

BROADCASTING
THE BUSINESS

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NEWSPAPER

ING
ND RADIO

JULY 9, 1962

Toll tv in Hartford: a report on reactions during the test's initial stages 23

Past the House hurdle: bills for pre-sunrise operation, more power for clears 38

\$50 million in switches: the major accounts that changed agencies in '62 26

Spot radio's resurgence in first six months exceeding SRA's expectations 35

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SEE INSIDE FRONT COVER

THREE WINNERS...FROM EVERY POINT OF VIEW!

SEE FRONT COVER

Aiming for a bigger audience share in your city? Look no further! Here are the shows that will do it . . . starring the three newest cartoon characters from the Hanna-Barbera studios, creators of the fabulously successful "Huckleberry Hound," "Yogi Bear," "Quick Draw McGraw" and "The Flintstones."

All told, there are 156 five minute cartoons, in color . . . 52 each of Wally Gator, Touché Turtle and Lippy The Lion. Do what so many other smart stations have already done . . . buy 'em! Here's a partial list:

WGN-TV Chicago
WPIX New York
WXYZ-TV Detroit
WGAL-TV Lancaster
WTVW Evansville
WTTG Wash., D.C.
KPTV Portland, Ore.
WTIC-TV Hartford
WNDU-TV So. Bend

KCOP Los Angeles
WDAU-TV Scranton
WGAN-TV Portland, Me.
WSYR-TV Syracuse
WAPI-TV Birmingham
KCPX-TV Salt Lake City
KPIX San Francisco
WBNS-TV Columbus, O.
WBZ-TV Boston

WEWS Cleveland
WDAF-TV Kansas City, Mo.
KGMB-TV Honolulu
WJZ-TV Baltimore
WCCO-TV Minneapolis
WOC-TV Davenport
KQVR Stockton
KHSL-TV Chico
KFRE-TV Fresno

Lippy, Touché and Wally...created by HANNA-BARBERA

distributed exclusively by

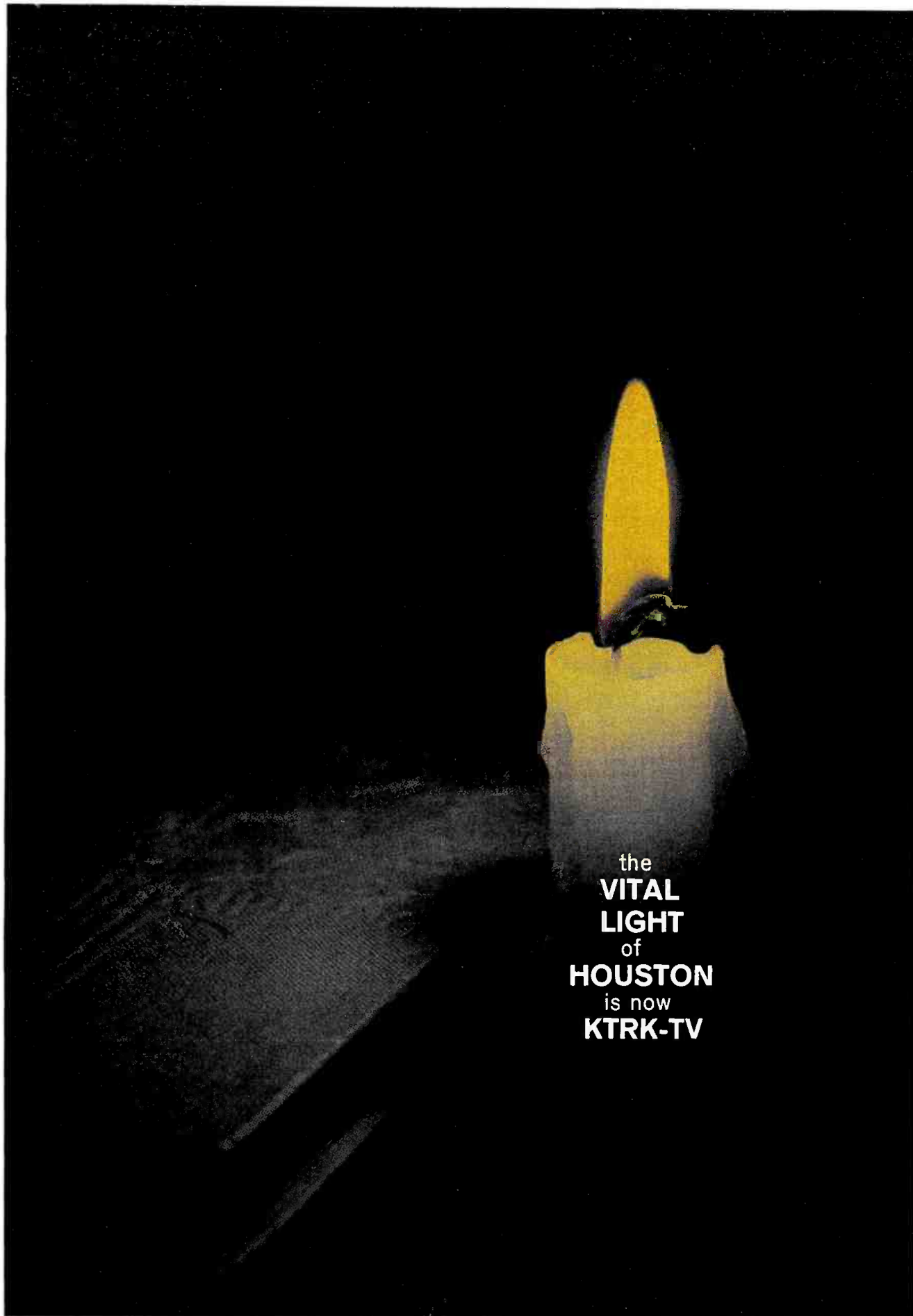
SCREEN GEMS, INC.



LIPPY THE LION

TOUCHÉ TURTLE

WALLY GATOR



the
VITAL
LIGHT
of
HOUSTON
is now
KTRK-TV



FIGURES...

According to the ARB Market Report for April, 1962, KRLD-TV delivered 17,400 more TV Homes than Station B, 21,200 more than Station C, and 53,500 more than Station D.*

Take advantage of these plus figures. See your Advertising Time Sales representative. He'll design a schedule tailored to your exact requirements.

*9:00 a.m. to midnight,
Monday thru Sunday



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

Hearst's \$10.6-million buy

Hearst will become 100% owner of WTAE (TV) Pittsburgh under agreement signed last Thursday for purchase of half-interest held by Reed-Wolf Group trust, for \$10.6 million. Transaction, subject to FCC approval, will give Hearst Corporation full ownership in three markets (others are WBAL - AM - FM - TV Baltimore; WISN-AM-FM-TV Milwaukee). Of 50% held in voting trust, which comprises Earl F. Reed and Irwin D. Wolf Jr., 45% is owned by Bruce McConnell and Frank McKinney, former owners of WISH-AM-FM-TV Indianapolis, with Mr. McConnell holding biggest share. WTAE is ABC-TV affiliate, represented by Katz, and has highest hour rate of \$2,000.

Sale of Reed-Wolf trust interest evolved after several multiple owners had proposed to buy 100% of ch. 4 station for roughly \$20 million. But Richard Berlin, president of Hearst Corp., insisted that Hearst's half was not for sale. "We like Pittsburgh and we want to continue to operate there," he told BROADCASTING month ago. Hearst owns 100% of WRYT-AM-FM Pittsburgh, directed by Leonard Kapner, president of WCAE, Inc., and executive vice president of WTAE-TV. Vice president in charge of broadcasting of Hearst Corp. is D. L. (Tony) Provost. Franklin C. Snyder is vice president-general manager of WTAE-TV.

Piggyback backers

Some advertisers with small to medium budgets are trying to stir up congressional investigation of television broadcasters' refusal to accept "piggyback" commercials containing mentions of two or more products. NAB Code Authority has begun issuing advisories identifying advertisers who are offering piggybacks (BROADCASTING, June 25). Small to medium advertisers are soliciting congressional interest on grounds they can't afford to buy much tv time, need to make maximum use of what they can buy. They claim prohibition against piggybacks discriminates in favor of big advertisers.

Case of the averse committee

Senate Commerce Committee was something less than overjoyed when House passed daytimer bill (HR 4749) last week (story page 38). Committee has never liked bill, and managed to avoid considering it so long as House was working on it.

CLOSED CIRCUIT

Now that it's through that chamber, however, question of hearings will have to be faced, as pressure for action by committee's communications subcommittee is bound to increase. As result, daytimers' chances for getting Senate forum in which to make their plea for extended hours look brighter. But whether their cause will prevail in Senate as it did in House remains doubtful.

Clear channel test?

With passage by House last week of resolution (H-Res. 714) expressing sense of that body that 13 clear channels should not be duplicated, preliminary thought is being given by FCC to experimental authorization to one station for 750 kw output to check coverage merits and demerits. House action offsets "sense of Senate" resolution adopted 24 years ago limiting power to 50 kw. Neither has force of law but FCC didn't ignore Senate action and isn't likely to snub House either.

Only other so-called superpower experiment conducted in United States was by WLW Cincinnati, which from March 1934 to March 1939 operated experimentally with 500 kw. This was terminated as result of Senate resolution, ramrodded by then chairman of Senate Commerce Committee, Burton K. Wheeler (D-Mont.) who even then favored breakdown of clears.

Cross carries on

First FCC member in history to serve beyond expiration of his normal term will be Commissioner John S. Cross, Arkansas Democrat. His term expired June 30 but under amendment to Communications Act last session, he can serve until his successor qualifies. He will attend this week's (July 11) meeting. He was absent preceding week having spent holiday with his family in Eureka Springs, Ark.

There's possibility Mr. Cross may yet be reappointed for new seven-year term. White House has maintained silence, although FBI security check of Broadcast Bureau Chief Kenneth A. Cox has been completed and it had been assumed that he would be named to succeed Mr. Cross, as urged by FCC Chairman Newton N. Minow. Failure of President to reappoint him would make such noted Arkansas

Democrats as Sens. Fulbright and McClellan, and Reps. Harris and Mills—all chairmen of important committees—mighty unhappy.

Program forms delayed

Controversy within FCC on proposed new program forms and logging requirements continues unresolved, with item passed over for two weeks without discussion. Final action is now unlikely before August recess, with proposal as now drafted lacking even majority support.

That Philadelphia story

Among other deadline matters on FCC agenda before August hiatus is Philco-NBC controversy over renewal of WRCV-TV (ch. 3) Philadelphia. Pending for five years, issue now surrounds petition of NBC to dismiss Philco protest against 1957 WRCV-TV renewal on ground that since Ford purchased Philco last year, Philco has no standing in earlier case remanded by courts (BROADCASTING, April 23). Philco has filed application for ch. 3 against WRCV's 1960 renewal application and both seek expedited hearing. Contingent upon outcome is proposed even trade by General Teleradio of WNAC-AM-FM-TV for NBC's WRCV-AM-FM-TV.

QXR Net's F(all) M(oney)

Fm broadcasting may be on brink of major sales breakthrough. QXR Network reportedly has several advertisers—including three in automotive field and four travel firms—about to sign for fall. Network has switched affiliates in several markets, to strengthen lineup. QXR Network, subsidiary of Novo Industrial Corp., uses programming of New York Times owned WQXR-AM-FM New York and has more than 35 affiliates (BROADCASTING, June 4).

White wouldn't go west

Latest programming department shift at CBS-TV (see WEEK'S HEADLINERS) might have turned out differently. Lawrence White, before he resigned as vp, daytime programs, was offered counterpart post on West Coast by CBS-TV. Mr. White, it's said, declined post and preferred to remain in New York, thus triggering resignation. Herbert Solow is director of daytime programs for CBS-TV in Hollywood.

KRON is TV in SF



San Franciscans are sold on KRON-TV

**KRON-TV IS
CALIFORNIA'S #1
TV NEWS STATION**

(Most awards in 1962 CAPTRA
news competition)

• S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •



WEEK IN BRIEF

Pay tv is getting a full-dress tryout in Hartford under the auspices of RKO General Phonevision. First days of test indicate medium must offer better programs than existing tv stations. See lead story . . .

TOLL TV OPENS IN HARTFORD . . . 23

The first half of 1962 was an exciting period in the agency business. An estimated \$50 million in broadcast billings changed agencies during the period, showing more stability than during 1961. See . . .

\$50 MILLION IN SHIFTS . . . 26

Two bills with broadcast regulatory functions passed the House last week—pre-sunrise time for daytimers and power above 50 kw for clears. The daytime bill now goes to the Senate where its fate is uncertain. See . . .

DAYTIME, CLEAR PLANS PASS . . . 38

The prophesied improvement in spot radio is taking shape, according to Station Representatives Assn. First quarter billings were above those last year and the first half-year may show a 6% increase. See . . .

SPOT RADIO DOING BETTER . . . 35

The equal-time clause, Sec. 315, is up for hearing again on Capitol Hill. Network heads and NAB officials will testify on bill that would provide relaxing of the clause. President favors idea. See . . .

SEC. 315 HEARING SET . . . 40

A leading source of broadcast revenue, the food industry, continues to expand its use of television. Both spot and network billings are above 1961 level. General Foods tops the food list once again. See . . .

TV FOOD BILLINGS RISE . . . 30

More light on television's impact on children will be sought in a long-range federal study announced by Secretary Ribicoff. NAB President Collins has endorsed the project. Steering group named. See . . .

TV'S EFFECT ON CHILDREN . . . 45

Grants of \$8.5 million for educational tv and radio were made last week by Ford Foundation. Principal beneficiary was National Educational Television & Radio Center, which gets \$4.7 million. See . . .

CENTER GETS \$4.7 MILLION . . . 58

Britain is going to have another non-commercial tv network as a result of government approval of a project advocated in the Pilkington Report, which had attacked commercial television vigorously. See . . .

ANOTHER BBC-TV NETWORK . . . 55

A famed financial house, Pittsburgh's Mellon Bank, has decided to take up play-by-play baseball sponsorship. The popular appeal of the sport was the guiding factor, since a large audience is desired. See . . .

MELLON BUYS BASEBALL . . . 32

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BROADCASTING

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Old Weapon

New war. The kind they're fighting in Viet Nam.

Strategically placed and thoroughly saturated with excrement, this 4-inch Panjii gives tetanus to those who step on it.

KMTV's audience knows about the Panjii. They've seen it and other, more modern, phases of the war in Viet Nam. They've seen and they know because KMTV was the first local television station to send its own news team to Southeast Asia.

KMTV's three Newsmen returned in mid-June. They have already telecast two prime-time half-hour programs, will present another this week and still another July 25. All four programs were purchased by Bevington and Johnson, Omaha distributor, and the Joseph Schlitz Brewing Company.

For KMTV, Viet Nam is a local story. For people in Omaha-Lincoln, KMTV is *the* local station, especially in News.

SEE PETRY FOR KMTV — THREE — OMAHA

— the station that makes things happen

4A Unit asks 15-minute product protection

AGENCY GROUP GIVES SOME GROUND, ASKS STATION HELP

Separation period of 15 minutes between competitive tv commercials is proposed by American Assn. Of Advertising Agencies' broadcast media committee in formal recommendations on product-protection procedures being issued by committee today (July 9).

Committee recommendation comes after formula "solution" by Westinghouse Broadcasting Co. and Ted Bates Co. over their differences in handling of competitive product commercials (BROADCASTING, July 2).

That agreement recognizes minimum 15-minute separation between competitive commercials (which advertisers and their agencies in general way have sought to maintain), but also accepts position that it's no longer possible to assure advertisers of this protection in every instance. When stations cannot provide such protection, Westinghouse-Bates has formula for procedure.

AAAA committee suggests that agencies "stipulate clearly what products are regarded as competitive"; that networks inform affiliates "promptly" of any changes in commercial scheduling in network programs; that stations notify agency whenever network changes reported indicate impending conflict between spot commercial and network commercial; that agencies encourage clients not to seek corporate protection unless corporate name is featured in commercials; and, finally, that agencies encourage advertiser clients "to take a restrained view toward protection from other categories of products, on the assumption that this will help broadcasters to do a better job of maintaining product protection."

Hard to define — Broadcast media committee in effect admits that definition is difficult within product-protection areas, though its notes:

"In the absence of accessible research, it seems reasonable to assume that if commercials for competitive products are allowed to follow one or more closely, blurring and confusion becomes inevitable." This is particularly so in broadcast media, said committee, because of "transitory nature"—it's not possible to turn back page, as in print media, to see previous commercial and its copy points.

Group emphasized its appeal asking stations to cooperate by noting possible conflicts and promptly telling agencies.

Stations were reminded that where product protection is stipulated as con-

dition of order, they can expect agencies to request "a reasonable make-good upon notice of impending conflict," as well as requesting make-goods after conflicts are discovered.

Ruth Jones, J. Walter Thompson Co., New York, is chairman of broadcast media unit; Louis J. Nelson, Wade Adv., Chicago, is vice-chairman.

Crosley files reply to Bureau on ch. 13

Crosley Broadcasting Co. filed reply to Broadcast Bureau's opposition to sale and withdrawal agreement between Crosley and WIBC Indianapolis for ch. 13 there (BROADCASTING, July 2).

Bureau gave no sound reason why Crosley shouldn't continue operating WLWI (TV) on ch. 13 as it has since 1957, Crosley stated.

Bureau's claim that Crosley concentration of tv interests in Ohio and Indiana is "illegal and improper" is not "sustainable under engineering standards and requirements now in use," Crosley engineering statement ended.

Crosley did not comment on bureau's contention that agreement to sell Crosley's WLWA (TV) Atlanta to WIBC constitutes "consideration" in excess of WIBC's expenses and is therefore contrary to FCC rules.

Liberal programs hurt sponsors—'H-T' exec

Corporations that sponsor "liberal" or "leftwing" radio-tv news commentators are contributing to destruction of

U. S. free enterprise system, in opinion of business editor of *New York Herald Tribune*.

Donald I. Rogers expressed view in off-record speech May 23 before businessmen's group called Washington Roundtable, in New York. Speech was inserted in *Congressional Record* last Thursday by Sen. Barry Goldwater (R-Ariz.).

Mr. Rogers said businessmen hurt themselves by advertising in "liberal" newspapers like *New York Times* and *Washington Post* and sponsoring such commentators as Chet Huntley, Howard K. Smith and Charles Collingwood.

He said businessmen would have done less harm to American institutions by payments directly to Communist Party of millions of dollars spent on such advertising and sponsorship.

Businessmen shouldn't try to dictate editorial policy of media in which they advertise, Mr. Rogers said. But he urged them to stop contributing to tv program or newspaper that has "a predominantly leftist tinge."

FCC can't prescribe affiliate pay—CBS-TV

CBS-TV charged Friday (July 6) that FCC has no authority to prescribe methods network can use to compensate affiliates and asked agency to reconsider order declaring sliding-scale contract illegal (BROADCASTING, June 4).

FCC "can only mean" that it proposes to determine precisely what network-affiliate compensation formula is lawful and what is unlawful, CBS said. "Although the commission disclaims making any judgment as to what the CBS rates should be, by holding that they may not be 10%-60%, by further suggesting that other graduated plans might not be contrary to its rules . . . the commission has engaged in the rate-fixing process," the network said.

Nowhere does Communications Act give FCC any authority to regulate network-affiliate rates, CBS maintained. CBS said it noted this "basic lack of statutory power" but that FCC ignored such arguments in its final order. CBS also said FCC cited no legislative or administrative history to support interpretation of agency rules.

Business briefly...

Mennen Co., Morristown, N. J. through Grey Advertising, New York, and Chesebrough-Pond's, New York, through Norrnan, Craig & Kummel in that city, have purchased sponsorship

Andover audience

Most members of FCC will be in Andover, Me., tomorrow (Tuesday) for look at AT&T's earth-to-space communications operations. Communications satellite Telstar will be placed in orbit that day if all goes as planned (see story, page 53) and FCC members will watch first live space telecast from AT&T ground station in Andover. Because of Maine trip and of Wednesday testimony before Senate Commerce Committee, regular FCC meeting will not be held till Thursday (July 12) this week.

WEEK'S HEADLINERS

Alan D. Courtney, vp of MCA Tv, New York, joins CBS-TV network, that city, effective July 16, as vp in charge of programs, succeeding Oscar Katz, who has been appointed vp in charge of network's daytime programs. Latter post was resigned by Lawrence White, effective Aug. 1. Mr. Courtney was with NBC for 15 years before joining MCA Tv 18 months ago. His NBC posts included vp of nighttime tv programming and vp in charge of program and administration for NBC-TV network. Other network program vps at CBS-TV are Michael H. Dann, in New York, and Robert F. Lewine in Hollywood.

Daniel Melnick, vp in charge of ABC-TV's program development and mentioned consistently as leading contender to succeed Thomas W. Moore as vp in charge of programming of ABC-TV network, is expected to be elected to that post this week. Mr. Moore left ABC-TV's No. 1 programming position in March 1962, when tapped to run network in place of Oliver Treyz, who had been its president (BROADCASTING, March 26). Mr. Melnick was in programming at CBS from 1949 to 1956,

joined ABC-TV then as manager of program development and was elected vp in September 1959.



Mr. Wagner

Morton J. Wagner, head of his own broadcast counseling firm in San Francisco, joins The Peter Frank Organization, Los Angeles, in new supervisory post of executive vp and managing director of PFO's various program service divisions. Among those divisions Mr. Wagner will coordinate are: Richard H. Ullman Inc., Frank's sales arm in New York; PFO Radio & Tv Productions, producer of jingles, musical signatures and commercials, Dallas; Stars International, Los Angeles production division, and related domestic and international enterprises. Plans for PFO's growth extend beyond programming and production, according to Mr. Wagner, but details will be announced at later date.

For other personnel changes of the week see FATES & FORTUNES

of *National Football League Highlights* on NBC-TV, beginning Sept. 22 (Saturdays, 5-5:30 p.m.). Program will feature filmed highlights of previous week's seven NFL games.

James O. Welch Co., Cambridge, Mass., makers of Welch's candy, has bought participations on two children's shows starting this fall, on network tv. Shows to be used are *Captain Kangaroo* (CBS-TV) and *Discovery* (ABC-TV). Agency: Chirurg & Cairns Inc., Boston.

It's official: MCA to quit talent field

Verification of reports that MCA would quit talent representation field to remain in tv program production came last weekend when MCA Inc. and MCA Artists Ltd. formally notified Screen Actors Guild it will surrender agency franchise by July 18.

Move implements SAG-MCA agreement last October providing for interim period in which MCA would dispose of either its agency or its production interests.

MCA letter to SAG notes that MCA on June 18 acquired more than 50% of voting stock of Decca Records Inc., which owns more than half of Uni-

versal Pictures Co. voting stock. Lew R. Wasserman, MCA president and chief executive officer of MCA Artists, signed letter.

WBKB ponders disposal of controversial film

WBKB (TV) Chicago found itself on hot seat Friday about what to do with expensive, secretly-produced and emotion-charged film about Paul Crump, Negro convict scheduled to die Aug. 3—after years of reprieves—for killing white factory guard in 1953 robbery.

WBKB had promised Crump's attorney not to run 74-minute film until Illinois Gov. Otto Kerner ruled on clemency plea, but WBKB late last week learned attorney was allowing newspapers and other stations to do specials on his client. WBBM Chicago taped show with Crump Thursday and WBBM-TV crew was at county jail Friday to tape program.

WBKB's film is highly controversial, re-enacts crime and Crump's version of story using some original principals plus actors. Film depicts Crump going to bed with mistress (his alibi at time of murder), and involves rough talk and police brutality.

RCA color tv sales set record in June

RCA's sales of color tv receivers and color equipment set new records in June and in first six months of year. RCA reports today (July 9) that color gains "foreshadow" increased volume of local color broadcasting which will supplement fall network color programs of NBC-TV and ABC-TV.

Paced by record sales of RCA Victor tv sets, total home instrument sales volume in first half ran 54% ahead of period year ago and surpassed first half record set in tv "boom" year of 1951. Color tv receiver sales were up 139% over first half of last year, while black and white set sales went up 33%.

Threefold increase in orders for color tv broadcast equipment was reported by RCA for first half. Among individual equipment items, color film cameras showed largest percentage gains.

Total June home instrument sales volume was 31% ahead of June 1961, beating previous June high in 1956.

Other sales highlights: radio sales up 78% in June, 73% over first half of last year; 76% increase in "Victrola" phonograph sales in first half, and color tv shipments in June were 122% above June 1961.

AFL-CIO protests WBRC cancellation

AFL-CIO, sponsor of *Edward P. Morgan and the News* (ABC Radio, 200-plus stations), is protesting to FCC about WBRC Birmingham cancellation of program June 25. Albert J. Zack, public relations director, says action is part of a "general campaign" by segregationist forces using factual error made by Mr. Morgan about segregated drinking fountains as cancellation "pretext." WBRC General Manager Jim Bailey denied AFL-CIO charge. He said program was canceled to clear time for baseball (Chicago White Sox Network).

Union is asking FCC investigation and public hearing on license renewal.

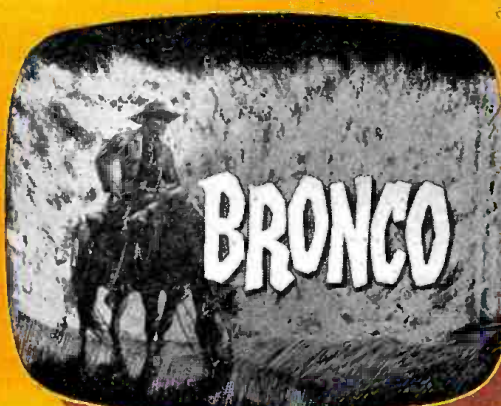
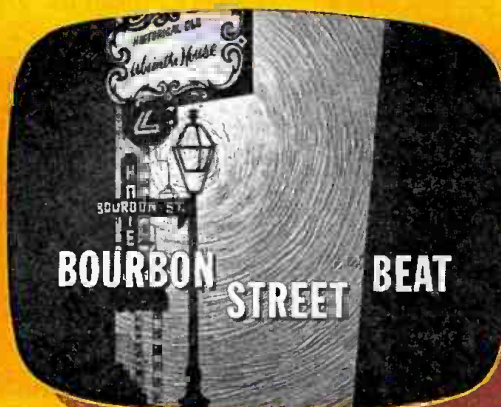
Asked if WBRC will carry program in fall, Mr. Bailey said, "I won't carry anybody if they can't get the facts straight."

Kohler to Moscow post

Onetime head of Voice of America is new U.S. ambassador-designate to Soviet Union. Foy D. Kohler headed VOA from 1949 to 1951, when international broadcasting service was part of State Dept. and had offices in New York.

Mr. Kohler won "superior service award" as VOA director for such accomplishments as building chain of superpowered radio relay stations to get through Soviet jamming.

*Inherit the
tremendous
audiences
these great
Warner Bros.
properties have
built in your area...*



*Now available
on an individual
market basis*

IS UNANIMOUS...

agencies—where nearly 1½ billion dollars of TV and radio business is transacted annually—BROADCASTING Yearbook is adjudged first choice by more than 2-to-1 over the next-best reference yearbook of broadcast media facts! And by 3½-to-1 over the No. 3 annual!!)

BROADCASTING Yearbook for 1963 will again offer the most comprehensive round-up of information on today's broadcast media available anywhere. Like previous editions, it will enjoy a full and useful life in offices of agencies and advertisers throughout the nation... ending up dog-eared and thumbmarked 12 months later when next year's volume appears.

JUROR #3 	"YEARBOOK OF GREAT HELP" "BROADCASTING Yearbook is of great help in getting basic information about stations and other pertinent information regarding the overall broadcast field." Edward Fitzgerald Manager, Broadcast Media J. Walter Thompson Chicago	JUROR #4 	"EFFECTIVE COMBINATION" "The week's news in BROADCASTING, the year's facts in the BROADCASTING Yearbook, together make an effective combination for keeping abreast with radio and TV developments throughout the nation..." George W. Allen Manager, Hollywood Office Guild, Bascom & Bonfigli
JUROR #7 	"GREAT USE IN UNCOVERING INFORMATION" "I find the BROADCASTING Yearbook of great use in uncovering information about stations and their personnel, rate structure, and coverage potential." Philip Archer Media Supervisor Knox-Reeves Advertising Minneapolis	JUROR #8 	"INVALUABLE REFERENCE SERVICE" "I find the BROADCASTING Yearbook an invaluable reference service in our business." Arthur S. Pardoll Associate Media Director Foote, Cone & Belding New York
JUROR #11 	"PERMANENT PART OF BUSINESS LIBRARY" "I find the BROADCASTING Yearbook most useful in checking important station information. As a reference volume, it is a permanent part of my business library." Harry K. Renfro V.P. and Manager of Radio & Media Dept. D'Arcy Advertising St. Louis	JUROR #12 	"INDEED A VALUABLE REFERENCE TOOL" "The BROADCASTING Yearbook furnishes vital information regarding stations as well as all aspects of the broadcast field. It is indeed a valuable reference tool." Genevieve Lemper Chief Broadcast Buyer Foote, Cone & Belding Chicago

FOR CONTINUOUS PERFORMANCE and maximum exposure among the people who really count in TV-radio advertising, you can't find a better place than BROADCASTING Yearbook to tell your own story. This year's edition will be made even handier to use with special insert dividers between sections, tabbed for swifter reference.

Same rates, same page size, same space units prevail as for regular issues of BROADCASTING. **Circulation: 20,000 copies.** Final deadline for plates: Oct. 1. NOW is the time for action. Reserve the position you want—**TODAY**—before somebody else gets it!



BROADCASTING YEARBOOK

1735 DeSales Street, N.W., Washington 6, D. C.
New York—Chicago—Hollywood

No.

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

ALWAYS MEANS BUSINESS!

MID-MICHIGAN'S

BIG No. 1 BUY

RADIO
WILS
LANSING

1320

Represented by Venard, Rintoul & McConnell



DATEBOOK

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

*Indicates first or revised listing.

JULY

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

*July 10—Commencement of hearings by Senate Communications Subcommittee on proposed legislation to amend "equal time" provision of Communications Act. 10 a.m., Room 5110, New Senate Office Bldg., Washington.

July 11—Storer Broadcasting Co. celebrating its 35th anniversary with a lawn party at its Los Angeles radio station, KGBS, 5-8:30 p.m.

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

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

July 16-20 — Conference on Educational Television, sponsored by the Communications Arts Dept. of Fordham U. Speakers include FCC Comr. Robert E. Lee, Kenneth A. Cox and Hyman H. Goldin of FCC; John F. White, president, National Educational Television & Radio Center; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., and Charles A. Siepmann, New York U. Campus Center Bldg., Bronx Campus, Fordham U., New York City.

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.

July 31-Aug. 4 — Fifth annual Summer Workshop on Creativity in Advertising,

RAB management conferences

Sept. 10-11 — Hyatt House, Burlingame, Calif.

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.

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.

sponsored by "Advertising Age." Palmer House, Chicago.

AUGUST

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

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

Aug. 5-7—Joint meeting of Georgia Assn. of Broadcasters and South Carolina Broadcasters Assn. Speakers include Oren Harris (D-Ark.), House Commerce Committee chairman; NAB President LeRoy Collins and James H. Hulbert, NAB economics-broadcast personnel director; Howard McIntyre, executive vice president, Henderson Advertising, Greenville, S. C.; Ted Leitzell, Zenith Radio Corp.; Arthur Gilbert, FCC's Miami office. Annual GAB prestige awards to be presented. 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. 4-7—National Advanced-Technology Management Conference, sponsored by U. of Washington, seven professional engineering groups and a number of technologically oriented business firms. Keynote speaker will be Sen. Warren G. Magnuson (D-Wash.). Opera House, World's Fair, Seattle, Wash.

