



# BROADCASTING

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SION AND RADIO

NEWSPAPER

JUNE 25, 1962

New products, like maids in beauty contest,  
seek fortune with tv's magic .....27

More television broadcasters plan to enter  
the catv field ..... 66

Big soup mix firms now choosing weapons;  
the choice, of course, is tv ..... 28

Piggyback rulings: NAB's new service will  
classify announcements ..... 40

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# WFAA

DALLAS • FORT WORTH

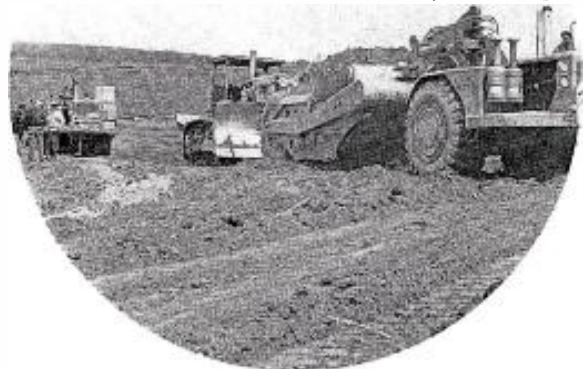
Congratulations to one of the nation's leading stations  
for 40 years of outstanding service to the public



---

*things are looking-up*  
**IN THE JOHNSTOWN-ALTOONA MARKET**

**HIGHWAY  
CONSTRUCTION**



**WJAC-TV** *is first  
where it counts!...*

**OVER 14½ MILLION DOLLARS  
IN HIGHWAY AND BRIDGE CON-  
STRUCTION AND MODERNIZA-  
TION** slated for 1962 in the Johnstown-  
Altoona Market alone! And this is part of  
a pattern of industry growth, more jobs,  
increased business potential in this area  
where WJAC-TV is the dominant adver-  
tising force--the station more people  
watch most!



Get all the facts and figures before you  
set your schedule. There's overwhelming  
evidence **WJAC-TV is first where it counts**  
--in top shows, top audience, total coverage.

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





*the  
NEW Spirit  
of St. Louis*

*so that man may better  
understand  
the universe...*

St. Louis, the city with  
the new spirit, has another  
new, magnificent landmark:

One of the world's finest  
planetariums, where man

will pursue his  
mounting search for a  
greater understanding  
of the universe.

*in St. Louis the quality buy is*

**KTVI**



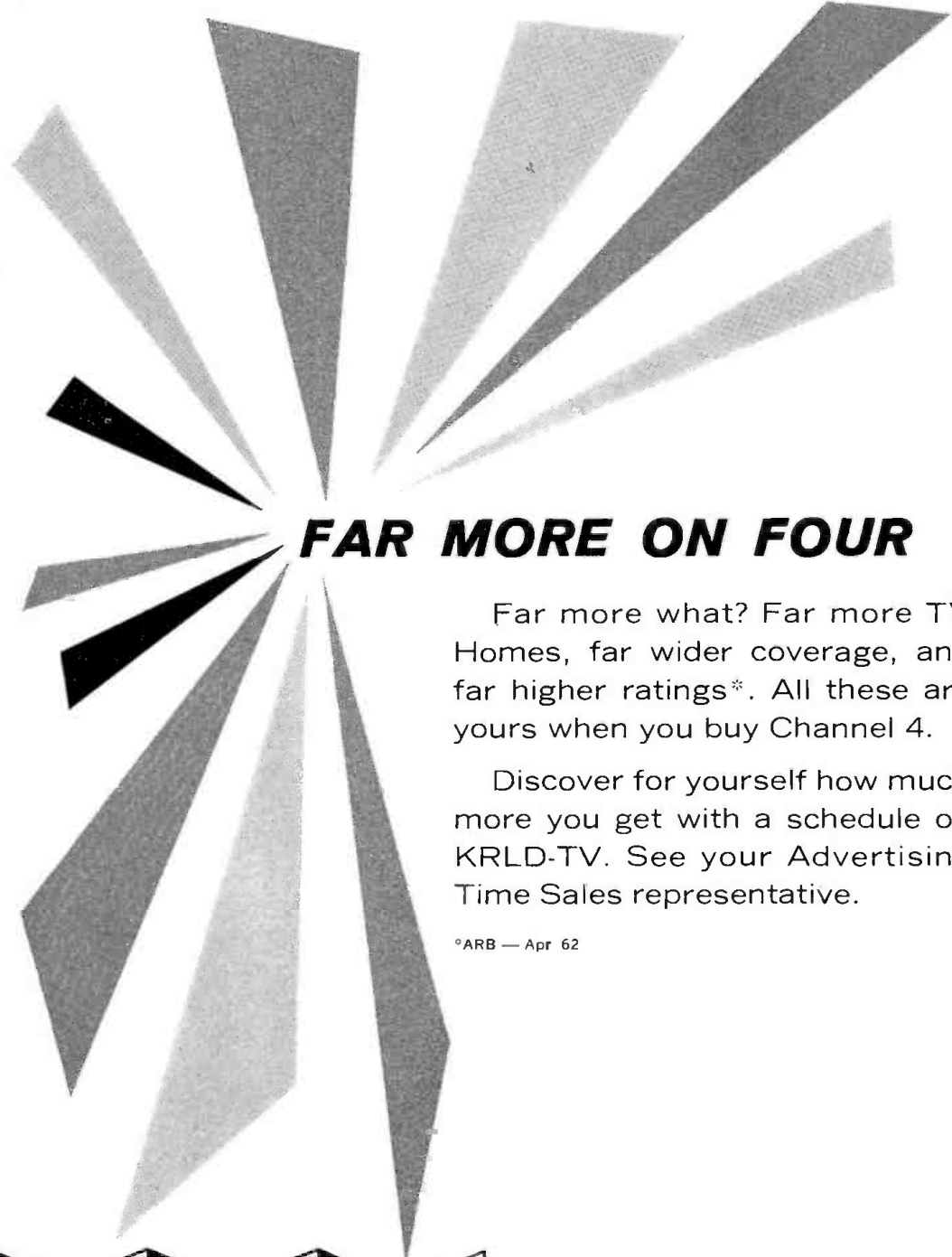
Represented  
nationally by

CHANNEL

**2**

BLAIR-TV





## **FAR MORE ON FOUR**

Far more what? Far more TV Homes, far wider coverage, and far higher ratings\*. All these are yours when you buy Channel 4.

Discover for yourself how much more you get with a schedule on KRLD-TV. See your Advertising Time Sales representative.

\*ARB — Apr 62

# **KRLD-TV**

represented nationally by  
Advertising Time Sales, Inc.



### **THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, President



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

BROADCASTING, June 25, 1962

## Four Star syndication

Four Star Television, major tv film production firm, will go into tv syndication as soon as it finds executive to head new operation. Company hopes to have syndication going, as division or subsidiary, within three months. Four Star has some 1,100 films that have had one network exposure, has retained syndication rights to all of them. *Dick Powell Show*, which was success in NBC-TV 1961-62 lineup, is among Four Star properties.

*Expansion plans of Four Star don't end with television syndication. Company has bought story for feature motion picture, is putting it into script, will begin shooting as soon as cast is hired. It's story of race horse modeled after celebrated Carryback.*

## \$10 million catv sale

Largest sale of catv properties, with consideration over \$10 million, now under negotiation. Buying syndicate will take over 20-odd systems, serving over 50,000 customers in eight states. Included in purchasing group are nationally known financial units with interests in broadcasting. In addition to Cox negotiations (see page 66) other multiple broadcast station owners are in various stages of investigation or negotiation looking toward entry into catv ownership.

## Crossed up

This week will tell story on Commissioner John S. Cross of FCC. Will he be reappointed for new seven-year term beginning June 30, or will he continue serving by sufferance until his successor is qualified? Third alternative is to wind up his tenure effective July 1 and perhaps enter private enterprise as engineering communications consultant. Commissioner Cross himself declines comment.

*White House has maintained silence on vacancy despite all-out support of Arkansas Democrat, not only by his congressional delegation but by many important people in communications. FCC Chairman Newton N. Minow reportedly has been lukewarm on reappointment. Mr. Cross, 57, has served since May 1958, having been appointed to succeed former Commissioner Richard A. Mack, who became embroiled in "ex-parte" scandals.*

## Fallout fiasco

Broadcasters are calling Defense Dept.'s fallout shelter program (BROADCASTING, May 28) "another fiasco." Corps of Engineers, survey-

ing 200-odd radio stations, have offered only pittance of federal money to assist in construction and demand broadcasters sign contracts before June 30 when fiscal year runs out. Supposedly government was to allow up to \$3,500 for each radio station, but broadcaster finds he's obligated for \$1,500-\$5,000 additional. This is because engineers' plans cover technical personnel only, make no provision for equipment. Only four stations have signed contracts.

*Another monkey wrench in shelter program is seeming differences between FCC and DOD on who gets protection. Commission sent list of 221 radio stations to DOD's Civil Defense Dept., of which 49 were am stations in Brecom (Broadcast Emergency Communications) project and 172 fms in state emergency networks. DOD, however, told engineers to survey am stations solely, failed to note fm designations. This has been cleared up now after engineers made their inspections. Future of shelter program somewhat dim, anyway, since congressional committee cut \$4 million item for this purpose from Defense budget.*

## Discrimination against catv?

Catv operators, boiling at AT&T policies on pole line rights (cable people string their wires on telephone polls and have been chivvied with restrictions), think they have strong ally coming to rescue—Dept. of Justice. Cable men are gathering evidence of discriminatory treatment at hands of Bell companies, plan to submit it to government lawyers. Hope is Justice Dept. may sue AT&T, charging violations of antitrust laws.

## Sweeney successor

As search for successor to Kevin Sweeney as president of RAB goes on, there's feeling among some broadcasters that selection should be household-name type of public figure—whether from entertainment, government, sports or wherever—who would be automatic door-opener at highest buying levels. There's no indication of extent to which this view exists; nor does it appear to be shared by RAB's selection committee, which reportedly feels new top man should have had station experience giving familiarity with problems at all levels—and that there are number of these who are good "door-openers" too.

Committee has narrowed nominees down to dozen, hopes to make selection by autumn to allow for break-in time before Mr. Sweeney's resignation becomes effective next Feb. 28.

## Syracuse reps

Two new rep appointments which soon will be announced in Syracuse market: Syracuse Tv Inc., interim operator of ch. 9 in Syracuse, has named Peters, Griffin, Woodward, as its rep effective immediately (station goes on air Sept. 15, 1962). At same time, WOLF in that city has signed H-R Representatives Inc.

## Minow's multiple musings

Is FCC Chairman Newton Minow serious about liberalizing multiple ownership limitations so that each network might own 10 radio and tv stations (five of which would be uhf)? He has posed question to callers, including network heads, in recent weeks. His notions run contrary to views of some, if not most, of his colleagues and to recommendation of Network Study Group which advocated reduction in tv multiple ownership holdings from five to three vhf's.

## Child conference plans

Dept. of Health, Education and Welfare expected to announce this week plans for conference on television's effect on children. Department had hoped to announce details for conference (originally proposed by Senate Juvenile Delinquency Subcommittee) earlier. But representatives of HEW, NAB and industry, who cooperated on project, have had difficult time reaching agreement. Major sticking point was what research projects involving children and television should be proposed for consideration. Meeting last week reportedly cleared away difficulties, and statement is being prepared for presentation this week.

## No new filings

Stock market nosedive has cut new stock offerings at Securities & Exchange Commission to trickle. Volume of filings was at all-time high in January. There have been no broadcast-related filings in over two months. Speculation on Madison Avenue that advertising agencies would follow lead of Papert, Koenig, Lois in going public has failed to prove out; agencies have unquestionably been deterred by "uncertain" market.

# IMPACT IMAGE IMPETUS



Joe Eckstein and the  
Scouting Exposition



"The Buffalo Bill Council wishes to express its appreciation to the executive and program staff of WOC for their wonderful support of the Scouting Program in this area.

The sincere interest of WOC has contributed much to the goal of 'more boys in Scouting, and more scouting in boys'."

Joe Eckstein  
Scout Executive  
Buffalo Bill Council

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

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

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

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



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

**DAVENPORT, IOWA**

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

# WEEK IN BRIEF

Big accounts from little accounts grow, and that's what is happening as new products try out tv in a small way. Many develop into major users of medium, roundup of test campaigns shows. See lead story . . .

## NEW PRODUCTS TRY TV . . . 27

Nothing like a good bowl of soup to start off a meal, or to start a sales battle. Three major soup makers are competing for public's patronage by extensive use of television, their major medium. See . . .

## SOUP MIXES USING TV . . . 28

Signs of broadcaster interest in community antenna systems as an investment appeared last week at the national convention of catv operators. Question: Do broadcasters plan a mass invasion of catv? See . . .

## FCC GETS CATV WARNING . . . 66

Meanwhile NAB is deeply worried about the spread of catv, particularly where local stations suffer. Dan W. Shields, NAB tv specialist, tells Georgia telecasters association will protect stations. See . . .

## GROWING CATV PROBLEM . . . 70

The impersonal traits of modern computers may prove a boon to radio, according to John Crichton of AAAA. In Colorado speech he lists what agencies want and offers some ideas to station operators. See . . .

## RADIO PUT ON COUCH . . . 34

Back to cash. That seems to be answer to CBS Radio's system of paying radio affiliates in programs instead of money. New compensation plan is likely to be offered stations before end of year. See . . .

## CBS RADIO PAY SHIFT . . . 74

The booming 60s should be good years for radio and tv, Virginia broadcasters were told by two industry executives. Tv, especially, will outstrip rest of economy, according to M. L. Nierman, Petry executive. See . . .

## TV TO OUTSTRIP ECONOMY . . . 72

The first direct tv transmissions between Europe and the U. S. via the Telstar satellite, scheduled during July, will be based on live news. The three tv networks have agreed on a program format. See . . .

## TV ACROSS THE ATLANTIC . . . 80

The FCC was sternly lectured last week by the House Commerce Committee for its lack of a solution to the problem centered around the desire of daytime stations to operate before sunrise. See . . .

## HOUSE HOMILY FOR FCC . . . 48

Television is a prime medium for the toy industry. Already spending in the millions, manufacturers are exceeding last year's tv budgets. Makers and distributors expect to improve the quality of commercials. See . . .

## STILL MORE TV FOR TOYS . . . 46

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## **“I’m Dickens...He’s Fenster.”**

“Actually, I’m Fenster, he’s Dickens.

But the show is ‘I’m Dickens...He’s Fenster.’

Actually, I’m Marty Ingels. I forget his name.”

(Actually, he’s John Astin.)



Actually, “I’m Dickens...He’s Fenster,”

ABC-TV’s new comedy series, has to be one of the biggest crowd-pleasers in many a time period. These two guys,

fulltime carpenters and sometime friends, are the happy inspiration of producer Leonard Stern. His comic

talents include writer-director credits on Sergeant Bilko and The Steve Allen Show. Dickens & Fenster are believably

funny people involved from week to week in believably funny situations. Whence springs the best of all comedy.

Their funny business starts Friday, Sept. 28 at 9 PM. After which some deadly serious sponsors will, as they say, start laughing all the way to the bank.

## **ABC Television**

## Cancer Society aims at tv-tobacco sports

American Cancer Society's board of directors has approved resolution to write college presidents and to contact Federal Trade Commission to raise question of propriety of sponsorship of college athletic events by tobacco companies.

Board approved move Friday at Chicago meeting. ACS has been on record past two years as linking cigarette smoking and lung cancer. Board ordered its staff to ask FTC whether that agency has jurisdiction in matter of tobacco company sponsorship of athletics on tv and if FTC approves of such promotion.

Dr. Howard C. Taylor Jr., chairman of ACS committee on tobacco and cancer, said survey of college presidents is only exploratory and shouldn't be overrated. He said it's premature now to suggest that ACS seeks to get college presidents or FTC to help try to stop smoking among college students. ACS in acting on resolution reportedly took note of what it felt to be apparent intensified promotion campaign to increase cigarette sales to college students.

Board also appointed Ralph Edwards, Hollywood producer and radio-tv personality, as national crusade chairman for its 1963 educational and fund campaign.

## Uhf comments held to technical aspects

Some dozen reply comments were filed Friday on FCC's proposals to foster expansion of uhf.

Broadcasters took viewpoint that FCC pledge to Congress for moratorium on deintermixture makes that proposal moot. They concentrated on technical proposals, most favoring some relaxation of uhf standards, but opposing elimination of uhf table of assignments. Majority expressed belief that both uhf and vhf systems must be maintained and that no FCC partiality should be shown to uhf.

## Virginians elect Shea as president for 1962

Hamilton Shea, WSVA-AM-TV Harrisonburg, was elected president of Virginia Assn. of Broadcasters Friday at Virginia Beach meeting (early stories page 72). He succeeds N. Wilbur Kidd, WAYB Waynesboro. Horace S. Fitzpatrick, WSLs-AM-TV Roanoke, was

## Over-border bonanza

Breakthrough in efforts to get tv networks to recognize—for rate purposes—English-speaking foreign audiences of U. S. border-area affiliates apparently has been made by Capital Cities' WKBW-TV Buffalo. ABC-TV reportedly has decided to credit WKBW-TV with English-speaking Canadian homes it reaches and is granting rate increase from present \$1,500 hourly base to \$2,000. Networks traditionally have based rates on U. S. audiences only, citing numerous reasons, but presumably all three will now get new nudges from other affiliates whose signals reach substantial groups of English-speaking Canadians.

elected vice president.

Robert M. Lambe, WTAR-TV Norfolk, was designated acting secretary-treasurer. Robert C. Wolfenden, WMEV Marion, died a few hours after he was elected secretary-treasurer. He was stricken during the morning meeting (see story, this page).

Elected to VAB board were Carl L. Lindberg, WPIK Alexandria; Robert H. Smith, WCYB-AM-TV Bristol; Thomas P. Chisman, WVEC (TV) Norfolk; W. R. Preston, WRVA-AM-TV Richmond, and Philip Whitmore, WINC Winchester. Mr. Kidd automatically becomes director.

## Canada Dry begins heavy radio-tv push

Canada Dry Corp., New York, in association with its 171 independent franchised bottlers, has opened heavy summer promotion campaign on tv and radio. Network and spot tv-radio schedules reach high speed this week.

Nationwide saturation drive includes participations in NBC-TV's *Laramie*, and *National Velvet*; CBS-TV's *Brighter Day*, *I Love Lucy* and *Captain Kangaroo*, and daytime schedules on both ABC Radio and CBS Radio. Spot buys in major regional and local tv-radio-shows also will promote full line of "Special Sparkle" beverages. It's estimated that New York radio-tv spots alone will obtain 48 million consumer impressions this summer. Agency: J. M. Mathes Inc., New York.

## Hyman challenges McGannon remarks

Eliot Hyman, president of Seven Arts Assoc., has sharply challenged assertion last week in Hollywood by Donald H. McGannon, president of Westinghouse Broadcasting Co., that tv audience for feature films is declining.

At same time, Mr. Hyman announced that Seven Arts will soon put 200 post-'50 Warner Bros. and 20th Century-Fox features into distribution.

Mr. Hyman said last Friday (June 22) that Mr. McGannon claims he based his conclusion on survey made for WBC. Mr. Hyman suggested that WBC president release it generally, revealing who made it for WBC and what was nature of questions. Mr. Hyman indicated that unless Mr. McGannon presents all "facts," he is making "unfair use" of his right to express himself. Mr. Hyman said feature films have enjoyed "rating success" in all markets, and disagreed with Mr. McGannon that there is "over-saturation" of features on tv. He added that Seven Arts now has enough features to supply tv for 10 years.

Among 200 new features to be released by Seven Arts are "Sayonara," "Pajama Game," "The Man in the Grey Flannel Suit," "Love Me Tender," "Will Success Spoil Rock Hunter" and "Auntie Mame."

## Pennsylvania Democrats name North as agency

North Adv., New York, appointed to direct media campaign for Pennsylvania State Democratic Committee on behalf of four candidates for office. Media will be supervised by Reggie Schuebel, vice president in charge of North's tv-radio department. Schuebel supervised timebuying activity for Democratic National Committee in Washington, D. C., during Kennedy campaign in fall of 1960. Intensive tv and radio will be used in drive by Democrats in state for governor, U. S. senator, secretary of internal affairs and lieutenant governor.

## Pioneer Wolfenden dies

Robert C. Wolfenden, owner of WMEV Marion, Va., died Friday at Virginia Beach (Va.) Hospital after becoming ill during meeting of Virginia Assn. of Broadcasters (story this page). He had suffered from diabetes. Mr. Wolfenden was original engineer for WDBJ Roanoke, Va., when that station went on air in 1924.

## WEEK'S HEADLINERS



Mr. McFadden

**Thomas B. McFadden**, vp-national sales manager of NBC-TV, resigned June 21 to assume, effective in mid-July, newly-created post of vp-marketing at Trans World Airlines Inc. He will direct expanded marketing program, heading up activities including market research, sales advertising, and promotion among other things. L. P. Marechal, former vp-general sales manager at TWA, continues as vp but will report to Floyd D. Hall, TWA's senior vp-system general manager. Mr. McFadden is veteran of nearly 28 years with NBC. In 1950 he moved to Hollywood with KRCA (TV), then KNBH (TV), and reorganized and headed NBC Spot Sales starting in 1952 in New York. He was elected vp in December 1954, and two years later, vp of NBC-owned stations and spot sales. Mr. McFadden became NBC-TV vp-general sales executive in December 1958 and one year later was made vp-national sales manager.

**Edward T. Parrack**, executive vp of Ketchum, MacLeod & Grove, Pittsburgh, elected president, succeeding

**George Ketchum**, who was elected chairman of board and continues as chief executive officer. Mr. Ketchum has been president of agency since it was formed 39 years ago. Mr. Parrack joined agency in 1936, became assistant to Mr. Ketchum in 1940, and was elected vp in 1950 and executive vp in May 1955. He was special assistant to Secretary of State Edward Stettinius Jr. at 1946 San Francisco Conference at which United Nations was formed.

**Alfred R. Schneider**, vp in charge of administration of ABC-TV, New York, named assistant to executive vp of American Broadcast - Paramount Theatres and its ABC Div. (Simon B. Siegal is executive vp of AB-PT and ABC.) Mr. Schneider first joined ABC in 1952 as member of legal department. In 1955 he went to CBS-TV as assistant director of business affairs and was promoted to executive assistant to CBS-TV president in 1958. Mr. Schneider rejoined ABC-TV in January 1960. For other personnel changes at AB-PT, see Fates & Fortunes, page 84.



Mr. Schneider

ments to conflict-of-interest bill (HR 8140), which has passed House and is now pending in Senate Judiciary Committee.

### Lestoil plans move to new ad agency

Lestoil, which at one time was No. 1 spot tv advertiser, is expected to appoint new advertising agency in New York. Lestoil products last year billed some \$4.6 million in spot tv and earlier this year spent nearly \$2 million in network. Total account bills reported \$5 million and will leave Sackel-Jackson, Boston agency, by end of this year.

### Minority owners buy Posner out at WXIX-TV

Sale of his 51% interest in WXIX-TV Milwaukee to minority stockholders was announced by Gene Posner, president of ch. 18 station.

Minority owners are Harold and Bernard J. Sampson and Herbert Wilk, and transaction after FCC approval will give trio 100% ownership. Price was not disclosed but it's understood transaction involves stock transfers and other intangibles.

### NBC, British firm sign tv newsfilm agreement

Agreement establishing cooperation in worldwide syndication of tv newsfilm was announced Friday (June 22) by NBC and British Commonwealth International Newsfilm Agency. Under agreement NBC will supply British organization with its North and South American coverage and BCINA will provide NBC with its coverage of Europe and remainder of world.

### Waterbury pay tv ban

Catv franchise granted by Waterbury, Conn., city council prohibits use of cable system for pay tv.

Group acceding to proviso is Waterbury Community Antenna Inc., including among principals Rep. John S. Monagan (D-Conn.).

Other catv news: El Cajon, Calif., system partially constructed has been sold to Trans-Video Corp., Tucson, Ariz. Trans-Video is headed by Lee Druckman, formerly western regional manager of Jerrold Electronics Corp.

### Goodson-Todman in London

Goodson-Todman Productions, New York and Hollywood, will open office soon in London. Mark Goodson and Bill Todman leave for London on Wednesday (June 27) to handle arrangements. They also will negotiate for British version of *Password*, firm's new game show on CBS-TV. Six other G-T shows are currently on British tv.

For other personnel changes of the week see FATES & FORTUNES

### Ampex in black ink for 1962 fiscal year

Ampex Corp. has reported net earnings of \$3,203,000 for fiscal year ending April 30 compared to net loss of \$3.9 million in preceding fiscal year. Earnings for fiscal 1962 are equal to 41 cents a share. Sales for year rose 20% to record \$84.1 million from \$70.1 million of previous year.

### Congressional ethics concern Sen. Keating

Sen. Kenneth B. Keating (R-N.Y.) is reviving his effort to bring dealings of Senate and House members with FCC and other agencies under stricter control.

He plans legislation to:

1. Require that all communications bearing on pending matters that agencies or their personnel receive from members of Congress be made part of

### Richest union

Nation's richest labor union in assets held as of 1959 is Chicago Local 10 of American Federation of Musicians, according to report issued by U. S. Labor Dept. AFM local listed \$4.2 million in assets, but was well down list in total annual revenue.

public record.

2. Establish Joint Congressional Committee on Ethics to study conflict-of-interest problems confronting members. Proposal contains "interim code of ethics," which would, among other things, require members to make public declaration of interest of \$10,000 or more in broadcasting or other activity subject to jurisdiction of any regulatory agency.

Sen. Keating said he would offer these and other proposals as amend-

# decision

The first year  
in a new business  
is the year  
to watch.

It's the Year  
of Decision.

We're proud to  
mark our  
First Anniversary;  
it's been  
a successful year!

We're on our way...



ADVERTISING TIME SALES, INC.

**WECT**  
*Proudly  
Appoints*



as

*Exclusive*  
**NATIONAL  
REPRESENTATIVES**

*on July 1, 1962\**



Serving the Eastern Carolinas  
with the best in TV from...

**NBC • ABC • CBS**

\*On September 13 in Dallas and Atlanta

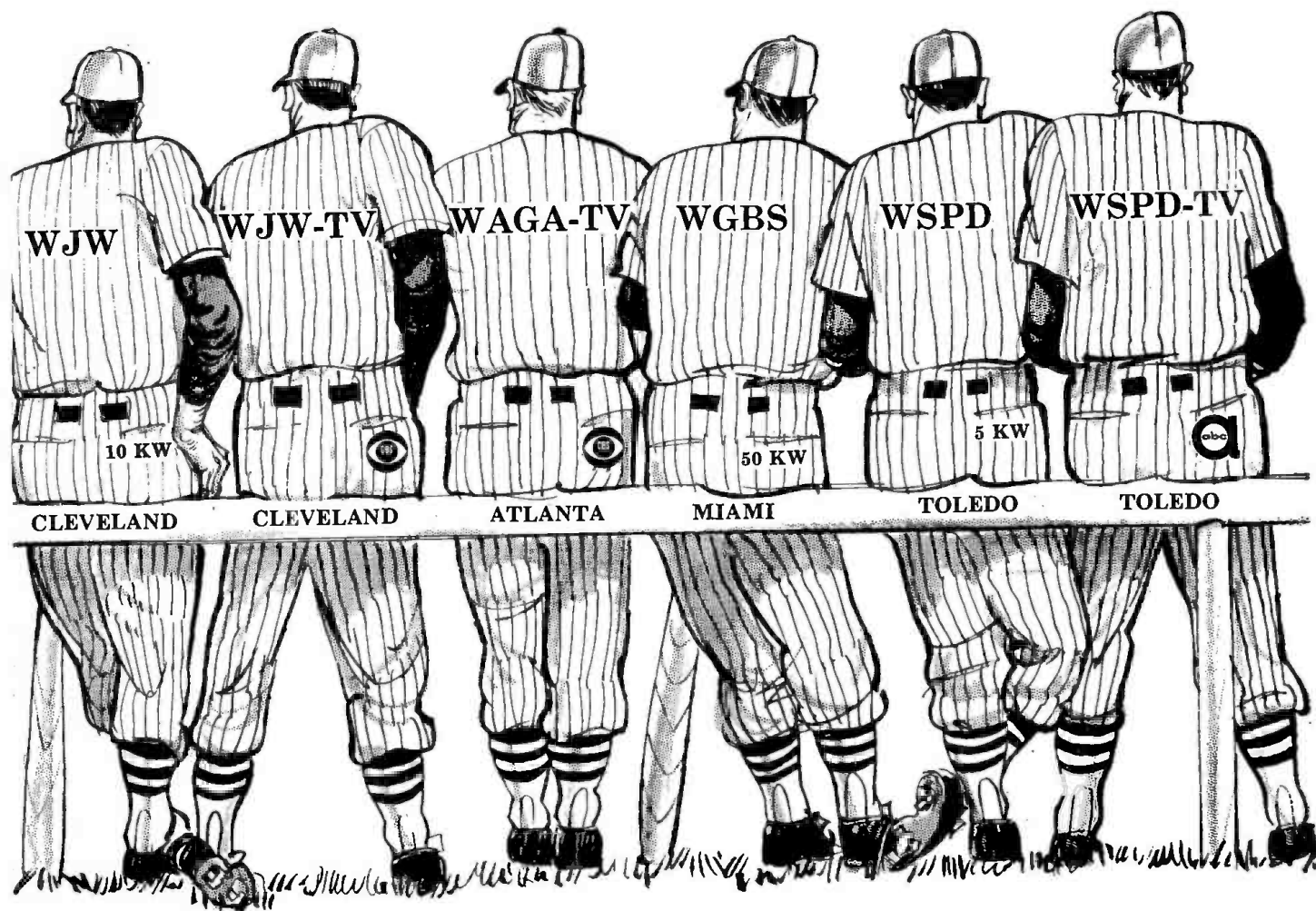
# BIG



Each a slugger in its market!... Different!  
more sales for your advertising dollars!

|                 |                     |                      |                 |                    |                      |                  |
|-----------------|---------------------|----------------------|-----------------|--------------------|----------------------|------------------|
| NEW YORK<br>WHN | LOS ANGELES<br>KGBS | PHILADELPHIA<br>WIBG | DETROIT<br>WJBK | DETROIT<br>WJBK-TV | MILWAUKEE<br>WITI-TV | CLEVELAND<br>WJW |
|-----------------|---------------------|----------------------|-----------------|--------------------|----------------------|------------------|

# HITTERS!



... Individual!... The one objective ...  
*Important Stations in Important Markets*

CLEVELAND  
WJW-TV

ATLANTA  
WAGA-TV

MIAMI  
WGBS

TOLEDO  
WSPD

TOLEDO  
WSPD-TV

**STORER**  
BROADCASTING COMPANY



**WPTF** per-

sonality Bob Farrington

makes home (and car) radio

listening an afternoon joy

in this vital segment of

the Southeastern market.



**WPTF**

**Raleigh-Durham NBC  
50,000 Watts - 680 KC**

Dick Mason, General Manager  
Gus Youngsteadt, Sales Manager

HENRY I. CRISTAL CO. National Rep.

## DATEBOOK

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

\*Indicates first or revised listing.

### JUNE

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 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—TVB sales clinic. Writers' Manor, Denver.

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 28—TVB sales clinic. Sheraton-Fontenelle, Omaha.

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

### JULY

\*July 8-11—International convention of Lutheran Laymen's League, which sponsors "Lutheran Hour" on stations in 120 coun-

### 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.

tries. Memorial Coliseum, Portland, Ore.

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

July 15-27 — Advertising Federation of America, Harvard Management seminar for advertising and marketing executives. Harvard U., Cambridge, Mass.

July 18—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.

### 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.

**The Bell System helps thousands  
of small businesses to get started,  
to grow, to employ more people**

Western Electric buyer (left) discusses order with president of one of the many small businesses which supply the Bell System with a wide range of tools, parts and machinery.



The Bell System's manufacturing and supply unit, the Western Electric Company, bought raw materials, supplies, equipment, etc., from nearly 40,000 other firms last year.

Nine out of ten were small businesses. They did a fine job for us and we appreciate it greatly. At the same time, our purchases of \$1,200,000,000 meant a great deal to them and their millions of employees.

A large part of the money we received from our customers, while it made our own figures look bigger, went right out to help thousands of small businesses.

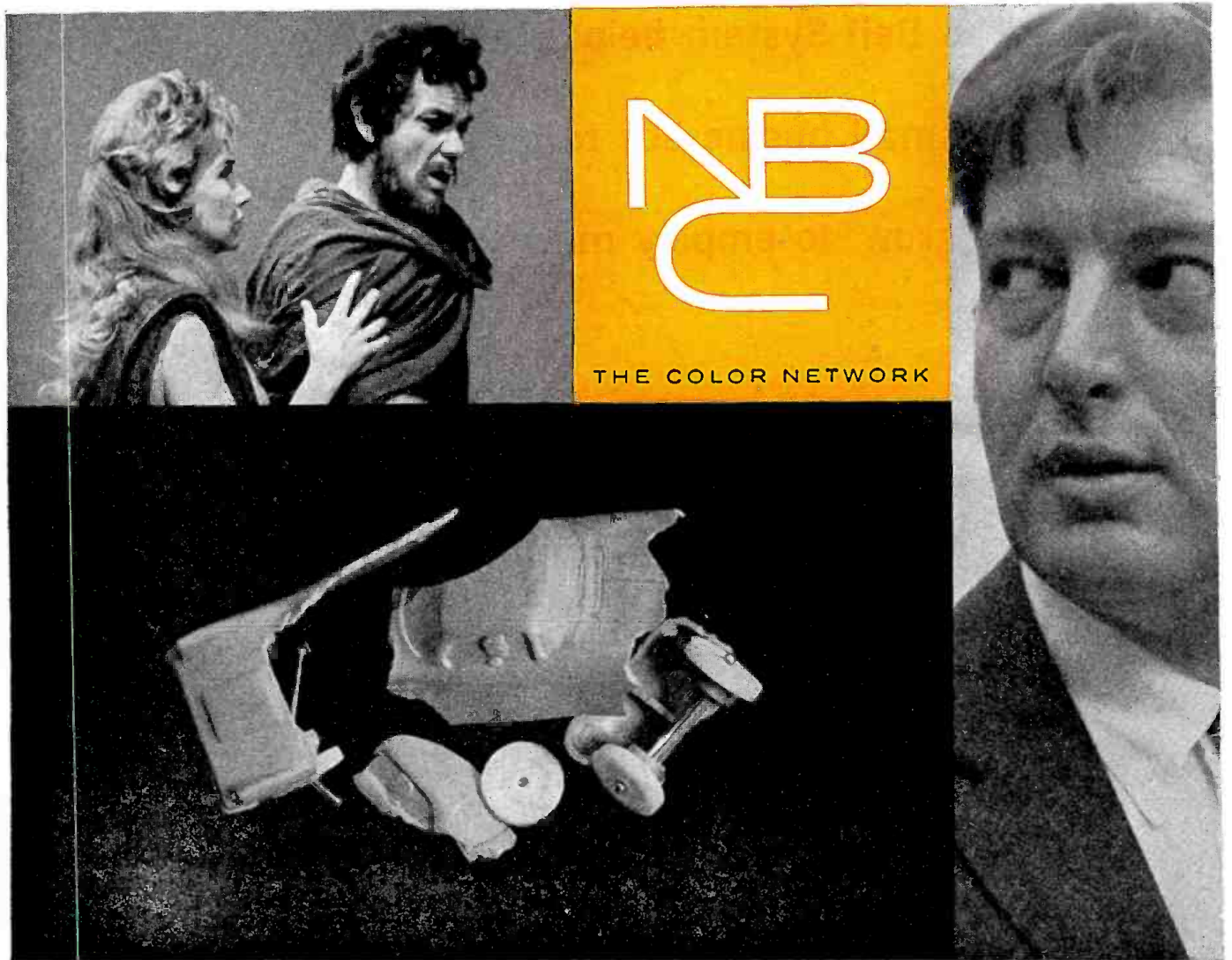
Our interests and theirs are intertwined. They, too, because of jobs and wages and business, have a vital stake in anything that concerns the Bell System.

**BELL TELEPHONE  
SYSTEM**

*Owned by more than two million Americans*



**A DRAMA OF EASTER / A STUDY OF THE PROBLEM CHILD / NEWS EACH WEEKDAY AFTERNOON AT 12:55**



**THIS IS NBC** ■

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

**2:25 / AND AGAIN AT 4:55 / ANDY WILLIAMS AND THE AFRICA OF ROBERT RUARK**



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



The FUTURA  
MARK IV

by

*Cellomatic*  
Designed for TV Studio Use

Add animation to your locally produced programs and commercials with this exciting new projector!

Soon every tv station will own one...so why not be the first in your market!

LATEST SALES INCLUDE:

WSM-TV Nashville  
WVEC-TV Norfolk  
South Carolina  
Educational TV Center  
GET THE FACTS TODAY!

*Cellomatic*  
PROJECTION EQUIPMENT

A Division of Screen Gems, Inc.  
711 Fifth Ave. • N.Y. 22 • PL 7-7895

## OPEN MIKE •

### A word from WAKE

EDITOR: . . . I would like to point out that you listed and gave credit for coverage of the (Paris air crash) disaster to almost every radio and television outlet in Atlanta, with the exception of WAKE [THE MEDIA, June 11].

As always, WAKE news was on the scene from the earliest reports to the final wrap-up upon the return of Mayor Ivan Allen from Paris. WAKE broadcast immediately the names and community ties of all the victims. A constant vigil was kept by WAKE newsmen at the Atlanta offices of Air France, Mayor Allen's office, the Atlanta Art Association, and Gov. Vandiver's office.

During the time that Mayor Allen was on the scene in Paris immediately after the crash, WAKE news received and broadcast direct beeper reports from him. . . .

I have checked with our news director and find that no one in the department had been contacted by BROADCASTING regarding coverage of the disaster.

We maintain (and many other outlets in our area do not) a full-time news staff, ready to service the public at any moment. I would just like to let our friends in the industry know that WAKE was on the scene and devoted its full broadcasting facilities to coverage of the air crash.—Buddy Moore, program director, WAKE Atlanta.

[A wired inquiry from BROADCASTING to WAKE asking about that station's activities during the period after the tragedy was mistakenly addressed to a management executive now no longer at the station under its present ownership. For that reason the present WAKE management did not accept the wire and this magazine was not advised of the refusal in time to send a new wire before publication time. BROADCASTING is happy to have Mr. Moore describe WAKE's coverage.]

### Stark rebuts

EDITOR: You reported testimony by Paul R. Milton [THE MEDIA, June 11] that in 1952 he had publicly accused a number of writers, including Sheldon Stark of the *Treasury Men in Action* series of having pro-communist leanings. . . .

For your information, Mr. Milton erred in connecting me with the program, *Treasury Men in Action*. I was never a writer for that program.

He also was proved wrong in his allegation. In 1955, three years after he alleged I was 'pro-communist,' he appeared against me in a Government Loyalty Board hearing given me. The board cleared me with this conclusion: "It has been determined that, on all the evidence, there is no reasonable doubt as to the loyalty of this person (Sheldon Stark) to the Government of the United States." . . . —Sheldon Stark, Pacific Palisades, Calif.

## BROADCASTING PUBLICATIONS INC.

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## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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EDITOR AND PUBLISHER

Sol Taissoff

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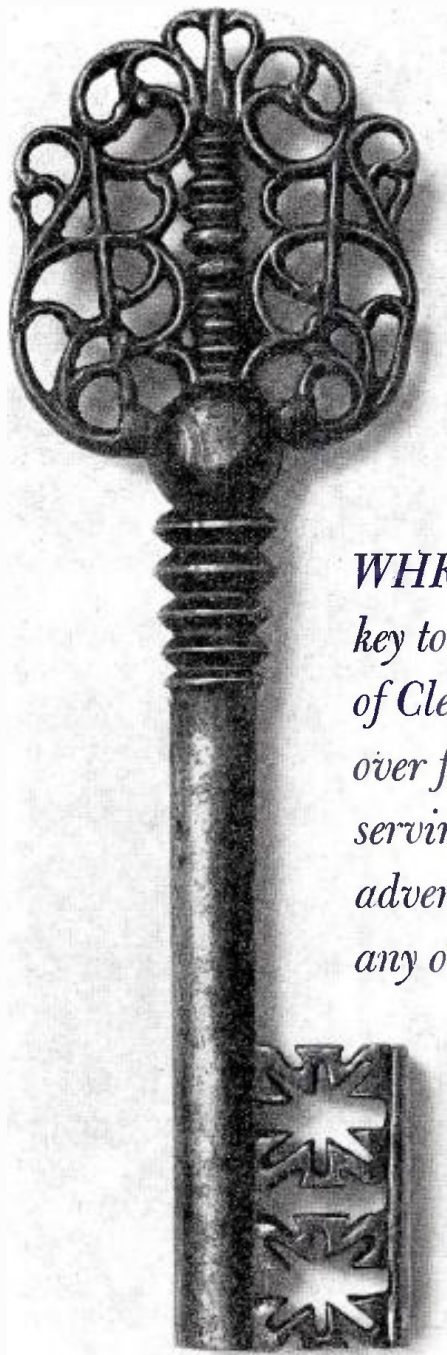
Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

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\*Reg. U. S. Patent Office

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BROADCASTING, June 25, 1962



*WHK Radio, your  
key to the city  
of Cleveland for  
over forty years,  
serving more local  
advertisers than  
any other station.*



# IS YOUR STATION ON THE RIGHT FILM TRACK?

## do your feature films signal the departure or the arrival of viewers?

Roll the exciting 30/61 and 30/62 MGM Post '48 features on your schedule and watch the viewers get on board. Wherever and whenever these fine films from the Fifties are scheduled, the results are first rate. *For example:*

### Late Night...

**WTEN—Albany, N.Y.:** Saturday "Late Show" tops in time period with 43 Share (March ARB) and these MGM Post '48's: "*The Bad and the Beautiful*," "*The People Against O'Hara*," "*The Last Time I Saw Paris*," "*Don't Go Near the Water*."

**WFAA—Dallas, Texas:** Saturday "Late 8 Theatre" makes a clean sweep with a 35 Share (March ARB) and these MGM Post '48's: "*Lone Star*," "*The Red Danube*," "*The Bad and the Beautiful*," "*Carbine Williams*."

**KOMO—Seattle, Wash.:** Saturday's "Major Studio Preview" draws the largest time period audience with 36 Share (March ARB) and these MGM Post '48's: "*Neptune's Daughter*," "*Lady Without A Passport*," "*In the Good Old Summertime*," "*That Midnight Kiss*."

### Prime Time...

**WOR-TV—New York, N.Y.:** The number two program, 9-11 PM Sunday was "The Big Preview" on March 25 with a 23 Share (Arbitron) and the 30/62 MGM feature starring Elizabeth Taylor, "*The Last Time I Saw Paris*."

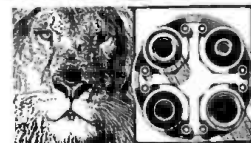
**WJXT—Jacksonville, Fla.:** "Thursday Night at the Movies" is a feature film premiere every Thursday at 8 PM. Station began MGM Post '48's in May. "*Mogambo*" jumped the share of audience to 48, an increase of 71% over non-MGM features played during March (ARB).

### Weekend Daytime...

**KVOO—Tulsa, Okla.:** "Movie 2" opened up new audience and advertising potential at 1:30 PM, Sunday afternoons. In March ARB the average rating of 11.0 and share of 44 was more than 55% higher than the station's non-feature programming the year before. MGM 30/61 pictures played during report period were: "*Mr. Imperium*," "*That Forsyte Woman*," "*Neptune's Daughter*," "*The Secret Garden*."

Don't be left wanting at the station for the arrival of bigger audiences and more ad dollars. Book the Post '48 MGM 30/61 and 30/62 feature films. They guarantee first class programming wherever scheduled.

# MGM



## TELEVISION

New York; 1540 Broadway, JU 2-2000  
Chicago; Prudential Plaza, 467-5756  
Culver City; MGM Studios, UP 0-3311

## Time: the secret ingredient of all good television commercials

In a current best seller on the life of Michelangelo, we find that at no time in his career did he complete any of his famous art works overnight. This rare genius took painstaking time with all that he did. As a result, the world admires his sculpture, architecture and paintings.

In television commercial production we often take too little time to do it right. Sufficient time and thought are not given to the production of a commercial that may have taken a year or more to conceive and develop. As a consequence, rather than putting an outstanding commercial in that valuable time slot, you find yourself trying to do the job with a mediocre spot.

There's a fallacy among so many that once a commercial reaches the storyboard stage you are off and running. In a sense this is true but unfortunately what happens too often is not running but stumbling. In as little time as possible bids must be secured, shooting accomplished, takes selected for "instantaneous-overnight" work prints. As soon as possible after that it's out to the client with an answer print.

When a commercial reaches the storyboard stage, time becomes the secret ingredient in making an excellent spot. Time now means money and quality. This time can be broken down into three stages: the time an agency producer spends with the writer and the art director, the time spent in the selection of a production house and the time spent on pre-production. You might classify these stages as the three basic commandments in the production of all television commercials. Break any one of them or cut short the time spent on any and you will find yourself flirting with unnecessary trouble on shooting days.

The agency producer must be given sufficient time to study a board on his own as well as with the writer who conceived it. The author of a commercial may have had a view entirely different from the producer's interpretation of a storyboard. The writer loves his words but has he too many of them? The art director wants a 30-foot set, but what does it mean when you're only shooting close up? There should be complete agreement between agency producer, writer and art director before a storyboard is submitted to a producer for a bid.

This takes time—the secret ingredient.

**The Production House** ■ Care and time in selecting the film house can pay

off in the quality of your end product. The depth of service a house can provide is important, but so is the competence and reputation of the key creative people who will be filming your commercial: the director and the cameraman. You choose your director and cameraman because they have the experience in directing and filming products and formats similar to yours. Your commercials, however, are new to them and you should devote time with them in discussing the goals and objectives of your spots.

Upon submission of a board, the film producer should be let in on all of the hidden pitfalls that can come up in a shooting. Be prepared to answer his questions honestly. If you are explicit with him, you save money and time by avoiding overtime and additional shooting. Take as much guesswork as you can out of the spot at this stage.

Now that you've bought yourself a film producer, what do you do with him? You have entered the most important phase of your production and that is *pre-production*. Plunge your producer into this phase up to his neck. If your pre-production is hasty and slipshod, your commercial is likely to show it. If your pre-production is painstaking and thorough, your shooting will go smoother and easier and your commercial will reflect it. The film producer is an expert in his field, but he needs your guidance.

The agency producer now becomes the catalyst and it is up to him to find and make the time for sufficient pre-production preparation. The thoughts of the client, account man and writer must be brought out now and funneled through the agency producer to the film producer. Preferably, this should be done at a conference table with all concerned present. Time at a conference table is less expensive than time in a

studio with a full crew standing by waiting for differences of opinion to be settled.

**Months vs. Days** ■ As the agency and client, you have spent months developing your spot. At most, your film producer has a few days to spend with the same spot. How often has a cameraman or even a director walked on your set the morning of a shooting and opened the day with, "Well, what are we shooting today?"

Pre-production is the time to settle once and for all what this commercial should do. The cameraman or director may come up with a fantastic shot, but is it pertinent to the copy story? The music man may feel that his music must be featured, but does it help sell the product. The client naturally likes to see his package on camera, but must it be in every scene?

Our product is far superior to product "Y." We have a 10-second demonstration to prove it, but after reading the copy, as it should be read, plus the time needed for all the other action in the spot, we have two seconds for our demonstration. What to do?

The answer is simple: allow enough pre-production time to solve all these problems. Make your decisions at the conference table and when you walk into the studio you have gained time for actual production which will improve your commercial.

The first response to a plea for additional time is, "Who can afford to spend an extra two or three weeks in pre-production?" In most instances the extra time will amount to perhaps two or three days. These are the days when you thrash out your problems at the conference table.

We all know these rules should be followed, just as we all know that the stop sign at the corner reads STOP—but do you?



Ted Okon, a production supervisor in the tv commercial department of Benton & Bowles, New York, broke into television in 1948 with WDTV (TV) (now KDKA-TV) Pittsburgh as a producer-director. In 1950, he formed his own tv production company in that city and also served as tv consultant to a group of advertising agencies there. In 1956, Mr. Okon moved to New York as a commercial producer with Reach, Yates & Matton (now Reach, McClinton & Co.) He moved to B & B three years ago.

**FOR MASS COVERAGE  
IN SOUTHERN CALIFORNIA  
AT LOWER COST...  
USE THE  
POWERFUL  
TWIN RADIO STATIONS**

# KPOL

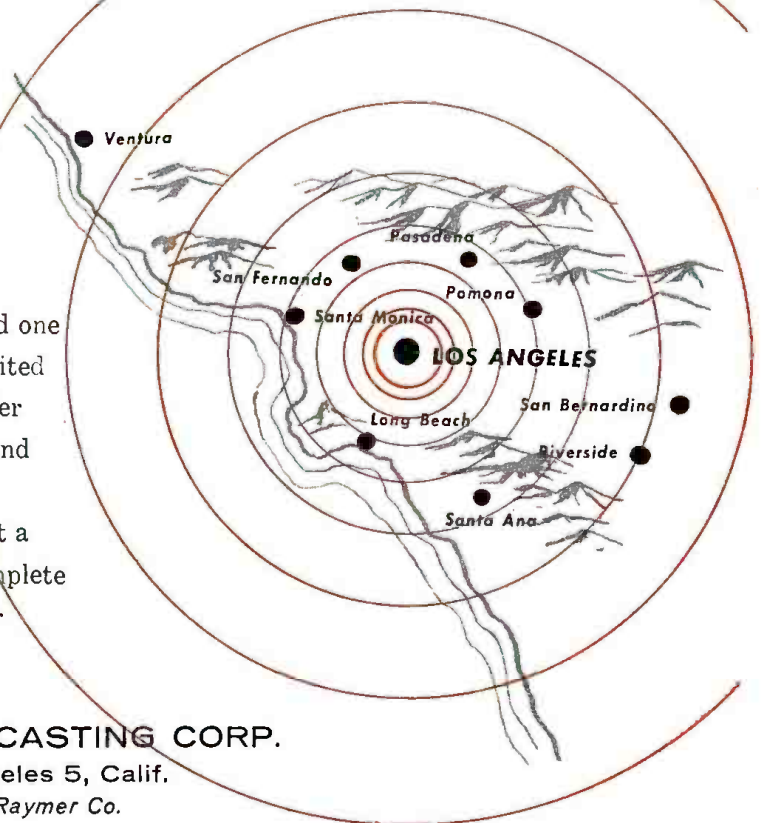
**AM 1540**

**50,000 WATTS**

**FM 93.9**

**100,000 WATTS**

The second largest population and one of the wealthiest areas in the United States is served by KPOL. Greater power, with beautiful music around the clock, news on the hour and headlines on the half hour attract a large adult audience. Get the complete story. Call Fred Custer, Webster 8-2345 for the facts or write



**COAST RADIO BROADCASTING CORP.**  
4628 Wilshire Blvd., Los Angeles 5, Calif.  
*Represented Nationally by Paul H. Raymer Co.*

# CIGARETTES



TO OPERATE

...greatest  
cigarette  
vending  
machine  
ever  
devised!

Television! Its unrivalled power to pre-sell products fits precisely into the machinery of our self-service economy. In the new world of automated selling consider, for example, the alliance between television and cigarettes. The manufacturers of cigarettes now spend twice as many advertising dollars in television as in newspapers, magazines, and all other measured media combined!

Within television, one network consistently does more pre-selling than any other. For the tenth straight year American business is spending the greatest part of its television budget where the American people (for the seventh straight year) are spending the greatest part of their time--the **CBS TELEVISION NETWORK** ●



**NOW AVAILABLE!**  
**New, Comprehensive  
 Coverage Material**

**Inter Mountain Network**  
**THE ONLY WAY TO COVER THE  
 INTERMOUNTAIN EMPIRE**

Utah, Idaho, Montana, Wyoming, Colorado, Nevada, New Mexico

**RESERVE YOUR COPY NOW!**



**Ask your Petry Man**

*Represented by*



# NEW PRODUCTS SEEK TV SUCCESS

- Over 50 items trying television path to public acceptance
- Medium's big spenders test new brands in scattered markets
- If campaigns expand these names may become household words

Scores of "little" advertising accounts are currently edging into television with tests that they hope will give them a springboard to success—the sort of success that could rank them among tv's biggest customers a few years from now.

These are the "new" products—brand-new or new to television—which are now using tv on a relatively small scale to (1) get themselves started on the road to national or at least strong regional distribution, or (2) in the case of established products which haven't used television to any significant extent in the past, to test the medium's ability to help them grow faster.

Some 50 different products are known to have used television on a beginning or test basis during the first five-and-a-half months of 1962. This information was gleaned from reports

compiled by Broadcast Advertiser's Reports, national tv monitoring service, in its off-the-air taping of tv schedules in markets throughout the country.

The products were listed as "new" if they had not appeared in BAR's monitoring before. BAR monitors the leading tv markets—a minimum of 77 per calendar quarter and an average of 28 per month—and thus covers most if not all markets ordinarily used for new-product testing.

**The Big and Small** ■ The list includes new products being tested by some of television's heaviest spenders—the Procter & Gambles, Colgate-Palmolives, Lever Bros., Reynolds Tobaccos and the like—who traditionally plunge heavily into advertising when they're satisfied they have a new product ready for national promotion. It also includes many medium-sized and smaller companies

introducing products which they hope will some day compete with the biggest.

Because testing a new product is usually a long-term project and specific test schedules occasionally do not coincide with BAR's staggered-markets pattern of monitoring, the list also includes some products which actually went onto tv for the first time several months ago but for various reasons may have been out of television—or in and out—since that time. Similarly the list contains some products which are not strictly "new" but which have not used television to any great extent in the past.

Using the BAR list as a base, BROADCASTING last week canvassed agencies and advertisers involved, in an effort to determine results of the tv usage to date, plans for further testing and, if ready, their plans for expanding dis-

## Catv system operators hear broadcaster views



Community antenna television operators, concerned about their relations with broadcasters, scheduled two sessions on this worrisome topic at the annual convention of the National Community Television Assn. in Washington all last week. One was a panel discussion with these broadcasters, all of whom are also catv operators (l to r): Bruce Merrill, KIVA-TV Yuma, Ariz.; A. J. Malin, WWNH Rochester, N. H.; Stanley Stephens, KOJM Havre, Mont.; Fred Goddard, KXRO Aberdeen, Wash. (who also acted as moderator). At extreme right is Glenn Flinn, Tyler and Jacksonville, Tex.,

catv operator, who is national chairman of NCTA. The other broadcaster relations session was a special luncheon at which Jerome R. (Tad) Reeves, KDKA-TV Pittsburgh, spoke.

The 600-odd cable owners and operators attending the 11th annual convention were impressed with:

- More and more broadcasters entering the catv business.

- Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, telling the FCC to keep hands off catv.

- The bothersome microwave relay problem stemming from the

FCC's decision earlier this year to deny a common carrier microwave grant to a relay system serving a catv system in competition with a local tv station.

- Predictions that in 10 years time catv systems will number over 2,500 units, serving over 2.5 million homes covering over 9.3 million people and that in addition to 12 tv channels, each catv will also carry such closed circuit services as pay tv, weather conditions, news, background music, industrial activities, voting, research and direct-to-consumer purchasing. See complete report on NCTA meeting, starting on page 66.

# Soup's on as mix masters square off

## TV BENEFITS AS LIPTON, KNORR, CAMPBELL PLAN MARKET BATTLES

A lively marketing battle now simmering among major soup makers (more than \$7.8 million gross tv billings last year) should reach a boiling point by next spring. The contest promises to be specially profitable to television, major advertising medium of these soup companies.

