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NEWSPAPER

ING

AND RADIO

JUNE 18, 1962

Uplifting tv programs for children on way,
but will audience attract sponsors? 27

Sen. Pastore circles July 10 on his calendar
for equal-time hearing 54

Senate stamps okay on all-channel set bill;
it's nearly ready for President 42

Indianapolis compromise: plan offered FCC
by Crosley, WIBC 52

COMPLETE INDEX PAGE 7

NOW! KXOK IS ST. LOUIS' HIGHEST-RATED INDEPENDENT

The proof's in Pulse—all-day average, 6 a.m.

Ask your Blair man (or general manager Chet Thomas) to show you the Pulse that establishes KXOK as St. Louis' highest-rated independent.

And ask to see the contour map that shows how much further KXOK (on 630 kc.) ranges than St. Louis' lower-rated independents. (More than 5,000,000 people, in parts

-midnight, Mon.-Sun., March-April, 1962

of 7 states are within KXOK's range. In fact, even advertisers who do not sell in the St. Louis zone use KXOK to sell in Missouri and highly-populated Central and Southern Illinois.)

Obviously, listeners like KXOK's energy, enthusiasm, news, public spirit and sound. Your advertising dollar will, too.

KXOK  BLAIR
GROUP
PLAN
MEMBER

630 kc, the Starz Station in St. Louis

One of the high-rated Starz Stations:

WDGY

Indianapolis-St. Paul (Blair)

WHE

Kansas City (Blair)

KXOK

St. Louis (Blair)

KOMA

Oklahoma City (Blair)

WTIX

New Orleans (Eastman)

WQAM

Miami (Blair)



KVIL

AS MUCH A PART
OF DALLAS AS THE
STATE
FAIR!

KVIL

TOP STATION AMONG DALLAS' HIGHLY MOBIL



Adults **BUY** this radio package!

WCBM is the complete radio package that adults in Baltimore prefer! And they are the people who respond . . . the people who buy! They are the **DECISION MAKERS**—the adults who control the purse strings.

WCBM caters to the mature audience from 5 AM to 1 AM. They are the listeners who value sharp, up-to-the-minute news coverage in depth with strong emphasis on

state and local happenings . . . they relax with pleasant-to-listen-to music . . . they enjoy listening to WCBM personalities . . . and they look forward to CBS network features!

So get the most out of the Baltimore market . . . 12th largest in the nation! Schedule WCBM to be sure your message reaches the people who can—and will respond!



A CBS RADIO AFFILIATE

10,000 WATTS ON 68 KC & 106.5 FM • Baltimore 13, Md.



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives



WGAL-TV history reads like a Horatio Alger book. It is a story of years of successful striving, pioneering, and conscientious endeavoring to serve *all* listeners in the many cities and communities throughout its region. In this multi-city market, advertisers find an interesting success story. WGAL-TV delivers a vast and loyal audience because it is far and away the favorite of viewers throughout its coverage area.

WGAL-TV

LANCASTER, PA. • NBC and CBS



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

Renewal forms conflict

Although FCC is shooting for approval of its new renewal form prior to Aug. 1 recess, it made no progress at what was to have been final meeting last Monday. Seven commissioners pulled in about six different directions, with prospect that commission may start on brand new tack and perhaps go back to licensees, through NAB, for further consultation. Staff brought in single form, whereas instructions had been for separate forms for radio and television, with former stripped down to essentials. Only area in which there was unanimity was on logging requirements in which substantial concessions to broadcasters are said to have been proposed.

Controversy centered around inclusion of both typical week, projecting future programming breakdown by percentages, and "composite" week, covering past programming to get "promise vs. performance" comparison. At least two commissioners opposed breakdowns and wanted to rely on narrative presentation of local programming. Also proposed was variation of commercial vs. sustaining breakdown which apparent majority wanted eliminated. Included too was provision obviously designed to implement NAB codes for both radio and television in renewal forms by inquiring whether stations subscribe to codes and if not standard NAB codes, to attach copies.

Sunup or sundown?

Sweet taste of success being enjoyed by daytime broadcasters as result of House Commerce Committee approval of bill to extend hours of operation may turn sour before Congress goes home. Although House may go along with committee's recommendation to let some daytimers go on air before sunrise, there is no assurance Senate will even consider measure. Senate Commerce Committee has daytimer bills pending before it, but doesn't plan to consider them until House acts—"if then," as one source put it. Missing from Senate side of Capitol is kind of pressure daytimers exerted on congressmen.

New ownership rule

FCC majority has given tentative approval to rule change liberalizing multiple ownership restrictions for individuals owning stock in licensees having 50 or fewer stockholders. Rule change was requested in 1960 by Westinghouse Broadcasting Co. and comments invited by FCC; all re-

sponse favored change (BROADCASTING, Jan. 23, 1961). New rule would permit individual to own up to 5% of licensees having 50 or fewer stockholders without ownership applying to limitations of total number of stations he could own. Under present rule 1% or greater ownership counts against individual in total allowed (5 vhf, 7 am, 7 fm). Probable exception would be owner of any stock whatsoever who "in fact controls or has a substantial voice in the control" or management of corporation and its affairs. Commissioners Robert T. Bartley and Frederick W. Ford plan dissents.

Next compensation cut

Now that CBS-TV has invoked new affiliate payment schedule that will reduce station compensation by about 6%, NBC-TV affiliates fully expect their network to take step that will be somewhat comparable. NBC-TV officials have publicly stated need for adjustment of affiliate payments to improve network profits that all three networks have said are now marginal. Only question is: How much cut will NBC-TV ask affiliates to take and when?

CBS affiliates want cash

Pressures appear to be building up within CBS Radio affiliates board for revision of network's station-compensation policy to reinstate money—not just network-supplied programs for stations to sell locally—as medium of station payments. Network officials, who installed current system as part of Program Consolidation Plan (PCP) in January 1959, point out it was recommended originally by affiliates board, take position that affiliates can have money system back if they want it—but that stations would have to give CBS Radio better and/or more time periods for network sale so that network could afford cash compensation. CBS radio network didn't quite reach black ink last year but hopes to make it this year.

Compensation question is due to come up at meeting of affiliates board, headed by E. K. Hartenbower of KCMO Kansas City, with CBS Radio officials in New York on Tuesday. It's timely, because PCP, which has operated on two-year contracts, is up for renewal at end of year. But money probably won't be only subject on agenda. At least some affiliates, for instance, consider some cur-

rent network programs "obsolete"—most notably, in drama block on Sunday afternoons—and, while commending work of CBS News, feel there ought to be "more and better" news, preferably with less proportionate emphasis on international events.

\$1 million film deal

CBC-TV is reported to have completed transaction with CBS Films Inc., under which Canadian network will carry next fall three new CBS-TV series and new episodes of two other network shows at cost estimated at well over \$1 million. Deal said to be largest single international sale made by CBS Films. Series covered include *The Defenders*, *Perry Mason*, *The Nurses* and two others tentatively titled *The Hillbillies* and *True*, featuring Jack Webb.

Interim applicant

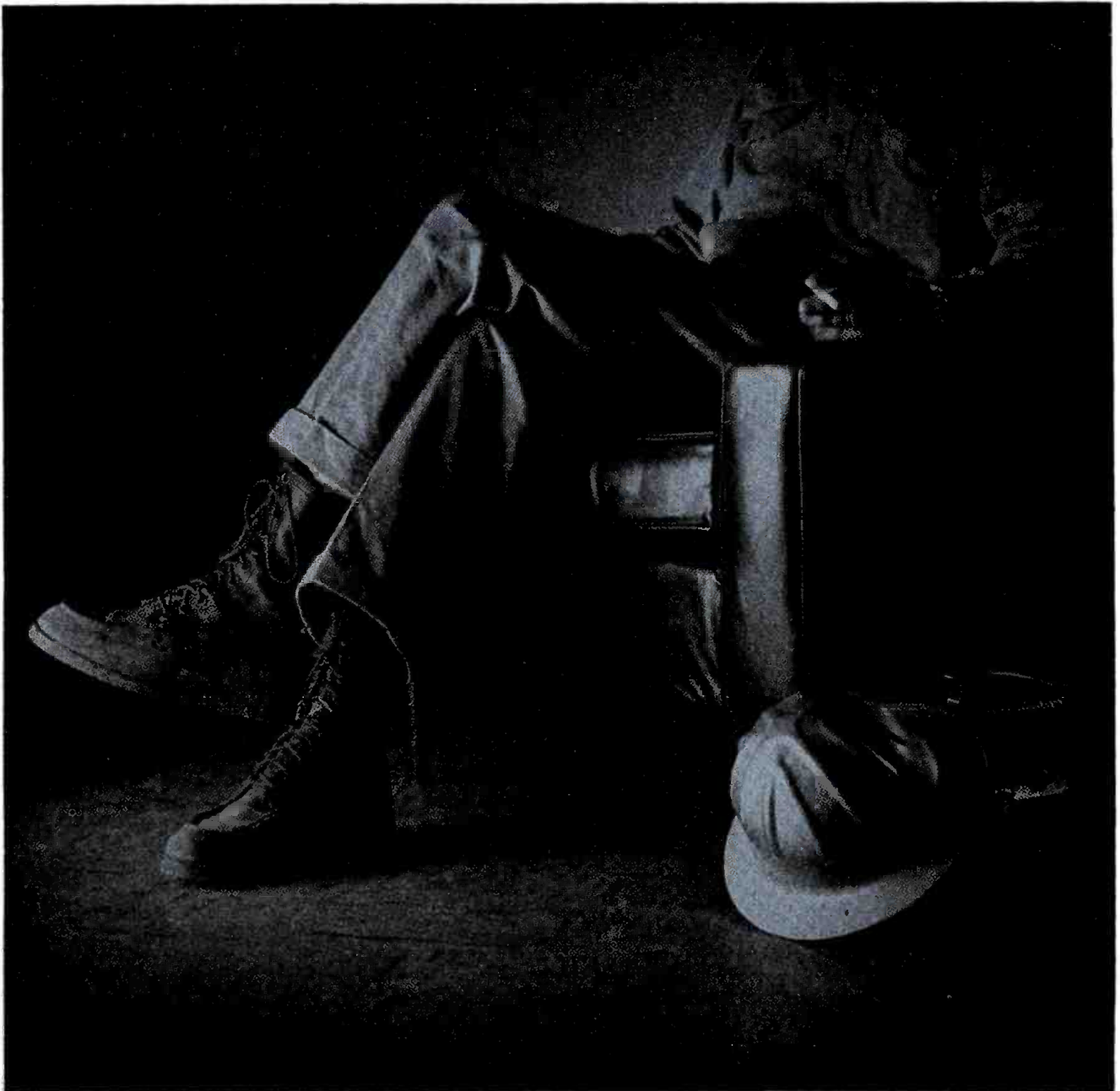
Application is being prepared for interim operation of ch. 13 Grand Rapids, Mich. Of five remaining applicants for channel, three are definitely committed to interim corporation and other two are expected to join. Officers of temporary corporation will be rotated to insure equality. Group is hopeful of filing interim application this week with FCC.

TIO chief quest

Search for successor to Louis Hausman as director of Television Information Office is intensifying and may soon produce result. Television Information Committee, governing board of TIO, has picked three names that would be acceptable, is now scouting out their availability.

Set market confusion

With passage of all-channel set legislation, and undoubted signature by President, several months of confusion are seen in tv set market. Public may, it's feared, hold off buying tv receivers until all-channel sets arrive—and that's considered year or more off. First moves must be by FCC in setting performance guidelines for all-channel sets. This may take up to year, it's believed in trade circles. After that, radio-tv makers must realign production lines, although if manufacturers are hurting bad this can be done quickly. Latest industry figures, for April, show that there were 300,000 tv sets in pipelines (manufacturers, distributors and dealers).



HE APPRECIATES THE *QUALITY TOUCH!*

Audience is not only "numbers" . . . it's people . . . men like this one. The wage-earner who has more leisure time; has more money to spend; appreciates quality because he's actively stepping up his living standard. Nationally, for instance, he buys 40% of the most expensive refrigerators; 38% of the top-priced washing machines. If you're selling quality, use WFAA-TV, the station with the quality touch!

WFAA-TV dallas

AT COMMUNICATIONS CENTER 
TELEVISION SERVICE OF THE DALLAS MORNING NEWS

Represented by  The Original Station Representative

WEEK IN BRIEF

The persistent critics who harp, often without adequate background, about childrens' programs must face up to a new crop of tv programs, many with cultural themes. Two dozen are in the works. See lead story . . .

RASH OF CHILDREN'S TV ... 27

The all-channel bill requiring vhf-uhf tv tuners was passed by the Senate last week. All that remains is House-Senate accord on a minor change. FCC-sponsored plan should go to White House soon. See . . .

SENATE PASSES UHF BILL ... 42

A move toward action in the ASCAP-all industry tv music negotiations was taken last week when Judge Ryan, in New York, called all parties involved into chambers for a conference on the subject. See . . .

RYAN'S ASCAP TALKS ... 68

The two key parties in the Indianapolis tv controversy—Crosley and WIBC Inc.—have proposed a plan to the FCC to resolve the problem. It includes the sale of WLWA (TV) Atlanta to WIBC Inc. for \$3.3 million. See . . .

CROSLEY-WIBC CH. 13 PLAN ... 52

Relief from the Sec. 315 equal-time requirements will be the subject of hearings this week before Sen. Pastore's Communications Subcommittee. He voiced "fervent hope" for action at current session. See . . .

EQUAL TIME HEARING SET ... 54

Another move toward elimination of the Sec. 315 equal-time requirements is slated this week when Sen. Hartke plans to introduce a bill providing considerable relief from political restrictions. See . . .

HARTKE ASKS MODIFIED 315 ... 58

Florida broadcasters lead the nation in the ratio of stations that editorialize, the state broadcasters association was told by Lee Ruwitch, retiring president. Three-fifths of stations editorialize. See . . .

FLORIDA'S EDITORIAL LEAD ... 60

Six national sponsors have joined Radio Advertising Bureau's test plan for radio, designed to prove the medium's sales effectiveness. Kevin Sweeney, RAB head, expects 30 participants in plan by yearend. See . . .

SIX JOIN RAB TEST PLAN ... 36

Interest is still running high in television's product protection controversy but there's less action to report. Advertisers, agencies and stations continue discussions of extent of brand protection. See . . .

LULL IN PROTECTION FUROR ... 32

NAB's television code board has developed a new plan for monitoring its subscriber stations. It's based on review of master logs plus off-air monitoring. Plan was approved at meeting held in Seattle. See . . .

NEW TV MONITORING PLAN ... 62

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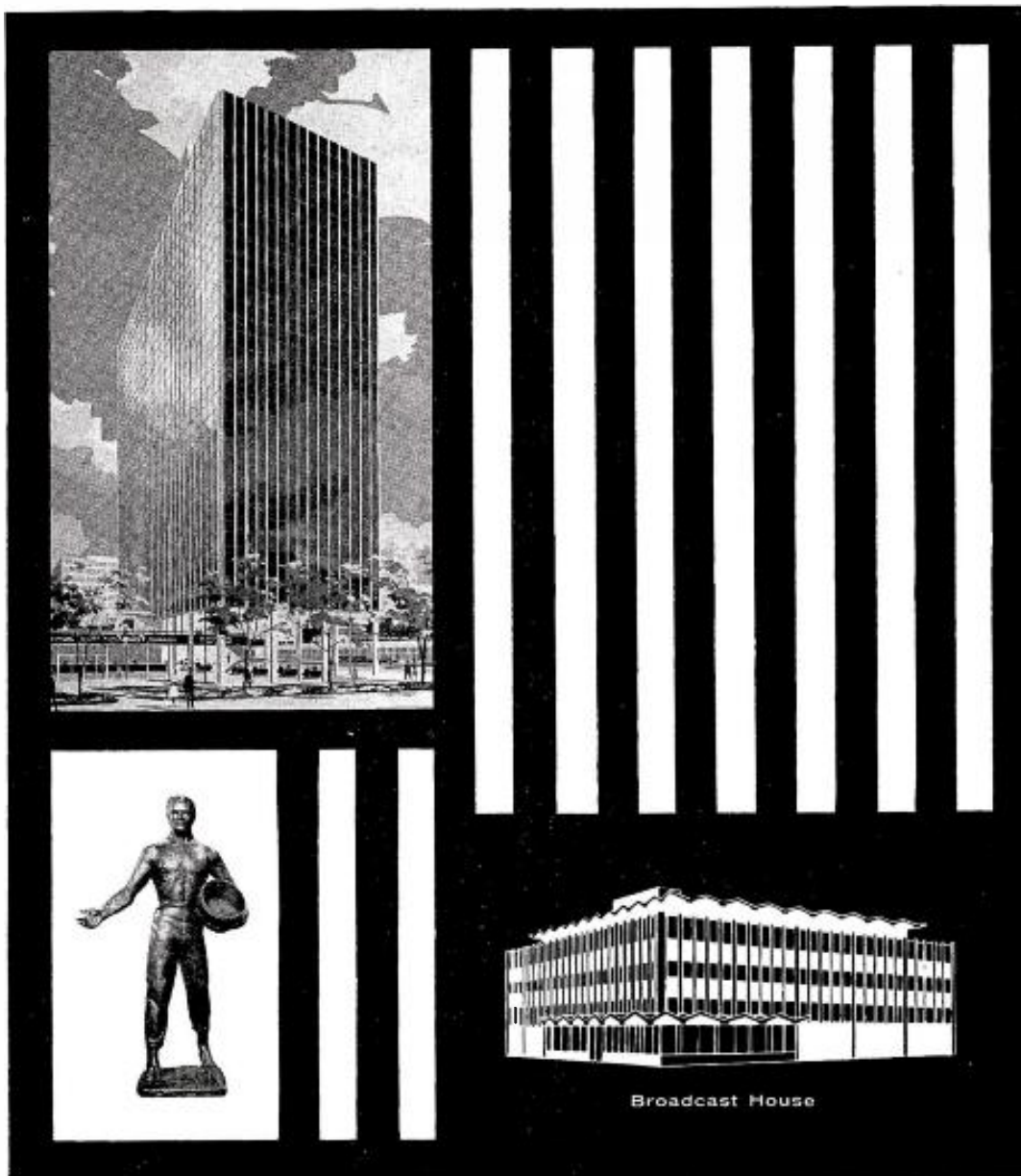


BROADCASTING

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JUST ACROSS CONSTITUTION PLAZA!

Number One Hundred Constitution Plaza, a sleek onyx structure of eighteen stories, nears completion a few short paces across Constitution Plaza from Broadcast House. When completed, it will house yet another major Hartford office of the Hartford National Bank and Trust Company, an organization founded in 1792. Like Broadcast House, first of a complex of modern structures to be completed in Constitution Plaza, the Hartford National Bank and Trust Company is playing an important part in the urban rebirth of America's insurance capital by providing further stimulus to an already bustling market.

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

WTIC TV 3/AM/FM

Hartford, Connecticut

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

Lively Senate debate starts on space bill

Senate began debate on communications satellite bill (HR 11040) Friday amid indications oratory will be long and lively.

Senate leaders expect debate on bill, which would create privately owned corporation to own space communications system, to last week or 10 days, perhaps longer.

Even before Sen. John O. Pastore (D-R. I.), floor manager for bill, completed his introductory remarks, he was engaged in number of spirited exchanges by Sens. Russell B. Long (D-La.) and Albert Gore (D-Tenn.), who fear private ownership will open way to AT&T domination of system.

"Who's interested in this bill besides AT&T?" Sen. Long demanded.

"The President of the United States," Sen. Pastore replied. "It's his bill."

Sen. Gore, co-sponsor of bill providing for government ownership, said government has spent most of money developing communications satellite technology and will be system's largest single user. "Why give it away now?" he asked.

Sen. Pastore said Sen. Gore was using "outworn arguments." He said government has not found it necessary to own many other facilities it uses.

He said the question is, "Do you believe in the free enterprise system or don't you?"

Sen. Pastore denied charges bill is "giveaway," declaring President wouldn't "sell his country short."

He said bill has numerous safeguards to protect public interest, giving FCC authority to keep tight check on corporation. If commission members fail to do this, he said, "they should all be fired."

Sugg quits NBC post for health reasons

P. A. (Buddy) Sugg, executive vice president of NBC Owned Stations and of Spot Sales, last Friday resigned as officer and director of network for health reasons. He had been on sick leave for two months at his Tampa, Fla. home (CLOSED CIRCUIT, May 21).

Raymond W. Welpott, NBC vice president-general manager of WRCV-AM-TV Philadelphia, has Mr. Sugg's endorsement for promotion to top post.

Mr. Sugg has suffered from both kid-

Almost togetherness

Ted Bates & Co. and Westinghouse Broadcasting, original protagonists in current product-protection issue, came within whisper of settling their differences Friday.

Conferences between agency and WBC officials reportedly produced some modifications on both sides—modifications dealing with implementation of their respective product-protection policies, not policies themselves—that at first seemed acceptable to both. It came unstuck, but their almost-togetherness encouraged speculation that another try might prove successful (also see page 32).

ney infection and back problem, latter ascribable to injuries suffered at Pearl Harbor Dec. 7, 1941, while he was Navy captain. He also had been under treatment for facial infection which, he reported Friday has responded favorably to treatment.

Mr. Sugg, 53, and wife, Betty, who also has been ill, plan trip to Europe during which Mr. Sugg may engage in consulting work for NBC or RCA.

Mr. Sugg started in radio in 1929 as engineer at KPO San Francisco, then owned by Hale Bros. Department Store and San Francisco *Chronicle*.

After World War II he joined Oklahoma Publishing Co. in charge of WKY Oklahoma City, and consequently expanded operation to include three am and three tv stations. He joined NBC in 1958 in charge of spot sales, subsequently was made an executive vice president and in course of his tenure reportedly doubled earnings of owned and operated stations.

Chun King canned line departs BBDO agency

Chun King Corp., Duluth, Minn., announces termination of BBDO, Minneapolis, as agency handling its Chun King canned American-Oriental food line. Frozen line, formerly handled by BBDO, was recently assigned to McCann-Marschalk. Agency to replace BBDO has not yet been announced; announcement is promised within two weeks.

Broadcast pioneer, Walter Damm, dies

Walter J. Damm, legendary pioneer broadcaster, died Friday afternoon in Milwaukee. His death, at 69, came from complications that developed after he underwent abdominal operation week ago to clear intestinal obstruction.

For 36 years, until he retired in 1958, Mr. Damm served as chief of *Milwaukee Journal's* broadcast stations (WTMJ-AM-FM-TV). During that time he served also in variety of industry activities—NAB president in early '30s, radio code formulator, tv code review member, NBC affiliates committee member and chairman in both radio and tv.

Mr. Damm joined *Milwaukee Journal* in 1916 and as promotion manager in 1925 he was responsible for operation of former WHAD Milwaukee. WHAD was jointly owned by Marquette U. and *Journal*. WTMJ was established in 1927.

Over years Mr. Damm was known as innovator in broadcast selling and operations. He is credited with originating participation plan for spot announcements; first station cost accounting system; first coincidental telephone listener survey. In 1941, he designed Milwaukee's Radio City, five miles from downtown area and engineered for fm and tv as well as standard radio.

He helped negotiate first ASCAP contract in 1932. He was first president of Fm Broadcasters Inc., which later

100-mile blanket

WALA-TV Mobile, Ala., believing "everybody listens to radio some time during every day," has bought 4,429 announcements on 30 stations to tell about its coverage with new tall tower.

W. G. Pape, general manager, instructed station's agency, Morris Timbes Inc., to develop campaign. Radio was recommended as basic medium and time was bought on every am outlet within 100 miles.

First five days of saturation campaign were devoted to tower and coverage. Then emphasis was shifted to spots promoting specific programs. Program schedules were also carried in daily and weekly newspapers.

WEEK'S HEADLINERS



Mr. Koenig



Mr. O'Connor

Roger O'Connor, account executive with CBS Radio Network Sales, joins The Bolling Co., New York as vp for tv sales, newly created post. **Richard G. Koenig**, former account executive with Mutual Broadcasting System, named vp for radio sales, also new post.



Mr. Page

E. C. (Ted) Page, eastern sales manager of tv division of Edward Petry & Co., New York-based station rep firm, elected vp of company. Mr. Page, who joined Petry organization in 1954 as tv salesman, has served in his present capacity since 1958. Previously, he was salesman with

George P. Hollingbery Co. for four years, and with ABC Spot Sales for two years. For other major steps in over-all expansion of Petry tv division, see story, page 59.

Norman T. Hayes, member of board of directors of W. Wallace Orr Inc., Philadelphia advertising agency, and of Tel Ra Productions, agency's syndicated tv production division, elected president and chairman of board. Mr. Hayes, who is former vp of Philadelphia National Bank and is presently president of Better Business Bureau of Greater Philadelphia, succeeds **William Wallace Orr**, who died June 3 (BROADCASTING, June 11).



Mr. Mandell

Abe Mandell, vp in charge of sales and administration of Independent Television Corp., New York, elected executive vp. Mr. Mandell joined ITC in 1958 as director of foreign sales, and was elected vp in charge of foreign operations in May 1960. He was named vp in charge of sales and administration in February 1961.

meeting (early story page 60). He succeeds **Lee Ruwitch**, WTVJ(TV) Miami, who served two terms. **Norman O. Protsman**, WNER Live Oak, was elected treasurer.

Named to Tv Board were **Arnold F. Schoen Jr.**, WDBO-TV Orlando; **Eugene B. Dodson**, WTVT(TV) Tampa, and **Jesse H. Cripe**, WFGA-TV Jacksonville. Named to Radio Board: **Charles Bishop**, WIPC Lake Wales; **John Sanders**, WBGC Chipley; **R. L. Bright**, WRMF Titusville; **J. W. Douglass**, WJAX Jacksonville and **Fred P. Shawn**, WSUN St. Petersburg. Mr. Ruwitch automatically serves as board member.

TvB research group critical of ARB plan

TvB's new special committee on research standards and practices is taking somewhat dim view of American Research Bureau's plan to issue semi-annual breakdowns of tv program audience by income level, family size, education, etc., as part of its regular ratings service.

After canvassing leading agencies on this and related questions, committee, headed by **Don Kearney** of Corinthian Broadcasting, has tentatively concluded that this information—along with age breakdowns in regular reports—should be made available as separate package, as ARB does with similar data on network audiences.

Committee reasons that while this sort of information is valuable in many ways it probably would not be especially helpful at timebuyer level in ordinary circumstances, and therefore, should be sold separately so that those who want it could get it and those who don't want it wouldn't have to pay for it.

Ward denies asking Faulk's resignation

Carl S. Ward, vice president of CBS-TV Affiliate Relations and former general manager of WCBS New York, testified in New York Supreme Court Friday (June 15) that neither he nor CBS had asked former WCBS personality **John Henry Faulk** to resign.

Mr. Ward appeared as defense witness in Mr. Faulk's \$1 million libel suit against **Aware Inc.**, consultant **Vincent Hartnett** and **Laurence Johnson**. Mr. Faulk claims bulletin issued by **Aware** linked him falsely with pro-communist organizations and resulted in blacklisting him from radio-tv employment.

Mr. Ward testified he spoke to Mr. Faulk in February 1955, mentioning that Mr. Faulk's ratings were low. But he added that subsequent to this conversation, Mr. Faulk's ratings rose.

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

was merged with NAB. He was president of Television Broadcasters Assn. until it merged with NAB in 1951. He helped organize National Assn. of Regional Broadcasters. He served on

board of BMI. He organized Newspaper Owned Stations Group. He served on Board of War Communications during World War II.

After his retirement, he and his wife **Clara** moved to Naples, Fla., where he was living at time of his illness. She survives him.

NBC-TV daytime sales set record for month

Largest one-month total of new and renewed business in history of NBC-TV daytime schedule (\$13,470,000) was placed during May, according to **James Hergen**, director of daytime sales.

Orders from 14 national advertisers during May topped previous one-month record of \$11.5 million, set in June.

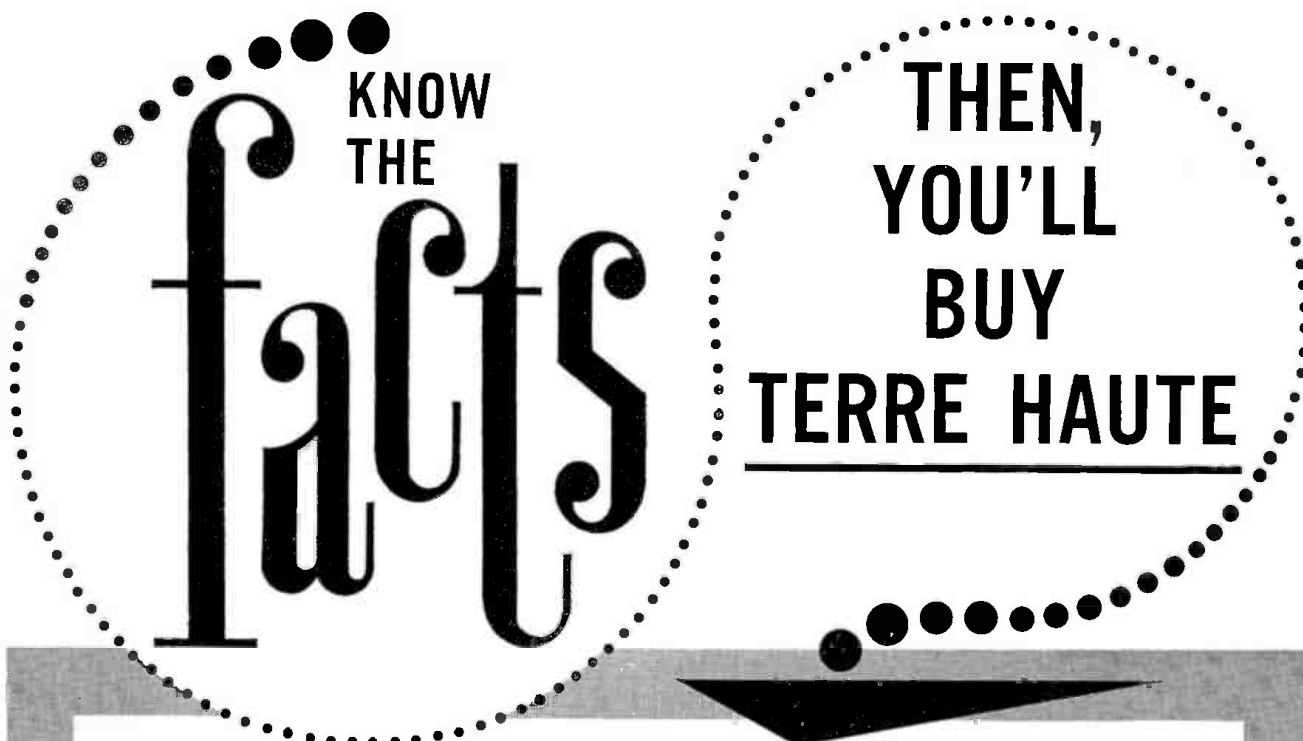
Floridians elect Field as successor to Ruwitch

Joseph S. Field Jr., WIRK West Palm Beach, was elected president of Florida Assn. of Broadcasters Friday at Tampa

Final network report

FCC's Network Study Staff has submitted preliminary draft of final report to members of commission. Document is culmination of three years of hearings with last round among networks last January-February.

Preliminary report contains both conclusions and recommendations of staff, headed by **Ashbrook Bryant**, and has not as yet been considered by FCC. It consists of three small separate volumes and is considerably shorter than nearly 400-page interim report submitted by same office in June 1960.



TERRE HAUTE LEADS...

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

TERRE HAUTE LEADS...

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

WTHI-TV
TERRE HAUTE

53,600

SOUTH BEND

Station A—26,300

Station B—32,300

Station C—32,300

EVANSVILLE

Station A—46,800

Station B—25,200

Station C—26,400

FORT WAYNE

Station A—29,500

Station B—33,800

Station C—31,200

TERRE HAUTE LEADS...

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

*Basis March 1962 ARB

**Except Indianapolis

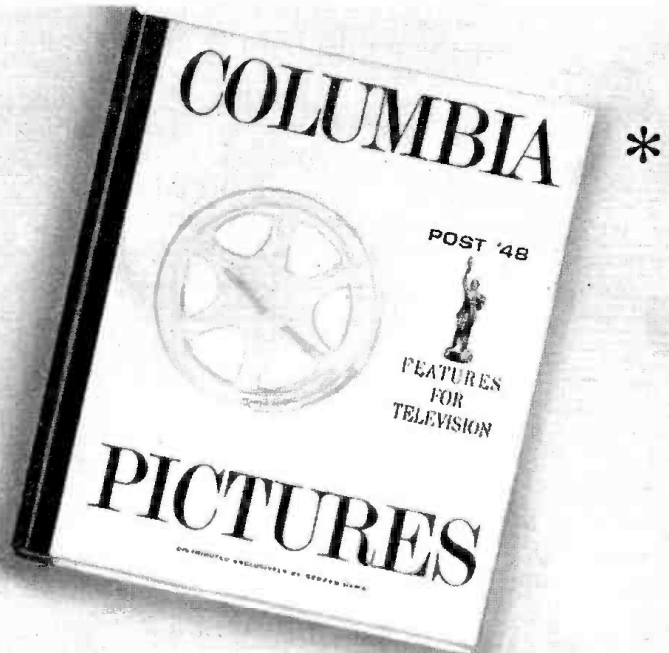
Represented by

Edward Petry & Co., Inc.

WTHI-TV

CHANNEL 10 • CBS • ABC
TERRE HAUTE, INDIANA

OPEN IT!



(pages 24-25)

(pages 30-31)

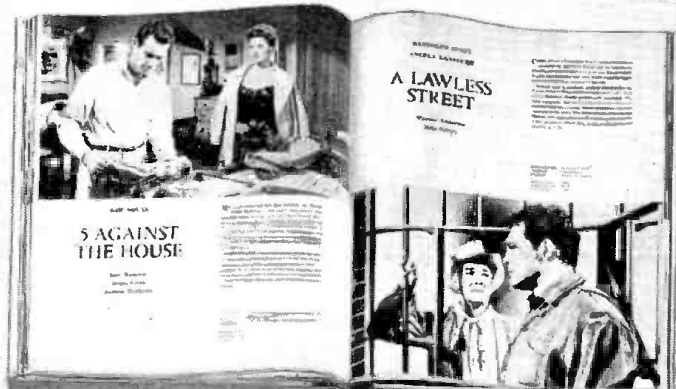


the very last pages,

you'll find over 200

(pages 76-77)

(pages 100-101)

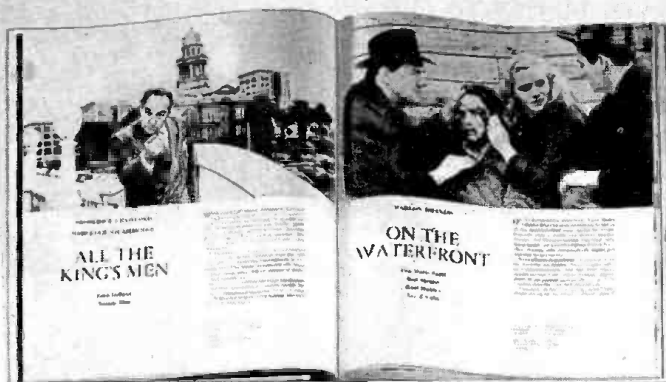


new ratings records.

Ask any of the 79

*We'll be happy to send you a copy of this fabulous picture book...write now!

(pages 10-11)



(pages 14-15)



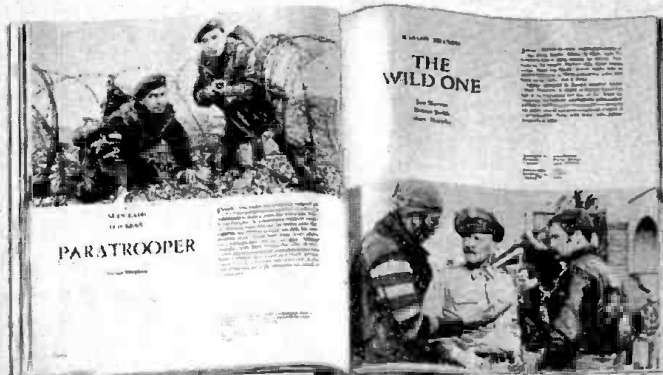
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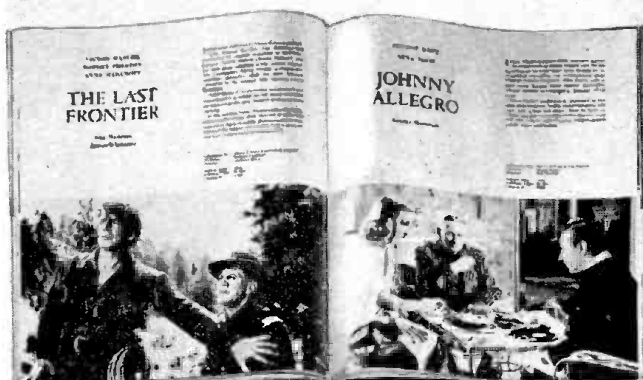
(pages 54-55)



outstanding features

that are now setting

(pages 104-105)



(pages 140-141)



stations who bought

COLUMBIA POST—48's!

Exclusive Distribution by

SCREEN



GEMS, INC.

ENTERTAINMENT?

YES!

but much more on **wlw-c**

NEWS

—national, Huntley-Brinkley; local, Hugh DeMoss—for the most complete news coverage from around the world and back again.

SPORTS

—Ohio State University basketball and football games, plus Columbus Jets baseball, and Scioto Downs Racing.

WEATHER

—based on Crosley Broadcasting's radar weather service, a vital link in the U.S. Weather Bureau's Weather Warning System.

PUBLIC AFFAIRS

a variety of programs including "Probe" and "Viewpoint"—which cover the waterfront of issues and people important in the world today... to create more informed, more active citizens.

So call your WLW representatives... you'll be glad you did!

wlw C Columbus

NBC
TELEVISION

The other dynamic WLW Stations

WLW-I WLW-A WLW-T WLW-D WLW

Television Television Television Television
Indianapolis Atlanta Cincinnati Dayton Radio

Crosley Broadcasting Corporation

DATEBOOK

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

*Indicates first or revised listing.

JUNE

*June 17-18—Regional meeting of NBC-TV affiliates' promotion managers. New Orleans. Meetings also scheduled in Chicago (June 18-19) and Los Angeles (June 21-22).

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

*June 18—Third annual regional promotion meetings of CBS-TV. Omaha and New Orleans. Meetings also scheduled in Denver and Dallas (June 20) and Seattle (June 22).

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

June 18-19—ABC TV fifth annual clinic for promotion directors of affiliates. New York City. Clinics also scheduled for Chicago (June 21-22) and San Francisco (June 25-26).

June 19—Georgia Assn. of Broadcasters first annual TV Day. Speakers include Washington broadcast attorney R. Russell Eagan; Dan Shields, NAB, and William Neal, Liller, Neal, Battle & Lindsay, Atlanta. Dinkler-Plaza Hotel, Atlanta.

June 19-21—Iowa Tall Corn Radio Stations, annual meeting. Crescent Beach Lodge, Lake Okoboji, Iowa.

June 20-21—Assn. of National Advertisers, workshop on "Advertising Administration and Cost Controls" (full agenda and speakers in June 4 issue). Water Tower Inn, Chicago.

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—Wisconsin Broadcasters Assn. summer meeting. Speakers include Robert Thom, consultant to Marathon Div. of American Can Co.; John Box Jr., managing director, The Balaban Stations; consulting engineer Walter Kean and CBS Vice President Frank Shakespeare Jr.

June 21—Southern California Broadcasters Assn. luncheon. Russell I. Hare, space buyer and research director, Tilds & Cantz, Los Angeles, will speak. Michael's Restaurant, Hollywood.

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

June 21-23—Maryland-D. C. Broadcasters Assn., annual convention. Guest panelists to include Marshall Hawks, vice president. Emery Adv. Corp., Baltimore; George S. Wallace Jr., director of marketing for Mangels, Herold Co., Baltimore; Clayton R. Sanders, advertising director, Peoples Drug Stores, Washington, and Nella C. Manes, vice president and media director, Kal, Ehrlich & Merrick, Washington. Sea Scape, Ocean City, Md.

TvB sales clinics

June 19—Tropicana Motel, Fresno

June 21—Benson, Portland, Ore.

June 22—Vancouver, Vancouver

June 26—Writers' Manor, Denver

June 28—Sheraton-Fontenelle, Omaha

NAB Fall Conferences

Oct. 15-16—Dinkler-Plaza, Atlanta
Oct. 18-19—Biltmore, New York
Oct. 22-23—Edgewater Beach, Chicago
Oct. 25-26—Statler-Hilton, Washington
Nov. 8-9—Sheraton Dallas, Dallas
Nov. 12-13—Muehlebach, Kansas City
Nov. 15-16—Brown Palace, Denver
Nov. 19-20—Sheraton-Portland, Ore.

June 22-23—Colorado Broadcasters Assn. annual convention. Harvest House, Boulder.

June 23-27—American Academy of Advertising, fourth national convention. Denver-Hilton Hotel, Denver.

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. Speakers include Mrs. Esthe Peterson, assistant secretary & director of Women's Bureau, U. S. Dept. of Labor; Max Banzhaf, director of advertising, Armstrong Cork Co.; Whit Hobbs, vp, BBDO; John Crichton, president, AAAA; David F. Bascom, board chairman, Guild, Bascom & Bonfigli; Thomas B. Adams, president, Campbell-Ewald; Don Tennant, vp for tv, Leo Burnett Co.; William Tyler, New York advertising consultant, and Russell Z. Eller, advertising director, Sunkist Growers, Los Angeles.

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

*June 24—Start of First Advertising Agency Group 34th annual convention. Speakers include Alex Anderson, tv director, Guild, Bascom & Bonfigli, San Francisco; George Bennett, advertising director, Sick's Ranier Brewing Co., Seattle; Frederick Baker, Baker & Stimpson Advertising, Seattle; Norman Fields and Sam Mendelson, Fields & Fields, Chicago and San Francisco; and Otto Brandt, King Broadcasting Co., Seattle. Hyatt House, Seattle.

*June 24-28—National Assn. of Music Merchants, New York Trade Show Bldg., 35th & Eighth Ave., New York. Thirty manufacturers will unveil their new fm stereo lines. FCC Commissioner Robert T. Bartley will be keynote speaker at a symposium, "What's Ahead for Radio."

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 26-29—NAB Joint Boards of Directors Statler Hilton, Washington. New members to be briefed June 26; Tv Board June 27; Radio Board June 28; Joint Boards June 29.

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

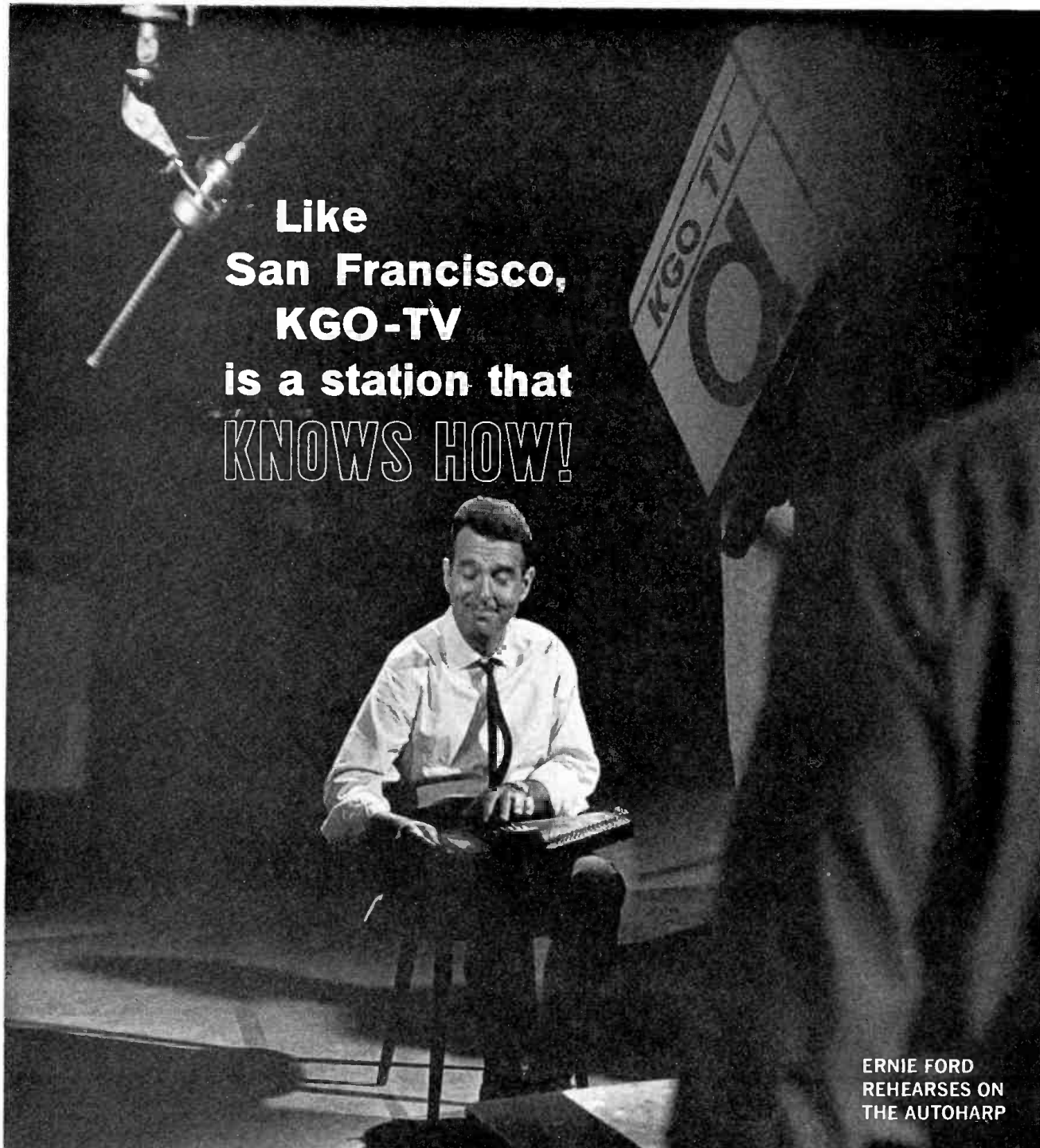
*June 28—Southern Calif. Council of AAAA banquet. John H. Crichton, new AAAA president to talk on national policies for ad industry. Beverly-Hilton Hotel, Los Angeles.

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

BROADCASTING, June 18, 1962



**Like
San Francisco,
KGO-TV
is a station that
KNOWS HOW!**

ERNIE FORD
REHEARSES ON
THE AUTOHARP

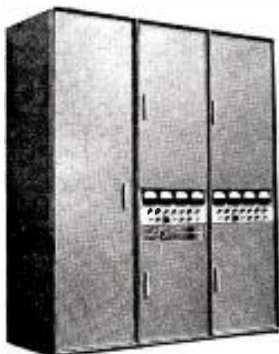
WITH MATCHLESS PROFESSIONALISM, KGO-TV stages, produces or originates a number of top network television programs every viewer knows: the "TENNESSEE ERNIE FORD SHOW," ABC-TV's parade leader in its Monday through Friday daytime schedule; the annual BING CROSBY GOLF CLASSIC from Pebble Beach; for the other networks, the annual EAST-WEST SHRINE football game at Kezar Stadium and the ROY ROGERS rodeo and horse show from the Cow Palace; the OAKLAND RAIDERS GAMES for ABC-TV's pro grid series; and, in July, the USA-USSR track meet at Stanford University for "ABC'S WIDE WORLD OF SPORTS." All of these are done with the finest telecasting facilities, remote equipment and engineering crews in the country . . . and the FINESSE to use them winningly. (And that same know-how goes into our local programs and your commercials, too!) **KGO-TV**



OWNED AND OPERATED BY AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC.



PRESENTS THE FINEST...



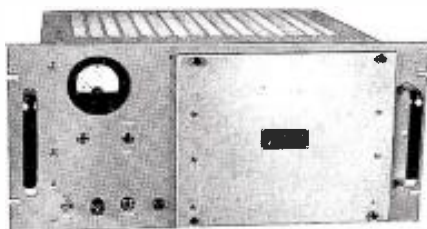
5 KW FM STERE-O BROADCAST TRANSMITTER

- Modern Slim Line Styling • Designed for STERE-O, Remote Control, SCA • GEL Superior Quality Construction



RUST REMOTE CONTROL

- Low Cost Simplified Control • Maximum Systems Capacity • Extra Flexibility



SCA REBROADCAST RECEIVER

- High Fidelity Relays by Off-The-Air Pick-up • Designed for Use Without SCA Generator

Write for new SCA Rebroadcast Receiver Data Sheet and latest information on other GEL Broadcasting Equipment.

GENERAL ELECTRONIC

LABORATORIES, INC.

195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.

Marketed in Canada by Canadian General Electric, Toronto 4, Ontario



RAB management conferences

- Sept. 10-11—Hayett House, San Francisco
- Sept. 13-14—O'Hare Inn, Des Plaines, Ill.
- Sept. 17-18—The Lodge, Williamsburg, Va.
- Sept. 20-21—Cherry Hill Inn, Haddonfield, N. J.
- Sept. 24-25—Hilton Inn, Atlanta, Ga.
- Sept. 27-28—Dearborn Inn, Dearborn, Mich.
- Oct. 1-2—Glenwood Manor, Overland Park, Kan.
- Oct. 4-5—Western Hills Hotel, Fort Worth, Tex.

advertising and marketing executives. Harvard U., Cambridge, Mass.

