fair and comprehensive treatment to the major candidates" and pledged a similar performance in 1964 if the equal-time clause is suspended. He reminded he had urged the commission in January to recommend outright repeal of Sec. 315.

Stevenson heads list of 'McCall's' winners

Winners of the 11th annual "Golden Mike" awards of *McCall's* magazine were announced last week. The awards will be presented at the annual convention of American Women in Radio & Television, May 5 in Chicago.

Top "Golden Mike" award will go to Mrs. Rachel W. Stevenson, WTTW (TV) Chicago, for her program which is "designed to include hearing-handicapped children," through pantomime and other sight devices.

Other awards: (to executives) Elizabeth P. Campbell, WETA (TV) Washington, D. C. etv station, for service to the community; Doris Ann, in charge of religious programming, NBC-TV New

Outstanding Exclusive Broadcast Properties

This daytime station is ideal for an owner-operator. Grossing over \$100,000 this year. Will accept a low downpayment of \$25,000 and a long payout.

An important shipping and rail center is serviced by this fulltime property. Downpayment of 29% and balance on terms.

A good market and a successful fulltime property. Cash flow is over \$100,000. Can be purchased on terms at a slightly higher price, with \$150,000 down.

NORTHWEST
\$140,000

TEXAS
\$160,000

MIDWEST
\$500,000

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York, for service to the family; Helen Jean Rogers, ABC-TV, New York, for service to the American future.

Awards to broadcasters: for service to the community (two awards)—Kitty Broman, WWLP (TV) Springfield, WRLP (TV) Greenfield, both Massachusetts, for *The Epileptic: Public Prognosis, Negative—What Then?* and Valena Minor Williams, WABQ Cleveland, for a project on her *At Home With Kitty* series; for service to the family—Nancy Clark, KTVB (TV) Boise, Idaho, for series of 29 one-hour programs exploring major problems of family life from childhood to old age; for service to the American future—Joyce Marron, KNME-TV Albuquerque, N. M., for *Tv Kindergarten* for pre-school children.

NATIONAL RADIO MONTH JFK, cabinet members cite medium's service

President Kennedy has officially endorsed the observance of May as National Radio Month in a recorded message that will be made available to all NAB member radio stations. And for the first time, every member of the President's Cabinet has voiced a tribute to the annual event. Cabinet voices, too, are supplied NAB radio members in a kit of materials for use by stations.

All executive-level messages are designed for broadcast use with only one limitation—the President's salute may be originated only once by a station (in addition to any network use of the message), according to John M. Couric, NAB public relations manager.

The President paid tribute to radio's many services, saying that "its most vital job is informing the people." He continued, "By broadcasting our failures as well as our successes, and dissent and disagreement as well as assent and agreement, radio helps our people to make the choices and the judgments that are the essence of freedom."

Here are excerpts from comments of other Cabinet members:

Secretary of State Dean Rusk—"I salute radio for its increasing effort to keep America informed."

Secretary of the Treasury Douglas Dillon—"It is appropriate that we recognize the technical strides the broadcast industry has made over the past 40 years . . . Radio provides entertainment, information, education, advertising and news whenever and wherever we care to listen."

U. S. Attorney General Robert F. Kennedy—"By broadcasting messages of importance from those who protect our lives and property, radio fulfills a vital need . . . Truly radio is a sound citizen."

Secretary of Defense Robert S. Mc-

Taishoff honored by Arizona broadcasters

Sol Taishoff, editor-publisher of *BROADCASTING* and *Television* magazines, was named "Man of the Year" of the broadcasting profession at the April 13 meeting of Arizona Broadcasters Assn., held in Tucson.

The resolution called Mr. Taishoff a "radio pioneer, publisher and a great American (who) has continued throughout the years to defend and promote the American system of broadcasting and has been popularly recognized by the radio and television profession as 'Mr. Broadcasting'."

The ABA meeting (*BROADCASTING*, April 16) heard a report from former Gov. Ernest W. McFarland, president and chief owner of KTVK (TV) Phoenix, recalling the history of

the McFarland amendments adopted by Congress in 1952 when he was a senator. Douglas A. Anello, NAB general counsel, attacked the "unholy alliance" between the FCC and Federal Trade Commission on *Advertising Alert*, the publication in which stations are notified of advertising under surveillance by the FTC. He said NAB is trying to meet with the two agencies "to rectify this double standard."

J. Leonard Reinsch, executive director of the Cox Stations and chairman of the U. S. Advisory Commission on Information, said questions involving pay tv and community antenna services are on the horizon along with the impact of satellite communications.

Namara—"Radio is truly the town crier of freedom. Ninety-seven out of every 100 men, women and children in our nation hear its voice."

Secretary of the Interior Stewart L. Udall—"The Interior Department knows by experience that radio is extremely vital in this work of conservation."

Secretary of Commerce Luther H. Hodges—"The use of radio as a means of advertising goods and services speeds up the process of distribution and stimulates increased demand which in turn leads to further economic growth and progress."

Secretary of Health, Education & Welfare Abraham Ribicoff—"National

EXCLUSIVE BROADCAST PROPERTIES

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| FLORIDA | —Single station daytimer. Total price \$50,000 with \$10,000 down—long terms. |
| SOUTH | —Absentee-owned fulltimer. Priced at 1½ times gross with \$35,000 down. |
| MIDWEST | —Single station fulltimer. Grossed \$172,000 last year. Priced at \$260,000 on terms. |
| NORTHWEST | —Fulltimer grossing \$5-6,000 monthly. High fixed assets. Priced at \$95,000—29% down, long terms. |

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Newsman honor Sarnoff for 'Titanic' exploit

Brig. Gen. David Sarnoff (c), board chairman of RCA, was presented a Steuben Glass bowl by the Radio-Television News Directors'

Assn. on the eve of the 50th anniversary of the sinking of the S.S. Titanic. The presentation was made by Richard E. Cheverton (second from r) president of RTNDA and news director of WOOD-AM-TV Grand Rapids, Mich. Other association leaders on hand for the award were (l to r) Edward F. Ryan, RTNDA vice president for radio and general manager of news and public affairs, WTOP Washington; William G. Garry, first vice president of RTNDA and news director, WBBM-TV Chicago; A. G. Bert Cannings, RTNDA vice president for television and news director, CBCF-TV Montreal, Que. Gen. Sarnoff, as a young wireless operator in 1912, picked up the first news of the *Titanic* disaster, and remained at his post for 72 hours receiving news of the sinking.

Radio Month gives me an opportunity to express approval of the effort made by the nation's radio broadcasters to meet their public service responsibilities."

Secretary of Agriculture Orville L. Freeman—"The American farmers and ranchers are perhaps the best informed food producers in the world. And this is due in substantial part to radio.

Postmaster General J. Edward Day—"Radio carries out many public service services which are sometimes taken for granted, such as helping us in our mail early campaigns at Christmas time."

Secretary of Labor Arthur J. Goldberg—"Radio communication is a most vital link in the American democratic process."

AB-PT profits dip slightly in quarter

American Broadcasting-Paramount Theatres Inc. reports estimated net operating profit for the first quarter of 1962 was \$3,042,000 (70 cents a share) compared with \$3,425,000 (79 cents a share) for the same period of 1961.

First-quarter profits for the ABC division exceeded those of last year's comparable period, Leonard H. Goldenson, AB-PT president said. In the first quarter, AB-PT had a net capital loss of \$133,000 against a net capital gain of \$3,914,000 a year ago.

ABC Radio names WRIT

WRIT Milwaukee will affiliate with ABC Radio, replacing WISN there, no later than Aug. 6, 1962, Robert Pauley, the network's president, announced on April 20. WRIT is owned by Radio Milwaukee Inc. The station, which operates with 250 w, is on 1340 kc. It is one of the Balaban Stations, of which John F. Box Jr. is managing director.

TV HOMES UP TO 90%, CENSUS FINDS

Study made for ARF compares with survey in May 1961

Tv circulation has increased from 88% of all homes, according to a nationwide sampling conducted for Advertising Research Foundation by the U. S. Census Bureau. The 90% figure includes sets temporarily out of order or being repaired at the time the enumerator called in January. The 1960 U. S. decennial census showed a saturation of 86.7%.

In its last sampling, conducted in May 1961, the bureau found that 89% of homes had tv sets. The percentage of

homes with only one set was 77% in both May 1960 and January 1962. The number with two or more sets increased from 11% to 13% in the period.

The highest tv circulation, 93%, was found in the northeastern section of the U. S., followed by 92% in the north central, 85% in the southern and 90% in the western sections. Metropolitan areas had 92% saturation compared to 86% outside these areas.

Here are tv household saturation figures (Census Bureau sample) by geo-

Tv households by number of sets

	No. of Tv households (000)			Per Cent of Tv households			No. of Tv Sets In households (000) Av.	
	Total	One-Set	Multi-Set	Total	One-Set	Multi-Set	Total	(Mean)
UNITED STATES	48,855	42,005	6,850	100.0	86.0	14.0	56,375	1.15
STANDARD METROPOLITAN STATISTICAL AREAS	30,241	24,827	5,414	100.0	82.1	17.9	36,241	1.20
Outside	18,614	17,178	1,436	100.0	92.3	8.0	20,134	1.08
URBAN AND RURAL RESIDENCE								
Urban	30,842	26,068	4,774	100.0	84.5	15.5	36,087	1.17
Rural nonfarm	14,887	12,981	1,906	100.0	87.2	12.8	16,974	1.14
Rural farm	3,126	2,956	170	100.0	94.6	5.4	3,314	1.06
TYPE OF HOUSEHOLD								
Husband-wife	38,159	32,143	6,016	100.0	84.2	15.8	44,776	1.17
All other	10,696	9,862	834	100.0	92.2	7.8	11,599	1.08
SIZE OF HOUSEHOLD								
One person	5,186	5,032	154	100.0	97.0	3.0	5,346	1.03
Two persons	13,587	12,340	1,247	100.0	90.8	9.2	14,908	1.10
Three persons	9,375	7,999	1,376	100.0	85.3	14.7	10,871	1.16
Four persons	9,291	7,469	1,822	100.0	80.4	19.6	11,305	1.22
Five persons	5,741	4,608	1,133	100.0	80.3	19.7	7,011	1.22
Six or more persons	5,675	4,557	1,118	100.0	80.3	19.7	6,934	1.22
CHILDREN UNDER 14								
None	26,215	23,207	3,008	100.0	88.5	11.5	29,494	1.13
One	7,710	6,431	1,279	100.0	83.4	16.6	9,119	1.18
Two	7,100	5,863	1,237	100.0	82.6	17.4	8,469	1.19
Three	4,296	3,512	784	100.0	81.8	18.2	5,170	1.20
Four or more	3,534	2,992	542	100.0	84.7	15.3	4,123	1.17

Source: Estimates by ARF based on data from U. S. Bureau of the Census. Copyright by Advertising Research Foundation.

graphic divisions:

	Percent with sets		
	January 1962	May 1961	May 1960
United States	90	89	88
Northeast	93	94	92
New England	94	95	93
Middle Atlantic	93	93	92
North Central	92	91	89
East North Central	93	91	90
West North Central	90	90	87
South	85	85	82
South Atlantic	86	86	84
East South Central	81	82	78
West South Central	87	85	81
West	90	90	87
Mountain	87	87	83
Pacific	91	91	88

The bureau found "notable consistency" among the three sample surveys in the relationship between relative frequency of television and size of the household. One-person households were lowest by a large margin. Here are figures showing tv saturation by size of household in the three recent sample surveys:

	Percent with sets		
	January 1962	May 1961	May 1960
All households	90	89	88
1 person	70	67	65
2 persons	90	89	87
3 persons	93	94	92
4 persons	96	96	96
5 persons	96	95	93
6 persons or more	92	93	91

Each household interviewed was asked whether there were any tv sets in the unit and, if so, how many. The sample was spread over 333 areas comprising 641 counties and independent cities. Completed interviews were obtained from about 35,000 households.

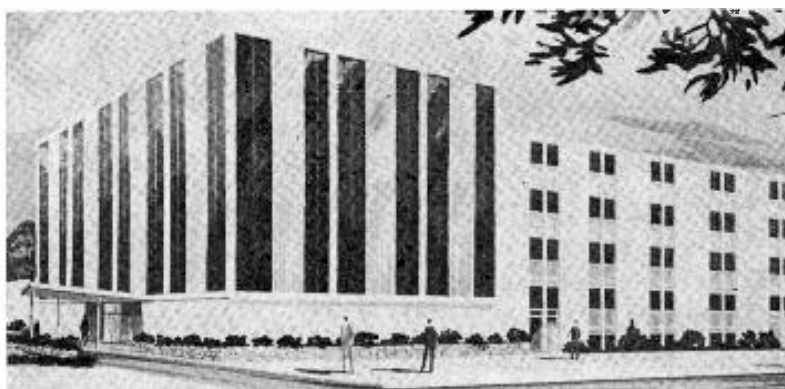
ARF said the 90% tv saturation represents 48.9 million homes, an increase of 16.7 million since June 1955 when the first complete count was made; 6.9 million homes now have two or more sets compared to 1.1 million in 1955.

Plough sales climb

Net sales of \$12 million and net income of \$810,000 (60 cents per share) were reported for the first quarter of 1962 by Plough Inc. This compares to total sales of \$11 million and net income of \$700,000 (52 cents per share) the same period last year.

The 1962 quarter earnings per share are based on 1,344,359 shares outstanding. Plough Inc. stockholders authorized an increase in the number of authorized shares from 3.3 million to 5 million to effect a 2 for 1 stock split. Plough stations are WMPs-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta. Plough is a manufacturer of patent and prescription medicines.

BROADCASTING, April 23, 1962



WTTG starts to build new broadcast center

WTTG (TV) Washington today (Monday) is breaking ground for its new broadcasting center to be located at 5151 Wisconsin Ave., N.W. The \$2.5 million facility also will house the Washington headquarters of Metromedia Inc., parent organization of Metropolitan Broadcasting Co. which owns WTTG.

The new structure, which is tentatively scheduled to be completed in February of 1963, will consist of a five-story office building and a connecting but separate one-level studio wing. The studio element will con-

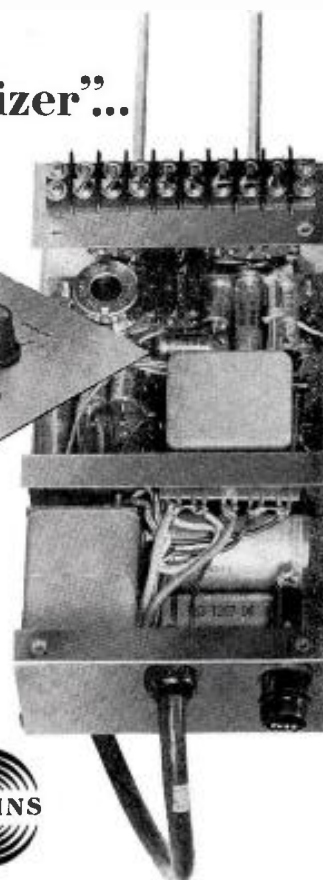
tain more than 17,000 square feet of space, more than doubling the station's present area at the Raleigh Hotel in the downtown district of Washington.

Donn Colee, vice president and general manager of WTTG, the city's only independent tv station, will be joined in groundbreaking ceremonies by the station managers of the three local network affiliates: Joseph Goodfellow, WRC-TV (NBC), George R. Hartford, WTOP-TV (CBS), and Fred S. Houwink, WMAL-TV (ABC).

Not the "Old Equalizer"...

... But an all-new Phono-Equalizer and Preamp in a single, compact, economical package! That's the Collins 356H-1. Designed to equalize and amplify the output signal of a magnetic phono cartridge, the 356H-1 is ideal for modernizing outmoded installations using separate passive equalizers and console or turntable amplifiers. The 356H-1 has a transistorized 3 stage preamp and provides a choice of 2 inputs and 4 response curves.

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TV AND ASCAP BRING UP BIG GUNS

Each charges restrictive practices in lengthy briefs as All-Industry Committee renews fight for lower rate

The fight between television stations and ASCAP resumed last week with their lawyers exchanging blast for blast on the question of whether stations should be relieved of paying ASCAP directly for music played in feature films and syndicated tv programs.

Each side accused the other of engaging in restrictive practices designed to influence the choice of music used in films, procedures followed in licensing it and compensation paid for it.

Naming names, ASCAP renewed its contention that through Broadcast Music Inc., ASCAP's only major competitor, broadcasters have bought preferential treatment for BMI music. And the stations, also naming names, charged that producers working through ASCAP affiliates get television money from two sources and that organizations dominated by ASCAP members promote restrictive practices favoring ASCAP (for details of this exchange, see page 73).

Unbrief Briefs — The exchanges were contained in lengthy briefs filed in U. S. Southern District Court in New York,

where the stations—through the All-Industry Television Station Music License Committee—are suing ASCAP for new music licenses to replace those that expired last Dec. 31.

Central issue in the briefs is whether the court can or should grant the new type of licenses requested by the stations. They are asking for licenses under which, essentially, they would pay ASCAP only for the ASCAP music that is used in locally produced programs.

Music used in feature films and syndicated tv programs produced after some unspecified future date would be "cleared at the source"—that is, the rights would be cleared and paid for by the producer at the time of production. Currently stations pay under "blanket" or "per program" licenses covering virtually all programming except that furnished by the networks, who have separate contracts with ASCAP. The type of programming that stations want excluded from the new license currently represents 70% of their air time.

Chief Judge Sylvester J. Ryan, pre-

siding over the trial, has made clear that he does not think the consent decree governing ASCAP's operation will permit the granting of licenses based on source-clearance. The papers filed by both sides last week were addressed to this issue. There was no indication of when Judge Ryan may issue a ruling.

Last week's was the first formal renewal of the ASCAP-television fight since the abortive settlement proposal that stirred up an industry-wide controversy last month until the All-Industry Committee turned it down. Under this proposal broadcasters would have had to give up their ownership of BMI in exchange for a 17% reduction in ASCAP's rates for tv stations (BROADCASTING, March 12, et seq.).

ASCAP's brief on the source-clearance questions, filed by the New York law firm of Sullivan & Cromwell and ASCAP general counsel Herman Finkelstein, held that stations are not entitled, under the ASCAP consent decree, to the type of license they seek. But it offered 37 pages of arguments for consideration if the judge should disagree.

Decided in '49 — ASCAP said the question of source clearance was raised and resolved in negotiations in 1949—and that since then broadcasters have consistently accepted the form of license in effect today.

The All-Industry Committee countered that in 1949-50, when the current form of license originated, there wasn't much for television to ask source-clearance on. Syndicated film production was still limited and post-1948 feature films had not come to tv.

ASCAP maintained that since 1950 the ASCAP consent decree has provided for source clearance under certain conditions but limits it to instances where (1) the producer requests it and (2) the producer or distributor enumerates the stations for which it is sought. The committee contended that no producer has ever used this permissive right in dealing with ASCAP members.

ASCAP contended that source clearance would create "the very chaos" that ASCAP was formed to prevent; that its "many thousands" of writers and publishers would be forced to negotiate individually with "the hundreds" of film producers; that writers and publishers would be inadequately paid and perhaps not paid at all in many cases and that the public in time would suffer

COLORCASTING

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

NBC-TV:

- April 23-27, 30-May 2 (10:30-11 a.m.) *Play Your Hunch*, part.
- April 23-27, 30-May 2 (11-11:30 a.m.) *The Price Is Right*, part.
- April 23-27, 30-May 2 (12-12:30 p.m.) *Your First Impression*, part.
- April 23-27, 30-May 2 (2-2:25 p.m.) *Jan Murray Show*, part.
- April 23-27, 30-May 2 (11:15 p.m.-1 a.m.) *Tonight*, part.
- April 23, 30 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.
- April 24-27, 30-May 2 (6-6:30 a.m.) *Continental Classroom*, probability and statistics.
- April 24-27, 30-May 2 (6:30-7 a.m.) *Continental Classroom*, American government.
- April 24, May 1 (7:30-8:30 p.m.) *Laramie*, part.
- April 25, May 2 (9-10 p.m.) *Perry Come's Kraft Music Hall*, Kraft through J. Walter Thompson.
- April 25, May 2 (10-10:30 p.m.) *Bob Newhart Show*, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.
- April 25, May 2 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn.

through Cunningham & Walsh; Pittsburgh Plate Glass through Maxon.

April 27 (9:30-10:30 p.m.) *Bell Telephone Hour*, AT&T through N. W. Ayer.

April 28 (9:30-10 a.m.) *Pip the Piper* General Mills through Dancer-Fitzgerald-Sample.

April 28 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

April 28 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

April 28 (5-6 p.m.) *All-Star Golf*, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

April 28 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

April 28 (9-11 p.m.) *Saturday Night at the Movies*, part.

April 29 (6-6:30 p.m.) *Meet the Press*, cop.

April 29 (7-7:30 p.m.) *Bullwinkle*, part.

April 29 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

April 29 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

May 3 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

from this "discouragement" of musical creativity; that many factors including the complexity of station rates would make it economically impossible to determine "reasonable" music fees in individual negotiations; and that the cost of policing the use of ASCAP music would become prohibitive.

"The ultimate effect (of source clearance)," ASCAP contended, "would be to deprive the Society of revenue from about 70% of (tv stations') local programming, while requiring the Society to police the content of all such programming. Today, the Society need only police the three television stations that have per-program licenses." (Others have "blanket" licenses.)

Economic Advantage ■ ASCAP argued that the approximately 360 stations represented by the All-Industry Committee, plus the networks and their owned stations, not only "dominate" television but "control" other major media, and thus "operate at an economic advantage" in negotiating with ASCAP.

While television has been paying ASCAP a declining percentage of tv's income, ASCAP contended, television's own rate of profit has been increasing. The brief said the return on original investment for tv networks and for all stations had grown from 29.3% in 1957 to 32.9% in 1958, and to 41.2% in 1959 and 1960. Their return on broadcast revenue (before federal income taxes) went from 17% to 19.3% in the same span, according to ASCAP.

The Society said its own gross receipts from television, as a percentage of tv's total income, had declined from 8.7% in 1957 to 7.5% in 1959 and 1960. (ASCAP's receipts from television in 1961, according to the All-Industry Committee, amounted to \$19 million out of total ASCAP revenues

of \$33 million.)

The committee's brief, a 28-page document filed by the New York law firm of Donovan, Leisure, Newton & Irvine, also contended that only the producer is in a position to decide what music he needs for a program, and that reasonable values for this music cannot be determined except in negotiations at the time the music is being selected.

The brief argued that tv licenses based on source-clearance would be "reasonable" for several reasons, including:

- The existing form of license is not indispensable to assure that composers and publishers will be adequately paid for tv's use of their music. Authors, directors and performers already are paid, by common practice, according to the number of times their tv films are played.

- Policing would be no "unreasonably burdensome problem" for ASCAP. Stations would need only keep a record—such as they must keep anyway for the FCC—showing filmed programs played. Producers already prepare and give to ASCAP cue-sheets showing when a film is produced and what music it contains.

- To avoid prejudice to ASCAP members in their competition with BMI, the committee has offered to defer effective date of source-clearance until similar provisions are written into BMI-broadcaster contracts.

- The proposed new licenses would not "forthwith" curtail the programs on which ASCAP would be paid. Source-clearance would apply only to films produced after some yet-to-be-set cut-off date, and stations would continue to pay ASCAP on all produced before that date. These "thousands" of films are apt to remain the bulk of stations' film programming "for a substantial period of time."

AT THE NAME-CALLING STAGE

ASCAP, BMI get down to specifics in tossing charges about each others business tactics

For years ASCAP has charged that broadcaster-owned BMI, ASCAP's only major competitor in the music-licensing field, "subsidizes" producers to put BMI music in their programs and pays big sums to get ASCAP songwriters to switch to BMI. And broadcasters have contended that producers work through ASCAP-publishing affiliates to get money from television in two ways: Directly, as producers, and through ASCAP's distribution of tv revenues to their publishing affiliates.

In the past, neither ASCAP nor BMI

has been disposed to name names.

Last week, both did.

In papers filed in the music-licensing suit brought by the All-Industry Tv Station Music Licensing Committee against ASCAP (see page 72), ASCAP named (1) 28 songwriters and amounts up to \$200,000 which it said they were paid to switch their affiliations to BMI, and (2) four leading tv producers—Screen Gems, Goodson-Todman, Four Star Television and Revue Productions—which it linked with so-called "sub-

Continued on page 76

new...
exciting...
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1st...in Overall Ratings
1st...in Sell
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WKAP
RADIO 132

Allentown - Bethlehem - Easton

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

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RADIO 138

Tampa - St. Petersburg, Fla.

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

WWNR
RADIO 62

Beckley - W. Virginia..

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

WNAR
RADIO 111

Philadelphia Area

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

WQTY
RADIO 122

Jacksonville - Florida

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

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Minow promises creative hotfoot for tv

FCC CHAIRMAN LISTED AMONG YEAR'S PEABODY RADIO-TV AWARDS

FCC Chairman Newton N. Minow in accepting a special Peabody award last week—the first to a federal official—pledged the government would continue to play a role in broadcasting.

President John F. Kennedy in a wire said he was "glad one of our boys made it," noting he wanted to congratulate the entire list of winners (and non-government employees). The text: "My sincere congratulations to all the Peabody award winners this year."

"I have always thought of the George Foster Peabody radio and television special awards as proud marks of the highest attainment in service to the public interest." He went on to say he noted "with pride" that Mr. Minow received such an award—"and as President, I am glad one of our boys made it."

Just what government's role would be, Mr. Minow didn't specify, though he explained that with broadcaster cooperation he thought the government could maintain a climate in which tv people would be "free to create."

The Peabody award, he said at presentation ceremonies in New York, was not to him personally but as recognition of the role of government in broadcasting. The government is engaged in shaping a new tradition, he said, and this role is being assumed "whether we like it or not."

Mr. Minow indicated one of the roles is for government (the FCC) to speak

out "from time to time" in efforts to open up new ideas and "awaken" the American audience, and that in effect he spoke up in his now-famous "vast wasteland" speech when broadcasters had failed to fully nourish the appetite of this audience after tv had done so well to create one.

The 'Most' on FCC ■ The citation to Mr. Minow in fact mentioned that speech, noting "he has done much to rescue the wasteland from the cowboys and private eyes. He has reminded broadcasters of their responsibilities and put new heart in the viewers." He was called by the Peabody board "the most courageous, responsible, and energetic (FCC) commissioner in years."