The competition is mainly in the dehydrated soup market, an area accounting for about 10% or \$50 million of the \$500 million-a-year soup business. The field has been dominated by Lipton Tea Co., which recently held about 75% of the market. But now two of advertising's and tv's heaviest supporters—Corn Products Co., for its Knorr soups, and Campbell Soup Co. for its Red Kettle line—have entered the competition.

Complex processing and packaging problems peculiar to dehydrated products heretofore have been partly responsible for the hesitation by many large food companies to move into the dry soup field. This hesitation evaporated with the advent of new techniques; and the soup firms are losing no time trying to cut into a market which offers the economic advantages of no refrigeration, savings in transportation costs and the possibilities of greater sales per foot of store shelf space because of the smaller size of dried soup containers.

On the sidelines but not to be counted out of the competition is H. J. Heinz which could make matters hotter by entering the U. S. with a dry soup mix the

company already markets in Canada.

The Borden Co. hopped on the lengthening soup train last year by acquiring Wyler & Co.'s line of dry mixes. Another firm in the group is I. J. Grass Noodle Co., maker of Mrs. Grass dry soups since 1939.

But when the competition gets rougher, it is almost certain that Corn Products, a leading food processor here and abroad, and Campbell's, which has the largest share of the over-all soup business, will prove the most dangerous contenders for the dry soup title heretofore held securely by Lipton.

Although no one can tell if another



Lipton is oldest firm in dry soup business. Until recently the only big company in the market, Lipton now faces competition from others.

company will topple the leader, it's a sure bet that tv, which benefited from increased soup billings last year, will reap even greater revenues as the competition increases (see tables, page 32).

In 1961, according to Television Bureau of Advertising, all soup advertising on tv—network and spot—rose to \$7,892,764 from \$6,106,988 in the previous year. Already in the first quarter of this year, soup spot tv alone has jumped to \$1,727,000 gross from \$705,000 in the same period a year ago.

**Knorr Soups** ■ A major part of this increased business can be attributed to a newcomer in the soup field, Corn Products, with a corporate advertising budget of \$40 to \$50 million. This company is backing its new Knorr line of seven soup mixes with 10% of its budget, half of that going into television, where the company spent \$1,349,192 to help launch its new product last year. This figure was almost equaled during the first quarter of 1962 when Corn Products spent \$1,203,894 in tv.

Corn Products entered the soup business in 1957 by acquiring C. H. Knorr, a Swiss firm considered to be Europe's biggest producer of dry soups. After extensive preparation and marketing research, the Knorr line was introduced in four test markets—Providence, Columbus, Dayton and Syracuse—in January 1961. National introduction began last September in the eastern and central areas of the U. S. and now the Knorr line is distributed throughout the

## NEW PRODUCTS SEEK TV SUCCESS continued

tribution and advertising.

**Some Have Grown** ■ In many cases the testing programs already have been expanded to some extent. Others plan to expand in the relatively near future. Others expect to continue testing more or less indefinitely, or want to make further studies of the results thus far achieved before deciding on their next steps.

Testing sometimes goes on for as long as two, three or even four years before the advertiser feels his new product is ready for a full-scale push. Some products seem to "fade away" after a few months and are withdrawn for refinement—or permanently "retired." Less frequently a new product will show such promise in its test run that it is considered ready for general introduction without further testing.

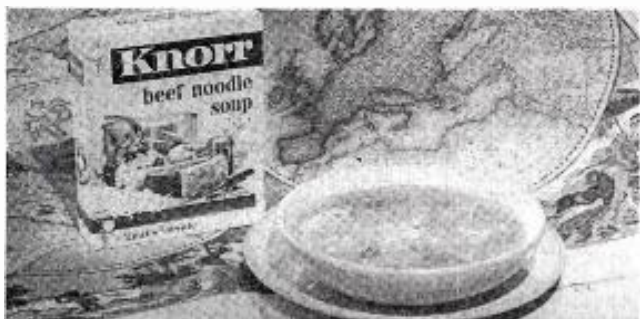
The results of BROADCASTING's canvas are reported below. In many cases it was impossible to penetrate the tight

security that for competitive reasons often surrounds new-product plans. In these cases the tv usage detected in BAR's monitoring operations is reported as an indicator of what the products were doing during the periods monitored. Because the monitoring cannot cover all markets simultaneously, the tv activity of these products is not necessarily linked to the test areas and months specified.

**New Products** ■ Cue fluoride toothpaste (Colgate-Palmolive).—Cue has been testing since last November and will continue until this coming November. The project started in 10 markets in the southwest and recently was expanded to include additional markets in Texas, Oklahoma and New Mexico. The undertaking is largely in spot tv, though at the outset, some newspapers were used. Nighttime minutes are being used. Agency: D'Arcy Adv., New York,

Puritan cooking and salad oil (Procter & Gamble).—Puritan has been tested in two markets in the southwest for more than six months, using day and night minute announcements. The test will continue indefinitely. It is designed to determine the sales appeal of the product and the value of the name. Agency: Compton Adv., New York.

Dip-It, a plastic cleaner (Economic Lab, New York).—From a small tv test in a couple of markets three years ago, Dip-It has been gradually expanding. Those early tests produced "very good" results, according to John Rock, vice president of Dip-It's agency, Al Herr Adv., Milwaukee. Latest expansion in tv usage put Dip-It in approximately 20 markets in the mid-Atlantic, north central and southwest regions this past February and March. Daytime and nighttime minutes predominated. Another campaign in six-to-eight-week flights in approximately the same number of markets is planned for



The appeal of travel is keynoted in tv commercials of Knorr soups, Corn Products' entry in the dry soup preparation market.



All-aluminum can is highlighted in this tv commercial for Campbell's Red Kettle line. Campbell packages soup mix in a can.

entire country.

The Knorr advertising message is on the themes of travel, exotic dishes and a new kind of flavor. The company decided after research to market seven varieties representing both regular soup mixes and a specialty mix—cream of leek. The other flavors are chicken and noodle soup, vegetable soup with an Italian paste, cream of mushroom, green pea and beef and noodle. Dancer-Fitzgerald-Sample, New York, Knorr's advertising agency, worked with the company in developing a package illustrating the ingredients and holding two laminated foil pouches with the contents.

**Campbell's 'Kettle'** ■ Campbell's introduced its Red Kettle line last fall in metropolitan New York, Chicago, eastern New York State, eastern Pennsylvania, all of New England, Washington-Baltimore and the West Coast. By the end of this year, the company expects to complete distribution nationally and expand the line which now consists of five mixes—chicken noodle, noodle,

beef noodle, onion and cream of mushroom. The company spent \$38,450 in spot tv, through Leo Burnett Co., Chicago, to help introduce the line last fall. In the first quarter of this year it added network and its tv expenditures jumped to \$1,711,864.

Campbell, which has planned to enter the dry soup market on a national scale for some years, held off distribution until a satisfactory package was developed. Campbell's is the only dry soup mix in the field packaged in a hermetically sealed aluminum can instead of laminated pouches. A relatively new technique in food processing known as freeze drying is responsible for Campbell's decision to use a hermetically sealed can.

Though Lipton is taking the new competition seriously, the company has not as yet announced any expansion of its line or its advertising expenditures. But Lipton did drop network television last May to concentrate on spot tv this year in the top 15 soup markets as a "more efficient" method of promoting

its soup line, according to a company spokesman. Tv advertising will probably be increased in the coming year, the spokesman added. Lipton spent \$1,004,346 for both spot and network tv in 1961 through Young & Rubicam. During the first quarter this year, the company put \$571,500 into spot alone.

Lipton, which has 10 dry soups—tomato, mushroom, tomato-vegetable, green pea, chicken rice, potato, cream style chicken, onion, chicken noodle and beef noodle—is basing its selling message on its reputation as a quality soup with the oldest name in the dry-mix business.

All three companies are banking on the potential of the soup market itself. Soup sales in the United States since World War II have increased at a rate of 60% greater than for all foods combined and now amount to \$500 million a year. Although dry soups account for only about 10% of this amount at the present, the coming marketing battle may widen the acceptance of all soups.

this coming fall season.

**New P&G Product** ■ Head & Shoulders Shampoo (Procter & Gamble).—This new P&G entry started testing in February, but details on the extent, results, probable duration and future plans are being kept under strict security. Its February tests were monitored on stations in the mid-Atlantic, north central and Pacific state regions; the schedules consisted primarily of nighttime 60-second announcements. Similar tests may—or may not—be running in other areas. Agency: Tatham-Laird, Chicago.

**Brandon Cigarettes** (R. J. Reynolds Tobacco Co.).—The latest product from the makers of Camels, Winstons and Salems has used nighttime tv 60's, 20's and 10's in New England and Los Angeles. But no details are yet available on its present or future advertising plans. Agency: William Esty, New York.

**New Lux Soap** (Lever Bros.).—This new complexion soap, striped with cold

cream, is expected to pick up speed nationally. It's being tested on tv in Detroit and latest report is that it'll be going into Chicago and Syracuse, both as test markets. Agency: J. Walter Thompson Co., New York.

**Cough Medicine** ■ Coughlets chewing gum cough medicine (American Chicle Co.).—A new product, it was tested last winter—November 1961 through February 1962—in four markets in the north central part of the country. Spot television, using nighttime minutes, was the only medium utilized. The agency and client are now in the process of evaluating the results of the effort. A decision on future plans is not expected for at least several more weeks.

**Shield Deodorant** (Pepsodent division of Lever Bros.).—This is Lever's new deodorant but Lever spokesmen are reluctant to discuss the marketing plan. They acknowledge the product is still in test markets (but decline to identify which) and it's known that

Shield has been in spot using daytime minutes and nighttime thirties. As early as last January, the deodorant was on tv in southern areas (southeast and southwest markets). Agency: J. Walter Thompson Co., New York.

**Elmer's Glue** (Borden Chemical Co.).—This eight-year-old product used tv on a large scale for the first time early this year in 42 market. The campaign, which ran for 13 weeks starting in late February, consisted of three spots per week per market. Fuller & Smith & Ross Inc., New York, agency for the household glue, reports it plans a similar cycle in the fall, hoping to reach 60% of U. S. homes. The agency reported Elmer's Glue had "the best spring in history in sales" and felt the tv campaign was at least partly responsible for the success.

**Disposable Glove** ■ Pinkie Gloves (Dow Chemical Co.).—Testing of this product—a disposable plastic glove for use around the home—began some three years ago and has been continued

## NEW PRODUCTS SEEK TV SUCCESS *continued*

off and on. When Dow tests for Pinkie the usual pattern is a spot barrage along with a couple of introductory print advertisements. In the past year, the product has been tested on the east coast and in the south (usually at six markets a crack). It was on tv on the west coast a year ago. Agency: MacManus, John & Adams, New York.

**Keen soft-drink mix** (Nestle Co.).—First tested two years ago through sampling in Roanoke, Va., stores. Last year the test was expanded to Chattanooga, Tucson and Davenport, with some television added, and then was widened into Pennsylvania, Maryland, Washington (D. C.) and parts of Virginia, using a mixture of television, radio and color comics in newspapers.

Currently Keen is on about 40 tv stations. Television usage has included children's shows and some daytime tv aimed at mothers. They seem convinced that television is most effective way to reach youngsters. But they're still testing costs, promotion and other basic elements of launching a new product.

Keen started as a lemon-flavored mix, now is offered in five flavors. It's considered partly seasonal. Test results are still being analyzed, and no advertising plans have been made for fall. Agency: Van Sant Dugdale, Baltimore.

**Skin Lotion** ■ Tetterine medication for irritated skin (Shuptrine Co., Savannah, Ga.).—Not a new product, it's new to television. Several years ago it was in print media exclusively, except for some radio support. Last year it ran a one-station television test in Albany, Ga., liked the results. Now it's in its first big television campaign, has also boosted its radio use. It's currently in the middle of two seven-week waves of television IDs in 32 southern markets, with a radio campaign in 19 markets. Normally can-packaged, it is also testing a new tube in Jackson, Miss.; Orlando, Fla. and in Texas, with results reported highly favorable. Tetterine is essentially a warm-weather item, so current campaign is scheduled for an autumn cutoff except in southern Florida. Agency: Harvey-Massengale, Atlanta.

**Clairol Condition**, a new hair conditioner (Clairol Inc.).—Condition is now national after tv test campaigns including nighttime minutes in north central and middle Atlantic areas. Spot tv is also being used in the product's national advertising strategy. Agency: Foote, Cone & Belding, New York.

**Toni Answer Rinse** (Toni Co., division of Gillette).—Answer is a new addition to the already widely diversified line of Toni beauty preparations. But Answers were the last things Toni representatives wanted to give about their

plans for launching and marketing it in this highly competitive field. Answer tv commercials were monitored on stations in the north central and mountain states regions starting in March. Minutes were being used in both daytime and nighttime periods. Details on other tests, if any, and on plans for the future were being kept quiet by the agency, Clinton E. Frank Inc., Chicago.

**Men's Deodorant** ■ Halt. Men's Deodorant (Boyer International Labs, Chicago).—Halt is a new product by the makers of H-A hair arranger, no stran-

### Tv's new product parade

The flow of new products into test markets across the country (see story page 27) represents a continuing parade of potential big-money television and radio advertisers—if they succeed in establishing public acceptance. Some of these products are completely new; some are more or less established but have not used television to any appreciable extent before. In both cases their activities share two common interests, however: for broadcasters, because they are potential customers for the future; for other advertisers and agencies, because they are potential competitors. Because of this community of interest, BROADCASTING beginning next week will present in co-operation with Broadcast Advertiser's Reports, activity summaries for all new tv users found by BAR in its most recent monitoring periods.

ger to tv advertising. Halt started testing in May with a southwestern-area campaign that is still running, using nighttime minutes on about half a dozen stations. Television is the only medium being used. But future plans are not yet definite, at least partly because of a change in agencies. Agency now handling is John W. Shaw Adv., Chicago.

**Noilly Prat vermouth** (Browne Vintners Co.).—This product is new to television though not new on the vintners' market. It's been using spot heavily of late, including nighttime 10-second spots in the mid-Atlantic and south central regions this spring. A spokesman for the agency noted that there has been a switch from "French to Italian sweet" in the wine product since its first introduction. Agency: Lawrence C. Gumbinner, New York.

**One-Step wax**, a household floor care product (Armstrong Cork Co.).—Prod-

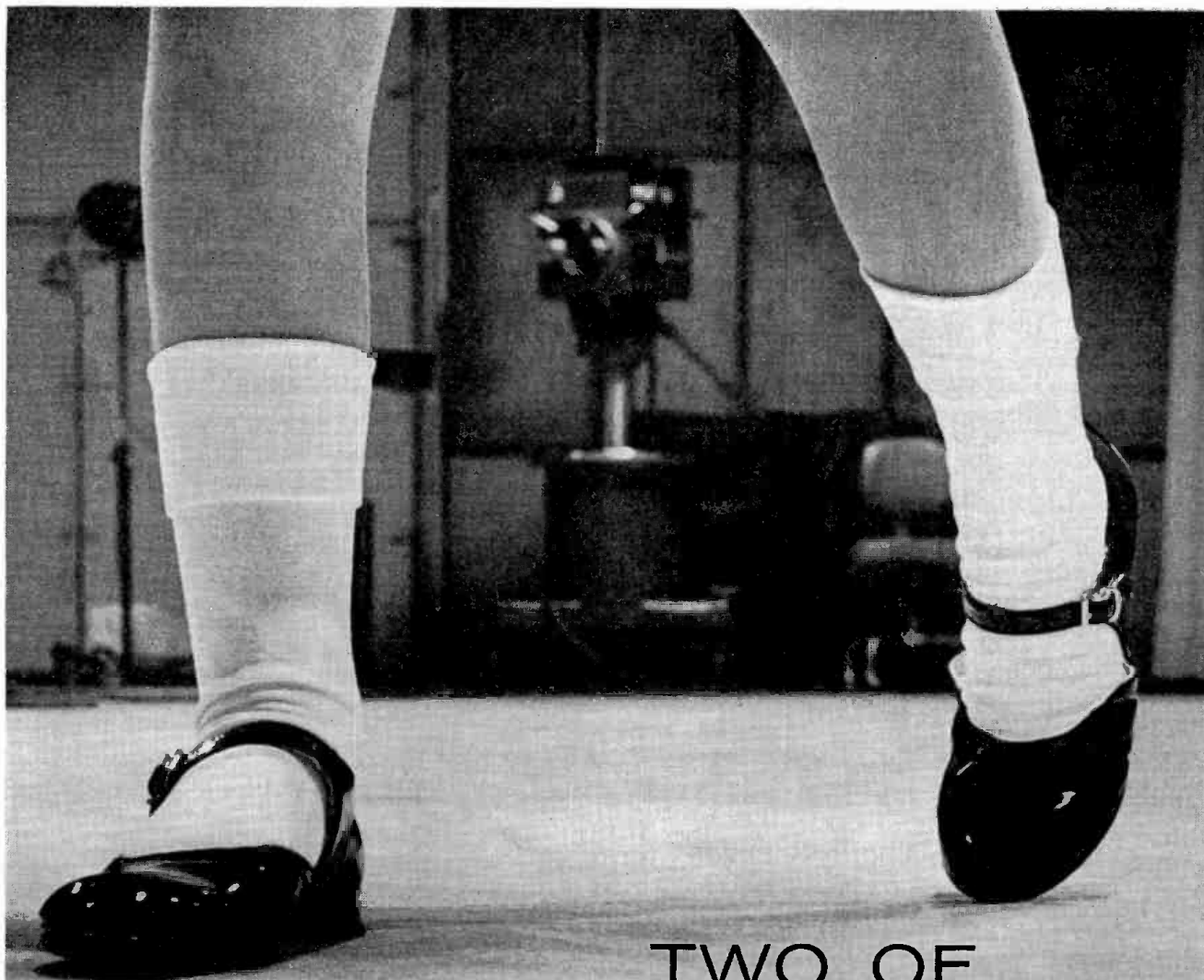
uct was tested for six months starting last October, using daytime spot tv and newspapers in a central Pennsylvania market and in Philadelphia-Wilmington. Test was considered a success and, as of April 1, the company started to market and advertise One-Step floor care in 17 states in northeast. The advertiser is continuing with its spot tv and newspaper campaign and now is using daytime spots in 33 markets in its distribution area. Agency: BBDO, New York.

**Another Lotion** ■ Teen-Clear skin preparation (Wander Co.).—Teen-Clear was introduced about three years ago but has been expanding its advertising slowly. This past spring it employed radio in about a dozen markets, and in April made a one-market (Wichita) test of television, using daytime minutes. Test results are still being studied. Future plans are not yet clear. Agency: Geyer, Morey, Ballard, Chicago.

**Satina spray starch** (General Foods, Perkins-S.O.S. Div.).—Nighttime tv minutes are now being used in five introductory markets (Portland, Ore.; Albany-Schenectady-Troy, N. Y.; Providence, R. I.; Columbus, Ohio, and Grand Rapids, Mich.). Ogilvy, Benson & Mather, New York, is the agency.

**Fire wax charcoal lighter** (Gold Seal Co., Bismarck, N. D.).—This newest product of the makers of Glass Wax and Snowy Bleach and Wood Cream is a summer seasonal, currently concentrating on warm-weather holidays and using television exclusively. Its first effort was a pre-Memorial Day drive in May, using stations in about 15 markets in mid-Atlantic, north central and Pacific areas; its second is coming up now: A similar campaign using approximately the same number of markets but with somewhat less saturation to sell the new lighter for outdoor cooking use during the July 4 holiday period. Parent company, Gold Seal, has been using tv exclusively for the last seven or eight years. Agency: Campbell-Mithun, Minneapolis.

**A New Detergent** ■ Disc detergent (Aspen Corp.): This detergent in tablet form has been using tv in four New York markets—Binghamton, Watertown, Utica and Syracuse—and radio in several smaller markets including Oneida and Norwich. Its campaigns have stressed participations in daytime programs, usually shows featuring female personalities. A typical campaign calls for alternate-week schedules of six one-minute spots in one week, two one-minute spots and 20 run-of-schedule IDs in the second week. There is a possibility the Disc campaign will expand into other markets, but nothing is definite except that the program above will resume in September. Agency: Barlow/Johnson Adv. & Public Relations,



## TWO OF 104,000 FEET

She came to see us last year... along with 52,000 other Carolinians. Just two little feet out of the 104,000 that walked into our studios.

■ Some were the feet of adults who came to watch live wrestling<sup>(1)</sup> or to dance on the Woody Hayes Open House<sup>(2)</sup>. Others were the feet of youngsters who marched and played games with Cap'n Five<sup>(3)</sup>. ■ After the show—like this little girl—they all go back home to keep on watching us. Having been right here with us, somehow they feel just a little closer to us now.

NBC TELEVISION

**WRAL-TV**

CHANNEL 5

Raleigh-Durham, N. C.

Represented Nationally by H-R

(1) Professional Wrestling / Sat. 5:30-6:30 PM  
NSI Rating 21.5; 54,100 Homes

(2) Woody Hayes Open House / Sun. 5:00-6:00 PM  
23,800 NSI Homes

(3) Cap'n Five / Mon.-Fri. 5:00-6:00 PM  
47,000 ARB Homes; NSI Rating 23.5

## NEW PRODUCTS SEEK TV SUCCESS continued

Syracuse, N. Y.

**Action Bleach** (Colgate-Palmolive).—Action has been launched in various markets, with tv spot activity including day and night minutes in the mid-Atlantic region. Ted Bates & Co., New York, is the agency.

**Melody fabric brightener** (Shulton Inc.): Melody, which went into tv test markets early this year, has been in a total of four markets and currently is using minutes and IDs in two markets in the north central U. S. This test will probably run until the end of the year, at least, according to Wesley Assoc., N. Y., Melody's agency.

**Univox automated teaching system** (Universal Electronic Labs, Hackensack, N. J.).—Univox is using radio-tv spots and newspapers. Testing began last January and February in Rochester, N. Y., and material is now in preparation for a three-market test to get underway soon. National advertising will start after various tests evolve into a complete formula. Distribution to date is through regional supermarket chains, which do some co-op advertising (Kroger stores in north and south central states used daytime minutes in May). Educational material for the Univox method is programmed by the Univox Institute, New York, which has completed Univox lessons (retailing at 99 cents each) in eight subjects (history, geography, algebra, etc.). Agency: Kenneth Rader Adv., New York.

**New Mennen Product** ■ Mennen Redi-Groom hair preparation (Mennen): Product was monitored using nighttime minutes on the Pacific coast in May, but agency would not comment on present or future media activities of Redi-Groom. Agency is Warwick & Legler, New York.

**Foamacin Rub** (Block Drug)—A new pain reliever product, this Block Drug entry is reported to be testing tv in the north central area. Agency: Lawrence C. Gumbinner, New York.

**Klutch denture adhesive** (Klutch Co.): Klutch's agency, Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York, refused to comment on the product's next media move, but it is known to have used daytime minutes in the southeast in April, at least.

**Zestabs multivitamins** (Hoffman La Roche Labs): This vitamin product used daytime minutes in four New England, mid-Atlantic and Pacific markets, starting in January. The agency is Kastor, Hilton, Chesley, Clifford & Atherton, New York.

**Cold Remedy** ■ Centrex cold tablets (Warner-Lambert).—This entry, which has used tv on an increasing scale in the past two winters, was monitored using a slightly different name—Centerex—this past spring. As "Cen-

trex" it was monitored in the north central area; as "Centerex" on the west coast. Ted Bates is agency.

**Frappe Cigarettes** (Stephano Bros.): This new tobacco product has been using 10- and 20-second tv spots in one California market. Stephano Bros. is one of oldest tobacco importers, and most of its merchandise is of a specialty nature, selling at higher than usual tobacco-counter prices. At present there are no plans to expand the Frappe advertising campaign. Agency: Aitkin-Kynett, Philadelphia.

**Dynamo liquid detergent** (Colgate-Palmolive).—Monitored using daytime

### DEHYDRATED SOUP TV GROSS TIME BILLINGS

(See story, page 28)

January-March

1962

|                       | Network     | Spot      |
|-----------------------|-------------|-----------|
| Campbell's Red Kettle | \$1,309,164 | \$402,700 |
| Corn Products (Knorr) | 489,194     | 714,700   |
| Lipton                | ....        | 571,500   |

January-March

1961

|                       | Network | Spot    |
|-----------------------|---------|---------|
| Campbell's Red Kettle | \$ .... | \$ .... |
| Corn Products (Knorr) | ....    | 53,300  |
| Lipton                | 313,326 | 450,500 |

All of 1961

|                       | Network | Spot      |
|-----------------------|---------|-----------|
| Campbell's Red Kettle | \$ .... | \$ 38,450 |
| Corn Products (Knorr) | 455,042 | 894,150   |
| Lipton                | 402,356 | 601,990   |
|                       | Network | Spot      |
|                       | Network | Spot      |

Sources: Network-TvB/LNA-BAR

Spot: TvB-Rorabaugh

and nighttime tv minutes in New England in January, but with details and future plans still not disclosed. Agency: Norman, Craig & Kummel, New York.

**Colgate-Palmolive Product** ■ Poise deodorant (Colgate-Palmolive).—Has tested at least to the extent of nighttime television minutes on Pacific coast in January. Plans not disclosed. Agency: Norman, Craig & Kummel, New York.

**Thrill dishwashing detergent** (Procter & Gamble)—has been in tests since 1960, but scope and future plans not yet made known. Monitoring established that tv tests, using daytime minutes, were being made in mid-Atlantic area in January. Agency: Dancer-Fitzgerald-Sample, New York.

**Gain liquid detergent** (Procter & Gamble).—This P&G product also has been in test stages since 1960. It was using daytime minutes in mid-Atlantic region earlier this year, according to monitoring reports. Agency: Dancer-Fitzgerald-Sample, New York.

**Blossom facial soap** (Procter & Gamble).—Was monitored using daytime and nighttime minutes in north central area as late as May. Agency: Dancer-Fitzgerald-Sample, New York.

**Baggies plastic bags** and **Away room**

**deodorizer** (Colgate - Palmolive). — These new Colgate products are both reported to be testing in tv in the north central area of the country. Agency: Street & Finney, New York.

**Wax Product** ■ **Dust Buster** dusting wax (Old Empire Inc.).—Dust Buster, a furniture wax with an anti-magnetic ingredient, has been in three or four test markets for two months in the north central U. S. The agency, AM & PM Exchange, New York, which is also using radio in the same markets, pointed out it was trading for its time, and would continue to do so.

**Chef dog and cat food** (Old Empire Inc.).—AM & PM Exchange, which also handles this Old Empire product, is testing it in six or seven radio and television markets in the midwest, west and northeast. It is also involved in a trade arrangement with stations.

**Cough-Ex** (Drug Development Corp., Div., Ex-Lax Inc.).—A chocolate-flavored cough medicine, Cough-Ex has used daytime 60-second tv spots in the Midwest, Southeast and Southwest during the past winter. Future radio-tv plans were not revealed. Agency: Benton & Bowles, New York.

**P&G Bleach** ■ **Stardust Bleach** (Procter & Gamble).—Another addition to the growing list of P&G tv-advertised products, Star Dust Bleach was monitored using daytime 60-second spots in the north central region of the U. S. P&G's agency on this account is Benton & Bowles, New York.

**Post Crispy Critter** (General Foods).—A new breakfast cereal, Crispy Critter has been advertised on the Pacific coast via daytime 60-second tv spots. National advertising plans have not been disclosed. Agency: Benton & Bowles, New York.

**Dust 'n' Wax** furniture wax (Bon Ami Co.).—The product was being advertised on tv in New England, north central and Pacific coast areas with daytime and nighttime minutes in May. Bon Ami's agency is Dunnan & Jeffrey Inc., New York.

**Sucrets lozenges** (Merck, Sharp & Dohme).—A product of the newly created consumer division of MS&D, Sucrets lozenges had been monitored testing nighttime minutes and 20s in the north central U. S. in February. Agency: Doherty, Clifford, Steers & Shenfield Inc., New York.

**Mighty Mix detergent** (Tidy House Div., Pillsbury).—This new product had been testing, starting in January, day and nighttime minutes, 20s and 10s, in the middle Atlantic region. Agency: McCann-Marschalk Inc., New York.

**Golden Glow corn oil margarine** (Lever).—Another Lever Bros. product in test markets used day and night minutes in the mid-Atlantic states in January. Agency: Sullivan, Stauffer, Colwell & Bayles.

# WSB-TV



# GOES TO

# EUROPE

To prepare a series of documentaries contrasting Europe in World War II with today, WSB-TV sent two of its veteran newsmen—Hal Suit and Joe Fain—directly to the scene. From over a mile and a half of WSB-TV film, plus historical war film, has emerged a truly great series. "Return," this series, is another example of programming originality by Atlanta's traditional leader . . . WSB-TV.



Represented by

Edward Petry & Co., Inc.

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

# 4A HEAD PUTS RADIO ON COUCH

Colorado broadcasters hear Crichton analyze their medium with generous mixture of constructive criticism and praise

The new "computer era" in agencies' media planning may prove to be a boon for radio. In the meantime, radio's "renaissance" can be hastened if broadcasters will clarify their rate structures, improve their audience research, clean up their selling practices and cut down on the number of commercials they carry.

This outlook was offered last week by John Crichton, new president of the American Assn. of Advertising Agencies, in a speech prepared for delivery Friday at the Colorado Broadcasters Assn.'s 1962 convention at Boulder. With his recommendations he coupled one urging stations to offer, as most print media do, a discount encouraging advertisers to pay their bills promptly.

Mr. Crichton speculated that radio's future is in program specialization catering to selective audiences—more like magazines in this respect than like television or newspapers.

He drew from a sampling of opinions of AAAA member agencies in mixing recognition of radio's inherent advertising values with blunt criticism of its commercial and sales practices.

**Radio's Problems** ■ "Radio," he said, "is a great communications medium. It's a great advertising medium, too—simple and cheap to be inventive and creative in; effective in reaching a wide range of households, and powerful and resultful in sales. It can be flexible as few media can; it can be used with telling effect for testing purposes. It has a proper place in the media mix, and if that renaissance of radio really gets going, you'll see more national radio business."

But it also has problems which need to be solved, he cautioned. He singled out five: (1) "too many radio stations," (2) "too many commercials," (3) "inadequate research," (4) "automated buying" and (5) "ill-advised selling."

He wasn't sure that much could be done about "too many stations," but he suggested that the FCC's recent recognition of this problem might mean that at least it won't get worse.

On most of the others he thought there was a great deal that broadcasters could do.

In the case of "automated buying" he also ventured that the arrival of the computer may be a "most hopeful sign for radio" because the computer—more consistent and less forgetful than people—"gets away from opinion" and "forces an objective examination."

**Local Business** ■ Considering the number of stations and the decline of radio networking from its heyday levels, he thought it was "probably inevitable that stations turned to local advertisers, and that they sold a great many commercials at low rate."

But the fact remains, he continued, that "stations are now heavily commercialized" and many agencies despair of making any impression on the listener except, perhaps, by trying to "blast their way out of the background."

Agencies want and need more and more media research data, he said, and this need will increase if the trend to-



Mr. Crichton

ward "selective" radio station operation continues and as the computer era in the agencies progresses.

He said more data is needed for all media, not just broadcasting, and reported that AAAA is working with its research and media committees "to lay out specifications and standards for media data which will be useful for computers but as economical as possible for media to provide and which will yield the high grade media recommendations of which computers are capable."

"... Now," Mr. Crichton told the broadcasters, "is a good time to do your audience analysis, and to place it in your selling organization's hands. For the time is surely coming when most agency people will find it hard to support any media recommendation which

has not been programmed through a computer."

**Seminar** ■ He also reported that AAAA hopes "to work out a radio seminar or workshop" in cooperation with RAB "in a major city this year." He said that RAB President Kevin Sweeney and the RAB "can justly claim to have led the renaissance in radio," and that there also are "veterans and adept radio representative companies, who know their stations and their prospects well."

Yet most agencies, he said, criticize broadcasters' selling techniques, which often seem to consist solely of attacking their radio station competitors or offering cut-rate deals.

"For a medium as good as radio to be sold only in this negative way is distressing," Mr. Crichton asserted, "It utterly denigrates a medium of great power."

"An agency billing \$15 million in radio recently used a special campaign on minor brands in a major food line with spectacular results. Its saturation buy for a drug company boosted sales 28%. It fitted radio expertly into a television and newspaper package for a big hard-goods manufacturer. When your medium is that powerful and that flexible, it deserves more thoughtful presentation."

**Rate Card Confusion** ■ The AAAA president said that "the lack of definition in rate cards as to what constitutes a local advertiser, or a regional advertiser, or a retail advertiser, or a national advertiser, makes selling difficult for you, makes estimating difficult for agencies and makes buyers extremely skeptical. In the belief that radio rates are totally unfathomable, many advertisers and agencies have written radio off."

Mr. Crichton acknowledged that "it is very difficult for anyone to gainsay the frequent charge that radio is bought on ratings by agencies who buy most of present national radio. And, as a result, stations program for ratings. Yet the evidence is that forward-looking agencies are increasingly hopeful that broadcasters will start programming for something else beside ratings, and be able to identify that audience well enough to make it useful for advertisers."

He said radio faces "some additional problems" arising from the computer and automation trend in media programming. Some of these, he said, "are on their way to solution" and "some

# Why KEYT bought Seven Arts' "Films of the 50's" Volumes 1, 2 and 3

Says Les Norins:

"I talked to key time buyers in important agencies in New York. I laid out the plot to them of lifting network shows, and running Seven Arts' 'Films of the 50's' back-to-back as double features Friday nights and Saturday afternoons. All seven of the time buyers I talked to knew the strength of Seven Arts' product and the top ratings they get.

## time buyers across the country are presold on 'Films of the 50's'.

"By buying these Warner Bros. Post-50's I can turn a profit quite handily. Time buyers know the potential of these films and, therefore, are presold on Seven Arts' 'Films of the 50's.' Few competitive features stand up this way."

Seven Arts' "Films of the 50's"  
Money makers of the 60's



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717

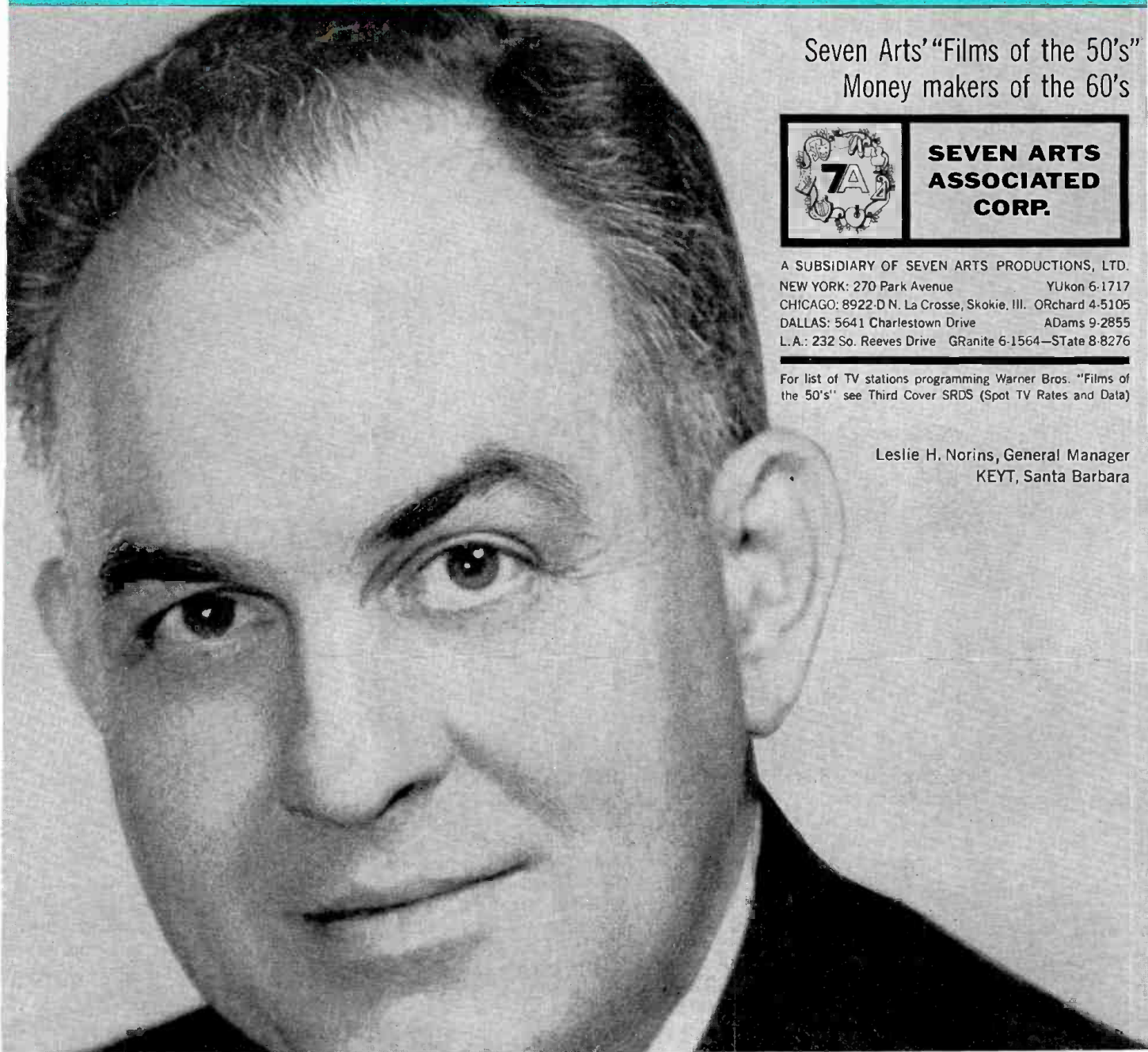
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105

DALLAS: 5641 Charlestown Drive ADams 9-2855

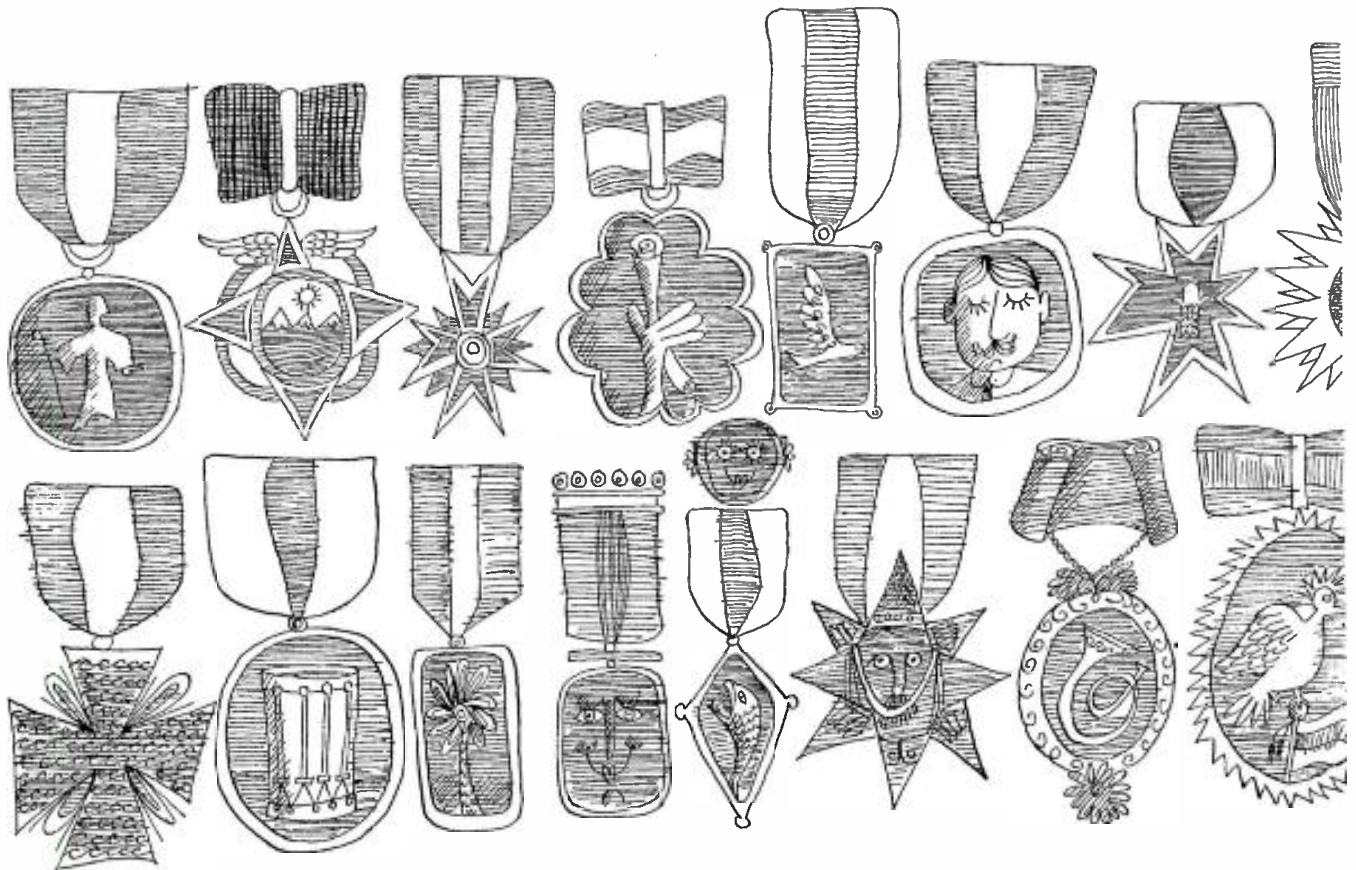
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

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

Leslie H. Norins, General Manager  
KEYT, Santa Barbara



# THIRTY-THREE

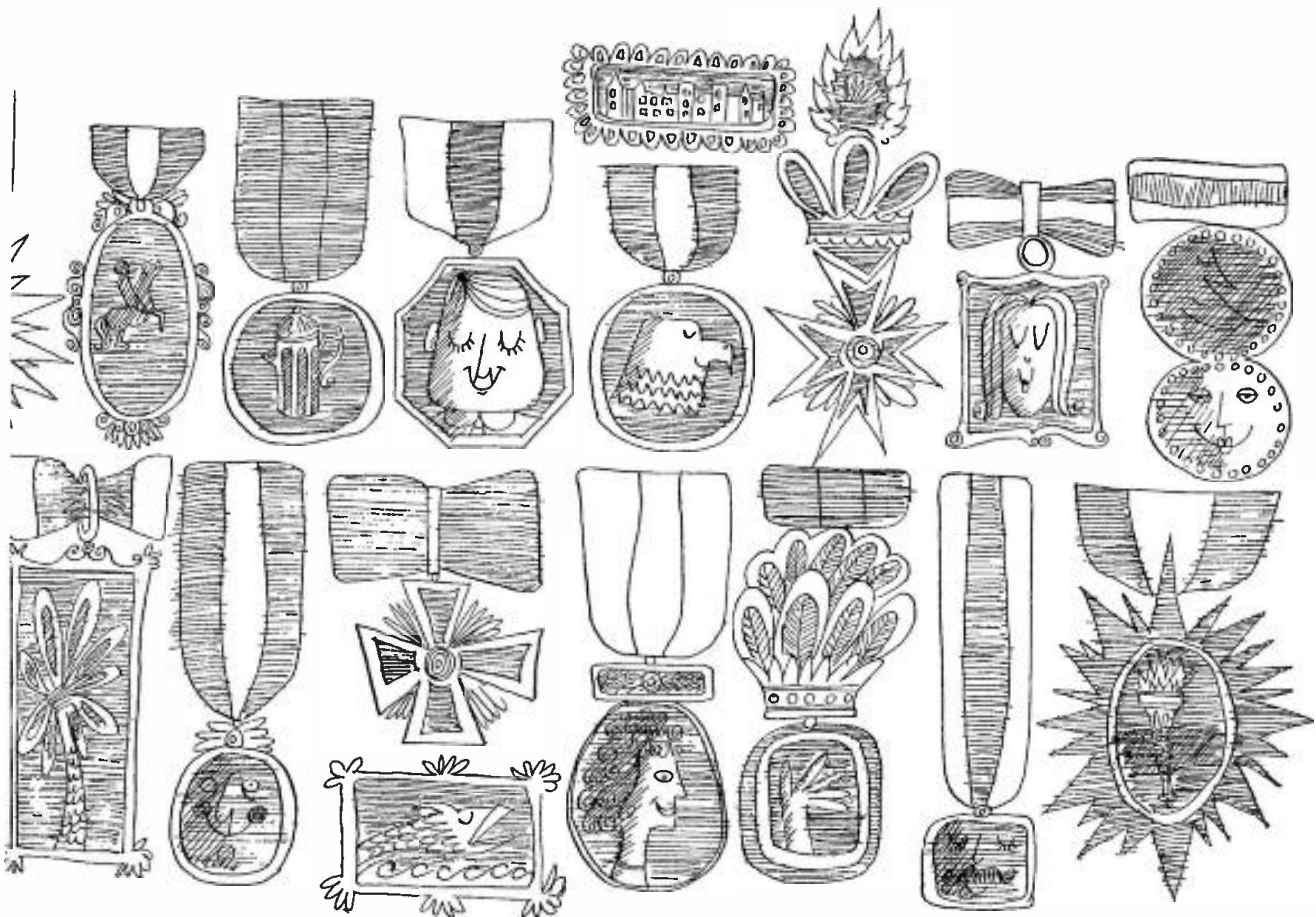


WRCV-TV has won thirty-three different awards from January, 1961 through March, 1962. Each honored a specific facet of WRCV-TV's programming. Together, they highlight the many hours WRCV-TV devotes to public affairs, news, religious and cultural programming... extensive service which has won recognition for WRCV-TV as Philadelphia's com-

munity leadership station. But let the awards speak for themselves: Lutheran Church—Missouri Synod Golden Certificate Award for local religious programming\*; Freedoms Foundation Award—George Washington Honor Medal for an on-the-air study of "The Destiny of Freedom"; and "Can You Afford Tomorrow," Pennsylvania Associated Press

Broadcasters Award for "Outstanding Coverage of a Special Event"—the political crisis that enveloped Camden, N. J.; Catholic Broadcasters Association Gold Bell Award\* citing WRCV-TV as the "outstanding television station in the United States"; Exchange Club Award—their only citation this year to a television station in the United States; Vigilant

# FOR WRCV-TV



Patriots Award for "Story of Freedom"—and WRCV-TV is one of only two stations in the country to be honored; B'nai B'rith Award for WRCV-TV's "Portraits in Music"—the first ever honoring a local television "culture" program.

And Awards from: Catholic War Veterans • City of Hope • Air Force Academy • Boy Scouts • National Safety

Council • Germantown Community Council • U.S. Marine Corps • Philadelphia Safety Council • Leukemia Society • Hadassah • Allied Jewish Appeal • Camp Fire Girls • U.S. Air Force • Vision Conservation Institute • Jewish War Veterans • Radio Free Europe • Pennsylvania School for the Deaf • United Fund • Crime Commission of Philadelphia. \*The first of such awards to go to a Philadelphia television station.

**WRCV-TV**  
**NBC TELEVISION**  
**IN PHILADELPHIA CH 3**

NBC OWNED. REPRESENTED BY NBC SPOT SALES

## Dentifrice network-spot tv spending in 1961 up 14.4%

Leading dentifrice advertisers increased their network and national spot tv billings 14.4% last year over 1960, Television Bureau of Advertising reports in a study of the category's expenditures in measured consumer media.

Television's share of dentifrice advertising climbed last year to 92.1%;

three of the nine brands studied used 100% tv. Only two brands, Ipana and Cue, spent less than 90% of their ad budgets in tv.

Time and space billings in newspapers, magazines and tv reached \$36,819,947 last year, up 6.7% from 1960. Tv's share was \$33,945,663, compared to \$29,674,290 in 1960.

Crest toothpaste moved into lead position in total billings in 1961, squeezing former top spender Colgate Dental Creme into second place. All but one brand used spot tv, and only two brands omitted network tv. The total network time last year amounted to a little more than \$5 million ahead of the spot tv total.

Leading Dentifrice Advertisers—1961  
Gross Time and Space Billings

|                      | Network tv   | Spot Tv      | Tv Total     | Magazines  | Newspapers | Total        | % Tv  |
|----------------------|--------------|--------------|--------------|------------|------------|--------------|-------|
| Crest                | \$ 7,503,097 | \$ 2,773,180 | \$10,276,277 | \$ 241,347 | \$ 28,312  | \$10,545,963 | 97.4  |
| Colgate Dental Creme | 4,932,609    | 4,042,410    | 8,975,019    | 392,171    | 577,173    | 9,944,363    | 90.3  |
| Gleem                | 3,059,691    | 4,204,090    | 7,263,781    | 39,600     | 5,790      | 7,309,171    | 99.4  |
| Ipana                | 1,329,697    | 761,670      | 2,091,367    | 508,225    | 927,360    | 3,526,952    | 59.3  |
| Stripe               | 1,265,656    | 1,651,720    | 2,917,376    | 4,920      | 105,594    | 3,027,890    | 96.4  |
| Pepsodent            | 1,215,383    | 603,210      | 1,818,593    | .....      | .....      | 1,818,593    | 100.0 |
| Colgate Fluoride     | .....        | 222,890      | 222,890      | .....      | .....      | 222,890      | 100.0 |
| Cue                  | .....        | 174,230      | 174,230      | .....      | 43,765     | 217,995      | 79.9  |
| Dr. Lyon's           | 206,130      | .....        | 206,130      | .....      | .....      | 206,130      | 100.0 |
| Total                | 19,512,263   | 14,433,400   | 33,945,663   | 1,186,290  | 1,687,994  | 36,819,947   | 92.2  |

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

will be corrected by a new generation of radio management, men who know the medium well and understand both how to serve an audience and run a business-like operation which does not depend on expediency for its management philosophy."

In urging stations to grant advertisers a discount for prompt payments, he said that virtually all newspapers and magazines but only 213, or about 6.3%, of all radio stations have such a policy. It would mean, he said, that "you get your money faster, the agency gets its money faster, and the advertiser has a cash incentive to pay promptly."

### Alexander Productions formed in New York

The formation of Alexander Productions Inc., 500 Fifth Ave., New York, to produce tv film commercials, theater screen advertising and business films was announced last week by Michael Palma, president. Mr. Palma formerly was vice president of Transfilm-Caravel Inc., New York.

The organization will use the facilities of Alexander Film Co. in Colorado Springs, Colo., and Puerto Rico, but all creative control will emanate from New York. Mr. Palma said his company will guarantee the production of New York or Hollywood-quality films at savings of up to 25%. The company also will have New York production facilities available but will concentrate on lower-cost filming at the 18-acre Alexander plant in Colorado Springs, with completion services in New York.

Alexander Films will not have a financial interest in Alexander Productions, according to Mr. Palma. The

names of several other principals in the new company and of its personnel will be disclosed shortly.

### Ad role assayed at AMA conference

Advertising's key role is to alter public opinions about products and there is a critical need to measure this change precisely, Sherman Dodge, vice president and director of marketing for the Colgate-Palmolive Co., told the 45th National Conference of the American Marketing Assn. in Cincinnati last Thursday (June 21).

He noted that the "couponers" in advertising's "Golden Age" 40 years ago were able to measure this change, but today the revolution in distribution makes it a "greater effort" to mail in a coupon and save a dime or a quarter than to go to the neighboring store.

Mr. Dodge said progress has been made in the area of measuring changing attitudes toward products, but such questions remain as: "what is the effect of repeated exposure versus a one-shot experiment? In the case of tv testing, do we have to invest in production costs in order to test?"

He offered the view that a one-shot "dud" does not become a success by repeated testing. With respect to tv testing, he said he favored investing in production of a commercial. But Mr. Dodge indicated that additional research is needed in these areas.

Norman H. Strouse, president of J. Walter Thompson Co., told the conference that advertising's "greatest opportunity" in the 1960's is to "support the urgent drive for greater production in other free countries in our race against

communism." He stressed that aside from the U. S., Germany and Britain have made the "greatest gains economically" since World War II, and observed they are among the highest in advertising expenditures per capita.

Richard F. Casey, senior vice president in charge of research for Benton & Bowles, declared that sales are an "inappropriate" measure of advertising, and added:

"The performance of advertising is most meaningfully measured in terms of the effect on the preferences of consumers—to stick with their original choice or to switch. It is at this level that advertisers can best measure and appraise the performance of their advertising dollars."

### McGavren to use BCH system in all offices

Broadcast Clearing House, spot radio billing service, last week announced that Daren F. McGavren Co., station representation firm, will utilize BCH's system at the New York headquarters office and in its seven branch offices.

BCH had already announced that its billing clearance system was to begin on June 1. The McGavren rep firm is the first to be announced as a client for the system which is designed to streamline the ordering and processing of spot radio campaigns. BCH's headquarters staff has been working with McGavren personnel on internal manual procedures which will be integrated with the electronic data processing of spot orders, billing of make goods and affidavits. Utilized are automatic computers at the Bank of America, San Francisco.



### You can quote me...

"We recommend the WLW Stations for advertising Lestoil Company's LESTARE BLEACH because they eliminate the complexities of today's time buying with their famous Crosley streamlined operation and complete cooperation."

*Sam Tardner*

Vice President Media,  
Sackel-Jackson Co. / Advertising Agency  
Boston, Mass.



### I'll say this...

"The Crosley Group's all-around know-how is especially important when dealing with a far reaching consumer product. Yes, the WLW Radio and TV Stations lighten and brighten any advertiser's bundle of wash!"

*Rene James Ryes*

Broadcast Media Director,  
Sackel-Jackson Co. / Advertising Agency  
Boston, Mass.



Call your WLW Stations' Representative... you'll be glad you did!  
the dynamic WLW Stations...

**WLW-A**  
Television  
Atlanta

**WLW-I**  
Television  
Indianapolis

**WLW-D**  
Television  
Dayton

**WLW-C**  
Television  
Columbus

**WLW-T**  
Television  
Cincinnati



Crosley Broadcasting Corporation

# NAB RULES ON PIGGYBACKS

## Code authority will issue regular reports listing announcements which fail to qualify as integrated

Regular reports on NAB Code Authority rulings classifying tv spot announcements as a single announcement (integrated) or actually two separate announcements (piggyback) will be published by NAB, the authority announced last week.

The first list classified announcements from 12 sponsors and included over 40 announcements deemed actually to be multiple spots promoting more than one product. In three cases NAB found that spots were triple piggybacks.

NAB code officials have been making piggyback rulings for many years but they have not been published. The new procedure is designed to aid subscribers in making their decisions, with rulings made at either the Washington or New York offices of the Code Authority.

Under code procedure, prime time station breaks may include not more than a 60-second spot and an ID, or no more than two consecutive spots. In non-prime time the maximum is 60-10-60 second spots, or not more than three of which one must be a 10-second spot. If one of the announcements in a 60-10-60 sequence is a piggyback, the code provision has been violated.

**Requests Received** ■ At NAB it was stated a number of agencies have requested piggyback spots. The practice began on a large scale in 1956, with great ingenuity shown in some cases as agencies try to promote more than one product in a spot to get a double impression from a single sale.

Following are the rulings published by the NAB Code Authority, including code identification numbers for each announcement:

### INTEGRATED ANNOUNCEMENTS:

Alberto Culver—C-145-30/R-148-30-B; C-145-30/R-148R-30; GS-105-30/DF-113B; GS-120-30/DF-113R-30-B\*; HS-112-30/CR-112-30B\*; HS-119-30/CR-104-30B; R-140-30/GS-120-30B; R-148-30/GS-105-30B\*; R-148-30/GS-120-30-B\*; V05-114R2-30/S-5-30-B\*; V05-145R2-30/CR-104B; V05-145R-30/HS-112-30-B\*; V05-145R-30/HS-119-30-B\*. (\*This particular handling has been given interim acceptance pending receipt of new announcements providing more complete integration. \*\*Some of these announcements have been given qualified acceptance, with suggestions for further integration.)

