



BROADCASTING

TH

USAF Air University
Library Series Unit Acq Branch
(01-600) 62-7547
Maxwell Air Force Base
Montgomery Ala

NO 21K

Y 10C

19784

APR 63 AM

VISION AND RADIO

APRIL 30, 1962

Tv spot in blossom. Sales pass annual goal,
say 9 out of 10 stations 27

Survey of the FCC's organization exhumes
Kennedy plan 40

NEWSPAPER

Newspaper group by 4A's is aimed directly
at radio-tv advertising 28

Newspaper group plans to make another pitch
for tv's big accounts 36

COMPLETE INDEX PAGE 7

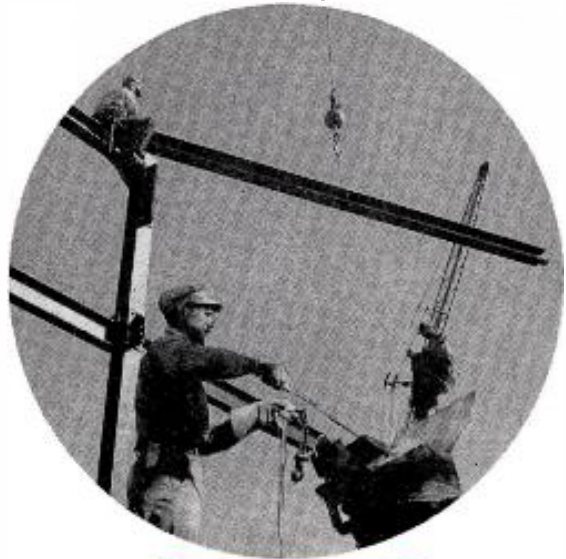
ALBUQUERQUE, NEW MEXICO

Congratulations on your superb record of service
to the Southwest and the radio broadcasting
industry during the past 40 years

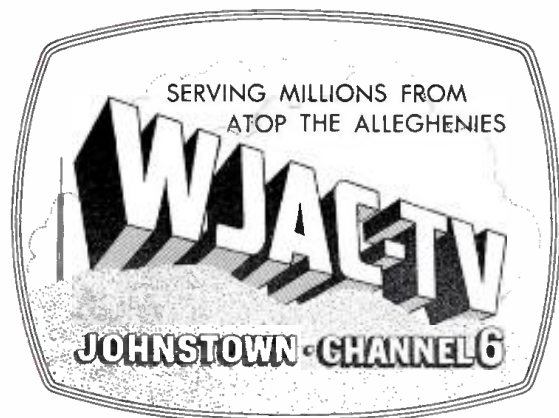


things are looking-up
IN THE JOHNSTOWN-ALTOONA MARKET

**INDUSTRIAL
CONSTRUCTION**



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



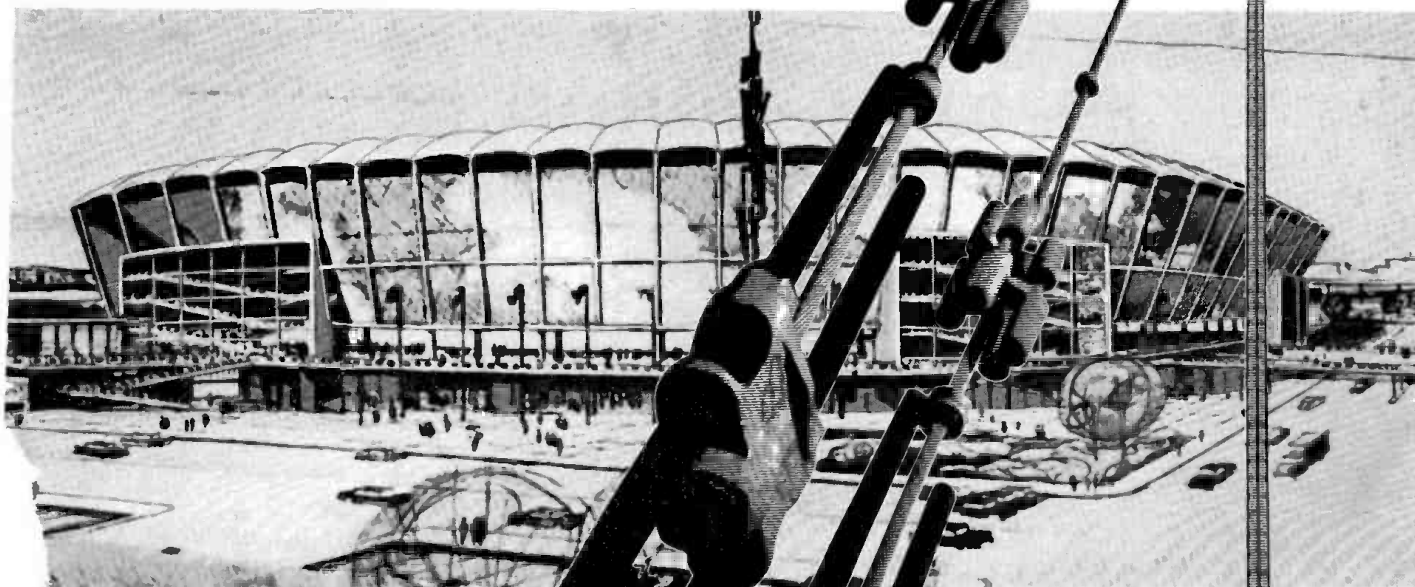
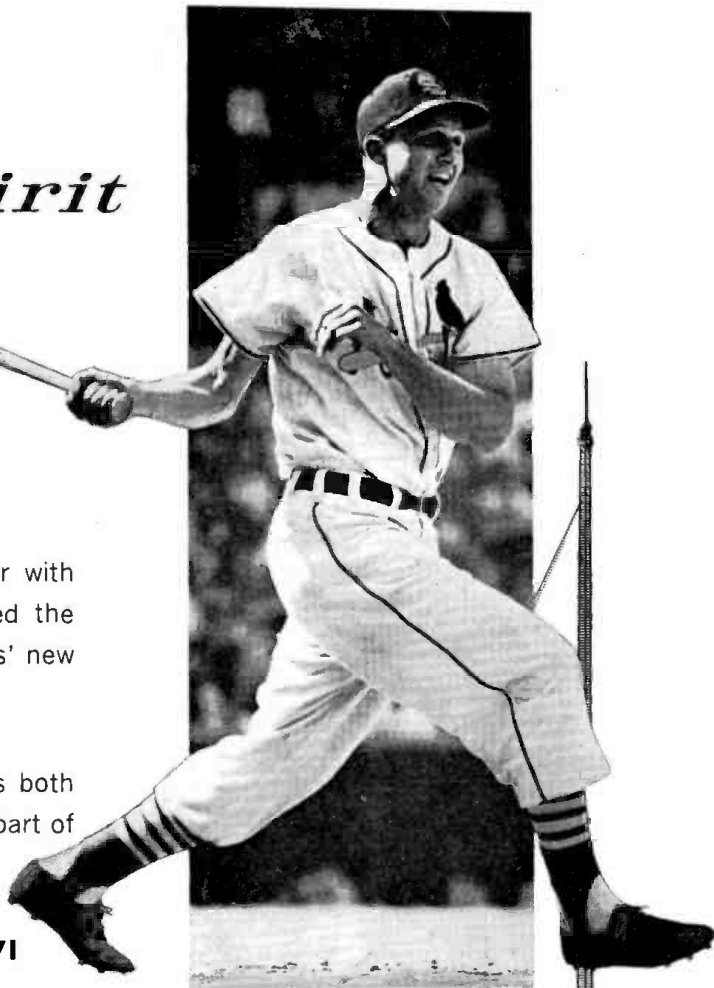
Get all the details from . . .
HARRINGTON, RIGHTER and PARSONS, INC.

The NEW Spirit of St. Louis

STAN MUSIAL, now starting his twenty-first year with the St. Louis Cardinals, successfully spearheaded the recent drive that is turning the dream of St. Louis' new stadium into a concrete-and-steel reality.

KTVI salutes Stan Musial, a symbol of greatness both in athletic prowess and community leadership — part of the New Spirit of St. Louis.

in St. Louis the quality buy is KTVI



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

KTVI
CHANNEL
2
ST. LOUIS



Represented
nationally by



HEFTY SUPERIORITY



Each week, according to the latest Nielsen Coverage Service, KRLD-TV reaches 27,680* more TV Homes than the second-ranking station and 79,800 more than the next runner-up.

This means that the average weekly schedule on Channel 4 in one year produces 1,439,360 more TV impressions in the Dallas - Fort Worth market than the number 2 outlet, and a whopping 4,149,600 more than station number 3.

Take advantage of Channel 4's hefty superiority. See your Advertising Time Sales representative.

*NCS '61

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Libel insurance

Libel insurance rates, notably for newspapers, are being re-evaluated by companies specializing in field because of sharp increase in judgments against newspapers, along with jump in number of claims settled out of court. Employers Reinsurance Corp., Kansas City, largest in business, says that in past three years number of judgments requiring settlement has trebled in newspaper field.

Experience in radio-tv has been less severe but concern is being evinced over expansion of editorializing on the air. William A. Hannon, vice president of Employers Reinsurance, said last week that because of recent experiences, companies are approaching underwriting of newspapers with extreme caution.

Daytimers compromise

Only foreseeable compromise in quest of daytimers for extension of hours of operation (as mentioned in FCC testimony before House Communications Subcommittee) is in respect to 28 limited-time stations which now operate until local sunset. Under FCC proposal, their operations would be limited to local sunset at site of dominant station. There's no likelihood of FCC acceding to blanket authorization of 6 a.m. to 6 p.m. operation for all daytimers on ground that there's no compromise with engineering principles if disastrous interference is to be avoided.

Summer rates not so hot

Though NBC executives say their new July-August reduction in station compensation rates won't cut affiliates pay below last summer's level, thanks to gain in summer sales (CLOSED CIRCUIT, April 23, 1962), some affiliates say their own arithmetic is less promising on basis of quick calculation. Stations estimate their compensation for these months will be \$5,000 to \$10,000 less than in July and August last year.

Shy at sales agents' gouge

That extra 10% tacked onto tv shows by sales (talent) agents has networks' backs up. Some tv film production executives have found networks passing up, where possible, properties which have customary overrides for talent commissions. It's noted that agents' 10% price continues even after series goes off network and into rerun. Networks have

CLOSED CIRCUIT

dropped obvious hints that they'd rather deal directly with producers.

BAH objectivity challenged

Now that Booz, Allen & Hamilton management survey of FCC has been made public (see page 40), question of objectivity has been raised anew. "Who wrote this, (FCC Chairman) Newt Minow?" Hill source asked upon reading recommendations. Knowledgeable critics at FCC said BAH attacked "picayune" matters known to be special targets of chairman's office. Point also is made that surveyors spent average of 15 minutes with other commissioners and key staffers but had constant and continuing liaison with chairman's office while recommendations were being drafted.

In recommending that FCC delegate much of its authority to chairman, report praises "positive leadership" of Mr. Minow—although he is not mentioned by name. On one recommendation which soon will be carried out—establishment of staff review board (BROADCASTING, April 23)—six commissioners are jealously guarding their equal voices in selection of members.

From kilocycles to kilowatts

Slated for appointment as general counsel of Federal Power Commission is Richard A. Solomon (not "Sullivan" as reported in gossip column last week). For past three years in Antitrust Division of Department of Justice and for preceding 17 years on legal staff of FCC, finally as assistant general counsel in charge of litigation. Mr. Solomon joined Department of Justice in 1959.

Lindquist to RAB?

Among candidates under consideration for presidency of Radio Advertising Bureau, being vacated by Kevin Sweeney, is Lansing R. Lindquist, veteran broadcasting and agency executive, now in consultancy work in New York. Mr. Lindquist has been vice president of Ketchum, MacLeod & Grove, Pittsburgh and New York, and McCann-Erickson, New York, and developed Westinghouse sponsorship of political conventions dozen years ago. Mr. Sweeney, after 10 years as RAB head, has resigned effective next Feb. 28 but has not announced future plans though they're expected to be in station ownership operation.

Fee system findings

Agencies harboring doubts about fee system of agency compensation as effective substitute for traditional media-commission system—and most agencies do have serious doubts—ought to check Ogilvy, Benson & Mather. OB&M and client Shell Oil made headlines year and half ago by putting (1) all Shell consumer advertising money into newspapers and (2) their own agency-pay arrangements on fee basis. Good chunks of Shell money have since been allocated to tv, but word at OB&M is that fee system not only is working to great satisfaction of both agency and client but also is compensation basis used by OB&M with all clients signed since Shell switch-over. With some clients it has been used since pre-Shell days.

Simplified radio

There's been no publicity and none is planned, but RAB is creating "simplification committee" to find new ways through paper-work jungle separating radio sellers from radio prospects and thus make radio easier for advertisers to buy. Committee will be composed of both station and station-representative people, about 200 in all, some from RAB board, some not. It's not meant to work counter to spot clearing-house services currently offered by independent firms, but to devise simplifications that'll help in any event. Unlike many trade-association committees, it'll shoot for fast results, not long-range theories.

First Metro client

New Metro Broadcast Sales, company-owned station representative unit of Metromedia, expected to sign first outside station soon—WCBM Baltimore.

Reading by radio?

Colombia may be first nation where U. S. Peace Corps begins its program of teaching literacy by broadcasting (CLOSED CIRCUIT, April 23). Last week Gordon McLendon, well-known U. S. radio broadcaster, flew to Colombia at request of Sargent Shriver, Peace Corps director, to make preliminary survey. It's expected that in some underdeveloped countries radio will be main instrument of Peace Corps plan because of lack of tv facilities.

New... on Detroit's WJBK-TV

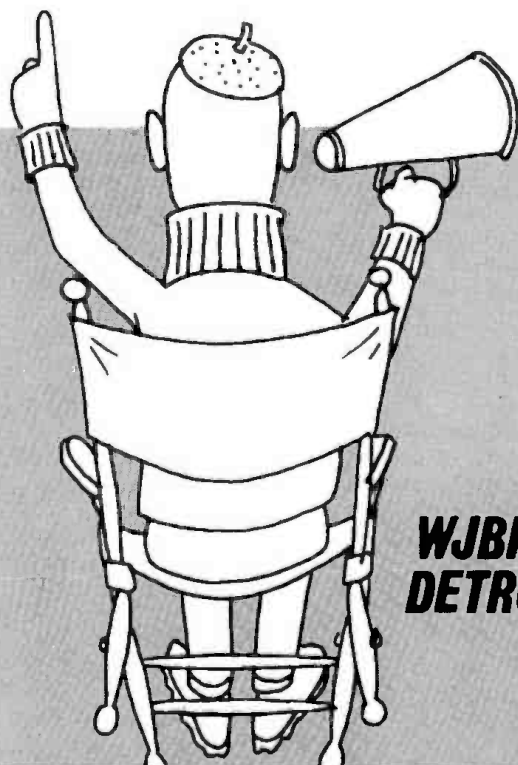
PREMIUM MOVIES IN PRIME EVENING TIME

Thursdays, 7 to 9 P.M.

**THURSDAY
M★VIE
DATE★**

60-Second Announcements Now
Available in the Pick of the Pictures*

Looking for prime 60's with a selling punch? Here they are,
in an all-star lineup on Detroit's Channel 2. Call your Storer
rep now for first choice of the avails.



**WJBK-TV
DETROIT**

2

*TITLES AND STARS LIKE THESE,
CHOSEN AND TIMED FOR
FAMILY VIEWING

STRANGERS ON A TRAIN, 1951
Farley Granger, Ruth Roman
THE SEARCHERS, 1956
John Wayne, Natalie Wood
CALL NORTHSIDE 777, 1948
James Stewart, Lee J. Cobb
PRINCE OF FOXES, 1949
Tyrone Power, Orson Welles
THE WHIRLPOOL, 1949
Gene Tierney, Jose Ferrer
PINKY, 1949
Jeanne Crain, William Lundigan
ALL ABOUT EVE, 1950
Bette Davis, Marilyn Monroe
THE BLUE DAHLIA, 1946
Alan Ladd, Veronica Lake
VIVA ZAPATA, 1952
Marlon Brando, Jean Peters
THE CRIMSON PIRATE, 1952
Burt Lancaster
A STAR IS BORN, 1955
Judy Garland, James Mason
COME FILL THE CUP, 1951
James Cagney, Phyllis Thaxter
TEA FOR TWO, 1950
Doris Day, Gordon MacRae
THE DAMNED DON'T CRY, 1950
Joan Crawford, Steve Cochran
THE BIG LIFT, 1950
Montgomery Clift, Paul Douglas
HOUSE OF STRANGERS, 1949
Susan Hayward, Edward G. Robinson

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

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

WEEK IN BRIEF

Tv spot business is fine, thank you. A survey conducted by BROADCASTING shows nine out of 10 stations report their sales are above 1961. Minute spot availabilities in short supply. See lead story . . .

TV SPOT BLOSSOMING . . . 27

Advertising agencies have taken a bold step to remove the irritation from radio and tv commercials. The AAAA last week adopted a creative code aimed directly at the most-criticized phases of advertising. See . . .

AAAA ADOPTS CREATIVE CODE . . . 28

A professional survey team, after analyzing the workings of the FCC, has proposed a new power train—a chairman with super power and executive director reporting to him instead of Commission. See . . .

BONES OF JFK'S PLAN . . . 40

Newspapers are out to grab the topflight users of tv advertising. Last week the Bureau of Advertising warned it will go after P&G, Kraft and some of the other heavy users of network and spot tv. See . . .

NEW TV BILLING GRAB . . . 36

Those letters from the FCC staff are getting more numerous, with some licensees critical of the trend. In one week a score of midwestern radio stations received letters about renewal filings. See . . .

BACKTALK TO FCC LETTERS . . . 48

Conelrad is gone. The plan to keep enemy planes from homing-in on broadcast signals has outlived its usefulness. Not yet decided—what to do with the industry's heavy investment in this defense system? See . . .

THE END OF CONELRAD . . . 44

Looks as though the Sec. 315 equal-time bill is back in the freezer for another year. This critical measure faces little prospect of action, possibly because the 1964 elections are still far off. See . . .

SEC. 315 BILL ON ICE . . . 48

The solemn warnings about an abortion episode in the CBS-TV "Defenders" led only 10 affiliates to drop the program, which the network has described as representing a step in the march to maturity. See . . .

ONLY 10 'DROP' DEFENDERS . . . 56

When newspapers are shut down by strikes, radio-tv can be counted on to keep the news-hungry informed. Duluth and Minneapolis, strike victims, have benefited from the stepped-up broadcast service. See . . .

RADIO-TV FILL STRIKE VOID . . . 54

While commercial ties with the Far East get closer. U. S. advertising agencies looking in that direction must plan carefully. This is the word from a leading agency practitioner in that area. See . . .

AD AGENCIES' WORLD UNITY . . . 70

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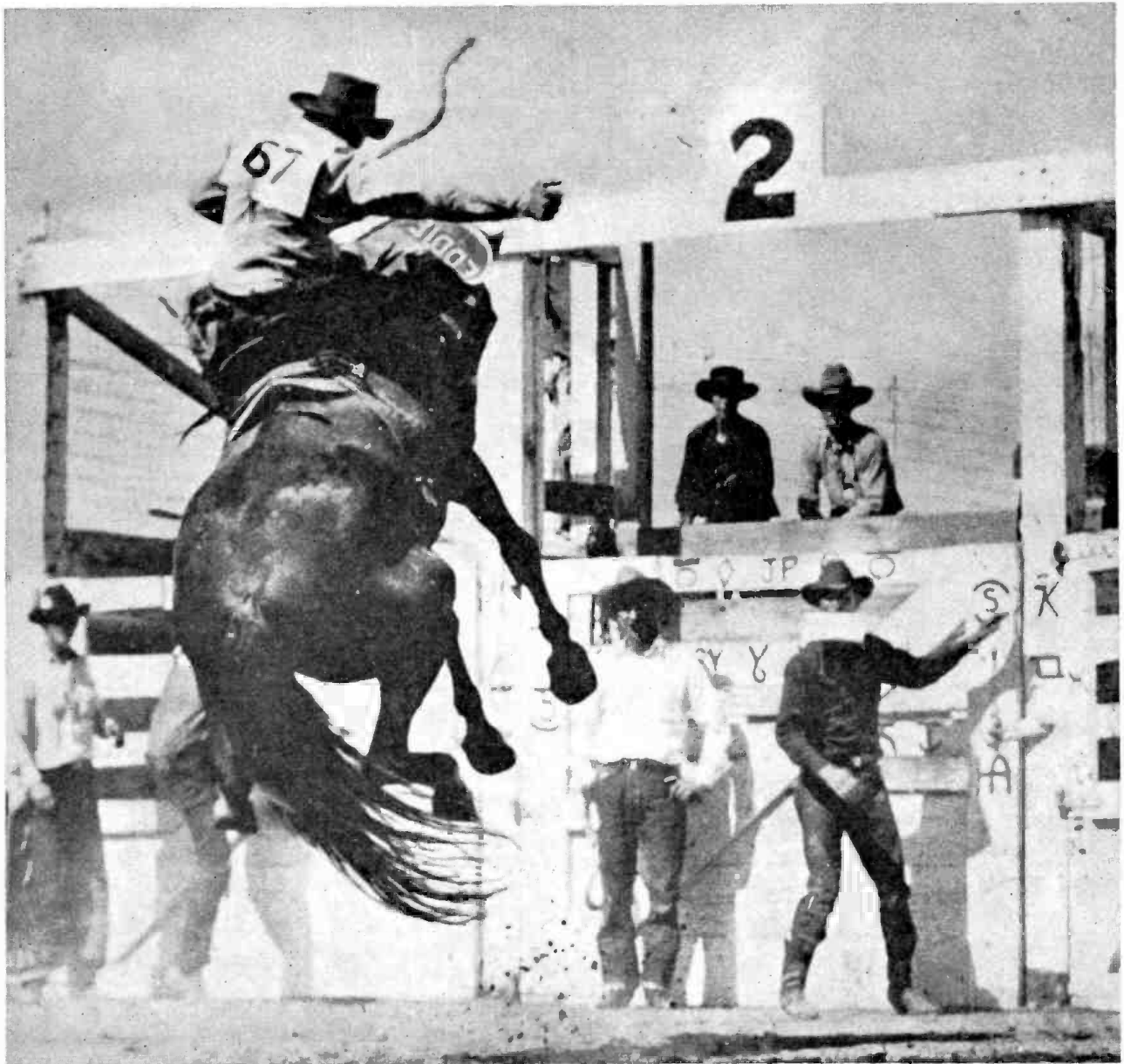


BROADCASTING

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



How big is the audience for this kind of excitement?

Rodeos—and we can prove it—are big for television.

Build a show around the spills and thrills of the rodeo circuit, put it into the 9 PM spot on Monday night, following *The Rifleman*, leading into *Ben Casey* . . . and you're coming on strong.

You're coming on with *Stoney Burke*, ABC-TV's

explosive new series.

And your audience is there. Waiting.

This was abundantly demonstrated on March 11, on ABC's *Wide World of Sports*, when the Tucson Rodeo rode off with a 21.4 rating. Far and away the No. 1 program for the entire time period from 5 to 6:30 PM.*

In fact, 50% better than

a sports spectacular on Net Y at 2:30 to 4 the same afternoon.

Stoney Burke also comes on strong with authentic rodeo sight and sound, with plenty of story muscle and with one Jack Lord in the lead. For this new talent, a meteoric rise to top TV popularity, Efrem Zimbalist and Vince Edwards fashion,

is in the cards.

Whatever it takes to make it big, *Stoney Burke* has it. Big.



COMING ON ABC-TV "STONEY BURKE," STARRING JACK LORD.

*Source: Nielsen National TV Index, total audience, March 11, 1962.

Harper would sound public on ad practices

AAAA CHAIRMAN PROPOSES MEMBERSHIP RESEARCH PLAN

Proposal for continuing research project to get public's verdict on what advertising and commercial practices are offensive or in bad taste was made by Marion Harper Jr. of Interpublic Inc., AAAA chairman, in talk prepared for delivery (Saturday) at convention of American Assn. of Advertising Agencies at White Sulphur Springs, W. Va. (see page 28).

Mr. Harper also warned that J. Kenneth Galbraith, ambassador to India and often regarded as leading anti-advertising spokesman for Kennedy Administration, told him recently that he believes advertising will be "most controlled industry in the U. S. within five years." Said the AAAA chairman: "This sorry forecast may not come to pass, but there are signs well worth notice."

Television Bureau of Advertising, which held board meeting in Cincinnati and at White Sulphur Springs, announced Friday it is setting up special committee to explore centralized method of disseminating available marketing data to advertisers. Donald L. Kearney, director of sales, Corinthian Broadcasting Corp., will be chairman of committee.

Mr. Harper thought determination of public attitudes toward recent change of tv station-break length from 30 to 40 seconds—"or even to 50 or 15" might be one kind of research to be included in project he proposed. Other possibilities related to tv and radio.

Such studies would be conducted in "a university research center" with costs paid by AAAA alone or in co-operation with advertisers or media.

TvB board said new group will work with advertisers, agencies and research firms.

TvB said it thinks it necessary to "better program" existing data (on such factors as audience characteristics, product profiles, consumption patterns and other information not being used by "marketers") because of electronic computers and that it will "investigate the rental of electronic computers on a long-term contract basis."

Other TvB board members who will serve on committee: Theodore Shaker, president, ABC-owned tv stations; Martin L. Nierman, executive vice president, Edward Petry & Co.; Lewis H. Avery, President, Avery-Knodel. Other

members are Norman E. Walt, WCBS-TV New York; H. Peter Lasker, Crosley Broadcasting Corp.; Edward Benedict, Triangle Stations, and Dr. Thomas E. Coffin, NBC.

Paul Rand Dixon, Federal Trade Commission chairman, told AAAA members April 28 that proposed FTC procedural plans are all aimed at removing uncertainty for businessmen.

On FTC plan seeking power to issue cease and desist orders, which has faced vigorous criticism in some quarters, Mr. Dixon said few if any AAAA members would be involved. "I should think you would applaud the fact that the FTC at long last could move fast enough against the few bums that are stealing your money and your reputation."

CBS-TV counts 179 to carry 'Defenders'

CBS-TV, in keeping careful count on stations clearing its "The Benefactor" abortion episode in *The Defenders* series on April 28, came up with new count Friday (April 27).

On eve of telecast, one station previously declining show decided to air it, while two others initially telecasting episode decided to cancel. Coming back:

Drewry on Peabodys

Dean John R. Drewry of U. of Georgia's School of Journalism, told WDOL Athens last Thursday that his role in administering Peabody radio-tv awards does not qualify him to comment officially on suggestion in *BROADCASTING* (EDITORIALS, April 23) that awards be abolished in light of one given FCC Chairman Newton N. Minow.

He said reaction to award was "pretty well balanced" between favorable and unfavorable comment. But he also noted that other awards, such as Nobel Peace Prize, have been criticized from time to time.

Dean Drewry said *BROADCASTING* had given "fair and complete coverage of the awards from the news standpoint."

WNBH-TV Binghamton, N. Y. Canceling; WCNY-TV Watertown, N. Y., and WOW-TV Omaha (also see story, page 56 for earlier list). Count as of April 27: 179 stations clearing, 11 declining.

WHDH-TV Boston management says it differs with CBS-TV's appraisal of *The Defenders* episode on abortion. CBS-TV termed series as having "established a reputation for presenting plays of contemporary significance with competence, integrity and taste."

WHDH-TV, which refused to carry "The Benefactor" episode, states series "actually . . . is an entertainment program calculated to arouse attention through the use of provocative themes." This, according to station, is unobjectionable unless theme is needlessly offensive to audience or is used as unlabeled propaganda vehicle. Fictional program creating sympathy for act which is criminal in all 50 states and against federal law cannot be condoned, WHDH-TV says, adding:

"Since in our opinion, the dramatic treatment would be shocking to many viewers, our responsibility as a licensee requires us to refuse the program."

Station said if question of amending law regarding abortion becomes public issue "WHDH-TV will be the first to exercise its right and duty to explore with viewers all pertinent aspects of the problem" with "support of responsible opinion and without recourse to the dramatic."

KTNT-TV, CBS to part; KIRO-TV to be primary

KIRO-TV Seattle will become primary affiliate for CBS-TV in Seattle-Tacoma area on Sept. 1. KTNT-TV Tacoma and KIRO-TV have both been CBS-TV primaries and have been sold at combined rate.

In arrangement with KTNT-TV, primary affiliation has been terminated by mutual consent as of Aug. 31. Network, it was learned Friday (April 27), is informing advertisers and agencies of change.

KTNT-TV brought \$15 million civil antitrust suit against CBS, charging conspiracy in violation of Clayton Act when CBS in 1958 switched its affiliation in Puget Sound area from that station to KIRO-TV. In May 1960 suit was settled, network taking on both stations with combined rate of \$1,300 per hour. CBS reportedly then paid KTNT-TV \$400,000 in settlement of triple-damage antitrust suit.

WEEK'S HEADLINERS



Mr. Erickson



Mr. Schaffer

George A. Erickson, executive vp and director, and **Franklin E. Schaffer**, vp, Doremus & Co., elected vice chairman and member of finance committee, and executive vp and director, respectively, of New York-based advertising agency. **Walter H. Burnham**, vice chairman, elected honorary vice chairman. Mr. Burnham will continue to direct certain account activities in addition to devoting himself to other business interests. Mr. Erickson joined Doremus in 1934 after four years with Stone & Webster Securities Corp. He was elected vp in 1943 and executive vp and director in 1953. Mr. Schaffer

came to Doremus in 1953 as account executive and was elected vp two years later. Mr. Burnham joined agency in 1919 as secretary. He was elected vp and director in 1933; executive vp in 1946, and has served as vice chairman since 1953.

Robert W. Tunison, manager of tv commercial department, **Leo Burnett Co.**, Chicago, elected vp in charge of tv commercial production. **Gordon Minter**, vp, named executive producer on special assignments in tv commercial production section, with headquarters in Hollywood. **Jackson Phelps** and **Peter F. Weber** appointed tv commercial department manager and manager of commercial service, respectively. Mr. Tunison joined Burnett 10 years ago as broadcast supervisor. He transferred to tv commercial department as manager in 1955. Previously, Mr. Tunison was associated with Newell-Emmett and Henri, Hurst & McDonald. Mr. Minter began with Burnett, Hollywood in 1951, was elected vp in 1956, and moved to Chicago in 1960. Previously, he was with KTLA (TV) Los Angeles.

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

KBTR to Intermountain as Denver key station

KBTR Denver joins Intermountain Network May 1 as Denver key station, according to joint announcement by John Mullins, KBTR president, and George Hatch, KALL Salt Lake City, network chairman. All Intermountain stations now have common good-music policy and are members of ABC Radio West hookup. KBTR will serve as important news origination point for Intermountain.

WTSP-TV sits tight, shuns 'interim' talk

Meeting has been called in Washington Wednesday (May 2) to explore possible interim operation on ch. 10 Tampa-St. Petersburg—but successful applicant will ignore discussions and FCC official said any proposal which results probably would be illegal.

WTSP-TV Inc. (WLCY St. Petersburg) won ch. 10 last January on 3-2 vote (BROADCASTING, Jan. 22). Petitions to reopen record, in which Broadcast Bureau concurs, are pending. WTSP-TV President Sam Rahall said contracts have been let and actual construction will start within month. Tar-

get date for operations is Jan. 1 or sooner.

"That meeting doesn't concern us and WTSP-TV's lawyer will not attend," Mr. Rahall said. Session was called by Florida Gulfcoast Broadcasters Inc., Suncoast Cities Broadcasting Corp. and Tampa Telecasters Inc. In addition to WTSP-TV, counsel for two other losing

WLBT-TV reconsiders

WLBT-TV Jackson, Miss., has agreed to sell 30 minutes of time to Rev. Robert L. T. Smith, candidate for Democratic nomination in congressional race, after first writing Negro minister that station felt it would be against public interest to permit use of its facilities by any congressional candidate.

Rev. Smith complained to FCC, which asked WLBT-TV basis of its decision not to sell time. Rep. John Bell Williams, incumbent seeking renomination, said he will not seek equal time and plans no use of broadcast media.

Other Jackson station, WJTV (TV), sold Rev. Smith 30 minutes late in December.

applicants, City of Jacksonville and Bay Area Telecasting Corp., also were invited.

AB-PT set to announce N.Y. building project

Date for start of construction of American Broadcasting-Paramount Theatres' long-planned 40-story headquarters building in New York's Lincoln Square area will be announced within next two weeks, according to reports last week.

New \$30 million skyscraper, which will rise on Columbus Avenue between 66th and 67th Streets, will be largest private structure on edges of Lincoln Center for Performing Arts, now under construction. AB-PT has been acquiring needed property since 1948.

No standing, says FCC, denying ch. 10 plea

FCC Friday dismissed request by South Florida Tv Corp. for permission to apply for ch. 10 Miami without specifying definite antenna site.

Ruling petitioner had no legal standing; FCC held it would be inappropriate to consider petition on merits since South Florida is only prospective applicant. South Florida has announced plans to file for ch. 10, now held by WLBW-TV, and prospective applicants have until May 20 to submit papers (BROADCASTING, March 26).

Noreen makes tv buys in nighttime network

Lehn & Fink Inc.'s Noreen color hair rinse will add nighttime network tv to its summer advertising schedule, it was learned Friday (April 27).

Noreen, which will put all its ad budget in tv this year, plans to reach new audiences with *Premiere Theatre* (Alcoa *Premiere* re-runs) on ABC-TV for 11 weeks starting in July. Also scheduled: participations in ABC-TV's *Room For One More* on May 5 and 19, and on CBS-TV's *Checkmate*, *Ichabod and Me* and *Password* on May 23, June 19 and June 26 respectively. Tv spot schedule for Noreen started this month in 30 markets. Fuller & Smith & Ross is Noreen agency.

Gillette radio-tv drive

Major share of Gillette Safety Razor Co.'s \$1 million Father's Day sales drive will go to radio-tv spot and network tv. During May 16-June 16 period, Gillette will advertise new razor features on three ABC-TV shows weekly (*Fight of the Week*, *Wide World of Sports* and *Surfside Six*), and it will also use tv spots in selected markets and 160 announcements by radio d.j.s in top 100 markets. Agency is Maxon Inc., Detroit.



We cordially invite you to visit the SESAC exhibit, Booth 15, at the AWRT convention, Sheraton-Chicago Hotel, to hear how to increase your station's profit potential with:

THE "DRUMMERS"*

Money-making musical program aids, pop — country & western

SESAC RECORDINGS*

All-new LP albums, designed to give your station the best in modern hi-fi sound

"JUST A MINUTE!"

Sixty-second showstoppers for those hard-to-fill programming slots

"REPERTORY RECORDINGS"

Widely acclaimed 45 RPM albums

SPECIAL PACKAGES

Introducing "MOOD MAGIC." Also "INSTANT SPORTS MUSIC," "A GOSPEL SING" and "CHRISTMAS SONGS AND SYMBOLS"

*trademarks

SESAC INC.

10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.



LOOK AT WHAT GENIUS CAN DO:

DAVID L. WOLPER is one of the truly creative minds of our industry. He has a special genius for producing dramatic non-fiction entertainment about colorful people and crucial moments in their lives.

Mr. Wolper infuses his productions with Integrity, Taste, Skill and—above all—Style. *Quality* characterizes “The Race for Space”, “Hollywood: The Golden Years” and his other highly successful one-shot “specials”.

Now, he’s applying his technique to a series of weekly half-hour “specials”. Title: “The Story of*”—

Each “special” dramatizes the world of sports, science, entertainment, art or public service. Mr. Wolper’s camera “writes” the real story of real people in challenging situations.

“The Story of*” is the prestige property with strong rating potential for stations seeking *quality* sponsors . . . for sponsors who want to reach their *entire* market.

the REAL STORIES

of

REAL PEOPLE

in

REAL, DRAMATIC SITUATIONS



Ordered by WNBC-TV New York
WJBK-TV Detroit
WTAE Pittsburgh
WWL-TV New Orleans
WKRC-TV Cincinnati
KOMO-TV Seattle
WTVN-TV Columbus, O.
KLZ-TV Denver

WVEC-TV Norfolk
WBEN-TV Buffalo
WKYT-TV Lexington
KHQ-TV Spokane
WTVT Tampa
WLBZ-TV Bangor
KNJ-TV Fresno
KOGO-TV San Diego

WRGB-TV Albany-Schenectady-Troy
KATU-TV Portland, Ore.
WMT-TV Cedar Rapids-Waterloo
WBRE-TV Wilkes Barre-Scranton
WSAZ-TV Huntington-Charleston
WCSH-TV Portland, Me.
WJTV-TV Jackson, Miss.
. . . and others

THE STORY OF *

*A JOCKEY
A TIGER HUNTER
A MATADOR
A DANCER
A PRISONER
AN INTERN
A RACE CAR DRIVER

THE STORY OF *

A SINGER
A TEST PILOT

TV's first series of weekly "SPECIALS" for local & regional telecast

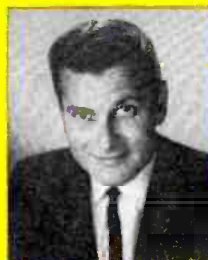
A BOXER
A CONGRESSMAN

THE STORY OF *

A NURSE
A TRIAL LAWYER
AN ARTIST
A WRESTLER
A COWBOY
A FOOTBALL COACH
A MODEL

THE STORY OF *

A DETECTIVE
A CLOWN
A REPORTER
A U.N. DIPLOMAT
A GEISHA GIRL
A COMEDIAN
A CARRIER JET PILOT



Host-Narrator
JOHN WILLIS

THE STORY OF *

A MAYOR
A PEACE CORPS WORKER... and others



WPTF

range programming with outstand-

ing staff personalities like Bill

"B.J." Jackson has made radio the

respected leader in a vital seg-

ment of the Southeastern market.



WPTF

Raleigh-Durham NBC
50,000 Watts - 680 KC

Dick Mason, General Manager
Gus Youngsteadt, Sales Manager

HENRY I. CRISTAL CO. National Rep.

DATEBOOK

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

*Indicates first or revised listing.

APRIL

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 1—Advertising Club of Los Angeles luncheon, 12 noon, Statler-Hilton. John Chancellor, Frank Blair, Louise King and other members of the cast of NBC-TV's *Today* will present the program.

*May 3—UPI Broadcasters Assn. of New Hampshire, annual meeting. Main speaker will be FCC Commissioner John S. Cross. Winnisquam House, Laconia, 6 p.m.

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 Genil 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 3-8, 1962—American Women in Radio & Tv, 11th 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. Saturday will be devoted to sessions on international communications and business communications.

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

May 4—Annual awards dinner, Radio-Tv Dept., Indiana U. Speaker will be Sol Taishoff, editor and publisher of *BROAD-*

CASTING. 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. Featured speaker is Henry Shapiro, UPI Moscow correspondent. San Jose State College, 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 5—Advertising Assn. of the West, 1962 District 5 conference. Santa Barbara Inn, Santa Barbara, Calif.

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 speakers will be RAB President Kevin B. Sweeney; William Sansing, McCann-Marschalk Inc.; Howard Bell, NAB vice president for industry affairs, and James Juntilla, assistant to chief, FCC Broadcast Bureau. Somerset Inn, Shaker Heights.

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

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

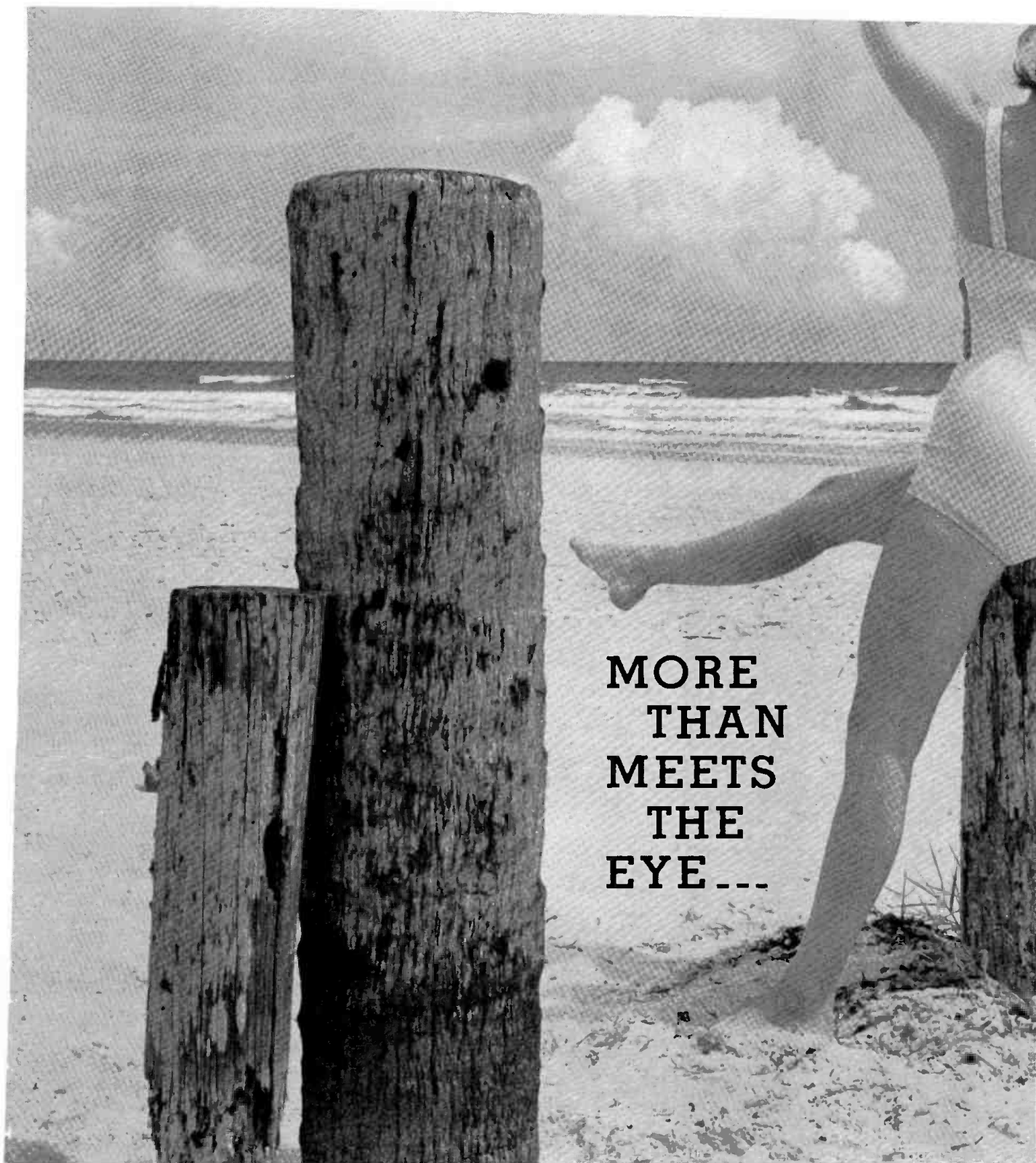
May 11 — Wayne State U. Mass Communications Div. annual awards banquet. Speaker will be Bob Banner, CBS-TV, and head of Bob Banner Assoc., New York. Carl's Chop House, Detroit, 8 p.m.

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

May 12—California Associated Press Radio-

TVB sales clinics

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



MORE
THAN
MEETS
THE
EYE...

The local scene can't give you a picture of what's seen in the booming *regional* market. WJXT cuts quite a figure in all of North Florida/South Georgia. Canny buyers can reach *215% more homes* per quarter hour outside the Jacksonville metro area. No other advertising medium comes close to WJXT in circulation or efficiency in covering this *total* market.

Dec. 1961 NSI. 6 AM-2 AM, Sun.-Sat.



JACKSONVILLE, FLORIDA

Represented by TvAR

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

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

RAHALL RADIO

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

WKAP RADIO 132

Allentown - Bethlehem - Easton

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

WLCY RADIO 138

Tampa - St. Petersburg, Fla.

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

WWNR RADIO 62

Beckley - W. Virginia.

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

WNAR RADIO 111

Philadelphia Area

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

WQTY RADIO 122

Jacksonville - Florida

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

RAHALL RADIO GROUP

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

Tv Assn., annual meeting. Yosemite National Park.

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

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

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

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

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

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

*May 15—Joint meeting of Hollywood and Los Angeles Advertising Clubs and Southern California Broadcasters Assn., luncheon, noon, at Los Angeles Statler-Hilton. Leonard Reinsch, executive director, James M. Cox stations, and chairman of the U. S. Advisory Commission on Information, will discuss broadcasting during the 1960 political campaign.

May 15-16—Council on Medical Television, fourth annual meeting. Speakers include Rep. John E. Fogarty, (D-R. I.) and FCC Commissioner Robert E. Lee. Clinical Center, National Institute of Health, Bethesda, Md.

*May 15-18—Variety Clubs International, 35th annual convention. Dublin, Ireland.

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

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

*May 16-17—Kentucky Broadcasters Assn., spring meeting. Featured speakers will be Vincent Wasilewski, NAB executive vice president; Kenneth Cox, FCC Broadcast Bureau Chief, and Chuck Tower, administrative vice president, Corinthian Broadcasting Corp. Sheraton Hotel, Louisville.

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

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

*May 17—Writers Guild of America, West, annual membership meeting, 8:15 p.m., Beverly Hilton, Beverly Hills, Calif. Election of directors of screen and radio-tv branches and presentation of awards to writers of winning tv and radio scripts of the 1960-61 season.

*May 17—Southern California Broadcasters Assn., luncheon meeting, 12 noon, at Michael's Restaurant. Bernard Weinberg, president, Milton Weinberg Adv. Co., will be guest speaker.

*May 17—Assn. of Broadcasting Executives of Texas, fourth annual "Betty" award banquet. Sheraton Dallas, Hotel, Dallas.

May 20-22—Assn. of National Advertisers,

BROADCASTING PUBLICATIONS INC.