Sept. 6-9—New York State Broadcasters Assn., management conference. Gideon Putnam Hotel, Saratoga Springs, N. Y.

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

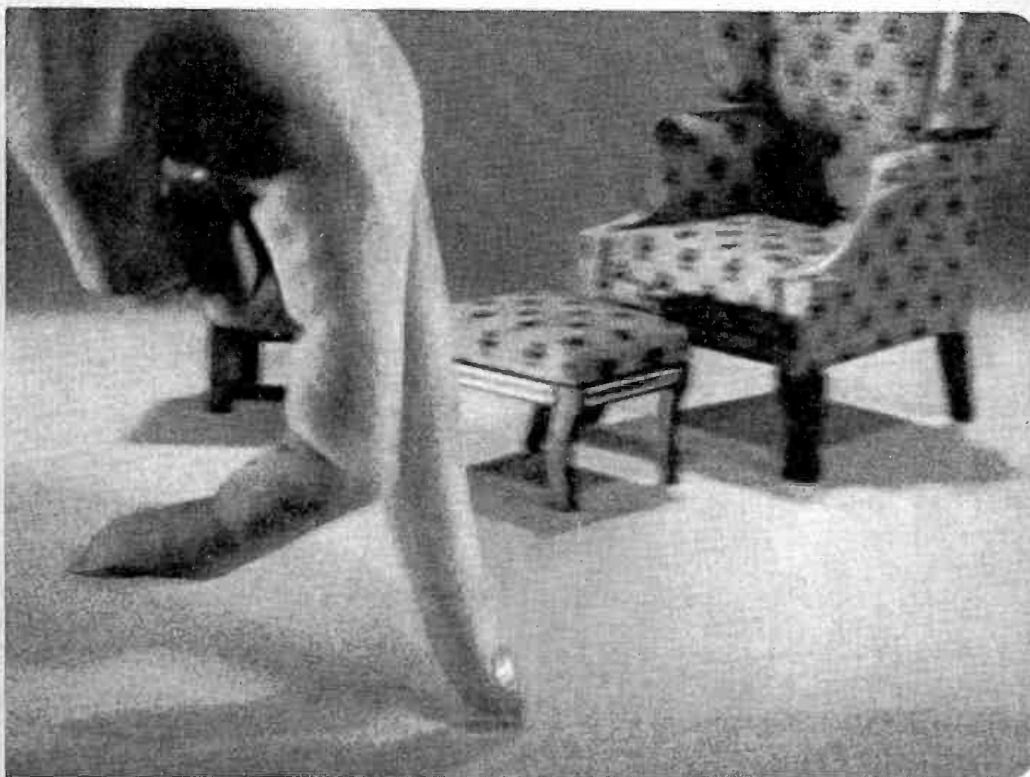
Sept. 12-13—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, New York.

Sept. 12-14—Michigan Assn. of Broadcasters, fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 13-14—Fifth annual conference of the European Market Assn. of Advertising Agencies. 5 Chesterfield Gardens, London, England. (EMA board member for North America: Edwin Van Brunt, Van Brunt & Co., New York.)

Sept. 13-14—Sixth national Symposium on Engineering Writing & Speech, sponsored by Professional Group on Engineering Writing & Speech, IRE. Banquet speaker to be Henry Loomis, director, Voice of America. Mayflower Hotel, Washington, D. C.

"Film does the unusual!"



"LET YOUR FINGERS DO YOUR WALKING," says the AT&T commercial for its Yellow Pages. Proposition is excitingly executed through meticulously selected fingers and live camera work involving miniatures on a moving platform. Done to perfection on Eastman high-speed film with prints on Eastman print stock to bring all the inherent brilliance of the negative to the TV screen. Two steps—negative, positive—each of vital importance to sponsor, network, local station and viewer! *For further information, write*

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division, 342 Madison Avenue, New York 17, N. Y.

Midwest Division, 130 East Randolph Dr., Chicago 14, Ill.

West Coast Division, 6706 Santa Monica Blvd., Hollywood, Calif.

For the purchase of film, W. J. German, Inc. Agents for the sale and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

ADVERTISER: AT&T (Yellow Pages)
AGENCY: Cunningham & Walsh, Inc. PRODUCER: Farkas Films, Inc.



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. CHRISTAL CO. National Rep.

OPEN MIKE ®

Tobacco controversy

EDITOR: Our company has been pleased to observe the objectivity and thoroughness with which BROADCASTING and Television magazines have reported events in the current controversy over tobacco and health. The several recent articles, while directed particularly to the implications for broadcast advertising, have been singularly free of the emotion and bias so frequently encountered in statements and articles on the subject.

We are most appreciative for the sense of responsibility and fairness which your magazines have shown. . . .

—Chas. B. Wade Jr., vice president,
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

San Diego story

EDITOR: You certainly crammed a lot of information, in a very outstanding fashion, into the San Diego market story [SPECIAL REPORT, June 11]. Have had several fine reports from San Diego on the piece and it's one that we certainly will find extremely useful. . . . —Dan Bellus, director of advertising & promotion, Transcontinent Television Corp., New York.

One of a kind

EDITOR: Thanks very much for the Walter Damm editorial [EDITORIALS, June 25]. He surely deserved it. When I was new to the broadcasting business 24 years ago, my boss at that time, Harry Bannister of WWJ, sent me to Milwaukee "to see how another good station operates." Walter Damm talked with me in his office for two hours . . . Walter was wonderful to me that day . . . and it was my good fortune to get to know him better in later years and to serve on several industry committees with him.

Walter Damm was indeed one of a kind, and the broadcasting industry is forever indebted to him.—Edwin K. Wheeler, general manager, Detroit News (WWJ-AM-FM-TV Detroit).

Regional vs. local radio

EDITOR: . . . KWRT has had an early sign-on since going on the air in 1953. In the winter, this has been most valuable to listeners throughout a wide area. A few months ago, a station quite a distance to the east of us suddenly discovered we were giving them interference during the pre-sunrise hours and filed a petition to prevent our pre-sunrise operation, just in time to complicate our license renewal application.

After we informed our early-morning audience of this fact, nearly 7,000 unsolicited protests were received from listeners, plus an uncounted number

which went directly to congressmen, senators and the FCC. . . .

. . . In the KWRT area, if all daytimers were precluded from signing on before sunrise, there would be no local or regional service and very little service of any kind during that period. . . .

—William R. Tedrick, owner & general manager, KWRT Boonville, Mo.

EDITOR: . . . When television came into being . . . major radio network ownership turned its back on radio networks and devoted all energies, talent and money to developing network television. Because of this, many dominant station owners in their own local areas likewise turned their backs on their own radio properties . . . to secure and develop a television property. . . .

For a period of several years in the early 1950s about the only red blood being pumped into radio was by the "interlopers" you mention—new ideas, expanded service, program techniques . . . that have given radio positive and forceful position in today's economy. . . .

In recent years . . . the old dominants took another look and said, "We can do it, too." So what happened? Many heretofore important regional and clear channel stations started talking out of both sides of their mouths. From one side they say: "Engineering standards established many years ago must not be violated by these interlopers, because we are charged with . . . serving these areas." From the other side: "The most important area of service is in our home market. So we must compete with these interlopers and duplicate their music and news formats and provide local service to get top ratings and the business." . . .

Could the next question be: "Who has become, in truth, the interloper?"—Robert D. Enoch, executive vice president and general manager, WXLW Indianapolis.

First in Seattle

EDITOR: I have seen the May 14 issue of BROADCASTING in which pioneer stations are described. In reading the list of stations operating in the Northwest in the early days, I was surprised to find no mention of KJR Seattle, the real pioneer station of this area. It was not only the first to be licensed here, but having been on the air continuously ever since has the record of being the first and oldest broadcasting station in Seattle.

As the owner and builder of KJR in those days, I am quite familiar with its early history. Shortly after World War I when amateur stations were re-opened, several "radio telephones" came on the air. One was mine operating under the call letters 7XC, in 1919, or late 1918. Voice and music were transmitted on



EXPEDITION!

Winner of the Thomas Alva Edison Foundation Award... George Foster Peabody Award... Ohio State Award



47 Half-Hours Now Available for Local Sale!

Now, after 2 important years of network service, this triple-award-winning series is ready to give you new programming power and pride. So come with us and explore exciting new areas of television—wherein high purpose lives side by side with high ratings.

Phone, wire, write,

ABC FILMS, INC.,

1501 Broadway, New York 36, New York. LA 4-5050.

IN PORTLAND OREGON... IT'S EYE-CATCHING

The weather isn't always exactly sports-suited here. When the weekends are just too wet, a great many men (and women, too) in Portland and 34 surrounding Oregon and Washington counties, will tune in on KOIN-TV. It's so easy for a man to just sit back and watch his favorite sport. It's so easy to reach that man, with KOIN-TV. Nielsen has our score.



KOIN-TV

Channel 6, Portland, Oregon
One of America's great influence stations

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

Give them a call, won't you?

from time to time and led to a regular schedule of such transmissions.

[In 1921] I applied for and obtained a broadcast license for 7XC and the call letters KJR were assigned. Others . . . received broadcast licenses shortly thereafter, but KJR was the only one already in operation under an amateur license.

In the *Seattle Post-Intelligencer* edition of Jan. 21, 1925, O. R. Redfern, supervisor of radio for the Department of Commerce, said in an article that KJR was the first station and KFC the second, being inspected for licensing on Aug. 16, 1921, and Sept. 12, 1921, respectively. . . . KFC stayed on the air only a year or so and then stopped broadcasting. . . . KJR is not only the oldest station in the Northwest but is one of the very first stations in the country.—*Vincent I. Kraft, Seattle.*

Profit & free press

EDITOR: Your editorial, "Is it a sin to make a profit?" [EDITORIALS, June 25], does not go far enough. . . . The point of profit in the communications industries extends well beyond the limits of legitimate self-interest into . . . the public interest.

This may come as a surprise to the intellectual dilettantes who would have their cake and eat it, too. If we take away the commercial base of the daily press, broadcast and telecast, who is to pay the printer, the electric bill and the fiddler? — The state? political parties? religious organizations? foundations?

. . . One does not have to condone the continued bad taste and continued mockeries being made of the NAB Code in some areas of television to make the assertion that the American system of commercial, competitive broadcasting is the only guarantee that our electronic communications will never be controlled by an American Herr Goebbels.

Obviously, this isn't the purpose the advertiser has in mind when he buys time and talent to sell his wares—nor should it be. But it remains that the incidental byproduct of his expenditure is the foundation of the American free press in all its forms.

. . . It's about time for the apologists of American advertising to quit apologizing and to become advocates. . . . —*Edward M. Kirby, director of public relations, United Service Organizations Inc., New York.*

Well, almost everyone

EDITOR: Your story on Michigan [SPECIAL REPORT, May 28] . . . was great, but I disagree with your headline which states "Michigan biggest state east of Mississippi." Everyone knows Georgia holds this honor. . . . —*Robert B. Ingle Jr., WMAZ-AM-TV Macon, Ga.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office

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BROADCASTING, July 9, 1962

250
BC-250T

500
BC-500T

1,000
BC-1T

5,000
BC-5P-2

10,000
BC-10P

20,000
BC-20C

50,000
BC-50C

100,000
BC-100C

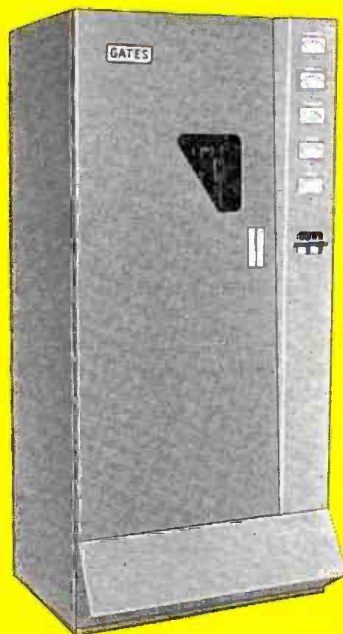
From 250 Watts to 100,000 Watts

GATES AM BROADCAST TRANSMITTERS

Producing the *Sounds of Success* Throughout The World

Transmitters cannot be designed with a "lick and a promise." *Good* equipment is the result of years and years of concentrated research and experience. The design and development of ten or twenty previous models results in a much better transmitter today.

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



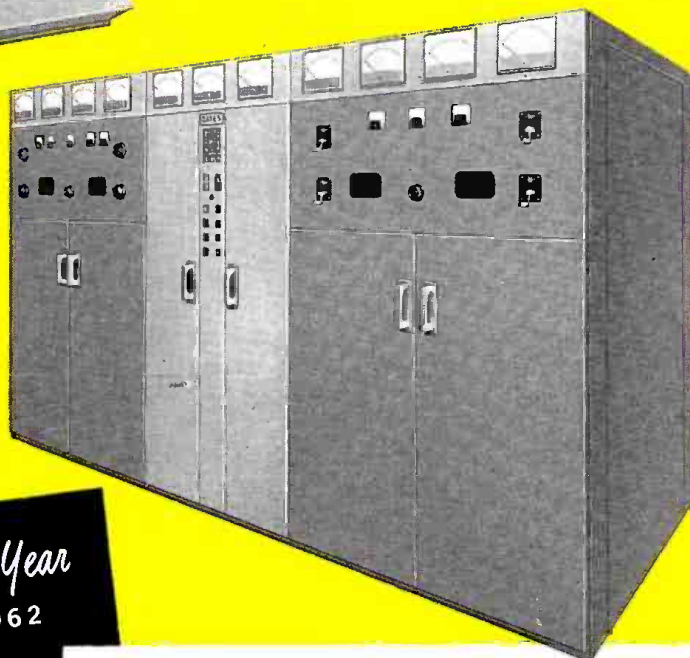
BC-1T 1 KW AM Transmitter

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



BC-5P-2 5 KW AM Transmitter

The largest selling 5000 watt AM broadcast transmitter manufactured in the world today.



BC-50C 50 KW AM Transmitter

Broadcasting's newest and most advanced Fifty. Combined medium and short wave models have reached the No. 1 sales position in only three years.

Our 40th Year
1922-1962

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS
INTERTYPE
CORPORATION

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C. • In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

The case for network radio—by a satisfied advertiser client

Network radio offers one of today's best advertising buys—at least that's my opinion insofar as the needs of my firm, the Wynn Oil Co., manufacturers of Wynn's Friction Proofing products, are concerned.

I hasten to make the foregoing qualification of network advertising as a best buy because, in my opinion, one of the greatest booby traps that both sales and advertising people fall into today is generalizing on the relative merits and demerits of the various available communications media. Over 95% of our 1962 advertising budget has gone into network radio and network tv. And I base my claims for the superiority and economy of network radio on Wynn Oil Co.'s pattern of national distribution and specialty sales organization marketing set-up.

We market our automotive products through some 45 "state distributors," who sell Wynn's products exclusively to the retail trade through their respective Wynn's sales organizations. Wynn's management has a moral obligation to provide advertising and promotional support to *all* these distributors.

We are fully cognizant that the proper advertising investment per distributor in network radio bears no direct relationship to an individual distributor's sales performance. But during the 18 months we have used a strong program of network radio, supplemented by some network tv, we have seen a measurable growth by our smaller and weaker distributors. For the most part our top producing distributors, by the same token, have held their own or also shown an increase in sales production.

Local problem ■ Local rates for either spot radio or tv make any sort of a meaningful national advertising program virtually impossible within the framework of our modest advertising budget of somewhat less than one million dollars during 1962.

Currently, we are part sponsors of NBC's *News on the Hour* and the initial reaction at both the consumer and dealer level has exceeded our fondest hopes. In fact, some of our distributors are convinced that tv is the only medium for their needs, but will admit that *this* network radio buy has brought measurable results . . . in new customers!

Through network radio we not only obtain virtually complete national coverage for all distributors, but in the final analysis, we are able to provide more frequency and continuity for both our top ten distributors and others than we could possibly provide through any local media buy.

We like network radio, too, because of the increasingly cooperative attitude by radio network management toward merchandising assistance.

NBC's promotional department has shown initiative and imagination in providing us with a continuing barrage of materials for our distributors and salesmen. But assistance from network tv in this regard is quite negligible.

Hot buttons ■ In the Hot Button Department, I'd like to sound off against the miserable relationships existing between network radio and many of the local affiliates. Now it's easy to understand why the local affiliate is not charitably disposed toward lending a national network advertiser any merchandising assistance at the local level.

On the other hand, though, it never ceases to be a mystery to me how individual station personnel can do such a thorough job of biting the hand that feeds them as they so frequently do in discussions with the advertiser. We have even experienced a couple of situations in which a station has refused to grant time clearances to the network and then tried to sell the time they claimed couldn't be cleared, to us, the advertiser.

It seems to me that the network station relations boys have a tremendous job in bringing local station management into a peaceful coexistence with the network and the advertiser.

I must still conclude that it would be difficult to get the reach and the scope and the extremely favorable cost per thousand in any other national medium that our network radio buys have netted us. Not the least important plus to us is the tremendous out-of-home audience listening to transistor sets and to radio in cars where our profits and our market opportunities lie waiting!

Sure, there are holes in network coverage, and these we fill with spot buys where necessary. Certainly net-

work radio is no open sesame or panacea to solve all problems in today's complex struggle to find the proper marketing mix. But in Wynn's present stage of growth, network radio is both an exciting and profitable buy. All of us are quite familiar with the old battle cry that "all advertising is local," and to a large extent I'll buy that thesis. But I'll also say that in the minds of our distributors a national network broadcast buy, whether radio or tv, is far more merchandisable at the local retail level—because of the *local outlet*—than any national print medium. This does not mean we've closed the door on national print.

Low cost saturation ■ But the real value for us in national network radio is the very low per market cost for near saturation. For example, let's analyze our current NBC *News on the Hour* buy. Based on the actual network cost for the country's top 20 markets, we find that a program package of some 42 major and minor participations per week costs an average of \$800 per market per week. A spot campaign, based on prime daytime 52-time announcement rate in these same markets, would cost us 170% more.

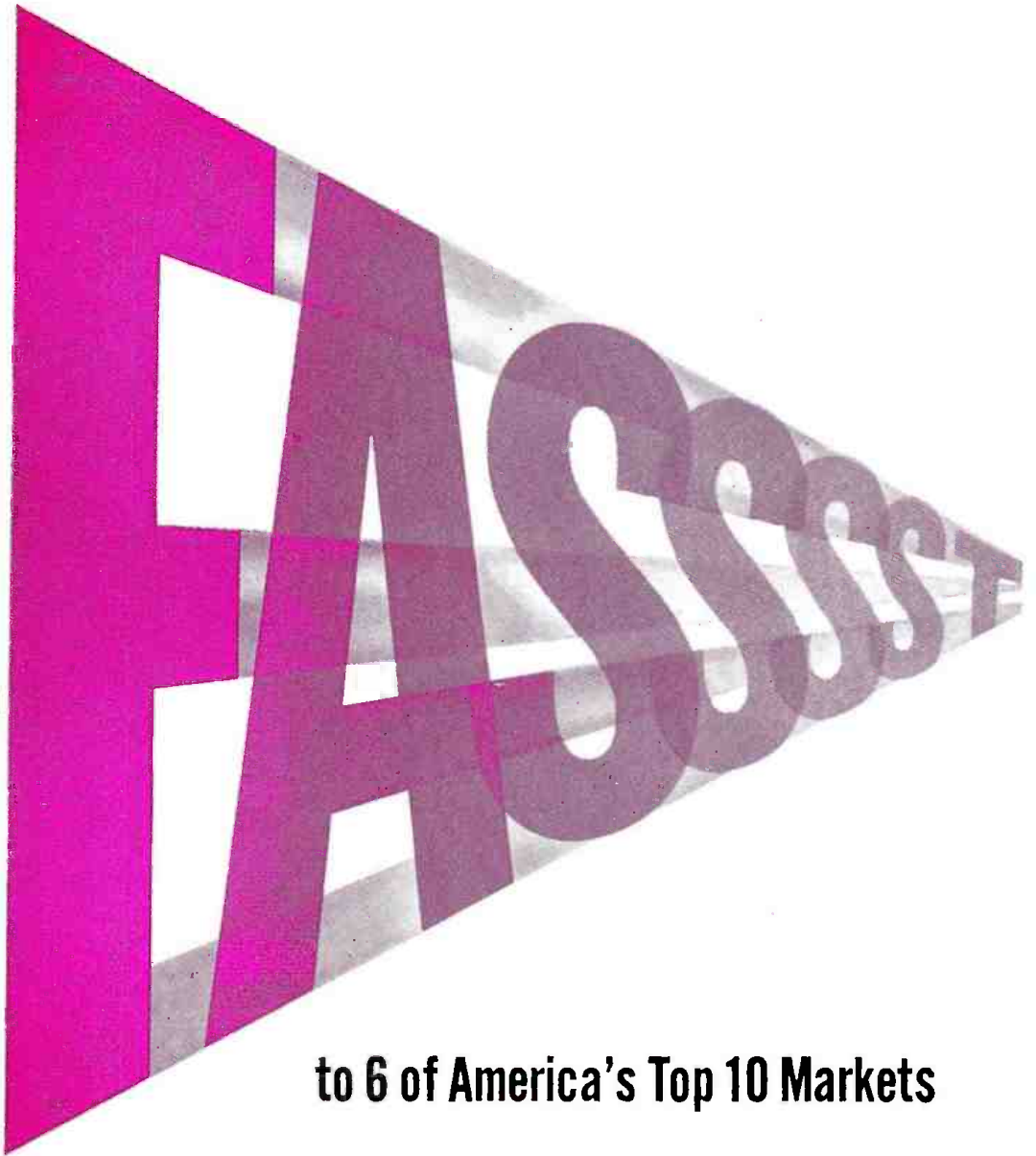
But that's not all, because we also wind up by obtaining the same network package of 42 spots per week in an additional 172 markets for only an average of \$61 per week per market.

If for no other reason than to get a rise from my friends in network tv, I'll say that in my book and for the Wynn Oil Co., as well as for any number of other medium-to-small national advertisers with a good pattern of national distribution, network radio is a far greater bargain on today's media market than tv. Until my tv friends can figure same way to cut their costs and to deliver more in the way of merchandising services, make mine network radio!



T. Beverley (Bev) Keim, director of advertising for Wynn Oil Co., is a strong advocate of network radio and just recently launched his company's advertising budget on the biggest wave of saturation radio in its history via NBC's "News on the Hour." Working the client's side of the fence for the first time, Mr. Keim recently moved over after lengthy agency experience, most recently 15 years at N. W. Ayer & Son. He also lectures on advertising techniques at UCLA, his alma mater.

SELL



to 6 of America's Top 10 Markets

Fast reaction is common reaction with RKO General audiences. Their built-in loyalty to these strong stations, and their belief in the dependability of RKO General advertisers mean that you need less time to introduce a service, build a brand, make a sale. You sell fast on RKO General stations because you sell in 6 of the top 10 markets, plus one of the South's richest areas. You reach areas populated by 67 million consumers.

You sell fast because adult programming and a sense of community responsibility have helped make RKO General the largest, most powerful independent broadcast chain in the country.



A GENERAL TIRE ENTERPRISE

Get the details on reaching the RKO General target markets, fast and efficiently. Talk to your local RKO General Station or the RKO National Sales Division man.

NATIONAL SALES DIVISION OFFICES

New York: Time & Life Building, LOngacre 4-8000
 Chicago: The Tribune Tower, 644-2470
 Hollywood: 5515 Melrose, HOLlywood 2-2133
 San Francisco: 415 Bush St., YUkon 2-9200
 Detroit: Guardian Bldg., WOOdward 1-7200
 Atlanta: 1182 W. Peachtree N.W., TR 5-9539
 Dallas: 2533 McKinney St., Rlverside 2-5148
 Denver: 1150 Delaware St., TABor 5-7585

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

*Another
important
plus . . .*

MORE RELIABLE INFORMATION

At WGN research is a serious business. From WGN you can get more reliable information about the Chicago market and the Chicago area radio and/or television audience than any other source can provide.

The most recent example is "The Chicago Auto Radio Audience," the first complete and comprehensive survey ever conducted on this subject.

From it, advertisers and agencies can *know*

such salient Chicago facts as: (1) general auto radio audience habits; (2) size of individual station audiences; (3) characteristics of individual station audiences.

This service is another important plus for WGN advertisers and agencies. A free copy of "The Chicago Auto Radio Audience" is yours for the asking. Write to WGN RESEARCH, 2501 Bradley Place, Chicago 18, Illinois.

WGN IS CHICAGO
—the most respected call letters in broadcasting



BROADCASTING, July 9, 1962

SUPERIOR PROGRAMS, TOLL TV NEED

- Hartford proud to be test city, dubious about pay tv costs
- RKO General executives pleased at backlog in decoder orders
- Top entertainment for experiment proves difficult to come by

The lifeblood of over-the-air pay tv must be programming superior to that offered by regular television stations.

This fact became apparent as the experiment in Hartford rounded out its first week of operation.

To find out just how the new system is operating and what citizens of the community think of it a BROADCASTING editor spent several days in the city conducting a random sampling of opinion from businessmen, broadcasting station operators, theatre owners and the ordinary man-in-the-street. These interviews brought home the point that viewers will not pay hard-earned money unless the programs are so outstanding that the caliber is well above that on free tv.

RKO General Phonevision, a corporation wholly owned by RKO General Inc., initiated its pay television operation on June 29, using a new-to-tv motion-picture feature that had been released in theatres—*Sunrise at Campobello*. On subsequent days last week, WHCT (TV), the RKO General's uhf ch. 18 station which is being used for the experiment, carried other feature films, *Escape from Zahrain*, with Yul Brynner; *Splendor in the Grass*, with

Natalie Wood and *One-Eyed Jacks*, with Marlon Brando. These films previously had been shown in Hartford theatres.

Programming Breakthrough ■ Most sensitive observers in Hartford agree it is too early to tell the direction the experiment will take. But a familiar word kept cropping up in conversations: "breakthrough." Several persons mentioned that the Patterson-Liston bout, scheduled for pay tv in Hartford next fall, may be the trigger to set off excitement and interest. But a more sober judgment is that pay tv there can flourish only by a steady diet of quality shows not offered on free tv.

Charles Wood, general manager of WHCT, acknowledges that programming projected for the next few months is not of the "block-buster" type but adds: "We have to crawl before we can walk. Some people expected us to come up with some spectacular programs right at the start. We prefer to build up gradually."

As of last Tuesday (July 2), the system had 300 subscribers according to Mr. Wood. There is a backlog of orders, he claims, and reaction to the

first three days of pay telecasting was "surprisingly good." He notes that installation of decoders, needed to obtain the pay tv signal, is proceeding at the rate of 15 per day while applications are proceeding at the rate of 45 a day. RKO General Phonevision has set up this timetable: 646 subscribers by the end of July, 1,500 by Labor Day and 4,000 by January 1963.

How many subscribers will the system need to emerge "in the black"? Nobody seems to know. John Pinto, vice president of RKO General Phonevision and Mr. Wood's immediate supervisor, has said several times that the company expects to lose money—perhaps considerable money—during the three years for which the FCC has approved the Hartford test. But no one has been able to compute at which level of pay tv subscription—be it 10,000; 12,000, or 15,000—that RKO Phonevision can expect to realize a profit. Officials say that as membership rises, more money will be diverted toward improved programming and the cost of it will rise as the number of pay tv-equipped sets increases.

Free vs. Fee ■ Though quality programming is regarded as the key to a



The Hartford pay tv system is based on "encoding" devices, left, which scramble the on-the-air tv signal over WHCT (TV) Hartford so that non-subscribers can't receive the programs. But those who agree to pay for the programs get the clear, commercial-free picture such as that



being enjoyed, right, by Mrs. William R. Gable and sons, Gordon and Richard. The Gordons had friends in for the first night of pay tv—just like the block parties held during the early days of television. (Hartford Times photos)

SUPERIOR PROGRAMS, TOLL TV NEED continued

fair test of pay tv in Hartford or elsewhere, the procurement of top-level entertainment is likely to represent a difficult task. Hartford pay tv, for example, is opposed by an articulate and resourceful exhibitors' group in Connecticut that is using its influence to keep first-run feature film off ch. 18. Another factor is that high-priced entertainment fare is out of reach of the pay tv operators for the present. But this raises a question: "Which should come first—the subscribers or the top programs not available now on commercial tv?" To pay top prices to telecast to a group of 300 subscribers may seem foolhardy. But steady growth may not come unless the populace is assured that programs not available on commercial tv are theirs for a fee.

The prevailing attitude in Hartford seems to be: Let's wait and see. RKO General Phonevision is operating on the premise that it has three years to prove itself. On the other hand, Hartford citizens, though interested in pay tv, take the position: "Well, show me that this is worth the money I'll have to spend."

What Citizens Think ■ There is no doubt that residents are interested in—and a little prideful of—the project that has been undertaken there and which may serve as the testing ground for other pay tv systems throughout the country. But they wear the mantle of "test city" with equanimity. Hartford is no Bartlesville, Okla., where a wired toll tv test in 1957 engendered considerable community excitement.

There seems to be scant spontaneous talk about the project. If engaged in conversation about pay tv, the average Hartford citizen responds with a varying degree of interest. A salient point emerged after interviews with "average" citizens in downtown Hartford: All knew that pay television was being telecast in the city, but most had an inac-

curate conception of the operations of the system. For example:

A newsdealer: "You have to pay about \$3 or \$3.50 to see a movie. You gotta be rich to be able to afford that."

A bartender: "I think these (pay-tv) programs go only to hotels."

A waiter: "I hear they want to charge for the baseball games, which now are carried on ch. 18 for free—with commercials, of course."

Several members of the Hartford Rotary Club were questioned. A real estate executive said he was "very much interested" in pay tv and hoped to sign soon as a subscriber. The sales manager of an insurance company echoed a similar sentiment. Businessmen are prime prospects for pay tv subscription, according to WHCT officials, but they stressed that others also are "interested" in the system.

No Commercials ■ There seems to be one common bond among subscribers—they don't like commercials and/or the usual television program. Walter B. Hasse of nearby Wethersfield, Conn., believes pay tv has a future in providing entertainment for "minority tastes," such as ballet, theatre and music. He is pleased that the feature film on WHCT is interrupted by breaks, giving the viewer an opportunity to stretch or leave the room for a drink. G. Harry Davis of Avon, Conn., voices the view that regular tv has been "run into the ground" by advertising and he looks forward to better and newer movies on pay tv.

Though WHCT has been implementing a vigorous promotion-publicity campaign in the city, a substantial percentage of citizens are hazy about the operations of the system. Some pay tv adherents claim that the theatre exhibitor interests are "clouding" the issue by spreading "misinformation." To sum up: There is interest mixed with caution in Hartford this summer.

Costs, Programs, Plans ■ Phonevision is the first test of on-the-air pay tv. Encoded programs are broadcast from WHCT and are received by subscribers who have had a decoder attached to their set.

Both encoding and decoding equipment are manufactured by the Zenith Radio Corp. Zenith has conducted research into subscription tv for almost 30 years.

A subscriber must pay \$10 for the installation of the decoder and pays for each program he orders. Starting in October, he will be charged \$3 a month rental for his decoder. Prices vary from 25 cents for children's educational programs up to \$3.50 for a major sports event. Feature films, the backbone of the programming, are in the \$1-\$1.25 range.



Mr. Wood

Each decoder contains a billing tape which records the programs the subscriber has selected during a given month. A subscriber removes the tape and sends it back with his check. A discount plan has been instituted whereby a subscriber who spends \$8 or more in a monthly period is credited with \$2 in the next period; if he spends \$10, he is credited with \$3.