International Latex—ID-35-1 Isodine & Isodettes; N-10-1\*\*\*; N-11-1\*\*\*; N-12-1\*\*\*; T-60-1\*\*\*; T-61-1\*\*\*; T-63-1\*\*\*; X-70-1\*\*\*; X-71-1\*\*\*; X-73-1\*\*\*; X-74-1\*\*\*; X-75-1\*\*\*. (\*\*\*)These are revised piggybacks given limited interim acceptance. Check any Code Authority staff office concerning the time limit beyond which these particular combination announcements will not be approved as comprising properly integrated treatments.)

M&M Candy—FM-106-60 ("Party"); FM-103-60.

MJB Rice and Tea—MJB-RT-132-60R.  
Nutra Tone—LL-1 (Life Lotion, Life Hair Spray).

Vigoro—#31, #32.

### PIGGYBACKS:

Alberto Culver—C-145-30/R-138-30; GS-105-30/DF-106-30; GS/DF182; HC-145/RA138; HS-105/CR-104; HS-112-30/CR-104-30-B; HS-113-30/CR-104-30; R-138-30/GS-105-30; V05-145R/CR-104; V05-145R/138.

Ideal Toys—103-60 (Kissy Doll/Robot Commando).

International Latex—N-1-1; N-2-1; N-3-1; N-7-1; N-8-1; N-9-1; PL-X-16; R-10-1; R-11-1; R-12-1; R-13-1; R-14-1; T-9-1; T-45-1; T-53-1; T-57-1; X-54-1 (Triple Piggyback); X-56-1 (Triple Piggyback); X-61-1 (Triple Piggyback); X-60-1; X-65-1; X-66-1.

Lestoil—LTA/LPI-755-817-60; LTA-LSP-755-911-60; LSS-LSP-214-911-60.

Morse International (Lavoris mouth wash/spray)—L-140-50; L-141-50.

Pertussin—36-C/V-60 cough syrup and room spray.

Pillsbury (Tidy House)—60-SRD-1-10-42G; PD-1-60-17.

Helene Rubenstein—R-60-302-62-T; R-60-215-61-T.

Simoniz—T-20/VI-62-60-1.

## Gardner lands Sheaffer

Sheaffer Pen Co., Ft. Madison, Iowa, last week chose Gardner Adv., St. Louis, as agency for its \$2 million account. Gardner replaces BBDO, New York.

Sheaffer, a substantial network tv advertiser, invests about \$1 million in tv. The remainder of the billing is in magazines and newspapers.

## C-P takes second year of Triangle tv series

Colgate-Palmolive Co., New York, announced last week it will sponsor the *Frontier of Knowledge* television series for the second consecutive year. The company has bought the once-a-month educational tv series on the six Triangle-owned tv stations.

The series is produced by Triangle's WFIL-TV Philadelphia, in association with the U. of Pennsylvania. Other Triangle tv stations are: WFBG-TV Altoona, WLYH-TV Lebanon, both Pennsylvania; WBNF-TV Binghamton, N. Y.; WNHC-TV New Haven, Conn., and KFRE-TV Fresno, Calif.

## WESTERN AD GROUP CONTEST WINNERS

### Fuller Paint commercial wins top radio honors

The radio commercial for Fuller's yellow paint, part of a "sound of color" campaign produced for Fuller Paint Co. by Fletcher Richards, Calkins & Holden, San Francisco, was chosen as the best radio commercial of the past year to come out of the West. It won first prize in the national/regional division of the annual competition of the Advertising Assn. of the West and also took the sweepstakes award of the Vancouver Advertising & Sales Bureau. In the local category, top honors went to KMPC Los Angeles for its own on-the-air program promotion.

The radio awards and a more extensive list of television awards (there were eight tv classes to radio's two) were announced today at the AAW's 59th annual convention now under way in Denver, June 24-27. At the same time, AAW revealed the winners of other advertising crafts competitions covering western-originated advertising in newspapers, magazines, direct mail and outdoor as well as the broadcast media.

In the outdoor competition, KMPC also won first prize for outdoor displays other than king size posters or car cards for the station's display cards advertising the fact that KMPC is broadcasting all games of the Los Angeles Angels. KMPC's advertising manager, John

Asher, was responsible for the idea and the copy. Fletcher Richards, Calkins & Holden, Los Angeles, is the agency. KPOL Los Angeles was given an honorable mention for a king size poster — "KPOL — and there is music," through Darwin H. Clark Co., Los Angeles. KGO-TV San Francisco also drew an honorable mention in the "other" outside class for "The more you look, the more you like," created by George Rodman, station's advertising manager, and placed without an agency.

Radio and tv awards follow:

### TELEVISION AWARDS

#### ANIMATED—60-SEC.

**First prize**—advertiser, Bank of America, San Francisco; advertising manager; Charles R. Stuart Jr.; agency, Johnson & Lewis, Inc., S.F.; idea & copy, Alan Alch; visual treatment, Alan Alch; producer, Film Fair, Hollywood; caption, "Child Prodigy."

**Second prize**—advertiser, Best Foods Div., Corn Products Co., N.Y.; advertising manager, Albert Brown; agency, Guild, Bascom & Bonfigli, S.F.; idea & copy, Randy Grochoske; visual treatment, Randy Grochoske; producer, Quartet Films, Inc., Hollywood; caption, "Midnight Snack."

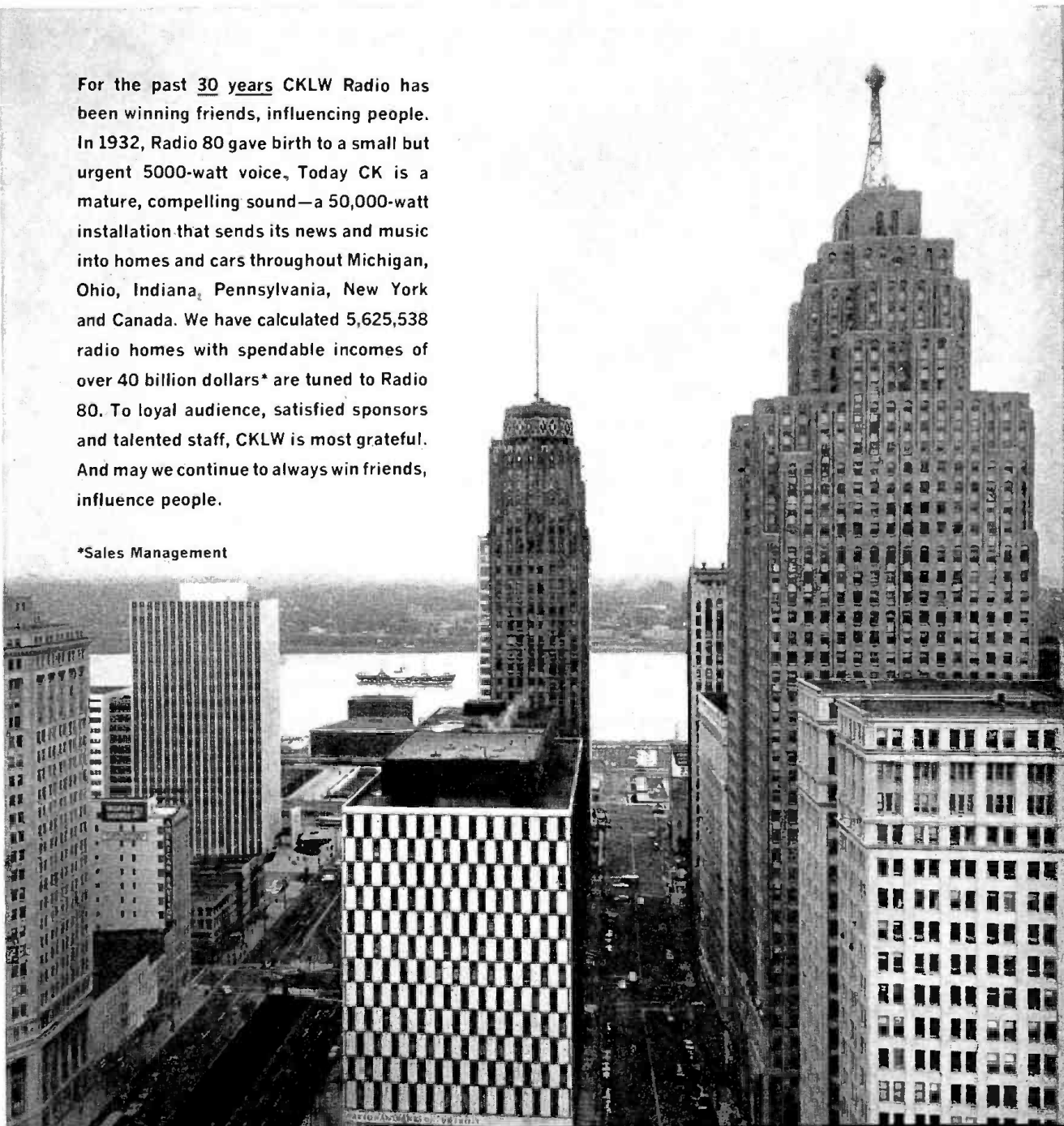
**Honorable mentions**—advertiser, California Packing Corp., S.F.; advertising manager, Everett M. Runyon; agency, McCann-Erickson, Inc., S.F.; idea & copy, Randy Grochoske-Peggy Greenfield; visual treatment, Randy Grochoske; producer, Fred A. Niles Communication Center, Hollywood; caption, "Music" (pineapple juice).

**Advertiser**, Campbell Soup Co., Camden, N. J.; agency, Leo Burnett Co., Inc., Chicago; producer, Animation Inc., Holly-

# Winning friends, influencing people

For the past 30 years CKLW Radio has been winning friends, influencing people. In 1932, Radio 80 gave birth to a small but urgent 5000-watt voice. Today CK is a mature, compelling sound—a 50,000-watt installation that sends its news and music into homes and cars throughout Michigan, Ohio, Indiana, Pennsylvania, New York and Canada. We have calculated 5,625,538 radio homes with spendable incomes of over 40 billion dollars\* are tuned to Radio 80. To loyal audience, satisfied sponsors and talented staff, CKLW is most grateful. And may we continue to always win friends, influence people.

\*Sales Management



WINDSOR, SERVING THE WINDSOR AND DETROIT AREA

**CKLW-800** KC  
50,000 WATTS

RKO GENERAL, INC. NATIONAL SALES DIVISION • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

ESSEX  
BROADCASTERS,  
INC.  
GUARDIAN BLDG.,  
DETROIT

wood; caption, "Grocery."

#### ANIMATED—20-SEC.

**First prize**—advertiser, Pacific Hawaiian Products Co., Fullerton, Calif.; advertising manager, J. Richard Duntley; agency, Atherton-Privett, Inc., L.A.; idea & copy, Al Atherton-Dick Mohr; visual treatment, Bob Guidi; production, John Urie, L.A.; caption, "Hawaiian Punch."

**Second prize**—advertiser, Armour Co., Chicago; agency, Foote, Cone & Belding, Chicago; idea & copy, Dick Root; visual treatment, Gordon Bellamy; producer, FilmFair, Hollywood; caption, "Announcement."

**Honorable mentions**—advertiser, MJB Co., San Francisco; advertising manager, Paul Beuter; agency, BBDO, S.F.; idea &

copy, Robert C. Pritikin; visual treatment, Playhouse Pictures, Hollywood; producer, Playhouse Pictures; caption, "Ladder."

**Advertiser**, Culligan Inc., Northbrook, Ill.; advertising manager, Ken Edwards; agency, Alex T. Franz, Inc., Chicago; idea & copy, Dal Williams; visual treatment, Quartet Productions, Hollywood; producer, Dallas Williams Productions, Hollywood; caption, "For Soft Water."

#### LIVE ACTIONS 60-SEC.

**First prize**—advertiser, Southern California Cancer Center, L.A.; agency, Foote, Cone & Belding, L.A.; idea & copy, Steve Lehner; visual treatment, Robert Sallin-Dick Korek; producer, Cascade Pictures of California, Hollywood; caption, "Appeal."

**Second prize**—advertiser, Kaiser Indus-

zine, Radnor, Pa.; agency, Freberg Ltd., Hollywood; idea & copy, Stan Freberg; visual treatment, Bob Dahlquist; producer, Freberg Ltd.; caption, "Red Crandelmeyer."

**Honorable mentions**—advertiser, KGO Radio, S.F.; advertising manager, Ron Wren; agency, None; idea & copy, Rolfe Peterson-Ron Wren; visual treatment, Marty Pasetta; producer, KGO-TV, S.F.; caption, "Rolfe Peterson promo."

**Advertiser**, Grocery Store Products Corp., Pa.; advertising manager, Frank Rhodes; agency, Cunningham & Walsh, Inc., S.F.; idea & copy, Hal Larson; visual treatment, Mario Donna; producer, National Screen Service Co., L.A.; caption, "This is an egg."

#### LIVE ACTIONS—ID's

**First prize**—advertiser, Hunt Foods and Industries, Inc., Fullerton, Cal.; advertising manager, L. F. Ohliger, Jr.; agency, Young & Rubicam, Inc., L.A.; idea & copy, J. E. Reich; visual treatment, Dick Rucker; producer, Fred A. Niles Productions, L.A.; caption, "Pork and Beans."

**Second prize**—advertiser, Seaboard Finance Co., Los Angeles; advertising manager, James Felton; agency, Foote, Cone & Belding, L.A.; idea & copy, Steve Lehner; visual treatment, Robert Sallin-Jack Johnson; producer, Cascade Pictures of California, Hollywood; caption, "Buckets."

No Honorable Mentions awarded in this category.

#### LOCAL

**First prize**—advertiser, So. Calif. & So. Counties Gas Co., L.A.; advertising manager, Jack Spaulding-Don Robertson; agency, McCann-Erickson, Inc., L.A.; idea & copy, William Bateman; visual treatment, Peter Spier; producer, FilmFair, Hollywood; caption, "Girl and Graphics."

**Second prize**—advertiser, San Diego Gas & Electric Co., San Diego; advertising manager, Forrest M. Raymond; agency, Barnes Chase Co., San Diego; idea & copy, Glenn Michel-Cullen Boyles; visual treatment, Glenn Michel-Roger Tilton; caption, "Hot Water."

**Honorable mentions**—advertiser, Bell Brand Foods, Ltd., Los Nietos, Calif.; advertising manager, William Lee; agency, McCann-Erickson, Inc., L.A.; idea & copy, William Bateman-Jonis Gold; visual treatment, Peter Spier; production, The Peterson Company, L.A.; caption, "Patio."

**Advertiser**, Pacific Gas & Electric Co., S.F.; advertising manager, A. James McCollum; agency, BBDO, S.F.; idea & copy, Mary Wolcott; visual treatment, John Norall; producer, Hollywood Film Commercials, Hollywood; caption, "Electric Range."

#### COLOR

**First prize**—advertiser, Carnation Company, L.A.; advertising manager, Paul Willis; agency, Erwin Wasey, Ruthrauff & Ryan, Inc., L.A.; producer, Playhouse Pictures, Hollywood; caption, "Contented Cow's Secret."

**Second prize**—advertiser, Ford Motor Co., Dearborn, Mich.; agency, J. Walter Thompson, N.Y.; producer, Playhouse Pictures, Hollywood; caption, "Futura Freida."

**Honorable mention**—advertiser, Greater Oklahoma City Florist Assn.; agency, Srago Advertising, Oklahoma City; idea & copy, John Western; visual treatment, John Western; producer, Bandler Films, Inc., Albuquerque, N.M.; caption, "Thoughtful Thudwell."

#### RADIO AWARDS

##### SWEEPSTAKES AWARD

**Vancouver Advertising & Sales Bureau Perpetual Trophy**—advertiser, W. P. Fuller & Co., San Francisco; advertising manager, Palmer Fields; agency, Fletcher Richards, Calkins & Holden, Inc., S.F.; copy & production, Robert C. Pritikin; caption, "Yellow."

##### REGIONAL/NATIONAL

**First prize**—advertiser, W. P. Fuller & Co., San Francisco; advertising manager, Palmer Field; agency, Fletcher Richards, Calkins & Holden, S.F.; copy & production, Robert C. Pritikin; caption, "Yellow."

**Second prize**—advertiser, Bank of America, San Francisco; advertising manager, Charles R. Stuart, Jr.; agency, Johnson & Lewis, Inc., S.F.; producer, Johnson & Lewis, Inc., S.F.; caption, "Convenience."

**Third prize**—advertiser, Rambler Dealers of So. California, L.A.; agency, Anderson-McConnell, Hollywood; copywriter, Dal Williams-Chuck Stuart; producer, Spot-makers; caption, "St. Ives."

**Honorable mentions**—advertiser, Stokeley-Van Camp, Oakland; advertising man-



### PREVIEW: a new twist in twisting

A shoe-size Chubby Checker sings and dances the Twist in behalf of Tom McAn's new line of Twisters shoes in this shot from one of a series of commercials produced by Videotape Productions of New York Inc. The special effect of the Twist exponent going from cardboard cut-out to a hip gyrating cut-up was achieved through the tape firm's new Chroma-Key process which uses both

color and black-and-white tv cameras. First, a monochrome camera shot the show window display, then a color camera was made "blind" to take Chubby Checkers against a saturated blue background. The dancer's image then became its own "keying signal" and cut itself into the first picture to yield an instant composite. The commercials are created by Doyle Dane Bernbach, New York.

copy, Jim Burch-B. J. Pote; visual treatment, John Norall; producer, Fantascope Productions; caption, "Jumbled letters."

**Advertiser**, Burgermeister Brewing Corp., S.F.; advertising manager, Les Mullins; agency, BBDO, S.F.; idea & copy, James Burch; visual treatment, John Norall; producer, Playhouse Pictures, Hollywood; caption, "Win 'em all."

#### ANIMATED ID's

**First prize**—advertiser, The Pillsbury Company, Minneapolis, Minn.; agency, Campbell-Mithun, Inc., Minneapolis, Minn.; idea & copy, Don Growert; producer, Animation, Inc., Hollywood; caption, "Floating Biscuit."

**Second prize**—advertiser, Western Airlines, Los Angeles; advertising manager, Bert Lynn; agency, BBDO, L.A.; idea & copy, Allen McGinnis-Rod Larson; visual treatment, Bill Melendez (Playhouse Pictures); producer, Playhouse Pictures, Hollywood; caption, "Birdbatch."

**Honorable mentions**—advertiser, J. A. Folger & Co., San Francisco; advertising manager, Peter Folger; agency, Fletcher Richards, Calkins & Holden, S.F.; idea &

tries Corp., Oakland; agency, Young & Rubicam, Inc., S.F.; idea & copy, Hanley Norins; visual treatment, J. E. D. Falby; producer, Twentieth Century Fox, Hollywood; caption, "Kaiser Center."

**Honorable mentions**—advertiser, Best Foods Div., Corn Products Co., N.Y.; advertising manager, Albert Brown; agency, Guild, Bascom & Bonfigli, S.F.; idea & copy, Dave Bascom; visual treatment, Dave Bascom; producer, National Screen Services, Hollywood; caption, "Popularity."

**Advertiser**, Mattel, Inc., Hawthorne, Calif.; advertising manager, Jack Jones; agency, Carson-Roberts/Inc., L.A.; idea & copy, Ken Sullet; visual treatment, Dick Perkins; producer, Lou Lilly Productions, Hollywood; caption, "Talking Blaze."

#### LIVE ACTIONS—20-SEC.

**First prize**—advertiser, S. C. Johnson & Son, Inc., Racine, Wis.; advertising manager, Douglas L. Smith; agency, Needham, Louis & Borbyr, Inc., Hollywood; idea & copy, Jack Trindl; visual treatment, Thomas D. Thomas; producer, Frazer Productions, Inc., Hollywood; caption, "Handy Dandy Jr."

**Second prize**—advertiser, TV Guide Maga-



## ***The Debbie Drake show***

**Debbie  
Does it  
Again!**

**130 NEW** episodes for  
immediate release

+

**130** 1st series already sold  
in 102 markets

---

**NOW 260** 15 minute shows in  
syndication

**wire or call collect for your screening print to**

**BANNER**

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

**FILMS, INC.**

Charles McGregor  
President

# ANA refocuses on cost of advertising

## AGENCY SPEAKERS OFFER REMEDIES AT CHICAGO WORKSHOP

Rising ad costs, agency compensation and the computer were the leading topics discussed at a workshop of the Assn. of National Advertisers held in Chicago last week.

The workshop, titled "Advertising Administration and Cost Control," featured these highlights:

- A calculated look at the rising cost of advertising and how it can be met in a profit-squeeze climate.

- A belief that only "modest gains" have been made toward changing the media commission system of paying agencies.

- A call on clients and their agencies to extend the notice of termination and thus encourage a more orderly transition (and a chance to make up for the billing loss.)

- A session on the computer's imprint on advertising.

That a longer period of "notice of termination" be worked out by client and agency was recommended by Charles M. Skade, senior vice president and treasurer of Fuller & Smith & Ross.

Mr. Skade, during a panel on "Improvement Opportunities," advocated a period of four to six months in place of the conventional time that ranges from two to three months. Additional time,

he said, would permit a "greater stability" to both the client and agency, permitting the latter to use the period to replace lost billings and providing opportunity for "an orderly handling of the personnel involved and the actions which must be taken by agencies when termination occurs."

He also recommended that the financial people of both agency and client maintain contact, thus alleviating the problem commonly developed when the client advertising staff deals with the agency contact group on finances.

**The Profit Squeeze** ■ The dilemma for some companies of increased advertising costs adding to an already existing profit squeeze was discussed by Murray Hillman, vice president and chairman, marketing plans board, McCann-Erickson, New York.

As Mr. Hillman put the problem: while basic advertising unit costs have gone up, media circulations have increased faster and thus the measure of efficiency has declined with advertisers paying more to reach a thousand people than ever before.

Mr. Hillman suggested advertising be assessed by the change in its role (and "mission") in the past 10 years—for example, it must support the wealth of

new products introduced (see page 27).

He said advertising is called on to support nine new products out of 10 that will fail in their first year on the market and for the tenth, advertising often must buy a strong consumer franchise in "early payout plans."

**Shorter Product Life** ■ Still other situations, such as shorter life of many products (as new products are introduced), mean the amortization of advertising dollars over a shorter period of time, Mr. Hillman said.

Kenneth R. Davis of Dartmouth College, who collaborated on ANA's famed Frey report on agency-advertiser relationships and compensation methods a few years ago, saw "only the most modest gains" toward changing the historic media commission system of paying agencies.

Agency, media and advertiser, he said, all have too great a "vested interest" in the media commission system to expect it to be significantly changed unless advertisers themselves initiate the change.

He observed that "currently agencies are claiming that television advertising is a losing proposition [for agencies to handle]" but said that "this probably represents the necessary adjustment to

ager, William West; agency, Lennen & Newell, Inc., S.F.; copywriter, Alan Cameron; producer, Alan Cameron-Steve Atkin; caption, "Pictsweet frozen foods."

Advertiser, Sure-Fit Seat Covers, Los Angeles; agency, Eisaman, Johns & Laws, Hollywood; copywriter, Dal Williams-Chuck Stuart; producer, Spotmakers, Hollywood.

### LOCAL

First prize—advertiser, KMPC, Los Angeles; advertising manager, John Asher; agency, None; copywriter, Bob Arbogast; producer, John Asher; caption, "Nine out of ten people . . ."

Second prize—advertiser, Pacific Northwest Bell, Seattle; advertising manager, D. E. Hutchins; agency, Guild, Bascom & Bonfigli, Seattle; copywriter, Alan Cundall; caption, "Seattle Employment Spot."

Third prize—advertiser, Marin Dairymen's Milk Co., S.F.; advertising manager, Arnold Spinetti; agency, Hofer, Dieterich & Brown, S.F.; copywriter, James C. Nelson; producer, Ad-Staff, Inc., Hollywood; caption, "Friendly Cow."

Honorable mentions:—advertiser, Nalley's, Inc., Tacoma; advertising manager, Robert Ross; agency, Foote, Cone & Belding, S.F.; copywriter, Ted Barnett; producer, Robert Sallin, (FC&B), L.A.; caption, "Snack Treats."

Advertiser, Nugget Casino and Motor Lodge, Sparks, Nev.; agency, Doyle-McKenna Advertising Agency, Reno; copy & producer, Click Slocum; caption, "Golden Rooster Room."

## Carling buys Steelers

Carling Brewing Co., Cleveland, will sponsor one-fourth of the Pittsburgh Steelers' National Football League games for 1962 on both radio and television. The games will originate on

KDKA-TV and WWSW, both Pittsburgh.

E. S. Scheideman, marketing director for Carling's central division, said the Steelers' tv network also includes outlets in Altoona and Johnstown, both Pennsylvania; Clarksburg, W. Va.; and Steubenville and Youngstown, both Ohio. A 39-station radio network will carry the games in the same general area.

## Agency appointments...

- National Council of Tourism for Mexico appoints The Wesley Assoc., New York, as agency. Radio is included in media plans.

- The Nestle Co., White Plains, N. Y., has appointed VanSant Dugdale, Baltimore, as advertising agency for several product lines and subsidiaries, effective July 1. The products: Maggi bouillon cubes and Maggi seasoning; Swiss Knight Gruyere cheese wedges, slices and fondue; Wispride cheeses (distributed by Gerber Cheese Co., a wholly-owned subsidiary), Cailler's chocolate, imported Nescafé, Hero preserves, Maggi soups, Hum cheeses (distributed by Holland Food Co., a wholly owned

subsidiary), and Brown gravy mix.

- Jack's Cookie Co., Tampa, Fla., has appointed Louis Benito Adv., that city, as agency.

- Prudential Wares, Milwaukee, has appointed Bozell & Jacobs, Chicago.

## Rep appointments...

- KOLE Port Arthur, Tex.: Daren F. McGavern Co. as national sales representative, effective July 1.

- WFMV (FM) Richmond, Va., and WNXT Portsmouth, Ohio: Walker-Rewalt Co. Inc., New York, as exclusive national representative.

- WHTN-TV Huntington, W.Va.: Ohio Stations Representatives, Cleveland, as representative in Ohio and in Pittsburgh.

- WEAU-TV Eau Claire, Wis.: George P. Hollingbery Co. as national rep.

- WKYT-TV Lexington, Ky., and KTRM Beaumont, Tex.: Venard, Rintoul & McConnell Inc., New York, as national sales representative.

- WECT (TV) Wilmington, N. C.:

a new medium, and I haven't heard of any agencies giving up large accounts because they were heavy in tv."

**Computers** ■ Herbert D. Maneloveg, vice president in charge of media, BBDO, said computers will provide the media man with time to "judge, to weigh, to think"—because of the machines' speed and flexibility, he'll have more information to consider.

Kenneth C. Schonberg, president, Central Media Bureau Inc., told the meeting of a CMB survey conducted among 100 top advertisers in June 1962. He said 27 companies responded and of this number 25 had computers. He cited these uses by respondents: 15 said they are using machines for virtually all their new product planning; 21 have automated their production planning and scheduling; four are using computers for advertising budget apportionment, and 10 are using them to measure the sales effectiveness of advertising.

Other participants in the ANA's program: Alfred Boberg, National Biscuit Co.; Bradford Calmus of the Institute of Internal Auditors; Raymond E. Wilson of Shell Oil and Shelby Page of Ogilvy, Benson & Mather, who discussed technical aspects of a client-agency relationship; Jack A. Cunningham of Westinghouse Electric; Richard E. Day, Morton Salt Co.; William N. Hesketh, Xerox Corp.; Carl J. Ally, Papert, Koenig, Lois, and John F. Whaley, Needham, Louis & Brorby.



### Elder statesman among elder statesmen

It was a big surprise last Tuesday for John H. Platt (c), who retires July 1 as senior vice president of the Kraft Foods Div. of National Dairy Products Corp., when 100 of the nation's leading media and agency executives paid tribute to his 43 years of advertising achievements, including pioneering broadcast ventures such as *Kraft Music Hall* and *Kraft Television Theatre*. Among

those attending the Chicago luncheon were (l to r): Robert E. Kintner, NBC president; Maurice H. Needham, board chairman of Needham, Louis & Brorby; Mr. Platt; Fairfax M. Cone, chairman of executive committee, Foote, Cone & Belding, and Arthur C. Farlow, senior vice president, J. Walter Thompson Co. All three agencies handle major accounts for Kraft.

Advertising Time Sales Inc., New York, as national representative, effective July 1, except in Dallas and Atlanta, where it becomes effective Sept. 13.

■ WCAP Lowell, Mass.: Prestige Representation Organization, New York, as exclusive sales representative outside New England. Kettel-Carter Inc., Boston, is New England rep.

## 10 advertisers sign for ABC-TV schedule

ABC-TV last week announced it had sold 10 contracts to advertisers new to the medium or to advertisers that usually do not advertise in daytime tv shows.

Continental Casualty Co., Chicago, has signed for participations in the network's daytime schedule. It is reportedly the first time an insurance company has sponsored woman-directed daytime entertainment programs. George H. Hartman Co., Chicago, is CCC's agency.

C. H. Musselman Co. is reported to be making its daytime tv debut on ABC-TV's *Yours For A Song*, *Jane*

*Wyman Presents, Day In Court* and *Seven Keys* for its apple sauce, apple butter and apple juice. Agency is Grey & Rogers, Philadelphia.

Other sales include A. J. Siris Co. (school supplies) through Maxwell Sackheim-Franklin Bruck Inc.; Chap Stick and Chap-Ans through Gumbinner; Norcliff Labs' Orafix (denture adhesive) through Kastor, Hilton, Chesley, Clifford & Atherton Inc.; Beltone hearing aids through Olian & Bronner Inc.; Upjohn Co. through McCann-Marschalk Co.; Milton Bradley Co. via Noyes & Co., Providence, and Parker Bros. through Badger, Browning & Parcher Inc., Boston.

### Business briefly...

**Carnation Co.**, Los Angeles, has bought alternate-week quarter-hour sponsorship in two CBS-TV daytime programs, *Password* and *To Tell the Truth* (which begins in the fall). Agency: Erwin Wasey, Ruthrauff & Ryan Inc., Los Angeles.

**General Mills Inc.**, Minneapolis, has bought *All-Star Scouting Report*, NBC-TV shows which will precede the network's coverage of the All-Star baseball

games on July 10 and July 30. *All-Star Scouting Report* will be seen at 12:30 p.m. EDT, July 10 and 1:30 p.m. EDT, July 30. Agency: Knox Reeves Adv., Minneapolis.

**Ralston-Purina Co.**, St. Louis, has signed a one year contract with Caranet (Carolina Radio Network) for a Monday-Friday segment on *The Charlie Slate* farm program. Caranet includes 15 local radio stations in North Carolina. Omer Dye, eastern regional advertising manager of Ralston-Purina, handled the negotiations.

**Thomas Leeming & Co.** has bought 26 weeks in *It's a Man's World*, new NBC-TV comedy-adventure series which goes on the air Sept. 17 (Mondays, 7:30-8:30 p.m. EDT). Agency: William Esty Co., New York.

**Corning Glass Works** has signed to sponsor CBS-TV's telecast of two-hour opening program of New York's Lincoln Center for the Performing Arts, Sept. 23 at 9-11 p.m. (NYT). Program will feature New York Philharmonic with Leonard Bernstein, plus noted soloists. Agency: BBDO, N. Y.

# STILL MORE TV FOR TOYS?

That's the indication as makers meet, talk plans to improve the quality of television commercials

Toy manufacturers and distributors, meeting in Chicago last week for their annual market week, reported they will probably spend more money this year on television advertising—already budgeted in the millions—and that they expect the quality of the commercials to be improved.

They appeared sorry, however, that they had not acted on the commercial quality problem before being pushed into it by the Federal Trade Commission, the Better Business Bureau and the NAB. They blamed highly competitive conditions in the toy business, which has been undergoing a complete revision because of the impact of tv.

John Snow, toy division manager of Montgomery Ward & Co., during a panel meeting on toy advertising on tv, said Ward, when buying a new toy item, look "first" at the extent of its tv network advertising. Ward's usually "runs" 90% of the items which have network schedules, he said. He felt the tv support should be "saturation, on the screen every day."

Mr. Snow later said Ward's has "made good money" selling toys advertised on network tv in the past two years. He said he takes a careful look at toy items which have only spot television support because of instances where all the spot support promised was not delivered or could not be cleared. With a network buy, he said, he knows the necessary exposure is assured.

**Demanding** ■ Mel Helitzer, advertising director of Ideal Toy Corp., felt parental criticism of toys on tv will eventually die out when parents recognize that the child, "indoctrinated by effective advertising, has become a strong, demanding voice in household marketing."

But, he said, "no toy was ever bought by parents who did not want to buy it."

Mr. Helitzer predicted bigger toy buys in network tv this year and said by 1963 all references to retail price will disappear. He said that the NAB, despite a recent "premature news announcement . . . is still sitting on the

## They drive and listen

American motorists average one hour of car-radio listening every day, Radio Advertising Bureau reports in a new study, "Driving Force." Interviews with 3,000 motorists in six major markets showed that virtually all car-radio owners (95.8%) listen to their car radios in the average week, and almost half (48%) report "very heavy listening," and spend most of the time they're behind the wheel with the radio on. RAB compares the one hour of auto listening to the 35-39 minutes newspaper readers average with that medium. Interviewing for the study was conducted by Richard Manville Research Inc.

fence but I think they'll ask their stations to check local toy prices and pull commercials that list retail prices not being set."

Mr. Helitzer said he believes local tv stations "will raise spot prices so high they will choke off a lot of toy advertising." When the cost of advertising is more than the profit, "advertising is out," he said.

**What Tv Did** ■ Al Hollender, executive vice president of Grey Adv., New York, which handles the Ideal account, said the toy industry in three years has grown from \$1.6 billion to \$2 billion as a result of tv support. Tv also has taken the peaks and valleys out of the toy selling cycle, once strongly seasonal, he said. Tv also has produced pre-testing of toys and customer warranties and has stimulated high customer traffic in the store, he said.

Martin Kramer, vice president of Skill-Craft Corp., said one visible benefit of tv advertising is that it has enhanced the growth and the stability of some toy companies and increased awareness of the toy industry among investors and the general public.

This stability encouraged responsibility and a willingness to live up to advertising commitments, he said, "which in turn took the guesswork out of tv promises" that toy sellers made to store purchasing agents.

## New 'spot sampler' by TvB

New "Spot Sampler" to help agencies get a quick line on costs of proposed spot tv campaigns is being developed by TvB research department.

It will be an up-dated version of one issued five years ago, roadmap-sized to cover maximum number of possible combinations and taking into account ratings for various time periods (as analyzed by Nielsen), cost variations from market to market, even budgetary advantages of numerous package plans.



## U.S. tv commercial wins top Venice prize

For the first time in several years a U.S. commercial film producer has won the television grand prize at the Venice International Advertising Film Festival (June 11-15). Pictured is a scene from the winning commercial, "Who says beer is a man's beverage?" produced by MPO Videoelectronics Inc., New York, for J. Walter Thompson and its client, the United

Brewers Assn. The 90-second, live action, color commercial was judged the best of all entries in eight categories. Commercial credits include: Byron McKinney, agency producer; Al Haman and Jack Wohl, writers; Mitch Lee, music; Bill Susman, MPO producer; Charles Dubin, director, and Lee Sherman, who was in charge of choreography.

# IS ANYBODY

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#### NOTES: WHEN OUT OF HOME'S OUT OF SIGHT

... the station denies itself credit for a 38% plus. (This figure varies from market-to-market, of course.)

... the medium is under-valued to the tune-in of 2,822,934 families during the average ¼ hour

throughout the day. (5,000,000 auto radios were sold in 1961. Portables? \$200,600,000 worth, in 1961 alone.)

... the advertiser denies himself the impact and vibrance of the most intimate of media. If he's working with reports that don't account for out-of-home by station, he risks the wrong buy.

*For a summary report of out-of-home radio listening, write, wire or phone. (No obligation.)*



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# HOUSE HOMILY FOR THE FCC

Failure to solve daytimers' problem earns agency a long lecture in House Commerce Committee report

The FCC was criticized by the House Commerce Committee last week for its failure to find a solution to the problem created by daytime broadcasters' request to operate before sunrise.

The criticism was contained in a report accompanying the committee-approved bill (HR 4749) that permits all daytime broadcasters in single-station markets to operate before sunrise, and all other such stations to apply to the commission for similar operating authority (BROADCASTING, June 11).

In essence, the report said it's necessary for Congress to grapple with the problem because the FCC has failed to do so in a satisfactory manner.

The report made clear the committee belief that daytimers in single-station markets can provide a "vitally needed" service in broadcasting, before sunrise, programs dealing with local news, weather reports, farm market reports and other matters of local interest.

**Opportunity Missed** ■ The commission, the report said, has had "ample opportunity" to make such service possible. The report recalled that the commission has held two rulemaking proceedings in recent years dealing with daytimer requests for authority to operate on extended hours. One would have authorized 5 a.m.-7 p.m. operations; the other, 6 a.m.-6 p.m. Both

were rejected.

The committee doesn't "quarrel" with the commission's rejection of these "across-the-board" requests, the report said. But, it added, although individual commissioners have expressed the view that the request of daytimers in single-station markets for permission to operate before sunrise should be given some consideration, the commission itself appears "headed in the opposite direction."

This was a reference to the commission's proposed rulemaking which would make it easier for fulltime stations to prove interference was being caused by daytimers operating on their frequency before sunrise. Such a rule, the report said, would "likely restrict materially present presunrise operations" by daytimers.

As a result, the report said, "the committee felt it had little choice but to urge adoption of legislation which will put on a more secure footing presunrise operations of daytime stations in areas not receiving local service from full-time stations."

The report also replied to FCC claims that congress should not legislate in the technical field of frequency allocations but should leave such details to the commission, which was created to handle them. The commission had

opposed the bill on these grounds, among others.

The report said the committee feels the legislation "is narrowly pinpointed" to deal with a particular problem urgently in need of solution. "Furthermore," it added, "the committee feels the commission has failed to deal with this problem in a manner that adequately protects the public interest."

Another commission argument that failed to impress the committee was that which held the FCC should concern itself with whether a pre-sunrise operation causes interference with an unlimited time station rather than with whether the daytime station is providing its early-morning listeners a valuable service. "This," said the report, "is too narrow an interpretation of the public interest concept of the Communications Act."

As originally introduced, the bill would have authorized daytimers to operate from 6 a.m. to 6 p.m. But the committee, the report said, doesn't feel that post-sunset operations by daytimers are so essential as to justify the interference they would be likely to cause.

The report said the committee welcomes the commission's decision to reconsider the question of extending the hours of daytimer operations (BROADCASTING, April 23). But this promise, the report added, doesn't mean Congress shouldn't define the public interest in this question. "On the other hand," it went on, "the commission should under no circumstances" postpone its own action in this field simply because Congress is attempting to resolve the problem by legislation.

## Space system profits will be modest—Hyde

No one is going to make a fortune investing in the communications satellite corporation, FCC Commissioner Rosel H. Hyde said last week in a talk to the Mountain-Pacific States Conference of Public Service Commissions in Seattle, Wash.

Not only will hundreds of millions of dollars be necessary to establish a commercial system, Mr. Hyde said, but it will be years before the volume of overseas communications builds to the point where the huge capacity of the space system is used efficiently. And, furthermore, Mr. Hyde added, the system will be government regulated "and our statute books don't allow regulated industries to make many new millionaires." He also noted that foreign governments will share in revenues.

Mr. Hyde expressed disappointment



## How 89 candidates went on camera

KTTV (TV) Los Angeles presented what it calls a "precedent-breaking" telecast on "Your Congressional Candidate—In Person," a 3 hour and 15 minute show in which 89 congressional candidates participated. Each candidate was introduced by Bill Welsh, KTTV's direc-

tor of special events, and given an allotted time to make a statement.

Photo above shows the procedure used: one candidate is on camera (right) while the next (left) awaits his cue. This permitted the 89 office seekers to face the camera with a minimum of delay and confusion.

that Congress and the administration did not accept the FCC's proposal to vest ownership of the satellite communications system in international carriers. The bill establishing a communications satellite corporation provides that ownership shall be divided among the carrier, the public and foreign governments. The FCC commissioner warned, however, that "In the final analysis, it will be these carriers who will bear the responsibility to the public for services provided over the satellite system just as they are now responsible for service over cable or radio facilities."

## WGAL-TV opposes change of ch. 15

WGAL-TV Lancaster, Pa., urged the FCC to rescind a notice of rulemaking which invited comments on a proposal by WLYH-TV Lebanon-Lancaster (ch. 15) to change the assignment of ch. 15 from Lebanon to Lebanon-Lancaster.

WGAL-TV (ch. 8) claimed the FCC acted precipitantly in issuing the rulemaking notice before any party could oppose the request for such a proceeding. The WLYH-TV proposal is self-serving and not connected with public service considerations, WGAL-TV charged. Even though interested parties can oppose rulemaking once it has been instituted, the FCC should not allow administrative time to be wasted on a proposal that is without merit, WGAL-TV said.

WLYH-TV already has FCC permission for dual-city identification, WGAL-TV said. The uhf station has not asked permission to move its transmitter site because it already has an area of signal overlap with WFIL-TV Philadelphia, WGAL-TV claimed. WLYH-TV and WFIL-TV are both Triangle stations.

The reason WLYH-TV wants reallocation "in name only" is so it can claim that Lancaster is an intermixed uhf-vhf market "whose supposed problems could be cured by removing ch. 8," WGAL-TV claimed. It said deletion of ch. 8 has become a WLYH-TV "obsession."

## Grand Rapids plan for interim is filed

Four of the five applicants for ch. 13 Grand Rapids have filed an application with the FCC to operate on an interim basis (CLOSED CIRCUIT, June 18).

The corporation, Channel 13 of Grand Rapids Inc., asked for waivers of the mileage separation rules and to permit the studios to be located at the transmitter site, 10 miles from Grand Rapids.

Grand Broadcasting Co., West Michigan Telecasters, MKO Broadcasting

## Pastore, Hartke propose equal-time repeal

Sen. John O. Pastore (D-R. I.) last week urged repeal instead of mere suspension of the Communications Act's requirement that broadcasters give equal time to political candidates. Repeal, he said, would amount to "a well-deserved vote of confidence" in the broadcasting industry.

Sen. Pastore, chairman of the Senate Communications Subcommittee, made the comment in introducing legislation in behalf of Sen. Vance Hartke (D-Ind.) to eliminate the law's equal-time provision. But the bill (S 3434) would retain the requirement that broadcasters afford "reasonable opportunity for the discussion of conflicting views."

Sen. Hartke, a member of Sen. Pastore's subcommittee, told the Indiana Broadcasters Assn. on Saturday (June 16) he would sponsor the legislation. He said he thinks broadcasters are mature enough for responsible use of the freedom the bill would give them (BROADCASTING, June 18). Sen. Pastore indicated he agrees.

A number of bills to amend the equal-time provision of Sec. 315 have been introduced. Some would merely suspend the requirement either for the 1962 congressional or 1964 presidential campaigns. It was a temporary suspension that induced broadcasters to carry the Kennedy-Nixon debates in 1960.

Sen. Pastore said he believes the provision should be repealed instead



Sen. Hartke

of suspended—election by election. "Repeal would be a well-deserved vote of confidence in the broadcasting industry, which in no way abused the temporary freedom to objectively use its mature sense of fair play in the public interest."

He didn't think repeal would affect either FCC policy or existing law which imposes on broadcasters "the broad encompassing duty of providing a fair cross section of opinion in the station's coverage of public affairs and matters of public controversy."

Sen. Pastore has announced his subcommittee will hold hearings on proposed Sec. 315 amendments starting July 10 (BROADCASTING, June 18).

Corp. and Peninsular Broadcasting Co. have formed the interim group. Officers will rotate positions. The application makes provision for the fifth applicant, Major TV Co., to join at a later date if it wishes.

## FCC keeping close check on short-term licensees

Since December 1960, the FCC has renewed the licenses of over 30 stations for periods shorter than the ordinary three-year term. Some of these stations have served what amounts to a probationary period and are now finding themselves under a high-powered FCC microscope.

One licensee whose short-term renewal expired has received a lengthy letter from the FCC staff questioning programming logs and asking for a description of what the station's owner has done to maintain control.

Some five-minute broadcasts on such subjects as tuberculosis prevention, tax

problems and social security were challenged. The FCC asked whether the broadcasts were, in fact, public-service programs or noncommercial spot announcements. The commission also wanted more detail on public-service programs the station claimed to have broadcast which were not covered by the composite-week logs. In each case, the station was requested to give the date and hour of broadcast, the duration of the program and a detailed description of the format.

The FCC asked for examples of how policy and supervision proposals were carried out.

## Government note...

**Copyright extension** ■ The House has approved and sent to the Senate legislation to extend until Dec. 31, 1965, copyrights which would otherwise expire before that date. The bill is intended to provide temporary protection pending a review of the Copyright Act by Congress.

## Norfolk tv outlets quizzed about political programs

The three Norfolk, Va., area tv stations are under FCC scrutiny as a result of separate complaints by citizens in that area.

The complaints sent to the FCC allege that the three stations—WAVY-TV, WTAR-TV and WVEC-TV—were lax in presenting political broadcasts and public affairs programs. Those complaining represent diverse political viewpoints: a Republican candidate for the Virginia House of Delegates; the director of the Norfolk Committee on Political Education (sponsored by AFL-CIO); the chairman of Citizens for Democratic Government; the president and general manager of the *Norfolk Journal & Guide*, a weekly newspaper for Negroes; and a former employe of one of the station licensees.

The commission relayed the complaints to the stations and identified their sources, at the same time asking each station a number of questions about its policies for political and public affairs broadcasts. The questions covered news treatment of political campaigns, time devoted to local politics, whether paid or sustaining, refusals of such time and station policies.

The FCC has no requirement as such that stations carry political broadcasts. But it is one of the categories listed among the commission's public interest considerations in the agency's programming policy statement. Public affairs is another such category.

Two of the licensees have already replied; the third has been granted FCC permission for additional time

and plans to submit its reply today.

The two who did reply submitted a number of documents about political and public affairs programs they have broadcast. One cited its donation of prime time for a debate in last year's gubernatorial election. Another mentioned a program broadcast recently on medical-care-to-the-aged legislation where differing viewpoints were represented.

The complaints stemmed largely from the stations' handling of a recent city council election. One station felt the issues did not merit a special program. Another indicated the candidates misunderstood equal-time regulations.

The FCC probe at present is only investigative in nature. The agency has made no announcement and has not acted.

## CHICAGO TV HEARING HELPED—LEE

### FCC member suggests more studies in other markets

The FCC's inquiry into Chicago local programming was "constructive, necessary and desirable" and the agency should conduct further inquiries in "typical test markets of different kinds," Commissioner Robert E. Lee, who presided at Chicago, said last week.

Examples of other markets which Commissioner Lee thinks should be probed: two-station markets, intermixed uhf and vhf markets and non-network affiliate areas.

He also suggested ways to expedite hearings. Witnesses should submit written statements to be screened for those "provocative and controversial" enough to warrant cross-examination. Other statements would be carried as exhibits in the record. The Chicago hearing was split into two one-week segments (BROADCASTING, March 26, April 16). Commissioner Lee suggested station testimony should follow that of public witnesses. In this way a hearing could be completed in a week or less, Commissioner Lee estimated.

The five Chicago stations got passing marks from Commissioner Lee for their efforts to determine community interests and needs. In his report he noted that "no significant criticism has been directed" against educational WTTW (TV) or independent WGN-TV and directed his remarks to the three network-owned stations, WBBM-TV (CBS), WNBQ (TV) (NBC) and WBKB-TV (ABC).

On the question of local autonomy of network-owned stations, a central issue in the hearing, Commissioner Lee

said the networks in effect exercised a veto power on decisions by the local managers. He suggested that this problem be studied and recommendations sent to the commission. The question of local autonomy applied to multiple licensees and corporate ownership with non-resident top management as well as network ownership, he said.

**Word From The Top** ■ When a resident manager seeks network approval to schedule local live programming, top

management policy requires "as a general proposition" that he carry the full network fare, Commissioner Lee said. "When [the manager] seeks an O.K. from New York either because he has to, or because he wants reassurance on a voluntary proposal, it is equally clear that New York management, as often as not, turns down local programming in favor of its network programs. The joinder, in one organization, of network program production and sales, and owned and operated stations with their conflicting interests and desires resolved by a top management echelon, it seems, raises a basic conflict in interest problem."

There is also a prestige factor, Commissioner Lee said, for if o&o stations refuse network fare it is difficult for the network to hold affiliates in line and to keep a sponsor sold on the program.

Commissioner Lee characterized and summarized testimony in the Chicago hearing but declined to comment on the merits of the public complaints:

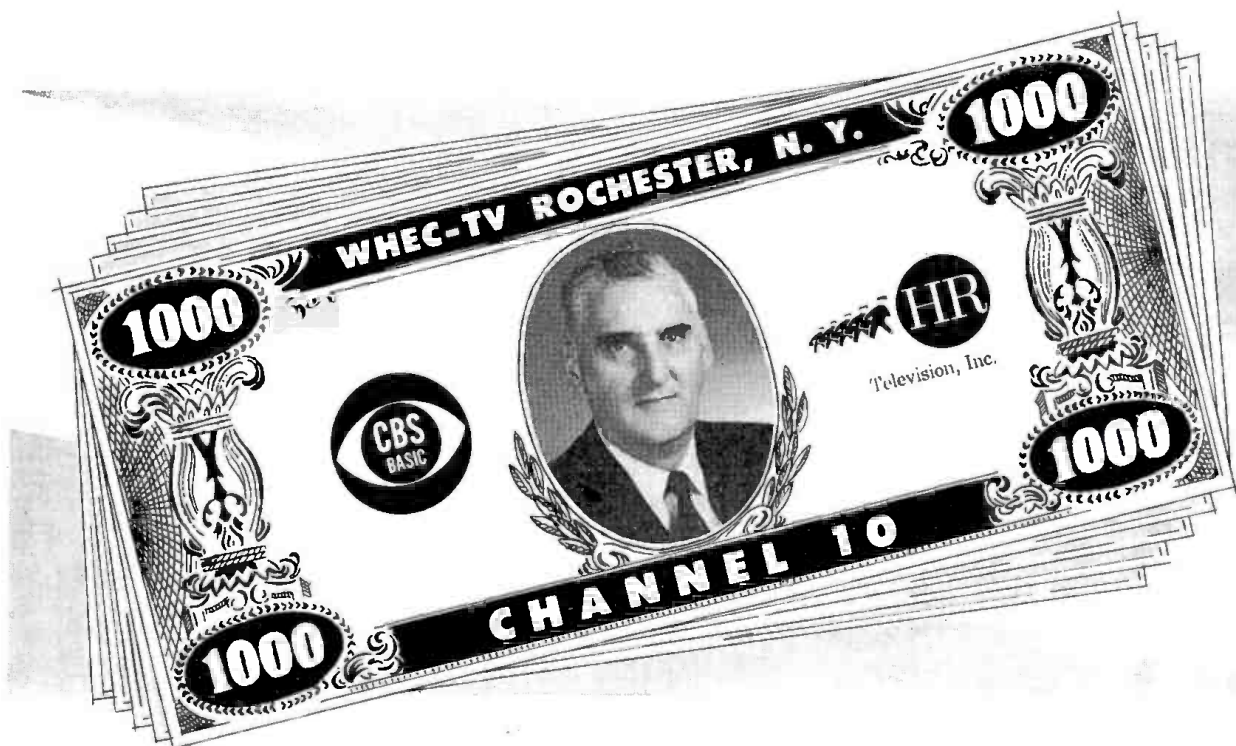
■ "The areas of controversy center . . . about the treatment accorded local religious groups, racial and social problems and local talent." Civic and charitable groups are happy with the treatment they receive, as are educators and local, state and federal government organizations, Commissioner Lee decided.

■ "There is little local live programming in Chicago which affords an opportunity for the development of local talent outside the areas of news, discussion and talks. . . . The fact of life is that [entertainer, writer or producer] talent today is generally resident in either New York City or Hollywood." Local talent migrates to the major production centers as soon as it is able to



Commissioner Lee  
He wants other voices in other rooms

***Rochester, New York, Is GREEN  
... But Not With Envy!***



**23% OF THE FAMILIES IN THE  
ROCHESTER, N. Y. METROPOLITAN AREA  
Have An ANNUAL INCOME Greater Than  
\$10,000\***

***ROCHESTER Ranks FIRST In New York State***

\*Authority: Rochester Chamber of Commerce

TO REACH DEEP INTO THE PROSPERITY OF ROCHESTER, NEW YORK,  
YOU CANNOT CHOOSE A MORE EFFECTIVE VOICE THAN ...

**WHEC-TV**

CHANNEL 10, ROCHESTER, N.Y.



Television, Inc.

## Freedom of speech precludes grounds for libel—Black

Damage suits for libel and slander are prohibited by the First Amendment to the Constitution, in the opinion of Justice Hugo L. Black of the U. S. Supreme Court.

Justice Black's personal views are expressed in an interview to be published next week by the New York U. Law Review. They were voiced in a question-answer exchange last April 14 during a dinner held by the American Jewish Congress in New York. The dinner honored the justice for his 25 years on the court.

The interviewer, Prof. Edmond Cahn of the law school, said Justice Black believes the main purpose of the Constitution is to preserve civil liberties, a thesis compatible with his zeal for freedom of speech, press, religion and association.

The words "no law" in the First Amendment mean exactly that in reference to the authority of Congress, Justice Black said, adding, "I do not think Congress should make any law with respect to these subjects." He continued, "They [Founding Fathers] knew what history was behind them and they wanted to ordain in this country that Congress, elected by the people, should not tell the people what religion they should have or what they should believe or say or publish. . . .

"I would not desire to live at any place where my thoughts were under the suspicion of government and where my words could be censored by government. . . . I agree with those who wrote our Constitution

that too much power in the hands of officials is a dangerous thing. What was government created for except to serve the people? Why was a Constitution written for the first time in this country except to limit the power of government and those who were selected to exercise it at the moment?"

**Against Force** ■ Justice Black said he does not believe the government "must look to force, stifling the minds and aspirations of the people." He would attain self-preservation of the government "by leaving people free," recalling the historic statement that the nation "cannot live half slave and half free."

As to the law of defamation, he said, "My view of the First Amendment, as originally ratified, is that it said Congress should pass none of these kinds of laws. As written at that time, the amendment applied only to Congress. I have no doubt myself that the provision, as written and adopted, intended that there should be no libel or defamation law in the United States under the U. S. government, just absolutely none so far as I am concerned." He felt the same rule should apply to the states.

"I believe with Jefferson that it is time enough for government to step in and regulate people when they do something, not when they say something, and I do not believe myself that there is any halfway ground if you enforce the protections of the First Amendment," he continued.

"That is a wonderful aphorism about shouting 'fire' in a crowded

theatre. But you do not have to shout 'fire' to get arrested. If a person creates a disorder in a theatre, they would get him there not because of *what* he hollered but because he *hollered*."

**Freedom of View** ■ Asked about obscene and pornographic material, Justice Black said the courts have held that distribution and sale can be restricted but he added, "My view is, without deviation, without exception, without any ifs, buts, or whereases, the freedom of speech means that you shall not do something to people either for the views they have or the views they express or the words they speak or write."

The Bill of Rights constitutes the difference between a free country and a country that is not free, Justice Black said, adding:

"There has been a lot of trouble in the world between people and government. The people were afraid of government; they had a right to be afraid. All over the world men had been destroyed—and when I say 'government' I mean the individuals who actually happened to be in control of it at the moment, whether they were elected, whether they were appointed, whether they got there with the sword, however they got there—the people always had a lot of trouble because power is a heady thing, a dangerous thing.

"There have been very few individuals in the history of the world who could be trusted with complete, unadulterated, omnipotent power over their fellow men."

do so, the commissioner observed, "None the less, this is not a complete excuse for a failure to provide some reasonable local live program medium to develop local talent."

■ "It is our opinion that this hearing served a good and useful purpose and was well worthwhile. It proved to be of mutual benefit to the public, to the broadcasters and to the commission. . . . The air is now much clearer."

### The FCC last week...

■ Announced that a list of type approved and accepted equipment, which is not distributed to the public, is available for inspection at the FCC offices and is reprinted for public sale by the Seabrooke Printing Co., 514 10th St., N.W., Washington 4, D. C. Although the FCC does not recommend any particular make equipment, it does pass type acceptances, in accordance with FCC rules.