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VICE PRESIDENT MAURY LONG
VICE PRESIDENT EDWIN H. JAMES
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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EDITOR AND PUBLISHER
Sol Taissoff

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

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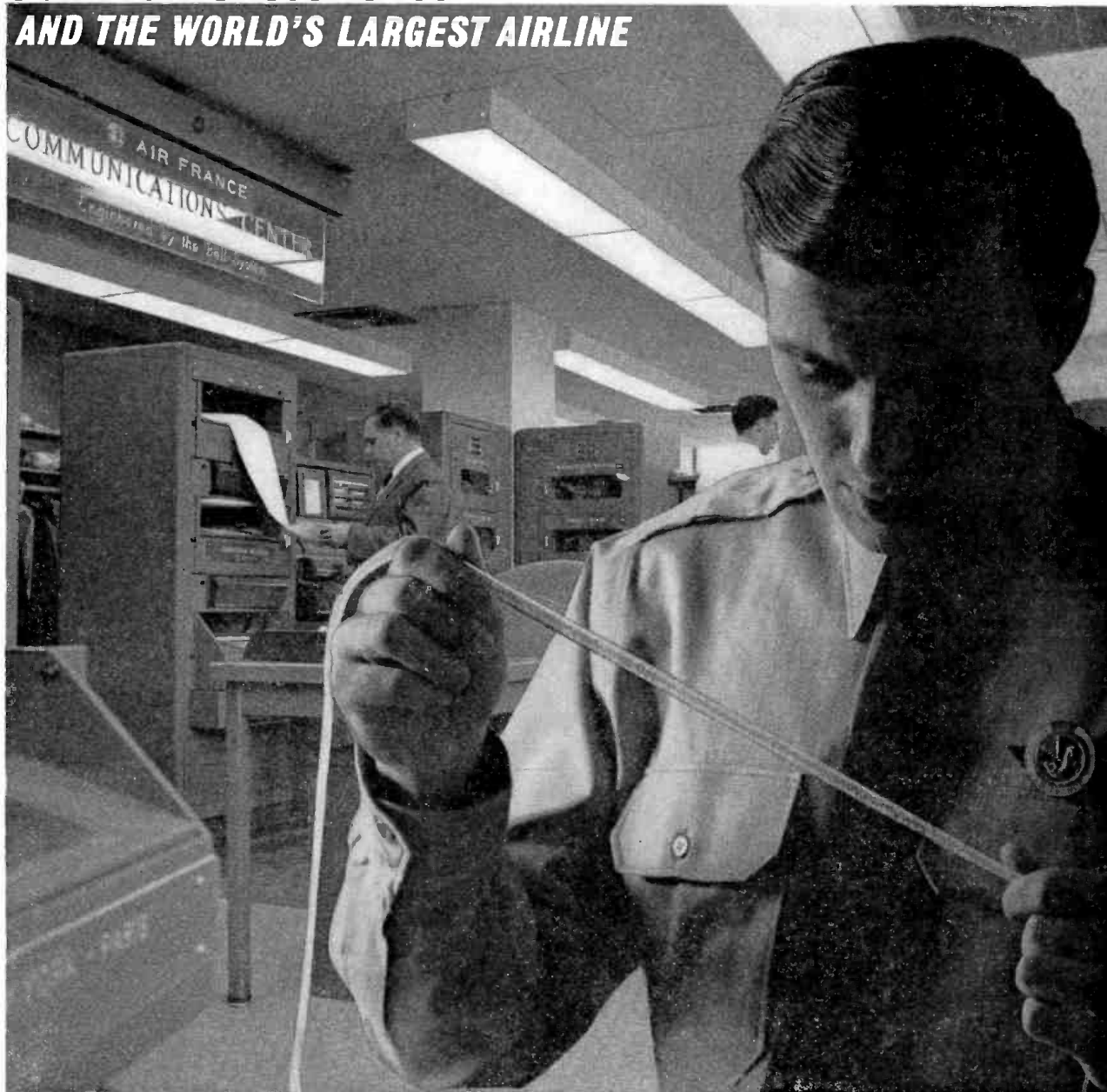
Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

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COMMUNICATIONS...

AND THE WORLD'S LARGEST AIRLINE



Object: Maximum communications efficiency.

Result: Newest, most efficient system ever developed!

The place: Idlewild. The room: new Air France Communications center. The equipment: a remarkable new automatic communications system developed jointly by Air France, A.T.&T. and R.C.A., capable of handling 24,000 messages a day. Results: instant communications between any of the 41 Air France offices in the United States, Canada, Mexico, and the Caribbean as well as with other Air France offices around the world.

Weather information, reservation handling, ground to air conversations—every form of communication essential to efficient operation of Air France, world's largest airline, is handled quickly and efficiently.

But communications is just one phase of Air France that is impressive in its thoroughness and its efficiency. Aircraft follow a schedule of maintenance far stricter than is required by manufactur-

ers or governments. Pilots are trained exactly and constantly. And given refresher courses every 6 months. And so it goes wherever you look on Air France. No other airline has higher standards for personnel. No other airline has higher standards for any phase of operations. This dedication to perfection is a hallmark of Air France, world's largest airline, with a record of 43 years of international flying experience.

AIR FRANCE

WORLD'S LARGEST AIRLINE / FIRST IN INTERNATIONAL PASSENGER EXPERIENCE

BROADCASTING, April 30, 1962

17

PROGRESS REPORT

CITY	STATION	REP.	STATION COMMENTS
Amarillo	KFDA-TV	Blair	Ranks Number Two among all syndicated shows.
Ames	WOI-TV	H-R	Station sold out and happy.
Austin	KTBC-TV	P. H. Raymer	Highly successful for local sponsors.
Baltimore	WJZ-TV	TVaR	
Bellingham	KVOS-TV	Forjoe	
Billings	KOOK-TV	Hollgb.	Sensational 35 ARB against competition's 16.
Boise	KTVB	Bolling	Ranks Fourth among all syndicated shows.
Charleston, W. Va.	WCHS-TV	Blair	Doubles rating of lead-in.
Charlotte	WSOC-TV	H-R	Homes up almost 80% over previous program in time period.
Chattanooga	WRGP-TV	H-R	Sold out! Number One syndicated show in market.
Chicago	WGN-TV	Petry	
Chico	KHSL-TV	Bolling	Highest rated syndicated show.
Cincinnati	WKRC-TV	Katz	
Cleveland	KYW-TV	Avery-Knod.	Renewed! Homes reached up 100%.
Columbia, Mo.	KOMU-TV	Avery-Knod.	
Columbus, O.	WBNS-TV	Blair	Fourth ranked syndicated show in market.
Dayton	WHIO-TV	Hollgb.	
Detroit	WWJ-TV	P-G-W	More than doubles lead-in rating.
El Paso	KTSM-TV	Hollgb.	Sold out! First in time period against strong network competition.
Eugene	KEZI-TV	Meeker	Ups lead-in rating by 40%.
Eureka-Medford	KIEM-TV	Young	
Ft. Myers	WINK-TV	Forjoe	Sponsored by local supermarkets.
Ft. Wayne	WPTA	Young	
Fresno	KFRE-TV	Blair	Rating up 117%, Homes up 106%.
Grand Junction	KREX-TV	Holman	
Great Falls	KFBB-TV	Hollgb.	33 rating against Dupont Theatre's 25.
Green Bay	WLUK-TV	Young	Sold out after second telecast, Number Two syndicated show.
Greenville, S. C.	WFBC-TV	Avery-Knod.	First in time period.
Hattiesburg	WDAM-TV	Weed	
Honolulu	KGMB-TV	P-G-W	
Idaho Falls	KIFI-TV	Meeker	
Indianapolis	WLW-I	Crosley	
La Crosse	WKBT	Avery-Knod.	
Lancaster	WGAL-TV	Meeker	
Laredo	KGNS-TV	Bolling	Sponsored by United Gas.
Los Angeles	KTTV	Blair	
Lubbock	KDUB-TV	Adv. Time Sls.	Stripped at 11:30 PM, matching Jack Paar's rating.
Macon	WMAZ-TV	Avery-Knod.	Sponsored by Phillips 66 and Hotpoint.
Miami	WTVJ	P-G-W	
Milwaukee	WISN-TV	Petry	Renewed! Highest rated 10:15 PM show on station.
Minneapolis	WTCN-TV	Katz	Station's finest strip, more than doubles lead-in.
Mobile	WALA-TV	Bolling	Rating up 500% over previous program in time period.
Monroe	KNOE-TV	H-R	Number Two among all syndicated shows in market.
Montgomery	WSFA-TV	P-G-W	
Nashville	WSM-TV	Petry	
New Orleans	WWL-TV	Katz	Delivering highest ratings ever earned in this time period.
New York City	WPIX	P-G-W	
Paducah	WPSD-TV	Adv. Time Sls.	
Phoenix	KOOL-TV	Hollgb.	Highest rated syndicated show.
Portland, Me.	WMTW-TV	H, R, & P	
Portland, Ore.	KOIN-TV	CBS Spot Sls.	
Rapid City	KOTA-TV	Bolling	Station calls show "excellent." Filled with spots.
Richmond	WTVR	H, R, & P	
St. Louis	KPLR-TV	P-G-W	Number Three syndicated show in market, best on station.
Salt Lake City	KCPX-TV	Katz	
San Antonio	WOAI-TV	Petry	Replaces Highway Patrol as 4:00 PM strip.
San Francisco	KPIX	TVaR	Renewed! Number one syndicated show in market.
Seattle	KING-TV	Blair	Number Four in market, 56% higher rating than competition.
South Bend	WSBT-TV	Raymer	Tops competing Jack Paar, News and Feature.
Spokane	KREM-TV	Petry	
Syracuse	WHEN-TV	Katz	Stripped with State Trooper, with strong rating.
Twin Falls	KLIX-TV	Hollgb.	
Washington, D. C.	WMAL-TV	H-R	
Wichita Falls	KSYD-TV	Blair	Across-the-board, opposite News.
Wilkes-Barre	WBRE-TV	Bolling	
Winston-Salem	WSJS-TV	P-G-W	Number Two in market, rating up 100%. Sold out!
Youngstown	WKST-TV	Young	

POWERFUL!



M-SQUAD

— STARRING

LEE MARVIN

117 HALF HOURS
FIRST RUN OFF NETWORK

mca
TV FILM SYNDICATION

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

Produced by Latimer Productions with Revue Studios facilities

spring meeting. Hotel Commodore, New York.

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

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

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

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

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

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

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

JUNE

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

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

June 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 Musi-

cians 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.

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

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

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

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

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

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

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

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

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

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

June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.

June 20-22—American Marketing Assn., 45th annual conference. Netherland Hilton Hotel, Cincinnati.

*June 21-23—Mutual Advertising Agency Network national meeting. Palmer House, Chicago.

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

June 23-28—Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Round-up." Denver-Hilton Hotel, Denver.

June 23—Advertising Federation of America, ninth district meeting. Denver.

*June 25-29—Workshop on television writing, sponsored by Christian Theological Seminary. Featured guest will be tv writer John Bloch. Christian Theological Seminary, Indianapolis.

June 25-Aug. 18—Stanford U. 20th annual radio-tv-film institute. Stanford U., Stanford, Calif.

June 27-July 2 — National Advertising Agency Network national meeting. Dorado Beach Hotel, San Juan, P. R.

June 29-30—Texas AP Broadcasters Assn., 15th annual meeting. Hotel Texas, Fort Worth.

JULY

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

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

AUGUST

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



East, West, Up, Down—and across the middle of the country—when you sell over the stations of RKO General you get a radio-&-TV spread that puts your product in tight touch with 6 of the top 10 markets plus one of the South's richest areas. You sell in areas populated by 67 million consumers... to audiences loyal to the wide interests which each RKO General Station programs for local viewers and listeners. Wide reach... wide reaction... are what you buy with RKO General. Whether you choose 1, 2 or all RKO General target markets, you'll broaden your sales base over America's largest and most powerful broadcast chain. Start selling wide, right now. Call your local RKO General Station or your RKO General National Sales Division man.

Views on watchdogery

EDITOR: Congratulations on a fair evaluation of the Senate Watchdog Subcommittee report (EDITORIALS, April 23). Nothing smacks so much of the usurpation of freedom of speech than an attempt by politicians to dictate program production policies and practices. Section 315 is trouble enough without adding superfluous complex blab to our statutes. . . .

By the way, I second your nomination for retirement of the Peabodys. . . . [EDITORIALS, April 23].—*Lawrence O. Reiner, director of radio-tv, St. Lawrence University, Canton, N. Y.*

EDITOR: Hearty congratulations on your editorial concerning the Yarborough-McGee-Scott report.

A watchdog is indeed an asset at times. But when the watchdog tries to take over the master bedroom, it's time to call a halt. . . .—*John F. Hurlbut, president and general manager, WVMC Mt. Carmel, Ill.*

Lost without it

EDITOR: . . . I have been in advertising 15 years and consider yours the leading publication in our industry. I am in the process of establishing my own agency

and I have not received BROADCASTING for the past several weeks. Needless to say, I feel lost without it.—*James P. Danaher, Detroit.*

The uhf story

EDITOR: You are to be complimented on your special report covering northeast Pennsylvania and uhf tv . . . However . . . there are three things that cover northeastern Pennsylvania like a blanket: the snow, uhf . . . and WARM radio. . . .—*Luther R. Strittmatter, sales manager, WARM Scranton, Pa.*

[BROADCASTING's special reports on the progress of uhf—Part I on the flatland area around South Bend-Elkhart in Indiana (March 12 issue), or Part II on the hilly terrain of northeast Pennsylvania (March 19 issue)—are available in reprints at 20 cents each.]

META of Toronto

EDITOR: We should like to point out an error in the article, "CAB bucks BBG proposal" [INTERNATIONAL, April 9]. The Metropolitan Educational Television Assn. (META) of Toronto, and not of New York, has concluded an arrangement, with BBG approval, to be responsible for educational programming with CFTO-TV Toronto. META

of Toronto . . . is now in fact producing and programming a wide range of educational programs in cooperation with both CFTO-TV and CBLT-TV Toronto.

. . . We find your publication to be an outstanding source of information. . . .—*A. F. Knowles, executive secretary, Metropolitan Educational Television Assn. of Toronto, Toronto.*

[Since the full name of the Toronto association was not given in the dispatch to BROADCASTING an editor overconfidently and erroneously assumed it was the New York organization and added that to the title.]

Not new in the field

EDITOR: I was quite happy to see that Sparta was included in your issue describing the new equipment on display in Chicago [SPECIAL REPORT, April 9]. I am concerned, however, that the writer indicated that Sparta Electronic Corp. is a new entry into the cartridge tape field. As you are aware we have been manufacturing broadcast cartridge tape equipment for over two years. He was probably confused because of our change in name (from Sierra Electronic Enterprises). . . .—*William J. Overhauser, president, Sparta Electronic Corp., Sacramento, Calif.*

D

E

Top 10 Markets

NATIONAL SALES DIVISION OFFICES

New York — Time & Life Bldg., Longacre 4-8000
Chicago — The Tribune Tower, 644-2470
Hollywood — 5515 Melrose, HOLLYWOOD 2-2133
San Francisco — 415 Bush Street, YUKON 2-9200

Detroit — Essex Bldg., WOODWARD 1-7200
Atlanta — 1182 W. Peachtree N.W., TRINITY 5-9539
Dallas — 1507 Southland Center, RIVERSIDE 2-5148
Denver — 1150 Delaware St., TABOR 5-7585

NEW YORK WOR-AM/FM/TV		LOS ANGELES KHI-AM/FM/TV	
DETROIT CKLW-AM/FM/TV	BOSTON WNAC-AM/FM/TV THE YANKEE NETWORK	MEMPHIS WHBQ-AM/TV	
SAN FRANCISCO KPRC-AM/FM		WASHINGTON, D. C. WGM5-AM/FM	



A GENERAL TIRE ENTERPRISE

A look at the farm audience may mean new money for television

The trade publications have recently been full of stories with such provocative headlines as "Are Time Buyers Obsolete?" and "Numbers—Is This the Way to Buy?" Most of them contain strongly worded statements by reps and station salesmen decrying the so-called "buying by the numbers." What they seem to want is an opportunity to sell qualitative values as well.

For us, nothing could be more welcome. Unfortunately, we have found that all too few of these salesmen are anywhere near prepared to supply us anything but numbers.

We recently requested television availabilities in more than 20 markets for programming to reach a very specialized audience. We wanted farmers. It was not a blind inquiry, but one well laid out and detailed. The reps knew the client and the product, and we have definite suggestions as to some of the program types that would be acceptable, the hours of the day we felt farmers could view tv, and some of the other means by which we wished to evaluate all the offerings. Initially, we did not ask for ratings.

What did we get? Ratings. What else? In too many cases, nothing. A few of the reps not only failed to supply the specific information we had requested, but offered programs and time periods which common sense would indicate hadn't the ghost of a chance of reaching farmers. One station offered us a weekday program at 10:30 a.m.

There are many fine tv stations which do an excellent job of programming for, and reaching, the farmer. Most of these supplied us with good information.

Others because of their strategic locations and broad signals also attract a large farm audience even though they do little or no programming specifically for them. What, then, should we buy on these stations?

Eye Opener ■ I'm aware that a lot of tv stations know little about rural viewing habits. It's also true that many stations do not consider the agricultural advertiser to be an important source of revenue. I think they'd be greatly surprised to know how much money is being spent by farm advertisers right now—and even more surprised at the amount that will be invested in a year or two.

Television is fast becoming a primary medium for the farm advertiser. Farming today is "big business" and getting bigger. The average farmer's invest-

ment in land and buildings is over \$48,000. His annual outlay for seed, feed and fertilizer is almost \$2,000.

Agriculture in the U. S. spends billions of dollars each year for the business of farming. As farms get bigger in size and as the individual investment grows, farmers necessarily are becoming better businessmen. They demand and use more complete information on which to base their buying decisions. In many areas, this information is required daily. With its combination of sight, sound and motion, tv can show a farmer more in less time; can give him information more clearly and concisely than any other medium.

Farmers do watch tv, and for the same reason the so-called city folks do—entertainment. But there's another reason for farm viewing, too. Those comparatively few stations that are programming the kind of information a farmer needs have had a gratifying response from farmers. It is true that not every station can effectively serve agriculture and the farm advertiser. Of those that can, however, I believe it is time for the majority to take a serious look at this big and profitable market.

Unknown Area ■ There is, unfortunately, very little information available on the viewing habits of the rural audiences. Much of what there is is not necessarily applicable because of regional differences in types of farms and farm practices which affect the viewing habits in those regions. Any station which wants a share of the ever-increasing farm advertising dollar pretty well has to plow its own furrow.

It's none too soon to make a start on the long range assembly of specific information on the hours farmers watch tv, what programs they prefer, how they use television in their business and the like.

I personally feel these stations should put together something to show prospective advertisers. They should be prepared to answer such simple questions as these:

1. "Have you ever had agricultural advertising on your station?" (Some we asked apparently didn't know, since they failed to answer.)

2. "What programs or times did these advertisers buy?"

3. "Any evidence of successful farm tv advertising?"

4. "Were these advertisers national or local?"

Simple? I think so, but you'd be amazed at how difficult it was in some cases for us to get answers to those questions.

Uncooperative ■ We felt particularly depressed on one score: of those few stations who had nothing to offer us, none had the honesty to say, in effect, "We don't have the information you need; we don't know enough about our farm audience to help you."

A candid answer such as this would have saved us many hours. Then, if they had offered to get the facts we needed, the chances are they would have gotten some of our business.

This is but one example of the difficulties we have encountered in trying to buy tv to reach a specialized audience. There are others. Each time we try, I am struck anew by the monotonous parade of the same old numbers.

To those sellers of tv time who decry buying by the numbers, I would suggest they take a good look at some of the canned, totally inflexible sales pitches they throw at us, regardless of their application to a specific problem or request.

Please, fellows, on your first visit at least, leave the rating books home.



John K. Cole, director of radio-tv-film for Buchen Advertising Inc., Chicago-New York agency, started as an announcer-writer for WVLN Olney, Ill. Before joining Buchen 10 years ago, he served as a radio writer for ABC in Chicago and in the radio-tv department of Schwimmer & Scott, also Chicago. Mr. Cole believes that all advertisers are becoming more selective and seeks to help his Buchen clients by stressing the need for more and better qualitative information in broadcast advertising.

D

DIMENSIONAL RADIO . . .

The newest Ullman jingle-programming package.
Created just for the mature, metropolitan station
programming for adults, for tall ratings, for discerning
sponsors. Created for quality quality quality.

TELL YOU ABOUT **DIMENSIONAL RADIO ?**

R

Not enough room on this page — or in the entire
magazine. Must hear it yourself. Hear the 28 jingles
hand crafted to your call letters. Hear the underscores,
the 30 and 60 second pop-tune commercial separators.
Listen to the new-new-new sound effects; the comedy
drop-ins; those produced pubserv spots.

And as new as **DIMENSIONAL RADIO**
itself is our unprecedented, sales-producing
commercial jingle service, exclusive to **DR** subscribers.

SOLD IN 20 MARKETS SINCE ITS INTRODUCTION AT N.A.B.

RICHARD **H** ULLMAN, INC.

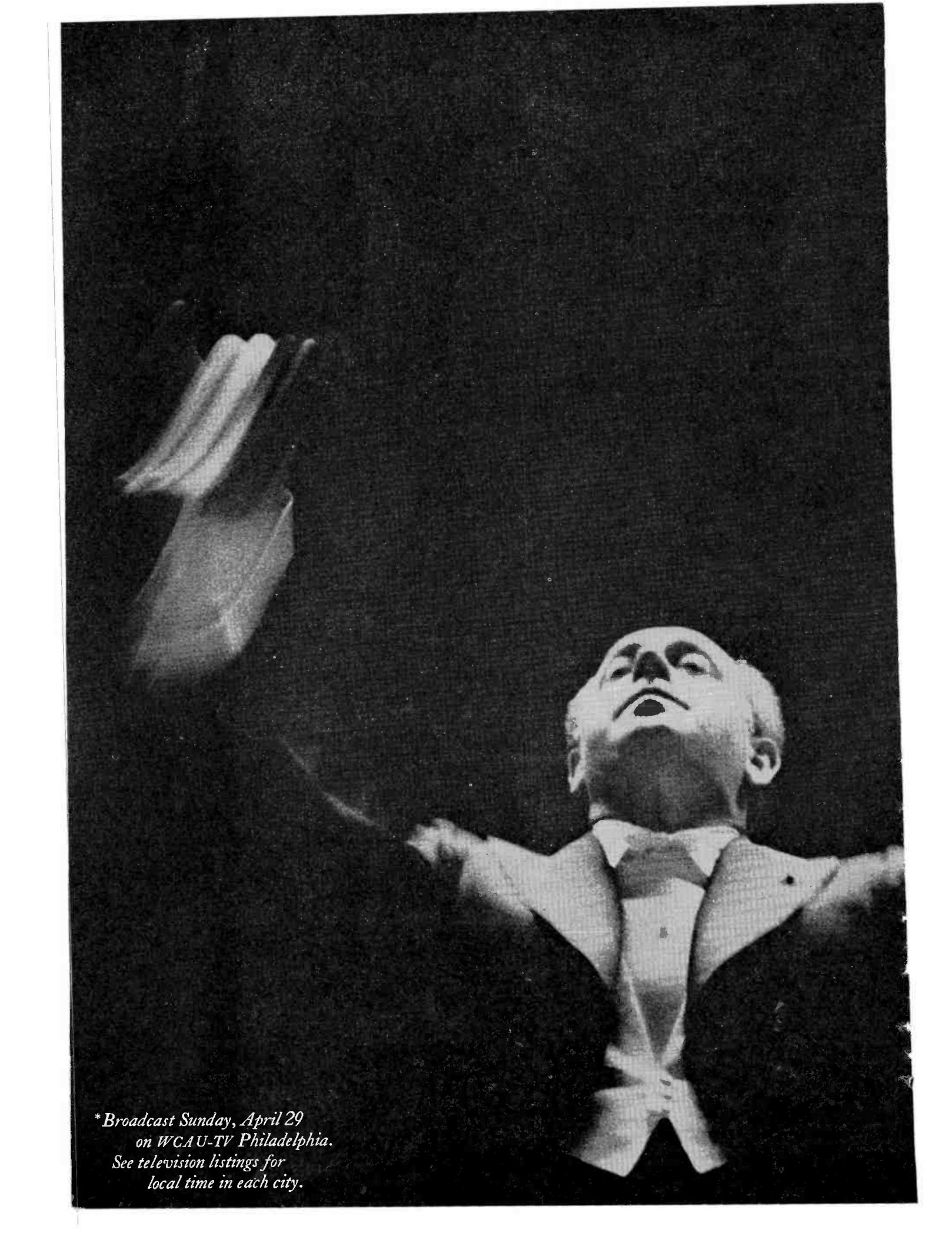
Marvin A. Kempner, Executive Vice President 1271 Avenue of the Americas, New York 20, New York, PL 7-2197
Dick Morrison, Vice President 3101 Routh Street, Dallas 4, Texas, RI 2-3653

DIMENSIONAL RADIO IS PRODUCED BY STARS INTERNATIONAL AND DISTRIBUTED BY RICHARD H. ULLMAN, INC. DIVISIONS OF

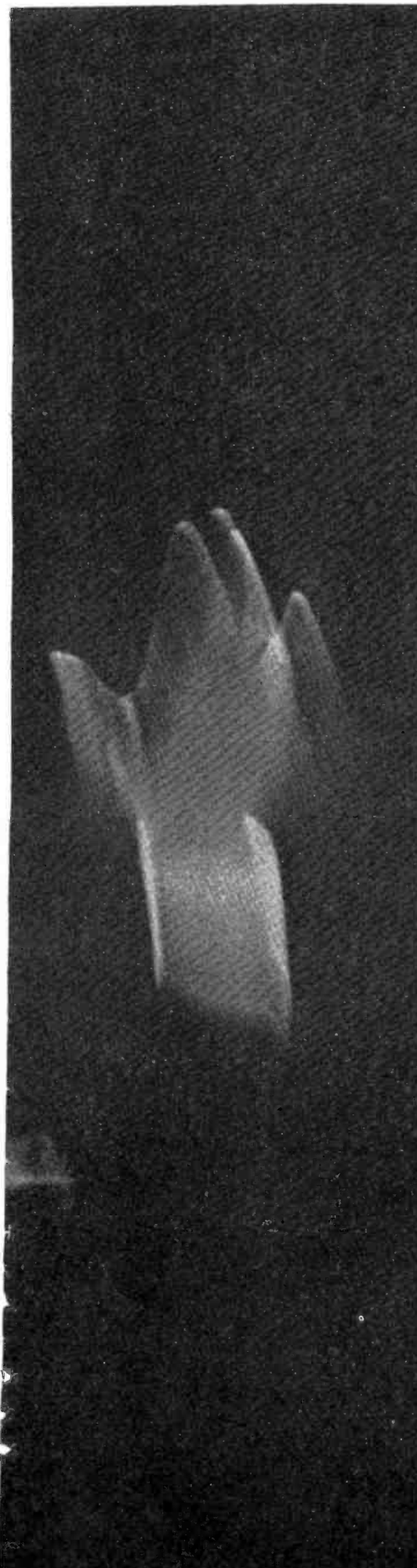


THE PETER FRANK ORGANIZATION, INC.

HOLLYWOOD / NEW YORK / DALLAS



**Broadcast Sunday, April 29
on WCAU-TV Philadelphia.
See television listings for
local time in each city.*



Overture!

On Thursday evening, May 3, viewers of WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago and KMOX-TV St. Louis* will witness a gala premiere...when "The International Hour" presents Eugene Ormandy and the world-renowned Philadelphia Orchestra in a program devoted to the music of MacDowell, Copland, Sousa, Bernstein and other major American composers. Produced on tape by CBS Owned WCAU-TV in Philadelphia, this hour-long concert will also feature two distinguished American soloists: pianist John Browning and baritone William Warfield, performing at Philadelphia's Academy of Music.

It is only the beginning! In subsequent weeks, "The International Hour" will bring local audiences fine music and dance programs produced by broadcasters in Argentina, Mexico, Canada, Australia, Italy, Japan, Great Britain, Yugoslavia and Ireland—forming the second International Program Exchange, the series inaugurated by the five CBS Owned television stations last summer. (In the Exchange, participating foreign broadcasters will receive "Eugene Ormandy's Sound of America.")

This cultural interchange, a friendly overture designed to strike a note of international understanding resounding far beyond time of broadcast, is symptomatic of the dedication and showmanship which have made the five CBS Owned television stations leaders in their local communities.

CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc.

WORLD TV WILL GREATLY ALTER MARKET

Saudek sees changed audience after world-wide expansion

World-wide television will be in general operation by 1965 and will bring with it a "radically altered market" for advertisers and agencies, television producer Robert Saudek told a convention of leading agency executives last week.

Speaking at the annual meeting of the American Assn. of Advertising Agencies, Mr. Saudek said that world-wide expansion will make television programming "richer," but that the truly big change will be in audience "composition." The "overwhelming majority of the world audience will be illiterate," more viewers will speak Mandarin than any other language, and average annual per capita income may be about \$500.

Mr. Saudek, of Robert Saudek Assoc., saw far-reaching political implications in world-wide tv: "The face of America will take its place in millions of homes whose impression of us have been sporadically transmitted through still photographs of our presidents and occasional glimpses of our tourists. Now, suddenly, our ideas of politics, entertainment, culture, manners, education and our philosophy of life will become commonplace nearly everywhere, every day. Suddenly the Americans on television—whether salesmen or statesmen, news analysts or ac-

tors—will hold the rank of ambassador."

Thresholds ■ Mr. Saudek's talk was prepared for delivery at a Saturday-morning symposium on "exciting thresholds in mass communications." Representing magazines, Editor Wade Nichols Jr. of *Good Housekeeping* predicted that magazines more and more "will be giving first attention to the problems of differentiating themselves from each other and of dramatizing their special, individual techniques, purposes and audiences."

Mr. Nichols also, without mentioning tv, deplored the fact that "the special favor of only a handful of agencies can swell one whole category of media to mightiness—at the direct expense of some other category." He urged advertisers and agencies to make their media decisions "specifically and individually"—and to consider the "final effects" of those decisions "upon the communications industry and indeed upon the society."

Earlier, in a look at "the outlook for creativity," Young & Rubicam president George Gribbin offered some "wild dreaming, some of it not necessarily so wild," about media futures. Of tv he said:

"Something will go beyond tv. It may be a relatively simple extension,

such as room walls everywhere in a house acting as large screens. It may be that it will be simply real three-dimensional tv.

"It may be that it will be tv you select for yourself from a vast central television library. You tune in what you want, instead of what the networks and local stations send out, as it is today.

Smell or Touch ■ "It may be that you will be titillated by a sense of smell or touch in addition to the sight and sound we get today. It may be that you'll have some sort of sensitized plate that you can hold in your hand like a magazine and tune in—anywhere you are—the program you prefer.

"It may be—God willing—that enough dissatisfied viewers, switching off a program, can take the dam thing off the air.

"It may be that someday cars will be fastened to super-highways as trains are fastened to tracks, and papa can press a button—and then relax along with the rest of the family in front of a tv screen in utter indifference and perfect bliss as everybody watches the 1982 version of *Guns, Smoke*."

Other convention highlights included an examination of "the communications challenges in the decade of the 60's" by Robert Resor of Bozell & Jacobs, New York, and an international symposium in Thursday's closed sessions; a panel on "Measuring What We Pay For" with Charles Ramond of Advertising Research Foundation, Wil-

COMMERCIAL PREVIEW: hair-spray on mink startles ladies

The tv commercial for Inviso-Net opens with a sequence guaranteed to send a shiver of awe up the spine of every feminine viewer: The young lady turns the hair-spray not on her own gleaming locks but full force on the surface of her silver mink coat, a garment which the trained feminine eye can instantly see has a value in the neighborhood of \$5,000. As she sprays her mink, the demonstrator says what every f.v. is thinking: "I wouldn't do this to my mink with just any hair spray. Huh unhunh!"

"But this," she continues, "is Inviso-Net. Different from all the others." She presses the mink caressingly against her face to prove her statement that "Inviso-Net never leaves your hair sticky or gummy, because there are no lacquers in it."

After demonstrating how Inviso-Net dries fast and invisible, "so the natural beauty of your hair shines through," sniffing its scent, "fragrant with imported perfumes," mentioning that it "looks very expensive, but



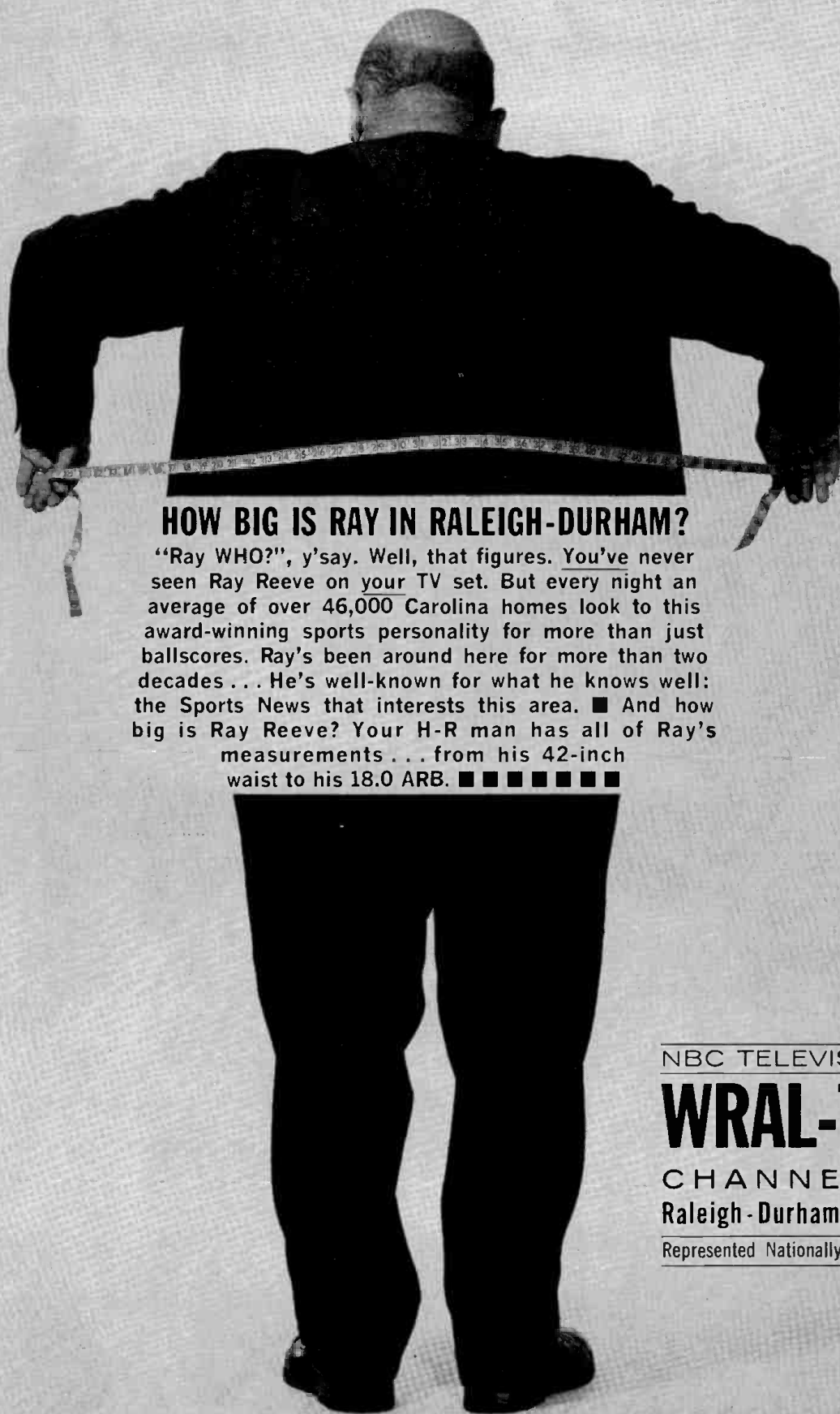
it isn't," the young lady looks straight at the viewer through the camera and urges: "You try it. Inviso-Net on your hair makes you very beautiful." Then, cuddling up to her coat, she murmurs, "That's how I got my mink."

Inviso-Net's maker, Fairfield Labs of Pasadena, Calif., Fairfield's agency, Fuller & Smith & Ross, Los An-

geles, and Film Fair, Los Angeles, the studio that produced the one-minute full-color commercial (also the 40-second version), also broke with tradition by having the product demonstrated not by a twittering, simpering starlet but by a fully matured young lady who, as F&S&R noted in a general fact sheet, "should be desired by men and the envy of all women." More than 125 girls were auditioned before actress Ann McCrea was chosen for the assignment.

The Inviso-Net commercials currently are being colorcast on KHJ-TV Los Angeles (10 a week for 13 weeks) and will start in San Francisco in May. As distribution of the new hair-spray is extended, the commercial presumably will also receive wider distribution.

F&S&R credits for the commercials: Tom Shea, account executive; David Mathews, broadcast director; Jack Jones, creative director; Chuck Sutorius, art director.



HOW BIG IS RAY IN RALEIGH-DURHAM?

"Ray WHO?", y'say. Well, that figures. You've never seen Ray Reeve on your TV set. But every night an average of over 46,000 Carolina homes look to this award-winning sports personality for more than just ballscores. Ray's been around here for more than two decades . . . He's well-known for what he knows well: the Sports News that interests this area. ■ And how big is Ray Reeve? Your H-R man has all of Ray's measurements . . . from his 42-inch waist to his 18.0 ARB. ■ ■ ■ ■ ■ ■ ■ ■

NBC TELEVISION

WRAL-TV

CHANNEL 5

Raleigh-Durham, N. C.

Represented Nationally by H-R

(Data based on March 1961 NSI & ARB Mon-Fri averages, plus a sworn statement from Ray's tailor.)

liam C. McKeehan Jr. of Metropolitan Life Insurance, Paul E. J. Gerhold of Foote, Cone & Belding, Robert J. Fisher of Ford Motor Co. and research consultant Paul Lyness.

Among other highlights also were a panel on developing executive and creative manpower with William E. Steers of Doherty, Clifford, Steers & Shenfield, Paul C. Harper Jr. of Needham, Louis & Brorby, Ray O. Mithun of Campbell-Mithun, and Vernon Myers of Look; and addresses Saturday by Federal Trade Commission Chairman Paul Rand Dixon and AAAA Chairman Marion Harper Jr. of Interpublic Inc. (also see pages 00, 00.)

Agency appointments...

■ Eastern Mortgage Co., Los Angeles, has appointed Nides*Cini Adv., that city, to handle its advertising, publicity and public relations. An initial budget of \$100,000 with emphasis on local spot television will be used.

■ Milano Ski Fashions, Woonsocket, R. I., has appointed Allenger Adv., Brookline, Mass., as its advertising agency.

■ Horizon Land Corp., Tucson, Ariz., has appointed Mohr & Eicoff, New York and Chicago, to handle advertising of Horizon's developments in El Paso, Tex.; Belen and Albuquerque, both New Mexico, and Cochise County, Ariz. A budget of \$2.5 million is

planned for 1962-63 with much of it for use in radio and tv.

■ Swift & Co., Chicago, has appointed McCann-Marschall, New York, to handle advertising for its Prem and Swift's Premium Canned Meats Div. McCann-Erickson, Toronto, has been appointed agency for the products in Canada.

Piggy-back redefined in NAB explanation

When is a piggy-back not a piggy-back?

NAB, harassed by this code problem for years, has tried with only partial success to clear up the situation for subscribers. In the newest NAB *Tv Code News*, published last week, the Code Authority made another effort to clear up the problem of integrated announcements.

The basic difference between integrated and piggy-back spots lies in the treatment and production techniques employed, according to the code authority, headed by Robert D. Swezey. This can be either audio or video, or both. In any case, there is no code provision or interpretation prohibiting the piggy-back from being telecast. The problem lies in the fact that each element of a piggy-back series is counted as a separate announcement contributing to triple or quadruple spotting.

"The main area of misunderstanding

seems to rest in the network and national spot field where some agencies are attempting to get 'two for one'," NAB explained. "Some of these are acceptable as an integrated or single announcement under code interpretation; others are not.

"The question must be asked whether the audio and visual material is so uniform and blended that it forms a single unit or whether the audio and visual material is so varied or so separated as to form two or more announcements in close adjacency. A rule of thumb is:

"Will it look like a single announcement to the viewer, or will it give the impression of two or more spots?

"The integrated announcement is one advertising two or more products or services, which is so executed in audio and video presentation that it actually is a single announcement. Such an announcement will be counted as a single announcement under the commercial limitations of the code, provided that (a) the products or services are related in character or purpose, or (b) if the products or services offered are those of the same sponsor.

"The piggy-back announcement is one advertising two or more products or services, which is so executed in audio and video presentation that it actually is two or more separate announcements. Such a piggy-back announcement will be counted as two or more announcements under the limitations of the code."

Building materials top \$18 million

DU PONT, U. S. STEEL LARGEST TV USERS IN CATEGORY: TVB

U. S. Steel and E. I. du Pont de Nemours & Co. together accounted for more than one-third of building-material advertisers' gross tv time billings in 1961, according to a report on the product category by Television Bureau of Advertising.

Use of tv by building-material advertisers jumped 20% last year, TvB said. Gross time billings totaled \$18,144,810 against \$15,119,757 in 1960. The materials advertised ranged from wall coverings to steel.

The leading advertiser, U. S. Steel, last year spent \$3,351,436 in behalf of steel products. Du Pont had billings of \$3,216,209 for du Pont paints and materials.

TvB also notes results of the tv advertising. For example, one U. S. Steel commercial showing advantages of steel homes, resulted in 20,000 mail inquiries; another, for steel fences, brought in 30,000 letters, and a commercial that discussed construction of the Tulane U. stadium resulted in 500 requests and information, with at least eight sales claimed as a direct result.

Locally, building-material advertisers are also using more tv. TvB says that in February a 26-market survey by Broadcast Advertisers Reports showed 57 builders and real estate advertisers using 30 programs and 211 spots. Some

24 home-improvement contractors used 18 programs and 98 spots.

Shown here are the tv gross time billings of the top 14 advertisers of building materials, equipment, fixtures and paints:

Tv Gross Time Billings

	Network*	Spot*	Total
1. U. S. Steel	\$3,351,436	—	\$3,351,436
2. E. I. du Pont de Nemours	3,121,929	94,280	3,216,209
3. Kaiser Industries	2,432,695	—	2,432,695
4. Reynolds Metal	2,354,620	—	2,354,620
5. Alcoa	2,057,738	—	2,057,738
6. Pittsburgh Plate Glass	1,312,922	—	1,312,922
7. Douglas Fir Plywood Assn.	414,111	—	414,111
8. Aluminium Ltd.	234,083	—	234,083
9. Rust-Oleum	—	233,800	233,800
10. Merritt Chapman & Scott	214,600	—	214,600
11. Armstrong Cork	194,023	—	194,023
12. American Cyanamid	184,444	—	184,444
13. Mary Carter Paints	—	159,540	159,540
14. U. S. Gypsum	—	151,160	151,160

* Source: TvB/LNA-BAR

** Source: TvB-Rorabaugh

(Note: Billings are not the total for the company, only the building classification)



It's WOODWARD Avenue in DETROIT...

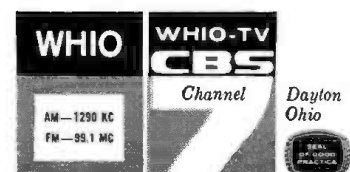


It's MAIN STREET in Ohio's Third Market

Are Detroit's auto makers—as often claimed—an especially inventive and enterprising breed? It is hard to doubt it, and they stand as stalwart proof of how the nature of a community, and what it does, can shape its people, their attitudes and interests. Since what is true of Detroit is also true of Dayton, WHIO (AM, FM, TV) has concerned itself with a basic duty: to know the people of this rich area, to know them so well that we can balance our programming to their specialized "Main Street" interests. The reward for this effort is consistently revealed in listener and viewer studies. George P. Hollingbery has them, plus something equally interesting about how high this market stands over other Ohio markets in individual income. Head and shoulders.

DAYTON, OHIO WHIO-AM-FM-TV

*Associated with WSB, WSB-TV, Atlanta, Georgia
and WSOC, WSOC-TV, Charlotte, North Carolina*



CBS Radio Spot Sales goes for RTP

RAB'S PLAN APPROVED AFTER PRESENTATION

CBS Radio Spot Sales has endorsed the Radio Advertising Bureau's plan for selling big advertisers on radio's sales effectiveness. The plan (Radio Test Plan) was officially launched March 1 (BROADCASTING, March 5).

Maurie Webster, CBS vice president and general manager of the network-owned rep firm, said last week he believes RTP "represents an enormous breakthrough in intelligent and imaginative advertising planning today (and) offers concrete evidence in terms of measured sales of the client's own products that national spot radio is most effective in increasing brand shares."

The spot sales unit, it's understood, will share costs with its stations whenever an advertising order is placed as a result of RTP efforts. Under the plan, RAB will place and supervise radio test campaigns for major advertisers not currently heavy radio spenders. Participating stations agree to pay 10% of such billings to RAB to help finance research to prove that the campaigns paid off in sales (BROADCASTING, Dec. 4, 1961, *et seq.*).

The entire sales and executive staffs of CBS Radio Spot Sales were host to a special RAB showing (see picture).

In his presentation, RAB President Kevin Sweeney listed 24 markets involved in RTP and explained how stations in each market will cooperate to

show just what the advertiser receives by using radio.

Target: \$30 Million ■ RAB had stated some weeks ago that it had commitments from enough stations in 24 markets to permit the project to go into effect on schedule. It is expected to run 18 months and RAB anticipates RTP will increase national radio sales \$30 million in that period. Mr. Sweeney told the CRSS salesmen that RAB's aim is to get 30 advertisers to invest \$1 million each.

The CRSS contingent was headed by Mr. Webster; Ralph Glazer, eastern sales manager, and Ralph Goshen, WCBS New York general sales manager.

Sharing in presentation of the plan for RAB was President Sweeney and Robert H. Alter, director of key account sales.

Argument erupts over commercial festival

A tape-vs.-film argument erupted last week over the manner in which commercials should be shown at the American Tv Commercials Festival, scheduled to open May 4 at the Waldorf-Astoria Hotel in New York.

Nine major producers of video-tape commercials withdrew in a body on

Tuesday (April 24) after they failed to convince the festival planners that all the commercials should be shown on tv monitors during the luncheon instead of on the planned large motion picture screen for the film commercials, and on several tv monitors before and after the luncheon for the tape commercials.

The tape producers who withdrew from further participation in this year's festival are CBS-TV Special Projects, KTTV (TV) and KTLA (TV), both Los Angeles, MGM Telestudios, Tape Productions, Videotape Center, Video Tape Unlimited, WFAA-TV Dallas and WHF-Inc. Their collective action "was taken with a great deal of deliberation," George Gould, president of MGM Telestudios, said at a news conference.

Mr. Gould called the festival's decision "unfair and unrealistic." He said, "We can only assume such a decision was made from pressure from film interests which increasingly have been unwilling to stand side-by-side with tape on the tv screen." Denouncing the festival also for "denying attendees the opportunity of learning more about tape commercials on an equal footing with the film commercials," via the tv monitor procedure used in the past two festivals, Mr. Gould charged that it has become "a matter of principle now to stand up and say to hell with it."

Tv Festival, Or Not? ■ In further explaining their position, the tape producers cited three main objections: (1) the affair is not a motion picture festival, but a festival of commercials which are produced for and viewed on tv sets; (2) the tape producers learned that some of the actual judging had been conducted on large screens. They feel that fair and objective judging is impossible under such circumstances, and (3) the festival's decision to exhibit commercials "theatrically" remained unchanged despite the tape producers' offer to bear the cost of the closed circuit system and monitors, and to permit the projection of color commercials on large screens because of the unavailability of color monitors.

Wally Ross, festival director, explained the festival's board of directors decided to run off the prize-winning film commercials on a large screen to make viewing easier for the 1,000 persons in the hotel ballroom. He said many of the commercials will be in color, and 98% of the commercials to be shown are on film. The big screen will be advantageous to most of the winners, he said, denying also the producers' charge that judging on a large screen had taken place.

The tape producers said they are neither asking for their commercials to be returned nor backing out of their share of festival expenses.



RAB's RTP on which the bureau is pinning hopes for a \$30 million boost in national radio billing received CBS Radio Spot Sales' endorsement last week. At a presentation: (standing

l to r) Ralph Goshen, WCBS New York general sales manager; Maurie Webster, CBS vice president and general manager of CRSS, and Kevin Sweeney, RAB's president.

People who know the Pittsburgh market best TAKE TAE

"TAE's outstanding program service has given our 7 p.m. news show the most complete local coverage in town. It's done a fine job not only of building our community relations . . . but selling bank services!"

John Eckels
John Eckels
Director of Advertising
and Public Relations
Mellon Bank, Pittsburgh

TAKE TAE AND SEE

WTAE CHANNEL 4

Basic ABC in Pittsburgh

K THE KATZ AGENCY, INC.
National Representatives

NEW GRAB AT TV BILLING

Newspaper group aims at P&G, other tv accounts in drive to corral over-\$1 million advertisers

The newspapers' Bureau of Advertising gave fresh notice at its annual meeting in New York last week that it will pitch for a greater share of advertiser revenue, at the expense of television and other media.

The bureau revealed plans to expand its so-called "target account" program, a two-year old project which seeks specific advertisers for newspapers.