Surprisingly, WHCT is unable to provide programming information, at this stage at any rate, projected beyond one week. Subscribers will have available this week features which have been only in theatrical run, such as *Breakfast at Tiffany's*, *Damn Yankees*, *Brushfire*, and *Parrish*. The films are carried more than once on pay tv, on the theory that a subscriber may have been unable to view a particular presentation.

Programming Plans Unavailable ■ Messrs. Pinto and Wood are reluctant to discuss programming plans aside from feature films. They note that RKO General Phonevision has an agreement with Television Entertainment Co. whereby TECO will develop special shows for ch. 18. Leland Hayward, the Broadway producer, is a consultant and advisor to the pay tv operation. But no specific programming plans have been disclosed.

Even in the feature film area, the company is reluctant to divulge which companies have made commitments for which pictures. Mr. Wood mentions agreements have been made only with Warner Bros. and Paramount for certain films and that negotiations are underway with other companies. Thus far, features are scheduled only after they have run in theatres in the Hartford area.

Pay tv will be on the air between 20 and 40 hours a week and all in the evening hours (initially the hours will be closer to 20). At other times the station operates as a commercial tv outlet. In this connection, RKO General Phonevision has often proclaimed this policy statement: Pay tv is only supple-



Mr. Pinto

mental to commercial tv and is not intended to supplant regular telecasting.

Test City ■ On several scores, Hartford is impressive as a testing ground for pay tv. It has a multiplicity of television services (as required by the FCC); it is a comfortable, largely middle-class community, lying midway between New York and Boston, drawing on both metropolitan areas for management and programming help (RKO General Inc. owns tv stations in both cities).

Natives like to consider themselves as being "New York-oriented," though technically Hartford is a New England community. Businessmen contend that Hartford has been and will continue to be a growth area. Its sizeable insurance business, state and federal government installations and manufacturing industries help contribute toward Hartford's high net income rating per family, placed at \$8,076 in 1961 and said to be among the highest in the nation.

Hartford is in the midst of an ambitious commercial redevelopment program. The most prepossessing is Constitution Plaza, a 12-acre tract along the Connecticut river. Construction workers were busy last week at various sites, as they have been for the past two years (WTIC-TV occupies a four-story structure in the plaza). It is hoped



William Murray (l) and Neri Allan work in the station's decoder service department. Mr. Allan is inserting master billing tape in decoder. Mr.

that all units of the plaza will be completed in two more years.

Half Million in Area ■ The city's population is over 162,000 and the Greater Hartford area (a radius of

Murray is preparing to test the equipment before installing it in a subscriber's home. Currently orders are far ahead of installations.

about 15 miles) has a population of more than 500,000. Annual retail volume in the Hartford area runs more than \$400 million a year.

Hartford suburbs have grown in the

Hard to say when pay tv will pay

SO SAYS TELEMETER OWNER PARAMOUNT PICTURES IN FILING AT SEC

Paramount Pictures Corp., which owns the Telemeter pay-tv system, believes pay tv will some day be "economically feasible" but when it will become profitable is "difficult to estimate."

The company so said in a registration statement filed with the Securities & Exchange Commission last week which sought to register for sale to the public 5,625 shares of common stock received by David Susskind when half of Talent Assoc. (production firm) was bought by Paramount in 1961.

Paramount has experimented with both cable and on-air pay tv—the former in Etobicoke, Canada, a Toronto suburb, where the programming franchise is held by Famous Players Canadian Corp., 51% owned by Paramount; the latter in the early morning hours on KTLA (TV) Los Angeles (owned by Paramount) with an FCC experimental license.

The receipts from the Etobicoke experiment have been a guarded company secret. The registration statement did not break down the figures but indicated Paramount has spent over \$4.5 million in developing its pay tv enterprises and that it cost some \$700,000 more to operate them in 1961.

Approximately 5,000 homes have

subscribed in Etobicoke. Paramount's franchise provides that Famous Players will pay 4½% of rental revenues to the parent company; Paramount finances an undisclosed portion of the experiment.

Paramount also has made an agreement with Telemeter Home Viewing Ltd. for a similar cut of the revenues if British authorities permit pay tv in the United Kingdom. The down payment by THV to Paramount was about \$490,000 for a franchise to the wired or cable pay tv system. Paramount in turn is committed to subscribe to 15% of the UK company's stock for a total of about \$420,000, of which about \$94,500 has been paid.

Tv Interests ■ In the SEC statement Paramount revealed that its independent KTLA (ch. 5) has shown a profit for two of the past five years. In 1961 KTLA's operating revenue was "about \$5,821,000."

Paramount's subsidiary, Famous Players, has substantial interests in two tv stations in Quebec; one in Kitchener, Ont.; a smaller interest in a recently acquired tv station in Vancouver, B. C.; and interests in several catv systems in Ontario.

The SEC statement was filed to permit Mr. Susskind to divest himself of all his Paramount stock "from time to time" at prices prevailing on the New York Stock Exchange. Paramount on April 6, 1961, bought half interest in Talent Assoc., owned 50-50 by Mr. Susskind and the late Alfred Levy. Paramount paid \$300,000 in cash and gave Messrs. Susskind and Levy each 5,625 shares of its common stock. (There are now 1,685,781 shares outstanding.) TA's name was changed to Talent Assoc.-Paramount Ltd. For the fiscal year ended March 31, 1962, TA-P had an operating income of about \$3.2 million, the statement said.

Paramount also reported on its Chromatron color tv tube, which it has been developing for some 10 years. The company said it "believes that its Chromatron tube has potentials of brightness, low cost, service convenience and cabinet size which do not exist in competing products." Paramount this year will make "extensive presentations" on the tube's commercial feasibility to companies with the required manufacturing and merchandising capabilities, the company said.

post-war era. There seems to be especial interest in pay-tv among suburban residents (one pay tv opponent called it "snob appeal").

Hartford boasts a variety of cultural and entertainment activities. It maintains two municipal golf courses; Bushnell Memorial Hall, seating 3,277, where concerts, operas and theatrical attractions are presented and the Hartford Symphony. Hartford has more than 50 parks, including Elizabeth Park, well-known for its rose gardens and other unusual plant life. Among its institutions of higher learning are Trinity College, St. Joseph's College, Hartford College and the new U. of Hartford.

Theatre Owners' Views ■ Theatre exhibitors in Hartford and elsewhere in Connecticut fought vigorously to thwart the pay tv experiment. The courts denied their motion to ban the test, and an appeal is now before the U. S. Supreme Court. Curiously Hartford theatre owners seemed indifferent last week to the actual start of the tv project.

Several declined to speak for attribution, but told BROADCASTING that they were "unworried" about the test. They claimed they oppose pay tv largely because "people bought tv sets to get programs free; they didn't know they had to pay for them." One operator of a downtown theatre commented:

"Some of our patrons have told us they won't pay \$1 or \$2 to see a second-run movie when they can see a movie just as good if not better on free television. Why, one of the stations here played *Mr. Roberts* only a short time before ch. 18 opened up pay tv with *Sunrise at Campobello*.

For the record, Bernard Menschell of Manchester, Conn., a spokesman for the Motion Picture Theatre Owners of Connecticut, was most blunt and outspoken in evaluating the first few days of subscription tv in Hartford. He declared: "Pay tv is going to be a flop here the way it was in Bartlesville and the way it is in Etobicoke (West Toronto, Canada—International Telemeter). People are not going to pay money to see these second-run features on a small screen. RKO Phonevision was talking about having first-run features on the station, but do you see any of them on?"

Denies Pressure ■ Mr. Menschell was asked to comment on rumors that Connecticut exhibitors had applied "pressure" on producers and distributors to withhold first-run features from pay tv. He replied: "That's ridiculous. How could we? If the pay tv people want to pay, they can get the pictures, just as anybody else can."

He acknowledged that if RKO Gen-

eral Phonevision reached a projected 4,000 subscriber list by early next year, this could have "some impact" on theatre attendance. But he noted that a significant factor would be the type of attraction on pay tv and added: "I am not worried about the competition."

There are three primary competitors of WHCT in the Hartford area, although some parts of the city also are able to receive tv signals from Springfield, Mass. Rival stations heard in the city are WTIC-TV Hartford, a CBS-TV affiliate (ch. 3); WNHB-TV New Britain (ch. 30), an NBC-TV affiliate, and WNHC-TV New Haven (ch. 8), an ABC-TV affiliate. More than 90% of sets in the area can receive uhf.

Station owners in the Hartford area are watching the progress of the WHCT experiment with considerable interest. None wanted to speak officially for the record but the overriding impression they created was that WHCT had "a long row to hoe" and none was concerned about competition—at least for the foreseeable future.

One executive questioned the number of subscribers Phonevision actually had, pointing out that one newspaper report said it was between "200 and 300." He also expressed doubt that there would be 4,000 Phonevision subscribers by early next year and added: "I personally can't see how this is going to go over. But we're watching it carefully to see what happens."

BROADCAST ADVERTISING

\$50 MILLION INVOLVED IN SHIFTS

That's total of broadcast billings moved by 27 advertisers to other agencies during the first six months of this year

A total of 27 major advertising accounts representing an estimated \$50 million in broadcast billings changed agencies in the first six months of this year.

The estimates are revealed in a compilation of account moves announced since Jan. 1, 1962. Only those advertisers which use broadcast media are reported.

Unlike the past few years, 1962 thus far has seen few spectacular shifts indicating, to a degree, a stabilizing factor along Madison Avenue. At the midpoint of 1961, for example, some 40 major radio-tv advertisers had changed agencies.

In the January-July period last year, the top-10 account shifts alone represented nearly \$75 million in annual billings. This year's comparable period shows all 27 accounts (31 if grouped by brand name) representing almost \$80 million in advertising billings. The

top 10 are responsible for more than \$48 million.

The Top Ten ■ The biggest in this listing is Betty Crocker mixes (General Mills is the parent company) with an estimated \$8 million billings, of which some \$5 million have been in broadcasting. Betty Crocker went from BBDO to Needham, Louis, & Brorby.

The second major account is Belair cigarettes, a Brown & Williamson brand, which left the broadcast-laden Ted Bates Agency for Keyes, Madden & Jones. An estimated \$6 million account, Belair is believed to have some 50%, or \$3 million, in broadcasting.

Others in the leading 10 account shifts:

Dristan (cold remedy), an American Home Products' brand, fighting hard against increased competition in the field has dropped to an estimated \$5.6 million in annual billing, but all of this is said to be broadcast-oriented (Dris-

tan in its initial push as a new product a few years ago used substantial tv). Dristan moved from Tatham-Laird to William Esty.

In the \$5 million-level (annual billing) are Lestoil (once the No. 1 spot tv user in the land, now an estimated \$4 million in radio-tv); Nescafe instant coffee, which switched from Esty to McCann-Erickson, and is some \$3 million in broadcast; Scott Paper (Scotties), which took its billings—an estimated \$4 million in broadcasting—from JWT (except for network tv) to Ted Bates.

The \$4 million Union Oil of California account moved out of Young & Rubicam to become a Smock, Debnam & Waddell client, taking with it an estimated \$2.8 million in broadcast billing (see story, page 35).

P&G's Hines ■ Procter & Gamble's Duncan Hines was involved in a P&G account realignment this year. It went from Gardner to Compton. Involved

WHICH IS THE IOWA FARMER?

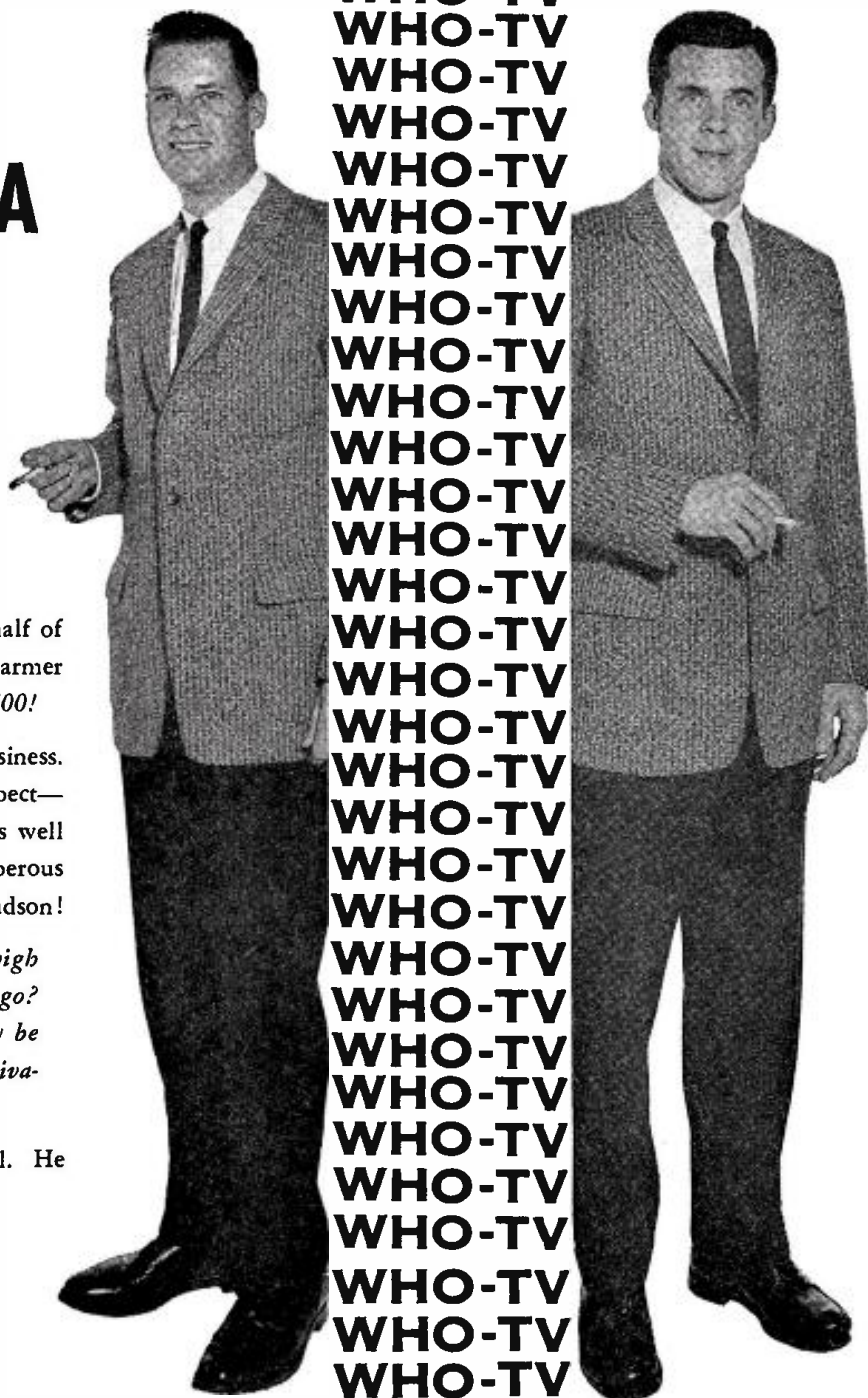
Farmers account for slightly less than half of Iowa's total income. But the average farmer in Iowa has an annual income of \$14,700!

This is important to you in your business. He (and his family) is as good a prospect—travels as much, eats as well, dresses as well and drives as handsome cars—as his prosperous city brother in Iowa, or East of the Hudson!

Are your sales in Central Iowa as high per capita as they are, say, in Chicago? If not, we venture to suggest it may be that you're not doing as much "cultivation" in Iowa as elsewhere.

Talk it over with your PGW Colonel. He may have an eye-opener for you.

WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC and WOC-TV, Davenport



WHO-TV

Channel 13 • Des Moines

NBC Affiliate



Peters, Griffin, Woodward, Inc.
National Representatives

was an estimated \$3.5 million, of which approximately \$3 million is recorded in the broadcast column. (Though not in the "top 10," another P&G product, Jif peanut butter, shifted from Gardner to Grey—some \$2 million total—all of which is said to be in broadcasting.

Max Factor took \$3 million worth of its cosmetics' advertising from Kenyon & Eckhardt to Geyer, Morey & Ballard and Carson/Roberts. Some \$750,000 in broadcast billing was affected.

Schlitz's Burgermeister beer, No. 10 in billing with \$3 million, is said to have been spending more than half (\$1.74 million) in the broadcast media. That account left BBDO for Post, Morr & Gardner.

While these accounts are impressive in the advertising world, they do not compare to the moves in the early half of 1961 when such accounts as Texaco (\$12 million total, \$10 million in broadcast), Liggett & Myers (all brands at \$28 million, of which \$19 million was in broadcast), and Joseph Schlitz beer (\$16 million overall, \$7 million in radio-tv) were shifting.

But the six months of 1962 had a few stories to tell (which do not appear in the table). The Rolls Royce account, for years a prestige biller at Ogilvy, Benson & Mather, went to Erwin Wasey, Ruthrauff & Ryan (only \$300,000 in annual billing). Tidewater Oil, once heavy in total media and in broadcasting, declined sharply in billing, reportedly was soliciting other agencies and finally was resigned by Foote, Cone & Belding. Some accounts have yet to find their new agency association. Lestoil, for example, which leaves Sackel-Jackson Co., Boston, by the end of this year, is seeing presentations by New York agencies these days. Among them: Papert, Koenig, Lois; Doyle Dane Bernbach; Fuller & Smith & Ross; and William Esty.

A game of musical chairs for \$50

Account	To	From	Billings (in millions)	
			Total	Radio-tv
American Express Co.	OB&M	B&B	1.4	0.085
American Home Products				
Boyle-Midway Div. (Griffin shoe polishes)	MW&S	Tatham-Laird	1	0.9
Dristan cold tablets	Esty	Tatham-Laird	5.6	5.6
Hazel Bishop Cosmetics	K&E	C. J. LaRoche	2.5	1.3
Lanolin Plus, Wash 'n' Curl, Wash 'n' Tint, Rybutol	Daniel & Charles	C. J. LaRoche	2.5	2
Brown & Williamson Belair cigarettes	Keyes, Madden & Jones	Bates	6	3
Clark Oil Co.	Greenfield Enterprises (client-owned)	Tatham-Laird	1	1
Eldon Industries	?	K&E	1	0.2
Max Factor				
Natural Wave hair spray, Hi Fi Fluid Makeup, Three Fragrance Lines	GM&B and Carson/Roberts	K&E	3	0.75
R. T. French (instant mashed potatoes)	K&E	JWT	1.6	0.72
General Mills				
Betty Crocker mixes	NL&B	BBDO	8	5.5
Glenbrook Labs				
Instantine	B&B	Compton	.582	0.582
Lestoil	?	Sackel-Jackson	5	4
National Biscuit Co.				
Cream of Wheat	Bates	BBDO	1	0.9
National Dairy Products				
Kraft Foods Div. (dinner and paste goods)	Foote, Cone & Belding	JWT	2.5	0.5
Nestle Co.				
Nescafe Instant Coffee	M-E	Esty	5	3

DILLY CALLS ON RADIO ONCE AGAIN

Hopes new products will match success story of '60

"If you hate Dilly Beans, you'll love Dilly Bells." That's the theme of Park & Hagna Inc.'s new radio campaign.

Since it scored a broadcast advertising success in New York and Washington, D. C., for Dilly Beans two years ago (BROADCASTING, Sept. 12, 1960), P&H decided to try the medium again, this time for Dilly Beans and three new products—Dilly Bells, Dilly Cues and Dilly-O. (The new "dillies" are pickled tomatoes, sweet cucumber strips and sweet pickled onion relish, respectively.)

As in the 1960 campaign, Park & Hagna will, at least for the time being, use WQXR New York exclusively in its

market. A 13-week schedule on the station, which begins today (July 9), includes 20 minute-announcements per week. In addition, WGMS Bethesda, Md., will promote the Dilly products in the Washington, D. C., area.

Papert, Koenig, Lois Inc., New York, P&H agency, which has ordered a two-week campaign in Washington, beginning July 23, hopes to lengthen its schedule there and sign another station in New York, if the initial radio test is successful.

Park & Hagna Inc., a company formed in 1959 by two 26-year-old ex-school teachers, Jacquelyn H. Park and

Sonya Hagna, appointed Papert, Koenig, Lois as agency for its Dilly Beans ("The Edible Swizzlestick") in the summer of 1960.

PKL promptly put Dilly Beans, "green beans politely pickled in vinegar and dill," on WQXR, WNTA-TV, WNBC-TV and WPIX (TV), all New York, and WRC-TV Washington.

Within a matter of months, the product was selling so well, according to William A. Murphy, PKL vice president and media director, that the small canning plant was unable to keep up with the demand, and the broadcast campaign was ordered to a halt.

Rep appointments...

■ WHAV-AM-FM Haverhill, Mass.: Eckels & Co., Boston, as New England

million is played on Madison Ave.

Account	To	From	Billings (in millions)	
			Total	Radio-tv
Ocean Spray Cranberries	M-E	BBDO	1.2	0.25
Cluett Peabody & Co.				
Arrow shirts	Y&R	L&N	2.7	0.4
Pillsbury				
Pancake mixes, gingerbread, pie-crust mixes, brownies	McCann-Marschalk	Burnett	2	1
J. Nelson Prewitt Inc.	1 million in tv			
	John Shaw Adv.	Hanford & Greenfield Div. of Hutchins Adv.	1	0.95
Procter & Gamble				
Jif Peanut Butter	Grey	Gardner	2	2
Duncan Hines cake mixes	Compton	Gardner	3.5	3
	Jif has \$730,000 in spot tv			
Revlon Inc.				
Knemark Div. (Esquire polishes)	Grey Adv.	Mogul Williams Saylor	2	0.8
Jos. Schlitz Brewing				
Burgermeister beer	Post, Morr & Gardner	BBDO	3	1.74
Scott Paper Co. (Scotties and Scot tissue)				
	Bates	JWT (JWT retains Scott's network tv billing)	5	4
W. A. Sheaffer Pen Co.				
Sterling Brewers	Gardner	BBDO	2	1
Swift & Co.	JWT	Compton	1	0.5
Pard dog food				
Pard Crunchers	M-E	D-F-S	1.5	1
Union Oil of California	Smock, Debnam & Waddell Inc.	Y&R	4	2.8
Florida Citrus Commission grapefruit	C-E	B&B	1	0.3

representative.

■ WICE-AM-FM Providence, R. I.: Eckels & Co., Boston, as New England representative.

■ KNOB-FM San Francisco: J. A. Lucas Co. as San Francisco area representative.

■ WICE Providence, R. I.: Robert E. Eastman & Co., New York, as national representative.

■ WLIZ Lake Worth, Fla.: KBCL Shreveport and KMAR Winnsboro, both Louisiana; WPLB Greenville, WHMI Howell, WJUD St. Johns, all Michigan; WKDE Altavista, WCFV Clifton Forge, both Virginia, and WYSH Clinton, Tenn.: Hal Walton & Co., New York, as national representative.

Business briefly...

Carl M. Loeb Rhoades & Co., underwriters and distributors of securities, will sponsor a Sunday night series of overseas news reports on four Ivy Broadcasting Co. fm stations in the Northeast Network. *Northeast Date-line, The Continent* will be taped in Europe by Northeast newsmen Steve Nevas, who will report on political and economic relations—both national and international—and conduct interviews.

E. I. Du Pont de Nemours & Co., through BBDO, New York, will sponsor a re-run of "D-Day," David L. Wolper's documentary on its *Du Pont Show of the Week* series on NBC-TV July 29, 10-11 p.m. The program was originally shown on the same series June 3.

New figures support Higbee radio success

Radio Advertising Bureau, New York, last week offered more evidence to substantiate the success claims of its "department store challenge," a two year (1959-61) radio test program conducted with The Higbee Co. in Cleveland.

RAB reports that Higbee's sales in the second year of the test were ahead of stores in the Cleveland area as well as ahead of the national average for department store sales. The bureau cites Federal Reserve figures showing Cleveland metropolitan area stores as a group declined 0.3% in the fiscal year ending in February, while in the same period Higbee's sales increased 8.6%. A *Women's Wear Daily* analysis of 17 independent U. S. department stores showed Higbee's with the biggest sales increase. Also, sales in all U. S. metropolitan area department sales were up 1% in contrast to Higbee's 8.6% sales increases in the last fiscal year.

Besides the use of radio, which the Cleveland store is now using on a regular basis, RAB said other factors also contributed to the store's "excellent showing." A new branch store, "the Higbee reputation" and its merchandising were cited.

Fm pans out well in test

Fm is starting out well in pulling mail in a test campaign for Glendale Federal Savings & Loan Assn., through Davis, Johnston, Mogul & Colombatto, Los Angeles.

Nine fm stations are being used in the test, which is to run six weeks with an average of 50 spots a week per station. Listeners are offered copies of Sylvia Porter's "How to Get More for Your Money" for writing to the station; returns at the end of the first two weeks are reported most satisfactory, one station getting more than 150 letters and cards in that period. The stations are: KBIQ (FM) Avalon (Catalina), KUTE (FM) Glendale, KNOB (FM) Long Beach and KCBH (FM), KFMU (FM), KHOF (FM), KMLA (FM) and KFHM (FM), all Los Angeles.

Agency appointments...

■ Bardahl Lubricants Inc., Norwood, Mass., appoints Ingalls Assoc., Boston, as its advertising agency. Account bills \$500,000, including spot radio and tv.

■ Capitol Car Distributors Ltd., Volkswagen distributor in Washington, D. C., Maryland, Virginia, West Virginia, North Carolina and eastern Tennessee, appoints Doyle Dane Bernbach Inc., New York, as its agency.

Food advertisers increase use of tv

FIRST-QUARTER BILLINGS TOP '61 IN BOTH NETWORK AND SPOT-TV

Food advertisers expanded their use of television again in the first quarter of this year, with spot tv expenditures and network billings rising 9.4% and 7.9%, respectively, over the same quarter a year ago. Summaries of their spending were released last week by Television Bureau of Advertising, New York.

General Foods Corp., tv's biggest food client, was among the companies increasing their network and spot expenditures in the first quarter, which saw total tv gross time expenditures of 20 companies climb by more than \$5.2 million (see table). Their combined

first-quarter total was \$56,852,504, compared with \$51,633,180 a year ago. Network tv increased from \$29,842,810 to \$33,358,414. Spot tv rose from \$21,790,370 to \$23,494,090.

Spot tv gross time billings for all food companies in the first quarter were \$51,879,000, against \$47,427,000 a year ago; network tv billings were \$34,933,184 in the 1962 quarter, against \$32,365,903 in the 1961 quarter. TvB points out that the food and grocery classification does not include such products sold in grocery stores as beer, soft drinks, pet products, tobacco, soaps, cleansers and waxes.

The upward trend in 1962, according to TvB, follows a similar rise for the year 1961, when gross time billings for network and spot tv totalled \$302,157,018, an increase of 9.1% over 1960's \$277,078,469. For the top 20 advertisers, total measured media expenditures rose 8% in 1961. Their tv billings, however, rose 14.5%.

The largest sub-classification within food and grocery products was coffee, tea and food drinks. Total billings were \$54,534,170 in 1961. Of this total, coffees alone accounted for \$40,331,812 (see table). In addition, Pan American Coffee Bureau had gross time billings of

LEADING FOOD COMPANY ADVERTISERS

	Total measured advertising*			Television billings**			% Television		
	1961	1960	1959	1961	1960	1959	1961	1960	1959
General Foods	\$ 59,513,440	\$ 65,084,760	\$ 60,358,624	\$ 37,877,683	\$ 37,164,388	\$ 35,489,721	63.6	57.1	58.8
General Mills	37,761,022	29,958,422	30,229,439	23,289,821	17,221,517	16,156,947	61.7	57.5	53.4
Natl. Dairy Products	25,486,458	22,738,452	22,015,870	10,312,916	9,742,461	7,922,187	40.5	42.8	36.0
Campbell Soup	23,397,956	20,527,544	17,633,517	10,700,933	6,568,140	5,258,735	45.7	32.0	29.8
Kellogg	21,615,721	20,855,832	21,766,988	15,000,228	15,695,586	13,442,861	69.4	75.3	61.8
Corn Products	21,047,135	15,516,583	15,058,780	12,710,389	7,079,906	8,747,887	60.4	45.6	58.1
Standard Brands	18,072,213	18,264,839	16,704,212	9,284,680	10,364,220	10,389,650	51.4	56.7	62.2
National Biscuit	17,552,199	16,202,617	14,485,927	12,891,872	11,669,252	9,730,022	73.4	72.0	67.2
Pillsbury	17,400,842	12,845,744	15,753,965	9,721,012	8,774,420	6,934,594	55.9	68.3	44.0
Quaker Oats	17,288,254	13,974,656	12,874,600	7,832,446	5,384,844	4,669,746	45.3	38.5	36.3
Armour	13,327,323	11,482,057	10,704,716	6,217,130	4,948,360	5,890,528	46.6	43.1	55.0
Continental Baking	11,683,947	10,463,158	14,842,138	9,049,453	6,473,117	11,582,615	77.5	61.9	78.0
Swift	10,170,626	11,100,697	8,955,385	2,529,672	3,295,210	3,128,964	24.9	29.7	34.9
Beech-Nut Life Savers	10,062,419	7,000,588	7,264,227	8,628,470	6,039,477	5,476,210	85.7	86.3	75.4
Ralston-Purina	10,029,321	9,390,519	8,917,806	8,113,120	6,742,580	6,222,860	80.9	71.8	69.8
Nestle	9,787,185	9,256,059	7,388,139	7,984,417	7,290,616	4,562,151	81.6	78.8	61.7
Carnation	9,299,955	8,852,562	8,773,096	6,287,190	5,065,407	3,225,438	67.6	57.2	36.8
Hunt Foods & Indus.	8,352,744	13,206,077	8,088,243	4,166,380	6,530,630	2,936,200	49.9	49.5	36.3
Borden	8,149,323	7,363,500	11,102,475	967,166	1,417,300	4,450,906	11.9	19.2	40.1
H. J. Heinz	7,738,296	7,370,130	7,251,019	3,150,233	3,009,011	2,875,530	40.7	40.8	39.7
Total Top 20	\$357,736,379	\$331,154,796	\$320,169,156	\$206,715,211	\$180,476,442	\$169,093,752	57.8	54.5	52.8

* Note: Measured media include: Newspapers, magazines, business publications, outdoor and television.

** Sources: Network—TvB/LNA-BAR Spot—TvB/Rorabaugh

TELEVISION GROSS TIME EXPENDITURES LEADING FOOD ADVERTISERS

	First Quarter 1962			First Quarter 1961		
	Network*	Spot**	Total	Network	Spot	Total
General Foods	\$ 4,945,431	\$ 4,762,800	\$ 9,708,231	\$ 4,830,818	\$ 4,801,470	\$ 9,632,288
General Mills	3,007,609	1,911,510	4,919,119	4,594,500	533,020	5,127,520
Natl. Dairy Products	2,500,963	622,350	3,123,313	2,236,653	307,700	2,544,353
Campbell Soup	1,835,484	1,906,810	3,742,294	1,506,560	914,070	2,420,630
Kellogg	2,958,831	1,722,180	4,681,011	2,281,219	1,494,710	3,775,929
Corn Products	1,931,535	2,054,480	3,986,015	1,373,689	1,473,700	2,847,389
Standard Brands	389,163	2,807,740	3,196,903	—	2,217,930	2,217,930
National Biscuit	2,685,805	371,770	3,057,575	2,437,332	438,710	2,876,042
Pillsbury	2,072,364	545,560	2,617,924	1,735,359	1,256,620	2,991,979
Quaker Oats	1,345,536	132,200	1,477,736	1,287,417	864,310	2,151,727
Armour	1,761,677	63,980	1,825,657	1,270,460	267,510	1,537,970
Continental Baking	116,677	2,114,490	2,231,167	214,395	2,251,570	2,465,965
Swift	825,457	416,570	1,242,027	495,010	241,520	736,530
Beech-Nut Life Savers	3,229,478	433,220	3,662,698	1,747,229	136,860	1,884,089
Ralston-Purina	1,275,329	857,370	2,132,699	1,660,430	396,020	2,056,450
Nestle	941,127	1,224,720	2,165,847	407,463	1,458,410	1,865,873
Carnation	775,145	1,061,550	1,836,695	735,240	737,920	1,473,160
Hunt Foods & Industries	—	227,950	227,950	—	1,894,790	1,894,790
Borden	36,000	217,860	253,860	137,659	96,170	233,829
H. J. Heinz	724,803	38,980	763,783	891,377	7,360	898,737
	\$33,358,414	\$23,494,090	\$56,852,504	\$29,842,810	\$21,790,370	\$51,633,180

*Source: TvB/LNA-BAR

**Source: TvB/Rorabaugh

EVERYBODY'S A CELEBRITY ON WSB RADIO



Anybody can have an interview on WSB Radio. Not just big folks, but little folks, too. This is what makes WSB's interviews so interesting and enjoyable. Each is tailored for a particular time slot. When it comes on the air, it's fresh, crisp and to the point. Entertaining interviews are blended with other WSB Radio programming ingredients to deliver Atlanta and much of Georgia.