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

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

July 19-21—Idaho Broadcasters Assn., annual meeting. Bannock Hotel and Motor Inn, Pocatello.

July 23—Deadline for reply comments on FCC proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets (deadline postponed from June 22).

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

July 31 — Radio & Television Executives Society's fourth annual Fun Day. Wykagil Country Club, New Rochelle, N. Y.

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

AUGUST

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

Aug. 5-7—Joint meeting of Georgia Assn. of Broadcasters and South Carolina Broadcasters Assn. NAB President LeRoy Collins will speak. Holiday Inn, Jekyll Island, Ga.

Aug. 17-18—Oklahoma Broadcasters Assn., summer meeting. Skirvin Hotel, Oklahoma City.

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

Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena.

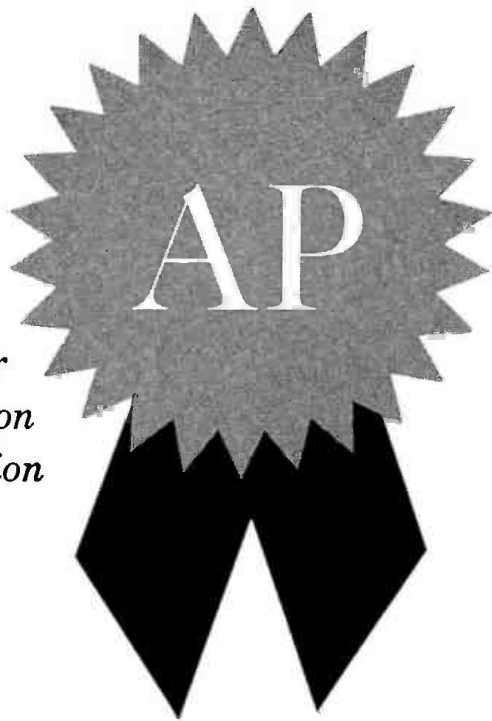
*Aug. 24-25—Arkansas Broadcasters Assn., meeting. Sam Peck Hotel, Little Rock.

Aug. 31-Sept. 9—1962 World's Fair of Music & Sound. An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago.

SEPTEMBER

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

BROADCASTING, June 18, 1962



*WPEN wins more top awards for
news in Associated Press Competition
than any other radio station
in Pennsylvania . . .*

Results of Associated Press Awards to Radio Stations in Pennsylvania . . .

OUTSTANDING WOMEN'S NEWS	OUTSTANDING COMMENTARY	EDITORIALIZING	OUTSTANDING REPORTING	OUTSTANDING NEWS OPERATION
FIRST WPEN	FIRST WPBS	FIRST WCAU	FIRST WPEN	FIRST WCAU
	SECOND WPEN	SECOND WPEN		SECOND WPEN

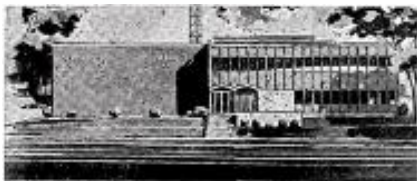
You can't win 'em all, but we believe the above record supports our
claim that your commercial gets a pretty good break on WPEN.

WPEN

THE STATION OF PERSONALITIES

REPRESENTED NATIONALLY BY GILL-PERNA, INC., NEW YORK

IN MEMPHIS



THE GOOD MUSIC STATION IS WMC

TYPICAL PROGRAM SEGMENT

8:35-9:00 a.m., June 21, 1962

Of Thee I Sing

—Enoch Light

Forever and Ever

—Perry Como

I Won't Dance

—Velvet Voices

I Am In Love

—Frankie Carle

It All Depends On You

—Patti Page

Jeannine, I Dream

of Lilac Time

—Hugo Montenegro

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

WMC/MEMPHIS

NBC

790 KC
5,000 WATTS



OPEN MIKE 9

Tobacco controversy

EDITOR: . . . The various articles and items which your magazines have recently carried regarding the cigarette and health controversy have not gone unnoticed in the tobacco industry. You have given the subject excellent coverage, in a constructive and helpful manner, particularly with reference to the subject of advertising.

Many thanks for a good job of straight, objective reporting.—George V. Allen, president and executive director, The Tobacco Institute Inc., Washington.

Fm's family circle

EDITOR: Congratulations on the article, "Fm's family circle: 15 million" [LEAD STORY, June 4]. This type of information is definitely needed. Keep up the good work and please send 100 reprints.—George R. Kravis, president, Boston Broadcasting Co. (applicant for new fm), Tulsa, Okla.

EDITOR: Your article . . . is a tribute to the integrity of BROADCASTING magazine. The work done by Jim Sondheim and QXR Network and your publication is the type of leadership needed in our field. . . . Please send 50 reprints. . . .—Will Collier Baird, Jr., vice president, WFMB (FM) Nashville.

EDITOR: Please send me 40 copies. . . .—L. J. Gutter, director, Miller & Krauss Inc. Advertising, Chicago.

EDITOR: . . . We would like to have 100 reprints for distribution. . . .—John C. Byrne, general manager, WSMJ (FM) Greenfield, Ind.

EDITOR: We request 5 reprints. . . .—R. H. McCain, manager and partner, WLIV Livingston, Tenn.

EDITOR: We found the fm article both interesting and encouraging. Please send us 100 reprints. . . .—Ellen Tripp, advertising director, WYFM (FM) Charlotte, N. C.

EDITOR: We would like to have 50 copies. . . . This we feel is an excellent article and should be a shot in the arm to the fm medium.—Robert G. Miller, general manager, WFLM (FM) Fort Lauderdale, Fla.

EDITOR: . . . I would like to have 250 copies. . . .—R. W. Galloway, station manager, WFMV (FM) Richmond, Va. [Reprints of "Fm's family circle: 15 million" are available at 15 cents each.]

EDITOR: In reference to our 1960 "Study of fm radio ownership and listening" (and other research), your article says in part:

The studies were not fm-oriented, but by punching their data on IBM computer cards and comparing it with

BROADCASTING PUBLICATIONS INC.

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BROADCASTING

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

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

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

*Reg. U. S. Patent Office

Copyright 1962: Broadcasting Publications Inc.



New Orleans Open Golf Tournament. Covered live and in color by WDSU-TV this year . . . climaxing 4 years of broadcasting this all-important event for thousands of local golf enthusiasts.



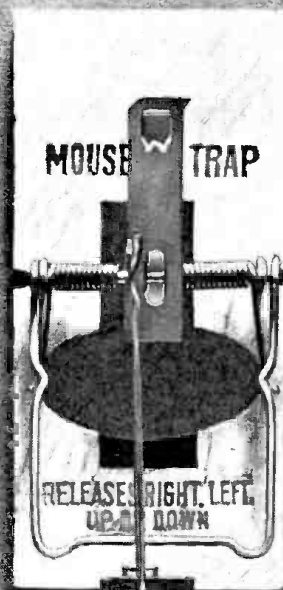
Mardi Gras. For many years, WDSU-TV has televised all the gaiety of the Mardi Gras season — day and night parades, masque balls and the great day itself. This year, the majestic Rex parade was telecast live and in color by WDSU-TV.



\$50,000 New Orleans Handicap. Richest race of the year at historic New Orleans Fair Grounds. Covered live and in color by WDSU-TV, which also televises the Fair Grounds' feature race every Saturday throughout the season.



Sugar Bowl. In addition to carrying NBC-TV's traditional Sugar Bowl Football Game colorcast, WDSU-TV telecast live and in color the 1962 Sugar Bowl Basketball Tournament.



9 billion dollars to build a better one.

We're living in a needing, buying, growing America—a time for new and improved products and services—the creation of new jobs. More than ever, a businessman with an idea, with the urge for something better will move ahead with our expanding economy.

But after the idea, what follows can be a costly period of research and development. Not necessarily—if you use the immense 9-billion-dollar fund of research and patent information that's available at your U.S. Department of Commerce. Think of the saving—in time and money.

For example: there are reports on extensive research by your Government in new products and processes. A trans-

lation of data on inventions and discoveries abroad—information on over 3 million patents—a fortune in patents owned by your Government. All this is yours—for your use and your benefit.

Take advantage of the many ways in which your business can grow. In developing new products and services. In the lucrative foreign markets. In new U.S. markets. In attracting new industry to your local community. Just phone or write the U.S. Department of Commerce Office of Field Services in your city, or Washington 25, D.C. Your U.S. Department of Commerce is always ready to help you grow with America!



NOW'S THE TIME TO GET GROWING IN A GROWING AMERICA!

information from the U. S. Census and other sources, the computer arrived at these . . . numbers comparing fm households with non-fm households . . . as projected by QXR.

This is not accurate, at least as far as our study goes. Our study, conducted for the Heritage Fm Stations, was concerned entirely with fm ownership and listening. There was no need to adopt this data or compare it with information from the U. S. Census and other sources. Our study directly compared fm with non-fm households, since it was already based on a projectible population sample. The figures quoted from our survey are taken directly from the published report on our survey. . . .—*Jerome D. Greene, vice president and director, Alfred Politz Media Studies, New York.*

Truman tapes

EDITOR: I recently visited our KMBC station in Kansas City and took the time to go over and see Harry S. Truman's Library (at Independence).

The man from the Archives there tells me they are very much interested in getting audio tapes of Mr. Truman's speeches made around the country.

. . . I thought you might be interested in passing the word along to any stations which might have tapes of remarks made by Mr. Truman. He mentioned that he was sure Eisenhower and Roosevelt tapes and recordings would also be of interest to the libraries associated with these two former Presidents. As you know, many times talks were given to certain localities which were not picked up by networks. . . .—

Mark Evans, vice president and director of public affairs, Metromedia Inc., Washington.

[Mr. Evans refers to talks made by Mr. Truman and not carried on the networks. The Broadcast Pioneers in 1960 at Chicago presented Mr. Truman tapes of all of his speeches carried on the networks when he was President.]

'Noon,' not 'Moon'

EDITOR: Thanks so much for mentioning in BROADCASTING the publication of my forthcoming novel [AT DEADLINE, June 14]. There was, however, a typographical error in reporting the title of the book. It is *Noon on the Third Day*—a phrase taken from Article 20 of the Constitution.

Article 20 reads in part: "The terms of the President and Vice President shall end at noon on the 20th day of January, and the terms of the Senators and Representatives at noon on the third day of January . . . and the terms of their successors shall then begin."—*James H. Hulbert, manager of broadcast personnel and economics, National Assn. of Broadcasters, Washington.*

BROADCASTING, June 18, 1962

WIBC

The Friendly Voice of Indiana

Objective
Safety
on the
farm!

NATIONAL SAFETY COUNCIL

A

PUBLIC INTEREST
Award
1960-61

FOR EXCEPTIONAL SERVICE TO FARM SAFETY
WIBC

Presented to

Director of Public Affairs

Director of Farm Safety

LEADS IN SERVICE

Don't take safety for granted! This theme typifies the continuous farm safety campaign waged by WIBC. The farmer operates machinery every day of the year . . . machinery that cuts, bales, grinds and shreds. One second's carelessness can lead to loss of life and limb. So, WIBC Farm Service Director Harry Andrews is constantly alerting his audience to this ever present danger.

LEADS IN ACCEPTANCE

The National Safety Council recognized this effort by presenting to WIBC its "Public Interest Award for exceptional service to farm safety" for 1960-61, making a total of nine awards received, dating back to 1951.

LEADS IN AUDIENCE

WIBC's farm safety messages are heard by tremendous audiences . . . so are the messages of national advertisers. WIBC's 50,000 watt coverage guarantees the 46-county Indianapolis trading area . . . and Pulse shows WIBC to have the largest audience morning, afternoon and evening in Indianapolis as well as Indiana.*

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

50,000
WATTS

WIBC

1070
KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

**WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN**

They laughed when I sat down to play with my dictionary . . .

Ever wonder what would happen if advertising men talked to consumers the way we talk to each other? One thing is sure: sales messages in television, radio, magazines and newspapers would be mighty obscure.

The strength of little words and the clarity of conventional advertising and marketing terms are losing ground to a new and almost mysterious language. It seems to be a form of cant in which ordinary words are used in a twisted or affected way by people in the marketing, media, research, creative, broadcast areas of our business. And, remember, one of the principal functions of cant is to make what is said or written unintelligible to persons outside the group. We are succeeding.

Who Can't Chant Cant? ■ Nowadays it is possible for writers within an agency not to understand their own research people, television producers the media men, art directors the marketing specialists. For example, the following was asked in all sincerity, I must assume, in a recent media presentation: "How do you delineate the bi-polar profile in that listener quintile?"

Now we have computer programming with *Simulmantics* and *optional schedules for static situations . . . human-behavior simulation . . . advertising media-mix techniques and a breakthrough with linear programming . . . dynamics of audience behavior . . . calculated reach and frequency.*

There appears to be a headlong rush to invent novel ways of describing the philosophies and mechanics of our business to others within the business.

Try these: *Mediametrics . . . check-boarding . . . mediability . . . listenership . . . and, of course, viewership . . . attitude audit . . . regional maneuverability . . . audioize . . . deintermixture . . . and a host of profiled images* from consumer to corporate. It will take a philologist someday to discover where these weird combinations started.

The Word Weavers ■ This urge to say it differently is not limited to any area or level of the business. Not long ago an agency leader assailed the *cult of creativity*, while another joined the attack by expressing the belief that creativity will be replaced by *account-executivity*.

Speeches are delivered and interviews given and all carefully reprinted in our trade papers about *documented strategy . . . appreciation index . . . perceptive marketing . . . variable and distracting stimuli . . . local-national differentials . . . qualitative evaluation of motivational levels . . . and about media's*

scatter, umbrella and shotgun plans.

As we all know, there is a whole glossary of expressions peculiar to broadcasting. Misunderstandings develop when we talk to outsiders about spinoffs, limbo, skinny tapes, genlock, nemo, lip sync, track records, gobo, bloom, dropouts, fax and sweetening the laughs. You could make a long list of this sort of gibberish and other words related to the media, research and marketing phases of broadcasting. Though some of the expressions have universal use, most are as specialized (and sometimes as scientific) as medical terms. They are out of place in the broad communications of admen.

Media men, whether on the side of the buyer or the seller, come up with some picturesque ones: *Spot carrier . . . slow-cycle frequency . . . avails . . . wild breaks . . . qualitative saturation . . . selloff . . . hypo . . . pressure peaks . . . turnaround . . . beef up the fringe coverage that's maximum, intense, comprehensive, and, of all things, actionable . . . campaigns that have reach, depth and penetration . . . media mixes that are qualitative, tactical, balanced (and unbalanced).*

Marching to Battle ■ And from the language of warfare, time buyers use a *mobile task force* of spot tv, develop *target sell* and use *big guns* and *blockbusters* to increase audiences and they'll make a *breakthrough* with *blitz campaigns* and *special flights*. Media reps are offering *till forbid* spots that are *BTA*, not *ROS*.

Research specialists, too, create words and phrases that tend to be unintelligible to those outside their group. Someone called their jargon "a new art of obscurity." It is unfortunate because effective advertising and marketing are often dependent upon the facts, figures and customer emotions uncovered by research. But often they

are described through *trivariate analysis, differential response studies, non-structured depth interviews, reviews of confidence levels and qualitative strengths* and by studies based on *cumulative cues* and *semantic differentials*.

It's little wonder sides have been taken on the merits of the creative or the research approach to advertising. Certainly there's no question that we need both. But we're losing ground when members of the same team do not speak the same language. Complex terminology simply builds resentment and perhaps distrust.

There must be ways of discussing our business without *specific profiling, stratification and clustering, emotional feedback or motivational awareness*. The people we're all trying to inform about our products have been elevated to *habitized buyers, predetermined prospects, motivated customers, decision makers, buying-type prospects or oriented consumers*.

Words Are Money ■ Great amounts of money are being spent to make our advertising and selling efforts to these buyers more predictable. Nevertheless, the valuable guideposts uncovered by advertising and marketing studies are too frequently obscured by a strange language.

If you have come this far, let me point out that all the words and phrases here in italicized type came from advertising trade papers. No profound research was required; only home reading for a couple of week-ends of the magazines which had gathered on an office table.

It's obvious, of course, that not all advertising people rely on such affectations in their writing and speech. The men and women who communicate so all of us will understand may yet save our business from the strange lexicon of the few.



Richard F. Reynolds started at 15 as reporter on the "Marion (Ind.) Chronicle-Tribune," and served on the "Indianapolis News" staff before entering advertising in Cleveland in 1937. He was a Navy photographic officer in World War II. At Fuller & Smith & Ross, Cleveland, he was a senior account executive and later tv-radio director. He once served as general manager of Cincraft Productions, Cleveland. He joined D. P. Brother in 1955 and has headed broadcast operations since 1959.

Greatest

RPM!
RPM!
RPM!
RPM!
RPM!

More salespower per minute—that's WELI sales action! Because **R**=RATINGS, consistently high all day... *every* day; **P**=PROGRAMMING, to the adult purchasing audience for *years*; **M**=MERCHANDISING, tie-in promotions of terrific effectiveness. That's RPM at WELI! It all adds up to the biggest buy for your dollar in its big rich New Haven-centered market! That's why more advertisers rely on WELI! Ask your H-R man for the complete RPM-action story about WELI! In Boston: Eckels & Co.

WELI *The Big Sound Buy in New Haven!* Five Thousand Watts 960 KC
WELI Radio, 221 Orange Street, New Haven, Conn.



from beachheads



to redheads, blondes and brunettes,

from D-Day to Paree-Day, they fought, they griped, they loved...they were the Infantry.

That unsung star of all wars, the dogface, is the star of Combat (7:30, Tuesdays)—ABC's new hour dramatic series set against the stirring events of World War II.

The backdrop is Omaha Beach, the Battle of the Bulge, the Liberation of Paris...but the focus is close in, on the human story. The story of men at war—their griefs and glories, their laughs and loves.

Sharing the acting honors in this taut,

suspenseful series produced by Academy Award winner Robert Pirosh are Rick Jason, Vic Morrow, Blake Rogers and Shecky Green.

Sharing the audience honors are millions of adults who associate World War II's great moments with their own lives. And millions of youngsters fascinated by these exciting pages of history so recently past.

A big audience, that is.

COMING ON ABC-TV: "COMBAT"

CHILDREN'S TV GOES TO COLLEGE

- Programs cover gamut of history, science, art, drama, literature
- At least 24 new series prepared for introduction in fall
- Sponsors willing, provided children give official approval

The new crop of tv programs for children will break out in a cultural rash of epidemic proportions this fall—that is, if sufficient advertiser support is forthcoming.

At least 24 new series, many of which have not been announced, are in production or developmental stages at the three networks, by independent producers, station groups and at least one advertising agency. This total does not include a growing number of local educational shows produced by individual stations around the country.

The scope of the programs indicates few facets of life will be left unexplored. The series will focus on such general topics as history, science, literature, art, religion, mathematics, geography, music and drama for children as young as seven and as old as 18. Their forms will be documentary, dramatic, variety-entertainment, instructional and a combination of these forms.

Diverse Topics ■ Such specific and diverse subjects as the beginnings of

medicine, the ancient Japanese art of paper folding, a trip aboard an atomic submarine, a re-creation of Lincoln at Gettysburg and the settlement at Plymouth Rock, the significance of air, the history and development of magic, an introduction to Einstein's theory of relativity, dramatizations of the stories of Cain and Abel and Samson and Delilah are among those under development.

A canvass of leading advertising agencies by BROADCASTING last week indicated considerable "interest" in the new programming and a "desire" to sponsor such shows (see box). But many raised these questions: will the programs be able to attract and hold the children's audience? Will they be produced with high quality? Will they be priced "intelligently?"

Among the organizations working on upgraded children's programming are ABC-TV, NBC-TV, CBS-TV, Westinghouse Broadcasting, Corinthian Broadcasting, J. Walter Thompson Co., Sterling Television Co., Pathe News Inc.,

Robert Saudek Assoc. and Storer Program Sales. There are also the independent producing groups, such as Videocraft Productions and Taylor/Nodland Ltd.

Not every program has a time spot—some are being developed, others will not be presented unless they receive advertiser, network or station support. But there is no doubt at the network, agency, station and producer levels that the industry is poised for a "cultural thrust" in children's programming that promises to be accelerated in years to come.

Stress Two E's ■ Producers and agencies alike, cognizant of the failure of children's educational programs in the past to attract sufficient audiences, stress that the new programs must accentuate two E's—education and entertainment. Producers of projected series insist they will meet these two critical criteria.

The new network programs are half-hour and one-hour in length. The syndicated offerings largely are in the five-

Agency buyers hopeful for new shows, but wait for kid reaction

Advertising agency spokesmen warmly applaud the movement toward upgraded children's programming.

A canvass of leading executives shows few agencies deciding to sponsor these programs. The reasons: (a) They had not seen the pilots as yet; (b) They had no way of knowing whether the programs could attract and hold an audience; (c) They wanted to know more about the cost. A sampling of opinion:

For the Kiddies ■ Hal Graham, executive vice president, M-E productions: "If we can accept the premise the programs will be well done, they should attract a loyal audience with which some of our advertisers will want to be associated. One word of advice to producers: Program to the children—not to Washington."

A top executive of J. Walter Thompson: "The greatest problem is getting an audience . . . but . . . more and more children are becoming interested. If the shows are done properly, our agency has several advertisers interested. . ."

Alfred Hollender, executive vice president, Grey Adv.: "The fate of these programs lies with the children: Will they watch? I hope I'm wrong, but I have doubts."

Ed Mahoney—manager, radio-tv, Fuller & Smith & Ross: "Cultural shows must sell a product a parent will buy for his child."

Leslie L. Dunier, radio-tv vice president, Mogul, Williams & Saylor: "We believe in compatibility of culture and entertainment . . . we've committed Transogram to ABC-TV's *Discovery*, which in our view typifies 'culture with fun.' And it's

a genuine trend, not a reflection of the current, and probably temporary Minow-madness that seems to have gripped the medium."

Executive of Foote, Cone & Belding, Chicago: "We would consider such programming for at least two of our advertisers, but none has been offered so far. We would like to see research on the type of shows that children 6-12 like."

Richard A. R. Pinkham, senior vice president, Ted Bates & Co.: "This agency hopes that enlightened children's programs will be good enough to entice the moppet public away from unenlightened shows and that they will be priced so they can be attractive advertising vehicles. . ."

George Polk, vice president in charge of programming, BBDO: "I like the idea of children's quality programs."

CHILDREN'S TV GOES TO COLLEGE continued

minute category, though there also are several half-hour and one-hour series available to stations.

The five-minute format is considered desirable by stations, which may slot these miniature slices of culture and information in existing children's programs. Many local stations have periods of one hour or more set aside, which they fill with cartoons and local personalities. Syndicators feel the five-minute programs can prove appealing because they will not usurp substantial time and can be utilized to "upgrade" children's time periods already in existence.

Cartoon Competitors ■ Both network and syndicators believe the types of advertisers that will support their programs are those active in sponsoring cartoons—toy and game manufacturers, cereal makers, soft drink bottlers, candy and gum manufacturers, dairy companies.

The proliferation of so-called "culture-with-fun" programming for children, according to a consensus of networks, producers and agencies, can be explained by these factors:

- There has been recognition of a need to supply the desires of youngsters from age seven (when cartoons begin to pall them) up to age 13 or 14 (when they gravitate to adult programs).
- Pressure from governmental and community leaders has placed the industry on the defensive to provide more "quality" programs for children.
- The growth of adult documentary programming has given producers expertise in creating programs of this type, which presumably can be extended to children's shows.
- A belief that the children's audience will find these programs acceptable because of a growing sophistication of the youngster in the space age.
- A belief among some agencies that the 7-to-14 age group has been neglected as an advertising target and conceivably products aimed at this audience can be sold effectively through the

use of programs with a cultural-informational accent.

Network officials emphasized that they are initiating their programs after deep consideration and careful examination of the subject. NBC-TV has engaged Dr. Charles Winick, psychologist and specialist in the field of juvenile behavior, as a consultant on children's programming. His activities will embrace the study and evaluation of mail addressed to NBC by youngsters; previewing proposed network programs;

CBS-TV reading show

CBS-TV, which had been lagging behind NBC-TV and ABC-TV in announcing plans in the children's cultural programming area, disclosed June 14 that next fall it will present a weekly series of programs to encourage reading among children between the ages of 8-12. Titled *Reading Room*, the series will be carried Saturday, 12:30-1 p.m., and will be produced under the overall supervision of John W. Kiermaier, vice president for public affairs, CBS News. Elements of the program will include a "book-of-the-week," selected by a group of educators; an appearance on each show of the author of the selected book, or of an expert in the field covered by the book, and a panel of children who will discuss the book with the guest.

the study of commercials to be integrated into children's programs, and consultation with the NBC's children program committee.

Many Programs Offered ■ Among the children's programs revealed to BROADCASTING are the following:

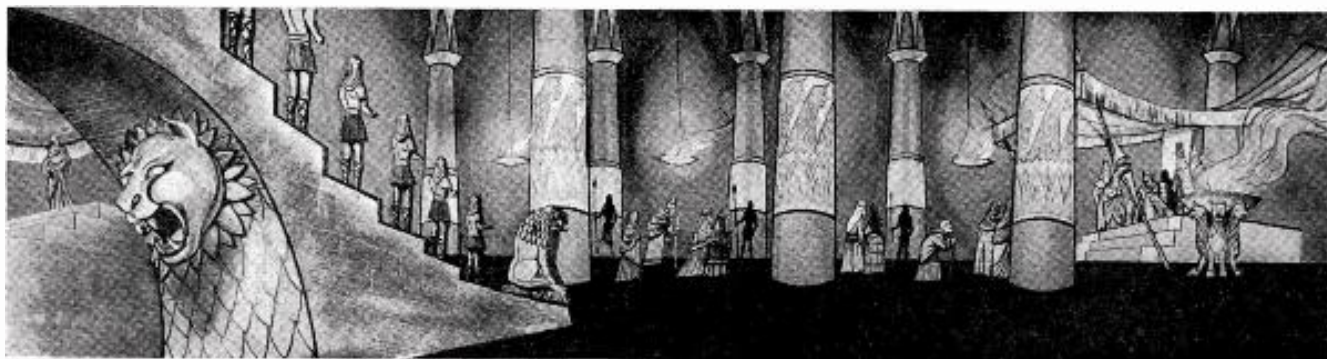
NBC-TV: Its new undertaking is an hour weekly program in color, still untitled, but scheduled for Saturday,

12:30-1:30 p.m., starting in September. The first half of the program will be slanted to the 5-7 age group, and the second half to the 7-11 group. It aims to provide "education and entertainment" in music, science, history, mathematics and other subjects through audiovisual techniques and use of personalities. It will be produced by Craig Fisher.

NBC-TV is scheduling for next fall a special hour program, titled *Who Goes There?* to explain world-wide communism to teen-agers. The network also is considering a sequel, *Who Goes Here?* which would explore the workings of communism in the U. S.

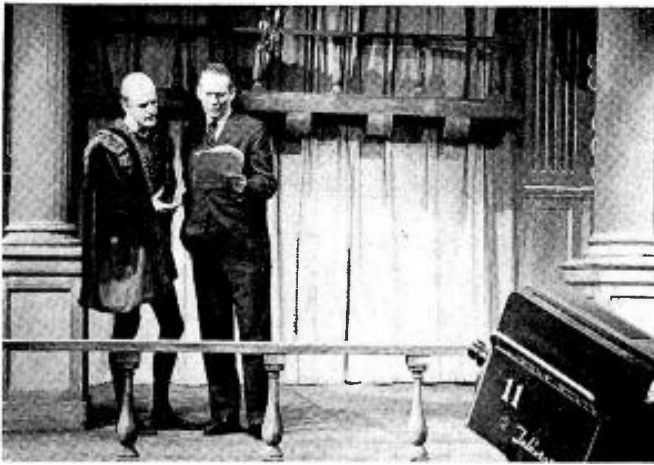
NBC-TV's public affairs department also is said to be working on two other series, which have not as yet been scheduled. NBC declined details except to say the programs would be "entertaining and educational."

ABC-TV Project ■ ABC-TV: The network's long-awaited children's project, which was delayed for a year, is *Discovery*, set for Monday-through-Friday (4:30-4:50 p.m.), starting in the fall, and followed by a newscast aimed at youngsters in the same 7-12 age group. The concept behind *Discovery*, according to producer Jules Power, director of children's programs for ABC-TV, is "to see what the child wants to see, to do what he wants to do, explore what he would like to explore." The series will be produced on film and tape and will obtain material from nations throughout the world, as well as museums, zoos, monuments and parks in the U. S. Some of the sequences will include world famous amusement parks, science in the kitchen, training to be an astronaut, Chinese new year and a circus in pantomime. Close cooperation will be established with the nation's schools, according to Mr. Power, and at the end of each program, several books related to the telecast will be recommended for reading. The program is already more than 50% sponsored. Clients include Binny & Smith Inc. (crayons), Mattel Inc. (games), Kenner Toys (construction sets) and the



Stories from the Bible form the basis of Videocraft Production's five-minute series, "The Great Book," aimed at children and produced on film from photographs in a

rapid-motion technique called "cinemotion." A scene from "Wisdom of Solomon" shows this activity in a biblical royal palace.



KHOU-TV Houston's "The Magic Room" half-hour series, explains facets of science, art forms and history to children (a scene from Shakespeare's "Hamlet" for example). It will be placed on all Corinthian Broadcasting tv stations in the fall and offered in syndication.



Pathe News Inc.'s new five-minute "Yankee Doodle Dandy" series for young children re-creates high points of American history, such as Abraham Lincoln at Gettysburg (above). It is being offered for distribution to television stations next fall.

Transogram Co. (toys).

Two on CBS-TV ■ CBS-TV: Two half-hour programs in the children's area are projected by the network. One, still unannounced, is reported to be in the blueprint stages at CBS News in Washington and will explain the operations of the various U. S. and foreign agencies in the nation's capital, and trace the history and significance of famed Washington landmarks. It is planned for a Sunday afternoon time spot (CLOSED CIRCUIT, June 11). The second series, under the supervision of the network's public affairs department, was announced Thursday (June 14) and will be a weekly series, titled *Reading Room*, designed to stimulate and encourage reading among children in the 9-12 age group (see separate story, page 28).

Westinghouse Broadcasting: An ambitious project still under wraps at Westinghouse is a series of 12 one-hour specials (one per month) tracing the history of the various entertainment arts and utilizing well-known artists and personalities to interpret these arts. The specials will start in September on the five-owned stations and will be offered in syndication to other stations.

The first program is titled *Magic, Magic, Magic* and will spotlight magician Milbourne Christopher and his troupe, comedian Zero Mostel and actress Julie Harris. Other subjects to be treated will deal with poetry, the circus, puppetry and a minstrel show. Some programs will be produced in Europe. Westinghouse hopes to appeal primarily to the 12-18-year old group but believes adults also will want to view the specials.

Wider Audience ■ Corinthian Broadcasting: For the past several months, the company-owned KHOU-TV Houston has had "considerable success" with a locally produced children's show on film, *The Magic Room*, and has de-

cided to continue with the series for the fall. Starting in September, it will be carried on the four other Corinthian-owned stations and offered to other tv outlets via syndication. The half-hour filmed program is described as "an adventure for young people in the world of liberal arts" and consists of stories narrated by actor Marc Cramer, who integrated film clips, art work, and actual objects. A sampling of the subjects: *Story of the Pilgrims*, *The Beginnings of Medicine*, *A Primer on Astronomy*, *The Significance of the United States Constitution* and stories behind postage stamps. Study guides are issued in connection with each program.

Storer Programs Inc.: A series of 130 half-hour programs for children will be produced by Don Hunt of Detroit for syndication to stations. Titled *B'Wana Don in Jungle-La*, the series will focus on unusual animals throughout the world—aardvarks, zorils, trumpeter birds, margays—and provide an insight into the lands from which they come: How the animals live; what they eat, etc. It has been shown locally in Detroit and Cleveland, where it has achieved "high ratings," according to Terry Lee, vice president in charge of Storer Programs Inc. The programs will be produced on tape and transferred to films for syndication.

Pathe in Picture ■ Pathe News Inc.: Three five-minute programs for children are being produced by Pathe, utilizing films in the extensive newsreel library (9 million feet) and obtaining footage from other sources and shooting new sequences. Pathe plans to produce 130 five-minute episodes of *Wonderful Planet Earth* (natural wonders, rare forms of animal life, far-away lands) and of *Yankee Doodle Tales* (stories of Great Americans, or places or events). Sixty-five segments of *Science Scouts* (scientific progress, events, concepts

and future possibilities) also will be produced. Pathe has produced a pilot of each episode and hopes to sell the series to national or regional sponsors and to stations. Cinema-Vue Productions, New York, will distribute. Vernon P. Becker has been named executive producer of the series.

Robert Saudek Assoc.: This producing organization, which presented a children's program, *Excursion*, on NBC-TV eight years ago, has acquired rights to the Landmark Books. Mr. Saudek is preparing a half-hour series, titled *Landmark*, which would explore for children significant events of a historical, political and cultural nature. It is aimed for network presentation and is being presented to prospective advertisers.

Sold in Four Markets ■ Screen Gems: A series of five-minute programs, *Pick a Letter*, is being produced on film in Canada by Screen Gems. Each letter of the alphabet will represent a topic (a is for air) and through the use of line drawings and other visuals, the subject will be explained in verse by a narrator. The age group is 4 to 10. The series has been sold in four major markets.

J. Walter Thompson Co.: In an unusual move for an agency, particularly in recent years, this top agency, BROADCASTING learned exclusively, has developed two children's program series in its own radio-tv workshop. One will be for children 5 to 10 and the other for children of all ages. Several Thompson clients are reported to be interested in sponsoring the programs, but the agency hopes to "refine" the programs before submitting them to the networks.

Videocraft Productions: Videocraft is producing 130 five-minute children's programs based on the Bible and titled *The Great Book*. It will make use of specially created illustrations that will be photographed in a technique the

company calls "cincmotion" (similar to the NBC-TV project 20 technique of rapid-motion photography). The series has been sold to several major market stations, including WPIX (TV) New York, for start this fall.

Two Projects - Sterling Television Co.: Two projects not yet announced are under way at Sterling. It has acquired the rights to the popular Golden Books, and will produce a half-hour filmed series for children 6-12 in association with Cullen Assoc., New York. Two pilots have been completed and the series is being offered for network sale. Sterling also has begun work on 100 five-minute filmed segments of *Science Explores*, intended for children of primary-junior high school age.

Taylor-Nodland Ltd.: This company has created a weekly series of 30-minute films, titled *Career*, which aims to

guide teenagers and their parents in the selection of a vocation. It includes profiles of jobs; interviews with successful practitioners and information on the requirements and training for specific vocations. It is offered for network sale.

Ziv-United Artists: A comedy-educational series, produced by Ziv-UA in association with Jerry Hammer Productions, was announced last week. Titled *Quick on the Draw*, series features Paul Winchell and Jerry Mahoney as hosts. It is planned as a weekly half-hour series for a network, live or tape, during which two youngsters (11 to 16) will compete in a quiz in the fields of music, literature and general knowledge. Each week's high scorer will be eligible to try for a \$2,500 college scholarship. Jerry Hammer will be executive producer; Herbert Moss, producer, and Gil Cates, director.

Color Series - Walter Schwinmer Productions, Chicago: This company has been preparing a color film series for children 6-12 years old for the past several months and will offer plans shortly to networks and advertisers. Company declined to reveal the nature of the show at this time.

Fred Niles Communications Centers Inc., Chicago: Company is preparing two unannounced series for children of school age, both of an instructional type. The first will consist of 39 half hours featuring a prominent educational figure and will be available for commercial sponsorship on the network or station level. The second is a series of 39 five-minute programs, which are being prepared for a sponsor, who has not as yet signed a contract. If he approves, the series will be shown in 30 markets and offered elsewhere.

Eastman, Scott big '61 tv spot buyers

TVB REPORTS TWO HEADED THEIR CATEGORIES IN TV BUYING LAST YEAR

Eastman Kodak and Scott Paper led their respective advertising categories in tv billings last year. Television Bureau of Advertising's summary of measured consumer media expenditures gave Kodak total billings of \$11,699,016, of which 44.5% or \$5,204,151 were in tv. Scott, with an 88.8% share in tv, had three-media (newspapers, magazines and tv) billings of \$8,958,310.

The growing use of tv by advertisers of household paper products and aluminum foil is shown in TvB's report for the first quarter this year, which points out a 28.9% increase. Network and national spot billings totalled \$7,220,515, compared with billings of \$5,600,142 in the like quarter a year ago.

In 1961, expenditures in measured media for paper products and foil were \$32.5 million, with 70.8% in tv. Network gross time billings were \$15,796,001, of which \$7,217,330 was in spot tv. In 1960, network tv billings were \$11,549,153, and spot billings were \$6,163,000. Eight of the 10 advertisers in the classification last year spent more than one-half of the expenditures in tv.

Photographic equipment and film manufacturers also moved ahead in tv billings in 1961. TvB reports total time and space billings of \$21,716,458, an increase of 8.5% from the \$20,012,900 spent in 1960. Network and spot tv's combined share of the 1961 billings was 49.9% or \$10,842,221 (\$9,994,604 in 1960). Kodak's tv billings were the highest in the category last year, but the runners-up gave the medium greater percentages. Polaroid ranked second with 74.4% of its billings in tv. Bell & Howell was third with 96.3%.

1961—Household Paper Products and Foil, Time and Space Billings

	Network tv	Spot tv	Total tv	News-papers	Magazines	Total	% tv
Scott Paper Co.	\$5,980,927	\$1,971,020	\$7,951,947	\$255,969	\$750,394	\$8,958,310	88.8
Kimberly-Clark Corp.	3,810,755	512,200	4,322,955	7,205	197,123	4,527,283	95.5
American Can Co.	147,040	100,860	247,900	156,506	3,106,373	3,510,779	7.1
Dow Chemical Co.	2,127,762	64,680	2,192,442	64,620	1,028,671	3,285,733	66.7
Procter & Gamble Co.		2,613,620	2,613,620			2,613,620	100.0
Reynolds Metals Co.	1,577,887	22,830	1,600,717	453,788	40,190	2,094,695	76.4
Aluminum Co. of America	888,112	96,070	984,182	740,682	97,725	1,822,589	54.0
Hudson Pulp & Paper Corp.		1,106,540	1,106,540	135,678	57,906	1,300,124	85.1
Kaiser Industries Corp.	1,153,052	16,590	1,169,642	29,762	40,600	1,240,004	94.3
Crown Zellerbach Corp.		55,310	55,310	228,456	183,598	467,364	11.8

Household Paper Products and Foil, First Quarter

	1961		1962		1962	
	Network tv	Spot tv	Total tv	Network tv	Spot tv	Total tv
Scott Paper Co.	1,298,943	644,850	1,943,793	1,833,893	1,174,710	3,008,600
Kimberly-Clark Corp.	909,225	67,220	976,445	664,644	330,340	994,984
American Can Co.					34,980	34,980
Dow Chemical Co.	665,699	11,360	677,059	782,267	29,050	811,317
Procter & Gamble Co.		465,460	465,460		840,440	840,440
Reynolds Metals Co.	452,597	12,320	464,917	226,971		226,971
Aluminum Co. of America	162,777		162,777	288,899		288,899
Hudson Pulp & Paper Corp.		382,240	382,240		479,810	479,810
Kaiser Industries Corp.	374,426		374,426	327,841		327,841
Crown Zellerbach Corp.		27,410	27,410		86,790	86,790
Category	3,926,142	1,674,000	5,600,142	4,124,515	3,096,000	7,220,515

Leading Advertisers—1961, Photographic Equipment and Film (Gross Time or Space Expenditures)

	Network tv	Spot tv	Total tv	Magazines	Newspapers	Total	% tv
Eastman Kodak Co.	4,627,071	577,080	5,204,151	4,794,107	1,700,758	11,699,016	44.5
Polaroid Corp.	3,216,222		3,216,222	713,569	395,388	4,325,179	74.4
Bell & Howell Co.	1,382,960		1,382,960		52,703	1,435,663	96.3
General Aniline & Film Corp.				553,981	173,791	727,772	
General Telephone & Electronics Corp.				631,143		631,143	
Keystone Camera Co.	170,737	174,230	344,967	60,431	60,121	465,519	74.1
General Electric Co.	243,080		243,080	113,595	99,219	455,894	53.3
Minnesota Mining & Mfg. Co.				238,277		238,277	
Leaders	9,640,070	751,310	10,391,380	7,105,103	2,481,980	19,978,463	52.0
Category	9,860,221	982,000	10,842,221	8,169,171	2,705,066	21,716,458	49.9

Sources: Television: TvB-Rorabaugh and LNA-BAR; Newspapers: Bureau of Advertising; Magazines: Leading National Advertisers.



"Really...it was embarrassing"

Ever sit in an audience hoping for one award . . . then get called from your seat for every presentation? We just did. Four times we walked forward for the *Casper** awards from the Community Service Council of Metropolitan Indianapolis (that's supported by over 400 community organizations).

National honors are nice, but *Casper* awards are number one on our list. They're local . . . from

our neighbors, our community, our market. There were four broadcast awards this year. One each for community service programming and outstanding local interest news presentations, in both radio and television. "WFBM . . . WFBM . . . WFBM . . . WFBM."

Represented by The KATZ Agency

*"Community Appreciation for Service In the field of Public Enlightenment and Relations"

TV
NBC **6** INDIANAPOLIS
WFBM
Radio **1260**

TIME-LIFE BROADCAST INC.

LULL IN 'PROTECTION' FUROR

Ad, tv trade groups reported in informal huddle;
Storer Broadcasting clarifies its policies

A period of relative quiet seemed to settle over television's product-protection controversy last week.

There was no way to tell whether the lull was temporary or would prove permanent, but there was little doubt that both sides hoped it would last.

The week brought a few developments:

■ There was an informal, reportedly exploratory, apparently unresultful discussion among officials of the Assn. of National Advertisers, the American Assn. of Advertising Agencies and the Television Bureau of Advertising. Some participants said it was devoted mainly to the question of whether there are areas of the product-protection issue which representatives of the three organizations might properly and fruitfully discuss.

These talks reportedly originated at



Mr. Michaels

the request of Norman (Pete) Cash, TvB president. President Peter Allport and Vice President Bill Kistler joined him on behalf of ANA. AAAA President John Crichton could not participate but was represented by Vice President Kenneth Godfrey, who is secretary to the AAAA broadcast media committee.

■ The AAAA's broadcast media committee, itself under the new chairmanship of Ruth Jones of J. Walter Thompson Co. (see story page 74), was reported planning to review the protection situation at a meeting on June 26. But Miss Jones noted that the

committee can do little more than point out any advantages, disadvantages or dangers that it may see. It is not expected to take any "action."

While Miss Jones has not disclosed her own position on protection, it is known that the Thompson agency regards adequate protection as essential—as do most agencies, although often with varying degrees of vigor and with varying concepts of what is "adequate."

■ Storer Broadcasting Co., one of the principal multiple-station operators, announced that its position is "basically . . . that we will consider any reasonable qualification in the area of product protection at the time the order is placed with and accepted by us." But the statement also emphasized that while Storer stations' operating practices usually give more protection than the clients request, the customary station contracts with agencies, advertisers and networks do not specify any principle of product protection.

Bill Michaels, Storer vice president, television division, said his company respects an agency's right to request whatever conditions it considers essential to the welfare of its clients, but that in turn it is only fair and reasonable that the agency reciprocate by respecting the right of stations to accept or reject such conditions without blanket condemnation.

No Pat Answer ■ Storer, he said, feels that the problem does not lend itself to a simple chronological formula or a common policy that would be satisfactory to all or even most agencies or to all or most stations.

Storer's policy in general, the statement said, is to schedule no conflicting products on adjacency; to grant approximately 15 minutes' separation between competing products, and to schedule no conflicting products on successive inserts in participating programs (in a feature-length movie, for instance, no product advertised in commercial insert No. 3 would normally be competitive to any product advertised in commercial inserts 2 or 4).

Mr. Michaels' statement was in a letter replying to a query from Edwin A. Grey, senior vice president in charge of media for Ted Bates & Co. It was made public by the Storer organization, which in television operates WJBK-TV Detroit, WJW-TV Cleveland, WITI-TV Milwaukee, WAGA-TV Atlanta, and WSPD-TV Toledo.

Mr. Grey's query went to all commercial tv stations early in the current controversy, which started almost a

1962 Gold Rush?

Advertising dollars are now being spent by domestic savings and loan associations to encourage foreign investors to deposit in their banks.

Financial Federation, parent company of 11 California banks has purchased a 13-week spot radio schedule over WRUL New York, international short-wave radio station. The spots will be used in WRUL's *American Business Bulletins*, which broadcasts daily closing prices on 250 listed stocks. Agency: Charles Bowes Advertising, Los Angeles.

month ago after Westinghouse Broadcasting had formally notified agencies that the customary 15-minute separation between competing products is no longer feasible; accordingly, Westinghouse said, it could guarantee no more than 10 minutes between competitive commercials in some cases, and could guarantee none at all adjacent to network spot-carrier programs.

Bates then asked all stations for statements of their protection policies, warning that it might cease to do business with those which failed to give assurance that they would maintain the 15-minute standard.

Mr. Grey reported last week that the returns thus far had been satisfactory—or had become satisfactory in subsequent discussions—except in about nine cases on which he is still seeking clarification or adjustment. He said he was sending second requests to about 100 stations which had not yet responded to his first.

CBS Radio Spot Sales reports sales up 8%

CBS Radio Spot Sales reports the over-all spot business of stations represented by the company is up 8% for the first four months of 1962, compared with the same period a year ago.

The top six business categories accounted for 15.8% more advertising revenue than last year, according to a survey conducted by the CBS division. The strongest rise in advertising expenditures was by consumer services, which showed a 39% increase from 1961.

Increases for the top six categories as reported by CBS Radio Spot Sales:

1962 Rank	Category	Increase over 1961
1	Food products	6%
2	Travel	4%
3	Consumer services	39%
4	Tobacco	15%
5	Autos & Accessories	30%
6	Drugs	17%

Charlotte's WSOC-TV takes 4 out of 5 first place awards Southern Newsfilm Competition

For third consecutive year
a big sweep for
WSOC-TV news staff:

1. First in 4 out of 5
tv news categories.
2. Amassed 25 out of
the possible 35
contest points.
3. Each WSOC-TV staff
member placed in contest.
4. WSOC-TV's George Carras
named "Southern TV
Photographer of the Year."



Some of the prettiest sales pictures in the Carolinas are being built within the framework of Channel 9's hard-hitting, imaginative news service. WSOC-TV's Carroll McGaughey and staffers bring local and regional events alive for a market of nearly 3 million people. You'll do well yourself with Charlotte's WSOC-TV. Let us tell you how this great area station of the nation can work with you.

WSOC-TV

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

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

Schenley's radio formula: sell inoffensively

A hard liquor advertiser's entry into radio must be "cautious," a spokesman for Schenley Distillers Co. said last week. The company has renewed sponsorship for another 13 weeks in an all-night program on WVNJ Newark, N. J. (BROADCASTING, June 11). Schenley's approach to the unfamiliar medium is like that of "a new member of an old established club. He wants all the other club members to like him so he tries hard not to make any mistakes."

On WVNJ, Schenley's radio testing ground, 24 one-minute commercials for whiskeys, gin and vodka have been aired nightly, midnight to 6 a.m., Monday-through-Saturday, since last March. To make the "right impression" on listeners who are hearing whiskey commercials for

the first time, Schenley is insisting on "tasteful entertainment" with a minimum number of commercials delivered in a "tasteful manner."

The firm's program, called *Schenley Through the Night*, is hosted by WVNJ announcer Bill Watson, whose on-air delivery is most similar to the quiet, pleasant sound associated with American Airlines' all-night music programs. Mr. Watson delivers all the commercials, on-the-hour, at the quarter-hours and preceding the five-minute newscasts on the half-hour. No two commercials are the same in any one hour. The program opens each night with the playing of a Broadway show album. During the remaining five hours, records of selected standard popular music are mixed with public-service messages, community "bulletin

board" announcements, time and weather reports, traffic conditions and safety messages.

Ben B. Bliss & Co., New York, Schenley's agency for the radio campaign, does not feel that the use of radio is hard to handle for Schenley or other hard liquor advertisers. "Liquor industry people," a spokesman said, "are used to conforming to rules and restrictions." The standards invoked by radio "are nothing new to them." The agency reports that Schenley feels its program is "an opportunity to present entertainment that fills a gap in nighttime programming, and is something that will be appreciated." Listener comments confirm the sponsor's belief, according to persons connected with the show at both the agency and the station.

TOO AVERAGE?

Run-of-tv commercials need improving—Guild

"If we don't improve the average run of tv commercials, television can well become the Edsel of advertising," Walter Guild, president of Guild, Bascom and Bonfigli, said Tuesday.

Mr. Guild addressed a luncheon meeting of tv commercial creators and producers, west coast winners of awards at the third annual Tv Commercials Festival (BROADCASTING, May 7), and other advertising agency executives at the Beverly Hilton, Beverly Hills, Calif.

The San Francisco agency head commented that although the award winners are great commercials, they are not representative of what the American public watches on its home screen day in and day out.

Luncheon was preceded by a workshop panel at which the award-winning commercials were shown and the philosophy back of their presentation and the problems of their production discussed by their creators. Hildred Sanders, vice president, Honig, Cooper, & Harrington, Los Angeles, was the panel moderator.