Among the advertisers the bureau will go after is Procter & Gamble which devotes more than 90% of its budget to tv. Another is Kraft Foods (division of National Dairy Products), whose total ad budget already has been sliced but which the bureau points out significantly, is still committed to Perry Como on NBC-TV. (Sealtest, another division, last week suddenly announced termination of its relationship with NBC-TV, see page 38).

The bureau's expansion plan will be financed by an increase in member newspapers' dues to raise the bureau's annual revenue from \$2.2 million for the current fiscal year to \$2,415,000 and to \$2,830,000 next year.

Charles T. Lipscomb, Jr., bureau president, said newspapers' major national targets are 500 advertisers with budgets of \$1 million or more; 2,000 account brand groups; and 140 agencies

billing \$5,000,000 or more.

Palmer Hoyt, publisher of the *Denver Post* and chairman of the committee which worked out the plan, said its original purpose was to cover an anticipated deficit in revenue for the next fiscal year. But, he added, "it was felt by the committee and the board, unanimously, that the budget should not merely cover the deficit but should reflect the opportunities that we now have to move ahead."

Russ Stewart, executive vice president of the *Chicago Sun-Times* and *Daily News* and chairman of the bureau, said in his keynote address the current sales activity is "the wave of the future for newspapers—a solid program of imaginative media selling against the heavy competition of other media."

Walter C. Kurz, vice president of the *Chicago Tribune*, said total advertising in the U. S. in 1965 is expected to reach \$14.6 to \$16.3 billion. Newspaper's national revenue in that year is estimated to approximate \$850 million to \$1.2 billion, a range of \$350 million.

Sponsor P&G buys into tv pageant ownership

Procter & Gamble Co., sponsor of the Miss Universe beauty contest tele-

casts, has purchased a 10% interest in the company that promotes the event.

Kayser-Roth Corp., New York, parent company of Miss Universe Beauty Pageant Inc., sold the minority interest in its subsidiary to P&G for an undisclosed sum. P&G has sponsored the pageant on tv since the event began telecasts in 1960.

The Miss Universe Beauty Pageant will be telecast this year over CBS-TV, Saturday, July 14, 9-10:30 p.m. EDT, from Miami Beach.

Business briefly...

Bristol-Myers (through Doherty, Clifford, Steers & Shenfield, N. Y.), **General Motors Co.** (through Campbell-Ewald, Detroit), **Gillette Co.** (through Maxon Inc., Detroit), and **W. A. Sheaffer Pen Co.** (through BBDO, New York) have purchased a sponsorship of *ABC's Wide World of Sports* for the 1962-63 season. Beginning Sept. 8, the show will be switched to Saturday (5-6:30 p.m.). It is currently in the same time slot on Sundays.

Coca-Cola Bottling Co., Los Angeles, in conjunction with the firm's national multi-million "Tour the World Sweepstakes" campaign, will use spots on 15 radio stations and six tv stations in the Los Angeles area in addition to other media during the seven-week project. Agency for Coca-Cola Bottling Co., Los Angeles, is McCann-Erickson, that city.

Savings & Loan Foundation, R. J. Reynolds and **Colgate-Palmolive** have purchased sponsorship of the East-West Shrine Football Game, to be presented on NBC-TV Dec. 29. All were sponsors of last year's game. Agencies: McCann-Erickson (Savings & Loan Foundation); William Esty (Reynolds), and Ted Bates (Colgate).

Texaco Inc., New York, next season will not renew the NBC-TV *Huntley-Brinkley Report* weekdays, 6:45-7 p.m. The oil company shares sponsorship with R. J. Reynolds (Camel cigarettes) which has renewed for next season. NBC-TV said it expects to replace the advertiser with another with which it is negotiating. Texaco's agency is Benton & Bowles, New York.

American Gas Assn. spent nearly \$3 million for tv sponsorship in 1961, out of a total budget of \$5 million for advertising, sales promotion, public information and educational activities, according to a report at the Gas Appliance Manufacturers Assn. annual meeting last week in White Sulphur Springs, W. Va. The gas industry will spend in excess of \$160 million this year to promote its wares and services, Harold Massey, managing director of the 600-member trade assn., said.

RAB 'Go' presentation uses flip card kit

Madison Avenue has gone to Main Street, Anytown, U.S.A., through a radio sales presentation designed for its members by Radio Advertising Bureau, New York.

Miles David, RAB vice president and promotion director, announced the presentation titled, "Go With Radio!" It uses flip-cards mounted in a three-ring binder which converts into an easel for display on an advertising manager's desk top (see picture). Included in the kit is a suggested script for stations to use in developing an accompanying sales pitch.

The presentation covers three radio areas: (1) radio's coverage (more than 96% of U. S. homes have radio, etc.); (2) radio's audience (more than 90% of all consumers listen to radio during a given week); (3) radio's "big E's": economy (gives more advertising for less money), efficiency (beats all media in getting in the "last word") and

effectiveness (higher sales returns per dollar of advertising).



Nick Barry, RAB regional manager, demonstrates the "Radio Is Go!" flip-card presentation which has been sent to RAB members.



What happened when we said "Mentholatum" 118 times?

Sales were so good that The Mentholatum Company *tripled* its CBS Radio Network buy.

Mr. James J. Devlin, Mentholatum Vice President, put it this way:

"Beginning in October, 1961, we used the CBS Radio Network to advertise Mentholatum Deep Heating Rub. This network radio buy was a very important part of our total advertising effort; and when our sales gain exceeded our expectations, we increased our schedule on CBS Radio from ten to thirty programs a week. These were

divided equally between Deep Heating Rub and Mentholatum Ointment. Recent sales figures show continued gains. Naturally we're strong believers in network radio."

Naturally! If *you* were buying a campaign like Mentholatum's — with an estimated gross weekly audience of over 20 million families—turning them into customers fast—and doing all this at network radio's low costs—you'd be a strong believer in us too.

CBS Radio delivers such productive advertising because of its pro-

grams, and the quality of listening those programs attract. Mentholatum uses CBS Radio news and *DIMENSION* broadcasts. Other advertisers buy our uniquely merchandisable stars — like Arthur Godfrey, Betty Furness, Garry Moore, Art Linkletter, Bing Crosby, Rosemary Clooney and the rest. All of it is radio that *commands* attention.

Better come join us. The next thing you know, you too will be making strong statements about how the "sales gains exceeded our expectations" on **THE CBS RADIO NETWORK**

SEALTEST DROPPING ITS NETWORK TV

Next season's strategy includes spot tv in 25 markets

Sealtest next season will not be in network tv. Its contract with NBC-TV, representing an investment in excess of \$3.8 million in time and talent, terminates Sept. 26.

Sealtest, division of National Dairy Products, has been on NBC-TV for the past several seasons. Its agency is N. W. Ayer, Philadelphia and New York.

The decision was made known last week as the firm failed to renew its time period Wednesday, 10-10:30 p.m., next fall. The time period follows *Kraft Music Hall*, a program sponsored by a sister division, Kraft Foods.

Advertising officials for the division, which markets ice cream and other dairy products in roughly two-thirds of the country, told BROADCASTING that the decision was based on several "extreme" marketing factors.

Chops Markets ■ The officials explained the decision in no way rejected network tv as an effective advertising medium but emphasized a unique competitive situation (higher marketing costs included) had forced Sealtest to shorten its list of markets to 25.

Next season, Sealtest plans to concentrate on these 25 markets, making its media plans on a market-by-market basis. It is possible the company will use spot tv in these markets, probably in daytime periods.

Kraft Foods, another division of National Dairy Products, reportedly also has had to trim its total ad budget though it remains committed to the Perry Como hour.

Sealtest apparently has had tough going in certain markets because of distribution problems complicated by store strikes and other increased production costs in the face of continuing competition. The division now wants to apply most of its advertising pressure in these "problem" markets.

The Sealtest sponsorship arrangement is different than that of a Procter & Gamble or other packaged-goods firms with national distribution. Because of its distribution pattern, it purchases two-thirds coverage in the three out of four telecasts of the *Bob Newhart* weekly series. The West Coast third had been underwritten by Allstate Insurance until the latter cancelled out this month. Beech-Nut, which sponsored all of the fourth telecast, now also sponsors the West Coast third.

It is believed that Beech-Nut next season will be a regular sponsor on alternate weeks of 10-10:30 p.m. time period, though this could not be confirmed last week.

In making its decision, Sealtest took Bob Newhart "off the hook," terminat-

ing that program effective June 6. Up to last week, the chances appeared even that the *Newhart* series (a Peabody Award winner) would be continued by Sealtest next season. In the summer period, a nighttime version of *Play Your Hunch* (now a Mon.-Fri. daytime staple on NBC-TV) will replace *Newhart*.

Also in advertising...

Agency formed ■ Communications West, a completely integrated publicity, public relations and sales promotion agency, has been formed as an outgrowth of Mickey Garrett Assoc. Maurice J. Garrett is president. Offices are at 6115 Selma Ave., Hollywood. Telephone: Hollywood 3-1261.

Full name ■ Harshe-Rotman, Chicago-based pr firm, on May 1 will change its name to Harshe-Rotman & Druck, the name the firm's New York branch has operated under for the past two years.

Pr network ■ A public relations network has been established by the Lon-

don office of Young & Rubicam Inc., to provide clients with pr service in eight European countries. The overseas network includes affiliates in Finland, Sweden, Denmark, Germany, Holland, Belgium, France and Spain. It is planned to extend the network to cover Italy and Switzerland.

Brand comparisons ■ Television Advertising Representatives Inc., New York, released brand comparison studies covering seven product categories in eight markets during the month of September 1961. The current report in the rep firm's series of such studies covers the following product categories: beer and ale, cigarettes, coffee, cold cereal, dog food, gasoline, milk additives and tea.

Rep appointments...

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

■ KGEE Bakersfield, Calif.: Tele-Radio & Tv Sales Inc., New York, as national representative.

■ KATU (TV) Portland, Ore.: Day-Wellington, Seattle, Wash., as its Seattle-Tacoma, Wash., regional representative.

New ad study from Chirurg & Cairns

"New Light on Corporate Advertising," a study of institutional and public-relations advertising, has been made public by Chirurg & Cairns Inc., New York and Boston advertising agency.

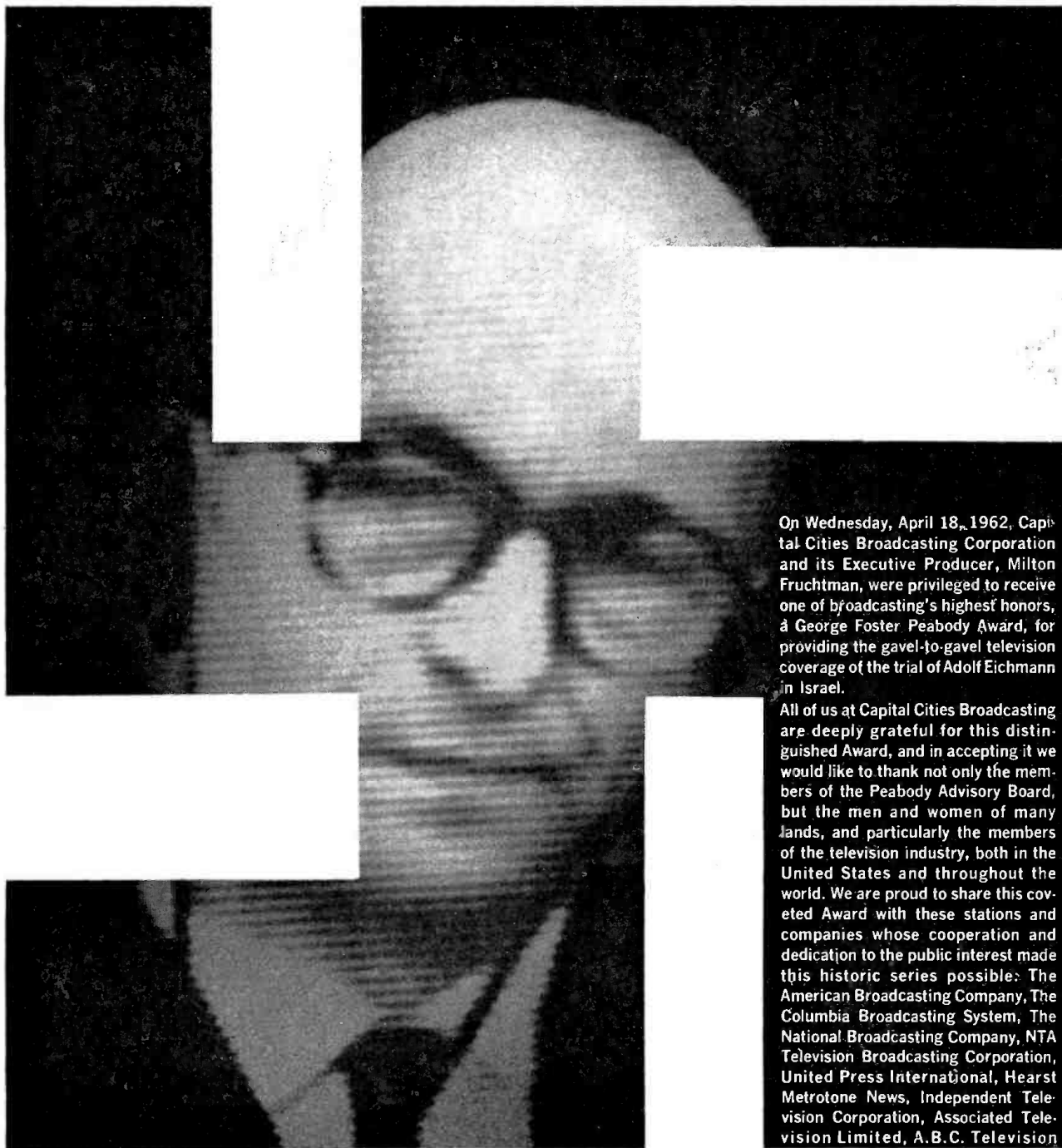
A slide-film presentation of the study is designed to eliminate con-

fusion that exists in the area of corporate advertising. Five basic strategies or approaches are described along with a program to help management understand the role of corporate advertising in sustaining and improving the price-earnings ratio.



Conveying a corporate impression to different publics is compared to the story of the blind men who felt different parts and reported widely

varied impressions of the elephant, in Chirurg & Cairns' presentation, "New Light on Corporate Advertising."



On Wednesday, April 18, 1962, Capital Cities Broadcasting Corporation and its Executive Producer, Milton Fruchtmann, were privileged to receive one of broadcasting's highest honors, a George Foster Peabody Award, for providing the gavel-to-gavel television coverage of the trial of Adolf Eichmann in Israel.

All of us at Capital Cities Broadcasting are deeply grateful for this distinguished Award, and in accepting it we would like to thank not only the members of the Peabody Advisory Board, but the men and women of many lands, and particularly the members of the television industry, both in the United States and throughout the world. We are proud to share this coveted Award with these stations and companies whose cooperation and dedication to the public interest made this historic series possible: The American Broadcasting Company, The Columbia Broadcasting System, The National Broadcasting Company, NTA Television Broadcasting Corporation, United Press International, Hearst Metrotone News, Independent Television Corporation, Associated Television Limited, A.B.C. Television Limited, Associated Rediffusion Limited, Granada TV Network, Independent Television News Limited, British Commonwealth International Newsfilm Agency, Nord-und Westdeutschen Rundfunkverbandes, Praesens-Film, A.G., stations of Westinghouse, Metropolitan, Storer, Corinthian and Taft Broadcasting, WCKT, KTTV, KRON, KOMO, KCPX, KMSP, WBNS, KPRC, WGN, KOIN, WBRZ and WDSU.

CAPITAL CITIES BROADCASTING CORPORATION

■ Albany, N. Y.: WTEN Channel 10, WCDC Channel 19, WROW-590 KC ■ Buffalo, N. Y.: WKBW-TV Channel 7, WKBW-AM 1520 KC ■ Metropolitan New York (Paterson, N. J.): WPAT-AM 930 KC, WPAT-FM 93.1 MC ■ Providence, R. I.: WPRO-TV Channel 12, WPRO-AM 630 KC, WPRO-FM 92.3 MC ■ Raleigh-Durham, N. C.: WTVD Channel 11

Survey of FCC exhumes Kennedy plan

MANAGEMENT FIRM FAVORS SUPER CHAIRMAN, OTHER CHANGES

An FCC chairman with super powers and an executive director supervising the staff who reports to the chairman instead of to the seven-member commission are two of the major recommendations of a \$60,000-plus management survey of the FCC released last week.

Under its present system of management, organization and manpower, the FCC is not equipped to fully carry out its mandate from Congress, the survey team of Booz, Allen & Hamilton Inc. concluded.

To remedy that situation, the commission should take the "crucial step of making its chairman the chief executive officer in fact as well as name" and have all of its staff (except opinion writers, hearing examiners and a proposed review board) report to an executive director instead of to the commission itself (CLOSED CIRCUIT, Feb. 5).

In the area of license renewals, Booz, Allen & Hamilton confirmed something broadcasters have thought for some time: "The present policy implicitly (if not explicitly) appears to be to use the threat of deferral of renewal as a weapon to bring about compliance with commission objectives. This is a poor weapon if used too broadly."

BAH recommended that the commission undertake a "major project" to define criteria for renewals more precisely. The report said the FCC should set up a special *ad hoc* study group to state more clearly for broadcasters the agency policy regarding renewals.

Needed everywhere ■ The report found something that needed improving in most offices and bureaus of the commission but said this is not to imply the FCC is ineffective in its essential functioning. "On the contrary, with its present administrative equipment, the FCC is a viable agency doing reasonably well under many handicaps." In a preface to its recommendations, the report continued:

"The consultants express concern, however, as to whether the commission is fully keeping pace, in its planning, adjudication and administrative facilities with the galloping technology of radio and television and whether, in the broadest sense, the commission is adequately protecting the public interest."

Most of the ills of the FCC can be traced to insufficient congressional appropriations, BAH said, in criticising the agency for making poor justifications in support of its budget requests.

Besides subordination of the six members to the chairman and of the staff to an executive director, the management survey recommended these changes:

■ A number of consolidations, transfers and other adjustments among bureaus and offices to conform with functional interrelationships, work loads and the changing communications picture.

■ Creation of an employee review board (BROADCASTING, April 23) with maximum delegation of review jurisdiction by categories of cases.

■ Greater effectiveness of existing delegations to staff by reduction in the number of *de facto* restrictions placed on the staff in the exercise of delegations; wide latitude to the staff on routine cases and problems.

■ Every effort to recruit and train top personnel and to fill key leadership positions with the most competent personnel available, whether from inside or outside the agency. "The nature of the job to be done demands only the best."

■ Increased enforcement through field activities; additional resources to permit more effective regulation and enforcement.

■ Strengthening of the capacity of three operating bureaus (Broadcast, Common Carrier, Safety & Special Services) to undertake economic and social analysis and pursue and develop recommendations on major matters of policy.

What's Wrong? ■ What are some of the ills of the commission today? According to BAH, the management of the agency's work load is informal, loose and too dependent on voluntary arrangements "which are not an adequate substitute for the firm, unified and superior direction required." Bureaus and offices tend to operate relatively autonomously and internal management by bureau and office heads is "insufficiently tight."

The seven commissioners often do not provide definitive policy or explicit instructions for staff guidance with the result that the staff is uncertain as to what is expected. The commissioners are too preoccupied with operational detail and *ad hoc* cases which do not involve policy or precedent and which should be handled on a lower level. Productivity of the FCC is marginal and morale would benefit from more explicit performance standards and improved supervision. Key personnel should be upgraded in terms of stature, competence and capacity.

Because of work pressures, the commission in the past has responded to, rather than anticipated, emerging and new issues in communications, BAH said, and concluded:

Chairman bound ■ Ineffective delegations by the commission in the past have made it a "virtual impossibility" for the members to devote their time to deserved important matters and has resulted in reduced effectiveness, BAH said. Moreover, little time is available

BAH asks FCC to take away Ben's pen?

The number of FCC letters to licensees probably will not diminish in the near future but one familiar part of each of them will be deleted if a recommendation in the Booz, Allen & Hamilton survey of the FCC is carried out.

Missing would be the signature "Ben F. Waple, Acting Secretary" (BROADCASTING, Feb. 19). BAH said having the secretary sign every piece of outgoing mail is "an anachronism" in a "fast-moving commission regulating vast and complex industries." The chairman should be delegated, without limitation, the power to authorize bureau and office chiefs to sign mail going out of their departments, BAH said.

The survey also recommended that the job of assistant secretary be abolished and the secretary's office staff reduced.

In another area, BAH recommended that FCC employees, who perform their duties "under conditions where physical violence could occur" be protected from physical harm. Commission field employees have been assaulted in the past (one was recently tossed into the ocean while attempting to inspect the radio on a private ship) and the only recourse is to bring suit in a civil court. Employees of several other agencies are protected by statutes which make it a criminal offense to do such things to them.

In Rochester, N. Y., As Everywhere:

To Stay On Top In TV, You Need What We've GOT:

A complete and well-organized setup for news coverage is essential to any TV station. We have it: a large and experienced staff, news bureaus in Washington and Albany, and the resources of the local daily newspapers.

NEWS



In the way of equipment, we have just about everything—and the *best*: a huge studio, two video-tape machines, rear screen projection, sound-on-film and a completely-equipped newsmobile. You name it—we have it!

EQUIPMENT



To make the best possible use of our modern facilities, we have highly-skilled manpower—folks with real know-how. We are extremely proud of our greatly-expanded staff of engineers, cameramen, producers, and salesmen!

KNOW-HOW



WHEC-TV is THE buy in Rochester, New York!

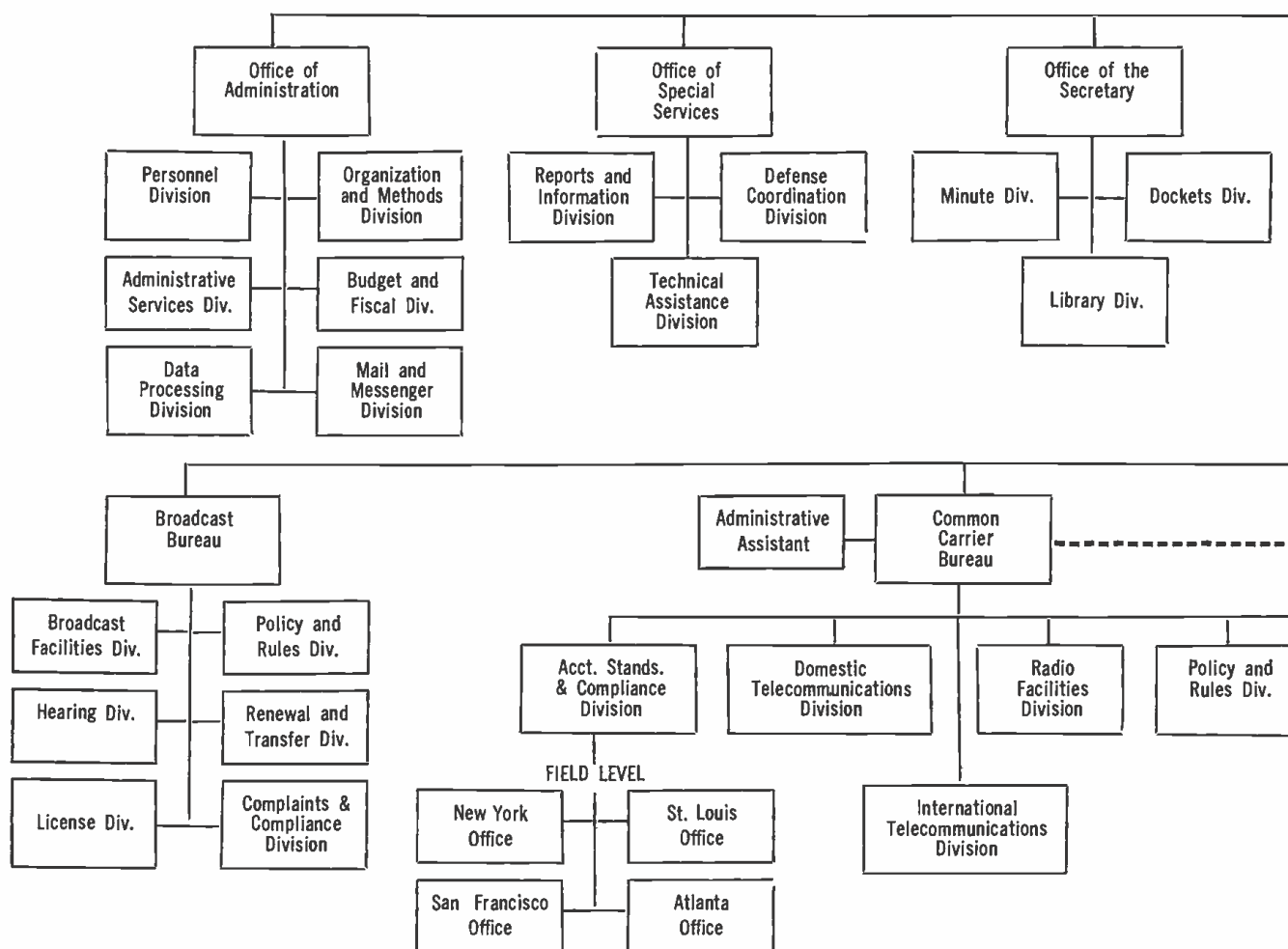
WHEC-TV



10



THE PROPOSED LINE OF COMMAND AT THE FCC



to the members for administrative duties and the FCC has been "unduly restrictive" in authority granted its chairman, the survey charged.

BAH held the view that "broad managerial responsibilities unmistakably are conferred on the chairman" by the Communications Act. The commission, BAH said, should move toward defining a broad area of executive leadership to be delegated to the chairman to include such matters as (1) coordination of the staff on existing and emerging issues as a basis for policy making; (2) general administration of the bureaus and offices; (3) housekeeping functions, and (4) responsibility for the hiring and firing of personnel.

"In these areas, it is eminently proper that the chairman be accorded broad and flexible administrative authority with minimum limitations," the report emphasized. To help the chairman in carrying out his role as chief executive officer "it is quite feasible for him to be

provided with top level staff assistance" through an executive director, BAH continued.

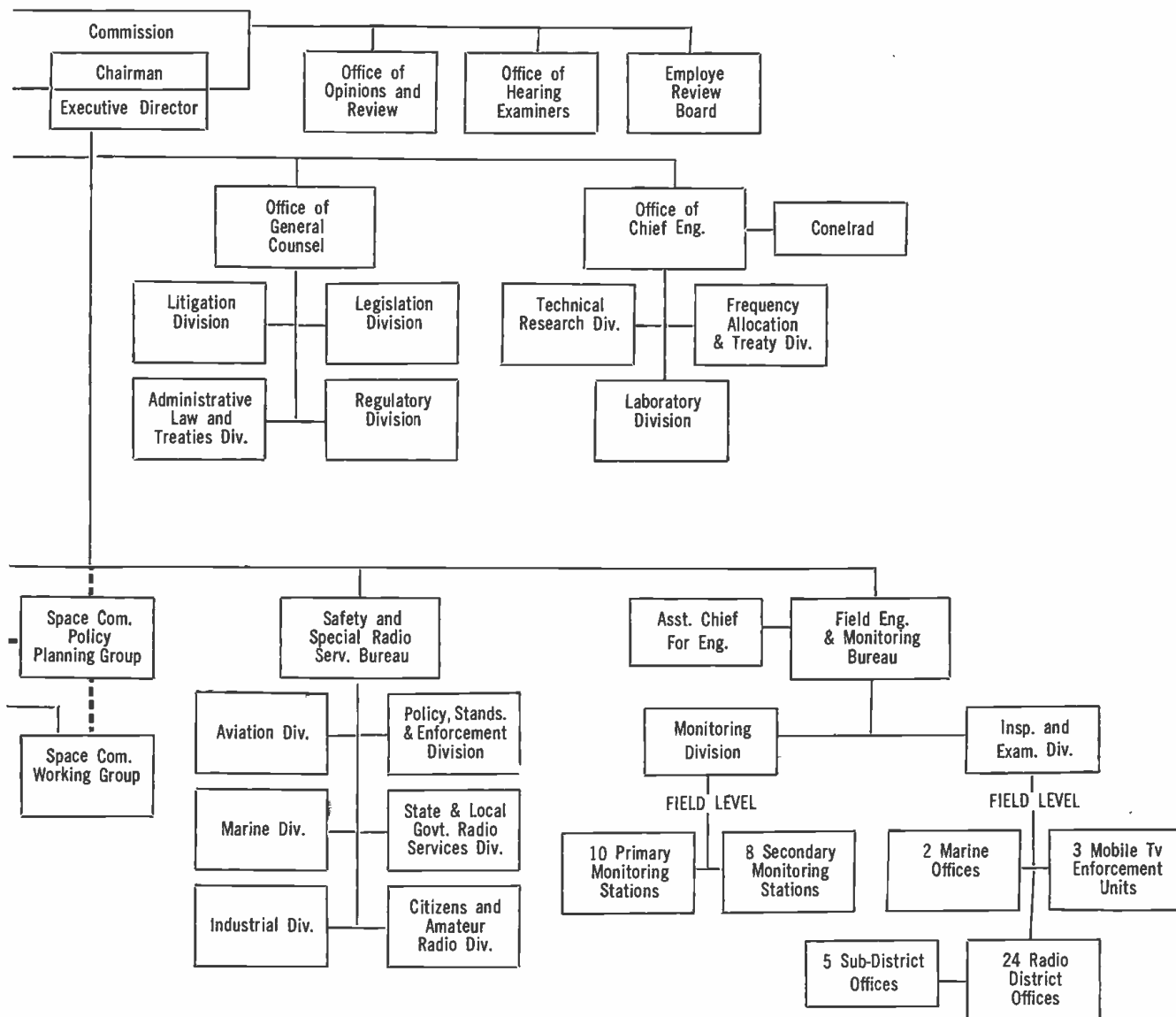
The executive director should be assigned to the personal office of the chairman and report directly to him—not to the commission—according to BAH. In turn, all of the bureaus and offices of the FCC which now report directly to the full commission would be responsible to the executive director except for Opinions & Review, hearing examiners and the review board to be formed.

Rebuffed ■ Both Congress and the FCC already have vetoed a plan by President Kennedy to hand over powers of the FCC *en banc* to the chairman. Last spring, the Congress killed White House plans to reorganize the commission that entailed super powers for the chairman (BROADCASTING, May 22, 1961). A majority of the commissioners also opposed the plan at that time.

There is little doubt that the FCC devotes greater attention to the work of the Broadcast Bureau than to any other office, BAH said in a chapter recommending changes in that bureau. There is an over-all high volume of satisfactory work turned out by the bureau but it suffers from a high workload and serious backlogs, the report said. In some measure, these broadcast problems find their seeds in actions or lack of action on the part of both the bureau and the full commission, BAH found.

Over-all organization of the Broadcast Bureau is "well conceived in most respects," the report said, but recommended certain changes—the merging of policy and rules functions, clarification of rules, staff additions and increased efforts to reduce backlogs.

The staff of the Complaints & Compliance Division, formed in 1960, should be increased temporarily while the FCC makes a "major study" of its



future role. The Office of Network Study should be abolished when it completes its report and the work transferred to an expanded Research & Education Division (for research) and to the Rules & Standards Div. (for rules matters), BAH said.

New Office — The report recommends the establishment of a new office of Special Services to oversee the divisions of Technical Assistance (now under the secretary), Defense Coordination (presently under the Office of Administration) and Reports & Information which currently reports directly to the commission.

The management survey of the FCC by Booz, Allen & Hamilton was initiated and paid for by the Budget Bureau, with FCC cooperation. It was started early last October and the fact-finding phase was completed in December. A preliminary report was submitted to the FCC in late January (CLOSED CIRCUIT, Feb. 5) and immediately

met criticism within the commission.

The final report was reproduced by the commission early this month for the Budget Bureau. Two to six BAH men worked on the recommendations at various times, under the supervision of Bernard L. Gladieux, chief of the survey team for BAH.

NAB appeals ruling in KXTV(TV) case

The reversal of a National Labor Relations Board ruling that two unions had not engaged in an illegal boycott at KXTV (TV) Sacramento, Calif., was asked April 24 by NAB in an appeal filed with the U. S. Court of Appeals, San Francisco.

The NAB brief argued NLRB had used "tortured reasoning . . . to the point of absurdity" in stretching the language of the labor act to clear the

American Federation of Television & Radio Artists and the National Assn. of Broadcast Employees & Technicians of boycott charges. The brief noted that AFTRA and NABET had distributed handbills at retail outlets listing as "unfair" advertisers who patronized the station.

The trial examiner's ruling had held the action was an illegal secondary boycott. The board, however, reversed his findings and dismissed a complaint by KXTV in a 2-1 decision.

In its decision, the board held that a broadcast station, "by adding its labor in the form of capital, enterprise and service to the products which it advertises for secondary employers, becomes one of the producers of the product which it advertises." NAB contended Congress proscribed all secondary boycotts in labor disputes in which the primary employer deals exclusively in services such as those provided by broadcast stations for advertisers.

THE END OF CONELRAD

FCC, Defense write obituary for emergency setup; alternative uncertain, but some control is likely

Conelrad's main reason for being—to deny navigational aid to enemy aircraft—is a thing of the past, but the ultimate effect on the broadcasting industry, which has invested an estimated \$20 million in equipment, time and manpower, is yet to be decided.

The termination news was announced by the FCC and the Department of Defense early last week. It followed a year-long re-evaluation of Conelrad by the Joint Chiefs of Staff, who acted on a request first proposed by the National Industry Advisory Committee in 1960.

It is known, however, that a form of control still will be exercised over broadcasters in the event of war emergency. This is required, it is agreed, so as to:

- Provide immediate access to the air by the President, no matter where he may be;
- Insure that civil defense authorities can disseminate information and advice to the civilian populace.
- Provide for emergency and back-up communications for military services and make certain that broadcast stations do not interfere with military communications (including aircraft naviga-

tional aids) and weapons (radar, missile guidance systems, etc.).

What is facing broadcasting, indicates FCC Commissioner Robert T. Bartley, defense commissioner, is na-



Mr. Bartley

tionwide allocation study to determine which stations are to be kept on the air in the event of an enemy attack and which ones silenced. He says the Conelrad-civil defense frequencies of 640 kc and 1240 kc will still be used.

Mr. Bartley also doubts that tv stations will be permitted to operate during an alert. He believes fm stations will be used exclusively for defense communications instead of broadcast to the public.

Concurrences ■ One of the reasons for the FCC's lack of plans for a revised control system, it was noted, is that the agency has received no official list of requirements from the civil defense authorities. On hand are the needs of the White House and the mili-

tary in the event of disaster.

When the complete list of government requirements is received, the commission will try to draft a master plan to meet the needs. That will be done in cooperation with NIAC, representing all segments of the civilian communications users, including broadcasters.

Mr. Bartley estimates the first revisions of the present Conelrad operation may be announced in 60 to 90 days.

Canada meanwhile announced last week it plans to use "almost" all radio and tv stations in an expanded broadcast network for emergency warnings to its populace. Canada has 290 radio stations and 110 tv stations.

In the U. S. there are 2,000 standard broadcast stations in the Conelrad net. There are 480 key Conelrad stations equipped, at a cost of about \$15,000 each, with direct lines to the North American Defense Command in Colorado Springs, Colo. Another 1,600 Conelrad stations are required to continuously monitor the key stations at an estimated cost of \$2,000 to \$3,000 each.

The Conelrad operation, instituted in 1951 at the behest of the Air Force, was developed primarily to deny navigational aid to enemy aircraft which might "home" on targets through the use of radio broadcast frequencies. Because it was felt that radio stations should be used to disseminate information and instruction to the civilian population, a scheme was evolved to ac-

Minow sees more and more public affairs programs on tv

FCC Chairman Newton N. Minow is optimistic over the prospect of a continuing increase in sponsored public affairs shows in prime time because of their popularity with viewers and sponsors—"one of the brightest things that's been happening" in television. But there apparently will be no letup in FCC prodding of broadcasters for more public affairs programs, sponsored or not.

The FCC chairman expressed his views in an interview with Sen. Hugh Scott (R-Pa.), a member of the Senate Commerce Committee, recorded for broadcast yesterday (Sunday) on Pennsylvania radio and television stations.

He said the trend to sponsored public affairs and public information shows in prime time is stronger now than it's ever been and will continue because broadcasters "are finding that people watch them and also that sponsors will sponsor them."

He said this is "one of the brightest things that's been happening—that we have many sponsors now

who want to be identified with public affairs shows and this in the long run will increase their availability to the public."

No Excesses ■ He said he doesn't think demands on broadcasters for sustaining public affairs shows are being carried "too far"—at least in television. That medium "is doing extraordinarily well financially," he said, and the most profitable stations "are the ones that do the most public service . . . the two often go hand-in-hand." But he agreed it's different in radio, where a third of the stations are losing money.

He said the major purpose of his widely publicized speeches that have been critical of television and radio is to stimulate as much public participation in broadcasting as possible. "After all," he said, "the broadcaster is using public airwaves, and he's a trustee for them."

"What I am trying to do in the main," he said, "is to awaken the public to its chance to participate. Broadcasters want to do a good job. I haven't met one yet who doesn't

want to improve his programs. It's just that I think they often tend to underestimate their audience, and I think the audience should be more in touch with the broadcasters."

Misrepresentation ■ Mr. Minow disavowed any government intent to dictate the type of television shows sold abroad. But he noted that many U. S. ambassadors have reported that American television programs are giving foreign countries a "bad impression" of American life.

He said he hopes broadcasters will assume the responsibility for selecting programs for export that will show "people around the world what kind of people we are and what our freedoms are, what our traditions are instead of giving them nothing but blood and thunder."

He said this matter will assume increasing importance with the introduction of live international television via satellite. As this new communications medium is developed, he said, "a lot of thought must be given to what we're going to put on it to be telling the rest of the world about us."



Our head's above the clouds...

...and the view is better than ever! Our giant new 1,549 ft. tower, sixth tallest structure in the world, gives KOVR 37% more Television homes in the booming Sacramento-Stockton market.

These are the concrete advantages to you:

GREAT PROGRAMMING: A line-up of strong ABC-TV shows and top syndicated properties which are supplemented by Metropolitan Broadcasting's quality specials and public affairs programs.

NEW STUDIO FACILITIES: The finest and most extensive in the area, including tape facilities in both our Sacramento and Stockton studios.

SUPERIOR PROMOTION: Massive, continuing on-the-air, outdoor and newspaper campaigns.

You're on solid ground when you buy KOVR for towering results in the Sacramento Valley.

KOVR Channel 13 SACRAMENTO STOCKTON

A METROPOLITAN BROADCASTING STATION
C. GLOVER DELANEY, V.P. & GENERAL MANAGER

comply both these missions. It worked this way:

Upon the notification of an alert, all radio and television stations go off the air. Almost immediately, the Conelrad standard radio stations return to either 640 kc or 1240 kc, broadcasting civil defense and government information to the public on an intermittent, "cluster" type schedule. This method of broadcasting is considered sufficient to confuse enemy aircraft attempting to use U. S. stations as homing aids.

Imperfect ■ Almost from the beginning there were complaints. A basic complaint was that the Conelrad operation reduced the coverage areas of stations and civil defense instructions and information did not reach many people. A second and more significant objection was that the entire Conelrad concept was outmoded by atomic missiles which (1) do not need any "homing" aid and (2) would cause widespread destruction even though they miss a target by many miles.

Early last year, the Dept. of Defense was asked to restudy the need for Conelrad and turned the study over to the Joint Chiefs of Staff (BROADCASTING, April 10, 1961). The decision to abandon the primary purpose of Conelrad apparently was reached earlier this year. Mr. Bartley made a semi-official announcement in February that he un-

derstood such a finding was made. He so told state broadcast association presidents meeting in Washington (BROADCASTING, March 5). Last week's announcement made it official.

The word came to the FCC April 23 in an official letter from Deputy Secretary of Defense Roswell Gilpatrick to FCC Chairman Newton N. Minow.

In this notice, however, the Defense Dept. listed its continued needs in the radio spectrum.

Things to Come ■ In a speech Friday before the Oregon Assn. of Broadcasters, Commissioner Bartley hazarded a few prophecies on what the future holds in the emergency broadcast service:

- Some stations in multiple station markets will continue to be silenced—or placed in a "standby" status to reduce mutual interference and extend the coverage of stations in other communities.

- Stations remaining on the air will be referred to the Defense Dept. for radioactive fall-out protection by the Army Corps of Engineers and for equipping with emergency power generators and remote pickup links. State fm defense networks will get top priority, standard stations with National Defense Emergency Authorizations following.

- There will be an acceleration of the

development of the RESTORE projects (teletypewriter networks which can use standard broadcast transmitters without interference or degradation to the regular broadcast program) and of the fm defense network, regionally at first and finally on a national basis looking toward a national fm defense network.

There will be no change, Mr. Bartley is sure, in the emergency alerting system. This uses AP and UPI press-wire teletype circuits and was placed into operation last year.

Mr. Bartley said he hopes in 60 days to announce a National Defense Seminar for early fall where briefing can be given to all.

Mr. Bartley emphasized all proposed changes in the existing emergency control system must be reviewed and approved by NIAC, then sent to the FCC and the Dept. of Defense for concurrence. Much of detailed planning will go to the State Industry Advisory committees, he emphasized.

FCC yields to Hill, drops pre-sunrise plan

FCC rulemaking to restrict pre-sunrise operation by am stations was put on the shelf indefinitely by the agency last week. Fulfilling a promise to reconsider, made two weeks ago to the House Commerce Committee (BROADCASTING, April 23), the commission canceled the May 15 deadline for comments and set no new date.

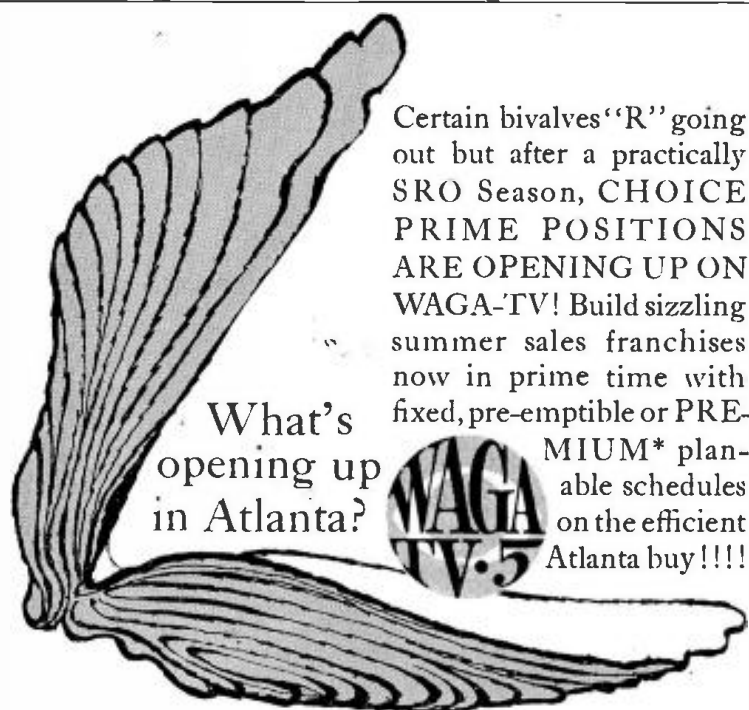
Sherwood J. Tarlow, president of the Pre-Sunrise Broadcasters' Committee, said the postponement shows the FCC "has undoubtedly recognized the tremendous injustices" which would result from adoption of the proposed rule. The committee was formed to fight the FCC plan (BROADCASTING, April 9) and Mr. Tarlow said last week's action "is our first step toward total victory." Mr. Tarlow also appointed approximately 50 regional chairmen for the Pre-Sunrise Committee.

FTC hits 'Outgro'

A formal complaint has been filed against American Home Products Corp., New York, by the Federal Trade Commission, charging the firm with misrepresenting effects of its ingrown toenail remedy Outgro.

The complaint, which describes in detail tv commercials for Outgro, states that contrary to claims made on tv and through other media, Outgro "will have no significant effect upon pain or infection, nor will it cure or offer relief from ingrown toenails."

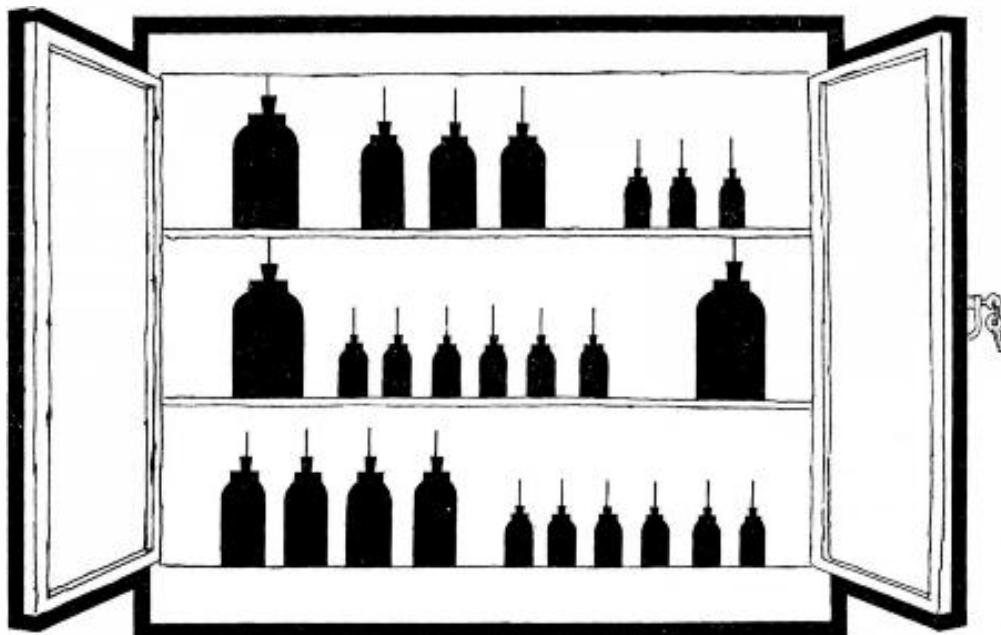
The product is manufactured by the firm's proprietary drug division, Whitehall Laboratories. The respondent was given 30 days in which to file an answer to the complaint.



Certain bivalves "R" going out but after a practically SRO Season, CHOICE PRIME POSITIONS ARE OPENING UP ON WAGA-TV! Build sizzling summer sales franchises now in prime time with fixed, pre-emptible or PREMIUM* plan-able schedules on the efficient Atlanta buy!!!!

*Premium plan—One fixed AA or AAA 20 sec. announcement earns 12 plan rates for all additional B, C, or D spots! Represented by Storer Television Sales.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WIBK	DETROIT WIBK-TV
NEW YORK WJW	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	STORER BROADCASTING COMPANY	



STICKY SITUATION

This is the supply locker of a Madison Avenue ad agency. The office manager keeps his cache of rubber cement in it. In the pecking order of this agency, the smallest jars are reserved for typists and secretaries; copywriters and artists rate medium-size jars; the largest ones, naturally, are for account executives.

During inventory, the boss, who was a stickler for rubber cement details,* wanted the bottles counted according to capacity. "How much rubber cement does each size hold?" he asked the office manager.

"I dunno," was the reply, "but I know our inventory balances because the jars on each shelf hold a gallon and a half of the stuff."

"That's no help," said the boss scornfully, and fired the office manager forthwith.

The head man is now accepting applications from anyone who can tell him how much each size jar holds. If the job has been filled by the time you figure it out, a small unsticky consolation prize will come your way.