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

Mellon uses baseball to sell TAP plan

The Mellon Bank, a Pittsburgh financial institution with 63 offices in western Pennsylvania, has passed up some of the more conventional bank-sponsored broadcast programs, such as news, in favor of baseball, considered a favorite of the common man.

Through its agency, Fuller & Smith & Ross Inc., Pittsburgh, Mellon bought one-third sponsorship of the Pirates baseball games on KDKA-AM-TV. The philosophy, according to John Whited, radio-tv production supervisor at FSR, is that an advertiser must select programs with "popular appeal" to capture as large an audience as possible. Also, he noted, "the blue collar worker puts money in the bank, same as the rest of us.

Baseball sponsorship gives better cost-per-thousand than anything else you can buy. It's far and away the best medium (for coverage)."

To play the outfield for its baseball schedule, Mellon has two news shows—half-sponsorship of a daily evening newscast on WTAE (TV) Pittsburgh, and full sponsorship of a daily 6 p.m. news program on KDKA-AM—plus a series of regular announcements on 17 western Pennsylvania radio stations and a syndicated program of business tips, *Speaking of Money* on WJAS and WRYT, both Pittsburgh.

Mellon recently completed a special six-week campaign for one of its services, TAP Credit. Derived from the phrase "Totally Assured Privacy,"

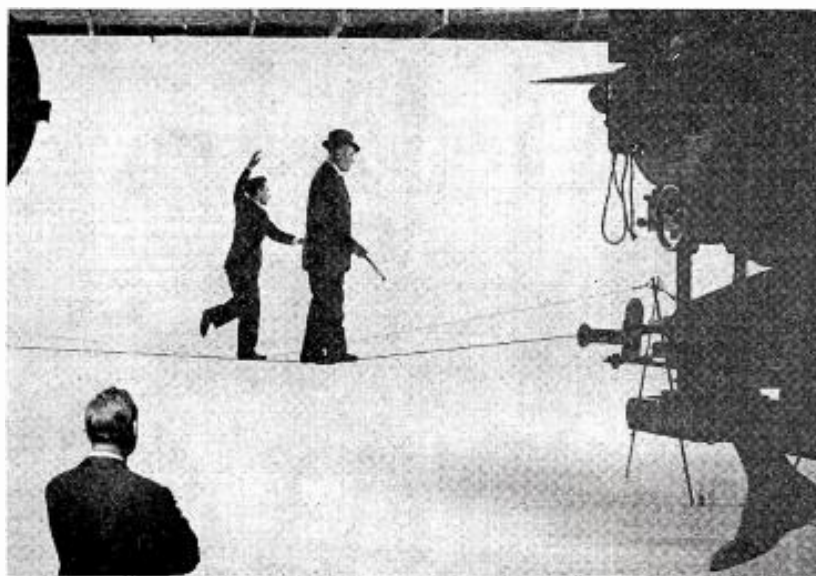
TAP Credit is a form of personal credit for the consumer—the customer arranges for credit in advance and when he needs the money, writes his own loan by transferring the amount needed to his checking account.

To promote this new service, Mellon scheduled a total of 930 announcements, aside from its baseball coverage, on radio and tv between April 9 and May 20, in a six-county area of Pennsylvania. Stations used were WTAE (TV), KDKA-AM-TV, WJAS, WRYT and WKJF-FM, all Pittsburgh; WMBA Ambridge; WBVP Beaver Falls; WLOA-FM Brad-dock; WBUT and WISR Butler; WESA Charleroi; WHJB Greensburg; WAZZ Homestead; WACB Kittanning; WTRA Latrobe; WKPA New Kensington, and WJPA Washington, all Pennsylvania.

The six commercials prepared for the TAP Credit campaign, which were shot in two days on a white, high-key limbo background, featured "real people" documentation, with a "touch of humor and drama." Some of the real people were two factory workers talking about TAP Credit as they washed up at an industrial sink; a haggard housewife and an ancient, tired washing machine; Harry, "a real steady guy" who walks tightropes when the bills pile up, and a homeowner with "a temperamental power mower."

John L. Eckels, director of advertising and public relations of Mellon Bank, summed up his company's satisfaction with the TAP Credit campaign, noting the broadcast program gives the bank the "effective message penetration that we were looking for."

The six commercials, were produced by Q. E. D. Productions at Twentieth-Century-Fox studios in New York, under the supervision of Mr. Whited.



Tightrope walkers are hard to come by. Fuller & Smith & Ross in planning its TAP Credit commercial (about Harry, whose budget sometimes "gets out of balance" and Fred, who has no problem with

managing his finances because he uses Mellon Bank's TAP Credit) searched all over the U. S. for two tightrope walkers. The agency found one, but finally had to go to Montreal for the second.

\$277,223 in network tv, \$1,340,930 in spot tv. The National Federation of Coffee Growers of Colombia spent \$1,465,180 in spot tv.

Cereals (\$48,014,197) and baked goods (\$39,005,224) were the second and third largest sub-classifications, respectively, in the food category.

Leading coffee advertisers 1961

	Network*	Spot**	Total
1. General Foods	\$5,226,209	\$9,375,640	\$14,601,849
2. J. A. Folger	—	4,735,150	4,735,150
3. Nestle Co.	—	4,298,750	4,298,750
4. Standard Brands	—	3,431,210	3,431,210
5. Hills Bros. Coffee	460,500	2,543,510	3,004,010
6. Chock Full O' Nuts	82,680	1,251,630	1,334,310
7. M. J. B. Co.	—	1,234,710	1,234,710
8. Duncan Coffee	—	730,200	730,200
9. Paxton & Gallagher	—	686,010	686,010
10. S. A. Schonbrunn	—	624,580	624,580

* Source: TvB/LNA-BAR

** Source: TvB-Rorabaugh

Omaha ad agencies merge

Dreves-Arendt & Assoc. Inc. and Holland Advertising Inc., both Omaha, announce plans to merge under the new name Holland, Dreves, Arendt & Poff Inc. Public Relations Associated, formerly with Dreves-Arendt, becomes a division of the new firm. Agencies' combined billings exceed \$1.25 million.

Officers will be Richard D. Holland, president; William F. Arendt, vice president and treasurer and head of Public Relations Associated; Lee W. Dreves, vice president and secretary; and Harold E. Poff, Jr., vice president.



THEY BOUGHT

"The New York audience would expect to see this high quality programming on WNEW-TV."

John E. McArdle, Vice President and General Manager, WNEW-TV, New York, N. Y.



"... a beautiful show, a magnificent show, a cultural blending into our entire program format."

Donn R. Colee, Vice President and General Manager, WTTG, Washington, D.C.



"A particularly well-produced show of high quality. A worthwhile adjunct to our programming."

Van Beuren W. DeVries, Vice President and General Manager, WGR-TV, Buffalo, New York



"For the first time the viewers in our area will have the opportunity to view on a regular basis a symphony orchestra. The filming is excellent."

Robert Lunquist, Sales Manager, WICU-TV, Erie, Pa.



"It's the kind of program balance we were looking for. An extremely well-produced series."

Robert C. Wiegand, General Manager, WTVN-TV, Columbus, Ohio



"It looked too good to turn down. It's the best good music program I've seen."

Irving Waugh, Vice President and General Manager, WSM, Nashville, Tenn.

BOSTON SYMPHONY CONCERT SERIES

The concerts, featuring the world renowned 104-piece orchestra to be conducted by Charles Munch and Erich Leinsdorf, will include the works of Beethoven, Haydn, Honegger, Schumann, Franck, Milhaud, Piston, Mozart, Bach, Copland, Handel, Diamond, Purcell, Wagner, Mendelssohn, Sibelius and Brahms.



Write or call your nearest Seven Arts salesman for a 15 minute promotional trailer available to you for presentation to your clients.

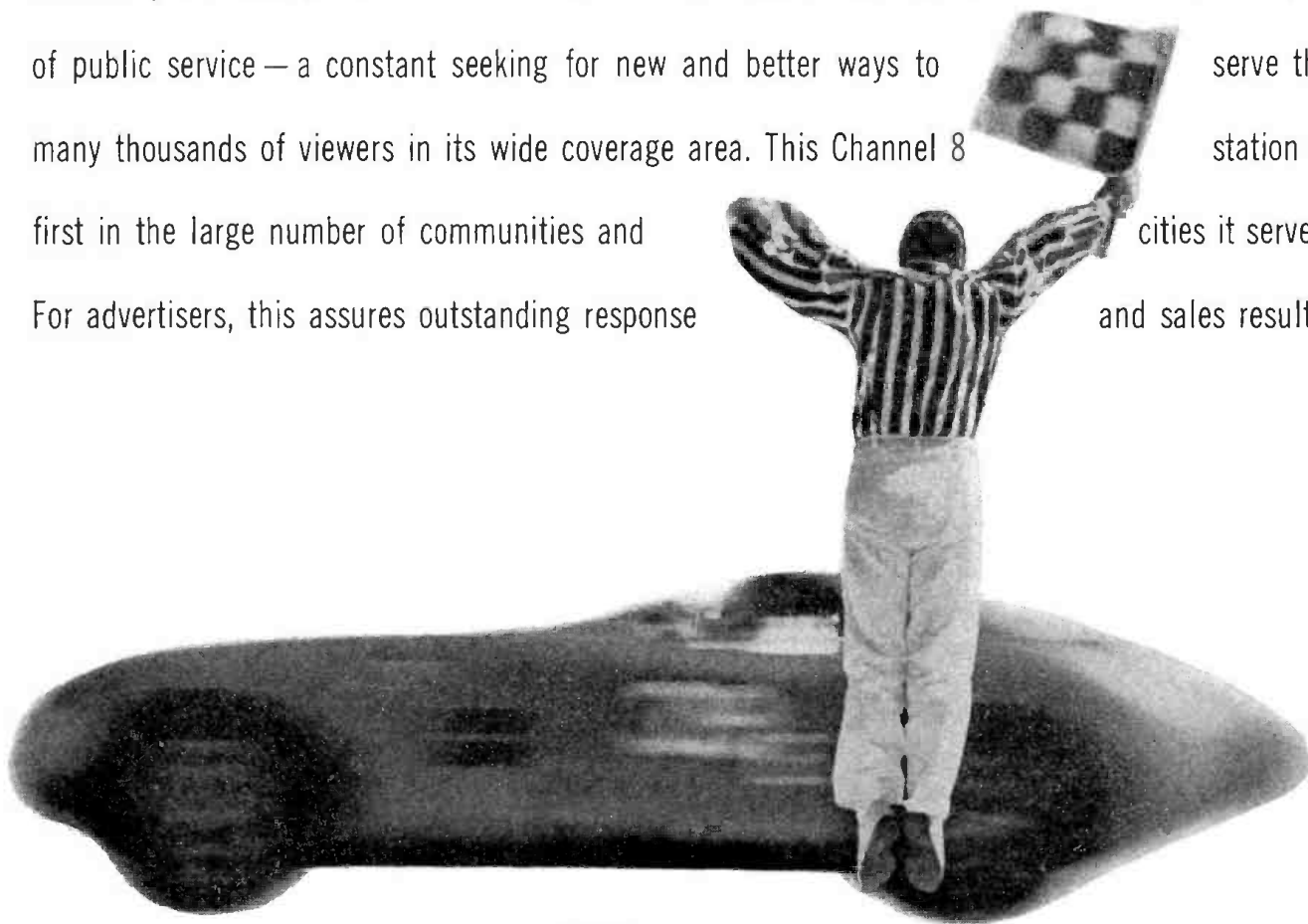


**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. • ORchard 4-5105
DALLAS: 5641 Charlestown Drive • ADams 9-2855
L. A.: 15683 Royal Ridge Road, Sherman Oaks • GRanite 6-1564 - STate 8-8276
Distributed outside of the United States and Canada,
Cable: SEVENLON London

FIRST

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



WGAL-TV

Channel 8 • Lancaster, Pa. • NBC and CBS

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

STEINMAN STATION
Clair McCollough, Pres.

Blockbuster drive for new Schick lines

Schick Inc., Lancaster, Pa., will use spot and network television to support introduction of four new products: two new electric shavers and a portable hair dryer and electric shoe polisher—the company's first items outside of its electric shaver line.

A six-month advertising campaign—biggest Schick has had in the past five years, according to Robert F. Draper, president—will include participation in seven network shows: *Cheyenne*, 77 *Sunset Strip*, *Stoney Burke* and *Ron Cochran* and the *News* over ABC-TV; *Wide Country* and *Virginian* on NBC-TV; and the *Ed Sullivan Show* over CBS-TV.

A spot tv campaign in major markets will also back the new Schick products. Agency: Norman, Craig, & Kummel, New York.

New L.A. agency lands Union Oil

Smock, Debnam & Waddell opened offices July 2 at 900 Wilshire Blvd., Los Angeles, as a new advertising agency with its first account as Union Oil Co. of California. Union Oil, with annual billings of some \$4 million, approximately 70% in radio and television, was formerly handled by Young & Rubicam, Los Angeles, which resigned the account when another client, Gulf Oil Corp., decided to extend its operations to the Pacific Coast. The personnel of the new agency are all former employees of Y&R who worked on the Union Oil account and moved to SD&W in a body.

The principals include Jack W. Smock, president, formerly vice president and manager of the Los Angeles office of Y&R; Robert G. Debnam, vice president, who at Y&R had been account executive on Union Oil, and Paul R. Waddell, vice president, who had been copy chief of Y&R, Los Angeles.

SD&W's telephone number is 625-7972.

NIELSEN

Second Report for June, 1962
NIELSEN TOTAL AUDIENCE (†)

Rank		Rating	
		% U.S. TV Homes	No. Homes (000)
1.	Julie-Carol-Carnegie Hall	32.5	15,925
2.	Garry Moore Show-10:00 p.m.	29.3	14,357
3.	Garry Moore Show-10:30 p.m.	28.9	14,161
4.	Red Skelton Show	27.9	13,671
5.	Hazel	27.7	13,573
6.	Garry Moore Show	27.5	13,475
7.	Dr. Kildare	27.2	13,328
8.	Andy Griffith Show	27.1	13,279
9.	Ben Casey	27.1	13,279
10.	Wagon Train	26.5	12,985

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Ben Casey (ABC-197); participating, Mon. 10-11 p.m.
Dr. Kildare (NBC-160); Sterling Drug (D-F-S), L&M (D-F-S), Colgate (Bates), Singer (Y&R), Warner-Lambert (L&F), Thur. 8:30-9:30 p.m.

NIELSEN AVERAGE AUDIENCE (‡)

Rank		Rating	
		% U.S. TV Homes	No. Homes (000)
1.	Garry Moore Show-10:00 p.m.	26.0	12,740
2.	Julie-Carol-Carnegie Hall	25.7	12,593
3.	Garry Moore Show-10:30 p.m.	25.6	12,544
4.	Red Skelton Show	24.8	12,152
5.	Hazel	24.6	12,054
6.	Andy Griffith Show	24.2	11,858
7.	Ben Casey	22.4	10,976
8.	Danny Thomas Show	21.9	10,731
9.	Garry Moore Show	21.7	10,633
10.	Wagon Train	21.7	10,633

Andy Griffith (CBS-181); General Foods (B&B), Mon. 9:30-10 p.m.

Hazel (NBC-144); Ford (JWT), Thur. 9:30-10 p.m.

Julie and Carol at Carnegie Hall (CBS-188); Thomas J. Lipton (Sullivan, Stauffer, Colwell & Bayles, June 11, Mon., 10-11 p.m.)
Garry Moore Show (CBS-188); R. J. Reynolds (Esty), Oldsmobile (D. P. Brothers), S. C. Johnson (NL&B), Tue. 10-11 p.m.

Red Skelton (CBS-195); S. C. Johnson (FC&B), Corn Products (GB&B), Tues. 9-9:30 p.m.
Danny Thomas (CBS-179); General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-186); R. J. Reynolds (Esty), National Biscuit (M-S), Wed. 7:30-8:30 p.m.

Also in advertising...

New roster ■ The American Assn. of Advertising Agencies has issued its 1962-63 *Roster & Organization*, listing 339 AAAA member advertising agencies operating 753 offices in 118 U. S. cities and 59 offices outside the U. S. The revised AAAA Standards of Practice and Creative Code are included in the roster, along with qualifications for membership, agency service standards and a statement of AAAA aims.

Monitoring service moves ■ Radio Tv Reports Inc., New York, radio-tv monitoring, recording and research service, has moved to larger quarters at 15 W. 47th St., New York. Telephone: Columbus 5-7650.

Exclusive affiliation ■ Alexander Productions Inc., New York, recently-formed producer of tv commercials, theater screen advertising and business films, has signed an exclusive affiliation with Alexander E. Chaite Studios, advertising design and creative illustration firm, that city. Chaite will create tv storyboards and general film design for Alexander's clients.

New location ■ Hutchins Advertising Co., and its Hanford & Greenfield Div., Rochester, N. Y., are now in new offices at 1000 Midtown Tower, that city.

Salada signs Freberg ■ Salada Foods, Don Mills, Ont., Canada, has arranged for Stan Freberg, Hollywood satirist,

Spot radio doing even better in '62 than predicted—SRA

A better 1962 for spot radio predicted earlier by Station Representatives Assn. (BROADCASTING, March 19) is taking shape. The first quarter this year was 2.1% above the same three months of 1961 and the first six months may be ahead as much as 6% over the previous year, SRA reports today (July 9).

Estimates on spot radio volume are prepared for SRA by Price

Waterhouse Co. Lawrence Webb, managing director at SRA, said his six months prediction is based on preliminary reports now available. They indicate a sharp increase in the second quarter (April-June).

In the first quarter (Jan.-March) of this year, gross time sales totaled \$44,346,000, or 2.1% above the same period in 1961 when sales were estimated at \$43,423,000.

National spot radio gross time sales sagged in SRA's estimates for 1961 compared with the previous year. The 1961 total represented a 4.6% decline from the official FCC figures prepared for 1960. The medium held its own for most of the year but took a dismal plunge in early winter when the usually strong broadcast billing fourth quarter dropped 15.6%.

Musical spot helps Derby Refining keep its sales hot

Spot radio and a musical commercial are doing just what Derby Refining Co., Wichita, Kan., wanted, upon entering the medium last year with a limited advertising budget.

It is increasing sales, building the "progressive" image of Derby and adding new service stations, according to H. D. Moore, president.

A study of all media and a survey of Derby jobbers and dealers for their media preferences by Associated Advertising Agency, Wichita, resulted in the choice of radio as the sole advertising outlet of Derby.

The agency and client then decided on a musical approach and a commercial with long-life potential, high sponsor identification and adaptability to advertising themes. Phil Davis Musical Enterprises, a group of instrumentalists and a chorus, was chosen to make the firm's "Look for the Derby Star" commercial.

Derby has used the jingle in a spot campaign on 43 radio stations in the six-state market area. It has been used in three campaigns of eight-week, ten-week and six-week durations. The schedule consists of 18 spots per-week on each station, at an estimated cost of \$3,000 a week.

The jingle also has been used for radio saturation campaigns in towns where Derby opens new stations.

A sampling of comments from Derby jobbers and dealers indicates



Area use of Derby Refining Co.'s musical commercial in spot radio campaigns is explained by Preston Huston (standing), president of Associated Advertising Agency, Derby's agency. Others (l to r): Ed Thompson, Derby, St. Louis; Lewis

Foster and John Beach, Associated vice presidents; C. R. Worman, manager of Derby branded sales; Jim Roberts, Associated; Roy Winter, Derby northern division manager; Joe McDermott, Derby southern division manager.

they also have been pleased with the new commercial. Kenneth E. Edminster, president of Shamrock Oil & Tire Co. and a Derby jobber in Wichita, said, "We have found the Derby jingle a very effective attention getter and opener for our radio spots. It repeats and associates our company with Derby products in a very effective manner. We feel our image was improved with the use of the jingle."

Another Derby jobber, owner of

Brownie's Bulk Oil, Waterloo, Iowa, said, "I am sold on radio advertising and at the present time I am running a heavy schedule. I use the Derby jingle for the lead-in and close of all our spots."

"It is the type of jingle that will stick with you—you can hum it," Sid Thomas, owner of Hi-Grade Oil Co., a Derby jobber in Wichita, said. "We have many favorable comments from gasoline buyers."

to create and write advertising campaigns for Salada Tea in all U. S. and Canadian media, following the success of his earlier radio, newspaper and *New Yorker* campaigns for the company. New campaign will be run on tv and radio, in magazines and newspapers. Deal was set during recent Hollywood visit of John W. Colpitts, advertising director of Salada.

Videotape Productions makes bid to agencies

A plan to stimulate tv tape commercial production during normally slack summer and early fall months has been announced by Videotape Productions of New York. Location shooting will be made available to agencies at Fred Waring's Shawnee-on-the-Delaware resort in Pocono Mountains of Pennsylvania, two hours by car from New York. The Shawnee plan entitles agencies to transportation, accommodations and use of the resort's scenic back-grounds for their commercials, all at reduced summer rates.

Beer drinkers like cartoon commercials

EFFECTIVENESS OF ANIMATED ADS SHOWN IN SURVEY

Animated cartoon commercials on television are the most effective form of beer advertising, according to a survey of the beer-drinking habits on the West Coast, conducted by Baylor Assoc., a management and engineering consultant firm of Beverly Hills, Calif. Major survey findings:

- Almost everybody drinks beer (86% of those interviewed), mostly over the weekend (67.6%) and chiefly at home (52.3%), although a large group (39.2%) reported drinking beer at parties and nearly as many (32.3%) at the homes of friends.

- Beer drinkers drink beer for refreshment (55.3%) and relaxation (46.9%). They think it goes particularly well with Mexican food (20.7%) or Italian (18.4%). Half (50%) prefer beer to wine and nearly half (46.1%) prefer it to pop, but only 30% prefer beer to hard liquor.

- Taste is the major factor in determining the choice of beer (43.3%), followed by price (22.7%), advertising (19.7%) and packaging (14.3%). Despite the influence of price on beer buying, only 30% of those interviewed said they'd buy more beer if the price were lowered. More than half (57.5%) prefer a mild-tasting beer and two-thirds (66.8%) said they would prefer domestic beer even if imported brews were available at the same price.

- Television ads were voted the most influential for beer (68.8%), nearly four times the votes given to the second medium, billboards (17.2%). Beer ads in magazines got 7% of the votes, newspaper ads 5% and radio commercials 2%. Cartoons are the favorite kind of beer ads (50.4%), followed by demonstrations (20.6%), scientific ads (7%) and others (3%).



They're still doin' the same as their grandmas did!

OUR wimmin out here in Red River Valley ain't changed at all in the forty years we've known 'em — they're still *mad* about WDAY.

They chased us in 1922, they're still hot on our wave length in 1962. And twenty years from

now, when our WDAY birthdays have increased from 40 to 60, you can bet your life they'll *still* be a-hungerin' for us. You see, *we give them what they want!*

If you want the details, ask PGW!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



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

Daytime, clears proposals pass House

PRE-SUNRISE BILL TO SENATE; CLEARS PROPOSAL URGES FCC ACTION

Daytime and clear-channel station operators both had reason to applaud the House last week, but for different—and, in the view of some congressmen, conflicting—reasons.

The House passed on a voice vote a bill (HR 4749) which would permit daytime stations in single-station markets to go on the air before sunrise and authorize the FCC to permit other daytimers similar operation at its discretion.

The House then approved by a roll-call vote of 198-87 a resolution recommending that the FCC authorize clear-channel stations power higher than the present 50 kw limit—which its sponsors say will assure better nighttime service to rural areas.

The clear-channel proposal (H Res 714), which stirred a lively floor debate, also asks a year's delay in the FCC's plans to duplicate 13 of the 25 clear channels.

Both proposals were brought up Monday under a fairly rare procedure known as suspension of the rules, which permits the House to act on bills not cleared beforehand by the Rules Committee. Coupling of the proposals brought speculation by one daytime advocate that the daytimer bill was used as "bait" to win support for the clear-channel resolution.

Give and Take ■ Rep. Paul C. Jones (D-Mo.), a daytime am operator himself, urged members during talk on the daytime bill to "stick around" for the clear-channel proposal because "what they're giving with this one, they'll take away with the next one." He said the bill was being used as "a palliative" for the clear-channel proposal, which he said would "cut the throats" of daytimers. He is president, director and part owner of KBOA-AM-FM Kennett, Mo.

Rep. Jones' charges were denied by Rep. Oren Harris (D-Ark.), floor manager for both proposals and chairman of the House Commerce Committee, which had approved them. He said the clear-channel resolution was brought directly to the floor because the committee did not feel it to be controversial.

Nevertheless, the margin for approval of the clear-channel resolution passed was uncomfortably close—only eight votes more than the two-thirds required for passage under suspension of the rules procedure.

The daytime bill now goes to the Senate, where its fate is uncertain. No interest has been shown in the proposal

in that chamber, and time is running out for this session of Congress.

No Concurrence ■ The clear-channel resolution does not require Senate concurrence—and does not have the effect of law. The proposal puts the House in a position counter to that taken by the Senate in a 1938 resolution requesting the FCC to limit radio stations to 50 kw. But Rep. John D. Dingell (D-Mich.) a prominent backer of the House resolution, said FCC Chairman Newton N. Minow has told him the commission will abide by it.

The daytime bill, according to Rep. Harris, would assure communities with daytime-only stations of "vitally needed" pre-sunrise service such as local-news, market-report and weather broadcasts. He said the committee was "very hesitant" to recommend legislation involving technical aspects of broadcasting. But, he added, the group felt compelled to do so because of what it considered the FCC's inability to put "adequate" early-morning service on a sound basis in rural areas.

The bill would authorize daytimers in single-station markets to go on the air at 6 a.m., regardless of the hour of sunrise, or at 4 a.m., if they'd been operating at that time for at least 60 days during the year preceding the bill's enactment. The commission could terminate or modify these pre-sunrise operations if, after a hearing, it determined they were causing "harmful interference" to an unlimited-time station.

Stations Qualifying ■ Rep. Harris estimated some 40% of the country's 1,800 daytime stations would automatically qualify for pre-sunrise operations. The remaining daytimers—those sharing a market with a fulltime station

—would be authorized to operate before sunrise if they satisfy the commission their operations won't interfere with the fulltimer. The daytime bill would also authorize fulltime stations on limited power at night to use their higher-power daytime facilities before sunrise if there are no other unlimited-time stations in their primary service area. This would benefit an estimated 320 of the 2,000 unlimited-time stations.

Since a large number of House members endorsed the daytime bill as essential to protection of the early morning service of stations in their districts, the proposal was never in trouble. The only opposition was voiced by Rep. John R. Pillion (R-N.Y.). He objected to the bill's requirement that fulltime stations concerned about interference from a daytimer bear the burden of proving such interference exists.

On the more controversial clear-channel resolution, Rep. Harris said it is needed to lift the 50 kw limit imposed by the 1938 Senate resolution and thereby give the commission "complete discretion to use all possible tools to improve the inadequate nighttime service" now provided to 26 million rural residents.

Time to Reconsider. ■ He said the resolution's request that the FCC delay any proposed duplication for one year would give the commission "a reasonable amount of time to reconsider" its decision to permit an additional station to operate at night on 13 of the clears. He said that the commission proposal wouldn't solve the problem of improving service in the so-called white areas.

He said he doesn't expect all of the 25 clear channel stations to seek higher power, and predicted that no more than "eight or ten" would ultimately operate on more than 50 kw. He said he is confident that the FCC wouldn't approve power increases that would result in interference to other stations. The resolution doesn't recommend a new ceiling, but proponents of the proposal don't expect the commission to grant more than 750 kw.

Rep. Charles Halleck (R-Ind.), Republican leader in the House and a former member of the House Commerce Committee, endorsed the resolution, but Rep. Jones assailed it as a device for permitting the "rich to get richer and the big to get bigger." Rep. Jones said the reasoning behind the 24-year-old Senate resolution is still valid—to authorize some stations to

Kennedy uncommitted

President Kennedy favors the principle of various legislative proposals to permit radio-tv debates this fall between leading candidates for governor and Congress. But he isn't ready to endorse any of the bills that would amend the equal-time section of the Communications Act. The President at his news conference last week said he would have to examine any such legislation first.

Broadcaster Richard Eaton called on FCC carpet again

Richard Eaton, the first broadcaster to receive a short-term license from the FCC (five at one time), was in the news again last week when he became the first station-owner to be cited twice for monetary forfeitures.

The FCC notified Mr. Eaton's WBNX New York that it is liable for a forfeiture of \$10,000 for "willful or repeated violations" of the commission's rules. Just three weeks ago, Mr. Eaton's WCUY (FM) Cleveland Heights, Ohio, was ordered by the FCC to pay a \$4,000 fine for engineering violations (BROADCASTING, June 25) after the commission had reduced the proposed fine in half.

WBNX, licensed to United Broadcasting Co., is charged with violations of Sec. 317 (sponsorship identifica-

tion requirement) of the Communications Act, incorrect station identifications and failure to maintain proper program logs. The FCC forfeiture notice said WBNX has broadcast commercial announcements without identifying the sponsor, broadcast foreign language programs for time brokers without filing copies of such contracts and broadcast paid matter (not commercials) without so informing the listeners.

In December 1960, the FCC granted renewals of only one year to five stations owned by Mr. Eaton—WANT Richmond, Va.; WFAN (FM) Washington; WINX Rockville, Md.; WSID Baltimore and WMUR-TV Manchester, N. H. Applications for renewal of those stations currently are pending at the commission and

a further inquiry of them was made as a result of the WBNX investigation (BROADCASTING, June 25).

Mr. Eaton acquired WBNX in the fall of 1960 and the FCC's investigation, which resulted in last week's order, was made in July 1961. The five Eaton stations were given short-term renewals because of an alleged lack of personal supervision by Mr. Eaton—the same subject covered in the FCC's further inquiry last month. The stations have sought an extension of time in which to reply. WBNX has 30 days in which to reply to the notice of the station's liability for a \$10,000 fine.

In addition to the above stations, Mr. Eaton also owns WCUY Cleveland, WOOK Washington and WFAB South Miami, Fla.

operate on more than 50 kw would be to grant them an unfair economic advantage and limit the ability of smaller stations to serve their areas.

Stations with 750 kw would not only interfere with stations on their own channels but would "spill over" and impair reception of stations on adjoining channels Rep. Jones said. Joining him were Reps. H. R. Gross (R-Iowa), William H. Harsha Jr. (R-Ohio) and David T. Martin (R-Neb).