The list of awards in the annual George Foster Peabody awards presentation did not reflect 'cowboys and private eyes' programming and in fact was made up almost totally (except for comedian Bob Newhart) of public information or so-called cultural shows both on network and local levels.

NBC-TV won three, CBS-TV two and ABC-TV one, and one commercial tv station (KSL-TV Salt Lake City), one community-run station (WNYC New York), one short-wave (for international broadcasting) station (WRUL New York) and one fm station (WFMT [FM] Chicago) received one award each.

The awards presentation for the first

time in many years had a new host—the New York Chapter of the Broadcast Pioneers—replacing the traditional arrangement with the Radio & Television Executives Society. The U. of Georgia's Henry W. Grady School of Journalism and the Peabody Board jointly administer the awards. Board Chairman Bennett Cerf announced the winners who were presented with their awards by Dean John E. Drewry of the Grady School.

During the ceremonies, Peabody-winner Fay V. Thomas, producer of *Expedition* on ABC-TV, said the advertiser—Ralston-Purina—still seeks to keep the show on the air. It is scheduled to go off tv next fall. Curiously, Bob Newhart's show also has been in doubt, though either the comedian or a filmed show (*Kentucky Kid* with Jack Carson) will be on NBC-TV for Sealtest next season.

The award to FCC Chairman Minow was precedent-setting in that it was the first of the series ever awarded to a federal government official strictly in his administrative capacity and who is not connected, directly or indirectly, with a specific television program.

The Peabody award citations honoring the programs and their creators follow:

Television News ■ David Brinkley and his producer, Ted Yates, have added a new dimension of humor, skepticism, and wisdom to television news in *David Brinkley's Journal*, the writing and scope of which are far more sophisticated than most tv news programs.

Television Entertainment ■ Bob Newhart of NBC's *The Bob Newhart Show* is a person whose gentle satire and wry and irreverent wit waft a breath of fresh and bracing air through the stale and stuffy electronic corridors.

Television Education ■ Entertainment and education became synonymous in "An Age of Kings," a brilliant and imaginative portrayal of Shakespeare's rich pageant of English history, through the cooperation of the British Broadcasting Corp., National Educational Television and Radio Center, Metropolitan Broadcasting, and stations too numerous to name. For this valuable contribution to culture, special commendation goes to NET, Metropolitan, the individual stations, and the Standard Oil Company of New Jersey and its affiliate, Humble Oil and Refining Co.

Television Education ■ In NBC's "Vincent Van Gogh: A Self-Portrait," the life and work of Van Gogh presented a challenge which was met by the combined efforts of a perceptive



Dean Drewry and Chairman Minow



Mr. Brinkley



Mr. Newhart



Mr. Hazam



Mr. Fetter



Mr. Evans



Mr. Brilikhes

script writer and a sympathetic narrator in a significant production, probably unexcelled for sheer beauty. NBC-TV producer Lou Hazam accepted.

Television Youth and Children's Programs ■ ABC's *Expedition!* is a program utilizing authentic films of scientific expeditions in which young people can experience a sense of adventure. Ted Fetter, ABC vice president, accepted.

Television Contribution to International Understanding ■ For the program which did the most to promote international understanding during 1961, to Walter Lippmann, on whose perceptive and reasonable analysis of a world in crisis we all rely. We also salute CBS.

Television Public Service ■ *Let Freedom Ring* was an inspirational one-hour special program marshallng through music and the spoken word the moral heritage that has made America great. This patriotic expression ranged from the spirit of Patrick Henry and Abraham Lincoln to the "Battle Hymn of the Republic." It featured the Salt Lake City Mormon Tabernacle Choir; starred Richard Boone, Laraine Day, Howard Keel, and Dan O'Herlihy; was narrated by Richard L. Evans; produced by Michel M. Brilikhes; and written by Michel M. Brilikhes and Richard L. Evans.

Radio Entertainment ■ WFMT Chicago presents the Fine Arts (including classical music, musical comedy, folk music, poetry, drama, discussion) and news entertainingly and excitingly. Its 19-hour schedule includes "live" concerts by the Chicago Fine Arts Quartet, recorded concerts by the Boston Symphony Orchestra and the Philadelphia Orchestra, as well as 54 World Music Festivals from abroad, the BBC Concert Hall, and highlights of radio from 40 other countries. It is proving daily that society's more notable cultural achievements can be effectively communicated and commercially sustained through broadcasting.

Radio Education ■ It is the considered opinion of the Peabody Awards Board that television and radio, far from being the ogres book publishers once labeled them, are actually a stimulant to the cause of good book reading in America. Proof of the pudding

is the resounding success scored by two radio programs devoted entirely to books by WNYC, New York's fine municipal broadcasting system. One of the programs is *The Reader's Almanac*, conducted since 1934 by Prof. Warren Bower of the New York University Writing Center. The other is "Teen Age Book Talk," presented, unrehearsed, every Saturday morning by the New York Public Library and produced by Lillian Okun. Accepted by Seymour Siegel, WNYC New York.

Radio Contribution to International Understanding ■ WRUL (Worldwide Broadcasting), a division of Metro-media Inc., carried into the homes of millions of people around the world through the medium of radio the complete daily proceedings of the General Assembly and Security Council of the United Nations in English and Spanish—thereby extending their participation in this international organization's global efforts to build world peace. This unique radio coverage was made possible by the enlightened world consciousness of AMF International of American Machine and Foundry Co. and its chairman, Morehead Patterson.

Special Award ■ Fred Friendly is one of the young veterans of the young profession of television journalism. A man of extraordinarily strong character, his far-ranging two-ton pencil, as he calls it, has examined and illuminated for television the great and raw-nerved issues of our times, from war or peace to birth control to segregation to civil liberties to migratory labor to medical care. A courageous perfectionist—the only thing he fears is falling even one degree short of the perfection upon which he insists for himself and his work. More than any single individual, he has brought a dynamic meaning to the phrase "electronic journalism." For most men it is enough that the broadcasts which conceive and bring to fruition be landmarks—as Fred Friendly's



Mr. Brent



Mr. Siegel



Mr. Friendly

have been. But television owes a debt to Fred Friendly not only for his broadcasts, but for the broadcasts by other television journalists on other networks and stations which have been stimulated by Mr. Friendly's own pioneering.

Special Award ■ A special Peabody Award goes to Capital Cities Broadcasting Corp. and its executive producer, Milton Fruchtmann, for providing the gavel-to-gavel television coverage of the trial of Adolph Eichmann in Israel. Through its persistence in persuading the government of Israel to allow the trial to be televised, and through the unstinting contribution of its own resources in providing the exclusive television coverage of the four-month trial, Capital Cities Broadcasting compiled an enduring record of the dangers and consequences of tyranny and rule by terror. Capital Cities Broadcasting also produced a 30-minute film documentary summarizing the trial's proceedings entitled "Verdict for Tomorrow" and distributed same, without charge, to stations reaching more than three quarters of the nation's population.

\$5,597,000 paid by funds

Total payments of \$5,597,000 were made in 1961 to 410,000 musicians participating in the Recording Industries Music Performance Trust Funds, according to the funds trustee, Samuel R. Rosenbaum, New York. This compared to \$5,334,000 paid in 1960 and \$5,732,000 in 1959. Allocations from the funds for musicians' services have increased from \$900,000 in fiscal 1950. The project includes payments by distributors for tv exhibition of films originally produced for theatrical use.

sides" from BMI.

In presenting its own side in the same proceeding, the All-Industry Committee named 11 major film producers and 27 ASCAP music-publishing companies which it said were affiliated with them and thus in a position to help them ladle tv gravy with two spoons. The committee also named the American Guild of Authors & Composers and the Composers & Lyricists Guild of America as involved in allegedly restrictive acts favoring ASCAP.

ASCAP Charges ■ The ASCAP brief contended:

- That BMI advanced \$100,000 to Goodson-Todman for use in recording BMI music abroad for inclusion as background in Goodson-Todman shows, and that in addition BMI agreed to pay Goodson-Todman at least \$100,000 each year thereafter if, in the preceding year, at least 70% of the music on Goodson-Todman programs were BMI music.

- That Screen Gems bought BMI Publishing Co., "a very large music publishing company," from BMI at a price which BMI agreed to repay in royalties over a five-year period for the inclusion of BMI Publishing Co.'s music in Screen Gems programs. In turn, ASCAP continued, Screen Gems "agreed to incorporate enough BMI music in its television films to 'earn' these 'royalties.'"

- That MCA's Revue Productions "is receiving a substantial subsidy from BMI in return for its commitment to use BMI-licensed music in many television program series that it produces."

- That "Four Star, another leading producer of television program series, is also receiving a large subsidy from BMI in return for its agreement to use BMI music in its programs."

Among them, ASCAP said, Revue, Screen Gems and Four Star will account for 20 hours of network film programming per week in the 1962-63 season, and Goodson-Todman, "by a wide

margin the most prolific producer of live and taped network programs," currently has 15½ hours a week on the networks.

ASCAP claimed that BMI has "induced" many ASCAP writers into the BMI fold with offers of big money unrelated to the amount or quality of music they may compose or the extent to which it may be used. Some of these, according to ASCAP, work for producers in positions to influence the selection of music to be played on new programs. Those named in ASCAP's brief were described as specialists in tv background and theme music.

BMI Guarantee ■ Leith Stevens, president of the Composers & Lyricists Guild, "the principal background music writers' association and the collective bargaining agent for such writers in their dealings with television producers," was named as having been guaranteed \$150,000 to switch from ASCAP to BMI.

Music supervisors Herschel B. Gilbert of Four Star and Stanley J. Wilson of Revue, both described as being "in a position to favor the use of BMI music in the many television program series produced by their two companies," were said to have received BMI guarantees of \$200,000-plus and \$90,000, respectively.

Nelson Riddle and Joe Mullendore were said to have been guaranteed more than \$100,000 each. Two others were said to have received \$100,000 guarantees; seven others, \$90,000; three others, \$70,000, and 11 "amounts unknown."

The "guarantees" were described by ASCAP as payable over five- or 10-year periods.

These alleged guarantees and subsidies, ASCAP contends, are part of "a calculated and concerted campaign" by which "the broadcasting industry has engrossed a substantial captive source of music and . . . foreclosed free access to a significant portion of tele-

vision programming."

In addition, ASCAP claimed, "BMI also gives publishers affiliated with record companies a 38% override on royalty payments, thereby artificially stimulating the volume of records of BMI music that are available for broadcast presentation."

A "typical agreement between BMI and a writer receiving a guarantee," ASCAP continued, became effective upon the writer's resignation from ASCAP, runs for 10 years, and escalates yearly guarantees from \$3,000 for the first year to \$11,000 for the tenth, "thus making it financially impossible for the recipient to leave BMI during the contract period."

BMI authorities told BROADCASTING they had not seen the ASCAP brief and that until they did they would have no comment.

All-Industry Committee's Charges ■ The All-Industry brief named 11 film producers—including Revue and Four Star—who it said have from one to seven ASCAP music publishing subsidiaries or affiliates through which they can get a share of the payments television stations make to ASCAP.

Warner Bros. was shown with seven ASCAP publishing - house affiliates: Harms Inc., Atlas Music, M. Witmark & Sons, Remick, Advance, Fullarton and New World Music companies.

MGM was listed with six: Variety Music, Lion, Robbins, Leo Feist, Miller and Pine Ridge.

Twentieth Century-Fox was shown with three (Surrey, Movietone Corp. and 20th Century Music) and Paramount with three (Birdees, Famous and Paramount).

Columbia Pictures Music Corp., and the following, were identified with one each: Walt Disney Productions (Walt Disney Music Co.), United Artists (United Artists Music Co.), Universal-International (Universal Music Corp.), Desilu Productions (Desilu Music Corp.), Revue Studios (Alaska Music Co.) and Four Star Films (BNP Music Publishing Co.).

50-50 Share ■ The committee's brief said common practice of such producers in hiring a composer to write music for a film is to have the composer assign all right, title and interest and the statutory copyright and all renewals to the producer; the producer then licenses the non-dramatic ("small") performing rights back to the composer and assigns the publisher's 50% share of the tv performance rights to his ASCAP publishing affiliates.

"Then," the brief continued, "by registering the composition with ASCAP, the producer and the composer both share, on a 50-50 basis, in the payments made by television stations under their existing ASCAP licenses."

The committee's brief continues:

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

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NEW YORK, N. Y.

ELDORADO 5-0405

"When incorporating existing musical compositions into their films, such producers often select works owned by their ASCAP affiliates in order to collect the publishers' distributive share of the earnings realized by ASCAP through its existing television performing rights licenses. In many instances the music director, composer or other person in the employ of the film producer who is charged with the duty of selecting appropriate musical compositions for use in films is a member of ASCAP.

"Such film producers commonly offer films to television stations only on the condition that the station agrees to obtain the necessary television performance licenses from ASCAP, and further require that none of the music in the film be changed when the film is broadcast."

Restrictive Clauses ■ The committee

also named the American Guild of Authors & Composers and the Composers & Lyricists Guild of America, both described as composed largely of ASCAP officers and members, as having fostered agreements designed to restrict music licensing to ASCAP channels.

AGAC was identified with the so-called "uniform popular songwriters contract" which was intended, according to the tv committee, to "inhibit" publishers from granting tv performance rights directly to film producers or to television broadcasters.

The Composers & Lyricists Guild negotiated the 1960 contract with the Assn. of Motion Picture Producers Assn., according to the committee. It said the contract was designed to channel performing rights through the society which the composer involved is affiliated—"in most instances, ASCAP."

ON TAP AT THE NETWORKS

Fall-winter programming just about complete; summer lineup again to be heavy with re-runs

The tv networks' nighttime schedules for the summer and for next fall are locked in, barring a last-minute change or deletion.

The networks are going in with sponsorship at a high (see page 44).

The 1962-63 programming will continue the trend to higher production stakes. BROADCASTING's annual show cost estimates place the weekly tab at \$7.9 million in regularly scheduled shows (see chart, pages 78 and 79). This is up some \$800,000 from the 1961-62 season's \$7.1 million weekly, a previous high.

There's a total of 31 new shows, according to current listings for the next season. This is three fewer new shows than were scheduled at the outset of the current season.

Of the 31 new program series, 13 are on ABC-TV, 8 on CBS-TV and 10 on NBC-TV. There will be 63 shows returning next season, on the basis of current listings of nighttime shows in network prime-time schedules. Of the returning shows, 18 are on ABC-TV, 28 on CBS-TV and 17 on NBC-TV.

Not counted in these totals is the Sealtest period (Wednesday, 10-10:30 p.m.) on NBC-TV in which Bob Newhart may return. Of the new shows counted, *Circus by The Sea* on ABC-TV Saturday was considered questionable at deadline.

The Immediate Outlook ■ The summer schedule will look much like the current season with less than a dozen programs replaced, many of the changes occurring in CBS-TV's lineup (see

chart, pages 80 and 81). The networks will continue to play reruns of shows previously broadcast in the periods remaining.

NBC-TV has yet to announce summer replacements for *Hazel* (Thurs., 9:30 p.m.) and *Car 54, Where Are You?* (Sun., at 8:30 p.m.). ABC-TV will shortly name a program to succeed *Straightaway* (Wed., 8-8:30 p.m.) which will go off after the July 4 show.

CBS-TV has set June 24 for the return of Ralph Edwards in a new interview show, *Speaking of People*, to replace *Jack Benny* on Sunday nights until September or October. In the only Monday night alteration in the current schedule, CBS-TV has scheduled repeats of one hour shows produced by Lucille Ball and Desi Arnaz. They will occupy the 9-10 p.m. slot until the return next fall of *Danny Thomas* and *Andy Griffith*.

A revival of *Talent Scouts*, off CBS-TV for two years, will start on the network July 3 as *Garry Moore's* replacement. Jim Backus will be the host. Situation comedy reruns will be the attraction in *Comedy Spot*, replacement for *Red Skelton* on Tuesdays at 9 p.m. *Zane Grey Theatre* and *Brenner* reruns replace *Tell It to Groucho* and *Gertrude Berg Show*, respectively, on Thursdays. NBC-TV ordered reruns of *Rebel*, a Goodson-Todman series which ran two seasons on ABC-TV, for the Wednesday night replacement of *Joey Bishop Show*. *Kraft Mysteries* will substitute for vacationing Perry Como on the same night and network.

NEW

TOWER

NEW
COVERAGE
WPBN-TV

Traverse City, Mich.

You Also Buy

WTOM-TV

Cheboygan, Mich.

TOWER - 1,129 feet
LOCATION - 35 miles
south of Traverse City

EQUALS - More TV
Homes.

LOWER COST PER
THOUSAND.

BEFORE (Grade B)
TV Homes 62,128
Retail Sales-
\$297,079,000

AFTER (Grade B)
TV Homes-116,905
Retail Sales-
\$531,362,000

NEW BONUS (Grade C)
TV Homes-216,909
Retail Sales-
\$916,497,000



Paul Bunyan Network

NB

LES BIEDERMAN

President

SOREN MUNKHOF

General Manager

national representatives

VENARD, RINTOUL & MCCONNELL

WHAT THE SUMMER TV SCHEDULE LOOKS LIKE

The table shows the programs to be seen on network tv during the summer months and their sponsors. The majority are reruns of previously seen material and thus have no footnotes. Where dates have been set for rerun installments they are indicated in parentheses (). Question mark indicates termination date not known.

	ABC-TV	SUNDAY CBS-TV	NBC-TV
7:30	Follow The Sun participating	Dennis The Menace Kellogg, Best Foods	Walt Disney RCA, Eastman Kodak
8:00		Ed Sullivan Colgate-Palmolive, Revlon, P. Lorillard	
8:30	Hollywood Special participating		TBA (6/29-9/9) Procter & Gamble
9:00		GE Theatre General Electric	Bonanza Chevrolet
9:30		Ralph Edwards (6/24-?) State Farm, Lever	
10:00		Candid Camera Bristol-Myers, Lever	DuPont Show Of The Week DuPont
10:30	Lawman participating	What's My Line? All-State, Block Drug, Kellogg	

	ABC-TV	WEDNESDAY CBS-TV	NBC-TV
7:30	Howard K. Smith News & Comment Nationwide Ins.	Alvin & The Chipmunks sustaining	Wagon Train Ford, Nabisco, R. J. Reynolds
8:00	Straightaway (ends 7/4) (Replacement unannounced) Autolite	Window On Main Street Scott	
8:30	Top Cat Bristol-Myers, Kellogg	Checkmate participating	Rebel (6/27-9/12) P&G, Am. Tobacco
9:00	Hawaiian Eye participating		Kraft Mysteries (6/13-9/26) Kraft
9:30		Dick Van Dyke Show P&G	
10:00	Naked City participating	Armstrong Circle Theatre alt. with The U.S. Steel Hour Armstrong Cork, U. S. Steel	Bob Newhart Show Sealtest, Beech-Nut Life Savers
10:30			David Brinkley's Journal Schlitz, Schick Safety Razor, Singer, Block Drug, Eastman Kodak

	ABC-TV	THURSDAY CBS-TV	NBC-TV
7:30	Ozzie & Harriet participating	Oh! Those Bells sustaining	Outlaws participating
8:00	Donna Reed Show Campbell, Johnson & Johnson	Frontier Circus (5/31-9/20) Remington Rand, Pepsi-Cola, Best Foods, P. Lorillard	
8:30	Real McCoys P&G		Dr. Kildare Singer, L&M, Warner-Lambert, Colgate-Palmolive, Sterling Drug, Alberto-Culver
9:00	My Three Sons Chevrolet	Brenner (5/31-9/20) sustaining	
9:30	Law & Mr. Jones P&G	Zane Grey Theatre (4/12-9/20) General Foods	Hazel (until Aug. 1) Ford (Replacement show between 8/2 and 9/20 TBA)
10:00	The Untouchables participating	CBS Reports participating	Sing Along With Mitch Ballantine, Buick, R. J. Reynolds
10:30			

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Cheyenne participating	To Tell The Truth Whitehall	Station Time
8:00		Pete & Gladys Kellogg, Alberto-Culver, Remington Rand, Carnation	National Velvet participating
8:30	The Rifleman (To be replaced by Law Of The Plainsman on July 9—sponsorship available)	Father Knows Best Toni, Scott	Price Is Right P. Lorillard, American Home
9:00	Surfside Six participating	Lucy-Desi Hour Shows (7/2-9/17) General Foods	87th Precinct participating
9:30			
10:00	Ben Casey participating	Hennesey P. Lorillard, General Foods	Thriller participating (5/7-7/9)
10:30		I've Got A Secret Pepsi-Cola, General Foods, Hertz, Babbit, Polaroid, Alberto-Culver	Actualty Reports sustaining (7/16-9/10)

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Bugs Bunny Peter Paul, Perkins Div. Gen. Foods, Kool-Aid	Marshal Dillon (not for network sale)	Laramie participating
8:00	Bachelor Father American Tobacco, Armour	Password participating	
8:30	New Breed participating	Dobie Gillis Colgate-Palmolive, Philip Morris	Alfred Hitchcock Presents Lincoln-Mercury, American Tobacco, Toni
9:00		Comedy Spot (7/3-9/18) Best Foods, S. C. Johnson	Dick Powell Show participating
9:30	Yours For A Song Alberto-Culver, Lever	Ichabod & Me Scott, Toni, Brown & Williamson	
10:00	Alcoa Premiere Alcoa	Talent Scouts (7/3-9/18) Oldsmobile, S. C. Johnson, R. J. Reynolds	Cain's Hundred participating
10:30			

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Margie Ralston Purina	Rawhide participating	International Showtime participating
8:00	The Hathaways participating		
8:30	The Flintstones Miles, R. J. Reynolds	Route 66 Chevrolet, Philip Morris, Sterling	Robert Taylor participating
9:00	77 Sunset Strip participating		
9:30		Father Of The Bride General Mills, Campbell	Purex Specials and others (5/25-9/7)
10:00	Target: The Corruptors participating	Twilight Zone participating	
10:30		Eyewitness participating	Chet Huntley Reporting participating

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Calvin And The Colonel Lever Bros.	Perry Mason participating	Tales Of Wells Fargo participating
8:00	Room For One More participating		
8:30	Leave It To Beaver participating	Defenders Brown & Williamson, Lever, Kimberly-Clark Allstate	Tall Man participating
9:00	Lawrence Welk Show Whitehall, J. B. Williams		Saturday Night At The Movies participating
9:30		Have Gun, Will Travel Lever, Whitehall	
10:00	Fight Of The Week Consolidated Cigar, Gillette	Gunsmoke L&M, S. C. Johnson, P&G, General Foods	
10:45	Make That Spare Brown & Williamson, Mennen		

DETAILED WRAPUP OF FALL TV SCHEDULES

(Also see story, page 44)

This table details next fall's nighttime programs, how much they cost, who packages them, the time of night they are scheduled and the date they are to begin, and the advertisers (with their agencies) which sponsor them. "Available" denotes an unsold period.

Production costs are estimated by BROADCASTING on the basis of data from various sources. Costs in most cases represent the price of a single original in a series and includes neither agency commission nor averaging of first-runs against reruns, although invariably there are exceptions.

Agencies are in parentheses (); production firms in brackets []; starting dates indicate the beginning of the fall cycle; new programs are in boldface; continuing show titles or familiar formats (e.g., 'Dinah Shore Show') are in italics; asterisk * denotes New York origination; (C) denotes color. Since no program straddles the periods before 7:30 p.m. in any of the network lineups, all nighttime programs are shown from 7:30 p.m. to the conclusion of the period generally regarded in television as "prime-time" (usually 11 p.m.).

In all cases, advertisers listed in program periods reflect sponsorship in October of this year as now reportable in network sales offices. The duration of the purchases is not indicated.