Members were: Alan Alch, former broadcast copy chief of Johnson & Lewis, San Francisco (Bankamericard), who now heads his own Hollywood commercial production firm; Dominic Arbusto, art director of Carson/Roberts Los Angeles (Max Factor); Stan Freberg, Freberg Ltd., Hollywood (Cheerios, Chun King, Nylol); Steve Lehner, copywriter at Foote, Cone & Belding, Los Angeles (Southern California Cancer Center); Ken Sullet, copy chief of

Carson/Roberts, Los Angeles (Mattel Toys); Douglas Easterberg, copywriter at Foote, Cone & Belding, Los Angeles (Purex); Ed Shaw, Young & Rubicam, Los Angeles (Hunt's tomato sauce); Dallas Williams, producer (Culligan water softener); and Mr. Guild (Skipper peanut butter).

Discussions were technical (the Bankamericard commercial was presented from paper, without a storyboard; the Max Factor cosmetics spot was worked out with a storyboard of still photos that showed details of hairdo, sun glasses, etc., so that most of the tv production problems were solved in advance); they were about unexpected results (the candle on a cross visual device for the Cancer Center commercial was so effective that it has been adopted as the Center's official symbol; the addition of handles to Chun King containers caused labor problems at the factory when the product was required to live up to the theme of the commercials); they were on old themes adopted for this new medium (the nursery rhyme, "What Are Little Girls Made Of?" inspired "What Are Little Cans of Hunt's Sauce Made Of?" Advertising peanut butter to adults, who buy it while the kids only help to eat it, is working in tv as it has in other media since 1938).

Mr. Sullet noted there is an ethical problem in advertising toys to children who believe everything they see and hear on tv. Mr. Williams told how the problem of getting dealers with small advertising budgets to advertise a water softener caused the Culligan commercials to be produced as IDs instead of minutes.

John Vrba, vice president of KTTV

(TV) Los Angeles, showed a number of video tape commercials produced at various studios both in New York and Hollywood, to demonstrate the growing versatility of tape. William Gibbs, vice president of J. Walter Thompson Co., New York, demonstrated and discussed photographic techniques utilized to help tv commercials do a better sales job. Allen McGinnins, vice president of BBDO, Los Angeles, was working chairman.

Grey Adv. may get Tidewater account

Foote, Cone & Belding last week ended its five-year relationship with the Tidewater Oil account, the agency's second major account resignation in six months. Handled by FC&B's Los Angeles office, Tidewater's billings have dropped steadily from a high of \$4 million, it was learned.

Tidewater's destination is not immediately known. Of the several major agencies said to be in the running for the account, the edge is given by some close observers to Grey Adv. The guesswork is based primarily on the recent move of Robert Humphries, FC&B's supervisor on Tidewater, to become head of Grey's office in Los Angeles. Other agencies reportedly showing interest: J. Walter Thompson and Doyle Dane Bernbach.

FC&B made no formal announcement of the resignation. However, Richard W. Tully, senior vice president of the agency, issued a short statement in which he said that Tidewater's "philosophies for advertising and for their relationship with the agency have be-



WANT TO BEAT COMPETITION?

Certainly you do! The most effective way is to out-program him—this calls for stronger weapons or the balance of program power won't swing your way. Seven Arts "Films of the 50's" have been deciding "power balances" in market after market by consistent top ratings and sponsors S.R.O.

WLAC-TV in Nashville began telecasting these Warner Bros. features on Friday and Saturday nights the weekend of February 16 and 17. The March A.R.B. clearly demon-

strated how "Films of the 50's" beat their competition. Ratings up 50% over March '61. 28,000 more homes watching WLAC-TV on Friday nights, 21,000 more on Saturday nights. As a matter of fact,

Sets-In-Use in Nashville on Saturday nights increased 40%!

Want to beat your competition? You can, with Seven Arts—"Films of the 50's"—Money Makers of the 60's."

(For rating results around the country contact your nearest Seven Arts office.)



**SEVEN ARTS
ASSOCIATED
CORP.**

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

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

come too much at variance with our own to permit us to continue serving them." Unconfirmed reports indicated that the separation was forthcoming because the agency had been at odds over the client's insistence on running campaigns that the agency did not approve.

Tidewater's broadcast activity has been largely in tv spot, which in 1961 totalled \$369,740, according to Television Bureau of Advertising. Network tv recently has been limited to sporadic participation in *CBS Reports*. The advertiser's product distribution mainly covers seven western states and the middle Atlantic states. Products include Flying-A-Gasolines and Tydol and Vee-dol motor oils and greases.

FC&B is definitely not closing the door to a petroleum account. The agency not only would like to handle another gasoline, but also wants to get back into beer advertising. Late last year it resigned the \$8 million Rheingold beer account.

AM Radio Sales plan answers media queries

A radio research plan that provides answers to national advertisers about specific media questions has been introduced by AM Radio Sales Co., New York. The station rep firm released a brochure on a specialized study based on the new research approach.

Called "Impressed With Impressions?", it consists of an analysis by the A. C. Nielsen Co. It compares the tv spot news schedule of a national advertiser to a proposed spot radio schedule on three competitive radio stations in the same market. Compared are total impressions, unduplicated homes reached, audience composition, number of viewers against listeners per home and frequency of exposure to commercial messages.

"The need for such specialized research," according to Wilmot Losee, president of AM Radio Sales, "has become more and more apparent."

Progress report on Sweeney successor

The committee to select a successor to Kevin B. Sweeney as president of RAB now hopes to find its man by this fall. That was the word last week as the committee, headed by RAB Board Chairman Frank P. Fogarty of Meredith Broadcasting, wound up a round of three meetings in New York. A statement issued through RAB said:

"The field of candidates and nominees has been reduced from approximately 40 to less than a dozen. Discussions with these nominees will

RAB sells six national advertisers

FOUR NEW TO THE MEDIUM, SWEENEY TELLS HIS BOARD

Six national advertisers will be on the air by mid-July in radio sales-effectiveness tests arranged through RAB's new Radio Test Plan and by December the number is expected to total at least 30, RAB President Kevin Sweeney told the semi-annual meeting of the bureau's board of directors last Friday.

He said those committed to start in July include four which currently spend no money in radio and two which are spending none in the markets they will be going into in the RTP tests. He did not identify the advertisers or the test markets, but said the advertisers include food processors, an airline, a toiletries firm and a household cleanser.

RTP, put into operation earlier this year, is a plan whereby major advertisers who are not heavy in radio agree to give the medium a substantial test in campaigns supervised by RAB. Stations getting RTP business agree to allocate 10% of the billing to RAB to help pay for the research to measure the campaign's effectiveness. By proving radio's selling power, RAB hopes to convert RTP advertisers into substantial users of radio on a regular basis.

Mr. Sweeney reported that RTP presentations have been made—with "extremely encouraging" results—to more than 60 advertisers representing a potential of at least \$85 million in billings for radio. He said that "we have already turned down more tests than we have accepted because many of the proposed tests would do little to prove or disprove the case for radio."

Department Store Story — Mr. Sweeney also disclosed that RAB's new department store radio advertising campaign (DSRAC) is now in operation in four markets and said RAB will shortly place proposals for the use of radio in amounts up to \$400,000 before department stores in the DSRAC cities.

proceed during the next few weeks in several cities.

"It is the intention of the committee to reach a decision by early fall. Kevin Sweeney's resignation becomes effective Feb. 28, 1963. This timing will permit the new chief executive to acclimate himself for several months while Mr. Sweeney is still available fulltime to assist him."

The selection committee consists of Mr. Fogarty, Harold Krelstein of the Plough Stations and Weston C. Pullen of Time-Life Broadcast.

Under DSRAC, RAB first sells and then guides major department stores through their first six months of radio advertising.

The RAB president told the board that 1962 will "clearly be RAB's record year for new membership: we expect more than 500 radio stations to join RAB in 1962—a figure that is 30% ahead of any single year in our 11-year history." Additions during the first five months of this year, he said, exceeded the total for the full year 1961.

The RAB board, headed by Frank P. Fogarty of Meredith Broadcasting, met in New York Friday. Its meeting was preceded by sessions of the executive and finance committees—and of the committee to choose a successor to Mr. Sweeney (see below).

WPIX says customers stampeding for 'Allen'

Summer selling for WPIX (TV) New York is paying off with results in connection with the new syndicated, 90-minute *The Steve Allen Show* (Mon.-Fri., 11 p.m.), which starts on the station June 25.

The program can accommodate a maximum 60 advertisers in a week. On the basis of what's spoken for, by last week WPIX was claiming the show to be three-fourths sold.

Latest big buyer (advertisers already include Procter & Gamble, Armstrong Rubber, Bristol-Myers, Colgate-Palmolive, General Foods and Johnson & Johnson among others) was Whitehall Labs' contract for participating 28 weeks placed through Ted Bates & Co.

Agency appointments...

■ The Westminster Corp., New York, appoints Weiss & Geller, that city, as its agency for four new wine and liquor products. The wine, a French aperitif, will be advertised on radio and tv.

■ Sarong Inc., New York, maker of women's foundations, appoints Young & Rubicam, that city. No specific media plans have been announced, but tv will be used.

■ The World of Food Inc., all-food pavilion at 1964-65 New York World's Fair, appoints Kenyon & Eckhardt, New York, as its agency.

■ Mitchell-Liptak Labs., Minneapolis drug maker, appoints John W. Shaw Adv., Chicago. Agency currently is buying radio-tv schedules in test markets for new products to be introduced this summer.

Me older brudder's pretty hot, too!



This is WDAY Radio's 40th year of being the biggest ladies' man (and biggest man's man, too!) in the Red River Valley's RADIO history.

But then, nine years ago, little WDAY-TV came along—and now little brudder is a bigger boudoir boy than *big* brudder!

Seriously—if you want a really interesting story, ask PGW about how WDAY started, 40 years ago this year, and all about what's happened during these four decades since. You'll be fascinated.

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives



Kiddie shampoo fun

Selling small fry on a hairwashing ordinarily is pretty difficult, but one tv advertiser is trying to do that with a little bit of fun.

A "fun concept" for children's shampoo has been developed by J. Nelson Prewitt Inc., Rochester, N. Y., which will introduce new Matey shampoo in a nationwide tv campaign next Wednesday (June 20), and continuing through Jan. 10, 1963. Matey commercials, as pictured above, demonstrate the comical hair-shapes children can create in the washing process, as well as "freedom from eye-sting and fast rinsing." The tv portion of the campaign will consist of up to five one-minute participations weekly in CBS-TV's *Captain Kangaroo* (Mon.-Sat., 8-9 a.m. NYT) and a spot schedule in leading children's shows (*Three Stooges*, *Mr. Magoo*, *Popeye* and others) in 31 markets. John W. Shaw Adv., Chicago, handles Prewitt's spot tv, and Hanford & Greenfield Div. of Hutchins Adv., Rochester, is the agency for network placements. The commercials are produced by Elliot, Unger & Elliot, New York.

- Regal Rugs Inc., North Vernon, Ind., appoints Ruben Adv. Agency, Indianapolis, as advertising and public relations counsel.
- Bravo Macaroni Co., Rochester, N. Y., appoints Hutchins Adv. Co., that city, to handle all advertising and public relations, effective July 1.
- Philippine Airlines appoints McCann-Erickson, San Francisco, as its agency in the U. S.

23 major firms back new marketing group

Charter companies in the formation this month of Marketing Science Institute, a non-profit marketing research group, have pledged nearly \$500,000 to support its work over a five-year period. MSI's operations were disclosed publicly for the first time last Thursday (June 14) by Dr. Wendell Smith, MSI president, who addressed a luncheon meeting of the New York chapter of the American Marketing Assn.

Mr. Smith said 23 major corporations, in the role of "charter trustees," have pledged \$20,000 each for research work in "developing and applying basic scientific techniques to solving marketing problems." The group's studies will be used by the companies for evaluation of their own operations, and the findings also will be freely disseminated "to get the widest possible distribution." MSI will not undertake contract work, he emphasized.

MSI's staff, initially four members, will be increased to 10 fulltime professional members by the end of the year, according to Mr. Smith. Offices have been opened at 3625 Walnut St., Philadelphia.

Charter sponsors are: Argus Corp., Armour & Co., Campbell Soup, Champion Paper, CBS Inc., Du Pont, Eastman Kodak, Ford Motors, General Electric, General Foods, Goodyear, IBM, Scott Paper, Sears, Roebuck & Co., Shell Oil, Smith, Kline & French Labs, J. Walter Thompson, Time Inc., S. C. Johnson & Son, Lever Bros., Monsanto Chemical, Reynolds Metals and United Air Lines.

Business briefly...

Muriel Cigars Div. of Consolidated Cigar Corp., New York, has bought a series of eight musical-variety specials on ABC-TV next season. The half-hour series, which begins on Oct. 21, stars Edie Adams. Agency: Lennen & Newell, New York.

Procter & Gamble, Cincinnati, will sponsor *Sir Francis Drake*, a new weekly series, which starts June 24 on NBC-TV (Sun. 8:30-9 p.m. EDT). Filmed in England, and starring Terence Morgan, the series is an International Telefilm Corp. production. It replaces *Car 54, Where Are You?* through Sept. 9. Agency: Leo Burnett Co., Chicago.

Dumas Milner Corp., Jackson, Miss., through Post, Morr & Gardner, Chicago, has bought 30-second and 60-second spots on four NBC-TV programs for Perma-Starch starting end of this month. Buy may be expanded later.

Plumbing Industry Progress & Educa-

tion Fund (P.I.P.E.), trade association of Southern California plumbing firms, is making its first use of radio in a 52-week campaign to start June 1 with news shows on 13 stations in that area, through David Olen Adv., Los Angeles. Agency President David Olen attributed P.I.P.E.'s entry into radio, involving an expenditure of over \$50,000, to the sales promotion efforts of the Southern California Broadcasters Assn., and the selection of news "because of its local interest and because it reaches the audience most likely to respond to the P.I.P.E. story."

Eastman Kodak, Procter & Gamble and Texaco Inc., each has bought one-third sponsorship of *The 3rd Annual Tv Guide Award Show* on NBC-TV Sunday, June 24 (9-10 p.m. EDT). Agencies: J. Walter Thompson (Kodak), and Benton & Bowles (P&G and Texaco).

H. J. Heinz Co., Pittsburgh, is planning a prime time spot tv campaign for both its regular products and its new baby food in the firm's "principal U. S. markets." Agency: Maxon Inc., Detroit.

Newcomer Allerest buys heavily in tv

Pharmacraft Labs, New York, whose Allerest allergy tablets went into national distribution last April, has set up a saturation tv campaign—both network and spot—to promote its remedy for hay fever victims.

Along with an eight-week 85-market spot tv drive in August and September, Allerest will sponsor three ABC-TV one-hour specials in a four-day period. The specials, "Invitation to Paris," "The Bing Crosby Show" and a Shelley Berman one-man show, will be presented in August and September.

Including participations in 12 ABC-TV series for two of its other products, Fresh deodorant and Ting athlete's foot remedy, Pharmacraft's summer network investment exceeds \$2 million. Agency: Papert, Koenig, Lois Inc., New York.

Berlitz unit to aid in international field

Berlitz, a name synonymous with the teaching of foreign languages, has entered the international advertising field.

Berlitz International Consultants has been organized to advise American firms doing business abroad in the preparation of their advertising materials. BIC, under the direction of Dr. Max Lekus, is located at 630 Fifth Ave., New York.

Designed to work with existing advertising and public relations firms, BIC will analyze and advise on copy, art and media in foreign markets, with regard to local, national, religious and other group customs and taboos.

New RCA Cartridge Tape System with "TRIP CUE"



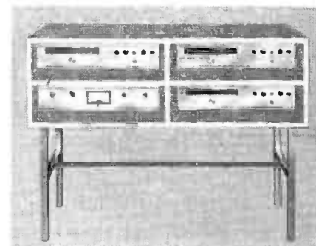
Here's the cartridge tape system with something new—*trip cue*! This unique feature allows you to record a special trip-cue tone that, during playback, can be used to start the next device in an automatic or semi-automatic system, with split-second timing. (In TV operations it may be used to advance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

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

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



The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA



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

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

On tv the 'lending' is easy for Xerox copying machine

Why advertise an office copying machine on network tv?

Xerox Corp., Rochester, N. Y., is spending about a half-million dollars a year on *CBS Reports* because it believes that once its No. 914 copier is seen, it will sell itself.

In an inter-office memo made available last week, Xerox's agency, Papert, Koenig, Lois, New York, explained its advertising strategy by noting documentary or public service tv is an "ideal vehicle" for the No. 914 "in terms of the selective audience reached, ability to demonstrate the machine and the corollary benefit of building a Xerox corporate image. An advertiser with a limited range of prospects . . . can take advantage of the dynamics of television and still fulfill its primary aims. We believe . . . that *CBS Reports* has very definitely fulfilled these objectives."

Bob Muir, Xerox account executive at the agency, said the program represents an attempt to buy tv on a selective, almost magazine type basis. No print ad, he said, could possibly come near tv. "It's impossible to demonstrate in print." He noted, however, that about 60% of Xerox's budget goes to print because it's the "coordination between media" that sells: A print ad makes the reader think and understand the product, and tv demonstrates it.

Xerox, which never advertised in television before it appointed PKL a year ago, has been buying monthly half-sponsorship of *CBS Reports* since last November. It originally bought the show on 32 stations and has increased its coverage to 76 cities.

Mr. Muir said Xerox is not "selling" its No. 914 copier on tv—it's "lending" it. The copier is "lent" to a business firm, and the company pays for the copies it makes—a min-



The still above, from one of Xerox's "CBS Reports" commercials, points out the versatility of the No. 914—

imum of \$95 a month for the first 2,000 copies. An indicator at the bottom of the machine tells exactly how many copies were made during any given month, and the firm "borrowing" the machine pays only for them.

Although Xerox would not divulge its exact sales or "lending" increase since the beginning of the *CBS Reports* schedule, the PKL inter-office memo noted, "Combined with the sales results . . . achieved, there is little doubt that public service programming in television can deliver the right audience with the same dynamic impact it has on a broad national scale."

CBS Reports is moving from its present Thursday, 10-11 p.m. slot to Wednesday, 7:30-8:30 p.m. next fall, and this move has caused PKL

it will even copy a three-dimensional rag doll, and is simple enough for even the little girl to operate.

and Xerox to evaluate the new time period before renewing the show. Mr. Muir felt, however, the change in day and time could not lessen the program's effectiveness because it has a "devoted, hard core audience." A definite decision on renewal will be made "soon."

Xerox is one of three photocopy companies that have used tv recently. The others are American Photocopy, which reportedly spent almost \$11,000 (about 10% of its ad budget) in the Dave Garroway *Today* show in 1961 and has not advertised in tv so far in 1962; and Minnesota Mining & Manufacturing, which, it is estimated, spent almost \$18,000 in spot tv in 1961 (against its total estimated budget of \$561,000). MMM is not using the medium this year.

Also in advertising...

Rates up ■ WABC New York will increase advertising rates on July 1, it was announced last week. In a letter to the advertisers, John J. McSweeney, sales manager, explained that boost in rate card No. 24 is based on "an average increase in audience of over 250%" in the last 18 months. Orders received on or before July 1 will be accepted under the old rates if the schedule begins on or before Aug. 1. Advertisers on the station before July 1 will be protected for six months from the date of the rate increase. Sample card rate

change: a weekly schedule of 24 one-minute announcements in prime time (6-10 a.m.) will go up from \$51 per spot to \$70 per spot.

Station brochure ■ The completion of a comprehensive station brochure designed to provide advertisers with pertinent and detailed Los Angeles market and station information has been published by KABC, that city. In addition to detailing aspects of the station's programming, the 63-page brochure also presents a profile of the metropolitan area, studies in population growth, racial and age characteristics, buying

power and many other areas of interest to the potential advertiser. Copies of the book are available upon request.

Article on Fredericks ■ The commercial successes and regulatory headaches of Carlton Fredericks, who voices the syndicated *Living Should Be Fun* radio series, are described in the June 16 issue of *Saturday Evening Post*. The article, written by John Kobler, describes some of the steps taken by Food & Drug Administration and the FCC in connection with the broadcasts of "America's Foremost Nutritionist," as he describes himself.

KDAL **Duluth-Superior** **Plus*** NOW 63rd IN AVERAGE HOMES DELIVERED!

*KDAL-TV now delivers Duluth-Superior plus coverage
in three states and Canada—through a recently completed chain
of fifteen new, licensed “translator” stations!

With this unique operation, KDAL's picture is clearly received by
such distant communities as Fort William and
Port Arthur, Ont. (211 miles), Walker, Minn. (136 miles),
International Falls, Minn. and Fort Frances, Ont. (168 miles),
Bemidji, Minn. (155 miles) and White Pine, Mich. (110 miles).

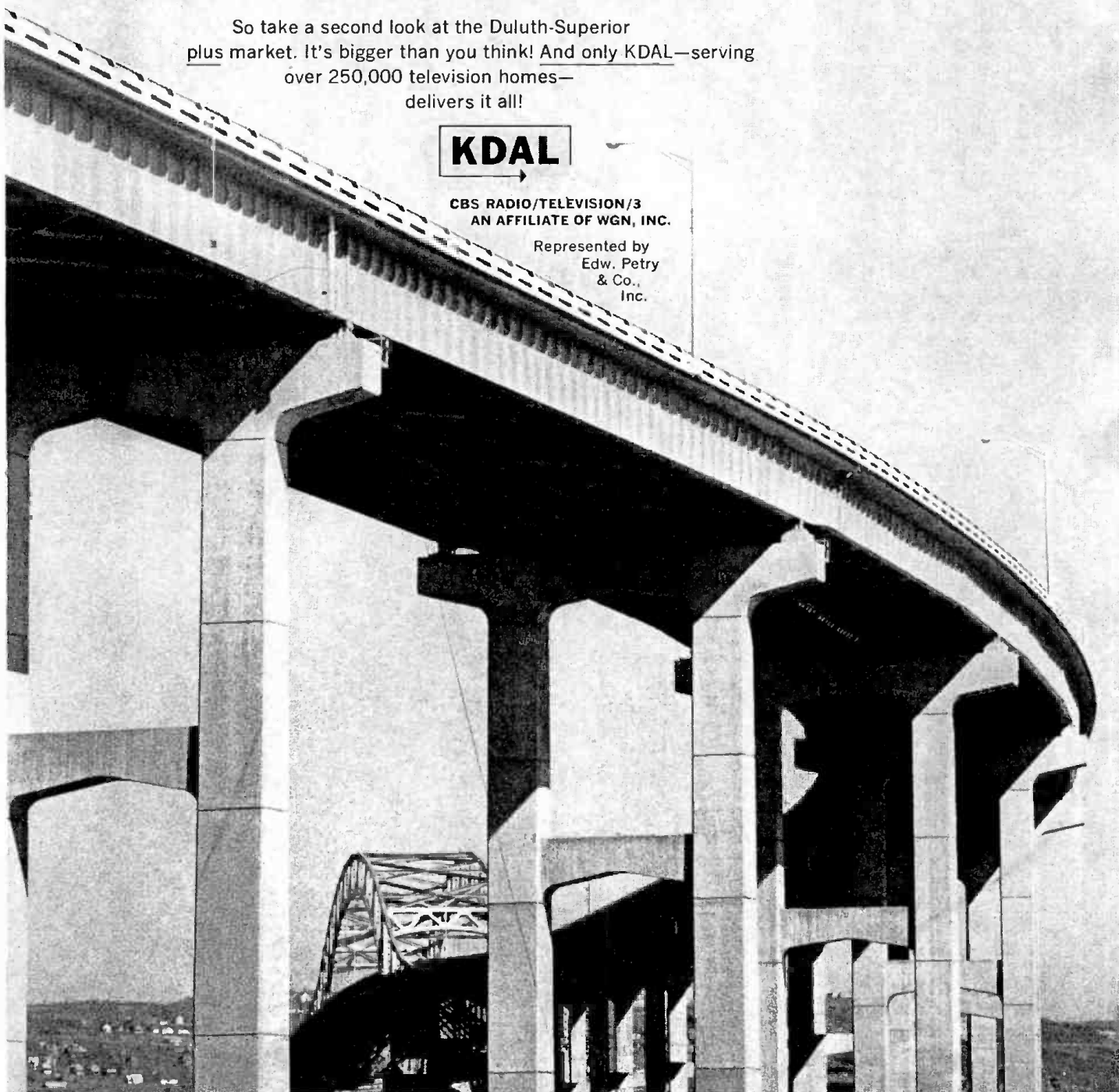
This very important plus ranks KDAL 63rd
among CBS affiliates in average homes delivered! (ARB—Nov. 1961)

So take a second look at the Duluth-Superior
plus market. It's bigger than you think! And only KDAL—serving
over 250,000 television homes—
delivers it all!

KDAL

CBS RADIO/TELEVISION/3
AN AFFILIATE OF WGN, INC.

Represented by
Edw. Petry
& Co.,
Inc.



Uhf-vhf set bill whizzes by Senate

HOUSE AGREEMENT NEEDED ON MINOR CHANGE BEFORE PRESIDENT SIGNS

The FCC-backed all-channel tv receiver bill, by which it's hoped to break the long-standing uhf-vhf impasse and which may have a profound effect on the future growth of television, passed the Senate easily last week, well on its way to becoming law. House agreement is needed to a minor Senate amendment.

The bill (HR 8031), which would authorize the FCC to require that all sets shipped in interstate commerce or imported into this country be equipped to receive both uhf and vhf signals, is intended to popularize the upper-band channels long shunned by broadcasters.

Proponents of the measure say such a development will lead to a truly nationwide television system, using all 82 channels and providing a far more diversified service than that available from the tightly packed 12-channel vhf system now dominant through most of the country.

The FCC has labeled the bill its "No. 1" legislative proposal for this session of congress. But the commission got help from a host of other interests which, for different reasons, generated considerable support for the bill.

Anticlimax ■ As a result, the Senate action was anticlimactic. Sen. Norris Cotton (R-N. H.), denounced the bill as one that "sets a dangerous and far-reaching precedent." He said the bill would take from consumers their freedom of choice. Sen. Roman L. Hruska (R-Neb.) said the bill amounts to an attempt to "legislate a market" for uhf television sets.

But both conceded theirs was a losing cause. Only a handful of senators was on the floor during the debate and participated in the voice vote that followed.

The measure, which passed the House by a vote of 279-90 (BROADCASTING, May 7), goes back there for concurrence in a Senate-approved amendment specifying that the receivers be capable of "adequately" receiving both uhf and vhf signals. The word was inserted to make sure the commission has authority to insist that the sets give satisfactory service.

Sen. Cotton said the bill would add \$25 to the cost of each television set, a total cost of \$150 million a year at the current sales level. Many consumers, he added, will neither want nor need the uhf tuner.

Small Price ■ But Sen. John O.

Pastore, chairman of the Communications Subcommittee, said the additional cost is a small price for unlocking 70 new channels of television. He also said the additional cost is expected to be reduced once the sets are in full mass production.

The bill was also supported by New Jersey's two Senators, Harrison A. Williams Jr. (D) and Clifford Case (R). Both said it would have a special benefit for their state, which is without a television station of its own. The state has 13 unused uhf allocations.

The full effect of the bill on uhf television is not expected to be felt for several years, perhaps as many as six. The commission presumably will meet with set makers before beginning to implement the legislation; it will then take time for the manufacturers to retool. After that it will be largely a matter of how fast existing sets wear out and are replaced.

James D. Secrest, executive vice president of the Electronic Industries Assn. which opposed the all-channel tv set bill, said that the industry is "naturally disappointed" but will now cooperate with the FCC to "provide a

smooth transition from the present production and marketing of vhf receivers to all-channel sets."

In a related development, Admiral Sales Corp. announced that its 1963 line of tv receivers will be easily adaptable to uhf reception. Carl E. Lantz, president, said the sets will have a turret tuner in which four uhf strips can be installed without special tools.

Action Needed ■ Sen. Pastore, told the Senate the history of uhf television dictates the urgency of the bill. Of 1,544 uhf allocations, he said, only 103 are being used. More than 100 other uhf stations were on the air but were forced to go dark because of an inability to attract advertising revenue, he added.

Sen. Pastore said "the heart" of the dilemma is the scarcity of sets capable of receiving uhf. Some 55 million receivers are in use, but only about 9 million can receive uhf, he said. The practical effect of this, he said, is that uhf stations simply can't compete with vhf stations in their market.

He said the bill would be of considerable benefit also to educational television. Congress earlier in the session enacted a \$25 million program of aid to etv. But 187 of the 279 channels reserved for etv are in the uhf band. In addition, educators have said they will need another 900 channels, more than 800 of them in uhf.

"Therefore," he said, "it becomes obvious that this legislation . . . ties in significantly" with the etv program. "For even in areas where there is extensive commercial vhf service, the all-channel television receiver legislation would help create the type of circulation which will permit the development of the educational television broadcasting stations that use uhf channels."

The FCC has been urging all-channel legislation as a way out of the vhf-vhf impasse for the past several years. But it never found much enthusiasm for the bill on Capitol Hill. When the proposal was introduced last year, it wasn't given much chance of passing.

Tide Turns ■ Then last summer the commission proposed deintermixing eight markets as a means of attacking one segment of the uhf problem. Suddenly the atmosphere surrounding the all-channel bill changed.

The deintermixture proposal had frightened the vhf broadcasters involved and infuriated their congress-

WMCA's success

A New York radio station, carrying its editorializing policies into action, won a victory last week when the U. S. Supreme Court ordered a lower federal court to consider a suit filed by WMCA Inc. (WMCA New York) and five of its staff to force New York State to revise its apportionment policies for the state legislature (BROADCASTING, April 9). The WMCA suit was dismissed in the New York District Court earlier this year on the ground that the federal courts have no jurisdiction over state apportionment policies. Last week's Supreme Court one-page, unsigned order, told the New York federal court to consider the complaint in the light of the Supreme Court's March 26 decision in the Tennessee apportionment case. Only one justice dissented in the WMCA case; this was Justice John Marshall Harlan who criticized the court for not setting guidelines for lower courts on how to measure the constitutionality of state districts.



The interesting migration habits of the red-blooded* vacationing consumer

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*A story with a moral for all whose avocation is moving people . . . but whose vocation is moving products.

men. In the next few weeks, a dozen bills were introduced aimed at blocking implementation of the deintermixture plan. But many of these, as an alternative solution to the uhf-vhf problem, incorporated the FCC's all-channel legislation.

During the Senate and House hearings on these measures, a long line of witnesses representing the networks. NAB, The Assn. of Maximum Service Telecasters, individual broadcasters and state and local officials urged enactment of the all-channel bill. Not all of the witnesses were opposed to deintermixture. The ABC network, for instance, favored it. But most opposed it.

Dilemma ■ This confronted Congress with a dilemma of its own. Such key figures as Sen. Pastore, Sen. Warren Magnuson (D-Wash.), chairman of the Commerce Committee, and Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, didn't like the all-channel bill. But deintermixture was even less acceptable. Their committees had long urged the FCC "to do something" about the uhf-vhf problem; so the all-channel bill was on its way to enactment.

FCC AGREES BROWN WASN'T IMPROPER

Tentative decision clears WSPA-TV owner of allegations

By staff instructions the FCC indicated last week it agrees with the Broadcast Bureau and Chief Hearing Examiner James D. Cunningham that Walter J. Brown, owner of WSPA-TV Spartanburg, S. C., is not disqualified to be a licensee and that he did not make improper off-the-record contacts with commissioners (AT DEADLINE, June 11; BROADCASTING, Dec. 25, 1961).

If the FCC acts on this tentative decision, it will be another step toward unsnarling a case that has been before the commission and the courts since 1954.

The commission reportedly was unanimous in its tentative conclusion.

The original 1953 construction permit for WSPA-TV specified a transmitter site on Hogback Mountain. In 1954 the station applied for a modification of permit to operate from Paris Mountain (from which it has operated since) and the application was granted without a hearing.

The grant was protested by WAIM-TV (ch. 40) Anderson, S. C. The FCC held a hearing and affirmed the grant; the Court of Appeals reversed that decision and remanded the case to the FCC. Again the FCC approved the site change; again the court supported WAIM-TV's protests and remanded the case. One of the issues ordered for a

To the vhf broadcasters, the immediate and most important consideration is that the all-channel bill means protection, for at least five years from any more FCC deintermixture proposals.

The Senate and House commerce committees, heeding the plea of the FCC, didn't include an anti-deintermixture provision in the legislation they approved. The commission said such a provision would deny it the "flexibility" it feels it needs. But both committees were given the commission's word, in writing, that it would not attempt any new deintermixture moves until the effectiveness of the all-channel bill in assisting uhf television could be determined. Both committees interpreted this to mean from five to seven years.

Senate Minority Leader Everett Dirksen (R-Ill.) briefly revived the issue during the Senate debate, urging an amendment that would explicitly prohibit the commission from proceeding with any deintermixture action without authorization from Congress. But he withdrew his proposal after Sen. Pastore informed him of the Commission's promise.

1958 hearing was whether Mr. Brown possessed the character qualifications to be a licensee.

A hearing examiner in the 1958 hearing ruled out as irrelevant WAIM-TV's questions about Mr. Brown's alleged off-the-record contacts with commissioners. The examiner ruled that since the contacts took place when the case was in the court and not before the FCC, Mr. Brown's actions were not inconsistent with the FCC's adjudicatory processes. The initial decision set aside the modification of construction permit which authorized moving the transmitter site from Hogback Mountain to Paris Mountain, but found nothing to warrant Mr. Brown's disqualification as a licensee.

In 1961 the FCC decided WAIM-TV's allegations that Mr. Brown made improper contacts should be resolved in a hearing.

The apparent result of the supplemental hearing is to affirm the original hearing examiner's judgment—that Mr. Brown's conversations with commissioners were not improper because the case was then under a court's jurisdiction and because Mr. Brown did not attempt to discuss the merits of the case or to improperly influence the commission. The commission's tentative decision also upholds the examiner's recommendation setting aside the grant

Sponsorship is not

FCC Chairman Newton N. Minow indicated last week the commission may be preparing to drop its long-held concept that a sustaining program is, by its nature, more likely to be in the public interest than one that is sponsored.

Mr. Minow, interviewed by Sen. Harrison Williams Jr. (D-N.J.) for a program taped for broadcast Saturday (June 16) over WCAU-TV Philadelphia and WJRZ Newark, was asked whether sponsors are interested "in the better arts rather than the baser arts."

Mr. Minow said there are signs this is so. Then he added:

"One thing we're trying to do at the commission is to abandon the idea that a non-sponsored program is necessarily a better program than a sponsored one. We're trying to encourage the mixing, if you will, of sponsorship with quality and not regarding it as anything inconsistent."

Mr. Minow's comments appeared to offer encouragement to broadcasters who feel the commission need not inquire into whether their programs are sponsored or not. Industry and NAB officials want a question relating to this subject eliminated

of transmitter site change.

WSPA-TV has an application pending before the FCC to move its transmitter and antenna to Caesar's Head Mountain and to increase antenna height and power. Although the application was filed over two years ago, the FCC has declined to process it while the character issue was in question.

FCC will probe pact for South Miami ch. 6

The FCC intends to investigate circumstances of an agreement under which the favored applicant for ch. 6 South Miami-Perrine, Fla., withdrew in exchange for partial reimbursement of expenses and an option to buy 7% of the other applicant's stock if the FCC approves (BROADCASTING, May 7, 14, June 11).

The commission stayed the effectiveness of an order by Chief Hearing Examiner James D. Cunningham which approved an agreement between South Florida Amusement Co. and Coral Tv Corp., providing for South Florida to drop from the contest and Coral to reimburse \$65,000 of its expenses. The order granted ch. 6 to Coral.

Subject to Review ■ The chief hearing examiner has power delegated to

necessarily sinful, FCC's Minow tells Sen. Williams

from the commission's proposed program renewal form. But some commission officials were thought to feel the query is needed to encourage local programming (CLOSED CIRCUIT, June 11).

In another taped congressional interview, Chairman Minow stated that "we would like to see" a minimum of five tv stations in metropolitan areas. He said this would permit representation of all three networks, an independent station and an educational station. The chairman said he thought enactment of the pending all-channel set legislation would be helpful in making more five-station markets a reality. He was interviewed by Rep. Harold C. Ostertag (R-N.Y.) for a program shown on WROC-TV Rochester and WBEN-TV Buffalo.

In other comments to Sen. Williams, Mr. Minow said he sees evidence of a coming boom in educational television and of an improvement in commercial television's public affairs and entertainment programming.

Mr. Minow said the commission has been "besieged" with requests for assistance from stations anxious to take advantage of the new \$25



The senator and the chairman at the taping

million federal aid to etv program. He said he hopes this interest will lead to a nationwide etv network.

Since his "vast wasteland" speech, Mr. Minow said, broadcasters have reappraised their "responsibility to the public" in the field of public affairs programming. "I think this

whole stirring-up process has been a healthy thing," he said.

In this connection, he restated his view that broadcasters should editorialize. This is particularly important in view of the decreasing number of cities with competing newspapers, he said.

him by the commission to make grants when only one applicant remains. But such grants are subject to commission review and in this case the members decided they wanted to take a closer look.

The FCC on March 15, 1961, ordered a document drafted which would make final the grant of ch. 6 to South Florida. Coral asked the commission to reopen the record and take testimony on allegations that Sherwin Grossman, principal owner of South Florida, had sent forged letters to the FCC in connection with a campaign asking the FCC to modify Mr. Grossman's uhf station WBUF-TV Buffalo (now-defunct) to vhf.

The FCC refused Coral's request to set aside a grant and reopen the case (BROADCASTING, Sept. 11, 1961) but a month later granted a similar request by the Broadcast Bureau. The case was remanded to a hearing examiner for the purpose of taking evidence on Mr. Grossman's character qualifications to be a licensee in view of the forgery allegations.

Joint Plea ■ In May Coral and South Florida filed a joint petition asking the FCC to approve an agreement whereby Coral would reimburse South Florida \$65,000 and South Florida would withdraw. Mr. Grossman was to re-

ceive an option to buy 7% of Coral at an unspecified future date.

The Broadcast Bureau recommended approval of this agreement, provided that it was conditioned to forbid Mr. Grossman from buying stock in Coral without clearing himself first with the FCC. Examiner Cunningham, after ascertaining that South Florida's \$65,000 expense was "prudent and legitimate," approved the deal, and included the requested condition.

NEW LOOK AT WAVY-TV Management, program policies being investigated by FCC

It seems as if a renewed license doesn't guarantee freedom from FCC queries, especially about programming.

That appears to be the most significant development in the FCC's investigation of WAVY-TV Norfolk-Portsmouth, Va., ordered last month (BROADCASTING, June 4).

The FCC inquiry is primarily directed at allegations that WAVY-TV made misrepresentations concerning management personnel. Involved are the positions and terms of Carl J. Burkland, first general manager of the station; J. Glen Taylor, present president and general manager, and Hunter C. Phelan,

first president of the licensee.

Riding on the outcome of the inquiry is the sale of WAVY-AM-TV to Gannett Co. (WHEC-AM-TV Rochester, N. Y., and other stations) for \$4.5 million. Also involved is the payment of \$98,750 to Beachview Broadcasting Co. for out-of-pocket expenses incurred in prosecuting its original application for ch. 10 in 1956 and in protesting the WAVY-TV license renewal in 1960. The commission renewed WAVY-TV's license Sept. 28, 1960.

In its May 31 letter of inquiry to Tidewater Teleradio Inc., the licensee of WAVY-AM-TV, the FCC asked the station to resubmit the program logs originally filed with its 1960 renewal application. The agency also asked that additional program logs be filed—for the week of Aug. 24-30, 1961; for the composite week of 1960-61, and for the week of March 11-17, 1962.

The commission's interest in WAVY-TV's programming arises from charges, some made by Beachview, that the Virginia station failed to broadcast "at any time during the 1957-1960 license period a huge majority of the local live programs you proposed."

The commission said that it noted in reply pleadings at license renewal time that WAVY-TV did not deny this allegation. "In view thereof," the commis-

sion said, "a question is raised whether the general manager and other principal stockholders situation resulted in or contributed to this deviation between program proposals and actual operation."

Management Question ■ The FCC's principal interest is in who was managing the station during the first three years of its existence. Mr. Burkland was the original general manager; Mr. Taylor originally came in as a consultant, and Mr. Phelan was the first president. The commission claims that the changes in management personnel and of the presidency were not reported at the proper time.

The commission indicated that it relied significantly on the presence of Messrs. Burkland and Phelan and the positions they were to occupy in choosing Tidewater over Beachview in 1956. Compounding the problem, according to the FCC, is the fact that the commission stressed this very element in briefs and arguments before the federal courts in opposition to the Beachview appeals which sought to overturn the 1956 grant.

Good Faith ■ All of these raise questions regarding the character qualifications and good faith of Tidewater, the FCC said. The commission asked: Do these actions in some instances constitute misrepresentation or deception?

Tidewater was given 30 days to answer the bill of particulars in the May 31 letter.

Biscayne goes to court to keep ch. 7 grant

Biscayne Television Corp., licensee of WCKT (TV) Miami on ch. 7, has gone to court to fight FCC's action to force that company to surrender the vhf grant.

In a petition June 7 to the U. S. Court of Appeals in Washington, Biscayne charged that the FCC erred in an order last year which vacated the 1956 grant to Biscayne and awarded ch. 7 to Sunbeam Television Corp. (BROADCASTING, July 31, 1961).

The reversal came after a hearing before a special FCC examiner on charges that Biscayne, East Coast Television Corp. and South Florida Television Corp. (all applicants in the original comparative hearings) engaged in *ex parte* communications with former FCC Commissioner Richard A. Mack before the final grant. The examiner held, and the commission agreed, that all the original applicants except Sunbeam made off-the-record contacts.

The WCKT owners charged in their appeal that the FCC's grant to Sunbeam is not supported by substantial evidence, that the commission cannot revoke a license without a specific hearing on that issue, that the FCC's 1961 vote was

invalid since it was not adopted by a majority of a legal quorum of the commission, and that the commission ignored charges of concealment and misrepresentation against Sunbeam principals.

The 1961 vote was 5-1, Commissioner Robert E. Lee dissenting. Commissioner

T. A. M. Craven abstained.

Biscayne is owned by principals of the *Miami News* (Cox) and *Herald* (Knight); Niles Trammell, former NBC president, holds the balance of the stock (15%). Biscayne also owns WCKR-AM-FM Miami, not affected by the decision in the tv case.

WFGA-TV INITIAL DECISION DISPUTED

FCC General Counsel's office wants to summon Mack

Furious with an initial decision finding WFGA-TV Jacksonville, Fla., innocent of improper *ex parte* activities, the FCC General Counsel's office last week asked the commission to reopen the record so it may call in person several witnesses, including former Commissioner Richard A. Mack, whose written documents the counsel claims the examiner ignored.

The initial decision by Chief Hearing Examiner James D. Cunningham recommended that WFGA-TV be held blameless of improper conduct in the Jacksonville ch. 12 proceeding but that the grant be made void in light of *ex parte* representations made to Commissioner Mack by two losing applicants, Jacksonville Broadcasting Co. and the city of Jacksonville. He further recommended that those two applicants be disqualified (BROADCASTING, April 16).

The FCC counsel's office said the examiner had been unfair and legally wrong to accept certain documents as evidence and then to ignore them in reaching his conclusions. If the examiner had not accepted the documents as evidence, counsel would have had the right to present argument as to their validity; by admitting them and then ignoring them, the examiner deprived counsel unfairly of its right, the FCC counsel maintained.

The primary exception taken to Mr. Cunningham's decision was that he had given no weight to entries in Mr. Mack's office diary. This diary was established as acceptable evidence in the trial of Thurman A. Whiteside for allegedly conspiring with Commissioner Mack to throw the ch. 10 Miami grant, the counsel's office said. It said that if counsel had known the Mack diary would be ignored it would have called the former commissioner and his secretaries to the stand to verify that alleged agents of WFGA-TV had made *ex parte* representations. Thinking the diaries were acceptable, the counsel felt that direct testimony would only be cumulative and repetitive, the FCC branch said.

Since the diary and other documents were ignored, the counsel's office said, it wants the record reopened to take direct testimony from the authors.

The Jacksonville ch. 12 proceeding

"goes beyond a question of the rights of private parties and concerns a possible wrong or fraud against a public agency going to the integrity of its adjudicatory processes," the general counsel stated. For this reason, he said, FCC consideration of the validity or invalidity of the examiner's exclusionary rulings after the hearing have paramount importance and the FCC has a duty to reopen the record.

The counsel's office also criticized Mr. Cunningham's decision for accepting testimony of witnesses which was allegedly in conflict with other statements they had made or with general credibility. The witnesses cited were those the counsel claimed had contacted Commissioner Mack on behalf of WFGA-TV to influence his vote.

Wilson ch. 10 replies to rivals' petitions

WLBW-TV Miami has replied to two of its rivals for ch. 10 who have asked the commission to waive its rules regarding specification of transmitter sites.

The applicants, South Florida Tv Corp. and Civic Tv Corp., became targets of WLBW-TV's ire after each asked permission to negotiate with L. B. Wilson Inc., licensee of WLBW-TV, for its facilities in lieu of his own proposed site, if he should win ch. 10. Such permission is without precedent, WLBW-TV claimed.

In specific opposition to Civic Tv's petition, which not only mentions the possibility of negotiating for WLBW-TV's facilities, but also for others, the station said the "infinite number of hypothetical possibilities would have to be weighed with regard to each possible site. If the commission should grant the Civic application, it would not know what it was granting."

South Florida came under a slightly different kind of fire because, according to WLBW-TV, its petition questioned Wilson's rights as licensee of ch. 10. L. B. Wilson emphasized it is the licensee of WLBW-TV and is entitled to "every right, benefit, and privilege which any other licensee of any other facility in the country may enjoy at

250
BC-250T

500
BC-500T

1,000
BC-1T

5,000
BC-5P-2

10,000
BC-10P

20,000
BC-20C

50,000
BC-50C

100,000
BC-100C

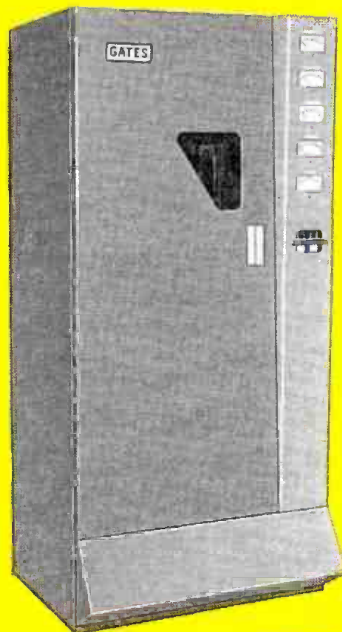
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When you buy Gates equipment — from 250 to 100,000 watts — you know that each transmitter represents an accumulation of 40 years of specialized broadcast engineering experience. This is why Gates is the world's largest manufacturer of AM broadcast equipment, as shown by the examples below.



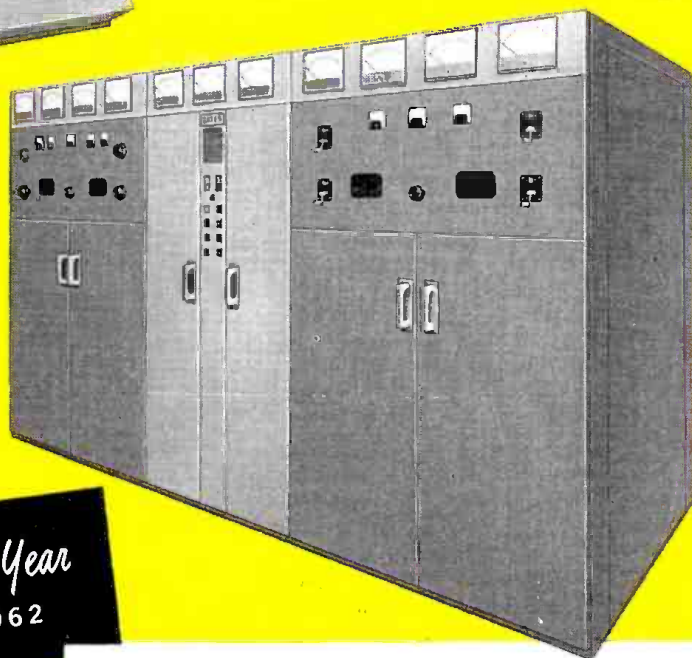
BC-1T 1 KW AM Transmitter

Used by more 1000 watt AM stations than any model in the history of broadcasting.



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renewal time." Wilson objected to what it termed an "implication" by South Florida "that it would be a breach of 'good faith' to treat the Wilson renewal application as what it is, namely, a renewal application." WLBW-TV also objected to South Florida's "emphasis upon the 'default' award" to L. B. Wilson Inc., stating that there was no more default than in any other commission grant to an uncontested applicant.

WLBW-TV claimed that granting South Florida's petition would only add confusion to the case because South Florida would be negotiating for facilities which "may or may not be available."

The other applicants for the ch. 10 allocation are Public Service Tv Inc., former licensee, which seeks the old WPST-TV facilities, and Miami Tv Corp.

Rochester decision stands

The U. S. Court of Appeals in Washington last week upheld the FCC's decision in 1961 to add ch. 13 to Rochester, N. Y., as a commercial facility rather than to reserve it for educational use only. A three-judge court held that the FCC was within its rights in deciding that there was greater need for a third competitive vhf commercial channel in Rochester than for a vhf educational channel. It pointed out that there was already a uhf reserved channel for education assigned to the city but unused. The court also noted that the Rochester Educational Television Assn. had applied for ch. 13 and would be considered for that facility with the 10 other applications already filed. The

appeal was made by the Rochester group and the Joint Council on Educational Broadcasting. The decision was written by Chief Judge Wilbur K. Miller, for himself and Circuit Judge Warren E. Burger. Circuit Judge George T. Washington filed a concurring opinion.