Dingell Replies. ■ Rep. Dingell rejected these criticisms as a "mishmash of fact, fiction and distortion." He said the only purpose of the resolution is to permit clear channel stations enough power to serve 26 million residents of rural areas.

"The so-called little fellows," he said, "have neither the economic means, the desire, nor the wish to furnish this kind of service."

He added that the radio industry has changed drastically since the Senate resolution was adopted in 1938. He said radio networks were dominant then and that their importance is the reason behind the Senate action. Today, he said, "networks are practically a liability in the radio field."

The resolution was first approved on a standing vote of 86 to 38. But Rep. Jones forced the roll-call vote, causing the proposal's supporters some anxiety before the final tally was announced.

The FCC has not discussed what it will do as a result of the House resolution. Chairman Minow said that it would be taken up "as soon as possible." It is expected that if superpowers are granted, plans to duplicate the clear channels will be postponed for a study of the success of operations in excess of 50 kw.

ROCHESTER TO GET THIRD STATION

FCC approves interim operation plan of eight applicants

A third vhf station was granted on an interim basis in Rochester, N. Y., last week as the FCC gave eight of 11 applicants competing for permanent operation on ch. 13 permission to build a temporary station.

The interim company—Ch. 13 of Rochester Inc.—is composed of Flower City Tv Corp., Genesee Valley Tv Co., Star Tv Inc., Community Broadcasting Co., Main Broadcasting Co., Federal Broadcasting System Inc. and Citizens Tv Corp. The other three applicants for ch. 13, who are not members of the interim corporation, are Rochester Telecasters Inc., Citizens Tv Corp. and Rochester Area Educational Tv Assn. Inc.

Officers of the interim company include President Richard Landsman, Vice President Leon Halperin, Secretary Dennis Livadas, Treasurer William N. Posner and Harper Sibley Jr., chairman of the board. The station will operate with 316 kw from an antenna 500 ft. above average terrain. It will be affiliated with ABC-TV.

Mr. Landsman is the proposed general manager named in the Six Nations Tv Corp. application for ch. 9 in Syracuse, N. Y. He resigned last October as an account executive for WNEW-TV New York and prior to that was local sales manager for WBAL and was with The Katz Agency, both Baltimore.

The temporary station will remain in operation until an applicant for regular service is chosen by the FCC and begins regular service. The interim application was filed June 13 and the FCC

waived its rules requiring a 30-day delay before action can be taken in order to make the Rochester grant.

An interim grant to nine of the ten applicants for ch. 9 Syracuse, N. Y., was made three months ago by the FCC (BROADCASTING, April 16) while an application for temporary operation on ch. 13 Grand Rapids, Mich., ran into opposition last week (see page 42).

Vhf translator rules to be tightened

It will be much harder for a tv station to receive FCC authorization to operate a vhf translator in the future under a commission rule change announced last week. The new rules are designed to prevent stations from extending their coverage areas through the use of vhf translators.

Effective Aug 15, a tv station will not be permitted to operate such a translator within its Grade A or B contour where the translator will provide reception to a city located within the Grade A contour of any other tv station and duplicate any programs of the second station. A station may apply for a vhf translator to improve reception within its principal city service contour, however.

A tv station operating a vhf translator which violates the new rules may be ordered to terminate the translator service upon 60 days notice under the new rule. The restrictions do not apply to local groups or communities applying for vhf translators if the applicant is not supported financially or associated with the tv station.

Battle lines form for Sec. 315 hearing

MINOR CANDIDATES, REPEAL-MINDED BROADCASTERS TO TESTIFY

Sixteen witnesses are scheduled to testify at three days of Senate Communications Subcommittee hearing beginning tomorrow (Tuesday) on proposals that would, to varying degrees, loosen the bonds of the equal-time section of the Communications Act.

The witness list includes articulate spokesmen for both sides of the question. President Frank Stanton of CBS, Robert Sarnoff, board chairman of NBC, and NAB President LeRoy Collins are among those expected to urge modification, if not outright repeal, of the equal-time law.

Norman Thomas, frequent presidential candidate on the Socialist ticket, is expected to urge retention of the law. Other minority party representatives scheduled to appear are Nathan Karp, of the Socialist Labor Party, and Lar Daly, perennial splinter-party candidate.

The communications subcommittee, headed by Sen. John O. Pastore (D-R. I.), is considering six proposals, four of which would have effect this fall.

Hartke Proposal ■ The most far-reaching is that offered by Sen. Vance Hartke (D-Ind.). His proposal (S 3434) would repeal the section as it applies to all candidates, but would preserve the language requiring broadcasters to provide reasonable opportunity for the presentation of conflicting views of controversial issues.

The other measures are:

S 2035, introduced by Sen. Pastore, which would exempt candidates for president, vice president, governor, senator and congressman.

SJ Res 196, introduced by Sen. Jacob K. Javits, which would suspend the equal-time section as it applies to candidates for the Senate and House this fall.

SJ Res 209, introduced by Sen. Harrison A. Williams Jr. (D-N. J.), which would suspend the equal-time requirement for the 1962 gubernatorial and congressional and the 1964 presidential campaigns.

SJ Res 193, introduced by Sen. Pastore, which would suspend the equal-time section for the 1964 presidential campaign.

S 204, introduced by Sen. Warren G. Magnuson, which would permanently exempt nominees for president and vice president from the equal-time requirement of the law.

Two of the witnesses scheduled to testify served on the Presidential Commission on Campaign Costs, which recommended suspension of the law for the 1964 presidential campaign. They are Paul Porter, former chairman of the FCC, and William Thayer, president of the Whitney Communications Corp.

Also scheduled to testify are FCC Chairman Newton N. Minow; Sen. Joseph Clark (D-Pa.); Sen. Williams; Lazar Emanuel, president of Communications Industries Corp.; Peter Straus, president of WMAC New York; Clarence Mitchell, director, Washington bureau of the National Assn. for the Advancement of Colored People; Richard Cheverton, president of the Radio & Television News Directors Assn.; and Lawrence Speiser, director of the Washington office of the American Civil Liberties Union.

Sarnoff to affiliates: full repeal needed

Full repeal of the equal-time provisions of Sec. 315 of The Communication Act has been called for by NBC Board Chairman Robert W. Sarnoff. In a letter to NBC radio and tv affiliates last Friday, Mr. Sarnoff said he would appear in Washington this week before the communication subcommittee of the Senate Commerce Committee. to "testify on NBC's view."

The network's position, Mr. Sarnoff wrote, "has long been . . . that broadcasters, free of the shackling time of the equal-time penalty, can and should be trusted to present political candidates fairly and responsibly." Only full repeal of the equal-time regulations, he continued, "will give the American people the benefits of broadcasting's full potential as a medium of information in political campaigns."

Mr. Sarnoff also told the NBC affiliates that there is no short-range or long-range commercial benefit to broadcasters in repeal of Sec. 315. But, he concluded, "I firmly believe that, apart from better fulfilling the obligations of our licenses, apart from rendering an important service to our communities, our country and the democratic process, it is a course of enlightened self-interest for every broadcaster. It will benefit everyone with a stake in broadcasting because it can only heighten the vitality, importance and influence of the medium."



Even without repeal of the equal-time law, many stations in areas where there are no fringe candidates can schedule debates between the candidates, Mr. Sarnoff noted, and urged them to do so. Mr. Sarnoff also outlined the network's position on Sec. 315 in one of his periodic letters to radio-tv editors. Earlier this year, he called for prompt legislative action to permit face-to-face debates by candidates in this fall's elections in a speech before The League of Women Voters Convention in Minneapolis (BROADCASTING, May 7).

NBC offers debate time

NBC has joined other broadcasters in offering its California facilities for radio and tv coverage of the debate between Richard M. Nixon and Gov. Edmund G. Brown, respectively Republican and Democratic candidates for governor of California, to be held in October (BROADCASTING, July 2). A telegram sent by Thomas C. McCray, NBC vice president and general manager of KRCA (TV) Los Angeles, stipulates that the debate shall originate at KRCA.

NLRB is critical of WHTN-TV

WHTN-TV Huntington, W. Va., discouraged membership in National Assn. of Broadcast Employees & Technicians and refused to bargain collectively with the union as exclusive representative of employees, according to a recommended order proposed June 29 to the National Labor Relations Board. The recommended order was written by John H. Eadie, NLRB trial ex-

“Sales EXTRAS we gained with RCA TV Tape started the trend to KVII”

...SAYS CHARLIE KEYS, GEN. MGR. KVII-TV, AMARILLO, TEXAS

“Our RCA TV Tape System has given us tremendous production flexibility—especially since we are also using dramatic RCA Special Effects. It's the equivalent of a large production staff in itself. These sales extras we gained started a trend to ‘K-7’ for local commercials. We consider RCA TV Tape our most profitable investment to date.”

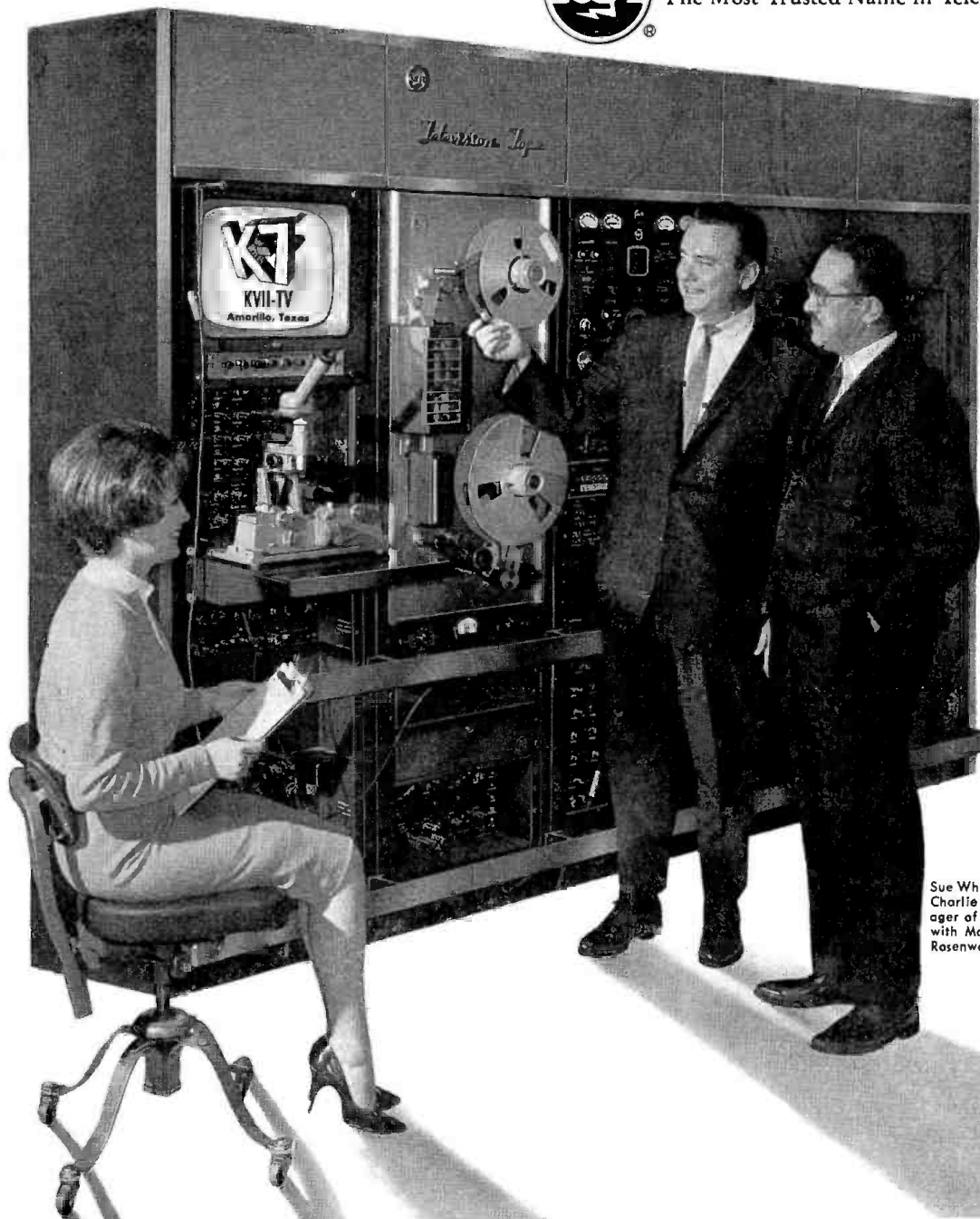
For production flexibility RCA TV Tape Recorders offer these operating features: A central control panel puts the entire operation at your fingertips. A continuously variable speed control enables you to slow down

until audio becomes intelligible for cueing. Simultaneous control track monitoring assures a control-track as you record. You get simultaneous audio playback. And you'll save time, re-makes, and add a new dimension in your TV Tape productions.

The acceptance of RCA TV Tape reflects the technical excellence of the equipment and the special brand of service given to customers. Call your RCA Representative with confidence. Or write to RCA, Broadcast and Television Equipment, Dept. KB-22, Building 15-5, Camden, N.J.



The Most Trusted Name in Television



Sue Whitlock, receptionist and Charlie Keys, General Manager of KVII, Amarillo, Texas with Monte Rosenwald of the Rosenwald Agency (right).

aminer. Other purported station violations included discharge threats and coercion of employees. The examiner recommended the station be required to bargain on request and restore any loss of pay suffered by refusal to reinstate. The bargaining unit includes all program production, engineering and sales employees. A strike that began Dec. 6, 1961 was caused by the station's unfair practice, according to the examiner.

FCC turns deaf ear to Karig's petition

A petition by Martin Karig to permit him to get WIZR Johnstown, N. Y., for which he holds the construction permit, on the air was denied by the FCC last week pending the outcome of a hearing on Mr. Karig's character qualifications (BROADCASTING, May 21, June 18).

The commission set the license revocation hearing to determine whether Mr. Karig had made misrepresentations to the FCC; had simultaneous hidden ownership in two am stations in Saratoga Springs, N. Y., and other issues.

In his petition Mr. Karig said that if the commission did not permit him to commence program tests and grant him additional time for construction it would be tantamount to condemning a man without a trial.

Commissioners Rosel Hyde and Frederick Ford dissented to last week's action.

In another petition filed last week, Genkar Inc., applicant for an am station on 1340 kc in Gouverneur, N. Y., which was set for hearing along with all other interests of Mr. Karig, asked the FCC to accept an amendment by which Mr. Karig sold all interest in Genkar and resigned as an officer and director as of June 20. Genkar further asked the FCC to grant the application.

FCC invites comments on proposed tv shifts

The FCC has invited comments on two proposed tv channel changes.

The first—sought by North Dakota Broadcasting Inc. (KXMB-TV Bismarck on ch. 12), the State Dept. of Public Instruction, Bismarck public and parochial school systems, and the Bismarck Junior College—would delete commercial ch. 7 from Jamestown, N. D., and assign it to Bismarck as an educational channel.

The second—petitioned for by Triangle Publications Inc. (WLYH-TV Lebanon, Pa., on ch. 15)—seeks to reallocate ch. 15 from Lebanon to Lancaster-Lebanon. The FCC deferred action on WLYH-TV's request for issuance of a show cause order to modify its license accordingly.

Fetzer protests Grand Rapids waiver bid

SAYS SHORTER SEPARATION WOULD BREACH GOOD FAITH

Fetzer Broadcasting Co., licensee of WKZO-TV Kalamazoo and WWTV (TV) Cadillac, both Michigan, last week told the FCC that for the agency to grant a waiver of mileage separation rules to Ch. 13 Grand Rapids Inc. would be a breach of good faith.

The application was filed by four of the five parties seeking permanent grant of ch. 13 for interim operation (BROADCASTING, June 25). Fetzer cited the application's provision that the winning applicant will buy the physical assets of the temporary corporation; thus the short-spaced transmitter site would become permanent.

Fetzer shifted WWTV from ch. 13 to ch. 9 at the FCC's request without protest so that ch. 13 could be assigned to Grand Rapids. The FCC had specified "we have made this assignment on the basis that a station will be located at standard separations," Fetzer pointed out. The company further cited the FCC's decision that it did not intend use of the channel to the south of Grand Rapids and that the new station would serve Muskegon, Mich., but not provide a third station for the Kalamazoo market.

The interim group's proposed transmitter site is 9.4 miles west of Grand Rapids and 22 miles from Muskegon. It is only 155 miles from co-channel WSPD-TV Toledo, Ohio, short of the FCC's spacing requirements. Each of the applicants for ch. 13 proposed sites that comply with the FCC's rules.

Fetzer insisted it did not oppose prompt establishment of a third tv service in Grand Rapids but emphasized that WWTV spent over \$200,000 shifting from ch. 13 to ch. 9, that it did so without opposition on the FCC's assurance that such modification was necessary for a channel to be added at standard spacing in Grand Rapids. It would be "arbitrary, capricious and injurious" of the commission to grant the waiver, Fetzer argued.

The company said the FCC had repeatedly turned down requests for short-spaced drop-ins and that a rulemaking proceeding would be necessary if the FCC were to decide to allow violation of mileage separations in Grand Rapids now. Furthermore the need for a third station there can be met at standard spacing, Fetzer said.

Fetzer challenged the "good faith" of the four applicants in the interim group. "Having achieved designation for hearing and protection from other possible competing applications," the applicants now ask for a transmitter site at "degraded mileage separations" which they had not sought in their original

applications, Fetzer said. Had they done so originally the applications might not have been accepted, Fetzer speculated.

The four Grand Rapids applicants forming the interim group are Grand Broadcasting Co., West Michigan Telecasters Inc., MKO Broadcasting Co., and Peninsular Broadcasting Co. Major Tv Co. is the fifth applicant.

Broadcast Bureau gets rebuff from examiner

An FCC hearing examiner has refused the Broadcast Bureau more time to file proposed findings in an am license renewal case. Such requests by the bureau have seldom been denied.

Examiner Walther Guenther warned the bureau and KMAC-KISS (FM) San Antonio when the oral part of the hearing ended in March that he would expect them to start preparing findings. The findings were due June 25.

The day before findings were due, the bureau asked for an extension to July 16, noting there are 2,314 pages of the hearing record and "voluminous" exhibits.

The examiner's ruling forces the bureau to file findings as quickly as possible with a plea that they be accepted, though late, and a recitation of reasons for tardiness.

KMAC in its proposed findings asked the FCC to renew the license of Howard W. Davis for that station. The case was set for hearing in 1959 on Mr. Davis' character qualifications in view of allegations he made misrepresentations to the FCC in a 1954 hearing for ch. 12 San Antonio.

Three states tell FCC of etv network plans

Proposals of three states to establish educational uhf tv networks were reaffirmed to the FCC in reply comments.

State education boards said they thought passage of all-channel set legislation would make the state systems more viable.

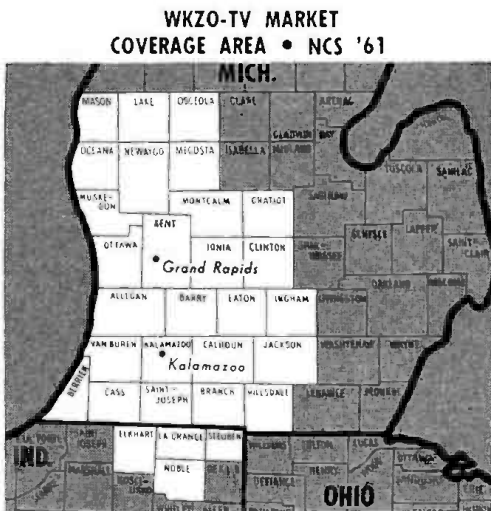
Gov. Bert Combs of Kentucky said that state would activate 10 new stations for a total of 11. Georgia asked reservation of eight uhf channels for etv. Florida supported a proposal to reserve six channels and to have six additional channels assigned to the state and reserved for etv.

Purdue U. also asked that six additional uhf stations be reserved on a regular basis for the Midwest Program for Airborne Tv Instruction, covering a six-state area.



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Daily, nightly, weekly—WKZO-TV reaches more homes than any other Michigan station outside Detroit.

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There's plenty of free-wheeling buying in Kalamazoo-Grand Rapids and Greater Western Michigan! *And if you want all the rest of outstate Michigan worth having, add WWT-TV, Cadillac/WWUP-TV, Sault Ste. Marie to your WKZO-TV schedule.*

**The Orlen bicycle, a ten-seater, was built in 1898 in Walham, Mass.*



The Feltzer Stations

RADIO

WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

More liberal emergency rules proposed

Rulemaking which would clarify and liberalize the permissible operations of all classes of broadcast stations (am, fm and tv) during emergencies was announced by the FCC last week. Under the proposal, am stations (including daytimers only) would be permitted to use daytime facilities for nighttime emergency operations provided no music or commercial matter was broadcast.

The proposed rule, with comments due Aug. 13, also would permit point-to-point transmissions promoting safety of life and property or to prevent or alleviate serious hardship, but not inconvenience, the FCC said. The de-

cision to operate in an emergency (except during a Conelrad alert) would be up to the licensee exclusively.

The Daytime Broadcasters Assn. asked for the instant rule changes in a petition filed in 1960.

Last week's rulemaking is completely separate from a separate proceeding (Docket 14419) restricting the pre-sunrise operation of stations with daytime facilities, the commission pointed out. Comments in that rulemaking were suspended indefinitely pending issuance of a new proposal governing operations by daytime-only stations (BROADCASTING, May 21).

A string on radio-tv grants to congressmen

SEN. PROXMIRE'S BILL WOULD BAR FAVORED TREATMENT

Sen. William Proxmire (D-Wis.) has revived his effort to prohibit the FCC from giving special consideration to members of Congress seeking licenses for radio or television stations.

Specifically favoring an application when a congressman is participating could turn into "a form of payola," he said. He added that since members of Congress benefit, it's up to Congress to end the practice.

He has introduced legislation (S 3497) to expressly prohibit the commission from giving special consideration to applications in which congressmen are involved, either in person or through a financial interest.

He introduced a similar bill two years ago, but it died in the 86th Congress. His action was prompted then by the commission's award of ch. 10 in Vail Mills, N. Y., to Capital Cities Broadcasting Co. Five New York congressmen were minority stockholders at the time.

Although he didn't mention the case in introducing his new bill, Sen. Proxmire said the commission in the past has "justified the award of lucrative television channel in part on the ground that stockholders of the company were members of Congress."

Civic Participation ■ He noted that six of the seven present commissioners gave the applicant the edge in "civic participation." He said he "sharply" disapproves of this criterion since Congress has extensive authority over the FCC, providing its funds and, in the Senate, confirming the appointment of commissioners.

Sen. Proxmire said he expects the Senate Communications Subcommittee to hold hearings on his proposal. He recalled that when he introduced his bill two years ago, Sen. John O. Pastore (D-

R. I.), chairman of the communications subcommittee, said hearings would be held if he reintroduced the measure in the new Congress.

Sen. Proxmire said he isn't critical of ownership of stations by senators or House members, but he opposes the FCC favoring them in awarding licenses.

In a survey made after the 1960 congressional elections, 10 senators and 13 House members were found to have a direct or family-connected interest in commercial and non-commercial broadcast stations (BROADCASTING, April 17).

Fm Unlimited suggests split-up of fm band

Fm Unlimited Inc., a Chicago fm station representation firm, urged the FCC last week not to adopt a table of assignments for fm with strict mileage separation requirements, similar to that now used for tv allocations (BROADCASTING, May 14).

Fm Unlimited recommended instead a complete separation of Class A and Class B channels, each class with its own band of frequencies. Class A stations are now assigned to smaller communities and have a limited coverage area; Class B stations have wider coverage and usually are assigned to larger communities.

Fm Unlimited suggested that Class A stations be assigned to 221-240 mc and Class B stations to 241-300 mc. Class A stations would include two groups—one primarily for metropolitan-suburban stations and the other for small cities and lesser metropolitan areas. The FCC should encourage fm stations to identify by channel numbers instead of megacycles, Fm Unlimited said.

To assure service in metropolitan

areas, the FCC should permit Class B stations in the same district with a frequency separation of 600 kc instead of the 800 kc separation now required, the firm suggested. Fm Unlimited suggested a different criterion be used for maximum fm power.

Norfolk outlets reply on political charges

All three Norfolk, Va., tv stations have filed long replies to an FCC inquiry into their political programming (BROADCASTING, June 25).

The FCC investigation started with complaints by five politically active Norfolk citizens who told the commission the local stations were weak in covering local political campaigns. The stations queried were WAVY-TV, WTAR-TV and WVEC-TV.

One station told the FCC that an allegation by a member of one of the city's local political parties is untrue. The politician charged that the station refused time to the anti-administration ticket because the administration ticket refused to appear for a debate. The station said it explained to the candidate that it did not feel the issues merited more than regular news coverage and claimed the station mentioned the local political races almost daily on newscasts. The previous year, the station said, when one party declined to appear, the station featured candidates of the other party anyway.

Included in the station's exhibit was a telegram received from the same political party after the FCC wrote the three stations (June 5). The telegram appeared to be trying to use the FCC's inquiry as a lever to force the station to provide free time at that point.

The station replied, "We find nothing in the commission's letter . . . which alters our views in any way."

As of late last week the FCC had taken no further steps in the investigation.

WGAL-TV plea denied by FCC

A plea by ch. 8 WGAL-TV Lancaster, Pa., that the FCC rescind the rulemaking to reallocate ch. 15 (WLYH-TV) from Lebanon, Pa., to Lancaster-Lebanon (BROADCASTING, June 25) was turned down by the commission last week.

The commission said it would consider WGAL-TV's pleading as a regular comment in the rulemaking. At the same time, the FCC extended the deadline for comments from July 16 to July 23 and for replies from Aug. 3 to Aug. 23. WLYH-TV already has FCC authority for identification as a Lancaster-Lebanon station.

Parleys to probe tv effect on children

HEW TO SPONSOR; AUTHORITIES FROM ALL FIELDS TO PARTICIPATE

Plans for the first step in a long-range research project aimed at determining television's effect on children were announced today by Secretary Abraham A. Ribicoff of the Dept. of Health, Education and Welfare.

He said a series of conferences will be held to outline research projects "which will be designed to provide greater knowledge" in this area. He added that the information ultimately developed will be turned over to those responsible for television programming.

Secretary Ribicoff noted that "a variety of claims and counterclaims surround the medium." It's the department's hope, he added, "that we can separate the fact from the fancy."

NAB President LeRoy Collins endorsed the project. He said the television industry "welcomes the development of authoritative information regarding the effects of television on children which should prove helpful" in serving broadcasters' needs and interests.

HEW said professional educators, specialists in child welfare, mass-communications research specialists and television industry representatives will participate in the preliminary conferences, which will be held this fall. The conferees will seek to:

- Devise ways of conducting the research.
- Recommend specific research projects on the relationship of television to children.
- Recommend research projects that will help the television industry in exploring techniques used in children's programming.

Steering Committee ▪ A steering committee composed of representatives of education and television will have a key role in the project. It will choose those to participate in the preliminary conferences and oversee their work. Then it will select the research work to be done, attempt to arrange financial support and establish machinery for supervising the research work.

Its members are Howard H. Bell, vice president for industry affairs, NAB; Hugh M. Beville Jr., vice president for planning and research, NBC; Giraud Chester, vice president in charge of daytime programming, ABC-TV; Dr. Ralph Gary, Boston U. and consultant to Senate Juvenile Delinquency Subcommittee; Donald H. McGannon, president, Westinghouse Broadcasting Co.; and Frank Shakespeare, vice president and assistant to the president, CBS-TV. Bernard Russell, deputy spe-

cial assistant to Secretary Ribicoff, is chairman.

The committee is expected to meet soon to prepare the schedule and invite participants to the conferences, which HEW expects to get underway "early this fall."

HEW was urged to sponsor the project by Sen. Thomas J. Dodd (D-Conn.), chairman of the Juvenile Delinquency Subcommittee, during hearings on the effect, if any, of television sex and violence on children. Gov. Collins, a witness at the hearings, had suggested a broadly based study sponsored by HEW.

In announcing the plans for the conferences, Secretary Ribicoff said "we are sponsoring this project with no preconceived ideas but with a sincere desire to find out what we can about the relationship between television and the behavior of children in relation to the various other influences on their behavior." He said there are a great many other factors influencing children—their families, schools, communities, books, movies—besides television.

He expressed the hope that the research to be undertaken will provide "a better understanding of the effects of television upon young people and [develop] data indicating how its rich potentials can best be utilized to help fulfill the special needs of children in

this complex and changing world."

Mr. Russell stressed that HEW recognizes that "the responsibility for determining the content of programming lies with the broadcasters, and it is not our intention to interfere with that responsibility. On the contrary," he said, the results of the project will be "an aid, an additional resource, to the broadcasting industry."

HEW said the Foundation for Character Education will contribute funds and services to the planning conferences and that the department will publish the results of the conference. No funds are yet earmarked for the actual research, but the department said the financing "may be undertaken by a number of different organizations."

1 kw night asked for all Class IV's

Community Broadcasters Assn. last week asked the FCC to institute rule-making looking toward an across-the-board nighttime power increase to 1 kw for all Class IV (local) am stations. Class IV outlets currently are restricted to 250 watts at night.

CBA noted that since the FCC amended its rules in 1958 to permit Class IV's to operate daytime with 1 kw power, 681 such stations have sought such authority and 552 have been granted. The association said that of 708 stations responding, 670 endorsed the proposal for 1 kw nighttime and only 35 opposed with 268 failing to respond.

Such an increase in power would provide improved reception where nighttime service is presently degraded by interference or other means, CBA maintained, and a simultaneous increase by all Class IV stations would not increase co-channel or adjacent channel interference. The requested power increase also would help the local stations compete economically, CBA said, by providing a better signal within their coverage areas.

The FCC last week...

▪ Invited comments by Aug. 13 on rulemaking to add ch. 10 to Midland, Tex. Move is sought by KDCD-TV (ch. 18) Midland, which also had requested a show cause order to operate on the vhf channel. FCC deferred action on the request for ch. 10 operation by the Midland station.

▪ Was asked by Idaho State College to



Secretary Ribicoff

reserve ch. 6 Pocatello as the state's first etv channel. KBLI (TV), incumbent on ch. 6, has been off the air since January 1961, the college said, and when KBLI did not file for renewal on July 1, ch. 6 became Idaho's only unassigned vhf channel. The college maintained uhf would not be feasible due to mountainous terrain.

■ Invited comments to a proposed rule-making assigning lower uhf channels in Erie, Pa. The proposal would change Erie's uhf assignments to chs. 20, 26, 43, and etv ch. 52, from chs. 35, 66 and etv ch. 41. In Oil City, ch. 39 would be substituted for ch. 64, and chs. 39 and 43 would be deleted from Sharon and Butler, respectively, all Pennsylvania. Chs. 37 and 58 would be deleted from Clymer and Jamestown, respectively, both New York. This proposal modifies a plan by WSEE (TV), ch. 35 for lower uhf channels in Erie.

■ Denied the objection by WVOP Vidalia, to the assignment of call let-

ters WVOH to Jeff Davis Bcstrs. Inc., Hazlehurst, both Georgia. The FCC noted that WVOH does not give primary service to Vidalia, and that the final letters of the two calls are not phonetically related in denying the WVOP protest.

■ Granted the application of WMBD-TV Peoria, Ill., for a new uhf tv translator station on ch. 71 in LaSalle, Ill., to rebroadcast programs of same station, and denied the protest of WICS (TV) Springfield, stating the translator would not compete in the WICS area, as conceded by that station, nor will it increase the dominant position of WCIA (TV) Champaign. WMBD-TV a nd WCIA are licensed to Midwest Tv Inc.