SUNDAY

ABC-TV	CBS-TV	NBC-TV
7:30 The Jetsons \$80,000 Time Available [Screen Gems]	Dennis the Menace \$50,000 Kellogg (Leo Burnett) Best Foods (GB&B) [Screen Gems] 9/30	Walt Disney (C) \$112,000 RCA (JWT) Eastman Kodak (JWT) [Walt Disney Prod.] 9/23
8:00 Hollywood Special (C) \$200,000 Philco (BBDO) Sunbeam (FC&B) Union Carbide (Esty)	Ed Sullivan* \$100,000 Revlon (Grey) P. Lorillard (L&N) Pillsbury (Agency not assigned) [CBS] 9/16	Car 54, Where Are You?* \$55,000 P&G (Burnett) [Nat Hiken] 9/16
8:30 Beecham (K&E) Contac (FC&B) R. J. Reynolds (Esty) Chesebrough- Ponds (Esty) Armour (FC&B) Time Available [UA]	The Real McCoys \$48,000 American Tobacco (SSC&B) Ralston Purina (Gardner) [Marterto Prod.]	Bonanza (C) \$120,000 Chevrolet (Campbell-Ewald) [NBC] 9/23
9:00	Jack Webb Show \$70,000 General Electric (BBDO) [Mark VII Prod.]	
9:30		
10:00 Voice of Firestone \$65,000 Firestone (Sweeney & James) [ABC] 9/30	Candid Camera* \$45,000 Bristol-Myers (Y&R) Lever (SSC&B) [Banner-Funt] 9/30	DuPont Show of the Week* (C) \$185,000 DuPont (BBDO) [NBC] 9/16
10:30 Howard K. Smith \$35,000 Nationwide Ins. (Ben Sackheim) [ABC]	What's My Line?* \$40,000 J. B. Williams (Parkson) Kellogg (Burnett) [CBS/Goodson- Todman] 9/9	

WEDNESDAY

ABC-TV	CBS-TV	NBC-TV
7:30 Wagon Train \$150,000 Sunbeam (FC&B) R. J. Reynolds (Esty) P&G (?) Alberto-Culver (Compton) Union Carbide (Esty) [Revue]	CBS Reports* \$100,000 Xerox (PKL) Metrecal (K&E) Menley & James (FC&B) Tidewater (FC&B) Chemstrand (DDB) Polaroid (DDB) Time Available [CBS News] 9/19	Virginian (C) \$200,000 Philco (BBDO) Ford Motor (JWT) Warner-Lambert (L&F) Nabisco (M-E) Carnation (EWR&R) Miles Lab (Wade) ½ Available [Revue] 9/19
8:00		
8:30 Going My Way \$145,000 Miles (Wade) American Tobacco (SSC&B) John H. Breck (Ayer) Time Available [Revue]	Dobie Gillis \$55,000 Colgate (Burnett) ½ Available [20th Century Fox-TV] 9/26	
9:00	Beverly Hillsbillies \$55,000 Kellogg (Burnett) R. J. Reynolds (Esty) [Filmways] 9/26	Perry Como's Kraft Music Hall* (C) \$112,000 Kraft (JWT) [Roncom] 10/3
9:30 Our Man Higgins \$63,000 American Tobacco (SSC&B) Pontiac (MJ&A) [Screen Gems]	Dick Van Dyke Show \$62,000 P&G (B&B) P. Lorillard (L&N) [Calvada Prod.]	
10:00 Naked City* \$125,000 Philco (BBDO) Contac (FC&B) Block Drug (Grey) Bristol-Myers (OB&M)	U. S. Steel Hour* \$75,000 alt. with Armstrong Circle Theatre* \$55,000 U. S. Steel (BBDO) Armstrong Cork (BBDO) [Talent Assoc.]	Bob Newhart (?) \$55,000 Sealtest (N. W. Ayer) [Revue]
10:30 Warner-Lambert (Lambert Feasley) Beecham (K&E) B&W (Bates) Mobil Oil (Bates) Armour (FC&B) [Screen Gems]		David Brinkley's Journal (C) \$50,000 PPG (Maxon) Douglas Fir Plyw'd (Cole & Weber) [NBC News] 10/3

THURSDAY

ABC-TV	CBS-TV	NBC-TV
7:30 Ozzie & Harriet \$55,000 A. Dairy (Comp.) Anahist (Bates) Listerine (L&F) Armour (FC&B) [Stage Five Prod.]	Mister Ed \$55,000 Studebaker (D'Arcy) ½ Available [Filmways] 9/20	Wide Country \$100,000 Available [Revue] 9/20
8:00 Donna Reed Show \$68,000 Campbell Soup (BBDO) Nabisco (M-E) [Screen Gems]	Perry Mason \$96,000 Colgate (Bates) Drackett (Y&R) Parliament (Burnett) Sterling Drug (D-F-S) Coca-Cola (M-E) [Paisano Prod.] 9/27	Dr. Kildare \$130,000 Alberto-Culver (Compton) C-P (L&N) Singer (Y&R) Warner-Lambert (L&F)
8:30 Leave It To Beaver \$55,000 Derby Foods (M-E) Polaroid (DDB) Time Available [Gomalco Prod.]		L&M (JWT) Sterling Drug (D-F-S) [MGM] 9/27
9:00 My Three Sons \$70,000 Chevrolet (C-E) [Don Feddersen]	The Nurses* \$95,000 Whitehall (Bates) Johnson & Johnson (Y&R) B&W (Bates) Pillsbury (Agency not assigned) [CBS] 9/27	Hazel (C) \$65,000 Ford (JWT) [Screen Gems] 9/20
9:30 Mr. Smith Goes to Washington \$61,000 R. J. Reynolds (Esty) Time Available [GAC]		
10:00 Alcoa Premiere \$130,000 Alum. Co. of America (F&S&R) [Revue]	Alfred Hitchcock Presents \$112,000 Alberto-Culver (Compton) Pillsbury (?) Time Available [Revue]	Andy Williams Show (C) \$100,000 American Home Products (SSC&B) Kimberly-Clark (FC&B) Noxzema (SSC&B) L&M (JWT) Miles (Wade) ½ Available [Barnaby Prod.] 9/27
10:30		

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	<i>Cheyenne</i> \$105,000 American Tobacco (SSC&B) P&G (?) Block Drug (Grey) Anahist (Bates) Union Carbide (Esty) Time Available [Warner]	<i>To Tell The Truth*</i> \$35,000 Whitehall (Bates) R. J. Reynolds (Esty) [CBS/Goodson-Todman] <i>I've Got A Secret*</i> \$42,000 General Foods (Y&R) Toni (North) [Goodson-Todman] 9/10	<i>It's A Man's World</i> \$100,000 Carnation (EWR&R) Time Available [Revue] 9/17
8:00			
8:30	<i>Rifleman</i> \$80,000 P&G (B&B) [Four Star]	<i>Lucille Ball Show</i> \$60,000 Lever (JWT) Toni (North) [Desilu]	<i>Saints and Sinners</i> \$95,000 Miles Labs (Wade) Warner-Lambert (L&F) Philco (BBDO) Time Available [Four Star] 9/17
9:00	<i>Stoney Burke</i> \$125,000 Consolidated Cigar (L&N) Alberto-Culver (Compton) Time Available [Ziv-UA]	<i>Danny Thomas Show</i> \$55,000 General Foods (B&B) [Marterto] 10/8	
9:30		<i>Andy Griffith Show</i> \$55,000 General Foods (B&B) [Mayberry Enterprises] 10/8	<i>Price Is Right*</i> (C) \$50,000 Whitehall (Bates) P. Lorillard (L&N) [Goodson-Todman] 9/17
10:00	<i>Ben Casey</i> \$120,000 Sunbeam (FC&B) Bristol Myers (OB&M) P&G (B&B) B&W (Bates) Noxema (SSC&B) Armour (FC&B) [B. Crosby Prod.]	<i>Christine's Children</i> \$80,000 Lever (JWT) Toni (North) [Loretta Young] 9/25	<i>Eleventh Hour</i> \$110,000 Smith Kline & French (FC&B) Warner-Lambert (L&F) ½ Available [MGM] 9/17
10:30		<i>Pantomime Quiz</i> \$40,000 Ralston Purina (GB&B) [Mike Stokey] 9/10	

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	<i>Combat</i> \$110,000 Alberto-Culver (Compton) Polaroid (DDB) Armour (FC&B) Time Available [Selmur]	<i>Marshall Dillon</i> (Gunsmoke) Reruns-local sale) [Norman MacDonnell]	<i>Laramie (C)</i> \$100,000 B&W (Bates) Miles Labs (Wade) Bristol-Myers (Y&R) AC Spark Plug (D. P. Brother) Block Drug (SSC&B) C-P (Bates) Time Available [Revue] 9/25
8:00		<i>Adam Fable</i> \$55,000 Kaiser (Y&R) (4 Star Tv)	
8:30	<i>Hawaiian Eye</i> \$105,000 Philco (BBDO) Sunbeam (FC&B) Colgate (Bates) Warner-Lambert (Bates) Polaroid (DDB) Union Carbide (Esty) [Warner]	<i>Red Skelton Show</i> \$100,000 Best Foods (L&N) S. C. Johnson (FC&B) Lever (Agency not assigned) Philip Morris (Agency not assigned) [Cecil Barker Prod.] 9/25	<i>Empire (C)</i> \$165,000 American Tobacco (SSC&B) General Mills (?) Chrysler (Burnett) [Screen Gems] 9/25
9:00			
9:30	<i>Untouchables</i> \$130,000 Philco (BBDO) Sunbeam (FC&B) Whitehall (Bates) Beecham (K&E) Block Drug (Grey) Mobil Oil (Bates) Armour (FC&B) [Desilu]	<i>Jack Benny Program</i> \$76,000 State Farm (NL&B) Gen. Foods (B&B) [Gomalco] 9/25	<i>Dick Powell Show</i> \$125,000 Reynolds Metals (L&N) Am. Gas (L&N) [Four Star] 9/25
10:00		<i>Garry Moore Show*</i> \$130,000 Oldsmobile (D. P. Brother) S. C. Johnson (NL&B) R. J. Reynolds (Esty) [Red Wing Prod.] 9/25	
10:30	<i>Close-Up*</i> Bell & Howell (M-E) \$35,000 [ABC] Sid Caesar \$75,000 Con. Cigar (P-K-L) [Shelrick]		<i>Chet Huntley Reporting*</i> \$45,000 Available [NBC News] 9/25

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	<i>Gallant Men</i> \$112,000 Sunbeam (FC&B) Beecham (K&E) Anahist (Bates) Block Drug (Grey) Time Available [Warner]	<i>Rawhide</i> \$90,000 Coco-Cola (M-E) Nabisco (M-E) Bristol-Myers (Y&R) Drackett (Y&R) Colgate (L&N) [Four Star] 9/21	<i>International Showtime</i> \$90,000 Miles (Wade) Seven-Up (JWT) ½ Available [NBC] 9/14
8:00			
8:30	<i>Flintstones (C)</i> \$65,000 Available [Screen Gems]	<i>Route 66</i> \$95,000 Chevrolet (Campbell-Ewald) Philip Morris (Burnett) Sterling (D-F-S) [Screen Gems] 9/21	<i>Sing Along With Mitch*</i> (C) \$110,000 P. Ballantine (Esty) R. J. Reynolds (Esty) Buick (M-E) [All-American Features] 9/28
9:00	<i>Men At Work</i> \$55,000 P&G (?) Consolidated Cigar (Compton) [ABC]		<i>Vive Judson McKay!</i> \$55,000 Scott Paper (JWT) B&W (Bates) [McGuire Co.] 9/28
9:30	<i>77 Sunset Strip</i> \$110,000 Philco (BBDO) Sunbeam (FC&B) Noxema (SSC&B) R. J. Reynolds (Esty) Block Drug (Grey) Beecham (K&E) Whitehall Labs (Bates) Mobil Oil (Bates) Armour (FC&B) [Warner]	<i>Fair Exchange</i> \$95,000 Vick (?) Pilsbury (?) Time Available [Desilu] 9/21	<i>Jack Parr Show*</i> (C) \$110,000 P. Lorillard (L&N) Polaroid (DDB) K. C. (FC&B) SK&F (FC&B) Gulton Industries (Compton) Un. Carbide (Esty) Bulova (SSC&B) Ronson (P-K-L) Mog. David (Weiss) [Jack Paar] 9/21
10:00		<i>Eyewitness*</i> \$50,000 Polaroid (DDB) Con. Cigar (P-K-L) Carter (?) Prestone (Esty) L&M (JWT) Vick (?) [CBS]	
10:30	<i>Station Time</i>		

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	<i>Circus By The Sea (?)</i> \$50,000 Available [MGM]	<i>Jackie Gleason Show*</i> \$100,000 Drackett (Y&R) Philip Morris (Burnett) ½ Available [CBS]	<i>Sam Benedict</i> \$95,000 Sterling Drug (D-F-S) Quaker Oats (JWT) Block Drug (Grey) Polaroid (DDB) Philco (BBDO) ½ Available [MGM] 9/29
8:00			
8:30	<i>McHale's Men</i> \$63,000 Available [Revue]	<i>The Defenders*</i> \$110,000 B&W (Bates) Lever (O-B-M) All State (Burnett) Speidel (McCann-Marschalk) [CBS] 9/17	<i>Joey Bishop Show (C)</i> \$55,000 P. Lorillard (L&N) ½ Available [Belmar Prod.] 9/8
9:00	<i>Lawrence Welk</i> \$55,000 Whitehall (Bates) J. B. Williams (Parkson) [Telekew]		<i>Saturday Night at the Movies (C)</i> \$200,000 Miles (Wade) Thos. Leeming (Esty) Kimberly Clark (FC&B) Union Carbide (Esty) Liggett & Myers (JWT) Maybelline (Post & Morr) Schlitz (Burnett) Bristol-Myers (Y&R) ½ Available [20th Century] 9/22
9:30		<i>Have Gun, Will Travel</i> \$50,000 American Tobacco (SSC&B) Whitehall (Bates) [CBS] 9/18	
10:00	<i>Fight of the Week</i> \$55,000 Gillette (Maxon) [ABC]	<i>Gunsmoke</i> \$114,000 Johnson & Johnson (Y&R) General Foods (Agency not assigned) P&G (Agency not assigned) [Norman MacDonnell] 9/29	
10:30	<i>Make That Spare</i> \$17,000 Available [ABC]		

RCA PROFITS ARE UP 20%

All-time record in first quarter of 1962 shows \$14.5 million profit after taxes

RCA's sales and earnings in the first three months of 1962 hit an all-time record high for a first quarter.

Profits after taxes of \$14.5 million were up 21% over the \$12 million of 1961's first quarter. (The previous record for first-quarter earnings was \$13 million in 1960.) Sales of products and services were \$425 million, up 18% from 1961's first-quarter figure of \$361.7 million. Earnings per common share for the first quarter of this year were 81 cents, compared with 68 cents on a slightly smaller volume of share outstanding in the same period of 1961.

In a joint statement, Brig. Gen. David

Sarnoff, board chairman of RCA, and Dr. Elmer W. Engstrom, RCA president, said the record figures reflected a "major upsurge" in all principal areas of RCA's business. The statement added that sales and earnings for NBC set an "all-time first-quarter record" and that color tv set sales and sales of color picture tubes "continued to set the pace in consumer products and components." Dollar earnings from color tv set sales again exceeded those of black-and-white set sales while black-and-white sales maintained a "steady improvement." The statement predicted a continued "upward trend" in sales and profits.

Zenith sets plans for color tubes

Zenith Radio Corp. announced last week that it will begin producing its own color tv picture tubes in early 1963 for its own color receivers and for sale to others. Zenith heretofore has used the RCA color tube, the only one on the market. Zenith introduced its color receiver line last fall and expects to make about 100,000 sets this year.

The company announced it is doubling the manufacturing and research space of its tube subsidiary, Rauland Corp. The \$4 million expansion in-

cludes an addition at the existing Rauland plant in Chicago and a new research and administration center to be built at Niles, Ill.

Rauland also will expand production of black-and-white picture tubes and tube products for specialized non-broadcast fields.

Rauland tested its own color tube in 1950 and used one of its own make in the Zenith color receiver demonstrated before the FCC during the NTSC test Oct. 15, 1953. But none has ever been offered to the commercial market. Zenith began experiments in color tv as early as 1940. Zenith made the color tv sets used in closed-circuit medical color tv demonstrations in 1949.

Zenith would not disclose technical details or production capacity for the new color tv tube.

RCA is developing a new color tube with a neck six inches shorter than present color tubes.

The viewing end of the tube will be round, as in the present tube, and will represent no change in front end size or styling, a spokesman said.

Television sets with the new tube will not be on the market until mid-1963, the spokesman said. Models of the tubes are expected to be available to set designers by mid-1962.

NASA to try tv shots of moon in space shot

A second attempt to televise the surface of the moon from 2,400 miles above the lunar surface will be attempted when the National Aeronautics & Space Administration launches another Ranger spacecraft today (April 23).

Aboard the vehicle will be a vidicon

Radio-tv set sales up

Increased distributor sales of tv and radio receivers for the first two months of 1962 compared with the same period in 1961 were reported last week by Electronic Industries Assn.

For January and February, distributors moved 987,111 tv sets and 1,260,762 radio receivers into retail channels. This compares to these 1961 figures: 832,275 tv sets and 1,111,897 radio receivers.

camera system which is expected to take "closeup" pictures of the moon's surface just before an instrumented capsule is landed on the moon. Using a slow-scan mode, the camera will take one picture every 13 seconds and is expected to telemeter back to earth about 100 moon pictures. Each picture will consist of 200 lines.

The tv camera equipment was developed by RCA; a special optical telescope, providing the equivalent of 40-inch focal length, was developed at the Jet Propulsion Lab., and the electron gun structure was developed by General Electro Dynamics Corp.

Jerrold claims best year in its history

Jerrold Electronics Corp., Philadelphia, reported the highest sales and earnings in the company's 14-year history for its fiscal year ended Feb. 28. Sales jumped 51% and earnings 137%, according to Sidney Harman, president of the company.

Operating revenues for the company reached \$18,045,564 with net income of \$591,171 (29.6 cents per share on an average of 1,999,682 shares outstanding), compared to last year's revenues of \$11,935,899 and earnings of \$248,873 (13 cents per share on an average of 1,884,569 shares outstanding). In 1961 Jerrold had a non-recurring credit of \$2,837,212 (\$1.51 per share principally from the sale of its nine community antenna systems to H&B American Corp. for \$5 million.

Jerrold comprises four divisions, including the original Jerrold-Philadelphia group specializing in community antenna and communications equipment; Harman-Kardon Inc., high-fidelity radio and phonograph components; Pilot Radio Corp., hi-fi and radio equipment and kits, and Technical Appliance Corp. (TACO), antennas. The fiscal 1962 figures include only six months for TACO and two months for Pilot.

Aitken's problem

Aitken Communications Inc., Taft, Calif., did a brisk business at the recent NAB convention in Chicago. However, on the trip back to California, the truck bearing Aitken's special equipment, records, orders and other information was destroyed in an accident.

According to Kenneth Aitkin, it is impossible to fulfill the orders taken at the convention because all information was destroyed. He hopes that all who did business with him there will contact him at 305 Harrison St., Taft, Calif. Telephone: Roger 5-4086.

Even more discouraging to Mr. Aitken, when he told his story to BROADCASTING, was that "I can remember all the details of a \$5 sale but I can't remember anything—not even the customer—in the \$5,000 deal."

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Fenner

Robert M. Fenner joins Mogul Williams & Saylor Inc., New York, as vp and group supervisor on Griffin Shoe Polish account, which was assigned to MW&S earlier this month by Boyle-Midway Div. of American Home Products. Mr. Fenner was previously marketing brands supervisor and brand manager of Chesebrough-Pond's Inc. He also has been group advertising manager, Vick Chemical Co.; assistant vp for product management, Coty Inc., and new product manager at Colgate-Palmolive.

Arthur H. Ross elected vp and radio-tv creative director, Ketchum, MacLeod & Grove, New York. Mr. Ross was former radio-tv creative group head at McCann-Erickson, and eastern radio-tv director at Campbell-Ewald Co.

Allan Gavan, account executive, and **Kenneth P. Torgerson**, senior associate media director, Dancer-Fitzgerald-Sample, New York, elected vps.

Tully Plesser, research director, Fuller & Smith & Ross, New York, elected vp.

Richard E. Goebel, vp and general manager, Compton Adv., San Francisco, joins Showalter Lynch Agency, Portland, Ore., as vp and account supervisor.

Larry Larson joins Wenger-Michael Inc., San Francisco advertising agency, as vp and account executive.

George H. West, director of advertising and sales promotion, Consolidated Electrodynamics Corp., Los Angeles, elected to four-year term as west coast director of Assn. of National Advertisers.

Robert E. Eastright, editorial group supervisor, J. Walter Thompson Co., New York, joins Gardner Adv. as vp and creative director of agency's New York office. Mr. Eastright will also serve as permanent member of Gardner's plans board.



Mr. Eastright

John L. Baldwin, vp and account supervisor, Kenyon & Eckhardt, Boston, named assistant manager of Boston office. **Warren T. Brookes** and **C. J. Lafferty Jr.**, account executives, promoted to account supervisors. In addition, Mr. Lafferty will coordinate and

supervise marketing services division of K&E, Boston. **Daryl Bach**, copy supervisor, appointed creative director of Boston office.

John McAllister, psychologist, and research project director, Edward H. Weiss & Co., Chicago, joins Young & Rubicam, Los Angeles, as assistant to Norb Wild, working on copy and attitude research for Hunt Foods account.

Sara Fox joins creative department of Geyer, Morey, Madden & Ballard, New York, to supervise creative work on Max Factor & Co. account. For past year, Miss Fox has been special consultant to Max Factor on advertising and merchandising.

Anthony J. Froio, formerly with J. Walter Thompson Co. and Allen B. DuMont Labs, joins Kudner Agency, New York, as group account executive.



Mr. Hunter

George H. Hunter, advertising manager, Nationwide Insurance Co., Columbus, Ohio, promoted to director of advertising, succeeding **George W. Campbell Jr.**, who was elected executive vp of Peoples Broadcasting Co. (WEEK'S HEADLINERS, April 16). Mr. Hunter joined Nationwide in 1956 as advertising copy manager. He was appointed advertising manager in 1958. Previously, Mr. Hunter was account executive with Remington Rand Co. for nine years.

Robert E. Layton, formerly with Grey Adv., joins Street & Finney, New York, as executive on Colgate-Palmolive account. **Budd F. White**, formerly with N. W. Ayer & Son joins Street & Finney's creative department on same account.

Andrew Lorant, advertising, sales promotion and pr director, Bell Sound

Div., Thompson Ramo Wooldridge Inc., Columbus, Ohio, joins Harold Cabot & Co., Boston advertising agency, as account executive.



Mr. de Jonge

Alfred W. de Jonge, deputy to senior vp in charge of international operations, Benton & Bowles, New York, elected vp, international operations. Before joining agency in 1960, Mr. de Jonge was coordinator of European operations for BBDO.

Mona Pressman, assistant account manager, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, joins Weightman Inc., that city, as account manager.

Charles A. Bier joins Clay Stephenson Assoc., Houston advertising and pr agency, as account executive. He served previously as account executive with Cunningham & Walsh, San Francisco, and with Campbell-Mithun and Knox Reeves Adv., both Minneapolis.

Robert D. Swiss, account executive, Ketchum, MacLeod & Grove, Pittsburgh, joins marketing division, Lando Adv. Agency, that city, as director of sales promotion.



Mr. Prout

William W. Prout, merchandising manager in charge of home laundering detergents, Lever Bros. Co., New York, named director of promotion services, succeeding **Oscar Lubow**, who has returned to Young & Rubicam, that city, as vp. Before joining Lever in 1954, Mr. Prout was associate director of advertising and sales promotion for General Foods Corp. Mr. Lubow, who joined Y&R in 1951, left agency last year to join Lever Bros.

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NEW YORK—

41 E. 42nd St., MU 7-8473



Mr. McGough

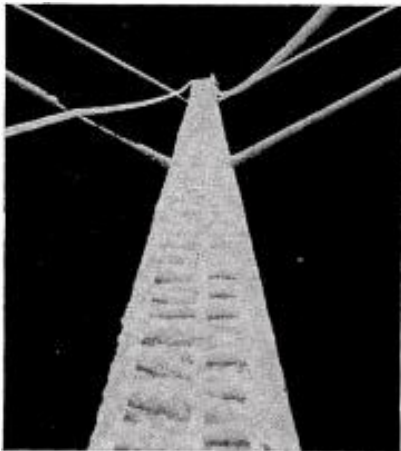
J. Wallace McGough, formerly with ABC International, joins Radow & Alpers Adv. Agency, Columbus, Ohio, as partner. Mr. McGough recently returned from 14 months in Latin America, where he was director of station operations for ABC with headquarters in Buenos Aires, Argentina. Before joining ABC, he served as general manager of WKRC-TV Cincinnati.

Robert H. Gray and **Thomas D. Sceals**, advertising and pr executives with over thirty years combined experience in New York, Washington, and Norfolk, Va., form own advertising agency, G/S Associates Inc., Peoples National Bank Bldg., Suite 1117, Lynchburg, Va. Telephone: 846-4928 or 845-2059.

Raymond J. Leicht and **William R. Watson Jr.** join tv department of Leo Burnett Co., Chicago, as copy supervisors. Mr. Leicht formerly was with J. Walter Thompson, New York, and Campbell-Ewald, Detroit. Mr. Watson was with Foote, Cone & Belding, Chicago.

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Heavy ice loading, coupled with high winds, is the severest of all tests for a tower. It PROVES sturdiness and sound engineering. Below is a ROHN Communication Tower that clearly withstood such a test.



For Towers That Can Stand Rigorous Abuse, Call or Write. Complete engineering and erection service available.

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"Pioneer Manufacturer of
Towers of All Kinds"

REPRESENTATIVES WORLD-WIDE

Don Martin, executive vp and radio-tv director, Advertising Assoc. Inc., Richmond, forms own agency, Don Martin Adv., Bon Air, Va. Mr. Martin had served previously as producer for NBC, New York.

David Reider, vp and copy supervisor, Doyle Dane Bernbach, New York, named associate copy chief. **Jean Spencer**, J. M. Mathes Agency, joins DDB as account executive, and **David H. Mitchell**, Compton Adv., joins agency in marketing department.

Sam Dana, former copy supervisor, Daniel & Charles, New York advertising agency, joins Kenyon & Eckhardt, that city, in similar capacity.

Leslie Wallwork, formerly with Erwin Wasey, Ruthrauff & Ryan, Los Angeles, joins McCann-Erickson, that city, as media buyer.

Malcolm L. Mackenzie, formerly with N. W. Ayer & Son, Philadelphia, joins Gray & Rogers, advertising agency, that city, as plans director.

Gustaaf Thies, **Asa Duff** and **Steve Singer** join McCann-Erickson's Los Angeles art department as photographer, art director and assistant art director, respectively.

THE MEDIA



Mr. O'Reilly



Mr. Schellenberg

Peter V. O'Reilly, local sales manager, WTOP-TV Washington, appointed general sales manager, WTOP-AM-FM, effective May 7. He succeeds **Robert W. Schellenberg** who moves to WJXT (TV) Jacksonville, Fla., as national sales manager. Both stations are licensed to Post-Newsweek Stations. Mr. O'Reilly joined WTOP as announcer in 1954. He transferred to station's sales department in 1956 as sales representative, and was appointed ch. 9's local sales manager in 1960. Mr. Schellenberg joined WTOP-TV as account executive in 1953 from Minute Maid Corp. where he had served as field representative. He moved to WTOP radio in November of that year.

Harold Solding, **Jack B. Prince** and **William A. Gietz** elected vps of WTAR Radio-Tv Corp. (WTAR-AM-FM-TV Norfolk, Va.). Mr. Solding will serve as vp in charge of tv programs and operations; Mr. Prince as

vp in charge of radio operations, and Mr. Gietz as vp in charge of tv sales.

William W. Moore, station manager, WITN (TV) Washington, N. C., elected vp of Tar Heel Broadcasting System (licensee of WITN).

James W. Anderson, account executive, ABC-TV, New York, appointed general advisor to Televisora Nacional, ABC International affiliate in Panama City. New station begins operations today (April 23).



Mr. Dix

William P. Dix Jr., former general manager, WDAU-TV Scranton, Pa., appointed general manager, WCHS-TV Charleston, W. Va.

Lee Wulff, noted sportsman, author and lecturer, appointed hunting and fishing consultant to CBS-TV sports department, New York.

Chet Odom, commercial manager, KHAT Phoenix, promoted to station manager, succeeding **Joe Thompson**, who resigned. **Jerry Sawyer** appointed KHAT's sales manager.