## Space bill sidetracks Senate routine

### PROPOSAL'S FOES CHARGED WITH DELAY TACTICS

Debate over the administration's proposal to create a privately owned space communications system kept the Senate tied up much of last week, as opponents of the bill launched an all-out attack against it. There was no vote.

Sens. Russell B. Long (D-La.) and Estes Kefauver (D-Tenn.), who handled the attack in the first five days of debate, denounced the bill (HR 11040) as a giveaway and said it would create a private monopoly dominated by AT&T.

Despite the oratory, supporters were confident they have the votes to pass the bill—and to crush a filibuster if it comes to that.

But the time-consuming debate was causing new concern to Senate leaders worried about the slow pace of Senate

activity. On Thursday the Senate laid the satellite bill aside temporarily to take up bills requiring action by June 30. The plans are to put the bill aside again, from time to time, as other deadline matters require Senate action.

The satellite proposal, which has already passed the House, would create a private corporation to own and operate the U. S. portion of the projected space communications system. Half the stock would be owned by communications carriers, the remainder by the public. The corporation would be governed by 15 directors, three appointed by the President, six elected by the public stockholders and six named by the carrier-owners.

**Amendments Pending** ■ The bill's opponents are ready to introduce some 35

To: Comrade Nikita

From: Boris<sup>1</sup>

Subject: Attached Clipping

Respectfully urge that you check with field before uttering more Iowa-type metaphorniks. Saw your "I think Dobrudja could become a Bulgarian Iowa" quoted in capitalist press.

A "Bulgarian Iowa" my uncle's bunion! Sooner you'll get to moon in seagreen Cadillac.<sup>2</sup>

Here's what project would involve:

1. Raising average gross income per farm until it is 68% above the national average. (What you'll have to do to get Bulgarian average up to U.S. average I don't even mentalize.)
2. Producing 22% of the nation's hops, 19% of its corn, 12% of its soy beans.
3. Accumulating 25% of the nation's Grade A land.
4. Keeping Bulgars constantly hipnik on weather, markets, and new products by means of two radio stations like WMT and K-WMT (not to mention one tv station like WMT-TV because who's got receivers and besides, this is a radio station advertisement).

Next time you're making pronouncements, call me first.<sup>3</sup>

Collect. I've been converted to capitalism.

<sup>1</sup>Soviet agent for Eastern Iowa.

<sup>2</sup>Nikita baly, in WMTland they use Cadillacs to spread fertilizer.

<sup>3</sup>U.S. citizens who need more information about Iowa should call the Katz Agency, WMT's national representatives.



amendments to shape the measure to their liking. The most severe anticipates outright government ownership of the satellite system.

Sen. Long, although he is a leader in the fight against the administration bill, doesn't favor government ownership. He says his concern is that the bill wouldn't assure maximum competition between the corporation and existing communications carriers.

To remedy this, he has proposed an amendment to prohibit carriers from owning stock in the corporation. He is also ready to introduce legislation calling on the President to propose a

new private-ownership plan that would preclude carrier participation.

Without competition between the carriers and the corporation, he said, the new space system will not be developed as rapidly and efficiently as possible, nor will the public benefit from the potential savings in the form of lower costs.

Sen. Kefauver, who with six other senators has proposed the government ownership plan, said the administration bill is "a tremendous victory for the communications carriers and a giveaway of millions of taxpayer dollars." He said it's clear the pending bill "is a

## Right? Wrong?

The FCC showed a lack of humor in a recent inquiry to a radio station.

The agency passed along a complaint from a listener who said the station was "recruiting" for the John Birch Society by playing a recorded announcement for the anti-communist organization. The FCC asked the station if it was violating Sec. 317 of the Communications Act (which requires identification of sponsors).

It turned out the station had merely played a popular record, *The John Birch Society*, by the Chad Mitchell Trio. The station informed the commission that the record was a parody, strictly for entertainment, and enclosed a 45 rpm version for the FCC's edification.



## Pete Holland, of S.S.C.&B., joins the Tricorn Club

How come? He's wise, that's how. Wise to the fact that North Carolina's No. 1 metropolitan market (in population, households and retail sales) is that combined three-city "tricorn" . . . Winston-Salem, Greensboro, and High Point. Want to join the Tricorn Club? You're probably eligible already, if you're also wise that North Carolina is the No. 12 state in population. And in the market upper crust today, my dear, one simply doesn't ignore the No. 1 market in the No. 12 state! And while you have your lorgnette out, remember WSJS Television is your best sales entree to all this Confederate money.

Source: U. S. Census

**WSJS**  
TELEVISION



WINSTON-SALEM / GREENSBORO / HIGH POINT

Ted VanErk, of Peters-Griffin-Woodward, "hats" Pete with Club symbol.

communications company bill," intended to give the communications carriers "like AT&T the essential elements of what they have wanted all along."

**Bill Ridiculed** ■ Sen. Albert Gore (D-Tenn.), another advocate of government ownership, ridiculed the idea the bill is a free-enterprise measure. "By what stretch of the imagination could the proposed corporation be called free enterprise?" he asked. "The measure would create a monopoly to which the government would be the heaviest contributor."

But Sens. John O. Pastore (D-R. I.), floor manager for the bill, and Hugh Scott (R-Pa.) insisted the bill would give the world a dramatic demonstration of what free enterprise can accomplish. Sen. Pastore repeated his contention that the bill contains enough safeguards to protect the public interest and prevent any company, AT&T included, from gaining dominance over the corporation.

Sen. Pastore, growing impatient with arguments by Democrats who oppose the bill, at one point suggested that they go to the White House with their complaints. "It's the President's bill," he said, at one point. "It's not mine." He said, "It would be an awful thing to postpone this until next year." Opponents of the bill have so recommended.

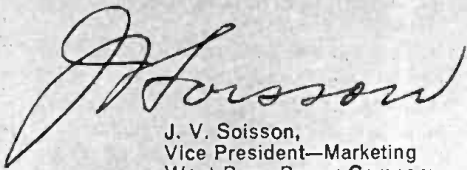
The opponents, believed to include some 20 senators, were accused late Thursday of conducting a filibuster. The charge was made by Sen. A. Willis Robertson (D-Va.).

But Sen. Kefauver denied it. He said he and his colleagues are merely attempting to educate the Senate and the public with their lengthy speeches. Both he and Sen. Long have complained there has been a "blackout" of the issues by news media.

# WEST PENN POWER

## ***People who know the Pittsburgh market best TAKE TAE***

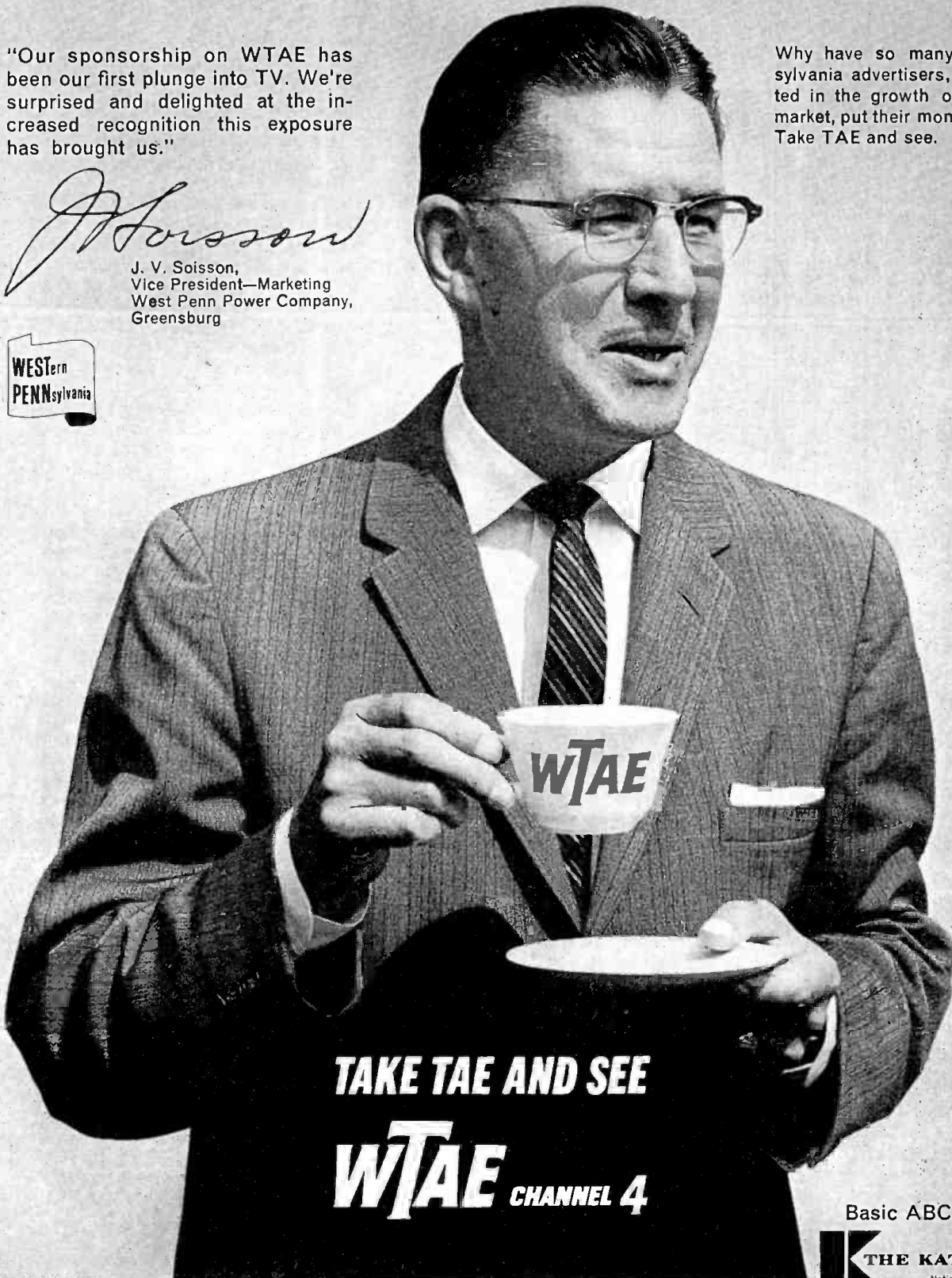
"Our sponsorship on WTAE has been our first plunge into TV. We're surprised and delighted at the increased recognition this exposure has brought us."



J. V. Soisson,  
Vice President—Marketing  
West Penn Power Company,  
Greensburg



Why have so many Western Pennsylvania advertisers, who are interested in the growth of the Pittsburgh market, put their money on TAE-time? Take TAE and see.



**TAKE TAE AND SEE**

**WTAE** CHANNEL 4

Basic ABC in Pittsburgh



**THE KATZ AGENCY, INC.**  
National Representatives

## CBS-TV offers amendment to pay plan

### NETWORK SAYS CHANGE REMOVES FCC OBJECTIONS

CBS-TV told the FCC June 18 that the network has offered affiliated stations an amendment to its compensation plan, held by the Commission to be a violation of its rules (BROADCASTING, June 4).

The Commission had ordered the network to start negotiating new contracts on the ground the CBS-TV plan violates Sec. 3.658(a) of the rules under which a station is hindered from or penalized for broadcasting programs of other networks.

The network denies the compensation plan violates the rule. However, it is offering each affiliate that signed the new contract an amendment "providing that a CBS-TV network program which is not broadcast by the station in order for the station to substitute a program of another network shall not be included in determining the total number of converted hours which CBS-TV network is requested by its clients to cause the station to broadcast network sponsored programs."

CBS-TV said the plan would not apply to any CBS-TV program rejected to carry the program of another network, just as the plan does not apply to any CBS-TV network program rejected to substitute, for example, any sustaining program. The amendment is effecting upon acceptance by the station, as of June 4, and will remain in effect until there is a final decision as to the plan's validity.

This means, the network explained, that a station's decision to carry another network's program in lieu of a CBS-TV program will have the same effect on compensation as under the standard contract. A cited example shows that, for a station with a converted hourly rate of \$1,000, the rejection of an hour from CBS-TV to carry another network's hour reduces the compensation from CBS-TV by \$300 under both the new contract, as modified, and the standard contract.

The network told the FCC it is studying other possible changes, "including some which would change the scale of payments to the stations from those presently provided in the contracts."

CBS-TV added there are 32 contracts with the new payment plan in effect. Another nine stations have contracts under the new plan but they are not being offered the amendment because the new plan had been previously suspended pending final decision on its validity.

The network added, "With the amendment, the contract cannot have the adverse consequences vis-a-vis other

networks claimed by the Commission for the contract without the amendment." Citing a table of comparative payments, it continued, "With the amendment a decision by a station to accept a CBS-TV program, or reject it to accept the program of another network, results in a change of compensation from CBS-TV in the amount of \$300 as against the \$300 to \$350 that the Commission has noted would be received from the other network carrying its programs.

"Thus, the 'disparity' (the difference between \$600 and \$300 to \$350) noted in the Commission's example of its memorandum opinion and order in the amount of compensation which the station may expect to receive depending upon whether it selects the program of CBS-TV or that of the other network has been removed by the amendment."

### Tv Chicago opposes making ch. 20 etv

By the time the FCC invited comments on a proposal by WTTW (TV) Chicago educational station reservation for a second etv assignment there, ch. 20, two parties had already submitted their views on the plan.

Television Chicago, announcing it is preparing an application for a commercial uhf station in that city, asked the FCC to deny WTTW's request.

"Upon information and belief, Television Chicago alleges that at least five and possibly more applications for uhf commercial stations are now in preparation and will likely be filed in the near future," the company said. It urged the FCC not to reserve the "most desirable" uhf channel in Chicago for etv and thereby preclude its use as a commercial facility. Reservation of ch. 20 for etv would not be consistent with the FCC's purpose of fostering use of uhf, Television Chicago maintained.

National Educational Radio & Tv Center said WTTW has done a fine job on ch. 11 and has pioneered etv in Chicago. It urged the FCC to promptly approve the educators' request for ch. 20.

### Ch. 3 shift to Eugene proposed by KIPR

KIPR Eugene, Ore., asked the FCC to delete ch. 3 from Salem, Ore., and assign it to Eugene as that city's third commercial station.

W. Gordon Allen, an applicant for ch. 3 Salem, has announced his intention of withdrawing his application (Ar

DEADLINE, May 14), KIPR said. The channel "has lain fallow for 10 years at Salem," KIPR claimed.

Ch. 4 has not been put into operation in Salem because the applicant there can't get a network affiliation, KIPR said. Portland stations with network affiliations claim Salem in their primary coverage areas.

Eugene has two commercial tv stations, KEZI-TV (ch. 9) and KVAL-TV (ch. 13). A third commercial vhf would provide representation of all three networks, KIPR said; CBS has no primary affiliate in Eugene and its programs are carried "sporadically."

### FCC assigns ch. 4 to East Lansing as etv

The FCC has reassigned a tv channel and invited comments on four other tv channel changes.

The FCC has assigned ch. 4 to East Lansing for noncommercial educational use, deleting it from Coldwater, both Michigan. The Michigan Superintendent of Public Instruction had asked for the assignment so Michigan State U. (WMSB Onondaga) can supplement WMSB's educational program.

The FCC invited comments on these proposed channel changes:

- William H. Porter's petition for rulemaking to reassign uhf ch. 22 from Cambridge to Salisbury, Md.

- Proposals by (1) Patchogue Broadcasting Inc. to assign ch. 53 to Riverhead, N. Y. for commercial use, and (2) National Educational Television and Radio Center to assign the same channel to Hempstead, N. Y., for an educational channel, and either delete ch. 75 from Patchogue and assign it to Riverhead, or, if additional educational channels are assigned in Vermont, assign ch. 26 to Riverhead.

- Proposals by North Dakota Broadcasting Inc. (KXMB-TV Bismarck, ch. 12), the State Dept. of Public Instruction, Bismarck public and parochial school systems, and the Bismarck Junior College for deleting ch. 7 from Jamestown, N. D., and assigning it to Bismarck as an educational channel.

### Stratton asks CBS-TV for equal air time

CBS-TV faces equal-time demand from Rep. Samuel S. Stratton (D-N.Y.) as result of network's "The Fifty Faces of Sixty-Two," telecast May 30.

Rep. Stratton, candidate for Democratic gubernatorial nomination, wants time at least equal to "four or five minutes" devoted to New York Governor Nelson Rockefeller on that program.

Network officials said Friday matter is being considered by CBS attorneys. Demand was contained in telegram to CBS President Frank Stanton.



## Test tube

The test of an advertising medium is *does it sell?*

No advertiser finds this out faster or more unmistakably than the local businessman. The car dealer knows the next day how many people came in to look at the specials he advertised on the radio last night. The same with supermarket operators, druggists, retailers... all local merchants.

And so the fact that sales of radio time to local businessmen reach a new high every year is pretty conclusive proof of radio's ability to sell.

For national advertisers, network

radio makes the same kind of good sales sense. Such advertisers are not always able to test results directly, because many different media may be carrying the same message.

But the testimony of continuing investment speaks for itself. So far in 1962 (when the CBS Radio Network again led all networks in number of different sponsors), those signing new or renewal contracts have included: Amana Refrigeration, Corn Products, Grove Laboratories, Canada Dry, Oldsmobile, Goodyear, National Dairy, Nationwide Insurance, Nestle,

Standard Brands, U.S. Steel and many more. All on CBS Radio.

Network radio does its selling job by reaching masses of people, more often, for less money than just about any other national medium.

In these days of high advertising costs, we suggest you give network radio a careful test. The top choice of most advertisers is the network that delivers most listeners per average commercial minute, and even more important, the one whose quality programming attracts quality listening, **THE CBS RADIO NETWORK**

## Overlap question posed in N.M. station sale

The sale of KPBM Carlsbad, N. M., will be examined in a hearing before the FCC will approve it, under long-standing commission rules governing overlap of signals of stations under common ownership.

Taylor Broadcasting Co., which seeks to buy KPBM, owns KBIM-AM-FM Roswell and KGRT Las Cruces, both New Mexico. The FCC says engineering studies indicate that the 2 m/v contours of KBIM and KPBM already overlap. Among the issues: distribution of population in overlapping areas, possible use of joint rates or discounts, program plans of Taylor for each station, (including diversification or duplication of programs) and management personnel for each station.

Coronado Broadcasting Co. is selling KPBM.

## FCC cuts WCUY fine to half of original

The FCC relented somewhat and halved its proposed fine against WCUY (FM) Cleveland Heights, Ohio (BROADCASTING, Dec. 11, 1961).

The forfeiture was for "willful and repeated violations" of the Communica-

tions Act and FCC rules by operating with a new transmitter and making equipment tests without notifying the FCC and for starting program tests without authorization, the commission said.

The original fine was set at \$8,000. Richard Eaton, WCUY's licensee, replied that the amount was excessive, that the violations were due to a mistake and that there should be no forfeiture.

"We have decided, taking into account the extent and seriousness of the violations, the factual situation involved, including the actions of the licensee, as well as many other pertinent factors, to reduce the amount of the forfeiture to \$4,000," the FCC ruled.

## Common form for etv, educational fm planned

The FCC has come up with a proposal it thinks may eliminate some red tape for educational broadcasters in dealing with licensing forms. After conferring with educational broadcast experts, the commission proposed to modify and consolidate certain forms used by etv and educational fm stations.

The FCC invited comments on its proposal by Aug. 1.

At the present time etv applicants

use commercial application forms. Educational fm applicants use special forms. The FCC suggests they both use the special forms.

A new ownership form for etv stations on reserved channels was also proposed by the FCC. Their present use of Form 323, the same one as commercial stations, has caused confusion, the FCC said.

The commission has been pondering revisions in reporting forms for over a year (CLOSED CIRCUIT, June 11).

## FCC plans hearing in KDIA-Army troubles

Negotiations between the U. S. Army and KDIA Oakland, Calif., have not worked out and the FCC has, in effect, stepped in as mediator.

The federal agency ordered a hearing on KDIA's request to increase power on its 1310 kc frequency from 1 kw to 5 kw and install a directional antenna. The hearing will determine whether the increase in power will impair the operation of electrical equipment, such as cranes, at the Oakland Army Terminal, or make such equipment "hot" and hazardous. Similarly, the hearing will seek to determine whether re-radiation from the Army equipment makes it impossible for KDIA to maintain its proposed directional antenna system. Among the hearing issues also is whether the Army can ground its equipment to relieve the problem and the area and population that would gain or lose service from the proposed KDIA changes. The Army was named a party to the proceeding.

The Army and the station have been negotiating their difficulties since January 1961.

A similar case involving the cranes at Oakland Army Terminal and the operation of KSAY San Francisco was heard some three years ago (AT DEADLINE, Sept. 14, 1959).

## Court supports FCC

A federal court upheld the FCC's refusal to allocate ch. 3 to State College, Pa., as an educational channel, and the agency's assignment of ch 3 to Johnstown, Pa., as a commercial channel.

Acting on an appeal by the Pennsylvania State U., the U. S. Court of Appeals in Washington said that the FCC has the right to consider both the needs of educational tv and commercial tv. Last week's decision marks the second in as many weeks in which the appeals court has upheld the FCC against the objections of an educational institution; two weeks ago the same court found for the FCC in its assignment of ch. 13 to Rochester instead of its reservation as an educational channel (BROADCASTING, June 18).

# What does LEE RICH\* say about BROADCASTING YEARBOOK?



## "SO MANY USEFUL FACTS"

"No other single volume, in my opinion, provides so many useful facts about the television and radio business as BROADCASTING Yearbook."

\*Senior V.P.  
in Charge of Media  
& Programming  
Benton & Bowles  
New York

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1963 BROADCASTING YEARBOOK when it comes off the press on December 1? Guaranteed circulation: 20,000 copies. Same rates, same space sizes as every issue of BROADCASTING. Final plate deadline: Oct. 1. Reserve the position you want—TODAY—before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!



# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.



1. Vice President, General Manager, WSAZ-TV

## THE GREAT CHARLESTON- HUNTINGTON DEBATE



2. Manager, Charleston Operation, WSAZ-TV

# 72 COUNTIES REVERBERATE AS TOM GARTEN<sup>1</sup> AND JOHN SINCLAIR<sup>2</sup> LOCK HORNS OVER INDUSTRIAL GROWTH!

**TOM:** Tom Garten here, with a hi-de-ho from heavily industrial Huntington, West Virginia!

**JOHN:** And John Sinclair, Jr., from even more heavily industrial Charleston, *Mixer of the Nation's Chemicals* and heart of the 72-county Supermarket area served by WSAZ-TV!

**TOM:** Mr. Sinclair, I swear! If Huntington is not the heart—indeed, the *hub*—of Supermarket, then I will eat more than 90 million dollars' worth of plant expansion in steel *alone* in this area since 1959!

**JOHN:** Get me going on industrial growth, Mr. Garten, and our guests will never get to bed! Why, one firm in the Charleston area has put 24 millions into just plain *research* facilities since 1959! Just plain *research*, sir!

**TOM:** I suppose, Mr. Sinclair, that the new 20-million-dollar plant producing polypropylene just outside of our fair city is a Hollywood prop—run by pasteboard people? Or that the massive new refineries just west of us in Kentucky are *mirages*? You would do well, sir, to look us over!

**JOHN:** And you the same, sir! For I suspect that you remember Charleston as it was when you lived here

as a child. They have covered your sandbox and fort with factories and laboratories! The Kanawha, across which you once skipped stones, now fairly crawls with barges bearing new products to new places—and bringing back some of the country's biggest paychecks (more than 6,500 dollars per household per annum)! Charleston is Big Time, sir, and its workers live well!

**TOM:** Are you suggesting, sir, that Huntingtonians do *not* live well? Have you seen our homes? Have you played in our city-owned parks? Have you splashed in our public pools? Have you . . . BUZZZZZZZZZZ!

**JOHN:** We have a ten-second warning, sir! Time once again to declare this debate a draw, and the *advertiser* winner, for it is he who, for a single price, can have both Huntington and Charleston, and, indeed, the entire 2-million-people, 4-billion-dollar-payroll area served by our station!

**TOM:** Nice having you with us, winners! Consult your Katz Agency man for full particulars! WSAZ-TV, Channel 3, an NBC Primary Affiliate. Division: The Goodwill Stations, Inc.

**3**  
**WSAZ-TV**

## AFM, TV NETWORKS AGREE ON FILMS

Contract not signed, but musicians reportedly get boost

The American Federation of Musicians was reported last week to have reached agreement with the three television networks covering music scoring for filmed programs controlled by ABC-TV, CBS-TV and NBC-TV.

A contract has not yet been signed, an AFM spokesman said. He reported that federation counsel Henry Kaiser is in Hollywood seeking to effect a similar agreement with the Alliance of Television Film Producers, which represents independent production companies on the west coast.

Neither network nor union sources would tell the terms of the proposed contract, but it was reported that musicians will be granted a slight increase over the \$52.50 they receive for an hour single session. The present pact expires on June 30 with the networks and the alliance, and the agreement with the union places the expiration date of the projected contract at March 31, 1964.

It was pointed out by network officials that their agreement would affect only the relatively few programs that are so-called "house-produced." They stressed that the large majority of network shows are "outside packages," and are covered by separate agreements between the AFM and these producers.

**In Hollywood** ■ Negotiations between

the Alliance of Television Film Producers and the AFM for a contract covering the employment of musicians in tv films are to begin tomorrow (June 26) in Hollywood.

ATFP has been engaging musicians under a contract with the Musicians Guild of America, a now defunct rival union, which terminates early in August. The current scale paid by ATFP is \$55 for a three-hour session. The current AFM contract with the major motion picture producers has a \$61 scale. The recent AFM negotiations with the networks resulted in an agreement to raise the current scale 5% (\$52.50 to \$57) on July 1, with an additional 2% increase on Nov. 1. Henry Kaiser, AFM attorney, will head the union's negotiating group, and Richard Jencks, ATFP president, will lead the employers' negotiators.

### 'Ripcord' snapped up

The second year of first-run syndication of Ziv-UA's *Ripcord* series has been purchased for use in over 50 markets in a two-week selling period.

Purchasers include Standard Oil of Texas, through White & Shuford Adv., for use on seven stations; Savannah Sugar Refining Co., through Burton E. Wyatt & Co.; Lincoln Income Insur-

ance Co. through Fred R. Becker Adv. Agency for use on three stations, and Penn Dairies through Foltz-Wessinger Inc. for WGAL-TV Lancaster, Pa. Sales to stations include KOLO-TV Reno; KIMA-TV Yakima, Wash.; WJRT (TV) Flint-Saginaw-Bay City, Mich.; WLOS-TV Asheville, N. C.; WCYB-TV Johnson City-Bristol, Tenn.; KHSL-TV Chico, Calif., and WFGA-TV Jacksonville, Fla.

## Pivar, Pincus plan Phoenix tv center

Plans for a television city in Phoenix have been announced by Ben Pivar and David I. Pincus, who have formed Television City Arizona Inc., as an Arizona corporation with offices in the Arizona Bank Bldg. Several locations are under consideration as the site of the studios which the company said will cost \$930,000 to build and another \$583,000 to equip. Television City Arizona expects to function as a production center for tv pilots, motion pictures, tv commercials, educational and industrial films, children's fantasy features and recordings. Facilities also will be available for leasing by independent motion picture and tv producers. Company also plans to dub foreign films into English and vice versa.

Mr. Pincus, founder of Caraval Films, has a background of more than 40 years in motion pictures and tv, in-

## First Negro newswire available to radio-tv stations

A national newswire service featuring news for and about Negroes has

been inaugurated and is available for radio and tv stations as well as news-

papers. Special summaries are scheduled for radio stations by the new organization, Associated Correspondents News Service, Washington, D. C.

ACNS, which began limited operations April 1, intends to link newspaper and radio clients in Norfolk, Va., Baltimore, Washington, Philadelphia, New York, Cleveland, Detroit, Chicago, St. Louis and Kansas City. The service has signed four clients and is conducting negotiations with about 10 others.

Rates for radio stations and newspapers is \$175 per month. Service is provided eight hours per day, Monday through Friday through Western Union teleprinters. Capsule headlines are sent on the hour with a news roundup every two hours.

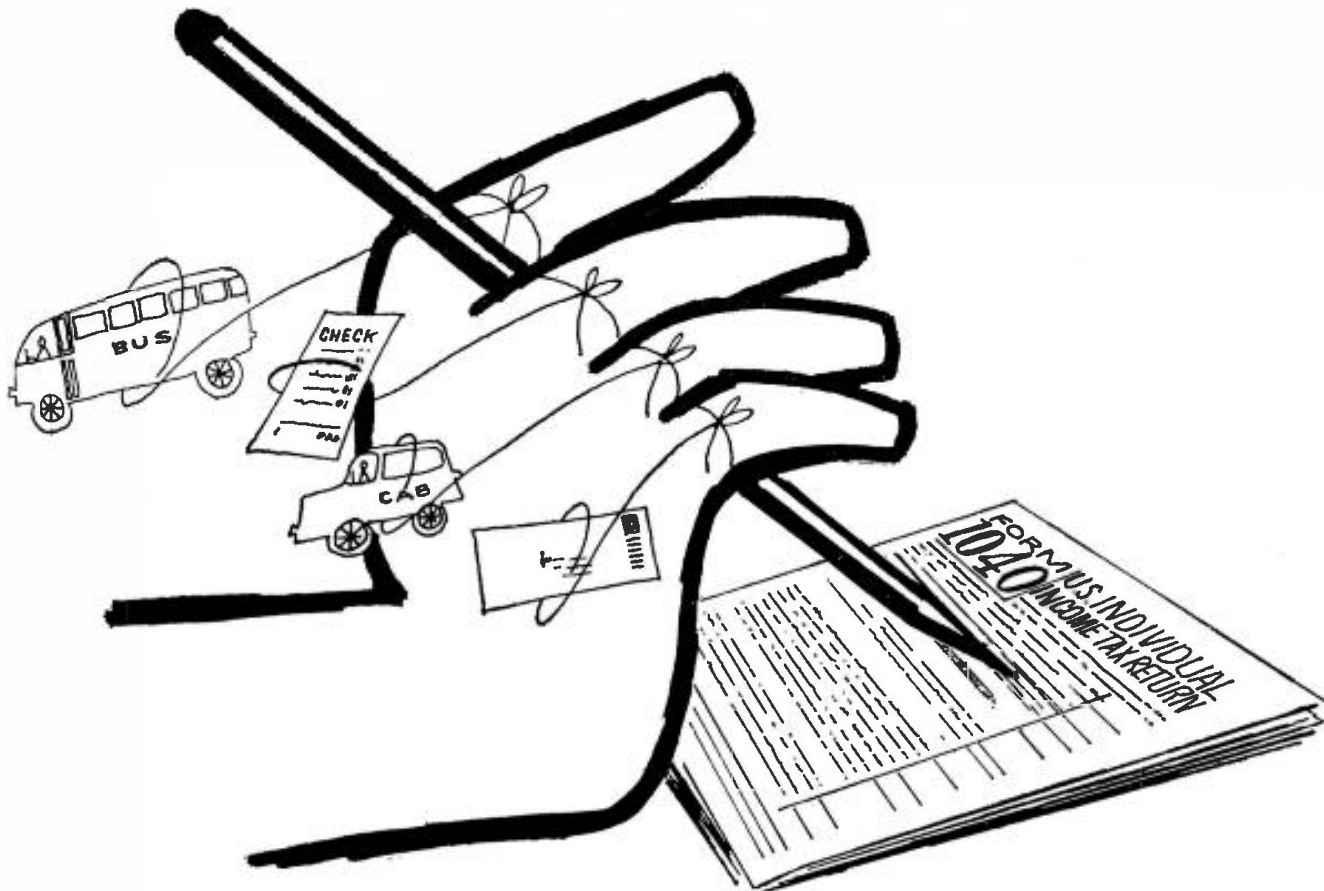
ACNS has a staff of 21 correspondents and editors and plans to establish at least one correspondent in every U. S. city with a sizeable Negro population.

Charles Sharpe is editor of the service; Ben Gordon, formerly with WOOK Washington, is managing editor.



Ben Strouse (center), president of WWDC-AM-FM Washington, discusses the new service with communications

attorney Seymour Chase (left) as ACNS Managing Editor Ben Gordon looks on.



## THIS WILL TAX YOUR CREDULITY

An agency account executive (hyper-creative type), called in for an audit\* of his income tax return, was asked to explain the following deduction:

"Went down to pick up some supplies for the office. Spent half the money in my pocket on these. Bought two 3¢ postcards for business purposes. Hopped cab to restaurant—cost 70 cents. Met client there, picked up lunch tab. This took 25% of what I had left. Bus back to office, 25 cents. Returned to office with same number of dollars as I had cents to start with, and same number of cents as I had dollars."

"You understand," said the tax inspector, "that the United States government does not deal in whimsy. Why didn't you fill in the specific amounts?"

"By the time I got around to making a note of this," responded the AE, "I couldn't remember what the specific amounts were, and I couldn't figure it out."

"I can," announced the tax man, after taking another look at the memo. And he did. If you do likewise, a prize (non-deductible) will be yours.

*\* A dual audit of the latest Washington rating books (ARB-April; NSI-May, 1962) indicates that WMAL-TV continues as the station with the largest share of the prime nighttime audience, Sunday through Saturday. ARB gives WMAL-TV 9 of the Top 20 programs; NSI, 10. All this and our Straw Hat Bonus Plan, too. Check your H-R representative for details and availabilities.*

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

# wmal<sup>abc</sup>-tv

Washington, D. C.

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

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVB-TV and WSVB, Harrisonburg, Va.

# FIDELIPAC<sup>®</sup>

Automatic Tape  
Cartridges by  
**CONLEY**

**FIRST in  
Performance**



The cartridge that made station automation possible... the proved, dependable unit that is used by more broadcasters because it so consistently delivers first-rate performance on the job.

Fidelipac Tape Cartridges are deservedly First in Sales, First in Quality and First in Acceptance because of these better features:

- easy handling • easy storage • easy replacement • minimum tape breakage
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Fidelipac Tape Cartridges work better, save money, are more profitable... put them to work for you!... for spot announcements, themes, station breaks, and delayed broadcasts.

Standard Lengths in Three Cartridge Sizes:

**Model 300** —with up to 300 feet of single coated tape

**Model 600** —with up to 600 feet of single coated tape

**Model 1200** —with up to 1200 feet of single coated tape

Ask for  
**FIDELIPAC: "THE STANDARD OF THE INDUSTRY"**  
from your regular source of supply



**CONLEY ELECTRONICS  
CORPORATION**

1527 Lyons Street • Evanston, Illinois

## COLORCASTING

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

### NBC-TV:

June 25-29, July 2-4 (10:30-11 a.m.) *Play Your Hunch*, part.

June 25-29, July 2-4 (11-11:30 a.m.) *The Price Is Right*, part.

June 25-29, July 2-4 (12-12:30 p.m.) *Your First Impression*, part.

June 25-29, July 2-4 (2-2:25 p.m.) *Jan Murray Show*, part.

June 25-29, July 2-4 (11:15 p.m.-1 a.m.) *Tonight*, part.

June 25, July 2 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

June 26, July 3 (7:30-8:30 p.m.) *Laramie*, part.

June 27, July 4 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

June 28 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

June 30 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

June 30 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

June 30 (10-10:30 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

June 30 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

July 1 (5:30-6 p.m.) *Patterns in Music*, sust.

July 1 (6-6:30 p.m.) *Meet the Press*, co-op.

July 1 (7-7:30 p.m.) *Bullwinkle*, part.

July 1 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

July 4 (10-10:30 p.m.) *Play Your Hunch*, part.

cluding the production of over 5,000 tv commercials. Mr. Pivar spent 20 years at Universal Studios producing theatrical and tv films.

Associated with them in TCA are Mitchell Leiser, former director of programming for General Artists Corp. and production supervisor at CBS-TV; Kurt Lasson, syndicated newspaperman and producer of educational films; Buddy Bregman, composer, conductor and arranger. Gil Ausland is treasurer of the new company. Alvin Schoncite, another member of the corporation, will be in charge of film distribution.

## CBS Films, CBC sign record pact

CBS Films has completed "the largest single foreign order" in its history with the sale of five programs to the CBC for the 1962-63 season, Ralph Baruch, director of international sales for CBS Films, announced last week. Though financial terms were not disclosed, the sale is said to amount to "well over \$1 million" (CLOSED CIRCUIT, June 18).

The programs are CBS-TV shows, which will be carried in Canada before they are telecast on the network here. The programs are *The Nurses*, *The Defenders*, *Perry Mason* and two new series still untitled—an anthology program starring Jack Webb and a family comedy series starring Buddy Ebsen.

## Borge in new venture

A new television production firm, VBS Assoc. Inc., has been formed by pianist-comedian Victor Borge. Geoffrey Selden, a member of William Esty Co.'s tv department for the past 10

years, will be president of the new outfit, which will have headquarters at 41 E. 42nd St., New York. Production facilities will be at ViBo Films, Southbury, Conn.

VBS Assoc. will produce industrial and feature films as well as film and tape tv commercials. Mr. Selden says VBS will also prepare packaged tv formats for local presentation.

## Film sales...

*M-Squad* (MCA TV): Sold to WLBT (TV) Jackson, Miss.; KNTV (TV) San Jose, Calif.; WTVH (TV) Peoria, Ill.; WREX-TV Rockford, Ill.; KNDO (TV) Yakima, Wash., and WTVP (TV) Peoria, Ill. Now in 103 markets.

*Dragnet* (MCA TV): Sold to WLTV (TV) Bowling Green, Ky.; WBZ-TV Boston, WLUK-TV Green Bay, Wis.; KTRG (TV) Honolulu; WDAF-TV Kansas City; WNHC-TV New Haven, Conn.; KNDO (TV) Yakima, Wash.; KONO-TV San Antonio, and WGR-TV Buffalo, N. Y. Now in 70 markets.

*Films of the '50's* (Seven Arts Assoc.): Vol. 3 of Warner Bros. feature movies sold to WBNS-TV Columbus, Ohio; WRGB (TV) Schenectady, N. Y.; WLAC-TV Nashville, Tenn.; WTVP (TV) Decatur, Ill., and KTVE (TV) El Dorado, Ark. Now in 59 markets. Vol. 1 was sold to KCMT (TV) Alexandria, Minn. and is now in 126 markets.

*Jungle Girl* (Banner Films): Sold to WNEW-TV New York; WDSU-TV New Orleans; WKBT (TV) La Crosse, Wis., and KDKA-TV Pittsburgh. Now in 18 markets.



## CCA IS COMING YOUR WAY!

Get a first-option on CCA in your market! Check Phil Peterson's itinerary below. If your market is not listed a phone call will *bring* CCA your way. Write, wire or phone for an appointment to be the *first* in your market to hear the full story!

| MARKET                 | DATES                 | HOTEL              |
|------------------------|-----------------------|--------------------|
| KANSAS CITY, KANSAS    | July 1-2-3-4          | Muehlebach Hotel   |
| DENVER, COLORADO       | July 5-6              | Denver-Hilton      |
| MINNEAPOLIS, MINNESOTA | July 8-9-10           | Nicollet Hotel     |
| DETROIT, MICHIGAN      | July 11-12-13         | Sheraton-Cadillac  |
| CLEVELAND, OHIO        | July 15-16-17-18      | Sheraton-Cleveland |
| CINCINNATI, OHIO       | July 19-20-21         | Sheraton-Gibson    |
| PITTSBURGH, PENNA.     | July 22-23-24-25      | Penn-Sheraton      |
| PHILADELPHIA, PENNA.   | July 26-27            | Sheraton           |
| WASHINGTON, D. C.      | July 30-31 — August 1 | Sheraton-Carlton   |
| BOSTON, MASS.          | August 6-7-8          | Sheraton-Plaza     |

## ONLY ONE RADIO OR TV STATION IN EACH MARKET WILL BE FRANCHISED BY CCA!

COMMUNITY CLUB AWARDS, INC.



WESTPORT, CONN., CL 6-1075

## Storer Programs, TAPC in new project

**FIRMS JOIN FOR NEW SERIES; EDGAR BERGEN IN FIRST**

A working relationship to develop and produce tv programs for network placement and syndication has been announced by Storer Programs Inc. and Television Artists & Producers Corp., New York.

Plans to bring a radio old-timer, Edgar Bergen and his wooden friend Charlie McCarthy, to television were announced by Terry H. Lee, vice president in charge of SPI and Bruce Eells, president of TAPC. *The Charlie Mc-*

*Carthy Show* will be a situation comedy combining animation and live action.

A second planned series is *The Littlest Hobo*, a half-hour adult action-adventure program based on the motion picture of the same name.

Both programs will be made in color.

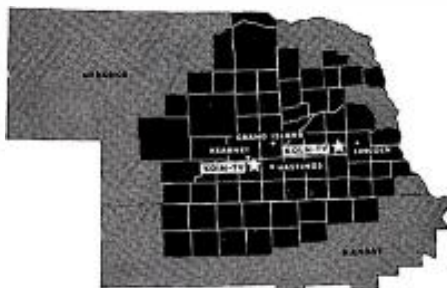
### New filming at Desilu

Desilu Productions' three studios will be operating at 89% of capacity by July 1, Desi Arnaz, president, an-

nounced after Heyday Productions arranged to film its new half-hour ABC-TV series, *I'm Dickens, He's Fenster*, at Desilu. This program is the ninth half-hour series that will be filmed at Desilu, as well as four one-hour programs and two theatrical pictures. The one-hour shows are *Fair Exchange*, *The Untouchables*, *Kraft Mystery Theatre* (all Desilu-owned) and *Ben Casey* (using Desilu facilities). The other half-hour programs are Desilu's new *Lucille Ball Show*, for CBS-TV, and these outside shows: *Lassie*, *My Three Sons*, *The Andy Griffith Show*, *The Joey Bishop Show*, *The Danny Thomas Show*, *The Dick Van Dyke Show*, and *The Real McCoys*.

## YOU'RE ONLY HALF-COVERED IN NEBRASKA

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



**... covering a bigger,  
better Lincoln-Land**

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

Lincoln-Land now ranks as the nation's 76th largest market\*, based on the number of TV homes covered by the market's top station. The 205,500 homes delivered by Lincoln-Land's KOLN-TV/KGIN-TV are essential for any advertiser whose sales program is directed to the nation's major markets.

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

\*ARB Ranking

### AVERAGE HOMES MONDAY THROUGH SUNDAY

March, 1962 ARB 10:00 P.M.

|                 |        |
|-----------------|--------|
| KOLN-TV/KGIN-TV | 69,200 |
| Omaha "A"       | 59,100 |
| Omaha "B"       | 52,700 |
| Omaha "C"       | 42,200 |

**The Feltzer Stations**

**RADIO**  
WIBX KALAMAZOO-BATTLE CREEK  
WVAF GRAND RAPIDS  
WVST-FM GRAND RAPIDS-KALAMAZOO  
WVTA-FM CANTILLON

**TELEVISION**  
WVBT-TV GRAND RAPIDS-KALAMAZOO  
WVTV CANTILLON-TRANESBURG CITY  
WVMT-TV SAULT STE. MARIE  
KOLN-TV/LINCOLN, NEBRASKA  
KGIN-TV GRAND ISLAND, NEB.

## KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS  
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS  
1069 FT. TOWER

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

## Time slot collision irritates two networks

NBC-TV and CBS-TV were embroiled in a small-sized feud when it became known that both had scheduled quality children's programming for next fall in the same time period.

Conflict began to develop June 14 when CBS-TV announced it plans to schedule its *Reading Room* children's series on Saturday (12:30-1 p.m.). For more than month NBC-TV has been promoting its coming one-hour children's series, still untitled, for a Saturday afternoon period, but had not announced definite time slot.

NBC sources claim it was "well known" in the trade that the network had selected 12:30-1:30 p.m. segment and acknowledged CBS-TV's plans had caused "consternation" at the network. Officially, both CBS-TV and NBC-TV declined to comment on the program conflict, and there was no indication that either program would be moved.

In a separate move, CBS-TV reported June 15 it has decided not to produce, at least for time being, the children's series on the Washington scene.

## Program notes...

**KTVI documentary** ■ "Over There '62," a half-hour documentary on the 131st Tactical Fighter Wing, Missouri Air National Guard, serving on active duty at Toul-Rosieres Air Force Base, France, will be telecast on KTVI (TV) St. Louis on July 11. The station sent writer-producer Bill Leonard overseas for two weeks to film the show. Film was shot in Paris, London, Berlin and Toul-Rosieres.

**New film for loan** ■ A 22-minute, 16 mm sound and color film, *An American Legend*, is available for free loan to tv stations through Association Films, New York. The film is the story of the Fuller Brush dealer, his family life and his place in the community. Prints may be obtained from AF's film

## Another world record

You can judge a nation's civilization by the extent to which it "works the machine, not the man." One of the best measures of mechanization is electric power consumption, and here, America leads the world. With only  $\frac{1}{16}$  of the world's population, we have  $\frac{1}{3}$  of the world's electric power capacity. Our 400 investor-owned electric utility companies have been doubling their production of electricity every 10 years, growing  $2\frac{1}{2}$  times faster than the nation's economy as a whole. Today, we have a plentiful supply of electricity, plus an ample margin of reserve. On top of this, the unit cost of electricity has gone down about a third in the last 50 years.

Now in the rapid evolution of the electric power industry, a new step has been taken with the successful testing of the world's highest voltage transmission lines. Test lines are now operating at 750,000 volts, 60% higher than our previous high of 460,000 volts.

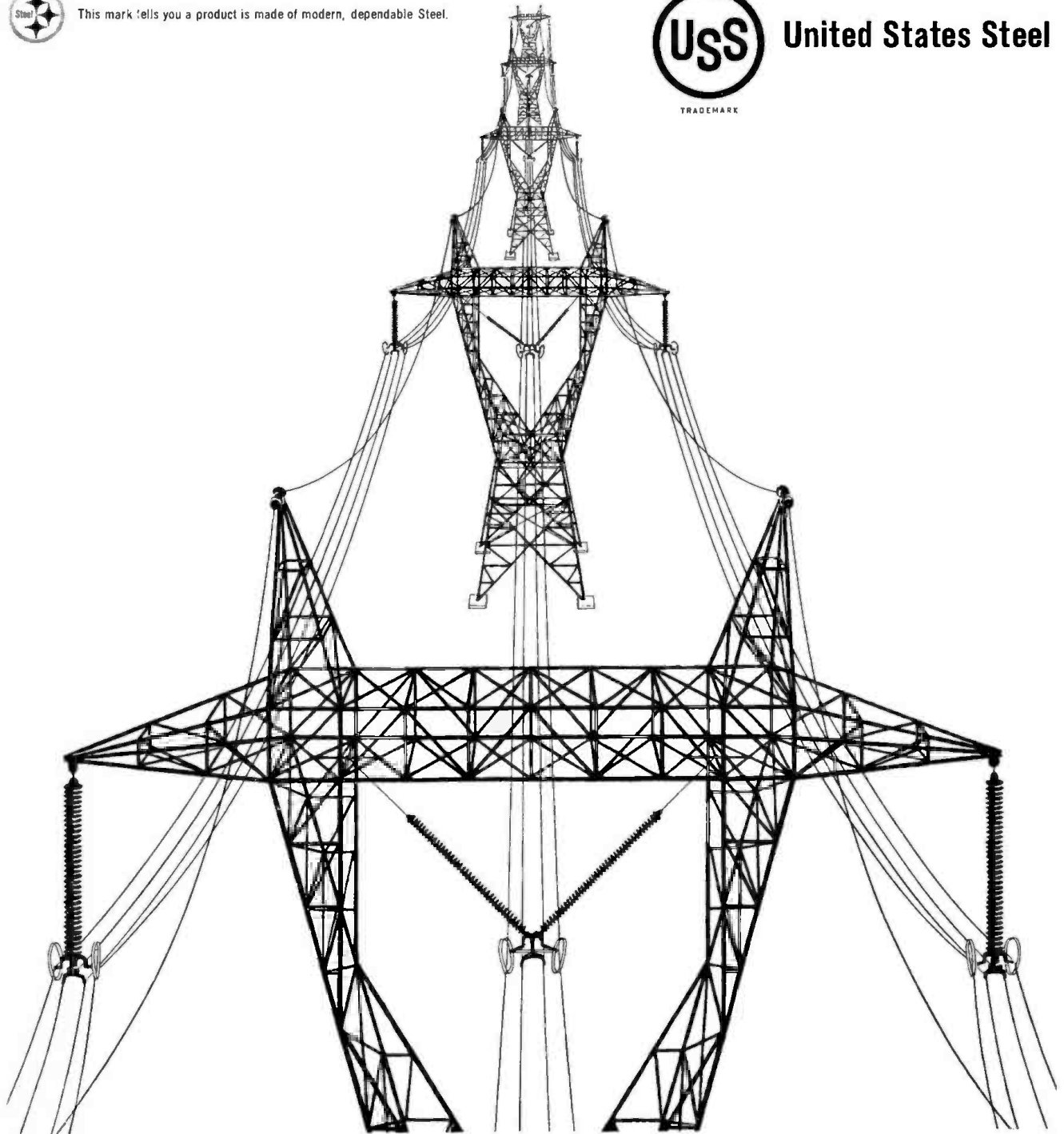
The new system required newly designed equipment, and many of the towers are built with USS High Strength Steels for greater strength and lower cost. The great high voltage transformers are filled with tons of USS Electrical Steel Sheets to improve the magnetic fields and enhance the efficiency of the system. Once again, America grows with steel.



This mark tells you a product is made of modern, dependable Steel.



**United States Steel**



## Stations, too, offering cultural child programs

Local television stations throughout the country also have been caught up in the culture-for-children movement (LEAD STORY, June 18). Typical of programs carried this year and projected for 1962-63 are newscasts for youngsters, discussions shows prepared in association with local educational groups and special informational features integrated into children's cartoon programs. Here are a few noteworthy examples:

KABC-TV Los Angeles shortly will start a Monday-through-Friday live show dramatizing stories from the Bible, called *Summer Story Time* (7:30-8 a.m.). The station also is developing a special Sunday morning religious program for children.

WCAU-TV Philadelphia has been carrying this year and will continue next season a half-hour program called *Expression*, giving an out-

standing youngster in any field an opportunity to talk about his specialty on tv.

WBKB (TV) Chicago's *The Clock Show* and WGN-TV's *Garfield Goose* program report success in weaving serious educational features in the framework of cartoon programs. WGN-TV also is considering scheduling a serious program for children 6-12.

WCBS-TV New York is planning to begin in late October a series of five to six children's specials of one hour length, consisting of high quality taped or live dramas and at least one musical. They will be offered for sponsorship.

WKST-TV Youngstown, Ohio, reports "tremendous audience acceptance" of a panel show it has been running for the past several months. Students from a specific high school are asked to research a timely sub-

ject (medical care for the aged or the threat of communism) for a month or more, and subsequently present their findings on the tv programs. The program, titled *Horizon*, is presented in cooperation with high schools in the area.

The National Education Assn. has produced a half-hour tv film, *Summer Harvest*, which depicts an experiment in Wichita, Kan., in which primary and high schools attempt to solve the problem of "do-nothing vacations." The film, being released to tv stations throughout the country, shows, for example, speech therapists working with children; teenagers discussing U. S. Foreign policy and chatting in French. It is narrated by Sam Levenson. The film will premiere on WNBC-TV New York on June 30, and more than 200 stations have requested the program.

exchanges in Ridgefield, N. J., La Grange, Ill., San Francisco or Dallas.

**Special show** ■ The first episode of the Army's *The Big Picture* series two-part "Special Forces" program made its debut on WMAL-TV Washington June 9. The show, which is now being re-

leased to other major markets, is narrated by actor Henry Fonda and explains about the men of the Army's Special Forces—described as a new breed of soldier. *The Big Picture* series is available free to any station requesting it by writing to Dept. of the Army, chief of information, Washington 25, D. C.

**New company, new shows** ■ Gordon Oliver Productions, newly formed tv production company, has obtained rights to two television properties. The new shows, aimed for the 1963-1964 season, are *Three to Get Ready*, a dramatic series, and *As Cheaply as One*, a comedy series.

## THE MEDIA

# Catv attracts interest of broadcasters

## TV OPERATORS AT CONVENTION: HARRIS WARNS FCC TO KEEP HANDS OFF

Although only a few telecasters showed up at the annual convention of community antenna tv operators in Washington last week, their presence was accepted by cable men as the forerunner of a mass invasion of the catv field by their once bitterest enemies.

Rumor fed by confidential reports indicated that more and more television broadcasters have begun to look on catv and find it fair.

In the one headline making event, catv operators were heartened by the warning to the FCC issued by Rep. Oren Harris (D-Ark.), chairman of the powerful House Commerce Committee, to stay away from catv regulation. Mr. Harris found fault with the commission's decision in the Carter Mountain Transmission Corp. microwave case and held out the threat of a congressional hearing if the courts uphold the FCC.

Present for the first time at the 11th annual convention of the National Community Television Assn. were G. Rich-

ard Shafto, WIS-TV Columbia, S. C. and J. Leonard Reinsch, managing director of the Cox radio and tv stations.

Mr. Shafto already has secured catv franchises for Myrtle Beach, Conway and Georgetown, S. C. He has also acknowledged that the Broadcasting Co. of the South, of which he is executive vice president, has applied for a catv franchise in a large southern city (BROADCASTING, June 11). BCS stations are WIS-AM-TV and WSFA-TV Montgomery, Ala.

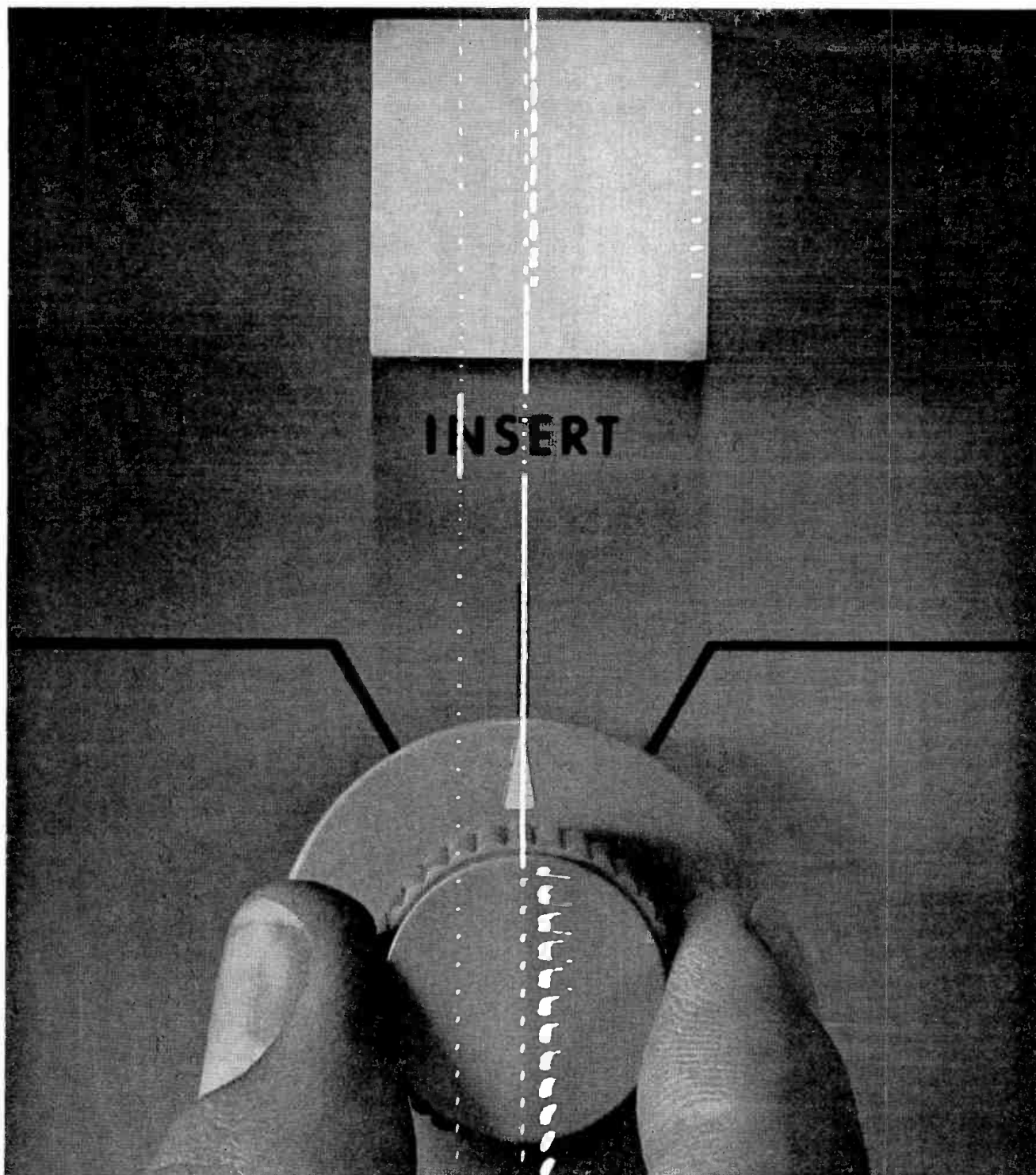
**Cox Negotiating** ■ Mr. Reinsch, hailed at the meeting as a prospective future NCTA member, admitted that the Cox group is negotiating for a large catv system in an eastern city and that it plans to acquire additional systems as franchises open up or properties become available.