Movie group opposes Denver pay tv

Denver theatre owners last week asked the FCC to deny the application of KTVR (TV) Denver to run a three-year pay tv test in that city, or at least to hold a hearing on it before granting the request.

Among the questions raised by the Denver Committee Opposed to Pay TV, representing 12 theatre firms owning 32 movie houses in Denver, is a new facet of the subscription tv service:

Can the FCC approve this application without holding a rate-making hearing on the charges the telephone company is making to the franchise holder for the use of telephone lines to carry the audio portion of the pay tv program?

KTVR plans to use the Telelobe system of subscription tv. This proposes to broadcast in the clear the video portion of the program, but to transmit the sound element over telephone lines to subscribers' homes. The application for FCC permission to operate the Telelobe system in Denver was filed March 30 (BROADCASTING, April 2).

In discussing the telephone company-franchise holder agreement, the Denver theatre owners raise the propriety of the rates to be charged by the telephone company to the franchise holder which, in turn, sets the rates to be passed on to the subscriber. In the application, this figure is estimated to be \$3.25 monthly. No basis is given as to how this fee is arrived at, the theatre owners say, and the FCC must hold a regular rate-making proceeding to determine this.

Other objections raised by the Denver theatre owners requiring a denial of the application or a hearing, according to their petition:

- More than 800,000 Denverites will be deprived of a tv service without any showing that equivalent service is available from other stations in the area.

- The application fails to detail program specifics for the pay tv service.

- The proposed test is too limited since it plans to serve only 2,000 customers and cover only one-quarter of Denver metropolitan area.

- No licensee responsibility is apparent from the application. The franchise holder, Telelobe-Denver Corp., will own and operate all the equipment for transmitting the pay tv programs and will procure all program material. The

telephone company, Mountain States Telephone & Telegraph Co., will own and control the lines over which the aural portion of the signal will be transmitted. This turns the licensee into "a mere *rentier* who has bartered its franchise to others and turned over to them virtual control of its operation," the petition reads.

Telelobe-Denver Corp. is a combination of Telelobe Pay-TV System Inc., originators of this system of subscription tv, and Macfadden-Bartell Corp., owners of the Bartell group of broadcast stations. KTVR is owned by J. Elroy McCaw, who is selling the Denver station to Bill Daniels for \$2 million. This transfer is still awaiting FCC approval.

The Denver application is the second request to operate a pay tv service. The first, in Hartford, Conn., has been challenged by Connecticut theatre owners who have asked the U. S. Supreme Court to review the FCC's grant. The Hartford Phonevision operation is due to start June 29.

Oklahoma station fined \$1,000 for early sign-on

KOLS Pryor, Okla., got a bill for \$1,000 from the government last week. The station was ordered by the FCC to forfeit that amount for operating before local sunrise. The commission informed the station of apparent liability March 28, citing early sign-ons in violation of NARBA, the U. S.-Mexican Agreement and FCC rules (BROADCASTING, April 2).

L. L. Gaffaney, owner of KOLS, did not deny liability but argued that because the violation was not committed to obtain additional income, and because the illegal operation was curtailed immediately after the commission told him of his violation, the fine should be reduced. He said his station only wanted to render a public service with its early morning broadcasts.

The commission told Mr. Gaffaney this response "did not present new evidence which would warrant the amount of the forfeiture being reduced."

The deepfreeze stays shut

A federal court last week turned down a request that the FCC be required to accept an application for an am radio station filed after the May 10 freeze imposed on radio applications. A three-judge panel acting for the full U. S. Court of Appeals in Washington denied a request that the court order of the FCC to accept an application from Fleet Enterprises for 50 kw daytime on 1070 kc at Greenville, S. C., filed May 14. Fleet hasn't exhausted its administrative remedies, the court said. The commission has neither accepted nor rejected the Fleet application.

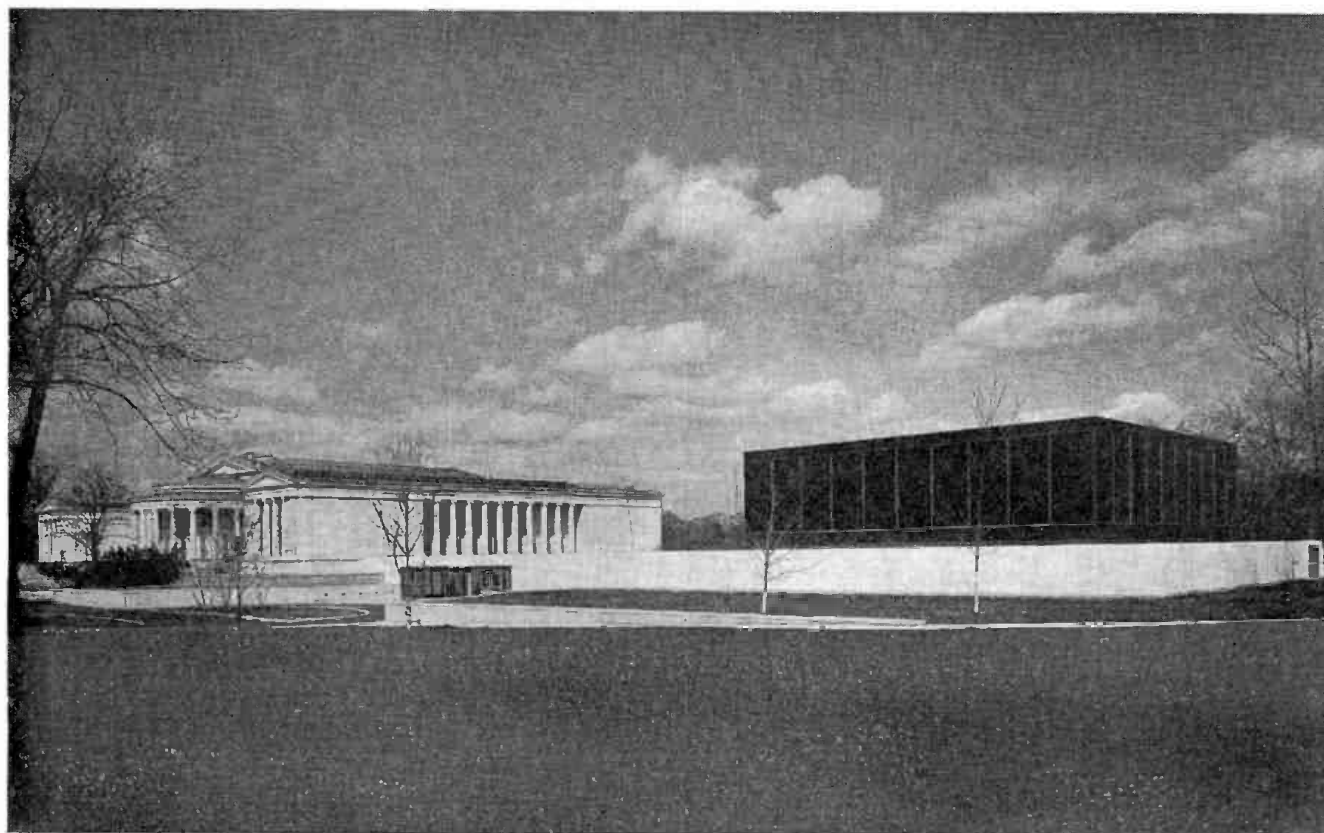
FTC: more, please

During a five month period last year, the Federal Trade Commission's reviewers scanned 163,910 radio and tv scripts and 127,052 pages of newspaper and magazine pages looking for deceptive advertising. Out of this bulk, 17,330 advertisements were segregated for further examination.

But, FTC officials told the House Appropriations Independent Offices subcommittee last January (and released last week), the volume of broadcast script is increasing and the need is for additional personnel to keep up with this monitoring work.

The FTC is asking for \$11,845,000 for fiscal 1963 which starts July 1 of this year. This is \$1.6 million over the FTC's budget last year.

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New Wing of Buffalo's Albright-Knox Art Gallery

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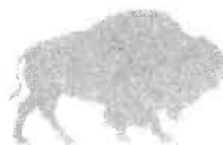
An example: More than 250,000 visited the new \$2,000,000 contemporary addition to the Albright-Knox Gallery in a recent three-month period. World art leaders came to see one of the finest collections of contemporary art. This addition to the traditional gallery now ranks Buffalo with New York, London and Amsterdam as an art center.

Buffalo accepts the new while retaining a loyal appreciation of the old. To reach this progressive cultural and industrial community, use the quality image and quality programming on WBEN-TV. Selling is an art that comes easy — when you advertise on WBEN-TV.

National Representatives: Harrington, Righter and Parsons, Inc.

WBEN-TV

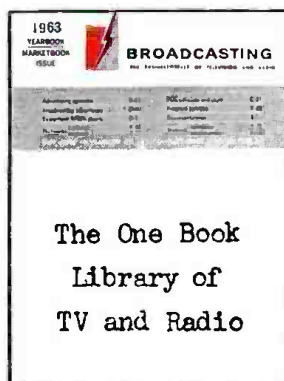
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The Buffalo Evening News Stations



CH.

CBS in Buffalo

4



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(Matter of fact, in a recent survey of decision-makers at the Top 50

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CROSLY-WIBC CH. 13 PLAN

WIBC would drop Indianapolis authorization,
pay Crosley \$3.3 million for latter's WLWA (TV)

A solution to the eight-year-old Indianapolis ch. 13 problem was proposed to the FCC last week by Crosley Broadcasting Corp., which holds a 1957 grant there, and WIBC Inc., which holds a 1961 grant there—both for the same facility.

Crosley's WLWI (TV) Indianapolis is under orders to surrender its grant after a re-evaluation of the 1957 decision by the FCC because of a commissioner's participation in that opinion when he had not heard oral argument. Last year, the commission, with three new members, reversed the 1957 decision and voted to grant ch. 13 to WIBC of that city.

Under the terms of the agreement between Crosley and WIBC:

- Crosley would pay WIBC \$100,007.20 for out-of-pocket expenses incurred by the latter in prosecuting its application for the Indianapolis vhf channel.

- WIBC would withdraw its application for the ch. 13 facility.

- Crosley would sell its WLWA (TV) Atlanta, Ga., station to WIBC for \$3.3 million.

- The FCC would reaffirm its 1957 grant of ch. 13 to Crosley.

Each of the four elements of the agreement is contingent on acceptance by the FCC of all four. If the FCC fails to approve the entire package—and the parties hope to have this approval by August 1—the case will be litigated to its "ultimate conclusion," states the petition filed last week.

Long Litigation ▪ The Indianapolis ch. 13 case has been in litigation since 1954 when hearings were designated for four applicants for the channel. The final grant to Crosley was made in 1957 in a 4-3 decision. WIBC appealed and the appeals court remanded the case to the FCC because Commissioner T. A. M. Craven, without hearing oral argument, voted in the final decision.

Mr. Craven planned to abstain because the engineering firm of which he was a member before his appointment as a commissioner had done some work for one of the other applicants. He was advised by the FCC general counsel that he was obligated to vote to break a 3-3 tie among the commissioners. Voting for Crosley in addition to Mr. Craven were then Commissioners George C. McConnaughey, John C. Doerfer and Richard A. Mack.

After the U. S. Supreme Court in 1958 refused to review the decision of the appeals court, as requested by Crosley, the FCC heard two more oral argu-

ments and in October 1961 issued a final grant to WIBC. The vote last year was 4-2, with Commissioners Newton N. Minow, Robert T. Bartley, Robert E. Lee and Frederick W. Ford in the majority, and Commissioners Rosel H. Hyde and John S. Cross dissenting. Commissioner Craven did not participate in the second decision.

In November last year the commission granted a Crosley petition for a stay of the decision the previous month, pending action on a Crosley request for reconsideration. No action has been taken on this petition.

Much Palaver ▪ Negotiations between WIBC and Crosley began shortly after last October's decision when Harry T. Ice, Indianapolis counsel for WIBC, called M. A. McLaughlin, general counsel of the Avco Corp. (parent of Crosley), to discuss the possible purchase of the WLWI equipment and facilities. Crosley refused to discuss this. Conversations continued. At one point WIBC offered to buy Crosley's WLWD (TV) Dayton, Ohio, but Crosley refused. Discussions then centered on WLWA and the final agreement ensued.

Under the terms of the Atlanta purchase agreement, WIBC will pay Crosley \$651,000 plus book value of working capital on closing, and \$200,000 each year plus interest on the remaining balance for eight years beginning Sept. 1, 1963. This is for the assets of the Atlanta station. The real estate transaction is separate.

If the FCC approves the assignment, Richard M. Fairbanks, president of WIBC Inc., will establish "partial residence" in Atlanta and will, it was said,

Former broadcaster

John B. Connally Jr., who won the runoff election to be Democratic candidate for governor of Texas, is a former broadcaster.

Following duty in World War 11 as a Navy lieutenant commander, Mr. Connally helped to found KVET Austin, Tex., and served as president and general manager. He later sold his interest.

As an executor for the estate of the late Sid W. Richardson, Texas oilman, Mr. Connally helps administer KFJZ-AM-FM Fort Worth, KFDA-AM-TV Amarillo and KRIO McAllen, all Texas.

spend at least 50% of his time on the Atlanta operation. Mr. Fairbanks at one time worked for the *Atlanta Journal* and *Constitution*. Mr. Fairbanks and his family control WIBC Inc. They also own WRMF Titusville, Fla.

Higgins Would Manage ▪ Joseph M. Higgins, formerly general manager of WTHI-AM-TV Terra Haute, Ind., and since early this year with WIBC Inc., will be vice president and general manager of what would be WIBC-TV Atlanta. No changes in personnel or format are contemplated. Mr. Higgins said last week.

Crosley bought the ch. 11 Atlanta station in 1953 for \$1.5 million. WLWA is affiliated with ABC.

The station's profit and loss statement, filed with the assignment application, shows that the Atlanta station had net sales of \$1.5 million in 1959, \$1.7 million in 1960 and \$1.6 million in 1961. Net profits after taxes for the same three years amounted to \$51,897, \$119,626 and \$66,671 respectively.

Avid aspirants seek 3 imperiled licenses

The frequencies of three radio stations, all faced with possible existing license revocation, are being avidly sought by new applicants. The seekers have petitioned the FCC to expedite or waive parts of its procedural rules so service to the communities will not be interrupted.

The most advanced case is that of KLFT Golden Meadow, La., where the FCC has issued a final decision to strip licensee Leo Joseph Theriot of his authorization (BROADCASTING, March 19, April 23). Two patries have filed for the 1600 kc frequency—John A. Egle, mayor of the town; and Clerville Keif and Edward T. Diaz, a partnership.

Mr. Theriot had requested temporary FCC authority to operate the station until the comparative hearing between those applicants is decided. But last week the FCC refused this permission to Mr. Theriot and ruled that KLFT must cease operation at sunset June 15, the extended effective date of revocation. The commission refused the request because the agency has moved the two Golden Meadow applications to the top of its processing line and because other primary service is available in the area.

In the second revocation case, KBOM Bismarck-Mandan, N. D., said it would not file exceptions to an initial decision recommending revocation and would consent to final FCC decision to take the license from Mandan Radio Assn., provided the FCC lifts its May 10 "partial am freeze" to accept an application for the 1270 kc frequency from former employees of the station. KBOM also

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MIKE NICHOLS

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GRAND PRIX AWARD
(The News Society of Italy)

Best Jazz Album of the Year
"Mingus Presents Mingus"
CHARLES MINGUS



OBIE (Off Broadway) AWARDS

Best Musical

"Fly Blackbird"

written by

C. JACKSON,
JAMES HATCH

and

JEROME ESKOW



IVOR NOVELLO AWARDS

For Outstanding Contributions to
British Popular and Light Music

Most Performed Work of the Year

"My Kind of Girl"

written by

LESLIE BRICUSSE



Year's Outstanding Light
Orchestral Composition

"The Secrets of the Seine"

written by

TONY OSBORNE



Year's Outstanding Jazz Composition

"African Waltz"

written by

GALT MACDERMOT



MOE (Music Operators of America)

Most Popular Record of the Year

"Big Bad John"

written by

JIMMY DEAN



1962

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asked the FCC to establish a 30-day cutoff period for competing applications.

The applicant for the KBOM frequency and facilities is Capital Broadcasting Inc., equally owned by F. E. Fitzsimonds, current executive vice president and general manager of KBOM, and Carrol Culver, station manager. The application states that the principals were "in no way connected with the violations" leading to the revocation proceeding. The initial decision by Hearing Examiner Charles Frederick recommended revocation for unauthorized transfer of control and misrepresentations to the FCC (BROADCASTING, April 9). The new applicants said the public would benefit from continuing service in Bismarck-Mandan.

Capital has a contract with Mandan Radio Assn., the present licensee, under which it would lease the station facilities for \$650 per month with an option to buy contingent on an FCC grant.

In a third case, that of Gila Broadcasting Corp. which owns several Arizona radio stations and in which Hearing Examiner Forest McClenning has recommended non-renewal of license, an applicant for Gila's KVNC Winslow (1010 kc) has asked the FCC to move his application to the top of the processing list so he can provide service to the community. KVNC has been off the air since July 1961.

The applicant, Willard Shoecraft, is a former employe of Gila who has operated stations in competition with Gila outlets.

Threatened permittee asks permit for tests

A radio permittee facing revocation of his construction permit has asked the FCC for more time to build his station and for permission to go on the air.

Martin R. Karig, permittee of WIZR Johnstown, N. Y., told the commission he has spent over \$34,000 to construct the station and even though the FCC has set a hearing, it should allow him to begin program tests.

Noting the scheduled inquiry into his character qualifications, Mr. Karig said, the commission need not act on granting his license until the revocation proceeding is over. But to deny his present request for relief, he said, would put him in a position "similar to a man being condemned to death before a trial has been held on the charges against him."

The hearing was ordered by the commission last month (BROADCASTING, May 7) to examine Mr. Karig's alleged hidden interest in two Saratoga Springs, N. Y., stations; his alleged lies under oath at an FCC hearing, and other charges.

EQUAL TIME HEARING SET

Pastore schedules sessions to start July 10; Scott has change of heart, would amend law

Legislation that would amend the equal-time section of the Communications Act will be aired at a hearing of the Senate Communications Subcommittee starting July 10.

Sen. John O. Pastore (D-R.I.), subcommittee chairman, announced this on the Senate floor last week, adding that it's his "fervent hope" that Congress takes some action on the measure this year.

The question was raised by Sen. Joseph S. Clark (D-Pa.), who will be a candidate for re-election next fall and is, he said, "deeply interested" in pending proposals to amend the equal-time law.

"So far as I am concerned," Sen. Pastore said, "I should like to see that kind of legislation enacted before the elections take place this year. I hope there will be a majority in the Senate and in the House who will be of the same mind."

Sen. Pastore's position received some unexpected support from Sen. Hugh Scott (R-Pa.). As a member of the Senate Watchdog Subcommittee which conducted an investigation of broadcaster coverage of the 1960 campaign, Sen. Scott signed a report recommending that Congress wait until next year before deciding on any changes in the equal-time law (BROADCASTING, April 23).

Second Thought ■ After "reflection," he said, he has concluded that he might have erred in signing the report. "I am inclined to believe we should amend the law this year for members of the House and Senate, and maybe gubernatorial candidates," he said.

Two Senate proposals are pending that could affect the fall campaigns. One (S 2035), introduced by Sen. Pastore, would exempt candidates for president, vice president, senator, congressman and governor from the equal-time provisions of the law. The other (SJ Res 196) introduced by Sen. Jacob K. Javits (R-N. Y.), would suspend the requirement for candidates for the Senate and House in 1962.

Another bill is expected to be introduced this week. Sen. Vance Hartke (D-Ill.) said he will sponsor a measure to eliminate the equal-time requirement as it applies to all candidates (see story page 58).

Presidential Race ■ Two other bills in Sen. Pastore's subcommittee would affect presidential candidates. One (S 204) would make permanent the temporary suspension that permitted the radio-tv debates between President Kennedy and former Vice President Nixon. The other (SJ Res 193) would merely suspend the law for the 1964 presidential campaign. Several equal-time measures are also pending in the House.

Sen. Clark said it's as important to amend the law for the 1962 congressional races as it was for the 1960 presidential campaign.

Sen. Pastore agreed, declaring he believes "the law should be relaxed" and that "we must begin to consider the problem in the public interest." He indicated he would trust broadcasters with the freedom to decide how much time should be made available to candidates.

"Most of the people in the industry," he said, "are persons of integrity and maturity. They are interested in providing a public service."

FCC under pressure to renew WDKD license

Intense public and congressional interest has been built up by the license renewal hearing of WDKD Kingstree, S. C. Congressmen as far from South Carolina as Texas and Indiana have written commissioners, recommending that they renew the license of E. G. Robinson Jr. A check of other pending license-renewal cases reveals no other example of as many and as strong opinions as in the Kingstree case.

The mail has poured into the WDKD file since Hearing Examiner Thomas H. Donahue recommended that the FCC withhold renewal of Mr. Robin-



Sen. Pastore

son's license because of indecent programming by a disc jockey, Charlie Walker; because of abdication of licensee control; and for making misrepresentations to the commission (BROADCASTING, Dec. 17, 1961).

Sen. Olin Johnston (D-S. C.), wrote Chairman Newton N. Minow last month: "In my opinion, Mr. E. G. Robinson . . . did everything within his power to rectify any mistake made and he took this action immediately. I personally think that the failure to renew the license would be a grave injustice . . ."

Other letters were filed by many state and federal officials.

Rep. W. R. Poage (D-Tex.) wrote Commissioner Robert Bartley and Rep. Richard L. Roudebush (R-Ind.) wrote the chairman on Mr. Robinson's behalf.

Under FCC rules such communications will not be considered in the commissioners' deliberations because they have not been offered as evidence and all parties have not agreed to accept them. In some cases, the letters bear notations that the commissioners to whom they are addressed have not seen the letters because of standing orders.

Four Broadcast Bureau witnesses at the hearing have written asking that Mr. Robinson's license not be revoked. The owner of WJOT Lake City, S.C., the station which taped the Charlie Walker programs, made a similar request.

Mr. Walker filed an affidavit (which has not been offered in evidence) claiming that the tapes may have been made at a stage party and not taken from WDKD. He claimed that James O. Roper, the WJOT engineer who taped the programs and appeared as a Broadcast Bureau witness, offered him a job at WYMB Manning, S. C., where Mr. Roper now works. Mr. Walker alleged that Mr. Roper had offered to put an advertisement in the paper "clearing up" Mr. Walker's WDKD performances if the disc jockey would accept the job.

Sale protest improper, says station buyer

A protest by a printers labor union about the sale of KENS-AM-TV San Antonio (BROADCASTING, June 11) is wholly improper and should be rejected or denied, Harte-Hanks newspapers, prospective purchaser, told the FCC last week.

International Typographical Union, which said the sale would lead to a concentration of media control, is not "a party in interest," the company said; ITU has no broadcast members. If the union has grievances, the National Labor Relations Board—not the FCC—is the proper forum, Harte-Hanks said.

The newspaper company said it al-

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ready owns 37% of KENS-AM-TV. It said conversion to full control would neither create new dangers of "monopoly" nor enhance "newspaper ownership of broadcast outlets." The *San Antonio Express* owns 63% of the stations. Harte-Hanks said the sale would put no stations under control of newspapers which were not formerly newspaper-owned. Instead of seeking to perpetuate newspaper control of broadcast properties as ITU charged, Harte-Hanks said, it is seeking to sell KENS radio.

The company said ITU's claim that Harte-Hanks owns seven Texas radio stations is erroneous; that it sold its interests in those stations several years ago. Its only current interest is 50% of KCTV (TV) San Angelo, Tex., the company said.

What's in a name? falsity, says examiner

Six month floor wax won't last six months, Federal Trade Commission Examiner John B. Poindexter said last week. Continental Wax Co., Mount Vernon, N. Y., will have to change the name of its product, and eliminate certain false claims, he said in an initial decision. The initial decision is subject to review by the commission membership.

Continental, whose radio, tv and newspaper ads guarantee wax "won't wear away for half a year or your money back," argued its claims were true because instructions on the can recommend damp-mopping and re-buffing to insure an effective coating. The company also said FTC evidence was based on formulas no longer used.

The examiner rejected Continental's claims because the company's ads didn't say the wax would need maintenance. Changing formulas from time to time will not insulate an advertiser from successful prosecution under the Federal Trade Commission Act, he said.

Two tv applicants withdraw

Two applicants in contests for new tv channels have withdrawn. Rochester Broadcasting Corp., one of 10 applicants for ch. 13 at Rochester, N. Y., dropped out. New England Industries Inc., which has sought ch. 13 at Yuma, Ariz., withdrew, leaving Desert Telecasting Co. the only applicant.

Anthony R. Tyrone, vice president of a mutual fund firm, held 54% of the Rochester applicant.

Desert Telecasting Corp. is owned equally by Robert H. Langill and Robert W. Crites. Mr. Crites is the owner of KBLU Yuma and holds 50% of KAPP (FM) Redondo Beach, Calif.; Mr. Langill is assistant manager of KBLU.

Senate group stresses urgency of space bill

SAYS EARLY SYSTEM WILL AID SPECTRUM NEGOTIATION

The Senate Commerce Committee sent the communications satellite bill to the Senate last week with a report stressing the importance of the U. S. being the first nation to establish a space communications system. The majority said the private corporation contemplated by the bill is essential to maintaining U. S. leadership in that field.

But two committee members who favor government instead of private ownership submitted minority views contending that nothing would be lost by delaying a decision on the proposed corporation for a year.

The bill (HR 11040), already approved by the House, follows recommendations by President Kennedy for a closely regulated private corporation that would own the U. S. portion of the space system that will relay telephone, telegraph and television communications around the world.

The stock in the corporation would be divided 50-50 between public purchasers and communications common carriers approved by the FCC, and would sell for \$100 a share.

Geneva Conference ■ In its report, the committee noted that an international conference will be held in Geneva next year to allocate the frequencies to be used by the proposed communications satellite system.

"Needless to say," the report added, "the country that is successful in first placing a communications satellite into operation will be in a strong position to exercise leadership" in the development of the technical requirements and other arrangements that will emerge from the conference.

The report said experimental satellites will be launched this year, but added that if "existing and potential" U. S. competence in this area is to be effectively harnessed, "it is necessary now to enact legislation. . . . It is important that the roles of private enterprise and the government be defined at this time and that an appropriate instrumentality [the private corporation] be created by which such national policies are effected."

Opposing Views ■ The two committee dissenters, Sens. Ralph W. Yarborough (D-Tex.) and E. L. Bartlett (D-Alaska), said the U. S. is already proceeding "with all possible speed" toward the establishment of a space communications system and that there is no urgency in establishing an organization to operate the system.

They said it will be at least a year before experiments yield the technical information needed to make a decision

on the kind of satellite system that should be established.

Moreover, they said, the corporation proposed by the committee majority carries "a built-in conflict of interest" that would delay instead of foster maximum utilization of the best possible space system. They argued that common-carrier owners of the corporation would be reluctant to hasten the obsolescence of their existing facilities.

Their primary concern, however, is that the bill would constitute a "give-away" to a government-created private monopoly of the \$471 million invested by the government in communications satellite research and development.

Since taxpayers have financed this work, the senators said, they should receive the benefits when the system becomes operational. "There can be no justification for giving this vast resource that has been financed by the taxpayers away to a small group of stockholders for private gain."

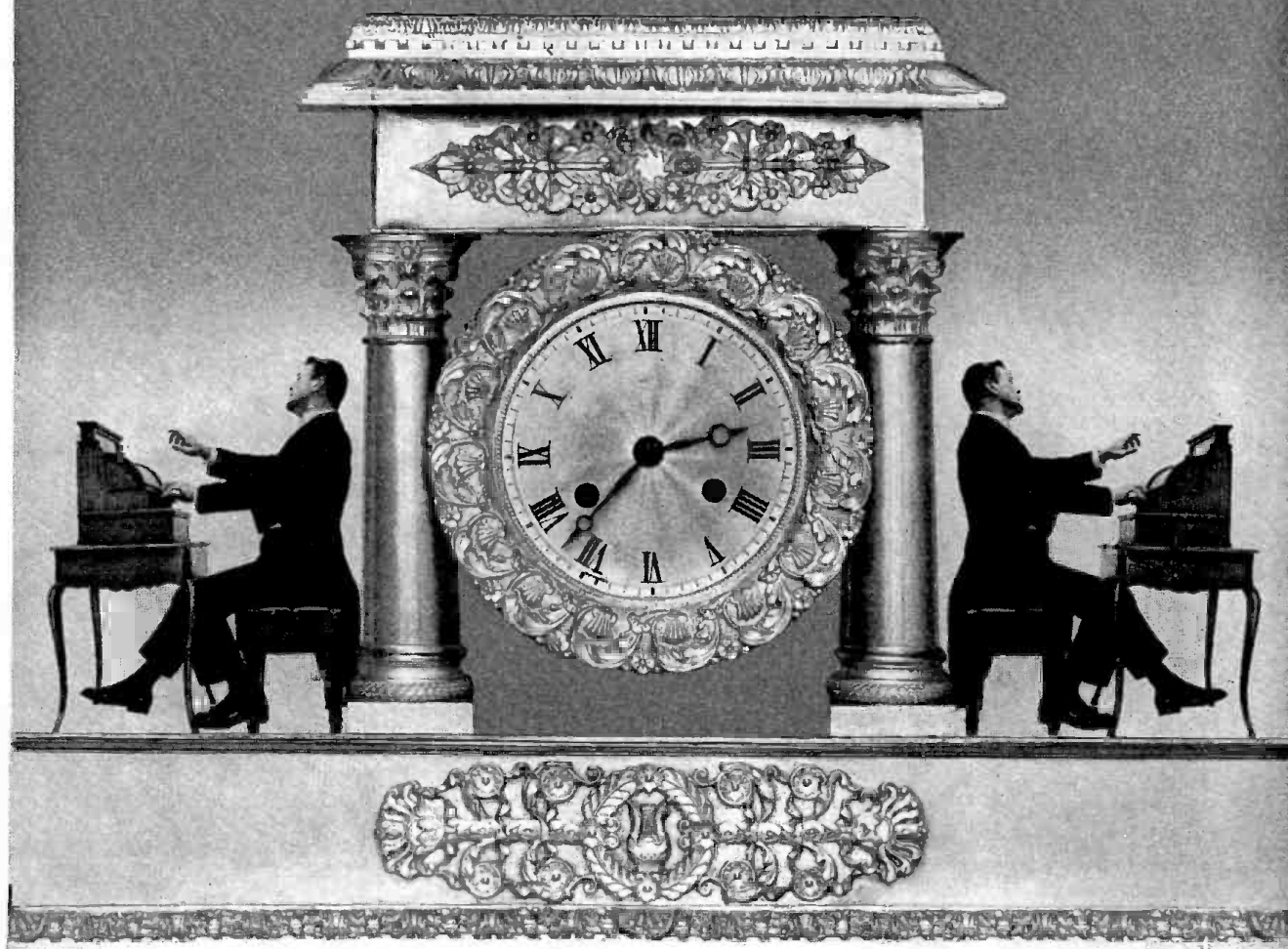
Carter Mountain asks court to reverse FCC

A microwave relay operator, serving community antenna systems in three Wyoming areas, has asked the U. S. Court of Appeals in Washington to force the FCC to allow expansion through the addition of facilities.

Carter Mountain Transmission Corp. last week told the federal court that the FCC erred by applying principles of broadcast law to common carrier licensing and by extending the agency's authority beyond its statutory jurisdiction to reach the carrier's proposed customer (a catv system). Carter Mountain said the commission's denial last February of its application for additional facilities violated the First Amendment. Carter Mountain also charged that the FCC failed to make an adequate finding in concluding the proposed microwave relay units would result in the demise of a tv station.

The FCC, in denying Carter Mountain's request for reconsideration of the February order (BROADCASTING, May 28), emphasized last month that the denial was based on the effect of the catv competition on the local tv station and therefore on the public interest. The denial of the Carter Mountain request—the first such move by the FCC involving microwave relay systems serving catv customers—resulted from a protest by KWRB-TV Riverton, Wyo. The catv systems, already served by Carter Mountain's initial installation, are in Riverton, Thermopolis and Lander, Wyo.

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Hoosiers hear plan to modify Sec. 315

SEN. HARTKE, ATTORNEY PIERSON TALK TO INDIANA BROADCASTERS

Sen. Vance Hartke (D-Ind.) has proposed going a "giant step" beyond previous proposals to amend the equal-time section of the Communications Act. But he stops short of advocating outright repeal.

In a speech scheduled to be given before the Indiana Broadcasters Assn. in Indianapolis Saturday (June 16), Sen. Hartke said he will introduce legislation this week to eliminate the requirement that broadcasters give equal time to all political candidates.

"Radio and television no longer need to be led by the hand in matters of news judgment," Sen. Hartke said. "I think it's time to let . . . broadcasters decide through [their] tried and proven news departments which candidates are newsworthy enough to deserve equal time and which espouse frivolous or minute causes that can be reported more briefly."

Restriction ■ Sen. Hartke, a member of the Senate Commerce Committee and its Communications Subcommittee, has long advocated loosening the

shackles of the Communications Act's Sec. 315. But although his latest proposal would repeal the section's equal-time requirement, it would specify this doesn't free broadcasters "from the obligation to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance." The bill would also leave intact Sec. 315's prohibition against charging political candidates premium rates.

Nevertheless, the proposal, as Sen. Hartke said, goes a "giant step" beyond six bills already introduced to amend Sec. 315. Four of the measures would only suspend the equal-time requirement for the 1962 congressional or 1964 presidential campaigns. The others would limit the candidates exempted from the equal-time requirement.

Sen. Hartke feels all of this proposed tinkering only serves to indicate the equal-time section is in need of major overhaul. "Radio and television newsrooms, whether they are network or local," he said, "can't function in the

historic journalistic tradition if the final decision on news value isn't theirs to make."

He said his bill would benefit the public by permitting radio and television to treat important issues and candidates more fully than they do now. Broadcasters, he said, "wouldn't be oppressed by the possibility that network or station time must be cluttered later with equal-time minutes and hours that would be inconsequential to most of the people most of the time."

Pierson Answers Critics ■ Headline-hunting critics of television and its people are "spewing a torrent of solidly based ignorances and half-truths dealing with sex and violence," according to W. Theodore Pierson, of the Washington law firm of Pierson, Ball & Dowd.

In a scheduled address to the Indiana Broadcasters Assn. Mr. Pierson said that politicians and other critics who ascribe tv's purported mediocrity to the broadcasters are wrong because they ignore "the primal source of such mediocrity—all of us who make up the public."

"Once a politician feels it politically opportune to characterize television programs as mediocre," Mr. Pierson said, "he will quickly discern the political suicide in blaming it on the mediocrity of his electorate. He therefore must find a scapegoat: the broadcasters, the advertisers, the talent agencies, the networks, rating systems, etc.—never, never, never his constituents. And he must always flatter the public by saying that these evil operators underestimate the public."

He said violence abounds in the life of man, adding, "The one thing that can make it worse is for man to ignore its existence and try to live in a dream world of non-violence and non-sex before the television screen. But the strange thing is that politicians must not really believe that all violence on television is bad, because they only attack its appearance in one sector—the entertainment program."

Changing hands

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

■ **WLWA (TV) Atlanta, Ga.:** Sold by Crosley Broadcasting Corp. to WIBC Indianapolis, Ind., for \$3.3 million, contingent on FCC acceptance of solu-

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MIDWEST

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

ATLANTA

Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John G. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

Colin M. Selp
Bennett Larson
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CResview 4-2770

tion to Indianapolis ch. 13 case (see page 52).

■ **WCNT Centralia, Ill.:** Sold by Carson W. Rodgers to Edward N. Palen for \$155,000. Mr. Palen owns WOKZ Alton, Ill. WCNT is a 1 kw daytimer on 1210 kc. Broker was Hamilton-Landis & Assoc.

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

■ **WGES Chicago, Ill.:** Sold by John E. Dyer and associates to McLendon Corp. for \$2 million including agreement not to compete. McLendon stations are KLIF-AM-FM Dallas, KILT and KOST (FM) Houston and KTSA San Antonio, all Texas; WYSL Buffalo and WIFE (FM) Amherst, both New York, and KABL Oakland, Calif. FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented.

■ **KCKT (TV) Great Bend, KGLD (TV) Garden City, both Kansas, and KOMC (TV) McCook, Neb.:** Sold by Elmer C. Wedell and others to Wichita Television Corp. for \$1,037,500. Wichita Television owns KARD-TV Wichita, Kan., and will operate the three newly-acquired stations as satellites of KARD-TV.

■ **WALT Tampa, Fla.:** Sold by Consolidated Sun Ray to Eastern Broadcasting Corp. for \$328,900, including broker's fee and agreement not to compete. Eastern owns WHAP Hopewell, WCHV-AM-FM Charlottesville and WILA Danville, all Virginia. Roger Neuhoof is president of Eastern. Consolidated Sun Ray continues to own WPEN-AM-FM Philadelphia.

■ **WDOD - AM - FM Chattanooga, Tenn.:** Sold by Interstate Life Insurance Co. to Cy N. Bahakel for \$225,000. Bahakel stations are WABG-AM-TV Greenwood, Miss.; WKIN Kingsport, Tenn.; WLBJ Bowling Green, Ky.; WRIS Roanoke and WWOD-AM-FM Lynchburg, both Virginia, and KXEL-AM-FM Waterloo, Iowa. Commissioner Robert T. Bartley dissented.

WHAM Rochester joins ABC Radio

WHAM Rochester, N. Y., previously an independent, today (June 18) joins ABC Radio. The clear-channel outlet operates with 50 kw fulltime on 1180 kc.

The signing of the 40-year-old station is termed "particularly important" to the network, says Robert R. Pauley, ABC Radio president. "It will give us fulltime coverage of 22 counties in western New York and northern Pennsylvania, representing substantial im-

provement in that area—particularly in nighttime coverage." He also pointed to the significance of metropolitan Rochester's ranking as the 41st market based on retail sales.

William F. Rust Jr., president of Rust Broadcasting Co., which owns and operates WHAM, said that the station is switching from an independent status because of ABC's efforts to "revitalize" network radio. He said the network affiliation will provide "more balanced and varied programming." ABC Radio has had no recent affiliate in the area.

Petry names Page, others in expansion

Expansion of the television division of Edward Petry & Co. was announced last week along with the election of E. C. (Ted) Page as a vice president of the company (see WEEK's HEADLINERS, page 10). Mr. Page has been eastern sales manager of the tv division four years.

The expansion also includes appointment of two group sales managers, three salesmen and one marketing executive for the rep firm's New York office.

The two new sales managers are Mike James and Al Masini, who are expected to strengthen the television sales function of Petry's New York

office. Mr. James joined Petry in 1955 after several years on the media side of agency business with Ted Bates, Anderson & Cairns and Ruthrauff & Ryan. Mr. Masini has been a member of the Petry tv sales staff in New York since early 1957. Previously, he was with CBS for three years as a sales executive.

Karl H. Mayers, the newly added assistant director of marketing and sales development who joined the Petry organization June 1, was formerly with *Ladies' Home Journal*.

Thomas J. O'Dea, James D. Curran and Len Tronick are the new tv salesmen added to the New York staff. Mr. O'Dea joined Petry June 1 from ABC-TV National Time Sales, where he was an account executive. Previously, he was with WXYZ-TV Detroit.

Messrs. Curran and Tronick will join the sales staff in New York on July 1. Mr. Curran comes to Petry from The Bolling Co. Earlier, he spent seven years with Ted Bates as timebuyer. Mr. Tronick moves to Petry from Venard, Rintoul & McConnel where he has been a salesman for two years.

The expansion was described by Edward Voynow, president of Edward Petry & Co., "as one of the many in the firm's continuing move to improve our services to stations, agencies and advertisers."

\$25,000.00 (or less) DOWN!

NORTHWEST

—Daytime-only radio station in beautiful, growing area grossing \$45,000.00-plus annually. Equipment plentiful and in excellent condition. Includes approximately \$5,000.00 in cash and accounts receivable. Bargain-priced for a quick sale at \$57,500.00—29% down and balance out over eight years. *Another H & L exclusive.*

EAST

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

MIDWEST

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

Hamilton-Landis

AND ASSOCIATES, INC.

John F. Hardesty, President

America's Most Experienced Media Brokers

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

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1737 DeSales St., N.W.
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New York

CHICAGO

Richard A. Shaheen
John D. Stebbins
Tribune Tower
DElaware 7-2754

DALLAS

Dewitt Landis
1511 Bryan St.
Riverside 8-1175
Joe A. Oswald
New Orleans

SAN FRANCISCO

John F. Hardesty
Don Searle
111 Sutter St.
EXbrook 2-5671

Florida outlets lead in editorials—Ruwitch

BROADCASTER GROUP TOLD 60% CARRY EDITORIALS

Florida leads the nation in percentage of stations which editorialize, Lee Ruwitch, WTVJ (TV) Miami, told the Florida Assn. of Broadcasters June 14 in his presidential address opening the group's spring meeting in Tampa.

He said 60% of the state broadcast stations editorialize, compared to 30% for the nation as a whole. He emphasized the hazards involved in endorsing political candidates despite an FCC go-ahead, pointing to the difficulty of applying the doctrine of fairness in such cases.

Mr. Ruwitch said station endorsement of a candidate carries a high believability element and he said making time available to his opponent for a reply should not include a personal appearance by a candidate but should permit an appearance by an authorized spokesman.

Four of the five tv stations in the state belong to FAB, he said, and 132 of the 169 am-fm stations are members. He said radio and tv face a finer opportunity for growth each day and also new threats. "If the challenge is accepted," he said, "you can bring new vitality to the economy of the nation."

J. Kenneth Ballinger, Tallahassee, was presented a gold mike on his resignation as FAB executive secretary after serving a decade. Kenneth F. Small, WRUF Gainesville, was named his successor. He will continue his WRUF post as station director.

Elmo I. Ellis, executive consultant to the Cox radio-tv stations and manager of programs—production, WSB Atlanta,

called for more creative selling based on a fast-changing world and on the special needs of advertisers.

News offers radio greatest potential, he said. He suggested specialized newscasts about business, finance, religion, education, food and fashions—for example, features ranging from one to five minutes or longer. He emphasized the growing interest of people in self-improvement and personal charm. Public interests are becoming more specialized, he added.

Charles Sweeny, who heads the Federal Trade Commission's radio-tv advertising activities, told the FAB that honesty is especially crucial in tv advertising because of "the powerful sales punch" it delivers. "When a commercial is viewed and heard by millions, that minority who are deceived may represent a great many taxpayers, otherwise helpless, who look to us for protection," he said. He said if any broadcaster has dealings with an advertiser who claims "approval" by the FTC, the broadcaster should demand to see all correspondence between the advertiser and the federal agency. In some cases, Mr. Sweeny said, the FTC does not necessarily approve of advertising copy but simply determines that the public interest does not justify a long proceeding at the time.

Mr. Sweeny gave an example of possibly misleading advertising connected with the cough-and-cold remedy field, which the FTC is now investigating (see below).

John F. Meagher, NAB radio vice

president, said Florida had 164 am stations in 1960 compared to 63 in 1948. Discussing proposals for birth control of radio, he said the number of stations in the Tampa-St. Petersburg area had increased from six in 1948 to 15 currently. Revenue in the area is up 2½ times and expenses 3½ times, he said, but average income has dropped by two-thirds.

Collins warns against 'irresponsible' few

Self-improvement and self-discipline can secure freedom for broadcasters, NAB President LeRoy Collins said in an address to the North Carolina Assn. of Broadcasters, meeting June 11 at Charlotte.

"The freedom of broadcasters is not being jeopardized by an external force nearly as much as by a very real internal one," Gov. Collins said. He described that internal force as "the irresponsible action of a minority of broadcasters within our own ranks."

Gov. Collins added, "For the responsible to join with the irresponsible and scream in anguish about censorship, where it does not exist, and government control, where it is legitimate, offers a convenient and emotionally gratifying—but equally ineffective—ritual for relief."

He contended that broadcasters troubles will mount rather than diminish if they worship and contribute to the false idea that their main troubles come from the outside. "The truth is that the times do require more discipline," he said.

Calling for adherence to NAB's radio and tv codes, Gov. Collins reminded that the code authority offers advice and counsel and couldn't act as a censor "even if it wanted to" since that would be against the law.

Among NAB's current projects, Gov. Collins said, is participation with the Dept. of Health, Education & Welfare in the planning of a research project that will examine the relationship of tv programming and children.

RAB Evaluation ■ Patrick E. Rheume, Radio Advertising Bureau's director of member development, discussing the "space race" between radio time salesmen and newspaper space salesmen, said that while "the space boys in print have been rolling up spectacular gains, radio has quietly but surely been building its own launch mechanism."

Radio, he predicted, will close the gap with newspapers in this decade, and much of the needed lift "will come from retailers who realize the great opportunity radio represents for them in the sixties."

How tv can cause viewer to delude himself

The Federal Trade Commission's "broad investigation" of cold and cough preparations advertising was called to the attention of the Florida Assn. of Broadcasters.

Charles Sweeny, head of the FTC's radio-tv commercial practices section, cited an example of deceptive tv advertising (and emphasized he didn't speak for FTC membership).

"The uniqueness and the power of television as an advertising medium is its capacity to reach out to sufferers throughout the country and demonstrate vividly how a [drug] product will work for each viewer. Each viewer sees and feels his own symptoms being experienced by the actor on the screen. He sees each of these symptoms relieved to the point where the victim is seemingly restored to

normal health in amazingly short order.

"While the announcer intones something about partial symptomatic relief, nevertheless the words are understood and interpreted by the viewer in terms of what he sees dramatically happening even as he watches. These, then, are the very self-same specific and dramatic results the purchaser expects. It is no satisfaction to him, when the product fails, to be told that careful analysis of the cleverly phrased announcement discloses no false statement.

"Weasel words of qualification further infuriate . . . him. He knows he has been deceived. And if he and his fellow men are being deceived, the law has been violated, and we should do something about it."



"Whoa!...spell it **Mobil**"

Every newsman likes to be right. That's why we want to make it easy for you to spell and pronounce our company's name correctly—Socony Mobil Oil Company, Inc.

Not like that town down in Alabama... not like those modernistic decorations... not like what they make in Detroit—but like *Mobil* (rhymes with global.)

Who cares if Mobil is spelled right or wrong? Well, those fellows on the copy desk with a passion for accuracy*, plus:

The 30,000 U. S. Mobil dealers
 Our 2,800 U. S. distributors
 Our 74,000 employees
 Our 227,000 shareholders
 Our . . . 5,500,000 credit card holders
 Our 53,000 royalty-interest owners

plus dealers, distributors, and customers in more than 100 other countries of the world where Mobil products are sold.

*To be accurate, please remember there's no hyphen between Socony and Mobil.



SOCONY MOBIL OIL COMPANY, INC.

150 E. 42nd St., New York 17, N. Y.

and its operating divisions
Mobil Oil Company
Mobil International Oil Company
Mobil Chemical Company

Adam Young companies to install automated billing system

An automated billing system has come to the Adam Young companies. The station representative firm says its new Remington Rand solid state unit system, once operating regularly, will ease the billing and collecting job it now performs

for certain of its station clients.

The company indicates that in time it will be in an "advantageous position" to provide the services for all client stations.

An incidental feature will be a data yield useful in sales administra-

tion and management planning.

Young Canadian Ltd. was first to put the new plan into trial operation this month. The radio arm, Adam Young Inc., is next on the timetable and Young-Tv will be taking the step around July 1, or earlier.

In the initial stages, the system will compute the monthly billing by station, product and agency and will prepare billing statements. The firms will receive six billing reports monthly.

The system will be leased and not actually installed at the firm's offices. It is uncommon for a station rep to automate billing, though Peters, Griffin, Woodward, which at one time had a fully-automated equipment center, now maintains some automation for internal statistical forecasting and research work.

Special Processing ■ Data is processed by Scientific Tabulating Corp., Huntington, N. Y., a firm that uses Remington Rand solid state units capable of 18,000 calculations per minute and prints 600 lines each minute. The "bureau" will receive a confirmation broadcast order on each sale, and will code in such information as station, product, agency, branch office and salesman, as



Adam Young (l), president, and James O'Grady, executive vice president, Adam Young companies, discuss the mechanics of the new

Remington Rand system the rep is installing for billing purposes. This is the insides of the Read Punch unit, solid state 90 of the system.

D. C. agenda set for NAB boards

Plans for the autumn series of fall conferences and progress reports on a series of major projects will be given the NAB Board of Directors at a four-day meeting to be held June 26-29 at the Statler Hilton Hotel, Washington.

The summer meeting will go into such matters as Washington legislative developments and FCC regulatory measures. Completion of congressional action on the all-channel tv set bill (see story, page 42) will be among topics reviewed. A preliminary report will be given on the study of radio station overpopulation (BROADCASTING, June 11).

Twelve new members will join the Radio and Tv Boards. Radio directors will elect a chairman and vice chairman. George C. Hatch, KALL Salt Lake City, and Joseph M. Higgins, WIBC Indianapolis, retire from these posts, having completed their terms.