Dick Jungers, account executive, WGN-TV Chicago, promoted to new position of midwest national sales manager. **Marvin Rudolph**, account executive, promoted to new position of assistant eastern division national sales manager for WGN-TV in New York. **John J. McEntee**, former branch manager of BBDO, Dallas, and **John McMahon**, account executive with WBKB (TV) Chicago and before that with Ziv-United Artists and ABC Films, join WGN-TV's Chicago account executive staff.

Jac L. Bye, operations manager, KSLN-TV Salina, Kan., joins KFRM, that city, as regional sales manager.

Junius R. Fishburn, national sales coordinator, Metro Broadcast Sales, service of Metromedia Inc., New York, resigns. Mr. Fishburn joined Metro four years ago as midwestern tv sales manager. No future plans have been announced.

Thomas Petree, sales service representative for past two years, NBC-TV Central Sales Div., Chicago, promoted to sales service manager, succeeding **Jan Schultz**, who joins Alberto-Culver Co., Melrose Park, Ill., cosmetics manufacturer, as assistant to director of advertising. Prior to joining NBC, Mr. Petree was with Liggett & Myers, Chicago, in sales capacity.

Jack Van Nostrand appointed local sales manager for KFMB-TV San Diego.

George Whitney, salesman, KHJ-TV Los Angeles, appointed tv sales executive for RKO General National Sales, with headquarters in division's San Francisco office.

E. Paul Percha, formerly with Knorr Broadcasting Corp., joins sales department, CKLW-AM-FM Detroit-Windsor, Ont.

John K. Mullaney, assistant advertising and promotion manager, WEEL-AM-FM Boston, joins WNAC-AM-TV, that city, and Yankee Network as assistant director of advertising-promotion department.

Donald W. Craig, advertising and pr director, and **Ross R. Callaway**, account executive, WJR-AM-FM Detroit, promoted to advertising and sales promotion director, and pr director, respectively.

Larry Faler, sales representative, KCKT (TV) Great Bend, Kan., joins KFDA-TV Amarillo, Tex., as account executive.

Tom Koon Jr., account executive, Gardner Adv., St. Louis, joins WIL-AM-FM, that city, in similar capacity. **Alice Friedman**, formerly with Wm. Morris Agency, Chicago, joins WIL's promotion department as assistant to David R. Klemm, director of promotion.

Thomas J. Chepko, financial accountant, Westinghouse Broadcasting Co., New York, joins KDKA-AM-FM-TV Pittsburgh as assistant business manager-auditor.

David M. Johnson, announcer, and **Walter H. Morris**, engineer, WPLO-AM-FM Atlanta, resign to form Broadcast Associates, that city, to provide automatic programming equipment maintenance and cartridge tape reconditioning service.

Bonnie Gockel, publicity department, WBBM-TV Chicago, joins publicity staff, KTLA (TV) Los Angeles, succeeding **Judy Morrow** who resigned to join Mike Stokey Enterprises, production firm, Sherman Oaks, Calif.

Betty Lane and **Charles B. Scott** join WSIX-AM-FM Nashville as traffic assistant and d.j., respectively.

Gary S. Margason and **Jon A. Galant** join KRAB (FM) Seattle as directors of department of Oriental music and culture and department of Indian studies, respectively.

Spencer Allen, news director, KMOX-TV St. Louis, elected president of Press Club of Metropolitan St. Louis, succeeding **Marsh Clark**, political editor, *St. Louis Globe-Democrat*.

Kelsey L. Hutchinson, former owner of WYND Sarasota, Fla., and **Tom**

Johnson, creative-production manager of broadcast division of *Esquire* magazine in Atlanta, join WSAF Sarasota as news and pr director and operations manager, respectively.

John S. Allen named general manager, WLBW-TV, Miami's ch. 10 outlet. **Charles J. Mathews** and **Mollie Flynn** appointed station's national sales manager and sales coordinator, respectively. From 1950 until 1957 Mr. Allen was vp and general sales manager of WTVJ (TV) Miami. He joined WTSP-TV (former Miami ch. 10) in 1958, serving as retail sales manager until station was discontinued in November 1961. Mr. Mathews joined WLBW last fall as account executive. Miss Flynn has worked in national sales for L. B. Wilson Co. (licensee of WLBW-TV) for past ten years.



Mr. Allen

Richard B. Wallace elected treasurer of Evening News Assn., effective May 1, publisher of *Detroit News* and licensee of WWJ-AM-FM-TV Detroit. He succeeds **James S. Whitcomb**, who retires. **V. Leonard Hanna**, vp for finance, Fenestra Inc., metal products manufacturer, Detroit, resigns to join Evening News Assn. as manager of finance and control.

Dick Joy, news director, KFAC-AM-FM Los Angeles, has returned to station after being ill for nearly six months with hepatitis.

George W. Goodman, news editor, WLIB New York, named public affairs director. **Charles Herndon**, newscaster, promoted to news director.

Gil Fryer, newsman and air personality, WSBA-TV York, joins WFBG-TV Altoona, both Pennsylvania, in similar capacity.

Jim Kirk, former newsman, WOOD-TV Grand Rapids, and **Bill Rosengren**, formerly with WKBH LaCrosse, Wis., join WCCO-TV Minneapolis-St. Paul as reporter-writer and assistant to merchandising director, respectively.

Donald Schendel, former art director, KMMT (TV) Austin, Minn., joins KMTV (TV) Omaha, in similar capacity.

James Smith, meteorologist, WLW Cincinnati, to WJZ-TV Baltimore, in similar capacity.

Lee V. Collins, for past five years audience promotion manager, WCAU-AM-FM Philadelphia, appointed advertising-promotion director, WXYZ-AM-FM Detroit, succeeding **Allen Franco**.

Anne Sylvester, formerly with *World*, weekly newspaper, in Washington, joins WRC-TV, that city, as pr coordinator.

Donald L. Sandberg, director of distribution, National Educational Television & Radio Center, New York, named station relations associate.

Bill Diamond appointed coordinator of special events at WRKT-AM-FM Cocoa Beach, Fla.

Howie Leonard, program director, WLOB-AM-FM Portland, joins WLAM Lewiston, both Maine, as air personality.

Dale Kemery, program director, WATS Sayre, Pa., joins WPOP Hartford, Conn., as air personality.

Pat Turner, formerly with WBEC Pittsfield, Mass., joins WINF-AM-FM Manchester, Conn., as air personality.

Ed Bonner, air personality, WIL-AM-FM St. Louis, joins WKRC-AM-FM Cincinnati, in similar capacity.

Arthur Pugh, promotion manager, KBMT (TV) Beaumont, Tex., resigns to establish Fredrichsen-Pugh Adv. Agency, that city, at 2566 Ridgewood Center.

Charles B. Scott, formerly with WLAC Nashville, joins WSIX-AM-FM, that city, as air personality.

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AND IT IS USED NATION-WIDE
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KANSAS CITY, MO.

New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

PROGRAMMING

John Affriol elected vp in charge of tv production at WCD Inc., New York film production company.



Mr. Connes

Keith Connes, formerly with Norman, Craig & Kummel, New York, joins Mars Broadcasting Inc., that city, as executive producer.

Milton Krasny, executive vp, General Artists Corp., New York, resigns, effective June 4. Mr. Krasny has been with GAC 22 years in various executive capacities.

James M. Strain, director of western division sales, Filmaster Inc., appointed western division sales manager for Storer Programs Inc., program producing and distributing subsidiary of Storer Broadcasting Co. Mr. Strain will make his headquarters in Los Angeles.



Mr. Bell

William W. Bell, former sales manager, KOFY San Mateo, Calif., joins Formatic Radio, Hollywood, syndicated program and production aid service, as associate producer. Formatic Radio is produced by Stars International and distributed by Richard H. Ullman Inc., both wholly owned subsidiaries of The Peter Frank Organization.

Jack Cron, former European sales director for Screen Gems and international sales manager for NBC, appointed international sales manager for Television Enterprises Corp. Mr. Cron will begin an extended European sales trip this week for TEC's *Mahalia Jackson Sings* and its new comedy series, *Laffs*.

Leo Gutman, director of advertising and sales promotion, Ziv-United Artists Television, resigns to accept post as advertising manager of Paramount Pictures Corp., New York. He is succeeded by Ziv-UA's Cincinnati promotion director, **Mel Bernstein**. Mr. Gutman, who has been associated with Ziv for past 15 years, formerly operated his own advertising agency in Cincinnati.

Edward Wells joins Filmex Inc., New York, as production manager and staff director.

Jack Kelly, who recently completed five-year contract with Warner Bros., forms own production company, Mack Corp., Hollywood, to handle independent motion picture production,

AMA elects president

Dr. William R. Davidson, professor of business organization, Ohio State U., elected president of American Marketing Assn., Chicago, for year beginning July 1, 1963. Dr. Davidson will serve one year as president-elect, in accordance with association's policy of allowing an orientation period for its incoming officers.

Other officers elected: **Joseph W. Newman**, Stanford U., vp for marketing education; **Robert J. Lavidge**, Elrick & Lavidge Inc., vp for marketing research and development; **Sidney R. Bernstein**, Advertising Publications Inc., vp for marketing management; and **Edward R. Bartley**, B. F. Goodrich Co., vp for association development.

Margaret L. Reid, Monsanto Chemical Co., was re-elected secretary-treasurer.

Newly elected directors are: **Perry Bliss**, U. of Buffalo; **John M. Rathmell**, Cornell U.; **Sydnor V. Reiss**, Graybar Electric Co.; **Alfred N. Watson**, U. S. Rubber Co.; **James L. Chapman**, Detroit Edison Co.; **Charles J. Tobin**, Oscar Mayer & Co.; **Melvin S. Hattwick**, Continental Oil Co.; **J. R. Jones**, Southern Services Inc.; **Gerald E. Brown**, Safeway Stores Inc.; **Ralph C. Hook Jr.**, Arizona State U.; and **David S. Catton**, Foster Adv. Ltd.

personal appearances and tv series. He is currently appearing in government featurette, "Freedom and You," at Warners.

Ed Birdbryer, radio-tv and commercial film writer, joins creative staff of Wilding Inc., Chicago. Mr. Birdbryer has formerly been on creative staffs of NBC, William Esty Co., and Campbell-Ewald.

David Chasman, advertising manager, United Artists Corp., New York, appointed executive director of advertising.

Herbert Gross, formerly with Paramount Pictures and legal staff of MCA Artists Ltd., named resident counsel for Selmur Productions, wholly owned subsidiary of American Broadcasting-Paramount Theatres. Selmur is currently producing *Combat* and *Day in Court* for ABC-TV Network.

Irving Elman, motion picture, stage and tv writer-producer, signed by MGM-TV as associate producer and story editor on production firm's *The*

Eleventh Hour, new dramatic series for NBC. **Bruce Colen**, formerly with CBS Films Inc., joins MGM as general program executive. Mr. Colen will work closely with Norman Felton, director of programming for studio.

Al Ramrus, associate producer of *PM* for Westinghouse Broadcasting Co., joins Wolper Productions, Hollywood, as production executive and writer. Mr. Ramrus has been assigned to assist producer Jack Haley Jr. on *Biography* documentary series.

Billy Friedberg, former head writer of *Sgt. Bilko Show*, resigns from Four Star Productions to rejoin his former partner, Nat Hiken, as co-producer and script supervisor of *Car 54, Where Are You*, in New York. Mr. Friedberg will also write some of the teleplays.

EQUIPMENT & ENGINEERING

Charles F. Avila, president, general manager and member of board of directors, Boston Edison Co., elected to board of directors of Raytheon Co., Lexington, Mass., filling vacancy created by death of George L. Langreth last February. **Joseph Oppenheim**, with Raytheon for 20 years in various engineering and managerial capacities, appointed director international and interdivisional services, newly created division.



Mr. Wortman

Leon A. Wortman, group executive on Sylvania account at Kudner Adv. Agency, New York, joins Fisher Radio Corp., Long Island City, N. Y., as director of marketing services.

Lucien E. Rawls, director, and **William S. Alberts**, associate director, Leesburg (Va.) division, Deco Electronics Inc., elected senior vp and vp, respectively, of parent company. Deco Electronics, headed by Lester H. Carr, specializes in research, development, design, installation and evaluation of complete radio communications systems.



Mr. Helhoski

Richard Helhoski, director of contract sales division, Magnavox Co., joins Blonder-Tongue Labs, Newark, N. J., as director of marketing. He was with RCA before joining Magnavox.

Russell C. Mock, account executive and radio-tv director, Wheeler-Kight & Gainey, Columbus, Ohio, advertising agency, joins Bell Sound Div., Thompson Ramo Wooldridge Inc., that city, as

advertising and sales promotion manager.

Leonard Feldman, vp in charge of engineering, Crosby Electronics Inc., joins Madison Fielding Div., Datom Industries, Orange, N. J., as director of engineering.

ALLIED FIELDS



Mr. Agee

Dr. Warren K. Agee, executive officer, Sigma Delta Chi, Chicago, resigns, effective June 30, to become professor of journalism and dean of Evening College of Texas Christian U. in Fort Worth. Dr. Agee, who formerly headed TCU's journalism department for eight years and former dean of West Virginia U. School of Journalism, has served professional journalistic society since its reorganization in 1960. New executive officer will be selected at society's regular spring board meeting in Detroit on May 11.

INTERNATIONAL

C. W. McQuillin, executive vp, Cockfield, Brown & Co. Ltd., Montreal-based advertising agency, elected chairman of board of directors. **R. W. Collington** and **G. E. Plewman**, and **R. G. Bartlett** and **E. C. Morris**, elected vps in CB's

Toronto and Montreal offices, respectively. Elections follow recent appointments of **H. C. Johnston** as vp and director of marketing in Toronto, and **J. Burke-Gaffney** as vp and director of marketing in Montreal.



Mr. Parker

Fred Parker, UPI business representative in North Carolina, named Canadian sales manager of United Press International, with headquarters in Toronto.

Murray Brown, CFPL-TV London, Ont., elected chairman of affiliates section of Canadian Broadcasting Corp.'s network advisory committee. He succeeds **Don Jamieson**, CJON-TV St. John's, Newfoundland. Other committee members: **Ralph Snelgrove**, CKVR-TV Barrie, Ont.; **Ron Skinner**, CKOS-TV Yorkton, Sask.; **Jean Pouloit**, CFCM-TV Quebec City, Que.; **Henri Audet**, CKTM-TV Three Rivers, Que.; **Narven Nathanson**, CJC-B-TV Sydney, N. S.; and **Blair Nelson**, CFQC-TV Saskatoon, Sask.

James M. Coltart, deputy chairman of Scottish Television Ltd. and chairman of Independent Television Companies Assn., elected to board of directors of Kenya Broadcasting Corp. whose Nairobi tv station begins operation in October.

E. H. (Hart) Kinnear, audio products manager, Ampex of Canada Ltd., Rexdale, Ont., elected president of Dominion Hi Fi Assn. for 1962. Association is official Canadian organization of high fidelity manufacturers. Mr. Kinnear joined Ampex in 1958 and assumed responsibility for sale of all Ampex audio products in Canada following year.

William G. Reid, general sales manager, CHED Edmonton, Alta., joins CHML Hamilton, Ont., in similar capacity, succeeding **W. Denny Whitaker**, who has resigned after sixteen years with station to join O'Keefe Brewing Co., Toronto, as vp.

Mary Poirier, formerly with Walsh Adv. Agency, Toronto, joins Spitzer, Mills & Bates Ltd., that city, as tv time buyer.

DEATHS

Robert A. Landsburg, 65, engineer in charge of FCC's Portland, Ore., primary monitoring station, died April 15. Mr. Landsburg entered duty in radio division of Commerce Dept. in 1929 as junior inspector in Seattle.

Winthrop M. Orr, 54, former radio producer and commentator with KGU Honolulu, Hawaii, and most recently in securities field with Bishop Securities Ltd., that city, died April 16 at Queen's Hospital in Honolulu.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 11 through April 18, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

ACTION BY FCC

Syracuse, N. Y.—Channel 9 Syracuse Inc. Granted on interim basis vhf ch. 9 (186-192 mc); ERP 79.6 kw vis., 39.8 kw aur. Ant. height above average terrain 1,516 ft.; above ground 961 ft. Estimated construction cost \$2,286,000; first year operating cost \$1,350,000; revenue \$1,450,000. P. O. address 700 Wilson Bldg., Syracuse. Studio location Syracuse; trans. location Pompey,

N. Y. Geographic coordinates 42° 58' 42" N. Lat., 76° 01' 28" W. Long. Trans. RCA TT-11AH; ant. RCA TF-12AH-S. Legal counsel Dempsey and Koplovitz, Washington, D. C.; consulting engineer A. Earl Cullum Jr. & Assoc., Dallas, Tex. Application granted requests joint operation by 9 of 10 applicants for ch. 9 in Syracuse, to render interim service until applicant for regular service is selected and regular service begins, with other applicant favoring it and indicating desire to par-

ticipate; conditioned that no effect will be given to any expenditure of funds by joint interim operators, nor preference given to any of them, in comparative hearing for regular operation. Interim company represents Onondaga Bcstg. Inc.; WAGE Inc.; Six Nations Tv Corp.; George P. Hollingbery; Veterans Bcstg. Inc.; W.R.G. Baker Radio & Tv Corp.; Syracuse Civic Tv Assn.; Ivy Bcstg. Inc., and Salt City Bcstg. Corp. Other applicant is Syracuse Tv Inc. Officers of interim company are Asher S. Markson, president; Frank G. Revor and George P. Hollingbery, vice presidents; Harry G. Slater, treasurer, and Bernard S. Cohen, secretary. Action April 12.

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

APPLICATIONS

*Athens, Ohio—Ohio U. Hf ch. 20 (506-512 mc); ERP 12.6 kw vis., 6.3 kw aur. Ant. height above average terrain 880 ft., above ground 871 ft. Estimated construction cost \$104,080; first year operating cost \$70,000. P. O. address Athens. Studio and trans. location Athens. Geographic coordinates 39° 18' 57" N. Lat., 82° 06' 07" W. Long. Trans. GE TT-20-A; ant. GE TY-25-B. Legal counsel Cohn & Marks, Washington, D. C.; consulting engineer Jansky & Bailey, Washington, D. C. Ohio U. is licensee of WOUB-AM-FM Athens. Ann. April 15.

Existing tv stations

ACTION BY FCC

WLBW-TV (ch. 10) Miami, Fla.—Granted mod. of cp to increase ant. height from 520 ft. to 1,000 ft., and make other equipment changes; conditions. Comm. Craven not participating. Action April 12.

New am stations

ACTION BY FCC

Jena, La.—LaSalle Bcstrs. Granted 1480 kc, 500 w D; condition. P. O. address box 550, Jonesboro, La. Estimated construction cost \$14,965; first year operating cost \$30,000; revenue \$42,000. Principals: A. H. Colvin Jr., T. L. Colvin Sr., Robert C. Wagner, and R. W. Wagner (each one-fourth). A. H. Colvin and T. L. Colvin each own 50% of WTOC Jonesboro, 50% and one-third of weekly newspaper; R. W. Wagner is owner and publisher of newspapers; Robert C. Wagner has been associated with R. W. Wagner in newspaper business. Action April 12.

Many, La.—Many Bcstg. Co. Granted 1530 kc, 1 kw D; conditions. P. O. address box 550, Jonesboro, La. Estimated construction cost \$18,145; first year operating cost \$30,000; revenue \$42,000. Principals: A. H. Colvin Jr. and T. L. Colvin Sr. (each one-half). Applicants each own 50% of KTOC Jonesboro, 25% of new am station in Jena, La. (above), and one-third of weekly newspaper. Action April 12.

Nashville, Tenn.—Second Thursday Corp. Granted 1580 kc, 10 kw D, DA; conditions.

P. O. address Life & Casualty Tower, Nashville. Estimated construction cost \$55,000; first year operating cost \$50,000; revenue \$85,000. Principals: Samuel J. Simon (60%) and Harold Seligman (20%). Dr. Simon is optometrist, 30% partner in WRBS Tuscaloosa, Ala., and 51% stockholder in WHLP Centerville, Tenn.; Mr. Seligman is attorney and minority stockholder in WHLP. Action April 12.

APPLICATIONS

Cathedral City, Calif.—Glen Barnett. 1340 kc, 250 w unl. P. O. address box 2805, Palm Springs, Calif. Estimated construction cost \$14,410; first year operating cost \$41,340; revenue \$55,000. Mr. Barnett has been chief engineer for KCMJ Palm Springs, and is chief engineer for mobile communication carrier firm. Ann. April 12.

Quincy, Fla.—D & F Bcstg. Co. 1090 kc, 1 kw D. P. O. address box 107, Donalsonville, Ga. Estimated construction cost \$18,682; first year operating cost \$25,000; revenue \$24,000. Principals: Robert E. Dolbelstein and W. F. Fowler (each one-half). Mr. Dolbelstein owns service station and 25% of WGRO Lake City, Fla.; Mr. Fowler is manager of WMGR Bainbridge, Ga. Ann. April 16.

Crystal Lake, Ill.—Lake-Valley Bcstrs. Inc. 850 kc, 500 w D, DA. P. O. address 621 Leonard Parkway, Crystal Lake. Estimated construction cost \$19,096; first year operating cost \$84,504; revenue \$100,000. Principals: George M. DeBeer (60%), George L. DeBeer, Dorothy B. DeBeer (each 16%) of new am station in Many, La. (below), and Arthur L. Thorsen (8%). George M. DeBeer is proprietor of manufacturer's representative; George L. DeBeer is account executive for Foote, Cone & Belding; Mrs. DeBeer is wife of George L. DeBeer; Mr. Thorsen is free lance radio and tv writer, formerly staff writer for WBBM Chicago. Ann. April 16.

Pontiac, Ill.—Livingston County Bcstg. Co. 1080 kc, 1 kw D. P. O. address 116 E. Broadway, Winona, Minn. Estimated construction cost \$25,683; first year operating cost \$40,000; revenue \$45,000. Principals: Merlin J. Meythaler, Merton J. Gonstead, Rex N. Eyler, and James B. Goetz (each one-fourth). Messrs. Meythaler, Eyler, and Goetz own stock in KAGE Winona, Minn.,

and are partners with Mr. Gonstead in application for new am station in Lincoln, Neb.; Mr. Meythaler is partner in KMAQ Maquoketa, Iowa; Mr. Gonstead is chiropractor. Ann. April 12.

Plymouth, Ind.—Mel Wheeler. 1580 kc, 250 w D. P. O. address 1215 N. Reus St., Pensacola, Fla. Estimated construction cost \$23,398; first year operating cost \$48,000; revenue \$80,000. Mr. Wheeler has been licensee of WRKT Cocoa Beach, WSCM Panama City, and stockholder in WEAR-TV Pensacola, and WFNW DeFuniak Springs, all Florida. Mr. Wheeler owns ranch supply company. Ann. April 12.

Golden Meadow, La.—John A. Egle, 1800 kc, 1 kw D. P. O. address 105 St. Mary St., Golden Meadow. Estimated construction cost \$21,300; first year operating cost \$45,000; revenue \$50,000. Applicant requests facilities of KLFT Golden Meadow, whose license has been revoked; waiver of sec. 1.354 of rules to permit immediate consideration of application. Mr. Egle is employee of telephone company, owns interest in petroleum bulk plant and service station, and is mayor of Golden Meadow. Ann. April 16.

Denton, N. C.—Denton Radio Co. 710 kc, 10 kw D. P. O. address box 1114, Sylva, N. C. Estimated construction cost \$55,420; first year operating cost \$80,000; revenue \$90,000. Principals: James B. Childress (51%), James Ardell Sink (25%) and Theatrice C. Childress (24%). Mr. Childress owns 25% of WMSJ Sylva, 79% of WKRC Murphy, 51% of WKSK West Jefferson, all North Carolina, 100% of WKMK Blountstown, Fla., and 38.3% of WLAF LaFollette, Tenn., and is applicant for new am station in Burnsville, N. C.; Mrs. Childress owns 1% of WKRC and WKSK, and is bookkeeper for WMSJ; Mr. Sink is general manager and 1% stockholder in WKSK. Ann. April 18.

King, N. C.—Stokes County Bcstg. Co. 1090 kc, 500 w D. P. O. address 4028 Sherman Drive, Winston-Salem, N. C. Estimated construction cost \$16,342; first year operating cost \$28,000; revenue \$35,000. Principals: Ray A. Childers, Radford N. Butler (each 30%), Dorothy D. Childers and Tom Max Garland (each 20%). Mr. Childers is representative for motor sales company and has owned stock in WCDJ Edenton, N. C.; Mrs. Childers is registered nurse and housewife; Dr. Butler is physician; Mr. Garland owns tv sales and service stores. Ann. April 16.

Sidney, Ohio—Van Wert Bcstg. Co. 1080 kc, 250 w D, DA. P. O. address Marsh Bldg., Van Wert. Estimated construction cost \$26,500; first year operating cost \$47,000; revenue \$56,000. Principals: Kenneth E. Kunze, Raymond M. Waldron (each 25%), Stephen S. Beard, George W. Wilson, G. Dale Wilson and Merl Knittle (each 12.5%). Applicant is licensee of WERT Van Wert, Ohio, and applicant for new am station in Plymouth, Ind., and new fm station in Van Wert. Ann. April 12.

Wilmington, Ohio—Community Communicators of Ohio Inc. 1090 kc, 1 kw D. P. O. address 1088 Greenbriar Lane, Northbrook, Ill. Estimated construction cost \$18,820; first year operating cost \$53,000; revenue \$58,000. Principals: Francis J. Stratman (59.2%), Gene F. Seehafer (39%) and others. Mr. Stratman is sales representative for Community Club Awards; Mr. Seehafer is account executive for CBS Radio, and owns 12.9% of WSJM St. Joseph, Mich. Ann. April 12.

Xenia, Ohio—West Central Ohio Bcstg. Inc. 1110 kc, 1 kw D. P. O. address 30½ N. Detroit St., Xenia. Estimated construction cost \$12,750; first year operating cost \$30,000; revenue \$36,000. Principals: Ernest Rogers (70%), Harry B. Miller (15%), Ernestine Rogers Miller (10%), and Albert L. Brandenburg (5%). Mr. Rogers is retired farmer; Mr. Mill is permittee of new fm station in Xenia; Mrs. Miller is vocal music teacher; Mr. Brandenburg owns Tektronics and is assistant manager of WHIO-AM-FM-TV Dayton, Ohio. Ann. April 12.