Other telecasters who have entered the catv field in recent months (BROADCASTING, May 28) include:

Harry C. Butcher, former CBS vice

president in Washington and former owner of KIVA-TV Yuma, Ariz., in Santa Barbara; Marshall Pengra, whose KLTU (TV) Tyler, Tex., has bought KTRE-AM-TV Lufkin, Tex., and a 50% interest in the Lufkin catv system (subject to FCC approval); Allen T. Gilliland, KNTV (TV) San Jose, Calif., joined with Jerrold to apply for catv franchises in Salinas-Monterey, Calif.; William F. Luton, KEYT (TV) Santa Barbara, Calif., who has joined forces with H&B American Corp., group catv operator and owner, for cable franchises in Santa Barbara and San Luis Obispo counties; Dan D. Cameron, WECT (TV) Wilmington, N. C., with Martin F. Malarkey, group catv owner, building a system in that city.

Other television owners who have been in the catv field for some time include J. Elroy McCaw, owner of WINS New York and of KTVR (TV) Denver, Colo., and KTVW (TV) Tacoma and 50% of KELA Centralia,



**What cuts the cutting out of video tape editing? AMPEX Electronic Editor.**

Don't cut your tape. Cut your cost. How? Simply turn the knob on an Ampex Electronic Editor. The old scene is erased, the new one added—all electronically. And both old and new sections of the tape can be viewed during actual production. The Ampex Electronic Editor inserts new scenes, new commercials, production changes, or corrects goofs — without splicing. You save time, save tape!



The Electronic Editor also lets you do stop-and-go recording, multi-camera effects with a single camera, and squeeze action—all without cutting the tape. Best news of all: no special training is needed. For more details write the only company providing tape and recorders for every application: Ampex Corp., 934 Charter St., Redwood City, California. Sales and service engineers throughout the world.

both Washington; *Baltimore Sunpapers*, whose WMAR-TV Baltimore bought WBOC-TV Salisbury, Md., and a catv system there; the Smullin-Voorhies stations in Oregon whose principals also have interests in cable companies in Klamath Falls, Grants Pass, Roseburg, Medford and Ashland, all Oregon.

This is in addition to several dozen radio broadcasters who have owned or had interests in cable systems for many years.

**Victory in Sight?** ■ It is this influx of telecasters and broadcasters that has heartened cable operators to believe their decade-long struggle with a vehement and vociferous group of broadcasters may be at an end.

For years some broadcasters have charged that community antenna owners take away their viewers and cause economic grief in situations where catv systems operate in the same com-

ers so that broadcasters know more about catv men and vice versa.

The advice was given by Fred Goddard, KXRO Aberdeen, Wash., who is associated in the ownership and management of a group of Washington state cable companies; Bruce Merrill, KIVA-TV Yuma, Ariz., who is the principal owner of a group of catv systems in Arizona and who also heads a catv manufacturing business; A. J. Malin, WWNH Rochester, N. H., who runs a catv system in Laconia, N. H., and Stan Stephens, KOJM Havre, Mont., who operates a catv system in that city.

**Something For All** ■ A second broadcaster relations session was a luncheon addressed by Jerome R. (Tad) Reeves, general manager of KDKA-TV Pittsburgh. Mr. Reeves stressed that, criticism notwithstanding, there is something for everyone on the air. He urged

FCC early this year denied an application for the expansion of facilities by a common carrier microwave relay system serving a catv system in Thermopolis-Lander-Riverton, Wyo. The microwave system's applications were protested by KWRB-TV Riverton. The commission held that the impact of additional catv service on KWRB-TV was such that the station might be affected economically and thus the public interest might suffer. This decision has been appealed to the federal courts.

**Notes Opposition** ■ Citing the FCC's own Common Carrier Bureau's opposition to the commission's final decision, Rep. Harris said:

"If the Common Carrier Bureau is right in its warning and conclusion, then this decision contains frightful implications which should give concern not only to your industry but also to telephone companies, broadcasters and other business, too."

He continued: "If the commission's new interpretation is sustained [by the appeals court], the Congress is likely to be asked to hold hearings and re-examine what should be the scope of the commission's power over common carriers."

In an extemporaneous comment at the conclusion of his speech, Mr. Harris warned the commissioners that they should not set themselves up to pass on what programs should be put on the air.

So important do community television operators consider the microwave situation that a two-hour session on regulatory problems in that field was held Thursday afternoon.

The intricacies of the law—and of the FCC's reasoning in the Carter Mountain case—were explained by a panel moderated by Robert L'Heureux, NCTA counsel, and including Byron Harrison, FCC; Thomas Shack and Robert Green, Washington communications lawyers.

**FCC Intentions** ■ Cable operators heard with some dismay that the thrust of the Carter Mountain case is an apparent FCC decision to regulate catv systems through stringent regulation of the common carrier microwaves. Many of the microwave relays have common ownership with the catv systems they serve; as common carriers, it was pointed out, they must serve customers other than those related to their own ownership.

The implication is, the panel agreed, that where a catv system carries the local tv station on its lines and doesn't duplicate, and where the microwave system does have other customers besides its affiliated catv subscriber, the FCC will approve the applications for such service.

Otherwise, it was pointed out, the only place for long-haul catv service



Mr. Reeves



Rep. Harris

munity with a local tv station.

The number of these "problems" has diminished to less than a half-dozen, catv spokesmen claim.

At the same time that cable operators were beginning to feel their war with broadcasters was arriving at a cease fire—and on the very same day that NAB President LeRoy Collins was a head table guest at one of the NCTA luncheons—Daniel Shields, NAB special assistant for tv, lashed out at the cable operators as parasites feeding off telecasters' programs (see page 70).

It was to hasten the day of peace that the NCTA had two sessions on broadcaster relations on the convention agenda.

In one session a group of broadcaster-catv operators urged their fellows to fraternize more with broadcast-

viewers to be more selective.

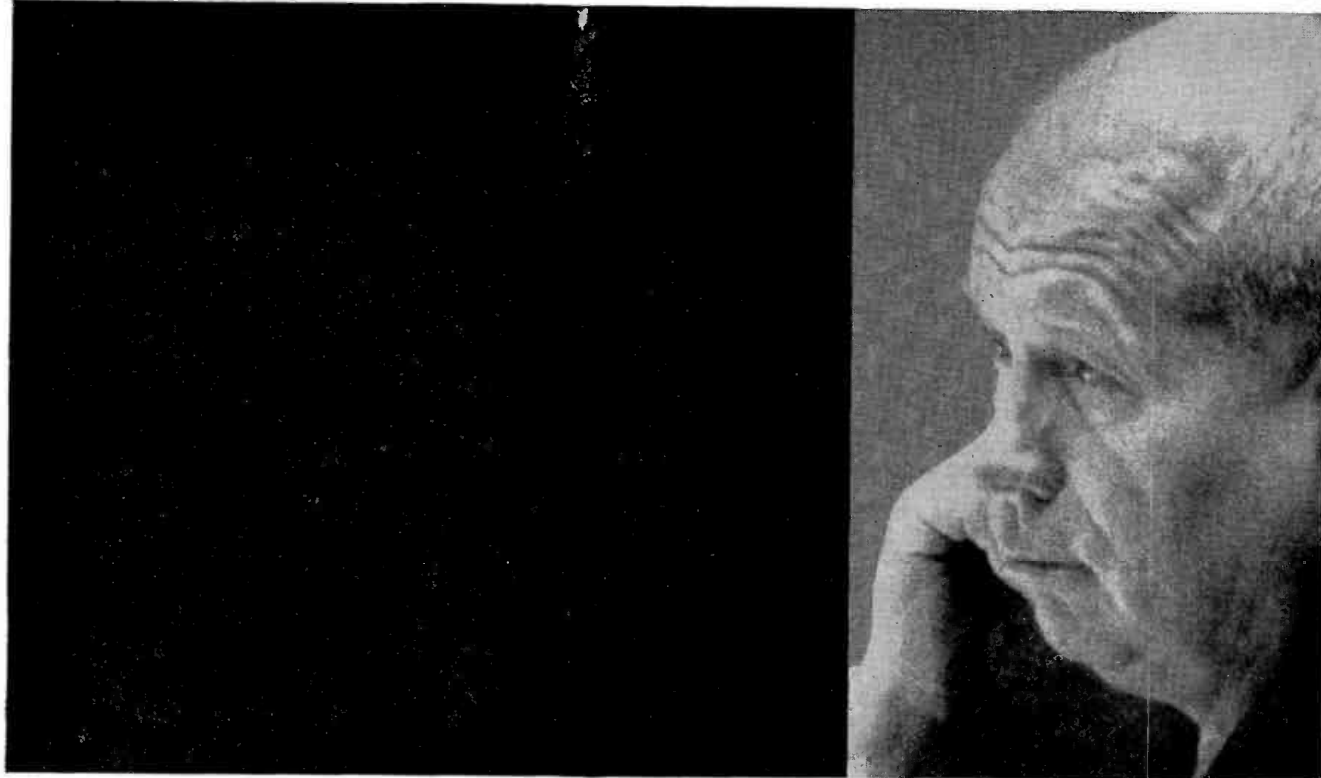
The Pittsburgh broadcaster was presented with a special distinguished service award by the cable owners.

Perhaps the most significant hard news made at the NCTA convention was by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee.

Rep. Harris warned—and five of the seven FCC commissioners were there to hear him—that the FCC ought to lay off catv; that no regulation is needed or required.

In a blunt approach, Mr. Harris told the commission it erred in the policy it adopted in the Carter Mountain Transmission Corp. case and said that if the courts sustain the FCC, a Congressional hearing looms.

In the Carter Mountain case, the



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Nothing becomes dated as fast as news—reason for shipping TV tapes (and anything else requiring speed) by AIR EXPRESS. A co-ordinated service of R E A Express and all 37 scheduled U.S. Airlines, this is the only shipping service with air priority everywhere in the U.S.A., Puerto Rico and Canada. On the ground, 13,000 R E A Express trucks speed door-to-door pick-up and delivery. Cost? Less than you think. 5 lbs. travel 1,500 miles for \$4.17. Specify AIR EXPRESS always—for shipping or receiving. You'll find AIR EXPRESS is always as near as your phone.  
**CALL YOUR LOCAL R E A EXPRESS OFFICE FOR AIR EXPRESS SERVICE**

## Flinn's the choice again

Glenn H. Flinn, president of Television Cable Service Co. of Tyler and Jacksonville, Tex., was re-elected chairman of the National Community Television Assn. at its annual convention in Washington last week.

Also elected to one-year terms: Fred G. Goddard, Aberdeen, Wash. (KXRO Aberdeen), vice chairman; Benjamin J. Conroy Jr., Uvalde, Tex., secretary; M. William Adler, Weston, W. Va., treasurer (re-elected). Elected to three-year terms on

the NCTA board: F. Gordon Fuqua, Bluefield, W. Va.; Robert Regan, Mankato and New Ulm, Minn.; Fred J. Stevenson, Rogers, Ark.; Robert J. Tarlton, Lansford, Pa.; Frank Thompson, Rochester, Minn.; Sidney E. Young, Rutland, Vt.; John Walsonavich, group owner in east-central Pa. Martin F. Malarkey, multiple owner, was elected to a two-year term, and Sandford Randolph, Clarksburg, W. Va., and Ralph Weir, Junction City, Kan., to one-year terms.

is in the 12 kmc business services region—but the impact on the local tv station still will be considered.

Predictions for the future of catv were all optimistic—and largely based on cable operators offering more and more "services" to their customers. At a special meeting on the future of catv, some observations elicited special comment.

**Bold Ventures** ■ Bill Daniels, Daniels & Assocs., Denver, Colo., foresees catv systems entering two-, three- and even four-station markets and expansion into foreign countries.

Irving B. Kahn, TelePrompTer Corp., New York, predicts that catv will become the backbone of pay tv and hopes that if he secures the tv rights to the coming Patterson-Liston fight, 250,000 to 500,000 people will see it over cable tv.

Perhaps the most sanguine estimate of catv's future was given by NCTA President Bill Dalton. Based on the rate of growth of catv in the past four years, Mr. Dalton foresees 1,630 systems serving 1,520,408 subscribers (or 5,321,420 people) in the next five years, and 2,722 systems serving 2,675,918 subscribers (or 9,365,713 people) in the next 10 years.

## Manufacturers display wares at NCTA convention

All band systems, transistorized systems and components, and an ingenious "weather board" that shows temperature, barometric pressure, wind direction and velocity, and time, and includes facilities for spot announcements, highlighted the equipment exhibits at the Washington convention of the National Community Tv Assn. last week.

Jerrold Electronics, Philadelphia, showed a new Channel Commander unit which permits chs. 7-13 to be added to existing systems. Ameco Inc., Phoenix, Ariz., showed a number of all-band, transistorized amplifiers, all with automatic gain control. Spencer-Kennedy Labs. Inc., Boston, showed

a complete trunk line comprising transistorized amplifiers and other gear. Jerrold, Collins Radio and Raytheon showed microwave equipment. Weather-Time-Wind systems were shown by Automated Electronics Inc., Dallas, and Ameco Inc. TelePrompTer showed a large screen tv projector, the Amphicon 190.

## Transcontinent dividend

A dividend of 12½ cents per share on outstanding common stock was declared last week by Transcontinent Television Corp. It is payable Aug. 15 to stockholders of record July 31, and brings total dividends declared and paid this year to 37½ cents compared with a total of 30 cents for the entire year of 1961. TTC assumed ownership of WDOK-AM-FM Cleveland, Ohio, on

# THE GROWING CATV PROBLEM

## NAB seeks answer to catv inroads on television

### Georgia broadcasters are told by association aide

NAB is hunting a solution to the community antenna (catv) problem because the very existence of some local tv stations is threatened, Dan W. Shields, NAB special assistant for tv, said at a Tv Day program held June 19 in Atlanta by the Georgia Assn. of Broadcasters.

"What we have is a completely unregulated business competing against a regulated industry, using as its major weapon the very product which its competitor turns out, and paying nothing for the product."

He explained NAB doesn't oppose catv as a medium but intends to protect stations when catv systems seriously affect station operations. He noted that small-market tv stations have trouble competing with one or more catv systems that bring in numerous signals from outside the market, often via microwave relay.

"These smaller stations are looking

May 1 after the FCC approved its purchase from Civic Broadcasters Inc. of Cleveland (BROADCASTING, March 26). Other TTC stations: WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego, Calif.; KERO-TV Bakersfield, Calif., and WNEP-TV Scranton-Wilkes-Barre, Pa.

## 50-kw KWKH joins ABC Radio roster

KWKH Shreveport, La., is joining the ABC Radio network, effective Sept. 16. Formerly a CBS Radio affiliate, the station is currently an independent. It operates on 1130 kc, with 50 kw and is the fourth 50 kw station to become an ABC affiliate in the past five weeks.

KWKH is operated by International Broadcasting Corp. Henry B. Clay is executive vice president and general manager.

Robert R. Pauley, ABC Radio president, made the announcement and also announced 12 other new affiliates: KBON Omaha, Neb., 1 kw, 1490 kc; KAKE Wichita, Kan., 250 w, 1240 kc; WTCR Ashland, Ky.-Huntington, W. Va., 5 kw day, 1420 kc; WDOL Athens, Ga., 1 kw day, 1470 kc; KWAD Wadena, Minn., 1 kw, 920 kc; WIEL Elizabethtown, Ky., 1 kw, 1400 kc; WRCO Richland Center, Wis., 1 kw day, 1450 kc; WHUT Anderson, Ind., 1 kw day, 1470 kc; WKEN Dover, Del., 500 w day, 1600 kc; WQSN Charleston, S. C., 250 w, 1450 kc; KLOA Ridgecrest, Calif., 250 w, 1240 kc, and WAMW Washington, Ind., 250 w day, 1580 kc.

for relief in three instances," he said: "(1) where the catv system refuses to carry the local signal; (2) where a system carries the signal but in a technically degraded manner, and (3) where the catv system duplicates the network programming carried by the local station."

"The network advertiser, seeing that he can deliver the heart of the local market merely by buying the distant city, doesn't order the local station," Mr. Shields said.

Mr. Shields noted "plans afoot" to bring the seven Los Angeles channels into Bakersfield, a three-station market, and into Phoenix, a four-station market. He said the NAB Tv Board has considered three solutions to the problem—legal action, local regulation and federal regulation.

The catv industry, Mr. Shields said, is growing at a pace that outstrips tv growth itself. In 1956, there

# **NEW! IMPROVED!**

**Sylvania GB-1252/6U8A**

provides unusual longevity  
—genuine interchangeability



Problem was the popular 6U8A, as good as it is, was not specifically designed to fill the stiff requirements of broadcasters.

Sylvania, working with station engineers, analyzed 6U8A field performance and developed a superior replacement...Gold Brand GB-1252/6U8A. Now, broadcasters can expect and get vastly improved life expectancy, high stability throughout useful life. Electrical uniformity from tube to tube is improved, too, providing superior interchangeability, optimum performance from the moment of replacement.

Here are some of the improved features of GB-1252/6U8A: tighter specifications on Gm and plate current spread; stringent controls on grid emission; longer life tests; severe interface life tests; and gold-plated pins for improved electrical contact.

GB-1252/6U8A—a specific design for a specific job—is typical of the Sylvania Gold Brand Tube program. Ask your Sylvania Industrial Tube Distributor about Gold Brand types for broadcasting such as: GB-5814A and GB-6189, medium-mu double triodes; GB-5725, dual-control pentode; GB-6201, high-mu double triode.

For technical data on a specific type, write Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main Street, Buffalo 9, New York.

Available from your Sylvania Industrial Tube Distributor

# **SYLVANIA**

SUBSIDIARY OF

**GENERAL TELEPHONE & ELECTRONICS**



were an estimated 480 systems serving 0.08% of all viewers. Today, the guess is that there are over 1,000 systems serving almost 2%.

R. Russell Eagen, Washington communications attorney, discussed the FCC's new philosophy regarding hearings and the recent investigation conducted in Chicago. The Chicago hearings "were not fruitful and did not show any significant failure on the part of the Chicago stations," he said, though some special interest groups voiced dissatisfaction over performance of network-owned stations.

William Neal, president of Liller, Neal, Battle & Lindsay, Atlanta, said there will be problems if all-channel legislation results in hundreds of new tv stations. He defended the 15% concept of agency compensation and urged broadcast media to grant agencies a 2% discount for cash.

Ray Carow, WALB-TV Albany, was chairman of the Atlanta program. Jack Williams, GAB executive secretary, directed arrangements.

## NAB's Swezey defends admen from critics

The sole job of advertising is to promote and publicize, ethically and effectively, the products that its clients want advertised, according to Robert D. Swezey, director of the NAB Code Authority.

In an address to the Better Business Bureau and the Advertising & Sales Club of San Diego, Calif., on June 20, Mr. Swezey said advertising is being subjected to ridicule and bitter accusations because it reflects conditions beyond its control.

Advertising's clients, he contended, like those of a lawyer, are entitled to "the strongest defense which can be made for them within the limits of law and the rules of court and professional ethics."

# TV WILL OUTSTRIP ECONOMY

## Nierman optimistic about television growth in the 60's; Cohn, Taishoff also address Virginia Broadcasters

Television will grow three times as fast as the national economy during the 60s, over three times as fast as newspapers and twice as fast as magazines, Martin L. Nierman, executive vice president of Edward Petry & Co., said June 21 in an address to Virginia Assn. of Broadcasters.

Radio, too, has rosy prospects and its future looks brighter than most other American industries, he said. Mr. Nierman spoke at the annual VAB meeting, held at Virginia Beach.

Among speakers at the June 21 session were Marcus Cohn, of the communications law firm of Cohn & Marks; Sol Taishoff, editor and publisher of BROADCASTING and TELEVISION, who urged passage of a new communications law, and a group of newspaper broadcast critics.

Mr. Cohn commented on "the civil war" between government and broadcasters but said it was not a creation of the New Frontier.

Mr. Nierman predicted tv will have billings of over \$3 billion in 1970, with spot tv exceeding \$1 billion and exceeding the advertising dollars that went into all forms of the medium only a few years ago.

Every segment of the industry must put forth "a larger effort," he said. "Technological advances, more and better programming, color progress and all the rest are going to be costly," he continued, requiring harder selling, better research and dramatizing of the medium's values.

Noting there are almost as many radios (183 million) as people and listing

other growth factors, he raised these points for consideration by radio managers who want to make a profit: Does the sound of your station appeal to an audience most advertisers do not want? Is your news coverage "a nickel's worth of headlines on the hour?" Do you think public service programming means saying "Give to the Red Cross" and "Fight Cancer" three times a day?

"The audience is there and the business is there, if you and your representatives will but go all out to get more than your share of them," Mr. Nierman said.

**Awareness of Broadcasting** ■ He urged broadcasters to develop among youth "an awareness of what radio and television stand for, what they contribute and what they offer," selling the younger generation on broadcast achievements and recruiting outstanding young people to the industry's ranks.

Television is a much better buy than magazines or newspapers, with its greater impact and lower cost-per-thousand, Mr. Nierman said. This cost must rise as the nation and medium grow, he said. Younger families are the strongest tv fans, he reminded, and long-established media habits are likely to remain fixed. He predicted tv's increased mobility will attract more advertisers.

As leisure time increases, he said, tv will have to provide more program time and 24-hour stations will be commonplace. This will require more varied and exciting programming, he said.

Color tv's slow growth has caused

## Those 'young fogies' running radio are ruining it—Pauley

Radio's problems will lead to its destruction "unless some of the young fogies running it are replaced by creative and courageous men," according to Robert R. Pauley, ABC Radio president.

In a June 21 address to the Virginia Assn. of Broadcasters, he specified some of radio's flaws and called for courageous public service and programming (see VAB story this page).

"On the one hand we find open competition and challenging opportunity (in radio)" Mr. Pauley said, "but on the other hand I'm afraid we find personal lethargy, fear and, worst of all, a trend toward conformity—and conformity stifles progress."

He described the "young fogies" this

way: "Those who swear there is only one way to run a radio station, one way to make a profit or get ratings, one way to solve a problem—and their minds are closed to any alternatives."

"Are you pioneering in controversial areas, presenting all sides of the story regardless of whose toes get stepped on?" Mr. Pauley asked. "Or are you playing it safe, conforming through fear or apathy?"

He endorsed suggestions by President Kennedy and FCC Chairman Newton N. Minow for courageous radio reporting of controversial issues.

A strong sales force is important to revitalization of radio, Mr. Pauley said, describing ABC's staffing "with a team that had little interest in hard

entertaining and soft selling; and one that had not been touched with the lethargy of the saloons at noon and gold in the afternoon." Gains have been made in each quarter in the last two years, he said, and network radio's is "again a major force in national advertising planning."

Radio must not be given away to advertisers, syndicators, packagers, trade-deal artists or anyone else, he warned, "for this will sap the economic strength of radio and drive us down and down."

Mr. Pauley said radio should start to make its bid for increased business as advertising jumps to \$26 billion in 1970, total population increases by 45.5 million and gross national product reaches \$750 billion.



"Joe should be here any minute!"

And Joe—Joe Nicholas, driver for an intercity truck line—will be there alright, with a shipment of new appliances. And on schedule—a tighter schedule than most people would believe.

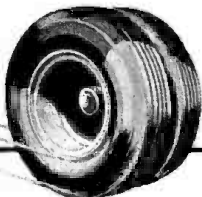
Many motor carriers, like their counterparts on rails and in the sky, offer definite time schedules and their adherence to them might well amaze those who do not realize how goods move in America today.

Not only merchants but production managers in industry long ago learned to base their plans with confidence upon motor transport's dependable, scheduled service.

## AMERICAN TRUCKING INDUSTRY

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THE WHEELS THAT GO EVERYWHERE



some to lose their original enthusiasm for its tremendous potentials, according to Mr. Niernan. He reminded that cost differentials are being narrowed and color programming is increasing.

**Kennedy Appointee** ■ In commenting on the civil war between broadcasters and government, Mr. Cohn said only Chairman Newton N. Minow, of the seven-man FCC, had been appointed by President Kennedy. He urged broadcasters to fight newspaper and magazine critics and suggested the advertising and editorial content of no local newspaper "could pass the FCC's license renewal test."

Second class mail provides many mil-

lions in subsidies for newspapers and magazines, Mr. Cohn said, adding a suggestion these publications should be required to pass Post Office Dept. inspection as to editorial and advertising content just as broadcast stations describe programming and advertising by class and category in their FCC filings. Commenting on a newspaper critics' panel earlier in the day, he said he could not recall that American Newspaper Publishers Assn. had ever invited broadcasters to appear in a convention panel.

**Chides Medium** ■ Lawrence Laurent, broadcast critic of the *Washington Post*, chided broadcasters for relying heavily

on the free-enterprise concept, saying broadcast freedom hasn't existed since passage of the 1927 radio act which made it a licensed medium. He suggested "a frightened broadcaster" does a better job for the public than one "working only for his accountant."

Mary Hopkins, *Norfolk Ledger-Dispatch*, said tv's program balance was improving but claimed her "elderly, jangled nerves" couldn't take am radio though lauding fm service in the Tidewater area. Warner Twyford, *Norfolk Virginian Pilot*, proposed radio station mergers and criticized idle and uninformed chatter of radio personalities during broadcasts.

# Cash payments to CBS Radio outlets

## PRESENT PROGRAM-COMPENSATION PLAN HEADED FOR DISCARD PILE

CBS Radio's system of paying its affiliates in programming instead of cash appeared last week to be near an end (CLOSED CIRCUIT, June 18).

Officials of the network and of the CBS Radio Affiliates Board agreed after a session in New York on Tuesday that a money-compensation system almost certainly will replace the present system, which has been in effect since January 1959.

They said they were already working on various proposals suggested by the network and the board and that they hoped to reach agreement on a new plan within a few days. Assuming the new plan is then approved by most of the approximately 200 CBS radio affiliates, it presumably would go into effect when contracts under the present sys-

tem expire at the end of the year.

Details of the plans under consideration were not revealed, but authorities indicated that the new plan would provide for compensation to be partly in cash and partly in programming.

The network insists that in order to afford a return to cash payments it must get station clearance of more and/or better time periods for network sales. The exact periods that would be available to the network under the new plan were among the details reportedly in negotiation last week.

Potential programming changes also were tied into the discussions. Some affiliates have been pressing for elimination of what they consider "obsolete" programming—most notably in the network's Sunday-afternoon drama

block—and for "more and better" newscasts.

E. K. Hartenbower of KCMO Kansas City, chairman of the affiliates board, emphasized in discussing results of the week's sessions that the board can only "recommend" a new compensation plan to its station membership—that each station must decide for itself whether it wants to accept the recommendation.

Arthur Hull Hayes, president of CBS Radio, said after the initial meeting with the board on Tuesday that he was confident a new cash-compensation plan could be worked out to the satisfaction of both the network and its affiliates.

The program-payment system was adopted in the fall of 1958 on the recommendation of the members of the affiliates board at that time. This plan discontinued the traditional practice of paying stations in cash for carrying network shows. Instead, affiliates have been compensated in the form of free programming which the stations themselves sell to local and national advertisers. In return the stations carry certain periods which are reserved for sale by the networks.

Members of the board of the CBS Radio Affiliates Assn. at last week's meeting, in addition to Chairman Hartenbower, were Larry Haeg, WCCO Minneapolis, who is vice chairman; Joe L. Smith Jr., WJLS Beckley, W. Va., secretary-treasurer; and Joseph K. Close, WKNE Keene, N. H.; Michael R. Hanna, WHCU Ithaca, N. Y.; John S. Hayes, WTOP Washington and other Post-Newsweek Stations; J. Frank Jarman, WDNC Durham, N. C.; Robert B. McConnell, WISH Indianapolis; F. C. Sowell, WLAC Nashville; Westerman Whillock, KBOI Boise, Idaho; Wendell Adams, KINS Eureka, Calif., and Ernest Lackey Jr., WHOP Hopkinsville, Ky.



At an affiliates' welcoming party and dinner in New York during the CBS Affiliates Assn.'s advisory board meeting were Dr. Frank Stanton (l to r), CBS president; E. K. Hartenbower, KCMO Kansas City (district 7 director and chairman of the association's board); Arthur Hull Hayes, president of CBS Radio, and John S. Hayes,

WTOP Washington, who is former chairman of affiliates association board and former member of the advisory unit.

Sessions were devoted to preparing the agenda for the Sept. 12-13 CBS Radio affiliates convention in New York City. Details and calendar will be announced shortly.

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THE SCULLY 270

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FOR  
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Engineered and crafted with a degree of precision and quality never before equalled in tape equipment, the Scully 270 sets new industry standards for guaranteed performance.

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*The complete unit is guaranteed for one year.*

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*The amplifiers, in both monaural and stereo, are guaranteed for five years.*

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The Scully 270 is the first in a new line of highest quality professional tape equipment. Companion to the Scully lathe, Model 270 establishes a new high in performance specifications. We invite you to read and compare them.

---

**Frequency Response:**  $\pm 1\frac{1}{2}$  db, 50 to 15,000 cps @  $7\frac{1}{2}$  ips.

**Signal to Noise Ratio:** -60 db.

**Flutter and Wow:** .1% RMS @  $7\frac{1}{2}$  ips. 0.2% RMS  $3\frac{3}{4}$  ips.

**Rewind Time:** 4,800 foot roll 105 seconds.

**Tape Capacities:** up to 14" reel size,  $\frac{1}{4}$ " or  $\frac{1}{2}$ " tape width.

**Reproduction Capacity:** Monaural, half or full track, stereo, 2, 3, or 4 channel.

**Power Requirements:** Auto transformer 108 to 240 volts, 50/60 cycles at 275 watts.

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May we send you complete technical specifications and engineering data for your consideration. Please address your correspondence to Mr. Lawrence J. Scully, President.

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SCULLY RECORDING INSTRUMENTS CORPORATION

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# SUBSCRIPTION TV TEST BEGINS FRIDAY

## WHCT Hartford will be station used for RKO General project

The country's first over-the-air subscription television test is scheduled to begin Friday (June 29) in Hartford, Conn.

The RKO General Phonevision Co. will use RKO General's WHCT (TV) for the project. John H. Pinto, vice president of RKO General Phonevision, said last week approximately 300 subscribers have signed for the service and a total of about 4,000 should be enrolled by the end of the year.

Mr. Pinto said programming for the initial week was to be announced over the weekend. He added that the station will carry from 20 to 40 hours a week of a varied schedule of current motion pictures, dramatic and musical programs, outstanding sports events and other presentations not available on commercial tv. During hours that subscription tv is not in operation, ch. 18 will operate as a commercial uhf tv station.

Subscribers must pay \$10 for installing a decoder, which "unscrambles" the program, and 75¢ a week rental charge which includes all servicing. The prices of programs will range from 25¢

to a maximum of \$3.50.

RKO General owns and operates the station. The Zenith Radio Corp. manufactures the equipment needed to bring pay tv into the home.

## Changing hands

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

■ KAJI Little Rock, Ark.: Sold by Michael Heller and Eugene Kramer to Glen Harmon for \$105,000. Mr. Harmon is one of the principal owners of WINN Louisville, Ky., which is being sold to G. D. Kincaid, a multiple station owner. KAJI is a fulltime station on 1250 kc with 1 kw daytime and 500 w nighttime. W. B. Grimes & Co. was the broker.

**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 91).*

■ KIRL Wichita, Kan.: Sold by Mary

Pickford and Buddy Rogers to Bernice L. Lynch and F. F. (Mike) Lynch and family for \$375,000. Lynchs own KBYE Oklahoma City and KFMJ Tulsa, Oklahoma. KFMJ has been sold to Urok Co. Inc. (see below). FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented.

■ KFMJ Tulsa, Okla.: Sold by Bernice L. and F. F. (Mike) Lynch and family to Oral Robert Evangelistic Assn. for \$300,000. FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley did not participate.

■ KBHS Hot Springs, Ark.: Sold by A. M. and E. B. McGregor and E. J. Kelley to Tim Timothy Inc. for \$135,000 and \$10,000 for agreement not to compete. Buyer is B. P. Timothy, Hot Springs businessman.

## Jury awards \$50,000 in suit against CBS

A judgment for \$50,000 against CBS has been awarded Lazlo Bush-Feketi by a Los Angeles Superior Court jury which heard his suit against the network.

Mr. Bush-Feketi alleged that an article "The Last Four Days of Mussolini," which he wrote and *Life* magazine published in 1949 was submitted to CBS-TV through the Jaffe Agency and rejected by the network as unsuitable, but subsequently a *Playhouse 90* program, "The Killers of Mussolini," was broadcast on CBS-TV using material from the article. CBS maintained the basis for the broadcast was a *True* magazine piece but the jury decided in favor of Mr. Bush-Feketi and awarded him \$50,000 damages.

Asked whether CBS will appeal the decision, William Roethke of Lilick, Geary, McHose, Roethke & Myers, who defended the suit, said Thursday that the matter of further litigation on behalf of CBS is being considered but that no action has yet been taken.

Meanwhile, another suit over the same broadcast has been filed in the New York Supreme Court by Kobler and Palmieri who assert that the *Playhouse 90* program was really based on an article they wrote concerning the lost treasure of \$40 million or more which Mussolini was supposed to have been trying to smuggle out of Italy when he was captured and executed.

## NBC-TV unit will figure sales proposal audiences

NBC-TV has formed a sales proposals unit which will concentrate on development of brief presentations to document with audience research the values of specific proposals.

The network also announced three key appointments within the sales planning department. They are Paul Klemp-

## Outstanding Values in Broadcast Properties

This full time facility is the leading station in the market and grossing nearly \$200,000 for an absentee owner. Owner-operator could increase gross and profits. 29% down and liberal terms.

Medium size UHF market. Excellent plant and low overhead. Owner-manager opportunity. Equity sale. Price to sell.

Six major markets from Canada to Mexico. Full FM service. Outstanding class B facility. Quality programming. Liberal terms to qualified buyer.

### SOUTHWEST

**\$275,000**

### WEST COAST UHF

**\$220,000**

### REGIONAL FM NETWORK

**\$700,000**

## BLACKBURN & Company, Inc.

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NEGOTIATIONS • FINANCING • APPRAISALS**

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Hub Jackson  
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Chicago, Illinois  
Financial 6-6460

### ATLANTA

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

### BEVERLY HILLS

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

### CBS chief honored

Dr. Frank Stanton, president, CBS Inc., received an honorary Doctor of Laws degree from Bowdoin College on June 16. The text cited Dr. Stanton as a "dynamic business man and articulate leader in communications," and continued:

"As a fellow of the American Psychological Assn., a former chairman of the Center for Advanced Study in the Behavioral Sciences, and as an author, you have maintained your interest in your own scientific discipline."

The degree citation noted that Dr. Stanton had "braved spirited criticism by statement of your faith in that hopeful experiment that is democracy" and took notice of the CBS Inc. president's role in fighting for freedom of speech "of press, and of radio and television" particularly by having "fought the incursion of governmental control which could spell its [freedom's] demise."

ner, manager, client presentations; Ronald Pollock, manager, sales proposals, and George Walker, manager, sales development.

Mr. Klempner joined NBC sales planning in November 1958. In November, 1961, he was named manager, sales promotion. Mr. Pollock, formerly manager, sales development, joined NBC in March 1960. Mr. Walker has been with NBC sales planning since December 1957.

### Radio-tv stations report new building

Several radio and television stations last week announced that they either plan to construct new facilities or that they have gone on the air from new plants.

They are KOAT-TV Albuquerque, N. M.; WWUP-TV Sault Ste. Marie, Mich.; WOC-AM-FM-TV Davenport, Iowa; WABI-TV Bangor, Me.; and WNLC New London, Conn.

According to Fred L. Vance, general manager, KOAT-TV broke ground earlier this month for its new 14,700-square-foot building near the U. of New Mexico. The \$250,000 plant is expected to be completed in the fall.

WWUP-TV began operating June 15 as a fulltime satellite of WWTV (TV) Cadillac-Traverse City, Mich., on ch. 10. It transmits with 101 kw from a 1,126-foot tower in eastern Chippewa County. The programming is relayed from WWTV by a company-owned microwave system using RCA equipment. The station, owned by Fetzer Broadcasting Co., is represented nationally by

## Avco profits up 35% for six-month period

### EARNINGS REACH \$8.3 MILLION THROUGH MAY 31

Avco Corp., owner of The Crosley Broadcasting Corp., reported a record 35% increase in earnings for the first six months of the fiscal year. Consolidated net earnings for the six months ended May 31, 1962, rose to \$8,373,125 from the \$6,201,197 earned in the same period in 1961.

Earnings for the 1962 period were equal to 77 cents a share, based on 10,886,109 shares outstanding at the end of the period. In the same period

of last year, earnings were equal to 60 cents a share based on 10,379,438 shares then outstanding. Net sales for the first six months of 1962 were \$185,698,585, an increase of 18% over the \$157,926,234 in the first half total for 1961.

Crosley stations: WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio; WLWA (TV) Atlanta, and WLWI (TV) Indianapolis.

Avery-Knodel.

The new structure housing WOC-AM-FM-TV, estimated to cost nearly \$1 million, will measure 165x135 feet and will be near the station's present setup. Completion is expected in the spring, 1963. According to Dr. David Palmer, president, some \$600,000 worth of RCA equipment has been ordered. The new facilities will allow immediate colorcasting of local film and network programming. Radio facilities will include three studios plus special areas for separate fm programming in stereo.

WABI-TV began telecasting from its new 20,000-square-foot structure on Memorial Day. Within the next few weeks, WABI-AM-FM will complete

the move into its Studio City.

WNLC is constructing a new studio at its transmitter site. The main feature is an additional newsroom. The station plans to maintain its present studio offices and newsroom in the Mohican Hotel.

### Fire sweeps Georgia station

Fire at the studios of WCLS Columbus, Ga., June 15 destroyed all recording and audio equipment and caused extensive damage to the engineering room, printing department, storage area and control room. Damage was estimated at several thousand dollars. The station lost no broadcast time.

## EXCLUSIVE MIDWEST PROPERTIES FOR SALE!

Full time radio station grossing \$90,000.00-plus annually, with excellent cash flow. Priced for quick sale at \$105,000.00—all cash. **Another H&L Exclusive.**

Full time radio property in solid income, single station market of over 12,000 population. This profitable facility grossed \$172,000.00 in last fiscal year and is priced at \$260,000.00 on terms. **Another H&L Exclusive.**

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Riverside 8-1175  
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New Orleans

#### SAN FRANCISCO

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

## How hi is fi? Color can tell, EIA hears

### GROUP WILL STUDY USE OF WALSH COLOR-SYMBOL PLAN

A plan for using a series of color marks and simple symbols to tell the average consumer just what degree of "high fidelity" he is getting for his money in the purchase of a radio or phonograph was discussed last week in Chicago at the Third National Loudspeaker Conference of the Electronic Industries Assn.

The color-symbol plan was introduced by Lincoln Walsh, Walsh Engineering Co., Millington, N. J., to rate the quality performance level of loudspeakers, the critical component in radio, tv and phonograph systems which translates the electrical signal back into audible sound. The nearly 200 engineers and manufacturing executives at the conference voted to refer the plan to the EIA loudspeaker engineering committee for feasibility study and technical analysis.

The meeting, held Tuesday under the chairmanship of William H. Bingham, Hawley Products Co., St. Charles, Ill., was the largest to date in the loudspeaker industry. The discussion tied in with the cooperative efforts of EIA and the Federal Trade Commission to overcome public misunderstanding and some manufacturer abuses of

the term "high fidelity" (BROADCASTING, June 18). Mr. Bingham is chairman of the EIA loudspeaker and loudspeaker parts section.

The problem of accurately defining "high fidelity" has plagued the industry almost since its inception. It is hoped that the color-symbol system might not only solve this problem, but also give U. S. manufacturers a selling advantage over the imported product. U. S. loudspeaker production last year totaled about 42.5 million units for all purposes. Imports in addition to this equalled 40% of the U. S.-made total.

The Walsh plan seeks to translate the results of scientific measurements of loudspeaker quality into colors and symbols which manufacturers can place on their products and which the public can learn to recognize. The Walsh plan uses eight colors to identify ranges of sound frequencies and seven symbols to express the power handling capacity (acoustic watts) of loudspeakers.

Example: One white dot would indicate a speaker just adequate for a pocket radio. Six blue diamonds on a phonograph would tell the purchaser the instrument was one of moderate power

### Profitable hints

RCA paid out \$142,810 in awards to its employees in 1961 for their suggestions. The awards totaled 3,754 and ranged in value from \$5 to \$4,900. RCA employees made over 28,000 suggestions to reduce operating costs and improve quality during the year. This was a 93.5% increase over the more than 14,000 suggestions made in 1960. In five years, the company has paid \$604,503 for employees' suggestions.

and frequency and would have "very good listening quality" for use in the home.

### Gray Research to employees

Gray Research & Development Co. Inc., broadcast and hi-fi division of Gray Manufacturing Co., has been sold to a group of its former managers and employees. T. Gerald Dyar, manager of the Gray special products division, becomes president of Gray Research & Development Co., which will be completely independent under the new ownership. The company now is operating from its new plant at Newington, Conn.

## How long until there is volume output of all-channel sets?

The all-channel-receiver bill (HR 8031), now nearing final congressional passage, isn't expected to have a substantial effect on the kind of sets sold the public for at least a year and a half. This was the estimate last week of James D. Secrest, executive vice president of the Electronic Industries Assn.

The bill, which authorizes the FCC to require that all tv sets shipped in interstate commerce be equipped to receive both uhf and vhf signals, has already passed both Houses of Congress (BROADCASTING, June 18). But it requires House agreement to a Senate amendment specifying that the sets be capable of satisfactory reception.

Mr. Secrest said set manufacturers will probably increase "almost immediately" the number of all-channel sets now in production. Such sets account for about 8% of set makers' current output. But the production and distribution pattern of the 1963 models now coming on the market is largely frozen, he said. As a re-



Mr. Secrest

sult, he doesn't foresee all-channel sets appearing in volume in retail outlets before the end of 1963.

The first move in converting the industry to large-scale production of all-channel sets will be made by the FCC, once the bill becomes law. The

commission is expected to set up a rulemaking proceeding and hold hearings to determine, with industry's help, the standards to be applied in building sets capable of receiving both uhf and vhf signals.

The legislation doesn't authorize the commission to set standards, as such. But it does permit it to require that the sets be capable of receiving uhf and vhf signals "adequately," and this word requires definition.

Once this groundwork has been laid, Mr. Secrest said, the industry can begin its conversion. But he estimated it would take at least a year before existing inventories of vhf-only sets were to be cleared out and for set manufacturers to design, build and distribute their new all-channel sets.

The conversion process could be speeded up, he said, if the FCC determined that existing all-channel set designs were satisfactory. In that case, he said, manufacturers would simply step up their production of these sets.

## Jerrold sales up \$6 million for year

A jump of \$6 million in net sales and services returns—from \$11,935,899 in the 1961 fiscal year to \$18,002,248 in the 1962 fiscal year ending Feb. 28—was reported last week by Jerrold Corp., Philadelphia.

Jerrold's net income after taxes totaled \$597,234 (30 cents per share) for fiscal 1962, compared to \$248,873 (13 cents per share) last year. The 1961 net income figure did not include a special credit of \$2,837,212 (\$1.51 per share). Shareholders numbered an average of 1,999,682 during the 1962 fiscal year.

Jerrold is engaged in community antenna manufacturing and operations—including three systems in Illinois (Ottawa, Marseilles and Streator) in joint ownership with Alliance Amusement Co., a leading midwest theatre chain, and a franchise for a catv system in Binghamton, N. Y. Other divisions are Harman-Kardon, high fidelity components and kits; Pilot Radio, radio and phonograph receivers; Taco, antennas, as well as the manufacture of industrial communications and military equipment.

## Getting closer: merger of engineering groups

Members of the American Institute of Electrical Engineers (AIEE) voted overwhelmingly to merge with the Institute of Radio Engineers (IRE) to form a new 150,000-member society called the Institute of Electrical & Electronic Engineers (IEEE). The vote was taken at the annual meeting of AIEE last week in Denver.

Of the 55,166 eligible to vote, the mail ballot produced 29,464 proxies in favor of the merger as against 4,381 opposing it.

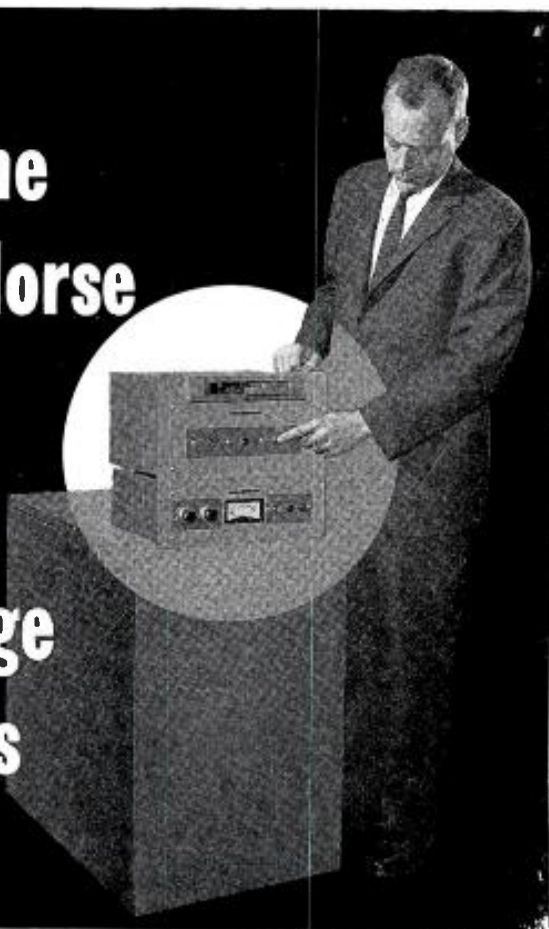
If the merger is approved by IRE, as is expected, the IEEE will become a reality effective Jan. 1, 1963. Meanwhile, committees are selecting a general manager and candidates for office in the new organization.

Key figures in bringing about the long-discussed merger were Warren H. Chase and Patrick E. Haggerty, respective presidents of AIEE and IRE, who have both enthusiastically supported the "marriage" of the world's two largest engineering organizations. Boards of directors of both groups also supported the merger (BROADCASTING, April 2, 1962).

## Technical topics...

**New fm receiver** ■ A new crystal-controlled commercial type stereo/monaural fm broadcast receiver that eliminates the need for telephone lines or

# Meet the Work Horse of all Tape Cartridge Systems



## More than 6000 ATC Standard Units now in use in over 800 stations

Current industry figures indicate that almost 50% of the nation's broadcast stations are equipped with some type of tape cartridge equipment. Better than 55% of that equipment was supplied by Automatic Tape Control, Inc. In fact, more stations use ATC equipment than all other makes combined. ATC standard dual-tone recording amplifiers and playback units are still the broadcaster's best tape cartridge buy. The high fidelity of reproduction is firmly established. And the years of actual performance in stations all over the nation and Canada have proven beyond a doubt that ATC units are rugged and dependable. Frequency response is  $\pm 2$  db from 70 to 12,000 cps;  $\pm 4$  db from 50 to 15,000 cps; signal-to-noise ratio is 55 db; wow and flutter are under 0.2% RMS. For complete details write, wire or phone us collect.

*Made by broadcasters for broadcasters*

**AUTOMATIC  TAPE CONTROL**

209 E. Washington St. • Dept. 127 • Bloomington, Illinois

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

conventional hi-fi receivers has been introduced by Vitro Electronics, Silver Spring, Md. Designed specifically for fm network applications, the compact receiver, designated Nems-Clarke type FMR-101, is completely transistorized and nuvistORIZED. It weighs 18 pounds and can be pre-tuned to any fixed point in the fm band.

**Appointment** ■ Bauer Electronics Corp., San Carlos, Calif., manufacturer of broadcasting equipment, has appointed Bill Westbrook & Assoc., Columbia, Mo., as sales rep in Missouri, Arkansas, Iowa and southern Illinois.

**Heavy duty tower** ■ A heavy duty tower, the Rohn No. 80, specifically de-

signed for microwave installation and other heavy duty communication and broadcast uses, is available from Rohn Manufacturing Co., Peoria, Ill. Additional information is available by writing the company, P. O. box 2000.

## Glass development makes shorter tubes possible

A new system of safety-shielding tv picture tubes, permitting lighter, shorter and more economical envelopes, was announced last week by the Kimble Glass Co., a subsidiary of Owens-Illinois Glass Co.

The new process of manufacturing the glass tubes, called Kimcode (Kim-

ble method for controlled devacuation) eliminates the safety shield on tv picture tubes. This is usually a separate glass shield or one laminated directly to the face of the tube. Kimcode glass tubes incorporate safety features in the tube itself, permitting a mild and safe devacuation should the tube be cracked or broken. The Kimcode method has three major elements: two metal bands and a fibreglass skirt. Earlier in the week, Kimble Glass was notified that the Kimcode process was recognized as an acceptable system by the Underwriters' Labs. Earlier the Canadian Standards Assn. approved the process. Kimcode process would lighten a 23-inch tube by almost 10 pounds.

## INTERNATIONAL

# TV ACROSS THE ATLANTIC

## Programming, technical plans for Telstar relay practically complete; networks to co-produce

Transmissions to Europe by Telstar communications satellite in July will be live remote pickups of major news stories taking place at the time of the launching, as determined by ABC, CBS and NBC, joint producers of the project.

The European program to be transmitted to the United States is planned as a geographical cross-section of the continent, with pickups from the 16 countries represented by European Broadcasting Union, producers of the overseas broadcast.

These points were disclosed at a news conference in New York last Thursday, attended by Fred Friendly, executive producer, CBS; Gerald Green (acting for Irving Gitlin, who is ill), producer, NBC and Ted Fetter, vice president and director of programming, ABC, who will jointly coordinate production of the American program and Aubrey Singer, assistant head of tv outside broadcasts, BBC, who is executive producer of the European program.

The satellite is to be launched by a Delta booster rocket from Cape Canaveral, under a cooperative agreement between the National Aeronautics & Space Administration and AT&T.

Each transAtlantic program is to be 12 minutes long, with the American broadcast preceding that of the European. About 15 minutes before the first transmission a telecast explaining the Telstar project and leading into the launching will be broadcast only in the United States.

**Big Show** ■ The American program will be coordinated in New York where the signal will be sent by tv cable to Andover, Me., site of Bell System's

ground station, which will beam the program by microwave to the Telstar satellite. The signal will be picked up by Telstar and rebroadcast to two ground stations in Europe where the program will be fed to Eurovision stations.

The European program will be transmitted from Brussels, where Eurovision's control room is located, to Goonhilly Down, Cornwall, England, a ground station, and from there beamed by Telstar. The signal will be rebroadcast by the satellite to the Andover ground station, which will then feed it on tv lines to New York, where it will be available to the three networks.

The launching is scheduled between the end of this month and July 15 (BROADCASTING, June 18).

Mr. Friendly described the first trans-Atlantic tv programs as "experimental" and said that it is too "premature to tell whether they will be done regularly."

Preliminary transmissions between points in the United States will be conducted before the broadcasts are attempted. The first will be the transmission of a test pattern from Andover to Telstar and back to a Bell System ground station at Holmdel, N. J.

## British firms clash over coverage area

Two British television companies have clashed over a town which both claim is within their exclusive viewing areas. Under Britain's commercial tv system each company has a monopoly of advertising-financed television over a

section of the country for part or the whole of the week, although many programs are networked.

Westward Television Ltd. and Television Wales & West Ltd., each is offering to realign viewers' antennas in Taunton, Somerset, free of charge so its own programs, and commercials, instead of its competitor's, will be picked up.

Peter Cadbury, chairman of Westward Television, claims Taunton is in the maximum signal strength area of one of his company's transmitters 14 miles away, and that the nearest transmitter of the other company is 30 to 40 miles distant.

A spokesman for Television Wales & West, whose president is the Earl of Derby, says Taunton "is our territory."

## CBC emergency plan adopted in Canada

Canadian radio network stations will be ready to go on the air 24 hours a day under a new emergency plan adopted by the Department of Transport, Ottawa.

Under the plan the Canadian Broadcasting Corp. will energize its radio networks on a 24-hour basis, ready to broadcast instructions and information to the public, should any national emergency arise. Key CBC stations will be staffed around the clock, although not actually on the air. The network connecting these CBC and affiliated privately owned broadcasting stations will be in continuous operation, feeding music to maintain network communication between the stations.

Low-power unmanned CBC relay transmitters in 91 small communities across Canada will remain on the air around the clock, instead of going off the air late at night as heretofore.

In a national emergency all broadcasting stations in operation at the time would remain on the air, and those

which have shut down will re-open wherever possible. All stations will broadcast only official warnings and instructions.

## Coca-Cola top brand in Canadian billing

Coca-Cola Ltd., Toronto, is not only the largest brand-name advertiser in Canada in publications and broadcast media, but spends the bulk of its money in radio and television, according to a report by Maclean-Hunter Research Bureau, as published in *Marketing*, Toronto advertising weekly. Of total Coca-Cola Ltd. advertising expenditures of \$1.3 million in 1961, radio received \$847,000, television \$248,000 and daily newspapers and a variety of magazines the rest.

The Maclean-Hunter report on the 50 leading Canadian brand advertisers last year showed most food, drug, cigarette and soap advertisers using more television and radio than print, while automotive and brewery advertisers used publications more.

Sixth on the list was Maxwell House coffee, with a total of \$763,000, of which \$575,000 went into television and \$137,000 into radio. Du Maurier ciga-

rettes, with a total expenditure of \$728,000, spent \$316,000 in tv, \$161,000 in radio. Jello spent \$724,000 in all advertising, of which \$467,000 went into tv, \$12,000 into radio.

Pepsi-Cola, with a \$709,000 total, spent \$300,000 in radio, \$157,000 in tv. Wrigley chewing gum of a \$683,000 total, spent \$315,000 in tv, \$314,000 in radio. Six of the top ten brand-name advertisers spent more in broadcast media than in publications.

The other four of the top ten advertisers were Pontiac, Chevrolet, Shell gasoline and Ford, most of whose advertising went into daily newspapers last year.

## 95,000 sets sold in Austria

A total of 95,000 television sets were sold last year in Austria, virtually equalling sales figures of the previous year. Of major significance is the solid trend from 19- to 23-inch picture tubes. Large-screen sets currently represent 70% of the total Austrian set sales.

Exports continued at a low level (5% of the total production) while import of non-Austrian tv sets remains drastically curbed in order to protect local industry. The government plans to issue a total of 15,000 import licenses for television sets this year.