** If you're a stickler for details, here's one that will interest you: the Nielsen Station Index for January, 1962, places WMAL-TV in the #1 spot for greatest number of nighttime viewers among Washington's 4 TV stations. WMAL-TV is tops in 44 of the 98 quarter-hours between 7:30 p.m. and 11:00 p.m. Sunday through Saturday. (Two of the other 3 stations split the balance with 36 and 18.)*

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.

wmal-tv
Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.
BROADCASTING, April 30, 1962

SEC. 315 BILL PUT ON ICE

Pastore sees no congressional urgency this year, but he still favors liberalized suspension bill

Broadcasters hoping for a congressional relaxation of the equal-time section (315) of the Communications Act will have to wait at least until next year.

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, says he doubts if two Sec. 315 bills will be considered this year.

One (S 204), introduced by Sen. Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, would make permanent the temporary 1960 suspension of the equal-time requirement, which applied to presidential and vice presidential candidates. The other (S 2035), sponsored by Sen. Pastore, would extend the exemption to candidates for governor, senator and U. S. representative.

Sen. Pastore said action on these proposals isn't being delayed as a result of the Senate watchdog subcommittee report, which recommended Sec. 315 re-

main in force pending an in-depth study of broadcaster behavior in next fall's political campaigns (BROADCASTING, April 23). He said he hasn't read the report.

He said his subcommittee has a heavy workload and he believes the House would be unlikely to act anyway.

It's understood Congress feels no compulsion to act on the Magnuson bill, which wouldn't be applicable until 1964.

The Pastore bill, with its application to lower offices, could become the kind of controversial item congressmen might prefer to overlook in this election year. The idea of liberalizing the equal-time requirement for the 1964 presidential and vice presidential candidates has picked up widespread support—which is not true of the proposal for extending the exemption to candidates who would be lesser offices on

the major-party tickets.

Convert ■ Sen. Pastore is convinced such additional unshackling of broadcasters would be in the public interest. He said "no better proof" of this is needed than the experience gained in the 1960 presidential campaign—a sharply different view from that offered by the watchdog subcommittee.

HEW session delayed to draft new 'goals'

The Dept. of Health, Education and Welfare's proposed conference on juvenile delinquency is being delayed for a review of its "goals." And broadcast representatives, originally critical of the conference proposal because it seemed aimed at tv, will help draft those goals.

This was disclosed last week after a meeting of Bernard Russell, special assistant to HEW Secretary Abraham A. Ribicoff; NAB President LeRoy Collins; and Dr. Ralph Gary, of Boston U. Dr. Gary, a consultant to the Senate Juvenile Delinquency Subcommittee, originated the conference idea (BROADCASTING, April 9). Secretary Ribicoff agreed to sponsor it at the request of

FCC letters are starting to elicit backtalk

Radio stations still are getting ever-increasing numbers of probing letters from the FCC but some licensees are beginning openly to criticize the commission's methods in reply.

In the past, most stations have been afraid to speak their minds in reply to the FCC for fear of reprisals, though commission officials—from Chairman Newton N. Minow on down—publicly and privately urge broadcasters to answer the FCC fully and candidly without fear of any resentment within the agency.

During the week of April 9-16, the proposals and/or past programming practices of some 20 stations in Oklahoma, Kansas and Nebraska were questioned by the FCC as a result of license renewal applications. Generally speaking, they were the standard inquiries because the stations had little or no programming of one or more types, fitting the FCC's definition of education, discussion, agricultural, religion and talks. The letters usually include a phrase such as:

In view of the percentage breakdown, "you are requested to submit a statement setting forth the manner in which the particular programming needs and interests of the com-

munity have been and will be served by your station's program offerings." In some instances, the FCC questions a station when it has omitted only one of the 14 accepted program categories.

Most of the letters "requesting more information" from licensees originate at three sources within the FCC's Broadcast Bureau: (1) inquiries on renewal applications come from the Renewal Branch, Edward J. Brown, chief; (2) inquiries on station sales from the Transfer Branch, Robert H. Alford, chief (Joe Nelson is head of the Renewal & Transfer Division, which includes both of the above branches) and (3) letters on specific complaints against a station's programming from the Complaints & Compliance Division, John C. Harrington, chief.

Ben F. Waple, acting FCC secretary, signs the letters (BROADCASTING, Feb. 19) but they are drafted in the respective offices involved.

KRLN's Pen Pal ■ KRLN Canon City, Colo., has received at least three letters from the Renewal Branch in recent weeks on the programming portion of the station's renewal application. Primarily, the FCC has questioned KRLN's over-

all percentage of programs as to categories and their classifications.

In reply to a commission letter of March 28, KRLN President Raymond M. Beckner wrote the agency: "Once again, we are forwarding amended program section and answers to your questions. . . . Each of these reports and amendments represents many long hours of night work for us, great loss of financial revenue, loss of public service to our listeners and the creation of dire hardships throughout our organization.

"Worse yet, they seem so utterly futile [and] leave us with such a feeling of complete frustration. We have no assurance that the commission will not place still another definition on one or more of the program types . . . and we will have the work to do over and over again."

Mr. Beckner was especially critical of the FCC's alleged "strict concepts and definitions" of program categories. "Does the commission now assume total responsibility as to whether a program is of a certain type or does the licensee still have some semblance of expression of his judgment as to program type and content?" he asked.

He said that what is agriculture

Sen. Thomas J. Dodd (D-Conn.), chairman of the Juvenile Delinquency Subcommittee. It was tentatively scheduled to begin early in May.

Mr. Russell said another meeting has been scheduled May 8 to draft a list of conference goals and recommendations. Participants will also be decided on them. He said he would attend the May 8 meeting with Dr. Gary and either NAB or network representatives.

Last week's meeting followed Gov. Collins' letter to Secretary Ribicoff questioning the propriety of the proposed conference because it appeared limited to television. He said a broad study of all possible factors in juvenile delinquency is needed (AT DEADLINE, April 16). Few details of the meeting were disclosed. But participants indicated HEW and NAB wouldn't have too much trouble agreeing on conference goals.

Before the meeting, Mr. Russell said Secretary Ribicoff and Gov. Collins are "thinking along the same lines." He said the department feels the conference will be "a little different" from that indicated by Juvenile Delinquency Subcommittee news release which emphasized the television-violence aspect.

SATELLITE RATES TOO STEEP: USIA

Pastore committee ends hearings on satellite bill

The U. S. Information Agency, which has been developing programming plans for the first television broadcast via satellite, expressed fear last week it wouldn't be able to afford the proposed space system once it's operational.

USIA Director Edward R. Murrow briefed the Senate Commerce Committee on the preparations being made, and problems encountered, in planning for broadcasts to be relayed by AT&T's Telstar satellite, scheduled for launching by midyear.

But he stressed the agency's hope it would be able to negotiate preferential rates once the U. S. communications corporation is established. Without special treatment, he said, rates would be prohibitive for the USIA.

The committee, with Sen. John O. Pastore (D-R. I.) presiding, is considering the amended administration bill (S 2814) to create a privately owned corporation to own and operate the space system. The bill has already been approved by the Senate Space Commit-

tee, and the Commerce Committee completed its hearings Thursday, with testimony from Sen. Estes Kefauver (D-Tenn.), who opposed the bill, and Assistant Atty. Gen. Nicholas deB. Katzenbach, who supported it. The House version of the bill is tentatively scheduled for floor action Wednesday.

\$900 Million Costs ■ Basing his estimates on transatlantic cable charges, Mr. Murrow said it would cost USIA \$900 million a year to broadcast 1½ hours daily to seven areas of the world. And USIA's total budget, he said, is \$111.5 million.

"Our agency wants to use the system," he said. "We think the national interest demands that we do so." He said instantaneous global tv coverage of Astronaut John Glenn's orbital flight and of his receptions in this country would have had tremendous world-wide impact.

Therefore, he said, "affordable rates for our agency's usage is an appropriate repayment" of the millions of dollars

in Colorado may not be agriculture in the East but that the FCC refuses to recognize this. And on educational programming, *Colorado Wildlife*, which KRLN carries, is educational to Coloradans, Mr. Beckner argued. He said it is prepared by Colorado State U. "Here in the West where wildlife is both prolific and important . . . it is regarded as a highly significant course of study and most certainly educational," he told the FCC. "Other sections of our country could disagree on this. In case of disagreement, is the licensee's judgment to be respected or must he adhere to strict concepts and definitions?"

Licensee Harassment ■ Mr. Beckner said the FCC directed KRLN to write letters to educational institutions offering its facilities. "We are further directed to send copies of these letters to the commission along with replies received," he said. The station will write the letters to local schools (there are no colleges in KRLN's coverage area) if the FCC makes it compulsory, he said, and they should state they are written by direction.

The KRLN president said he appreciates what the FCC is trying to do but "we . . . strongly disagree as to the wisdom and practicality of the methods and procedure. . . . Such a continued schedule of licensee

harassment on program details and type, without regard to geographical consideration, trust or respect of the licensee . . . will ultimately lead to the deletion of most of the legitimate, conscientious licensees and leave the field to the whistle blowing, dynamite operators. . . . This new commission procedure on programs can not, will not and must not work."

In reply to Mr. Beckner, the FCC wrote KRLN that the station had "misconstrued the content" of the agency's March 28 inquiry. "It was neither the stated nor intended purpose . . . to suggest programs or to pass upon program material broadcast by station KRLN," the FCC said. According to the FCC, KRLN had listed programs under incorrect definitions and the commission "merely requested that you clarify the matter."

KOIL Gets Complaint ■ Don W. Burden, president of KOIL Omaha, has filed a stout defense of that station's programming policies in answer to the FCC's request for information on complaints received against the station. Specifically, the complaints were lodged by one Jack E. Bogan against KOIL advertisements for an Omaha art theatre, which the station pointed out, it identifies in spots as an "adult only" theatre.

"It would be very easy for us to resolve this problem by knuckling under to the complaints of private censors," Mr. Burden wrote the FCC. "I sincerely believe . . . that we should not be intimidated by them. We will, as we have in the past, make our own decisions as to what serves the public interest." If the station bowed to every complaint, KOIL would indeed become a mediocre operation, he said, with distorted news and public service programming to pamper "the fly-by-night and irresponsible advocates."

As long as the [Muse] theatre is a legal and legitimate business, KOIL will not discriminate against it, Mr. Burden said. He said KOIL would be violating the terms of its license if "we knuckled under and abrogated what we consider to be our responsibility to carry advertisements for a minority theatre . . ."

Answering the charge that copy for the Muse Theatre is improper, KOIL sent copy for several spots aired for the theatre to the commission. Some of them included changes made by the station in copy submitted by the agency, such as substituting the word "sprightliest" for "spiciest." Mr. Burden said that KOIL will continue carefully watching the copy submitted for the theatre and will continue to carry it as long as the station's standards are met.



Edward R. Murrow, U. S. Information Agency director (l), ponders a question during his appearance before the Senate Commerce Committee. With him at hearing on a bill to create a U. S. communications satellite cor-

poration were Robert Evans (c), his special assistant, and Edgar T. Martin, engineering manager of the Voice of America. Mr. Evans is in charge of developing the first program to be broadcast via satellite.

the government has invested in the development of a space communications system.

He endorsed the administration bill, declaring it would permit USIA to negotiate directly with the privately owned corporation and, thereby, seek reduced rates.

No Cut-Rate from Carriers ■ But if the ground stations were owned by individual communications carriers rather than the corporation, as some industry witnesses have recommended, he said, the agency would have to deal with both the corporation and the individual carrier, or the carriers alone.

"Under that circumstance," he said, "assuming current practices are followed, no reduction in rates would be possible."

As for the first television program via satellite, Mr. Murrow said plans are still in the formative stage. But he indicated "visual tours" of major cities in the U. S. and Europe are contemplated. Two 10-minute programs, one from the U. S. to Europe, the other from Europe to the U. S., will be broadcast.

Before the transatlantic test is made, Mr. Murrow said a live television experiment within the U. S. will be made. A signal is to be sent from the AT&T station in Andover, Me., to Telstar for relay to the Bell station in Holmdel, N. J.

In planning the U. S. program, the USIA has been working closely with the three television networks. The network men assigned to the project are Fred Friendly of CBS; Irving Gitlin, of NBC; and Ted Fetter, of ABC.

EBU's Responsibility ■ The agency is also cooperating with the European Broadcasting Union, which is developing the program Europe will send to the U. S. Mr. Murrow said it's assumed the British Broadcasting Corp. will serve

as the EBU's programming agency.

The problems still to be worked out are both diplomatic and technical. Mr. Murrow said, in Europe, a decision will have to be made as to which of the 21 political entities involved will participate in the program. A 10-minute program isn't long enough to accommodate all of them, he said.

Technical problems involve the different European line standards and electrical transmissions, which will have to be converted before transmission will be possible. And the six-hour time difference between New York and Paris presents "a major obstacle in choosing the optimum time for broadcast," he said.

He emphasized that the television demonstration will be "a relay of television between ground terminals," not a direct broadcast to home receivers.

Kefauver Opposed ■ In his testimony, Sen. Kefauver, one of a group of senators opposed to any form of private ownership of the satellite corporation, called again for government ownership. Failing this, he said, Congress should delay a decision until it is seen how valuable the system is. He said nothing would be lost by a delay of as much as 18 months, that during that time NASA could proceed with its research and development program.

He expressed concern that the administration bill, under which the public and the common carriers would each own 50% of the corporation, would permit one or two large companies to dominate the system. He also said the bill, in effect, exempts the corporation from the antitrust laws.

Mr. Katzenbach, however, disagreed on both points. He said the "whole thrust of Justice Dept." intent in helping to draft the bill was to prevent domination. "And if any corporation conspires to gain dominance," he add-

ed, "it would be in violation of the antitrust laws."

These laws are not suspended by the bill, he said, and would apply to the corporation and those in it.

Ground Station Issue ■ He said, however, the Justice Dept. has reservations about a provision encouraging the FCC to license carriers rather than the corporation to build ground stations. He said the department would prefer elimination of the implication of preference for the carriers in this regard, but wouldn't strenuously object if the language were not changed. He said the FCC would still be authorized to license the corporation if it felt that to be in the public interest.

A similar ground-station provision in the House bill, however, led two House Commerce Committee members to file additional views in the report submitted by the committee. Reps. John E. Moss (D-Calif.) and John D. Dingell (D-Mich.) said the language would make it highly unlikely the corporation would be able to secure revenue, "let alone net profits," from operating ground stations.

They said the public should be informed of this before being invited to invest in the corporation.

Both voted for the bill, they said, because they believe it "important that something should be done to speed the U. S. participation in the developing field of space communications." But they said the bill should be amended to leave the question of ground station ownership "completely open" for FCC determination.

FAULK VS. AWARE

Damaged by blacklist, says former CBS personality

Initial testimony was heard last week in New York Supreme Court in a six-year-old libel suit brought by John Henry Faulk, formerly a WCBS New York humorist-commentator and guest personality on television, against Aware Inc. and two other defendants. The suit is believed to be the first court action against alleged blacklisting practices in the radio-tv industry.

Mr. Faulk took the stand last Tuesday (April 24) and denied vigorously that he had ever backed communist groups, and, moreover, claimed he had a consistent anti-communist record. Mr. Faulk originally had sought \$500,000 in damages, claiming that charges published by Aware accused him falsely of supporting communist-front organizations. Justice Abraham N. Geller was asked to increase the compensatory damages to \$1 million. He reserved decision on the request.

The suit was filed in June 1956 by

The Most Number One Station in the Immediate Vicinity

The perpendicular pronoun and the numeral one have much in common. Our Ma, old WMT Radio (forty this year), taught us not to confuse the two. Statisticians who work for WMT-TV look like croquet hoops from bending over backwards. Yet it's difficult to walk the line between station ego and station firstness. We try to quote narrow-shouldered, Brooks-Brothers-type statistics. For example:

In one two-day period in February we announced 98 church service cancellations, 60 no-meetings-today, and 142 school closings, all storm-begotten. When folks want word to get around they call us.

A hundred and one correspondents throughout our listening area relay news to the WMT news center. When we want word, we call them.

Our Farm Service Department is staffed by three college graduates, all born and raised on farms.

Then things like this come along:

In "homes reached" WMT-TV is #1 in all time periods from sign-on to sign-off, Sunday through Saturday. (Cedar Rapids—Waterloo ARB 3/15/62.)

In "station share" WMT-TV is #1 Monday through Sunday, 9 a.m. to midnight. (*Ibid.*)

Of the ten top daytime shows WMT-TV has ten. Of the 466 quarter-hours measured for "homes reached" WMT-TV has 390 firsts.

How can you ice that?

WMT-TV

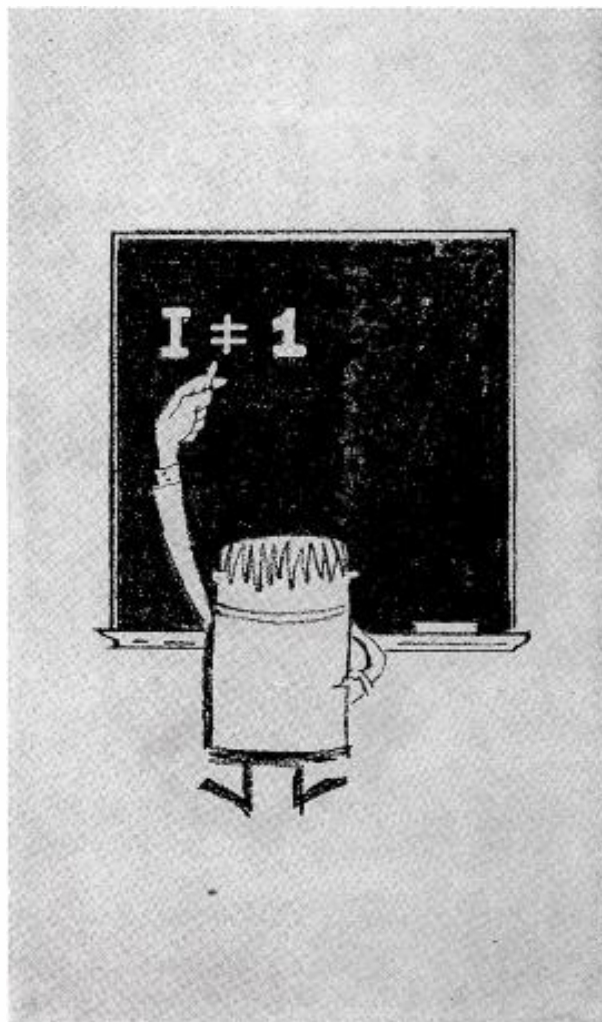
CBS Television for Eastern Iowa

Cedar Rapids—Waterloo

Represented by the Katz Agency

Affiliated with WMT Radio;

K-WMT, Fort Dodge; WEBC, Duluth.



Mr. Faulk against Aware, an organization formed in 1953 to combat the "communist conspiracy" in the entertainment-communications field; Vincent Hartnett, a writer-lecturer-consultant; and Laurence A. Johnson, a Syracuse, N. Y., supermarket operator. Mr. Hartnett is said to have been the principal writer of an Aware bulletin alleged to have damaged Mr. Faulk's reputation, and Mr. Johnson is charged with having circulated the bulletin to radio and television sponsors.

Louis Nizer, counsel for Mr. Faulk, asserted in his opening statement on Monday (April 23) that the humorist was "rising as one of the great stars of television and radio" at the time the Aware bulletin was published.

The circulation of the bulletin by Mr. Johnson to various sponsors, Mr. Nizer declared, "alarmed CBS." Mr. Faulk signed an affidavit attesting to "his loyalty to his country," and he remained on the network-owned station for a year. The following year he was "dropped" by CBS because of the alleged libels of Aware, Mr. Nizer said, adding that Mr. Faulk was unable to find further work in radio and television.

Thomas Bolan, counsel for the defendants, disputed the contention that Mr. Faulk was damaged by Aware or

suffered financial hardship. He claimed that in the two years following the issuance of the bulletin Mr. Faulk "made more money than at any time in his career."

Mr. Faulk testified that he viewed communism as a "very antagonistic and destructive philosophy," and said his public record would show that he always had held communists in "considerable contempt."

The court recessed Thursday but was scheduled to re-convene on Friday.

NAB, NCTA agree with REA on amended bill

Objections of the National Community Tv Assn. and NAB to a bill approved by the House Agriculture Committee have been met in an amendment that will be offered on the House floor.

The bill (HR 10708) is intended to permit the Rural Electrification Administration to finance the construction of closed-circuit television projects for rural educational systems.

NCTA and NAB, however, feared the bill could be interpreted to authorize REA to finance closed-circuit catv systems (BROADCASTING, April 9).

The amendment would specifically exclude catv services, other than educational television, from those pur-

poses for which REA funds could be used.

Agreement on the amendment was reached between Rep. W. R. Poage (D-Tex.), who introduced the bill, and REA and NCTA officials.

FCC backs tv outlets in political decision

Three Baltimore tv stations acted within their rights when they refused to telecast a political program because of possible defamatory statements made on the program by non-candidates, the FCC said last week. The FCC wrote a committee which supports George P. Mahoney, candidate for the Maryland Democratic gubernatorial nomination, that such decisions are up to the local station and are outside the authority of the FCC.

The three stations—WJZ-TV, WBAL-TV and WMAR-TV—refused to carry the program because, they said, statements were made in the taped version which might be libelous and slanderous. In replying to the complaining committee, the FCC said Sec. 315 does not prohibit a station from censoring statements made by non-candidates and that Sec. 326 prohibits the commission from ordering a station to broadcast a specific program. Therefore, the FCC said, it plans no further action.

A Washington tv station aired the program (advocating the campaign of Mr. Mahoney) which the Baltimore stations turned down.

Am applicant challenges competitor's good faith

An applicant for an am station in Asheboro, N. C., has charged that a strike application has been filed, prompted by the existing station there to preclude competition.

WIDU Fayetteville, N. C., asked the FCC to enlarge issues in its hearing for an Asheboro outlet to determine whether the mutually exclusive bid of Al-Or Broadcasting Co. for a station in Mebane, N. C., was made in good faith.

Equal partners in Al-Or are Roy Cox Jr. (whose immediate family owns 76% of WGWR-AM-FM Asheboro), J. R. Marlowe (general manager and 20% owner of those stations) and W. A. Corbett, a Mebane Texaco distributor, WIDU said.

Furthermore, WIDU claimed, the Mebane application is actually designed to establish another radio station to serve the larger city of Burlington, N. C. Affidavits from existing Burlington stations stating that they serve Mebane needs and assign a salesman one day a week to handle Mebane advertising were attached to the WIDU petition.

talk about circulation!

It takes an extra page-and-a-half in the Nielsen report to map the four million homes in the WCKY area, an area covering 16 Mid-American States. That same Nielsen shows that WCKY reaches well over half-a-million of those homes every week, better than a quarter-of-a-million every day. When you buy Cincinnati, talk first to H-R—about WCKY!

wcky•radio

50,000 WATTS • CINCINNATI

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida



IN WHICH TOM GARTEN¹ & A MIGHTY DAM MEET JOHN SINCLAIR² & A MAGNIFICENT DOME & THE SPARKS FAIRLY FLY !!!!!!!!!!!!!!!

TOM: Advertising managers, account executives and time-buying influences everywhere: We are often asked, "Which is both heart and hub of the enormous and ebullient *Supermarket* area served by WSAZ-TV? Happy Huntington, West Virginia? Or Cheerful Charleston in the same resplendent state?" My friends, metropolitan Huntington, at the juncture of *three* great states, has that distinction by a hair!

JOHN: Surely, sir, Huntington does not claim lands that lie in the commonwealths of Kentucky and Ohio?

TOM: Lands *and* hands, sir, as well as homes and heavy industry! Huntington simply *ignores* arbitrary boundaries in its westerly sprawl past Ironton and Ashland and on almost to the Mighty Greenup Dam. *That* amazing structure, Mr. Sinclair, will soon eliminate four hours of riverboat time and bids fair to bring more barges than ever past what is already the largest port on the Ohio! And through some of the *cleanest water*, I might add — the Huntington beaches being suitable this very summer for bathing trunks!

JOHN: You mentioned *barges*, Mr. Garten? Precisely *where* will these *originate*? Some day, sir, we shall float our entire 80-piece

1. Vice President, General Manager, WSAZ-TV

symphony orchestra on one of them, and send it past you playing *The Charleston* to remind you who is heart and hub and who is *Mixer of the Nation's Chemicals*! That talented body will blast the ear-plugs from your bathers and set them stroking for the banks, I can assure you!

TOM: Is that so, sir? Huntington happens to be one of America's great rail centers, and its hundreds of engines will hiss you back from whence you came!

JOHN: Which happens to be the heart of the market! Why, under the Golden Dome of our Magnificent Capitol is concentrated the buying power of a Croesus! 62,100 TV homes! An average household income in excess of \$6,500 annually! Some of America's most highly paid . . .

TOM: Time, sir, time! I suggest we once again declare the *advertiser* winner, for it is he who, for a single price and by simply consulting his Katz Agency man, can have both Huntington *and* Charleston.

JOHN: And, indeed, the entire 2-million-people, 4-billion-dollar-payroll area served by the *Supermarket Station*, WSAZ-TV, Channel 3, an NBC Primary Affiliate. Division: The Goodwill Stations, Inc.

2. Manager, Charleston Operation, WSAZ-TV

3
WSAZ TV

Radio-tv pinch-hits for newspapers

FILL NEWS, AD VACUUM IN DETROIT, MINNEAPOLIS DURING STRIKES

Radio and television have moved into the news void in two cities where newspapers ceased publishing because of labor troubles.

Newscasts over the air were increased measurably by almost all radio and by all tv stations to a lesser degree in Detroit and Minneapolis. In both cities the local dailies were closed, leaving their citizens hungry for news. The clamor for advertising time was not as great; mainly because most of the major stations in the two cities had few availabilities to begin with.

In Detroit, both the *News* and the *Free-Press* ceased beginning April 12; in Minneapolis, the *Tribune* and the *Star* failed to publish beginning April 12 also.

In Detroit:

WJBK regularly broadcasts news for five minutes every hour on the hour plus an extra five minutes every half hour during morning and evening rush hours. To this was added five extra newscasts daily, on the half hour, or 25 newscasts to the normal 223 per week. WJBK-TV added a half hour news special in prime time Monday-Friday, pre-empting regular commercial network time; also it added a 15-minute newscast three times daily. The 30-minute schedule has been sponsored several times by Michigan Mutual Liability Co.

WXYZ Detroit added one hour and 45 minutes of extra news to its customary 4 hours and 15 minutes of news. The extra news, on the half-hour in-

cludes community activities, entertainment specials and special public service coverage. Commercially WXYZ was about 95% sold out and tried hard to take care of regular customers. It told its representative not to query on availabilities at this time. Two of the city's major department stores, Federal and J. L. Hudson, have increased their spot budgets. Ironically, the station has had to turn down accounts it's been cultivating for years.

On WXYZ-TV, in the first 12 days of the newspaper strike, local news coverage was increased 156 newscasts. The station also covered special public events live. Commercially the station has experienced an "insignificant" 4.3% increase in local retail advertising, according to John F. Pival, president.

WWJ-TV added a 30-minute-1 hour *Newspaper of the Air*, program nightly. The program, to which reporters of its parent Scripps-Howard *News* contribute, is run as a sustaining public service in prime evening time, pre-empting regular commercial network shows. Commercially the station has not solicited new advertising but where advertisers must have exposure because of advertising requirements which cannot wait, time has been made available.

WJR has inserted timely news bulletins in participating shows. Its advertising has increased "moderately," according to James H. Quello, general manager, new business coming from local supermarket chains and retailers.

CKLW Windsor, Ont., added a news bulletin service at the quarter and three-quarter hour periods.

In Minneapolis:

WCCO added a 30-minute *Women's Page* feature daily just before noon, sponsored by Dayton's department store. Added to newscasts three times daily were death notice reports gathered from local undertakers; special events (church suppers, PTAs, etc.).

Local news cut-ins in participating shows were expanded from 1½ minutes to 2 minutes. Spot usage was increased by Donaldson-Golden Rule department store, employment agencies and automobile dealers. On WCCO-TV, Daytons and a specialty shop, Harolds, increased their budget. One theatre chain substantially augmented its spots schedule. One five minute network news feed was pre-empted for local vital statistics.

KMSP-TV added three additional five-minute newscasts daily, plus an extra 15-minute newscast Saturday and

Sunday. Commercial increases have come from department stores, discount centers, movie houses and automobile dealers.

KSTP-AM-TV has few nighttime availabilities left on radio and a few daytime spots open on tv. Business increases have come from department and specialty stores, food chains and automobile dealers.

KEVE has increased news of stock market, sports and expanded the detail in coverage of national and international news. Advertising has increased, but is difficult to pinpoint. Robert J. Rock, general manager, says the strike has introduced radio to a number of advertisers who had been on the fence and now know what radio can do for them. "In at least three instances it has convinced them that radio can do as good a job as print and in at least one case a Hell of a lot better job," he declared.

WTCN expanded newscasts in three prime periods (noon, evening and night and increased all weekend newscasts from five minutes to 15 minutes. Commercially, radio business has doubled, according to Arthur Swift, manager, with movie houses buying heavily. WTCN-TV has added a 20-minute newscast in early morning hours. Since tv is pretty well sold out, commercial increase has not been startling. Stations are receiving over 5,000 telephone calls per day on special lines seeking baseball score information.

NAB will appoint overpopulation unit

NAB President LeRoy Collins is expected to name a nine-man committee this week to consult with the FCC on the problem of radio's overpopulation.

This action marks the first step in the joint NAB-FCC move to examine the radio competitive problem to see what can be done about it. FCC Chairman Newton N. Minow and Gov. Collins advocated such a study at the NAB Chicago convention (BROADCASTING, April 9).

A three-man group representing the NAB Radio Board met with Gov. Collins and Chairman Minow April 25 to discuss the project. The group included George C. Hatch, KALL Salt Lake City, retiring radio board chairman; John F. Patt, WJR Detroit, radio at-large director, and Ray Johnson, KMED Medford, Ore., district director.

The FCC's position, it's understood,

Airport incident

An alert engineer provided WTOP-TV Washington with an unusual story.

While listening to the control tower at Washington National Airport, engineer Lamar Allison heard a conversation between two pilots circling the airport—each accusing the other of coming in on 'his' flight pattern. Mr. Allison taped the conversation.

The next day WTOP-TV newsmen confronted Najeeb Halaby, FAA administrator, who admitted the incident had occurred. The station broadcast the taped conversation on its 11:00 p.m. *Report* news program. The incident is currently being probed by the Federal Aviation Agency.

Only 10 outlets drop 'Defenders' episode

CBS-TV UNWAVERING IN PLAN TO CARRY PROGRAM

CBS-TV announced late Thursday (April 26) that all but 10 stations of a normal 180-station lineup were expected to clear their facilities for the telecast of *The Defenders* episode that deals with abortion. The telecast was scheduled Saturday (April 28).

The program, entitled "The Benefactor," popped into the news when Dr. Frank Stanton, CBS Inc. president, at an FCC hearing in Washington last January said the program would go on with or without sponsors. Not long afterward, the three regular advertisers defected (Brown & Williamson, Lever Bros. and Kimberly-Clark) but Speidel Corp. later signed for that whole episode and for an alternate-week half-hour of the series on a continuing basis next season (BROADCASTING, April 23).

CBS-TV also submitted the episode for NAB code authority previewing. That screening was made at CBS-TV's request, which in the network's point of view protected CBS-TV's position that it will not agree to any authority previewing its programs except where such previewing is initiated by the network itself. NAB found the episode did not violate the code but noted sta-

tions should carefully consider the local situation before broadcasting it.

NBC-TV on the other hand, it's understood, appears to agree in principle to previewing when NAB requests it to do so for a specific program or series episode. But NBC-TV feels it should retain the right to make the final decision of whether it will carry a program.

ABC-TV's position has not changed since the time the network refused to permit NAB to preview the Fabian show of the *Bus Stop* series.

Pastore Meeting ■ Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, had met privately with top network and NAB officials in an effort to spur network compliance with the NAB code (BROADCASTING, April 16). At that meeting, the networks outlined their individual approaches to the principles of previewing.

In the meantime, CBS-TV postponed a *CBS Reports* program that deals with birth control ("Birth Control and the Law") giving rise to published reports connecting this show with *The Defenders* episode. Network officials, in deny-

ing any connection, clarified the action by noting that the birth control program will be seen May 10.

At the request of Speidel, sponsor of the "The Benefactor" episode, other local tv stations in each of the 10 markets were offered the "opportunity" to replace the stations refusing the broadcast.

'March to Maturity' ■ In announcing that 10 affiliates would not carry the controversial episode, the network restated its view, expressed to affiliates in a closed-circuit preview of the episode on Thursday, April 19 (CLOSED CIRCUIT, April 23), that the program "represents another step in television's continuing march to maturity."

The 10 stations not expected to carry the April 28 Broadcast: WNBC-TV Binghamton, N. Y.; WHDH-TV Boston; WBEN-TV Buffalo; WBAY-TV Green Bay, Wis.; WKBT (TV) La Crosse, Wis.; WISN-TV Milwaukee; WWL-TV New Orleans; WPRO-TV Providence; WHEC-TV Rochester, N. Y. and WHBF-TV Rock Island, Ill.

Capital Cities income sunny in first quarter

Net broadcast income up 77%, net profit after taxes up 17.4%, cash flow up 47%. That's the cheering news of first quarter earnings of Capital Cities Broadcasting Corp.

Net broadcast income for the first three months of the year, unaudited, was \$3,430,552; net income after taxes \$241,962 (21 cents per share); cash flow generated from operations \$550,980 (47 cents per share). These compare to the 1961 first quarter net broadcast income of \$1,934,660, net income after taxes of \$206,107 (18 cents per share) and cash flow of \$377,823 (32 cents per share).

Capital Cities stations are WTEN (TV), WROW Albany, N. Y.; WCDC (TV) Adams, Mass.; WKBW-AM-TV Buffalo, N. Y.; WPRO-AM-FM-TV Providence, R. I.; WTVD (TV) Durham, N. C., and WPAT-AM-FM Paterson, N. J.

Collins: it isn't so

NAB President LeRoy Collins has again denied a report that he is first in line for the post of Secretary of Health, Education & Welfare should Secretary Abraham Ribicoff resign (CLOSED CIRCUIT, April 16). "This is speculation," Gov. Collins said. "I have a job, a very important one, which demands all my effort and energies. I am seeking no other one. I have heard nothing from the President about this and I do not feel that any further discussion or comment is called for." The HEW rumor was printed in the April 19 Drew Pearson column.

The 'Bulletin' goes all out with WPBS (FM)

When the *Philadelphia Bulletin* dropped out of broadcasting, it did so with a \$20 million splash. That was the tab for its sale of WCAU-AM-FM-TV to CBS.

Paradoxically, it's return three years later has been without too much fanfare, but with a strong conviction in the future of fm.

The *Bulletin's* WPBS (FM) Philadelphia has been on the air since last December with an ambitious 24-hour daily schedule of diverse programs from a broadcasting plant in which the newspaper has invested a quarter million dollars. A report from the station last week that two dozen sponsors have already been signed lends support to the *Bulletin's* belief in fm.

WPBS is not a one-man, one-studio operation. The fm-only station has a staff of over 50, headed by Donald W. Thornburgh, vice president of the *Bulletin*, former WCAU president and former CBS executive. Its new building and modern equipment are located in Roxborough, Philadelphia's highest elevation, and give the 98.9 mc outlet, with maximum power, a signal that penetrates a four-state area, accord-

ing to the station.

WPBS attributes much of its success to its programming. Along with good music, emphasis is placed on "talk" programming. The *Bulletin's* editorial staff is utilized and, since the station's start last Dec. 15, at least 21 personalities—from managing editor to political columnists, entertainment editors and sports reporters—have been used regularly.

News programming also includes such offerings as financial news; *Global Reports*, nightly shortwave broadcasts from world tension points, and nightly recapitulations of editorials appearing in newspapers throughout the world.

Music portions include *All-Night Concert*, the classical music of a single composer; *Opening Night*, a five-times-weekly program that features musical comedies with original casts plus reviews by critics, and *Yesterdays*, offering music and events of a particular year with recorded voices of famous persons.

WPBS says it has the highest fm rate in its area (\$20 a minute in prime time), but that this hasn't inhibited a wide variety of sponsors from grabbing availabilities.



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Tapes, films, platters and scripts move fastest and surest shipped via AIR EXPRESS . . . the only air shipping service with priority on all 36 scheduled U. S. Airlines. 13,000 R E A Express trucks provide pick-up and delivery. Costs far less than you think. 2 lbs. fly 2,400 miles for only \$3.51. AIR EXPRESS is a co-ordinated service of R E A Express and scheduled airlines, to give fastest possible handling to anywhere in the U.S., Puerto Rico and Canada, on or off airline routes. Vital material gets there fastest via AIR EXPRESS. And AIR EXPRESS is as near as your phone.

CALL YOUR LOCAL R E A EXPRESS OFFICE FOR AIR EXPRESS SERVICE

WMAZ's approach to community relations

WMAZ-AM-TV Macon, Ga., has a sure-fire method of finding out what its community needs and how best to serve it. The station has just concluded its second annual Community Leader Seminar, a gathering of presidents and secretaries of civic, charitable and other organizations.

At the seminar, various officials and officers learn about radio-television operations and problems encountered by the broadcaster. The

second phase of the seminar is concerned with the current needs of the area and how radio and television can be of use.

According to Wilton Cobb, general manager of WMAZ-TV, this year's seminar guests also included members of organizations as well as their officers. Delegates to the seminar represent the entire central area of Georgia in addition to the Macon area.

Transcontinent net up 46% from 1961

Net income up 46% for the first quarter of 1962 compared to the same period last year was announced by Transcontinent Television Corp., after its first stockholders meeting in Buffalo.

Total sales less agency commissions for the quarter ended March 31 were \$3,740,000 with net income after taxes reaching \$395,684 (22 cents per share). This compares with net revenues of \$3,809,000 and net income of \$271,553 (15 cents per share) for the first three months of 1961, TTC President David C. Moore said.



Mr. Moore

TTC noted that the 1961 sales figures included revenues from WROC-FM-TV Rochester, N. Y., which was sold in November last year to WVET-TV and WHEC-TV that city for \$6.5 million. TTC is also taking over WDOK-AM-FM Cleveland this week; it bought the stations from Frederick C. Wolf and associates for \$1.4 million. Other ITC stations: WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego, Calif.; KERO-TV Bakersfield, Calif., and WNEP-TV Scranton-Wilkes-Barre, Pa.

Radio-tv client total at record level—UPI

United Press International's broadcast news service now is being received by a record 2,076 radio stations and 247 television stations, Mims Thomason, newly-elected UPI president, told the company's annual meeting in New York last Tuesday (April 24). He emphasized this does not include 12 U. S. broadcasting outlets signed last month.

Mr. Thomason reported that in sup-

plying newsfilm to tv stations, United Press Movietone now operates in every major capital on every continent and serves 95% of the world's television stations. UPMT, he added, has expanded its general services, including documentary and special projects.

He disclosed that UPI now operates a duplex cable channel between London and New York, replacing radio printer circuits, but said most of its news is distributed to the world by radio printers. He predicted that eventually radio printer signals will be relayed by communications satellites in space.

WPIX(TV)'s new rate card

WPIX (TV) New York has announced a new rate card effective April 15. John A. Patterson, vice president in charge of sales, said the new card eliminates Class BB time (5-7 p.m.) and now divides time into three categories: Class A, 5-11:30 p.m.; Class B, 4-5 p.m., Monday-Friday and 2-5 p.m., Saturday and Sunday, and Class C, all other times.

The new card also makes major changes in the volume sales plans offered by WPIX. Peters, Griffin, Woodward Inc., New York, is national representative for the station.

What it costs to run KFPK

The cost of operating KFPK (FM) Los Angeles—noncommercial, nonprofit station supported by contributions from listeners and grants from foundations—is roughly \$500 a day or 50 cents a minute, Larry Steinberg, manager, said in an open letter to subscribers published in the station's program bulletin for April 30-May 13. Operating costs and other expenses amount to \$183,000 for the year; estimated income is only \$143,000 (chiefly new and renewed subscriptions amounting to \$114,000 and grants and benefits of \$23,000), leaving a deficit of \$40,000, which Mr. Steinberg is asking his present subscribers to contribute.

RAB: 183.8 million working radio sets

Radio Advertising Bureau, which has challenged the U. S. Census Bureau's 1960 figures for homes with radios in working order (BROADCASTING, April 16), reports today (April 30) that the current total of working order radio sets is 183.8 million. This represents a gain of 70% in total sets in use over the last decade.

More than 60 million sets have been sold in the last three years, the bureau said. In 1961, 22 million sets were sold at retail. RAB's breakdown of the types of sets in use: 126.9 million home and portable sets, 46.9 million auto radios and 10 million sets in public places.

Comparing radio and other media, RAB points out that there are three times as many radio sets in use as the combined net paid circulation of all English-language daily newspapers in the U. S.; there are more than three times as many radio sets as tv sets, and there are 3.4 radio sets per U. S. home.

NBC Radio centralizes

Radio facilities of NBC, now located on five floors of the RCA Building in New York, are being centralized on two floors, in a new modernization program by the network. The plan will include three new radio studios, one each for NBC Radio network, *Monitor*, and WNBC New York on one floor. Plans also are to centralize facilities for pre-recording program segments and commercials on another floor. The project is expected to be completed by Oct. 31.

WLCY(TV) shoots for January

WLCY (TV) (ch. 10) Largo, Fla. plans to begin telecasting in January 1963, according to Sam Rahall, president of WTSP-TV Inc., permittee of the new station.

Program plans are being developed by Harry Wagner, former program manager of WSUN-TV (ch. 38) St. Petersburg, in cooperation with a "program advisory committee" of citizens from the Tampa-St. Petersburg area.

KNTV to join catv ownership

Allen T. Gilliland, president of KNTV (TV) San Jose, Calif., has announced that the station has joined Jerold Electronics in applying for a franchise to install a catv system in Salinas and Monterey County. KNTV has served the Salinas-Monterey area for some six years. The station operates on ch. 11.



In Cleveland, the siren song comes from Earresistible WHK, where provocative programming wins the most listeners. In fact, advertisers find they just can't say no to that low cost per response.

WHK

CLEVELAND

A METROPOLITAN BROADCASTING STATION
V.P. & GENERAL MANAGER JACK THAYER

*Pulse, Nov-Dec '61. Hooper, Jan-Mar '62

BROADCAST BONUS

Community service benefits advertiser too—TvB's Read

Community service of tv stations around the country was pointed up last week by A. Louis Read, executive vice president and general manager, WDSU-TV New Orleans, and Television Bureau of Advertising's board chairman.

Mr. Read spoke at a TvB board session April 25 in Cincinnati before a group of advertisers. He said advertisers as well as broadcasters profit from such service efforts.

He said that not only are stations showing concern for the "welfare of the community" but also are taking action. Mr. Read cited a survey of stations on whether they editorialize. Out of 250 commercial stations responding, 175 reported they carry editorials.

Mr. Read warned, however, that tv stations are pressed to improve their operations while facing higher costs—a situation that faces "any other business today." He said that between 1956 and 1960, average broadcast expense per station increased 24.4% and wages and salaries went up 37% "while the average revenue per station increased 25.5%."

Tv investments in new facilities average \$200,000 yearly for each tv station in the past three years, he continued, and in the next few years, station managements estimate they will be spending an average of \$175,000 a year to improve plant facilities and equipment, or to build new plants. In total, he added, the stations are "putting up" \$100 million every year for improvements "to better serve their communities."

Mr. Read also focused attention on proposed legislation in congress for all-channel (uhf-vhf) tv sets as a step toward assuring greater growth and development in both commercial and educational tv.

KABC listeners polled on likes, other data

The right length for a newscast is 15 minutes, according to 2,000 residents of the Los Angeles area interviewed by Pulse last December in a survey conducted for KABC Los Angeles. A breakdown of the responses to the question "What length of newscast do you prefer listening to?" shows that 10% prefer 30-minute newscasts, 37% prefer that they be 15 minutes long, 14% favor 10-minute news programs, 28% want five-minute or shorter newscasts and 11% have no preference.

Comparing the KABC audience with the average for all radio stations in the area, the survey shows that KABC's



In Cleveland, where problems are more urban than turban, the man who wants to charm more people (an average of 1 out of 4) compel their interest, and make them move to his tune... uses the Earresistible

WHK

CLEVELAND

A METROPOLITAN BROADCASTING STATION
V.P. & GENERAL MANAGER JACK THAYER

*Pulse, Nov-Dec '61. Hooper, Jan-Mar '62

conversational format gives it a more attentive audience and a greater percentage of listeners who purposely tuned in KABC instead of listening to it because someone else in the household turned it on. (The interviewer asked the questions of an adult member of the home, taking the one whose birthday came first in the year to insure an unbiased sample.)

KABC listeners have larger family incomes and fewer persons per family, are better educated and have more bank accounts, charge accounts and credit cards than the city average. They also own more homes and automobiles and exceed the average in expenditures for food, drugs, beer and ale, remedies, beauty aids and cosmetics. They travel by air more often and attend movies more frequently.

MBS plans S. F. news bureau

Mutual will open a news bureau in San Francisco on May 1. Stephen J. McCormick, MBS vice president in charge of news, said the office will be located in the studios of KKHI San Francisco, a Mutual affiliate since Oct. 30, 1961. John Holbrook, a veteran newscaster, will be bureau chief.

The new bureau will handle overseas transmissions for the network from the

Pacific area and added that KKHI will broadcast 28 five-minute newscasts weekly, serving the Mutual Pacific Group (Arizona, Idaho, California, Nevada, Oregon and Washington) with direct coverage of regional events.

Changing hands

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

■ KVIM New Iberia, La.: Sold by Paul M. Cochran and associates to David Wagenvoort and Fred Westenberger for \$100,000. Mr. Wagenvoort is vice president and general manager of WWOM New Orleans; Mr. Westenberger is an attorney. KVIM is a 1 kw daytimer on 1360 kc. Broker: Hamilton-Landis & Assoc.

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

■ WAPA-TV San Juan, P. R.: Sold by Winston-Salem Broadcasting Co. and Goar Mestre and family to Screen Gems Inc. (Columbia Pictures) for \$1.5 million. Included in the transaction is the sale of one-third interest

in WOLE-TV Mayaguez, P. R., for \$150,000. Columbia Pictures owns KCPX-AM-FM-TV Salt Lake City. Winston-Salem owned 80% and Mr. Mestre and his family 20% of the Puerto Rican stations. Winston-Salem owns WTOB in that North Carolina city and holds a grant for the now-dark WTOB-TV there; it also owns WSGN and a permit for ch. 42 in Birmingham, Ala., and KTHH Houston, Tex. FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented.

■ KDAY Santa Monica, Calif.: Sold by John D. Keating to Rollins Broadcasting Co. for \$850,000 plus \$150,000 agreement not to compete. Rollins owns WAMS Wilmington, Del.; WNJR Newark, N. J.; WRAP Norfolk, Va.; WBEE Harvey, Ill.; WGEE Indianapolis, Ind.; WCHS-AM-TV Charleston, W. Va.; WPTZ (TV) Plattsburg, N. Y., and WEAR (TV) Pensacola, Fla.

■ KKIS Pittsburg, Calif.: Sold by Kankakee (Ill.) Journal to Pace-Shear Radio Inc. for \$300,000. Pace-Shear is headed by John H. Pace, former western broadcaster, and James Shear, Beaumont, Tex., oilman; it includes Dr. Bedford Pace, Beaumont physician. Kankakee Journal owns WKAN in that city, WRRR Rockford, and WQUA Moline, all Illinois.