Dorado, P. R.—Luis Prado Martorell. 1030 kc, 10 kw D. P. O. address box 10981, Caparra Heights, P. R. Estimated construction cost \$14,200; first year operating cost \$10,250; revenue \$18,500. Mr. Martorell is chief engineer for WITA San Juan, P. R. Ann. April 12.

Existing am stations

ACTIONS BY FCC

WZOE Princeton, Ill.—Granted increased power on 1490 kc, unl., from 100 w-N to 250 w-N, 1 kw-LS; conditions. Action April 12.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 18

	Lic.	Cps.	CP	TOTAL APPLICATIONS
AM	3,649	66	147	657
FM	931	53	189	144
TV	484 ¹	76	85	107
	On air	Not on air		For new stations

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 18

	VHF	UHF	TOTAL
Commercial	469	91	560
Non-Commercial	42	14	56

COMMERCIAL STATION BOXSCORE

Compiled by BROADCASTING, April 18

	AM	FM	TV
Licensed (all on air)	3,644	937	484 ¹
Cps on air (new stations)	67	46	75
Cps not on air (new stations)	153	189	83
Total authorized stations	3,864	1,172	653 ²
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	174	20	63
Total applications for new stations	592	119	106
Applications for major changes (not in hearing)	459	92	35
Applications for major changes (in hearing)	49	4	12
Total applications for major changes	508	96	47
Licenses deleted	1	0	0
Cps deleted	0	4	0

¹There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

WHLS Port Huron, Mich.—Waived sec. 1.354 of rules and granted mod. of cp to change from DA-D to non-directional, continued operation on 1450 kc, 250 w-N, 1 kw-LS; remote control permitted; conditions. Action April 18.

KYVA Gallup, N. M.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action April 18.

WMSA Massena, N. Y.—Granted mod. of license to change from unl. to SH, continued operation on 1340 kc, 250 w-N, 1 kw-LS. Action April 12.

WLEU Erie, Pa.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, conditions; waived sec. 3.188(d) of rules to permit use of roof-top ant. By letter, advised Northwestern Pennsylvania Bcstg. Inc., that action on its application to change facilities of WFER Franklin, Pa., from 1430 kc, 500 w, D, to 1450 kc, 250 w-N, 1 kw-LS, will be taken in proper turn according to date filed rather than concurrently with WLEU proposal, as requested. Action April 18.

WKYN San Juan, P. R.—Granted mod. of license for change on 630 kc, from 1 kw, D, to 1 kw, DA-N, unl.; conditions and without prejudice to any action commission may deem appropriate as result of its final consideration of pending renewal applications of WORA-AM-FM Mayaguez, and WPRP Ponce. Action April 18.

KDOK Tyler, Tex.—Designated for hearing application for change on 1330 kc from day to unl. with 500 w-N, DA-N, continued daytime operation with 1 kw. Action April 12.

WDOT Burlington, Vt.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; remote control permitted; conditions. Action April 12.

KARI Blaine, Wash.—Designated for hearing application for change of operation on 550 kc from 500 w, D, to 1 kw-N, 5 kw-LS, DA-2. Action April 12.

APPLICATIONS

WTUG Tuscaloosa, Ala.—Cp to increase power from 500 w to 1 kw and install new trans. Ann. April 16.

WBBY Wood River, Ill.—Cp to change hours of operation from D to unl., using power of 1 kw, 500 w LS (this is correct power), install new trans and change from DA-D, to DA-D-N (DA-2). Ann. April 13.

WHRV Ann Arbor, Mich.—Cp to increase daytime power from 1 kw to 5 kw, install new trans and change from DA-1 to DA-2. Ann. April 12.

KWEL Midland, Tex.—Cp to change frequency from 1600 kc to 1440 kc, change hours of operation from D to unl., using power of 1 kw, 5 kw LS, install new trans. and DA-D-N (DA-2) and change trans. location. Ann. April 16.

New fm stations

ACTIONS BY FCC

Kokomo, Ind. — Fidelity Bcstg. Inc. Granted 100.5 mc, 1.8 kw. Ant. height above average terrain 117 ft. P. O. address box 1033, Kokomo. Estimated construction cost \$9,500; first year operating cost \$16,600; revenue \$18,750. Principals: Joseph P. Sweeney (95%) and others. Mr. Sweeney is employe in engineering dept. of Delco Radio Div. of GMC and owns stock in WGLM Richmond, Ind. Action April 12.

Norwalk, Ohio — Radio Norwalk Inc.

Granted 95.3 mc, 1 kw. Ant. height above average terrain 115 ft. P. O. address 114 E. Fifth St., Port Clinton, Ohio. Estimated construction cost \$16,300; first year operating cost \$24,000; revenue \$30,000. Principals: Robert W. Reider and R. C. Linker (each one-half). Mr. Reider is manager and principal stockholder in newspaper and owns 51% of WRWR-FM Port Clinton, Ohio; Mr. Linker owns restaurant. Action April 12.

ACTION BY BROADCAST BUREAU

Athens, Ga.—University City Inc. Granted 104.7 mc, 3.92 kw. Ant. height above average terrain 253.75 ft. Estimated construction cost \$12,250; first year operating cost \$5,000; revenue \$7,500. Principals: James S. Rivers (two-thirds) and Doris R. Rivers (one-third). Mr. Rivers owns 99% of WMJM Cordele, 52% of WTJH East Point, 51% of WJAZ Albany, and 51% of WACL Waycross, all Georgia; Mrs. Rivers owns 1% of WMJM, 38% of WACL, and 5% of WJAZ. Applicant is licensee of WDOL Athens. Action April 12.

APPLICATIONS

***Elmhurst, Ill.**—Board of Trustees, Elmhurst College. 88.7 mc, 10 w. Ant. height 90 ft. P. O. address 190 Prospect Ave., Elmhurst. Estimated construction cost \$2,917. Ann. April 18.

Paintsville, Ky.—Big Sandy Bcstg. Inc. 98.7 mc, 7.43 kw. Ant. height above average terrain 720 ft. P. O. address Paintsville. Estimated construction cost \$14,774; first year operating cost \$2,300; revenue \$3,500. Principals: Dr. Hershell B. Murray (30%), James D. Cox, Thomas Cox, Mort Mullins, Parker West (each 15%) and Paul G. Fyffe (10%). James D. Cox and Thomas Cox each own one-third of automobile dealership and bowling lanes; Messrs. West and Mullins are partners in oil well drilling company; Big Sandy Bcstg. Inc. is licensee of WSIP Paintsville. Ann. April 18.

Cookeville, Tenn.—Helen L. Cunningham. 101.3 mc, 3.367 kw. Ant. height above average terrain 106 ft. P. O. address 310 W. Broad, Livingston, Tenn. Estimated construction cost \$1,075; first year operating cost \$2,400; revenue \$8,000. Mrs. Cunningham is wife of chief engineer for WLIV Livingston. Ann. April 18.

Rogersville, Tenn.—WRGS Inc. 95.7 mc, 9.1 kw. Ant. height above average terrain 154 ft. P. O. address Burem Rd., Rogersville. Estimated construction cost \$7,065; first year operating cost \$10,000; revenue \$12,500. Principals: John E. Beal (50%), Charles W. Beal (40%), Harry M. Beal and Fred T. Beal (each 5%). Applicant is licensee of WRGS Rogersville. Ann. April 16.

Port Arthur, Tex.—Radio Southwest Inc. 94.1 mc, 6.72 kw. Ant. height above average terrain 274.3 ft. P. O. address box 1126, Port Arthur. Estimated construction cost \$18,783; first year operating cost \$10,000; revenue \$8,000. Principals: John H. Hicks Jr. and Edward L. Francis (each one-half). Messrs. Hicks and Francis each own 50% of KOLE Port Arthur and WTAU College Station, Tex., and 42.5% of KPFL Lafayette, La. Mr. Francis is attorney. Ann. April 12.

Existing fm stations

■ David E. and Madeleine O. Fleagle, d/b as Lynne-Yvette Bcstg. Co., permittees of new fm station in Albany, Ga., no longer own WDMF Buford, Ga., as reported April 9. WDMF is owned by Lanier Bcstg., Robert E. Thomas, sole owner.

ACTION BY FCC

WITH-FM Baltimore, Md.—Granted cp to change trans. site and change of operation on 104.3 mc from 10.9 kw to 20 kw, ant. height from 500 ft. to 130 ft.; remote control permitted; conditions. Action April 18.

APPLICATION

KNIK-FM Anchorage, Alaska — Cp to change frequency from 105.5 mc to 105.3 mc, increase ERP to 2.997 kw and install new trans. Ann. April 13.

Ownership changes

ACTIONS BY FCC

KWKW, KWKW Inc., Pasadena, Calif.—Granted assignment of cp and licenses to Lotus Theatre Corp. (Howard A. Kalmenzon); consideration \$1,000,000 and agreements to employ John F. Malloy and Stanley G. Breyer, two stockholders of

assignor, as consultants for 10 years for \$100,000, and not to compete in radio broadcasting for 10 years in California south of San Francisco. Comrs. Bartley and Ford dissented. Action April 18.

KCRA-AM-FM-TV (ch. 3), KCRA Inc. Sacramento, Calif.—Granted assignment of licenses and cps to Nina N., Robert E. and Jon S. Kelly, d/b as Kelly Bcstg. Co., through purchase of remaining 50% interest from Gerald and C. Vernon Hansen; consideration \$2,800,000. Action April 18.

KGEM, Gem State Bcstg. Corp. Boise, Idaho—Granted transfer of control from its parent corporation, The Interstate Corp. (licensee of KLO Ogden, Utah), to Wilda Gene Hatch, guardian, Wilda Gene and George C. Hatch, trustees, and Michael Gene Hatch, who are surrendering for cancellation 17,500 shares of stock of Interstate in exchange for \$35,000 and all of Gem State stock. This effects compliance with divestment order attached to July 27, 1960 grant to KALL Salt Lake City, for increased power, conditioned that Mrs. Hatch not vote stock in KLO as trustee or co-trustee and that stock of her minor children be divested within 15 months to meet "overlap" duopoly rule. Action April 12.

KRIH, John H. Touchstone, Rayville, La.—Granted assignment of license to Aycock Inc. (Charles Sellers Aycock Jr., 99% owner); consideration \$42,000. Action April 18.

KABY, The Albany Bcstg. Corp., Albany, Ore.—Granted assignment of license to Peter Ryan and Milton Viken, d/b as Radio Station KNND; consideration \$60,000. Assignees own KNND Cottage Grove. Action April 12.

WICE Providence, R. I., WYCE(FM) Warwick, R. I., Providence Radio, Inc.—Granted assignment of license and cp of WICE and cp of WYCE to Providence Bcstg. Co. (90% owned by Susquehanna Bcstg. Co.); consideration \$422,000 for WICE and \$3,000 for WYCE, and \$76,000 consultant fee to Edwin T. Elliott, assignor president. Includes remote pickup stations. Susquehanna is licensee of WSBA-AM-TV York, Pa. Louis J. Appell Jr., assignee president and

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5% stockholder, also has interest in WSBA-AM-TV; WARM Scranton, Pa.; WCTC New Brunswick, N. J.; and WHLO Akron, Ohio. Action April 12.

WAGS, Lee County Bestg. Co., Bishopville, S. C.—Granted assignment of license from James F. Coggins and Edward L. B. Osborne to Lee County Bestg. Inc. (Messrs. Coggins, Osborne, and Emory H. Bedenbaugh who paid \$12,666 for 25 shares of stock). Action April 12.

KONI, Pioneer Bestg. Co., Spanish Fork, Utah—Granted transfer of control from William P. Grubbe, Sterling O. Bricker, Orville H. and Helen M. Hurling to George K. and Charlotte L. Culbertson; consideration \$32,000. Action April 18.

WOVE, Community Bestg. Co., Welch, W. Va.—Granted assignment of license from Raymond L. Anderson to South C. Bevins, tr/as McDowell County Bestg. Co.; consideration \$60,000. Action April 12.

APPLICATIONS

WJRD Tuscaloosa, Ala.—Seeks assignment of license from John C. Cooper Jr. to John C. Cooper Jr. (99.9%) and others, d/b as Cooper Radio Inc. Ann. April 12.

KSEW Sitka, Alaska—Seeks assignment of license from Voice of Sheldon Jackson Inc. to Christian Bcstrs. Inc.; consideration \$10,000, not including plant building. Ann. April 16.

KTKT Tucson, Ariz.—Seeks assignment of licensee & cp from Copper State Bestg. Corp. to Leland Bisbee Bestg. Co., owner of all outstanding stock in licensee corporation. Assignee owns KRUX Glendale, Ariz. Ann. April 16.

KMEX(TV) Los Angeles, Calif.—Seeks involuntary transfer of 55% of Spanish International Bestg. Co. from Frank Fouce to Anna Fouce and United California Bank, co-executors of estate of Frank Fouce, deceased. Ann. April 16.

WESH-TV Daytona Beach, Fla.—Seeks acquisition of positive control of The Pensacola News-Journal Co., (John H. Perry Jr. and Farwell W. Perry, each 50%), owner of Telrad Inc., licensee, by John H. Perry Jr., through merger of The Post-Times Co., wholly owned by Mr. Perry, into The Pensacola News-Journal Co.; purchase of 4% of recapitalized stock in surviving company from Farwell Perry by a group of twelve individuals for \$252,000; purchase of 33.6% of recapitalized stock in surviving company from Farwell Perry by The Pensacola News-Journal Co. for \$2,148,000, to be retired as treasury stock. John H. Perry Jr. will thus own 94.1% of outstanding stock in surviving company. Ann. April 16.

WZOK-FM Jacksonville, Fla.—Seeks assignment of license from WZFM Inc., wholly owned subsidiary of Peninsular Life Bestg. Co., to Peninsular Life Bestg. Co. Peninsular owns WZOK Jacksonville. Ann. April 13.

WMUZ(FM) Detroit, Mich.—Seeks assignment of license from Ruth M. Crawford, executrix of estate of Percy B. Crawford, deceased, to William F. Eisemann, administrator of estate of Percy B. Crawford. Ann. April 18.

WDBC Escanaba, Mich.—Seeks transfer of all outstanding stock in Delta Bestg. Co. from George D. Lindenthal (99%) and others, to H. N. Cardozo, Jr., d/b as WDBC Bestg. Co.; consideration \$100,000 and assumption of liabilities. Mr. Cardozo owns KATE Albert Lea, and 50% of WJON St. Cloud, both Minnesota. Applicant also seeks assignment of license from Delta Bestg. Co. to WDBC Bestg. Co., contingent on grant of transfer of control. Ann. April 16.

WMPL Hanock, Mich.—Seeks transfer of one-third of outstanding stock in Copper Country Bestg. Co., back to company through purchase of stock from Clifford Paulson, et al.; consideration \$13,300. Applicant seeks acquisition of positive control of licensee corporation by Francis S. Locatelli (present owner of 45.9%) through above purchase. Ann. April 16.

WHDF Houghton, Mich.—Seeks involuntary transfer of 80% of all stock in Upper Michigan Bestg. Co. from George L. Burgan to Irma O. Burgan, (present owner of .6%) executrix of estate of George L. Burgan, deceased. Ann. April 16.

KNUJ New Ulm, Minn.—Seeks transfer of 67.69% of stock in KNUJ Inc. from Walter K. Mickelson and Doris E. Mickelson, as individuals, to Walter K. Mickelson, voting trustee. Ann. April 12.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Lake Shore Bestg. Inc., to permit dual-city identification of WDOE Dunkirk, N. Y., as Dunkirk-Fredonia. Action April 12.

OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition by Grand Bestg. Co. for reconsideration of Feb. 6 denial of its request for conditional grant to operate new tv station on ch. 13 in Grand Rapids, Mich., on temporary basis pending outcome of 6-party comparative hearing in docs. 14407 et al. Action April 18.

■ By memorandum opinion & order, commission granted petition by Allen C. Bigham Jr., and enlarged issues in proceeding on his application and that of John E. Grant for new am stations in Salinas, Calif., to determine whether Mr. Grant, in view of his proposal as to staff, is qualified to operate his station in manner proposed. Action April 18.

■ By memorandum opinion & order, commission (1) denied, for untimely filing, petition by Putnam Bestg. Corp., Brewster, N. Y., to enlarge issues as to applicant Port Chester Bestg. Co., Port Chester, N. Y., in proceeding on their applications for new am stations; (2) dismissed Port Chester's motion to strike and denied its request for oral argument; and (3) on own motion, added issue to determine whether Port Chester has reasonable assurance of being able to secure its proposed transmitter site. Action April 18.

■ Commission scheduled following proceedings for oral argument on May 17: Salina Radio Inc., and Kansas Bcstrs. Inc., for new am stations in Salina, Kan.; Orlando, Fla., tv ch. 9 remand proceeding. Action April 18.

■ Commission rescheduled from May 4 to May 7 oral arguments on following proceedings: Charles P. B. Pinson Inc., St. Petersburg, Clearwater, Jacksonville, and All-Florida Communications Co., and James C. Fields, Tampa, Fla.; Crawford County Bestg. Co. (WTVI), Titusville, Pa.; Rounsaville of Louisville Inc. (WLOU), Louisville, Ky. Action April 18.

WJRT(TV) (ch. 12), The Goodwill Stations Inc.; Lake Huron Bestg. Corp., Flint, Mich.—Designated for consolidated hearing applications of WJRT for renewal of license, including auxiliaries and Lake Huron for new station to operate on ch. 12. Action April 18.

■ By order, commission stayed until June 15 the effective date of its March 15 decision which revoked, effective April 16, license of Leo Joseph Theriot for KLFT (1600 kc, 1 kw, D), in Golden Meadow, La. This was done at request of Clerville Keif and Edward T. Diaz, prospective applicants for facility. Action April 13.

KWEN Bestg. Co., Port Arthur, Tex., Radio Orange, Orange, Tex.; Vidor Bestg. Co., Inc., Vidor, Tex.—Designated for consolidated hearing applications for new daytime am stations to operate on 1510 kc, 1 kw, on issues including multiple ownership of KWEN and financial and other qualifications of Radio Orange. Action April 12.

George Voron Co., Newhouse Bestg. Corp., Harrisburg, Pa.—Designated for consolidated hearing applications for new class B fm stations to operate on 104.1 mc—Voron with ERP 2.8 kw, ant. height 686.7 ft., and Newhouse with ERP 2 kw, ant. height 700 ft. Action April 12.

WKLM-TV Inc.; Cape Fear Telecasting Inc., Wilmington, N. C.—Designated for consolidated hearing mutually exclusive applications for new tv stations to operate on ch. 3. Action April 12.

Christian Bestg. Assn. of New England Inc., Providence, R. I.; North Attleboro Bestg. Co., North Attleboro, Mass.—Designated for consolidated hearing applications for new class B fm stations to operate on 93.3 mc—Christian with ERP 20 kw, ant. height 237 ft., and North Attleboro with ERP 3.9 kw, ant. height 184 ft. Action April 12.

■ By memorandum opinion & order in am consolidated proceeding on docs. 14168 et al., commission (1) denied petition by George F. O'Brien, New Milford, Conn., to add sec. 3.35 issue as to applicant Blair A. Walliser, also New Milford, but (2) on own motion, enlarged issues to determine whether grant of Mr. Walliser's proposal

would result in substantial overlap or in concentration of control in violation of sec. 3.35 of rules. Should it ultimately be determined that grant of Mr. Walliser proposal would be consistent with sec. 3.35 except for pendency of one or more of his other proposals, grant of this application will be made subject to condition that program tests will not be authorized until he divests himself of his interests in such other proposal or proposals. Comr. Hyde dissented. Action April 12.

■ By memorandum opinion & order, commission granted motion by Capital Cities Bestg. Corp. (WPAT), Paterson, N. J., and enlarged issues in proceeding on application of Rockland Bcstrs for new am station in New York, N. Y., to determine whether overlap of 2 mv/m and 25 mv/m contours would occur between Rockland proposal and WPAT, in contravention of sec. 3.37 of rules and, if so, whether circumstances exist which would warrant waiver of that section. Action April 12.

■ By memorandum opinion & order, commission denied petition by Veterans Bestg. Inc., to delete "overlap" issue concerning its application in Syracuse, N. Y., tv ch. 9 comparative proceeding. Action April 12.

■ By memorandum opinion & order, commission affirmed examiner and (1) dismissed application of John Matranga, d/b as Trans-Sierra Radio, for new am station to operate on 1430 kc, 500 w, DA, D, in Roseville, Calif., and (2) granted application of Radio Carmichael for new station on same facility in Sacramento, conditioned that Radio Carmichael shall not issue or transfer any of its stock to John Matranga, or otherwise accord to him any ownership, interest or status, without prior approval of commission. Comr. Ford dissented and issued statement. Action April 12.

■ By order, commission granted petition by Jackson Bestg. & Tv Corp. and dismissed its application to increase daytime power of WKHM Jackson, Mich., from 1 kw to 5 kw and install new trans., continued operation on 970 kc, 1 kw-N, using present daytime DA system. Action April 12.

■ By memorandum opinion & order in proceeding on applications of Hershey Bestg. Inc. and Reading Radio Inc., for new fm stations in Hershey and Reading, Pa., respectively, commission denied Hershey Bestg.'s petition for review of hearing examiner's Feb. 7 order which allowed Reading Radio to amend its application to show new engineering data and financial proposals in order to conform to commission's interim fm procedures. Action April 12.

■ By memorandum opinion & order, commission granted petition by Rochester Area Educational Tv Assn., to extent of enlarging issues in Rochester, N. Y., tv ch. 13 comparative proceeding to consider programming service proposed in each of applications considered in light of (1) whether there are particular types or classes of programs for which there is unfulfilled need in area proposed to be served and (2) extent to which program proposal of each applicant would meet such needs. Action April 12.

■ By separate memorandum opinion & order in above Rochester proceeding, commission granted motion by applicant Main Broadcast Inc., and deleted hearing issues Nos. 4 and 5 relating to its ant. and financial qualifications; dismissed as moot Main's request for expedited action. Action April 12.

■ By memorandum opinion & order, commission granted petition by Rockland Bcstrs. Inc., Spring Valley, N. Y., to extent of enlarging issues in consolidated am proceeding in docs. 14510-14514 to determine nature of terrain at proposed site of applicant Rockland Bestg. Co., Blauvelt, N. Y., and whether it can construct and operate system as proposed; dismissed as moot Rockland Radio Corp.'s motion to strike petition. Action April 12.

■ By memorandum opinion & order, commission granted petition by Kennett Bestg. Corp. (KBOA), Kennett, Mo., to extent of designating for hearing applications of William L. Miller, d/b as Boothell Bestg. Co., for new daytime station to operate on 1540 kc, 1 kw (250 w-CM), in Kennett, Mo., to determine whether application for assignment of license of KHSJ Hemet, Calif., filed March 28, 1960 by Mr. Miller and Luther Pillow, d/b as L & B Broadcast Co., contained willful misrepresentations of material facts, whether any abuse of commission's processes has occurred or been attempted, whether Mr. Miller has requisite character qualifications to be licensee, and other issues; made KBOA and Federal Aviation Agencies parties to proceeding. Action April 12.

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Routine roundup

■ By letter, commission withheld action on application of Tullis & Hearne Inc. (KAFV), Bakersfield, Calif., to change from DA-1 to DA-N, continued operation of 550 kc, 1 kw, unil., pending final determination whether KFMB San Diego will be required to change frequency from 540 kc to 550 kc under agreement with Mexico concerning allocation of standard broadcast facilities. Action April 18.

■ By letter, commission denied objection by WARK Inc. (WARK), Hagerstown, Md., and authorized change of call letters of Regional Bcstg. Co.'s am station in Halfway, Md., from WDDW to WHAG, effective immediately. Action April 18.

■ Commission denied petition by Dixie Bcstg. Co. requesting declaratory ruling that program, *Let's Go To The Races*, which it proposed to broadcast over WDXI-TV Jackson, Tenn., is not lottery; Chmn. Minow dissented. Action April 12.

■ By memorandum opinion & order, commission (1) denied petition by Edina Corp., applicant for new am station to operate on 1080 kc, 10 kw, DA-1, in Edina, Minn., for return, under sec. 1.301, of application of Tedesco Inc., for new station to operate on 1080 kc, 50 kw-N, 10 kw-LS, DA-2, in Bloomington, Minn., and (2) accepted for filing as of Dec. 19, 1961 Tedesco's application. Action April 12.

■ By order, commission modified license of Fetzner Tv Inc., to specify operation of WWTW-TV on ch. 9 instead of ch. 13 in Cadillac, Mich., effective as of Sept. 11, 1961 in accordance with its response to show cause order in doc. 14230; conditions. Consistent with that order, commission granted renewal of licenses of WWTW-TV on ch. 9 for main trans. and ant., auxiliary ant., and adjunct stations. Action April 12.

■ By memorandum opinion & order, commission ordered Radio California Inc., to forfeit \$5,000 to government for repeated violations of sec. 317 of Communications Act and commission rules by permitting broadcasts of "teaser" announcements over KDAY Santa Monica, Calif., without identifying either sponsor or product. It is payable to Treasurer of United States. Action April 12.

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

■ Granted petition by Broadcast Bureau and extended time to May 2 to file exceptions to initial decision in proceeding on applications of The Young People's Church of the Air Inc., and WJMJ Bcstg. Corp., for new fm stations in Philadelphia, Pa. Action April 10.

■ Granted petition by Broadcast Bureau and extended time to April 6 to respond to petition by Frontier Bcstg. Co. for imposition of conditions or for enlargement of issues in proceeding on applications of Laramie Community Tv Co. and Albany Electronics Inc. for vhf tv translator stations in Laramie, Wyo. Action April 9.

By Chief Hearing Examiner

James D. Cunningham

■ Dismissed joint petition by Monroeville Bcstg. Co., Monroeville, Pa., Carnegie Bcstg. Corp., Pittsburgh, Pa., and Miners Bcstg. Service Inc. (WMBA), Ambridge-Alliquippa, Pa., seeking approval of agreement looking toward dismissal of Carnegie's application for new am station upon immediate payment to it of \$5,000 by Monroeville and Miners and additional \$5,000 payment upon ultimate grant to either of two remaining applicants; without prejudice to filing by April 30 of appropriate petition embodying all of data required by sec. 1.316 of rules; held in abeyance petition by Carnegie to dismiss its application, pending compliance with above-mentioned requirements. Action April 18.