■ Granted a construction permit for a new educational tv station on ch. 42 in Mobile, Ala., to the Alabama Educational Tv Commission. Applicant is licensee of etv stations WDIQ (TV) Dozier, WBIQ (TV) Birmingham, WCIQ (TV) Mt. Cheaha State Park,

and is permittee of WAIQ (TV) Montgomery, all Alabama. It proposes to interconnect by microwave the new Mobile station with WBIQ, WCIQ and WDIQ in a statewide network. Applicant has been one of the pioneers of educational tv.

■ Agreed to add an issue to the comparative hearing for ch. 13 Rochester, N. Y., to determine whether Rochester Area Educational Tv Assn. is financially qualified to construct and operate the proposed tv station. In adding the issue, the commission reversed a ruling by the acting chief hearing examiner, who refused to add the issue at the request of three of the other Rochester applicants. The FCC said evidence could be taken on whether funds relied upon from foundations and schools will in fact be available to RAETA.

Morality amendment applies to all media

A constitutional amendment that is expected to raise anew the question of whether government should be given additional powers to deal with questions of decency and morality has been proposed in both Senate and House.

The proposal—so broad as to apply to all media, including television and radio—was in the form of joint resolutions offered by two Mississippi Democrats, Sen. John O. Eastland, chairman of the Senate Judiciary Committee, and Rep. John Bell Williams, a member of the House Commerce Committee.

The resolutions (S J Res 207 and H J Res 800) would give each state the authority to enact legislation dealing with obscenity on the basis of its own standards of what is moral and decent.

Reaction to Decision ■ The proposals were in reaction to the Supreme Court decision in the *Womack* case. The court held in that case that the Post Office Dept. had erred in banning use of the mails to allegedly obscene magazines published by Herman Womack.

Sen. Eastland said that decision goes "far down the road toward opening the door to complete moral disintegration." His proposed amendment, he said, would help the states stop "the obscene and indecent materials being laid open to the public in every nook and corner of our country."

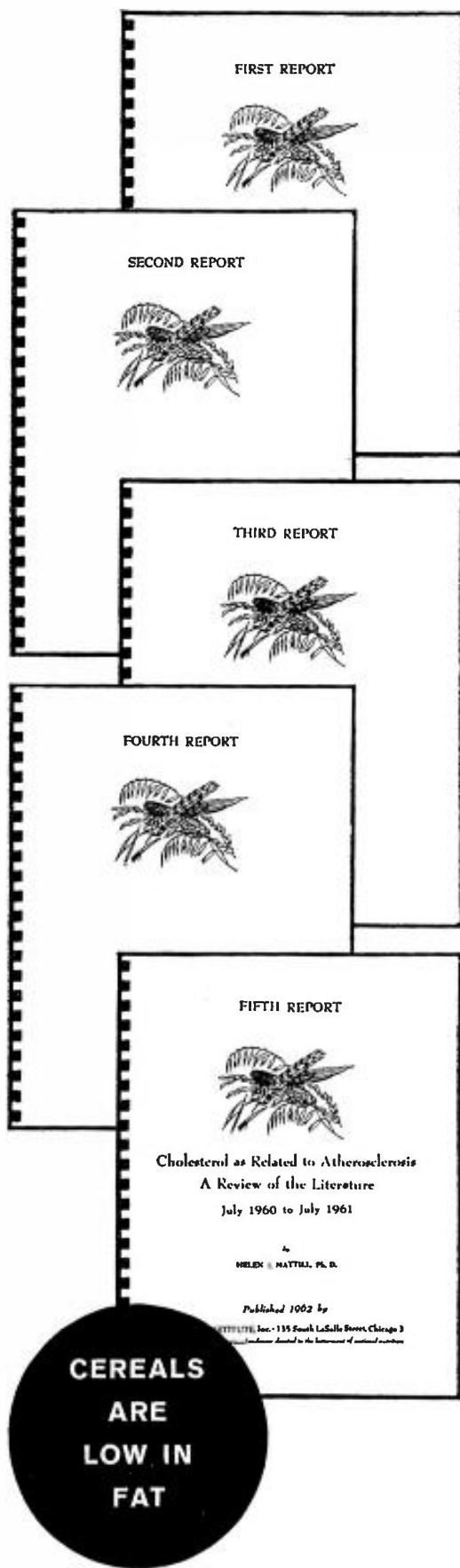
He said he hoped his committee could begin hearings on the proposed constitutional amendment "in the near future," get the views of "the moral and spiritual and leaders of this country."

A committee source, however, said the question of whether the proposed amendment conflicts with the constitutional provisions banning censorship of speech and press is sure to be raised at the hearings.



WHDH-TV REAPING REWARDS OF FULL-COLOR SHOWMANSHIP

William B. McGrath, WHDH-TV General Manager: "Color TV enthusiasm in Boston has never been higher. Color set sales are excellent, which means a fast-growing audience for WHDH. We give everything the showmanship of full color, and our great experience in Color TV has substantially enhanced our reputation as New England's most modern TV facility." Color TV can pay off for you, too. Get the full-color picture today from B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.



The scientific consultants of the Cereal Institute recommended five years ago that these Reviews be published as a service to professional people, since a review of this literature was not available. The first of these covered the 1950 to 1957 period and the others each year thereafter.

5000

*of these reviews published
for professional reference*

About 1000 of these Reviews are distributed annually to Medical Libraries, Deans of Medical Schools, Departments of Internal Medicine and Nutrition and Public Health Officials on the national, state, and local level. The fifth report has just been published and others are planned for the future as long as the need exists.

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Chaplin on tv

Jayark Films, New York, which distributes *Bozo the Clown* series to stations, is planning new and unusual comedy project spotlighting Charlie Chaplin, rarely seen on television. Jayark is assembling 39 half-hour tv programs from several hundred short subject of silent movie era in which Mr. Chaplin starred.

BROADCASTING, June 11, 1962

KOMEDY KLASSIKS

AVAILABLE NOW!

JAYARK FILMS
CORPORATION

733 Third Avenue,
New York 17

CBS MONOPOLIZING LP FIELD—FTC

Lieberson denies charges on competing, pricing practices

CBS Inc. and its subsidiary Columbia Record Club Inc. were charged with "employing monopolistic practices and illegally suppressing competition in the record industry" by the Federal Trade Commission last week.

CBS promptly denied its activities and practices violated the trade act.

The FTC complaint was directed at CBS solely as a record manufacturer and distributor (the largest in the nation). Other charges alleged that CBS makes deceptive pricing and savings claims for its long playing records. The agency said the company's advertisements of records to club members cite "regular list prices" that are not the usual retail prices in the area; that the records are actually sold for lower prices and thus purchasers don't save the money CBS claims they do.

The FTC said LPs account for 80% of the money volume of all records and that the LP field is dominated by Columbia (CBS), RCA Victor and Capitol record companies. CBS started its "record club" plan in 1955 and the other two major manufacturers subsequently formed clubs. The three clubs now account for 20% of total record sales and CBS's share of that is approximately half, the FTC claimed.

The record clubs first offered only records from the parent companies'

master recordings but CBS since 1958 has made licensing agreements with competing record manufacturers giving CBS the right to manufacture LPs cut from the other companies' masters and sell them by direct mail through its club, the FTC said.

The agency claimed the agreements give CBS unfair competitive advantage and that they are used by that company to fix and maintain the prices of competitors' products at prices identical to those of CBS. The company was also accused of keeping retail prices higher to make club prices more attractive; exclude dealers who might compete with the Columbia club from certain markets and monopolizing the sale of LPs generally.

Rebuttal ■ Goddard Lieberson, president of Columbia Records, said: "By making its facilities, personnel and membership available to a number of smaller competitive manufacturers, the Columbia Record Club has given broad exposure to the products of competitive manufacturers and to their recording artists, and has stimulated the sales of records of competitors through both club and retail channels. The club's advertising has not been unfair or misleading and has been in accordance with advertising claims traditionally used in mail-order sales. The pricing practices

THE MEDIA

CBS-TV RATE CHANGES

Network informs advertisers, agencies of changes in daytime charges on rate card effective Jan. 1

CBS-TV has formally advised advertisers and agencies of changes in its daytime tv rates (AT DEADLINE, May 7). The changes, which become effective Jan. 1, 1963, were announced by William H. Hylan, senior vice president of sales.

The time periods involved are 12 noon-5 p.m. NYT, Monday-Friday, and 10 a.m.-1 p.m. NYT, Saturday. After Jan. 1, afternoon quarter-hour prices will be based on the number of quarter hours used in a 52-week contract year. No rate contiguity or weekly station-hour or annual discounts will be allowed on the afternoon time periods.

Prices for the daytime quarter-hours involved range from 15% of nighttime one-hour rates for use of 51 or fewer quarter hours in a 52-week period to 9.375% of nighttime one-hour rates for use of 260 or more quarter-hours in

the 52-week period.

Mr. Hylan said that rate card No. 16, soon to be released, will include the daytime changes and a revision of nighttime discounts which was announced in March and which becomes effective Sept. 2.

Better Business Bureau adds NAB as member

The NAB, which frequently bounces advertising copy off the National Better Business Bureau Inc., has become an official member-subscriber.

The action gives the NAB Code Authority a direct channel to the expert knowledge of the bureau's scientific advisory committee, Robert D. Swezey, director of the Code Authority, said last week. Emphasizing an increasing reliance on the bureau, Mr. Swezey said his New York office alone consulted

of the club haven't resulted in retail dealers paying higher prices than club members."

Mr. Lieberman completely rejected the FTC's claims that CBS's record-selling practices are monopolistic or that they tend to suppress competition.

Tax to be dropped on catv line charges

The 10% excise tax catv systems have been paying on private-line service provided by communications carriers ends Jan. 1 under legislation passed by Congress and signed by the President.

The legislation also ends the wire-mileage and general-telephone excises on certain other point-to-point services supplied by carriers, including those furnished for educational television, closed-circuit tv, and teletypewriter, provided they are used in a trade or business.

The exemptions, contained in the Tax Rate Extension Act of 1962, were supported in both houses as a means of eliminating discrimination. The catv tax was said to discriminate against viewers in remote areas forced to rely on catv for television. The tax on the other leased private-line services was said to be unfair since companies purchasing equipment and supplying their own communications service pay no tax.

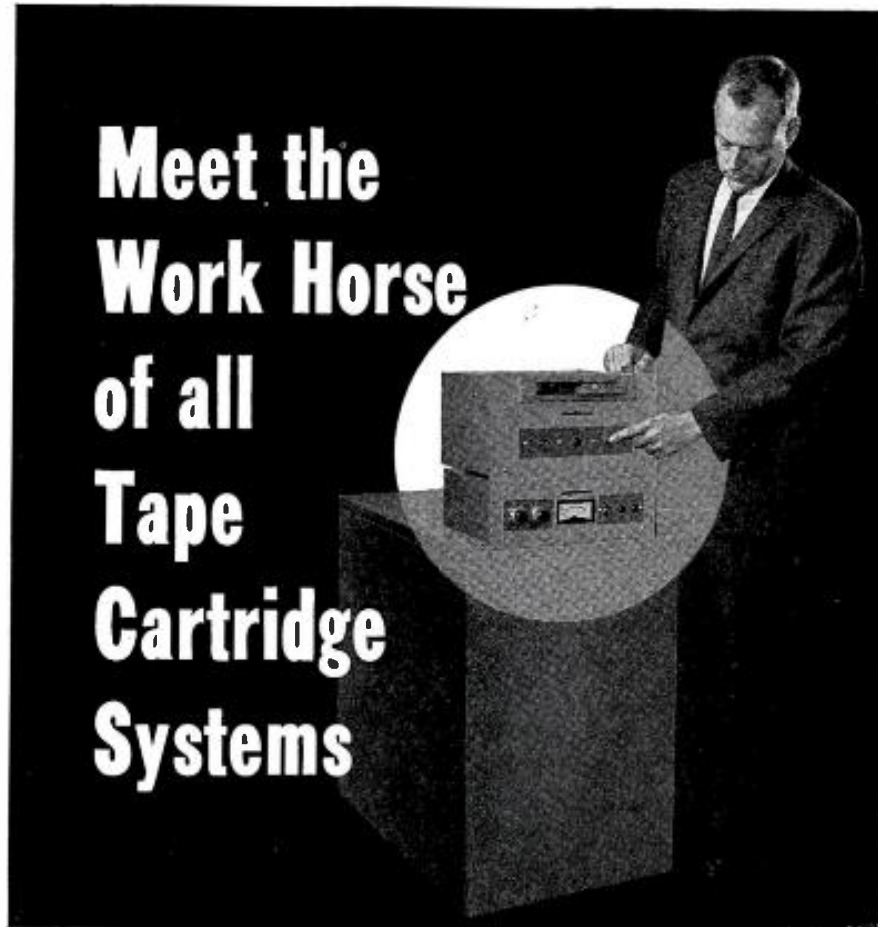
with the bureau on more than 50 advertising copy problems last year.

The link with the bureau puts the NAB in the company of many national firms and more than 50 other trade associations.

In another step by the NAB to help radio-tv maintain high ethical standards, Mr. Swezey announced that Maria E. Michal, former information services manager for Philip Morris Inc., has been named senior editor in the claims division of the Code Authority's New York office, where she will work under the direction of Manager Stockton Helffrich (See FATES & FORTUNES, page 68). The move should free Mr. Helffrich for more time in the recently established program liaison procedure with the national networks, Mr. Swezey said.

KIMA-TV to join NBC-TV

KIMA-TV Yakima, Wash., ch. 29, will switch its primary network affiliation from CBS-TV to NBC-TV on Jan. 1, 1963. The change also affects Cascade Broadcasting Co.'s other stations: satellites KEPR-TV Pasco, Wash., and



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 ± 2 db from 70 to 12,000 cps; ± 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

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

KLEW-TV Lewiston, Idaho, according to a joint announcement last week by Tom Bostic, president of Cascade Broadcasting, and Tom Knode, vice president, station relations, NBC-TV. It is believed that the stations will continue to schedule some CBS-TV programs.

Jack Reber is vice president and general manager of Cascade Broadcasting.

4% of sales in radio, says Crowell-Collier

Broadcasting accounts for about 4% of the gross revenues of Crowell-Collier Publishing Co., the company reported in a registration statement filed at the Securities & Exchange Commission last week.

Time sales for the company's three radio stations for 1961 were \$3,305,000, down from \$3,539,000 in 1960. Crowell-Collier stations are KFWB Los Angeles, KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul.

The company sought to register with the SEC 17,685 shares of common stock (\$1 par value). These shares are a portion of the 36,517 shares issued by the company to selling stockholders in connection with the acquisition by C-C of all outstanding shares in Scientific Materials Inc. in May 1962. There are 3,134,518 shares of common stock out-

standing. The net income of Crowell-Collier for 1961 was \$4,117,643 or

Some Peorians favor Uncle Sam as programmer

At least seven out of ten people feel that the government should keep its hands off radio and tv programs, but a significant minority seems ready to accept federal influence in the sphere of programming.

These are the inferences from a special survey run last April by WIRL Peoria, Ill. The station interviewed 114 men and 112 women at four downtown locations. The 226 men and women represent less than .001 of metropolitan Peoria's 300,000 population. Four questions were asked. The results:

- 86% of the men and 80% of the women felt that the government should not control radio and tv programs—but 7% of the men and 13% of the women felt the other way.

- 71% of the men and 75% of the women felt that broadcasters should editorialize—but 22% of the men and 15% of the women believed stations should not editorialize.

- 82% of the men and 65% of

the women felt that broadcasters should criticize the government or its officials if it was felt honestly that the government is wrong—but 15% of the men and 26% of the women answered no to this question.

More people recognized that newscasts might be slanted once the government controlled programs: 54% of the men and women responded in the affirmative when asked if they thought government control of programs would influence stations into saying what they felt the government would want them to say in news reports.

The questionnaire and the results were sent by Robert W. Frudeger, president of the Peoria station, to each of the FCC commissioners and to NAB President LeRoy Collins. FCC Commissioner Robert T. Bartley said he was "flabbergasted" to find that so many people believed in government control of radio and tv programming and that a substantial number did not believe broadcasters should criticize the government.

\$1.34 per share.

C-C's broadcast interests have been directed by Robert M. Purcell, a vice president of the parent company. He is employed on a year-to-year basis under a contract providing for \$40,000 yearly salary plus deferred contingent compensation of \$20,000 for each year employed. In addition his contract calls for five yearly deferred compensation payments of \$10,000 each, which payments were accrued prior to 1960. Mr. Purcell was recently transferred to the company's new audio-visual division (CLOSED CIRCUIT, July 2).

The registration statement did not mention reported planned broadcasting expansion by C-C.

Changing hands

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

- WTVW (TV) Evansville, Ind.: Majority interest (22,600 of 25,000 shares) sold by Ferris E. Traylor (9,600 shares), Rex Schepp (9,000 shares) and Miklos Sperling (4,000 shares) to Producers Inc. for \$124,800, \$270,000 and \$120,000, respectively. Mr. Traylor is 12.8% stockholder in buying company. Trusts for his four children account for another 37.2% of Producer Inc. stock. The other 50% is held by the Polaris Corp., a company engaged in real estate and equipment leasing. WTVW operates on ch. 7 with 316 kw visual, 158 kw aural power. For the

Outstanding Values in Broadcast Properties

This is a fulltime station and serves a vast agricultural area. Outstanding local acceptance makes it a profitable operation. Requires a 29% downpayment.

NORTHWEST
\$150,000

This powerful daytimer, with a consistent earnings record, is being sold because of owner's health problems. \$50,000 down and a reasonable payout.

NEW YORK STATE
\$225,000

Prosperous oil and industrial center is served by this daytime facility. 29% down and the balance on liberal terms.

TEXAS
\$175,000

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Jackson 5-1576

BEVERLY HILLS

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CRestview 4-2770

past five years WTVW has fought an FCC proposal to force it to operate on ch. 31 to deintermix Evansville and shift ch. 7 to Louisville, Ky.

APPROVED ■ *The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 70).*

■ WDBC Escanaba, Mich.: Sold by George and Frank J. Lindenthal and William J. Duchaine to H. N. Cardozo Jr. for \$162,931. Mr. Cardozo owns KATE Albert Lea, Minn., and has interest in WJON St. Cloud, both Minnesota. WDBC is a 1 kw station on 680 kc.

NAB announces course for radio-tv heads

The National Assn. of Broadcasters plans to resume a two-week management course next year for broadcasters similar to courses held in 1959, 1960, and 1961.

James H. Hulbert, NAB manager for broadcast personnel and economics, is shaping plans for the program, which will be conducted at the Harvard Graduate School of Business Administration. The earlier courses, also taught at Harvard, attracted 180 broadcasting executives, said Mr. Hulbert. The seminars utilize case studies developed at Harvard and are intended to give broadcasters the opportunity to solve practical problems confronting station management.

Free time problems aired by NAB exec

A national convention of women's club leaders were briefed on the inside problems of lining up free time on radio and television stations by John M. Couric, NAB public relations manager.

Speaking before the State President's Conference of the General Federation of Women's Clubs in Washington representing about 11 million members June 30, Mr. Couric said the broadcast media, "linked intimately with the largest audiences known to man, offer unparalleled opportunities to organizations working for the public good." But, he explained, no law says a station must devote a fixed amount of air time to community relations.

Radio Hall of Fame numbers 14 names

American College of Radio Arts, Crafts & Sciences, which has founded a National Radio Hall of Fame at Chicago's Conrad Hilton Hotel, has announced that the following 14 famous broadcasting figures have been selected

as the initial names to be honored there:

Guglielmo Marconi, Amos and Andy (Freeman Gosden and Charles Correll), the late comedian Fred Allen, comedian Jack Benny, writer Norman Corwin, the late inventor Lee de Forest, personality Arthur Godfrey, commentator H. V. Kaltenborn, the late sports commentator Graham McNamee, m. c. Don McNeill, U. S. Information Agency Director Edward R. Murrow, RCA Chairman Brig. Gen. David Sarnoff, singer Kate Smith, and the late newsman Paul White.

Messrs. Benny, Corwin and McNeill, plus Mrs. Marie de Forest, are among guests expected in Chicago July 27 at a special luncheon in connection with the Radio Hall of Fame, according to Don Mann, manager of special projects at WBBM Chicago and president of the college. Oil paintings of those honored will be placed in the exhibit room.

Outlet Co. earnings up during first quarter

Earnings of The Outlet Co., Providence, R. I. department store, which also owns WJAR-AM-TV Providence, were \$239,074, after provision for federal taxes, for the three months ended April 28. This compares with \$200,386 for

the same period of 1961. Gross income from all sources was \$4,211,692, as against last year's \$4,194,314.

Net income from the broadcasting operations before taxes totaled \$646,501 compared with \$543,717 for the 1961 period. The broadcasting revenue figure also includes income from "service charges and miscellaneous sources."

Defense appeal claims Faulk award 'excessive'

Counsel for the defense last week asked New York Supreme Court Justice Abraham N. Geller to set aside as "excessive" a jury's award of \$3.5 million to former WCBS personality John Henry Faulk.

This amount was awarded to Mr. Faulk by the jury in a libel suit against Aware Inc., research consultant Vincent W. Hartnett and the late Laurence A. Johnson, Syracuse, supermarket operator (BROADCASTING, July 2).

In briefs filed with the court, defense attorneys claimed that the compensatory damages of \$1 million bore no relation to Mr. Faulk's earnings and that the award of \$2.5 million in damages was "unprecedented" and "excessive."

Mr. Johnson was found dead the day before the case went to the jury.

CENTRAL SOUTH—Excellent full-time radio station grossing between \$13,000.00 and \$14,000.00 monthly and yielding healthy annual cash flow. Located in solid economy market. Priced at \$300,000.00 with 29% down and balance on terms. *Another H&L Exclusive.*

SOUTHWEST—Only radio station servicing market of over 40,000 population. 375,000 people in metropolitan coverage area. Heavy assets include \$30,000.00 in land. Making money on \$115,000.00 gross but capable of doing much more. Priced at \$230,000.00 with 29% down and balance out over ten years.

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How the television networks fared in April

NETWORK TELEVISION GROSS TIME BILLINGS
Source: TvB/LNA-BAR

	APRIL			JANUARY-APRIL		
	1961	1962	% Change	1961	1962	% Change
ABC-TV	\$15,791,220	\$17,237,755	+ 9.2	\$63,205,850	\$67,431,762	+ 6.7
CBS-TV	21,281,525	24,193,144	+ 13.7	86,367,541	98,981,996	+ 14.6
NBC-TV	20,210,235	21,899,207	+ 8.4	82,145,987	91,534,724	+ 11.4
TOTAL	\$57,282,980	\$63,330,106	+ 10.6	\$231,719,378	\$257,948,482	+ 11.3

Month by Month 1962				
	ABC	CBS	NBC	Total
January	\$16,673,662	\$25,528,518	\$23,578,579	\$65,780,759
February	15,757,364	23,528,815	21,956,372	61,242,551
March*	17,762,981	25,731,519	24,100,566	67,595,066
April	17,237,755	24,193,144	21,899,207	63,330,106

*March 1962 figures revised as of June 22, 1962

Sunpapers sells catv to Malarkey group

A group headed by catv pioneer Martin F. Malarkey Jr. last week purchased another catv system, Peninsula Community Television Co., Salisbury, Md., from A. S. Abell Co. (Baltimore Sunpapers, WMAR-AM-FM-TV Baltimore and WBOC-AM-TV Salisbury, Md.)

No sale price was revealed. Mr. Malarkey said his group anticipated no immediate change in personnel, and plans to utilize the signal from WBOC-TV.

Ewell K. Jett, executive vice president of WBOC Inc., licensee of the Sunpapers' WBOC-AM-TV, corporate owner of the catv system, said the stations are concentrating on development of their Eastern Shore broadcast operations.

NABET, KTTV find terms

KTTV (TV) Los Angeles and The National Assn. of Broadcast Employees & Technicians have reached agreement on terms of a new contract to replace the former pact which terminated June 30. The agreement averted threats of a strike against KTTV authorized by the 64 NABET members employed at

the station if an agreement had not been reached through negotiations. Attorneys for the station and union are now preparing the new contract, whose details are being withheld until it has been signed by both parties.

Media reports...

Second studio ■ WJRZ Newark, three-month old radio station, announced last week it is opening a second broadcasting studio on July 17 in Paramus, N. J. Effective July 30, the station will broadcast a minimum of 24 hours per week from its new studio.

BCH's second client ■ Broadcast Clearing House, spot radio billing service, last week announced its second station representation client, Radio-Tv Representatives Inc., New York. The Daren F. McGavren Co. was the first rep to

be announced as a client for the system which is designed to streamline the ordering and processing of spot radio campaigns (BROADCASTING, June 25).

RPI subscribers ■ Six radio stations ranging from Texas to Ontario have joined Radio Press International's news service. RPI now has a total of 130 station members. The new stations are WWOM New Orleans; KIXL-AM-FM Dallas; WCDL Carbondale, Pa.; WESO Southbridge, Mass.; CHOW Welland, and CKNX Wingham, both Ontario.

Construction begun ■ WSAI-AM-FM Cincinnati announces ground breaking ceremonies at fm transmitter site, Eighth & Matson Streets, Price Hill. Richard E. Nason, president, Jupiter Broadcasting Inc., licensee of station, said construction and equipment costs will exceed \$100,000. Occupancy is planned by year's end.

New call letter ■ KPIG Cedar Rapids, Iowa, changed call letters to KLWW and affiliated itself with the Mutual Broadcasting Co. network on July 1. Bob Norris, general manager, said KLWW will program to young adults.

Pulse making special study

A study of the Spanish language market in the U. S. is to be released later this summer, according to National Spanish Language Network officials who discussed the study at a Boulder, Colo., convention last month. The Pulse Inc. is preparing the study, which covers 14 major U. S. markets.

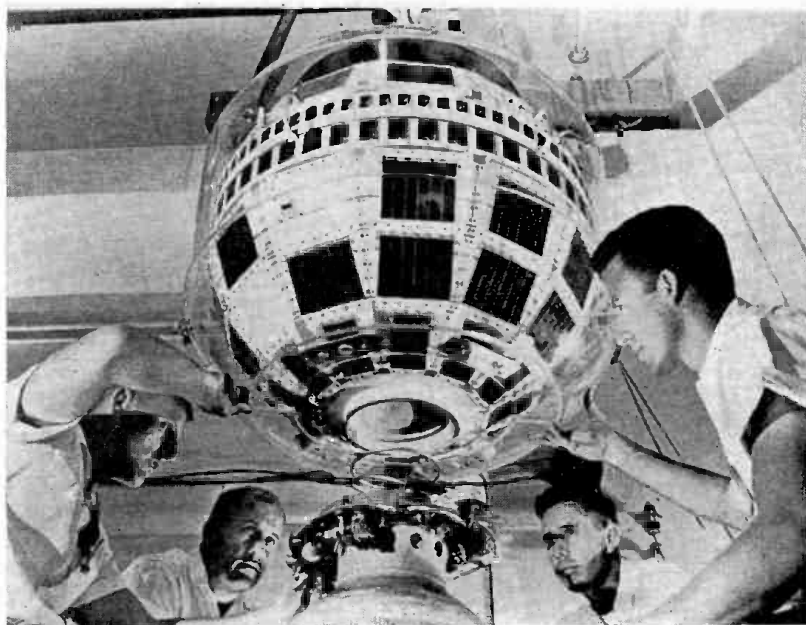
Television put Annis in as AMA's president SKIPPED CUSTOMARY APPRENTICESHIP AFTER TV TALKS

Striking as it is in proof of tv's tremendous selling power, the American Medical Assn. is no longer too excited about the more than 52,000 letters that

have poured in for AMA's *Today's Health* magazine. The deluge came after a mere 15-second mention at the tail end of the AMA's May 21 reply on NBC-TV to President Kennedy's Madison Square Garden talk for Medicare. Why?

AMA feels the reason is obvious: It's more amazed over the impact of tv in causing Miami's Dr. Edward R. Annis to be named the new president-elect of AMA and to shatter a 40-year precedent. Dr. Annis is the first to be named who had not previously served either in the House of Delegates, Board of Trustees or on councils or committees of AMA. All credit is given to Dr. Annis' exposures and talks on tv nationally, the last answering President Kennedy. He was named June 28 during AMA's Chicago meet which also saw new attacks on cigarettes (BROADCASTING, July 2).

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Build Ratings



Readying for trans-Atlantic tv

Technicians at Douglas Aircraft Co. mate AT&T's Telstar (top) to the

third stage of a Delta rocket, which if all goes well, will launch the experi-

mental communications satellite into orbit from Cape Canaveral tomorrow (Tuesday). AT&T has spent approximately \$50 million developing Telstar and will pay NASA \$3 million to put the satellite into orbit tomorrow, whether or not the shot is successful.

Live, worldwide tv signals will be possible from Telstar and the three networks plan pool coverage of the shot tomorrow, with CBS-TV providing the cameras (BROADCASTING, June 25). AT&T will provide tv signals from outerspace to the networks, to be received by a ground station at Andover, Me. The first live, trans-continental telecast between the U. S. and Europe using Telstar as a relay across the Atlantic Ocean probably will come next week, an AT&T spokesman said.

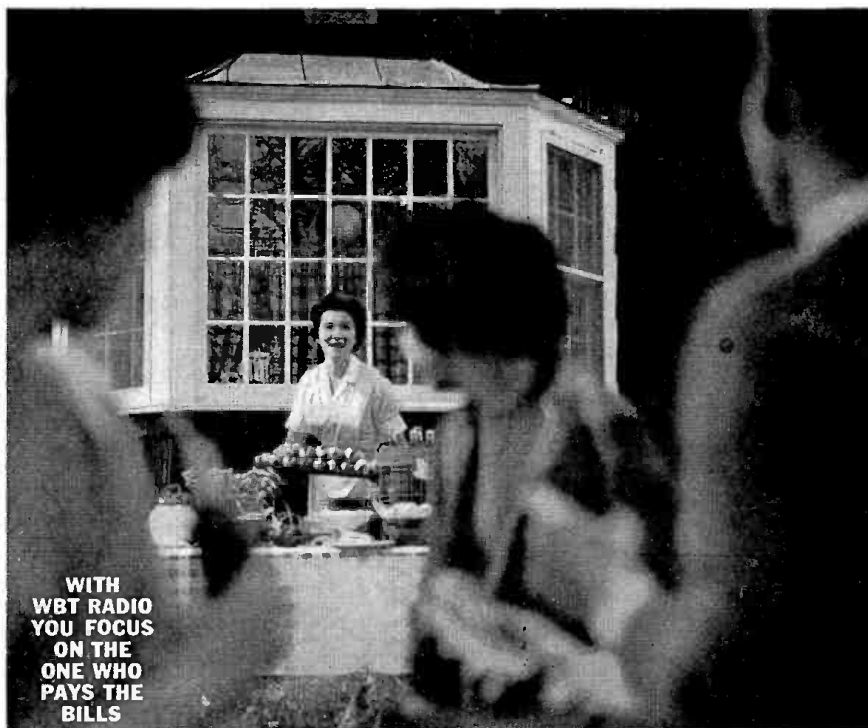
Last week, the FCC gave AT&T final clearance to transmit all types of communications signals from Telstar. Telstar is an "active" satellite, carrying a receiver and transmitter to pickup signals from the ground, amplify them, and transmit them back to earth.

David Sarnoff awards go to RCA technicians

The David Sarnoff Outstanding Achievement Awards, RCA's highest technical honors, have been presented to two individuals and two science and engineering teams. Each award consists of a gold medal, a citation and a cash prize.