Affiliates, CBS-TV to weigh daytime rates

CBS-TV affiliates will be in New York later this week (May 3 and 4) for sessions that include a discussion with network officials on CBS-TV's thoughts over reclassifying daytime rates (CLOSED CIRCUIT, April 23). Reports that daytime prices, now 50% of nighttime, would be cut lower—33½% or comparable to that of ABC-TV's formula—have been denied.

Other possible roads the network may wish to take: cut in daytime discounts which might be coupled with a raise in daytime program prices in tandem with a move to reduce its outlay in station payments. There's no pat formula known in advance of the convention but apparently the network hopes to have one by then.

Dr. Frank Stanton, CBS Inc.'s president, will be the May 3 luncheon speaker. Other CBS-TV executives listed as speakers during the two-day session: James T. Aubrey, president; Hubbell Robinson, senior vice president—programs; William H. Hyman, senior vice president—sales; William B. Lodge, vice president—affiliate relations and engineering; John P. Cowden, vice president—information services; William MacPhail, vice president—sports; Joseph H. Ream, vice president—program practices. CBS News President

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Richard S. Salant is on the program.

Tom Chauncey, KOOL-TV Phoenix and chairman of the CBS Television Network Affiliates Assn., will open the conference. A banquet and variety show (highlighting Garry Moore and performers on his program) are slated for Friday.

AP radio-tv outlets reported at 2,263

The Associated Press now serves 2,263 radio-tv stations and 1,749 publications in the U. S., it was reported at the AP annual meeting last Monday (April 23) in New York.

Speaking for the board of directors, Paul Miller, president of the Gannett Newspapers, noted a decline of 11 newspapers, but an increase of 141 station subscribers (BROADCASTING, April 9). In all, AP news and photos are being distributed in 86 countries to more than 8,000 newspapers and broadcasting stations—an all-time high. The directors' report was accompanied by a slide presentation of the AP's news coverage in the past year.

Weekly fm audience 10 million—Y&R study

More than 10 million households are tuned to fm at some time during the average week, Dr. Peter Langhoff, vice president and director of research, Young & Rubicam, New York, said Tuesday (April 24).



Mr. Langhoff

"This is a national household audience greater than those of all but a few leading magazines," the agency research director told an audience of some 500 attending a luncheon meeting of the Los Angeles Advertising Club programmed by the Fm Broadcasters of Southern California. He said the fm audience is about a fourth of the comparable audience of Sunday supplements, a fourth that of morning newspapers. Primarily they are college graduates, professionals or executives; they enjoy high incomes; they are concentrated in the large metropolitan areas and are abundant in the West.

Age, size of family, presence of children and home ownership all have but a modest effect on the possession of fm radios. Income, education, occupation and place of residence are the distinguishing factors, he said. The fm audience comes closest to resembling that of some of the more selective maga-

Orientation aid

KWTV (TV) Oklahoma City is making sure its employees are well informed about the station, their duties and virtually anything else likely to pop up during their employment. It has published a colorful booklet entitled "KWTV Welcomes You," which is given to each new employee.

Every aspect of how the station operates and what is expected of each employee is detailed in the 10-section book. Aside from the usual facts concerning general personnel procedures, the handbook also contains a history of KWTV, its facilities, its role in the community and in the industry.

zines . . . and fm, consequently, may offer to the advertiser an opportunity hitherto available only in print media, Dr. Langhoff said.

"Herein lies the opportunity for fm broadcasters to become really selective of prospects—to build programs . . . specifically designed to sell the product to those who are most likely to buy. Such programs should . . . single out

the listener, divert him from [other] mass media and attract him to a special interest.

Responding for Fm Broadcasters of Southern California, Bj Hamrick, secretary, reported that "research is going on this very minute. We will give you all the material you want." She predicted that when the facts about fm are presented, the agencies will want success stories as well and she promised that they too are available. Arthur K. Crawford, president of FMBSC, was program chairman.

Media reports...

Corinthian scholarships ■ Application blanks and sponsor recommendation forms for Corinthian Broadcasting's summer scholarship program were mailed last week to 64 colleges around the country. Student-winners of the three scholarships will receive transportation, allowance for room and board, and a grant of \$400, to study non-technical phases of broadcasting at one of the five Corinthian-owned stations (KHOU-TV Houston; KOTV [TV] Tulsa; KXTV [TV] Sacramento; WANE-TV Fort Wayne, and WISH-TV Indianapolis).

'Folio' ads ■ WBAI (FM) New York listener-supported station which does not sell on-the-air advertising, will ac-

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Riverside 8-1175
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Don Searle
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EXbrook 2-5671

cept advertising for its bi-weekly program guide "The Folio." Circulation of the program guide, which is sent to donors of \$12 a year or more, now totals 15,000. WBAI is owned by the Pacifica Foundation which also owns KPFA (FM) and KPFM (FM) Berkeley, Calif., and KPFK (FM) Los Angeles.

Join rep network ■ KBOX Dallas and KXOL Fort Worth have joined the Eastman Network group buying plan for advertisers. The Eastman Network is operated by Robert E. Eastman & Co., New York rep firm.

Joins NAB ■ Four Hearst Corp. stations joined NAB April 25, according to William Carlisle, NAB station services vice president. D. L. Provost, radio-tv vice president-general manager for Hearst Corp., signed the membership forms for WBAL-AM-FM Baltimore and WISN-AM-FM Milwaukee. Hearst tv stations have been represented in NAB membership.

Mental contribution ■ The National Assn. for Mental Health will present a special award to NBC in recognition of the "exceptional contribution to public enlightenment on mental illness" made in the "from the Most High cometh healing" broadcast, on NBC-TV on July 30, 1961 and repeated last Feb. 4. Frazier Cheston, president of NAMH, will present the award May 17 in New York to Edward Stanley, NBC director of public affairs.

Latin America reports ■ WIBW-AM-FM-TV Topeka, Kan., has released a series of reports by its general manager Thad M. Sandstrom on his recent Latin American tour in conjunction with the NAB and the Inter-American Assn. of Broadcasters. The reports, compiled in booklet form, are being mailed to agencies and advertisers.

Awards from TB Assn. ■ The three television networks, in the past month, have been recipients of commendations from the National Tuberculosis Assn. for "outstanding public service through the years in aiding the fight against tuberculosis through support of the annual Christmas Seal campaign." Accepting framed copies of the resolution of the association's board of directors were Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres Inc., for ABC-TV; Lawrence Lowman, vice president, CBS-TV; and Syd Eiges, public information vice president, NBC-TV.

Fm grant ■ WRVR (FM) New York will be the recipient of a grant of \$100,000 to the Riverside Church in New York. The grant from the James Foundation of New York Inc. was specified for application to the operating needs of the church's radio outlet.

Religion all day

WIXI Birmingham is finding that religion pays. The station (a daytimer), which went on the air at the end of 1960, recently switched its programming to an all-religious format. Public reaction has exceeded all expectations, according to Bill Frink, station manager.

WIXI makes time available to ministers and local churches at \$30 per week for a daily 15-minute program. The station's daily programming features three hours of preaching and nine hours of religious music.

The money will be spread over a three-year period, and is approximately one-half the amount needed for operation of WRVR during 1963-65.

Time for charity ■ Broadcasters in the Los Angeles area contributed radio and tv time worth at least \$250,000 to the Tuberculosis & Health Assn. of Los Angeles County during the last year, according to a letter sent to Newton N. Minow, FCC chairman, by Leland A. Phillips, president of the Los Angeles health organization.

Scholarship ■ The Maryland-District of Columbia Broadcasters Assn. has awarded a special \$1,000 scholarship to a 17-year-old Glen Burnie, Md., boy, Ellsworth M. Lutz, Jr. The scholarship to American U., Washington, is to be used over a two-year period for tuition and financial assistance. Mrs. Jason T. Pate, president of WASA Havre de Grace, Md., chairman of the awards committee, made the presentation with Robert B. Jones Jr., WFBR Baltimore, president of the association.

Alabama etv booklet ■ The Alabama Educational Television network is distributing a 16-page pictorial brochure which describes its history, purpose and proposed future. It is available by writing to the AETC, 2151 Highland Ave., Birmingham, Ala.

Kansas City games ■ The Kansas City Athletics have announced that their games would be carried over KCMO, that city, which also will feed the games to 11 other stations—10 of them in Kansas. The stations: KTTS Springfield, Mo.; KCRB Chanaute, KSEK Pittsburg; KVGB Great Bend; KIUL Garden City; KRSL Russell; KGGF Coffeyville; WIBW Topeka; KIRL Wichita; KGNO Dodge City, and KSCB Liberal, all Kansas.

Educate for peace ■ Education of citizens "to work for a world of peace,

dignity and mutual helpfulness" is the most important task facing the nation, NAB President LeRoy Collins said April 16 in an address at Queens College, Charlotte, N. C. "There is no room in a world of social, technological and political change for blind reaction against change nor an attitude of passive conformity with its tides and currents," he said.

Exit WXHR ■ WXHR-FM Boston last week announced it is dropping its QXR Network affiliation and will begin entirely local programming June 3. Merrill Smith, WXHR general manager, said the station felt more local programming was necessary to serve properly the New England market. Mr. Smith said that a spot-basis representation would give the station more advertising revenue than its previous network affiliation.

Little Rock station gets all-girl staff

It's a woman's world at KVLC Little Rock, Ark. That station has replaced its men with an all-female staff with the exception of its engineer who will stay on until a lady replacement can be found.

Joseph Trantino, president of the Victor Group (of which the station is a part), said he believes women are as capable in business as men. He said that when all of KVLC's advertisers were notified of the change, very few cancelled, but more new sponsors joined.

He said that if the innovation proves itself, the plan will in time be introduced at the other two Victor stations, KIKS Sulphur, La., and WLIS Old Saybrook, Conn.

Possibly influencing Mr. Trantino's thinking is the fact that his wife is vice president of Victor and part-owner of the stations.

Lee opens brokerage firm

Jackson Lee, formerly an associate of Paul H. Chapman Co., station brokerage firm, has announced the opening of his own media brokerage company at 3133 Maple Drive, N.E., Atlanta, Ga.

Mr. Lee will specialize in the negotiations for the purchase and sale of broadcast properties. Previously, he was part owner and general manager of WDBF Delray Beach, Fla., and before that served as a salesman for WTVE (TV) and WENY, both Elmira, N. Y.



Mr. Lee

EQUIP. & ENGR'G.

SMPTE convention underway in L. A.

The 91st semi-annual convention of the Society of Motion Picture & Television Engineers starts this morning (April 30) and runs through Friday (May 4) at the Ambassador Hotel in Los Angeles. A total of 72 papers will be presented and more than 50 companies will show their newest pieces of apparatus.

SMPTE President John W. Servies will welcome engineers and scientists to the convention at a luncheon at which the chief speaker, Max Youngstein, executive vice president, Cinerama, will discuss "Hollywood's Disregard of Research and the Price It Has Paid for That Disregard."

Among papers of more specific television interest is one to be given Monday afternoon on processing and storing color film. New techniques for recording on film, tape, thermoplastic and by direct exposure with electrons will be discussed during a Tuesday evening session.

Thursday morning's session on sound recording and reproduction includes a paper on television's intercom systems, with suggestions for improving current shortcomings. Thursday afternoon is devoted entirely to tv equipment and techniques and includes eight papers on topics ranging from three-dimensional tv to slow-motion playback on tv film recordings.

Educational tv will be discussed by several speakers Friday morning.

Technical topics...

New coaxial cable ■ Andrew Corp., Chicago, has added Type H8 to its Heliac series of flexible air dielectric coaxial cables. A three-inch, high power loss cable, H8 is suited for long or short runs in hf, fm, tv and uhf installations. Bulletin 8486 describes the electrical and mechanical characteristics of the cable. It is available by writing to Andrew at P. O. Box 807, Chicago 42.

Rigid towers ■ Rohn Manufacturing Co., Peoria, Ill., has announced the addition of five new lines of rigid tube communication towers which are triangular in design and feature all-bolted construction. They permit installation of antennas up to 600 feet high and can meet most microwave requirements, the company says.

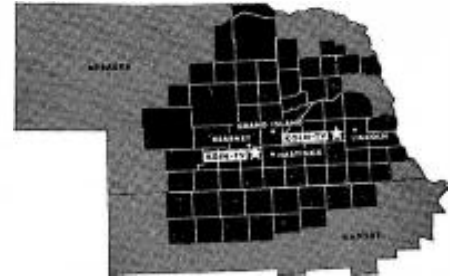
New power supply ■ A new 0-10-volt and 0-10-amp transistorized DC power supply has been announced by NJE Corp., Kenilworth, N. J. Operating

BROADCASTING, April 30, 1962



YOU'RE ONLY HALF-COVERED IN NEBRASKA

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



... covering a bigger, better Lincoln-Land

If you want more than a "partial" TV job in Nebraska, you've got to reach Lincoln-Land. Miss this big, rich TV market and you miss more than half the buying power of the entire state.

Lincoln-Land now ranks as the nation's 87th largest market*, based on the number of TV homes covered by the market's top station. The 205,500 homes delivered by Lincoln-Land's KOLN-TV/KGIN-TV are essential for any advertiser whose sales program is directed to the nation's major markets.

Avery-Knodel can fill in other details on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

*Television Magazine, 1962 Marketbook Edition

AVERAGE HOMES MONDAY THROUGH FRIDAY	
November, 1961 ARB 10:00 P.M.	
KOLN-TV/KGIN-TV	59,100
Omaha "A"	50,600
Omaha "B"	49,000
Omaha "C"	36,500

The Folger Stations

RADIO
WABD KALAMAZOO-BATTLE CREEK
WDET GRAND RAPIDS
WDET-FM GRAND RAPIDS-BIRMINGHAM
WDET-FM DETROIT

TELEVISION
WDET-TV GRAND RAPIDS-BIRMINGHAM
WDET-TV DETROIT
WDET-TV LINCOLN, NEBRASKA
WDET-TV GRAND ISLAND, NEB.

KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER

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

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
☐ 52 issues & Yearbook published next November \$12.00
☐ Payment attached

☐ 104 weekly issues \$12.00
☐ 1961-62 Yearbook \$4.00
☐ Please bill

name _____

company name _____

address _____

city _____

Send to home address _____

title/position* _____

zone _____ state _____

* Occupation Required

with an input power of 105-125 volts at a frequency of 55-65, the EQR-10-10 weighs about 45 pounds and has a maximum ripple of 3 mv, peak to peak. It is equipped for both remote programming and remote sensing. Price: \$435. Availability: Stock to 30 days. For engineering assistance and/or a catalog, write to the company at 20 Boright Ave., Kenilworth, N. J.

Manufacturers' reps ■ Sound Corp. of America, Silver Spring, Md., has announced the following manufacturers' representatives to handle sales of its complete line of tape-handling equipment: New York—George M. Fass, 1050 Ocean Ave., Brooklyn; Chicago—Walt Sanders Assoc., 5306 W. Lawrence Ave.; New England—Robert Smith Co., 59 Verndale St., Brookline, Mass.; The South—Maitland K. Smith Co., 208 14th St., N.W., Atlanta; The Southwest—Ernest L. Wilks & Co., 1212 Camp St., Dallas.

Cooler limelight ■ ColorTran Industries, Burbank, Calif., has introduced a new high-absorption heat filter for use in tv and motion picture studios which the company says keeps sets and actors cool when placed over the lights. Filters vary in size from 5½" to 20" and vary in price according to size. A 14" filter used with a 5 kw light is priced at \$120. The filter unit can be installed in front of a light in the same way as a scrim or diffuser.

Video film recorder ■ Vue-Tronics Inc., Los Angeles, is manufacturing Model RK 110, a video film recorder, already in use at the Atomic Energy Commis-

sion and in the Atlas, Polaris, and Redstone missile programs. The unit requires only two controls; common shutter-bar and picture-splice distortion have been completely eliminated, the company says. Cost is less than \$10,000.

Acquires control ■ Champion Spark Plug Co., Toledo, has acquired controlling interest in Cousino Electronics Corp., that city. Cousino is a pioneer in the development of an endless, self-rewinding magnetic tape loop for broadcasting. The company will continue to operate autonomously.

Improved Translator ■ Miratel Electronics Inc., New Brighton, Minn., has produced a new vhf tv translator which will accept any vhf input signal of 50 microvolts or more and re-transmit it on another non-adjacent vhf channel with a full 1 w power. The unit Miratel-Mars Model MAC-17, weighs 14 lbs. and costs \$700.

Sierra change ■ Sierra Electronic Enterprises, Sacramento, Calif., has changed its name to Sparta Electronic Corp. Simultaneously, the company announced that the name of its Sport-O-Matic cartridge equipment line will be changed to Sparta-Matic. The company continues to be located at 6430 Freeport Boulevard, Sacramento.

New recorder ■ Citroen Electronics Corp., Los Angeles, has announced it is ready to market the first of its line of quality tape recorders—the Model 660. The machine offers an hour and 10 minutes of playing time on a three inch

reel using 1 mil tape at 1-⅞ IPS. The unit also operates at 3-¾ IPS. The portable 660 is powered by six penlight batteries. Price: \$149.50.

GE handbook out ■ The ninth edition of *Essential Characteristics*, the General Electric Co.'s handbook on receiving tubes, tv picture tubes and replacement capacitors is now available. The 300-page book may be obtained for \$1.50 through authorized receiving tube distributors or by direct order from the GE warehouse, 3800 N. Milwaukee Ave., Chicago.

Audio sales up ■ Audio Devices Inc., manufacturer of recording equipment, reports that in 1961 its sales were up 12% over 1960—\$7,350,710 compared with \$6,562,992. Profits before taxes were up 126%—\$634,455 against \$280,308; net income was up 117%—\$308,455 versus \$142,308, or 36 cents a share after federal income taxes against 17 cents in 1960.

TelePrompTer losses

TelePrompTer Corp., New York, has announced a net loss of \$599,341 in 1961, before special charges, as compared with net earnings of \$51,969 in 1960 but Irving B. Kahn told stockholders the company is satisfactorily recovering and expects to complete the current year with a profit. Mr. Kahn said the loss included a provision of \$484,621 for depreciation and amortization, and that there were "unforeseen delays in consummation of contracts for communications systems."

PROGRAMMING

ABC-TV MAKES NEW FALL CHANGES

'McHale's Men,' 'Mr. Smith' to switch time periods

In a move that network sources last week described as "counter programming," ABC-TV is exchanging time periods for two new shows that go on in the fall.

McHale's Men, which was set for 8:30-9 p.m. on Saturday, will be exchanged with *Mr. Smith Goes to Washington*, which had been scheduled for Thursday, 9:30-10 p.m. It will be the second move for *Mr. Smith* in the scheduling for 1962-63. Initially, ABC-TV scheduled *Mr. Smith* on Sunday at 10-10:30 p.m. But it was moved to make way for *Voice of Firestone*.

Unless the other networks shift before the season's start, *Mr. Smith Goes to Washington* will compete against the second half of CBS-TV's *The Defenders* (8:30-9:30 p.m.) and Joey Bishop on NBC-TV. *McHale's Men* will go

against the second half of the new *The Nurses* on CBS-TV as well as *Hazel* on NBC-TV.

Meanwhile, *McHale's Men* now is half-sold, R. J. Reynolds Tobacco Co., also a half sponsor of *Mr. Smith*, having signed for *McHale's*. William Esty is the tobacco firm's agency.

Cine-Dyne to offer public stock issue

A new motion picture and tv producer, Cine-Dyne Inc., New York, is offering stock for public sale. The principals have had considerable directing-producing experience, primarily with NBC.

Cine-Dyne has filed with the Securities & Exchange Commission to register 100,000 shares of common stock to be offered at \$4 per share

through R. A. Holman Co., New York, which will receive 48 cents per share selling commission and an expense allowance of 5% of the gross amount received for the shares.

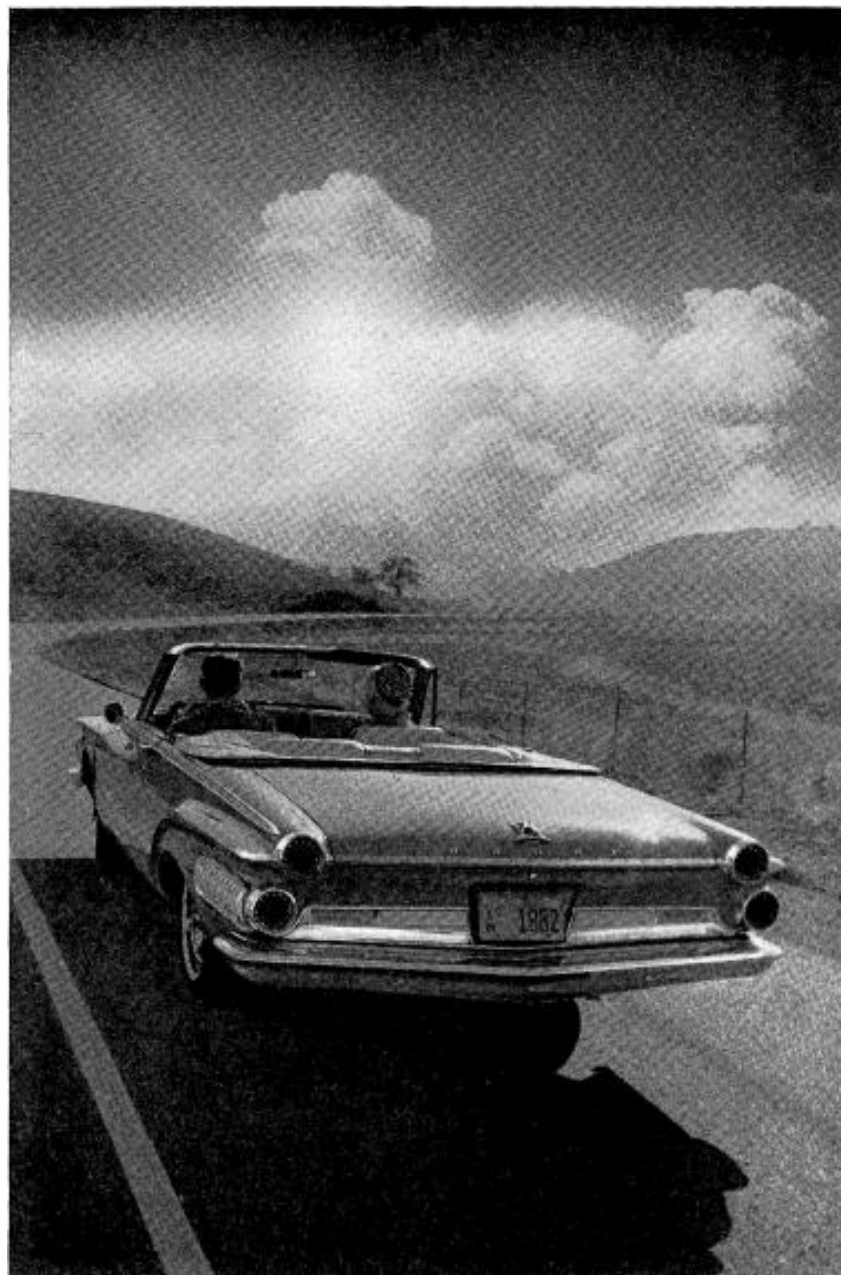
The company listed three tv series on its drawing board—a half-hour series on books and authors starring Faye Emerson (a director of the company); *Bedtime Stories*, a series "intended for late night viewing," and *Broadway Worklight*, a program of theatre and the arts starring Alfred Drake.

Cine-Dyne said its activities so far are in the planning stage, except for the acquisition to the rights for a feature film, "Judo," and leasing of the services of its president, Jac Hein, to direct *Ted Mack Original Amateur Hour* and of the services of Dennis Kane, executive vice president, to Time-Life Inc., to direct *The March of Time* tv series.

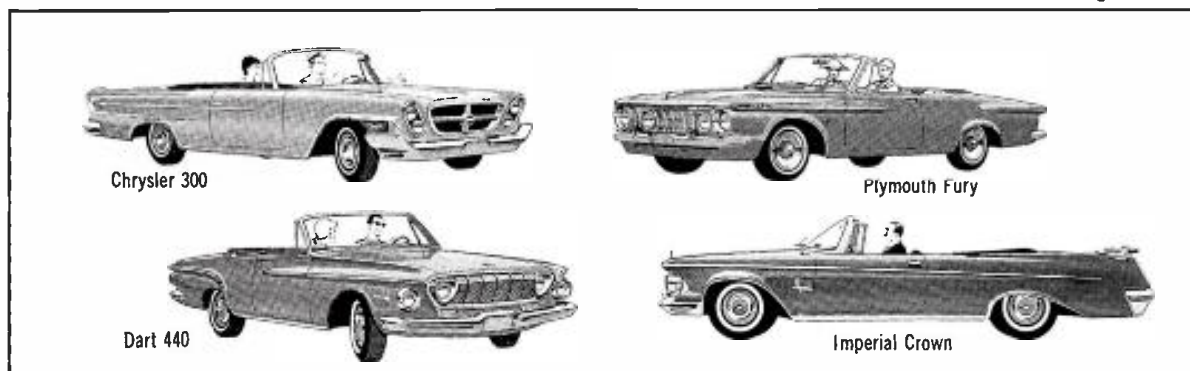
Mr. Hein, who owns 30.77% of the outstanding 33,800 shares of common

*Five exciting
ways to*
**follow
the sun**

The live new '62 convertibles from Chrysler Corporation. "Live" means live weight. Every ounce is dedicated to strength and performance alone. You'll get as much as 10% better acceleration and use less gas. A new low-friction steering gear is the closest thing yet to power steering without the extra cost. And an improved Torsion-Aire suspension system gives a road-hugging ride that makes bumps and unwieldy curves a thing of the past. Even maintenance is easier. You'll drive 32,000 miles between major lube jobs, 4,000 miles between oil changes. Like a common-sense car with a kick to it? Sample one of these.



Dodge Polara 500



Chrysler Corporation

Where engineering puts something extra into every car

PLYMOUTH • VALIANT • DODGE • DART • LANCER • CHRYSLER • IMPERIAL
BROADCASTING, April 30, 1962

how to sell New York

Go Far with Lazare



Who turns minute commercials into big selling time with the bright kind of entertainment that pays off in the right kind of sales? Who sends them out to buy what you want to sell every weekday in WINSland? That's right. Jack Lazare!

Did we say "Go far with Lazare?" Try Jack on WINS and just watch how high your sales curve can go. Remember, Jack has 20 years of experience selling all kinds of products to all kinds of people.



Jack is only one reason why WINS is everybody's station in N. Y. The morning-noon-evening reasons? Out of N. Y. C., call national representative

Robert E. Eastman & Co., Inc. In New York City, call WINS, JU 2-7000.

stock, has directed the Milton Berle and Ernie Kovacs tv programs as well as NBC-TV's *Today* show. Mr. Kane, producer-director of *Today* for three years, holds 29.59% of the stock. Both executives will draw \$10,000 annual salary from the company. Irving Geist, a director and real estate executive, will hold 20.71%.

Of the outstanding shares, 25,500 were acquired by Messrs. Hein, Kane and Geist at 10 cents per share; the company has agreed to sell the three (for 1 cent each) warrants to purchase an additional 12,500, 12,500 and 5,000 shares, respectively. Sale of new stock to the public will result in an increase in the book value of the stock now outstanding (including shares sold to the underwriter and finder) from 62 cents to \$2.50 per share and a corresponding dilution of \$1.50 per share in the book equity of stock purchased by the public.

Frank Blair, NBC announcer, and Miss Emerson are on Cine-Dyne's board of directors.

Networks set coverage of next space flight

The radio and tv networks, which spent an estimated \$3 million covering the orbital flight of John H. Glenn Jr., and local stations, which lost more than \$3 million in local advertising revenue, are getting ready to cover the planned mid-May flight of Navy Lt. Cmdr. M. Scott Carpenter.

Production of the pooled portions of the tv-radio coverage will be handled by NBC News. ABC News handled the pool coverage of Col. Glenn's flight (the three tv networks rotate supervision of pooled telecasts). Nine news correspondents, seven film crews and tv cameras at nine locations will handle the pool coverage.

Nielsen Radio Index has announced that 11,423,000 homes listened to coverage of Col. Glenn's flight on the four radio networks at some time between

7 a.m. and 4 p.m. Highest listening was registered from 7-8 a.m. when the audience totaled 5,093,000 homes. Earlier reports on television viewing estimated that 40 million homes tuned in at some time between 7 a.m. and 4 p.m., with the peak viewing periods at launch time and recovery time.

Daytime game show rise seen in CBS-TV change

CBS-TV last week announced a revamp of its daytime schedule effective June 18 and by so doing underlined the continuing rise of the game show as a daylight staple on the networks.

A daytime (Mon.-Fri.) version of *To Tell the Truth* will be entered in the 3:30-3:55 p.m. EDT spot (at night it's on Mondays, 7:30-8). It will replace *The Verdict Is Yours*, which will move to 11-11:30 a.m. Two quarter-hour daytime serials, *The Brighter Day* and *The Secret Storm*, each will be expanded to a half hour (from 4-4:15 p.m. to 11:30-11:55 a.m. and from 4:15-4:30 p.m. to 4-4:30 p.m. respectively). *Video Village* (now Mon.-Fri., 11-11:30 a.m.) and *The Clear Horizon* (now 11:30-11:55 a.m.) will be dropped.

Screen Gems named

Screen Gems, New York, has been chosen as world-wide distributor of *Festival of Performing Arts*, a series of 10 one-hour programs, which started on WNEW-TV New York April 3 and on WTTG (TV) Washington April 4 (BROADCASTING, April 23). The series, produced by David Susskind and James Fleming, is sponsored by Standard Oil Co. (New Jersey) in New York and Washington, and is scheduled through June in both cities.

UAA cartoon renewals high

A sales analysis released last week by United Artists Associated shows that UAA's *Popeye* and Warner Bros. cartoons have had substantial renewal

TvQ's top ten for March by age

(Percentage of viewers familiar with a show who consider it "one of my favorites.")

Rank	Program	Total Audience TvQ	6-11 TvQ	12-17 TvQ	18-34 TvQ	35-49 TvQ	50+ TvQ
1	Ben Casey (ABC)	56	53	56	66	49	53
2	Bonanza (NBC)	54	53	66	53	53	49
3	Saturday Night Movies (NBC)	51	64	65	52	43	35
4	Andy Griffith Show (CBS)	47	71	49	41	43	45
4	Disney World of Color (NBC)	47	82	54	41	34	36
4	Doctor Kildare (NBC)	47	56	61	46	43	39
4	Red Skelton (CBS)	47	79	53	41	42	40
8	International Showtime (NBC)	46	63	27	34	47	55
9	My Three Sons (ABC)	42	69	62	37	33	27
9	Password—Evening (CBS)	42	55	37	36	32	48

© Home Testing Institute Inc., 1962

COLORCASTING

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

NBC-TV:

April 30, May 1-4, 7-9 (10:30-11 a.m.) *Play Your Hunch*, part.

April 30, May 1-4, 7-9 (11-11:30 a.m.) *The Price Is Right*, part.

April 30, May 1-4, 7-9 (12-12:30 p.m.) *Your First Impression*, part.

April 30, May 1-4, 7-9 (2-2:25 p.m.) *Jan Murray Show*, part.

April 30, May 1-4, 7-9 (11:15 p.m.-1 a.m.) *Tonight*, part.

April 30, May 7 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

April 30, May 1-4, 7-9 (6-6:30 a.m.) *Continental Classroom*, probability and statistics.

April 30, May 1-4, 7-9 (6:30-7 a.m.) *Continental Classroom*, American government.

May 1, 8 (7:30-8:30 p.m.) *Laramie*, part.

May 2, 9 (9-10 p.m.) *Perry Como's Kraft Music Hall*, Kraft through J. Walter Thompson.

May 2, 9 (10-10:30 p.m.) *Bob Newhart Show*, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

May 2, 9 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

May 3 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; *Rulick* through Burnett; R. J. Reynolds through Esty.

May 4 (9:30-10:30 p.m.) *The Andy Williams Show*, Chrysler through Leo Burnett.

May 5 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

May 5 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

May 5 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

May 5 (5-6 p.m.) *All-Star Golf*, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

May 5 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

May 5 (9-11 p.m.) *Saturday Night at the Movies*, part.

May 6 (6-6:30 p.m.) *Meet the Press*, co-op.

May 6 (7-7:30 p.m.) *Bullwinkle*, part.

May 6 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

May 6 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

May 6 (4:30-6 p.m.) *Annual Tournament of Champions (Golf)*, Wilson Sporting Goods through Campbell-Mithun; Humble Oil through McCann-Erickson.

sales; the former was renewed in 88 and the latter in 86 of the first 100 markets.

The reason for the sizable number of renewals, a UAA spokesman said, is the "population explosion," resulting in a constantly-changing audience for theatrical cartoons available on tv. Not including renewals, he noted, *Popeye* has been sold in a total of 172 markets and the Warner Bros. cartoons in 169 markets.

Lasker award to WBAL-TV

The 13th annual Albert Lasker Medical Journalism Prize for television was awarded to WBAL-TV Baltimore for "The Dark Corner," a program on mental retardation, written by Rolf Herts-gaard and broadcast on Dec. 11, 1961. The award will be presented Thursday (May 3) at the Sheraton East Hotel in New York.

Film sales...

Films of the Fifties (Seven Arts Assoc.): Vol. 3 of Post-'50 Warner Bros. feature films sold to WTAE (TV) Pittsburgh, KSYD-TV Wichita Falls, Tex., and WILX-TV Lansing, Mich. Vol. 1 sold to KDUB-TV Lubbock, Tex. Vol. 1 is now in 124 markets, Vol. 2 in 89 and Vol. 3 in 38.

Mel-O-Toons (Mel-O-Toons Inc.): Sold to WPIX (TV) New York, WHEN-TV Syracuse, WOW-TV Oma-

ha. Now in 20 markets.

Boston Symphony Orchestra (Seven Arts Assoc.): Sold to WJBK-TV Detroit; WMAR-TV Baltimore; WGR-TV Buffalo and WICU-TV Erie, Pa. Now in 10 markets.

Checkmate (MCA-TV): Sold to WPIX (TV) New York; KTTV (TV) Los Angeles; WGN-TV Chicago; WMAL-TV Washington; WALA-TV Mobile, Ala.; WPTA (TV) Fort Wayne, Ind.; KVOA-TV Tucson, Ariz.; KLZ-TV Denver; WXYZ-TV Detroit; KPTV (TV) Portland, Ore., and KPHO-TV Phoenix, Ariz. Now in 11 markets.

Phil Silvers Show (CBS Films): Sold to WABC-TV New York, for three-year period.

'Ripcord' sold out in 75

Ziv-United Artists announced last week that its *Ripcord* half-hour adventure series is the "top spot-dollar money-maker" in the company's history, but did not release figures. The series is sold out in 75 leading markets surveyed by Broadcast Advertisers Reports, the company said, pointing out that in these areas spot buyers are divided almost evenly between national advertisers and regional-local clients. Among the top national advertisers which have bought spots locally on *Ripcord* are Maxwell House Coffee, Wrigley Gum, Alka-Seltzer, Gleem, Lionel Corp. and Tide.

How to sell New York

Leave it to Lacy



Who has an uncanny talent for selling his sponsors' products? Jack Lacy, of course!

Your commercials on WINS will be in good hands with Jack. He has over 25 years of experience in selling all kinds of products to all kinds of audiences. He governs the buying habits of thousands of families in WINSland, that mammoth market in and around New York.



Jack is only one reason why WINS is everybody's station in N. Y. You'll find another reason opposite. All the others? Out of N. Y. C., call national representative Robert E. Eastman & Co., Inc. In New York City call WINS, JU 2-7000

To sponsors: don't play near those bad shows

A television program of "average" appeal can gain or lose as many as seven rating points solely as a result of the "environment" in which it appears. Taking 18 as the rating for the average nighttime network program, this means the show might rate as high as 25 in the most favorable environment or as low as 11 in the worst.

These estimates were offered by Home Testing Institute last week to illustrate a refinement in its TvQ service that permits for the first time, officials said, a segregation of (1) the part of a program's rating that it attributable to the program itself, from (2) the parts owed to its environment—time period, quality of competition, strength or weakness of lead-in program and lead-out, competitive lead-ins and lead-outs, etc.

For an average nighttime program with a Nielsen rating of 18, TvQ authorities explained, seven points' variations adds (or subtracts) about 3,430,000 homes to (or from) the 18 rating's base of 8,820,000. Thus an "average" program with a rating of

18 derived solely from inherent program appeal would reach, if scheduled in the most favorable environment, 6,860,000 more homes than it would reach in the least favorable surroundings.

The method of determining the extent of environmental influence is based on TvQ's so-called "Formula B," used in predicting programs' total ratings, with various weights assigned to such non-inherent factors as the time period (sets in use), competing programs, lead-in and lead-out, etc. The weights were not disclosed.

For example ■ In announcing the new service Herb Altman, TvQ clients contact supervisor, offered both actual and hypothetical examples to show the contributions of a rating's various components.

In the Monday 8:30 p.m. EST period in the 1960-61 season, he said, *Bringing Up Buddy* on CBS-TV picked up three rating points because of its environment while its NBC-TV competition, *Tales of Wells Fargo*, rode predominantly on its in-

herent appeal, adding only one point because of its environment. In these examples Mr. Altman used TvQ data to predict the programs' December 1960 ratings and broke them down as follows:

Bringing Up Buddy, opposed by *Surfside Six* on ABC-TV and *Wells Fargo* on NBC-TV, showed a total rating of 17. Using TvQ's new formula, Mr. Altman estimated that 14 of these points derived from the program itself, while the time period (sets in use) added two; the lead-in program (*Pete & Gladys*) and the competition neither added nor subtracted, and other factors—chiefly the lead-out (Danny Thomas) and the competitive lead-ins (*Cheyenne* and *Riverboat*) and lead-outs (*Klondike* and the last half of *Surfside Six*)—added one.

In the same time period *Wells Fargo* was given a total rating of 20, all but one point of it attributed to the program's inherent attraction. The one additional point was the net result of these influences: Sets-in-use, plus two; lead-in (*Riverboat*),

Program notes...

Bowery Boys ■ Allied Artists Television Corp. is making a package of 48 *Bowery Boys* feature comedies available to television, Robert B. Morin, vp and general sales manager, has announced at a sales meeting in Los Angeles. The meeting also discussed merchandising plans for AATC's package of science fiction features, recently released to tv.

Prix Italia ■ Broadcasting Foundation of America, international division of National Educational Television, New York, for the third successive year has been named official American representative for the Prix Italia.

Free films ■ A catalog listing a wide variety of films available on a free loan basis to television stations has been published by Modern Tv, division of Modern Talking Picture Service, New York. The booklet contains more than 300 films of varying lengths. It is available upon request by writing to Modern Tv, 3 East 54th St., New York.

Advertising program ■ WTOA-FM Trenton, N. J., has started a new weekly series called *Advertising Alert* in conjunction with the monthly brochure of the same name issued by the Federal Trade Commission. The program, like the booklet, is designed to inform

the public of pitfalls likely to be encountered in purchasing without investigating claims.

News program ■ A new weekly half-hour news show (Sundays, 6:30-7 p.m. NYT) will start May 27 on NBC-TV. Called *This is NBC News*, the program will feature White House correspondent Ray Scherer as anchorman and will emphasize filmed reports from overseas correspondents.

International distribution ■ Screen Gems has been licensed for the international distribution rights to Universal Entertainment Corp.'s syndicated tv beauty series, *Ern Westmore's Tips and Tricks*. The series of 130 five-minute programs is currently syndicated in 30 markets in the United States.

Program exchange ■ An exchange of filmed segments of WBC Productions Inc.'s *PM* series for parts of BBC's program *Tonight* has been negotiated by the companies. Segments from the British show will be included on an irregular basis "wherever appropriate" on *PM*. A vignette from the U. S. show has already been telecast by BBC.

NASA documentary ■ WMAL-TV Washington April 19-20 gave its audience advance showings of "Mastery of Space," a one-hour documentary produced by the office of educational pro-

grams and service of the National Aeronautics & Space Administration. The film tells the three-year story of America's Man in Space project. The documentary is available to U. S. television stations free of charge and is being distributed by Association Films, New York. Telephone: Murrayhill 5-2242. Prints also are available in color.

Educational series ■ Two new half-hour series of six programs each, *Freedom to Learn* and *Face to Face* are now being shown over the National Educational Television network. *Freedom to Learn* documents the nation's use of the Land-Grant Act. Each of the programs was produced by a land-grant college or university. *Face to Face*, produced by the BBC, features interviews with six important guests in the fields of psychology, law, literature, music and art.

Shows separate ■ *The Dinah Shore Show* and the *Bell Telephone Hour*, which alternate this season on NBC-TV's Friday night schedule, will separate next fall into two once-a-month programs. *The Dinah Shore Show*, consisting of nine one-hour color telecasts, will be fully sponsored by S&H Green Stamps (one of its present sponsors) through Sullivan, Stauffer, Colwell & Bayles. It will be seen Sundays, 10-11 p.m. NYT, a time slot occupied by the *Du Pont Show of the Week* during the

zero; competing programs, plus one, and "other factors," minus two.

Poor Environment ■ In another example *I've Got a Secret* was shown to be losing ratings as a result of its environment in the Wednesday 9:30 p.m. slot on CBS-TV in 1960. Its total rating was shown as 19, whereas its inherent program appeal was pegged at 20 and miscellaneous environmental factors added another point—but its lead-in (*My Sister Eileen*) and its competition (*Hawaiian Eye* on ABC and *Kraft Show* on NBC) subtracted two points.

In two hypothetical examples TvQ said that *I've Got a Secret* would have fared worse if the program had been moved to Thursday at 9:30, where a "less friendly" environment—including competition by ABC's *Untouchables* and NBC's *Ford Show*—would have lopped four points off its inherent 20, but that it could have blossomed to a 23 in the 9 p.m. Monday period against *Klondike* and *Surfside Six* where competition would have added two points and sets-in-use and other factors two more (while the lead-in, *Bringing Up Buddy*, subtracted one).

other three weeks of the month. The *Bell Telephone Hour* plans to return to the network with a series of once-a-month color specials, to be telecast on various evenings of the week. Bell System's agency is N. W. Ayer & Son.

Self-promotion ■ The Four Saints, mid-west singing group, have purchased time on KSTP Minneapolis-St. Paul as a self-promotion advertising campaign. The group signed for the Saturday 1:30-2:30 a.m. portion of the *Ed Hinchshaw Show* through Sept. 29. Some of their own material will be used during the hour, but music of other performers also will be presented.

Real estate show ■ A five-minute radio show, *Adventures in Real Estate*, which describes the real estate business to the layman, is now in syndication. The program is produced and distributed by LaSalle Research Inc., 550 Builders Exchange, Minneapolis.

Horse sense ■ *Mister Ed*, CBS-TV's talking horse, was named 1961's best animal tv actor of the year at the American Humane Assn.'s 12th annual PATSY (Performing Animal Television Star of the Year) awards presentation ceremonies in Hollywood. Lassie, also on CBS-TV, placed second and Tramp, featured in ABC-TV's *My Three Sons*, was third. King, horse in NBC-TV's *National Velvet* series, and the Marquis

Chimps of ABC-TV's *The Hathaways* received awards of excellence.

Record earnings ■ MCA Inc. announces that unaudited net earnings for the first quarter ended March 31, 1962, were "the highest" in its history, amounting to \$7,338,346 before taxes and \$4,203,841 after taxes. MCA proposes to acquire Decca Records Inc.

WVUE buys package ■ WVUE (TV) New Orleans has purchased 15 television film series from NBC Films Inc. The package totals 1,165 half-hour and 47 one-hour episodes. Film series in the package are *Flight*, *Pony Express*, *Life of Riley*, *Captured*, *Blue Angels*, *Crunch & Des*, *Pacific*, *Great Gildersleeve*, *The Falcon*, *Hiram Holliday*, *Danger Is My Business*, *Homer Bell*, *Boots & Saddles*, *Western Marshal* and *Hopalong Cassidy*.

'Lectures' syndicated ■ *Columbia Lectures in International Affairs*, presented by Metropolitan Broadcasting in cooperation with Columbia U. School of International Affairs, (BROADCASTING, March 12) will be made available to tv stations through Banner Films Inc., New York. The series is designed to give adult audiences background and knowledge essential to understanding of international affairs.

Animation affiliation ■ Basch Radio & Television Productions, New York, has been appointed sales representative for the House of Bandelier, Albuquerque, N. M., producer of animation and stop-motion films for tv commercials and programs. The affiliation with House of Bandelier rounds out Basch's services which include jingles, radio and tv commercials and programs.

Aussie sports special ■ Television Corp. Ltd., owner of TCN-TV Sydney, Australia, is filming a one-hour special on Australia's initial bid to win the Americas Cup in yachting. The film will cover the building of the yacht *Gretel*, and trial runs in Sydney harbor. The film is being offered for sale to a U. S. network by Charles Michelson Inc., New York, representative of Television Corp. Ltd. The film is scheduled for August prior to the Americas Cup race off Newport, R. I.

New medical film ■ A 26-minute documentary film, dramatizing the roles of health-care professions and health insurance organizations in supplying funds for medical care, has been released by the Health Insurance Institute. Produced by Lloyd Ritter and Murray Lerner of MPO Productions, New York, the film is available through Modern Talking Picture Service, that city.

New distributor ■ "Mr. Europe and the Common Market," originally broadcast

March 22 on CBS Reports (Thur., 10-11 p.m. EST), has been licensed by CBS Films Inc. for distribution in the non-theatrical 16 mm market. Licensee is Carousel Films Inc. which will distribute the film to schools, colleges, public libraries, government agencies and industrial groups.

Rags to riches ■ Allen Ludden, moderator and host of CBS-TV's *G-E College Bowl* and *Password*, is the first member of the performing arts to receive the Horatio Alger Award of the American Schools & Colleges Assn. The award's name is taken from the "rags to riches" success stories of the fictional Horatio Alger and are dedicated to the free-enterprise system and the American tradition of equal opportunity which enables a youth to overcome humble beginnings and achieve success in his chosen field.

New Filmways series planned next season

Capri, *Ma and Pa Kettle* and *Goggle* are Filmways Inc.'s film series projects for the 1963-64 season on network tv.

Martin Ransohoff, board chairman of the diversified tv and motion picture production company, announced that the new pilots that will be ready to show to sponsors and networks within two months. He explained that the reason for pushing up pilot production a year ahead of the normal time is a move "to promise better shows." He said commitments are being sought now to give creative people more time so they won't have to "scramble" to meet deadlines later.

Capri will star Rory Calhoun in a 90-minute weekly dramatic series filmed on location in Italy. The pilot film was written by Guy Elms, directed by Irv Kirschner and produced for Filmways by John Calley. *Capri* is a joint project with Joseph Levine's Embassy Pictures.

The *Ma and Pa Kettle* series, based on the motion pictures of the same name, is being developed for Filmways by Paul Henning, who will write and produce the pilot. His first creative venture with Filmways was *Beverly Hillsbillies*, a half-hour comedy series starring Buddy Ebsen that begins this fall on CBS-TV (Wed. 9-9:30 p.m.).

Goggle is a comedy-drama series based on the Vance Plagerman novel of the same name. Billing Manhoff has written the pilot, which will be produced by Al Simon. The series deals with a father-son relationship.



Mr. Ransohoff

The international unity of ad agencies

DENTSU'S YOSHIDA WARNS OF NEED FOR ADJUSTMENT IN FAR EAST

U. S. agencies must use caution in any move to set up advertising services for their clients in the Far East. They will find a far different situation from their recent rush to establish services in the European countries, warns Hideo Yoshida, president, Dentsu Adv. Ltd., Tokyo.