■ Granted petition by Madison County Bcstg. Co. to dismiss, but with prejudice, its application for mod. of cp of WBBY Wood River, Ill., and terminated proceedings in doc. 14589. Action April 17.

■ Granted petition by WDSU Bcstg. Corp. to dismiss, but with prejudice, its application for mod. of cp of WDSU New Orleans, La., and terminated proceedings in doc. 14515. Action April 17.

■ Granted petition by Fairfield Bcstg. Service to dismiss, but with prejudice, its application for new am station in New Canaan, Conn. Application was in consolidated proceedings in docs. 8716 et al. Action April 17.

■ Granted petition by Frontier Bcstg. Co.

(KFBC-TV), Cheyenne, Wyo., for leave to intervene in proceeding on applications of Laramie Community Tv Co. and Albany Electronics Inc., for vhf tv translator stations in Laramie, Wyo. Action April 12.

■ Denied petition by State of California for leave to intervene in proceeding on application of KSAY Bcstg. Co. for renewal of license of KSAY San Francisco, Calif. Action April 11.

■ Granted petition by New Canaan Bcstg. Co. to extent that it seeks dismissal of its application for new am station in New Canaan, Conn., which is consolidated for hearing in docs. 8716 et al., but dismissed application with prejudice. Action April 11.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at April 12 further prehearing conference in proceeding on am application of Rockland Bcstrs., New City, N. Y., granted motion by applicant and continued from April 2 to April 23 date for exchange of its exhibits, from April 16 to May 21 for exchange of rebuttal exhibits of respondent Capital Cities Bcstg. Corp. (WPAT), Paterson, N. J., and hearing from April 24 to May 28. Action April 12.

■ Scheduled further prehearing conference for April 12 to consider, among other matters, rescheduling of dates for exchange of engineering exhibits in proceeding on application of Rockland Bcstrs. for new am station in New City, N. Y. Action April 10.

By Hearing Examiner Asher H. Ende

■ Granted petition by Broadcast Bureau and extended time from April 12 to April 19 for filing proposed findings and conclusions and from April 23 to April 30 for replies in proceeding on applications of Peace River Bcstg. Corp. and William H. Martin for new am stations in Punta Gorda and Fort Myers, Fla. Action April 12.

By Hearing Examiner Charles J. Frederick

■ Converted May 17 hearing into further prehearing conference in proceeding on application of Potomac Bcstg. Corp. (WPIK), Alexandria, Va., with date for hearing, if necessary after action on contemplated petition for leave to make engineering amendment, to be determined at May 17 conference. Action April 17.

By Hearing Examiner Walther W. Guenther

■ Granted request by applicant and continued May 8 further hearing to May 16 in proceeding on applications of The Walmac Co. for renewal of licenses of KMCA and KISS (FM) San Antonio, Tex. Action April 11.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Blue Island Community Bcstg. Inc., and Elmwood Park Bcstg. Corp., for new fm stations in Blue Island and Elmwood Park, Ill., respectively, and Mrs. Evelyn R. Chauvin Schoonfield for renewal of license of WXXFM (FM) Elmwood Park, granted motion by Mrs. Schoonfield and corrected transcript of hearing as proposed. Action April 10.

By Hearing Examiner Annie Neal Hunting

■ Granted petition by Community Service Bcstrs. Inc., for leave to amend its application for new daytime am station in Ypsilanti, Mich., on 1520 kc, to specify 250 w instead of 500 w reduced to 250 w during CH and substitute amended engineering report; severed its application from consolidated proceeding and closed record on Community application effective at close of April 16 hearing session. Action April 16.

■ Granted petition by Mainliner Bcstrs. and extended time to April 16 for exchanging its written hearing exhibits, and to April 17 for notification of witnesses desired for cross-examination on these specific exhibits in proceeding on its application for new am station in Louisville, Ky., which is consolidated for hearing in docs. 14085 et al. Action April 11.

■ Granted petition by Rochester Area Educational Tv Assn. for leave to amend its application in Rochester, N. Y., tv ch. 13 proceeding, to supplement information supplied with reference to business and financial interests of four of its trustees. Action April 11.

■ Granted petition by Crawford County Bcstg. Co., and Airon Inc. and severed from other applications consolidated for hearing in docs. 14085 et al. their applications for new am stations in Bucyrus, Ohio, and Decatur, Ind., and scheduled hearing for April 23 on two severed applications. Ac-

tion April 10.

By Hearing Examiner Jay A. Kyle

■ Continued April 17 prehearing conference to Sept. 5 in proceeding on tv applications of Chronicle Publishing Co. (KRON-TV) and American Bcstg.-Paramount Theatres Inc. (KGO-TV), both San Francisco, Calif., for cps to increase ant. heights. Action April 12.

■ Granted request by Radio Assocs. Inc. (WEER), Warrenton, Va., and extended time from April 19 to May 8 for filing proposed findings and from April 30 to May 18 for replies in proceeding on its am application and WNOW Inc. (WNOW), York, Pa. Action April 11.

By Hearing Examiner Forest L. McClenning

■ Granted motion by applicants and extended time from April 12 to May 3 for filing initial findings, May 14 to June 4 for filing conclusions of law, and May 31 to June 21 for filing replies in Corpus Christi, Tex., tv ch. 3 proceeding. Action April 11.

By Hearing Examiner Chester F.

Naumowicz Jr.

■ Upon request by applicant, continued time from April 16 to April 30 for exchange of written exhibits, April 23 to May 7 for notification of witnesses to be called for cross-examination, and May 1 hearing to May 15 in proceeding on application of DeKalb Bcstg. Co. for new am station in Decatur, Ga. Action April 10.

■ On own motion, scheduled further prehearing conference for April 23 in proceeding on applications of WWIZ Inc., Lorain, Ohio, et al., for renewal of license of WWIZ Lorain, Ohio, etc. Action April 10.

By Hearing Examiner Herbert Sharfman

■ Issued order formalizing result of discussion between counsel in proceeding on applications of Rockland Bcstg. Co. for new am station in Blauvelt, N. Y., et al., and extended time from April 2 to April 16 for preliminary exchange of engineering exhibits and from April 12 to April 17 for informal meeting of engineers and counsel. Other dates set in order released April 3 remain same. Action April 10.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 17

WJBW New Orleans, La.—Granted licenses covering increase in daytime power and installation of new main trans. for day and night use; and to use present licensed auxiliary trans. as alternate main nighttime and auxiliary daytime.

KGFW Kearney, Neb.—Granted license covering increase in daytime power and installation of new trans.

KVET Austin, Tex.—Granted cp to install old main trans. as alternate main trans. at main trans. location; remote control permitted, non-DA only.

WOSH Oshkosh, Wis.—Granted mod. of cp to change type trans.

Metropolitan Tv Co., Denver, Colo.—Granted renewal of license for low power broadcast station.

Actions of April 16

WKVA Lewistown, Pa.—Granted renewal of license.

WFPG Atlantic City, N. J.—Granted cp to install old main trans. as aux. trans. at main trans. location; remote control permitted.

WSOY Decatur, Ill.—Granted cp to install old main trans. as aux. trans.-daytime; alternate main trans.-night at main trans. location.

WCBM Baltimore, Md.—Granted cp to install new trans. as alternate main trans. at main trans. location.

WADO New York, N. Y.—Granted cp to install trans. (previously licensed to WHBI) at main trans. location to be operated on 1280 kc, 5 kw, share hours—WHBI, DA-1, as alternate main trans.

WSAL Logansport, Ind.—Granted cp to install old main trans. at main trans. location for aux. purposes.

WMIT(FM) Clingman's Peak, N. C.—Granted cp to replace expired permit for installation of alternate main trans.

K04AM Broadus, Mont.—Granted cp to replace expired permit for vhf tv translator station, specify type trans. and changes in ant. system.

K10AT Circle, Mont.—Granted cp to re-

Continued on page 99

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Your best dollar potential is in booming Atlanta . . . Excellent facility . . . Great potential . . . Interested? Write Box 722K, BROADCASTING.

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Salesman-Announcer with at least 2 years experience. Salary plus commission on all sales. Established Michigan daytimer with revolutionary new equipment to help increase sales income. Permanent position. Growing group operation. Contact J. F. Butler, Manager, WKLZ, Kalamazoo, Michigan.

Experienced salesman for highest-rated station in town. Strong on local acceptance, established 24 hour personality indie. Beautiful area, excellent working conditions with cooperative and creative staff. Salary plus commissions, photo, resume, references to Burt Levine, WROV, Roanoke, Virginia.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Announcers

Top 40 station, Southwest, needs first phone men. Your chance to learn number 1 radio. Send tape and details. Box 363K, BROADCASTING.

Experienced announcer with 1st phone wanted by smooth sound New Hampshire station. This is a permanent opening with a secure future for the right man. Starting salary \$100 a week. Send tape and resume to Box 411K, BROADCASTING.

Wanted: Capable newsmen for upper midwest station in market of 35 thousand. Ability in gathering, writing and delivering in authoritative manner will determine successful applicant. Send full information in first letter. Salary range up to \$125 weekly. Box 543K, BROADCASTING.

Move up to a top quality station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer—d.j.—no rockers. Send aircheck tape, resume, and references. Box 559K, BROADCASTING.

Help Wanted—(Cont'd)

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Alert, versatile with 1st phone. Come dig in with new service-minded modern adult station in northern Maryland. Start \$85 per week plus sales. Box 600K, BROADCASTING.

Radio is your medium! Comedy is your specialty! Your work carries a chuckle for its light irony and understanding of humans and their foibles. You handle many voices skillfully and to good purpose. You are an idea man . . . not a hack who carries his creative brain in a joke book. You are all of these things and venturesome, too, and for that reason, you answer this ad by sending full details and tapes of your top quality professional abilities to Box 602K, BROADCASTING.

Announcer . . . 1st phone . . . No maintenance. Immediate opening upstate New York. Send tape and resume. Box 643K, BROADCASTING.

Experienced announcer wanted for good music Ohio station. No top 40 d.j.'s. Good pay and working conditions. Mature air salesman desired. Send tape and resume to 623K, BROADCASTING.

Central Michigan full time station is seeking a mature newsmen-announcer. Must be experienced and willing to follow strict policy. Please send audition tape and picture as well as references and complete background in first letter. Box 675K, BROADCASTING.

Negro dj wanted for major Eastern market. Ready made audience. Fantastic opportunity for right man. Please send tape, photo and resume. Box 677K, BROADCASTING.

Announcer-Engineer, 1st phone, capable of taking over chief's responsibility. Good voice a must. Daytime station in South-Central Texas. Box 684K, BROADCASTING.

Need summer announcer. Good voice, run board, tight production. Send picture, resume and tape. Box 689K, BROADCASTING.

C & W disc jockey for low frequency gulf south station going all country. Can earn extra money selling if desired. Contact Joe Carson, New South Radio Network, phone 482-6133, Meridan, Mississippi.

50,000 watt station seeking bright, personable dj, with imagination and creative talent capable of producing a stimulating adult personality show. Duties include broadcast from Seattle World's Fair. Send tape and resume to KING, Seattle.

Personality morning man on pop album station. No Sunday work. Good hunting, fishing and recreation. Salary \$300 to \$400 monthly plus generous commission if desire to sell afternoons. Send tape, photo and resume KISD, Sioux Falls, South Dakota. Population 65,000.

Announcer needed by regional station. Must have quality voice. Good salary. Send letter to KTOE, Mankato, Minnesota.

Have immediate opening for first phone man. Must be strong on top 40 and format operation. Will not be required to do any maintenance. Starting salary \$100 a week and advancement guaranteed. Must send tape, snapshot and resume to Box 7372A Mt. Brook, Birmingham 13, Alabama.

Experienced morning man. Must be able to type creative copy and do production spots as well as a good air job. Duffies will be split about 50-50 between air work and production. Most beautiful spot in California to live—Gateway to Sequoia and Kings Canyon Parks. KONG—AM & FM, Visalia.

Help Wanted—(Cont'd)

Announcers

Pop music deejay needed by aggressive top rated station in medium market. Contact Joe Carson, New South Radio network, phone 482-6133, Meridan, Mississippi.

Lucrative future for right man. Send tape and resume along with salary requirements for immediate staff opening for major full-time AM-FM good music station. Requirements: Fast, tight board—quality voice and delivery, production experience. Box 721K, BROADCASTING.

Staff announcers for 5000 watt full-time AM 40 miles from Philadelphia. Experienced mature voices. Fringe benefits. WCOJ, Coatesville, Pennsylvania.

Wanted: Announcer with first class ticket. Send tape and resume to Ed Allen, Jr., WDOR, Sturgeon Bay, Wisconsin.

Experienced announcer-d.j. immediately, adult am-fm tape, resume to Ted Barker, WJOY, Burlington, Vermont.

1st phone-announcing ability necessary. Immediate opening. Growing Michigan resort area. Contact Manager, WIOS, Tawas City, Michigan.

Immediate opening for morning personality, humorous or zany deejay. Salary, working conditions excellent. Airmail tape and resume to Box 839, Eureka, California.

First phone-announcer for new daytimer just opened in Eastern Pennsylvania. Mail tape and resume to P. O. Box 115, Palmerston, Pennsylvania.

Experienced announcer needed. Adult audience. Also need good local newsmen. Happy place to work. Air conditioned. Good working conditions. Close to NYC. Hurry - - WLNA, Peekskill, N. Y.

Morning man to entertain 80,000 market. Boost ratings and we will boost salary. Call Bob Allen, WNCO, Ashland, Ohio.

\$725 mo. Anchorage, Alaska 5 kw. Adult music. Board—news. No beginners. Immediate opening. Airmail tape and full qualifications to Bill Harpel, 605 W. Main, Santa Maria, Calif.

Announcer-first phone . . . no maintenance —immediate opening . . . salary open to experience. Rush tape, resume to: WMHI, Route 5, Frederick, Maryland.

1st phone announcer, experienced for small friendly town. WNJH, c/o Box 351, Coatesville, Pennsylvania.

Good music community-minded station needs experienced mature voice. Above average salary. Personal interview necessary. WPVL, Painesville, Ohio.

Morning man. Tight format. Must be experienced. Good pay. WTKO, Ithaca, New York. Send tape and resume.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Technical

Engineer, first class license holder, experience not necessary, needed immediately. Send resume, photo, and salary desired to: Box 673K, BROADCASTING.

Wanted: A competent technical man with 1st ticket who likes creative, challenging work. 5000 watt full-time East Coast AM. \$100 per week. Box 519K, BROADCASTING.

Wanted combination engineer-announcer. Reply Box 547K, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Transmitter engineer, first ticket, experience not required; western Pennsylvania. Box 681K, BROADCASTING.

Washington, D. C.—Consulting Radio Engineer requires assistant. Experienced all phases broadcast/television allocations and applications. Submit resume. Box 691K, BROADCASTING.

Montana 1KW DA2 remote seeking chief engineer. Must be highly qualified to assume full responsibility of technical operation. Good working conditions. Excellent equipment. Local ownership. Prefer applicants willing to establish a home on a permanent basis. Write or call collect 265-7842. Box 567K, BROADCASTING.

Chief experienced maintenance. Regular staff man with best work references. 40-hours in half day shifts. Light announcing can add to earnings. Single station fifteen-thousand city. Colorado's finest climate, Hunting, fishing, golf. Assistant manager to right man. Salary open. Box 700K, BROADCASTING.

Chief, all around transmitter—mobile audio maintenance, 1st class C who will forget the clock and work alone with sleeves rolled up. L. I. Axtel 1-1180. New York.

Engineer with AM-FM experience. Southern New England. State salary expected. Box 710K, BROADCASTING.

West Virginia daytimer seeks experienced first-phone engineer, good voice, mature. Apartment available. Need photo, resume and tape. Box 714K, BROADCASTING.

Be daring: help our poverty-stricken operation start from nothing. KRAB (FM), 9029 Roosevelt, Seattle 15, Washington.

Richmond area . . . Chief engineer-announcer needed for new station—air date May 1st. Send resume, tape and salary requirements immediately to Tom House, WIVE, Ashland, Virginia.

Chief. Good at maintenance for 1000/250 station. Must have car. Submit experience, references and present salary. WCSS, Amsterdam, New York.

Wanted: 1st class engineer immediately. Contact Neil Conway, Manager, WHTT, Hazleton, Pennsylvania.

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for its new relay station at Greenville, North Carolina. These positions for the operation and maintenance of two high power transmitting plants and a receiving plant require a minimum of five years responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability; \$5,820 to \$8,860 per year; promotional opportunity. Positions are in the career civil service. Must be American Citizens; for further details write to: Mr. Horace R. Holmes, Employment Branch, Personnel Division, U. S. Information Agency, 1776 Pennsylvania Ave., N.W., Washington 25, D. C.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Production-Programming, Others

Immediate opening experienced News Director full time station, mobile equipment, beepers, correspondents, single station market midwest. Submit resume and starting salary expected. Personal interview arranged. Box 491K, BROADCASTING.

Wanted: TV newsmen with radio or tv news experience who likes to dig for news as well as be on-camera. Box 383K, BROADCASTING.

Wanted for future expansion. Video transmitter engineers, announcers, cameramen and projectionists. Box 632K, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Top VHF in northeast has opening for news director. Individual must have organizational and administrative ability particularly in regard to a tv operation. On-camera experience preferable, but not a prerequisite. Box 633K, BROADCASTING.

Mobile news operation. Hard news, plus feature interviews. Brand new fully equipped mobile unit and complete news room facilities. Journalism degree preferred but will consider experienced announcer with sincere interest in fulltime newswork in 3 man news department. Send picture, tape and job history to Jack Douglas, Radio Station WCSI, 501½ Washington St., Columbus, Indiana.

Male or female creative continuity writer. Immediate opening. Must be self starter. Emphasis on local writing. Full station benefits—Send pix—resume—references. Bob Smith, Program Director, WTVO-TV, Rockford, Illinois.

RADIO

Situations Wanted—Management

Formerly general manager of three medium market stations now asst' director of sales for major equipment manufacturer desires re-enter management of medium to large market am needing heavy sales and cost-watching. Willing to invest knowhow and loyalty plus limited cash for return of solid opportunity with ownership option. Full references on request. Reply Box 382K, BROADCASTING.

Manager—Strong personal sales. Excellent fifteen year record, eleven management. Mature, responsible, family man. Seeking complete responsibility, medium market. Highest character and owner references. Box 610K, BROADCASTING.

Presently assistant to General Manager of Radio-TV station in one of the top 100 markets. Responsible for all phases of station management and programming. Excellent references — excellent background. Would like management position preferably in programming, in larger market or with a station group. Box 618K, BROADCASTING.

Sales Manager . . . College graduate, married . . . presently in sales department of leading medium market operation. Know sales and promotion. 9 years experience sales and programming . . . East or midwest . . . excellent personal sales. Box 656K, BROADCASTING.

Experienced all phases. Able to produce sound and \$'s. Aggressive, married, college graduate, 28. Proven sales record. Box 661K, BROADCASTING.

Broadcast executive. Management, sales, promotional background. Local, network experience. Seeks return to metropolitan situation. Now small markets owner. Full details to Group, Agency, Station. Box 667K, BROADCASTING.

Bigger profits require administrative experience, original sales ideas and programming knowledge. Ex-manager with 10 years in all areas seeks southeastern station. Box 676K, BROADCASTING.

Manager — Versatile, Experienced Broadcaster. 17 years all phases Radio & TV including 1st phone. Educated family man age 40. Minimum 12M, may consider less initially with incentive to prove performance or invest in stock. Recent station sale concluded previous managership. Currently employed Florida TV sales. Appreciate sunshine but compensation not commensurate with ability. Native Illinois, prefer upper mid-west but will consider all. Reply Route 2, Box 271A, Lake Worth, Florida. Phone 965-3365.

Sales

Change in ownership. Aggressive young man must relocate. Prefer medium sized market. Good references. Box 496K, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Sales Manager—station manager position. Medium market. Experienced large and small markets. Management experience. \$800.00 minimum. Box 701K, BROADCASTING.

Announcers

Pro—Announcer, DJ, 11 years experience, some tv. Versatile, sincere, want to move up. With present employer six years. Best references. Box 364K, BROADCASTING.

Sports announcer seeking sports-minded station. Excellent voice, finest references. Box 402K, BROADCASTING.

Experienced announcer in 2,000,000 market currently on prime-time radio and tv shows. Desires to relocate in major market. Box 539K, BROADCASTING.

Announcer and dj. No commercial experience. Want to learn. Box 554K, BROADCASTING.

DJ, fast board, mature sound, experienced, veteran, want permanent position. Box 569K, BROADCASTING.

Announcer 7 years, married, veteran, 32. Available immediately. Box 592K, BROADCASTING.

Negro announcer, first phone. I'm cutting staff. I want to help this good man find a good job. Now located in top ten market. Write General Manager, Box 598K, BROADCASTING.

Veteran radio and tv newsmen and sports announcer wishing to relocate in southwest or California. Associated Press award winner. Family man. Box 634K, BROADCASTING.

Top-notch summer replacement! 5 years board experience. Currently employed in Northwest states top market. First phone. Prefer top-40. Fine production experience. Pacific Northwest please. No beginner! Need salary to match! Box 635K, BROADCASTING.

Deejay, four years, Pulse, Hooper number one. Tight, bright, married. Box 636K, BROADCASTING.

1st phone announcer, three years experience, 25, single, vet, tight production, dependable. Avail. May 1st, tape, resume on request. Pop or country, west. Box 638K, BROADCASTING.

Top name c&w dj—First-phone license. Sober family man. Excellent audience rating. Sales, news, farm, and metropolitan experience. Also pop music. Top flight operation only. Box 646K, BROADCASTING.

Cosmopolitan-type voice, attention-getting, different, cultured, deep, resonant. Owner has wide knowledge classical music programming, copywriting. Can add variety and extra polish to the sound of your good music station. Box 649K, BROADCASTING.

Highly rated dj—first phone, 4 years experience, knows production, play-by-play, college, family man, assistant pd at No. 1 station. Present station changing ownership. \$500 a month minimum. Box 653K, BROADCASTING.

Young man with three years experience desires position with live news-conscious station. Prefer midwest but will consider any location. Presently employed. Available on two weeks notice. Box 654K, BROADCASTING.

Experienced quality major market announcer (8 years radio & tv) seeks job anywhere where native intelligence is still useful. This "modern radio" & "good music format" stuff is too much, man! Married, sober, permanent. \$130 minimum. Box 655K, BROADCASTING.

Dee Jay—newsmen, excellent voice. 5 years experience. Try me. Box 660K, BROADCASTING.

Staff annnc. with three years commercial experience, desires starting position in television or radio/television. 30 years old, married, no hanky panky. Presently employed in midwest market, can furnish finest references. Box 665K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Relaxed sell, smooth styled announcer, pd experience, seeks announcer or pd-announcer position medium midwest markets. Box 689K, BROADCASTING.

Announcer-deejay . . . 25, married, 8 years experience . . . top 40, middle of road. Good voice, tight board. 3rd ticket. Prefer Washington, Oregon or California—West Coast. \$125. Box 670K, BROADCASTING.

Big markets only. Experienced professional tv announcer. Versatile. Want staff work with talent fee potential. Box 671K, BROADCASTING.

First phone—No experience—Single—20—Will go anywhere. Box 678K, BROADCASTING.

Experienced announcer-dj, great adult voice, single, no shouters. Good music or country and western, references, no floater, drifter. Prefer Southwest. Box 679K, BROADCASTING.

Personality dj, announcer—2½ years experience. Tight board. Not a floater or screamer. Box 682K, BROADCASTING.

Announcer training studios graduate. Two years college, strong on news, tight board, bright sound. Tape available. Box 683K, BROADCASTING.

1st phone, teacher, dependable, desires summer work. Experience, fine voice, music expert. Box 688K, BROADCASTING.

Mature announcer, 10 years experience, radio and television, news director, program director, dj, (morning, etc.) Box 692K, BROADCASTING.

Announcer — dj — newsmen — experienced. Bright . . . tight production. Personality or staff. Know all music. College. Want permanence and future. Box 694K, BROADCASTING.

Announcer, dj, tight production, authoritative news. Pleasant sound, steady, no prima donna. Veteran, married. Box 695K, BROADCASTING.

Negro, announcer, dj, bright personality sound, veteran, married, 28, previously with Armed Forces radio and graduate of broadcasting school. Some college. Box 696K, BROADCASTING.

Dynamic air personality with 3 years experience, wants to move up to top position with a future in major metropolitan market. College graduate, radio or tv. Tapes available. Box 697K, BROADCASTING.

Staff announcer; strong news, commercials, dj., advertising and selling background. Tape available. Box 698K, BROADCASTING.

Disc jockey—newscaster, young experienced, seeking swinging sound, immediate availability. Box 703K, BROADCASTING.

Young announcer with little experience would like to work in country station. Prefer West and Southwest. U. S. Box 707K, BROADCASTING.

Good music and jazz personality. Experienced—first phone. Box 708K, BROADCASTING.

Negro announcer will offer experience, personality, versatility for solidarity—anywhere. Box 711K, BROADCASTING.

Different dj. Natural British accent. 5 years experience. Top 40 & better music, newscasting, production, etc. 23. Reliable. Efficient. Box 712K, BROADCASTING.

Announcer-newscaster-writer 56 with first-phone license. Experienced. Fast rewrite, idea-man. No drink. Fourteen years last job. Have car. No maintenance. Waldo Brazil, Box 85221, Hollywood 27. HO 7-7032.

Summer replacement, announcer, dj. Experienced, good references. Available June through September. Presently employed in Detroit radio. Ed Christian, 554 Barrington, Grosse Pointe, Michigan.

Situations Wanted—(Cont'd)

Announcers

Six months experience, hard worker, family, top 40, adult. Radio school graduate. Jim Dean, OX 4-1097, HI 2-2139, Houston, Texas.

Young announcer starting in radio desires work in New England or eastern New York. Good voice, good news delivery, and good production. Tape available. William Elliot, 48 Imperial Avenue, Pittsfield, Massachusetts.

Attention California, Florida, Southwest. Announce—program—assistant manager, 8 years experience all phases including sports and writing. Family. 32. Permanent. Bob Hott, WBLJ, Dalton, Georgia.

Frank "Sad" Sacks, now enroute to World's Fair by ox. 2920 West Grand Blvd., Detroit, Michigan. Telephone Trinity 2-7189.