Receiving individual awards were Ray D. Kell, fellow of the technical staff, RCA Labs, Princeton, N. J., for "many outstanding contributions which continue to lead to major innovations in the field of television," and Robert Lieber, leader, tracking and control group, systems engineering, RCA Missile & Surface Radar Division, Moorestown, N. J., for "contributions to the field of high-precision space tracking and navigational systems."

Team awards went to (1) Gerald B. Herzog, Bernard J. Lechner, Morton H. Lewin, Henry S. Miller and James C. Miller, members of the technical staff, Computer Research Lab, and Charles W. Mueller, Herbert Nelson and Henry S. Sommers Jr., members of the technical staff, Electronic Research Lab, Princeton, N. J., for "conceiving and developing devices, circuits and memories for kilomegacycle computers," and (2) Morris Berg, Fred G. Block, Fred W. Peterson and Merlald B. Shrader, members of the "Cer-

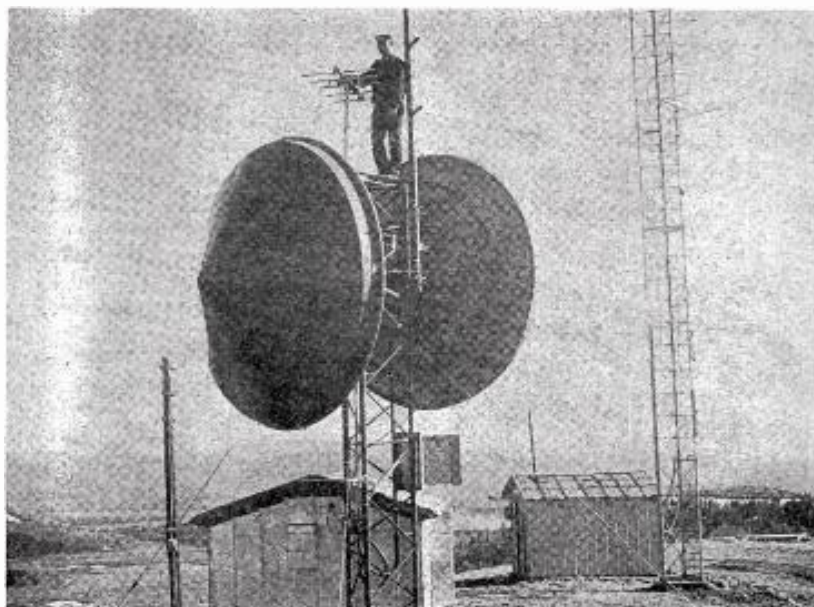


WITH
WBT RADIO
YOU FOCUS
ON THE
ONE WHO
PAYS THE
BILLS

"It's a great party, Mrs. Williams." The mother in the background is one of the nation's adults, who receive and control 98% of the U. S. income.* In the WBT 48-county basic area, adults receive and control most of the \$2,690,786,000 worth of spending money**...and WBT radio has the largest number of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more adults...

WBT RADIO CHARLOTTE. Represented nationally by John Blair & Company. Jefferson Standard Broadcasting Company

*U. S. Dept. of Commerce, **Spring 1961, Area Pulse and Sales Management's Survey of Buying Power, 1960



RCA, KOAT-TV set up mountaintop microwave

RCA used peaks in the southwest mountain country as relay sites for a new microwave system that picks up tv signals at a point 70 miles from Phoenix, Ariz., and sends them 305 more miles to KOAT-TV Albuquerque, N. M.

Designed and built by RCA and KOAT-TV engineers, the system includes 10-foot microwave "dishes" (see picture) atop Arizona's 10,200-foot Greens Peak, the relay point for signals picked up by a microwave

tower on Pinal Peak 70 miles from Phoenix. Four unattended relay stations comprise KOAT-TV's network tv relay system.

Previously, nearly all the station's ABC-TV network programs were re-broadcast from tape or film. The off-air receiving and microwave equipment are designed and tested for color operation. The tower shown to the right is part of a two-way communications system used by maintenance crews.

molox" project group, RCA Electron Tube Division, Lancaster, Pa., for "conceiving and developing entirely new concepts on power-tube construction which have resulted in compact, rugged and more powerful" uhf tubes.

The awards were established by RCA in 1956 to commemorate the 50th anniversary in radio of RCA Board Chairman David Sarnoff.

FCC asks tv set-makers for ideas on uhf-vhf

Tv set and tube manufacturers have been asked to submit proposals to the FCC based on "the current state of the art" to help the agency make rules to guide the manufacture of all-channel sets. The commission is interested in present performances rather than what might be expected at some future date, Chairman Newton N. Minow said in a letter to EIA Executive Vice President James D. Secrest.

"The commission would be most interested in having the benefit of the views of your association on aspects of the commission's proposed rulemaking to implement the all-channel legislation,"

the chairman said. "We would particularly appreciate your views as to (1) the date to be proposed after which no set not 'capable adequately' could be shipped in interstate commerce . . . and (2) the performance capabilities to be proposed to insure the set is capable adequately of receiving the uhf signal."

EIA already has met with FCC engineers and attorneys on the new legislation (BROADCASTING, July 2), which is awaiting the President's signature. The association also is polling manufacturers for recommendations on a cutoff date for the changeover from vhf to all-channel set production and has invited tv set makers to a meeting in New York Aug. 7.

Color tests

ABC-TV started telecasting color bar test signals on feed from New York to each of its owned tv stations on Mon.-Fri. basis (10:30-11 a.m. and 5-5:30 p.m.) effective July 2. Tests are in preparation for color programming in fall. Test signals will be fed to any affiliated stations expressing desire for same.

Stockholders approve: It's now Jerrold Corp.

Stockholders approved a change in name of Jerrold Electronics Corp. to Jerrold Corp. at their annual meeting in Philadelphia June 26.

The new name better reflects the nature of the company, said Sidney Harmon, president. Jerrold is organizing four subsidiary companies (Jerrold Electronics Corp., Harmon-Kardon Inc., Technical Appliance Corp., and Pilot Radio Corp.).

Each of the subsidiaries will be headed by a general manager, responsible to the president. According to Mr. Harmon, Jerrold will be able to increase its growth and earnings under the new setup.

Stockholders re-elected these directors: Milton J. Shapp, chairman; Sidney Harmon, president; Simon Pomerantz, secretary; Thomas L. Kempner; Alex Satinsky, general counsel; Muriel Shapp; and Frank A. Weil.

Technical topics...

New transformer ■ Pearson Electronics Inc., Palo Alto, Calif., says it's offering the first multipurpose wide-band current transformer with a frequency response of one cycle to 35 mc. The electronics firm states that model WBCT-110's wide response "allows great flexibility of use in radar or television transmitters, particle accelerators, and radio broadcasting."

Kliegl color bulletin ■ Kliegl Bros., New York, announces availability of a new six-page catalogue indicating selection of color media for use in television, motion picture, photographic, theatrical, and decorative lighting. Copies are available on request from Kliegl Bros., 321 W. 50th St., Zone 19, New York City.

Kay equipment ■ The Multi-Sweep 121-A, a new all-electric wide-sweep video through uhf sweeping oscillator, the Multi-Sweep Model Video 155-A, a new sweeping oscillator designed for wide sweep, and the Model 10-10A, a 10 db switched attenuator pad, have been announced by Kay Electric Co., Pine Brook, N. J. The Multi-Sweep 121-A is a wide band sweeping oscillator providing 300 mc sweep widths by all-electronic sweeping techniques. In two ranges, the unit provides variable center frequency from 250 kc to 1050 kc.

The Model 155-A is much the same as the 121-A but it does not operate in two ranges.

The Model 10-10A attenuator pads have a frequency of DC to 1000 mc.

ANOTHER BBC-TV NETWORK

Government, however, gives some hope for expansion of commercial tv setup; wants to study public opinion

British commercial television was bypassed last week as the government approved a second non-commercial tv network to be operated by the BBC in two years.

Following the recommendations of the government-ordered Pilkington Report (INTERNATIONAL, July 2), the government okayed plans for Britain's third tv channel to be non-commercial, and indicated it would be some time before a commercial network might be approved.

Despite acceptance of the Pilkington Committee recommendation for the new network, the government indicated it didn't completely go along with the committee's sharp condemnation of British commercial operations. The 11-member committee, which published its long-awaited report last month, said the Independent Television Authority, which controls British commercial telecasting facilities, should hold tighter rein by undertaking all programming responsibility, leaving to private companies only the role of producer.

While the government did not pinpoint when a second commercial network might be approved, it said there was a reasonable possibility that six

channels might be operating within 15 years.

The government has not commented on the Pilkington Report's charges that the commercial television companies were making excessive profits.

It did say, however, that the commercial system "has been successful." "The evidence suggests that more people watch its programs than those of BBC," said the government report.

It added that the government would study public opinion before reaching a decision on the other Pilkington recommendations.

Radio-tv up in Canada

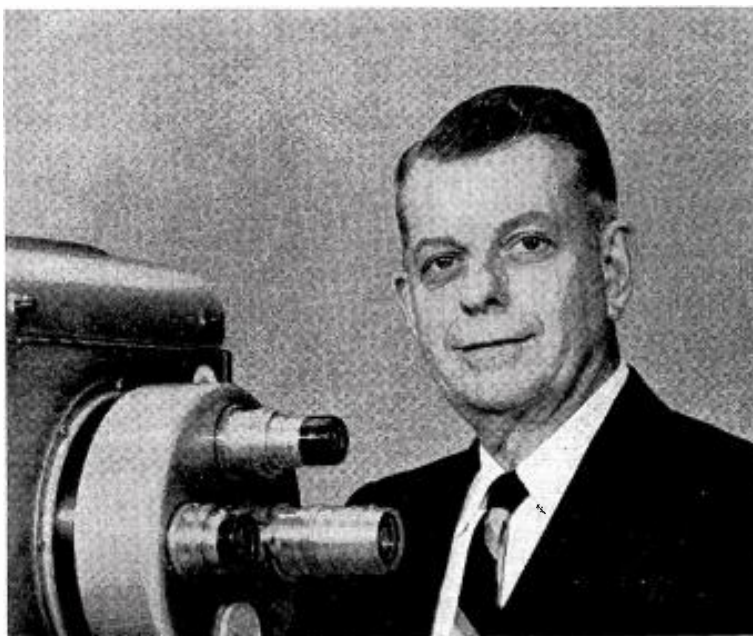
National advertisers used more radio and television advertising in the first three months of this year than in the same period last year, Elliott-Haynes Ltd., Toronto research firm, reports in *Marketing*, Toronto advertising weekly. National advertisers spent \$4,515,809 in radio in the January-March 1962 period, and \$13,286,376 in television. The food and food-supplies group was the largest single advertiser category with expenditures of \$1,582,400 in radio and \$3,437,375 in television. Drugs and toilet goods were second in both media, with \$825,925 in radio and \$2,898,183 in television.

Ontario power firm buys 'Biography' film

The Hydro Electric Power Commission of Ontario has bought Official Films' *Biography* series for 15 Ontario markets, including Toronto and Ottawa. *Biography* now is sold regionally in 103 markets, according to Seymour Reed, Official's president.

The contract, placed through Foster Adv. Ltd., Toronto, is for 39 half-hours and 13 repeats. The advertiser also has an option for *Biography's* second year of production. The starting dates were not announced.

Previously unannounced sales of *Biography* have been to WTAE (TV) Pittsburgh; WNHC-TV New Haven; WBAL-TV Baltimore; KSD-TV St. Louis; WWL-TV New Orleans; KBMT (TV) Beaumont; WGAL-TV Lancaster, Pa.; WLUK-TV Green Bay, Wis.; WICU-TV Erie, Pa.; WLUC-TV Marquette, Mich.; WICS (TV) Springfield, Ill.; WKYT (TV) Lexington, Ky., and WREX-TV Rockford, Ill.



KMTV COLOR PIONEERING PAYS OFF IN PRESTIGE, PROMOTION, PROGRAMMING

Owen Saddler, KMTV General Manager: "Color TV is a cornerstone of our reputation for being first with the best in Omaha. Color is a consistently valuable promotion tool. Most important, Color translates into extra rating points. In short, Color is a valuable part of our present and the inevitable future of TV." Color TV can pay off for you, too. Find out how today from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.

Anglo-U.S. merger forms Pritchard Wood

An Anglo-American agency merger agreement was declared last week on Independence Day. Victor A. Bennett Co., New York, merged with Pritchard, Wood & Partners Ltd., London, and the former becomes a wholly-owned subsidiary to be known as Pritchard Wood Inc.

The Bennett agency, which has a staff of 60 in New York and 3 in San Francisco, has billings of \$5 million. Its 24 clients include an equal number of U.S. and foreign advertisers. Principals in the 14-year-old firm are Victor A. Bennett, chairman and chief executive; Edward D. Kann, vice president and general manager, and J. Desmond Slattery, vice president. Mr. Bennett will retain his present title.

The British agency announced the merger as a further step in its worldwide expansion. Since February 1961, Pritchard, Wood & Partners has acquired or opened full service agencies in Australia, Brazil and Western Germany. A Paris office will open soon.

Sinclair Wood, chairman of Pritchard Wood International Inc., indicated last week that the acquisition was based on surveys that show there is a "demand" in the U.S. for the "special combination . . . of British approach and American techniques." He said this demand comes not only from British and European clients, but from American advertisers.

CAB, reps plan joint meetings

A series of city-by-city meetings in major Canadian markets will be held this fall by the Canadian Assn. of Broadcasters, with the co-operation of



Principals in merger of Pritchard, Wood & Partners Ltd., London, and Victor Bennett Co. Agency, New York, are (l to r) Victor A. Bennett, board chairman and chief executive of Bennett Co. (who retains his present title), and Sinclair Wood, chairman of Pritchard Wood International.

the Station Representatives Assn. of Canada. The meetings are planned to get cooperation among stations in determining a proper national-versus-retail rate structure.

The Station Representatives Assn. decided at its meeting at Toronto on June 28 that it will program the final day's meetings of the Central Canada Broadcasters Assn. convention at Toronto, Oct. 14-17.

Canadian receiver sales up

Sales of television receivers in the first four months of this year are the highest in four years, the Electronics Industries Assn. of Canada reported at Toronto. Sales of Canadian-made tv receivers in the January-April period were up 23% over the same period last year to 120,524 units, as against 97,881

in the 1961 period.

Domestic radio receiver sales were up 6.3% over those in the first four months of last year. Automobile radio receiver sales are up substantially. The association says that demand for radio receivers is much stronger than last year, but imported receivers have cut down on sales of Canadian-produced sets.

Ill-feeling reported between BBG, CBC

All is not well between the Board of Broadcast Governors and the Canadian Broadcasting Corp. The BBG is the present Canadian regulatory body, appointed by the Canadian Parliament under the Broadcasting Act of 1958. CBC was the regulatory body as well as sole network operator in Canada prior to 1958.

There is some doubt now as to who should regulate whom. CBC has not been happy with the BBG policy announced last year that CBC affiliated stations could pick up some programs of the competing second tv network, CTV Television Network Ltd., Toronto. The policy, as a result, has not yet been implemented.

CBC is also not happy about BBG's continued deferral of its request for a French-language tv station license at Quebec City. Private English and French stations, owned by local broadcast interests and a subsidiary of Paramount Pictures Inc., now operate tv at Quebec City. CJLR Quebec, has applied for a license as has CBC. CJLR was recently turned down, but CBC has not yet been granted the license. This resulted in resignation of two BBG board members, Dr. E. Forsey and Prof. Guy Hudon.

With Canada's newly elected minority government headed by Prime Minister John Diefenbaker having enough worries due to the devaluation of the Canadian dollar, both BBG and CBC are expected to hold off for a while an airing of their problem by Parliament.

Tv rebroadcast outlets recommended by BBG

A rash of new 5-w tv rebroadcasting stations were recommended by the Board of Broadcast Governors along with one new radio station, one new television outlet and one more powerful tv rebroadcasting station following public hearings at Ottawa, Ont.

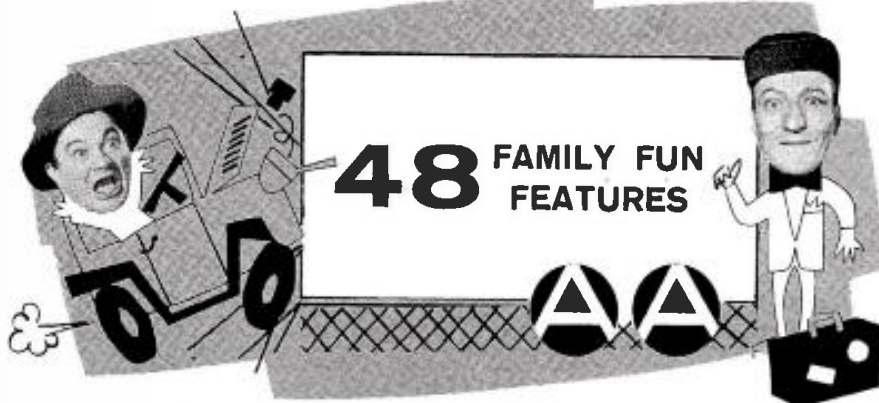
John Murdock was recommended for a ch. 6 French-language tv station at Chicoutimi, Que., with 68 kw video and 34 kw audio power and antenna 431 feet above average terrain.

Donald R. Blois received approval

PROVED IN 342,000 THEATRE ENGAGEMENTS

The Bowery Boys

AND NOW, THEY'RE BRAND NEW FOR TV.



ALLIED ARTISTS TELEVISION CORP., 165 WEST 46th ST., N. Y. C. 46, N. Y., PLAZA 7-8530

for a 5-kw radio station on 790 kc at Dartmouth, N. S., a suburb of Halifax.

Power increases were sanctioned for CBY Corner Brook, Nfld., from 1 kw to 10 kw on 990 kc; to CJEM Edmonton, N. B., from 1 kw to 5 kw day and 1 kw night on 570 kc; to CFRP Parent, Que., from 6 to 50 w on 1400 kc; to CBXA Edmonton, Alta., from 250 w to 50 kw on 740 kc; to CKTM-TV Three Rivers, Que., on ch. 13 from 42.5 kw to 162.5 kw video and 21.25 kw to 81.2 kw audio power with antenna height from 553 feet to 1,323 feet; to CKOS-TV-2 Carlyle Lake, Sask., on ch. 7 from 19 kw to 92 kw video and 10 kw to 50 kw audio power; to CKPC-FM Brantford, Ont., from 405 w to 10.2 kw on 92.1 mc.; and to CBU-FM Vancouver, B. C., from 1.4 kw to 100 kw on 105.7 mc.

CBX Edmonton, Alta., with transmitter at Lacombe, Alta., has been moved to Calgary, Alta., with the same 50 kw power on 1010 kc.

Tv rebroadcasting stations of 5 w were approved for the following: to pick up CFCR-TV Kamloops, B. C., at Savona, B. C., at Boston Bar, B. C., at Clearwater, B. C., at Williams Lake, B. C.; to pick up CJCH-TV Halifax, N. S., at Bayview, N. S., at Amherst, N. S.; to rebroadcast CKBL-TV Matane, Que., at Mont Climont, Que.; to pick up CFCH-TV North Bay, Ont., at Temiscaming, Que.; and to pick up CFCN-TV Calgary, Alta., at Banff, Alta.

A tv rebroadcasting station has been recommended for CKCK-TV Regina, Sask., with 15.1 kw video and 7.5 kw audio power and antenna at 532 feet on ch. 12.

Network planners start West German tv study

Organizers of Laender-Fernsehen, the embryonic West German television network, have launched a study of commercial broadcasting. A 12-member

NBC-TV ANNOUNCES OVERSEAS TV PLAN

Countries just starting tv to get some programs free

NBC-TV will offer informational and public affairs programs free for two years to overseas countries where tv stations are being established for the first time.

The programs will be sent to countries where tv is in the planning stage and programming involves economic problems, Joseph M. Klein, director of NBC International, said last week. Wherever television is established and economically sound, the programs will not be free.

Called "Operation: Documentaries," the project will start in Kenya, Sierra Leone, Jamaica, Aden, Tanganyika, Gi-

Tv firm, government differ on Taiwan tv

Television programming is a heated topic in Taiwan (Formosa) although tv won't be introduced there until October.

The controversy arises because the Taiwan Television Corp. (TTC), which owns the station, has contracted to present two hours daily of Japanese programming (music, news and general-interest programs).

The government, which at first had approved the contract in theory, has changed its position under pressure from the Legislative Yuan (Formosa's Congress) and ordered TTC to cancel the two hours sponsored by Japanese advertisers. The legislative group feels the Japanese

programs would be detrimental to Chinese culture.

Since the loss of the Japanese advertising is expected to set the station back financially at a time when it needs money to help it over its first stage of operation, a Taiwan official said government enterprises will be allowed to sponsor some of TTC's programs, the first instance of government enterprises advertising their products on a mass communications medium.

Four Japanese firms are investors in the new station, but their position is not believed to have been affected by the current government decision.

"Commercial Television" committee has been named. Commercial fees are looked to as the major income source, tv licenses providing only a part of the net's revenue.

Start of the new network has been postponed indefinitely (INTERNATIONAL, July 2), and plans still are changing. Presently they call for a non-profit company to handle commercial operations. Rates and schedules are undetermined, although it's thought by some observers overseas that commercials will be utilized on a spot basis, rather than in fully sponsored programs.

CKVL-FM builds tower on Canadian skyscraper

CKVL-FM Verdun, Que. (Montreal suburb), has a new temporary tower on the tallest building in the British Commonwealth, the new 43-story Canadian Imperial Bank of Commerce Building on Dorchester Street, Montreal. With its temporary tower, the station increased its power from 10 kw to 48 kw as the first stage in an approved increase

to 307 kw.

A 65-foot tower is being erected on the roof of the building. The antenna tower has been designed to allow a man to climb up inside of it because of hazardous weather conditions in the Montreal area. Ice cannot be allowed to form on the tower lest it fall in the street below. A special pumping device will keep the tower ice-free. The tower and installation cost is expected to come close to \$200,000.

WTRF-TV STORY BOARD



"Hitch?"

IN SOLID! Cannibal Chief to victim: "What did you do for a living?" Victim: "I was an associate editor!" Chief: "Cheer up, then! After tonight you'll be editor-in-chief!"

wtrf-tv Wheeling

PILGRIMS PROGRESS! If there's no life on the other planets it's easy to figure . . . their scientists just got to working on them sooner than ours!

Wheeling wtrf-tv

PATIENT PROBING! The psychiatrist asked, "Are you troubled with indecent thoughts?" "Not at all, Doc," replied the patient, "To be truthful, I enjoy them."

wtrf-tv Wheeling

SOUTHERN DISCLOSURE! Dianne Slaughter of Tallahassee's WCTV-TV reports a sign in a Chiropractor's office which reads, "We Leave No Stern Untuned."

Wheeling wtrf-tv

ANTIQUA LOVERS! Wheeling baker has perfected a new variety of doughnut he calls the Phye. Just think, now you can buy his dunkin' Phyes!

wtrf-tv Wheeling

Zoomarring Adworld! Mrs. Charles Wheat of Tulsa's Whitney Ad Agency fell in love with the WTReffigy depicting the TV CRITIC as Malice in Wonderland and requested a frameable copy to enhance her Tulsa World. Write for your set of WTR-effigies even if you aren't married to a TV Critic, we're real sports!

Wheeling wtrf-tv

*HITCH your advertising to the WTRF-TV Brandwagon for some free Wheeling merchandising extras. You get the big Wheeling-Stebenville TV audience plus counter intelligence to push profits up. Ask Rep George P. Hollingbery to arrange it.

CHANNEL
SEVEN

NE

WHEELING,
WEST VIRGINIA

Lyons tv fair to show programs, equipment

Television program producers, distributors, and equipment manufacturers have been invited to attend the First International Television Programs and Equipment Fair at Lyons, France, Sept. 10-19.

Program screenings and equipment displays will be featured at the Palais des Congres Internationaux during the Lyons International Fair, according to Henri Goldgran, of International Entertainment Productions, 545 Fifth Ave., New York 17.

The fair will be "of a strictly professional nature and exclusively reserved to television," he said. Radiodiffusion-Télévision Française (RTF) will lend technical assistance, according to M. Goldgran.

Abroad in brief...

Joint effort ■ Two radio stations in an adjoining area of industrial and rural southern Ontario are now available as a joint market in a new development arranged by All-Canada Radio & Television Ltd., Toronto rep firm. CKKW Kitchener-Waterloo, and CJOY Guelph,

have joined forces to sell advertising on the two independent stations as one unit, effective July 1. Advertisers will be able to buy the stations separately as well.

ABC purchase ■ Australian Broadcast Commission has purchased *Touch of Fame*, a series of biographical sketches produced by KNXT (TV) Los Angeles, for use on the ABC network starting this fall. CBS Films handled the sale, second made to a foreign broadcasting organization of a program produced by a CBS-owned tv station. First was the *American Musical Theatre*, produced by WCBS-TV New York, and sold to the Australian Network as well as to Canada's CBC. *Touch of Fame* is a psychological analysis of the life and works of a number of eminent persons.

Radio Bermuda ■ Capital Broadcasting Co. Ltd. announces start of construction of ZFBI, to operate on 910 kc at Pembroke West, Bermuda. Montague Sheppard, general manager, and Walter Robinson are licensed operators and joint owners. Ronald Evans, station manager, is training staff for intended August opening.

Yugoslavia buys tv series ■ CBS Films has sold four tv series to Yugoslovenska

Radio-Televizija, Yugoslavian tv authority, for broadcast in that country starting later this summer: *20th Century*, *Air Power*, *Whirlybirds* and *You Are There*. Yugoslavia is the 32nd country to have purchased *Whirlybirds*, 31st for *20th Century*, 17th for *Air Power* and 15th for *You Are There*.

New Montreal am ■ CKLM is call of a new French-language station at Montreal, Que., which goes on the air Aug. 1 with 10 kw on 1570 kc. Station will operate from studios at 1184 St. Catherine St. West, with licensee Mario Verdon as president and commercial manager. Roland Saucier is vice president and station manager, Guy D'Arcy vice president and program director, Paul Crevier, vice president and public relations director. Paul L'Anglais Inc., Montreal and Toronto, will represent the station.

Chrysler back ■ Chrysler Corp. of Canada Ltd., Windsor, Ont., after an absence of several years from Canadian network television, returns this fall as co-sponsors of *Empire*, new U. S. hour-long adventure film, and Canadian-produced one-hour drama and comedy show *Playdate*. Agency is BBDO Inc., Toronto.

PROGRAMMING

A \$4.7 million helping hand to NETRC

NEW YORK ETV GETS \$2.99 MILLION OF FORD FUND GRANTS

National Educational Television & Radio Center, New York, received the lion's share of Ford Foundation grants totaling \$8,527,000 for the develop-

ment of educational tv and radio.

NETRC was awarded \$4.7 million for its program service and other activities to assist the nation's non-commer-

cial stations. Educational Broadcasting Corp. received \$2,994,000 to help launch WNDT (TV) New York, which starts in September as the area's first etv station. A grant of \$833,000, also to be paid to NETRC, will help develop a nationally televised college course in economics. CBS-TV will carry the series of 160 half-hour lessons in the early morning hours, beginning in the fall of 1963, on about 185 stations. NETRC will supervise production of the course, to be developed under the direction of the National Task Force on Economic Education (appointed by the American Economic Assn.).

The foundation's grants to NETRC now total \$21.4 million since the center was formed in 1953. The new funds will help the center maintain its basic program service, increase program offerings on international affairs and develop a tv exchange program with foreign countries. Some 60 local etv stations in the U.S. are presently affiliated with the center, and 10 more are expected to associate with it by September.

Radio, too ■ The new NETRC grant will help set up a new radio division. NETRC also announced the appoint-

AUDIENCES KEPT COMING BACK FOR MORE OF

The Bowery Boys

AND NOW, THEY'RE BRAND NEW FOR TV.

48 FAMILY FUN FEATURES



ALLIED ARTISTS TELEVISION CORP., 166 WEST 46th ST., N. Y. C. 46, N. Y., PLAZA 7-8530



Mr. White

ment of Donald Quayle, formerly assistant general manager of WGBH Boston, to the newly created post of director of radio NETRC services. He will be in charge of establishing a pilot project, a live, non-commercial radio network. The fledgling network currently links six stations from Boston to Washington. Some \$200,000 of the \$4.7 million grant will go to operating the center's educational radio network.

In a statement last week, John F. White, NETRC president, called the grant a "vote of confidence" by the foundation in the center's efforts to make available a fourth tv network offering "an alternative service." He said the grant will help in three particular areas: stepped-up production and exchange of international tv programming for regular network service, plus programs intended primarily for use overseas; operation of the Educational Radio Network as a means of examining the future of an interconnected, noncommercial radio system; and improvement of the 10 hours a week of cultural and informational programs the center now supplies to educational tv stations.

The center also announced four of the new programs to be seen this fall on the etv network: *Trio*, called a new concept in adult tv, each program consisting of three visual essays delivered by critics, humanists and personalities from the fields of drama, music, the arts and the sciences; *Jazz Casual*, produced by KQED (TV) San Francisco, devoted to interviews with and selections by individual jazz artists; *Interview With Elia Kazan*, featuring young acting talent; *Lyrics and Legends*, a survey of American folklore in which various artists in the field discuss America's ethnic, occupational and regional groups (produced by the staff of WHYY-TV Philadelphia).

Fenneman, Keilus form own company

DOUGLAS FIR PLYWOOD ASSN. IS FIRST CLIENT

The formation of George Fenneman Productions Ltd. at 6269 Selma Ave., Hollywood, was announced last week by partners George Fenneman, radio-tv personality long associated with the Groucho Marx programs, and Charles H. Keilus, who resigned as senior tv producer at D'Arcy Agency in New York to join the new firm.

A New York office will be established soon, they said. David Licht, Beverly Hills attorney, is secretary-treasurer of

the company.

The first client announced is Douglas Fir Plywood Assn., for which Fenneman will produce 20 one-minute color commercials on film and tape through Cole & Weber Inc., Portland, Ore.

Mr. Keilus, who has been active in television and radio production, direction and writing, was previously associated with Kenyon & Eckhardt, BBDO, Benton & Bowles and McCann-Erickson agencies.

CBS-TV, WRFB cited in awards by lawyers

The American Bar Association has chosen CBS-TV and WRFB Tallahassee, Fla., among seven winners of its annual Gavel Awards for "contributing to public understanding of the American system of law and justice."

Four other broadcasters and four newspapers won certificates of merit, according to the ABA award announcement. They will receive gavel awards at the ABA's 85th annual meeting in San Francisco Aug. 9.

CBS-TV was cited "for dramatizing an unpopular defendant's right to counsel and the lawyer's duty to him in 'The Iron Man,' an episode in *The Defenders* series."

WRFB won its gavel "for originating a notable series, *So Highly We Value*, about significant men and events in American legal history."

Editorial certificates of merit were awarded to: ABC-TV for a dramatic production, "John Adams, Esq.: for the Defense"; KGW-TV Portland, Ore., for an original documentary, "World Law or World Holocaust," dealing with the world peace-through-law movement; WRCV-TV Philadelphia for a series of four educational films, *To Establish Justice*; and WTIC Hartford for a docu-

mentary program, "The Courts—Whose Problem?" dealing with court congestion in some of the Connecticut courts.

The ABA said a record total of more than 65 entries was received. The entry period covered the year to Feb. 15, 1962.

Radio concert music up sharply since '55

Concert music programming on radio stations has almost doubled since 1955, from an average of 6.5 hours per week that year, to an average 12.1 hours in 1962. The figures are contained in Broadcast Music Inc.'s *Concert Music USA, 1962*, ninth revised edition of its regular report on the state of concert music in the U. S.