## CBC-TV affiliates get 1962-63 preview BUT CLOSED CIRCUIT PROGRAM EMPHASIZES U. S. SHOWS

For the first time in Canadian television history, Canadian Broadcasting Corp., from its Toronto program headquarters on June 12, gave its 46 affiliated and owned-stations across Canada a 45-minute closed circuit preview of its 1962-63 network schedule. Michael Sadler, program director of CBC-TV network, outlined the new programs and said 65% would be Canadian content.

There will be a large number of public affairs, non-sponsored programs in prime evening time. "Last year we increased the number of such shows and it worked out so well that we plan to follow this pattern this fall," he stated. "The over-all schedule represents the greatest employment of Canadian actors in any one season during the 10 years of television in Canada."

Strangely enough, the CBC did not preview with film clips any of its Canadian shows, but used up 30 of the 45 minutes with episodes from new U. S. film shows *True* and *Beverly Hillbillies*.

Asked why no Canadian shows were previewed on an equal basis, Doug Nixon, assistant CBC program director, said that no new Canadian shows have yet been taped, and that "U. S. shows predominate in entertainment." He said the previews of U. S. film shows give the affiliates something to talk

about to potential station break and spot announcement advertisers looking for program adjacencies.

CBC has obtained all U. S. film shows on a pre-release basis, giving Canadian viewers first look. Some U. S. border viewers may tune in nearby Canadian stations also.

## Abroad in brief...

**MacLaren adds** - MacLaren Adv. Ltd., Toronto, Ont., on Aug. 1 takes over servicing of accounts in Canada of Arthur Meyerhoff & Associates, Chicago. This includes account of William Wrigley Jr. Co., Chicago and Toronto. The Meyerhoff organization is understood to be retaining its Canadian offices at both Toronto and Montreal for the time being, and will undertake the servicing of some MacLaren accounts in the U. S.

**BBC's biggest** - BBC's largest tv studio, Studio One at White City Television Centre, London, will be equipped by EMI Electronics Ltd. with eight 4½-inch image orthicon cameras and associated equipment when it is opened in the summer of 1963. The British electronics firm has announced. A special feature of the cameras is a provision



# NEW TOWER

## NEW COVERAGE

### WPBN-TV

Traverse City, Mich.

You Also Buy

### WTOM-TV

Cheboygan, Mich.

TOWER - 1,129 feet  
LOCATION - 35 miles  
south of Traverse City

EQUALS - More TV  
Homes.

LOWER COST PER  
THOUSAND.

BEFORE (Grade B)  
TV Homes 62,128  
Retail Sales -  
\$297,079,000

AFTER (Grade B)  
TV Homes 116,905  
Retail Sales -  
\$531,362,000

NEW BONUS (Grade C)  
TV Homes 216,909  
Retail Sales -  
\$916,497,000



## Paul Bunyan Network



LES BIEDERMAN  
SOREN MUNKHOF

President  
General Manager



national representatives  
VENARD, RINTOUL & McCONNELL

for changing the line standard from England's 405 lines to 525 (U. S. standard) or Europe's 625.

**Common Market expansion** ■ An expansion program for Common Market countries has been announced by BBDO International, London. The program, when completed, will have fully staffed, self-contained units working in London, Paris, Milan and Frankfurt. All but the Paris office are now in operation, and one will open in that city in July under the direction of Jean Chevalier. Each European office is headed by nationals of that country.

**Dola film deal** ■ Dola Films Ltd., sales agent of Atlas Telefilm Ltd., Toronto, Ont., has completed what is believed the largest deal for British feature films in Canadian tv history with CBLT (TV) Toronto, and CHCH-TV Hamilton, Ont. The first of several hundred

feature films will be aired in September. The films will count as 100% Canadian content in assessing the 55% Canadian program content required of Canadian stations.

**International interviews** ■ Screen Gems (Canada) Ltd., Toronto, Ont., is beginning production of five one-hour shows per week of interviews of world personalities by *Toronto Daily Star* columnist Pierre Berton. The program will be produced at Toronto, Montreal and Ottawa.

**New log record** ■ Board of Broadcast Governors has announced new log keeping methods for Canadian radio and television stations, using a code to designate type of program and its origination. Weekly logs are to be submitted by each station within a week, with an authorized official's or station manager's signature. Stations are being re-

quired to keep for six months, with production on demand of BBG, continuity used for any program, spot or flash announcement, manuscript of any broadcast talk or speech. Records must also be kept of products advertised, name of advertiser or agency submitting continuity, and registration number given certain advertising continuity by BBG.

**New Toronto outlet** ■ Leslie A. Allen, president of Atlas Telefilm Ltd., Toronto, and a group of shareholders, will apply this fall for a 1 kw radio station on 790 kc at Port Credit, Ont., a western suburb of Toronto. To use this frequency for its best efficiency, an antenna system employing nine towers will be required covering 75 acres of property in this highly industrialized southern Ontario region. It is estimated it will cost \$500,000 to get the station on the air.

## FANFARE

### WTTG (TV) 'BIG TOPS' FOR M.D.

#### Neighborhood carnivals help dystrophy fight

The backyard carnival, a favorite summer pastime of children, is the basis of a WTTG (TV) Washington project to help the Muscular Dystrophy Assns. of America. The station last week reported that its initial offer to help chil-

dren of the area set up "Carnivals for MD" has drawn over 2200 requests from children who wanted to stage such events in their neighborhoods. Miss Connie of *Romper Room*, Lee Reynolds of *Captain Tugg*, and Bill Johnson of *The Three Stooges* are participating in the project with announcements on their WTTG programs and by making personal appearances at some of the neighborhood carnivals.

WTTG offers the youngsters carnival kits which contain do-it-yourself information, posters, ideas for fund-raising games, recipes for refreshments and facts about MD.

All youngsters who put on carnivals will make appearances on WTTG to receive special MD citations.

WTTG officials also said its sister station, WNEW-TV New York, plans to start the same project.

#### Newspaper uses tv, cartoon for promotion

A promotion by one New York daily newspaper with the cooperation of a television station owned by another New York daily newspaper and involving a popular tv cartoon character produced successful results in the circulation department.

The newspaper: *New York World Telegram & Sun*. Station: WPIX (TV) owned by the *New York Daily News*; tv show: *Bozo the Clown*. Promotion: a contest to color Bozo.

"Previously the best we have been able to achieve with the coloring con-

test was about 20,000 daily," according to a spokesman for the *World Telegram & Sun*. "With 'Bozo,' results were nearer 30,000. Although this may seem small in relation to our adult-reader participation contests, it is phenomenal for a coloring contest."

WPIX, which carries the syndicated children's show, helped the promotion with announcements on the *Bozo* program as well as its other children shows. Winners appeared on the clown show.

Jayark Films Corp., New York, produces *Bozo the Clown*.

#### Viewer letters rebut charges against tv

The characterization of television as a "vast wasteland" was rebutted in prize winning letters submitted to Ziv-UA's "What I like about tv programming" contest, concluded last week.

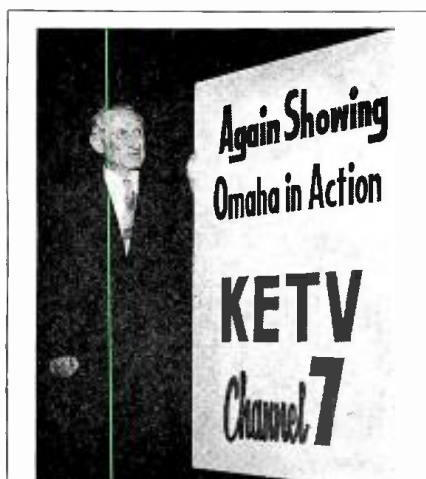
Letters received by participating stations expressed appreciation for the diversity of programs, news and educational values of tv as well as the entertainment qualities of the shows offered, M. J. (Bud) Rifkin, Ziv-UA executive vice president in charge of sales, said.

Though many of the letters stressed positive values, none "blindly claimed to like everything" on tv, Mr. Rifkin added.

The contest was conducted in conjunction with Ziv-UA's syndicated series, *Everglades*.

#### Beautiful—and bucolic

A slightly different tangent in contests for young ladies is utilized by WMT-AM-TV Cedar Rapids, KWMT Fort Dodge and the Iowa Electric Light & Power Co. This competition seeks "Iowa's Favorite Farmer's Daughter"



#### Tv men at work

In keeping with the best tradition of service to "sidewalk superintendents," KETV (TV) lets curious passersby know that a remote is being telecast by the Omaha station. This sign, being displayed by Eugene S. Thomas, KETV vice president and general manager, is placed at the remote site. The background is a bright yellow and the lettering is jet black.



## Promotion men in motion for ABC-TV

Promotion managers from ABC-TV affiliates met at the St. Moritz Hotel in New York last Monday and Tuesday for the first in a series of regional ABC-TV promotional clinics. Meetings also are being held this week in Chicago and San Francisco.

In the foreground (l to r): Paul Whittingham, WICU-TV Erie, Pa.; Arie Landrum, WCCA-TV Columbia, S. C.; Bob Doerr, WEWS (TV) Cleveland.

Seated (l to r): D. W. Wither- spoon, WRAL-TV Raleigh, N. C.; Carl Fuchs, WSUN-TV St. Petersburg, Fla.; Walt Smith, WROC-TV Rochester, N. Y.; Jeanne Barrett, WRVA-TV Richmond, Va.; Grayce Papps, WMTW-TV Portland, Me.; Marion Brechner, WLOF-TV Orlando; Dorothy Mugford, WNEP-TV Scranton; Phyllis Dougherty, WNAC-TV Boston; William Ed-

wards, manager of ABC-TV on-the-air promotion, Western Div.; Don Shepherd, WLOS-TV Asheville, N. C.; H. Taylor Vaden, WJZ-TV Baltimore; Haywood Meeks WMAL-TV Washington, D. C.; Jack Hyland, WFIL-TV Philadelphia; Adolph Seton, ABC-TV manager of on-the-air promotion.

Standing left to right: Warren Utal, WSWA-TV Lynchburg, Va.; Mike Schaffer, WLBW-TV Miami; Howard Rowe, WLWA (TV) Atlanta; Leo Pillot, ABC-TV exploitation; Bill Wagner, WKBW-TV Buffalo; Sid Mesibov, ABC-TV director of special exploitation projects; Mike Artist, WAST-TV Albany, N. Y.; Duff Kleiwer, WVEC-TV Norfolk, Va.; Phil Koch, WKBW-TV Buffalo; Ted Kirby, ABC-TV manager of affiliated station promotion; Michael J. Foster, ABC vice president in

charge of press information; Donald Foley, ABC vice president and director of advertising and promotion for the broadcasting division; Jerome Bredouw, ABC-TV director of on-the-air promotion; Hugh MacDonald, ABC-TV advertising business and production manager; Andre Gebstaedt, ABC-TV advertising manager; David Crantz, WTAE (TV) Pittsburgh; Bill Chadwick, WJZ-TV Baltimore; Paul Watson, WCOV-TV Montgomery, Ala.; Al Korn, WNAC-TV Boston; Lawrence Pollack, WABC-TV director of research and advertising services; Peter Gallagher, WNHC-TV New Haven; Lester Dinoff, WABC-TV director of publicity and public relations; Don B. Curran, director of advertising and publicity for ABC owned tv stations, and Murray Salberg, WABC-TV director of advertising and sales promotion.

and, along with the judging of natural beauty and charm, gives consideration to farm background and community activity. This year's winner, 18-year-old Anne Hawley, of West Liberty, will receive an all-expenses air trip to Washington, D. C., plus a \$300 wardrobe and other prizes. Miss Hawley will represent the sponsors at a number of leading farm events in the Midwest during the next 12 months.

## Test swim from Alcatraz sponsored by KRON-TV

Following the escape of three convicts from Alcatraz earlier this month, KRON-TV San Francisco decided to find out whether anyone could swim in the strong currents and chilly waters of San Francisco Bay.

The next day the station held an "Alcatraz Swim Test," in which two swimmers from the San Francisco Olympic Club made the "escape" swim under similar conditions confronting the escapees.

Accompanied by the club's swimming coach, a boatload of newspaper report-

ers and photographers and a news team from KRON-TV, the two swimmers completed the 3,400-yard escape route in 53 minutes against strong tides and in 60 degree water.

Both swimmers expressed the same sentiments: that they were still reasonably fresh and could have gone further. They felt that the supposedly escape-proof "Rock" really wasn't so—if a person was in good physical condition and had some proficiency as a swimmer.

KRON-TV, which filmed the entire event, telecast film clips that evening on its 6 O'clock News and 11 O'clock News programs.

## Drumbeats . . .

**WAPI's cleanup** ■ WAPI Birmingham, Ala., sponsored a week long cleanup of political posters which it considered detrimental to the beauty of the city and the surrounding area. As a reward, WAPI, in conjunction with Western Super Markets, offered 100 S&H green stamps for every 25 posters, plus bonus prizes of 5,000, 3,000 and 2,000

stamps, respectively, to the three individuals or groups bringing in the most posters. More than 22,000 posters were brought in to WAPI on collection day. The station donated the paper (about five tons) to the Salvation Army.

**Shuttling for shots** ■ Four WRCV Philadelphia disc jockeys each gave one full day to help immunize Philadelphians against polio. The quartet—Jack Pyle, Bill Bransome, Pat Landon and Jack Rattigan—accompanied doctors and nurses in a specially equipped bus that visited various areas offering the free shots. The disc jockeys served as "barkers" and explained the nature of the project to the crowds.

**Selling a market on radio** ■ How do you sell an out-of-state market to the men on Madison Avenue? Three tv stations in the Norfolk-Newport News, Va. area (WAVY-TV, WTAR-TV and WVEC-TV), have bought a three-week campaign on WPAT Paterson, N. J., a New York-area station, to promote the merits of advertising in the Virginia market. The campaign includes 12-14 one-minute spots per week.

## BROADCAST ADVERTISING

**James W. Packer**, account supervisor with John W. Shaw Adv., Chicago, promoted to new position of vp in charge of station relations. He will supervise all agency contacts with radio-tv station managers. Before joining Shaw last January, Mr. Packer was vp of Arthur Meyerhoff Assoc., Chicago, and sales manager with Ziv Television.



Mr. Packer

**Allan Greenberg**, **Edward McNeilly** and **Len Press** elected vps of Doyle Dane Bernbach, New York. Mr. Greenberg is director of research. Mr. McNeilly and Mr. Press are account supervisors.

**Barron Boe**, vp of BBDO, New York, joins Dancer-Fitzgerald-Sample, that city, as vp and account executive.

**Myra Janco** joins Roche, Rickerd & Cleary, Chicago, as vp and account supervisor, effective July 1, and will handle number of accounts, most of which she acquired as president of Wabash Adv., Terre Haute, Ind., and

Cleveland, which she founded in 1950. Total billing involved is \$1 million. American Trucking Assn. is among her accounts.

**Francis Lanigan**, vp and management supervisor at Benton & Bowles, New York, elected to agency's board of directors. Before joining B&B in 1958, Mr. Lanigan was in charge of new product development and marketing for The Nestle Co.

**William G. (Phil) DeBriere**, vp of J. W. Raymond Adv., Beverly Hills, joins Robert C. Frojen & Assoc., Los Angeles, as executive vp and account executive.



Mr. Lamb

**John M. Lamb**, account supervisor and pr director of Minneapolis office of BBDO, joins Gould, Brown & Bickett, that city, as head of newly formed consumer division. Mr. Lamb, who will be executive vp and principal of GB&B, will serve as account group head and member of agency's executive committee.

**N. W. Brandon**, vp of Doyle Adv. Agency, elected president of Nashville

Advertising Federation for 1962-63. Other officers elected: **Gerald Carden**, account executive with WSM-TV Nashville, vp; **H. C. Daniels**, vp of Dawson & Daniels Adv. Agency, treasurer, and **Frances Williams Preston**, southern representative for Broadcast Music Inc., secretary.

**A. L. Champigny**, account group head in New York office of Maxon Inc., Detroit-based advertising agency, elected vp. Mr. Champigny joined Maxon five years ago as account executive after 16 years as advertising manager of electronic tube department of General Electric Co.



Mr. Champigny

**James L. Baldwin**, vp and account supervisor at Kenyon & Eckhardt, New York, named general manager of K&E's Boston office. **Jacques Dufour**, formerly with Pelican Films, joins creative services division of K&E's New York office as tv art director. **Richard T. Ney**, *This Week* magazine, joins K&E as marketing services group head.



Mr. Shine

**George W. Shine**, director of advertising for Avon Products Inc. (cosmetics and toiletries), New York, elected vp in charge of advertising and pr. Mr. Shine joined Avon in 1947 and became advertising manager in 1953. He has served in his present capacity since 1960.

**Thomas Nipper**, assistant to business manager of Young & Rubicam, San Francisco, named business manager of agency's Los Angeles office. He succeeds **David Van de Walker**, who resigned.

**Robert Buckbinder**, executive vp and creative director of Frederick Clinton Co., New York advertising agency, joins Peerless Adv., that city, as executive vp.



Mr. Buckbinder

**Martin S. Berger**, advertising and sales manager of the Absorene Mfg. Co. (chemical products), St. Louis, joins Storm Adv. Agency, Rochester, N. Y., as account executive.

**Milt Miller**, vp of Royer & Roger Adv., New York, named assistant general manager and account executive. **Chris Justio**, vp and executive art director of Arch Art Inc., Philadelphia,

# talk about total reach!

Nielsen can tell you that in a four-week period WCKY reaches more than 3 million homes. Albers Colonial Food Stores can tell you that in eight weeks over 78,000 entries were received in their Carload of Quality Foods contest. The millions who *listen* and the thousands who *act* are equal proof of WCKY reach. Talk to H-R about WCKY.

# wcky • radio

## 50,000 WATTS • CINCINNATI

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

## AWRT's New York chapter

**Jean Richter**, manager of the equipment control department of Radio Liberty, was elected president last week of the New York chapter of the American Women in Radio & Television. Other AWRT officers elected: **Florence Monroe**, WYNE (FM) New York, first vp; **Catharine Lynch**, ABC librarian, second vp; **Martha Zeisler**, account executive with The Mermey Organization, recording secretary; **Lucile Schulberg**, copy writer with BBDO, corresponding secretary, and **Susan Wayne**, vp of Gotham Film Productions, treasurer.

joins R&R as executive art director. **Will C. Long**, formerly with Benton & Bowles, appointed creative group head. **Alfred C. D. Schmidt**, senior artist, named manager of art administration. **Mae M. Greene** appointed media supervisor in charge of space and time reports and **Allan A. Heller**, in charge of production, assumes added responsibilities as account executive.

**M. J. Marion** and **Richard J. Griffith**, both formerly of Ward William & Co., join Rield & Freede, Clifton, N. J.-New York advertising agency, as account supervisor and account executive, respectively. R&F recently acquired accounts of Ward William.

**Grace Guarnera**, assistant secretary of Guild, Bascom & Bonfigli, San Francisco, elected corporate secretary. She succeeds **John H. Rolfs**, recently elected vp and treasurer. Miss Guarnera has been on staff of GB&B for 11 years, starting as media buyer.



Miss Guarnera

**Donald L. Linton**, account executive with BBDO, joins Fuller & Smith & Ross, New York, as executive on Lehn & Kink account.

**Leo E. Hughes Jr.**, account executive with Doherty, Clifford, Steers & Shenfield, joins Geyer, Morey, Ballard, New York, as account executive for Charles Antell Div. of B. T. Babbitt Inc.

**Lawrence Richard Walken**, formerly with Grey Adv., joins BBDO as media director of agency's Boston office.

**John E. Robertson**, McCann-Erickson, Los Angeles, named producer in radio-tv department of Los Angeles office of Compton Adv.

**Joe Vodneck**, copywriter with Hixson & Jorgensen, Los Angeles, promoted to new post of copy chief. **Dick**

**Merritt**, radio-tv director of Thomas Wilson Adv. Agency, Reno, Nev., and **Bill Knight**, of Botsford, Constantine & Gardner, Portland, Ore., join H&J as copywriter and assistant art director, respectively.

**Alfred A. Basso Jr.**, former tv producer with Ted Bates & Co., to Leo Burnett Co., New York, as commercial producer.

**Earl Collings**, copy group head in charge of creative activity on Monsanto Plastics Div. account at Tatham-Laird, Chicago, joins MacFarland, Aveyard & Co., that city, as broadcast and print copy chief.



Mr. Buffington



Mr. Christy

**Carl E. Buffington** and **Orrin E. Christy** elected vps of Morse International, New York-based advertising agency. Mr. Buffington is director of radio-tv and Mr. Christy is director of media.

**Henry J. Kozlowski**, account executive with Baker, Johnson & Dickinson, Milwaukee, joins plans and marketing department of N. W. Ayer & Son, Philadelphia. **William J. Graham**, formerly with Communications Research & Advisory Corp., New York, and **Frederic C. Moffatt**, Aitkin-Kynett Co., Philadelphia, join Ayer's media selection (radio-tv) department.

**Austin Peterson**, western region managing director of The Advertising Council, named to Southern California advisory committee for U. S. Savings Bonds.

**Philip J. Anderson**, formerly with T. N. Palmer Co., New York advertising agency, joins copy department of Kudner Agency, that city.

**Todd D. Lief**, formerly with Leo Burnett Co., Chicago, joins copy staff of Clinton E. Frank Inc., that city.



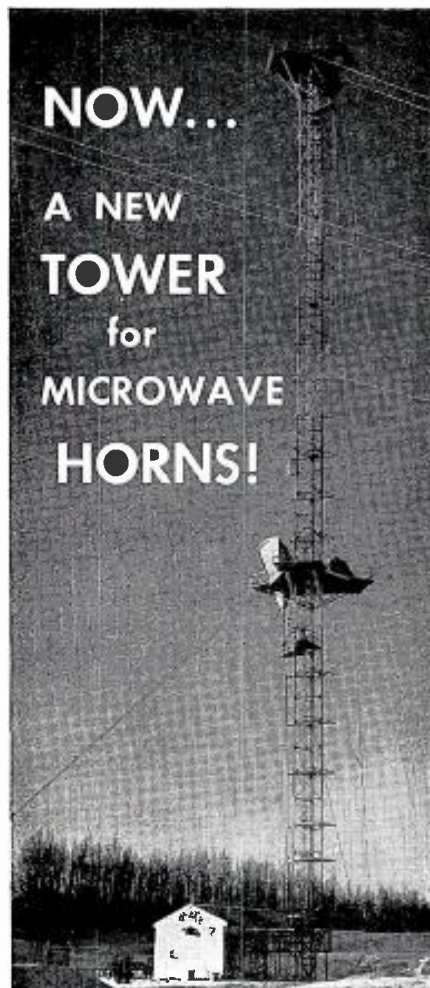
Mr. Pickman

1958 as research director.

**R. David Nathan**, former vp of Curtis Adv., New York, joins The Shaller-Rubin Co., advertising agency, that city, as director of radio and tv.

# NOW...

## A NEW TOWER for MICROWAVE HORNS!



### First and only tower of its kind

Are ordinary towers giving you antenna siting headaches? Facing this problem, Alberta Government Telephones directed Stainless, Inc., and their Canadian subsidiary, Walcan, Ltd., to muster all their engineering skills to lick it. They did just that.

The result is the unique guyed structure you see above—the first and only of its kind—one of several now in and working on a multi-hop TD-2 system in northwestern Canada! The two platforms will support up to six horn antennas per tower at any height from 25 feet to 500. Orientation of horns is a full 360°. Normal cost of tower materials, installation and maintenance is reduced one-third.

So when you need special towers—for microwave, radio or scatter transmission—call upon Stainless. Their experienced staff can handle the whole job—from planning to installation.



Ask today for your free booklet describing many Stainless installations.

## Stainless, inc.

NORTH WALES • PENNSYLVANIA

## Veteran broadcaster resigns from NAB Board



Mr. Rogers

Resignation of W. D. (Dub) Rogers, president of Texas Telecasting, Lubbock, from the NAB TV Board leaves a vacancy in that body that is to be filled at the association's summer board

meeting starting June 26. Under the NAB by-laws, the TV Board will fill the vacancy. The TV directors will meet Wednesday, joining the radio directors in a joint meeting Friday. The Radio Board meets Thursday.

New members of the boards will be briefed on association problems tomorrow. Thirteen directors will join the boards to serve two-year terms.

Everett E. Revercomb, NAB sec-

retary-treasurer, said Mr. Rogers had resigned because he is no longer actively engaged in station management. His key station, KDUB-TV (now KLBK-TV) Lubbock, was sold last year to a group headed by Sidney Grayson, KSYD-TV Wichita Falls, Tex. Mr. Rogers had served several terms on the board. He is president of Television Pioneers. A decade ago he was active in bringing together Television Broadcasters Assn. and NAB, serving on the committee that effected the merger and representing both bodies. He also was active in formation of Television Bureau of Advertising and served as its president.

Peter Kenney, NBC Washington vice president, was named by network as its NAB Radio Board member. He succeeds P. A. Sugg, who has resigned as NBC executive vp because of illness.

manager of WFLN-AM-FM Philadelphia and assistant to Ted R. Woodard, outlets' general manager and executive vp.

**Robert M. Reuschle**, general sales manager of WLAC-TV Nashville, Tenn., joins WFGA-TV Jacksonville, Fla., in similar capacity. Previously, Mr. Reuschle was associate media director and manager of radio-TV time buying department of McCann-Erickson.



Mr. Reuschle

**William W. Bryan**, vp in charge of Detroit office of Peters, Griffin, Woodward, elected president of Detroit chapter of Station Representatives Assn., succeeding **Charles Fritz** of John Blair & Co. Other officers elected: **William E. Morgan**, Adam Young Cos., vp; **Michael J. Lutomski**, The Katz Agency, treasurer, and **Geno Cioe**, H-R Representatives, treasurer.

**Charles W. (Bill) Thomas**, for past two years general sales manager of WTTV (TV) Bloomington, Ind., joins WFIL-TV Philadelphia as assistant general sales manager.



Mr. Dougherty

**Joseph P. Dougherty**, vp of Capital Cities Broadcasting Corp. and general manager of WPRO-TV Providence, elected president of Rhode Island Broadcasters Assn. at June 15 dinner meeting in Warwick.

Other officers elected: **Joseph S. Sinclair**, WJAR-TV Providence, vp; **Zel Levin**, WWON-AM-FM Woonsocket, secretary, and **Maury Lowe**, WLKW Providence, treasurer.

**Felix Adams**, general sales manager of KRAK-AM-FM Sacramento, Calif., elected vp of Sacramento Advertising & Sales Club.

**Bill McKee**, formerly with Avery-Knodel, New York, named eastern representative of Dean & Slaughter, Minneapolis, national rep for Dakota Sales-maker Radio Stations. Mr. McKee will have his office at Austin LeStrange Co., New York.

**Curtis Short**, program director of KBOP Pleasanton, Tex., assumes added duties as assistant manager. **Edward Austin** joins KBOP as announcer-news director.

**James C. Timothy**, member of sales staff of NBC-owned WNBQ (TV) Chicago, promoted to account executive with NBC-TV Spot Sales, that city. He is succeeded at WNBQ by **Richard E. Taylor**, formerly with WLS Chicago. **Donald A. Wolff**, former midwest man-

## THE MEDIA



Mr. Curran



Mr. Regazzi

**John Regazzi**, manager of Price Waterhouse & Co., New York, joins American Broadcasting - Paramount Theatres, that city, as comptroller, succeeding **J. L. Brown**, comptroller and assistant treasurer, who has been elected vp of administrative operations for ABC Paramount Records. **Joseph Fitzpatrick**, of AB-PT comptroller's office, succeeds Mr. Brown as assistant treasurer. **Don B. Curran**, director of publicity and promotion for ABC owned radio stations, named director of advertising and publicity for ABC owned TV stations: WABC-TV New York, WBKB (TV) Chicago, KABC-TV Los Angeles, KGO-TV San Francisco and WXYZ-TV Detroit. See WEEK'S HEADLINERS, page 10.



Mr. Fitzpatrick

**Larry Mazursky**, sales manager of KLAS-TV Las Vegas, appointed assistant general manager of KWKW Pasadena-Los Angeles, Spanish-language station. **Howard A. Kalmenson**, president of KWKW, was former general manager of KLAS-TV.

**Gus Thomas** and **Glenn Morgan** ap-

pointed general manager and sales manager, respectively, of WCOY Columbia, Pa. Mr. Thomas has been with WCOY in various capacities since 1957. Mr. Morgan has been with station's sales department since 1960.

**James A. Londot**, station manager of WICU Erie, Pa., named general manager of WRWR-FM Port Clinton and WLKR-FM Norwalk, both Ohio. **Robert W. Reider**, president of both Ohio stations, said WLKR is expected to begin broadcasting within three months.

**Merle H. Tucker**, president and general manager of KGAK Gallup, N. M., elected president of Kiwanis International.

**Calvin A. Haworth**, for past six years general sales manager of KFRM Kansas City, appointed general manager, replacing **Robert D. Hanna**, who resigned.

**Guy Griffen**, assistant sales manager of WMAR-TV Baltimore, appointed assistant general manager of WBOC-AM-TV Salisbury, Md. Mr. Griffen, who formerly served as general manager of WSSB Durham, N. C., joined sales staff of WMAR-TV in November 1949 as account executive.



Mr. Griffen

**Terrell L. Metheny Jr.**, production director and d.j. with WOKY Milwaukee, joins WGKV Charleston, W. Va., as station manager.

**William D. Ellis Jr.** named station

ager of Jack Masla & Co., joins sales staff of WMAQ-AM-FM Chicago, succeeding **Edward C. Cotter**, who joins NBC Radio Spot Sales, also Chicago.



**Mr. Houwink**  
Frederick S. Houwink, vp of Evening Star Broadcasting Co. and general manager of WMAL-AM-FM-TV Washington, elected president of Better Business Bureau of Metropolitan Washington at organization's annual meeting June 18.

**James Dowdle**, Edward Petry & Co., joins Chicago tv sales staff of The Katz Agency.

**Charles A. McFadden**, sales executive with Ziv-United Artists in Cleveland, joins Storer Broadcasting Co. as account executive with WJW-TV, that city. **Norman Waggy**, formerly with WGAR-AM-FM Cleveland, appointed editorial director of WJW-AM-FM-TV, effective July 2.

**F. Robert Kenton**, sales executive at WHN New York, joins sales staff of KHJ-AM-FM Los Angeles.

**Michael P. Quinn**, announcer-engineer with WTAC Flint, Mich., joins sales staff of KTNT-AM-FM Tacoma, Wash.

**Ozzie Osborne**, program and production manager of WFBM-FM Indianapolis, named account executive with WFBM-TV, that city. **Tom Wendt**, member of engineering department of WFBM-AM-FM-TV since March 1951, replaces Mr. Osborne as program director of fm outlet and director of audio recording facilities.

**Kenneth M. Johnson**, executive with CBS-TV Stations National Sales, New York, joins Capital Cities Broadcasting Corp. as general sales manager of WKBW-TV Buffalo, N. Y. Before joining CBS, Mr. Johnson was executive vp and partner of McGavren Tv Inc. and sales manager of NBC-owned WNBQ (TV) Chicago.



**Mr. Johnson**

**Ann M. Corrick**, assistant chief of Washington news bureau of Westinghouse Broadcasting Co., was presented 1962 National Headliner award by Theta Sigma Phi, professional fraternity for women in journalism, at fraternity's national convention in San Antonio, Tex., June 21. Two other women also received Headliner awards.

**Eugene W. Walz**, production manager of WCKT (TV) Miami, joins WRC-TV Washington as director of programs.

## News group elects slate

**Ray Ruester**, director of news and special events department of WLOF-TV Orlando, elected president of Florida UPI Broadcaster's Assn., succeeding **Harry Hughey** of WBSR Pensacola. **Byrd Mapoles** of WEBY Milton was elected vp. Tv directors: **Bill Gordon** of WPTV (TV) West Palm Beach; **Joe Loughlin** of WTVT (TV) Tampa; and **Claude Taylor** of WJXT (TV) Jacksonville. Radio directors: **Spencer Danes** of WGBS-AM-FM Miami; **Bob Mackey** of WDAE-AM-FM Tampa, and Mr. Hughey.

**Neal Van Ells**, program director of WLWA (TV) Atlanta, Ga., joins WRCV-TV Philadelphia, effective July 2, as program manager.

**Hilliard Gates**, assistant general manager and sports director of WKJG-AM-TV Fort Wayne, Ind., appointed general manager, effective July 1, replacing **Edward G. Thoms**, who resigns. Mr. Gates began his broadcasting career in 1937 with WKBZ Muskegon, Mich., and WOWO Fort Wayne, and served as first manager of WKJG radio. Mr. Thoms, who joined WKJG as vp and general manager in 1949 and in 1953 organized WKJG-TV, will remain with company in advisory capacity for remainder of 1962.



**Mr. Gates**

**Ron J. Seman** resigns as program director-sports director of WJMO, WCUY-FM Cleveland Heights, Ohio.

**William M. Kennedy**, former program manager of WGAW Gardner, named program and promotion manager of WLYN Lynn, both Massachusetts.

**Pat Stinson**, director of standards and practices of KTTV (TV) Los Angeles, elected president of Public Interest Radio & Tv Education Society of Los Angeles.

**Bill Small**, news director of WHAS-AM-TV Louisville, Ky., appointed assistant director of news in CBS News' Washington bureau. He is succeeded at WHAS by assistant news director **Jay Crouse**, who joined Louisville outlets in September 1952. Mr. Small, who will join CBS News in New York on July 1 for two months before moving to Washington, has held WHAS post since early 1956.



**Mr. Small**

**David Cole**, associate producer with ABC Radio, Chicago, named producer. **Michael Jacobson**, WBKB (TV) Chicago, named associate producer for ABC Radio.

**Carolyn Vaughan**, assistant director of *Primary Spanish and Fine Arts Tv Classtime* series produced by KLRN (TV) San Antonio, Tex., appointed etv station's program associate and community coordinator.

**Lewis W. Herzog**, administrative assistant of WTMJ-AM-FM-TV Milwaukee, retired June 10 after 38 years with the *Milwaukee Journal*, licensee of stations. Mr. Herzog joined the *Journal* in 1924, working in promotion and advertising. He was appointed station manager of WTMJ in 1939, and in 1945 was named assistant general manager. Mr. Herzog assumed position of research and development coordinator of WTMJ stations in 1952 and two years later was named administrative assistant, position he held until his retirement.

**William Rapp**, former executive producer-director of ABC-TV's *Queen For A Day* program, joins production staff of KMBC-TV Kansas City as director.



## AWRT's Washington team

**Patricia Oliver**, executive director of Greater Washington Educational Tv Assn., elected president of Washington chapter of American Women in Radio & Television for 1962-63 at meeting held June 16. Other officers elected: **Simone A. Poulain**, radio-tv officer, Dept. of State, vp; **Kay Fisher**, WMAL-TV Washington, treasurer; **Maggi Nelson**, WTOP-TV Washington, recording secretary; **Mary Ann Guyol**, League of Women Voters, corresponding secretary; **Patti Seairight**, WTOP-TV Washington, program chairman; **Ruth Walter**, Voice of America, projects chairman; **Jane Goodman**, director of radio-tv, Council of Churches, National Capital Area, hospitality chairman; **Lucy Cummings**, radio-tv representative, Carl Byoir & Assoc., publicity chairman; **Minnie Fleck**, Voice of America, membership chairman.

**Coburn Gum**, former commercial manager of WTSP (now WLCY) St. Petersburg, and WALT Tampa, both Florida, appointed assistant professor of English at Clemson College in South Carolina.



Mr. Driscoll

**George S. Driscoll**, former engineering manager of WROC-TV Rochester, N. Y., until station's sale in November 1961 to Veterans Broadcasting Co., appointed engineering manager of Channel 13 of Rochester Inc., interim operation consisting of eight applicants.

**Don Mumford**, supervisor of film department of KBTU (TV) Denver, assumes added duties as production manager, replacing **Russ Kundert**, who resigned.

**James R. Monroe**, client service executive in media research division of A. C. Nielsen Co.'s San Francisco office, joins KGO-TV, that city, as research director, newly created position.

**Lloyd Perrin** and **Val Cienard** appointed morning and evening news editors, respectively, of KMPC Los Angeles.

**Stan Vainrib**, news and public affairs director of WATV Birmingham, Ala., returns to station after extended leave of absence to Alabama chapter of National Multiple Sclerosis Society.

**Bill Tribble**, member of news depart-

ment of WMAZ-AM-FM-TV Macon, Ga., promoted to news director. **Kay Burton** joins station as news reporter. **Donald Bruce**, **Gus Small Jr.** and **Jim Vinson**, college students, join WMAZ for summer vacation period to work in news department, tv operations and engineering department, respectively.

**Bill Flower**, formerly with WTAP Parkersburg, W. Va., named news director of WWCO-AM-FM Waterbury, Conn.

**E. Joseph Benti**, formerly with WBAL-AM-FM-TV Baltimore, joins news department of WDAF-TV Kansas City.

**Ray Engle**, former news director of WILX-TV Jackson, Mich., joins news staff of WJR-AM-FM Detroit.

**Jesse Spier**, sales specialist with Hearst Advertising Service and *American Weekly* for past 17 years, joins sales staff of Mutual Broadcasting System, New York, as senior account executive.



Mr. Spier

**Joe Templeton**, newscaster with WTVJ (TV) Miami, joins WJZ-TV Baltimore as assistant news director and on-the-air news personality. He is succeeded by **Dick Doty**, former news director of WINZ Miami.

**Mark Hepler** joins KHOU-TV Houston, Tex., as news editor.

**Don W. Owens**, former director of Capitol Records, appointed music director of WINS New York.

**Sandy Dutton**, former continuity director of WHMS Charleston, W. Va., joins staff of WHIH Norfolk, Va., in similar capacity.



Mr. Sklar

**Rick Sklar**, program director of WHN New York, joins WABC-AM-FM, that city, as director of production and community services.

**Dex Card**, former air personality with KYW-AM-FM Cleveland, joins staff of WERE-AM-FM, that city, in similar capacity.

**Lacy Sellars**, quality control manager of WBT-WBTU (TV) Charlotte, N. C., assumes added duties as operations manager of WBT-FM, that city, which is tentatively scheduled to begin operating July 1.

**Bruce Still**, formerly with KQV Pittsburgh, joins WIL-AM-FM St. Louis as director of production.

**Clarence H. (Clancy) Sewell**, since February 1961 vp and general sales manager of KOOO Omaha and KSIR Wichita, appointed general sales manager of KBEA-AM-FM Kansas City. Previously, Mr. Sewell served for five years as account executive with KCMO-TV Kansas City.



Mr. Sewell

**Irving Lowenthal**, member of sales department of WNLC New London, Conn., promoted to sales manager.

**Gerald J. Morey**, president of the Thames Broadcasting Corp., licensee of WNLC, was inadvertently reported in BROADCASTING, June 18, as being appointed station's sales manager. Mr. Morey continues as president of corporation.

**Howard Gates** joins WBBF-AM-FM Rochester, as newsman-announcer.

**George Erwin**, former general manager of WESX Salem, and **John E. Chadderton**, former newsman and air personality with WHIL-AM-FM Medford, both Massachusetts, appointed temporary staff announcers with WEEI-AM-FM Boston.

**Tom Murphy**, air personality with KLIF Dallas, joins KBOX, that city, in similar capacity.



Mr. Akins

**Henry J. Akins**, former account executive with McCann-Erickson and McCann-Marschalk, Atlanta, Ga., joins H-R Television and H-R Representatives, that city, in similar capacity. He replaces **John Hicks**, who joined WAKY Louisville, Ky., as general manager.

**Richard F. Ahles**, member of promotion department of WTIC-AM-FM-TV Hartford, Conn., named information director.

## Academy returns Furness

**Betty Furness** has been re-elected president of New York chapter of Academy of Television Arts & Sciences. Other officers were also re-elected with exception of position of treasurer to which musician **Paul Taubman** was elected. Other officers are: **Bob Banner**, president of Bob Banner Assoc., first vp; **Larry Lowenstein**, vp of GAC, second vp, and **Evelyn F. Burkey**, executive director of Writers Guild of America, East, secretary.

**Richard F. Cruse**, member of advertising staff of *Los Angeles Herald-Examiner*, named sales promotion director of KFRE-AM-TV and KRFM (FM) Fresno. Calif.

**Bob Reagan**, for past 11 years publicity director of KTLA (TV) Los Angeles, resigns.

**Eldon Campbell**, vp and general manager of WFBM-AM-FM-TV Indianapolis, awarded Doctor of Humane Letters degree by Christian Theological Seminary of Butler U. at school's commencement June 8 in that city. Mr. Campbell was cited for "his excellence of leadership in his field . . . and in religious broadcasting."

**Robert Koolage**, air personality with WCAO-AM-FM Baltimore, resigns to accept similar post with WITH-AM-FM, that city.

## PROGRAMMING



Mr. Baron

**Amos T. Baron**, former vp and general manager of KCOP (TV) Los Angeles, appointed western division manager of United Artists Associated with headquarters in Los Angeles. Along with his responsibilities at KCOP, Mr. Baron was director of sales for broadcast division of Nafi Corp. (now Chris-Craft Industries), which includes KPTV (TV) Portland, Ore., and KTVT (TV) Fort Worth, Tex., as well as KCOP. Earlier, he had been general manager of KABC-TV Los Angeles and general sales manager of KABC-AM-FM and ABC Pacific Radio Network.

**Ken Weldon** appointed midwestern sales manager of Cinema-Vue Corp., New York, with headquarters in Winterset, Iowa. **Bryan D. (Buck) Stoner**, formerly with 20th Century-Fox and Paramount Pictures, named Cinema-Vue's eastern-central division manager.

**Sidney Cohen**, account executive with WQMR Silver Spring, Md., joins sales staff of Allied Artists Television Corp., New York.

**Bill Box**, head of Box Cards (humorous greeting cards), Hollywood, and former syndicated cartoonist, named vp in charge of promotion for *The Bullwinkle Show* and *Fractured Flickers*, tv programs produced by Jay Ward Productions, Hollywood.

**Howard Grafman**, former general manager of WXFM (FM) Chicago, appointed midwest division account executive for Seven Arts Assoc., New York.

**Peter Abenheim**, veteran tv producer currently with KEWB San Francisco as d.j., will host *Hobby Masters*, juvenile tv series on KTVU (TV) Oakland-San Francisco, Sat. 9:30-10:30 a.m., starting July 7.



Mr. Breen

eastern sales manager.

**William P. Breen**, national sales manager of NBC Films, New York, elected vp in charge of sales. Mr. Breen began his NBC Films career in 1952 as salesman. He subsequently served as sales supervisor and

**Nat Hintoff**, author-music critic, signed by Steve Allen's Meadowlane Productions as east coast consultant for company's syndicated tv series, *Jazz Scene USA*.

**Ann Blyth** signed to multiple picture starring contract by Four Star Television. Contract calls for Miss Blyth to appear in minimum of four guest shots during 1962-63 season. First three will be in segments of *The Dick Powell Show*, *Saints and Sinners* and *The Lloyd Bridges Show* series.

**Pat Kelleher** named manager of artist radio-tv promotion for RCA Victor.



Mr. Kramp

services to radio-tv stations and newspapers. Mr. Kramp will continue as assistant secretary.

**Robin Hardy**, former head of his own production companies in England and Canada, joins creative staff of Audio Productions, New York.

**Gordon Hellmann**, director of advertising, sales promotion and public relations for Transcontinent Television Corp., appointed sales promotion manager of Warner Bros. Television Div., New York.

## EQUIPMENT & ENGINEERING

**Jack Berger**, former head of Ray & Berger, radio-tv promotional service, elected vp of Citroen Electronics Corp., Los Angeles, manufacturer of portable tape recorders.

**Theodore A. Flynn**, general sales manager of Packard-Bell Sales Corp., Los Angeles, elected to newly created position of vp in charge of sales and director of sales for home products division.

# ITA Quality HIGH EFFICIENCY

## 5 kw AM TRANSMITTER



### AM's Best 5 KW Buy!

The unique PA circuit in ITA's 5 kw AM transmitter operates with about 90% efficiency. Only five tube types used and total tube complement is nine. Makes maintenance simple and economical. Check these advantages: • Solid State Rectifiers • Conelrad and Remote Control Provisions • Power Cutback to 1 kw • Automatic Recycling. It's value packed!

### ITA with EMI/US

NOW SERVING BROADCASTING BEST

# ITA

**ITA Electronics Corporation**  
BROADCAST DIVISION  
Lansdowne, Pennsylvania

**Raymond V. Schneider**, eastern regional catv manager of TelePrompter Corp., promoted to general manager of company's catv division. Before joining TPT last December in his present position, Mr. Schneider was for 10 years vp and general manager of Williamsport (Pa.) Cable Co. and supervisor of catv division of National Theatres & Television Inc.

**Leon A. Wortman**, group account supervisor at Kudner Agency, New York, named sales manager for commercial electronic products of Sylvania Home Electronics Corp., that city. **Dr. Richard Sirrine**, former assistant chief of applied physics branch of Norden Div., United Aircraft Corp., named manager of integrated circuit department of Sylvania's semiconductor division.

**Charles L. Range**, former sales manager with Ampex Corp., joins Altec Lansing Corp., subsidiary of Ling-Temco-Vought Inc., Anaheim, Calif., as regional sales manager for company's stereo high fidelity sound products and microphone and broadcast equipment in mid-Atlantic states.



Mr. Range

**Columbus O'D. Iselin Jr.** appointed to newly created post of director of foreign business development of Raytheon Co., Lexington, Mass. Mr. Iselin will coordinate all international business and marketing activities between electronic firm's European subsidiaries and U. S. operating divisions.

**John W. Scheck**, former marketing manager of Berkeley Div. of Beckman Instruments, Richmond, Calif., named marketing manager for electronic instruments at Allen B. DuMont Labs, division of Fairchild Camera & Instrument Corp., Clifton, N. J.

## Gunther re-elected chief



Mr. Gunther

**Frank A. Gunther**, president of Radio Engineering Labs, New York, was re-elected president of the Armed Forces Communications & Electronics Assn. at its annual convention in Washington June 12-14. Other officers are: **Rear Admiral Bernard F. Roeder**, USN; **Maj. Gen. John B. Bestic**, USAF; **Walter H. Pagenkopf**, Teletype Corp., and **Peter J. Schenk**, Peter J. Schenk Co., all re-elected vps; **Maj. Gen. Earle F. Cook**, USA, and **Rear Admiral William D. Irvin**, USN, newly elected vps. Among directors elected: **Arthur N. Curtis**, RCA; **Maj. Gen. Frank Stoner**, USA (Ret.), Varian Assocs., and **Lowell F. Wingert**, AT&T. **John R. O'Brien**, Hoffman Electronics Corp., was reappointed treasurer.

**James J. Lanigan** returns to Sylvania Electric Products as manager of pr for Sylvania electronic systems, Waltham, Mass., after six months active duty with U. S. Army. He succeeds **Thomas E. McCarthy**, who has been appointed manager of public information of General Telephone & Electronics, New York. Sylvania is subsidiary of GT&T.

## ALLIED FIELDS

**Raymond Cranley**, former systems analyst and programmer with Remington Rand Univac, joins Central Media Bureau, New York, as project leader of CMB's broadcast program, supervising systems analysis, computer programming and production.

**Howard T. Bell Jr.**, program director of KMAN Manhattan, Kan., named radio-tv specialist on staff of Kansas State U. department of extension radio and television.

**Dr. Presley D. Holmes**, assistant professor of speech and director of radio-tv research at Wayne State U., Detroit, named research editor of *NAEB Journal*, official publication of National Assn. of Educational Broadcasters.

**Henry Brenner**, president of Home Testing Institute — TvQ, Manhasset, L. I., N. Y., elected president of Radio & Television Research Council, succeeding **Mary McKenna** of Metropolitan Broadcasting Corp. **Babette Jackson**, senior project director in research department of Dancer-Fitzgerald-Sample, elected vp and **Rose Marie O'Reilly**, manager of rating research at CBS-TV, named secretary-treasurer.



Mr. Brenner

## INTERNATIONAL

**W. T. Valentine** appointed national sales supervisor of CJAD Montreal.

**Gene Kirby**, formerly with CKGM Montreal, named production manager of CKEY Toronto.

**Ted Finlay** joins CFGM Toronto as copywriter.

## DEATHS



Mr. Frase

**E. C. (Pop) Frase**, 59, chief engineer of WMC-AM-FM and WMCT (TV) Memphis, Tenn., died June 14 in Memphis Hospital. Mr. Frase, who joined WMC in 1934, had served as chief engineer since 1944.

**Alfred L. Levy**, 52, president of Talent Associates-Paramount Ltd., New York., died June 19 in Littleton (N. H.) Hospital after long illness. Mr. Levy, former personal manager of Frank Sinatra, Doris Day and Gordon MacRae among other film stars and later partner in talent representation company called Century Artists, formed Talent Associates with David Susskind, executive vp, in 1949. Company became affiliated with Paramount Pictures Corp. in 1961 when Paramount acquired 50% interest. In 1957 it was estimated that company had been responsible for production of 1,000 hour and half-hour tv plays.



Mr. Levy

# SUBSCRIPTION APPLICATION

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# STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 14 through June 20 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity. Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. \*—educational. Ann.—Announced.

## New tv stations

### APPLICATIONS

Baltimore, Md.—Erway Tv Corp. Uhf ch. 72 (818-824 mc); ERP 306 kw vis., 153 kw aur. Ant. height above average terrain 335 ft., above ground 294 ft. Estimated construction cost \$129,613; first year operating cost \$10,000; revenue not expected for first year. P.O. address 1901 St. Paul St., Baltimore 18. Studio location Baltimore; trans. same. Geographic coordinates 39° 20' 54" N. Lat., 76° 38' 38" W. Long. Trans. RCA TFU 24 BH. Legal counsel Munter, Thomson & Bastian, Washington, D. C.; consulting engineer James C. McNary, Washington, D. C. Principal; Guy S. Erway, sole owner. Ann. June 20.

## Existing am stations

### APPLICATIONS

WGOB Walhalla, S. C.—Cp to change frequency from 1460 kc to 1000 kc, increase power from 500 w to 1 kw, install new trans., increase ant. height and make ground changes. Ann. June 18.

### ACTIONS BY FCC

#### Actions of June 20

St. Croix Bestg. Co., Madawaska, Maine.—Granted cp for new am station to operate on 1230 kc, 250 w-N, 1 kw-LS; remote control permitted; conditions.

Savannah Bestg. Service Inc., Bolivar, Tenn.—Granted cp for new daytime am station to operate on 1580 kc, 250 w; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419.

WXAL Demopolis, Ala.—Waived Sec. 1.354 (j) of rules and granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions.

Sturgis Radio, Inc., Sturgis, S. D.—Granted cp for new daytime am station to operate on 1280 kc, 1 kw; remote control permitted; and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419.

Haywood County Bestg. Co., Brownsville, Tenn.—Designated for hearing application for new daytime am station to operate on 1280 kc, 5 kw, DA; granted petition of KBNY Newport, Ark., to extent of making it party to proceeding.

KWOC Poplar Bluff, Mo.—Designated for hearing application to increase daytime power on 930 kc from 1 kw to 5 kw, continued nighttime operation with 500 w, DA-N; made KLCN Blytheville, Ark., WMOK Metropolis, WMIX Mt. Vernon, and WTAD Quincy, all Illinois, parties to proceeding. Denied opposing petition by WBEN Buffalo, N. Y., and, in part, petition by KLCN.

KOM-FM Clovis, N. Mex.—Waived Sec. 1.323(b) of rules and granted application for cp to replace expired permit for new fm station.

By letter, Commission denied objection by WACO Bestg. Corp. (WACO), Waco, Texas, to assignment in December 1961 of call letters KBGO to Audiocasting of Texas Inc., Waco. Commission feels likelihood of public confusion appears particularly re-

mote, inasmuch as WACO call letter combination is only one in Waco (and one of few west of Mississippi River) with "W" prefix.

Commission granted applications of WVCG-AM-FM Coral Gables, WFFG Marathon, and WKWF Key West, Fla., for waiver of Sec. 4.431(b) of rules to permit them to operate remote pickup broadcast base stations for use in connection with activities of Florida Defense Network subject to outcome of rulemaking in Doc. 14680 relating to emergency use of such stations in general. Comr. Cross abstained from voting.

Commission waived Sec. 3.682 of its rules to permit Community Tv Inc., to continue its experimentation of scrambling certain programs of medical nature over its noncommercial educational Tv station WJCT (ch. \*7), Jacksonville, Fla., for another year, subject to specified conditions. Comrs. Bartley and Ford dissented.

Transmission of scrambled medical educational programs has been tested over WJCT during the past year, and licensee requested extension of procedure because of opportunity such programs would furnish for continuing post-graduate training for busy physicians, as well as other educational purposes for intern and resident staff of various hospitals in area. Reception of programs is confined to sets converted for purpose and installed in hospitals and doctors' homes.

Reliable Bestg. Co., Calhoun, Ga.; Blue Ridge Mountain Bestg. Inc., Ellijay, Ga.; Radio Canton, Canton, Ga.—Designated for consolidated hearing applications for new daytime am stations to operate on 1500 kc—Reliable with 500 w, and Blue Ridge and Radio Canton with 1 kw (500 w-CH).

St. Martin Bestg. Co., St. Martinville, La.—Designated for hearing application for a new daytime am station to operate on 1570 kc, 250 w; made KLLA Leesville, and WABL Amite, both La., parties to proceeding.

KDSN, The Denison Bestg. Co., Denison, Iowa; Norton Bestg. Inc., Norton, Kans.; David N. Osborne; H & M Bestg. Co.; Modern Air Communicative Electronics Inc.; Lancaster County Bestg. Co., Lincoln, Nebr.—Designated for consolidated hearing 5 applications for new daytime am stations to operate on 1530 kc—Norton with 1 kw, Osborn with 500 w, H & M and Modern Air with 1 kw (500 w-CH), and Lancaster with 5 kw, DA, and Denison for change of facilities from 1580 kc, 500 w, DA, D, to 1530 kc, 500 w, D.

Northfield Bestg. Co., Northfield, Minn.; Hastings Bestg. Co., Hastings, Minn.; KATE, Albert Lea Bestg. Co., Albert Lea, Minn.—Designated for consolidated hearing applications of Northfield and Hastings for new daytime am stations to operate on 1460 kc—Northfield with 500 w, and Hastings with 1 kw, and KATE to increase daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made KEVE Golden Valley, Minn., and Federal Aviation Agency parties to proceeding.

Wide Water Bestg. Inc., East Syracuse, N. Y.; Onondaga Bestg.; Radio Voice of Central New York Inc., Syracuse, N. Y.—Designated for consolidated hearing applications for new daytime am stations to operate on 1540 kc—Wide Water with 1 kw, Onon-

daga with 5 kw, DA, and Radio Voice with 50 kw, DA; made WPME Punxsutawney, Pa., and KXEL Waterloo, Iowa, parties to proceeding.

### Action of June 13

KGEI Belmont, Calif.—Waived Sec. 3.702(1) of rules and authorized additional half-hour for its international broadcast station to operate on 15240 kc for balance of May schedule ending Sept. 2.

## New fm stations

### APPLICATIONS

Fitchburg, Mass.—Radio Fitchburg Inc. 98.9 mc, 4.46 kw. Ant. height above average terrain 402 ft. P.O. address 490 Commonwealth Ave., Boston 15. Estimated construction cost \$15,000; first year operating cost and revenue to be figured jointly with am operation. Principal: Norman Knight, sole owner. Applicant is licensee of WEIM Fitchburg. Ann. June 18.

## Existing fm stations

### APPLICATIONS

\*WHAD (FM) Delafield, Wis.—Cp to change ERP from 52 kw to 74.24 kw, ant. height above average terrain from 500 ft. to 697 ft., make changes in ant. system (increase height) and install new ant. Ann. June 20.

WHTC-FM Holland, Mich.—Mod. of cp which authorized new fm broadcast station to increase ERP from 2.9 kw to 4.98 kw, ant. height above average terrain from 90 ft. to 314.5 ft., make changes in ant. system (increase height) and change type ant. Ann. June 20.