First-phone—Good appearance, training in public speaking. Desires announcer-technician position, east coast area. S. L. Jackson, Jr., 6915 Shepherd Street, Hyattsville, Maryland, SPruce 3-7990.

Announcer: 26, vet, bright sound, 1st phone, married; three years announcing, two years board engineering. Wish to locate: Minn., Wis., North Dakota. Write: R&R, 416 South 8th Street, LaCrosse, Wisconsin. Phone 2-1425.

Technical

Chief engineer or staff with large station. Over 20 years experience AM-FM, directional, 50 kw. Box 479K, BROADCASTING.

First phone—Drake student seeks summer engineering position. Experienced in am, fm & tv. Excellent references and tape. Box 650K, BROADCASTING.

Recent technical school graduate electronic technician with 1st phone license wants job in radio or tv station. Single age 38. Box 682K, BROADCASTING.

Combo working top morning shift in five counties, prefer better music station, have all test equipment. Minimum \$500. Box 680K, BROADCASTING.

First phone and telegraph—11 years field service engineer (radio, radio and industrial) 4 years radio radio officer. Some electronic sales—age 33—seeking good paying job. Box 693K, BROADCASTING.

Chief Engineer, eight (8) years experience in all phases of radio with announcing ability, seeking position in Louisiana, Texas or Oklahoma. References and resume upon request. Box 720K, BROADCASTING.

Chief engineer-Announcer-Manager wants to settle. Plenty installation experience. Will build and operate new station or join staff of progressive organization. Family man, civic minded. Ready now, lets talk. Jim Harris, Phone GE 7-7401, Pikeville, Kentucky.

Experienced engineer-announcer strong on maintenance desires summer employment. See ad under tv. Marvin Livingston, 619 University, Stillwater, Oklahoma.

Engineer, 50, single, sober, life experience 250w to 50kw. Also public utility. Wants vacation transmitter operation or where some maintenance initiative is needed. W. V. Rockefeller, Wood River, Nebraska.

Production—Programming, Others

Midwest—West Coast . . . News director, pd, interviews—Top rated show—any format with accent on good taste references—best of—Lets hear—here! Box 555K, BROADCASTING.

Radio Man; 25, employed, five years experience in all phases. The team is the theme. Desire southwest or midwest. Box 630K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

"As one station manager to another, I have a man available that could solve your production and programming problems. He's young, married, reliable. Outstanding production ability, with sound, imaginative ideas. Solid experience in Southeastern and Mid-south markets. We'll give you all necessary details on request. Write or wire Box 596K, BROADCASTING."

Staff cutback—top man must go! Program director with outstanding, imaginative production creativeness—proven leadership & administration ability—top rated DJ in major southeastern market for three years—seven years experience in radio & tv. Present station situation necessitates move. Prefer southeast. If you need dynamic, modern program guidance—contact immediately. Present employer will give excellent recommendation. Box 597K, BROADCASTING.

Production Assistant—Copywriter. College. Experience. Resume and excellent references. Want opportunity for more experience. Box 705K, BROADCASTING.

News director 200-thousand midwest market seeks West, will consider all, radio and/or tv. College graduate. Box 631K, BROADCASTING.

Correspondent—free lance assignments handled from N.Y. Experienced in foreign and domestic voice reporting, interviews and analysis. UN a specialty with actuality. Box 637K, BROADCASTING.

Newsman — experienced reporter-writer-newscaster. 9 years radio, newspaper news, covering police, courts, education, politics, government. College. Interested radio and/or TV. Prefer east. Box 640K, BROADCASTING.

College graduate, service completed seeks employment; radio news rewrite man. Box 641, BROADCASTING.

Serious, news-in-depth. Suitable news director major market. Experienced overseas; presently newscaster top-rated major market station. Offer authoritative news with believable delivery. First phone; 20 years radio. Married 19 years, age 43. Available mid-summer. Box 644K, BROADCASTING.

Program director. Presently dj-newsman with top station in 350,000 market. Experienced all phases. First phone 20 years. Available August. Box 645K, BROADCASTING.

Music specialist for directing or programming music at FM or adult, AM, good music station. Excellent and varied experience and recommendations. Classical, popular, cocktail-dinner music, tailor-made shows. Warm climate preferred. Box 647K, BROADCASTING.

Newsman—13 years experience. Broadcasting, reporting, network newswriting. State Peabody award winner. Journalism degree. Married. Box 652K, BROADCASTING.

Creative—adept University of Missouri trained. Production, continuity. Would like to learn sales; Box 76, Ewing, Illinois; NA 9-2751.

I know news and can beat your competition. Newspaperman, 36, 12 years dailies, vet, j-grad, 3 children. Want tv off-camera or radio news small or big anywhere. Must be tough. Pay secondary. Voice like NBC's Ed Newman. Top writer, photographer. I dig deep and fast. Jack Magee, 6320 Lake Como Ave., San Diego 19, California. Phone Howard 5-1598.

TELEVISION

Help Wanted—Management

Commercial Manager, southern city television station. Single station television market, CBS, NBC, ABC. Must be experienced. Salary plus commission arrangement. Full details, personal history, experience, production record, photo, in first letter. Box 685K, BROADCASTING.

Help Wanted—(Cont'd)

Management

Assistant General Sales Manager for major market tv station in East. Top opportunity for salesman with knowhow and initiative. Send complete resume now to Box 713K, BROADCASTING.

Sales

Immediate opening for experienced television salesman. VHF station major midwestern market. Established account list awaits man eager to move to bigger market. Guarantee plus unusually attractive commission scale. Retirement and insurance programs. We want a man capable of earning a 12 to 14 thousand dollar annual salary. Box 651K, BROADCASTING.

Immediate opening for local-regional tv sales representative for midwest ABC affiliate, previous sales experience necessary. Complete resume and photo requested. Box 716K, BROADCASTING.

Western sales manager for western television station. We need an aggressive local sales manager for our NBC affiliated TV station in Idaho Falls, Idaho. Station is located in a growing area. Channel 8, with maximum power, gives service to 87,000 TV homes. Excellently equipped to do an outstanding local job for local advertisers. Pay commensurate with experience, ability, and productivity. Apply giving experience, personal history, references, and desired starting pay. Write to Mr. Brady, KIFI-TV, P. O. Box 2148, Idaho Falls, Idaho.

Local tv salesman required by expanding group operation. Call or write WPTZ, Plattsburgh, N. Y. Area code 518, JO 1-5555.

Announcers

TV newsmen for large Florida market. Experience or good potential as reporter-writer, on-camera performer, able to handle 16mm cameras. Send short VTR or SOF. Box 950J, BROADCASTING.

Staff announcer for summer relief—June, July and August in southern New England station. Must have TV experience. Send tape and resume to Box 717K, BROADCASTING.

New vhf, NBC affiliate needs 2 versatile, experienced announcers. Applicants must be able to handle various commercial duties; perform sincere, penetrating news, weather, sports programs; and exhibit considerable showmanship. Personal interviews will be required. Include full resume, audio tape, sof or silent footage and photo in first letter to: manager, WCIV-TV, Room 2-S, Sergeant Jasper Bldg., Charleston, S. C.

Wanted: On-camera newsmen with experience as a reporter-writer and able to use 16mm camera. Will be part of two city news-casting team. Please submit resume including salary requirements, recent photo and audio tape. Richard O'Neill, WICD, Danville, Illinois.

Need permanent tv man. Must have 1st phone, car. Send details to WECT, Wilmington, North Carolina.

Technical

Major network station has number of vacation relief jobs immediately available. TV studio—field experience. 1st class phone. Salary range from \$117 per week depending upon experience. Reply Box 718K, BROADCASTING.

Immediate opening for tv technician experienced in studio maintenance and operation. Ampex VTR maintenance experience desired. Must be ambitious, dependable and have first phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tennessee.

Help Wanted—(Cont'd)

Technical

Engineers: TV studio operations. Summer relief positions available immediately, approximately 6 months' duration. Must have first class Radio-Telephone license. Please forward resume and references to Mr. A. H. Jackson, Supervisor, Engineering Department, WTIC-TV, 3 Constitution Plaza, Hartford, Conn. Telephone: 525-0801.

Studio maintenance engineer—Must have 1st phone—one year experience be able to pull shift at transmitter during vacation periods. Excellent opportunity for advancement in growing North-western California market. Write or wire Chief Engineer, KVIQ-TV, Eureka, California.

Production-Programming, Others

New vhf, NBC affiliate needs qualified operations director. This is outstanding opportunity for the right man, who will supervise program/production departments and personnel. Applicants must have network traffic experience, film buying background and ability to establish and administer various production departments. Apply—manager, WCIV-TV, Room 2-S, Sergeant Jasper Bldg., Charleston, S. C.

Help wanted: Immediate opening for film editor—prefer one with working experience. If interested contact J. G. Evans, WCYB-TV, Bristol, Virginia.

New vhf, NBC affiliate needs 2 creative, experienced, production supervisors. These men are versatile, skilled directors now, capable of assuming advanced responsibilities. Apply—manager, WCIV-TV, Room 2-S, Sergeant Jasper Bldg., Charleston, S. C.

TELEVISION

Situations Wanted—Management

Program Manager with 12 years Television experience desires to relocate to West Coast. Background includes Programming, Production, Film Buying and VTR Supervision. Available in May due to reorganization of present station. Box 550K, BROADCASTING.

General Salesmanager—10 years experience, now employed as salesmanager. Proven ability, 36 years, married, family, salary plus . . . Box 580K, BROADCASTING.

Sales Manager—Commercial Manager—eight years management experience. Excellent references. Heavy on local and regional sales. Ability to train others. Box 590K, BROADCASTING.

Sales

Sales service manager position desired by single, young, aggressive, creative man with 6 years experience in all phases of tv including sales, production and promotion. Will relocate. Resume furnished. Box 611K, BROADCASTING.

AGENCY-ADVERTISER

Experienced production assistant. College. Excellent references. Resume. Want opportunity to work and learn. Box 706K, BROADCASTING.

Announcers

Quality Announcer. Broad experience in announcing with production ability both radio and TV. Box 468K, BROADCASTING.

Announcer with agency and client endorsements galore. 10 years all phases radio/tv. Strong news, sports, commercials. Reliable, family man. Box 564K, BROADCASTING.

News writer—announcer. B.A. political science; M.S. candidate, tv-radio. Married. Available September-October. Salary and location open. Box 642K, BROADCASTING.

Announcer-salesman. Competent. Experienced. Four years tv background. News-commercials-interviews-shows-sales. Married. Prefer west. Box 687K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Top announcer 3½ years experience, all radio. Interested in learning directing along with announcing duties. Presently employed. College. Vet. Box 704K, BROADCASTING.

Technical

Technician, first phone, desires return to broadcast field. 15 years experience, 12 years same station, one year television, 2 years master recording, active amateur. No genius, but competent and reliable. Prefer south-east, consider other. Age 41, married. Box 639K, BROADCASTING.

First phone, no experience, eager to learn, 35, family man, prefer southwest. Dale Branson, Beloit, Kansas.

Need a steady hand with a soldering iron? First phone ex-ham looking for summer employment in tv operation and maintenance with possibility for permanent position. Will graduate in electrical engineering next January. 2½ years of experience in radio engineering and announcing. I will answer every reply. Marvin Livingston, 619 University, Stillwater, Oklahoma, FR 2-7941.

Production-Programming, Others

Director - writer - producer seeks position with challenge, responsibility and future. Box 387K, BROADCASTING.

Promotion-Publicity Director, award-winning major market experience, administration of annual budget in excess of \$300,000. Writes, places own copy locally, nationally, consumer and trades. Available West Coast broadcast, studio or client assignment immediately. Top industry references. Box 719K, BROADCASTING.

FOR SALE

Equipment

Ampex model 345 stereo recorder with Ampex console cabinet, 15 and 7½ ips, like new, less than 30 hours use. \$1745. Immediate delivery. Box 648K, BROADCASTING.

8 hour tape player, Magnecord 814, automatic reverse, in cabinet—\$225. Box 668K, BROADCASTING.

Two GPL 16mm Kinescope recorders—one 35mm Kine Camera. All top condition. Box 699K, BROADCASTING.

For Sale. Schafer automation current model includes CU-9 control unit. One Schafer Ampex program preparation unit with remote control box and cables. Three Ampex tape playbacks. Two Seeburg units. System has photocell cue system. First class operating condition. Replacement price \$14,885, will sell at substantial discount. Available for immediate deliver. Box 709K, BROADCASTING.

Model 66 RCA modulation monitor. Good condition; FCC approved—\$175.00. KFRO, Longview, Texas.

RCA 5kw tv transmitter. Low band, presently on Channel 5. Complete with transmitter console, harmonic filters, sideband filter, diplexer, dummy load, and demodulators. Available now. KCSJ-TV, Pueblo, Colorado.

For Sale. W.E. 504B2 FM 3 k.w. transmitter. W.E. 5A FM monitor. 37M4 Collins 4-bay antenna 280 ft. 1½" Andrews Coax, elbows, hangers and miscellaneous fittings. All tuned ready to operate on 102.7 m.c. Contact Henry Fones, C.E., WDIA, Memphis.

For Sale—6 complete Motorola used 2-way mobile units, type FMTU—30D, 30 watt, freq. 153.29. All in working condition. Best offer takes lot. Contact Ernest Sparkman, WKIC, Hazard, Kentucky.

Equipment for 1000 watt FM station. Henry, 42 Camino Lenada, Orinda, California.

For Sale—(Cont'd)

Equipment

Tapes. 1200' 99¢; 1800' \$1.29. Free catalog. Box 3095, Philadelphia 50.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

ERCO type 500-T FM exciter 15 watts at carrier or ½ carrier frequency. Includes 1 67 k.c. sub carrier, second can be added, 3 years old. Cost, \$4700; excellent condition. Will consider reasonable offers—WGLI, Babylon, N. Y.

16mm Reversal Film Processor—Aiglonne, Model America—Automatic daylight film processing up to 1400 feet per hour, threads itself automatically, high speed solution recirculation, replenishing system, temperature controls, impingement, drying, etc.—new condition. \$2500 plus freight. WHO-TV Des Moines, Iowa.

Seeburg Library Unit—Model 200LU in excellent condition complete with high fidelity pre-amplifier. Lined oak cabinet with glass door, 200 play selectomatic unit excellent basic unit for automation. Price \$495.00 FOB Phoenix. Vinson-Carter Electric Company, 4444 E. Washington St., Phoenix 34, Arizona.

Federal field meter type 101C. Broadcast and short wave loops. In excellent condition. Original cost \$1100, will sell for \$350. E. L. Keim, WWVA, Wheeling, West Virginia.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; ¾" ditto, 90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Need everything for 1 KW 4-bay FM operation. Also 5-inch oscilloscope. Box 475K, BROADCASTING.

Wanted—TV studio equipment. State model, price and condition. Box 609K, BROADCASTING.

Need used RCA, type TK-11, studio camera with orbitor. Write stating age, condition and price. Box 657K, BROADCASTING.

Used 1 kw or 3 kw fm transmitter and monitor. State age, make, condition and frequency. Box 686K, BROADCASTING.

Wanted—Used AM frequency and modulation monitors, also used studio equipment—state condition. Box 715K, BROADCASTING.

25 kw dummy load. Reasonable condition. Calorimeter or wattmeter type. Box 621K, BROADCASTING.

Wanted: FCC approved modulation monitor. Have fully reconditioned Collins Limiter to sell or trade. W.T.S.A., Brattleboro, Vermont.

WANTED TO BUY

Stations

Experienced broadcasters seek profitable multiple market facility in midwest or southwest. Will pay cash or terms. Confidence assured. Box 326K, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.

Instructions—(Cont'd)

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting May 9, July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Be a Disc Jockey. Learn announcing & engineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

Tape recording business opportunity—good money in your own community making tapes and records. Full or spare time business. \$1 brings idea-packed booklet explaining all you need to know to cash in on interesting unexploited career with small investment. Cook Laboratories, 101B Second St., Stamford, Conn.

We Guarantee increased ratings with fantastic Lange (one)—Liners! Demonstration record free! Lange, 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

RADIO

Help Wanted—Management

PROGRAM DIRECTOR

Exceptional opportunity in major Ohio market for seasoned broadcaster with ability and know how. Outstanding adult station in a wonderful area for your future. Send complete resume, picture, tape, immediately in confidence.

Box 690K, BROADCASTING

Help Wanted—(Cont'd)

Sales

EXECUTIVE CALIBRE CREATIVE SALESMEN

**QUALIFIED TO EARN \$30,000 to
\$40,000 PER ANNUM**

Leading production firm desires several men of exceptional ability—

- Capable of dealing exclusively on a top management level
- To aid radio stations in the presentation of our "concept" or "image" method of advertising to local and regional sponsors
- Free to travel extensively

Interviews will be held in NYC and only men of experience and integrity will be considered.

AUDIO DESIGNS CORP.

756 Seventh Avenue
New York 19, New York CI 7-2535

"Ready to move up to a bigger market?"
5kw AM—180kw FM has two unusual opportunities due to power increase. Salesman—best opportunity in Chicago market. Write complete details including present billings, requirements, etc. Combo Man—first class license—will consider part time sales. Established progressive, successful station 16 years under original management—ownership. WEAW, Evanston, Illinois.

"PRIME AVAILABILITY"

For outstanding time salesman! Requirements: experienced, aggressive, enthusiastic. Excellent opportunity for advancement in group operation. If you are this man, call or write Terry Atkinson, WJW-TV, Cleveland, Ohio . . . TOWER 1-6080.

Announcers

MAJOR EASTERN MARKET

offers opportunity for creative mature air personality on quality station who can originate daily program (3 hours) while supervising over-all station production. Excellent salary and future for competent individual. Mail tape, picture and resume. All replies confidential.

Box 658K, BROADCASTING

Help Wanted—(Cont'd)

Announcers

NEWSCASTER

Top quality authoritative voice, experienced writer and reporter. Should be able to write and air editorials and commentary preferably of liberal view point. Adult programmed station in major midwestern market of 750,000. Salary open. Send complete resume, picture, tape immediately in complete confidence. Very fine opportunity. Box 588K, BROADCASTING.

Summer replacement announcer May 7 thru September 9th—possible employment beyond this period. Commercial station experience required. Send tape, snapshot and resume to Program Director, WOC, Davenport, Iowa.

Production—Programming, Others

GAL FRIDAY . . . for Michigan's #1 out-state Radio Station! Shorthand and typing, do specialty air work. Chance for radio writing production in public service field. Work with greatest staff in Michigan's vacation paradise. Contact Gene Milner, General Manager, WTAC, Flint, Michigan. Send complete resume, references, and photo.

RADIO

Situations Wanted—Announcers

For Sale

One fourteen year old Sportscaster. That is, fourteen years exp. in top Mkt. Radio and TV. Otherwise 36 years old—looking for real sports alert station with a touch of class. Now employed in Big Town with reg. TV show, but disc happy Radio side. Want radio and TV, play-by-play if avail. Will send tape and/or VTR. Box 672K, BROADCASTING

MIKE LAURENCE

Creative air/on camera personality formerly with WMGM, New York. 538 3/4 N. Sycamore, Los Angeles 36, Calif. WEBster 8-0536.

Production—Programming, Others

MIRACLE

For sky-high ratings and peak sales. Proven Personality for Radio and TV. Now daily on NBC O&O, also weekly interview series on national network. Interested new offer—greater challenge. Box 666K, BROADCASTING

**For Best Results
You Can't Top A
CLASSIFIED AD
in**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

Help Wanted

TV POSITIONS AVAILABLE

CP recently granted. Interim operators of Channel 9, Syracuse, N. Y., invite immediate complete written applications for positions of:

**General Manager
Program Director
Sales Manager
Chief Engineer**

Attractive compensation. Replies confidential. Address replies to Asher S. Markson, President, Channel 9, Syracuse, Inc., 351 South Warren St., Syracuse 2, New York.

Technical

TV ENGINEERS

Electrical and Mechanical
Leading producer of closed circuit TV has immediate position openings for: Senior Design, Junior Electrical or Mechanical Engineers; for our product development and systems application group. We need men with B.S. in E.E. or B.S. in M.E. and product design, development, Systems Design or application. Engineering experience in closed circuit TV, in industry and for broadcast engineering.

Send full resume: J. W. Lewis, Dage Division, Thompson Ramo Wooldridge, Inc., Michigan City, Indiana. In lake side community with resort flavor. In the heart of the Dunes. An equal opportunity employer.

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS

Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

EMPLOYMENT SERVICE

Moving West?

TV/RADIO PERSONNEL—

Register now!

We are listing Active, Talented people, looking for better jobs . . .

**MANAGEMENT/DIRECTORS/
WRITERS/PRODUCERS/
ANNOUNCERS/SALES—**

Write or send Resume to:

**ADS-ASSOCIATED
PERSONNEL
SERVICES**

P.O. Box 2343—Salt Lake City 10, Utah
(Suggestion: Clip this ad for future reference)

*Licensed & Bonded

Business Opportunity

RETIRED AT 42, READY TO GO AT 43

Owner of special sales promotion after a session with the rocking chair is back. Open for all offers. Will invest or buy Radio Station. Write:

Box 674K, BROADCASTING

WANTED TO BUY

Equipment

"Wanted to buy: used Oricon Pro 600 in good to excellent condition. Optical sound only." Box 659K, BROADCASTING.

MISCELLANEOUS

ATTENTION RELIGIOUS BROADCASTERS

"Hawaii Needs You"
choice Sunday avails
special monthly rate
for Sundays only

1 hour \$205.00
1/2 hr 125.00
1/4 hr 75.00

plus 3 1/2% st tax
—5,000 watt—

KNDI

Box 1516, Honolulu 6, Hawaii

WRECK

**LOST: RECORDS, PAPERS,
ORDERS.**

Truck, Automation, orders
from BOOTH 22 W

AITKEN COMMUNICATIONS, Inc.
305 Harrison St.

Taft, Calif.

in an accident on Will Rogers Turnpike on return trip to California. I need to locate the people who visited me at the NAB. If you will forward me the Automation requirements furnished at the Convention, I can provide you with the information requested. Orders for equipment can't be filled unless I can contact you.

FOR SALE

Stations

Ala	metro	daytimer	\$110M	terms
Ark	metro	daytimer	75M	\$40dn
Ga	metro	fulltime	137M	29%
Ind	metro	fulltime	410M	\$90dn
La	metro	daytimer	135M	29%
N.Y.	metro	fulltime	235M	29%
Tenn	metro	fulltime	400M	\$100dn
Va	metro	fulltime	350M	29%
Wash	metro	daytimer	105M	terms

and others: also newspapers & trade journals
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Tex. metro regional, absentee owned, 1961 cash flow \$60,000. \$250,000 with \$50,000 down—Tex. major FM. \$75,000 with 10% down—Tex. regional single \$70,000—Tex. f.t. single \$70,000—Tex. medium f.t. \$160,000—Ark. medium regional \$150,000—Ark. regional single \$78,750—Ark. major f.t. regional \$180,000—La. regional single \$45,000—Colo. regional single \$50,000—Okla. single, making money \$95,000—Tenn. major power, billed over 24 million yrlly past several yrs. \$350,000 23% down—Ga. regional single \$50,000—Ga. regional single f.t. \$75,000 with \$15,000 down—Fla. f.t. single \$45,000 with \$10,000 down—Fla. medium regional \$95,000—Fla. medium f.t. power \$175,000—Fla. medium regional \$145,000—Miss. single \$45,000—Tex. major regional \$200,000, just \$25,000, bal. 10 yrs. no interest! Contact: **PATT McDONALD CO.** Box 9266—GL. 3-8080 AUSTIN 17, TEXAS

Continued from page 92

place expired permit for vhf tv translator station, specify make trans. and ant. and make changes in ant. system.

K10AU Jordan, Mont.—Granted cp to replace expired permit for vhf tv translator station, specify make trans. and ant., and make changes in ant. system.

K11AN, K13AR Cut Bank, Mont.—Granted mod. of cps to change ERP to 25.9 w., type trans. and type ant., and make changes in ant. system.

KNUI Makawao, Hawaii.—Granted mod. of cp to change ant.-trans. location, specify main studio location (same as trans. location) and deletion of remote control.

WCGR Canandaigua, N. Y.—Granted mod. of cp to change ant.-trans. location and make changes in ground system.

Approved specifications submitted by The Board of Public Instruction of Dade County, Florida, pursuant to report and order of March 7 in doc. 14448 (to be effective April 16), and mod. cp to WSEC-TV to specify noncommercial educational operation on ch. 17 at Miami, Fla., in lieu of commercial operation of ch. 17 in Fort Lauderdale, Fla.

Following stations were granted mod. of cp to change type trans.: WOSC-FM Fulton, N. Y.; WMLF Pineville, Ky.; WBLA Augusta, Ga.; KBRL McCook, Neb.

Actions of April 13

WXCN(FM) Providence, R. I.—Granted cp to change ant.-trans. and studio location; install new trans. and new ant.; and make changes in ant. system; remote control permitted.

KBLA, Radio Station KBLA, Burbank, Calif.—Granted assignment of cps and licenses to City National Bank of Beverly Hills, Court appointed temporary conservator of the estate of George E. Cameron, Jr. and Bcstrs. of Burbank Inc., a partnership d/b under same name.

KDES-AM-FM, George E. Cameron Jr., Palm Springs, Calif.—Granted assignment of licenses and cps to City National Bank of Beverly Hills, Court appointed temporary conservator of the estate of George E.

For Sale—(Cont'd)

Stations

GUNZENDORFER

ARIZONA SINGLE STATION MARKET DAYTIMER. New 10 year payout. Asking \$125,000. 29% down. "A GUNZENDORFER Exclusive."
CALIFORNIA 1000 WATTS DAYTIMER. Near big market. Asking \$115,000. \$33,500 down. "A GUNZENDORFER Exclusive."
OTHERS IN OREGON, \$75,000; ROCKY MTS., \$87,500; ARIZONA, \$78,000.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
8630 W. Olympic, Los Angeles 35, Calif.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

STATIONS FOR SALE

SOUTHWEST. Exclusive. Full time. Absentee owned. Doing \$50,000. Asking \$80,000. Very excellent terms to qualified buyer.
NORTHWEST. Medium market. Full time. Absentee owned. Gross \$85,000 in 1961. Asking \$125,000 plus assumption of \$30,000 in obligations. Excellent terms.
CALIFORNIA. Full time. Medium market. \$18,000 down.
ROCKY MOUNTAIN. Daytime. Absentee owned. Gross \$100,000 in 1961. Asking \$150,000. 29% down.
JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Cameron Jr.
WRVA Richmond, Va.—Granted licenses covering use of present licensed main trans. as auxiliary trans.; and installation of new main trans.