Joining the Radio Board will be John R. Henzel, WHDL Olean, N. Y.; Harold Essex, WSJS Winston-Salem, N. C.; Julian F. Haas, KAGH Crossett, Ark.; Lester G. Spencer, WKBV Richmond, Ind.; Rex G. Howell, KREX Grand Junction, Colo.; Loyd C. Sigmon,

KMPC Hollywood, Calif.; John F. Box Jr., WIL St. Louis; Fred Rabell, KITT (FM) San Diego, Calif.; Robert R. Pauley, ABC Radio.

New to the Tv Board this year are Gordon Gray, WKTV (TV) Utica, N. Y.; Payson Hall, Meredith Stations; Mike Shapiro, WFAA-TV Dallas.

New members who have served previously as directors are Mr. Essex, Mr. Howell and Mr. Hall. Mortimer Weinbach, ABC-TV, moves from the Radio to the Tv Board where he replaces Alfred R. Beckman for that network.

Reports of the NAB Code Authority, headed by Robert D. Swezey, will be given. No plans for significant amendments to either the radio or the tv code are anticipated.

The fall conference schedule, based on eight one-and-a-half day meetings, will open Oct. 15 in Atlanta (complete list on page 14).

Reports will be given the directors on plans for research and training programs, labor relations, the successful National Radio Month campaign in May, editorializing, long-range reorganization of the radio board and other association activities.

A briefing session for new directors will be held June 26. The tv board meets the 27th, radio board the 28th

and combined boards the 29th.

William B. Quarton, WMT-TV Cedar Rapids, Iowa, and James D. Russell, KKTU (TV) Colorado Springs, Colo., are respective chairman and vice chairman of the Tv Board.

New monitoring plan approved by code unit

A broadened program of tv station monitoring was endorsed June 14 by the NAB Tv Code Review Board, meeting in Seattle, Wash. The program applies to subscriber stations. The new plan will replace a monitoring program that had included the service of Broadcast Advertisers Reports (BROADCASTING, April 2).

Stations subscribing to the tv code will submit copies of their master logs to the NAB Code Authority, headed by Robert D. Swezey. The logs will supplement the authority's taped off-air monitoring. Mr. Swezey submitted the proposal to the board.

A board statement said, "Monitoring is a most important factor in self-regulation as provided in the code. To date, monitoring has not been entirely satisfactory because it has not been sufficiently

well as the number of spots and the rate per spot. The raw data will be fed into processors and become the basis for computing monthly billing.

The six billing reports monthly cover gross billing as well as commission figures current and projected for five months and similar information for each salesman on each station and by agency and product. Expiration notices will be prepared for each salesman on each account. There is a summary run of the rep's commissions current and projected for five months and a final report by station projecting rep commissions monthly for the next 12 months.

A daily listing will be received by the Young companies on all spots that were on each station (by agency and product) and will cover a 24-hour period, approximately three days back.

The listing will be compared to station logs. Discrepancies, such as spots missed or spots run at a wrong time, would be noted and immediate action (make-goods or adjusted billing) enhanced. Billing invoices to agencies also can be automatically prepared. Still other uses—for example, automating the entire general ledger—are seen for the automated system.

complete." Outside monitoring is too expensive, the board noted. In place of outside monitoring the board will have the combination of log analyses and taped spot checks for the coming year.

The new tv code board, based for the first time on nine members and including representatives from the three networks, conceded the log routine may prove a burden on some stations but it feels the principle of self-regulation through voluntary submission of information must transcend considerations of personal inconvenience. Copies of program logs will be held in strict confidence by the code authority and returned promptly after examination and analysis.

At its one-day meeting the board endorsed the creative code of American Assn. of Advertising Agencies; received a report on the code authority-network liaison; was briefed on the stepped-up communication with subscribers; and voted appreciation to Mrs. A. Scott Bullitt, a code board member, and Seattle area tv stations for their hospitality. The group was entertained at breakfast at the world's fair "Needle."

Mr. Swezey took part in a panel held June 15 by the U. of Washington in

"Now here's how your spot will sound..."

New lightweight SOUND SALESMAN takes the spot to the sponsor

Talk about handy! Your production staff can create a program or commercial and record it on a tape cartridge. Your salesman can then take this portable playback unit right to the sponsor and let him hear the finished product. No more cumbersome reel-to-reel machines. No time-consuming setting up, threading and rewinding. The SOUND SALESMAN weighs only 13 pounds... about the size of a portable typewriter. Just set it on the client's desk and plug it in. Insert the cartridge... hit the start lever... and the audition is on. The SOUND SALESMAN is a continuous play unit which is controlled manually for immediate replay. Ideal for selling a new prospect or getting quick approval on new commercial copy. Strictly high fidelity equipment designed and manufactured by Automatic Tape Control. Playback unit \$185. Record and playback unit \$225. Write, wire or phone your order collect.



made by broadcasters for broadcasters

AUTOMATIC TAPE CONTROL

209 E. Washington St. • Dept. 12 • Bloomington, Illinois

marketed in Canada by Canadian General Electric, Toronto 4, Ontario

CBS Radio's Hayes talks to KMOX listeners

CBS Radio President Arthur Hull Hayes got to talk with the man and woman on the street during an unusual one-hour radio broadcast May 29 in which he participated in answering questions posed by radio listeners. The conversations were with members of the CBS-owned KMOX St. Louis listening audience. Mr. Hayes spoke from New York in a special three-way radio and phone hook-up (two cities and the St. Louis listener).

A few of the listeners took advantage of having CBS Radio's president on the line. For example, one woman wanted to be assured that CBS's overseas news correspondents are well trained in foreign languages; another disagreed about the propriety of stations' editorializing on behalf of specific candidates; a third wanted the mechanics of a radio broadcast explained.

The special broadcast was in ob-

servance of National Radio Month on the *At Your Service* program on KMOX (2-3 p.m.). The host was Jack Buck of KMOX. Portions of the broadcast were released by CBS Radio last week.

A listener took exception to beer advertising on the airwaves (Mr. Hayes' answer: "I always heard that St. Louis was the home of breweries.").

The listeners also touched on radio daytime serials. (One said, "Let's forget about the serials, they've had it." Another spoke against the old-time soap operas but suggested more radio "drama programs.")

Said Mr. Hayes after the broadcast: "Their comments showed they listen regularly and discuss what they hear with their friends." More of this type show? A definite yes from Mr. Hayes, who said he hopes he'd be able to repeat it on other CBS-owned stations from time to time.

compared to \$6,116,745 for the year before. During the year, Taft paid 50 cents per share in dividends plus a 2½% stock dividend.

Taft Broadcasting owns WKRC-AM-TV Cincinnati, WTVN-AM-TV Columbus, both Ohio; WBRC-AM-TV Birmingham, Ala., and WKYT-TV Lexington, Ky. It also owns two bowling centers in the Cincinnati area.

All officers and directors of Taft Broadcasting were re-elected at the annual meeting of the company June 12 in Cincinnati.

Hulbert Taft Jr., president, reported that May revenues totaled \$1,097,513 against \$902,713 for the same month last year. Net profit for May, the second month of the 1963 fiscal year, was \$228,619 (14 cents per share) bringing earnings for the first two months of the fiscal year to \$441,613 (28 cents per share). This compares to \$160,853 (10 cents per share) for May last year, and \$321,018 (20 cents per share) for April and May last year.

Columbus tv stations using 1,749-ft tower

WTVM (TV) and WRBL-TV, both Columbus, Ga., are now transmitting from the stations' new 1,749 foot tower, said to be the tallest man-made structure in the world. Both stations switched to the new tower May 25. Previously, KFVS-TV Cape Girardeau, Mo., transmitted from the tallest U. S. tower at 1,676 feet.

The new tower was designed by Stainless Inc., North Wales, Pa., and erected by Furr & Edwards, Rome, Ga.

The transmitter weighs nearly 215 tons, utilizes over six miles of guy strand cable and can withstand winds up to 125 miles per hour. The tower supports an RCA ch. 3 6-bay section super turnstile antenna and an RCA ch. 9, Mark II super gain antenna.

Radio orbit coverage reached 6.3 million

Radio coverage of the orbital flight by Scott Carpenter was heard by 6,394,000 adults who did 56% of their listening away from home, according to a projection by The Pulse Inc., based on 200 personal interviews. The median average listening time was 56 minutes.

The Pulse study indicated tv coverage was seen by 6,100,000 adult New York area residents who devoted median average time of 51 minutes to flight coverage. Radio and tv together reached 87% of adults. Pulse noted the mushrooming growth of out-of-home radio listening.

connection with communications week at the fair. Board members and staffers took part in another panel the same day.

Attending the meeting, besides Mrs. Bullitt, were Chairman William D.

Pabst, KTVU (TV) Oakland, Calif.; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; George B. Storer Sr., Storer Broadcasting Co.; Lawrence H. Rogers II, Taft Broadcasting Co.; Ernest Lee Jahncke Jr., NBC; Joseph H. Ream, CBS; Alfred R. Schneider, ABC. Roger W. Clipp, Triangle Stations, was excused. Representing the NAB staff besides Mr. Swezey were John M. Couric, public relations manager; Douglas A. Anello, general counsel; Stockton Helffrich, New York code office, and Frank Morris, Hollywood office.

Taft Broadcasting earnings up 20%

A 20% increase in earnings per share, \$1.20 for 1962 fiscal year compared to \$1 in the previous year, was announced last week by Taft Broadcasting Co. in its annual report for the year ended March 31.

Net revenues decreased slightly, from \$11,076,717 in 1961 to \$10,936,237 in 1962. Taft sold its Knoxville radio and tv stations in January 1961. The operating profit before depreciation and amortization increased from \$4,491,990 in 1961 to \$4,875,602 in 1962.

Net earnings after special credit amounted to \$1,887,929 for 1962 compared to \$2,066,255 in 1961. The 1961 earnings included \$486,252 gain on the sale of WBIR-AM-FM-TV Knoxville, less related income taxes. Cash flow reached \$2,586,871 for 1962 compared to \$2,454,381 in 1961.

At the end of the 1962 fiscal year, Taft retained earnings of \$6,454,864

NTA PRESENTS

TIN• TIN

A NEW **FULL COLOR***
CARTOON SERIES

MADE SPECIALLY FOR **TV**
FULLY ANIMATED—The Adventures Of **TIN•TIN**—DAILY STRIP or as part of ALL Your Present Children's Programs

*ALSO AVAILABLE IN BLACK AND WHITE

NTA

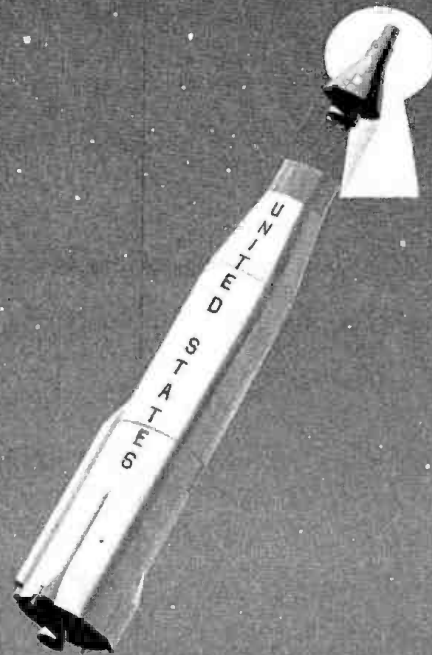
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NEW YORK

444 Madison Avenue PLaza 3-6106



**BURROUGHS
WOULDN'T HAVE
MISSED IT
FOR THE
WORLD!**

oughs—TM

Once again, the Burroughs guidance computer at Cape Canaveral scored a perfect hit. It guided Astronaut Scott Carpenter—as it guided John Glenn—precisely to the "keyhole in the sky" at precisely the right speed and moment for a successful orbital flight. This makes the 149th time that the Burroughs system at the Cape has been used in our nation's orbital missions, space probes and ICBM shots. Performing flawlessly every single time, it continues to demonstrate the reliability that is inherent in every computer system Burroughs makes for defense and business.

Burroughs Corporation
DETROIT 22, MICHIGAN

so many data processing problems end with



HOW HIGH IS RADIO'S FIDELITY?

FTC seeks to define term for two manufacturing groups

Fm stereo broadcasters who are going to great lengths to give the public high fidelity stereophonic programs may have an ally in the near future. Both industry and government are working to set out a clear definition of "high fidelity" so the public won't be bilked by spurious claims from unscrupulous dealers.

"We're pretty sure that when a dealer advertises a high fidelity radio set for \$49.95 that isn't high fidelity in any sense of the word," says William B. Snow Jr., the Federal Trade Commission's assistant director of the division of industry guidance. He acknowledged that over the past six months or so there has been an increase in the number of complaints from dissatisfied customers.

It's no simple problem, says L. M. Sandwick, consumer division chief at Electronic Industries Assn. High fidelity components manufacturers want a highly technical definition of high fidelity; the mass manufacturers ask for a more practical description.

"The cleavage is easy to understand," Mr. Sandwick explained. "The custom parts people sell their equipment to a limited portion of the public at a very high price; the manufacturers who make radios and phonographs for the general market [90% of all sales] can meet any high standard technically, but they would be pricing themselves out of the mass market."

The EIA executive reports his organization has been compiling replies to a questionnaire, sent out by William H. Bingham, Hawley Products Co., St. Charles, Ill., to both quality and mass radio and phonograph manufacturers and to engineers in the field. The replies, totaling 154, have been studied

and collated by Mr. Sandwick. The replies will be submitted to chairmen of two EIA committees: Armin E. Allen, Philco Corp., and James A. Stark, General Electric Co. Their recommendations, in turn, will be submitted to their respective EIA sections: phonographs and radios. Recommendations by the sections will be relayed to EIA's consumer products division.

Mr. Sandwick has been in touch with the Institute of High Fidelity Manufacturers, he says.

High Standards ■ Custom audio makers seek to specify high standards for "high fidelity" apparatus—20-20,000 cps frequency response with variations not to exceed plus or minus 2 db, and with distortion limited to no more than 1%. Mass production manufacturers look for a little more leeway in definition—50-10,000 cps, with variation not to go above plus or minus 6 db and with distortion permitted up to 5%. Component makers also would like to label performance specifications on each element of an installation (tuner, amplifier, turntable, pickup head, loudspeaker). Mass producers oppose the idea.

The FTC became seriously interested several months ago when its staff began working up a background on the subject. The thinking at the trade commission leans toward the issuance of an industry guide. The agency is seeking some definitive terminology to protect the public, the FTC explains. One of the major difficulties the FTC found almost immediately is that there are no standards for the term.

The whole subject is scheduled to be discussed at length at the June 19 meeting of EIA's loudspeaker committee in Chicago at the Pick-Congress Ho-

Just about everything

In the competitive home entertainment market where tv set makers often have to go out of the way to be a little different, Sylvania Electronic Products, New York, apparently has gone "way out."

A home entertainment unit containing seven electronic devices in one cabinet will be unveiled by Sylvania in Chicago at the International Home Furnishings Show today (Monday). It includes: a 23-inch tv set; am-fm radio; fm stereo tuner; stereophonic four-track tape recorder; stereophonic phonograph; public address system; remote control automatic 35mm slide projector with a 23-inch screen, and even has provided enough space in the unit for a "closed circuit tv camera." Suggested retail price: \$5,000.

tel. Mr. Bingham is chairman of this meeting.

MVR-10 DISPLAYED

Showing follows Ampex suit against maker of portable

The new closed-circuit portable video tape recorder produced by Mach-Tronics Inc. (BROADCASTING, June 4), was publicly demonstrated for the first time Tuesday (May 12).

The MVR-10 is priced at \$10,300 with its integral eight-inch tv monitor, or \$9,800 without the monitor, f.o.b. Mountain View, Calif., Mach-Tronics executives say that price is significantly lower than the prices of other closed circuit vtr machines. They also noted that the MVR-10 uses one-inch tape instead of two-inch and runs at 7½ inches per second, effecting operating economies. The ability to store 96 minutes of information on a tape was called an appreciable advantage in many of the recorder's applications.

The demonstration came after a \$2 million damage suit was filed June 8 against Mach-Tronics and a number of its executives in the San Mateo Superior Court by Ampex Corp., which also asks the court to enjoin Mach-Tronics from manufacturing and selling any of its vtr machines. In its complaint, Ampex alleges that Kurt R. Machein, Mach-Tronics president, was engineering manager of Ampex's international operations before his resignation last October and that he persuaded other defendants

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to leave Ampex and join Mach-Tronics, formed Nov. 1, 1961.

Individual defendants, in addition to Mr. Machein, are: Alan Bygdnes, electrical engineer, described as "working on the Ampex portable video recorder" before he resigned from Ampex Nov. 22, 1961; Michael Bradley Mayatt, "working on recorder heads," and Arie C. Van Doorn, "senior engineering aide on various research projects," before their resignations from Ampex Nov. 10, 1961; Walter E. Lock, "senior engineering aide," who left Ampex Feb. 23, 1962; Uwe Reese, "assistant to defendant Machein," before his resignation Oct. 30, 1961; Davis C. Thompson, "engaged in marketing Ampex's video recorders" up to the time of his departure Feb. 9, 1962; Hans F. Hoyer, "engaged in planning and marketing functions" at Ampex before his employment was terminated by Ampex Dec. 30, 1960, as part of a reduction in staff.

Ampex charges the defendants with conspiring to use confidential information obtained as Ampex employees to go into competition with Ampex by producing a portable video recorder "substantially similar to the models of such recorders constructed or designed by Ampex." Mach-Tronics, the complaint also alleges, "caused its representatives to show a sample of such portable receiver to various Ampex customers in an attempt to solicit orders from Ampex customers."

Ampex asks the court to enjoin Mach-Tronics "from engaging in the manufacture and sale of portable video recorders embodying any of the characteristics or specifications of the portable video recorders constructed or designed by Ampex" and "from soliciting customers of Ampex for the sale by defendants of portable video recorders." The plaintiff also asks that the defendants be required to turn over or destroy any "dies, samples, plans, specifications and other confidential trade information" relating to Ampex and its portable video recorders. Finally, Ampex asks for damages of \$2 million plus the costs of its suit.

Mach-Tronics' co-founders, President Machein and Henry W. Howard, San Francisco attorney who is vice president, categorically denied the charges, calling them "absolutely false." In a prepared statement, Messrs. Machein and Howard said that the Ampex suit "illustrates the repressive effects of monopoly in the field of science and engineering."

Describing Ampex as "a 100 million corporation" which through cross-licensing with RCA "absolutely dominates the world market for video tape recording equipment," the statement continues: "Ampex Corp. does not now, nor has it ever, successfully produced

low cost, light weight, simple truly portable video recorder comparable in any sense to the MVR-10 even though the tremendous need for such equipment in the space program, in education, in science and national defense has been apparent for many years."

Telstar launch date within a month

"We hope it will go up before July 15." This was the hope for the launching of AT&T's Telstar communications satellite expressed by A. C. Kickieson, executive director of transmission, Bell Telephone Labs., in answer to a question during the Telstar seminar at the annual convention last week of the Armed Forces Communications & Electronics Assn. in Washington.

Officially, Telstar's date for its 500-3,000-mile-high ride is between the end of this month and July 15.

In addition to the AT&T earth station at Andover, Me., it was announced that ground stations to receive and transmit to Telstar are going up in the United Kingdom, France, Germany, Italy and Brazil.

Other satellite communications developments:

- The U. S. Army lost control of project Advent—a proposal to put up an active relay satellite 22,300 miles above earth so that it remains fixed above the same point on earth—to the Air Force. The Army plan was to use three 1,300-lb. satellites for global coverage. Because the U. S. does not have rockets powerful enough to lift this weight that distance, the Dept. of Defense revised the project. The Air Force will use 3 to 10, 500-lb. satellites in the same synchronous orbit. It is hoped to get the system operating by 1964. The Air Force will also commence a low-altitude communications satellite project, using 40-50 repeaters, at a 6,000 mile altitude.

- FCC Commissioner T. A. M. Craven, in charge of communications satellite policy at the FCC, doesn't think there's much use in considering global tv direct to home receivers; too many problems.

In a talk to the U. of Washington's school of communications in Seattle June 15, Mr. Craven listed some of the problems that must be overcome:

Power requirements would be 15 kw or more, but there are no rockets capable of putting up this kind of station 22,300 miles high. Spectrum space is limited for such a purpose; there have been suggestions that Channels 7-13 be used, or that uhf be utilized. One suggestion is that 12,000 mc be used. Global use of these frequencies would cause interference to other services at or near these bands. Standards for tv

Lengths Ahead!!



WCCA-TV
Columbia, S. C.

WCCB-TV
Montgomery, Ala.

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are different all over the world; there is the U. S. system, and six other, different systems in use today. There are language barriers. The time differential makes it difficult to conceive of many events for which people over the world would upset their work or sleep schedules to view.

Technically direct coverage could be obtained, the FCC commissioner said, but the cost would be prohibitive. He recommended that the communications satellite be used primarily for relay purposes and that direct-to-home global satellite tv be left for future development.

LOW-COST ETV

New Adler C-C system said to offer solutions

The potential answer to an educator's television dream was demonstrated before some 150 educators, government officials and businessmen last week.

An on-air, closed circuit educational tv system, which solves the two big problems of etv—high costs (of cable systems) and scarcity of channels (for on-air systems)—was unveiled in the gymnasium of an elementary school of the Plainedge School District, Bethpage, N. Y. The new system, developed by Adler Electronics Inc., is operating on an FCC experimental license and uses a channel in the 2,000 mc band. This band is currently reserved for auxiliary tv use by commercial stations for studio-to-transmitter links and intercity relays.

According to FCC Commissioner Robert E. Lee, who attended the demonstration, the frequencies between 1990-2110 mc are "currently only lightly used." He said the band is "virtually virgin territory" and "its suit-

Station uses long-distance relay

KTLA (TV) Los Angeles reports it picked up a picture with its Telecopter near the Mexican border and relayed it back to the station's transmitter on Mt. Wilson, a distance of some 150 miles. Long relay with good quality was made possible by a "Micromeg" uhf parametric amplifier installed at the receiving point with the effect of strengthening the signal tenfold, according to KTLA engineers, who said the device would increase the range of the flying mobile unit up to at least 200 miles. The unit measures 12 by 12 by 14

inches, weighs 47 pounds and is priced at \$3,200 by its manufacturer, Micromega Corp., 4134 Del Rey Ave., Venice, Calif. Micromega's own description: "It is a low-noise, low level parametric amplifier, inserted between the receiving antenna and mixer. A semiconductor 'varactor' diode causes amplification by 'pumping' power to a local r-f source to the signal." A "Micromeg" is also in use in an intercity microwave link between KLAS-TV Las Vegas, Nev., and KOOL-TV Phoenix, Ariz.

ability for in-school television transmission is apparent." He said he expects that a proposed rulemaking opening the band for etv will be introduced at the FCC in July.

Stan Lapin, director of Adler's Industrial Products Div. said etv systems using the 2000 mc band would not interfere with present tv station use.

An Adler study of Nassau County, N. Y., which has 31 independent school districts, showed that each school district could use six channels in the 2000 mc band (which would have 20 tv channels available) without one district interfering with any of its neighbors.

The 2000 mc system uses a standard tv picture and sound. These are generated in an exciter unit at standard vhf frequencies. Through use of the heterodyning process, the vhf tv signal is raised to the 2000 mc band and transmitted to the other schools in the system where it is received and a converter, similar to uhf converters used on vhf sets, converts the signal which is then

distributed to the school's classroom tv sets by cable.

Set production, sales up in first four months

Tv and radio set production and distributor sales for the first four months of 1962 topped the same period in 1961, although April 1962 production and sales sagged compared with the month before.

Figures announced by the Electronic Industries Assn. last week:

Period	PRODUCTION	
	Tv	Radio
Jan.-April 1962	2,200,201*	6,098,498**
Jan.-April 1961	1,715,619	4,714,078
Period	DISTRIBUTOR SALES	
	Tv	Radio
Jan.-April 1962	1,932,729	2,987,497†
Jan.-April 1961	1,680,672	2,637,850

* Includes 185,754 tvs with uhf tuners compared to 90,409 in 1961 period.

** Includes 2,137,627 auto radios and 304,929 fm radios compared to 1,454,906 auto radios and 218,082 fm radios in 1961 period.

† Does not include auto radio sales.

PROGRAMMING

ASCAP, RYAN DISCUSS ISSUES

Judge hopes to clear all pending major litigation involving not only rate-making, but BMI ownership

What appears to be an effort to clear up all major pending litigation involving broadcasters, ASCAP and ASCAP members was broached in an informal session with Chief Judge Sylvester Ryan in U. S. Southern District Court in New York last week.

The conference reportedly involved not only television stations' current rate-making suit against ASCAP, but also separate suit in which one of the issues is the question on which an earlier settlement of the rate case foundered—divestiture of broadcast ownership of BMI, ASCAP's only major competitor.

This is the so-called "Schwartz Case," a massive suit filed almost 10

years ago by 33 ASCAP songwriters seeking \$150 million and the divorce of BMI from its ownership by broadcasters. There have been recurrent rumors over several months that this long-drawn case—in which more than 26,000 pages of testimony and 11,000 exhibits have been taken in its pre-trial phases alone—might be settled without trial, possibly for less than the cost of litigation involved.

Attorneys for the Schwartz-case songwriters and for BMI reportedly attended last week's conference at the request of Judge Ryan. Thus the session appeared to be concerned with a considerably broader range of matters than

counsel for the All-Industry Committee and for ASCAP had in mind. These two sides had asked to meet informally with Judge Ryan and others involved directly in the rate case to "explore," as All-Industry Committee Chairman Hamilton Shea explained it in advance, "any remaining possibilities of arriving at a satisfactory solution" of the rate case, as an "alternative to extended litigation" (BROADCASTING, June 11).

'Mums' the Word ■ Nobody was willing to give details of what went on at the conference. It was held in Judge Ryan's chambers and no transcript was taken. There were indications, however, that the issues of the rate case and those of the Schwartz case were kept separate, with All-Industry Committee representatives not participating when the discussion ranged to non-rate matters.

Regarding the rate question itself, the

session appeared to have left station authorities optimistic for an eventual solution of the complicated issues. Mr. Shea, of WSWA-TV Harrisonburg, Va., called it "a good working session" which looked for "possible paths of additional discussion that might lead to new music-license agreements."

He said no agreements were made, but that the various groups would explore the "possible paths" individually and that then another meeting would be held at a date not yet set. He pointed out that many difficult questions must be resolved at the outset—most of them legal questions—and that probably several meetings over several weeks will be required to get a common understanding on these so that an approach to the basic question of new tv licenses can be made.

Participants in last week's session with Judge Ryan, held Monday: Mr. Shea; R. R. Irvine of the law firm of Donovan, Leisure, Newton & Irvine, New York counsel to the committee, and co-counsel Joseph A. McDonald, of the Washington firm of Smith, Hennessey & McDonald; Herman Finkelstein, general counsel of ASCAP; Samuel I. Rosenman, counsel to BMI; John Schulman, counsel to plaintiffs in the Schwartz case, and attorneys for the television networks, whose own ASCAP music licenses expired last Dec. 31 along with those of tv stations generally. The old licenses and rates remain in effect pending decision or agreement on new ones.

The Issue ■ The All-Industry Committee is seeking a new form of license under which it would not pay ASCAP directly for the use of music in future syndicated programs and feature films. These rights would then be cleared with ASCAP by the producers of these programs. Since the networks take out separate licenses covering the use of ASCAP music in network programs, stations thus would pay ASCAP directly for little more than the ASCAP music in their locally originated shows.

ASCAP opposes the move, and Judge Ryan has indicated that he doesn't think he has a right to grant this sort of license.

A proposed settlement in which tv stations would have received a 17% reduction in ASCAP rates but would have had to agree to divestment of BMI from its broadcasting ownership was voted down by the All-Industry Committee last March. The committee held that, among other things, much BMI stock is held by radio stations and others not connected with the committee, and that "in all fairness" if there was to be a change in BMI's status it should be worked out independently of the committee and with BMI given "its own day in court with its own defense."

Too much 'canned' music charged at AFM meet

The use of "canned music" on radio and television stations and other outlets was decried by speakers at the annual meeting of the American Federation of Musicians in Pittsburgh last week.

Rep. Robert N. Giaimo (D-Conn.) told the delegates that 80% of radio broadcast time is devoted to "canned music" for which, he said, musicians "get no compensation." He said he favors a revision of "antiquated" copyright laws to protect the rights of performers.

AFM President Herman Kenin advised members that the union's legislative effort is directed toward com-

peiling the labelling by origin of "cut-rate" foreign music recordings. He claimed these recordings are used as background music in perhaps one-half of otherwise wholly U. S.-produced tv films and tapes.

Incumbent officers were re-elected. They are Mr. Kenin, president; William J. Harris, vice president; Stanley Ballard, secretary, and George V. Clancy, treasurer.

Missionary appeal aired

An eight-hour "Radio Missionary Convention" for the "World Literature Crusade" of Rev. Wesley Paul Steelberg was broadcast June 8 on WJRZ Newark, N. J. Purpose of the campaign was to convey to area listeners the scope of the crusade and to appeal for gospel

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COLORCASTING

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

NBC-TV:

June 18-22, 25-27 (10:30-11 a.m.) *Play Your Hunch*, part.

June 18-22, 25-27 (11-11:30 a.m.) *The Price Is Right*, part.

June 18-22, 25-27 (12-12:30 p.m.) *Your First Impression*, part.

June 18-22, 25-27 (2-2:25 p.m.) *Jan Murray Show*, part.

June 18-22, 25-27 (11:15 p.m.-1 a.m.) *Tonight*, part.

June 18, 25 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

June 19, 26 (7:30-8:30 p.m.) *Laramie*, part.

June 20 (8:30-9 p.m.) *Joey Bishop Show*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

June 20, 27 (10-10:30 p.m.) *Bob Newhart Show*, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

June 20, 27 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

June 21 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

June 23 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

June 28 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

June 23 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

June 23 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

June 23 (9-11:15 p.m.) *Saturday Night at the Movies*, part.

June 24 (5:30-6 p.m.) *Patterns in Music*, sust.

June 24 (6-6:30 p.m.) *Meet the Press*, co-op.

June 24 (7-7:30 p.m.) *Bullwinkle*, part.

June 24 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

June 24 (9-10 p.m.) *TV Guide Awards Show*, Kodak through J. Walter Thompson; Texaco through Benton & Bowles.

June 24 (10-11 p.m.) *Du Pont Show of the Week*, Du Pont through BBDO.

literature for overseas missionaries.

The convention featured remarks by leading evangelists and gospel singing. Listeners participated by calling in their opinions on the crusade.

UA's Krim reports good profits in tv

United Artists Corp. President Arthur B. Krim told stockholders in New York last week that the firm's tv operations are showing a good profit.

Mr. Krim said the picture is better than a year ago and that UA (through subsidiary Ziv-UA) will have a number of shows on the networks in 1963 and 1964. UA this year also concluded a motion picture sale (post-'50s) with ABC-TV for presentations in prime time (effective this spring and continuing through the 1962-63 season).

The good news for stockholders: UA's first quarter revenues were at a record \$32 million in the first quarter, with a profit (net earnings) of \$916,000 (53 cents a share) compared with \$879,000 (51 cents a share) for the first quarter last year. Earnings for the January-March period in 1961 were nearly \$27 million.

Cartoon series renewals up

A record year for renewals of its cartoon series for tv stations is anticipated by United Artists Assoc., which reported last week that re-sales are running 25% ahead of last year. Renewals of UAA's *Popeye* and Warner Bros. cartoons, consisting of *Bugs Bunny* and *Merrie Melody* subjects, were made in

ten markets in the past two weeks, according to a company spokesman.

The large number of color programs in the series was said to be a factor in sales activity. There are 234 films in the *Popeye* group, 111 of them in color, and 337 subjects in the Warner Bros. package, 311 in color. *Popeye* has been sold in 172 markets and the Warner Bros. cartoons in 169 markets.

Film sales...

The Lone Ranger 90-minute feature film (Telesynd): Sold to WCBS-TV New York; WCAU-TV Philadelphia; KMOX-TV St. Louis; WBBM-TV Chicago, and KNXT (TV) Los Angeles. Now in five markets.

Checkmate (MCA TV): Sold to WFBG-TV Altoona, Pa.; KTVE (TV) El Dorado, Ark.; WLUK-TV Green Bay, Wis.; WHP-TV Harrisburg, Pa.; KONA (TV) Honolulu; KSHO-TV Las Vegas; WFIL-TV Philadelphia; WCSH-TV Portland, Me.; WCNY-TV Watertown, N. Y.; WTVP (TV) Decatur, Ill.; XETV (TV) Tijuana-San Diego, Calif.; WTVH (TV) Peoria, Ill., and KTVU (TV) San Francisco. Now in 24 markets.

Frontier Circus (MCA TV): Sold to WTTV (TV) Bloomington, Ind.; WHP-TV Harrisburg, Pa.; KMSP-TV Minneapolis; WCSH-TV Portland, Me.; KTRG (TV) Honolulu; WCNY-TV Watertown, N. Y., and KTVR (TV) Denver. Now in 18 markets.

Thriller (MCA TV): Sold to WFBG-TV Altoona, Pa.; KBTB (TV) Denver; WLUK-TV Green Bay, Wis.; WHP-

TV Harrisburg, Pa.; KONA (TV) Honolulu; KMSP-TV Minneapolis; WFIL-TV Philadelphia; KTBS-TV Shreveport, La.; WCNY-TV Watertown, N. Y.; KSYD-TV Wichita Falls, Tex.; WSBA-TV York, Pa., and KXTV (TV) Sacramento, Calif. Now in 38 markets.

Jayark Blockbuster Features (Jayark Films Corp.): Sold to WAST (TV) Albany, N. Y.; KFDA-TV Amarillo, Tex.; WINR-TV Binghamton, N. Y.; WRBL-TV Columbus, Ga.; WBIR-TV Knoxville, Tenn.; KNTV (TV) San Jose, Calif., and WCTV (TV) Thomasville, Ga.-Tallahassee, Fla. Now in 193 markets.

Bozo the Clown (Jayark Films Corp.): Sold to WCSC-TV Charleston, S. C.; KTVR (TV) Denver; WICU-TV Erie, Pa.; KXGN-TV Glendive, Mont., and KTVW (TV) Tacoma-Seattle, Wash. Now in 208 markets.

Debbie Drake (Banner Films Inc.): Sold to KATU (TV) Portland, Ore.; WECT (TV) Wilmington, N. C.; WLWA (TV) Atlanta, and WKBT (TV) La Crosse, Wis. Now in 99 markets.

Columbia Lectures in International Studies (Banner Films Inc.): Sold to KPIX (TV) San Francisco, WSM-TV Nashville, WJZ-TV Baltimore, WBZ-TV Boston, KDKA-TV Pittsburgh and KYW-TV Cleveland. Now in 11 markets.

Tarzan Features (Banner Films): WCSC-TV Charleston, S. C.; KTSM-TV El Paso, Tex.; KLFY-TV Lafayette, La.; WOI-TV Ames, Iowa; WIS-TV Columbia, S. C., and KRDO-TV Colorado Springs, Colo. Now in 136 markets.

Great Music from Chicago (WGN Syndication Sales): Sold to WIIC (TV) Pittsburgh and WBNB-TV Charlotte Amalie, Virgin Islands. Now in 32 markets.

Sugarfoot (Warner Bros. TV): Sold to WNBQ (TV) Chicago and WTTG (TV) Washington. Now in 4 markets.

Bourbon St. Beat (Warner Bros. TV): Sold to WTTG (TV) Washington and KPHO-TV Phoenix. Now in 4 markets.

Bronco (Warner Bros. TV): Sold to WNBQ (TV) Chicago and WTTG (TV) Washington. Now in 4 markets.

Maverick (Warner Bros. TV): Sold to WFIL-TV Philadelphia; WMAL-TV Washington; KTVT (TV) Dallas; KXTV (TV) Sacramento, Calif.; WFBG-TV Altoona, Pa., and KPHO-TV Phoenix. Now in 9 markets.

Roaring 20's (Warner Bros. TV): Sold to WTTG (TV) Washington,

KPHO-TV Phoenix and KBTB (TV) Denver. Now in 6 markets.

Surfside 6 (Warner Bros. TV): Sold to WMAL-TV Washington, KTVT (TV) Dallas, KPHO-TV Phoenix, and KBTB (TV) Denver. Now in 7 markets.

King forms package firm

King Features Syndicate is forming a music publishing and recording company to package records and albums based on its tv cartoon series, newspaper strips and other properties.

KFS has concluded an agreement with Si Rudy of Bing Crosby Project Records to organize the new operation. The first project will be the development of music for the new KFS-TV animated series, *Barney Google & Snuffy Smith*, which is currently in production for a fall start. The company's other tv property, *Popeye*, is in more than 125 markets, and records and music created for this series have been licensed in the past to various recording and music publishing companies.

Program notes...

Bible series ■ KGBS Los Angeles began a new series featuring Myron J. Bennett reading the New Testament. The program is the first of a 62-week series which will cover the complete

New Testament. The program, as yet unnamed, took eight months to tape.

World's Fair films ■ Mariner Films Inc., Seattle, has been commissioned by the Seattle World's Fair to produce color motion pictures of the fair and its various exhibits for release during July. The company will shoot 8mm and 16mm color and black and white film and will also handle all distribution to television stations.

'Debbie Drake' expansion ■ Banner Films Inc., New York, reports that a second series of 130 episodes of the *Debbie Drake Show* will be placed into syndication on July 1. Sales on the first group of 130 quarter-hour programs, which have been on the market since the fall of 1960, have been made in 99 markets, according to Charles McGregor, Banner Films president.

NTA contracts ■ National Telefilm Assoc., Hollywood, has signed a contract to handle production and distribution of Dr. Albert E. Burke's tv series, now called *Probe*. In making the announcement, Bernard Tabakin, NTA president, said that Dr. Burke already has his new series in production in Hartford, Conn., for September starting dates on tv, through NTA. Series will be the first of NTA's newly formed "Award Programs" division, limited to

quality, adult programs. Dr. Burke's *Way of Thinking*, as his programs have been labelled, is currently on the air in 40 markets.

Westinghouse outlets buy cartoon tv series

Three Westinghouse Broadcasting Co. stations have purchased *The Mighty Hercules*, children's cartoon series distributed by Trans-Lux Television Corp., New York. The program, scheduled to be telecast next year, was bought by WBZ-TV Boston, KDKA-TV Pittsburgh and KPIX (TV) San Francisco, which will show the series in color. Sale of the series to WPIX (TV) was reported last month.

Adventure Cartoons for Television, a new animation studio, has been formed to produce the series for Trans-Lux. The new animation studio is located at 136 West 32nd St. Telephone number is Chickering 4-2882. The firm plans to continue production of other cartoon series as well as tv commercials. It is headed by Joe Oriolo, who will serve as producer-director of the new series; Roger Carlin, radio, tv and recording producer; and Arthur Brooks, financial consultant.

The *Hercules* series consists of 130 cartoons, each running 5½ minutes. Plans are to produce a total of 195 cartoons by 1963.

Exported shows not harmful—Sarnoff

TELLS CRITICS THAT U. S. COMMERCIAL SHOWS ARE HELPING IMAGE

Robert W. Sarnoff, NBC's board chairman, last week answered the critics who contend the U. S.-exported brand of tv might tend to injure this country's image abroad.

Mr. Sarnoff said such fears—"that America's national tv output may injure our country's image in the eyes of the world"—are "false" and he declared that no criticism whatever can justify "the exertion of official influence, no matter how indirect, upon the television program process at home or the distribution of programs abroad."

It could not be more justified than would be the curbing of foreign distribution of the *New York Times* or *Time* magazine which circulate through the free world, and any restriction or "shaping" of content of either tv or of these print media would be equally "unthinkable."

No Ill Will ■ Because U. S. programs seen abroad achieve wide popularity, Mr. Sarnoff said, "hardly supports the notion they are creating ill will toward the U. S. among the millions of foreigners who enjoy viewing them."

Mr. Sarnoff recalled a survey last year by the U. S. Information Agency

which covered 34 of its field posts around the world asking about the effects of American tv abroad.



Mr. Sarnoff

The NBC chairman noted that so far as he could determine this was the latest survey of its kind. Its verdict, as cited by Mr. Sarnoff:

American commercial tv showings are more helpful than harmful in creating favorable attitudes toward this country, and he added "the only significant change in the export of American television programs in the year since the survey was made has been a relative increase in news and information programs."

Mr. Sarnoff found it ironic that what's injuring the "reputation" of American tv abroad (and "hence our national image") is not the programs sent overseas but the "harsh, highly publicized estimate of television by those Americans who find it fails to conform to their own tastes."

He said that impending satellite tv transmission does not warrant the concern that's been expressed over the American image as projected by tv.

Mr. Sarnoff's speech was delivered on June 14 at a Liberty Bell award luncheon in Philadelphia. The award was presented to WRCV-AM-TV Philadelphia, for support of the USO.

TWO BBG MEMBERS RESIGN

Forsey, Hudon quit in protest of board decision
against CBC ownership of new tv station in Quebec

Due to differences about granting a license for a second French-language television station for Quebec City to private interests rather than to the government-owned Canadian Broadcasting Corp., two members of the Board of Broadcast Governors have sent their resignations to National Revenue Minister George Nowlan at Ottawa. They are Dr. Eugene Forsey, director of research for the Canadian Labor Congress, and Professor Guy Hudon, dean of the law faculty at Laval U., Quebec City.

In a written statement released June 8 at Hamilton, Ont., where he was attending the annual Conference of the Learned Societies at McMaster U., Dr. Forsey stated:

"You can see from the resignation itself that the BBG has decided not to recommend a license for the CBC in Quebec now, and that the grounds it will give for this are such as Dr. Hudon and I cannot accept. I know of no reason to think that the decision or the reasons to be given for it in any

way represent or reflect government policy. My difference is with my late colleagues, not with the government. I do not for a moment call in question the integrity, good faith or good intentions of any of the remaining members of the BBG."

When Dr. Forsey made the announcement the BBG had not yet officially reported the full results of its public hearings held the week of Feb. 6 at Quebec City, when CBC and CJLR Quebec City, had both applied for a ch. 11 station. Present English and French tv stations at Quebec City under majority ownership of Famous Players Canadian Corp. Ltd., Toronto, a subsidiary of Paramount Pictures Inc., New York.

BBG on June 12 announced denial of Mr. Laroche's application for a television station at Quebec City and deferral of CBC's application for a Quebec station until fall. In its decision BBG stated that it "cannot in fairness to all parties involved, deal with applications by the CBC, which are contested by private applicants, on a special basis and without reference to a consistent policy for expansion of television in Canada."

The resignations of Dr. Forsey and Prof. Hudon may have some political repercussions in the forthcoming Canadian general election today (June 18). Many organizations backed the CBC's presentation for a Quebec City tv station, while Jacques Laroche, owner of CJLR, is a prominent Quebec City Conservative party member. (The Conservative government of John Diefenbaker at Ottawa has called the general election.)

Dr. Andrew Stewart, chairman of the BBG and one of its three full-time members, had no comment on the resignations. There are 12 part-time members on the BBG.

Kraft buys heavily on CBC television

Kraft Foods Ltd., Montreal, has announced signing for the largest tv network program package in the history of the Canadian Broadcasting Corp. The contract includes the weekly one hour *Garry Moore Show*; co-sponsorship of the half-hour CBC-produced variety show, *Parade*; co-sponsorship of half-hour western music show, *Red River Jamboree*, produced by CBC at Winnipeg, and partial sponsorship of

Walt Disney Presents. The contract covers the 1962-63 season.

Tom Quinn, advertising manager of Kraft Foods Ltd., stated that "Kraft has always been a consistent television advertiser in Canada, but this is the biggest investment we have ever made in one medium. All of these shows are good family entertainment. There is enough diversification in the audience to give us the reach we need as well."

Agencies involved are Foote, Cone & Belding Canada Ltd., Toronto, for products on *Walt Disney Presents*, and Needham, Louis & Brorby of Canada Ltd., Toronto, for the other products advertised in the contract.

Pilkington Report to be out this month

The report of the Pilkington Committee on the future of broadcasting in Britain is expected to be released late this month.

The committee was set up in July 1960 to advise on future services to be provided by the British Broadcasting Corp. (government owned and operated) and the Independent Television Authority (commercial counterpart which was set up by the government and which delegates programming to private contractors). The report will also consider the question of additional services and make recommendations for the financing of broadcasting in Britain.

BBC last week expressed hope that the report and a subsequent government decision will be an endorsement of its 40-year-old concept of public service. Among other things BBC seeks as a result of the report: a second nationwide BBC-TV network; development of BBC color tv on a regularly scheduled basis; a change in tv line standards from the present 405 to 625 (with development of uhf); extension of BBC's three-network radio system; and development of local community radio stations.

Webb leaves ATV post

Robert Webb, head of the Education Dept. of Associated Television Ltd., British program contractor, is leaving. His assistant, Astrid Chalmers Watson, is also going. Their department has produced highly praised programs for elementary and high schools.

A company spokesman said ATV had decided to reorganize the department and this "inevitably means staff changes." He denied that less importance is being given to its educational programs. No new appointments have been announced.

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BROADCAST ADVERTISING

Robert J. Preis, assistant treasurer of Ted Bates & Co., New York, and **Richard R. Strome**, creative supervisor, elected vps. Mr. Strome, former tv art director and copy group head at Doherty, Clifford, Steers & Shenfield, joined Bates in March 1959 as copywriter. Mr. Preis joined agency in July



Mr. Strome



Mr. Preis

1956 as assistant controller. He was elected assistant vp and assistant treasurer in December 1959.

Lawrence S. Parker, associate manager of commercial production and tv art of Kenyon & Eckhardt, New York, elected vp.

Sam D. Thompson, vp of Borden Co., elected chairman of board of Premium Advertising Assn. of America. **William Dunham** continues as president and chief executive officer. **Joseph P. DiRienzo**, Colgate-Palmolive Co., and **J. Milton Rush**, Brown & Williamson Tobacco Co., were elected vps. Elected as new members of board of directors were: **H. G. Blakeslee**, Cory Corp.; **William Lawson**, Nestle Co.; **W. Parlin Lillard**, General Foods Corp.; **John W. Sudgen**, B. T. Babbitt Co., and **James F. Williams**, Coca-Cola Co.



Mr. Thompson

Robert J. Buck, account executive, and **Joseph T. Shaw Jr.**, assistant director of commercial production at Dancer-Fitzgerald-Sample, New York, elected vps.



Mr. Kennedy

Kevin Kennedy, vp and management supervisor of Kenyon & Eckhardt, joins Lennen & Newell, New York, as senior vp and management account supervisor on P. Lorillard Co. account.

Walter Bonvie, director of advertising of Minute Maid Co., division of the Coca-Cola Co., Orlando, Fla., elected vp in charge of advertising.

Milo F. Hejkal, art director of Allen & Reynolds, Omaha advertising and

Agency veteran retires



Mr. Coulter

Frank Coulter Jr., associate director in media at Young & Rubicam and veteran broadcast media executive, retired this month. He was associated with National

Biscuit Co. and Chemical National Bank in New York before he joined agency business as timebuyer with N. W. Ayer. In 1940, Mr. Coulter was made timebuyer at Y&R, remaining with that agency for 22 years, subsequently serving in stations relations, and finally in media (manager in 1949 and associate director in 1952).

marketing agency, becomes member of firm and elected vp and executive director of art.

Sterling E. Peacock, vp of N. W. Ayer & Son, Chicago, since 1929, retires this month after 42 years with agency. Mr. Peacock joined Ayer in

New York in 1920. He managed Chicago office from 1928 to 1955 and has served in advisory capacity since that time.

Brown Bolte, vice-chairman of board of Sullivan, Stauffer, Colwell & Bayles, New York, elected member of board of Child Welfare League of America.

Tom E. Harder, supervisor of Betty Crocker Mixes account at BBDO, joins Kenyon & Eckhardt, New York, as account supervisor.



Mr. Walton

Donald W. Walton, vp and creative coordinator on Oldsmobile account at D. P. Brother & Co., Detroit, promoted to newly created position of vp and director of creative services for entire agency. **Leonard Kotowski**, copy chief on Oldsmobile account, elevated to creative supervisor on that account.

Halsey Davidson, vp and creative coordinator on Chevrolet account at Campbell-Ewald, Detroit, resigns. Mr. Davidson, who joined agency in 1930, was elected vp in 1942 and has served in his present capacity since 1955.

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It takes a big station with big reach to wrap up the big Cincinnati market—a market busting at the seams and spilling over into more and more counties every year. Your H-R salesman will show you that big WCKY tents the market like a cover, reaching over 4,000,000 homes in 16 States at a pennies-per-thousand cost! Nielsen and SRDS prove that no other station delivers so many homes for so few dollars.

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

4A's broadcast media heads chosen

Ruth Jones, J. Walter Thompson media executive, named chairman of broadcast media committee for 1962-63 by the American Assn. of Advertising Agencies. Miss Jones is the first woman in history of the organization



Miss Jones

to serve as chairman of 4A national committee. **Louis J. Nelson**, Wade Adv., is co-chairman. Also announced: **David Miller** of Young & Rubicam was reappointed tv-radio administration committee chairman with **Hildred Sanders** of Honig-Cooper & Harrington re-elected vice chairman. Media relations committee (board committee) will be chaired by **Thomas B. Adams** of Campbell-Ewald, and **S. M. Ballard** of Geyer, Morey, Ballard will be vice chairman.

Warren J. Rohn, formerly with Olian & Bronner Adv., Chicago, joins Lilienfeld & Co., that city, as account supervisor.