## Ownership changes

### ACTIONS BY FCC

#### Actions of June 20

WJRM Troy, N. C.—Granted assignment of cp from James R. McKenzie, Jr., and J. Paul Wallace to Montgomery Bestg. Inc.; J. Paul Wallace to give up his 50% partnership to Mr. McKinzie without consideration and latter to sell 51% interest in assignee corporation to John C. Wallace for \$7,650.

KIRL, KD-7502, 9388, KF-5057, KA-8730, KAL-859, Jayhawk Bestg. Corp., Wichita, Kans.—Granted assignment of cp and licenses to Wichita Great Empire Bestg. Inc. (Berniece L. and F. F. Mike, Lynch); consideration \$375,000; assignee stockholders have interest in KBYE Oklahoma City, and KFMJ Tulsa, both Okla., and grant is conditioned upon disposal of the latter station prior to or simultaneous with the consummation of this transaction. Chmn. Minow and Comr. Bartley dissented.

KEMJ, Tulsa Great Empire Radio Inc., Tulsa, Okla.—Granted assignment of license to Urok Bestg. Inc.; consideration \$300,000; assignee is wholly owned by the Oral Roberts Evangelical Assn. Inc. Chmn. Minow and Comr. Bartley not participating.

KBYG, R. B. McAllister, Big Spring, Texas—Granted assignment of license to William J. Wallace, Howard Barrett and Frank Junell, d/b as Big Spring Radio Co.;

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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

consideration \$75,000; Mr. Barrett and Mr. Junell have interest in station KNIT, Abilene.

**KRKH-FM Southwestern Bestg. Co., Lubbock, Texas**—Granted assignment of license to McAlister Bestg. Corp. (KSEL Lubbock); consideration \$15,000; assignee's president R. B. McAlister, owns KBYG Big Spring.

#### APPLICATIONS

**WTOA-FM Trenton, N. J.**—Seeks assignment of license from Mercer Bestg. Co., a wholly owned subsidiary of Trenton Times Corp., to Trenton Times Corp.; no financial consideration involved. Ann. June 20.

**WFRY-FM Reading, Pa.**—Seeks assignment of cp from Howard F. Reber (50%) and Frank A. Franco (50%), to same tr/as City Bestg. Inc.; no financial consideration involved. Ann. June 18.

**WEAL Greensboro, N. C.**—Assignment of license from Francis M. Fitzgerald (sole owner) to Charlotte Radio and Tv Corp.; no financial consideration involved. Mr. Fitzgerald is licensee of WGIV Charlotte. Ann. June 20.

**WBBY Wood River, Ill.**—Seeks assignment of license from Robert W. Sudbrink (51%) and Margreta S. Sudbrink (49%), d/b as Madison County Bestg. Co., to same tr/as Madison County Bestg. Inc., to secure advantages of corporation; no financial consideration involved. Mr. and Mrs. Sudbrink are licensee of WIOK Normal, Ill. Ann. June 20.

**WIOK Normal, Ill.**—Seeks assignment of cp from Robert W. Sudbrink (51%) and Margreta S. Sudbrink (49%), d/b as McLean County Bestg. Co. to same tr/as McLean County Bestg. Inc., to secure advantages of corporation; no financial consideration involved. Mr. and Mrs. Sudbrink are licensee of WBBY Wood River, Ill. Ann. June 20.

**WAHR Huntsville, Ala.**—Seeks assignment of license from James Arnold Hornbuckle (sole owner), to WAHR Inc. Mr. Hornbuckle (66.2%), William R. Lane (33.2%) and others; no financial consideration involved. Mr. Lane is operations manager of station. Ann. June 18.

**WFNQ Hartford, Conn.**—Seeks assignment of license from Maxwell M. Gubin (34%), Samuel Gubin (33%) and Robert Goldenhill (33%), d/b as General Bcstrs. Inc. to South

Church Bestg. Foundation Inc. a non-commercial group comprised of twenty-three stockholders (4.17% each); consideration \$25,000. Ann. June 19.

**KERG Eugene, Ore.**—Seeks transfer of control of 58.5% of stock from Alton F. Baker, deceased, to Mildred M. Baker as executrix of deceased's estate. No financial consideration involved. Ann. June 19.

**WJBS DeLand, Fla.**—Seeks assignment of license from Thomas S. Carr and Dorothea R. Carr, his wife, d/b as WJBS Inc. to Wallace Rifkin (100%) court appointed receiver in mortgage claim defaulted by Mr. and Mrs. Carr. Mr. Rifkin will receive salary of \$833 per month while WJBS is in receivership. Ann. June 14.

**WORG Orangeburg, S. C.**—Seeks transfer of 50% of stock from Gus M. Browning to H. Edward Crapp Sr.; consideration \$8,000. Mr. Crapp Sr. is owner of WBLR Batesburg, S. C. Ann. June 14.

**KBYP Shamrock, Tex.**—Seeks assignment of license from Lyman C. Brown d/b as Lyman C. Brown Enterprises, to Eugene B. Henderson; consideration \$350 per month to operate facilities. Mr. Henderson is minister in Church of Christ. Ann. June 18.

**WFPA Fort Payne, Ala.**—Seeks assignment of license from George A. Gothberg Jr. to Robert H. Johnson; consideration \$33,000. Mr. Johnson is clothing store owner. Ann. June 18.

**WLWA (TV) Atlanta, Ga.**—Seeks assignment of license from Crosley Bestg. of Atlanta Inc. to Richard M. Fairbanks (51%), Mary A. Fairbanks (16%), Cornelia M. and Cornelia F. Vaillancourt (each 8.2%), Cornelia F. Albright (8.2%), Earle Simpson (8.2%) and Charles W. Fairbanks (8.2%), b/b as WIBC Inc.; consideration that Crosley Bestg. Corp. pay \$100,007 to WIBC Inc. for same's hearing expenses in their application for ch. 13 in Indianapolis, Ind. WIBC Inc. is licensee of WIBC-AM-FM. Mr. R. M. Fairbanks is 65% stockholder and president of WRNF Titusville, Fla.; Mrs. M. C. Fairbanks is 10% stockholder and vice-president of same. Ann. June 14.

**WFRY-FM Reading, Pa.**—Seeks assignment of cp from Howard F. Reber (50%) and Frank A. Franco (50%), to City Bestg. Inc.; no financial consideration involved. Ann. June 18.

#### Hearing cases

##### INITIAL DECISION

■ Hearing Examiner Annie Neal Hunting issued initial decision looking toward granting applications of Crawford County Bestg. Co. for new am station to operate on 1540 kc, 500 w, D, DA, in Bucyrus, Ohio, and Airon Inc., for new station on same frequency with 250 w, D, in Decatur, Ind.; condition and presurise operations with daytime facilities precluded pending final decision in Doc. 14419. Action June 18.

##### OTHER ACTIONS

■ By memorandum opinion & order in am consolidated proceeding in Docs. 8716 et al., the Commission granted requests by James Stolcz, Shelton, Conn., and Thames Bestg. Corp. (WNLC), New London, Conn. (latter party to proceeding) and enlarged issues to include Sec. 3.35 (overlap or concentration of control) determination with respect to applicant Blair A. Walliser, tr/as Milford Bestg. Co., Milford, Conn. By separate memorandum opinion & order, Commission granted petition by Milford Bestg. Co. and enlarged issues to determine whether Berkshire Bestg. Corp.'s proposal for its station at Stratford, Conn., will provide adequate coverage to community to be served and to its principal business, industrial and residential areas and sections as required by Sec. 3.188 of rules, and, if not, whether waiver of requirements of that section would be warranted. Action June 20.

■ By memorandum opinion & order, Commission denied petition by Bartell Bcstrs. Inc. (WOKY), Milwaukee, Wis., for clarification or enlargement of scope of issues in am consolidated proceeding on its application and that of Don L. Huber, Madison, Wis.; on own motion, enlarged issues to determine whether DA system proposed by Huber can be adjusted and maintained as proposed. By separate memorandum opinion & order, Commission denied untimely filed petition by WOKY to include a Sec. 3.188(b) (2) determination with respect to Huber; on own motion, enlarged issues to determine whether Huber's proposal is in compliance with that Sec. and, if not, whether waiver is warranted. Action June 20.

■ By memorandum opinion & order, Commission granted petition by Dixie Radio Inc., for reinstatement of its petition for

review and exceptions to Oct. 4, 1961 initial decision which looked toward denying its application for new am station in Brunswick, Ga.; dismissed as moot Dixie's request for acceptance of supplemental petition and denied its petition for review of examiner's refusal to reopen record. Oral argument on Dixie's exceptions to initial decision will be scheduled at later date. Comr. Bartley dissented. Action June 20.

■ By memorandum opinion & order, Commission granted motion by KWEN Bestg. Co., Port Arthur, Texas, and enlarged issues in consolidated proceeding on its application for new am station and that of Vidor Bestg. Inc., Vidor, Texas, to determine whether Vidor, in view of its proposal as to staff, is qualified to operate its station in manner it proposes. Comrs. Ford and Cross dissented. Action June 20.

■ Commission scheduled following proceedings for oral argument on July 20: Easton Publishing Co. (WEEX), Easton, Pa., et al.; and San Juan Non-Profit Tv Assoc., Farmington-Bloomfield-Huerfano areas, N. M. Action June 20.

■ Commission gives notice that April 19 initial decision which looked toward granting applications of KWTX Bestg. Co. (KWTX), Waco, Texas, and Kerrville Bestg. Co. (KERV), Kerrville, Texas, to increase daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; engineering conditions became effective June 8 pursuant to Sec. 1.153 of rules. Action June 20.

■ Commission gives notice that April 24 initial decision which looked toward granting application of Lord Berkeley Bestg. Inc., for new am station to operate on 950 kc, 500 w, D, in Moncks Corner, S. C., became effective June 13 pursuant to Sec. 1.153 of rules. Action June 20.

■ By order of commission granted petition effective date of Jan. 10 decision, which granted applications of (1) Washington State U. for renewal of license of KWSC and aux., Pullman, Wash., and for mod. of license to provide for unl. operation on 1250 kc, conditioned that it be permitted to operate unl. except from 11:15 p.m. to 6:30 a.m. and (2) renewal of license to KTWW, 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., until (a) 30 days from date of release of memorandum opinion & order adopted June 13 which denied petition for reconsideration, or (b) pending action by Court of Appeals on motion for stay, which may be filed with court, whichever date is later. Action June 18.

#### Routine roundup

■ By memorandum opinion & order, Commission ordered Friendly Bestg. Co. to forfeit \$4,000 to Government for willful or repeated violations of Communications Act and commission rules by operating fm station WCUY Cleveland Heights, Ohio, with new transmitter making equipment tests without notifying Commission and commencing program tests without authorization. It is payable to Treasurer of the United States. Action June 20.

■ Contract for furnishing stenographic reports of Commission hearings, both in Washington, D. C., and in field, for fiscal year 1963 has been awarded to CSA Reporting Corp., 939 D. Street, N.W., Washington, D. C.

Firms and individuals desiring transcripts should place their orders with that firm direct. Rate to public for ordinary copy of transcript for hearings held in Washington, D. C., is 12 cents per page; ordinary copy for hearings held elsewhere in United States is 1.8 times that rate. Charges for daily and immediate copy are higher. Ann. June 19.

■ Commission on June 13 granted requests by WBN Inc. and A. Earl Cullum, and extended time from June 14 to June 28 for filing reply comments in matter of amendment of Sec. 4.602 of tv auxiliary service rules to prohibit assignment of more than one channel to provide duplicate television STL or intercity relay circuits between the same point of origin and destination. Action June 13.

#### ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Mandan Radio Assn. Inc., and extended time to Aug. 17 to file exceptions to initial decision in proceeding on revocation of license for KBOM Bismarck-Mandan, N. D. (Petitioner requested the extension to permit "Commission and staff to consider matters in-

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cident to notice by Mandan Radio Association Inc. of its intent to waive filing of exceptions to initial decision and to consent to final order of revocation contingent on grant by commission of waivers requested by Capital Broadcasting Inc., acceptance for filing of its application and its processing, as well as establishment of thirty-day 'cut-off' date for filing of conflicting applications.") Action June 18.

■ Granted petition by Ronald B. Woodyard, principal in applicant WIFE Corp., and extended time to June 15 to file reply to oppositions by Sands Bcstg. Corp., Independent Indianapolis Bcstg. Corp., and Broadcast Bureau to petitioner's request for declaratory judgment or, in alternative, for immediate hearing in proceeding on applications of Sands Bcstg. Corp., WIFE Corp., Hoosier Bcstg. Corp., and Independent Indianapolis Bcstg. Corp., for new am stations in Indianapolis, Ind. Action June 13.

■ Granted petition by Newton Bcstg. Co., and extended time to June 14 to file reply to comments of Broadcast Bureau in response to petitions to enlarge issues filed by petitioner in proceeding on its application and Transcript Press Inc., for new am stations in Newton and Deham, Mass. Action June 13.

By Chief Hearing Examiner  
James D. Cunningham

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: July 20 and Sept. 10: For assignment of license of Coronado Bcstg. Inc. (KPBM), Carlsbad, N. M., to Taylor Bcstg. Co.; July 24 and Sept. 7: Alexander Bcstg. Inc., and Farmers Bcstg. Service Inc. Taylorsville and Lenoir, N. C.; July 20 and Sept. 10: KDIA Inc. (KDIA), Oakland, Calif. Action June 18.

■ Granted request by Goodland Chamber of Commerce to withdraw its application for new vhf tv broadcast translator station in Goodland, Kans.; dismissed application with prejudice and terminated proceeding. Action June 14.

■ Deferred action on joint petition for approval of agreement by Radio One Five Hundred Inc., Indianapolis, Ind., and Geneco Bcstg. Inc., Marion-Jonesboro, Ind., which contemplates dismissal of Geneco application upon payment of \$15,391 by Radio One Five Hundred; ordered Geneco to cause to be published notice of intention to withdraw its application for new am facilities in Marion-Jonesboro in accordance with Sec. 1.316(b)(2) of rules. Applications are in consolidated hearing in Docs. 14288 et al. Action June 13.

By Hearing Examiner Basil P. Cooper

■ Continued July 23 hearing to July 31 in proceeding on applications of The Tuscarawas Bcstg. Co., for new am station in Uhrichsville, Ohio, et al. Action June 13.

By Hearing Examiner Charles J. Frederick

■ Granted motion by James Stolz, Shelton, Conn., and extended time from June 18 to June 20 for exchange of engineering exhibits in proceeding on his application, et al., which is in consolidated am proceeding in Docs. 8716 et al. Action June 18.

By Hearing Examiner Millard F. French

■ As result of agreements reached at June 13 prehearing conference in proceeding on application of CHE Bcstg. Co., for new am station in Albuquerque, N. M., continued July 13 hearing to Sept. 6 with exhibits to be exchanged on or before July 20 and notification of witnesses to be made by August 10. Action June 13.



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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 20

|    | Lic.             | Cps. | CPS        | TOTAL APPLICATIONS |
|----|------------------|------|------------|--------------------|
|    |                  |      | Not on air | For new stations   |
| AM | 3,666            | 76   | 145        | 674                |
| FM | 934              | 66   | 200        | 168                |
| TV | 484 <sup>1</sup> | 78   | 85         | 117                |

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 20

|                | 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 <sup>1</sup> |
| 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 <sup>2</sup> |
| 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                |

<sup>1</sup>There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. <sup>2</sup>Includes one STA.

By Hearing Examiner Walther W. Guenther

■ Granted requests of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., for issuance of subpoenas *duces tecum* to William L. Putnam and Herbert Scheffel but limited to Items 1 through 6, and denied as to Items 7 and 8 of examiner's May 31 memorandum opinion & order which granted motion to quash subpoenas *duces tecum* to named individuals without prejudice to applicant's right to file appropriate subpoenas *duces tecum* which meet requirements of Sec. 1.132 of rules. Action June 19.

■ Granted joint petition by applicant and respondents and scheduled June 19 for applicant to furnish copies of additional engineering exhibits to other parties and hearing examiner, and continued hearing on applicant's engineering case from June 20 to June 26 in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action June 18.

■ Granted petition by North Attleboro Bcstg. Co. and continued procedural dates as follows in proceeding on its application and Christian Broadcasting Association of New England Inc., for new fm stations in North Attleboro, Mass., and Providence, R. I.; exchange of applicants' written direct affirmative cases from June 19 to July 3; exchange of applicants' written rebuttal evidence from July 3 to July 10; and notification of witnesses, if any, desired for cross-examination and those, if any, to be produced in connection with rebuttal evidence from July 10 to July 13. Action June 18.

By Hearing Examiner Annie Neal Huntting

■ Granted motion by Williams County Bcstg. System and severed its application for new am station in Bryan, Ohio, from consolidated am proceeding in Docs. 14288 et al.; closed record on Williams' application and scheduled Aug. 10 by which time Broadcast Bureau may file proposed findings and Aug. 20 for reply findings. Action June 18.

■ Received in evidence exhibit no. 3 filed by Peter-Mark Bcstg. Co. in proceeding on its application for new am station in Vandalia, Ill., and granted its petition for official notice of certain engineering measurement data; application is in consolidated am proceeding in Docs. 14288 et al. Action June 18.



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■ Scheduled prehearing conference for June 26 in remand proceeding on applications of The Young People's Church of the Air Inc. and WJMJ Bestg. Corp., for new fm stations in Philadelphia, Pa. Action June 15.

■ Granted petition by Speidel Bestg. Corp. of Ohio, and extended time from June 15 to June 29 to file proposed findings and from July 16 to July 30 to file replies in proceeding on its application and Greene County Radio for new am stations in Kettering and Xenia, Ohio. Action June 13.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau and extended time to June 28 to file proposed findings of fact in proceeding on am applications of Simon Geller, Gloucester, and Richmond Brothers Inc. (WMEX), Boston, both Mass. Action June 18.

■ Rescheduled July 23 hearing for Sept. 18 in Redding, Calif., tv ch. 9 proceeding. Action June 13.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Port Chester Bestg. Co., and continued without date June 18 time for exchange of rebuttal exhibits, June 25 hearing, and ordered that examiner be advised on July 9 of status of such negotiations in event pleadings have not been filed by that date looking toward rescheduling of hearing or disposition of proceeding on Port Chester's application and Putnam Bestg. Corp., for new am stations in Port Chester and Brewster, N. Y. Action June 18.

By Hearing Examiner Thomas H. Donahue

■ After June 15 prehearing conference, scheduled June 27 for exchange of exhibits, July 12 for informal engineering conference, and July 26 for hearing in proceeding on am application of Hawkeye Bestg. Inc. (KOEL), Oelwein, Iowa. Action June 15.

By Hearing Examiner Herbert Sharfman

■ Formalized by order action taken at June 13 prehearing conference in proceeding on am applications of Smackover Radio Inc., Smackover, and Magnolia Bestg. Co. (KVMA), Magnolia, both Arkansas, and, to extent that hearing is to be held on Issue 8 (good faith), removed applications from pending file, restored them to hearing doc., and scheduled hearing for Sept. 12. Action June 13.

#### BROADCAST ACTIONS

by Broadcast Bureau

Actions of June 19

■ Granted renewal of licenses for following stations: KANA Anaconda, Mont.; KCRB Chanute, Kans.; KEYD Oakes, N. D.; KIMN and auxiliary, Denver, Colo.; KIUL Garden City, Kans.; KJCK Junction City, Kans.; KLLA Leesville, La.; KOLR Sterling, Colo.; KQAO Austin, Minn.; KTMK McAlester, Okla.; WALG Albany, Ga.; WEQR(FM) Goldsboro, N. C.; WFID(FM) and SCA Rio Piedras, P. R.; WFUL WFUL-FM Fulton, Ky.; WHOT Campbell, Ohio; WILM and auxiliary, Wilmington, Del.; WMIT-FM and SCA, Clingman's Peak, N. C.; WMMH Marshall, N. C.; WNAD, WNAD-FM(ED) Norman, Okla.; WTAL Tallahassee, Fla.; WTVQ(TV) Rockford, Ill.; K72AD Alturas TV Club Inc., Alturas, Calif.; K70BJ, K74AV, El Paso Natural Gas Co., Navajo Compressor Station, Ariz.; W76AA, W78AA, W80AB Frostburg Community Tv Inc., Frostburg, LaVale and Cresaptown, Md.; K74AZ Gallup McKinley County Schools, Gallup, N. M.; K70CC Honey Lake Community Tv Corp., Susanville and Herlong, Calif.; K72AJ Honey Lake Community Tv Corp., Susanville and Herlong, Calif.; K72AF, K76AK, K80AM The Navajo Tribal Council, Window Rock, Ariz.; K70AL, K73AD, K77AV Palm Springs Translator Station Inc., Palm Springs, Calif.; K70AZ, K83AG Town of Gallup, Gallup, N. M.; K72AX, K76AS, K80AB Uhf Tv Assn., Tucumcari, N. M.; K78AV Uhf-Tv for Gallup Assn., Gallup, N. M.; K70BO Williams-Ash Fork Associated Tv Committee, Williams, Ariz.

WNYS (TV), ch. 9, Syracuse, N. Y.—Waived Sec. 3.613 of rules and granted mod. of cp for new tv station authorized for interim operation to change main studio location to Shopping Town, Town of DeWitt.

WCOM (FM) Newark, N. J.—Granted mod. of cp to change type trans. and type ant. KAL-89 W. Palm Beach, Fla.—Granted mod. of cp and license to change trans. location, make changes in ant. system, and emission (main trans.)

KLOQ Yakima, Wash.—Granted assignment of license to James J. Christenson, Fred G. Maloney and Kye Harris doing business as Yakima Bestg. Co.; consideration \$84,225.

KBHS, Resort Bestg. Co., Inc., Hot Springs, Ark.—Granted transfer of control from A. M. and E. B. McGregor and E. J. Kelley to Tim Timothy Inc.; consideration \$135,000, and \$10,000 for agreement not to compete with the station or buyer for 5 years and not to engage in radio business in Garland County, Ark., and contiguous counties for a like period.

WARM, WARM Bestg. Co., Inc., Scranton, Pa.—Granted transfer of control of Susquehanna Bestg. Co., majority stockholder, from Helen P. Appell, Louis J. Appell, Jr., George N. Appell and the York National Bank & Trust Co., executors of the estate of Louis J. Appell, to Louis J. Appell, Jr., Helen P. Appell, George N. Appell and Helen A. Norton, trustees of the Louis J. Appell residual trust.

KKR-61 Midland, Texas—Granted cp and license to replace expired permit to change direction of radiation for tv stl station.

WHEN-TV Syracuse, N. Y.—Granted cp to change type of main trans.; condition (main trans. and ant. and auxiliary ant.).

WJTV (TV) Jackson, Miss.—Granted cp to install auxiliary trans. and utilize old main ant. as auxiliary facilities at old main trans. location (auxiliary trans. and ant.).

WHEN-TV Syracuse, N. Y.—Granted cp to change type of auxiliary trans. and specify operation on ch. 5 in lieu of ch. 8, pursuant to report & order adopted in Doc. 13858.

\*WAIQ (TV) Montgomery, Ala.—Granted extension of completion date to Dec. 18.

■ Granted licenses for following am stations: KAPT Salem, Ore.; WDMS Lynchburg, Va., and specify studio location and remote control point.

WIOI New Boston, Ohio—Remote control permitted.

#### Actions of June 15

KRCW (FM) Santa Barbara, Calif.—Granted mod. of SCA to add remote control telemetering service on 25 kc.

WGOO Georgetown, S. C.—Granted license for am station.

WKET-FM Kettering, Ohio—Granted license for fm station.

KQUE (FM) Houston, Texas—Granted license covering increase in ERP, installation of new trans. and ant., and specify ant.

Southwest Oregon Tv Bestg. Corp., Roseburg, Ore.—Granted cp for new uhf tv translator station on ch. 79, to translate programs of KPIC(TV) (ch. 4), Roseburg, Ore.

Mono County Tv Corp., June Lake and Fern Creek, Calif.—Granted cp for new vhf tv translator station on ch. 6, to translate programs of KRON-TV (ch. 4), San Francisco, Calif., condition.

#### Actions of June 14

WMSL Decatur, Ala.—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.

WRKM Carthage, Tenn.—Granted increased power on 1350 kc D, from 500 w to 1 kw; conditions.

K09BL, Lance Creek Tv Club, Lance Creek, Wyo.—Granted license for vhf tv translator station.

Indiana Bestg. Corp., Indianapolis, Ind.—Granted cp and license for new low power station.

K77AY Nashua, Mont.—Granted cp to replace expired permit for new uhf tv translator station.

WNBT Wellsboro, Pa.—Granted request for cancellation of cp which authorized installation of new type trans.

KCRA-FM Sacramento, Calif.—Granted extension of completion date to Oct. 1.

WLBj Bowling Green, Ky.—Granted license covering change in daytime operation from DA-2 to DA-N.

KCNy San Marcos, Texas—Granted license covering change in ant., trans. and studio site.

KATL Miles City, Mont.—Granted license covering use of old alternate main trans. as auxiliary day and as alternate main nighttime at main trans. location.

WMTR Morristown, N. J.—Granted license covering change in auxiliary trans. and increase in auxiliary power (non-DA).

■ Granted licenses covering increase in daytime power and installation of new

## RADIO-TV SET COUNTS

### ALASKA

| Area                     | Population | Occupied Dwelling Units | Total Radio Homes | with radio         |                | with television |                    |                |
|--------------------------|------------|-------------------------|-------------------|--------------------|----------------|-----------------|--------------------|----------------|
|                          |            |                         |                   | Percent Saturation | 2 or more sets | Total Tv Homes  | Percent Saturation | 2 or more sets |
| State totals             | 226,167    | 57,250                  | 51,733            | 90.4               | 20,104         | 35,223          | 61.5               | 3,120          |
| COUNTY TOTALS            |            |                         |                   |                    |                |                 |                    |                |
| Prince of Wales          | 1,772      | 376                     | 362               | 96.3               | 62             | —               | —                  | —              |
| Ketchikan                | 10,070     | 3,000                   | 2,767             | 92.2               | 1,306          | 1,132           | 37.7               | 19             |
| Wrangell-Petersburg      | 4,181      | 1,218                   | 1,071             | 87.9               | 363            | —               | —                  | —              |
| Sitka                    | 6,690      | 1,581                   | 1,465             | 92.7               | 602            | 479             | 30.3               | —              |
| Juneau                   | 9,745      | 3,051                   | 2,972             | 97.4               | 1,551          | 1,892           | 62.0               | 72             |
| Lynn Canal-Icy Straits   | 2,945      | 845                     | 606               | 71.7               | 184            | —               | —                  | —              |
| Cordova-McCarthy         | 1,759      | 531                     | 450               | 84.7               | 57             | 20              | 3.8                | —              |
| Valdez-Chitina-Whittier  | 2,844      | 785                     | 631               | 80.4               | 214            | 205             | 26.1               | —              |
| Palmer-Wasilla-Talkeetna | 5,188      | 1,501                   | 1,355             | 90.3               | 543            | 900             | 60.0               | 21             |
| Anchorage                | 82,833     | 21,853                  | 20,462            | 93.6               | 8,524          | 19,347          | 88.5               | 2,183          |
| Seward                   | 2,956      | 966                     | 871               | 90.2               | 397            | 56              | 5.8                | —              |
| Kenai-Cook Inlet         | 6,097      | 1,686                   | 1,157             | 68.6               | 419            | 654             | 38.8               | 73             |
| Kodiak                   | 7,174      | 1,592                   | 1,497             | 94.0               | 623            | 903             | 56.7               | 38             |
| Aleutian Islands         | 6,011      | 907                     | 865               | 95.4               | 348            | 381             | 42.0               | —              |
| Bristol Bay              | 4,024      | 767                     | 673               | 87.7               | 340            | —               | —                  | —              |
| Bethel                   | 5,537      | 1,068                   | 630               | 59.0               | 77             | 19              | 1.8                | —              |

Continued on page 96

BROADCASTING, June 25, 1962

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# RADIO-TV SET COUNTS continued from page 94

| Area                      | Popula-<br>tion   | Occupied<br>Dwelling<br>Units | Total<br>Radio<br>Homes | with radio                 |                      | Total<br>Tv<br>Homes | with television            |                      |
|---------------------------|-------------------|-------------------------------|-------------------------|----------------------------|----------------------|----------------------|----------------------------|----------------------|
|                           |                   |                               |                         | Percent<br>Satura-<br>tion | 2 or<br>more<br>sets |                      | Percent<br>Satura-<br>tion | 2 or<br>more<br>sets |
| Kuskokwim                 | 2,301             | 510                           | 379                     | 74.3                       | 143                  | —                    | —                          | —                    |
| Yukon-<br>Koyukuk         | 4,097             | 975                           | 828                     | 84.9                       | 229                  | 129                  | 13.2                       | —                    |
| Fairbanks                 | 43,412            | 11,056                        | 10,343                  | 93.6                       | 3,773                | 8,969                | 81.1                       | 714                  |
| Upper Yukon               | 1,619             | 336                           | 175                     | 52.1                       | 14                   | —                    | —                          | —                    |
| Barrow                    | 2,133             | 289                           | 204                     | 70.6                       | 34                   | —                    | —                          | —                    |
| Kobuk                     | 3,560             | 650                           | 490                     | 75.4                       | 57                   | 19                   | 2.9                        | —                    |
| Nome                      | 6,091             | 1,172                         | 883                     | 75.4                       | 188                  | 118                  | 10.1                       | —                    |
| Wade Hampton              | 3,128             | 535                           | 197                     | 36.8                       | 56                   | —                    | —                          | —                    |
| <b>State totals</b>       | <b>15,717,204</b> | <b>4,982,108</b>              | <b>4,583,484</b>        | <b>92.0</b>                | <b>1,993,841</b>     | <b>4,411,587</b>     | <b>88.5</b>                | <b>560,232</b>       |
| <b>COUNTY TOTALS</b>      |                   |                               |                         |                            |                      |                      |                            |                      |
| Alameda                   | 908,209           | 295,367                       | 277,090                 | 93.8                       | 129,975              | 262,428              | 88.8                       | 34,723               |
| Alpine                    | 397               | 109                           | 93                      | 85.3                       | 31                   | 62                   | 56.9                       | —                    |
| Amador                    | 9,990             | 3,141                         | 2,869                   | 91.3                       | 1,049                | 2,580                | 82.1                       | 212                  |
| Butte                     | 82,030            | 27,303                        | 24,998                  | 91.6                       | 9,219                | 22,735               | 83.3                       | 1,263                |
| Calaveras                 | 10,289            | 3,465                         | 3,204                   | 92.5                       | 1,541                | 2,873                | 82.9                       | 181                  |
| Colusa                    | 12,075            | 3,918                         | 3,547                   | 90.5                       | 1,355                | 3,233                | 82.5                       | 204                  |
| Contra Costa              | 409,030           | 117,858                       | 111,869                 | 94.9                       | 59,616               | 108,642              | 92.2                       | 13,298               |
| Del Norte                 | 17,771            | 5,231                         | 4,467                   | 85.4                       | 1,147                | 3,971                | 75.9                       | 190                  |
| El Dorado                 | 29,390            | 9,779                         | 8,589                   | 87.8                       | 2,715                | 8,686                | 88.8                       | 586                  |
| Fresno                    | 365,945           | 106,844                       | 96,303                  | 90.1                       | 38,408               | 92,340               | 86.4                       | 8,168                |
| Glenn                     | 17,245            | 5,316                         | 4,992                   | 93.9                       | 2,017                | 4,606                | 86.6                       | 418                  |
| Humboldt                  | 104,892           | 31,509                        | 28,555                  | 90.6                       | 10,010               | 26,783               | 85.0                       | 2,225                |
| Imperial                  | 72,105            | 18,481                        | 16,597                  | 89.8                       | 5,126                | 13,807               | 74.7                       | 627                  |
| Inyo                      | 11,684            | 4,062                         | 3,355                   | 82.6                       | 1,629                | 2,516                | 61.9                       | 183                  |
| Kern                      | 291,984           | 85,651                        | 76,290                  | 89.1                       | 27,227               | 74,781               | 87.3                       | 6,017                |
| Kings                     | 49,954            | 14,240                        | 12,631                  | 88.7                       | 4,070                | 11,795               | 82.8                       | 516                  |
| Lake                      | 13,786            | 5,226                         | 4,685                   | 89.6                       | 1,509                | 3,811                | 72.9                       | 145                  |
| Lassen                    | 13,597            | 4,338                         | 3,893                   | 89.7                       | 1,398                | 3,299                | 76.0                       | 60                   |
| Los Angeles               | 6,038,771         | 2,011,700                     | 1,857,041               | 92.3                       | 818,953              | 1,815,843            | 90.3                       | 270,222              |
| Madera                    | 40,468            | 11,655                        | 10,065                  | 86.4                       | 3,150                | 9,775                | 83.9                       | 634                  |
| Marin                     | 146,820           | 44,209                        | 42,340                  | 95.8                       | 23,321               | 39,246               | 88.8                       | 5,417                |
| Mariposa                  | 5,064             | 1,751                         | 1,642                   | 93.8                       | 780                  | 1,272                | 72.6                       | 20                   |
| Mendocino                 | 51,059            | 14,952                        | 13,567                  | 90.7                       | 4,008                | 10,829               | 72.4                       | 465                  |
| Merced                    | 90,446            | 25,468                        | 21,736                  | 85.3                       | 7,198                | 21,932               | 86.1                       | 1,569                |
| Modoc                     | 8,308             | 2,647                         | 2,415                   | 91.2                       | 765                  | 1,939                | 73.3                       | 41                   |
| Mono                      | 2,213             | 838                           | 668                     | 79.7                       | 68                   | 418                  | 49.9                       | 72                   |
| Monterey                  | 198,351           | 52,215                        | 48,279                  | 92.5                       | 20,246               | 45,033               | 86.2                       | 4,436                |
| Napa                      | 65,890            | 18,867                        | 17,498                  | 92.7                       | 7,794                | 16,483               | 87.4                       | 1,583                |
| Nevada                    | 20,911            | 7,430                         | 6,604                   | 88.9                       | 2,298                | 6,159                | 82.9                       | 467                  |
| Orange                    | 703,925           | 203,895                       | 189,319                 | 92.9                       | 89,725               | 191,356              | 93.9                       | 30,235               |
| Placer                    | 56,998            | 17,227                        | 15,379                  | 89.3                       | 5,768                | 14,916               | 86.6                       | 1,127                |
| Plumas                    | 11,620            | 3,887                         | 3,093                   | 79.6                       | 1,098                | 2,950                | 75.9                       | 83                   |
| Riverside                 | 306,191           | 95,106                        | 85,215                  | 89.6                       | 30,675               | 82,058               | 86.3                       | 8,626                |
| Sacramento                | 502,778           | 150,936                       | 137,781                 | 91.3                       | 60,525               | 136,430              | 90.4                       | 17,491               |
| San Benito                | 15,396            | 4,614                         | 4,024                   | 87.2                       | 1,382                | 3,810                | 82.6                       | 272                  |
| San Bernardino            | 503,591           | 150,178                       | 136,300                 | 90.8                       | 52,712               | 132,950              | 88.5                       | 13,902               |
| San Diego                 | 1,033,011         | 305,201                       | 279,829                 | 91.7                       | 122,516              | 274,639              | 90.0                       | 33,041               |
| San Francisco             | 740,316           | 291,975                       | 264,170                 | 90.5                       | 104,385              | 225,862              | 77.4                       | 25,026               |
| San Joaquin               | 249,989           | 74,657                        | 67,049                  | 89.8                       | 24,390               | 63,322               | 84.8                       | 4,271                |
| San Luis Obispo           | 81,044            | 25,492                        | 23,376                  | 91.7                       | 9,196                | 21,496               | 84.3                       | 1,396                |
| San Mateo                 | 444,387           | 135,179                       | 128,967                 | 95.4                       | 71,999               | 126,358              | 93.5                       | 22,370               |
| Santa Barbara             | 168,962           | 52,021                        | 47,573                  | 91.4                       | 20,547               | 44,657               | 85.8                       | 4,066                |
| Santa Clara               | 642,315           | 184,945                       | 173,407                 | 93.8                       | 86,592               | 167,558              | 90.6                       | 20,612               |
| Santa Cruz                | 84,219            | 30,650                        | 28,558                  | 93.2                       | 11,961               | 25,984               | 84.8                       | 2,194                |
| Shasta                    | 59,468            | 18,315                        | 16,938                  | 92.5                       | 5,881                | 16,247               | 88.7                       | 1,074                |
| Sierra                    | 2,247             | 765                           | 596                     | 77.9                       | 276                  | 562                  | 73.5                       | 19                   |
| Siskiyou                  | 32,885            | 10,879                        | 9,855                   | 90.6                       | 2,945                | 8,213                | 75.5                       | 261                  |
| Solano                    | 134,597           | 38,453                        | 35,448                  | 92.2                       | 15,486               | 35,351               | 91.9                       | 4,253                |
| Sonoma                    | 147,375           | 47,191                        | 44,003                  | 93.2                       | 19,933               | 39,805               | 84.3                       | 3,031                |
| Stanislaus                | 157,294           | 47,975                        | 42,897                  | 89.4                       | 14,802               | 39,815               | 83.0                       | 1,953                |
| Sutter                    | 33,380            | 9,967                         | 9,099                   | 91.3                       | 3,451                | 8,920                | 89.5                       | 470                  |
| Tehama                    | 25,305            | 8,002                         | 7,415                   | 92.7                       | 2,965                | 7,172                | 89.6                       | 575                  |
| Trinity                   | 9,706             | 3,139                         | 2,869                   | 91.4                       | 685                  | 2,270                | 72.3                       | 36                   |
| Tulare                    | 168,403           | 48,586                        | 43,177                  | 88.9                       | 15,055               | 41,233               | 84.9                       | 2,233                |
| Tuolumne                  | 14,404            | 5,044                         | 4,650                   | 92.2                       | 1,644                | 4,056                | 80.4                       | 230                  |
| Ventura                   | 199,138           | 54,747                        | 50,094                  | 91.5                       | 21,115               | 50,024               | 91.4                       | 5,394                |
| Yolo                      | 65,727            | 19,657                        | 17,668                  | 89.9                       | 7,243                | 16,998               | 86.5                       | 1,479                |
| Yuba                      | 33,859            | 9,855                         | 8,853                   | 89.8                       | 2,866                | 8,698                | 88.3                       | 570                  |
| <b>Metropolitan Areas</b> |                   |                               |                         |                            |                      |                      |                            |                      |
| Bakersfield               | 291,984           | 85,651                        | 76,290                  | 89.1                       | 27,227               | 74,781               | 87.3                       | 6,017                |
| Fresno                    | 365,945           | 106,844                       | 96,303                  | 90.1                       | 38,408               | 92,340               | 86.4                       | 8,168                |

Continued on opposite page

trans. for following am stations: WJOI Florence, Ala.; KTIP Porterville, Calif.; KWG Stockton, Calif., and change studio location; WASK Lafayette, Ind.; WCLI Corning, N. Y.; KXLO Lewiston, Mont.; WJEJ Hagerstown, Md.; WLSI Pikeville, Ky.

■ Granted licenses covering installation of old main trans. at present location of main trans. for auxiliary purposes only for following am stations: KWTC Barstow, Calif.; WASK Lafayette, Ind.; WOPI Bristol, Tenn.; WCLI Corning, N. Y., and remote control permitted; WEDO McKeesport, Pa., and remote control permitted; WLSI Pikeville, Ky.; KLO Ogden, Utah, DA-1.

■ Granted licenses covering installation of new trans. for following am stations: KGHF Pueblo, Colo.; WDBQ Dubuque, Iowa; WEDO McKeesport, Pa.

KCHL Provo, Utah—Granted request for cancellation of cp for new am station. Call letters deleted.

\*WTDS (FM) Toledo, Ohio—Granted request for cancellation of license for non-commercial educational fm station. Call letters deleted.

## Actions of June 13

KEKO Kailua, Hawaii—Granted request for cancellation of license for am station. Call letters deleted.

KROY Sacramento, Calif.—Granted request for cancellation of license covering use of composite trans. as alternate main trans.

WOOK Washington, D. C.—Granted request for cancellation of license covering use of RCA-250K trans. as an auxiliary trans.

WEXL Royal Oak, Mich.—Granted request for cancellation of license covering use of Raytheon, Type RA-250 trans. as auxiliary trans.

WJMY (TV) Allen Park, Mich.—Granted extension of completion date to Dec. 13.

WRNL-FM Richmond, Va.—Granted mod. of license to operate main trans. by remote control.

WREL Lexington, Va.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

WCMJ Ashland, Ky.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans.; remote control permitted; conditions.

KXRO Aberdeen, Wash.—Granted increased daytime power on 1320 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, and install new trans.; conditions.

WMNB North Adams, Mass.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans.; remote control permitted; conditions.

WHUC Hudson, N. Y.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

WLFH Little Falls, N. Y.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

WJLD, WDEB, WJLN (FM), Johnston Bestg. Co., Homewood, Ala.—Granted involuntary assignment of licenses to company of same name (Rose Hood Johnston, individually and as executrix of the estate of George Johnston, Jr.).

WPIK Alexandria, Va.—Granted increased power on 730 kc, D, from 1 kw to 5 kw, install new trans. and directional ant. (DA-D); make changes in ground system and delete remote control operation; conditions.

KF-7900-1, KIY-673 Thomasville, N. C.—Granted cps for remote pickup stations.

WJOY-FM Burlington, Vt.—Granted mod. of cp to change type trans., ant., and ERP to 3.1 kw.

■ Granted licenses covering installation of new trans. for following am stations: WRDB Reedsburg, Wis.; WMUS Muskegon, Mich.

■ Granted licenses covering increased daytime power and installation of new trans. for following am stations: WTBO Cumberland, Md.; KAOK Lake Charles, La., change in ant.-trans. location, and remote control permitted; WSFC Somerset, Ky.; WSBB New Smyrna Beach, Fla.;

WQSN Charleston, S. C.; WRIG Wausau, Wis.; WRDB Reedsburg, Wis.; WRJN Racine, Wis.

■ Granted licenses for following remote pickup stations: KF-6924, Northwest Bcstg. Co., Fort Dodge, Iowa; KF-6932, Tri-County Bcstg. Co., Hawkinsville, Ga.; KF-6643, The Oneida Bcstg. Co., Rhinelander, Wis.

■ Granted cps to change power and type trans. for following remote pickup stations: KE-7883, KIY-479, Henderson Radio Corp., Henderson, N. C., to 15 w and 100 w, respectively, and make changes in ant. system for KIY-479; KE-7698, KIY-467, Twin City Bcstg. Co., Weldon, N. C., to 15 w and 100 w, respectively, and make changes in ant. system for KIY-467.

#### Actions of June 6

■ Granted cps for following new uhf tv translator stations: Yampa Valley Tv Assn.: on ch. 13, Yampa Valley Rural Area and Phippsburg, Colo., to translate programs of KFBC-TV (ch. 5), Cheyenne, Wyo., condition; Russell Creek Tv Club, on ch. 7, Ekalaka, Mont., KDIX-TV (ch. 2), Dickinson, N. D., condition; KGUN-TV Inc., on ch. 2, Casas Adobes, Ariz., KGUN-TV (ch. 9), Tucson, Ariz.

#### Rulemakings

■ Commission invited comments by August 1 to proposed revision and consolidation of certain forms used by applicants for non-commercial educational tv and fm broadcast stations.

■ At present time, etv applicants use commercials forms (301 for cps, 302 for licenses and 303 for license renewals) while educational fm applicants use special forms (340 for cps, 341 for licenses and 342 for renewals). It is proposed that both use 340 for cps, 341 for licenses and 342 for renewals, with appropriate form changes.

■ Also proposed is new ownership report form (323E) for noncommercial educational stations broadcasting on reserved channels. They now use same form (323) as commercial stations, which has caused some confusion.

■ Rulemaking proposals pertain only to use of tv and fm channels that are reserved for noncommercial educational operation. Action June 20.

■ By report & order, commission finalized rulemaking in Doc. 14398 and assigned ch. \*24 for noncommercial educational use in East Lansing, Mich., by deleting that commercial channel from Coldwater. Michigan Superintendent of Public Instruction had petitioned for channel assignment so that Michigan State University, which now operates station WMSB at Onondaga on ch. 10 on share-time basis but has its main studio on university campus at East Lansing, can supplement WMSB's educational programming and fit in with Michigan's plans for statewide educational tv distribution systems. Action June 20.

■ Commission invites comments to notice of proposed rulemaking looking toward reserving uhf ch. 20 (now commercial but unapplied for) in Chicago for educational use. In its petition for rulemaking, Chicago Educational Tv Assn., which operates educational tv station WTTW on ch. 11 in that city, asserted that, because of present population growth trend in that metropolitan area and because of growing conflict in requests for air time resulting both from an increase in source of worthwhile educational programs and demands of specialized segments of population, ch. 11 in itself is no longer adequate to meet present and future needs of Chicago area. Action June 20.

■ By notice of proposed rulemaking, commission invites comments to conflicting proposals of (1) Patchogue Bcstg. Inc., to assign ch. 53 to Riverhead, N. Y., for commercial use, and (2) National Educational Tv and Radio Center to assign that channel to Hempstead for noncommercial educational use and either (a) assign ch. 75 to Riverhead by deleting it from Patchogue, or (b), if additional educational channels proposed in Doc. 14653 are assigned in Vermont, assign ch. 26 to Riverhead.

■ Commission invites comments to Notice of Proposed Rulemaking looking toward shifting uhf ch. 22 from Cambridge to Salisbury, Md., as petitioned for by William H. Porter. Action June 20.

Continued from opposite page

| Area                             | Population | Occupied Dwelling Units | Total Radio Homes | with radio Percent Saturation | 2 or more sets | Total Tv Homes | with television Percent Saturation | 2 or more sets |
|----------------------------------|------------|-------------------------|-------------------|-------------------------------|----------------|----------------|------------------------------------|----------------|
| Los Angeles-Long Beach           | 6,742,696  | 2,215,595               | 2,046,360         | 92.4                          | 908,678        | 2,007,199      | 90.6                               | 300,457        |
| Sacramento                       | 502,778    | 150,936                 | 137,781           | 91.3                          | 60,525         | 136,430        | 90.4                               | 17,491         |
| San Bernardino-Riverside-Ontario | 809,782    | 245,284                 | 221,515           | 90.3                          | 83,387         | 215,008        | 87.7                               | 22,528         |
| San Diego                        | 1,033,011  | 305,201                 | 279,829           | 91.7                          | 122,516        | 274,639        | 90.0                               | 33,041         |
| San Francisco-Oakland            | 2,783,359  | 923,041                 | 859,884           | 93.2                          | 404,782        | 797,887        | 86.4                               | 105,087        |
| San Jose                         | 642,315    | 184,945                 | 173,407           | 93.8                          | 86,592         | 167,558        | 90.6                               | 20,612         |
| Santa Barbara                    | 168,962    | 52,021                  | 47,573            | 91.4                          | 20,547         | 44,657         | 85.8                               | 4,066          |
| Stockton                         | 249,989    | 74,657                  | 67,049            | 89.8                          | 24,390         | 63,322         | 84.8                               | 4,271          |

#### IDAHO

|               |         |         |         |       |        |         |      |       |
|---------------|---------|---------|---------|-------|--------|---------|------|-------|
| State totals  | 667,191 | 193,839 | 182,561 | 94.2  | 72,423 | 166,340 | 85.8 | 8,697 |
| COUNTY TOTALS |         |         |         |       |        |         |      |       |
| Ada           | 93,460  | 28,593  | 27,083  | 94.7  | 13,026 | 25,295  | 88.5 | 2,294 |
| Adams         | 2,978   | 924     | 811     | 87.8  | 131    | 679     | 73.5 | 19    |
| Bannock       | 49,342  | 13,788  | 12,997  | 94.3  | 5,644  | 11,799  | 85.6 | 790   |
| Bear Lake     | 7,148   | 1,981   | 1,898   | 95.8  | 483    | 1,608   | 81.2 | 17    |
| Benewah       | 6,036   | 1,944   | 1,770   | 91.0  | 614    | 1,626   | 83.6 | 44    |
| Bingham       | 28,218  | 7,082   | 6,750   | 95.3  | 2,358  | 6,500   | 91.8 | 210   |
| Blaine        | 4,598   | 1,387   | 1,106   | 79.7  | 354    | 1,058   | 76.3 | 41    |
| Boise         | 1,646   | 515     | 497     | 96.5  | 90     | 428     | 83.1 | —     |
| Bonner        | 15,587  | 4,843   | 4,506   | 93.0  | 1,576  | 3,932   | 81.2 | 143   |
| Bonneville    | 46,906  | 12,645  | 12,231  | 96.7  | 6,074  | 11,654  | 92.1 | 945   |
| Boundary      | 5,809   | 1,674   | 1,383   | 82.6  | 230    | 1,201   | 71.7 | —     |
| Butte         | 3,498   | 942     | 867     | 92.0  | 300    | 866     | 91.9 | 19    |
| Camas         | 917     | 275     | 275     | 100.0 | 109    | 257     | 93.5 | —     |
| Canyon        | 57,662  | 17,147  | 16,180  | 94.4  | 6,443  | 14,396  | 84.0 | 613   |
| Caribou       | 5,976   | 1,614   | 1,572   | 97.4  | 632    | 1,297   | 80.4 | 42    |
| Cassia        | 16,121  | 4,368   | 4,109   | 94.1  | 1,599  | 3,892   | 89.1 | 135   |
| Clark         | 915     | 271     | 229     | 84.5  | 83     | 209     | 77.1 | —     |
| Clearwater    | 8,548   | 2,582   | 2,319   | 89.8  | 623    | 2,037   | 78.9 | 68    |
| Custer        | 2,996   | 881     | 742     | 84.2  | 274    | 585     | 66.4 | 19    |
| Elmore        | 16,719  | 4,293   | 3,928   | 91.5  | 1,087  | 3,787   | 88.2 | 132   |
| Franklin      | 8,457   | 2,242   | 2,178   | 97.1  | 693    | 1,882   | 83.9 | 21    |
| Fremont       | 8,679   | 2,368   | 2,291   | 96.7  | 688    | 2,140   | 90.4 | 38    |
| Gem           | 9,127   | 2,805   | 2,714   | 96.8  | 987    | 2,395   | 85.4 | 38    |
| Gooding       | 9,544   | 2,788   | 2,647   | 94.9  | 754    | 2,426   | 87.0 | 20    |
| Idaho         | 13,542  | 3,863   | 3,634   | 94.1  | 1,263  | 2,638   | 68.3 | 36    |
| Jefferson     | 11,672  | 2,916   | 2,789   | 95.6  | 1,124  | 2,778   | 95.3 | 178   |
| Jerome        | 11,712  | 3,319   | 3,128   | 94.2  | 1,067  | 2,987   | 90.0 | 172   |
| Kootenai      | 29,556  | 9,255   | 8,761   | 94.7  | 3,876  | 8,344   | 90.2 | 548   |
| Latah         | 21,170  | 6,201   | 5,865   | 94.6  | 2,480  | 4,865   | 78.5 | 140   |
| Lemhi         | 5,816   | 1,769   | 1,706   | 96.4  | 638    | 979     | 55.3 | —     |
| Lewis         | 4,423   | 1,352   | 1,249   | 92.4  | 449    | 1,162   | 85.9 | 20    |
| Lincoln       | 3,686   | 1,062   | 943     | 88.8  | 289    | 900     | 84.7 | 18    |
| Madison       | 9,417   | 2,343   | 2,249   | 96.0  | 1,124  | 2,158   | 92.1 | 129   |
| Minidoka      | 14,394  | 3,805   | 3,477   | 91.4  | 1,064  | 3,203   | 84.2 | 19    |
| Nez Perce     | 27,066  | 8,475   | 7,989   | 94.3  | 3,361  | 7,274   | 85.8 | 546   |
| Oneida        | 3,603   | 1,052   | 973     | 92.5  | 257    | 912     | 86.7 | —     |
| Owyhee        | 6,375   | 1,857   | 1,688   | 90.9  | 615    | 1,596   | 85.9 | 75    |
| Payette       | 12,363  | 3,864   | 3,603   | 93.2  | 1,433  | 3,318   | 85.9 | —     |
| Power         | 4,111   | 1,171   | 1,085   | 92.7  | 379    | 879     | 75.1 | 17    |
| Shoshone      | 20,876  | 6,321   | 6,048   | 95.7  | 2,074  | 5,333   | 84.4 | 253   |

Continued on page 103

## For Convenient, Low-Cost Remote Control SPECIFY rust SYSTEMS

Please send me, at no obligation, a suggested Remote Control Plan for my Transmitter, Make \_\_\_\_\_ Model No. \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



GENERAL ELECTRONIC

LABORATORIES, INC.

195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.



C-108-QC



C-108-1C

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

• SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.

• DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.

• All other classifications 30¢ per word—\$4.00 minimum.

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

\$20,000 and more earnings. Sales Director, local and national. Large Eastern metropolitan station, excellent ratings. Replies confidential. Box 406M, BROADCASTING.

### 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.

Top FM in New York suburb wants top man to sell and service. If you're our man you'll make money for both of us. Box 483M, BROADCASTING.

Small one-station market. Good opportunity. Salesman-announcer. Colorado. Box 487M, BROADCASTING.

I-F you have Perspiration, Inspiration, Enthusiasm, opportunity for \$6-8,000. KFRO, Longview, Texas.

California, KCHJ, Delano. 5000 watts. Sales opening. Guarantee, commission.

"Creative young salesman with guts. Minimum draw, maximum dollars and recognition when prove self in tough metro market. Can be local sales manager if good. Rush resume, photo, and references. Replies to Box 85, Springfield, Mass. Attention Z. L."

Attention salesmen. Los Angeles fm station wants time salesmen. For information, phone Hollywood 2-1295.

Sales or sales manager. Wonderful opportunity for experienced man who gets results. Must have proven sales record. Salary open, plus commission and overrides. Norfolk and Newport News, Va., area. Call Manager immediately. Al Lynn, Madison 5-0130 or write resume to WTID, Norfolk, Va.

Experienced salesman for new station in good market. Unlimited opportunity for right man. Box 215, Benson, North Carolina.

### 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.

Immediate opening for alert, energetic newsmen. Local news, editorials, commentaries. Journalism background experience. Ability to work with people. Position rewarding. Resume and tape, first letter. Box 468M, BROADCASTING.

"Major market Negro station desires unusual personality with British or West Indian dialect. Must have natural ability to rhyme. Send tape and resume. Box 501M, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

First phone announcer/salesman or first phone salesmen. Interesting proposition with happy organization. Box 507M, BROADCASTING.

Very excellent opportunity for a top personality. Midwest market of 300,000. Pulse rated No. 1 for last five years. This is a prestige station. Fully paid hospitalization and life insurance programs equivalent to \$100.00 per month. Highest salary paid commensurate with ability. This is a permanent position—average length of employment over five years in our program department. Rush particulars—will contact by telephone. Box 538M, BROADCASTING.

Announcer-salesman. Small town east coast. \$90. Liberal commission on sales. Excellent opportunity for experienced man. Box 536M, BROADCASTING.

Announcer dj with first phone needed now—1000 watt daytimer. Opportunity for beginner needing experience. Salary open. Apply to Bill C. Walls, General Manager. KSYX Radio, Antaresa, New Mexico. Grover 2-3151.

\$100 week. Immediate opening for medium paced, bright, tight, announcer/production man. Consistently #1 in 170,000 market. Tape, resume. KYSN, 30 S. Tejon, Colorado Springs, Colorado.

First phone announcer—no maintenance. Pleasant, would consider beginner. Call collect 446-1312. WITY, Danville, Illinois.

Immediate opening due to illness. Need experienced morning announcer-salesman. Opportunity to share in profits—managerial position open. Carmen Gaines, WLFH, Little Falls, N. Y.