WKFD Wickford, R. I.—Granted mod. of cp to operate trans. by remote control.

WFLS-FM Fredericksburg, Va.—Granted mod. of cp to change type trans. and change type ant.

WILY Greenville, N. C.—Remote control permitted.

WCNO(FM) Canton, Ohio.—Granted cp to install new trans.

WZAK(FM) Cleveland, Ohio.—Granted mod. of cp to change type ant. and studio location; remote control permitted; condition.

WPDQ Jacksonville, Fla.—Granted mod. of license to change studio location and remote control point.

Following stations were granted extensions of completion dates as shown: WUFO Amherst, N. Y., to July 30, and KTSM-FM El Paso, Tex., to May 31.

Rosebud Tv Inc., Gregory-Burke, S. D.—Granted cp for new vhf tv translator station on ch. 2 to translate programs of KORN-TV (ch. 5) Mitchell, S. D.

East Glacier Tv Assn., East Glacier Park, Mont.—Granted cp for new vhf tv translator station on ch. 13 to translate programs of KFEB-TV (ch. 5) Great Falls, Mont.

Granted cps for following vhf tv translator stations: Townsend Tv Club on ch. 7, Townsend, Mont., to translate programs of KRTV (ch. 3) Great Falls, Mont.; Dell Valley Tv Assn. on ch. 6 and 11, Dell City, Tex.; KTSM-TV (ch. 9) and KROD-TV (ch. 4), both El Paso, Tex.

Actions of April 12

American Bestg-Paramount Theatres Inc., New York, N. Y.—Granted extension of time to April 29, 1963 to locate, maintain, and/or use studios at 7 W. 68th St., New York, N. Y., and other points throughout the U. S. under control of American Bestg-Paramount Theatres Inc., for purpose of obtaining or producing tv programs consisting of musical, dramatic, educational and entertainment material, to be transmitted or delivered by film or tv recordings by various methods or by electrical energy for transmission by cable and/or other means to KETV (TV) Tijuana, Mex.; conditions.

WZAK(FM) Cleveland, Ohio.—Granted extension of completion date to Oct. 1.

D & E Bestg. Co., Great State Bcstrs. Inc. San Antonio, Tex.—Designated for consolidated hearing applications for new daytime am stations to operate on 1540 kc—D & E with 1 kw, and Great State with 10 kw, DA.

KONG Visalia, Calif.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

WICS (TV), WICD (TV), WCHU (TV), Plains Tv Corp., Springfield, Danville and Champaign, Ill.—Granted acquisition of negative control by each Herbert Scheffel and Alfred G. Burger of Transcontinental Properties Inc. through sale of stock by Paul F. Warburg to Transcontinental Properties Inc.

KWAC Bakersfield, Calif.—Granted mod. of license to operate trans. by remote control (second remote control point).

WYFS(FM), Winsonett Inc., Winston-Salem, N. C.—Granted mod. of license to change name to Fine Music Inc.

KBMS(FM) Los Angeles, Calif.—Granted mod. of license to change studio location and remote control point to 440 W. Broadway, Glendale.

KCBD-TV Lubbock, Tex.—Granted cp to change ERP to vis. 316 kw, aur. to 158 kw, type trans., correct geographic coordinates and redetermine trans. and studio locations; ant. height 760 ft.

WITN-TV Washington, N. C.—Granted cp to install auxiliary trans. at main trans. site.

WCYB-TV Bristol, Va.—Granted cp to install auxiliary trans. and ant. at main trans. site.

WBNX New York, N. Y.—Granted cp for installation of new trans.

WHOA San Juan, P. R.—Granted mod. of cp to change ant.-trans. location to 0.75 miles east of Pajaro, and change type trans.

WKQY Bluefield, W. Va.—Granted mod. of cp to change studio and remote control location.

WUPY Lynn, Mass.—Granted authority to remain silent for period ending July 5; condition.

KMET Paradise, Calif.—Granted extension of authority to May 2 to remain silent.

WFAW(FM) Fort Atkinson, Wis.—Granted

extension of authority from April 2 to July 2 to remain silent.

KAIM Honolulu, Hawaii.—Granted mod. of cp to operate trans. by remote control.

Following stations were granted extensions of completion dates as shown: WVUA-TV New Orleans, La., to Nov. 5; WNIA Cheektowaga, N. Y., to Aug. 1; WMMF-FM Westport, Conn., to Sept. 28; WNFN(FM) Naples, Fla., to July 8; WRVM-FM Rochester, N. Y., to Sept. 6; WTPR (main & aux. trans.) Paris, Tenn., to May 31; WDCX (FM) Buffalo, N. Y., to Sept. 15; KJIM-FM Fort Worth, Tex., to May 31.

Morongo Basin Tv Club Inc., Twentynine Palms & Twentynine Palms Marine Base, Calif.—Granted cp for new vhf tv translator station on ch. 80 to translate programs of KARC-TV (ch. 7) Los Angeles, Calif.

Village of Orchard, Orchard, Neb.—Granted cp for new vhf tv translator station on ch. 8 to translate programs of KTIV (ch. 4) Sioux City, Iowa.

W. D. Baldwin, Pennington Gap, Va.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of WBIR-TV (ch. 10) Knoxville, Tenn.

Granted cps for following vhf tv translator stations: Moffat County on ch. 10, Powder Wash, Colo., to translate programs of KOA-TV (ch. 8) Denver, Colo., via intermediate translators; Powderville Tv Assn. on ch. 9, Powderville, Mont., to translate programs of KOOK-TV (ch. 4) Billings, Mont., via intermediate translators.

Actions of April 11

North Tillamook Tv Translator Inc., Rockway, Ore.—Granted cp for a new vhf tv translator station on ch. 74 to translate programs of KGW-TV (ch. 8) Portland, Ore.

The A. S. Abell Co., Baltimore, Md.—Granted cp and license for new low power station.

WHEC-TV Rochester, N. Y.—Granted cp to change type ant.; make changes in ant. system, trans. and equipment and change ant. height to 500 ft.

WROC-TV Rochester, N. Y.—Approved supplemental engineering technical data submitted pursuant to report and order of July 27, 1961 in doc. 13858, for modified license of WROC-TV, to specify type ant., modified for simultaneous use by WROC-TV and WHEC-TV.

WRIG Wausau, Wis.—Granted change of remote control authority.

Corrected transmitter location and geographic coordinates in licenses previously issued WFAA-TV and KRLD-TV, both Dallas, Tex.

License renewals

WKJF(FM) Pittsburgh, Pa.—Granted (1) renewal of license, conditioned that licensee, within 45 days, discontinue main channel transmission of subscription background music and transfer all subsidiary service to its authorized SCA sub-carrier frequency, and (2) assignment of license and SCA to WKJF Inc., wholly owned by Mrs. Greer. Action April 12.

Rulemakings

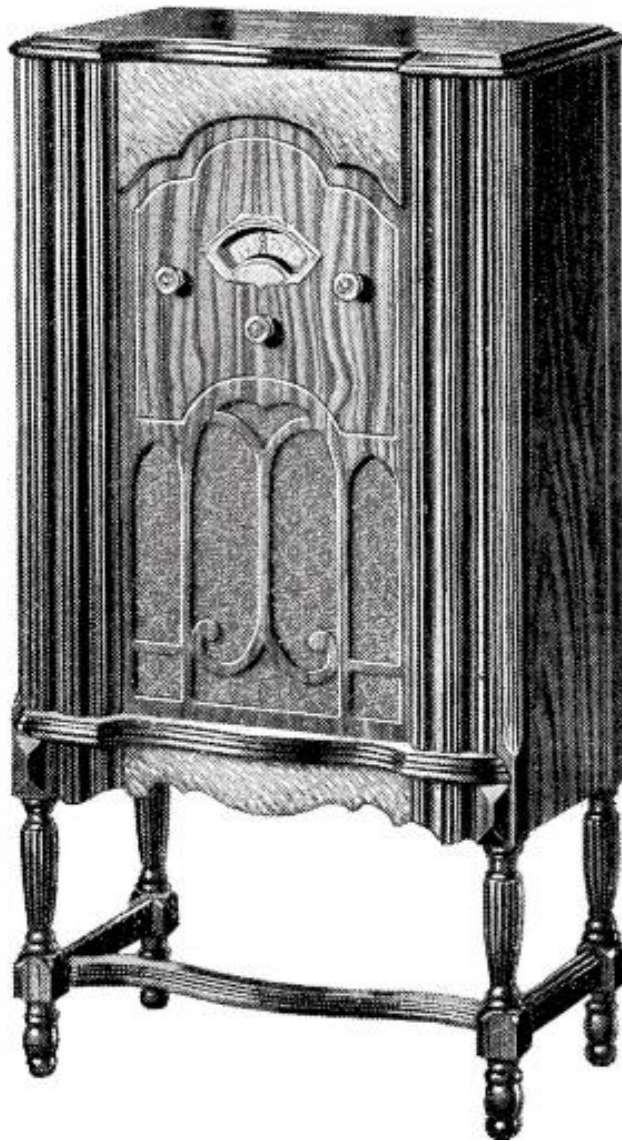
Commission has tentatively decided upon further rule changes it believes appropriate to carry out provisions of FCC Reorganization Act (Public Law 87-192 of August 31, 1961). In keeping with congressional purposes, thrust of these new rule changes is (1) to relieve commission of routine adjudicatory matters so as to enable it to devote more of its time to major matters of policy and planning and to more significant adjudication cases, and (2) to expedite handling of commission's large workload. Major device for accomplishment of these purposes is establishment of review board, consisting of senior and experienced commission employees, as contemplated by Public Law 87-192. Ann. April 12.

PETITIONS FILED

Sec. 3.606: Duhamel Broadcasting Enterprises, KOTA-AM-TV, Rapid City, S.D. (3-30-62)—Requests amendment of rules so as to allocate ch. 11+ for use in Lead, S. D. Ann. April 13.

Sec. 3.606: Patchogue Bestg. Inc., WAPC-AM-FM Riverhead, N. Y. (4-2-62)—Requests amendment of rules so as to allocate ch. 53 to Riverhead, N. Y. area. Ann. April 13.

Sec. 3.606: North Dakota Bestg. Inc., et al, Bismarck, N. D. (4-9-62)—Requests amendment of rules so as to reassign vhf ch. 7 from Jamestown, N. D. to Bismarck, N. D. and reservation of ch. for non-commercial educational use. Ann. April 13.



In 1937, approximately 40,000,000 radios were entertaining the American public. Television was a gleam in the eye of the broadcasting industry. In 1962, more than 170,000,000 radios are in use, and television is part of our culture. ■ In 1937, only 1 in 7 persons was cured of cancer. Today, 1 in 3 is being saved. ■ Your progress helped make our progress possible. The vast strides made in broadcasting, the huge audiences reached, enabled us to bring life-saving information and research needs to the eyes and ears of millions of people. ■ Despite the tremendous gains in controlling cancer since the American Cancer Society launched its first national public education and fund-raising campaign in 1937, we are still far from total victory. ■ Please help us go the distance. During 1962, Cancer Progress Year, be especially generous in donating time to the American Cancer Society, and bringing its life-saving messages to your audiences.

AMERICAN CANCER SOCIETY



OUR RESPECTS to Robert Patrick Sutton, vp, general manager, KNX Los Angeles

More and better talk on radio, with KNX in the vanguard

Not long after the election of Samuel B. Yorty as mayor of Los Angeles, Robert P. Sutton, vice president and general manager of KNX, CBS-owned radio station in that city, broadcast an editorial attacking the city's "one-man rule" under its new mayor. In line with CBS policy recognizing that the right to criticize entails the responsibility to afford an opportunity to reply, Mr. Sutton made the KNX microphone available to the mayor, who used it so well that the station manager was impressed. "Here," he told himself, "is a broadcasting talent I'd like to have on KNX, no matter how controversial his political philosophy may be."

Mr. Sutton went to work at his persuasive best, which his associates will tell you is very good indeed. Before Mayor Yorty left the studio he had agreed to return for 45 minutes a week. On *Ask Mayor Yorty* he answers questions as they are phoned in, dealing with them directly with no chance to duck the tough ones. Today, nine months after its inception, *Ask Mayor Yorty* is still required listening for any one interested in Los Angeles local politics or civic problems.

Born in a Trunk ■ Bob Sutton's emphasis on the informational side of programming is perhaps a reaction to his early years in vaudeville, where the exclusive aim of every performer was to entertain the audience out front. Born June 16, 1909, in Ogden, Utah, where his 17-year-old stage-struck mother left him with his grandmother while she went on the road, Robert Patrick Sutton made his own stage debut at four. For the next 25 years his home was more often than not a hotel bedroom or a theater dressing room. School was an unwelcome but unavoidable interruption of his real life in the theater, made bearable only by summer vacations and extended Christmas holidays when he would join his mother and stepfather (known professionally as Browne & LaVelle). He usually got into the act himself.

After attending a number of schools, Bob got his high school diploma in South Haven, Mich., in 1927. That fall he entered Albion College (in Albion, Mich.) but his academic career ended abruptly in the middle of his sophomore year when he and the college president disagreed on the relative importance of off-campus night life and class attendance.

This came just as his folks were leaving for an engagement in Australia, so he joined them in a tour that took them there, and then to South Africa and England, finally landing them back in

New York in 1931 at the bottom of the depression. Things were tough, but Bob was booked into a dance act with five girls. His protest that he was no dancer was refuted by "We don't leave for 10 days, so learn." "I did and we ate that winter," he says.

Then Came Radio ■ The next year, Bob's folks made a guest appearance on *Johnny Murray's Sunday Night High Jinks*, a weekly radio program on KFWB Los Angeles, and were invited to become regular performers on the show. This called for new material each week and Bob joined them to write it.

Miles Labs had hit the radio jackpot with the *WLS Barn Dance* in the Midwest and was looking for a duplicate on the West Coast. The result was *Comedy Stars of Hollywood*, broadcast on 185 stations across the land, with Browne & LaVelle as star-hosts and Bob Sutton as writer. The program in time became a stage show, subsidized by Miles, and Browne & LaVelle were back on the road, with Bob as m.c. and band leader.

After Miles withdrew its support, the show folded in Minneapolis. Browne & LaVelle then persuaded WCCO to star them in a 6-7 a.m. weekday musical-variety series. "I fell in love with the city, the station and the staff organist," Bob declares. In 1939 he went to work for WCCO as script writer. In March of 1941 he married Ramona Gerhard, the WCCO organist and noted concert pianist as well, and in June of that year he became program director of WLOL Minneapolis.

Teacher and Student ■ With the com-

ing of World War II, Bob Sutton enlisted in the Navy. When asked what his work had been, he answered "radio" and was promptly told to teach code to a group of cadets. When he protested that he didn't know code, he was told to learn it and, as with the dancing, he did. "I managed to stay about two words ahead of the class and got by all right," he says. Adding this knowledge to technical information he'd gleaned from conversations with station engineers, Bob got a first-class ticket from the FCC. At the end of 1943 he shipped out as an aviation radio man. He logged more than 1,100 hours in DC-4's up and down the Pacific.

The war over, Bob returned to WCCO as a writer-director. In 1948 he was promoted to program director and four years later he moved to KNX in the same capacity. On March 27, 1961, he was made general manager of KNX and of the CBS Radio Pacific Network, and a vice president of CBS Radio.

The New Radio ■ *Ask Mayor Yorty* is a good example of the kind of programming that Mr. Sutton has been giving KNX. "Radio has changed completely," he says. "Once it was a family theater in the living room, much as tv is today. Now radio is a companion and an informant. We feel we are in the forefront of creating a new kind of radio journalism that covers much more than the so-called 'hard news' of the day."

"I'm confident there'll be more talk, more good talk, more informative talk, on radio in the years ahead than there is even today. I'm going to do my best to keep KNX in the vanguard of this movement."

Other CBS-owned stations are KNX-FM and KNXT (TV) Los Angeles, WCBS-AM-FM-TV New York, WBBM-AM-FM-TV Chicago; WCAU-AM-FM-TV Philadelphia; KCBS-AM-FM San Francisco; KMOX-AM-TV St. Louis, and WEEI-AM-FM Boston.

The Suttons live in a gracious Spanish-style home in Pasadena with their son John, now a freshman at the U. of Southern California. Weekends usually find them at Dana Point, living in their trailer. Mrs. Sutton plays the organ at church; the men go scuba diving, a sport which has virtually replaced sportscar racing as Bob's major hobby (although he still keeps a Siata Spyder in his garage, just in case). He belongs to the Dana Strand Club and the Jonathan Club, and is a board member of the Hollywood Advertising Club and secretary and a board member of Southern California Broadcasters Assn.



Robert Patrick Sutton
The new radio journalism

Time to bury the Peabody

THE Peabody Awards committee defiled its purpose and defamed those it sought to honor last week by bestowing a special award upon the chairman of the FCC.

The Peabodys purportedly honor the most distinguished and meritorious public service by radio and television. There is no room in that description for an award to any government regulatory official.

The gratuitous award to Newton Minow and the fulsome language in which it was conveyed inevitably cast doubt on the worthiness of the legitimate winners. How many of them, an on-looker must ask, would have done what they did if Newton Minow hadn't been standing over them with his whip—doing his bit, as the citation says, "to rescue the wasteland from the cowboys and private eyes"?

The question is inescapable. The implication is slanderous nonsense.

The citation also dishonors the chairman's FCC colleagues as much as it honors him when it calls him "the most courageous, responsible and energetic FCC commissioner in years."

We have long said that too many awards are passed out in tv and radio. On the strength of their performance this year in attempting to equate questionable government regulation with creative programming performance, we nominate the Peabodys for permanent retirement.

Formula for government take-over

IF the recommendations released last week by the Senate Subcommittee on Freedom of Communications were adopted, broadcasters might as well put on Western Union messenger caps and trade in their transmitters for bicycles.

The subcommittee has proposed a set of rules to govern "fairness" in the presentation of controversial issues on radio and television. As described in detail elsewhere in this issue, the proposed rules are numerous and seemingly complex. They may be distilled, however, to a simple recommendation: Put the FCC in charge of directing all radio and television programs that contain any element of controversy. The rationale is as simple as the recommendation: Broadcasters are less capable than politicians to direct the presentation of important issues. The recommendation and rationale were stated by the subcommittee almost in so many words.

At one point the subcommittee recommended the bald repeal of the First Amendment through an addition to the anti-censorship provision of the Communications Act. As now written, the act explicitly prohibits the government from censoring or interfering with the "right of free speech by means of radio communications." To that the subcommittee would add:

"Nothing in this act or the foregoing sentence shall prevent the Federal Communications Commission, acting upon a complaint in an 'editorial fairness' case, to direct a licensee to make time available and present the opposing position or a particular person in order that the paramount right of the public to be informed on all sides of public issues be preserved."

Preceding observations of the subcommittee made it clear that "editorial fairness" would not be confined to broadcast editorials; it would apply to the presentation of any kind of controversy in any form.

And this snide appraisal of broadcaster competence appeared elsewhere in the subcommittee's recommendations: "Those who test the public response and rate programs

accordingly for entertainment value or the sale of commercial products may not be the best judge to analyze the citizen's quest for information or his taste for political controversy. Programs of a political nature in our society are a paramount public service responsibility of licensees. And the interposition of the licensee between the candidate and the public does not mean that the licensee is to act as a filter, substituting his judgment for that of the candidate as to what the American people want to know."

The subcommittee's recommendations, occupying more than nine legal-size pages of single-spaced typing, add up to an unforgivable slur on broadcasters, the American audience and the principles of democratic government. As signatories, Sens. Ralph W. Yarborough (D-Tex.), Gale McGee (D-Wyo.) and Hugh Scott (R-Pa.), have endorsed the proposition that all politicians are infinitely wise and all other citizens so stupid they must be force-fed the diet of information that politicians prescribe.

The Yarborough-McGee-Scott report is its own best argument against its appraisal of politicians.

Chance to toot a horn

ALL radio and television stations have been asked to participate in a fund-raising drive to build a permanent headquarters for the American Symphony Orchestra League. The drive represents an opportunity for that happy combination of self-interest and public service.

As broadcasters have been advised in information mailed to them by Carl Haverlin, president of BMI and chairman of the steering committee of the fund drive, the symphony league hopes to build a \$1 million music center in the Virginia countryside near Washington, D.C. A 40-acre site has already been donated by Mrs. Jouett Shouse, a philanthropist and chairman of the President's Music Committee of the People-to-People program. Edward Durell Stone, eminent architect, has donated the plans.

The symphony league is the national association of symphony orchestras throughout the country. It has an active program of musical training that can be expanded once it acquires headquarters space.

Broadcasters have had much to do with the increase of musical interest in this country, and they are logical participants in this campaign. If the \$1 million drive succeeds, it will be because broadcasters succeed in persuading members of their audience to contribute. It's a good cause from which music—and broadcasters—can benefit.



"Who made out our vacation schedule? They've got Huntley and Brinkley taking the same two weeks off!"

9

%

Once again, the ratings prove KSTP-TV to be the leading station in the Twin Cities area.

And, most important, in the prime time periods 6:30 to 10:00 pm, Sunday through Saturday, KSTP-TV reaches 9% more homes per quarter hour than its nearest competitor. That's more homes than there are, for example, in the entire Reno, Nevada, or Rapid City, South Dakota, markets!

To reach and sell the Northwest market, your first buy — your basic buy — is KSTP-TV!

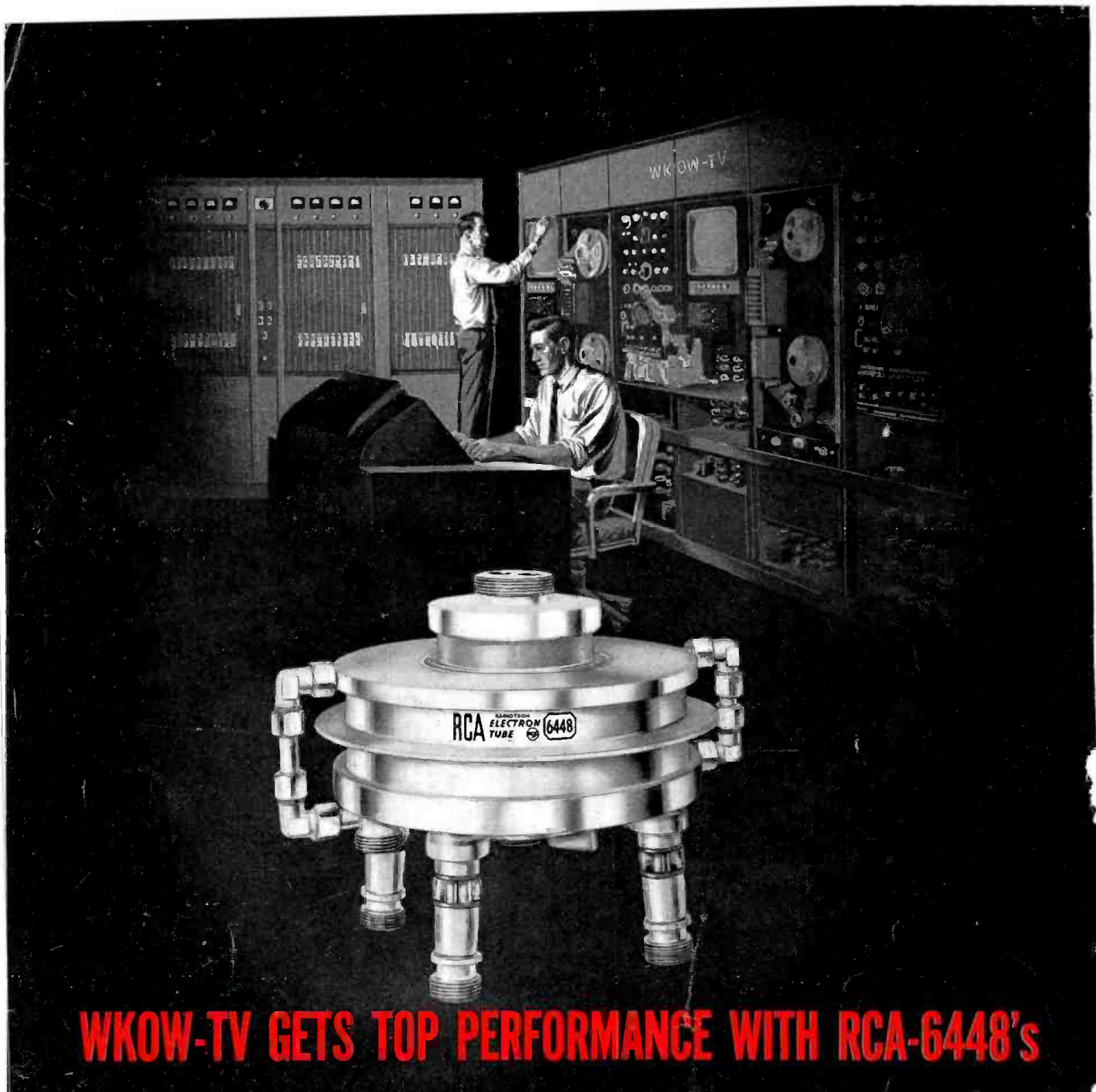
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February, 1967

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KSTP
TELEVISION

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MINNEAPOLIS — ST. PAUL



WKOW-TV GETS TOP PERFORMANCE WITH RCA-6448's



"Over the years, we have always experienced top performance with RCA power tubes," says Cloren E. Smith, Chief Engineer, WKOW-TV, Madison, Wisconsin.

WKOW-TV's experience with RCA-6448's, used for both audio and video, is that these RCA power tubes are still delivering top performance—after almost four years of operation with the original 6448 tube

complement in its RCA TTU-12A transmitter. At WKOW-TV, which broadcasts an average of 14 hours a day, RCA tube quality has meant lower tube and maintenance costs per hour of on-air operation.

WKOW-TV, operating on Channel 27, is one of many stations which, by following manufacturer's specifications, has obtained unusually long tube life. Your local RCA Distributor of broadcasting tubes handles all types to fill your needs.

RCA Electron Tube Division, Harrison, N. J.



The Most Trusted Name in Television