Mr. Beaton



Mr. Hendrickson

Ian W. Beaton, executive on AC Spark Plug account, and **Jack R. Hendrickson**, merchandising manager on Oldsmobile account, D. P. Brother & Co., Detroit-based advertising agency, elected vps. Both men will continue to serve in their present capacities.

Marge Crawford, pr director of Enyart & Rose Adv., Los Angeles, forms her own pr organization, Crawford & Assoc., 3012 Passmore Drive, Los Angeles 28. Telephone: Hollywood 6-5169.

James W. Andrews, advertising and merchandising manager of Maxwell House Div. of General Foods Corp., White Plains, N. Y., named marketing manager of Jell-O Div. **Victor A. Bono-**

mo, product manager of Instant Maxwell House, named Maxwell House advertising and merchandising manager.

Norman T. Mingo, senior account executive with J. Walter Thompson, joins Donahue & Coe, New York, as account executive.

Stanley Koenig, management supervisor with BBDO, New York, joins Leo Burnett Co., Chicago, as marketing supervisor.

Richard J. Cusack, copywriter with Fuller & Smith & Ross, New York, appointed copy group supervisor.



Mr. Foristel

Joseph J. Foristel, assistant advertising manager of Liggett & Myers Tobacco Co., New York, named manager of special markets.

Martin D. Convisar, former statistical market analyst for *American Druggist* magazine, joins marketing-research department of Kudner Agency, New York.

Eugene V. Hassold named art director for all tv activities of Charles W. Hoyt Co., New York advertising agency.

THE MEDIA



Mr. Dulaney



Mr. Jackson

Ralph Jackson, commercial manager of WAVE-TV, and **Woodford H. Dulaney Jr.**, commercial manager of WAVE radio, both Louisville, Ky., named managers of respective stations. Mr. Jackson, in addition, will be in charge of operations of both Louisville outlets. **Houston D. Jones**, assistant commercial manager of WAVE-TV, promoted to commercial manager, succeeding Mr. Jackson. **George W. Norton IV**, secretary-treasurer of WAVE Inc. (WAVE - AM - TV Louisville; WFIE-TV Evansville, Ind., and WFRV [TV] Green Bay, Wis.), assumes added duties as director of corporation's research and development.

Earl J. Glade, consultant and pr representative for Radio Service Corp. of Utah, parent company of KSL-AM-FM-TV Salt Lake City, elected vp in charge of community relations. **Saul Haas**, president of Queen City Broadcasting Co. (KIRO-AM-FM-TV Seattle, Wash.), elected to board of directors of Radio Service Corp.

Jerry Lipman, former account executive and market supervisor of WJR-AM-FM Detroit, named manager of WTSN Dover, N. H.



Mr. Downey

John O. Downey, program director of WCAU-TV Philadelphia, elected vp and general manager of WCAU radio. He replaces **Thomas J. Swafford**, who resigned to purchase radio station in Albuquerque, N. M. Mr. Downey, before joining WCAU-TV, was assistant director of program services of CBS-TV Stations Div., New York, and executive producer at KMOX-TV St. Louis.

William O. Wiseman, station and sales manager of WOW-AM-FM Omaha, Neb., resumes part-time managerial duties following four-month absence resulting from accident suffered January 27. **Ken Quaife** named assistant sales manager in charge of WOW's midwest sales.

G. Ted Hepburn, general sales manager of WHLO Akron, Ohio, transfers to WARM Scranton, Pa., as station manager. **Gordon Barnhart**, WHLO account executive, promoted to sales

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manager. **Charles (Chuck) Frederick**, formerly with WORK York, Pa., joins news department of WSBA-AM-FM, that city. **Mike McKay**, formerly with WMPT South Williamsport, Pa., to WSBA as air personality. Susquehanna Broadcasting Stations are: WARM Scranton and WSBA-AM-FM-TV York, both Pennsylvania; WHLO Akron, Ohio, and WICE-AM-FM Providence, R. I.

Ann Owen, sales development manager of Robert E. Eastman & Co., New York, named to newly created post of special projects director. She is succeeded by **William Unger**, Eastman's promotion manager. Mrs. Owen joined Eastman in 1958.



Mr. Pauley



Mr. Weinbach

Robert R. Pauley, president of ABC Radio Network, named to NAB radio board, succeeding **Mortimer Weinbach**, ABC vp and assistant general counsel of American Broadcasting-Paramount Theatres, who has been named to NAB's television board. Mr. Weinbach replaces **Alfred R. Beckman**, ABC vp in charge of Washington office, on tv board.

Gerald J. Morey appointed sales manager of WNLC New London, Conn.

Ralph Quortin, account executive with WNJR Newark, N. J., promoted to sales manager.

Art Dawson, former merchandise

NAB's editorializing unit

Daniel W. Kops, president of WAVZ Broadcasting Corp., New Haven, Conn., has been reappointed chairman of National Assn. of Broadcasters' committee on editorializing. Newly appointed committee members are: **Rex G. Howell**, KREX-AM-FM-TV Grand Junction, Colo.; **A. Louis Read**, WDSU-AM-FM-TV New Orleans; and **George Whitney**, KFMB-TV San Diego. Committee members reappointed were: **Frank J. Abbott Jr.**, WWGP Sanford, N. C.; **Frederick S. Houwink**, WMAL-AM-FM-TV Washington; and **John F. Dille Jr.**, Truth Publishing Co. (WTRC and WSJV-TV Elkhart, and WKJG-AM-TV Ft. Wayne, Ind.).

manager of WOR-AM-FM-TV New York, appointed local sales manager of WGSM Huntington and WGBB Freeport, both New York.

Seymour (Hap) Eaton, national sales manager of Storer Broadcasting Co.'s WJBK-TV Detroit, promoted to general sales manager. Prior to joining Storer in his present capacity in April 1961, Mr. Eaton was account executive with Peters, Griffin, Woodward, national station rep firm.



Mr. Eaton

Joseph E. (Bud) Mertens, account executive with WJW-TV Cleveland, joins Chicago office of Storer Program Sales, effective July 2, in similar capacity.

Robert M. Carano, sales executive with WFMJ-TV Youngstown, Ohio, joins WJW-TV Cleveland as account executive.

Al Perry, general manager of KLAB Lakewood, Colo., joins sales staff of KOA-TV Denver.

Eugene McCurdy, former sales manager of WBAL-TV Baltimore, named commercial manager of WFIL-AM-FM Philadelphia.

Robert E. Ryan, former midwest director of client relations for CBS Radio Spot Sales, appointed manager of sales development, with headquarters in New York.



Mr. Brent

Randolph S. Brent, former operations manager of CBS Sports, New York, named station manager of WVEC-TV Norfolk - Hampton, Va.

John Rich, Paris bureau chief of NBC News, named Tokyo bureau chief and will serve as chief, Far East, replacing **Cecil Brown**, who returns to U. S. to serve as correspondent on NBC News programs. **Bernard Frizell** succeeds Mr. Rich as Paris bureau chief.

Edward A. McCusker, formerly with advertising department of *Philadelphia Daily News*, joins sales staff of WPEN-AM-FM, that city.

Robert E. Leach, former chief engineer of WSPA-TV Spartanburg, S. C., and KLAS-TV Las Vegas, Nev., appointed technical director of WTSP (TV) Tampa-St. Petersburg, Fla. **Pat McLaughlin**, engineering studio supervisor of WSFA-TV Montgomery, Ala., joins WTSP as engineering supervisor.

Bob Dell, air personality with WOLF Syracuse, N. Y., promoted to program director.

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Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS



NBC executives visit a well-known point of interest

Stopping to look at the other side, during a 10-day tour of Europe, Robert E. Kintner, president of NBC (center), Julian Goodman, vice president of NBC News (left), and

Piers Anderton, NBC news correspondent in Berlin, are shown at Potsdamer Platz in West Berlin. The two executives met with NBC newsmen and European broadcasters.

Robert T. Mason, president and general manager of WMRN-AM-FM Marion, Ohio, appointed National Assn. of Broadcasters' representative on American Council on Education for Journalism. **Howard M. Bell**, NAB vp for industry affairs, replaces Mr. Marion as member of council's accrediting committee, with **James H. Hulbert**, NAB manager of broadcast personnel and economics, as alternate.

Lee Polk, producer-director for Regents Educational Television Project of New York State Education Dept. for past four years, named manager of children's programs for WNDT (TV) New York. **Frank Leicht**, associate director of *The Ed Sullivan Show* on CBS-TV, appointed production manager. **Robert**

D. B. Carlisle, production supervisor and senior producer at MGM Studios, named producer of adult telecourse programs.

Douglas G. Leonard, production manager of WBZ-TV Boston, appointed program manager of Connecticut Educational Television Corp., licensee of WEDH (TV), ch. 24, Hartford, which is expected to be in operation later this summer. **Samuel C. Edsall**, chief engineer of Trinity College station, WRTC-FM Hartford, joins Connecticut ETV Corp., in similar capacity. He will continue, however, with WRTC.

Frank Pipes, production manager of KSON San Diego, appointed program director.

Bill West, broadcast supervisor of KPHO-TV Phoenix, appointed program director of KEPI (FM), that city.

Johnnie Rowe, former music director and air personality with KTLN Denver, joins KIMM Rapid City, S. D., as program director.



Mr. Victor, production manager of WMAL-TV Washington, promoted to program - production manager, replacing **Theodore N. (Ted) McDowell**, who was named manager of stations' radio-tv news and public affairs department (PROGRAMMING, June 11). Mr. Victor, who joined WMAL in 1955 as floor director, has served in his present capacity since 1959.

Harold Bennett, former Buffalo, N. Y., branch manager of National Screen Service Corp. until his retirement in 1959, joins Alfred E. Anscombe Stations (WBJA-TV Binghamton, N. Y., and WEPA-TV Erie, Pa.) as film buyer.

Fred W. Johnson, local sales manager of KPLR-TV St. Louis, named general sales manager of WFRV (TV) Green Bay, Wis.



David D. Matson, former music director of WOL-AM-FM Washington, joins production staff of WFIL-TV Philadelphia.

Jack Griswold named news and sports director of WEJL Scranton, Pa.

Donald L. Anti, music librarian of KYA-AM-FM San Francisco, joins KFWB Los Angeles, in similar capacity.



Mr. Okon, account executive with Mutual Broadcasting System, New York, promoted to eastern sales manager. Mr. Okon joined MBS in 1958 after five years with CBS Radio.

Don Doolittle joins announcing staff of KBIG Santa Catalina, Calif., replacing **Ken Marvin**, who resigned.

Alan Newcomb named director of public affairs for Jefferson Standard Broadcasting Co. (WBT-AM-FM and WBTW [TV] Charlotte, N. C., and WBTW [TV] Florence, S. C.).

Chuck Blair, member of announcing staff of WYND Sarasota, Fla., joins WEAW-AM-FM Evanston, Ill.

Cy Nelson named news and public affairs director of WOKY Milwaukee.

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Lionel Hampton, Negro orchestra leader, has signed contract with United Broadcasting Co. as musical director of WOOK-TV Washington, which is expected to begin operating Sept. 1. John Panagos, executive vp of United, said Mr. Hampton would serve primarily in advisory capacity and would do weekly half-hour variety show, emphasizing Negro talent.

Harold E. Davis, supervisor in NBC accounting department in Los Angeles, awarded \$2,500 David Sarnoff Fellowship Scholarship by RCA Education Committee for academic aptitude, promise of professional achievements and character.

GOVERNMENT

Jerome B. Wiesner, science adviser to President John F. Kennedy, named director of new Office of Science & Technology. At same time, President Kennedy continued **Alan T. Waterman** as director of National Science Foundation.

PROGRAMMING

George Weltner, vp in charge of world sales and member of board of directors of Paramount Pictures Corp., New York, elected executive vp. **Paul Raibourn**, vp and member of board of directors, elected senior vp.

John Davidson, southeastern division manager of Ziv-United Artists, joins Warner Bros. Television as southeastern district sales manager with headquarters in Atlanta. **William P. Andrews**, vp in charge of domestic syndication, Independent Television Corp., named Warner Bros. Tv district sales manager with headquarters in New York.

Robert L. Fierman, former sales manager of KTTV Tape Productions, Los Angeles, joins MGM Telestudios, New York, as sales manager.

Jacqueline Babbitt, producer with Talent Assoc., New York, for past eight years, joins Directors Co., that city, as producer of seven one-hour specials being prepared for *DuPont Show of the Week* (NBC-TV, Sun., 10-11 p.m. NYT).

Aaron Spelling and **Everett Chambers** signed by Four Star Television as executive producer and producer, respectively, of company's new half-hour series, *The Lloyd Bridges Show*, to be seen this fall on CBS-TV, Tuesdays, 8 p.m.

Elliot A. Benner joins Chicago office of Allied Artists Television Corp. as first appointee in Allied's new formal sales training program.

Sam Gallu, head of his own production company which has produced *Be-*

ATA&S's Chicago line-up

Jack Brickhouse, sports manager of WGN-AM-TV Chicago, was elected president last week of Chicago chapter of Academy of Television Arts & Sciences. Other officers elected: **James W. Beach**, broadcast supervisor of Foote, Cone & Belding, first vp; **Walter Schwimmer**, president of Walter Schwimmer Inc., second vp; **Raymond A. Jones**, American Federation of Radio & Tv Artists, secretary, and **Jack Russell**, talent agent (re-elected), treasurer.

hind Closed Doors, *The Blue Angel* and *Navy Log*, has been signed by Warner Bros. as writer-producer-director to work on new tv projects for 1963-64 season.

Dr. Phyllis M. Wright, member of Marion Davies Clinic at UCLA, appointed technical advisor on MGM-TV's *Dr. Kildare* series.

Donald McDougall, **Thomas Carr** and **Ted Post** signed as directors for CBS-TV's *Rawhide* series.

Richard Rust, young actor who re-

cently won acclaim in "Walk On the Wild Side," signed by MGM-TV for regular leading role on *Sam Benedict*, new hour-long dramatic series which will debut on NBC this fall.

Patrick A. Harden named bureau manager of United Press International, Jacksonville, Fla., succeeding **Ronald Martin**, who resigned to join staff of *Jacksonville Journal*.

EQUIPMENT & ENGINEERING



Mr. Brogna

S. R. Brogna, head of manufacturing operations of Surrounding Sound Inc., Los Angeles manufacturer and distributor of electronic delay and reverberation equipment, elected vp and general manager.

James Cox, SSI's vp in charge of sales, resigns. Mr. Brogna, who joined Surrounding Sound in Sept. 1961, now assumes responsibility of all sales and research.

David G. Harris, **William J. Knife** and **Robert C. Salisbury** elected vps of Cleveland Electronics Inc., manufacturer of radio-type Cletron loudspeakers. Mr. Harris will be in charge of

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marketing; Mr. Knife of engineering and production, and Mr. Salisbury as treasurer. **Earl Sala** has assumed direction of national merchandising of Cletron replacement line of speakers in Columbus, Ohio, as Electronics Marketing Corp.

Paul R. Abbey elected vp and director of marketing of American Concer-tone Inc., manufacturer of magnetic tape recorders, Culver City, Calif.

E. F. Walsh, pr supervisor for Mincom Div. of Minnesota Mining & Manufacturing Co., Los Angeles, appointed to newly created position of commercial products sales manager. Mr. Walsh will supervise national sales for company's new line of radio-tv products.



Mr. Ponte

N. S. Ponte, former project engineer on ballistic missile early warning system equipment for Continental Electronics Mfg. Co., subsidiary of Ling-Temco-Vought Inc., Dallas, and for past year

manager of American Committee for Liberation station in Southern Europe, returns to Continental as head of communications section of firm's engineering department. Mr. Ponte, who joined Continental originally in 1958, will be responsible for commercial broadcast equipment.

Richard F. Wittenmyet appointed manager of engineering and research for The Austin Co., international engineering and construction firm, with headquarters in Cleveland.

Thomas J. Kelly appointed director of international sales and services for Raytheon Co., Lexington, Mass. **Harold M. Asquith** named director of technical support, newly created position to promote proper exchange of Raytheon's technical knowledge between company and its subsidiaries and licensees. **H. E. J. Finke**, attorney for Raytheon's

international affairs, named director of international planning, newly created position.

ALLIED FIELDS

James D. Bowden, former head of his own Minneapolis rep firm, The James D. Bowden Co., joins Broadcast Clearing House as midwest manager with offices in Chicago. Prior to forming his own firm in 1959, Mr. Bowden served as Chicago office manager for John E. Pearson Co. from 1955 and earlier as rep firm's Minneapolis office manager.



Mr. Bowden

INTERNATIONAL

Allan Waters, CHUM Toronto, elected chairman of Radio Sales Bureau, that city. Other officers elected: **R. T. Snelgrove**, CKBB Barrie; **J. C. Lavigne**, CFCL Timmins, and **F. Murray**, CJBQ Belleville, all Ontario, vice chairmen, and **R. S. Thompson**, All-Canada Radio & Television Ltd., treasurer. **C. C. Hoffman**, Toronto, elected fulltime president.

J. Ross MacRae, assistant manager of radio-tv department of Cockfield, Brown & Co., Toronto, appointed department manager, replacing late J. Alan Savage (FATES & FORTUNES, May 28). Mr. MacRae, who joined Canadian advertising agency in 1945 as radio department writer, has served in his present capacity for past three years. **Barry Nicholls**, public service director of CJAY-TV Winnipeg, Man., joins Cockfield, Brown as account executive.

John L. O'Brien, former general manager of MGM de Chile, transfers to MGM Television in newly created post of Latin American sales manager, with headquarters in Mexico City.

Dave Rawcliffe, national sales man-

ager of CHFI-FM Toronto, and **Robert Baum**, sales manager, resign to join Toronto office of Air-Time Sales Ltd. and CHCH-TV Hamilton, Ont., respectively. **George Harper**, formerly with CHIQ Hamilton, joins CHFI-FM as local and regional sales manager.

Robert Tompkins, formerly with international division of J. Walter Thompson, New York, joins Foote, Cone & Belding as account executive on Trans World Airlines account in agency's Paris office.

Michael Mezo, member of Toronto staff of Air-Time Sales Ltd., named manager of rep firm's Montreal office.

Martin Silburt and **Bob Laine** join sales and announcing staffs, respectively, of CHUM Toronto.

DEATHS

James H. Foster, 42, veteran broadcast executive, died June 2 in Dallas following extended illness. Mr. Foster joined Gordon B. McLendon organization in 1948, and was elected executive vp of Liberty Broadcasting System shortly thereafter. Following disbandment of Liberty in 1952, he was elected vp in charge of financial affairs for McLendon Corp. In addition, Mr. Foster served as chief executive officer for McLendon Radio Pictures, Dallas-based independent production firm.



Mr. Foster

Dwight E. Rorer, 69, retired attorney who from 1945 to 1950 was associated with Washington communications law firm of Dow, Lohnes & Albertson, died June 11 of heart attack while visiting relatives in Ramsey, N. J. Since his retirement in 1959, Mr. Rorer had made his home in St. Thomas, Virgin Islands.

Robert A. Bischoff, 33, NBC-TV executive and unit manager on *Sing Along With Mitch*, died June 9 at Holy Name Hospital in Teaneck, N. J., of injuries suffered in an assault. Mr. Bischoff would have been 34 on June 10. He joined NBC in August 1950, as page and was named unit manager in February 1961.

James T. Sellers, 54, advertising executive with N. W. Ayer & Son, Philadelphia, died of heart attack on Fri., June 8. Mr. Sellers had been with Ayer since 1929. He was copy writer and copy group director for many years and had recently been in client service.

James Avant, religious program director of KNOK Fort Worth, Tex., died June 2 at Baylor Hospital in Dallas.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 6 through June 13 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, ul.—unlimited hours, kc—kilocycles, SCA—subsidiary communications auction, STA—special temporary authorization, SH—specified hours, CH—critical hours, *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Rochester, N.Y.—Channel 13 of Rochester Inc. Interim operation of vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 500 ft., above ground 360.5 ft. Estimated construction cost \$831,000; first year operating cost \$1,000,000; revenue \$1,300,000. P.O. address 100 Times Square Bldg., Rochester. Studio location Rochester; trans. location Brighton, N.Y. Geographic coordinates 43° 08' 07" N. Lat., 77° 35' 03" W. Long. Trans. RCA TT35CH; ant. RCA TT12A-13P. Legal counsel Pierson, Ball & Dowd, Washington, D. C.; consulting engineer George C. Davis, Washington, D. C. Principals: Flower City Tv Corp., Genesee Valley Tv Inc., Star Tv Inc., Community Bcstg. Inc., Heritage Radio & Tv Bcstg. Co., Main Bcst. Inc., Federal Bcstg. System Inc., and Citizens Tv Corp. All are applicants for permanent allocation of ch. 13 Rochester. Ann. June 13.

*Fargo, N.D.—North Central Educational TV Assn. Inc. Vhf ch. 13 (210-216 mc); ERP 104 kw vis., 63 kw aur. Ant. height above average terrain 395 ft., above ground 423 ft. Estimated construction cost \$203,000; first year operating cost \$90,000. P.O. address box 6, Fargo. Studio and trans. location Fargo. Geographic coordinates 46° 49' 03" N. Lat., 98° 48' 06" W. Long. Trans. RCA TT-10AH; ant. RCA TF-12AH. Legal counsel Marmet and Schneider, Washington, D. C.; consulting engineer Lohnes & Culver, Washington, D. C. Ann. June 13.

New am stations

ACTION BY FCC

Oakland Park, Fla.—Broward County Bcstg. Granted 1520 kw, 1 kw D; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P.O. address 5335 Irving Ave. S., Minneapolis, Minn. Estimated construction cost \$29,995; first year operating cost \$60,000; revenue \$68,000. Albert S. Tedesco, sole owner, is former stockholder in KAGE Winona, Minn. Action June 13.

APPLICATIONS

Clover Creek, Pa.—Beacon Bcstg. Concern. 1400 kw, 250 w, 1 kw LS. P.O. address R. D. #2, Martinsburg, Pa. Estimated construction cost \$16,024, first year operating cost \$19,888; revenue \$86,040. Kenneth W. Ferry, sole owner, is applicant for new fm station in Martinsburg. Ann. June 13.

Fayetteville, W. Va.—Richard E. Herman. 1410 kc, 1 kw D. P.O. address 4209 Virginia Ave. S.E., Charleston, W. Va. Estimated construction cost \$12,620; first year operating cost \$43,200; revenue \$54,000. Mr. Herman is CPA. Ann. June 13.

Existing am stations

ACTIONS BY FCC

KLIC Monroe, La.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action June 13.

KSLO Opelousas, La.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with

250 w; remote control permitted; conditions. By letter, denied opposing petition by KANE New Iberia, La. Action June 13.

KANE New Iberia, La.—By memorandum opinion & order, commission (1) granted application to increase daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions; and (2) denied opposing petition by KVIM New Iberia. Action June 13.

WYSI Ypsilanti, Mich.—Waived Sec. 3.37 of rules and granted application for mod. of cp to correct geographic coordinates which permits 2 and 25 mv/m overlap with WJBK Detroit, Mich.; condition. By letter, denied petitions by Storer Bcstg. Co. (WJBK) to revoke or stay WYSI's permit. Action June 13.

WGCM Gulfport, Miss.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions and without prejudice to whatever action commission may deem necessary as result of final determination with respect to pending applications for renewal of licenses of WGCM Gulfport, WTUP Tupelo, WBIP Booneville, all Mississippi, WBOP Pensacola, Fla., and WTUG Tuscaloosa, Ala. Action June 13.

WCMN Arcibo, P. R.—Waived Sec. 3.24 (g) of rules and granted increased daytime power on 1280 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw; remote control permitted; and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action June 13.

APPLICATIONS

WTKX Atlantic Beach, Fla.—Cp to increase power from 1 kw to 5 kw and change ant.-trans. and studio location and install new trans. (Petition for waiver of Sec. 1.354 of rules and/or reconsideration of order amending said action, and for other relief.) Ann. June 13.

WSWN Belle Glade, Fla.—Cp to increase power from 1 kw to 5 kw, install new trans. DA-D. (Petition for waiver of Sec. 1.354 of rules and acceptance of application for filing.) Ann. June 13.

WRKT Cocoa Beach, Fla.—Cp to change hours of operation from D to unl., using 1 kw, 5 kw LS and install new trans. and DA-D-N (DA-2). Ann. June 13.

WLOD Pompano Beach, Fla.—Cp to increase power from 1 kw to 5 kw, install new trans. and make changes in ant. system (two additional towers). (Petition for waiver of Sec. 1.354 of rules and acceptance of application.) Ann. June 13.

WEBQ Harrisburg, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 12.

KTRF Thief River Falls, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 11.

KTSL Burnet, Tex.—Cp to replace expired cp (which authorized new am station); waiver of Sec. 1.323(b) of rules. Ann. June 8.

New fm stations

APPLICATIONS

Manchester, Ga.—Radio Manchester Inc.

101.1 mc, 20 kw. Ant. height above average terrain 498 ft. P.O. address Manchester. Estimated construction cost \$32,900; first year operating cost \$12,000; revenue \$15,000. Principals: Elmer Loftin and Jack Whitehorn (each 50%). Applicant is licensee of WFDR Manchester, Ga. Ann. June 7.

Erlanger, Ky.—John C. Reynolds. 107.1 mc, 415 w. Ant. height above average terrain 188 ft. P.O. address 927 Piedmont Circle, Erlanger. Estimated construction cost \$8,709; first year operating cost \$2,500; revenue \$4,000. Mr. Reynolds is engineer for WCKY Cincinnati. Ann. June 13.

*Baltimore, Md.—The Convention of the Protestant Episcopal Church of the Diocese of Md. 90.5 mc, 0.15 kw. Ant. height above average terrain 376 ft. P.O. address, c/o The Rev. George F. Packard, 105 W. Monument St., Baltimore 1. Estimated construction cost \$7,405; first year operating cost \$14,368. Ann. June 12.

Laconia, N. H.—WLNH Inc. 99.9 mc, 4.9 kw. Ant. height above average terrain 192 ft. P.O. address Masonic Temple Bldg., Laconia. Estimated construction cost \$20,000; operating cost for first three months \$1,500 above am operation. Principals: Marlon Park Lewis (77.7%), Philip B. Whitney (7.04%), John Carl Morgan (5.04%). Applicant is licensee of WLNH Laconia. Ann. June 11.

Manchester, N. H.—Knight Radio Inc. 101.3 mc, 5 kw. Ant. height above average terrain 917 ft. P.O. address 490 Commonwealth Ave., Boston 15. Estimated construction cost \$21,000; first year operating cost and revenue included in operating of WGIR Manchester. Norman Knight, sole owner, owns WGIR. Ann. June 12.

Bayamon, P. R.—Antilles Bcstg. Corp. 100.7 mc, 20 kw. Ant. height above average terrain 95 ft. P.O. address Box 5627, San Juan, P. R. Estimated construction cost \$17,609; first year operating cost \$3,000; revenue \$6,000. Principals: Julio Morales Ortiz and Clement L. Littauer (each 50%). Applicant is licensee of WRSJ Bayamon. Ann. June 12.

Nashville, Tenn.—WLAC Inc. 101.3 mc, 20 kw. Ant. height above average terrain 407 ft. P.O. address 161 4th Ave. N., Nashville 3. Estimated construction cost \$46,532; first year operating cost \$25,000; revenue \$10,000. WLAC Inc., wholly owned by Life & Casualty Insurance Co. of Tennessee, is licensee of WLAC Nashville. Ann. June 8.

Wichita Falls, Tex.—Nortex Bcstg. Co. 99.9 mc, 5 kw. Ant. height above average terrain 829 ft. Estimated construction cost \$20,200; first year operating cost \$31,600; revenue \$34,000. Principals: James William Ferrell, William H. Hall (each 42.5%) and Don A. Wade (15%). Dr. Ferrell is M.D.; Dr. Hall is D.D.S.; Mr. Wade is insurance agent. Ann. June 13.

Existing fm stations

APPLICATIONS

WHFI (FM) Birmingham, Mich.—Cp to change ant.-trans. and studio location, delete remote control operation and change station location to Pontiac, Mich. Ann. June 8.

WOSJ-FM Atlantic City, N. J.—Mod. of license to change station location from At-

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242;
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164.
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

Atlantic City, to Pleasantville, N. J. Ann. June 11.

*KCWS-FM Ellensburg, Wash.—Cp to change frequency from 88.1 to 91.5 mc. Ann. June 12.

Stations deleted

■ Fm cp forfeited and call letters deleted: WVST (FM), WVST Inc., St. Petersburg, Fla.—105.9 mc, 106.25 kw. Ant. height above average terrain 352 ft. Ann. June 11.

Ownership changes

ACTIONS BY FCC

KHIP (FM), Franklin Mieull, San Francisco, Calif.—Granted assignment of license and SCA to Leon A. Crosby, general partner, and Mr. Mieull and three other limited partners; consideration \$146,000, conditioned that assignment not be consummated until Mr. Crosby disposes of all interest in KHYD (FM) Fremont.

WSOR, The Tobacco Valley Bcstg. Co., Windsor, Conn.—Granted transfer of control from Stanley B. Loncks, Paul E. Monahan and Marcus D. Goodale to Sydney E. Byrnes (has interest in WADS Ansonia); consideration \$48,400 for 60% interest. Action June 13.

WALT, Tampa Bcstg. Inc., Tampa, Fla.—Granted assignment of license to Eastern Bcstg. Corp. (WCHV-AM-FM Charlottesville, WHAP Hopewell, and WILA Danville, all Virginia); consideration \$237,500, brokers fee \$18,400, and \$75,000 for agreement not to compete in radio broadcasting in Tampa-St. Petersburg-Clearwater markets for three years. Action June 13.

WGES, Radio Station WGES Inc., Chicago, Ill.—Granted (1) renewal of license and (2) assignment of license to The McLendon Corp.; consideration \$1,000,000 and additional \$1,000,000 to John A. Dyer and Elizabeth M. Hinzman not to compete with WGES for 10 years within 100 miles of Chicago; engineering condition. The McLendon Corp. (Gordon B. McLendon, president) owns KLFJ-AM-FM Dallas, KILT and KOST (FM) Houston, and KTSA San Antonio, Tex.; WYSL Buffalo and WIFE (FM) Amherst, N. Y., and KABL Oakland, Calif. Chmn. Minow abstained from voting; Comr. Bart-

ley dissented. Action June 13.

KCKT (TV) (ch. 2) Great Bend, Kan.; KGLD (TV) (ch. 11) Garden City, Kan.; KOMC (TV) (ch. 8) McCook, Neb.; Central Kansas Tv Corp. Inc.—Granted (1) renewal of license of KCKT and (2) assignment of license of KGLD and KOMC to Wichita Tv Corp. Inc. (KARD-TV Wichita, Kan.); consideration \$1,037,500; conditioned that assignments be consummated within 25 days. Assignee proposes to operate three newly-acquired stations as satellites of KARD-TV. Action June 13.

KOKA, McLendon Shreveport Bcstg. Inc., Shreveport, La.; KREB, KREB Inc., Shreveport, La.—Granted an exchange of licenses (1) KOKA from McLendon Shreveport Bcstg. to KREB Inc. and (2) KREB, with license renewal, from KREB Inc., to McLendon Shreveport Bcstg.; involves considerations of \$94,261 by McLendon Shreveport Bcstg. and \$36,394 by KREB Inc., and retention by each of present call letters; condition. John M. McLendon, president of McLendon Shreveport Bcstg. (no connection with The McLendon Corp. mentioned in another transfer grant) controls WOKJ Jackson, Miss.; KOKY Little Rock, Ark.; WENN Birmingham, Ala., and WZST Tampa, Fla. Action June 13.

WJMY (TV) (ch. 20), Triangle Bcstg. Co., Allen Park, Mich.—Granted assignment of cp from Robert M. Parr to company of same name (Henry Faber, president); consideration \$45,000. Action June 13.

WDPW (FM), De-Lan Inc., Depew, N. Y.—Granted assignment of cp to WBLK Bcstg. Corp. (Stewart M. Levy, Martin H. Sher and Rita Lorenz); consideration \$1,000 and \$3,000 to Bessie M. Kritzer, 60% stockholder of assignor, for serving as vice-president of assignee for two years; in light of commission's policy relating to consideration which may be received for sale of cps, this grant is subject to condition that option held by Bessie Kritzer for 25% stock interest in assignee at purchase price of \$50 shall neither be transferred to another party, nor if exercised by her, stock interest obtained thereby in assignee shall not be disposed of to another party without securing prior approval of commission. Chmn. Minow and Comr. Bartley dissented. Action June 13.

WOOD-AM-FM, WOOD Bcstg. Corp.,

Chattanooga, Tenn.—Granted (1) renewal of licenses and (2) assignment of licenses to Bowling Green Bcstrs. Inc.; consideration \$225,000. Assignee is owned by Greenwood Bcstg. Inc., which, in turn, is owned by Cy N. Bahakel, who owns, directly or indirectly WABG-AM-TV Greenwood, Miss., WKIN Kingsport, Tenn., WLBJ Bowling Green, Ky., WRIS Roanoke, WWO-AM-FM Lynchburg, both Virginia, and KXEL-AM-FM Waterloo, Iowa. Comr. Bartley dissented. Action June 13.

KYCN, KOWBoy Radio Inc., Wheatland, Wyo.—Granted assignment of licenses to Pioneer Bcstg. Inc. (Larry C. Cobb and William R. Jones); consideration \$32,385. Action June 13.

APPLICATIONS

WYDE Birmingham, Ala.; WWVA-AM-FM Wheeling, W. Va.—Seek: (1) Assignment of license from WYDE Inc. and license and cp from WWVA Inc., to Emil Mogul (16.25%), Fred K. Siegel (12.83%), Louis Fried, Mac M. Siegel, Irving T. Siegel (each 12.79%), Helene Mogul (11.57%), Ira M. Herbert, Bernice J. Herbert (each 7.02%) and Herbert Soldheim (6.94%), d/b as WAKE Inc. Principals are present stockholders in assignee corporations, and stockholders in WAKE Atlanta, Ga.; no financial consideration involved; (2) consent to change name of licensee of WYDE. WWVA-AM-FM, and WAKE, to Basic Communications Inc. Ann. June 11.

WAPX Montgomery, Ala.—Seeks assignment of license from The Southland Bcstg. Co., to Leon S. Walton (51%), R. L. Vanderpool (25%) and James R. Plaisance (24%), d/b as Walton of Montgomery Inc.; consideration \$105,000. Mr. Walton owns KJET Beaumont, Tex. WNOO Chattanooga, Tenn., 50.96% of KMLB Monroe, La., and 56.67% of KANB Shreveport La.; Mr. Vanderpool is bank president; Mr. Plaisance is general manager and 17% owner of KMLB. Ann. June 12.

KHYD-FM Fremont, Calif.—Seeks assignment of license from Russell J. Hyde (40%), Lawrence B. Loughran and Leon A. Crosby (each 30%), d/b as Triumph Bcstrs., to Mr. Hyde (70%) and Mr. Crosby, d/b under same name; consideration \$4,300. Ann. June 7.

WZZZ Boynton Beach, Fla.—Seeks transfer of 30% of all stock in Boynton Beach Bcstg. Co. from Wade R. Sperry to Joseph J. DeMarco; consideration \$3,000. Mr. DeMarco is local businessman. Ann. June 13.

WIYN Rome, Ga.—Seeks assignment of cp from John and Floyd Frew and Leslie Gradick Jr. (each one-third) d/b as Radio Rome, to Leslie Gradick Jr. (75%) and Walter L. Baldwin (25%), d/b as WIYN Radio Inc.; consideration \$300. Mr. Baldwin is announcer, salesman for WPLK Rockmart, Ga. Ann. June 13.

WAIV (FM) Indianapolis, Ind.—Seeks acquisition of positive control of Calojay Enterprises Inc. by Carl W. Godzeski (present 25%) and Mrs. Loretta K. Godzeski (7.5%) through issuance of new stock. Dr. Godzeski will own 41%; Mrs. Godzeski, 10%, and Dr. Robert E. Shipley (present 25%) will own 20.6%; no financial consideration involved. Ann. June 7.

WSAC Fort Knox, Ky.—Seeks transfer of 26.32% of all outstanding stock in Fort Knox Bcstg. Corp., from Seymour B. Goodman, back to corporation, to be retired as treasury stock; consideration \$16,432. Transfer will give B. E. Cowan and family (present owners of 43.86%) 59.5%. Ann. June 13.

WTOA-FM Trenton, N. J.—Seeks assignment of license from Mercer Bcstg. Co., wholly owned subsidiary of Trenton Times Corp., to Trenton Times Corp.; no financial consideration involved. Ann. June 8.

KEX Portland, Ore.—Seeks assignment of license from Westinghouse Bcstg. Inc., to Golden West Bcstrs. Inc.; consideration \$900,000. Assignee is owned by Ina Mae and Gene Autry (51%), Robert O. and Enna Lee Reynolds (28.5%) and others. Golden West owns KMPC Los Angeles, KSFO San Francisco, and KVI Seattle. Ann. June 13.

WJWS South Hill, Va.—Seeks transfer of 16.9% of all outstanding stock in Old Belt Bcstg. Corp. from W. Brown Hoffer (present owner of 51.2%), to John T. Riel (present 34.3%); consideration \$9,300. Ann. June 11.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Community Service Bcstrs. Inc., for new daytime am station to operate on 1520 kc, 250 w, in Ypsilanti, Mich.; condition and pre-sunrise operation with daytime facilities precluded pending

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 13

	ON AIR	CPS	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air
AM	3,663	73	677
FM	933	67	167
TV	484 ¹	78	116

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 13

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	17	59

COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31

	AM	FM	TV
Licensed (all on air)	3,737	997	484 ¹
Cps on air (new stations)	63	47	76
Cps not on air (new stations)	142	196	83
Total authorized stations	3,879	1,193	654 ²
Applications for new stations (not in hearing)	437	99	37
Applications for new stations (in hearing)	164	21	60
Total applications for new stations	601	120	97
Applications for major changes (not in hearing)	462	99	35
Applications for major changes (in hearing)	53	5	12
Total applications for major changes	515	104	47
Licenses deleted	0	0	0
Cps deleted	0	7	0

¹There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

final decision in Doc. 14419. Action June 12.

■ Hearing Examiner Chester F. Naumowicz Jr., issued initial decision looking toward dismissing with prejudice for failure to prosecute application of Charles and Marie Niles, d/b as South Minneapolis Bcstrs., for new am station to operate on 740 kc, 250 w, D, DA, in Bloomington, Minn. Action June 11.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward (1) granting application of Radio Associates Inc., to change operation of WEER Warrenton, Va., from 1570 kc, 500 w, D, to 1250 kc, 1 kw, D, conditioned pre-sunrise operation with daytime facilities precluded, and (2) denying application of WNOW York, Pa., to increase power of WNOW York, Pa., on 1250 kc, D, from 1 kw to 5 kw, with DA. Action June 7.

STAFF INSTRUCTIONS

■ Commission on June 13 directed preparation of document looking toward granting application of The Bible Institute of Los Angeles Inc., to increase ERP of KBBI-FM Los Angeles, Calif., on 107.5 mc from 19.5 kw to 33.95 kw, ant. height from 175 ft. to 2,783.8 ft., and change trans. location, and denying application of Benjamin C. Brown for new class B fm station to operate on 107.7 mc, ERP 5.4 kw, ant. height 47 ft., in Oceanside, Calif. May 3, 1961 initial decision looked toward denying both applications.

■ Commission directed preparation of document looking toward affirming June 13, 1961 initial decision which would deny application of WDUL TV Corp. for mod. of cp of WHYZ-TV (ch. 10), Duluth, Minn., to change trans. and main studio locations, ant. system and increase ant. height from 800 ft. to 980 ft. Action June 8.

■ Commission directed preparation of document looking toward affirming Dec. 20, 1961 supplemental initial decision which would grant protest by Wilton E. Hall (WAIM-TV, ch. 40), Anderson, S. C., to extent of setting aside commission's April 30, 1964 grant of application of The Spartan Radiocasting Co. for mod. of cp of WSPA-TV (ch. 7), Spartanburg, S. C., to change trans. site from Hogback Mountain to Paris Mountain, make equipment changes, etc. Action June 8.

■ Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition by The First Presbyterian Church of Seattle, Wash. (KTW), Seattle, for reconsideration of Jan. 10 decision which granted applications of (1) Washington State University for renewal of license of KWSC and auxiliary, Pullman, Wash., and for mod. of license to provide for operation on 1250 kc, unl. conditioned that it be permitted to operate unlimited time except from 11:15 p.m. to 6:30 a.m., and (2) renewal of license of KTW, limited, however, to daytime-only operation on 1250 kc except that it be permitted to operate during nighttime hours after 11:15 p.m. and before 6:30 a.m. Action June 13.

■ By memorandum opinion & order, commission granted petitions by WJMJ Bcstg. Corp. and Broadcast Bureau to extent of (1) reopening record in proceeding on applications of WJMJ Bcstg. Corp. and The Young People's Church of the Air Inc., for new class B fm stations in Philadelphia, Pa., (2) remanding proceeding to examiner for further hearing to determine whether Robert E. Anderson will continue to be director of Young People's and whether he will serve as station manager of proposed station, also whether Young People's made

any misrepresentations to commission concerning Mr. Anderson's employment at fm station WMUZ Detroit, Mich., or concerning his future employment, and, if so, whether Young People's possesses requisite character qualifications to be licensee with commission; and (3) ordering issuance of supplemental initial decision in light of evidence adduced. Action June 13.

■ By memorandum opinion & order in Rochester, N. Y., tv ch. 13 comparative proceeding in Docs. 14394 et al., commission granted petitions by applicants Star TV Inc., Heritage Radio & TV Bcstg. Inc., and Rochester Bcstg. Corp., and enlarged issues to add financial qualification determination with respect to applicant Rochester Area Educational TV Assn. Inc. Chmn. Minow dissented. Action June 13.

■ By memorandum opinion & order in proceeding on renewal of licenses of share-time stations of WPOW Inc. (WPOW), Debs Memorial Radio Fund Inc. (WEVD), both New York, N. Y., and Rensselaer Polytechnic Institute (WHAZ), Troy, N. Y., commission denied petition by WPOW to enlarge issues to determine whether WHAZ can operate during daytime hours concurrently with WPOW or WEVD and whether WHAZ ant. system complies with FCC technical requirements. (WHAZ is not seeking daytime operation.) Action June 13.

■ By order, commission stayed effectiveness of chief hearing examiner's June 5 memorandum opinion & order which (1) approved agreement by South Florida Amusement Inc., and Coral TV Corp. providing for dismissal of South Florida's application for new tv station on ch. 6 in Perrine, Fla., and (2) granted Coral's application for new tv station to operate on ch. 6 in South Miami, Fla., subject to condition, pending further study by commission. Action June 13.

KPBM Carlsbad, N. M.—Designated for hearing application for assignment of license to Taylor Bcstg. Co., on Sec. 3.35 multiple ownership issue. Comr. Hyde dissented. Action June 13.

KDIA Oakland, Calif.—Designated for hearing application to increase power on 1310 kc, unl., from 1 kw to 5 kw with DA-1; made Secretary of Army party to proceeding. Involves radiation to Army depot cranes. Action June 13.

Alexander Bcstg. Inc., Taylorsville, N. C.; Farmers Bcstg. Service Inc., Lenoir, N. C.—Designated for consolidated hearing applications for new daytime am stations to operate on 860 kc, 250 w; made Federal Aviation Agency party to proceeding. Action June 13.

Routine roundup

■ By memorandum opinion & order, commission ordered L. L. Gaffaney, tr/as Lakes Area Bcstg. Co., to forfeit \$1,000 to government for repeated pre-sunrise operation of KOLS Pryor, Okla., contrary to North American Regional Broadcasting Agreement, U. S.-Mexican Agreement, and commission rules, and for engaging in other technical violations. It is payable to Treasurer of the United States. Licensee's response to March 28 notice of apparent liability did not present new evidence which would warrant amount of forfeiture being reduced. Action June 13.

KLFT Golden Meadow, La.—Denied request for temporary authority to continue operation beyond June 15 effective date of revocation of station license, pending commission action on applications presently on file to re-establish operation in Golden Meadow. Commission stated that in view of expedited consideration being afforded said applications and other primary service available in Golden Meadow area, favorable action on KLFT's request is not warranted, and its operation must be discontinued at LS June 15. Action June 13.

■ Commission granted SCA's to WGBH Educational Foundation's WFCR (FM) Amherst, and WGBH-FM Boston, Mass., to transmit educational programs over multiplexed sub-channels for specialized audiences and to relay educational programs in connection with proposed educational fm network in that area; and waived rules to permit remote control operation.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended time to June 8 to file exceptions to initial decision in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of KCKY Coolidge, Ariz., et al.; granted petition by Gila Bcstg. Co. and Lawrence Ollason, receiver in bankruptcy,

and extended time to June 26 to file exceptions to initial decision in proceeding. Action June 7, 8.

■ Granted petition by Mt. Holly-Burlington Bcstg. Co., and extended time to July 2 to file exceptions to initial decision in proceeding on its application, Burlington Bcstg. Co. and Burlington County Bcstg. Co. for new am stations in Mt. Holly and Burlington, N. J. Action June 7.

■ Granted request by Hocking Valley Bcstg. Co. (WHOK), Lancaster, Ohio, party respondent, for acceptance of late filed statement in support of initial decision in proceeding on applications of Massillon Bcstg. Inc., Covington Bcstg. Co., and Kenton County Bcstrs. for new am stations in Norwood and Covington, Ky. Action June 8.

■ Granted petition by Stafford Bcstg. Corp. (WWNH), Rochester, N. H., and extended time to June 11 to file reply to exceptions of Broadcast Bureau in proceeding on its am application. Action June 8.

By Chief Hearing Examiner
James D. Cunningham

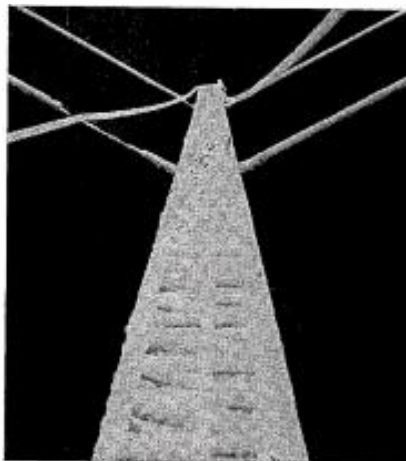
■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: July 24 and Sept. 6: Cherryville Bcstg. Inc., Cherryville, N. C.; July 24 and Sept. 5: Atliss Bcstg. Inc. (KKHI), San Francisco, Calif. Action June 10.

■ By memorandum opinion & order in consolidated am proceeding in Docs. 14425 et al., granted joint petition by Bi-States Bcstrs. and Cornwall Bcstg. Co., applicants for new daytime am stations to operate on 1510 kc—Bi-States with 5 kw, DA, and Cornwall with 1 kw, in Annville-Cleona and Lebanon, Pa., respectively, approved agreement whereby Cornwall application would be dismissed, Bi-States would amend to include agreement contemplating merger of interests of these parties; accepted Bi-States amendment and retained application in hearing status for continued prosecution; dismissed with prejudice Cornwall application provided such dismissal shall not operate as bar to ultimate effectuation of merger contemplated by agreement. Action June 11.

■ Granted petition by Fairfield Publishing Co. for dismissal of its application for

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Business Publications

new am station in Fairfield, Calif., but dismissed application with prejudice, and retained in hearing status remaining application in consolidation—Bay Shore Bcstg. Co. for new am station in Hayward, Calif. Action June 11.

■ Granted joint petition by Patapsco Bcstg. Corp., and Bel Air Bcstg. Co., applicants for new am stations to operate on 1520 kc, 250 w, D, in Sykesville and Bel Air, Md., respectively, approved agreement whereby Bel Air would pay Patapsco \$1,000 in partial reimbursement of expenses incurred in connection with its application in return for its withdrawal; dismissed Patapsco Bcstg. Corp. application with prejudice and retained in hearing status Bel Air application which is consolidated for hearing in Docs. 14425 et al. Action June 8.

■ Scheduled prehearing conference for July 10 and hearing for July 27, in Dover, Del., in matter of revocation of licenses of Dover Bcstg. Co. (WDOV-AM-FM), Dover. Action June 7.

■ Held in abeyance, pending submission by June 15 appropriate pleading, ruling on joint petition by Radio One Five Hundred Inc., and Geneco Bcstg. Inc., applicants for new am stations on 1500 kc—Radio One Five Hundred Inc. with 10 kw, DA-D and Geneco with 500 w-N, 5 kw-LS, DA-2, in Indianapolis and Marion-Jonesboro, Ind., respectively, seeking (1) approval of agreement contemplating dismissal of Geneco application upon payment by Radio One Five Hundred of \$15,856.43 for expenses incurred by Geneco in the prosecution of its application, and (2) dismissal of Geneco application. Action June 5.

By Hearing Examiner Charles J. Frederick

■ Dismissed petition by Gabriel Bcstg. Co. for leave to amend its application for new am station in Chisholm, Minn., to reduce tower height of ant. from presently specified over-all height above ground with obstruction lighting of 256 ft. to 199 ft., without prejudice to Gabriel, if it so elects, to file new petition for same relief. Action June 8.

■ Granted motion by Broadcast Bureau and struck reply by applicant Gabriel Bcstg. Co. to opposition by people's Bcstg. Co. (WPBC), Minneapolis, Minn., to Gabriel's petition for leave to amend its application for new am station in Chisholm, Minn., and dismissed as moot Gabriel's petition for waiver of Sec. 1.44 of rules and for acceptance of tendered reply. Hearing examiner does not have jurisdiction to act upon matter. Action June 5.