In an interview with Mr. Yoshida while he was in New York last week to attend the second international meeting of advertising agency leaders, he said he believes U. S. agency interest in overseas associations, agreements, branch offices and other arrangements "is natural with the expansion of the U. S. export effort. It's a little early yet to see if these agencies will succeed." He said the likelihood of successful tie-ins with European agencies stems from the same linguistic and cultural traditions. He said success can be expected in Latin America, too, "because U. S. agencies will introduce new techniques to raise standards in those backward countries."

Quite a different picture arises for U. S. agencies and advertisers in Japan, according to the head of the world's fifth largest agency. There success will require complete cooperation with existing Japanese agencies. But herein lies the rub:

Mr. Yoshida pointed out that there are only three or four modern, up-to-date agencies in Japan, though the rest are in the process of modernizing. Dentsu, which has had a working relationship with Young & Rubicam on an experimental basis for the past year, is one of the few Japanese agencies currently prepared to extend complete advertising services to U. S. agencies and their clients.

Agency Customs Differ ■ The U. S. agencies seeking such cooperation in Japan will have to change one of their

oldest customs, however. Mr. Yoshida says it will be impossible for them to maintain product exclusivity in Japanese agencies. "We do not have your custom of not handling competitive products, so your agencies and advertisers will have to show some humility



Dentsu's Yoshida

when they come to us," he said smiling. "The old saying 'When in Rome, do as the Romans do' holds true in Japan as well," he added.

Mr. Yoshida is on the board of directors of 17 radio-tv companies and is vice president of the International Adv. Assn. for the Far East Area and Australia.

At the IAA convention in Chicago earlier this month he reported briefly on the activities of the recently organized Japanese chapter. Membership, he said, has now reached 80, including advertisers and agencies. Two Asian advertising conferences were held in the past year and a third will be held next November in Manila, P. I.

Cites Growth ■ Frederic R. Gamble, president, American Assn. of Advertising Agencies, welcomed 90 delegates from 40 nations to the second 4A-sponsored international meeting in New York. During the six years since the first meeting, he said the estimated volume in other countries of 4A member agencies has increased from \$131 million to over \$358 million. He said the purpose of the second meeting can still be stated as it was in 1956, "to give advertising agency leaders from other countries a clear picture of advertising and of the advertising agency business in the U. S., and to give U. S. advertising people an opportunity to learn what is new and interesting about the agency business and advertising in other countries."

Speaking for Continental Europe was Francis Elvinger, Elvinger Adv. Agency, Paris, who outlined advertising trends that are emerging as the Common Market develops. He said: "There is a definite and strong tendency towards an increase in advertising; a tendency towards a certain unity in trade marks and packaging design; a tendency to unity in advertising themes; a tendency towards standardization of advertising conditions, and a tendency towards integrated advertising service in the Common Market countries."

"International advertising is a two-way street," Arthur C. Fatt, chairman, Grey Adv. Inc., and chairman, 4A New York Council on International Day in New York, told the foreign agency leaders. He said "we have much to gain from each other. Our clients are rapidly moving abroad. Yours are coming here. We all find that it is next to impossible to build an office from scratch these days. So we act jointly. What it all comes down to is that you and we are in this thing together."

The international ties will be "irrevocable" by next International Day, Mr. Fatt said. "We shall know each other better through global television. Ideas and goods will be moving freely over borders and across oceans. Perhaps we could call it global marketing. There is no stopping the tide."

Trinidad tv contract

Canadian General Electric Co. Ltd., Toronto, has received a contract for a 5-kw television transmitter for Port-of-Spain, Trinidad, the first tv station for this island off the northern coast of South America. The station is being

Gallup surveys British viewer attitudes

A Gallup Poll inquiry into viewing attitudes in Britain shows that fewer than one person in 10 want any new tv network to be controlled by the Independent Television Authority, which has regulatory powers over the existing commercial network.

Of those polled, 33% thought any new network should be run by the British Broadcasting Corp. and 34% favored a new agency separate from

the BBC and the ITA. A high percentage, 24%, didn't know.

BBC-TV got a 42% vote of confidence on the question of which network does a better job; 21% felt both networks were equally good.

The poll found that 76% of viewers dislike commercials placed in breaks in programs, but only 33% showed hostility to them between programs.

built for Trinidad & Tobago Television Co., owned by the government of Trinidad; Columbia Broadcasting System; Roy Thomson's Scottish Television; and British Associated Rediffusion Ltd. The manager is Ronald Goodman.

The Trinidad station is to start in November with four hours daily, 6 to 10 p.m., using mostly British and U. S. filmed material in the beginning. Its plans are for at least 25% local programming soon after it starts telecasting.

GM of Canada transfers 30% of its ad business

General Motors of Canada Ltd., Oshawa, Ont., has split its advertising business between two agencies.

All GM of Canada advertising has so far been carried for 40 years by MacLaren Adv. Ltd., Toronto. This agency will retain 70% of the billings, which have amounted to about \$12,500,000 annually during the past few years. MacLaren will also continue to handle the television business for the automotive company. Foster Adv. Ltd., Toronto, is the new agency on the account, and will handle advertising for the 1963 season for Pontiac, Buick, Acadian, GMC trucks and Goodwill used cars and trucks, as well as for the British-made Vauxhall cars and Bedford trucks. MacLaren will continue handling the rest of the GM of Canada line.

Canadian reps strive for single rate cards

Renewed efforts to obtain the cooperation of all Canadian broadcasting stations in establishing one rate card for national and retail business is being undertaken by the Station Representatives Assn. of Canada, following a meeting in Toronto.

The effort is directed especially at radio stations and will be begun with major-market stations. The station representatives will also seek a meeting with executives of the Canadian Assn. of Advertising Agencies to discuss the problem.

The station representatives agreed that all agencies will be advised that no verbal cancellation of contracts will be accepted in future unless it is followed within 24 hours by a written confirmation. There has been an increasing number of complaints that such confirmations have not been forthcoming in recent months.

BBG lifts CHEK-TV burden

CHEK-TV Victoria, B. C., has been released by the Board of Broadcast Governors from its 1960 commitment to submit weekly lists of advertising calls made by its representatives in the Greater Vancouver and lower mainland

areas of British Columbia.

The submission of these lists was to be for the duration of the BBG's rule that no new broadcasting stations would be licensed in areas where second television stations began operations during 1960 and 1961. BBG has lifted its ban against new stations in markets now having two Canadian television stations. This permits CHEK-TV to go after Vancouver-area business, since its signal is received in that area.

Irish tv network signs for TAM rating service

Tele Eireann, the Irish tv network, has signed a program rating service contract with TAM (Ireland) Ltd., a subsidiary of Television Audience Measurement Ltd., a firm partly owned by the A. C. Nielsen Co.

The rating service, which has been specially designed for the Irish market, uses *Recordimeters* and will provide monthly information on levels of viewing, spot advertising costs per thousand homes and per thousand adult viewers as well as on audience composition.

The service started April 2 and the first report will be issued in May. Initially, it will be limited to the reception near Dublin.

As new transmitting stations begin,

the rating service will expand accordingly. The Irish network plans to have five transmitters to provide national coverage of the Republic.

New French tv sets 625-line system

The French Broadcasting System has announced that its new television network, scheduled to start in 1963, will use the 625-line standard. The existing network uses the French standard of 819 lines.

The principal reason for the decision to use 625 lines, according to M. Leschi, technical director of FBS, is the wide acceptance of that standard by other European countries and the difficulties encountered by the current 819-line network connection to the Eurovision hookup.

Mr. Leschi said a 625-line standard will eliminate many problems when color television is introduced to the Eurovision network. Recent experiments have indicated a noticeable loss in picture quality by the conversion of line standards, he said.

FBS said it plans to maintain its 819-line standard on the existing network since a change would affect more than three million receivers that are currently in use.

talk about total reach!

No station anywhere in the nation can reach as many homes every week or every day for as few dollars as WCKY. Nielsen proves that WCKY blankets an area of over 4,000,000 homes, reaches better than half a million homes every week. Match that reach against the new WCKY rate card and you'll see why WCKY is far and away the best buy in Cincinnati. Talk to H-R about it.

wcky • radio

50,000 WATTS • CINCINNATI

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida

Unions would nip BBC \$8.4 million more yearly

The British Broadcasting Corp. faces an \$8.4 million increase in annual costs if it meets pay claims now being prepared by four unions.

Equity, the actors' union, which has just won its five-month-old strike against the commercial tv network (BROADCASTING, April 9), is expected to ask BBC-TV for much the same level of higher fees as it obtained in the strike settlement. This would cost \$5.6 million.

Claims likely to be made by the Variety Artists' Federation, the Television & Screenwriters' Guild and the Musicians' Union will total \$2.8 million.

The musicians recently made a new agreement with the commercial network which reportedly triples minimum fees. This will cost the network an additional \$1.4 million a year.

\$77 million to CBC last year

Canadian Broadcasting Corp. in the fiscal year ended March 31, 1962, received from the Canadian government \$77 million, according to a review of

expenditures released in the Canadian House of Commons by Finance Minister Donald Fleming.

The previous year CBC had received \$66.8 million from the Canadian treasury.

The report also revealed that the regulatory Board of Broadcast Governors received \$300,000 for its operations in each of the last two fiscal years.

Abroad in brief...

Tv film department ■ A special television film department will be included at the 12th annual International Film Festival to be held in West Berlin June 22-July 3. It will be the second year that television films have been included in the program, but the 1962 festival is expected to place more emphasis on tv than last year. The tv film show will be held in connection with Sender Freies Berlin.

Good term deserves another ■ RAI, the Italian radio and tv system, has announced the re-election of its president, Marcello Rodino, for a new three-year term. At the same time, the

system announced a 1961 profit from the radio and tv networks of \$6,243,000.

Ready to telecast ■ Televisora Nacional in Panama City (ch. 2) began telecasting April 23 with "a complete sell-out" of its prime time programming. ABC has a financial interest in the station, and ABC International is its sales representative.

New Swiss stations ■ Italian-speaking Swiss in the Tessin and les Grisons areas of Switzerland now have their own radio and tv stations located at Lugano-Besso. Previously they could only get Italian language tv programs beamed from Italy. The new station is part of the Swiss state-owned broadcasting service.

Delayed production ■ *Man of the World*, the new ITC series starring Craig Stevens, has now started production following the V. K. actors' strike settlement. Filming is now under way on location in Spain.

Appointment ■ CKLW-AM-TV Windsor, Ont.-Detroit has appointed The Gloster Agency, Windsor, as its advertising agency.

FANFARE

WEEI-CBS Radio join in promotion contest

Newspaper ads in 20 major New England newspapers plus a saturation radio campaign will be used to promote WEEI Boston-CBS Radio's What's The Show contest. A total of 190 prizes worth an estimated \$59,000 will be given away, according to Joe Cullinane, WEEI promotion manager.

Ads in the newspapers will feature photos of 20 WEEI-CBS personalities and entrants must fill in the exact name of each of their radio shows. In addition, the entrant must write in 25 words or less which WEEI show is his or her favorite and tell why. The contest closes May 9.

Two other contests also are being run at the same time, one for New England agency personnel and another for WEEI employees. Contestants in these contests must estimate the total number of entries received from WEEI listeners in the main contest. The agency winner will receive a Philco radio and the WEEI winner will be awarded a Philco stereo.

The winners will be announced May 28.

Help for the Indians

KPHO-TV Phoenix and the Encyclopaedia Britannica Co. of Chicago are making it possible for more than 400 Papago Indian school children to im-



Miss Radio Month

Chicago model, Carol Chadwick, Miss National Radio Month, holds the 1962 kit for the month-long celebration scheduled to begin tomorrow (Tuesday). According to the National Assn. of Broadcasters, preliminary reports from member stations indicate this year's event will reach record proportions.

prove their education with the presentation of a set of junior encyclopaedias. The presentation was made on the station's *The World At Large* show.

KEWB campaigns to send blind children to camp

Sending some 400 blind Bay area youngsters to a specially designed camp this summer is the goal of a KEWB San Francisco campaign being run jointly with the San Francisco Lighthouse for the Blind.

According to Mrs. Jaques Dwyer, public information director for the Lighthouse, radio was chosen because television and newspapers do not fulfill the needs of blind people.

KEWB will air specially taped messages from outstanding local personalities in all walks of life soliciting funds for the project. Each donor will receive a Good Guy Lighthouse Keeper card acknowledging the gift. The messages will be broadcast 10 times daily until June 21.

Drumbeats...

Old radios ■ WAVY Norfolk-Portsmouth-Newport News, Va., is searching for all old radios in the Tidewater area and is offering valuable prizes to persons who own them. Purpose of the search is to emphasize the set changes radios have undergone in the past 40 years. Owners of the three oldest radios will each be awarded a new Zenith transoceanic transistor portable.

Free parking ■ To initiate its "Nice Things Happen to People Who Listen to

WIND promotion, the Chicago station is offering 2,385 hours of free parking to suburban Elmwood Park shoppers. During the 65 day promotion, WIND has arranged to pick up the tab for the parking meters in the area's major shopping area. Over each meter is placed a bag which says, "Compliments of WIND."

WERE's orchids ■ WERE Cleveland is making friends with many female listeners with its "Orchids to You" promotion. Listeners are asked to send in the name of a person he or she feels is deserving of an orchid and tell why. The station is awarding 50 orchids to the winners.

Safe driver awards ■ To encourage safe driving among its listeners, KHQ-AM-TV Spokane, Wash., gave a daily

Wacker backers

WCKR Miami, in conjunction with the Thom McAn (shoe) stores in Dade and Broward Counties, is seeking two high school students for its second annual "Junior Wacker Backer" contest. Contestants must write a 100 word essay why he or she would like to be a Wacker Backer.

The two winners, a boy and a girl, will receive as a prize starring roles on the station's *Rick Shaw* show—at scale pay.

Safe Driver award. The winners were photographed with film clips appearing on the tv station three times daily and

announcements on radio. The city went 100 consecutive days without a traffic fatality during the promotion.

Jazz marathon ■ WAJC-FM Indianapolis, Butler U. radio station, was scheduled to complete yesterday (Sunday) its sixth annual 30-hour jazz marathon. This year's show, set to begin Friday (April 27), was held in conjunction with RCA.

Golf contest ■ 920 silver dollars, representing WTTM Trenton, N. J.'s, place on the dial—920 kc—will be the grand prize for a hole in one at the station's first annual Golf Day scheduled for Mountainview Golf Course May 11. Players will be assessed \$3 each with all proceeds going to benefit the Child Guidance Center of Mercer County.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Flynn



Mr. Wolf

George Wolf, tv program supervisor at Lennen & Newell, New York, elected vp and director of commercial production, replacing **Anthony Pan**, who has resigned. **Edward Flynn**, vp and director of music services since 1958, named associate director and business manager of commercial production. Before joining L&N in 1960, Mr. Wolf was vp in charge of radio-tv activities at Ruthrauff & Ryan. Mr. Flynn has been with agency since 1952, and was elected vp in 1955.

William N. McKamy, vp and account supervisor, J. Walter Thompson, New York, joins Long, Haymes & Carr, Winston-Salem, N. C., advertising agency, as vp and chairman of plans board.

N. Nevin Gehman, senior media and research executive, Interpublic Inc., New York, elected vp and account executive at Cleveland office of McCann-Marschall Co., Interpublic subsidiary.

C. Paul Luongo, formerly with Young & Rubicam, New York, and **Ruth L. Simonds**, media director, Doremus & Co., Boston, join Copley Adv. Agency, Boston, as vp and account executive, and media director, respectively.

Edward A. Kandle and **Philip H. Willon**, copy group directors, N. W. Ayer & Son, Philadelphia, elected vps. **Jack G. Yopp**, tv producer, J. Walter

Thompson, New York, joins Ayer's New York office as associate producer in radio-tv department.

Howard M. Wilson, general corporate executive in charge of creative services, Geyer, Morey, Madden & Ballard, New York, elected to agency's board of directors. Mr. Wilson joined GMM&B on April 2. Formerly, he was senior vp of creative services for all accounts at Kenyon & Eckhardt, that city.

Elihu E. Harris, president and chairman of board of directors, Donall & Harman, New York advertising and pr agency which he founded in 1956, has resigned. Prior to his agency association, Mr. Harris organized advertising, promotion and pr for Screen Gems in 1954 and 1955, and for eleven years prior to that was national director of advertising and promotion of U. S. Savings Bonds Div. of Treasury Dept. in Washington.



Mr. Taubes

Frank Taubes, creative supervisor, Ted Bates & Co., New York, joins BBDO International as vp and head of creative services in Germany. He will make his headquarters in Frankfurt. Before joining Bates, Mr. Taubes held creative positions at Fletcher Richards, Calkins & Holden and Foote, Cone & Belding.

Alfred C. Gary, account executive, Kenyon & Eckhardt, Los Angeles, named assistant office manager.

Lewis Gomavitz named by Papert, Koenig & Lois, New York, as agency supervisor for production and commercials for ABC-TV *Sid Caesar Specials* to be sponsored by Consolidated Cigar Corp. for Dutch Masters.

Thoburn H. Wiant, vp, Young & Rubicam, New York, named chairman of advertising and pr division of National Fund for Medical Education.

Herbert P. Halpern, tv commercial products supervisor, Procter & Gamble Co., rejoins Winius-Brandon Co., St. Louis advertising-pr agency, as director of radio-tv. Prior to joining P&G two years ago, Mr. Halpern was with W-B's radio-tv department for six years.

Remarkable
ROCKFORD BELONGS IN YOUR MARKET MIX

STIR UP SALES
BUY WREX-TV
THE HOT BUY EVERY MONTH

GET THE FACTS FROM OUR PERSPIRING REPS

WREX-TV
CHANNEL 13 ROCKFORD
J. M. BAISCH
Vice Pres. & Gen. Mgr.

National Safety Council honors Sigmon

Lloyd Sigmon, vice president and general manager of KMPC Los Angeles, was honored at a luncheon given April 18 by the National Safety Council for his contribution to public safety in developing the Sigalert warning system. Los Angeles radio stations were also praised for their use of the Sigalert system, which transmits emergency messages from police headquarters to the stations, where they are automatically recorded for broadcast to the public.

James Blalock, president of NSC's Greater Los Angeles chapter, and Los Angeles Police Chief William H. Parker credited Mr. Sigmon, Sigalert and the 16 radio station which it connects to police headquarters for an outstanding contribution to public safety. The greatest day-to-day value of the system is in the traffic field, Chief Parker observed, where motorists are informed by their auto radios of traffic tieups so they may take alternate routes and not add to the congestion—but it is also useful for other emergency messages, such as were broadcast during last fall's Bel Air fire and last winter's floods. The volume of Sigalerts has increased nearly three-fold since the system was first put into effect in Los Angeles in September 1955, the police chief reported, with the 1961 total of 1,204 Sigalert bulletins standing 279% above the total for



1956, the first full year of the system's operation.

In acknowledging the tribute, Mr. Sigmon said that the Sigalert system is now also in operation in San Diego, San Francisco and Seattle, and has just recently been installed in Minneapolis-St. Paul. It could become a national system, he said, with the President of the United States able to turn on Sigalert receivers in every home in America by a signal from the White House in case of a national emergency.

Mrs. Muriel Franko, formerly with Regal Adv. Assoc., New York, joins Del Wood Assoc., that-city, as account executive.

John Hart, director of advertising, Rexall Drug Co., Los Angeles, elected vp in charge of merchandising. Mr. Hart joined drug firm's advertising department in Boston in 1942. He was appointed media manager in 1945, when company moved its headquarters to Los Angeles, and named assistant director of advertising in 1948. Mr. Hart left Rexall during 1949 and 1950 to join Foreman & Clark, Los Angeles clothing chain, as advertising manager, and returned to Rexall in 1951 as director of advertising and sales promotion.

Norman E. Ross, central and western regional sales manager for General Outdoor Adv., joins Hill, Rogers, Mason & Scott Inc., Chicago agency, as



Mr. Hart

executive on Meadow Gold Div. account of Beatrice Foods Co.

Rowena Pearl appointed media director of Dunay, Hirsch & Lewis Inc., New York advertising agency.

Robert V. Kaufman and **Gordon P. Robers** join Martin & Robers Inc., Fort Wayne, Ind., advertising agency, as assistant account executives. Mr. Kaufman will perform copy and media functions in addition to handling of agency's industrial and consumer advertising accounts. Mr. Robers will conduct all market research and assist in agency's promotional work for Downtown Fort Wayne Assn.

Joseph C. Donahue, for past five years an independent consultant on fund raising and public service campaigns and formerly with CBS, joins Ronald Schiller Assoc., national pr firm, as head of Los Angeles office.

William N. Galbraith, former director of advertising and sales promotion, Curtiss Candy Co., Chicago, joins N. W. Ayer & Son, Philadelphia, in plans and

marketing division. **Frank D. Kaiser**, copywriter, Leo Burnett Co., Chicago, joins Ayer's copy staff.

Warren Lollich appointed supervisor of production-traffic at Young & Rubicam, Los Angeles. Mr. Lollich joined agency's traffic department in 1952, subsequently moving into production.

Paul G. Indorf, creative supervisor, Ted Bates & Co., New York, elected vp. Mr. Indorf joined Bates in July 1960. He formerly served as copy chief at Street & Finney and creative supervisor with Dancer-Fitzgerald-Sample.



Mr. Indorf

Norm Toback, tv commercial writer-producer, Young & Rubicam, San Francisco, transfers to agency's commercial production staff in Hollywood.



Mr. Munce

Howard Munce, formerly with J. Walter Thompson, elected vp in charge of art, C. J. LaRoche & Co., New York. Prior to joining Thompson, Mr. Munce was vp and executive art director at Foote, Cone & Belding, New York.

Jim McGee, layout artist and production manager, Paterson-Simonson Art Studio, Los Angeles, joins MacManus, John & Adams, that city, as art director. Mr. McGee had been with agency's Bloomfield Hills, Mich., office before moving to California year ago.

THE MEDIA

Donald K. French, program director, KEWB Oakland - San Francisco, appointed general manager of KDWB Minneapolis-St. Paul. **Barry Tucker**, KDWB station manager, will remain in that post devoting his attention to local and national sales activities. Mr. French is expected to leave his post at KEWB on or about May 1. Both stations are owned by Crowell-Collier Broadcasting Corp.



Mr. French

Arthur C. Elliot, vp and eastern sales manager, Harrington, Righter & Parsons, New York, elected to board of directors.

James P. Storer, assistant general manager, WJW-AM-FM Cleveland, appointed general manager, succeeding **James E. Bailey**, who retires after 19 years with Storer organization. Mr.

Storer has served as WJW's assistant general manager since January, when Mr. Bailey made known his desire to retire. Previously, Mr. Storer served as national sales manager of WIBG-AM-FM Philadelphia, and as national sales manager for radio in Storer's New York offices. Mr. Bailey joined Storer-owned WAGA Atlanta in 1943 and was named general manager of station three years later. He was elected vp in 1948 and assumed general management of Cleveland outlet in 1960.

Pat E. McCaughey, formerly with WPGC-AM-FM Morningside, Md., joins WWHG-AM-FM Hornell, N. Y., as station manager.

James C. Dowell, vp and general manager, KIOA Des Moines, appointed general manager of KQTV (TV) and KVFD Fort Dodge, both Iowa.

Don Badger, senior account executive, KETV (TV) Omaha, Neb.-Council Bluffs, Iowa, joins WJIM-TV Lansing, Mich., as general sales manager.

Thomas Goodgame appointed commercial manager of KATV (TV) Pine Bluff, Ark., with responsibility for all local and national sales.

Gary Eckard of Charles Harriman Smith Assoc., Minneapolis, joins The Bolling Co., New York, as director of sales development, research and promotion. Mr. Eckard is former midwestern manager of American Research Bureau.



Mr. Wolfman



Mr. Girard

Paul Girard and **Joseph Wolfman** elected vps in charge of regional and national sales and local sales, respectively, KVIL-AM-FM Dallas, Tex. Prior to his association with KVIL, Mr. Girard was for seven years assistant director of radio-tv at Tracy-Locke Co., Dallas advertising agency. Mr. Wolfman joins KVIL from Balaban Group of radio stations where he served as sales coordinator of KBOX Dallas.

Ben A. Hammer, former national account executive, Radio Advertising Bureau, joins WHN New York as account executive. **Bob Ricci**, former news writer and editorial assistant, WCBS New York, to WHN's news staff.

Charles E. Hamilton, assistant to president of KFI Los Angeles, heads official slate of candidates for officers of Southern California Broadcasters Assn. for 1962-63. As there are no

NORBA elects officers

Edward J. Prendergast Sr., general manager, WBOK, elected president of New Orleans Radio Broadcasters Assn., succeeding **John L. Vath**, general manager, WSMB, who as immediate past president automatically becomes member of board of directors. Other officers: **John F. Screen**, general manager, WDSU-AM-FM, vp; and **James A. Noe Jr.**, general manager, WNOE, secretary-treasurer. New board members: **George A. Mayoral**, president, WJMR; **David W. Wagenvoort**, general manager, WWOM; **John J. Revisore**, general sales manager, WYLD and Mr. Vath.



Mr. Prendergast

opposing candidates, Mr. Hamilton will be chairman of SCBA board for coming year. Other nominated candidates, also unopposed, are: **Robert P. Sutton**, KNX, vice chairman; **Robert M. Purcell**, KFWB, secretary, both Los Angeles; **Cliff Gill**, KEZY Anaheim, treasurer. Five directors will be elected from list of 11 nominees.

John Hofmann, sales manager, Moulin Photographic Studios, San Francisco, joins sales staff of KGO, that city.

Tom Vernon joins sales staff of WPFM (FM) Providence, R. I.

William Glynn, news director, WCNX Middletown, elected president of UPI Broadcasters Assn. of Connecticut. **Jack Brooks**, WPOP Hartford, elected vp, and **Curtis Gubson**, WNLK Norwalk, re-elected secretary-treasurer. New directors: **Sidney P. Stewart**, WTIC-AM-FM-TV Hartford; **Tony Brunton**, WICC Bridgeport; and **Freeman Hammond**, WMMM-AM-FM Westport.

John S. Allen named general sales manager of WLBW-TV Miami. Mr. Allen was erroneously reported in FATES & FORTUNES, April 23, as being appointed station's general manager. **Thomas A. Welstead**, vp and general manager of WLBW-TV, continues in that capacity for Miami's ch. 10 outlet.

Richard Carlsen, engineer-technician, Republic Aviation Corp., and **John Harris**, d.j., KOIL Omaha, join WGBB Freeport, N. Y., as engineer and air personality, respectively.

Clyde E. Freeman, engineering department, Empire Coil Co., Cleveland, joins engineering staff of WJW-TV, that city, as technical director.

Lloyd M. Jones, chief engineer, KMUZ (FM) Santa Barbara, Calif., and member of original staff responsible for putting KEYT (TV), ch. 3, that city, in operation in July 1953, returns to ch. 3 as chief engineer. Mr. Jones will continue his duties at KMUZ in addition to supervising KEYT engineering operations.



Mr. Barron

Francis P. (Frank) Barron, general sales manager, Storer Television Sales Inc., New York, elected vp. **Mrs. Gail Yingling**, STS comptroller, promoted to treasurer. Mr. Barron became associated with Storer organization in 1954 when Storer Broadcasting Co. purchased WXEL-TV Cleveland (now WJW-TV) at which he was local sales manager. Mr. Barron, who progressed to general sales manager of Cleveland tv outlet, moved to New York in 1961 as general sales manager of Storer's then newly formed national tv sales organization. **Mrs. Yingling**, CPA, joined STS in March 1961. She was formerly at Grey Adv.



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AP board meets—returns president

Benjamin M. McKelway of *Washington Star* (WMAL-AM-FM-TV Washington and WSVA-AM-FM-TV Harrisonburg, Va.) was re-elected president of Associated Press by board of directors at annual meeting last week. **Paul Miller**, president of Gannett Newspapers (WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY Elmira, all New York, and WDAN Danville, Ill.), was elected first vp, succeeding **Bernard H. Ridder Jr.** of *Duluth (Minn.) News-Tribune*. **Harold A. Fitzgerald**, *Pontiac (Mich.) Daily Press* was re-elected second vp,

Harry T. Montgomery was re-elected secretary and **Robert R. Booth**, treasurer. Six members of 18-member board of directors were re-elected: **Millard Cope**, *Marshall (Tex.) News-Messenger*; **Robert McClean**, *Philadelphia Bulletin*; **Kenneth MacDonald**, *Des Moines (Iowa) Tribune* (KRNT-AM-TV Des Moines); **Franklin D. Schurz**, *South Bend (Ind.) Tribune* (WSBT-AM-TV South Bend); **John W. Runyon**, *Dallas Times Herald* (KRLD-AM-FM-TV Dallas), and **Hugh N. Boyd**, *New Brunswick (N. J.) Daily Home News and Sunday Times*.



Mr. Peterson

the Keystone Network in 1956 as account executive.

Lawrence H. (Bud) McMullen, manager, Musiking, subsidiary of King Broadcasting Co., joins KOMO Seattle as account executive.

Doug Pledger, personality at KNBC-AM-FM San Francisco, moves his morning program to McClatchy Broadcasting Co. Stations: KFBK-AM-FM Sacramento; KMJ-AM-FM Fresno; KBEE-AM-FM Modesto; KERN-AM-FM Bakersfield, all California, and KOH Reno, Nev.

Carol Gawryla, radio-tv director, Alfred L. Lino & Assoc., St. Petersburg advertising agency, elected president of Florida chapter of American Women in Radio & Television.

Joan Barry, account executive and on-air personality, WDOD-AM-FM Chattanooga, Tenn., joins WRGP-TV, that city, as merchandiser.

Bill Tower, news director, WMEX Boston, to WJZ-TV Baltimore as staff news editor.

Charles Arlington, veteran newsman most recently with KFWB Los Angeles, joins news staff of KLAC-AM-FM, that city.

Bob Stone, announcer-newscaster, KXTV (TV) Sacramento, joins announcing staff of KTVU (TV) Oakland-San Francisco.

Donn Doak, former newscaster with WBAL-TV Baltimore, joins WRC-TV Washington, in similar capacity.

Andy Brigham, newsman and air personality, WGVA Geneva, joins WTLB Utica, both New York, as news and special events director. Both stations are licensed to Star Broadcasting Co. **Mike Wilder**, formerly with WSAY Rochester, to WGVA as air personality.

James Moore, morning news editor, WGH Newport News, Va., appointed news director, replacing **Jim Clarke**, resigned.



Mr. Wood

Charles O. Wood, director of programming, WGMS-AM-FM Bethesda, Md., appointed general manager, WHCT (TV) Hartford, Conn., which has FCC permission to conduct pay-tv experiment. **Perry S. Ury**, WGMS sales manager since 1958, promoted to general manager of Bethesda outlet. **Victor R. Hirsh** and **James Baker**, WGMS sales representatives, promoted to director of program operations and local sales manager, respectively. Both stations are owned by RKO General Inc.



Mr. Hirsh



Mr. Ury



Mr. Baker

Paul Shields, news and weather personality, WFIL-AM-FM-TV Philadelphia, joins WAGA-TV Atlanta, in similar capacity, succeeding **Alan Sloane**, who resigned to join KCOP (TV) Los

Angeles. **Jim Axel**, newscaster, WSB Atlanta, to WAGA in similar capacity.

Paul Fry and **Frank Mangold** join WNAX Yankton, S. D., as commercial manager and newscaster, respectively.



Mr. Wright

Jay W. Wright, director of engineering for King Broadcasting Stations (KING-AM-FM-TV Seattle, KGW-AM-TV Portland, Ore., and KREM-AM-FM-TV Spokane), elected vp for engineering. Prior to joining King stations in April 1961, Mr. Wright was president of Radio Service Corp. of Utah, which operates KSL-AM-FM-TV Salt Lake City.

Irwin Krakowsky appointed assistant director of news and public affairs, WCBS-AM-FM New York, succeeding **Norman Kramer** who has joined WCBS-TV as public affairs producer.

Rollie Truitt, for 33 years play-by-play announcer of Portland Beaver baseball games on KGW Portland, Ore., retires. He is succeeded by **Bob Blackburn** and **Frank Bonnema**.

Danny Dark, formerly with WFUN Miami, and **WERE Cleveland**, joins WIL-AM-FM St. Louis as air personality.

Al Jarvis, air personality formerly with KFWB Los Angeles, returns to station in similar capacity.

Jerry Lowe and **Lee Starnes** join Suffolk Broadcasting Corp. (WALK-AM-FM Patchogue and WRIV Riverhead, both New York) as announcers.



Mr. Robinson

Hubbell Robinson, senior vp, network programs, CBS-TV, and trustee, National Academy of Television Arts & Sciences, appointed to U. S. National Commission for UNESCO, representing NATAS.

Terrence Hourigan joins announcing staff of WTOP-AM-FM Washington.

Leo Underhill, air personality, WCKY Cincinnati, joins WNOP-AM-TV Newport, Ky., as air personality and sales representative.

Joan Ann Wojdak joins WEJL Scranton, Pa., as traffic manager.

Donald S. Shaw Jr., director of tv station clearance, ABC-TV, New York, named director of tv station relations.

Robert L. Meyer joins WISN-TV Milwaukee as promotion-publicity director.

Calvin J. Smith, general manager of KFAC Los Angeles, is in Europe visiting such cities as Vienna, Paris and London to arrange to tape record various musical festivals for broadcast by KFAC.

Christy Hansen, news director, KAUS, KMMT (TV) Austin, Minn., selected 1962 Austin Community Ambassador, sponsored by civic organizations throughout southern Minnesota. Mr. Hansen will spend approximately six weeks this summer in Egypt, living in Egyptian homes and observing their customs and beliefs.

PROGRAMMING

Warren P. Everote, vp in charge of research and production, Encyclopaedia Britannica Films Inc., Wilmette, Ill., elected president, succeeding **Maurice B. Mitchell** (WEEK'S HEADLINERS, April 16). Mr. Everote has been with Britannica Films since 1946, having successively held positions as associate in research and production, associate producer, executive producer and director of research and production. He had been vp in charge of research and production since 1955.

N. W. Russo, northeastern sales manager, National Telefilm Assoc., appointed general sales manager of Mel-O-Toons Inc., producer-distributor of color cartoon series of that name. Mr. Russo, who will be located in Boston, continues as executive vp of Gad-about Gaddis Productions.

Mort Hock, assistant advertising manager, Paramount Pictures, joins United Arts Corp., New York, as advertising manager.

Stanley Adams re-elected for third term as president of American Society of Composers, Authors & Publishers (ASCAP), New York. Other officers elected: **Rudolph Tauhert**, president, G. Schirmer Inc., first vp; **Jimmy McHugh**, composer, second vp; **J. J. Bregman**, vp, Bregman, Vocco & Conn, treasurer; **Adolph Vogel**, president, Elkan-Vogel Co., assistant treasurer; **Deems Taylor**, composer, secretary; **Ned Washington**, author, assistant secretary. **Leon J. Brettler**, executive vp, Shapiro, Bernstein & Co., elected to fill unexpired term on board of directors of late Louis Bernstein.

Carl Russell, formerly with Ziv Corp. and ITC, joins TeleSynd, division of Wrather Corp., as central division manager.

William G. Seiler, formerly with NBC Films Inc., joins ABC Films Inc., as account executive in charge of directing sales in Southeast, with headquarters in Covington, La.

Richard Caffey, former administra-

tive and production executive, Paramount Pictures, joins Selmur Productions, subsidiary of AB-PT, as general production manager.

Larry Lowenstein, vp in charge of advertising and pr, General Artists Corp., New York, appointed account executive in tv division. He will continue supervision of agency's pr activities.

Jack Tiller named head of music department of Wolper Productions, Hollywood, and **Mort Tubor** of sound effects department. Both departments are in new offices at 8732 Sunset Blvd.

Jim Fritzell and **Everett Greenbaum**, script writers on *The Gertrude Berg Show* for Four Star Productions, signed to term contract on *The Andy Griffith Show*. Contract calls for minimum of 12 original teleplays.

EQUIPMENT & ENGINEERING

Charles V. Anderson, manufacturing manager, KRS Electronics, Redwood City, Calif., manufacturers of stacked multiple cartridge tape player for use in automatic radio programming, elected vp in charge of manufacturing. Prior to joining KRS in October 1961, Mr. Anderson was manager of manufactur-

ing division of Ampex Instrumentation Products Co.



Mr. Moffat



Mr. Hriszko

Robert Moffat and **William A. Hriszko** elected executive vp and vp in charge of manufacturing and engineering, respectively, Webcor Inc., Chicago, producer of electronics equipment and electrical housewares. Mr. Moffat, who formerly was vp in charge of government electronics division, succeeds **John H. Ihrig**, who assumes other responsibilities under direction of board chairman. Mr. Hriszko, who has been associated with Haffa organization for several years, replaces **Woodrow Paradis** who resigned as manufacturing vp two months ago.

Alan D. Maier, advertising and sales promotion manager, microwave and power tube division, Raytheon Co., Lexington, Mass., named manager of advertising, sales promotion and sales

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training for Raytheon's semiconductor division.

Arthur J. Bruno, technical manager, Dutch Brand Div., Johns-Manville Corp., Chicago, appointed manager of research and engineering, Audio Devices Inc., New York, manufacturer of magnetic tapes. Dr. Bruno assumes his duties at company's newly opened research and engineering building in Glenbrook, Conn. He succeeds **Dr. Orland O. Schaus** who has returned to Canada.



Dr. Bruno

Thomas H. Castle, advertising and sales promotion supervisor, photo lamp department, General Electric Co., named manager of advertising and pr for GE's radio-tv division, with headquarters in DeWitt, N.Y.

INTERNATIONAL

C. Wis McQuillin, executive vp and former radio-tv director, Cockfield-Brown & Co. Ltd., Toronto, elected chairman of board of directors.

Prof. Karl Holzamer elected director-general of Laender-Fernsehen, new West German tv network which begins operations July 1.

Jack Kron, former European sales director, Screen Gems, appointed international sales manager of Television Enterprises Corp., Hollywood.

Reginald L. Johnson, vp and director of advertising, Canadian Johns-Manville Co., Port Credit, Ont., appointed director of advertising and pr of Johns-Manville Corp., New York.

Eldon Wilcox, formerly with CBC, Ottawa, appointed chief English announcer of Canadian Broadcasting Corp., Toronto.

ALLIED FIELDS

Guy C. Fraker, account executive, **Charles Currey**, head of broadcast engineering, and **James Pyle**, manager of Green Bay data processing unit, A. C. Nielsen Co., Chicago-based rating service, elected vps.

J. Roger Wollenberg, one-time assistant FCC general counsel in charge of litigation and since 1954 member of Washington law firm of Haley, Wollenberg & Bader, becomes partner May 1 of new general law firm of Wilmer, Cutler & Pickering. New firm includes **Lloyd N. Cutler**, **Arnold M. Lerman** and **Samuel A. Stern**, who have handled several broadcast legal matters, including KTNT-TV Tacoma, Wash., anti-

trust suit against CBS; KRON-TV San Francisco antitrust suit against NBC, and KTTV (TV) Los Angeles battle against option time.

Haley, Bader & Potts is new name of Washington communications law firm headed by **Andrew G. Haley**. **William J. Potts**, new member, joined Haley, Wollenberg & Bader in 1958 after graduation from Georgetown Law School, Washington. Joining firm are **David H. Lloyd**, U. of Missouri Law School; **George A. Karam**, U. of Oklahoma Law School, and **Aaron D. Trub**, U. of West Virginia Law School. All were Law Review editors. Mr. Wollenberg is one of partners in new Washington law firm of Wilmer, Cutler & Pickering (see above).



Mr. Crutchfield



Mr. Rupp



Mr. Dunn

James Dunn, J. **Ralph Crutchfield** and **James Rupp** appointed assistant general manager, station sales manager, and assistant product manager for market reports, American Research Bureau, Beltsville, Md. Mr. Dunn, who joined ARB in 1956, was formerly director of operations and controller, post held since 1959. Mr. Crutchfield, since joining ARB as account executive in 1958, has subsequently served as southern regional manager for station sales, assistant sales manager, and station sales supervisor. Mr. Rupp will continue as ARB's marketing director of station sales in addition to added duties as assistant product manager.

Harlan Palmer, publisher of *Hollywood Citizen-News* until its sale late last year, has become publisher of *Western Advertising Week*. He succeeds **Don R. Court**, who has retired.

GOVERNMENT

James L. Greenfield, special consultant to Secretary of Defense, joins Department of State, Washington, as deputy assistant secretary of state for news in bureau of public affairs.

Frank J. Burris, coordinating engineer with Federal Communications Commission for 22 years, transfers to Air Force to assist in engineering capacity in missile and space field.

DEATHS

George C. Chandler, veteran Canadian broadcaster, died April 20 in Vancouver, B.C., following lengthy illness. Mr. Chandler was president and general manager of CJOR Vancouver since he founded station in 1926. His contributions to radio industry include several terms as director of Canadian Assn. of Broadcasters and, in addition, was leading figure in formation of British Columbia Assn. of Broadcasters of which he served as first president and director for many years. Mr. Chandler was currently chairman of CAB's technical committee.



Mr. Chandler

Arthur P. Sprinkle, 39, station manager, KONA (TV) Honolulu, died April 16 of self-inflicted gun wound, according to Honolulu police authorities. Mr. Sprinkle, former sales manager of KULA Honolulu, moved to Hawaii in 1955 from KPHO-TV Phoenix, where he had served as program director.

Eldon Brown, 36, senior video instructor in training and development department of Ampex Corp.'s sales and service division, Redwood City, Calif., was killed in plane accident April 15. Mr. Brown had initiated hundreds of tv technicians in handling of video tape equipment.



Mr. Wickersham

Robert Wickersham, 51, executive art director in tv commercial department, Leo Burnett Co., Chicago, died April 21 in Evanston (Ill.) Hospital. Mr. Wickersham had worked in film animation since he joined Walt Disney Productions in Hollywood in 1932. He moved to Screen Gems in 1941, and in 1947 organized his own Hollywood film producing company, TV Spots Inc. Mr. Wickersham moved to New York as president and partner of Chadwick Inc., in 1956, and left to join Leo Burnett in Chicago two years later.

Mrs. John K. (Katherine) Harper, former radio producer, BBDO, New York, died April 22 in Queens General Hospital, that city. At time of her death, Mrs. Harper, who worked under her maiden name of Katherine Winn, was head of tv-radio talent contract department at BBDO. She joined George Batten Co., predecessor agency of BBDO, in 1928.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 18 through April 25, 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

APPLICATION

*Greenwich, Conn.—Board of Education. Uhf ch. 55 (716-722 mc); ERP 684 w vis., 342 w aur. Ant. height above average terrain 256 ft.; above ground 224 ft. Estimated construction cost \$122,000; first year operating cost \$40,000. P. O. address c/o Superintendent of Schools, Dr. John Blackhall Smith, Havermeier Bldg., Greenwich. Geographic coordinates 41° 3' 30" N. Lat., 73° 37' 0" W. Long. Trans. Adler; ant. Alford 1044-U. Legal counsel Town Counsel, Greenwich; consulting engineer Paul Godley Assoc., Great Notch, N. J. Ann. April 23.

Existing tv stations

CALL LETTERS ASSIGNED

WTAF (TV) Marion, Ind.—Geneco Bestg. Inc.

New am stations

ACTIONS BY FCC

Boulder, Colo.—Kenneth G. and Misha S. Prather. Granted 1360 kc, 500 w, D, DA. P. O. address 2510 E. 9th, Casper, Wyo. Estimated construction cost \$15,690; first year operating cost \$38,000; revenue \$45,000. Mr. Prather is announcer and manager for KATI Casper, Wyo.; Mrs. Prather is housewife and former teacher. Action April 25.

Aiken, S. C.—Robert S. Taylor. Granted 1300 kc, 500 w D; engineering condition. P. O. address 818 Carleton St., Lakeland, Fla. Estimated construction cost \$13,300; first year operating cost \$36,000; revenue \$45,000. Mr. Taylor owns 90% of WALD Walterboro, S. C. and 49% of WAUC Wauchula, Fla. Action April 23.

St. George, S. C.—Radio St. George. Granted 1300 kc, 500 w D; engineering condition. P. O. address 144 Broughton SW, Orangeburg, S. C. Estimated construction cost \$15,835; first year operating cost \$26,115; revenue \$58,032. Principals: Clarence Everett Jones, Gus Browning and John Thompson Greene III. Messrs. Jones and Browning are partners in WBPD Orangeburg; Mr. Greene owns radio and tv service. Action April 23.

ACTION BY BROADCAST BUREAU

Honolulu, Hawaii—Polynesian Bestg. Inc. Granted 1210 kc, 1 kw, unl.; remote control permitted; conditions. P. O. address 99-1240 Aiea Heights Drive, Aiea, Hawaii. Estimated construction cost \$18,500; first year operating cost \$30,000; revenue \$40,000. Mary K. Wong, sole owner, is teacher and has owned interest in KOOD Honolulu. Action April 19.

APPLICATIONS

Apache Junction, Ariz. — Superstition Mountain Enterprises Inc. 1110 kc, 500 w D. P. O. address 1053 W. 6 St., Mesa, Ariz.

Estimated construction cost \$24,410; first year operating cost \$33,600; revenue \$54,000. W. Winfield Creighton, president of applicant, is in realty and investment businesses. Ann. April 24.

Moss Point, Miss.—Coastal Cities Bestg. Inc. 1460 kc, 1 kw D. P. O. address box 8352, Spring Hill Station, Mobile, Ala. Estimated construction cost \$26,043; first year operating cost \$40,000; revenue \$45,000. Principals: Howard M. Hempstead and Rebecca M. Hunter (each 50%). Mr. Hempstead owns interest in petroleum storage and handling businesses; Mrs. Hunter has been insurance agent. Ann. April 23.

Hickory, N. C.—Piedmont Bestg. Inc. 1000 kc, 1 kw D. P. O. address box 1867, Hickory. Estimated construction cost \$43,784; first year operating cost \$54,000; revenue \$90,000. Principals: T. F. Digh (20%), Willis Deal, Dr. Alfred E. Hill, Foy C. Hefner Sr., Barnett M. Sigmon, Marvin R. Wooten, Claude Rudisill, John J. Mull and Robert E. Townsend (each 10%). Mr. Digh owns interest in furniture business; Messrs. Deal and Rudisill own interest in retail furniture and appliance businesses; Dr. Hill is optometrist; Mr. Hefner is manager of wood carving company; Mr. Sigmon owns sandwich shop and has been announcer for WJRI Lenoir, and WHKY Hickory, both North Carolina; Mr. Wooten is attorney; Mr. Mull manages motel; Mr. Townsend is section manager for telephone company. Ann. April 25.

Existing am stations

ACTIONS BY FCC

WAOV Vincennes, Ind.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action April 25.

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from May 7 through Sept. 2. Action April 25.

APPLICATIONS

KUXL Golden Valley, Minn.—Mod. of cp, which authorized new am station, to increase power from 500 w to 1 kw and install new trans. Ann. April 20.

WDIF Buffalo, N. Y.—Mod. of cp (which authorized new fm station), to change ant. trans. location, change studio location, operate trans. by remote control, decrease ERP to 14.8 kw, change type ant., increase ant. height above average terrain to 356 ft. and change station location to Niagara Falls, N. Y. Ann. April 24.

KLOO Corvallis, Ore.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 19.

WGTV Georgetown, S. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 19.

Lenoir City, Tenn.—Alvin B. Corum Jr. seeks amendment to application for new am station at Lenoir (1320 kc, 1 kw D), to change frequency to 1360 kc and change ant.-trans. and studio location. Ann. April 19.

WGAT Gate City, Va.—Cp to increase power from 250 w to 1 kw and install new trans. Ann. April 25.

CALL LETTERS ASSIGNED

KXEX Fresno, Calif.—Atlas Bestg. Co.; changed from KEVC.

KSNO Aspen, Colo.—Aspen Bestg. Co.; changed from KCKI.

KICM Golden, Colo.—Norman Bestg.; changed from KTWL.