"We are looking for an announcer with 1st phone who is sincere, has a pleasant voice and willing to cooperate with fellow employees. Minimum maintenance required. Starting salary \$4420.00 per year with advancement according to accomplishments and sincerity. This job ideal for anyone interested in starting in radio. Located on the Eastern Shore of Virginia near Wallops Island NASA. No drifters, prima donnas or collect calls accepted. Send photo and audition tape to General Manager, Box 1330, Tasley, Virginia.

Wanted: Two fast paced top 40 announcers to work for swinging operation in one of the largest cities in Tennessee. Prefer men on their way up and who are willing to follow directions. Salary open. Send resume and tape to Phil Rainey, WMOC, Patten Hotel, Chattanooga, Tenn.

Indiana daytimer and FM needs experienced announcer with 1st phone. Interesting, challenging position. Salary open. Contact Frank Haas, General Manager, WMRI AM-FM, Marion, Indiana.

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

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., WPCC Radio, Clinton, S. C.

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.

## Help Wanted—(Cont'd)

### Announcers

Newsman to gather, write, and air local news. Contact Hayward Talley, WSMI, Litchfield, Illinois.

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.

### Technical

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

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

"Eastern Regional AM-FM needs first class Engineer. Transmitter and Maintenance. No combo. Permanent position, with possibility of chief's job. Salary open. Full details—first letter to Box 471M, BROADCASTING.

Daytimer in Georgia needs combination chief engineer-announcer. Heavy on maintenance. \$130.00 per week for right man. Write Box 476M, BROADCASTING.

500 W daytimer wants reliable, competent chief for part sales or announce. Good equipment. 5 year old station in medium market—beautiful city in upper midwest. Must have techn-knowhow. Good pay and side benefits. Middle road music. 1st phone. Enclose resume and reply to Box 477M, BROADCASTING.

5kw 24-hour major Ohio station needs night engineer. Permanent position. Start \$100.00 week. Box 479M, BROADCASTING.

First phone with sales and announcing experience. Small Colorado market. Good potential. Box 488M, BROADCASTING.

"Help wanted"—Transmitter engineer with 1st class license. Call Manager, Escanaba, Michigan, State 6-6144.

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.

At once! Experienced, dependable engineer. Strong on maintenance. Good hours. Top pay! Must have good references! Daytime station. WLAS, Jacksonville, North Carolina.

### Production—Programming, Others

Copywriter—Experienced. 5kw—Beautiful Northern New England. Excellent working conditions. Immediate opening. Send resume: Box 451M, BROADCASTING.

Top rated station in Illinois desires the services of first class newscaster. Must have sincere desire to search out news, edit and rewrite. Excellent voice required. Will pay top salary with Life Insurance and Major Medical Hospitalization Programs fully paid by company. Permanent position. List full details. Will contact via long distance phone. Box 509M, BROADCASTING.

Wanted: Program Manager with experience, knowledge and ability for outstanding non-rock music station in million-plus market. Opportunity for advancement with America's fastest growing group. Send full resume. Replies held confidential. Box 537M, BROADCASTING.

## RADIO

### Situations Wanted—Management

General Manager. Sales background. Medium market. 13 years broadcasting. Box 162M, 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.

Successful manager, solid sales, 13 years experience. Employed. Wants complete station responsibility, medium market, \$10,000 plus. Top references. Box 399M, BROADCASTING.

Manager looking for mess... Build audience... organize... \$125 plus %. Box 489M, BROADCASTING.

Let's make money together. Currently general manager regional station. Strong on national, regional and especially local sales. Experienced all phases. Box 493M, BROADCASTING.

Available immediately. College, 17 years sales administration. Final move. References. Box 513M, BROADCASTING.

Georgia, Alabama, Tennessee . . . for manager, experienced, (10 years), young, (28), saleswise, (since 1957) . . . Box 521M, BROADCASTING.

Manager/Commercial Manager to take 100% interest in you and your station's problems. Medium to metro market. Proven records. Recognized references. Mature and capable enough for complete responsibility only. Any good offer considered. Box 523M, BROADCASTING.

Extremely successful management in large and medium markets for two operators over past 17 years. Have produced top local and national dollar. Stations either #1 or #2 as result of creative programming. Excellent industry references. 41, family. Looking for equitable profit sharing arrangement. Replies confidential. Box 531M, BROADCASTING.

Proven profit-producer. Eight years Station Manager. Competent, responsible family man seeks managerial or sales challenge in Michigan. Good ideas, self-starter, strong on sales-programming. Will consider investment. Box 541M, 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.

Late on top 40 records? Does your competition have you beat? Then be first, really first in your market with all labels, all artists. Mailings 3 times weekly. Ten day trial—no obligation. Write: T. R. Productions, 830 Market, San Francisco, California.

### 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.

### Announcers

Looking for a capable sports man with all around ability? Box 297M, 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.

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.

## Situations Wanted—(Cont'd)

### Announcers

Young announcer—disc jockey—tight board—experienced—will travel anywhere. Box 395M, 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.

Astro announcer—production voices—salesman (combination), experienced, executive quality, seeking "novel" experience—college. Box 436M, BROADCASTING.

Announcer—2 years experience—first phone—sales experience seeks challenging opportunity. Box 441M, BROADCASTING.

Announcer-newscaster, smooth pleasant delivery, authoritative news, tight middle of the road format. Married, veteran, prefer good music station. Box 442M, BROADCASTING.

Beginner, disc jockey, some experience, knows music. Writes jingles, news, editing, music library work. Mild cerebral palsy. Tape, resume. Box 446M, BROADCASTING.

Socially sharp swinger. Former program news director in metro market. Presently employed. Available August. Box 427M, BROADCASTING.

Announcer, dj; RCA Broadcasting school graduate, tight board; Desire midnight shift—within 150 miles of New York City. Excellent references. Box 470M, BROADCASTING.

Young, married newsman-announcer, 4 years experience. Gather, write, report local news. Prefer mid-Atlantic or northeast. Box 475M, BROADCASTING.

Broadcasting graduate with convincing voice, single, 29, looking for an opportunity. Will sell. Box 481M, BROADCASTING.

I need college town. Personality type dj with 1st phone. You name it. . . I can do it. 22, single, excellent references 1½ years competitive experience. Midwest or west. Available September 1st. Box 482M, BROADCASTING.

Announcer; mature sound; tight production; NYAS grad; want permanent job. Box 485M, BROADCASTING.

College graduate, married, two years experience. dj., news director, sports ed. Some newspaper experience, seeking larger market, chance to learn and advance in news and/or sports. Box 490M, BROADCASTING.

Announcer, dj, pleasant tight board. Authoritative news. Wants steady job. Not a prima donna. Box 491M, BROADCASTING.

Unemployed personality would like to be employed in Ohio tri-state. Box 494M, BROADCASTING.

DJ for formula station. Modern. Cheerful. Tight production. References. Tape. Box 497M, BROADCASTING.

How about a position for beginning announcer. Well trained, college. Box 500M, BROADCASTING.

College grad, experienced, board, news, sports, dj. Available two weeks. Box 506M, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Excellent background—Four years tv, live, VTR, booth, additional radio. Married, 26, at peak, employed. Mature, dependable, will relocate. Box 517M, BROADCASTING.

Just released from Army. Three years experience music, news, sports. Married, two children, degree. Ready to settle down, prefer midwest. Box 520M, BROADCASTING.

Announcer—wants permanent position in 150 mile radius of New York. Married, bright sound, crisp authoritative news. Box 525M, BROADCASTING.

Announcer seeks position in east starting September. Married. One child. Box 526M, BROADCASTING.

Versatile announcer seeking to relocate, I can do sports, remotes and general duties with efficiency. Presently program director. Family man. Box 534M, BROADCASTING.

Announcer-salesman-newsman, 4 years experience. Top rated morning show, good newsman, and above average salesman. Prefer midwest. Box 538M, BROADCASTING.

August liberal arts graduate wants quality radio job. University station experience includes board. Professional musician in classics, jazz, play sax, piano. Single, 22, Go anywhere. Box 542M, BROADCASTING.

Format dj. Young, energetic, theatrical background, tight board, will travel. Tom Jordan, 3108 N. St. Louis, Chicago 18, Illinois. PA 5-5818.

Talented young man desires 'on air' position with a good music New England station. Available immediately. Contact Ross F. Burney, 136 Thornton Rd., Chestnut Hill 67, Mass., or call 469-9242.

Jake and Martha Westfall I have 132 records by . . . the late and great . . . Hank Williams. Contact me in Portsmouth, Va., 2028 Darden Terrace, Phelps!

Announcer-23-AA voice—modern radio—2 years—6 mo.—p.d. All offers considered—Will relocate—Available July 6th. Contact: Del Scott—1240 Leisher—Cheyenne, Wyoming or call 632-4862 immediately!

D.J., news, continuity—Need first job—Broadcasting school grad. Go anywhere. P. O. Box 278, Wilton, New Hampshire.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

### Technical

Technical advisor, chief engineer, all forms radio to 50 kw. Prefer west or southwest. Prefer chain. References. Box 498M, BROADCASTING.

First phone, engineer, good on maintenance, AM, FM, announcing experience. Wants job with future—\$120 minimum. Box 519M, BROADCASTING.

First phone—Capable of announcing. Currently working. Seek permanent position—prefer northeast. Box 529M, BROADCASTING.

I control department, work hard, take pride, cover major dj block. Nine years working directional. There in eight days. All inquiries answered. Box 539M, BROADCASTING.

Chief Engineer with directional and remote experience, also industrial UHF, VHF and some microwave. West or Northwest. Box 543M, 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.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

Production Assistant—Copywriter trainee college trained speech major, English minor. Need added experience. Will relocate. Box 394M, BROADCASTING.

Hockey announcer available. Prefer National or American League, will consider all offers. Top ratings, exciting play-by-play. Knows radio-television operations very well. Excel in sales and public relations. Employed, United States only. Box 466M, BROADCASTING.

Interested in Florida area—production-programming. Fourteen years radio—plus television. Experience from small to major markets. (Announce too). Box 469M, BROADCASTING.

College graduate—female—radio and television—noncommercial experience. Immediately—references. Box 480M, BROADCASTING.

PD or News Director . . . twenty years experience as entertainer, special events and newsmen, PD, personality DJ, mobile units, some sales. Currently in top ten market with number one rated station of its type in the nation. Plenty of ideas, energy and ability. Interested in aggressive, civic minded radio-tv station. Box 499M, BROADCASTING.

Production - Writer - Production Director. Pulse rated #1 in 4 station metro market. Experience all phases, formats, AM, FM, announce, too. Prefer East but will relocate anywhere there is a future. Box 505M, BROADCASTING.

I'll give you five years experience, knowledge of format radio, fine references and a sound to make your pulse race. You give me \$150 at sharp operation in competitive market and chance to use what I know and learn more. Currently PD in market of 80,000. Desire PD medium or air shift major, but will consider all offers. Tape, resume. Box 512M, BROADCASTING.

Experienced p.d., good sales record, friendly mature announcer, former newsmen, good copy. Central, S.W. U.S. Box 527M, BROADCASTING.

Now PD in Indiana. Formerly announcer at WICE, Providence, WONE, Dayton—Hometown Dayton—relocate within radius of 150 miles. Experience 5 years. Box 532M, BROADCASTING.

9 years experience. P.D., play-by-play, announcing and sales. Top character, family and college graduate. Seeking sports-minded station, southeast or midwest. Box 535M, BROADCASTING.

## TELEVISION

### Help Wanted—Announcers

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.

TV Kiddie personality for top rated show on deep south VHF. Must double as booth announcer. Top dollar for top man. Send short VTR or SOF. Box 492M, BROADCASTING.

Newsman for on-the-air presentation and full-time local news gathering. Must have TV experience in both. Prefer Texas applicant. Send picture, audio tape and biography. Lynn Pentony, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

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.

"Experienced and fully qualified staff announcer for combination AM-TV operation. Send resume to Program Manager, WJAR-TV, Providence, R. I."

## Help Wanted—(Cont'd)

### Technical

Videotape maintenance engineer. Experienced Ampex Intersync. Leading New York producer. Good salary and advancement. State full background. Box 372M, BROADCASTING.

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Graduate electronics engineer or equivalent. Experienced UHF broadcasting. Good opportunity. University atmosphere. Submit experience and salary requirements. Box 516M, BROADCASTING.

Wanted: TV engineer—first class license. Experience not necessary but desirable. Write W. M. Greely, KHOL-TV, Holdrege, Nebraska.

Permanent opening for first phone with TV studio maintenance background. NABET, good scale. Write or call—Chief Engineer, WKBW-TV, Buffalo, New York.

Wanted: Switcher—1st phone required. Experience not necessary. \$2.00 per hour. Contact Chief Engineer, KTVC-TV, Ensign, Kansas.

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

Illinois TV Station seeking Sales Promotion-Publicity Director. Television experience necessary. Must be able to prepare effective sales brochures. Good opportunity. Will consider man or woman. Salary open. Box 472M, BROADCASTING.

"Operations Manager for major market, east coast television station, to coordinate live studio production and station daily operation. Indicate experience in directing, producing, traffic and on-air promotion. Box 495M, BROADCASTING.

Director/producer for midwest capitol city TV station first in market. Experienced in all phases, strong on local production. Permanent position with one of nations leading stations. Box 514M, BROADCASTING.

Sports director, radio/TV. Strong in play-by-play football, basketball. Unusual opportunity to advance professionally and financially. Send complete resume, picture and tape first letter. Box 515M, BROADCASTING.

New South Florida VHF seeks well-qualified Production Manager, Photographer/Photo lab technician, producers-directors. Resume, pic to Box 533M, BROADCASTING.

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.

Newsman for combined radio-tv newsroom. Must be strong on-camera, experienced reporter. This man will do our 11 PM news in highly competitive market and must be good. Send audition sof to Bill Lindsay, WFMJ-TV, Youngstown, Ohio.

## TELEVISION

### Situations Wanted—Management

Salesmanager—Nine years television management experience local, regional, desires change. Box 518M, BROADCASTING.

TV-Radio executive. Outstanding 17 yr. record in station-sales management. Can produce top local and national dollar. Thorough experience in programming, merchandising. Excellent administrator, cost-conscious, creative. 40. Family. Finest industry and personal references. Strictest confidence—presently employed. Box 530M, BROADCASTING.

## Situations Wanted—(Cont'd)

### Management

TV-Radio manager—12 years experience. Mature, proven ability, excellent sales-management record. Desires relocate bigger market, bigger salary. Money's worth guaranteed. Box 544M, BROADCASTING.

### Sales

General salesmanager, experienced top producer in television sales. Able administrator, stable, now employed. Box 223M, 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.

### Announcers

Mature announcer. College graduate with 19 years broadcasting. Wants station that works for quality of presentation. Box 317M, BROADCASTING.

College graduate—3 years experience announcing sports program and play-by-play. Resume and tape on request. Reply Box 474M, BROADCASTING.

Mature, reliable, good on staff and news. Twelve years experience. Box 504M, BROADCASTING.

### Technical

First phone, 5½ years TV, 4½ as Chief CCETV—installation, maintenance, production. 3 yrs. College. 3 years teaching circuits, Radar. Veteran. Married. Box 510M, BROADCASTING.

First phone engineer, currently working in radio—seek start in tv. Box 528M, BROADCASTING.

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.

Director-Writer-Announcer, looking for a position with potential. Box 337M, BROADCASTING.

Newsman. 11 years. Directed legislative election, special events. Editorial writing background. Family; age 34. Call 304-925-5488 collect. Box 407M, BROADCASTING.

College graduate, MA, seeking permanent position in TV production, film, and/or still photography. Experienced. Excellent references. Box 465M, BROADCASTING.

Top-rated, award-winning newscaster. Successful record as News Director in major markets. Box 473M, BROADCASTING.

Chief director. 8 years experience. Southwest's best. Large family. College. Box 486M, BROADCASTING.

Nationally recognized newsman seeks challenging position with medium market operation. Network and overseas experience will help build or expand local image. Best industry references. Salary open and all replies acknowledged. Write Box 540M, BROADCASTING, or Phone Area 501, Union 3-4336 today.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

News Director. Experienced editor, reporter, writer, photographer, producer of newscasts, documentaries, specials, and features. Top-rated newscaster in market every survey since 1953. 37; 14½ years tv-radio; RTNDA, SDX. Now seeking challenging new opportunities. Write/wire Glen Broughman, WRBL-AM-FM-TV, Columbus, Georgia. Phone 404-323-2939.

## FOR SALE

### Equipment

For Sale: RCA 250 watt fm transmitter. Contact, Richard Tuck Enterprises, KBEC, Waxahatche, Tex. WE 7-1390.

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 WBLY, 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 is 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.

"For Sale" one complete GE studio camera chain model 4 PC 4 with Houston Fearless tripod, (3) B & L lens, GE monitor, power supplies, channel amplifier, \$5000.00. Call O. L. Turner, WSIL-TV, Harrisburg, Illinois.

Convert your 350 series Ampex to 14" reel capacity in one hour. Standard rack mounting. New stainless steel base plate and complete instructions. \$95 F.O.B. Marston, Box 425, Bakersfield, Calif.

For Sale: 1 Western Electric 1,000 watt AM transmitter. 1 RCA 250 watt AM transmitter. 1 Westinghouse 3500 watt FM transmitter. P. O. Box 5797, Columbus 21, Ohio. Phone: HU 8-9761.

Western Electric 10 kw-FM (508 B-2) and one (1) kw-AM (443 A-1) spare tubes and parts. Make offer. WVKO, Columbus HU 6-9595.

UHF Transmission Line and Hardware! 525' of 6½" x 19½" MI-19387-1B Coax; 520' of 3½" x 20" MI-19089-1 Coax; Elbows; Insulated, grounded and fixed hangers for both above. One 3½" RCA Dipole antenna, Channel 22, one ditto Channel 34. All good condition. Available mid July. Half price! Write for stock list. Scott Hagenau, WSBT-TV, South Bend 1, Indiana.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Used AM transmitters—several 5kw, 1kw, 250 watt—Priced to sell—Write for list. Bauer Electronics Corporation, 1663 Industrial Road, San Carlos, California.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; ¼" ditto, 90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, 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.

## For Sale—(Cont'd)

### Equipment

New broadcast equipment, consoles, transmitters, etc., for college radio stations available from manufacturer. Collegiate Broadcasting Network, Pittsburgh 21, Pennsylvania. Write for free catalog.

"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."

## WANTED TO BUY

### Equipment

Wanted 5 kw FM transmitter, not over eight years old. Box 467M, BROADCASTING.

Want to trade 1kw 20V Collins transmitter AM, A-1 condition, now in use to 5kw FM transmitter. Box 484M, BROADCASTING.

Wanted by our clients. Radio fm, and tv test and measuring equipment. "Thirty years in broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

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.

\$5,000 available for purchase of active or silent interest. All proposals considered. Western areas preferred. Box 524M, 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 Gilham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

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.

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.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

## Instructions—(Cont'd)

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.

## MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

New DJ Comic-Tape ready now! Over 100 crazy bits to brighten up your show. Only \$5.00. Hurry, limited number available. IRP, 1930 Greenville Ave., Dallas, Texas.

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 248, Glen Burnie, Md. Phone 301-768-0766.

"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.

## RADIO

### Help Wanted—Sales

#### RADIO TIME SALESMEN

COLORADO SPRINGS number one Pulse rated station has immediate opening for experienced salesman. Guaranteed \$120 weekly against 20%. References required; will be checked. Contact John Lambert, KYSN Radio, 30 South Tejon, Colorado Springs, Colorado.

## 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

## Technical

## OVERSEAS OPPORTUNITIES EUROPEAN AREA

### RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

### PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given.

Submit experience and earnings to

Box 841K, BROADCASTING

## RADIO

### Situations Wanted—Management

#### LONG WEARING MANAGER AVAILABLE

11 successful years regional net. 5 successful years daytimer (Co-owner). Presently marketing executive national firm . . . desire permanent return to broadcasting. Stable, solid operator. Fine family.

Box 511M, BROADCASTING

### Announcers

*Experienced, Loyal, Persistent and Steady Veteran of Depression Years and Crystal Mikes desires to locate in Rocky Mountain Area!*

Box 478M, BROADCASTING

ATTENTION: Ohio Valley, New York, and Boston—award winning News Director desires relocation. Presently employed in top 50 market. College degree—10 years experience. Best references. Only news and/or sports conscious station—need apply.

Box 503M, BROADCASTING

## TELEVISION

### SITUATIONS WANTED

#### Production—Programming, Others

#### FILM MANAGER

Photographer, editor, darkroom technician. Capable, mature and very responsible. 9 years TV experience in all phases of film operations, film buying, programming, contract negotiations and film production. 17 years experience in motion picture, still photography and darkroom operations. Capable of supervising entire film and photo operation. Desires major market.

Box 522M, BROADCASTING

## EMPLOYMENT SERVICE

#### • JOBS IN • RADIO & TV

A new concept in obtaining jobs throughout East Coast & Midwest. Find out how you can list and have your resume mailed to over 1000 stations. A sure fire way of obtaining jobs, for all broadcast personnel, experienced or professionally trained. Write immediately

**JOB XCHANGE**  
458 Peachtree Arcade  
Atlanta, Ga.

**YOU'RE NEEDED**  
ALL BROADCAST PERSONNEL PLACED  
ALL MAJOR U.S. MARKETS  
MIDWEST SATURATION  
Write for application NOW  
**WALKER EMPLOYMENT  
SERVICE**

Jimmy Valentine Broadcast Division  
83 So. 7th St. Minneapolis 2, Minn.  
Federal 9-0961

## MISCELLANEOUS

### MOVING? SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, worksaving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,  
Burnham Van Service,  
1634 Second Avenue,  
Columbus, Georgia

#### NEW COMEDY FOR DJ'S

Be the first to get this new fresh package, tailored specifically for D.J.'s. All new! 100% sirable! Send \$5.00 for "Take One."

D.J. GAG SERVICE

P. O. Box 92  
Kansas City 41, Missouri

#### STATION MANAGERS & NEWS DIRECTORS

\$1-per-minute  
buys direct "Deeper" coverage of  
Capitol Hill's Estes hearings.  
Contact WASHINGTON FARM  
BROADCASTERS for details  
951 Warner Bldg. Wash. 4, D. C.  
Phone: 347-4688

### 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

Large capital gains possible for buyer of full time network standard station in a top California farm market. \$200,000. About half in physical property. Twenty percent down, balance monthly over twelve years.

Box 212M, BROADCASTING

Florida 5000 watt non-directional daytimer major market. Nothing down. \$200,000.00 over 8 years.

Box 301M, BROADCASTING

## For Sale—(Cont'd)

### Stations

#### FOR SALE

Radio station in major Southeastern market. Excellent earnings. Minimum cash required \$150,000.

Box 496M, BROADCASTING

Southern Arizona Full Time Single Market Station—\$79,500—\$12,500 down. Real opportunity for qualified buyer. Address Owner

Box 502M, BROADCASTING

#### FOR SALE

Radio facility in good Midwestern market can be purchased with \$75,000 to \$100,000 down payment.

Box 545M, BROADCASTING

|      |        |          |        |        |
|------|--------|----------|--------|--------|
| Ala  | single | daytimer | \$ 85M | terms  |
| Ky   | single | daytimer | 75M    | \$29M  |
| Fla  | medium | fulltime | 275M   | \$110M |
| Ca   | metro  | fulltime | 137M   | 29%    |
| Mass | metro  | daytimer | 225M   | terms  |
| La   | metro  | daytimer | 135M   | 29%    |

and others: also newspapers & trade journals  
**CHAPMAN COMPANY**  
1182 W. Peachtree St., Atlanta 9, Ga.

### STATIONS FOR SALE

SOUTHWEST. Exclusive. Daytime. Gross \$60,000. Asking \$65,000. \$25,000 down.  
NORTHWEST. Exclusive. Full time. Gross \$70,000. Exceptional potential. Asking \$125,000. Terms.

NORTHEAST. Full time. Gross exceeds \$70,000. Profitable. Asking \$150,000 including real estate. 29% down.

CALIFORNIA. Daytimer serving trade area of dynamic growth. Asking \$125,000. 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*

in

**BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

# RADIO-TV SET COUNTS Continued from page 97

| Area       | Population | Occupied Dwelling Units | Total Radio Homes | Percent Saturation | 2 or more sets | Total Tv Homes | Percent Saturation | 2 or more sets |
|------------|------------|-------------------------|-------------------|--------------------|----------------|----------------|--------------------|----------------|
| Teton      | 2,639      | 666                     | 583               | 87.5               | 104            | 645            | 96.8               | —              |
| Twin Falls | 41,842     | 12,847                  | 12,173            | 94.8               | 4,901          | 11,532         | 89.8               | 788            |
| Valley     | 3,663      | 1,131                   | 1,023             | 90.5               | 287            | 822            | 72.7               | 22             |
| Washington | 8,378      | 2,618                   | 2,512             | 96.0               | 786            | 2,066          | 78.9               | 88             |

## NEW JERSEY

|                                  |            |           |           |      |           |           |      |         |
|----------------------------------|------------|-----------|-----------|------|-----------|-----------|------|---------|
| State totals                     | 6,066,782  | 1,806,439 | 1,705,161 | 94.4 | 792,563   | 1,712,891 | 94.8 | 330,951 |
| COUNTY TOTALS                    |            |           |           |      |           |           |      |         |
| Atlantic                         | 160,880    | 52,193    | 47,734    | 91.5 | 17,973    | 47,241    | 90.5 | 6,079   |
| Bergen                           | 780,255    | 230,578   | 222,945   | 96.7 | 131,082   | 223,732   | 97.0 | 61,070  |
| Burlington                       | 224,499    | 55,414    | 52,178    | 94.2 | 26,976    | 53,112    | 95.8 | 11,290  |
| Camden                           | 392,035    | 113,857   | 107,911   | 94.8 | 54,136    | 109,142   | 95.9 | 23,439  |
| Cape May                         | 48,555     | 15,945    | 14,628    | 91.7 | 5,036     | 14,625    | 91.7 | 1,447   |
| Cumberland                       | 106,850    | 31,605    | 28,195    | 89.2 | 10,176    | 29,607    | 93.7 | 3,425   |
| Essex                            | 923,545    | 289,008   | 271,751   | 94.0 | 116,901   | 269,620   | 93.3 | 51,658  |
| Gloucester                       | 134,840    | 38,478    | 35,756    | 92.9 | 17,473    | 36,951    | 96.0 | 6,602   |
| Hudson                           | 610,734    | 198,029   | 186,365   | 94.1 | 60,881    | 185,802   | 93.8 | 25,029  |
| Hunterdon                        | 54,107     | 16,077    | 15,213    | 94.6 | 7,349     | 13,912    | 86.5 | 2,074   |
| Mercer                           | 266,392    | 76,587    | 70,877    | 92.5 | 30,927    | 71,111    | 92.8 | 11,203  |
| Middlesex                        | 433,856    | 120,404   | 113,723   | 94.5 | 53,684    | 115,819   | 96.2 | 22,684  |
| Monmouth                         | 334,401    | 96,168    | 90,704    | 94.3 | 41,826    | 91,319    | 95.0 | 17,422  |
| Morris                           | 261,620    | 71,970    | 69,300    | 96.3 | 39,424    | 69,511    | 96.6 | 14,467  |
| Ocean                            | 108,241    | 33,207    | 30,260    | 91.1 | 11,799    | 31,770    | 95.7 | 4,257   |
| Passaic                          | 406,618    | 125,926   | 118,827   | 94.4 | 50,388    | 119,121   | 94.6 | 21,517  |
| Salem                            | 58,711     | 17,064    | 15,343    | 89.9 | 7,121     | 15,869    | 93.0 | 2,463   |
| Somerset                         | 143,913    | 40,083    | 38,286    | 95.5 | 20,328    | 38,268    | 95.5 | 7,153   |
| Sussex                           | 49,255     | 14,434    | 13,478    | 93.4 | 5,565     | 13,294    | 92.1 | 1,557   |
| Union                            | 504,255    | 150,179   | 143,368   | 95.5 | 75,363    | 144,333   | 96.1 | 33,975  |
| Warren                           | 63,220     | 19,233    | 18,319    | 95.2 | 8,155     | 17,732    | 92.2 | 2,140   |
| Standard Consolidated Areas      |            |           |           |      |           |           |      |         |
| New York-Northeastern New Jersey | 14,759,429 | 4,679,200 | 4,444,015 | 95.0 | 1,922,948 | 4,272,661 | 91.3 | 778,913 |
| Metropolitan Areas               |            |           |           |      |           |           |      |         |
| Allentown-Bethlehem-Easton       | 492,168    | 149,357   | 143,024   | 95.8 | 66,912    | 138,358   | 92.6 | 16,177  |
| Atlantic City                    | 160,880    | 52,193    | 47,734    | 91.5 | 17,973    | 47,241    | 90.5 | 6,079   |
| Jersey City                      | 610,734    | 198,029   | 186,365   | 94.1 | 60,881    | 185,802   | 93.8 | 25,029  |
| Newark                           | 1,689,420  | 511,157   | 484,419   | 94.8 | 231,688   | 483,464   | 94.6 | 100,100 |
| Paterson-Clifton-Passaic         | 1,186,873  | 356,504   | 341,772   | 95.9 | 181,470   | 342,853   | 96.2 | 82,587  |
| Philadelphia                     | 4,342,897  | 1,266,570 | 1,192,659 | 94.2 | 596,995   | 1,185,507 | 93.6 | 247,089 |
| Trenton                          | 266,392    | 76,587    | 70,877    | 92.5 | 30,927    | 71,111    | 92.8 | 11,203  |
| Wilmington                       | 366,157    | 105,470   | 98,773    | 93.7 | 49,449    | 98,623    | 93.5 | 15,368  |
| Woodbridge                       | 78,846     | 20,702    | 19,801    | 95.6 | 9,950     | 20,325    | 98.2 | 5,130   |

## WYOMING

|               |         |        |        |       |        |        |      |       |
|---------------|---------|--------|--------|-------|--------|--------|------|-------|
| State totals  | 330,066 | 99,187 | 92,535 | 93.3  | 34,800 | 76,641 | 77.3 | 3,352 |
| COUNTY TOTALS |         |        |        |       |        |        |      |       |
| Albany        | 21,290  | 6,336  | 5,995  | 94.6  | 2,226  | 4,466  | 70.5 | 82    |
| Big Horn      | 11,898  | 3,435  | 3,157  | 91.9  | 1,102  | 2,475  | 72.1 | 54    |
| Campbell      | 5,861   | 1,797  | 1,685  | 93.8  | 557    | 1,182  | 65.8 | —     |
| Carbon        | 14,937  | 4,627  | 4,283  | 92.6  | 1,779  | 3,239  | 70.0 | 134   |
| Converse      | 6,366   | 2,030  | 1,951  | 96.1  | 711    | 1,505  | 74.1 | 18    |
| Crook         | 4,691   | 1,384  | 1,296  | 93.6  | 471    | 811    | 58.6 | —     |
| Fremont       | 26,168  | 7,142  | 6,597  | 92.4  | 2,324  | 5,823  | 81.5 | 291   |
| Goshen        | 11,941  | 3,642  | 3,490  | 95.8  | 1,145  | 3,045  | 83.6 | 20    |
| Hot Springs   | 6,365   | 2,003  | 1,900  | 94.9  | 752    | 1,360  | 67.9 | 142   |
| Johnson       | 5,475   | 1,730  | 1,616  | 93.4  | 546    | 1,118  | 64.6 | 42    |
| Laramie       | 60,149  | 18,248 | 17,029 | 93.3  | 7,287  | 16,138 | 88.4 | 1,330 |
| Lincoln       | 9,018   | 2,501  | 2,094  | 83.7  | 554    | 1,712  | 68.5 | —     |
| Natrona       | 49,623  | 15,195 | 14,058 | 92.5  | 5,312  | 13,069 | 86.0 | 815   |
| Niobrara      | 3,750   | 1,296  | 1,168  | 90.1  | 382    | 957    | 73.8 | 18    |
| Park          | 16,874  | 4,962  | 4,724  | 95.2  | 2,243  | 3,540  | 71.3 | 21    |
| Platte        | 7,195   | 2,294  | 2,137  | 93.2  | 782    | 1,533  | 66.8 | 36    |
| Sheridan      | 18,989  | 5,979  | 4,836  | 80.9  | 2,539  | 3,985  | 66.6 | 87    |
| Sublette      | 3,778   | 1,136  | 1,018  | 89.6  | 383    | 722    | 63.6 | —     |
| Sweetwater    | 17,920  | 5,525  | 5,126  | 92.8  | 1,421  | 4,117  | 74.5 | 102   |
| Teton         | 3,062   | 960    | 815    | 84.9  | 154    | 703    | 73.2 | 18    |
| Uinta         | 7,484   | 1,998  | 1,885  | 94.3  | 469    | 1,540  | 77.1 | 39    |
| Washakie      | 8,883   | 2,510  | 2,339  | 93.2  | 1,059  | 1,980  | 78.9 | 45    |
| Weston        | 7,929   | 2,337  | 2,207  | 94.4  | 506    | 1,573  | 67.3 | 58    |
| Yellowstone   | 420     | 120    | 120    | 100.0 | 96     | 48     | 40.0 | —     |
| National Park |         |        |        |       |        |        |      |       |

## State-by-state set tally now complete

Publication of the radio-tv counts for the last five states in this issue completes the reports on the 50 states.

BROADCASTING issue dates for each state:

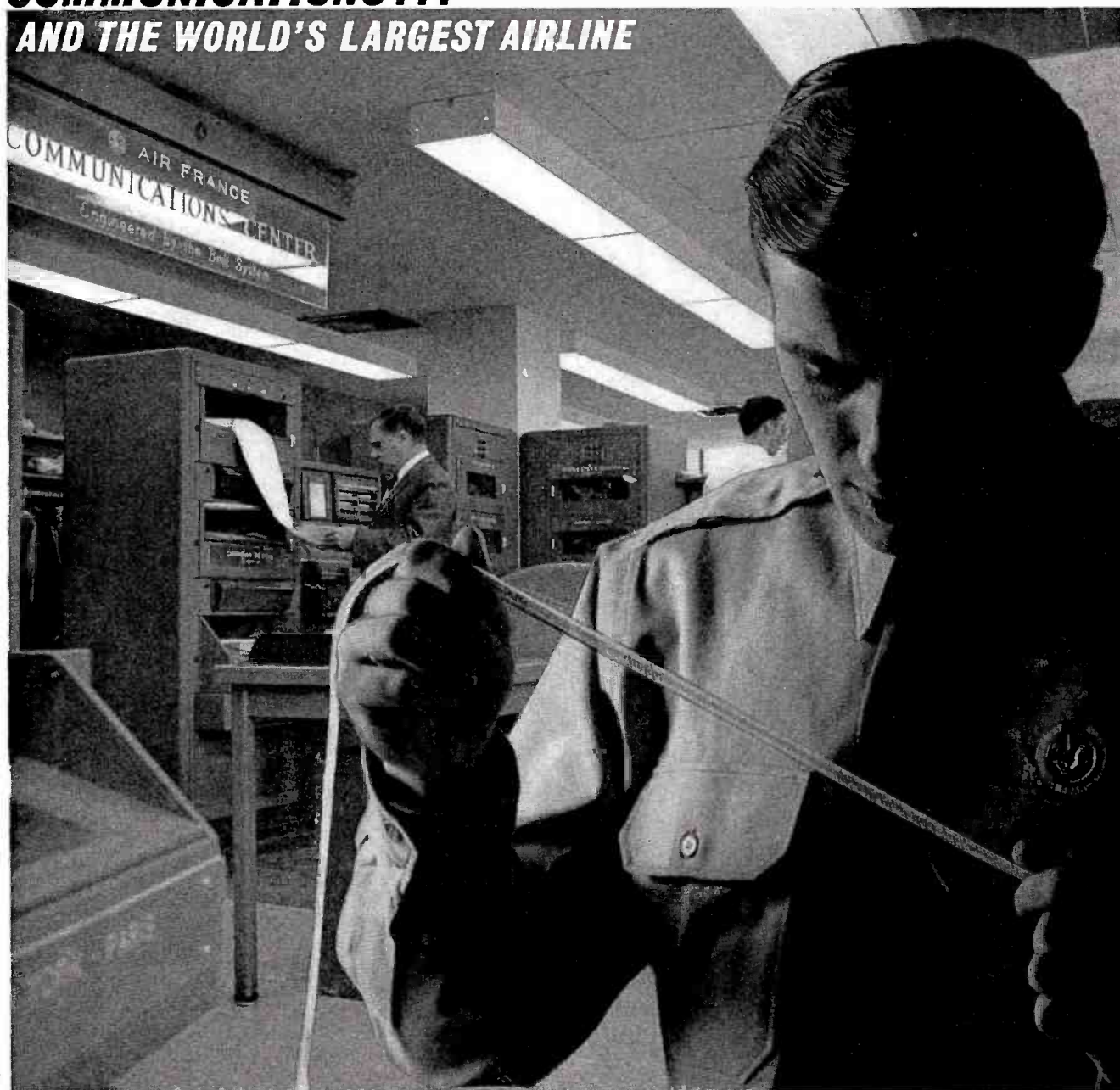
|                             |                |
|-----------------------------|----------------|
| Alabama                     | Mar. 5, 1962   |
| Alaska                      | June 25, 1962  |
| Arizona                     | Mar. 5, 1962   |
| Arkansas                    | April 16, 1962 |
| California                  | June 25, 1962  |
| Colorado                    | Jan. 1, 1962   |
| Connecticut                 | Mar. 5, 1962   |
| Delaware                    | Mar. 19, 1962  |
| District of Columbia        | Mar. 5, 1962   |
| Florida                     | Mar. 19, 1962  |
| Georgia                     | Feb. 12, 1962  |
| Hawaii <sup>1</sup>         | Jan. 22, 1962  |
| Idaho                       | June 25, 1962  |
| Illinois                    | June 18, 1962  |
| Indiana                     | June 4, 1962   |
| Iowa                        | June 4, 1962   |
| Kansas                      | April 9, 1962  |
| Kentucky                    | April 2, 1962  |
| Louisiana                   | Dec. 25, 1961  |
| Maine                       | Dec. 18, 1961  |
| Maryland                    | Mar. 19, 1962  |
| Massachusetts               | Feb. 19, 1962  |
| Minnesota                   | Jan. 29, 1962  |
| Mississippi                 | Jan. 22, 1962  |
| Missouri                    | June 4, 1962   |
| Michigan                    | April 16, 1962 |
| Montana                     | Jan. 1, 1962   |
| Nebraska                    | Feb. 19, 1962  |
| Nevada                      | Jan. 1, 1962   |
| New Hampshire               | Jan. 22, 1962  |
| New Jersey                  | June 25, 1962  |
| New Mexico                  | Jan. 22, 1962  |
| New York <sup>2</sup>       | June 18, 1962  |
| North Carolina              | Jan. 1, 1962   |
| North Dakota                | Feb. 19, 1962  |
| Ohio                        | April 9, 1962  |
| Oklahoma                    | Feb. 5, 1962   |
| Oregon                      | Feb. 12, 1962  |
| Pennsylvania                | June 4, 1962   |
| Rhode Island                | Mar. 5, 1962   |
| South Carolina <sup>3</sup> | Feb. 5, 1962   |
| South Dakota <sup>3</sup>   | Feb. 5, 1962   |
| Tennessee                   | Jan. 8, 1962   |
| Texas                       | May 21, 1962   |
| Utah                        | Jan. 22, 1962  |
| Vermont                     | Jan. 22, 1962  |
| Virginia                    | April 9, 1962  |
| Washington                  | Mar. 5, 1962   |
| West Virginia               | Mar. 19, 1962  |
| Wisconsin                   | Jan. 22, 1962  |
| Wyoming                     | June 25, 1962  |

<sup>1</sup>Also see Feb. 5 1962, issue for corrections in Hawaii figures.

<sup>2</sup>Also see Feb. 19, 1962, issue for corrections in South Carolina and South Dakota figures.

<sup>3</sup>Total population of Westchester County, New York, should be corrected to 1,064,688. Total population for the consolidated area of New York and Northeastern New Jersey is 14,759,429.

# COMMUNICATIONS... AND THE WORLD'S LARGEST AIRLINE



**Object: Maximum communications efficiency.  
Result: Newest, most efficient system ever developed!**

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

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

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

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

# AIR FRANCE

WORLD'S LARGEST AIRLINE / FIRST IN INTERNATIONAL PASSENGER EXPERIENCE

## OUR RESPECTS to Fredrick Davidson Custer, manager, KPOL Los Angeles

### Orchestral music, familiar tunes and musicians who are 'away in'

It's no accident that most radio stations today have adopted a music-and-news program format, Fred Custer, manager of KPOL Los Angeles, believes. "Radio can present music and news better than any other medium," he said last week. "We can get the news to the public first, without having to wait for films to be developed or type to be set, and we can give listeners the music they want when they want it and as they want it presented."

"Most stations seem to me to be doing a good job with their musical programming," Fred comments, "but I can't say much for their handling of the news. There's too much attention paid to headlines, that is, to telling each news story in a sentence or two, as if the goal of the newscaster is to see how many items he can crowd into his minute or five minutes or 15 minutes of air time. There's not enough analysis, not enough comment, and that, to me, is shirking responsibility to listeners."

"Straight reporting is not enough. That's why our newsmen at KPOL are instructed to inject some opinion into their reporting of news stories that lend themselves to the treatment, primarily stories dealing with controversial topics or personalities. Of course, these opinions are clearly labeled as such."

**Opinions Help** ■ "To me, this treatment helps to keep the listener interested in the news he is hearing, regardless of whether he agrees or disagrees with the opinion expressed on the air. Frequently our newscasters will disagree with each other. When raising the price of steel became headline news recently, the man doing the 8 a.m. news agreed with the steel companies, while our 6 p.m. newscaster sided with the President."

Fredrick Davidson Custer (no kin to the last-stand general, so far as his family records show) was born in Los Angeles Feb. 7, 1925, which made him just the right age to have World War II interrupt his student days at the U. of Southern California for a guided tour of France and Germany, in which, he says, "I saw a lot of scenery, but very little action."

After the war, Fred returned to USC, where he received his degree in accounting in January 1949. In September 1950 he married Joanne Murchison and two years after that her father, Hugh R. Murchison, suggested that someone in the family ought to spend more time at KPOL, of which Mr. Murchison was (and is) major stockholder and board chairman.

As an investment banker, Mr. Murchison was unhappy about this invest-

ment but he didn't quite know what should be done about it. Fred accepted the assignment to find out and in the fall of 1952 he entered radio as business manager of KPOL.

**New Format** ■ At that time, KPOL was "the station that played polka music," Fred remembers. The following January KPOL got a new manager who switched the station to a Top Ten format. "The idea was probably a good one; a couple of other stations here have been very successful with it and they came along five years or more after we'd tried it, but at KPOL it never got off the ground. We lost listeners, we lost advertisers and the station's stockholders hated it from the start."

Fred and a KPOL salesman named Bob Scott felt that a change was needed and that the stations' best chance for success would be to specialize in "memory music," which then was pretty much missing from the Los Angeles radio spectrum. They took the idea to Mr. Murchison and he said, "OK, let's try it." Fred was named manager of KPOL; Bob was made program director and they started off on their new program tack.

"Our criteria were simple," Fred states. "First, that the music be performed by an orchestra; second, that the musicians stick to the tune; third, that the melody be familiar. Sounds easy, doesn't it? Just a mixture of show tunes, old favorites and pop concert music. But at first we had a hard time finding records of the kind of music we wanted. Then the hi-fi craze hit and all at once there was a lot of it, arranged

and directed by musicians like Mantovani, Kostelanetz and Percy Faith.

**Time Needed** ■ "I wish I could honestly report that the audience response was enthusiastic and immediate, but it wasn't. And the advertising picture was pretty dismal, too. Most of our advertisers left us when we dropped the Top Ten programming. The main revenue we had left came from a block of commercial religious programs which occupied 90 minutes of our morning time every day of the week and a lot more on Sunday. We liked the money but these programs, mostly talk, did not fit too well with our new musical format."

A partial solution to that problem came in 1956 when KPOL, which had been a sunrise-to-sundown station, was given a fulltime license. The religious programs were moved to evening time and, as audience and business grew, were gradually supplanted until today only two hours a week remain—a church service on Sunday morning and another on Sunday evening.

Meanwhile, KPOL has expanded and developed its news operation. Today it has five fulltime newsmen on its staff plus a Washington correspondent who provides a daily quarter-hour of news from the Nation's Capital.

KPOL's audience grew and with it the advertising volume. Fm was added as a duplicate service. "We felt and still feel that the day is rapidly approaching when fm will be a full-fledged medium and KPOL-FM can operate independently and profitably," Fred observes. "Meanwhile, the duplicate operation doesn't add much to our overhead."

**Custer's Cluster** ■ But Fred was still not satisfied that KPOL was doing all it could for its listeners and its advertisers. In December 1959 he inaugurated a new format, with 12 minutes of uninterrupted music and the commercials clustered around each quarter-hour of the clock. This meant reducing the allowable number of commercials from 16 to 12 per hour, but the advantages looked as if they'd make this reduction worthwhile and that's how it has worked out. Despite its ban on beer, wine and cigarette advertising and dramatized commercials, KPOL is now operating consistently in the black.

The Custers and their two youngsters, Mark, 7, and Pamela, 1, live in Hollywood with the Wilshire Country Club on one side ("I haven't played golf in 10 years," Fred says) and the Los Angeles Tennis Club on the other ("and I never play tennis, either, but I'm a great spectator sportsman and I haven't missed a USC home football game in a dozen years.")



KPOL's Fred Custer  
He knew how to play by ear

## EDITORIALS

### Is it a sin to make a profit?

**T**HE administration is working overtime to convince the electorate that it is not anti-business. President Kennedy misses no opportunities to reassure the nation. Secretary of the Treasury Dillon has observed that "profits are essential to the operation of our free enterprise system."

Somehow this does not seem to get through to the folks at the FCC and the FTC. One of the earliest assaults under the New Frontier was directed against broadcasters—mainly in television. This disturbed all business as the harbinger of things to come.

At the FCC staff level there is the notion that it's a sin to make a profit on a "government license." All commercials are regarded as bad with only the sustaining good. These zealots forget about the business acumen, the venture capital needed to build stations and buy programs and creative talent, and to activate that "public domain."

Certainly the motive of free enterprise is to make a profit. Without it our form of government could not have made it.

Isn't it about time this word filtered down to the regulators, along with an admonition to pipe down?

### A job for the NAB

**T**HE incredible, if not the impossible, happened in the passage of all-channel receiver legislation by Congress. It was the culmination of eight years of effort and it was achieved only after an extraordinary display of power generated by television broadcasters who would have been destroyed by implementation of the FCC's plan for deintermixture of eight markets to all uhf operation.

Heretofore Congress has resisted enactment of legislation that would vest in government the right to dictate the quality of goods sold in interstate commerce. The basic principle was repugnant to legislators, to many broadcasters and to us.

But the stakes were great. Meticulous care was exerted in drafting the legislation and in the execution of the "moratorium" with the FCC so that government would be foreclosed from using the all-channel receiver precedent to substitute government regulation for the public's freedom to choose among manufactured products.

The FCC had been moving toward an all-uhf system without, however, giving sufficient weight to the consequences to the public. Deintermixture of the eight markets was to be the beginning.

The eight stricken broadcasters, backed by others who saw the inevitable consequences, went to their congressional delegations and to the public. The logic of their arguments won the support of Congressional leadership. Chairman Oren Harris (D-Ark.) of the House Commerce Committee, exacted from the FCC the moratorium on deintermixture, postponing the projected move to an exclusive uhf system at least seven and probably 10 years—perhaps forever. The action assures an intermixed system, utilizing the 70 uhf channels in addition to the 12 vhf's.

First the Assn. of Maximum Service Telecasters, backed by its membership, and then the NAB, in spite of membership conflicts, pitched in. President Kennedy wisely gave his blessing to all-channel legislation.

This was a formidable alignment. But it had to be nurtured every inch of the way. This was the job of the broadcasters, against the opposition of most manufacturers.

Enactment of this legislation against what were regarded as insuperable odds is a striking example of what can be achieved when broadcasters work together for a just cause.

All broadcasters have an even more important crusade—

the quest for freedom from government control of their programming and their business operations. It is the fight for new legislation to supplant the antiquated Communications Act of 1934, which actually had its origin in 1927.

To retrieve their freedom and their self-respect, broadcasters must persuade Congress to wipe clean the legislative and regulatory slate, and start with a fresh, updated statute which reaffirms the applicability of the First Amendment to broadcasting.

Some broadcasters and politicians take a dim view of this on the threadbare premise that the "climate is wrong." The climate is what the broadcasters make it.

Properly directed, enactment of a model communications law is no more untimely or incredible than was enactment of all-channel set legislation. This is a job that should stem from an enlightened NAB. The combined NAB boards meet in Washington this week.

### Walter J. Damm: one of a kind

**W**ALTER J. Damm never won a popularity contest in his 36 militant years as the head of the *Milwaukee Journal's* radio and television stations. Yet he always held the esteem of his fellow broadcasters as the paragon of ability and efficiency.

At 69—four years after his retirement from WTMJ—Mr. Damm died in Milwaukee on June 15 following abdominal surgery. He had been living in retirement with Mrs. Damm in Naples, Fla.

Mr. Damm held many "firsts." He "invented" the local spot which he called "local participations." He made the first coincidental "rating" survey. In 1941, he established the first \$1 million local "Radio City" and made ample provision in it for television, which he inaugurated in 1947.

He was NAB president in 1930-31, the first president of FM Broadcasters and later of the Television Broadcasters Assn., which subsequently were absorbed in the NAB. He was in the forefront of almost every new development for more than three decades, not for the kudos, but to get things done in a way that would bring the greatest return to the broadcaster whether the adversary was government, network, copyright owner or advertiser.

Walter Damm was one of a kind. Broadcasting, to a greater degree than most broadcasters realize, is what it is today because Walter J. Damm was around during its formative years.



Drawn for BROADCASTING by Bill Davey

"If I want to watch a 'vast wasteland,' I'll watch a 'vast wasteland'!"



## The Voice of the Land

It's a big land . . . a proud land . . . that sweeps from sea to sea. Only a strong voice can fill it . . . reach it . . . move it to its very heart.

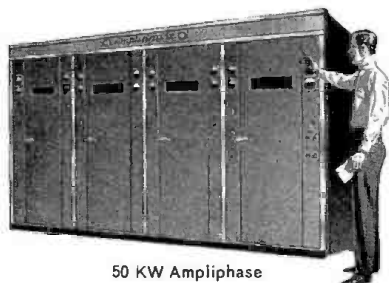
Listen to this voice. It talks to motorists as they crowd the busy roads. It gives a warning to farmers that frost is ahead. It sings a sweet song to lovers. It carries the news to businessmen. It wakes millions every morning and sends them off to work . . . informed . . . entertained . . . often inspired. For this is a practical voice, a spiritual voice, the very voice of America. *It is the voice of AM Radio.*

RCA has played an essential part in the steady progress

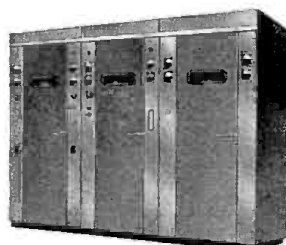
of AM. You will find the RCA nameplate proudly affixed to transmitters whose owners never toy with quality . . . never compromise with dependability. You will find the RCA nameplate your highest assurance of superior performance no matter what your broadcast requirements may be. Why not call in your RCA Broadcast Representative today. He speaks your language.



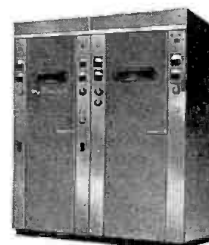
**The Most Trusted Name in Radio**



50 KW Ampliphase



5/10 KW Type BTA-5U/10U

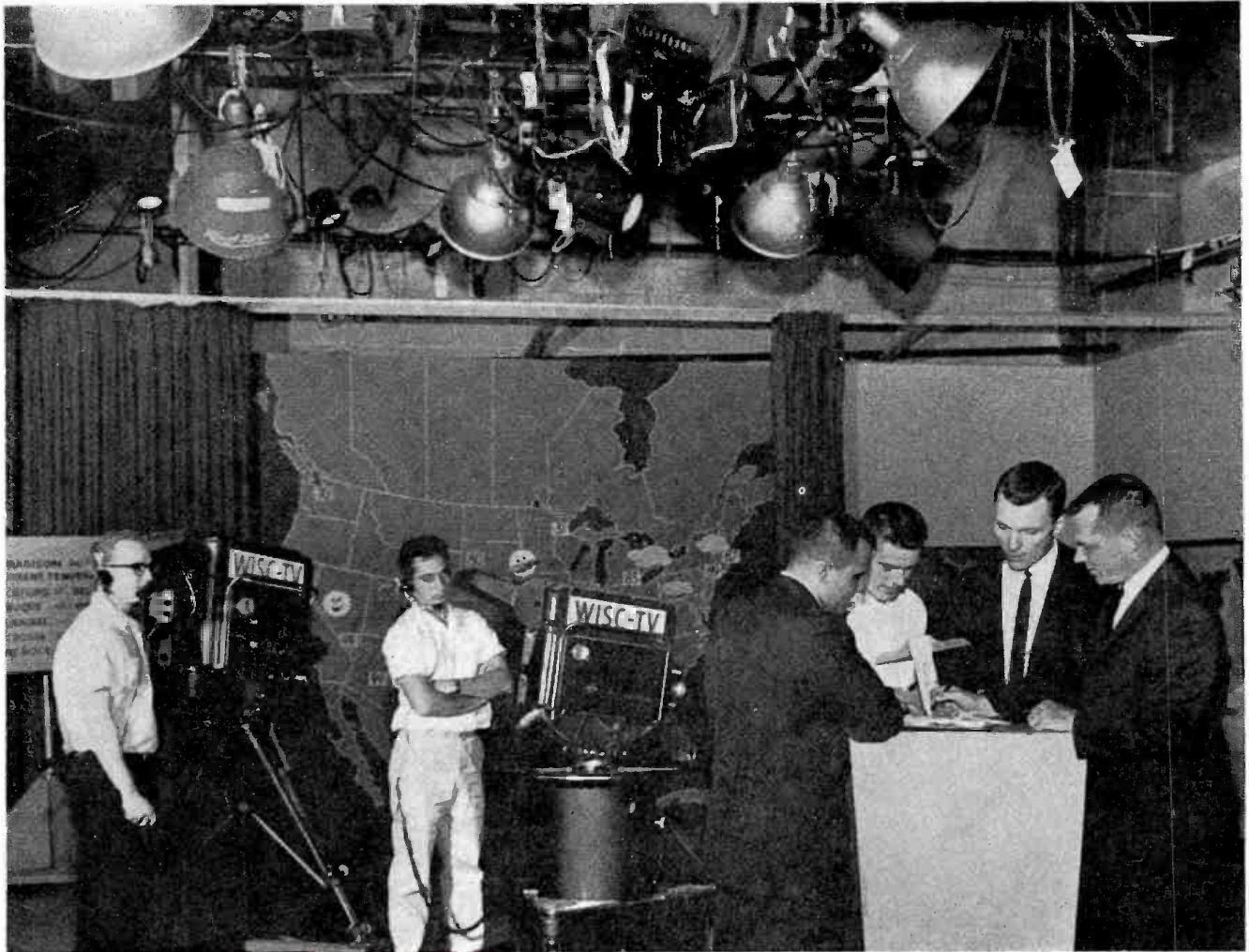


5 KW Type BTA-5T



250/500/1000 W Type BTA-1R1

*Production is important for performance!*



Directors Arlyn Jones and Edward Bourgeois consult with Artist, Don Christie and Program Director Dan Imhoff.

## **WISC-TV meets highest production standards**

Careful attention to production details results in outstanding local and regional television presentations on WISC-TV.

Lighting, sets, and studio facilities . . . plus professional direction . . . combine to bring to viewers throughout the Channel 3 wide area coverage of Wisconsin, Illinois, and Iowa, the finest local television programs.



**WISC-TV**  
MADISON, WISC.



*Represented Nationally by Peters, Griffin, Woodward, Inc.*