By Hearing Examiner Millard F. French

■ Granted petition by Bi-States Co. (KHOL-TV), Kearney, Neb., for leave to amend its application to change proposed height of ant. from 1,156 ft. to 1,115 ft., substitute different trans. and ant., certain changes in its financing plans, and submit affidavits of its president concerning his efforts to obtain site meeting requirements of rules and for waiver of rules as to proposed new site; granted "consent to grant of leave to amend and joinder in request for removal from hearing docket" filed by Topeka Bcstg. Assn. Inc. (WIBW-TV), Topeka, Kan.; removed from hearing and returned to processing line their applications for cps for new trans. sites and terminated proceeding. Action June 5.

■ On own motion, continued June 13 prehearing conference to date to be set by subsequent order in proceeding on application of Goodland Chamber of Commerce for new vhf tv translator station in Goodland, Kan. Action June 5.

■ Granted joint petition by VIP Bcstg. Corp. (WFYI), Mineola, N. Y., and Bi-States Bcstrs., Ocean City-Somers Point, N. J., and severed applicants from consolidated am proceeding in Docs. 14425 et al.; scheduled June 18 for filing of proposed findings and June 28 for replies. Action June 4.

By Hearing Examiner Isadore A. Honig

■ Received in evidence Exhibit 9 of R. L. McAllister, Exhibit 2 of Broadcast Bureau, confirmed submission of original of Broadcast Bureau's Exhibit 1 and copies thereof for inclusion in record, and ordered that proposed findings of fact and conclusions shall be filed within 30 days from date of release of instant order and replies, if any, shall be filed within 10 days after expiration of 30-day period, and closed record in proceeding on Mr. McAllister's application and Western Bcstg. Co. for new am stations in Odessa, Tex. Action June 13.

By Hearing Examiner Annie Neal Hunting

■ Granted petition by Rossford Bcstg. Inc., for leave to amend its application for

new am station in Rossford-Toledo, Ohio, to change trans. site, and removed amended application from hearing doc. and returned it to processing line. Application was in consolidated am proceeding in Docs. 14288 et al. Action June 6.

■ Formalized by order agreement of parties participating at June 5 prehearing conference in proceeding on applications of Newton Bcstg. Co. and Transcript Press Inc., for new am stations in Newton and Dedham, Mass., and scheduled hearing for Oct. 29. Action June 5.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Vidor Bcstg. Inc. for leave to amend its application for new am station in Vidor, Tex., to show new trans. site; application is consolidated for hearing with KWEN Bcstg. Co. for new am station in Fort Arthur, Tex. Action June 12.

■ Granted motion by Rensselaer Polytechnic Institute (WHAZ) Troy, N. Y., and scheduled further prehearing conference for July 9 in lieu of hearing on date in proceeding on its application, et al., for renewal of license and for additional hours of operation. Action June 5.

By Hearing Examiner David I. Kraushaar

■ Granted petitions by all applicants except WAGE Inc., in Syracuse, N. Y., tv ch. 9 comparative proceeding for leave to amend their applications to specify technical facilities and trans. location proposed by WAGE Inc. and are same as those to be utilized by Channel 9 Syracuse Inc., permittee under conditionally granted cp for construction and operation of new tv station on ch. 9 Syracuse, on interim basis; in addition, amendments filed by Veterans Bcstg. Inc., W. R. G. Baker Radio & Tv Corp., and Ivy Bcstg. Inc., specify main studio facilities to be used by Channel 9 Syracuse Inc.; Veterans' amendment includes additionally revised sec. III, form 301 (financial) while other amendments incorporate by reference pertinent financial data in application for conditional grant. Action June 8.

■ In accordance with agreements reached at June 7 prehearing conference in proceeding on am applications of Salem Bcstg. Co. (WJBD), Salem, and Leader Bcstg. Co., Edwardsville, both Illinois, continued July 19 hearing to Sept. 19, scheduled Aug. 6 time by which direct case exhibits are to be exchanged and Aug. 27 for rebuttal exhibits. Action June 7.

By Hearing Examiner Jay A. Kyle

■ Pursuant to June 1 prehearing conference, continued June 29 hearing to July 5 in proceeding on am application of Progress Bcstg. Corp. (WHOM), New York, N. Y. Action June 6.

■ Upon request of applicant and with consent of Broadcast Bureau, continued June 18 hearing to July 18 in proceeding on am application of WIVY Inc. (WIVY), Jacksonville, Fla. Action June 6.

By Hearing Examiner Forest L. McClenning

■ Granted request by Nueces Telecasting Co. and extended time from June 12 to June 15 for filing proposed conclusions of law and from June 29 to July 6 for filing replies in Corpus Christi, Tex., tv ch. 3 proceeding. Action June 13.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Granted motion by WWIZ Inc. (WWIZ), Lorain, Ohio, and quashed subpoena duces tecum issued Sanford A. Schaftz, principal of moveant, directing him to appear and produce certain material in proceeding on applications for renewal of license of WWIZ, et al. Action June 12.

By Hearing Examiner Herbert Sharfman

■ Extended time to June 20 for Hayward F. Spinks to submit Hartford Exhibit 6 in proceeding on his application for new am station in Hartford, Ky., and Greenville Bcstg. Co. for new am station in Greenville, Ky. Action June 7.

■ On petition of City of Camden (WCAM), Camden, N. J., and without objection by other parties in consolidated am proceeding on its application et al., extended time from June 11 to July 3 for exchange of direct engineering testimony by Delaware Valley Bcstg. Co. (WAAT), Trenton, Ashbury Park Press Inc. (WJLK), Ashbury Park, and City of Camden, all New Jersey. Date for engineering hearing on applications of WAAT; WJLK and WCAM will be set by later order. June 25 engineering hearing for other applicants is not affected. Action June 7.

BROADCAST ACTIONS by Broadcast Bureau

Actions of June 12

WMNE, Menomonee Bcstg. Co., Menomonee, Wis.—Granted assignment of license to Chris Hansen, Evelyn Whitford and Wendell Hansen d/b as company of same name.

WAOK Atlanta, Ga.—Granted license covering installation of new alternate main trans.; remote control permitted while using nc-n-DA.

KUTY Palmdale, Calif.—Granted license covering increase in daytime power and installation of new trans.

KIMA, KIMA-TV, KERP, KERP-TV, KLEW-TV, KBAS-TV, Haltom Corp., Yakima, Kennewick, Richland, Pasco and Ephrata, Wash., and Lewiston, Idaho—Granted mod. of licenses to change name to Cascade Bcstg. Co.

WRGM, WEZI Inc., Richmond, Va.—Granted mod. of license to change name to Southern States Radio Corp.

WDAE Tampa, Fla.—Granted mod. of cp. to change type trans.

KBLE (FM) Bellingham, Wash.—Granted extension of completion date to Nov. 2.

*WSUI Iowa City, Iowa—Granted authority to reduce hours of operation to minimum of 6½ hours daily for period beginning Aug. 6 and ending Sept. 22.

WRIM Pahokee, Fla.—Granted extension of authority to remain silent for period ending Sept. 29.

KVOY Yuma, Ariz.—Granted extension of authority to remain silent for period ending Sept. 29.

WOXR (FM) Oxford, Ohio—Granted extension of authority to remain silent for period ending Aug. 31.

■ Granted licenses for following am stations: KIQS Willows, Calif.; KHAI Honolulu, Hawaii; WNVL Nicholasville, Ky.

Actions of June 11

WGAA Cedartown, Ga.—Granted license covering increase in daytime power and installation of new trans.

WJAC-TV Johnstown, Pa.—Granted mod. of license to change main studio location.

WJAC Johnstown, Pa.—Waived Sec. 3.30(a) of rules and granted mod. of license to change studio and remote control point to extent of permitting establishment of main studio outside corporate limits of Johnstown.

KBIF Fresno, Calif.—Granted change in remote control authority.

K08AU, K09BQ, K11BV, K10AZ, K12AZ, K13BZ, Carbon County, Price and Helper, Utah—Waived Sec. 1.323(b) of rules and granted cps to replace expired permits for new vhf tv translator stations.

WTIC-TV Hartford Conn.—Granted cp to install auxiliary ant. system on same tower authorized WTIC-FM and *WEDH (TV).

WDUZ Green Bay, Wis.—Granted cp to install old main trans. as auxiliary trans. at main trans. location.

KLIQ Portland, Ore.—Granted cp to install old main trans. as auxiliary trans. at main trans. location.

WNBT Wellsboro, Pa.—Granted cp to install old main trans. as auxiliary trans. at main trans. location; remote control permitted.

KHOM (FM) Turlock, Calif.—Granted cp to install new trans.

WKTG Greenville, N. C.—Granted mod. of cp to change type trans.

K07DB, K10DG, K13DE, Avon, Eagle, Edwards, Gypsum and Wolcott, Colo.—Granted mod. of cps to make changes in ant. system for vhf tv translator stations.

■ Granted licenses for following vhf tv translator stations: K03BB, Glenwood Tv Assn., Glenwood, Wash., and change to ch. 3; K07BU, Pleasant Valley Tv Club, Howard, Colo.; K06AU, Paonia Community Tv Assn., Paonia, Colo.; K06AW, Mimbres Tv Assn., San Lorenzo and Mimbres Valley, N. M., and specify type trans.; K07AR, Bowdle Tv Assn., Bowdle, S. D.; K10AD, Lake Tv Assn., Vallecito Reservoir Area, Colo.; K06AH, York Sheldon Tv Assn., York-Sheldon, Ariz.; K11CF, K13CO, Lava Tv Assn., Lava Hot Springs, Idaho, and specify type trans.; K13BT, Gillette Tv Assn., Gillette, Wyo.; K09BS, Chipita Park Tv Club, Chipita Park, Colo.; K12AF, Riggs Tv Assn., Riggs, Idaho; K08AN, New Castle Booster Club, New Castle, Colo.; K12AQ, Milford Area Tv Assn., Milford, Utah; K08AS, K10AY, K12AY, Henefer Town Inc., Henefer, Utah; K06AN, West Daniels Tv, Peerless, Mont., and specify principal community as Peerless and Richland, Mont.; K07BK, K11BC, K13AY, Caribou County Tv

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RADIO-TV SET COUNTS

1960 U.S. CENSUS OF HOUSING

NEW YORK

Area	Popula- tion	Occupied Dwelling Units	Total Radio Homes	with radio		Total Tv Homes	with television	
				Percent Satura- tion	2 or more sets		Percent Satura- tion	2 or more sets
State totals	16,782,304	5,248,710	4,984,299	95.0	2,155,181	4,762,922	90.7	744,269
COUNTY TOTALS								
Albany	272,926	85,473	81,449	95.3	35,204	78,679	92.1	8,389
Allegany	43,978	12,497	11,818	94.6	5,096	10,840	86.7	923
Bronx	1,424,815	463,401	443,033	95.6	169,353	428,716	92.5	53,538
Broome	212,661	63,383	60,452	95.4	29,952	59,044	93.2	7,837
Cattaraugus	80,187	23,628	22,423	94.9	9,354	21,292	96.1	1,464
Cayuga	73,942	21,377	20,125	94.1	8,438	19,139	89.5	2,012
Chautauqua	145,377	45,751	43,402	94.9	19,387	41,988	91.8	3,843
Chemung	98,706	29,335	28,039	95.6	14,348	26,321	89.7	2,029
Chenango	43,243	12,444	11,771	94.6	5,205	11,182	89.9	993
Clinton	72,722	17,807	16,588	93.2	6,288	16,741	94.0	1,967
Columbia	47,322	14,447	13,570	93.9	5,510	13,047	90.3	920
Cortland	41,113	11,888	11,428	96.1	5,021	10,867	91.4	1,267
Delaware	43,540	12,817	12,064	94.1	5,026	10,724	83.7	557
Dutchess	176,008	46,962	44,754	95.3	19,242	42,484	90.5	3,868
Erie	1,054,688	316,459	302,702	95.7	143,275	299,313	94.6	44,736
Essex	35,300	10,072	9,186	91.2	3,570	9,175	91.1	829
Franklin	44,742	12,561	11,449	91.1	3,956	11,032	87.8	644
Fulton	51,304	16,696	15,692	94.0	6,502	15,306	91.7	1,579
Genesee	53,994	15,598	14,809	94.9	6,867	14,662	94.0	1,857
Greene	31,372	9,777	9,319	95.3	3,692	8,972	91.8	470
Hamilton	4,267	1,374	1,141	83.0	475	1,184	86.2	94
Herkimer	66,370	20,121	19,250	95.7	8,906	18,424	91.6	1,642
Jefferson	87,835	26,155	24,693	94.4	9,837	24,211	92.6	2,452
Kings	2,627,319	850,866	808,278	95.0	280,436	777,608	91.4	110,871
Lewis	23,249	6,243	5,932	95.0	2,298	5,619	90.0	422
Livingston	44,053	11,967	11,515	96.2	5,564	10,984	91.8	802
Madison	54,635	15,236	14,415	94.6	6,518	14,098	92.5	1,265
Monroe	586,387	177,639	170,302	95.9	89,323	166,221	93.6	28,466
Montgomery	57,240	18,404	17,857	97.0	7,542	16,601	90.2	1,303
Nassau	1,300,171	348,729	339,613	97.4	214,633	340,411	97.6	117,524
New York	1,698,281	695,763	638,362	91.7	190,907	519,680	74.7	49,014
Niagara	242,269	70,113	66,020	94.2	32,193	66,306	94.6	8,049
Oneida	264,401	75,983	72,348	95.2	32,329	70,663	93.0	9,030
Onondaga	423,028	124,090	119,284	96.1	61,611	116,680	94.0	21,106
Ontario	68,070	19,344	18,610	96.2	8,953	18,043	93.3	1,888
Orange	183,734	53,919	50,717	94.1	20,665	49,124	91.1	5,331
Orleans	34,159	10,106	9,375	92.8	3,766	9,203	91.1	914
Oswego	86,118	24,323	22,801	93.7	9,496	22,710	93.4	2,905
Otsego	51,942	15,487	14,398	93.0	6,531	13,466	87.0	857

Continues on opposite page

Radio-tv set counts previously published:

Arkansas	April 16, 1962	Montana	Jan. 1, 1962
Alabama	Mar. 5, 1962	Nebraska	Feb. 19, 1962
Arizona	Mar. 5, 1962	Nevada	Jan. 1, 1962
Colorado	Jan. 1, 1962	New Hampshire	Jan. 22, 1962
Connecticut	Mar. 5, 1962	New Mexico	Jan. 22, 1962
Delaware	Mar. 19, 1962	North Carolina	Jan. 1, 1962
District of Columbia	Mar. 5, 1962	North Dakota	Feb. 19, 1962
Florida	Mar. 19, 1962	Ohio	April 9, 1962
Georgia	Feb. 12, 1962	Oklahoma	Feb. 5, 1962
Hawaii ¹	Jan. 22, 1962	Oregon	Feb. 12, 1962
Indiana	June 4, 1962	Pennsylvania	June 4, 1962
Iowa	June 4, 1962	Rhode Island	Mar. 5, 1962
Kansas	April 9, 1962	South Carolina ²	Feb. 5, 1962
Kentucky	April 2, 1962	South Dakota ²	Feb. 5, 1962
Louisiana	Dec. 25, 1961	Tennessee	Jan. 8, 1962
Maine	Dec. 18, 1961	Texas	May 21, 1962
Maryland	Mar. 19, 1962	Utah	Jan. 22, 1962
Massachusetts	Feb. 19, 1962	Vermont	Jan. 22, 1962
Minnesota	Jan. 29, 1962	Virginia	April 9, 1962
Mississippi	Jan. 22, 1962	Washington	Mar. 5, 1962
Missouri	June 4, 1962	West Virginia	Mar. 19, 1962
Michigan	April 16, 1962	Wisconsin	Jan. 22, 1962

¹Also see Feb. 5, 1962, issue for corrections in Hawaii figures.

²Also see Feb. 19, 1962, issue for corrections in South Carolina and South Dakota figures.

Assn., Grace, Bancroft and Soda Springs, Idaho; K08BV, K10CD, K12BX, Woodruff City Tv, Woodruff, Utah; K11DH, Alvarado Tv Inc., Casas Adobes and Catalina Foot-hills Additions, Tucson, Ariz.; K09CW, All-Alaska Bcstrs. Inc., Usibelli and Suntranna, Alaska; K07AS, Cliff-Gila Tv Club, Cliff and Gila, N. M.; K12AB, Baker Tv Booster Inc., Baker, Mont.; K11AC, Bert B. William-son, Belt, Mont.; K03AJ, Frying Pan Tv Assn., Upper Frying Pan River Area, Colo.; K11AA, Prairie Tv Club, Terry, Mont.; K02AO, Channel 4 Tv Inc., Rexford-Gate-way Area, Mont.

■ Granted licenses for following uhf tv translator stations: K79AQ, KDAL Inc., Grand Portage, Minn.; W75AA, Binghamton Press Inc., Johnson City, N. Y.

■ Granted cps to replace expired permits for new vhf tv translator stations: K07CC, Warland Tv Club, Warland, Mont.; K02AV, K13CA, K08BN, Washington County Tv Dept., St. George, Utah.

■ Following stations were granted exten-sions of completion dates as shown: WKVT Brattleboro, Vt., to Dec. 11; WPTN Cooke-ville, Tenn., to July 31; KTX Seattle, Wash., to Dec. 15; KLZ Denver, Colo., to July 16; WAAA Winston-Salem, N. C., to Sept. 15; WEAS Savannah, Ga., to July 10.

Actions of June 8

WGFI-FM Scranton, Pa.—Granted SCA on multiplex basis.

■ Granted renewal of licenses for fol-lowing: KBBA Benton, Ark.; KCHR Charleston, Mo.; KCIM Carroll, Iowa; KCMT (TV) Alexandria, Minn.; KDLM Detroit Lakes, Minn.; KELO Sioux Falls, S. D.; KFJM Grand Forks, N. D.; KISD Sioux Falls, S. D.; KLMO Longmont, Colo.; KRAD East Grand Forks, Minn.; KRDO-AM-TV Colorado Springs, Colo.; KSLV Monte Vista, Colo.; KSTR Grand Junction, Colo.; KVBG Great Bend, Kan.; KWBG Boone, Iowa; KXGN Glendive, Mont.; WBKH Hattiesburg, Miss.; WCIN Cincin-nati, Ohio; WFTG London, Ky.; WMNE Menomone, Wis.; WSIP Paintsville, Ky.; WTIK Durham, N. C.

KGMB, KGMB-TV, KHBC, KHBC-TV, KMAU-TV, Hawaiian Bcstg. System Ltd., Honolulu, Hilo, Wailuku, Lihue, Kauai, and Waimea, Hawaii—Granted assignment of cps and licenses to Honolulu Star-Bulletin Ltd.

KGMB, KGMB-TV, KHBC, KHBC-TV, KMAU-TV, Honolulu Star-Bulletin Ltd., Honolulu, Hilo, Wailuku, Lihue, Kauai, and Waimea, Hawaii—Granted assignment of cps and licenses to Hawaii Publishing Holding Corp.

WLAM, The Lewiston-Auburn Bestg. Corp., Lewiston, Me.—Granted transfer of control from Frank S. and F. Parker Hoy, as family group, to F. Parker Hoy.

WIOS Tawas City-E. Tawas, Mich.—Granted license for am station.

First Baptist Church, Pontiac, Mich.—Granted extension of authority to transmit programs from First Baptist Church at Pontiac, Mich. to CKLW, Windsor, Ontario, Canada, for period beginning June 10, 1962 and ending June 10, 1963.

KALV Alva, Okla.—Granted extension of authority to sign-off at 7 p.m. for period ending Sept. 3.

KASO Minden, La.—Granted authority to sign-on at 5 a.m. and to sign-off at 7 p.m., Monday through Saturday, for period end-ing Sept. 1.

KWIX (FM) St. Louis, Mo.—Granted ex-tension of authority to remain silent for period ending Sept. 10.

*WSAJ Grove City, Pa.—Granted authori-ty to remain silent for period beginning June 9 and ending Sept. 22.

*KBPS Portland, Ore.—Granted authority to remain silent for period beginning June 4 and ending Sept. 24.

KARO (FM) Houston, Tex.—Granted ex-tension of authority to remain silent for period ending Aug. 31.

■ Granted licenses for vhf tv translator stations: K04AG, K07BB, Malta Tv Club, Zortman and Malta, Mont.; K10DF, K12CS, K08CU, Coulee City Tv Assn. Inc., Coulee City, Wash.; K10BE, Quinn River Tv Main-tenance District, McDermitt, Nev.; K06AV, Wolf Point Tv Club, Wolf Point, Mont.; K09BX, Saco Tv Club, Saco and Hinsdale, Mont.; K09BE, Ekalaka Community Tv Club, Belttower, Mont., and specifv type trans.; K10AW, Central Idaho Rnd and Gun Club Tv Inc., Challis, Idaho; K07AY, Em-metsburg Chamber of Commerce, Emmets-burg, Iowa and vicinity; K09AF, Scranton Lions Club, Scranton, N. D.; K13CB, Parker Hill Tv Assn., Del Norte, Colo.; K10AR, Coaldale Tv Club, Coaldale, Colo.; K11BJ, White Bird Tv Assn., White Bird, Idaho;

K13AL, Star Valley Tv System Inc., Afton, Wyo.; K07AZ, Better Tv Club, Hoven, S. D.; K08AH, Walsh Community Tv, Walsh, Colo.; K06AK, K12AJ, Edgemont Tv Booster Club, Edgemont, S. D.; K04AE, K06AB, K09AE, K11AH, F. L. C. R. Community Tv Inc., Long Creek, Ore.; K09AW, K11AW, K02AJ, Roy Tv Club, Roy N. M.; K02AG, K09AK, K11AM, Eagle Nest Tv Assn., Eagle Nest and rural area, N. M.; K10BH, R. V. T. V. Repeater Assn., Round Valley, Ariz.; K06AP, Greer Community Tv, Greer, Ariz., and specify type trans.; K09BD, Creede Tv Assn., Masonic Park rural area, Colo.; K06BO, K11CY, St. Johns Tv Committee, St. Johns, Ariz.; K11AS, K07BC, Chief Joseph Community Services Inc., Bridgeport, Wash.; K09AM, K11AK, K13AK, Wasatch County Commissioners, Heber, Utah, and specify type trans.; K02AH, K06AI, K07AX, K09AO, Bagdad Copper Corp., Bagdad, Ariz.; K09AG, Basalt Community Tv Assn., Basalt, Colo., change primary station to KREX-TV (ch. 13) Grand Junction, via K13AO; K03AI, Oroville Tv Assn. Inc., Oroville, Wash.; K04AH, Antenna Booster Assn., Story, Wyo.; K13AF, Boyes Tv Club, Boyes, Mont., specify trans.; K11CZ, Mammoth Community Tv Service, Mammoth Lakes, Calif.; K05AL, Clayton Community Tv, Clayton, Idaho; K08BH, Sierra Grande Tv Inc., Des Moines, N. M.; K08BY, K12BZ, Grand Coulee Tv Inc., Grand Coulee and Electric City, Wash.; K04AX, K07CF, Rifle Community Services Inc., Rifle and South Rifle area, Colo.; K13AI, Hulet Tv Club, Hulet, Wyo.; K09AC, K12AD, Sundance Community Tv Assn., Sundance, Wyo.; K04BP, Collbran Tv Assn., Collbran, Colo.; K02AP, K04AW, K05AN, Sluslaw Translator Inc., Swisshome, Ore.; K10BO, Trident Community Club, Trident, Mont.; K09DH, Ark Valley Tv Inc., Lamar, Colo.; K03AK, Town of Yuma, Yuma, Colo.; K13AB, Kadoka Commercial Club, Kadoka, S. D.; K11BD, Leadore Community Tv Assn., Leadore, Idaho; K05BM, Long Valley Tv Assn., Whitmore Hot Springs (Long Valley), Calif.; K11AO, Dodson Tv Assn., Dodson, Mont.; K08AF, Crow Peak Community Tv Club, Crow Peak, S. D., and specify type trans.; K10BT, Plateau Valley Tv Assn. Inc., Mesa, Colo.; K07CB, K09BM, K11BT, Oroville Tv Assn. Inc., Molson, Wash., specify trans., and change primary stations for K07CB, and K09BM to KXLY-TV (ch. 4) and KREM-TV (ch. 2) respectively, both Spokane, Wash.; K05AM, Oroville Tv Assn. Inc., Oroville, Wash., and change primary station to KREM-TV (ch. 2) Spokane, Wash., via intermediate translator.

■ Following stations were granted extensions of completion dates as shown: WFTL-FM Fort Lauderdale, Fla., to Aug. 15; KCLO-FM Leavenworth, Kan., to Oct. 1; WFLS-FM Fredericksburg, Va., to July 10; KOTO (FM) Seattle, Wash., to Dec. 3; KAMA (FM) Dallas, Tex., to Nov. 30; KBCA (FM) Los Angeles, Calif., to July 10; WFMB (FM) Nashville, Tenn., to Dec. 1; WSBC-FM Chicago, Ill., to July 20; WLYN-FM Lynn, Mass., to Oct. 22; KRCS (FM) San Bernardino, Calif., to Oct. 23; WEGO-FM Concord, N. C., to July 2; KSFV (FM) San Fernando, Calif., to Nov. 6.

Actions of June 7

K09ER, K11EY, K13EP, Ephrata, Soap Lake, Moses Lake, Larson Air Force Base, Wash.—Set aside inadvertently premature action of May 29 granting mod. of cps for vhf tv translator stations to change ERP, frequency, trans. location, type trans., and make changes in ant. system, and reverted applications to pending status.

WHIH Portsmouth, Va.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans.; remote control permitted; conditions.

WCNF Weldon, N. C.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans.; conditions.

KCHO (FM) Amarillo, Tex.—Granted mod. of cp to change frequency to 94.1 mc, increase ERP to 5.3 kw, decrease ant. height to 240 ft., and change type ant.

■ Following stations were granted SCA on multiplex basis: WVNO-FM Mansfield, Ohio; WRKT-FM Cocoa Beach, Fla., condition; WBEU-FM Beaufort, S. C.

WRFP Ponce, P. R.—Granted cp to move auxiliary trans. to main trans. location; re-

Continued from opposite page

Area	Popula- tion	Occupied Dwelling Units	Total Radio Homes	Radio Percent Satura- tion	2 or more sets	Total Tv Homes	Television Percent Satura- tion	2 or more sets
Putnam	31,722	9,287	8,664	93.3	4,723	8,606	92.7	1,300
Queens	1,809,578	583,141	561,298	96.3	268,173	554,951	95.2	109,498
Rensselaer	142,585	43,087	40,734	94.5	16,713	39,293	91.2	4,013
Richmond	221,991	61,731	58,706	95.1	27,468	59,132	95.8	10,316
Rockland	136,803	34,699	33,093	95.4	16,868	32,369	93.3	6,133
St. Lawrence	111,239	28,958	26,879	92.8	10,065	26,411	91.2	1,723
Saratoga	89,096	25,863	24,751	95.7	10,577	24,348	94.1	2,887
Schenectady	152,896	49,189	46,656	94.9	22,430	46,092	93.7	6,755
Schoharie	22,616	6,576	6,276	95.4	2,717	5,800	88.2	413
Schuyler	15,044	4,408	4,087	92.7	1,412	3,825	86.8	341
Seneca	31,984	8,544	7,986	93.5	3,883	8,127	95.1	1,234
Steuben	97,691	28,598	26,865	93.9	10,784	25,432	88.9	1,727
Suffolk	666,784	173,412	164,586	94.9	76,204	165,543	95.5	28,032
Sullivan	45,272	14,112	12,908	91.5	3,944	11,999	85.0	1,170
Tioga	37,802	10,697	10,094	94.4	4,256	9,806	91.7	767
Tompkins	66,164	18,771	17,801	94.8	8,711	14,416	76.8	742
Ulster	118,804	36,067	33,744	93.6	13,376	31,219	86.6	2,307
Warren	44,002	13,466	12,352	91.7	4,873	12,030	89.3	963
Washington	48,476	13,823	12,612	91.2	4,858	12,666	91.6	831
Wayne	67,989	19,553	18,177	93.0	8,668	17,960	91.9	1,919
Westchester	808,891	241,281	232,481	96.4	130,855	228,045	94.5	56,434
Wyoming	34,793	9,583	9,231	96.3	4,258	9,103	95.0	745
Yates	18,614	5,629	5,334	94.8	2,096	4,989	88.6	362
Consolidated Areas								
New York-		4,679,200	4,444,015	95.0	1,922,948	4,272,661	91.3	778,913
Northeastern New Jersey								
Metropolitan Areas								
Albany-	657,503	203,612	193,590	95.1	84,924	188,412	92.5	22,044
Schenectady-Troy								
Binghamton	212,661	63,383	60,452	95.4	29,952	59,044	93.2	7,837
Buffalo	1,306,957	386,572	368,722	94.4	175,468	365,619	94.6	52,785
New York	10,694,633	3,453,023	3,279,450	95.0	1,374,897	3,106,455	90.0	541,360
Rochester	586,387	177,639	170,302	95.9	89,323	166,221	93.6	28,466
Syracuse	563,781	163,649	156,500	95.6	77,625	153,488	93.8	25,276
Utica-Rome	330,771	96,104	91,598	95.3	41,235	89,087	92.7	10,672

ILLINOIS

State totals	10,081,158	3,084,971	2,870,271	93.0	1,144,379	2,779,704	90.1	350,744
COUNTY TOTALS								
Adams	68,467	21,673	20,570	94.9	7,656	19,721	91.0	1,694
Alexander	16,061	5,337	4,294	80.5	927	3,999	74.9	262
Bond	14,060	4,488	4,114	91.7	915	3,564	79.4	139
Boone	20,326	6,068	5,752	94.8	2,215	5,432	89.5	371
Brown	6,210	2,090	1,930	92.3	371	1,734	83.0	62
Bureau	37,594	11,986	11,080	92.4	3,809	10,587	88.3	525
Calhoun	5,933	1,854	1,762	95.0	257	1,567	84.5	46
Carroll	19,507	6,138	5,664	92.3	2,277	5,551	90.4	262
Cass	14,539	4,756	4,313	90.7	1,132	4,044	85.0	157
Champaign	132,436	36,234	32,925	90.9	13,297	31,779	87.7	3,290
Christian	37,207	11,928	10,906	91.4	3,008	10,479	87.9	486
Clark	16,546	5,541	4,869	87.9	1,325	4,652	84.0	116
Clay	15,815	5,210	4,982	95.6	977	3,887	74.6	—
Clinton	24,029	6,787	6,250	92.1	1,423	6,061	89.3	119
Coles	42,860	13,576	12,370	91.1	3,610	11,903	87.7	743
Cook	5,129,725	1,600,499	1,493,793	93.3	635,788	1,453,839	90.8	241,500
Crawford	20,751	7,012	6,337	90.4	1,968	6,197	88.4	415
Cumberland	9,936	3,186	2,723	85.5	580	2,603	81.7	38
De Kalb	51,714	14,661	14,065	95.9	6,818	13,320	90.9	767
De Witt	17,253	5,682	5,317	93.6	1,776	5,041	88.7	245
Douglas	16,243	6,027	5,350	88.8	1,907	5,365	89.0	417
Du Page	313,459	84,147	81,032	96.3	48,263	80,689	95.5	15,529
Edgar	22,550	7,577	7,089	93.6	2,419	6,660	87.9	273
Edwards	7,940	2,676	2,439	91.1	590	2,005	74.9	79
Effingham	23,107	6,791	6,451	95.0	1,573	5,239	77.1	221
Fayette	21,946	6,808	6,513	95.7	1,596	5,562	81.7	186
Ford	16,606	5,176	4,913	94.9	1,960	4,628	89.4	366
Franklin	39,281	14,005	12,598	90.0	2,898	11,621	83.0	260
Fulton	41,954	13,886	12,770	92.0	3,725	12,147	87.5	533
Gallatin	7,638	2,478	2,109	85.1	276	1,806	72.9	23
Greene	17,460	5,668	5,312	93.7	1,377	5,042	89.0	146
Grundy	22,350	6,804	6,349	93.3	2,756	6,329	93.0	308
Hamilton	10,010	3,377	3,201	94.8	424	2,308	68.3	—
Hancock	24,574	7,938	7,554	95.2	2,231	7,151	90.1	282
Hardin	5,879	1,869	1,631	87.3	355	1,573	84.2	63
Henderson	8,237	2,573	2,305	89.6	534	2,186	85.0	76
Henry	49,317	15,662	14,857	94.9	5,924	14,434	92.2	1,123
Iroquois	33,562	10,482	9,764	93.2	3,529	9,106	86.9	414
Jackson	42,151	12,640	11,492	90.9	2,863	10,253	81.1	300

Continued on page 91

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

• SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.

• DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.

• All other classifications 30¢ per word—\$4.00 minimum.

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcripts or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcripts, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales Manager, Midwest, half million market, specialized programmed station. Salary plus percentage. Resume, references and picture please. Box 298M, BROADCASTING.

\$20,000 and more earnings. Sales Director, local and national. Large Eastern metropolitan station, excellent ratings. Replies confidential. Box 406M, BROADCASTING.

Manager for KPGE at Page, Arizona. Must be willing to assume complete operation. No guaranteed salary, I furnish the station, you furnish the brains and we will split the profits. Wendell Motter, 181 S. 600 E., St. George, Utah.

Executive Salesmen, management experience, proven sales background. Full-time travel, protected localized territory. Residence in territory required; preference given residents of available territories: "Kansas - Nebraska - Iowa - Missouri"; "Intermountain States"; and other areas. Openings immediately, personal interviews required. Extensive field training provided. Salary commission—incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pic; Community Club Awards, Westport, Conn.

Sales

Baltimore—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

Florida, \$100 week plus 15% and gas allowance. Great opportunity for aggressive, energetic, salesman who loves to sell and make money. Box 146M, BROADCASTING.

Salesman with some announcing ability for medium market daytime station in Virginia. Liberal guarantee plus commission. Send resume, experience, billing, picture and tape to Box 355, Lynchburg, Va.

California, KCHJ, Delano, 5000 watts. Sales opening. Guarantee, commission.

Choice positions, radio or TV sales and management, midwest and national. Better yourself—write Walker Employment 83 So. 7th St., Minneapolis 2, Minnesota. Free registration, professional service.

Announcers

1st phone announcer. No maintenance. New Jersey daytimer. Box 5M, BROADCASTING.

Experienced, energetic newsmen-announcer for Texas station. Box 207M, BROADCASTING.

Announcer with well-rounded experience for Southwest network station. Box 267M, BROADCASTING.

Top tune morning personality with basics in program supervision capability. Midwest medium market. Box 299M, BROADCASTING.

Announcer, 1st phone, no maintenance, mature. Fast moving contemporary station. Salary above average. Immediate opening, security and permanent. Box 364M, BROADCASTING.

Wanted—Top rated New England station needs disc jockeys. Must be oriented to modern, fast moving radio. Salary commensurate with ability. Box 368M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer, First Phone required, for New England Daytimer. Salary excellent, commensurate with your ability in both fields. Announcing must be first rate. Please send audition tape including news delivery, commercials, informal ad-lib and resume. Real opportunity. If you have sales ability this would also be a valuable asset. Rush reply including all details to Box 403M, BROADCASTING.

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

Wanted: Dependable experienced announcer. Contact Dr. F. P. Cerniglia, KLiC, Monroe, Louisiana.

Wanted, first phone combo man, accent on announcing. Good working conditions. 5kw CBS. If interested send tape and resume to KOLT, Scottsbluff, Nebraska.

Immediate opening: Announcer with 1st class ticket. Evening shift. Send tape, resume, photo, salary requirements. WEEI, Fairfax, Virginia. Phone Crescent 3-4000. Metropolitan Washington, D. C. area.

Newsman-Announcer with 1st ticket, good delivery. Permanent, no maintenance. Adult music station. All replies answered. Send tape-resume, WEEE, Smultz Road, Albany, New York.

Indiana daytimer and FM needs combination program-news director. 1st phone helpful. Interesting challenging position. Salary open. Contact Frank Hass, General Manager, WMRI AM-FM Marion, Indiana.

Experienced announcer that can program both good music and rock. Prefer married, settled person who would like job with congenial staff. Pay commensurate with ability. No drifters please. If you want a good job with chance for advancement in five station group send complete information and tape to Lewis Bagwell, Mgr., WFCC Radio, Clinton, S. C.

Immediate opening, newsmen for 50kw Northeast fast-paced independent. Must be capable to handle music shift if necessary. Send tape, resume, and photo to James Casey, WPTR, Box 1540, Albany 5, New York.

Good announcer with first phone, capable maintaining am and fm. Ideal working conditions with adult station in Southeast Florida. Resort area. \$450 monthly plus free waterfront cottage. WSTU, Stuart, Florida.

Excellent opportunity for experienced man, modern format and news. Should be able to do good, rousing wake-up show. News and copy writing background helpful. Will have position of responsibility. Send half-hour air-check and information to Peter Barnard, WSPT, Stevens Point, Wisconsin. This opening late summer, but let's talk now.

DJ, oriented in modern sound operation to swing for Maryland 1kw fulltimer. Finest equipment, production aids. Salary commensurate with ability. Send air check resume to: Tom Melanson, PD., WTBO, Cumberland, Maryland.

Announcer—morning man with personality for good music station. NBC affiliate must be experienced. Some tv work possible. Immediate opening. Send tape, photo and resume to Ed Huot, WTRC, Elkhart, Indiana.

Announcers and combo-men, get a better radio or TV job. 650 stations in midwest and nation. Free registration. Write today for application. Walker Employment, 83 So. 7th St. Minneapolis 2, Minnesota.

Help Wanted—(Cont'd)

Technical

5000 watt, East Coast, wants competent engineer. No announcing, but must have Tech-knowhow. Liberal fringe benefits. Box 183M, BROADCASTING.

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

Florida—50 kw direction antenna station requires responsible and able Chief Engineer with high power directional background and good background with audio. Excellent working conditions. Please enclose resume and reply to Box 275M, BROADCASTING.

Wanted 1st class engineer-announcer for 1 kw in Southeastern Michigan. Excellent working conditions and equipment. Personal interview required. Salary to start \$450 per month. Send resume and tape to Box 336M, BROADCASTING.

First phone-announcer, or salesman. Immediate opening. Large Eastern city. Box 448M, BROADCASTING.

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

"Help wanted"—Transmitter engineer with 1st class license. Call Manager, Escanaba, Michigan, State 6-6144.

Experienced Chief Engineer-combo man for top-rated, top-forty, 5,000 watt. Contact Wes Ninemire, KFDA Radio, Amarillo, Texas. Immediate opening.

Need you now—Take over top spot as chief engineer at 1000 watt, non-directional daytimer. Maintenance a must. announce if you can. Write or phone WHOF, Canton, Ohio, 455-9475.

Good engineers and combo-men needed now in radio and TV. Write for Free application. Over 650 stations contacted. Walker Employment, 83 So. 7th St. Minneapolis 2, Minnesota.

Production—Programming, Others

Farm Director: Radio and TV in Carolinas. Interested only in first class applicants for first class job. Salary and incentive open. Full particulars and photo first letter to: Box 976K, BROADCASTING.

News writer for large Midwest station. Prefer young journalism graduate from Missouri-Kansas area. Salary commensurate with ability and experience. Box 291M, BROADCASTING.

Wonderful opportunity for Program Manager who is ambitious and aggressive. Must know good music and have ability to assume responsibility. He should have a good voice. This is a fine reliable station in upper New England tourist area with ideal living conditions. Send letter, resume, references and picture to Box 308M, BROADCASTING.

Copywriter—Experienced. 5kw—Beautiful Northern New England. Excellent working conditions. Immediate opening. Send resume: Box 451M, BROADCASTING.

Immediate opening for experienced top-forty program director. Wes Ninemire, KFDA Radio, Amarillo, Texas.

Experienced copywriter immediately for solidly established NBC outlet. Permanent. Top rated station. Many company benefits. Send resume to Station WMAY, Springfield, Illinois.

RADIO

Situations Wanted—Management

Illinois career broadcaster with 17 years managerial experience seeks change to post that might include part ownership. Illinois or surrounding area. Creative, versatile, able to produce more sales while improving station's community image. Box 79M, BROADCASTING.

Ex-manager. 9 years all phases. Top sales. Desires mid-Atlantic market. Major league background. Box 193M, BROADCASTING.

Extremely capable manager desires relocate. Request only three things: (1) free hand with reasonable budget; (2) adequate draw to sustain wife and two children, and; (3) 2 year contract to receive 50% of increase based on past 12 month receipts. My employ can cost you nothing, but should make a "going" operation out of a marginal operation. No sales manager's jobs. I want to run it! Reply Box 257M, BROADCASTING.

Need Expert Management? I have experience, maturity, energy, know-how, to manage your sales, your staff, your problems. Thirteen years in this business. Not a jumper, but I need a change. Don't you? Box 319M, BROADCASTING.

General Manager, new station in black, seeks management upper midwest radio station. Sales, program, public relations background. Mature responsible family man. Will consider investment. Available now, later. Box 343M, BROADCASTING.

Ready for management situation. Experience includes sales, programming, news, announcing. Box 387M, BROADCASTING.

Experience and capability, 15 years of it, for opportunity, preferably with multi-station radio-tv operation. At 35, background radio-tv broadcasting sales management, station management. Now station manager small market radio chain. Desire radio management, sales management, tv sales, with opportunity and financial incentive great enough to move. Box 397M, BROADCASTING.

Successful manager, solid sales, 13 years experience. Employed. Wants complete station responsibility, medium market, \$10,000 plus. Top references. Box 399M, BROADCASTING.

Image . . . The watchword in modern broadcasting! Image is my business . . . and, as a station manager, it should be yours. Does your station have the right image for your market and competitive situation? Why don't we get together and talk about it? I'm a young, commercially-minded idea man, currently employed in an executive position, who desires to relocate after three years in a huge west coast market. I am an exciting, versatile, professional air personality, who is well known for creative production and motivating copy. I have experience in jingle lyric writing and musical commercial production, plus all phases of contract negotiation and talent supervision. Top men in the broadcasting and commercial production industries will be happy to recommend me on the basis of first-hand knowledge. Please contact me at your earliest convenience . . . you will not be wasting your time. Box 408M, BROADCASTING.

Available, executive for radio, television and motion pictures. Experienced in every phase of sales—production—advertising—merchandising—public relations—stations relations—national contacts. \$15,000. Box 445M, BROADCASTING.

Manager—seasoned broadcaster with successful record. Loaded with profit-making ideas, energy and imagination. Over 12 years actual management in small and large markets. Vacationing now; available short notice. Reply in confidence to Broadcaster, Longboat Key, Florida.

Attention Managers. Stanley Mack, top-rated personality with Storz stations, 5½ years, Mpls., Kansas City, now at liberty. Ready to locate with swinging station. Top twenty markets. Box 412M, BROADCASTING.

Need a man to take over full operation, or department? Manager of number 1 in state's second market, with successful experience in every phase wants to settle in larger market. Young, aggressive and imaginative. Box 416M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General Manager. Sales background. Medium market. 13 years broadcasting. Box 162M, BROADCASTING.

"Presently general manager of highly successful am-fm station. Excellent sales, news and announcing background! 10-years experience at two stations. Leadership has improved station's community image. Family man seeking better opportunity. Also have some money to invest. Box 425M, BROADCASTING.

Kentucky, Carolinas, Virginia . . . for manager, experienced, (10 years radio) young, (28) saleswise (since 1957). Box 434M, BROADCASTING.

Sales

National Sales Director—major market group. Available soon. Young, aggressive. One of best administrative, sales and programming records in industry. Box 143M, BROADCASTING.

Salesman-announcer desires position in small or medium market. Married. Reference. Six years experience. Box 393M, BROADCASTING.

Announcer-Sales—radio/tv 9 years experience medium-major markets. Sales, production, news, combo dj, steady reliable all around family man, seeking permanent relocation. Reply indicating opportunity. Box 300M, BROADCASTING.

Kalifornia attenshon—Kurantly employed salls mgr in medeum midwest mkt dezirs so. kalif. lokashon. kolege grad, merryed, too childlrun. Will mak personal presantashon at yur stashon end of July. Raydeo or TV. Box 422M, BROADCASTING.

Announcers

Announcer-Account Executive (combo). Experienced: Air, sales, production-voices, college. Box 8M, BROADCASTING.

First phone personality with showmanship, college, 5 years experience, draft exempt. \$150.00 minimum. Box 276M, BROADCASTING.

Announcer; NYAS graduate, tight board; resonant voice; dependable; not floater. Box 277M, BROADCASTING.

Looking for a capable sports man with all around ability? Box 297M, BROADCASTING.

Old pro. Imaginative, educated, experienced. Wants TV or major market non-format radio. Box 317M, BROADCASTING.

"D-J, salesman. Experienced, employed, draft exempted, college grad, moving up." Box 350M, BROADCASTING.

Classical music announcer available. Technically good, not exact. Own boardwork. \$120 minimum. Box 380M, BROADCASTING.

Seeking expansion. Experienced, single, 5 years radio, will relocate anywhere in the fancy 50. Minimum wage to start, \$100.00 week. Box 381M, BROADCASTING.

Newsman . . . seeks large metropolitan market. Eight solid years commercial radio news. Smooth, professional delivery. Strong on mobile reports. Interview, editorialize, write, handle beat. College graduate. Age 30. Reply, Box 382M, BROADCASTING.

Personality dj—Give your medium market operation new life. Married. 3 years experience. Box 383M, BROADCASTING.

Bright, humorous morning, afternoon personality seeks progressive, promotion-minded station or tv combination. Experienced all phases radio including play-by-play. Some tv. Outstanding production man. Box 384M, BROADCASTING.

New or used. Top c/w dj-musician seeking minor investment opportunity. Pd. sales, announcing, 42, married, well seasoned. Prefer NE. all considered. Box 385M, BROADCASTING.

Young dj announcer, tight board, slight Spanish accent. Not a prima donna. Completed military service—will relocate. Box 390M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Veteran broadcaster, eighteen years experience, desires relocation. Experienced all phases: management, programming promotion, sales, traffic, copy, production. Have done years of D.J. air work—good commercial man. Married four children, college grad., now thirty-eight years of age. Require substantial return commensurate with ability and experience. Excellent references. Want position to be permanent one. Box 386M, BROADCASTING.

Unusual opportunity for employer needing announcer-salesman—assistant manager. Experienced. Box 391M, BROADCASTING.

Young announcer—disc jockey—tight board—experienced—will travel anywhere. Box 395M, BROADCASTING.

Experienced—Happy personality DJ, announcer. Tight board. N.Y.C. ULster 4-3585. Box 398M, BROADCASTING.

Very enthusiastic, mature college graduate. Strong on news, on-the-spot, re-write. Production conscious. Sang professionally. Available immediately! Midwest. Box 402M, BROADCASTING.

California, here I come! Leaving USAF, desire annc-dj, learn sales. AFRS-commercial-Announcing School. Some college, 29, married. Box 411M, BROADCASTING.

Sincere announcer wishes first position. Speech trained, college, third phone. Box 418M, BROADCASTING.

DJ—News—Production voices—pitch spots—interview—MC. Wit, warmth, originality. Veteran. 3 years handling all types of music. Box 419M, BROADCASTING.

Socially sharp swinger. College vet, young, experienced. Desire Memphis, Little Rock, or Shreveport areas, but consider all, including Florida. Available August. Box 426M, BROADCASTING.

Announcer, dj, 1st phone—versatile. Three years experience. Tight board. Radio-tv. BA graduate. Like Northern California but will go where the money is. Box 432M, BROADCASTING.

Play-by-play: Preferably college—plenty experience both sports and sales—BA degree Radio-Arts-young, married—seek permanent position with future management possibility. Box 433M, BROADCASTING.

New York, New Jersey, Conn., L. I., 22 year old New Yorker wishing to return home. Currently employed. Tape, resume immediately. 4 years experience. Box 452M, BROADCASTING.

"Ready to move up. Big smile, happy sounding jock. Lotsa teen appeal. Currently in medium S. E. market. Four years format experience. Draft exempt. Strong on production. Only major and medium markets need reply." Box 456M, BROADCASTING.

Sports-Programming-News. Veteran, 24, married. Seeks radio or television position with future. Box 457M, BROADCASTING.

"Swinging Gentleman" wants advancement with format or swinger. Ability, twelve years experience provide professional touch. Box 458M, BROADCASTING.

Formula? Northeast? Let's talk! I offer: modern ideas! Tight production! Box 435M, BROADCASTING.

Astro announcer—production voices—salesman (combination), experienced, executive quality, seeking "novel" experience—college. Box 436M, BROADCASTING.

In Atlanta, position with future sought by young first phone melody man. Experience includes sales, copy, public relations, news. No noise stations please! Box 437M, BROADCASTING.

DJ, announcer, fast production. Married, not a prima donna nor floater. Authoritative news. Box 438M, BROADCASTING.

Experienced tight-format dj, top news, good air salesman. Want to settle in friendly community. Prompt reply. Box 439M, BROADCASTING.

Announcer-dj—good air salesman. Authoritative newscaster. Versatile air personality offers tight-production shows. Box 440M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer—2 years experience—first phone—sales experience seeks challenging opportunity. Box 441M, BROADCASTING.

Announcer-news caster, smooth pleasant delivery, authoritative news, tight middle of the road format. Married, veteran, prefer good music station. Box 442M, BROADCASTING.