WMET Miami, Fla.—Latin Bestg. Corp.; changed from WMBM.

WMBM Miami Beach, Fla.—Community Service Bcstrs. Inc.; changed from WMET.

WJRC Joliet, Ill.—Radio Joliet.

WLUV Loves Park, Ill.—Loves Park Bestg. Co.

KWNS Pratt, Kan.—Wilmer E. Huffman; changed from KPRT.

KBTC Houston, Mo.—Radio Company of Texas County; changed from KHYN.

WKTG Greenville, N. C.—H & R Electronics Inc.; changed from WILY.

WZOO Spartanburg, S. C.—Spartanburg Bestg. Inc.; changed from WTHE.

KWFA Merkel, Tex.—Taylor County Bestg. Co.; changed from KTCT.

KWYZ Everett, Wash.—Snohomish County Bestg. Corp.; changed from KQTY.

KTIX Seattle, Wash.—KTIX Inc.; changed from KETO.

New fm stations

ACTIONS BY FCC

Battle Creek, Mich.—Southern Michigan Bestg. Corp. Granted 96.5 mc, 20 kw. Ant. height above average terrain 208 ft.; conditions. P. O. address 15001 Michigan Ave., Dearborn, Mich. Estimated construction cost \$22,391; first year operating cost and revenue not above present am operation. Principals: Nellie M. Knorr (27.2%), Walter O. Briggs Jr. (15.9%), Robert M. Booth Jr., John J. Carroll, Charles J. Sitta, Van Patrick (each 10.9%) and others. Applicant is licensee of WELL Battle Creek. Action April 25.

Jackson, Mich.—Jackson Bestg. & Tv Corp. Granted 106.1 mc, 20 kw. Ant. height above average terrain 180 ft.; conditions. P. O. address 15001 Michigan Ave., Dearborn, Mich. Estimated construction cost \$23,091; first year operating cost and revenue not above present am operation. Nellie M. Knorr is sole stockholder of corporation. Applicant is licensee of WKHM Jackson, Mich. Action April 25.

Racine, Wis.—Lakeshore Bestg. Corp. Granted 92.1 mc, 1 kw. Ant. height above average terrain 190 ft. P. O. address 1311 S. Main St., Racine. Estimated construction cost \$30,300; first year operating cost \$19,500; revenue \$25,000. Principals: Jerome P.

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



SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 25

	ON AIR	CPS	CPS	TOTAL APPLICATIONS
	Lic.		Not on air	For new stations
AM	3,649	70	147	656
FM	931	56	193	142
TV	484 ¹	76	85	107

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 25

	VHF	UHF	TOTAL
			TV
Commercial	469	91	560
Non-Commercial	42	14	56

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 30

	AM	FM	TV
Licensed (all on air)	3,644	937	484 ¹
Cps on air (new stations)	67	46	75
Cps not on air (new stations)	153	189	83
Total authorized stations	3,864	1,172	653 ²
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	174	20	63
Total applications for new stations	592	119	106
Applications for major changes (not in hearing)	459	92	35
Applications for major changes (in hearing)	49	4	12
Total applications for major changes	508	96	47
Licenses deleted	1	0	0
Cps deleted	0	4	0

¹There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

Feeney (65%), Mary Keefe Feeney (30%) and Rex Capwell (5%). Mr. Feeney is salesman for WRJN Racine, and partner with Mrs. Feeney in radio and tv commercial production business; Mr. Capwell is attorney. Action April 23.

ACTIONS BY BROADCAST BUREAU

Ephrata, Pa.—Garden Spot Bcstrs. Inc. Granted 105.1 mc, 8 kw. Ant. height above average terrain 299 ft.; conditions. P. O. address box 419, Ephrata. Estimated construction cost \$19,714; first year operating cost \$3,000; revenue \$4,500. Principals: Lester J. Grenewalt (41.67%), Samuel R. Youse (33.33%) and John H. Norris (25%). Messrs. Grenewalt, Youse and Norris each own one-third of WABW Annapolis, Md., and one-fourth of WCBG Chambersburg, Pa.; Mr. Youse owns 90% of applicant for new am station in Lebanon, Pa. Garden Spot is applicant for new am station in

Ephrata. Action April 24.

Erie, Pa. — Gibraltar Enterprises Inc. Granted 103.7 mc, 10 kw. Ant. height above average terrain 890 ft. P. O. address 3515 State St., Erie. Estimated construction cost \$32,871; first year operating cost \$35,000; revenue \$35,000. Permittee is owned 99% by Edward Lamb and family, d/b as Dispatch Inc., licensee of WICU-AM-TV Erie. Action April 19.

Lebanon, Tenn.—The Lebanon Bcstg. Inc. Granted 107.3 mc, 3.3 kw. Ant. Height above average terrain 173 ft.; conditions. P. O. address box 300, Lebanon. Estimated construction cost \$7,710; first year operating cost \$9,600; revenue \$10,800. Principals: Theo Frank Ezell Jr. (60%), Andrew Jackson Hendrickson and Howard M. Sherrell (each 20%). Mr. Ezell owns 60% of WCOR Lebanon, Messrs. Hendrickson and Sherrell each 20%. Messrs. Ezell, Hendrickson and Sherrell each own one-third of applicant for new am station in Donelson, Tenn. Action April 19.

Nashville, Tenn.—Barlane Bcstg. Corp. Granted 95.5 mc, 3.38 kw. Ant. height above average terrain 66.4 ft. P. O. address 1108 17th Ave. S., Nashville. Estimated construction cost \$14,050; first year operating cost \$11,500; revenue \$13,500. Principals: C. Webber Parrish (50%), Julian Alan Zander (each 25%). Mr. Parrish has been announcer for WNAH Nashville and owns one-third of wholesale record distributing company; The Messrs. Zander are in insurance business. Action April 20.

APPLICATIONS

*Rock Island, Ill.—Augustana College. 90.9 mc, 10 w. Ant. height 113.5 ft. P. O. address c/o Clarence Meyer, Rock Island. Estimated construction cost \$13,195; first year operating cost \$6,000. Ann. April 19.

Catonsville, Md.—Catonsville Radio Co. 107.9 mc, 3.478 kw. Ant. height above average terrain 308.9 ft. P. O. address 20 Sherman Ave., White Plains, N. Y. Estimated construction cost \$8,350; first year operating cost \$21,500; revenue \$20,800. David H. Feldman, sole owner, is attorney. Ann.

April 20.

State College, Pa.—Centre Bcstrs. Inc. 93.3 mc, 3.94 kw. Ant. height above average terrain 3,375 ft. P. O. address Glennland Bldg., E. Beaver Ave., State College. Estimated construction cost \$14,200; first year operating cost \$12,000; revenue \$12,000. Principals: W. K. Ulerich, R. J. Kennard estate (each 38%) and H. M. Himes (24%). Mr. Ulerich owns 22.11% of WJCM Sebring, Fla. and is president of licensee of WCPA Clearfield, Pa., and is president and stockholder of WDAD Indiana, Pa.; estate of R. J. Kennard owns 21.86% of WCPA, administered by The County National Bank of Clearfield, Pa. and W. K. Ulerich, voting trustee; Mr. Himes owns 24% of WMAJ State College. Ann. April 23.

San Juan, P. R.—Ochoa Bcstg. Corp. 105.7 mc, 5.98 kw. Ant. height above average terrain 29 ft. P. O. address 1105 Fernandez Juncos Ave., Santurce, P. R. Estimated construction cost \$21,273; first year operating cost \$36,000; revenue \$40,000. Antonio L. Ochoa, sole owner, owns WALO Humacao, P. R. Ann. April 23.

Cookeville, Tenn.—WHUB Inc. 98.9 mc, 3.12 kw. Ant. height above average terrain 400 ft. P. O. address 523 Spring St., Cookeville. Estimated construction cost \$12,175; first year operating cost \$15,000; revenue \$15,000. Principals: M. L. Medley (60%) and Martin L. Medley Jr. (40%). Applicant is licensee of WHUB Cookeville. Ann. April 25.

Dickson, Tenn.—Dickson County Bcstg. Inc. 92.3 mc, 1.93 kw. Ant. height above average terrain 132 ft. P. O. address 301 E. College St., Dickson. Estimated construction cost \$13,412; first year operating cost \$10,000; revenue \$15,000. Principals: William A. Potts (80%), James M. Hayes and John H. Bailey (each 20%). Mr. Potts owns 80% of WDKN Dickson, Messrs. Hayes and Bailey each 20%. Mr. Bailey owns 5% of WJZM Clarksville, Tenn. Ann. April 25.

Existing fm stations

ACTION BY FCC

WDJK(FM) Atlanta, Ga.—Granted mod. of cp to change station location to Smyrna; and operation on 94.1 mc from 30 kw to 20 kw; ant. height from 295 ft. to 230 ft.; remote control permitted; condition. Action April 25.

APPLICATION

KGTS(FM) College Place, Wash.—Cp to change frequency to 91.3 mc. Ann. April 19.

WORX-FM Madison, Ind.—Cp to change frequency from 96.7 mc to 102.1 mc, increase ERP from 350 w to 1.41 kw, decrease ant. height above average terrain to 236 ft. and install new trans. Ann. April 25.

KEFC(FM) Waco, Tex.—Cp to replace expired cp (which authorized decrease in ERP from 3.2 kw to 3.1 kw, ant. height above average terrain from 210 ft. to 220 ft., change ant.-trans. location and install new ant. system). (Request waiver of sec. 1.323(b) of rules.) Ann. April 25.

CALL LETTERS ASSIGNED

KUFY (FM) Redwood City, Calif.—Intercontinental Radio Inc.; changed from KCUF (FM).

WKRT-FM Cocoa Beach, Fla.—C. Sweet Smith Jr.

WMBM-FM Miami Beach, Fla.—Community Service Bcstrs.; changed from WMET-FM.

WDOL-FM Athens, Ga.—University City Inc.

WFKO (FM) Kokomo, Ind.—Fidelity Bcstg. Inc.

WPFR (FM) Terre Haute, Ind.—Paul Dean Ford.

WVIC(FM) East Lansing, Mich.—WGSE Bcstg. Co.

WMUS-FM Muskegon, Mich.—Greater Muskegon Bcstrs. Inc.

*WAUP (FM) Akron, Ohio—The University of Akron.

KRNY-FM Kearney-Holdrege, Neb.—Bi-States Co.; changed from KHOL-FM.

KOAP-FM Portland, Ore.—State of Oregon acting by and through State Board of Higher Education; changed from KEX-FM.

KMAP (FM) Dallas, Tex.—W. B. Carver; changed from KPSP.

WLIP-FM Kenosha, Wis.—Kenosha Bcstg. Inc.

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Business Publications

Ownership changes

ACTIONS BY FCC

WJHB, The Confederate Bstg. Inc., Talladega, Ala.—Granted assignment of license to Tallabama Bstg. Inc. (interests in WGAD Gadsden, and WGSV Guntersville); consideration \$45,000. Chmn. Minow abstained from voting; Comr. Bartley dissented. Action April 25.

KPOD, Universal Electronics Network, Crescent City, Calif.—Granted assignment of license to H. Frank and Wanda M. Walters (have interest in KRNA Winnemucca, Nev.); consideration \$29,844. Action April 25.

KKIS, Kay Kis Corp., Pittsburg, Calif.—Granted assignment of license to Pace-Shear Radio Inc. (John H. Pace, president); consideration \$300,000. Includes adjunct stations. Action April 25.

KDAY, Radio California, Inc., Santa Monica, Calif.—Granted assignment of license to Continental Bstg. of California Inc. (O. Wayne Rollins, president); consideration \$850,000 plus \$150,000 for agreement that assignor and its sole stockholder, John D. Keating, will not compete in radio for five years within radius of 50 miles of Santa Monica. Mr. Rollins is president of Rollins Bstg. Inc., which owns directly or indirectly WAMS Wilmington, Del.; WNJR Newark, N. J.; WRAP Norfolk, Va.; WBEE Harvey, Ill.; WGEE Indianapolis, Ind.; WCHS-AM-TV Charleston, W. Va.; WPTZ (TV) Plattsburg, N. Y., and WEAR(TV) Pensacola, Fla. Action April 25.

WAPA-TV (ch. 4), Ponce de Leon Bstg. Co. of Puerto Rico, San Juan, P. R.—Granted transfer of control from Winston-Salem Bstg. Inc., and Goar Mestre family to WAPA-TV Bstg. Corp. (owned by Screen Gems Inc., which is controlled by Columbia Pictures Corp.); consideration \$1,500,000. Chmn. Minow and Comr. Bartley dissented. Transferor also has contracted to sell Screen Gems third interest in Western Bstg. Corp. of Puerto Rico, licensee of WOLE-TV (ch. 12) Mayaguez, for \$150,000. Columbia Pictures operates KCFX-AM-FM-TV Salt Lake City. Action April 25.

APPLICATIONS

KFQD Anchorage, Alaska—Seeks assignment of license from Anchorage Bstg. Inc., to Matthew N. Clapp Jr. and Miller C. Robertson (each one-half), d/b as KFQD Inc.; consideration \$165,780. Mr. Clapp is director of property management firm and applicant for 50% of KUEN Wenatchee, Wash.; Mr. Robertson owns 50% of KUEN. Ann. April 24.

KPAS Banning, Calif.—Seeks involuntary transfer of license from Stevens Bstg. Inc., to Henry Chester Darwin, d/b as Darwin Bstg. Co. Mr. Darwin is former owner of KPAS and is salesman for KRIG Odessa, Tex. Ann. April 19.

KGHT Hollister, Calif.—Seeks assignment of cp from Clifford A. Trotter and Richard M. Godfrey, d/b as Trotter and Godfrey, to Hollister Bstg. Inc., new corporation made up of same principals. Ann. April 19.

WBAR Bartow, Fla.—Seeks transfer of all stock in Radio Station WBAR Inc. from William Avera Wynne and others, to James E. Yarbrough (73.5%), John A. Buning (25%) and Hazel D. Yarbrough (1.5%); consideration \$60,000. Mr. Yarbrough is chief engineer and former stockholder in WDBO-AM-FM-TV Orlando, Fla.; Mrs. Yarbrough is housewife; Mr. Buning is field representative for NAB. Ann. April 25.

WSUH Oxford, Miss.—Seeks assignment of license from Colonel Rebel Radio, to Leroy E. Kilpatrick; consideration \$89,000. Mr. Kilpatrick has been manager of WSAZ-AM-TV Huntington, W. Va., and is sales engineer for Visual Electronics Inc. Ann. April 19.

KEMO(FM) St. Louis, Mo.—Seeks assignment of cp from George Caleshu to M. R. Lankford Bstg. Co.; consideration \$16,500. M. R. Lankford, sole owner, owns WRAY-AM-FM Princeton, Ind.; WDQN DuQuoin, Ill.; applicant for new am station in New Albany, Ill.; interest in WRAY-TV. Ann. April 25.

WJAG Norfolk, Neb.—Seeks transfer of 37% of all outstanding stock in WJAG Inc. from E. F. Huse Jr., co-executor of estate of E. F. Huse, deceased, 12.6% to E. F. Huse Jr. (present owner of 35.1%), and 12.2% each to Mrs. J. H. Powell and Mrs. C. A. Phelps (present owners of 12.5% each). Transfer would give Mr. Huse total 47.7%, which combined with 2.9% held by his wife, would give him effective control of licensee corporation. WJAG Inc. owns

62.5% of KVSH Valentine, Neb. Ann. April 25.

KVSH Valentine, Neb.—Seeks transfer of control of WJAG Inc., 52.5% owner of The Valentine Bstg. Co., licensee. See application above. Ann. April 25.

WDIF Buffalo, N. Y.—Seeks assignment of cp from WDIF Corp., to Thomas W. Talbot (50.2%), Edmund R. Morden, Jack Price and Howard Wyrach (each 16.6%), d/b as Niagara Frontier Bstg. Corp.; consideration \$3,500. Mr. Talbot owns 50.2% of WJLL Niagara Falls, N. Y.; Mr. Morden owns one-third of scenic bus lines and passenger bus depot; Mr. Price owns real estate development firm; Mr. Wyrach owns apartments, manages mobile homes village and is free lance artist. Ann. April 24.

KLPM Minot, N. D.—Seeks transfer of 60% of Minot Bstg. Co. from estate of John B. Cooley to Ethel H. Cooley. Mrs. Cooley owns 10% of KLPM and is co-executrix of estate of John B. Cooley. Ann. April 23.

WDOK-AM-FM Cleveland, Ohio—Seeks transfer of all stock in The Civic Bstg. Inc. from Transcontinent TV Corp., to Northeastern Pennsylvania Bstg. Inc., wholly owned subsidiary of Transcontinent. Transferee is licensee of WNEP-TV Scranton-Wilkes-Barre. Ann. April 19.

WSHP Shippensburg, Pa.—Seeks assignment of cp from Town Radio Inc. (a Maryland corporation), to Town Radio Inc. (a Pennsylvania corporation). Ann. April 19.

KENS-AM-TV San Antonio, Tex.—Seeks (1) transfer of 33.3% of all stock in Express Publishing Co. from estate of George W. Brackenridge, to Caller-Times Publishing Co. (present owner of 9.8%), Reporter Publishing Co. (10%), Affiliated Newspapers Inc. (7%) and San Angelo Standard Inc. (10%) and (2) transfer of 29.23% of all stock in Express Publishing Co. from Frank G. Huntress Jr., Frank G. Huntress III, Katherine H. Minter and W. A. Druce, back to corporation to be retired to corporate treasury; total consideration \$6,256,667. Ann. April 19.

KENS San Antonio, Tex.—Seeks assignment of license from Express Publishing Co., to Roy Hofheinz and R. E. Smith (each one-half), d/b as Texas Star Bstg. Co.; consideration \$700,000; contingent on transfer of control of licensee (above). Mr. Hofheinz is attorney and owner of 16% of KTRK-TV Houston, and 9.09% of KRYX Corpus Christi; Mr. Smith is oil operator and rancher. Ann. April 19.

Hearing cases

FINAL DECISIONS

■ By order, commission corrected in minor detail and made effective Jan. 25 initial decision granting applications of Kenneth G. and Misha S. Prather for new am station to operate on 1360 kc, 500 w, DA, D, in Boulder, Colo., and KDEN Bstg. Co. to increase daytime power of KDEN Denver, Colo., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N; engineering conditions. Action April 25.

■ Commission gives notice that Feb. 27 initial decision which looked toward grant-

ing application of Lakeshore Bstg. Corp. for new class A fm station to operate on 92.1 mc, ERP 1 kw, ant. height 190 ft., in Racine, Wis. became effective April 18 pursuant to sec. 1.153 of rules. Ann. April 23.

■ Commission gives notice that Feb. 28 initial decision which looked toward granting applications of Clarence Everett Jones for new am station to operate on 1300 kc, 500 w, D, engineering condition, in St. George, S. C., and Robert S. Taylor for same facilities in Aiken, S. C. became effective April 19 pursuant to sec. 1.153 of rules. Ann. April 23.

INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting applications of KWTX Bstg. Co. (KWTX), Waco, Tex., and Kerrville Bstg. Co. (KERV), Kerrville, Tex., to increase daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; engineering conditions. Action April 19.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Lord Berkeley Bstg. Inc., for new am station to operate on 950 kc, 500 w, D, in Moncks Corner, S. C. Ann. April 24.

OTHER ACTIONS

■ By memorandum opinion & order, commission (1) reopened record and remanded to hearing examiner proceeding on applications of Charles A. Bell, George J. Helmer III, Wayne H. Lewis and Edward Bleier, d/b as Newton Bstg. Co., Newton, Mass., and Transcript Press Inc., Dedham, Mass., for new am stations, referred to examiner, Newton's petition for leave to amend its application to reflect withdrawal of Mr. Bleier and formation of new partnership consisting of three remaining partners, and added issue to determine whether, in view of Mr. Bleier's withdrawal, Newton is financially qualified to construct and operate its proposed station; (2) in light of foregoing, ordered issuance of supplemental initial decision; and (3) dismissed as moot motion by transcript to dismiss Newton application. Action April 25.

■ By memorandum opinion & order, commission denied petition by Seven Locks Bstg. Co., Potomac-Cabin John, Md., to add financial qualification issue in proceeding on its application and that of Tenth District Bstg. Co., McLean, Va., for new am stations. Action April 25.

■ By memorandum opinion & order, commission denied petition by Allen C. Bigham Jr., for review of acting chief hearing examiner's denial to add trans. site availability issue to proposal of John E. Grant in proceeding on their applications for new am stations in Salinas, Calif. Action April 25.

■ By memorandum opinion & order, commission denied untitled statement by W. D. Frink in nature of petition for reconsideration and grant without hearing of applications of Mr. Frink, tr/as Jefferson Radio Co. for license to cover cp for WIXI Irondale, Ala., and Fred H. Davis and Mr. Frink, d/b as Voice of the Mid South, for new am station in Centreville, Ala. Action April 25.

■ By memorandum opinion & order, com-

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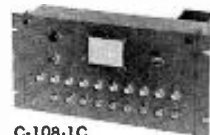


**GENERAL ELECTRONIC
LABORATORIES, INC.**

195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.



C-108-0C



C-108-1C

mission denied untimely filed petition by Broadcast Bureau to enlarge issues with reference to DA proposal of Simon Geller in his application for new am station in Gloucester, Mass., which is in consolidated hearing with Richmond Brothers Inc. (WMEX), Boston, Mass., in docs. 13525, 14478; but, in view of necessity of accurate disclosures, on own motion added issue to determine whether Mr. Geller will be able to adjust and maintain the DA system as proposed. Action April 25.

■ By order, commission denied petition by Blue Island Community Bcstg. Inc., for stay of date for filing proposed findings until Commission action on its petition for review of examiner's April 9 ruling in Blue Island-Elmwood Park, Ill., fm proceeding in docs. 12804 et al.

■ WHOM New York, N. Y.—Designated for hearing application for changes in DA and ground systems, continued operation on 1480 kc, 5 kw, DA-2, unl.; made VSAF Fall River, Mass., and Federal Aviation Agency parties to proceeding. Action April 25.

Routine roundup

■ By memorandum opinion & order, commission denied petition by WMAD Inc., for reconsideration of Feb. 7 action which dismissed without prejudice pursuant to sec. 1.106(b)(4) its application for new am station in London, Ohio. Action April 25.

■ By order, commission extended indefinitely from May 15 time for filing comments concerning pre-sunrise operation by am broadcast stations pending issuance of further rulemaking in this proceeding. Action April 25.

■ By order, commission extended from April 30 to July 31 period in which existing VHF tv repeaters (boosters) which were constructed before July 7, 1960, may continue temporary operation, provided holder of such authorization had filed by Oct. 31, 1961 for replacement or modification on FCC form 346 to meet low-power vhf translator rules. Extension will afford time for commission to complete processing of pending applications and will enable grantees to complete installation construction delayed by severe weather conditions which rendered many sites almost inaccessible. Action April 25.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Walter L. Follmer and extended to May 7 time to file exceptions to initial decision in proceeding on his application for new am station in Hamilton, Ohio, et al. Action April 19.

■ Granted petition by Blue Island Community Bcstg. Inc., and extended to April 23 time to file appeal from examiner's memorandum opinion & order released April 9 in proceeding on its application for new fm station in Blue Island, Ill., et al. Action April 17.

■ Granted petition by Rensselaer Polytechnic Institute (WHAZ), Troy, N. Y., and extended to April 30 time to respond to motion of Debs Memorial Radio Fund Inc. (WEVD), New York, N. Y. to modify issues in proceeding on their applications for renewal of licenses, et al. Action April 17.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conference and hearing for May 9 and June 20 in proceeding on applications of Laramie Community Tv Inc., and Albany Electronics Inc., for vhf tv translator stations in Laramie and Tie Siding, Wyo. Action April 20.

■ Granted petition by Tropical Telecasting Corp. to extent that it seeks dismissal of its application for new tv station to operate on ch. 3 in Corpus Christi, Tex.; application dismissed with prejudice; and remaining applications in consolidation retained in hearing status. Action April 20.

■ Granted petition by Broadcast Bureau and extended from April 18 to April 27 time to file proposed findings, and reply findings, if any, by May 4 in proceeding on am application of Elbert H. Dean and B. L. Golden, Lemoore, Calif. Action April 19.

■ Scheduled prehearing conferences and hearings on following proceedings on dates shown: May 22 and June 12 on am application of Bootheel Bcstg. Co., Kennett, Mo.; fm applications of Christian Bcstg. Assn. of New England Inc., Providence, R. I.

and North Attleboro Bcstg. Co., North Attleboro, Mass.; May 24 and June 13 on am applications of D & E Bcstg. Co., and Great State Bcstg. Inc., both San Antonio, Tex.; Birch Bay Bcstg. Inc. (KARI), Blaine, Wash.; May 23 and June 18 on am applications of KWEN Bcstg. Co., Port Arthur, Radio Orange, Orange, and Vidor Bcstg. Inc., Vidor, Tex.; KDOK Bcstg. Co. (KDOK), Tyler, Tex.; May 25 and June 18 on applications of WKLM-TV Inc. and Cape Fear Telecasting Inc., for new tv stations to operate on ch. 3, Wilmington, N. C.; May 24 and June 18 on fm applications of George Voron Co., and Newhouse Bcstg. Corp., both Harrisburg, Pa. Action April 18.

■ Granted petition by Melody Music Inc., and extended from April 30 to May 21 period for exchange of exhibits and hearing continued from May 8 to May 28 in proceeding on its application for renewal of license of WGMA Hollywood, Fla. Action April 18.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Secretary of the Army and continued April 30 hearing to July 17 and date for exchange of exhibits to July 3 in proceeding on application of KSAY Bcstg. Co. for renewal of license of KSAY San Francisco, Calif.; further ordered that if hearing is required on July 17, place and time of day shall be specified in further hearing order. Action April 19.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Broadcast Bureau and extended from May 1 to May 15 time for filing proposed findings; and, on own motion, extended from May 11 to May 25 time for filing replies in proceeding on am application of W. E. Baysden, Jacksonville, N. C. Action April 24.

By Hearing Examiner Annie Neal Hunting

■ Granted petition by Broadcast Bureau and extended from April 23 to May 7 time to file proposed findings from May 22 to May 28 for replies in proceeding on am applications of Catskills Bcstg. Co., Ellenville, N. Y., et al. Action April 20.

■ Granted petition by Star Tv Inc., applicant for new tv station to operate on ch. 13 in Rochester, N. Y., to amend its application (a) to substitute Sidelle G. Mann and Herbert B. Claster, executors and trustees of Edward Menden's estate, for Mr. Menden as stockholder and subscriber and submit pertinent information in connection therewith; and (b) to amend \$1,000,000 loan commitment of Isaac Gordon so that amount thereof to be subordinated to loan of Central Trust Co. will be increased from \$250,000 to \$300,000, as more particularly set forth in amendment tendered with petition. Action April 20.

■ Denied motion by Mid-Cities Bcstg. Corp. requesting that depositions not be taken pursuant to notice filed April 6 by La Fiesta Bcstg. Co., in proceeding on applications of Mid-Cities and La Fiesta for am stations in Lubbock, Tex. Action April 18.

■ At request of Rochester Area Educational Tv. Assn., scheduled further prehearing conference on April 20 in Rochester, N. Y., tv ch. 13 proceeding. Action April 17.

By Hearing Examiner David I. Kraushaar

■ On own motion, advanced May 4 further hearing to April 30 in Syracuse, N. Y., tv ch. 9 proceeding. Action April 25.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Broadcast Bureau and continued May 1 hearing to May 8 in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action April 23.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Denied petition by South Minneapolis Bcstg., applicant for new am station in Bloomington, Minn., for continuance of proceeding; and affirmed schedule set out in hearing examiner's March 20 order, with exception of deleting requirement of informal exchange of applicant's exhibits on April 16. Action April 19.

■ Formalized by order certain agreements made at April 18 prehearing conference in proceeding on am application of The Mullins & Marlon Bcstg. Co. (WJAY), Mullins, S. C., and continued May 15 hear-

ing to June 27. Action April 18.

■ Granted joint petition by Iowa City Bcstg. Inc., Iowa City, Iowa Falls Bcstg. Corp., Iowa Falls, both Iowa, and WKAI Bcstg. Co. (WKAI), Macomb, Ill., and cancelled specified dates for exchange of exhibits and notification of witnesses pending further order of hearing examiner in proceeding on their am applications; further ordered that May 8 hearing to be confined to discussion of the status of applications. Action April 17.

By Hearing Examiner Herbert Sharfman

■ Continued May 1 hearing to May 14 in proceeding on applications of Hayward F. Spinks and Greenville Bcstg. Co., for new am stations in Hartford and Greenville, Ky., respectively. Action April 20.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of April 24

WKLX, Paris Bcstg. Co., Paris, Ky.—Granted involuntary assignment of license to Tal Jonz, receiver.

WDAY Inc. Fargo, N. D.—Granted cp and license for new low power station.

WKGN-FM, WKGN Inc., Knoxville, Tenn.—Granted request for cancellation of cp for fm station. Call letters deleted.

KPHO Phoenix, Ariz.—Granted change for remote control authority while using non-DA (main trans.); remote control permitted while using non-DA (auxiliary trans.)

Actions of April 23

WMCA, WMCA Inc., New York, N. Y.—Granted transfer of control from The Bank of New York and Helen Sachs Straus, executors of estate of Nathan Straus, to R. Peter Straus.

WHHH, The Warren Tribune Radio Station Inc., Warren, Ohio—Granted assignment of cp and license to Radio Station WHHH Inc.; consideration \$75,000.

KJPW, South Central Bcstg. Inc., Waynesville, Mo.—Granted acquisition of positive control by John A. Mihalevich through purchase of stock from Leslie P. Ware.

KMEX, Spanish International Bcstg. Co., Los Angeles, Calif.—Granted involuntary transfer of control from Frank Fouce to Anna Fouce and United California Bank, co-executors of estate of Frank Fouce.

KTIX, KTIX Inc., Seattle, Wash.—Granted involuntary assignment of cp and license to Edward J. Birney, liquidating trustee.

WPON Pontiac, Mich.—Granted license to use old main trans. as auxiliary trans. at main trans. site.

WWIN Baltimore, Md.—Granted license to cover cp which authorized increase in daytime power and installation of new trans.

KHJ Los Angeles, Calif.—Granted cps to install new main trans.; remote control permitted; to install new auxiliary trans.; remote control permitted.

KBIZ Ottumwa, Iowa—Granted cp to install new trans. as auxiliary trans. (at main trans. location), for auxiliary purposes; remote control permitted.

WEAW Evanston, Ill.—Granted cp to install auxiliary trans. at main trans. location.

WIRB Enterprise, Ala.—Granted cp to install new trans. as auxiliary trans. at main trans. site, for auxiliary purposes; remote control permitted.

KSID Sidney, Neb.—Granted cp to install new trans. at main trans. site.

KWIZ Santa Ana, Calif.—Granted cp to install old main trans. as auxiliary trans. at main trans. site, for auxiliary purposes.

WXXX Hattiesburg, Miss.—Granted cp to install new trans. as alternate main trans. at main trans. site.

K06BG, K09CB Roy, Mont.—Granted mod. of cps to change name to Roy Tv Tax District, and type trans.

K09EI, K11AF White Sulphur Springs, Mont.—Granted mod. of cps to change frequency to ch. 9 and type trans.; and change type trans.

K03BI, K02CI Ursine, Nev.—Granted mod. of cps to change ERP to 9.7 w; frequency to ch. 3; type trans. and type ant.; to change ERP to 9.7 w; frequency to ch. 2; type trans. and type ant.

K08BU, K03BH Holly, Colo.—Granted mod. of cps to change ERP to 6.8 w, type ant., and make changes in ant. system; to change ERP to 4.7 w, frequency to ch. 3, type ant., and make changes in ant. system.

K10DA Winnett, Mont.—Granted mod. of cp to change ERP to 26.82 w, and type

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trans.

K06AZ, K11BZ Cody, Wyo.—Granted mod. of cps to change ERP to 22.88 w; type trans., and make changes in ant. system; to change type trans.

WKTM North Charleston, S. C.—Granted mod. of cp to increase ERP to 6.271 kw, and type ant.

K79AN Aberdeen, Hoquiam, Montesano, and Central Park, Wash.—Granted mod. of cp to change primary tv station to KOIN (ch. 6) Portland, Ore.

■ Granted cps to replace expired permits for new vhf tv translator stations: K05AJ, K13BH, Hot Springs Tv Club, Hot Springs, S. D.; K11BO, K13BG, Belle Fourche Tv Club, Belle Fourche, S. D.; K07BA, Mizpah Tv Club, Coalwood, Mont.; K13AX, Philip Tv Assoc., Philip, S. D.; K11AV, Cimarron Tv Club, Cimarron and Dawson, N. M.; K07CA, Franklin and Carleton Currier Ltd., Collbran, Colo.; K08AT, K06AO, City of Cabool, Cabool, Mo.; K07AM, Loma Tv Club, Loma, Mont.; K08AP, K10AP, K12AV, Pateros-Brewster Tv Inc., Pateros, Brewster, and Mansfield, Wash.

■ Granted cps to install new trans.: KSD, The Pulitzer Publishing Co., St. Louis, Mo.; KNEL, Brady Bcstrs. Inc., Brady, Tex.; WIVE, WBYL Radio Inc., Ashland, Va.; WDUN, Northeast Georgia Bcstg. Co., Gainesville, Ga.; WGWC, Robert J. Martin, Selma, Ala.

■ Granted mod. of cps to following stations to change type trans. and type ant.: WFG-FM, Eastern Bcstg. Co., Atlantic City, N. J.; WTTF-FM, WTTF Inc., Tiffin, Ohio.

■ Granted mod. of cps to following stations to change type trans.: KXOX, Radio Station KXOX, Sweetwater, Tex.; WKLS, Kenco Bcstg. Co., Atlanta, Ga.; KSCO, Radio Santa Cruz, Santa Cruz, Calif.

■ Following stations were granted extensions of completion dates as shown: K08BX, K10CF, K12BY, Thompson Falls Tv Booster Inc., Thompson Falls, Mont., to Oct. 23; K71BA, K74BN, K77BA, Apple Valley Tv Inc., General Wenatchee and East Wenatchee area, Wash., to Oct. 23; K12CA, Wyarno Tv Assn., Dutch Creek Area, Wyarno, and Prairie Dog Creek, Wyo., to Oct. 23; K08CG, K08CH, K09CL, K09CM, K10CM, K10CN, K11CS, K11CT, K12CF, K12CG, K13CQ, K13CR, Apple Valley Tv Inc., South Wenatchee, Lower Squilchuck, Cashmere, Rock Island, Malaga area, and upper Squilchuck area, Wash., to Oct. 23.

Actions of April 20

KWFS-FM, Willamette Family Stations, Inc., Eugene, Ore. Granted SCA to operate on multiplex basis.

KMTV(TV) Omaha, Neb.—Granted cp to change type trans.

WBUD-FM Trenton, N. J.—Granted mod. of cp to change type trans. and type ant.

WEPM-FM Martinsburg, W. Va.—Granted change of operation from class A on 94.3 mc to class B on 97.5 mc; ERP from 810 w to 4.7 kw; ant. height from 170 ft. to 940 ft.; remote control permitted.

■ Granted renewal of licenses to following stations: KAJI Little Rock, Ark.; KAMS(FM) Mammoth Spring, Ark.; KDIX Dickinson, N. D.; KRLN Canon City, Colo.; WCLD Cleveland, Miss.; WJAN Ishpeming, Mich.; WLDS-AM-FM Jacksonville, Ill.; WNUE Fort Walton Beach, Fla.; WRPB Warner Robins, Ga.; WCST Berkeley Springs, W. Va.

WPAG Ann Arbor, Mich.—Granted increased power on 1050 kc, D. from 1 kw to 5 kw, install DA, D, and new trans.

WGAA, Polk County Bcstg. Co., Cedar-town, Ga.—Granted assignment of cp and license to J. Franklin Proctor.

WCFL, Chicago Federation of Labor, Chicago, Ill.—Granted assignment of license to Chicago Federation of Labor and Industrial Union Council.

KYW Cleveland, Ohio—Granted license covering installation of new trans. (main trans. location) as an auxiliary trans.

■ Granted following stations mod. of licenses to operate by remote control: KDAL Duluth, Minn.; WBUX Doylestown, Pa.; WSAZ Huntington, W. Va., auxiliary trans. while using DA-N; conditions on all.

WDOL Athens, Ga.—Granted cp to make changes in ant. system (increase height).

WFAH Falls Church, Va.—Granted cp to install old main trans. at main trans. site for auxiliary purposes only.

WDAE Tampa, Fla.—Granted cp to change ant.-trans. location; install new trans.; and make changes in ground system.

WKAQ-FM San Juan, P. R.—Granted cp

to increase ERP to 3.6 kw; decrease ant. height to 49 ft.; install new trans. and new ant.; remote control permitted.

KMUZ Santa Barbara, Calif.—Granted cp to install new ant.; make changes in ant. system (increase height).

WGHQ Kingston, N. Y.—Granted cp to make changes in DA pattern.

WBEJ Elizabethton, Tenn.—Granted mod. of cp to change ant.-trans. location; condition.

WDUZ Green Bay, Wis.—Granted mod. of cp to change type trans.; condition.

■ Remote control permitted for following stations: WMIL-FM Milwaukee, Wis.; KOGT Orange, Tex., while using non-directional antenna.

Actions of April 18

KEPR-AM-TV, KIMA-AM-TV, KBAS-TV, KLEW-TV, Cascade Bcstg. Co., Kennewick-Richland-Pasco, Yakima, Ephrata, Pasco, Wash., and Lewiston, Idaho—Granted assignment of licenses to Haltom Corp.

KIQS, Glenn County Bcstrs., Willows, Calif.—Granted assignment of cp to Glenn County Bcstg. Inc.

WIDE, Biddeford-Saco Bcstg. Corp., Biddeford, Me.—Granted acquisition of negative control by M. Chester Ball through purchase of stock from Sara J. Ball.

WHNB-TV, Connecticut Tele. Inc., New Britain, Conn.—Granted acquisition of negative control by each Herbert Scheffel and Alfred G. Burger of Transcontinental Properties Inc. (50% stockholder of Plains Tele. Corp., parent corporation of licensee corporation) through sale of stock by Paul F. Warburg to Transcontinental Properties Inc.

WBOF, WYFI, Metro-WBOF Inc., Virginia Beach and Norfolk, Va.—Granted transfer of control from Temple W. Seay to Temple W. and Elizabeth S. Seay (joint owners).

WWLP(TV) Springfield, Mass.—Granted cp to install auxiliary final amplifier at main trans. site.

KYEW(FM) Phoenix, Ariz.—Granted request for cancellation of license. Call letters deleted.

■ Granted Scranton Bcstrs. Inc. (WDAU-TV), Scranton, Pa., extension of completion date to Oct. 18 (main trans. & ant.).

Action of April 12

WLBW-TV Miami, Fla.—Granted extension of completion date to December 12.

License renewals

WITA San Juan, P. R.—Granted renewal of license. Action April 25.

Processing line

■ Notice is hereby given, pursuant to sec. 1.354(c) of commission rules, that on May 28, 1962, standard broadcast applications listed below will be considered as ready and available for processing, and that pursuant to sec. 1.106(b)(1) and sec. 1.361(c) of commission rules, application, in order to be considered with any application appearing on following list or with any other application on file by close of business on May 25, 1962 which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier: (a) close of business on May 25, 1962 or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to sec. 1.359(i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Ann. April 19.

Applications from top of processing line: BP-10494: NEW Olney, Tex.—Olney Bcstg. Co. Req: 540kc, 250w, DA, D.

BMP-8358: WCAW Charleston, W. Va.—Capitol Bcstg. Corp. Has: 680kc, 250w, DA-1, unl. Req: 680kc, 250w, 10kw-LS, DA-N, unl.

BP-12837: NEW North Atlanta, Ga.—North Atlanta Bcstg. Co. Req: 680kc, 5kw, DA-1, unl.

BMP-8439: WFLI Lookout Mountain, Tenn.—WFLI Inc. Has: 1070kc, 1kw, 10kw-LS, DA-2, unl. Req: 1070kc, 1kw, 5kw-LS, DA-2, unl.

BP-12851: WDBC Escanaba, Mich.—Delta

Bcstg. Co. Has: 680kc, 1kw, DA-2, unl. Req: 680kc, 1kw, 10kw-LS, DA-2, unl.

BP-12902: WNAR Norristown, Penn.—Norristown Bcstg. Inc. Has: 1110kc, 500w, D, Req: 1110kc, 50kw, DA, D.

BP-13097: NEW Houston, Tex.—Lake Huron Bcstg. Corp. Req: 1070kc, 10kw, DA-1, unl.

BP-13662: WOAP Owosso, Mich.—Owosso Bcstg. Co. Has: 1080 kc, 250w, D. Req: 1080kc, 1kw, D.

BP-13756: NEW Gowanda, N. Y.—James Bcstg. Inc. Req: 1430kc, 500w, D.

BP-14305: NEW Boardman, Ohio—Louis W. Skelly, Req: 1570kc, 1kw, DA, D.

BP-14333: NEW Hershey, Pa.—Hershey Bcstg. Inc. Req: 1540kc, 5kw, DA, D.

BP-14806: NEW Alisal, Calif.—KRKC Inc. Req: 1570kc, 250w, D.

BP-14837: NEW Warner Robins, Ga.—Mary M. Jarrard, Req: 1600kc, 1kw, D.

BP-14838: WLSE Wallace, N. C.—Duplin Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-14839: KAHN Auburn, Calif.—Donnelly C. Reeves, Has: 950kc, 1kw, DA, D. Req: 950kc, 5kw, D.

BP-14841: NEW Wauchula, Fla.—Brush Bcstg. Co. Req: 1600kc, 500w, D.

BP-14842: KEEN San Jose, Calif.—United Bcstg. Co. Has: 1370kc, 1kw, 5kw-LS, DA-2, unl. Req: 1370kc, 5kw, DA-2, unl.

BP-14843: NEW Jacksonville, Ark.—Jacksonville Bcstg. Inc. Req: 1500kc, 1kw, D.

BP-14845: NEW Superior, Wis.—Twin Ports Christian Bcstg. Corp. Req: 1270kc, 5kw, D.

BP-14848: WNVY Pensacola, Fla.—Radio Pensacola Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14849: KCOK Tulare, Calif.—KCOK Inc. Has: 1270kc, 1kw, DA-N, unl. Req: 1270kc, 1kw, 5kw-LS, DA-N, unl.

BP-14850: WMRE Monroe, Ga.—Walton Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-14851: WCBG Chambersburg, Pa.—Reese Bcstg. Corp. Has: 1590kc, 5kw, D. Req: 1590kc, 1kw, 5kw-LS, DA-N, unl.

BP-14852: WMNB North Adams, Mass.—Northern Berkshire Bcstg. Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14853: NEW Keyser, W. Va.—Glacius G. Merrill, Req: 1390kc, 1kw, D.

BP-14854: KBEA Mission, Kan.—Radio Station KBKC Inc.—Has: 1480kc, 1kw, DA, D. Req: 1480kc, 500w, 1kw-LS, DA-2, unl.

BP-14860: NEW Grand Haven, Mich.—Quality Bcstg. Co. Req: 1500kc, 250w, D.

BP-14861: KYSM Mankato, Minn.—Southern Minnesota Supply Co. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14862: KOPR Butte, Mont.—Copper Bcstg. Co. Has: 550kc, 1kw, DA-N, unl. Req: 550kc, 1kw, 5kw-LS, DA-N, unl.

BP-14863: NEW Pompton Lakes, N. J.—Upper Passaic County Radio, Req: 1500kc, 500w, DA, D.

BMP-9516: KGEE Bakersfield, Calif.—KGEE Inc. Has lic: 1230kc, 250w, unl. Has cp: 1230kc, 250w, 500w-LS, unl. Req mp: 1230kc, 250w, 1kw-LS, unl.

BP-14865: NEW Mississippi City, Miss.—South Mississippi Bcstg. Co. Req: 1520kc, 5kw, 1kw(CH), DA, D.

BP-14867: WPGA Warner Robins, Ga.—Radio Perry, Has: 980kc, 500w, D (Perry, Georgia). Req: 980kc, 500w, D (Warner Robins, Georgia).

BP-14869: KLTR Blackwell, Okla.—Star Bcstg. Co. Has: 1580kc, 250w, D. Req: 1580kc, 1kw, D.

BP-14870: KATE Albert Lea, Minn.—Albert Lea Bcstg. Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-14878: NEW Park Rapids, Minn.—DeLaHunt Bcstg. Co. Req: 1240kc, 100w, unl.

BP-14880: KRRR Ruidoso, N. M.—Quenton K. Crandall, tr/as Lincoln County Bcstg. Co. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-14882: WTCS Fairmont, W. Va.—Fairmont Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-14884: WNAB Bridgeport, Conn.—WNAB Inc. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-14886: NEW Warren, Ohio—Daniel Enterprises Inc. Req: 1570kc, 500w, DA, D.

BP-14888: NEW Valparaiso, Ind.—Valparaiso Bcstg. Co. Req: 1500kc, 500w, 250w (CH), D.

BP-14906: WNUE Fort Walton Beach, Fla.—Smith Radio Inc. Has: 950kc, 1kw, D.

Continued on page 91)

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Las Vegas, Nevada top station opening for aggressive salesman. Opportunity unlimited. Contact KLAS Radio, R. Fleming.

Salesman wanted for lucrative central North Dakota market. New daytimer. Excellent working conditions. Base salary with commission. Send resume, picture to Roy W. Gunderson, General Manager—KDAK—Carrington, North Dakota.

Experienced radio salesman wanted—WBIC, 540 kc, Long Island, N. Y. Salary plus commission—Call or write for appointment. PE 5-0540, 1 E. Main St., Bayshore, N. Y.

Salesman-Announcer with at least 2 years experience. Salary plus commission on all sales. Established Michigan daytimer with revolutionary new equipment to help increase sales income. Permanent position. Growing group operation. Contact J. F. Butler, Manager, WKLZ, Kalamazoo, Michigan.

Help Wanted—(Cont'd)

Sales

Excellent opportunity for proven salesman. 5 kw good music station with top local, regional and national acceptance. Ideal community to raise family. Write full particulars to Manager, WCAX Radio, Burlington, Vermont.

Announcers

"Top position open for Negro R & B DJ in No. 1 station—Large market. Must be experienced. Prefer Southerner, 25-32. Excellent salary. Send photo—tape—complete resume to Box 551K, BROADCASTING. All Replies Confidential."

Announcer . . . 1st phone . . . No maintenance. Immediate opening update New York. Send tape and resume. Box 643K, 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.

Experienced announcer—top notch, fast pace, production wise. Most progressive 100 watt AM station in fastest growing Southwest market. Send tape (not returned) and resume to Box 729K, BROADCASTING.

Announcer: DJ for fast moving modern radio. Experience important for strong mid-west market station. Multiple owner operations with many opportunities. Box 750K, BROADCASTING.

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.

Adult 5000 watter near New York City has opening for reliable and experienced announcer with potential. Advancement possibilities for creative man. Send tape, resume, picture and salary requirements to Box 775K, BROADCASTING.

Announcer. Pennsylvania station. Small market. Versatile, all around worker. Production experience helpful. Full resume, salary requirements first letter. Box 808K, BROADCASTING.

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.

Combo man. Some sales and copy writing. Single market daytimer. KIQS, Willows Hotel, Willows, California.

Immediate opening for announcer-engineer on modified good music 1000 watts—Contact personally or send resume photo and tape. KLMR, Lamar, Colorado.

Announcer. Some experience or school graduate. WBAR, Bartow, Florida.

1st phone . . . need bright, morning man who wants to settle near Seattle in market of 75,000. Permanent opening, security. Starting salary in excess of \$100 per week. Send tape and resume to Box 655, Bellingham, Washington.