Top 40-personality dj—College graduate, 2 years exp., tight board, fast paced, rock and sock format. My voice sells. Box 443M, BROADCASTING.

Swinging dj—good personality, tight board and production. Crisp news, not a floater. Available immediately. Box 444M, BROADCASTING.

Beginner, disc jockey, some experience, knows music. Writes jingles, news, editing, music library work. Mild cerebral palsy. Tape, resume. Box 446M, BROADCASTING.

Announcer—Bright sound, married, tight board, strong on news. Wants steady employment. Box 447M, BROADCASTING.

Announcer-Engineer, 1st phone, 7 years experience. All considered. Hawaii preferred. Box 449M, BROADCASTING.

Florida, Kentucky, elsewhere. First phone, college, announcing graduate, 21, ambitious. Interested sales. Type. Transportation. Box 450M, BROADCASTING.

D.J., news, continuity—Need first job—Broadcasting school grad. Go anywhere. P. O. Box 278, Wilton, New Hampshire.

Spanish-English announcer, strong on Spanish. Graduate of Broadcasting School, third phone, eager to work. Arturo Gutierrez, 2603 Inwood Rd., Dallas, Texas.

Good music dj—news-sports director—now employed—seek advancement, college—tv considered. 2 years radio—married—\$95. P.O. Box 176, Louisville, Ky.

Family man with #1 rated jockey show past four years... good news too. PD experience, want RPO station. Call me in Springfield, Illinois, 217-529-2271, George Walton.

Announcer experienced—prefer California, Oregon or Nevada. Quentin Woodward, General Delivery, Jamestown, California.

School of Broadcasting and Announcing graduates. Trained... Experienced... Eager. 1697 Broadway, N.Y.C.

Technical

Expanding, rebuilding, moving? Chief, 20 years will accept challenges and become permanent staff. Box 198M, BROADCASTING.

Engineer; first class license, ambitious, beginner, radio or tv, career type, stable, married, sober, not afraid of work, compatible, prefer Kansas City vicinity. Inquiries answered. Box 320M, BROADCASTING.

Maintenance engineer—no production—2 years. 5kw-AM construction, 2 years TV-VHF, minimum \$115, midwest. Box 388M, BROADCASTING.

FM Stations—Now is the time to show a profit. I can help. Have first phone license, technical knowledge, ideas for FM: production, sales, promotion and program guide. Write Grady Dixon, 503 Snow Hill St., Ayden, N. C. with offer or for details.

Production—Programming, Others

Radio or television continuity writer. 5 years experience. Facts, samples on request. Box 285M, BROADCASTING.

Production Assistant—Copywriter trainee college trained speech major, English minor. Need added experience. Will relocate. Box 394M, BROADCASTING.

Fast, creative copy writer, flair for production, a girl who loves a challenge. 2 years broadcast experience. Some traffic. 1-1½ years top local agencies. Prefer local southern New England. Box 459M, BROADCASTING.

TELEVISION

Help Wanted—Sales

Northeast—fine opportunity for aggressive salesman in growing chain. Expanding local sales force. Minimum requirements one year successful tv sales. Send photo, resume, salary requirements, etc. to: Box 120M, BROADCASTING.

Announcers

Alert newsmen to write and voice news. Box 209M, BROADCASTING.

Newsman-announcer for Texas station. Must gather, write and deliver news. Box 288M, BROADCASTING.

TV weather girl—Midwest network affiliate—top 15 market. Must have tv experience. Send pix, resume, VTR or SOF. Box 371M, BROADCASTING.

TV on-camera announcer, mature, authoritative, personable; tv experience not required. Top station in Iowa market. Send picture, tape, complete details—Manager, Box 424M, BROADCASTING.

On-camera announcer. WBTW, Florence, South Carolina. Top power VHF. Multiple ownership fringe benefits. Good staff, voice and news delivery, able to take over "Bozo the Clown" show. TV experience preferred, but will consider qualified radio man ready to move to tv. Mail pic, resume and voice tape to Program Manager, WBTW, Florence, S. C.

Technical

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Videotape maintenance engineer. Experienced Ampex Intersync. Leading New York producer. Good salary and advancement. State full background. Box 372M, BROADCASTING.

Wanted: maintenance engineer for closed circuit educational television system. Responsible for all studio equipment and occasionally assist with production. Salary about \$6500. Write: Office of ETV, 291 E. 1st St., Corning, N. Y.

Chief Engineer for vhf full-power tv station qualified in transmitters and video. Box 420M, BROADCASTING.

Maintenance Engineer, Experienced in vhf television transmitters & video equipment. Good opportunity for qualified engineers. Box 421M, BROADCASTING.

Wanted: Switcher—1st phone required. Experience not necessary. \$2.00 per hour. Contact Chief Engineer, KTVC-TV, Ensign, Kansas.

Need experienced tv engineer, preferable with microwave background, for maintenance and operation. Contact Bill Elks or Ed Herring, WECT-TV, Wilmington, N. C.

July opening for man experienced in studio maintenance. Must know vtr. Oldest Florida etv has excellent offer for you. Air mail to Herb Evans, WTHS-FM-TV, WSEC-TV, 1410 N.E. 2nd Ave. Miami.

Production-Programming, Others

Pacific Northwest University entering ETV seeks Writer-Producer with strong background in film. Master's degree required. Duties include some teaching; shooting and editing film; scripting radio and tv programs. Position open on twelve months basis with 30 days paid vacation, health and retirement benefits. Send details, including transcripts, script samples, picture and complete personal background to Box 280M, BROADCASTING. All qualified applicants will receive consideration without regard to race, creed, color or national origin.

News reporter-photographer—WBTW, Florence, South Carolina. Top power VHF, multiple ownership, fringe benefits. No air work. Prefer radio or newspaper reporter experience. Still and/or motion picture photography background desirable but will train otherwise qualified applicant. Well equipped 3-man department. Mail pic and resume to Program Manager, WBTW, Florence, S. C.

TELEVISION

Situations Wanted—Management

General Salesmanager—Proven ability—10 years experience able administrator employed as sales manager—37 years—married—family. Box 998K, BROADCASTING.

Experienced Radio-TV executive. More than 20 years in station operation. Ownership, management, sales, programming, promotion, air-work. Proven record of performance. Interested in management or top level opportunity with growth organization. Real capacity for work. Box 410M, BROADCASTING.

Salesmanager—Nine years experience local, regional, top-producer desires change. Box 417M, BROADCASTING.

Sales

Presently employed national sales manager, also manager large radio station, years of experience with finest rep, wishes move to television national sales. Hard working, strong promotional ideas, excellent references and contacts. Age 43. Box 404M, BROADCASTING.

Announcers

Thoroughly experienced TV and Radio announcer. Wants job with emphasis on TV and radio news and commercials. Also interested in production and direction. Box 315M, BROADCASTING.

Radio announcer-salesman seeking personal interviews-auditions, at my expense. Box 392M, BROADCASTING.

Technical

First phone engineer. Experienced tv and radio maintenance and installation. Box 130M, BROADCASTING.

Need position with more future. 20 hours short of E.E. degree. Presently chief engineer in AM station. First phone and ten years following experience: TV, AM, FM broadcasting, radar, mobile equipment and instrumentation. Supervisory experience. Best offer. Write or phone Charles H. Pultz, KMAN, 114 N. Fourth, Manhattan, Kansas.

Television or radio transmitter operator, communication system engineer, or industrial technician. Licensed. Experienced. Relocate July 1. Congeniality, requisite. Prefer Southwest. Any other location, considered. Resume. Vernon Slater, Box 3493, Wilmington, North Carolina.

Production—Programming, Others

Image Maker: Out to build ratings. Born photogenic, raised in radio, trained in television. Experienced tv newscaster (M.S. Journalism), Weatherman, seeks tv news show, staff work at quality station. Box 453M, BROADCASTING.

TV news director of 5 man single market operation ready for more responsibility. 29, active civic affairs, RTNDA. Seeking permanency with stable corporation. Box 455M, BROADCASTING.

First phone, B.A., 4 years radio experience. Desire work in tv as floor director leading to directorship. West Coast. Presently employed as radio announcer. Box 324M, BROADCASTING.

Director-Writer-Announcer, looking for a position with potential. Box 337M, BROADCASTING.

TV news director—good rating on camera. Experienced in all phases of 16mm movie & still news work. 15 years experience in journalism. Would like to run department in medium to large competitive market with the support of the station's front office. Box 389M, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Studio manager with ETV station experience in program planning and staging, announcing and black & white and color camera operations. College grad. 24. Will relocate. Box 400M, BROADCASTING.

Newsman. 11 years. Directed legislative election, special events. Editorial writing background. Family; age 34. Call 304-925-5488 collect. Box 407M, BROADCASTING.

FOR SALE

Equipment

500 foot Blaw-Knox H-21 self supporting tower, dismantled, ready to ship. \$15,000. Box 415M, BROADCASTING.

For Sale: RCA 250 watt fm transmitter. Contact, Richard Tuck Enterprises, KBEC, Waxahatche, Tex. WE 7-1390.

1 kw Dumont transmitter, including side band filters, spare tubes, misc. assortment of co-axial elbows. Complete and in operating condition. Best offer or will consider some trade. KCHU, Box 18, San Bernardino, California.

Pair Gray 602C Equalizers like new condition \$35 each. KCHS, Truth or Consequences, New Mexico.

2—Bell & Howell 614 CBVM television vid-con projectors. Both used less than 2200 hours and are in excellent condition. Contact Al Hillstrom, Chief Engineer, KOOL-TV, 511 West Adams, Phoenix, Arizona.

For Sale: One Gates 101 Spot Tape complete with remote—\$550. A. H. Kovlan, WATH, Athens, Ohio—LY 3-1588.

Lost lease. Have for sale Translux Traveling News Sign in perfect condition. Cost \$14,000 new, will sell for \$3,000 if you come and get it. 42½ ft long 48 in. high. Write WBLV, Springfield, Ohio.

For immediate sale—GE BT-4A, 10kw transmitter, modified for economical use of Elmac 3X2500A3 tubes in final. This transmitter complete with tubes in excellent operating condition and includes General Electronics Model FMC multiplex system. Priced for quick sale. Contact Carl Spavento, Radio Station WBUF, 1227 Main Street, Buffalo 9, New York. TT 2-4300.

Tape athon playback units. Model 375-7-RP using 7" reels. Has preamp. Continuous play, double track, ideal for use on location for background music. Cost new \$404.50. We are changing to FM feed. Units used one year, bargain at \$150.00 each. FOB, In Store Broadcasting, 2022 South Division, Grand Rapids, Michigan.

Gates FM1B 1kw FM transmitter, 1½ years old. Immediately available. Write WKLS, Box 13242, Atlanta 24, Georgia.

Used AM transmitters—several 5kw, 1kw, 250 watt—Priced to sell—Write for list. Bauer Electronics Corporation, 1663 Industrial Road, San Carlos, California.

GE 3kw FM transmitter, type BT-3-A; GE FM station monitor, type BM-1-A, GE 4-Bay FM antenna, type BY-4-C. In good condition. Sold only as a package. Box 221, Lebanon, Tennessee.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; ¾" ditto, 90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

"Cartridge tape. Fastest delivery, competitive pricing for standard Fidelipac Tape Cartridges, reloading service, accessories and equipment. Write Sparta Electronic Corporation, 6430 Freeport Boulevard, Sacramento, Calif."

For Sale—(Cont'd)

Equipment

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electroband, 440 Columbus Ave., N.Y.C.

WANTED TO BUY

Equipment

Urgently need good used 10 kw highband transmitter, RCA type TT-10AH or equivalent for educational station. Box 201M, BROADCASTING.

Wanted: 4-bay antenna turntable to 98.5 mc. Make and lowest price to Box 396M, BROADCASTING.

Field strength meter and Gates 5kw transmitter. State model and year of purchase. Box 413M, BROADCASTING.

Used studio equipment: console, cartridge, disc, and standard tape recorders, turntables, and mikes. Box 430M, BROADCASTING.

Schafer automation equipment. Contact R. M. McKay, Jr., P. O. Box 71, Columbia, Tennessee.

WANTED TO BUY

Stations

"Will take over active management and buy either part of or entire radio station. Long on experience, short on down-payment. Contact Box 327M, BROADCASTING.

Want to buy: AM construction permit, or/and radio station. No brokers. Wire or write. Box 431M, 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.

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.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts July 16—enroll now. 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.

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 July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start July 31, and Sept. 18.

Instructions—(Cont'd)

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! 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.

"Tomaco Tower Paint," a time tested and approved tower finish used by discriminate stations, coast to coast. #300 Primer, #301 White, #302 International Orange—\$7.95 per gallon prepaid. Tower Maintenance Co. Inc., Post Office Box 246, Glen Burnie, Md. Phone 301-766-0766.

"Days-Dates-Data". New monthly DeeJay gag service. Sample copy \$3.00. Show-Biz Comedy Service—(Dept. BM) 65 Parkway Court, Brooklyn 35, New York.

PROGRAMS AVAILABLE

"Cat Chat" thirty minute education/information program, three cutins for sponsors. \$5.00 weekly no tape return, KNDI Radio, Honolulu, Hawaii.

RADIO

Help Wanted—Sales

EXPANDING PERSONNEL

Salesman—With experience in AM radio sales, stable personal background, apply in detail.

Announcer—1st phone, good voice for this competitive market. No rockers. Contact John R. Livingston, WJRL, 125 N. Church, Rockford, Illinois. 968-5821.

LAND ON MARS
MARS BROADCASTING, INC.

America's most successful products company is adding exceptional men to its sales organization. Mars sells its products to nearly 300 radio stations and needs first class knowledgeable people willing to travel.

Mars needs an Eastern Sales Manager, and a Western Sales Manager who will receive salary, commission and traveling expenses. Only first class, thoroughly broadcast experienced men will be considered. Contact Stan Kaplan, Executive Vice President, MARS BROADCASTING, INC., 575 Hope Street, Stamford, Connecticut.

Announcers

WANTED

Experienced announcers with deep, mellow, warm and mature voices. 50,000 watt station needs voices to match beautiful sound of music. Send tape, resume, picture and salary expected. Confidential.

Box 401M, BROADCASTING

Help Wanted—(Cont'd)

Technical

OVERSEAS OPPORTUNITIES EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given. Submit experience and earnings to

Box 841K, BROADCASTING

RADIO

Situations Wanted—Technical

ENGINEER ADMINISTRATOR

I have been a well known Washington Consulting Engineer for many years. Now I want to return to practical broadcasting as Director of Engineering, Manager, and/or owner. Former broad network experience and as owner/operator. Have unusual combination of engineering ability, and operations and sales ability.

Box 4094, Washington 15, D. C.

600.00 PER MONTH BUYS 7 YEARS EXPERIENCE! 23 single, sober, stable and draft exempt. Honest and loyal. Seeking greater opportunity as AM engineer, and morning air man. In quest of secure, lasting position, with a financially sound organization. Salary secondary to type and quality of people with whom I must work. Presently Chief of 5-KW, 1-KW-LS-DAN and top rated morning man. Prime interest is in installing a new AM from scratch, but will not install second hand junk. Prefer Colorado, Utah, Washington, or Oregon. All offers will receive careful consideration. Available pending your C.P. or 2 weeks notice. 1st phone, 3rd Telegraph, General Class Ham, R. A. "DAN" Dillon, 2134 Ogden St., Klamath Falls, Oregon. 503 TU 2-3956 Home.

MISCELLANEOUS

ATTENTION SYNDICATE RADIO SALESMAN

Guaranteed extra earnings. Producer has proven hot package of vignettes. High acceptance with track record selling 1 in 5. Earn an extra \$150 to \$300 a week. Commission only, but sure fire! For details, write

Box 363M, BROADCASTING

AUDIO TAPE DUPLICATOR

Ampex High Speed Duplicators
Guaranteed—Highest Quality

Lowest Prices

Complete Packaging & Mailing Service
OMAHA RECORDING STUDIO
2963 Farnam, Omaha, Nebr.

EMPLOYMENT SERVICE

JOBS IN RADIO & TV

A new concept in obtaining jobs throughout East Coast & Midwest. Find out how you can list and have your resume mailed to over 1000 stations. A sure fire way of obtaining jobs, for all broadcast personnel, experienced or professionally trained. Write immediately

JOB XCHANGE
458 Peachtree Arcade
Atlanta, Ga.

FOR SALE

Equipment

Why tie up your money in frozen assets? We lease new or used broadcasting equipment, office machinery, cars and trucks.—Select your own equipment supplier—we buy for cash and lease to you over period of years. Conserve your cash and take advantage of possible tax benefits.

GENE O'FALLON & SONS LEASING
639 Grant Street Denver 3, Colo.
AM 6-2397

FOR SALE

Stations

Florida 5000 watt non-directional daytimer major market. Nothing down. \$200,000.00 over 8 years.

Box 301M, BROADCASTING

For Sale—California

Exceptional opportunity in exploding California market. Full time. Outstanding community acceptance with unusual earning record. Hard to equal on today's market. Priced right. Other interests force this sale.

Box 409M, BROADCASTING

1000 watt daytimer, net work, single market station. On the air many years under the same owner who wants to retire. Station in a fast growing N.W. market. \$10,000 will handle.

Box 414M, BROADCASTING

"Remarkable new FM operation, making money, seeks new capital. Working interest preferred, but not necessary. Rich, single station market, in midwest."

Box 423M, BROADCASTING

For Sale. Small station located in Southwest. Ideal for family operation. \$18,000. 1/3 down. Now absentee owned.

Box 429M, BROADCASTING

For Sale—(Cont'd)

Stations

Ala	single	daytimer	\$ 85M	terms
Ky	single	daytimer	75M	\$29M
Fla	medium	fulltime	275M	\$110M
Ca	metro	fulltime	137M	29%
Mam	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHMENT 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Tex. metro regional, absentee owned, 1961 cash flow \$60,000. \$250,000 with \$50,000 down—Tex. major FM. \$75,000 with 10% down—Tex. regional single \$70,000—Tex. f.t. single \$70,000—Tex. medium f.t. \$160,000—Ark. medium regional \$150,000—Ark. regional single \$78,750—Ark. major f.t. regional \$180,000—La. regional single \$45,000—Colo. regional single \$50,000—Okla. single, making money \$95,000—Tenn. major power, billed over 1/4 million yrly past several yrs. \$350,000 29% 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

NORTHWEST. Exclusive. Full time. Gross \$70,000. Exceptional potential. Asking \$125,000. Terms.

CALIFORNIA. Medium market. Full time. Automated for low cost operation. Priced at \$100,000. 29% down.

NORTHWEST. Metropolitan market. Daytime. Absentee owned. Asking \$100,000. 29% down.

ROCKY MOUNTAIN. Medium market. Gross exceeds \$100,000 annually. Absentee ownership. Asking \$150,000. 29% down.

JACK L. STOLL & ASSOCS.

Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

NEED HELP?

LOOKING FOR A JOB?
SOMETHING TO BUY
OR SELL?

For Best Results
You Can't Top A
CLASSIFIED AD
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

mote control permitted.

WMNI Columbus, Ohio.—Granted cp to install new trans. as alternate main trans. at main trans. site.

WLOL-FM Minneapolis, Minn.—Granted mod. of cps to extend completion date to July 10 and make changes in transmitting equipment.

■ Granted licenses for following vhf tv translator stations: K02BI, K05AX, Kanab Lions Tv, Fredonia, Ariz. and Kanab, Utah; K09BJ, K11BI, K13BI, K08BA, K10BA, K12BE, K08AX, K10BB, K12BF, E. A. O. Tv, farming community of Entiat, Orondo and Entiat, and Ardenvoir, Wash.; K03AH, K06BF, K08AV, K12AW, K04AS, San Miguel Power Assn. Inc., Paradox, Norwood and rural area, Nucla, Uraven and Naturita, Colo.; K02AC, K07AG, K09AH, Aguilar Tv Club, Aguilar, Colo.; K02AM, K06AQ, K07BT, Verde Valley Tv Club Committee, Camp Verde, Verde Valley, Cornville and Rimrock, Ariz., and specify principal community as Camp Verde, and Oak Creek and Verde Valleys, Ariz.; K08BP, K10BX, K13AZ, Wellsville Tv Translator Co., Logan and Wellsville, Utah, and vicinity; K07BL, K09BA, K11BF, Norris Community Tv Inc., Randolph, Utah; K08BS, K03AM, Community Tv Club, Canon City, Colo.; K08AG, Buffalo Tv Assn., Buffalo, Wyo.; K13AM, Gateway Tv Assn., Gateway, Colo.; K11BB, Hot Sulphur Springs Tv Users Assn., Hot Sulphur Springs, Colo.

■ Granted cps to install new trans. for following am stations: KPBA Pine Bluff, Ark.; KWLC Decorah, Iowa; KDEC Decorah, Iowa.

■ Granted mod. of cps to change type trans. for following am stations: WMDD Fajardo, P. R.; WAOV Vincennes, Ind.

Actions of June 6

WARM Scranton, Pa.—Granted cp to install auxiliary trans. at main trans. location.

KIDO Boise, Idaho.—Granted cp to install new trans. at main trans. location for auxiliary purposes only; remote control permitted.

WSBT South Bend, Ind.—Granted cp to install new auxiliary trans.

WHEB Portsmouth, N. H.—Granted cp to install new trans and change studio location.

WPEN Philadelphia, Pa.—Granted cp to install new trans.

WTCN Minneapolis, Minn.—Granted cp to change auxiliary trans. power and auxiliary trans. location.

WEW St. Louis, Mo.—Granted cp to change ant.-trans. location (same site).

National Bestg. Co. Inc., New York, N. Y.—Granted mod. of cp to add two trans. for low power stations; conditions.

WKYE Bristol, Tenn.—Granted mod. of cp to change ant.-trans. location, studio location and remote control point, type trans., and make changes in ground system.

■ Granted cps and licenses for following new low power stations: Mount Hood Radio & Tv Bcstg. Corp., Portland, Ore.; Storer Bcstg. Co., Atlanta, Ga.

■ Granted mod. of cps to change type trans. for following am stations: WJLB Detroit, Mich.; KANA Anaconda, Mont.; KFBC Cheyenne, Wyo.; WCHI Chillicothe, Ohio; WACE Chicopee, Mass.; WTLK Taylorsville, N. C.; WAZS Summerville, S. C., condition.

Rulemakings

■ Commission invites comments to notice of proposed rulemaking looking toward deleting commercial ch. 7 from Jamestown, N. D., and assigning it to Bismarck to be reserved for noncommercial educational use. This change was petitioned for by North Dakota Bcstg. Inc. (KXMB-TV [ch. 12] Bismarck), State Department of Public Instruction, Bismarck Public and Parochial School Systems, and Bismarck Junior College. Action June 13.

■ Commission invites comments to notice of proposed rulemaking looking toward re-allocating ch. 15 from Lebanon to Lancaster-Lebanon, Pa., as petitioned for by Triangle Publications Inc., licensee of WLYH-TV on that channel in Lebanon. It deferred action on WLYH-TV's request for issuance of show cause order to modify its license accordingly. Action June 13.

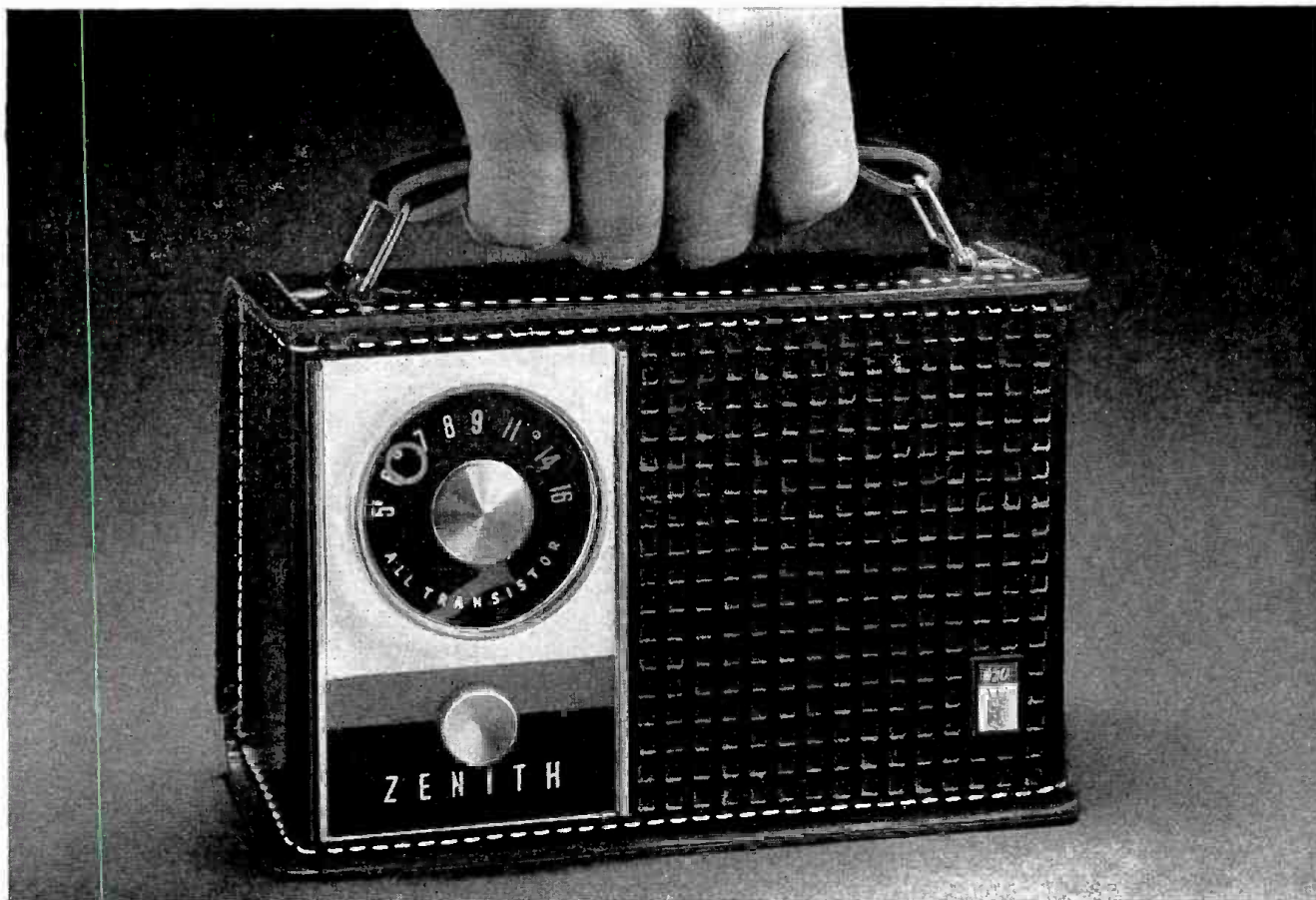
■ By order, commission amended Secs. 3.50(b)(3)(i) and 3.332(b)(3)(i) of its broadcast rules concerning approval of modulation monitors to delete requirement that time for one complete oscillation of pointer of indicating instrument shall be 290 to 350 milliseconds. This characteristic is no longer considered necessary. Action June 13.

RADIO-TV SET COUNTS continued from page 85

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
Jasper	11,346	3,588	3,472	96.8	845	2,883	80.4	42
Jefferson	32,315	10,620	9,995	94.1	2,791	8,523	80.3	224
Jersey	17,023	4,927	4,642	94.2	1,120	4,249	86.2	80
Jo Daviess	21,821	6,535	6,274	96.0	2,119	5,352	81.9	149
Johnson	6,928	2,268	2,157	95.1	239	1,794	79.1	74
Kane	208,246	58,998	54,783	92.9	24,875	54,331	92.1	6,323
Kankakee	92,063	23,751	21,622	91.0	7,272	21,461	90.4	1,428
Kendall	17,540	4,987	4,728	94.8	2,377	4,713	94.5	476
Knox	61,280	18,867	17,839	94.6	6,784	17,506	92.8	1,047
Lake	293,656	76,547	72,474	94.7	35,914	73,173	95.6	12,494
LaSalle	110,800	33,988	32,281	95.0	13,432	29,893	88.0	888
Lawrence	18,540	6,052	5,391	89.1	1,268	5,145	85.0	218
Lee	38,749	10,512	9,757	92.8	4,172	9,504	90.4	444
Livingston	40,341	11,755	11,036	93.9	4,118	9,929	84.5	386
Logan	33,656	9,096	8,699	95.6	3,764	7,977	87.7	416
McDonough	28,928	9,119	8,435	92.5	2,880	8,103	88.9	507
McHenry	84,210	24,218	23,125	95.5	10,561	23,258	96.0	2,475
McLean	83,877	25,924	24,077	92.9	9,168	22,495	86.8	1,034
Macon	118,257	37,110	33,597	90.5	12,301	33,414	90.0	2,598
Macoupin	43,524	14,182	13,175	92.9	3,940	12,533	88.4	558
Madison	224,689	67,063	61,922	92.3	19,451	61,695	92.0	5,007
Marion	39,349	11,852	11,852	91.3	3,224	11,144	85.9	450
Marshall	13,334	4,198	4,040	96.2	1,527	3,618	86.2	127
Mason	15,193	5,044	4,599	91.2	1,412	4,521	89.6	123
Massac	14,341	4,679	4,005	85.6	767	3,787	80.9	141
Menard	9,248	2,978	2,721	91.4	1,031	2,507	84.2	87
Mercer	17,149	5,376	5,046	93.9	1,987	4,986	92.7	348
Monroe	15,507	4,629	4,312	93.2	1,071	4,076	88.1	135
Montgomery	31,244	10,398	9,834	94.6	2,830	8,909	85.7	341
Morgan	36,571	10,481	9,404	89.7	3,159	8,696	83.0	268
Moultrie	13,635	4,230	3,543	83.8	1,187	3,472	82.1	317
Ogle	38,106	11,757	11,009	93.6	4,753	10,528	89.5	739
Peoria	189,044	58,155	53,869	92.6	21,128	53,305	89.9	5,682
Perry	19,184	6,411	5,834	91.0	1,608	5,311	82.8	168
Piatt	14,960	4,677	4,234	90.5	1,377	4,366	93.4	403
Pike	20,552	6,893	6,318	91.7	1,574	5,872	85.2	219
Pope	4,061	1,377	1,222	88.7	114	958	69.6	—
Pulaski	10,490	3,399	2,940	86.5	588	2,493	73.3	63
Putnam	4,570	1,473	1,378	93.6	545	1,170	79.4	—
Randolph	29,988	8,588	7,938	92.4	1,976	7,507	87.4	348
Richland	16,299	5,245	4,788	91.3	1,264	4,229	80.6	59
Rock Island	150,991	46,119	43,988	95.4	19,076	43,505	94.3	4,690
St. Clair	262,509	77,530	70,120	90.4	18,384	69,361	89.5	5,834
Saline	26,227	9,405	8,602	91.5	1,771	7,743	82.3	227
Sangamon	146,539	47,514	44,227	93.1	15,875	40,999	86.3	2,730
Schuyler	8,746	2,928	2,721	92.9	846	2,577	88.0	104
Scott	6,377	2,087	1,957	93.8	536	1,915	91.8	—
Shelby	23,404	7,545	6,885	91.3	1,679	6,088	80.7	264
Stark	8,152	2,523	2,369	93.9	977	2,280	90.4	83
Stephenson	46,207	14,436	13,564	94.0	5,134	12,804	88.7	648
Tazewell	99,789	29,688	27,656	93.2	9,298	27,138	91.4	2,339
Union	17,645	5,260	4,871	92.6	831	4,500	85.6	177
Vermilion	96,176	30,176	26,952	89.3	8,807	26,758	88.7	1,190
Wabash	14,047	4,525	4,037	89.2	1,219	3,720	82.2	251
Warren	21,587	6,811	6,502	95.5	2,582	6,210	91.2	344
Washington	13,569	4,492	4,236	94.3	828	3,608	80.3	108
Wayne	19,008	6,237	5,819	93.3	1,184	4,475	71.7	24
White	19,373	6,427	5,843	90.9	1,428	4,593	71.5	178
Whiteside	59,887	17,808	16,729	93.9	6,306	16,066	90.2	1,025
Will	191,617	53,508	49,439	92.4	19,016	49,934	93.3	4,702
Williamson	46,117	15,677	14,078	89.8	3,866	13,210	84.3	440
Winnebago	209,765	62,719	56,969	90.8	24,157	57,629	91.9	6,421
Woodford	24,579	7,193	6,695	93.1	2,737	6,141	85.4	243
Consolidated Area								
Chicago-Northwestern Indiana	6,794,461	2,058,312	1,919,751	93.3	826,307	1,883,337	91.5	297,645
Metropolitan Areas								
Champaign-Urbana	132,436	36,234	32,925	90.9	13,297	31,779	87.7	3,290
Chicago	6,220,913	1,897,917	1,774,646	93.5	774,417	1,735,224	91.4	283,023
Davenport-Rock Island-Moline	270,058	81,767	77,292	94.5	32,790	76,378	93.4	7,410
Decatur	118,257	37,110	33,597	90.5	12,301	33,414	90.0	2,598
Peoria	288,833	87,843	81,525	92.8	30,426	79,443	90.4	8,021
Rockford	209,765	62,719	56,969	90.8	24,157	57,629	91.9	6,421
St. Louis	2,060,103	624,886	563,465	90.2	164,352	559,734	89.6	54,385
Springfield	146,539	47,514	44,227	93.1	15,875	40,999	86.3	2,730

New from Zenith!

Strikingly compact, luggage styled, all-transistor radio at an incomparable \$34⁹⁵*!



Rugged beauty, quality, dependability — and a sound as big as all outdoors!

Introducing—Zenith's Royal 650! Here's Zenith Quality in a uniquely compact, all-transistor portable—at a remarkably low price! Six transistors—including three all-new "Powersonic" transistors—give you greater sensitivity with less background noise. New advanced design Zenith speaker lets you hear bass and treble tones you'd expect to hear

only from a larger radio. Elegant scuff and weather-resistant Permawear covered cabinet comes in your choice of Ivory color, Ebony color or Tan. Operates up to 80 hours on 4 inexpensive penlite batteries—up to 200 hours with 4 Mercury batteries. Above, Royal 650-Y, \$34.95*. Zenith Quality all-transistor radios start as low as \$19.95*

ZENITH
ZENITH RADIO CORPORATION,
CHICAGO 39, ILLINOIS. IN
CANADA: ZENITH RADIO COR-
PORATION OF CANADA LTD., TORONTO, ONT.
The Royalty of television, stereophonic high fidelity
instruments, phonographs, radios and hearing aids.
43 years of leadership in radionics exclusively.
*Manufacturer's suggested retail price without bat-
teries. Prices and specifications subject to change
without notice.

ZENITH

*The quality goes in
before the name goes on*

OUR RESPECTS to Robert William Daniels Jr., president, Daniels & Assoc.

Man and a new medium: love at first sight

When Commander Bill Daniels wandered into the lounge of a Denver hotel, it was a turning point in his life. Just returned from the Korean conflict and preparing to return to a very successful insurance business, he paused for his first look at television.

Today, Mr. Daniels recounts how he sat there that evening and breathlessly watched the Pabst Blue Ribbon fights. "I was completely fascinated," he says. "I still don't believe it when I can sit in my living room and watch an event taking place thousands of miles away."

Quick to decision, the enterprising Bill Daniels lost little time in following his new-found love. This also gave the community television business one of its pioneers.

As sudden as his decision to enter tv was, it was by no means entirely emotional, for Bill Daniels' career to that point had been based on hard work and astute thinking.

Insurance Man ■ Typical of Mr. Daniels' momentum is the fact that twice he reached success in the business world. The first time was from 1947 to 1950 when he was president of Bob Daniels & Sons Inc. and it became the largest insurance agency in New Mexico. The second time was again as chief executive of the same insurance agency in 1952-57 when it became the largest agency in Wyoming (collecting \$650,000 a year in premiums).

In the four years that his present venture has been in existence, Bill Daniels & Assoc. has handled 51 catv sales involving over \$27 million.

The brokerage business, however, is only one facet of Bill Daniels' enterprises. There's also Systems Management Co., which has full management responsibilities for 28 catv systems doing \$2.5 million annually in 16 states. There is Televents Inc., through which Mr. Daniels has become a broadcaster. Last year he bought KFML-AM-FM Denver for \$118,720. This year he has a contract to buy J. Elroy McCaw's KTVR (TV) Denver for \$2 million. And part of this deal is an arrangement already made by Mr. McCaw to use the ch. 2 independent to test the Teleglobe pay tv system (BROADCASTING, May 14). This proposal is pending FCC approval. Early in 1961, Mr. Daniels received a construction permit for KLMC-TV Lamar, Colo., which he is planning to build as a satellite of KTVR.

Robert William Daniels Jr. was born July 1, 1920, in Greeley, Colo. The family lived in Omaha, Neb., for a while, and later moved to Hobbs, N. M., when the senior Mr. Daniels

bought an insurance agency there.

Extra Curricular ■ While the family lived in Omaha, young Bill lived with his grandmother in Council Bluffs, Iowa.

As a boy, Bill Daniels worked after school at a variety of jobs—newsboy, shoeshine boy, bellhop, short-order cook in an all-night hamburger stand.

In 1937, when the family moved to Hobbs, young Daniels enrolled at the New Mexico Military Institute. For four years he was president of his class; he was captain of the football, boxing, basketball and baseball teams; he was cadet captain on graduation. Twice he was the winner of the welterweight class in the New Mexico Golden Gloves tourney. And for three years running he was awarded the outstanding athlete trophy at NMMI.

Navy Flier ■ Young Mr. Daniels participated in the first American landing in North Africa in World War II, after which he was reassigned to the Pacific Theatre for the counter-offensive up the island chains toward Japan. For this he earned the Navy Cross, the Air Medal with clusters, the Distinguished Flying Cross with clusters, and the Bronze Star. He is credited with destroying 11 Japanese planes.

During the Korean war he was recalled to active duty and spent a year flying Panthers off the carrier U.S.S. *Boxer*, giving close air support to ground troops; and a second year as advanced carrier training officer at the Naval station at Corpus Christi, Tex.

He came out of the Navy the first time as a lieutenant commander; the second time as a commander.



Bill Daniels
Broadcaster, broker and cable man

It was then that Bill Daniels happened into the Denver hotel lounge for that first look at tv.

Excited by the wonder of it all, Mr. Daniels got together a group of Casper oilmen with "imagination and guts" and \$240,000, and began studying how to bring tv to the Wyoming city. Casper was too small a market for regular tv, it was concluded, but then they heard of the catv idea.

There was only one hitch; Denver was 300 miles away and it was impossible to bring in the city's single station without a relay. So, with fingers crossed and with a \$125,000 bond, Daniels ordered the telephone company to bring in the Denver station.

The Bell system put in a seven-hop, single-channel relay, and the Casper catv system, the first to use microwave, was in business with 500 subscribers. Later, a privately owned, multi-channel microwave was constructed to serve 4,500 subscribers. Mr. Daniels and his group sold the catv to its management in 1959 for about \$300,000.

In 1958 Mr. Daniels sold his insurance business and formed Daniels & Assoc. to devote full time to the catv business. Patterned after the brokerage firms active in radio and tv, Daniels & Assoc. and its offshoots are run by four men—Mr. Daniels, Carl Williams, a partner, who had been in private law practice in Casper; Larry Boggs and Alan Harmon, both experienced in catv management. A fifth associate is Fred T. Metcalf, a Canadian broadcaster and catv operator, who acts as the firm's Canadian representative.

Accent on Youth ■ The Daniels organization is staffed with young people; at 42 Mr. Daniels himself is the oldest of the group. He has a long list of business and fraternal associations, including the presidencies of a number of them. He was the second president of the National Community Television Assn. and led the fight against the imposition of the 10% communications tax on catv subscribers. It was also during his administration that the industry adopted the now-common symbol of "Able Cable." Mr. Daniels is still a member of the NCTA board and executive committee.

When Bill Daniels isn't working, he's out on the water in his 240 hp, 18-foot Century Sabre boat, or on water skis. He also enjoys handball.

Mr. Daniels was married and is now divorced. He is a Barry Goldwater Republican and it wouldn't be surprising to his friends to see him involved in the 1964 presidential campaign.

Distinguished journalism

RESPONSIBLE editorializing at its best is exemplified in the efforts of WMCA New York to force a legislative reapportionment in the state of New York. As reported elsewhere in this issue, the U. S. Supreme Court last week ordered a federal court hearing on a complaint filed by the station and six New York residents against the present distribution of legislative representation.

It is rare that any medium of journalism goes to the trouble and expense of implementing an editorial conviction with action in the courts. In taking so unusual a course, WMCA has brought distinction to the general field of broadcast editorializing.

Whatever the outcome of the reapportionment case, WMCA will have set a desirable precedent for other broadcasters. It is important to note, of course, that the cause in which WMCA is engaged is significant, the station's position is well-reasoned and its presentation has been professionally displayed. Lacking any of those ingredients, this would have been a disservice instead of service to broadcast-casting and to the station's community.

Fiddling and tinkering

WHILE the NAB and the FCC fiddle with the radio "overpopulation" problem, Congress is tinkering with legislation that would cause far greater economic and technical imbalance for radio than that which has been wrought by indiscriminate licensing of stations.

Nobody seemed to be looking when the House Commerce Committee gave its unanimous approval to the Moulder Bill (HR-4797) to authorize about 40% of the 1700 daytimers to operate before sunrise and also to open the way for all of the others to get similar treatment. The dominant stations, mainly on regional channels which have been the backbone of radio, would be forced to defend themselves against these incursions because the legislation would place the burden of proof, meaning the costly engineering surveys and the litigation, upon them and not the interlopers.

This is allocation by legislation or, stated another way, an effort to provide a political solution to a purely engineering problem. The NAB, which through its president, LeRoy Collins, seized upon the glamorous overpopulation issue as a *cause celebre*, has taken no position on the daytimers' extended hours legislation, presumably because it involves a purported conflict of interest among classes of its membership.

There is but one plausible answer to the birth control problem, and that is in the adherence to sound engineering principles. The problem is not new; it has been with radio since the population explosion began in the wake of World War II. Violations of sound allocations engineering generated the economic problems with which the FCC, if it adheres to the law, is powerless to cope. But the FCC can alleviate conditions by correcting its allocations standards.

The Moulder Bill was quietly lobbied through the House Committee. The FCC repeatedly had rejected the proposal as contrary to sound allocations because it would deprive more people of service than would be gained through increased hours for the daytimers—most of them post-war babies.

Under the Moulder Bill, nearly 700 stations in single station markets (i.e., no other full-time service) would immediately benefit by being permitted to operate as early as 4 a.m., under certain conditions, and by 6 a.m. otherwise. Because of the lack of opposition, other than the FCC, and the persuasiveness of the daytimers' lobbying, the bill now

seems to have enough momentum to carry through the House.

If there is one area in which the FCC has unquestioned authority, it is in allocations. The original intent of Congress as expressed in the Radio Act of 1927 was to create an expert commission to control electrical interference for all classes of stations.

It seems to us that the solution for the daytimers is to be found in fm where there are no limitations on hours. The Moulder Bill would penalize long-established stations. More than that, it would deprive hundreds of thousands of listeners of essential service they have been accustomed to receiving over the years. We wonder, moreover, why the regionals who will be mainly affected, have not offered resistance or urged their trade association to act.

The year-round medium

TIME was, in the broadcast advertising business, when summer was a slack season and a man could count on getting home in time for dinner without first stuffing his briefcase and perhaps even with enough time to walk leisurely to catch his train.

But no more. For several years this languid pace has been yielding more and more to the frenetic push-push that characterizes the rest of the year. This trend was pointed up in these pages a week ago. A sampling of leading agencies found them so busy with planning and buying that some were officially discouraging vacations in the traditional vacation months.

Much as we yearn for a leisurely day now and then, we would like to encourage this swiftening pace, for it's a good sign. It not only anticipates higher spot billings—as was shown in a companion survey published here last week—but it also indicates that advertisers and agencies are becoming more aware of the tv-radio bargains (in the finest sense of the word) available to them in the summer months.

There ought to be more and longer summer campaigns, and as some advertisers have learned from happy experience, fall campaigns ought to start earlier. There is, and will be again this year, too much fall buying done in August that could and should have been done earlier.

Television is or ought to be a year-round medium for most national advertisers. When they learn this fact, and plan accordingly, their advertising will develop a continuity of impact and sales are bound to benefit.



Drawn for BROADCASTING by Sid Hix

"Business won't stink this year, boss—we've landed that deodorant saturation campaign!"



• From 9:00 am to
Midnight, seven days
a week, **KSTP-TV** is
FIRST in share of sets-
in-use and homes reached
per average quarter hour.*

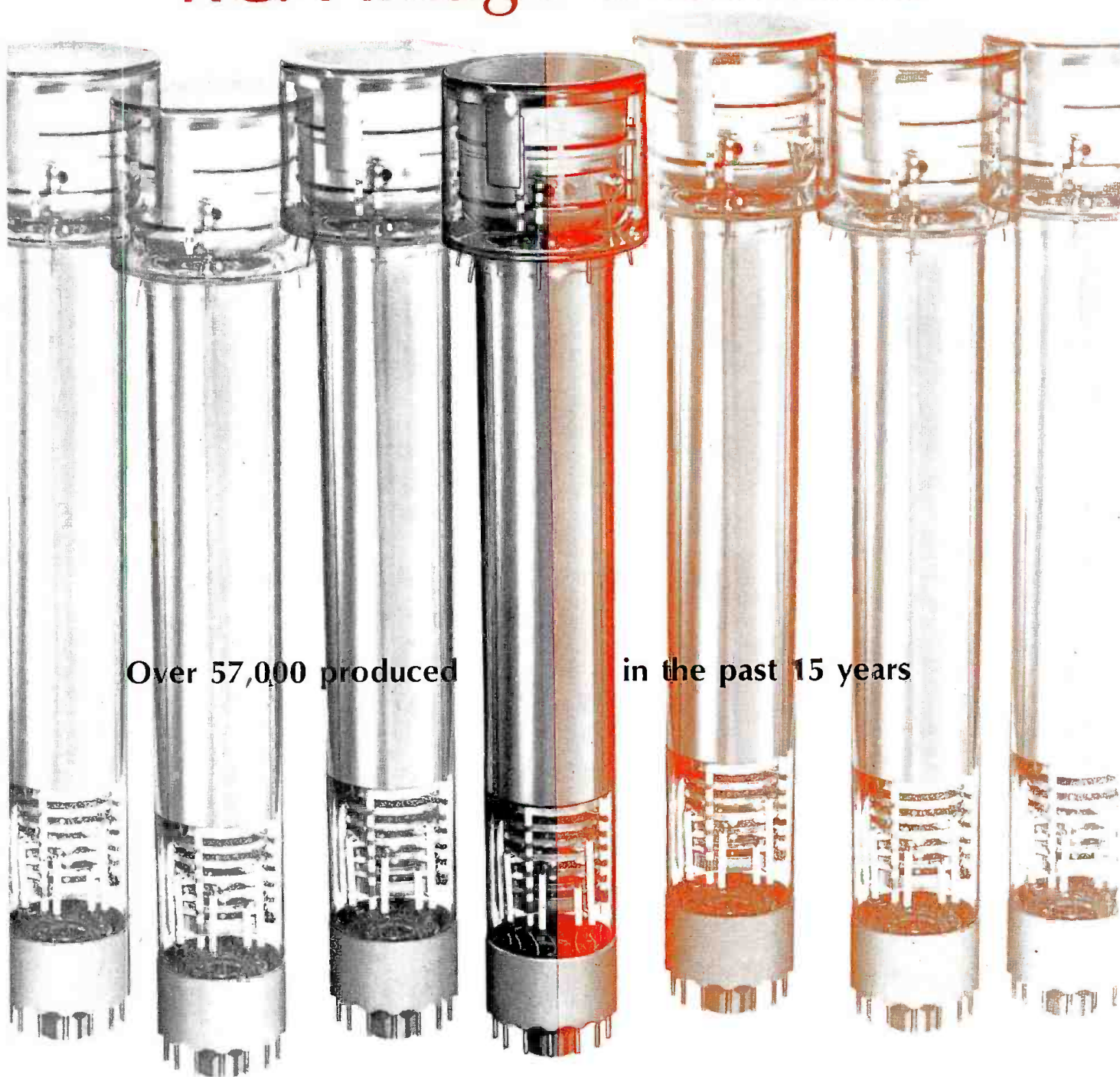
**ARB Television
Audience Report, April, 1962*

KSTP-5

MINNEAPOLIS, ST. PAUL • 100,000 WATTS—NBC

Represented by **Edward Petry & Co., Inc.** The Original Station Representative

RCA Image Orthicons



Over 57,000 produced

in the past 15 years

For 15 years, broadcast stations have chosen RCA Image Orthicons such as the RCA-5820A for TV pictures of outstanding quality. The reason is apparent. Electronic leadership enables RCA to build into its Image Orthicons an experience and technology unmatched in the industry.

Wide acceptance proves it. The RCA-5820A, for instance, has won favor as today's most popular Image Orthicon. It offers unequalled versatility when performing in general purpose black and white television—studio and outdoor.

In addition, RCA now makes available two new types for your immediate replacement needs: the RCA-8093A, featuring close-spaced target-to-mesh and anti-ghost design for black and white television, and the RCA-7513/V1, in sets of three with matched characteristics for peak color performance.

Your RCA Industrial Distributor of broadcast tubes is always ready to provide inventory support to meet your RCA Image Orthicon replacement needs. RCA ELECTRON TUBE DIVISION, HARRISON, N.J.



The Most Trusted Name in Television