Help Wanted—(Cont'd)

Announcers

Needed immediately, two announcers, one with a first class ticket. These are permanent positions. Smooth sound station, no top-40 screamers need apply. Good salaries to the right men (or women)! Must be able to read news intelligently. Send resume, tape, photo and salary required to WCNL, Newport, New Hampshire.

Wanted: Announcer with first class ticket. Send tape and resume to Ed Allen, Jr., WDOR, Sturgeon Bay, Wisconsin.

WEOK, Poughkeepsie, N. Y., needs 1st ticket announcer. Heavy announcing, no maintenance. 75 miles from New York City. G.Rover 1-1500.

Wanted 5 experienced announcers immediately. Present staff moving up to our tv station. No prima donnas need apply. Send tape, complete resume first letter. No collect calls. Nathan Frank, WHNC, Henderson, North Carolina. VE 8-7136.

1st phone-announcing ability necessary. Immediate opening. Growing Michigan resort area. Contact Manager, WIOS, Tawas City, Michigan.

First phone-announcer for new daytimer just opened in Eastern Pennsylvania. Main tape and resume to P. O. Box 115, Palmerston, Pennsylvania.

Good music community-minded station needs experienced mature voice. Above average salary. Personal interview necessary. WPVI, Painesville, Ohio.

Announcer wanted immediately. Mature voice. Some experience required. Good music. Excellent salary. Permanent. WSGO, Oswego, N. Y. Fireside 3-6691.

Morning man. Experienced with mature voice. Persuasive, soft-sell delivery. Pleasant personality. Adult quality music format. Settle in radioactive southeastern Connecticut. Call Mr. Bernard, WSUB, Groton, Conn.

Immediate opening for announcer with good music station. Possible tv exposure. Send air check tape and resume to WTAP, Parkersburg, West Virginia.

W-WOW, Conneaut, Ohio—experienced dj for vibrant progressive station. Tape, resume, photo, first letter.

Technical

Washington, D. C.—Consulting Radio Engineer requires assistant. Experienced all phases broadcast/television allocations and applications. Submit resume. Box 691K, BROADCASTING.

West Virginia daytimer seeks experienced first-phone engineer, good voice, mature. Apartment available. Need photo, resume and tape. Box 714K, BROADCASTING.

Chief Engineer East Coast. Must have solid broadcast construction and maintenance background. Unusual opportunity. Send resume. Box 737K, BROADCASTING.

Sell and service broadcast equipment. Need engineers for local territories. Use spare time. Excellent commission arrangement. Quality product line. Box 781K, BROADCASTING.

Immediate opening for first class engineer-announcer combo with possible chief engineer opening. Contact personally or send resume, photo and tape. KLMR, Lamar, Colorado.

Help Wanted—(Cont'd)

Technical

Radio-television engineer—immediate opening! We are looking for sincere, reliable man for relatively small tv-radio operation, strong on maintenance. Would consider good radio man who would like to learn television. Good air voice desirable but not essential. Good working conditions. Salary depends upon experience. Contact KLOE Radio, Box 329, Goodland, Kansas.

Help Wanted . . . 1st class engineer, 250 watt station. Pleasant voice necessary. Write Box 568, Effingham, Illinois.

Wanted: 1st class engineer immediately. Contact Neil Conway, Manager, WTHI, 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.

Production—Programming, Others

Program manager: Top station with both Nielsen and Pulse seeking program manager due to promotion. Must have background of rating success. Multiple ownership operation in midwest. Box 748K, BROADCASTING.

Top rated station in Madison, Wisconsin needs a very creative copywriter with experience and fast pace production. Send resume and copy to Chuck Mefford, WISM, Madison.

Newsman . . . Some experience to take charge, write and deliver news. No floaters, no calls. Contact Floyd Brown, WRMN, Elgin, Illinois.

RADIO

Situations Wanted—Management

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.

Manager, not funky. 35, family, 15 years experience—\$10,000.00. Box 727K, BROADCASTING.

"Owner-manager who has just sold a highly successful station desires position with station specializing in sports. Play by play on all sports. Can also give your program and continuity department a shot in the arm. 42 years old, 2 children, radio wife. 18 years of solid radio background. Leaving area for more pleasant climate." Available in June. Box 728K, BROADCASTING.

If your station is losing money, I can make it profitable. Box 740K, BROADCASTING.

Management team (husband and wife), currently owners of successful radio properties with local managers, are available to manage and invest in an additional property (New England—Mid-Atlantic States). Highest financial and business references are available. Box 752K, BROADCASTING.

6 years money making manager! 11 years radio! Want challenge! Box 769K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Ex-manager metro market, 10 years sales, programming, administration experience seeks southeastern station with ownership potential. Married, veteran. Box 780K, BROADCASTING.

If you're looking, you've found him. Ten years all phases with previous employer. Desire medium market in Midwest but will consider all offers. Reply to Box 820K, BROADCASTING.

Relocate by June 1. Seven years experience radio-tv. Five years manager KAGE, Winona, Minnesota. College grad, family. Desire management, sales manager. Prefer chance to own percentage. Can make small investment. Frank Haas; Gilmore Valley Road, Winona, Minn. Phone 6133.

Sales

Top salesman ($\frac{1}{2}$ station billing in a two station market, Western Penna, with one hundred million retail sales) wants future —management and sales. Box 565K, BROADCASTING.

Hard working idea man with best references looking for opportunity! Box 770K, BROADCASTING.

Steady salesman interested future community minded outlet building basic business. Box 790K, BROADCASTING.

Capable fully experienced radio salesman interested in connection where remuneration is commensurate with ability. Will consider capital investment. Box 796K, BROADCASTING.

Experienced radio and tv executive—25 years managerial, production, sales, desires connection with established concern as representative South Eastern states. Proven sales record. Well known in industry. R. Charles, 1260 South Highland Avenue, Clearwater, Florida . . . phone 446-2123.

Announcers

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.

First phone—Broadcasting school graduate. Several years entertainment experience. Desires start in radio. Box 541K, BROADCASTING.

DJ, newscaster, experienced, bright sound, authoritative news, fast board. Dependable family man. Box 603K, BROADCASTING.

Experienced announcer-dj, great adult voice, single, no shouter. Good music or country and western, references, no floater, drifter. Prefer Southwest. Box 679K, BROADCASTING.

Disc jockey—newscaster, young experienced, seeking swinging sound, immediate availability. Box 703K, BROADCASTING.

Attractive dis-jockeyess, would like to radiate my "Femme Fatale" atmosphere from your towers. Also am engineeress with first phone. Prefer radio and television station combination. Box 473K, BROADCASTING.

Announcer—available May 21st thru September 9th. Three years experience and first phone. Box 742K, BROADCASTING.

DJ; tight board, experienced, resonate voice; veteran; willing to relocate. Box 744K, BROADCASTING.

Experienced DJ, announcer happy personality, tight board. Not a floater or screamer. Want to settle. Box 755K, BROADCASTING.

My wife says I'm the greatest disc jockey in the country! She's prejudiced. If you'll pay \$160.00 minimum for 9 years experience in production, promotion, continuity with top ratings and excellent references, I'll send tape and brochure that will speak for itself. Box 756K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Summer Replacement; Top market only. Can fill any need; 15 years experience: Personality dj, announcer, interviewer, station manager, pd and production head—Top markets. Previously #1 in million market. Demand good salary. Want out of NYC for a few months. Box 765K, BROADCASTING.

Attention Georgia! If you need a bright young idea man for your Atlanta area station, I'm your man. Single, first phone, with references. News, public relations, copywriting, tight board, all formats. Willing to stick. For tape, life history, family tree, write Box 766K, BROADCASTING.

Working program director wants autonomy in major market, sick station. Adult ideas for adult operation. No rockin' formats. Age 29, married and experienced. All replies confidential! Box 767K, BROADCASTING.

All around man with 11 years experience and good record. Box 771K, BROADCASTING.

Mature university trained announcer desires position anywhere opportunity abounds. Year experience easy listening net affiliate radio in news, jock, copywriting. News director work in Illinois television both booth and on camera. Played lead role for USO theatre tour Northeast Defense Command. Sales, P.R., Advertising experience large St. Louis store. Age 26, Military fulfilled. Available immediately. Tape, resume. Box 774K, BROADCASTING.

Top 40, personality dj; eight years experience. Family man. Looking for major market location. Box 776K, BROADCASTING.

Announcer—pleasant dj. Tight board. Not a prima donna. Authoritative news. Want to settle. Box 779K, BROADCASTING.

Conservative announcer and/or program director. Strong on newscasting. Knows music, production. Excellent background. Prompt reply Box 785K, BROADCASTING.

Top notch sports announcer—Winner of state and national broadcast awards interested in permanent position with a large market, sports-minded radio &/or to tv station. College grad . . . married . . . excellent references. Box 788K, BROADCASTING.

First phone. Degree. Reliable—good voice. Can sell. Expert in pop music. Desires position . . . will travel. Box 789K, BROADCASTING.

First phone Negro combo-man. Trained for radio-tv broadcasting. Broadcasting and technical school graduate, some college. No experience, but natural swinging personality and versatile knowledge of music. Fast pace and board. Box 794K, BROADCASTING.

Combo-man that swings, experienced and now looking for chance to move up. Good ratings and dependable. Currently employed in 100,000 market. Available. Box 798K, BROADCASTING.

Experienced format dj—First phone—competent engineer—college. Desire permanent metro night or all night slot after June 1. Box 799K, BROADCASTING.

DJ—Announcer — Newscaster. Experienced. Tight format; bright happy sound; authoritative news. Not a floater. Box 809K, BROADCASTING.

Mr. Personality. Negro announcer-dj. Bright sound, tight board, news experience. Eastern market or midwest market. Box 811K, BROADCASTING.

Announcer with 5 years experience. Recently obtained first phone. Available immediately. Best of references. Tape and resume upon request. Box 812K, BROADCASTING.

Unique early morning personality dj, 3 years experience. Have air check of this unusual and humorous style, have first phone, newsman. WH 6-7428, Bob Ballard, 211 No. Waverly, Dallas, Texas.

Situations Wanted—(Cont'd)

Announcers

Summer replacement, announcer, dj. Experienced, good references. Available June through September. Presently employed in Detroit radio. Ed Christian, 554 Barrington, Grosse Pointe, Michigan.

DJ, being released from Army, 3 years experience, good references, desires southwest. Jerry L. Groner, P. O. Box 103, Albuquerque, New Mexico. Phone CH 7-0311, Ext. 2326.

Graduating in radio-tv from Kansas State University in August. Veteran, family, some commercial experience. Want to work in sales while announcing. No top 40. Larry P. Justus, 1008 Ratone, Manhattan, Kansas.

Top flight experienced announcer-chief engineer-promo, any or all, looking for top flight sharp music-news operation. Polished, venturesome, single, just out of Army. Like Wisconsin and Southwest, but will locate in friendly, active community. Resume. 1408 So. 29th St., LaCrosse, Wisconsin.

Single mature person of 38, desires announcing or newscasting, will service if necessary, in small town with 1 or 2 stations only, in N.Y., N.J., Pa., or New England. Have about 3 years announcing, newscasting, servicing and selling. I'm sincere, conscientious, and no clock watcher. Job always comes before social life. Will accept temporary or summer fill in if no formal job is available. Have written copy. Joe Martin, Hotel Windermere, 260 Washington St., Binghamton, N. Y.

Good voice, some experience, first phone. Would like smaller market in any area. Mike Minor, 4325 Bilglade Road, Fort Worth, Texas.

Frank "Sad" Sacks, now enroute to World's Fair by Ox. 2920 West Grand Blvd., Detroit, Michigan. Telephone Trinity 2-7189.

5 years radio—1 year tv, seeks good music personality station, 3 years news director. Bob Prescott, 2453 N. New Jersey, Indianapolis, Indiana.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Technical

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.

5½ years chief engineer 5kw Day & FM. 12 years. Best. Field engineer. 2 wks. notice. No announcing. Box 726K, BROADCASTING.

Experienced first phone chief engineer and combo. Available immediately. \$100. Mid-Atlantic or Florida. No tapes. Good references. Room Two, Bayard Hotel, Dover, Delaware, 734-3531.

Do you need a first phone with no announcing? I am your man. Wally Hoffman, 5817 Spencer. Fort Worth, Texas.

TV, Radio engineer—1st phone license—familiar with all phases of broadcasting. Will relocate—prefer Northeast—Call New York—JU 8-8874.

Production-Programming, Others

Money making special events promotion available for California radio stations. Box 404K, BROADCASTING.

"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."

Production Assistant—Copywriter. College. Experience. Resume and excellent references. Want opportunity for more experience. Box 705K, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

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.

Newsman — experienced reporter-writer-news-caster. 9 years radio, newspaper news, covering police, courts, education, politics, government. College. Interested radio and/or TV. Prefer east. Box 640K, BROADCASTING.

Newsman—13 years experience. Broadcasting, reporting, network news-writing. State Peabody award winner. Journalism degree. Married. Box 652K, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Mature, experienced copywriter—announcer—newsman. MA degree. Available now. Box 730K, 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.

College graduate, service completed seeks employment; radio news rewrite man. Box 641, BROADCASTING.

Top rated Chicago air personality seeks PD position. Eight years experience in all phases of Top 40 and "middle of the road" formats. Sharp—aggressive—married—college. Formerly Asst PD million market. Highly recommended for PD spot. Personal interview. Box 800K, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

☐ TF (until forbid)

RATES

☐ Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)

☐ Help Wanted—25¢ per word—\$2.00 minimum

☐ Display ads \$20.00 per inch—STATIONS FOR SALE advertising require display space
Situations Wanted—(Payment in advance)

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ All other classifications 30¢ per word—\$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV

☐ Radio

☐ TV

HELP WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

SITUATIONS WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

- ☐ stations
- ☐ equipment

ADDITIONAL CATEGORIES

- ☐ Instructions
- ☐ Business Opportunity
- ☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed \$

☐ Bill

Situations Wanted—(Cont'd)

Production-Programming, Others

News Director, top delivery and digability. Prefer directorship with East Coast operation, or radio news staff position offering solid future and pay for proven experience and results. Box 763K, BROADCASTING.

Programmer Available. I believe in progressive, quality radio. Present employer doesn't. Forward looking manager-owner, you need information programming. 39, married, 13 radio. Box 764K, BROADCASTING.

Program Director—Promotion Man! Sales-budget minded! Air work too! Box 772K, BROADCASTING.

News-caster—Late Nite Talk Show Interviewer! Audience Getter! Money-maker! Box 773K, BROADCASTING.

Experienced program director desires challenging opportunity. Knows music, production, station administration. Prefer north-east. \$150. Box 783K, BROADCASTING.

News, sports. Experienced, 24, masters degree in journalism. Radio or tv. Minimum \$125. Box 791K, BROADCASTING.

Top flight music director and first class air personality with wide knowledge of classical and finest pop music, presently employed, desires position as music or program director with progressive fine music station preferably in the west. 10 years in radio as announcer, continuity writer and producer, music librarian plus experience writing commercials and publicity and editing program guide. Finest references. Box 754K, BROADCASTING.

U. of Minn. college lad having jabbered on air in 3 provincial Midwest stations desires NBC presidency or white-collar position in New York radio to begin early or mid May. Innately musical with keen ear plus pro music study. Feels today's contemporary sound. Perhaps phase of musical programming? Mainly a consuming desire to be associated with radio in this urban center. Box 816K, BROADCASTING.

Program Director—Announcer. Age 28. Married. 8 years in radio. Experienced in all phases of good music operation, including FM stereo. Box 818K, BROADCASTING.

Veteran, mature, news and sportscasting. Radio and tv. Top references. Box 819K, BROADCASTING.

TELEVISION

Help Wanted—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 mid-western 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.

Midwest TV station must add Account Executive. Expanding local potential. City population over 100,000. Excellent salary plus commission arrangement. Minimum one year successful tv sales. Send complete resume, including billings, plus photo. Box 743K, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Immediate opening for local-regional TV salesman for midwest ABC affiliate. Previous broadcast sales experience necessary. Complete resume and photo requested. Box 716K, BROADCASTING.

KAIL-TV needs experienced radio or tv salesman for sales manager. Good guarantee, good future. Send resume Box 2386, Fresno, California.

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

North Florida VHF television station looking for experienced, versatile staff announcer. Average base plus talent. Fine opportunity for the right man. Box 745K, BROADCASTING.

Newsman for tv and radio stations in mid-west. Ability to gather, write, and present news is essential. Excellent opportunity to expand in news field with multiple ownership operation. Box 747K, BROADCASTING.

Need a good announcer for television. Experience in television not an absolute must. Will involve on camera and booth work. Send complete information, including picture, resume of experience, salary requirements and audition tape to . . . Box 738K, BROADCASTING.

Wanted—tv newscaster who can write, who can dig for news when necessary, who can do a newscast with authority, and who wants to make a place for himself in the area. We are adding, not replacing. Send complete information, picture, salary requirements, kine if possible, audio tape if no kine available to Box 739K, BROADCASTING.

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 newscasting team. Please submit resume including salary requirements, recent photo and audio tape. Richard O'Neill, WICD, Danville, Illinois.

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.

Experienced maintenance engineer. All GE transmitter and microwave equipment—One KW. . . . Write or contact Harold Gann, Channel 21, Hanford, California.

Engineer with 1st phone to work all phases of engineering in tv station in Central South Dakota. Contact John Gort, C. E. KDLO-TV, Garden City, South Dakota.

Wanted: Engineer-switcher, first phone required. Contact K. H. Karr, Chief Engineer, KTVC-Ensign. Telephone: Montezuma, Victor 6-3632.

Help Wanted—(Cont'd)

Technical

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.

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.

Production-Programming, Others

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.

Top VHF in northeast has opening for news director. Individual must have organizational and administrative ability particularly in regard to a tv operation. On-camera experience preferable, but not a prerequisite. Box 633K, BROADCASTING.

Television station in major Southwest market has opening for strong newscaster. Will consider solid second man ready to move up to major news slot. Send resume, sof or VTR audiotape to: Box 817K, BROADCASTING.

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.

Male or female creative continuity writer. Immediate opening. Must be self starter. Emphasis on local writing. Full station benefits—Send pic—resume—references. Bob Smith, Program Director, WTVO-TV, Rockford, Illinois.

TELEVISION

Situations Wanted—Management

Professional Program/Production Manager. Recently resigned Advertising Agency V.P. returning to only love. 14 years in all creative and mechanical phases of program and commercial production, 10 years at station level. Skilled in wearing that extra "hat" when required. 35, married, excellent professional references. Northeast preferred. Box 735K, BROADCASTING.

Sales management midwestern tv or radio. Will exchange experience, hard work and enthusiasm for advancement. 16 years broadcasting. 1947-1953 radio announcing, production and sales. 1953—Television (VHF and UHF) sales. 38 years old—married—Community minded. Let's get together and talk about it. Box 736K, BROADCASTING.

Salesmanager, experienced top producer in television local and regional sales. Records of performance. Best references. Small to large market. Box 768K, BROADCASTING.

Don't confuse the forest for the trees. Hire an expert salesmanager. Box 806K, BROADCASTING.

Looking for a strong TV Promo Manager? Here's a 31 year old college grad with 9 years in tv-radio. National award-winner with major market experience looking for ambitious station in top 50 market. References you know—all systems are go! Box 751K, BROADCASTING.

AGENCY-ADVERTISER

Experienced production assistant. College. Excellent references. Resume. Want opportunity to work and learn. Box 706K, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Experienced, successful research executive has the creative flair and instinct for good promotion that makes facts sing. Former newspaper columnist and big-agency copywriter—trained in the tough disciplines of serving blue ribbon clients. Hep in marketing—creative persuasive presentations have delivered billing totaling millions. Currently serving well-known research service. Formulates own plans, designs questionnaires for pretest, writes and delivers the final reports. Excellent boardroom and platform personality. Sense of humor, a hard worker, no ulcers. No tedious shotgun "resumes" at this point please—but full documentation and references upon meeting. New York area only. Box 210K, BROADCASTING.

Announcers

Professional announcer. Nearly 20 years broadcasting including 3 years TV. College graduate with community theatre experience. Seeking employment at creatively managed TV station where I can use present skills and develop new ones. Box 757K, BROADCASTING.

Technical

TV engineer 11 years experience xmitter—studio control room operation. Some film slide projector camera chain. Veteran Signal Corp radar op. Versatile willing worker age 52. Presently self employed—tv service. Will relocate 500 miles NYC. Salary second to gain more experience. Box 777K, BROADCASTING.

15 years experience all phases of radio and TV studio operation, programming, production. Prefer combination engineering and programming in medium Southeastern market but will consider other areas. FCC first class license. Box 786K, BROADCASTING.

Engineer, first class, experienced VHF-UHF-Radio maintenance and installation. Box 821K, BROADCASTING.

Production-Programming, Others

Director-writer-producer seeks position with challenge, responsibility and future. Box 387K, BROADCASTING.

Program-Production Mgr., 8 years experience. Thorough knowledge of programming and production with ability to train personnel. Box 731K, BROADCASTING.

Summer Job—production experienced. 23. student Michigan State. TV major. Work anywhere, available June 11-September 25. Resume upon request. Box 761K, BROADCASTING.

Production Manager employed at metro station desires position as program or operations manager in medium market. 12 years experience in programming, production and engineering. Prefer Southeast but will consider other areas. Box 787K, BROADCASTING.

There I was—A successful major-market newscaster—when the small station management bug bit me. Now the station has been sold and I want to return to newscasting permanently. TV, radio or both. Western states only. Ten thousand yearly. Box 802K, BROADCASTING.

Radio-TV newsman, 6 years. Experienced in reporting, writing, broadcasting. Box 801K, BROADCASTING.

FOR SALE

Equipment

1 KW 20 V Collins transmitter, extra tubes, all parts not 1½ years old in transmitter. Come see it in operation. Box 725K, BROADCASTING.

Western Electric 503 B-2 FM 1kw transmitter. Best offer takes. Box 741K, BROADCASTING.

1000/250 watt AM transmitter. Used only three months. First cash offer over \$3300.00 takes. Box 782K, BROADCASTING.

For Sale—(Cont'd)

Equipment

Make a very substantial profit the first year by selling advertising locally on a Trans-Lux news sign. Purchase a used 41 foot long signed panel and all the necessary equipment in good condition at one-half usual price. Box 803K, BROADCASTING.

Vega wireless microphone good condition \$140.00 or best offer. Box 815K, 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.

RCA ET4250 100-250 watt broadcast transmitter in service since 1936. \$300.00. Contact R. L. Baker, 212 N. Indiana Ave., Goshen, Indiana.

250 watt AM transmitter—RCA 250L. Good condition \$595.00. Bauer Electronics Corporation, San Carlos, California.

2-Bell & Howell 614 CBVM Television Vidicon projectors. Both used less than 2200 hours and are in excellent condition. Contact Al Hillstrom, Chief Engineer, KOOL-TV, 511 West Adams, Phoenix, Arizona.

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.

Now available—tremendous savings. 25 kw notch diplexer Alford Model 1052. Used one year. Ch. 11. RCA vestigial sideband filter RCA M119085AH Ch. 11. 50 kw diplexer RCA M119394. 1200' Teflon 3-1/8" coax complete with hangers and connectors. 4 6-1/8" spring line hangers. TS-10A RCA video switcher. 2 RCA high voltage transformers for RCA 25 kw transmitter. WLUK-TV, Green Bay, Wisc.

Complete Studio Broadcast console. Gates Studioette, 2 Pirouette 12 Inch Turntables, pre-amps, Livingstone 16 inch pickups w/GE Cartridges, and Custom console desk mounted. Cost \$1549.00 3 years ago. Sacrifice \$800.00 complete. Contact Howie Sturtz, WCCN, Neillsville, Wisconsin, SHERWOOD 3-3333.

For Sale. W.E. 504B2 FM 3 kw. 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 Pones, C. E., WDIA, Memphis, Tenn.

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.

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.

Unused transmission equipment 1 5/8" Andrews. 51.5 OHM Teflon Line, \$40.00 for 20' length; ¼" ditto, 90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydrators, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Wanted—TV studio equipment. State model, price and condition. Box 609K, BROADCASTING.

Wanted—by our clients. Radio, FM, and TV test and measuring equipment. "Thirty years in Broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Want used 7 or more channel console in A-1 condition. Also want used 1000 watt antenna coupler with remote diode meter unit, used turntable arm, used Gray 802C equalizer. Also want tape equipment. Have Gates M3388 4 channel console for sale or trade. K. B. Beach, Box 833, Walterboro, S. C. (WALD)

Wanted for cash—used water cooled tubes. Types: 892, 8333, 5606, etc. In good condition or surplus new tubes. Advise type, quantity, condition, make and price. Electronic Laboratories Supply Co., 7208 Germantown Ave., Philadelphia 19, Pennsylvania. Phone Chestnut Hill 8-2700.

Wanted—G.R. Monitor, RCA Filterplexer, Antenna for UHF Channel 36. Have monitor and filterplexer for Channel 19. WMVS, Milwaukee, Wisconsin.

WANTED TO BUY

Stations

Will invest small down payment and assume complete managerial duties in station needing on the job owner operator. Will purchase all or part. Apply Box 732K, BROADCASTING.

Interested in purchasing radio station. Long on experience and short on down payment. Box 733K, BROADCASTING.

Management team (husband and wife), currently owners of successful radio properties with local managers, are available to manage and invest in an additional property (New England-Mid-Atlantic States). Highest financial and business references available. Box 753K, BROADCASTING.

Want to buy 250 to 1000 watt station in black—small or one station market. Good terms—Oklahoma or Texas preferred. Consider others. Reply Box 784K, 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.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting May 9, July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be a Disc Jockey. Learn announcing & engineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

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.

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.

MISCELLANEOUS

Before you program next weeks material investigate a service providing interviews with topical celebrities and exciting coverage of special events—emanating from New York City. Box 804K, BROADCASTING.

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.

Instant gags for deejays!—100 gag topics available such as Radio, Weather, Traffic, Tv, etc. Write for list Show-Biz Comedy Service (Dept. B) 65 Parkway Court, Brooklyn 35, New York.

BUSINESS OPPORTUNITY

Investors—Capital wanted for new Miami Beach, Florida maximum power full-time radio station. Contact Box 762K, BROADCASTING.

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

NEW 10,000 Watt AM

in major mid-South, excellent radio market. Can you and your organization show proven success, financial responsibility, and creative ability to launch this new highest powered independent in a 3 TV, 8 AM, 2 newspaper market. Contact Second Thursday Corporation, Life & Casualty Tower, Nashville, Tennessee.

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.

Help Wanted—(Cont'd)

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

RADIO

Situations Wanted

Production-Programming, Others

IF YOU WANT CREATIVITY AND A PROGRAM DIRECTOR WITH IDEAS FOR THE FUTURE . . . I'M READY NOW. Under 30, steady, bright, presently employed 3 years in this top 20 market, best references #1 ratings, top 40. Professional radio career man. Want opportunity to expand my abilities. COMPLETE RESUME SENT UPON REQUEST.

Box 746K, BROADCASTING

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.

Sales

"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 . . . TOW 1-6080.

Help Wanted—(Cont'd)

Technical

TV CHIEF ENGINEER— MIDWEST VHF

Able to plan and supervise installation of new transmitter and studio facility. Good shop, good crew. Immediately need outstanding manager—oriented administrator. Top salary.

Box 797K, BROADCASTING

TELEVISION

Situations Wanted—Management

ATTENTION!

Due to my principals' decision to drop tv application, I am now looking for a television operation in need of a man with 28 years broadcast experience: began in radio, 1934 and in television, 1949. Can furnish excellent references guaranteeing a reliable, imaginative management man, with know-how and showmanship to run a profitable, pridelful operation.

Box 795K, BROADCASTING

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

JOBS

**ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION**

**Write for application NOW
WALKER EMPLOYMENT
SERVICE**

Jimmy Valentine Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

BUSINESS OPPORTUNITY

RETIRED AT 42½, 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

Business Opportunity—(Cont'd)

MULTIPLEX CHANNEL AVAILABLE

Ideal for background music
—81,000 Watts—
For details write

WAEZ
Deauville Hotel
Miami Beach, Florida

\$179,742 to Writers

Your unpublished manuscript may be valuable! Our famous subsidy plan has returned \$179,741 to writers (mostly beginners) in the past six years. We will publish, advertise, promote your book and pay you 40% of retail price. Send for FREE BROCHURE. BR, Pageant Press, 101 Fifth Avenue, New York 3.

MISCELLANEOUS

ATTENTION: STATION MANAGERS! NOW YOU CAN:

- INCREASE BILLINGS
- BUILD RATINGS... AND CUT DOWN OVERHEAD AT THE SAME TIME

Your local station can have an air staff second to none! Top announcers, deejays, radio personalities and vocal groups from Hollywood... will record expertly produced to your specifications:

- COMMERCIALS
- CUSTOM JINGLES AND IDs
- STAR BREAKS AND VARIED PROGRAM MATERIAL

All designed for your kind of radio at a low one-time cost for unlimited use. PLUS... a great new station promotion! At last the modern broadcast service with a "local feel" that can fill all your needs because we understand them.

WRITE RIGHT NOW FOR FACTS, AUDITION TAPES, PRICES TO:

PREVIEW PRODUCTIONS INC.

"New Concepts and Ideas to See and Hear"

6927 Varna Avenue
Van Nuys, California
POPULAR 5-9658

Now producing PREVIEW RECORDS (audio intermission trailers) for theaters throughout the U. S. distributed by National Screen Service.

ATTENTION!

Announcing a new service for radio stations, large or small. FIRST AIDS FOR RADIO will produce custom tailored commercials, contests, station breaks and news openings for your station at low cost to you. SEND TODAY, for your free audition tape. Write to: FIRST AIDS FOR RADIO, P. O. Box 385, Algonquin, Illinois.

For Best Results You Can't Top A CLASSIFIED AD in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Miscellaneous—(Cont'd)

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

MIDWEST FM WITH MULTIPLEX

Good Market
New Equipment
\$25,000 CASH

Box 778K, BROADCASTING

SHERIFF SALES

500 Watt station—WTHR, 1480, at Panama City Beach, Florida. To be sold at Bay County Court House May 9, 11:00 A.M., Central time.

Ala	single	daytimer	\$ 85M	terms
Ky	single	daytimer	75M	\$29M
Fla	medium	fulltime	275M	\$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

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 3/4 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

STATIONS FOR SALE

WEST NORTH CENTRAL. Top market in area. Daytime. Gross \$105,000 in 1961. Asking \$150,000. 29% down.
NORTHWEST. Medium market. Absentee owned. Gross \$85,000 in 1961. Asking \$125,000 plus assumption of \$30,000 in obligations.
SOUTHWEST. Exclusive. Full time. Absentee owned. Doing \$50,000. Asking \$80,000. Very excellent terms to qualified buyer.
SOUTHWEST. Top market in state. Full time. \$425,000. Terms.
JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Continued from page 84

Req: 1400kc, 250w, 1kw-LS, unl.
BP-14907: KLIC Monroe, La.—Dr. Frank P. Cerniglia. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.
BP-14914: KTLT Tallulah, La.—Howard E. Griffith. Has: 1360kc, 500w, D. Req: 1390kc, 1kw, D.
BP-14921: NEW Melbourne, Fla.—Dowdy, Vaughn & Co. Req: 1560kc, 5kw, DA, D.
BP-14923: KSIK Corpus Christi, Tex.—Corpus Christi Bestg. Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.
BP-14924: WJPA Washington, Pa.—Washington Bestg. Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.
BP-14925: NEW Brainerd, Minn.—Greater Minnesota Bestg. Corp. Req: 1340kc, 250w, unl.

BP-14927: KBTM Jonesboro, Ark.—Patterson Brothers. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14931: WTHR Panama City, Fla.—Gulfcoast Radio Inc. Has: 1480kc, 500w, D. (Panama City Beach, Fla.). Req: 1480kc, 500w, D. (Panama City, Fla.).

Application deleted from public notice of Dec. 9, 1960:

BP-13660: KOPR Butte, Mont.—Copper Bestg. Co. Has: 550kc, 1kw, DA-N, unl. Req: 550kc, 1kw, 5kw-LS, DA-N, unl. (Assigned new file number: BP-14862).

Applications deleted from public notice of May 5, 1961:

BP-13839: WAIR Winston-Salem, N. C.—Forsyth Bestg. Co. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl. (Assigned new file number: BP-14937).

BP-13861: NEW Minden, La.—Champion Bcstrs. Inc. Req: 1380kc, 500w, D. (Assigned new file number: BP-14933).

BP-13878: KWBE Beatrice, Neb.—Mia Enterprises Inc. Has: 1450kc, 250w, unl. Req: 1590kc, 1kw, 5kw-LS, DA-2, unl. (Assigned new file number: BP-15372).

BP-13884: KFIV, Modesto, Calif.—Modesto Bestg. Co. Has: 1360kc, 1kw, DA-N, unl. Req: 1360kc, 1kw, 5kw-LS, DA-2, unl. (Assigned new file number: BP-15033).

Application deleted from public notice of July 11, 1961:

BP-14059: WJOE Ward Ridge, Fla.—Little Joe Enterprises. Has: 1570kc, 250w, D. Req: 1530kc, 1kw, D. (Assigned new file number: BP-15326).

Application deleted from public notice of September 11, 1961:

BP-14245: NEW Napoleon, Ohio—The Downriver Bestg. Assn. Req: 1540kc, 500w, DA, D. (Assigned new file number: BP-15412).

Rulemakings

■ Commission invites comments to notice of proposed rulemaking looking toward deleting commercial ch. 44 from Pulaski, Tenn., and assigning it to Huntsville, Ala., for noncommercial educational use. This was petitioned for by Alabama Educational TV Commission. Action April 25.

■ Commission invites comments to notice of proposed rulemaking looking toward deleting ch. 26 from Richmond Ind., and shifting it to Anderson, where it formerly was assigned. James A. Chase and William J. Wheat petitioned for channel return so they may apply for cp using that channel and technical equipment and site of former station WCBC-TV in Anderson. Action April 25.

For Sale—(Cont'd)

Stations

GUNZENDORFER

ARIZONA NEW LISTING. \$10,000 down. Asking \$70,000 for single station mkt. fulltimer. "A GUNZENDORFER Exclu. sive."
CALIFORNIA "BIG POWER" FULL-TIMER. Asking \$200,000 with \$90,000 down.
OTHER BUYS IN COLORADO, \$87,500; ARIZONA, \$78,000; CALIF., \$115,000; OREGON \$75,000.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
8630 W. Olympic, Los Angeles 35, Calif.

“Your grandchildren will grow up under Communism!”

says NIKITA KHRUSHCHEV



Will the Soviet threat come true? Will your grandchildren live under Communism? Forget God? Salute the Soviet flag? “Never!” you say. But are you sure? How can you oppose Communism? One sure way is to help Radio Free Europe.

The voice is that of Nikita Khrushchev. The audience is American.

“Your grandchildren will grow up under Communism!” he shouts.

Will your children live to see the Free World die?

Forget God? Salute the Soviet flag?

“Never!” you say. But are you sure?

What can you do to oppose Communism?

There is one sure way.

Help Radio Free Europe.

What does it do?

Every day, to 79 million captive people

behind the Iron Curtain, it broadcasts news of the outside world.

It helps keep these people from turning to Communism. The Poles, Czechs, Bulgarians, Rumanians and Hungarians. It keeps alive their friendship for America. It reaches over 90% of these people, despite Communist jamming. Thousands of letters echo the plea:

“God Bless You! Please keep Radio Free Europe on the air!”

These people are the buffers between Russia and the Free World.

They pose a major obstacle to the Russians starting any war. *And Radio Free Europe is their strongest link with the Free World.*

But Radio Free Europe depends on individual Americans for its existence. How about it?

Will you help? . . . Give a dollar?

. . . Give five dollars? . . . or more?

Surely your heart tells you to give something so that our children—and all children—shall live in freedom throughout the world.

Give Now To... RADIO FREE EUROPE

The American People's Counter-Voice to Communism

Mail your contributions to: Radio Free Europe Fund, P. O. Box 1961, Mt. Vernon 10, New York



OUR RESPECTS to Harold Edward Mott, partner, Welch, Mott & Morgan

A plugger and a fighter in the field of communications law

Hal Mott, the Washington communications attorney who earlier this year was elected president of the Federal Communications Bar Assn., sometimes seems brusque—he talks rough and acts tough. From this, many of his colleagues have the idea that he worked his way up from the Merchant Marine or the Marine Corps. But that isn't true at all. Mr. Mott taught high school Latin and English for two years in his home state of Arkansas before coming to Washington in 1935, and then was a clerk in the Dept. of Agriculture's Agricultural Adjustment Administration.

He's a fan of long-hair music, especially opera. And he's devoted more than a minimum of his busy time to philanthropy as well.

One of the projects close to his heart is helping young boys released from federal jails to get a new start in life. This youth-rehabilitation plan is one of the major programs carried on by the National Exchange Clubs, and Mr. Mott pushed it hard when he was president of the national organization in 1955-56.

Mr. Mott was also responsible for organizing the Baltimore chapter of the Circus Saints & Sinners, of which he was president in 1960-61. He's also past general counsel of this national organization.

Freemasonry has claimed a lot of Mr. Mott's attention. He's a 32nd Degree Mason and served as a master of his D. C. lodge in 1948. He is now a member of the by-laws committee of the Grand Lodge in Washington.

When Hal Mott was younger, he sang a great deal. He still does—and it's something to hear a group of lusty members of the bar at the annual FCBA revel being led in close harmony by non-smoking, non-drinking Hal Mott. He was a member of his college glee club and his church choir, and for a time he was the tenor of a mixed quartet which presented concert versions of famous operas.

A Home for the FCC ■ Mr. Mott is a get-things-done kind of man. One of the first moves he made when he took over as president of the FCBA was to organize a committee of lawyers, engineers and others interested in broadcasting and communications to undertake a project dear to the hearts of all who have dealings with the FCC—getting the agency its own building.

Ever since its establishment in 1934, the FCC has occupied quarters in the Post Office Dept. building in Washington. The idea, almost from the beginning, was to put the commission into its

own building, but up to now this hope has never been realized. It's just possible that Mr. Mott may be the one to put it across. He's a plugger and a fighter, as his opponents can testify.

Fort Smith Boy ■ Harold Edward Mott was born Feb. 3, 1913, in Fort Smith, Ark., next door to the local firehouse—and, like an old firehorse, he's ever ready to answer an alarm. He was educated in the public schools of Fort Smith, followed by two years at that city's junior college. From there he went to Arkansas State Teachers College at Conway, majoring in Latin and English. He received his bachelor's degree in 1933. While in college, he was a member of the debating team and feature editor of the school newspaper. He was a double-threat man in track, running both the half-mile and the mile.

After graduation, he taught Latin and English at Searcy (Ark.) High School for two years. Then, in order to pursue his long-time goal of studying law, he left Arkansas for Washington, where his first government job was as an audit clerk with the AAA.

Surviving the New Deal ■ In those New Deal days, wholesale firings were commonplace. Mr. Mott noticed, however, that stenographers were almost never discharged. He therefore enrolled in Strayer Business College, Washington, to learn the pothooks of Gregg and the keyboard of a Remington. In due course he advanced to the new status of stenographer. During this period, he volunteered and was accepted as a part-time secretary to his home-district congressman, Rep. John E. Miller (D-

Ark.). He would work in the congressman's office from 8:30 in the morning to 3 p.m. and then rush over to his Dept. of Agriculture job which began at 4 p.m. and lasted until 11 o'clock at night. In six months he had his speed—120 words per minute in shorthand and 60 wpm on the typewriter.

In 1936 he entered Georgetown U. Law School, continuing with his stenographic job at the Dept. of Agriculture late afternoons and nights.

William Dempsey, then FCC general counsel and a Georgetown alumnus, had asked the dean of the law school to send Georgetown graduates to the FCC. Mr. Mott was one of those recommended when he graduated in 1939. He joined the commission as a trial attorney, and trial work has been his favorite arena of the law ever since.

Although not much of his work made headlines, Mr. Mott recalls that he was the commission counsel in the Ashbacher case after it was returned to the FCC by the U. S. Supreme Court. In this case, the Supreme Court upheld the right of an applicant to a hearing in a competitive situation before the FCC could deny its application.

Mr. Mott's war record is above average. He holds the Bronze Star and the Presidential Unit Citation with seven battle stars for intelligence work. He's now a colonel in the Air Force Reserves (Judge Advocate General's Dept.).

To Private Practice ■ After one year back at the FCC, he and Vincent B. Welch formed the private law firm of Welch & Mott, now Welch, Mott & Morgan. Edward P. Morgan, FBI chief inspector, joined the firm in 1946.

The firm has been active in communications trial work ever since, and is presently representing applicants for each of the three vhf drop-ins (Syracuse, Rochester and Grand Rapids).

Mr. Mott is a member of the District of Columbia, Maryland and Supreme Court bars. He is also a member of the American Bar Assn. and of the American Judicature Society.

He married Louise Fowler of North Carolina, who'd been one of his colleagues at the Dept. of Agriculture, in 1937. He is the father of three girls—Madelyn, 19, a student at Purdue U.; Denise, 14, and Deborah, 12, at home. He is a member of the Congressional and Army-Navy Country clubs and of the Bradley Hills Presbyterian Church.

Mr. Mott's pride and joy is a 52x36-ft. swimming pool on his three-quarters of an acre in Bethesda, Md. That's quite something for a boy from Arkansas who started out as a teacher.



Harold Edward Mott
A get-things-done man

Profit protection

THE preliminary arrangements will be set this week for industry-government conferences on ways to reduce competition among radio stations.

If the parties insist on going through with this, we suggest it is only consistent that they attack the competition problem in television as well.

The reason advanced by both the NAB and the FCC for considering the radio population problem is that a large percentage of radio stations are losing money—33% in 1960, the latest year for which figures are available. According to this reasoning, the loss operations, in their desperate struggle for survival, are forcing all stations to depress rates and program standards. Reduce the competition, this argument goes, and all of radio will be improved.

What nobody has mentioned yet in this discussion is that a substantial percentage of television stations are losing money too—23% in 1960, 25.4% in 1959. If economic indicators like these are to be used as the justification for a drive to reduce radio population, it is no more than logical that they be used to justify a drive to reduce television population too.

The NAB informally assured us last week that it would avoid seeking economic protection in its radio "overpopulation" conferences. We hope it will also avoid further references to economic problems as the reason for the conferences. Radio, as we have said repeatedly, is troubled by technical problems. More stations have been allowed to go on the air than the air will accommodate without interference. That problem alone is enough to challenge any industry-government conference. But let the conferees get into economics as either a reason for the conference or a problem to be solved and the next step automatically leads to government control of profits.

One-man band

IN some of its appraisals of FCC efficiency the management study made by Booz, Allen & Hamilton cannot be faulted. As now constituted and financed, the FCC is failing to cope successfully with its enormous workload.

But the corrections that Booz, Allen & Hamilton have proposed would create more problems than they would cure. Assuming their adoption, which is unlikely, the recommendations would install so much authority in the office of the FCC chairman that the other members of the commission would degenerate into figureheads.

The management consultants would make the chairman "the chief executive officer in fact as well as name" and would create a new position of executive director "located in the personal office of the chairman." All staff elements except opinion writers, hearing examiners and a proposed review board would report to the executive director.

In this arrangement dictatorial authority for the chairman is implicit. Even though the executive director were, as Booz, Allen & Hamilton recommended, "an administrator of great competence, and a nonpolitical career official" he inevitably would become the captive of any strong FCC chairman. If Booz, Allen & Hamilton thinks a civil service executive director could function under a chairman with whom he disagreed, the consulting firm needs a refresher course in practical politics.

Given broad authority and an executive director for a hatchetman, any chairman could quickly gain control of all key staff positions in the agency. From then on, the neutralization of the other commissioners would be only a matter of time. All the information flowing to them from the staff

would be flavored to the chairman's liking. That flood could be resisted only by a commissioner equipped with a staff as big as the one under the chairman's command. Inevitably, many votes would be cast on the strength of one-sided intelligence.

The reorganization proposed by Booz, Allen & Hamilton could be achieved by vote of the FCC itself; no legislation is necessary. We doubt that a majority of present commissioners could be persuaded to vote itself into oblivion, but as terms of present commissioners expire—at the rate of one a year—the President is in a position to alter the voting power of the commission. Through replacement of dissenters and pressure on incumbents it might be possible to get a majority vote for the Booz, Allen & Hamilton plan in the next couple of years.

If that is the intention of this administration, it can be thwarted only by Congress. We doubt Congress wants an FCC that is a feudal enclave under the indisputable control of one man, whoever he may be.

Second-class citizen

THE broadcaster, in this election year, is a second-class citizen. If he appears on the station from which he earns his livelihood, whether he is owner, executive or subordinate, it is futile for him to become a candidate for any elective office—local, state or federal.

Futile because all of his opponents would be entitled to equal time, and for free.

Last week we checked several members of the FCC and key officials of its Broadcast Bureau after learning of the plight of a small market station president-manager who had been importuned to run for the state legislature. He previously had served with distinction as the mayor of his community.

The unanimous view of these FCC officials (which incidentally had been the opinion of NAB lawyers) was that if this broadcaster ran, his opponents would be entitled to equal time, since this broadcaster appeared on the air as a name personality. Many owners or managers of small stations take stints before the microphone.

This lamentable situation is just another potent reason for permanent relief through repeal of Section 315.



Drawn for BROADCASTING by Sid Hix

"Sure, working in tv is a rat-race—but it beats riding rockets!"

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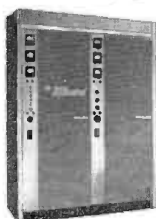
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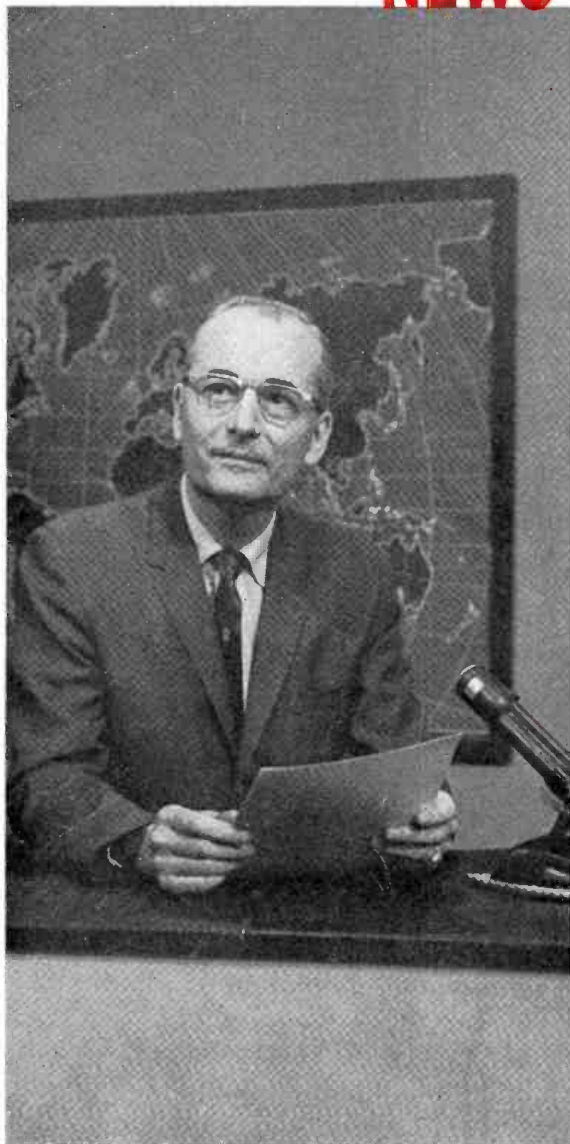
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