Also noted in the pamphlet:

■ In the past 21 years, an increase of 760% has been registered in the dollar volume of sales of records, musical instruments, performing rights, and other musical interests.

■ Record sales of all kinds have increased more than 900%, from \$50 million in 1939 to about \$510 million in 1961.

■ The number of symphony orchestras has more than doubled since 1939, from 600 to 1,252 in 1962.

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COLORCASTING

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

NBC-TV:

July 9-13, 16-18 (10:30-11 a.m.) *Play Your Hunch*, part.

July 9-13, 16-18 (11-11:30 a.m.) *The Price Is Right*, part.

July 9-13, 16-18 (12-12:30 p.m.) *Your First Impression*, part.

July 9-13, 16-18 (2-2:25 p.m.) *Jan Murray Show*, part.

July 9-13, 16-18 (11:15 p.m.-1 a.m.) *Tonight*, part.

July 9, 16 (8:30-9 p.m.) *The Price Is Right*, P. Lorrillard through Lennen & Newell, American Home Products through Ted Bates.

July 10 (7:30-8:30 p.m.) *Laramie*, part.

July 10 (TBA) *All-Star Baseball Game*, Gillette through Maxon; Chrysler through Leo Burnett.

July 11, 18 (10-10:30 p.m.) *Play Your Hunch*, part.

July 11, 18 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh

Glass through Maxon.

July 12 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

July 14 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

July 14 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

July 14 (10-10:30 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

July 14 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

July 14 (9-11 p.m.) *Saturday Night At the Movies*, part.

July 15 (6-6:30 p.m.) *Meet the Press*, co-op.

July 15 (7-7:30 p.m.) *Bullwinkle*, part.

July 15 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

July 15 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

July 16 (10-11 p.m.) *Actuality Specials*, various sponsors.

Linkroum, Haight series to new Bergmann firm

Charter Producers Corp., New York, has acquired an interest in two new one-hour tv properties, *The Lawmakers* and *Poor Little Lambs*. The tv packaging firm was recently formed by Ted Bergmann, former Revlon Inc. advertising head and broadcasting executive.

The Lawmakers, created by Dick Linkroum, will dramatize the personal and political lives of four U. S. congressmen in Washington, D. C. Mr. Linkroum, who was vice president in charge of special programs at NBC-TV, resigned in 1961 to become an independent producer and packager. In his new capacity he has also just completed with Abe Burrows the development of

a new tv special for Mary Martin and NBC.

Poor Little Lambs, created by George Haight, former tv program head at McCann-Erickson, and earlier a Hollywood motion picture and tv producer, was developed as a "serious look" at the efforts of college undergraduates to achieve maturity, but is "basically" an entertainment series involving three students at a typical small college.

Cleric warns against over-religious tack

Paul Emile Cardinal Leger, Archbishop of Montreal, speaking last week at a convention of the International Film Office in Montreal, Canada, said that the delegates should work Chris-

tian values into radio-tv and movie productions, but warned against an overload of religiosity that would divert them "... from their own end, because whatever is human has a Christian meaning."

Also speaking was Bishop Emilien Frenette, who said the Christian spirit should be instilled in all communications media and not be limited to religious programs alone. Father Agnellus Andrew O.F.M., director of the British National Catholic Tv & Radio Center, backed Bishop Frenette by saying that religious programs should not fall below the standard of secular programs.

At another session Father Eugene P. Murphy S.J., director of the Sacred Heart radio and tv programs, warned that the media must not be taken over by "... the grey-flannel neurotics of Madison Avenue and the many actors of Broadway and Hollywood." Other speakers urged that schools and universities stimulate more creativity on the part of the students and faculty and warned against allowing the development of artistic cliques detrimental to Christian values.

Capone estate loses suit against movies

The Circuit Court of Cook County has dismissed a suit of Mafalda Maritite, administrator of the estate of Alphonse Capone against Allied Artists Pictures Corp. for \$6 million damages caused by the exhibition of the theatrical motion picture, *"Al Capone."* She claimed that the estate has property rights in the name, likeness, personality and private life of Al Capone, allegedly violated by the movie. Dismissal is seen as a precedent in a similar suit of the Capone estate in federal court in Chicago against Desilu Productions, CBS and Westinghouse Electric Corp., charging *"The Untouchables,"* two-hour tv show produced by Desilu and broadcast on CBS-TV under Westinghouse sponsorship (from which the ABC-TV series has derived), with similarly violating the rights of the estate.

In dismissing the suit, Judge Henry W. Dieringer noted that if the plaintiff's theory is correct it would open the doors for descendants of all historical characters to sue the producers and exhibitors of dramas dealing with their lives, with collateral heirs, who had no connection with the deceased individual and perhaps never knew him, being entitled to recover through his estate. Or, if he died intestate, "a public administrator could be appointed and proceed to recover damages for the state and then the same would escheat to the State." Thus, the judge concluded, "the pronouncement of a rule of law as requested by counsel for the plaintiff could lead to an absurd result. Courts do not promulgate rules that could lead to an absurdity."

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Program notes...

Religious series ■ The Radio Gospel Fellowship, Denver, has announced the availability of a new five-minute series of devotional programs called *Moments of Faith*. Each program features a 15-second prayer, a brief reading of the Bible and the singing of an old hymn by soloist Joseph Barclay. The programs are provided free as a public service to radio stations. Interested parties should contact the Gospel Fellowship, P. O. Box 72, Denver 9.

Linkletter host ■ Art Linkletter has been named host and narrator of *Communism: R. M. E.*, new syndicated documentary series distributed by Storer Programs Inc., New York (BROADCASTING, May 28). Mr. Linkletter will make a month's tour of Russia where he has made arrangement to interview top officials in the Kremlin. He will return on Aug. 1 to complete the series.

MATS story available ■ Tv Affiliates Corp., New York, is offering a half-hour documentary on the Military Air Transport Service, produced by WFBC-TV Greenville, S. C., at nearby Donaldson Air Force Base. Utilizing film shot by the station's crew on a C-124 Globemaster flight from Greenville to the Azores and the Berlin Corridor, "The Donaldson Story" has run twice on WFBC-TV, depicting the MATS operation at Greenville and around the world.

NEA film releases ■ The National Education Assn. announced that it will release three half-hour tv film programs to local stations during 1962-63. The programs are *Summer Harvest*, which describes a summer school project in Wichita, Kan., and is now in distribution; *The Time of Their Lives*, which describes kindergarten activity (fall release) and *All In A Lifetime*, a panoramic history of American public education (January 1963 release). NEA will spend approximately \$120,000 on production and distribution of the films.

'Zoo' property ■ Trans-Lux Television Corp., New York, has been named the distributor of 39 new half-hours of *Zoorama*, produced by KFMB-TV San Diego in cooperation with the San Diego Zoo. Trans-Lux also distributes the original 39 programs produced last season, for a total of 78 half-hours available for immediate release.

More 'Kukla and Ollie' ■ Tele-Tape Productions, New York, has completed the taping of the third 13-week series of *Burr Tillstrom's Kukla and Ollie* (NBC-TV, Mon.-Fri., 5-5:05 p.m.), making a total of 195 completed epi-

Army interview demand far exceeds supply

The U.S. Army Home Town News Center, now processing more than 1,000 tape recorded interviews a month for home town radio stations, has the kind of problem some civilian information people dream of: the Center says it can't keep up with the demand.

Almost half the 2,000 U.S. radio stations the HTNC has been supplying the past 11 years have requested more interviews than they receive, says Lt. Col. Earl W. Bihlmeyer, the Center's commanding officer. The problem isn't technical, the colonel explains, it's just the unavailability of interviews which are of interest to a particular area.

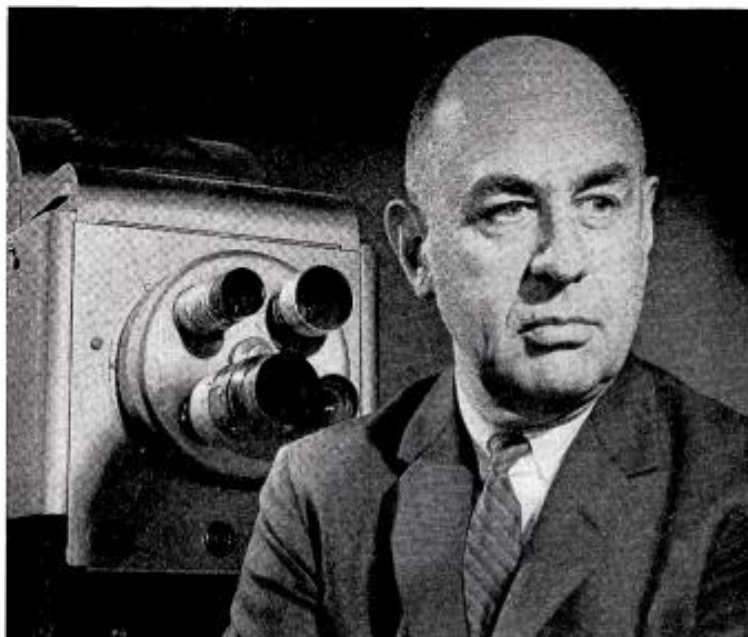
Recorded by Army information personnel stationed around the world, the interviews (125,000 to date) are screened at the Center's Kansas City,

Mo., headquarters, then reproduced on 3-inch reels for shipment to the interviewees' home town radio stations. Stations incorporate the tapes, which run 1½ to 2½ minutes, into newscasts and community service programs, frequently dubbing copies for parents of the featured soldiers.

The Army apparently is pleased with the programs, not only as a public information service, but, says Col. Bihlmeyer, it's "one of the most effective means of telling the Army story at the grass-roots level and of augmenting public understanding and good will toward the Army."

HTNC has received thanks from parents and stations alike.

Col. Bihlmeyer says technical improvements will step up recording quality and output rate, but the need for increased numbers of interviews remains.



WTMJ-TV FAMOUS AS THE PIONEER THAT MADE MILWAUKEE COLOR-FULL

George Comte, WTMJ-TV General Manager: "Color TV set saturation in Milwaukee is now becoming a real factor in terms of viewership. Starting with our first Colorcast in 1953, WTMJ-TV's progressive policies in Color TV have brought us a great deal of prestige. Our reputation for fine-color programming has also resulted in a considerable competitive advantage." Color TV is a snowballing success. Better get the facts today from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.

Film sales reported last week...

Boston Symphony Specials (Seven Arts Assoc.): Sold to KSHO-TV Las Vegas, Nev., and WHA-TV Madison, Wis. Now in 17 markets.

Films of the 50's (Seven Arts Assoc.): Warner Bros. post '50 motion pictures. Vol. 2 sold to KRNT-TV Des Moines, Iowa; KTVH (TV) Hutchinson-Wichita, Kan.; KHOL-TV Holdrege, Neb. Vol. 2 is now in 99 markets. Vol. 3 has been sold to KRNT-TV, KTVH and WRAL-TV Raleigh, N. C.; WOW-TV Omaha, Neb.; WTRF-TV Wheeling, W. Va.; KVIQ-TV Eureka, Calif., and KVIP-TV Redding, Calif. Vol. 3 is now in 66 markets.

Mickey Mouse Club (Buena Vista Distributing Co.): Sold to WBAL-TV

Baltimore, WBAP-TV Dallas-Fort Worth, WCSC-TV Charleston, KMBC-TV Kansas City, KOVR-TV Sacramento. Now sold in 47 markets.

Adventures in Paradise (20th Century-Fox Tv): Sold to WFIL-TV Philadelphia, WMAL-TV Washington, D. C., and KGO-TV San Francisco. The series (91 one-hour episodes) is now in 34 markets after approximately eight weeks of syndication.

The Story of— (Ziv-UA): Sold to O'Keefe Brewing Co. Ltd., Toronto, Ont., for use in 12 markets in province of Ontario: Toronto, Ottawa, Port Arthur, Cornwall, North Bay, Pembroke, Timmins, Barrie, Kingston, Kitchener, Peterboro and Wingham; sold to Ari-

zona Public Service, through Jennings & Thompson Adv. for use in Phoenix; to Montana-Dakota Utilities Co. for KOOK-TV Billings, Mont.; to Crocker-Anglo National Bank for KRON-TV San Francisco; to Community Savings Bank and Rochester Business Institute for WHEC-TV Rochester, N. Y.; to the Kroger Co., for WHIO-TV Dayton Ohio; and to WRC-TV Washington; WTMJ-TV Milwaukee, Wis.; WIS-TV Columbia, S. C.; WJRT (TV) Flint, Mich.; WKBT (TV) La Crosse, Wis.; WEAR-TV Pensacola, Fla.; KBMT (TV) Beaumont, Tex.; KNDO (TV) Yakima, Wash.; KVAL-TV Eugene, Ore.; KHSL-TV Chico, Calif., and KIEM-TV Eureka, Calif. Now in 63 markets.

sodes. Packagers Sherril Taylor and Jory Nodland will offer the series for syndication following completion of the network run.

Radio documentaries ■ WHN New York has started a series of documentary "vignettes" titled *Documentary 10-50*. First project is "No Vacancy," spotlighting various areas of New York City's housing problem: racial discrimination, middle income "freeze-out," no children allowed and other problems. *Documentary 10-50* is being produced by Robert Franklin of WHN's news department.

New game show ■ Fred Stettner, former producer of NBC-TV's *Your First Impression*, has formed his own Hollywood production company, Fred Stett-

ner Productions. The company's first project is an original tv game show *Double Dare*. The new company is located at 12123 Max Welton Drive, Studio City, Calif. Three 15-minute programs are being prepared for tv syndication.

New sport series ■ NBC-TV will present a Saturday afternoon sports variety series in color with Bud Palmer as host and executive producer beginning Jan. 12 from 3:30-5 p.m. The series, titled *Sports Specials with Bud Palmer*, will present championship events from sports capitals of the world. About two-thirds of the broadcasts will be from points outside of the U. S.

New name ■ *Pantomime Quiz*, which begins Sept. 17 on CBS-TV (Mon.,

10:30-11 p.m. EDT), has had its title changed to *Stump the Stars*. The show, to be sponsored by Ralston-Purina, will feature comedian Pat Harrington Jr. as host.

Free series ■ *Good Living*, a 24-minute woman's radio series, is offered free to stations by Independent Transcribed Service, New York. The series maintains a regular format including segments on food, fashion, beauty, home furnishings, travel, child care and money management. Lorraine Orr is commentator on the series as well as scriptwriter and saleswoman. John Orr is co-producer and sales manager and Ward Byron is director. The organization is located at 178 East 70th St., New York 21. Phone: Butterfield 8-9679.

Series for women ■ A half hour tv series for women, starring radio personality Carlton Fredericks, is being planned by Walt Framer and Mr. Fredericks. The show, which will be sold to stations on an assembled network basis, will cover food, fashion, beauty, physical and mental health subjects.

\$700 grant awarded ■ The National Academy of Television Arts & Sciences has awarded a \$700 grant to the U. of California's summer "tv opera workshop."

New animated jingles firm

Commercial Producers Inc., 31 St. James Ave., Boston, which makes production aids for more than 160 radio stations, is moving into television with the formation of a new division which will offer franchises for animated singing commercials.

Mort Van Brink, general sales manager for radio, also will manage the tv division.

MOST POPULAR SERIES OF MOVIES IN HOLLYWOOD HISTORY...

The Bowery Boys

AND NOW, THEY'RE BRAND NEW FOR TV.



ALLIED ARTISTS TELEVISION CORP., 165 WEST 46th ST., N. Y. C. 46, N. Y., PLAZA 7-8530

IDEA SWAPPERS CONVENTION SLATED

WLEE says 23 member stations will meet in Danville

WLEE Richmond, Va., founder of the Broadcasters' Idea Bank—an information exchange cooperative (FANFARE, July 17, 1961)—announces the organization's first convention will be held July 20-21 in Danville, Va. WBTM Danville is host.

WLEE Program Director David E. Lyman said the Bank numbers 23 active member stations in 11 states and five Canadian provinces. The applica-

tions of four other stations are being reviewed.

Mr. Lyman said the cooperative arrangement—exclusive in any one market—involves no money, only the systematic exchange of ideas on programming, sales, and promotions.

Interested stations may contact Mr. Lyman. He said every effort will be made to admit them by mid-July, so they can attend the convention.

King Features put Popeye on the circuit

Another tv cartoon character has come to life for the purpose of making personal appearance tours. To the ranks of *Huckleberry Hound* and *Yogi Bear* add spinach-eating *Popeye*.

The flesh-and-blood version of *Popeye*, however, has one advantage over most other tv cartoon characters since *Popeye* cartoons are usually part of a local program. Thus, the local show's host can join the cartoon character in personal appearances.

In New York, Captain Jack McCarthy, host of the *Popeye* show on WPIX (TV), appeared with the sailor-man and his bearded rival, Brutus, at Freedomland. As part of the festivities, *Popeye* and Mr. McCarthy presided at the official opening of the "Popeye Museum" at the park. The museum includes a step-by-step demonstration of how the King Features Syndicate-TV cartoon is made.

Top WJRZ billboard counter

An eagle-eyed sales engineer who correctly tabulated 91 of 179 WJRZ Newark billboards has won the station's June listener contest. It publicized WJRZ's new call letters (formerly WNTA) and promoted the station's effort to move out from behind the shadow of the New York City Metropolitan area. Awarded the color tv set prize was George M. Redgate, of Chatham, N. J.

S.F. Negro survey out

The San Francisco Bay Area Negro population listens to radio an average of 5½ hours a day, according to a survey by Taylor Buckner for KDIA Oakland, a Negro-programmed station. Mr. Buckner, former project director of Facts Consolidated and now graduate research assistant at the U of California research center, acting in a private capacity, in-

terviewed 402 Negro families in the KDIA study. Other findings of the study were that the daily newspaper most popular with Bay Area Negroes failed to reach 54% of them and the area's most popular daily failed to reach 67% of them regularly.

WFBR Shell Game winners

WFBR Baltimore has announced the winners of two \$400 prize rubies in its 40th anniversary Shell Game which featured a national and local tie-in for media people.

Hal Simpson, associate media direc-

tor of William Esty and Co., New York City, the national winner, and Bob Myers, president of Torreri-Myers Advertising Inc., Baltimore, found the gems in oysters sent them by registered mail.

WFBR's "bivalve roulette" began with a stack of mailing labels addressed to national media buyers and Baltimore broadcast ad personnel. The labels were shuffled, then glued to small boxes containing the oysters, all but two clasping cultured pearls—the exceptions containing the two rubies—and with each package came a genuine Chesapeake Bay shucking knife.

Creativity scores again in ad image-building

The coloring-book fad has hit Madison Avenue—in a modified form.

Bob Dore Assoc., radio and television rep firm based in New York, has issued "Uncle Bob's Madison Ave. ABC Book" with illustrations and captions patterned more-or-less after the style of the coloring books.

The page devoted to the letter "A" reads:

"A is for Ad man. See the ad man? The ad man has a funny suit. The ad



Mapping BPA's fall convention

The board of directors of the Broadcasters' Promotion Assn. drew up plans in Dallas last month for the fall convention to be held there Oct. 29-31. Discussing the fall agenda are (l to r) Bob Freeland, KOTV (TV) Tulsa; Clark Grant, BPA second vice president,

WOOD-AM-FM-TV Grand Rapids, Mich.; Kirt Harriss, KPRC-AM-TV Houston; Caley Augustine, WIIC (TV) Pittsburgh; Casey Cohlmi, WFAA Dallas; and Jim Bowermaster, BPA's first vice president, WMT Stations, Cedar Rapids, Iowa.



KPHO-TV translates Freberg

KPHO-TV Phoenix gave history a ribbing July 1 in an hour-long video version of a satirical record album, *Stan Freberg Humbly Presents the United States of America*. The locally produced program, entitled "Stan Freberg's U.S.A.," featured 33 Phoenix-area entertainers, and was billed as "a new vein for tv humor."

Typical was the scene on the shores of the Delaware as George Washington and a lieutenant haggle

with a boatman over the rental of a boat.

Program Director Chuck Glance said, "In view of the current trend toward satire as entertainment in other media, we decided to see what public acceptance of this form of humor would have when presented via television." The light satire concluded KPHO-TV's series of monthly specials, but the local programming will resume in the fall on a weekly basis.

man has 1.2 wives, 2.8 children, 4 quarts of Scotch and 1 ulcer."

Some subtle and some not-so-subtle sales pitches are included on pages devoted to several letters of the alphabet.

WHEN tells what

The scoreboard at Syracuse, N.Y.'s MacArthur Stadium has no facilities for telling baseball fans whether a questionable play is scored as a hit or error. So WHEN-AM-TV Syracuse purchased a billboard next to the scoreboard and installed neon lights in the H and E of its call letters. Now, on a questionable play, the H or E of the WHEN sign lights up to keep the fans informed about the official call.

A salute to fm stereo

A salute to the first anniversary of fm stereo broadcasting will be a feature of the seventh annual New York High Fidelity Music Show, Oct. 2-6. Spon-

sored by the Institute of High Fidelity, New York, the anniversary program will include special events, exhibits and live broadcasts. The institute predicts the number of fm stereo stations by the end of the year will be more than double the approximately 100 currently on the air.

Gripe time

KWAT Watertown, S.D., found out during Radio Month in May why listeners like the station. KWAT ran the usual contest in which listeners wrote "Why I like KWAT." But General Manager Ross E. Case wants to know also why others may dislike the station. The sequel contest during July is for the best letters on "What I don't like about KWAT."

Will WIL go broke buying all that Coke?

Missourians—all 4,319,813 of them—were entitled to one free Coke Saturday. The treat was promised by WIL St. Louis conditioned on the State observing Independence Day without a traffic fatality. It did.

The Missouri toll for the 30-hour holiday period was zero—unusual even for a normal Wednesday—but remarkable since the record was established while motorists elsewhere in the U.S. were conducting highway slaughter at a record rate—more than 138 dead for the Fourth of July.

The WIL switchboard was swamped last week with calls from St. Louis listeners who doubted the station would follow through with its promise.

But, said David Klemm, promotion director for the Balaban Stations group, WIL aired its distribution plan even before final financing details had been worked out with the Coca-Cola Co.

The plan: gigantic Coke parties at three outdoor locations in the Greater St. Louis area at mid-day last Saturday. Each distribution point was scheduled to handle up to 100,000 Coke quaffers, but the taps were to stay open as long as the thirsty were on hand, according to Mr. Klemm.

WIL personalities were to be hosts at the parties, and the station set up remote facilities for live feeds to its studios. State officials promised to be on hand (Missouri's Lieutenant Gov. Hillary Busch and Attorney Gen. Thomas Eagleton).

WIBG starts drive to help City of Hope

WIBG Philadelphia today (July 9) launches a month-long fund-raising campaign in the Delaware Valley to endow an occupational therapy and educational department at the children's wing, City of Hope, Duarte, Calif. Seeking \$25,000, the Storer outlet and station personality Hy Lit have a charter for WIBG-Hy Lit Delaware Valley Teenagers Mercy Chapter.

WIBG says funds will be raised through sale of chapter memberships and special activities now being developed. The station plans a marathon broadcast on Aug. 3 with entertainment personalities if the fund goal is not reached by that date.

July 4 on German tv

Labor Day was observed on Independence Day (both American style) via German network tv. July 4 program was half-hour version in German of 1961 "Land of Promise" produced under auspices of AFL-CIO. Original nar-

ration done in English by Melvin Douglas was handled by German actor. George Meany, AFL-CIO president, in Europe for international labor meeting, appeared live from Berlin with pro-Democratic (anti-Communist) talk and was introduced by West Berlin Mayor Willie Brandt. Idea was conceived by M. S. Novik, AFL-CIO radio-tv advisor and member of U. S. Advisory Commission on Information.

Traffic safety program a success—WISN

Simplicity in handling a serious subject is resulting in an effective community service by WISN Milwaukee, the station reports.

Nearly a year ago, WISN began its daily *Sound of Safety* program to call area drivers attention to increasing traffic fatalities. For impact, WISN scheduled the three-minute program at 5:15 p.m., the most dangerous driving hour in Milwaukee, according to the city's safety commission. The program's speaker in its early days was Dr. B. L. Corbett, managing director of the safety commission, who discussed such topics as "Driving on Expressways," "Drunken Driving," "Witnessing an Accident."

Since then, other local officials have appeared on the show. According to WISN, the public has accepted the show, if letters and phone calls are a measurement—but a truer gauge is the latest statistics which reveal a decline in accidents.

WISN reported it was told by the owner of a fleet of cars that he has instructed his drivers to stop their cars each day at 5:15 and listen to *Sound of Safety*. The station also said the Wisconsin Electric Power Co. has requested all of the program's past scripts to use as training aids.

Drumbeats . . .

Canadians watch tv ■ In Canada, 89% of all homes now have one or more tv sets. That was the message of Television Bureau of Advertising of Canada as detailed for advertisers and agencies



In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Tv boosts theater in Rockford

Thanks to WREX-TV the theater-going public of Rockford, Ill., doesn't have to go to Chicago for high-level live entertainment. Rockford is preparing for its third Variety Theater season, this year featuring Jean Kerr's *Mary, Mary*, the Tokyo Classical Ballet, *Sound of Music*, *Carnival*, and three other nationally-known entertainment attractions.

How does the city of Rockford (pop. 126,706) attract such theater fare? It's due to the sponsorship and encouragement of WREX-TV and its vice president and general manager, Joe M. Baisch.

Success, while new to Rockford

theater, didn't click overnight. Other community attempts to bring live theater and music to Rockford have failed. However, when WREX-TV and Mr. Baisch took on the responsibility for the arrangements and sponsorship, Variety Theater, as the series is called, succeeded. Nonetheless, said a Rockford editor, even under the WREX-TV sponsorship, it was necessary to sell two thousand seats "just to break even."

Now the productions bring new business into the Rockford downtown area; box office estimates are that half the ticket sales are to out-of-town patrons.

in New York at a June 29 presentation. The TvB of Canada presentation profiled the growth of the tv medium in the Dominion, giving such facts as: the average home has the set tuned in 5 hours 42 minutes per day. Earlier this year, the TvB presentation had been shown in major cities in Canada.

Good scouts ■ KALL Salt Lake City is tying an hourly telephone contest to a Boy Scouts of America fund-raising campaign, donating sums to the Scouts equal to what the station's contest winners earn. Titled "Project Pride," the effort is helping the Salt Lake Council toward a \$485,000 goal.

Bar-B-Q politics ■ WMAZ-AM-TV Macon, Ga., is planning to be host to 15,000 persons at an old-style giant political rally and barbeque dinner Aug. 18, a month before the state Democratic primary. The six-hour affair will be simulcast live from Porter Stadium, a Macon football field. Wilton Cobb, stations' general manager, said 36 of the 41 candidates for state and local office have accepted invitations to speak at the rally.

Color tv interest ■ All live programs from the studios of WFGA-TV Jacksonville, Fla., are now being telecast in color, according to station vice president and general manager Jesse H. Cripe, who said the decision to go full color was based on the substantial increase of interest in the Jacksonville market in color television. This raises WFGA-TV's color schedule to 40 hours per week.

KQV in Detroit ■ KQV Pittsburgh was host to Detroit business and advertising executives in the Motor City, treating the guests to lunch and a talk by KQV Sports Director Harold (Pie) Traynor, former Pirate third baseman and Baseball Hall of Fame member.

WLIB summer schedule ■ A group of community-oriented broadcasts examining aspects and services of 12 social welfare agencies operating in behalf of New York's Negro citizens will be carried on WLIB New York this summer for 12 weeks. The series will include *Community In Action* (Mon.-Fri., 9-9:15 p.m.) and a 15-minute Saturday evening program devoted to the Westchester Urban League and the Peace Corps.

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Peoria, Illinois

BROADCAST ADVERTISING

Clyde E. Rapp, San Francisco marketing consultant, joins Allen & Reynolds, Omaha advertising agency, as senior vp, working on account planning. Previously, Mr. Rapp served as vp and general manager of Dayton, Ohio, office of Dancer-Fitzgerald-Sample; vp and account supervisor with Foote, Cone & Belding, and as account executive with J. Walter Thompson Co. Earlier, he was director of advertising and promotion for Theo. Hamm Brewing Co. in St. Paul, Minn.



Mr. Rapp

James Harker, vp of Bozell & Jacobs, Omaha, transfers to agency's Los Angeles office as vp-creative director.

Tom E. Harder, account supervisor at Kenyon & Eckhardt, New York, elected vp. **Al Gary**, assistant manager of agency's Los Angeles office and executive on Technicolor account, promoted to manager, succeeding **Burt Avedon**, who transfers to K&E's home office in New York. Mr. Gary formerly headed agency's Dallas office before moving to

Los Angeles in May 1961. **Robert L. Thalhofer**, formerly with Lennen & Newell, joins Kenyon & Eckhardt, New York, as executive on Brylcreem account.

Bess Gilmore, general manager of Community Club Awards, New York, elected executive vp, succeeding **William M. Carpenter**, who resigned coincident with his purchase of WRIO Rio Piedras, Puerto Rico.

Alan Goff, director of pr services at McCann-Marschalk Co., New York, elected vp.

Gordon Hull, former director of advertising and sales development for Mutual Benefit Life Insurance Co., elected vp of Compton Adv., New York.



Mr. Hull

Leto J. Hill, national field sales manager for toilet articles division of Colgate-Palmolive Co., New York, promoted to general sales manager.

Richard Pell, formerly with Donahue & Coe, joins Sullivan, Stauffer, Colwell & Bayles, New York, as executive on Bulova account.

Ad execs form new firm

A. O. Buckingham, former senior vp of Young & Rubicam, and **W. J. McKeachie**, retired president of McCann-Marschalk, have formed new company, Adjunct-to-Management, to help American companies evaluate and develop profit opportunities abroad. Both men were residents of London from 1952-60. Mr. Buckingham as head of Y&R's European operations and Mr. McKeachie in similar post for McCann-Erickson. Temporarily, Mr. Buckingham will operate from his home at 2 Tudor City Place in New York, and Mr. McKeachie from his Carversville, Pa., home.

A. James Barker appointed advertising director of Quinton Co., newly formed consumer products division of Merck & Co. (household chemical products), Rahway, N. J. Mr. Barker, who joined Merck last September, is former assistant vp and account supervisor with Ted Bates & Co.

Walter King, formerly with William Esty Co., New York, joins Street & Finney, that city, as director of tv production and network programming.



Mr. Allen

joins Grant Adv., Chicago, as vp and creative director.

John W. Hartung joins Storm Adv., Rochester, N. Y., as production manager.

Fred Mintz appointed art director of Hal Stebbins, Los Angeles advertising and pr agency.

THE MEDIA

William J. Hendricks, manager of Detroit office of ABC-TV National Station Sales, returns to ABC-owned Detroit outlet, WXYZ-TV, as general sales manager. **Don Keck**, member of local sales staff of KABC-TV Los Angeles, joins ABC-TV National Station Sales in New York as



Mr. Hendricks

WDSU-TV New Orleans

produces color and monochrome Remotes . . . studio programs with the Super Universal Zoomar Lens

We have used the Super Universal lens successfully on many kind of programs, including color and black and white remotes, different types of studio programs, and find it would be almost impossible to accomplish certain effects without this type lens.

Very truly yours,

Lindsey G. Riddle

Lindsey G. Riddle
Chief Engineer



Call for a demonstration on your cameras

JACK A. PEGLER • BILL PEGLER

TELEVISION ZOOMAR COMPANY

500 Fifth Avenue, New York 36, New York — BRyant 9-5835

account executive, reporting to Harrison E. Mulford, rep firms eastern sales manager. Mr. Hendricks joined WXYZ in 1945 as director of advertising and sales promotion and in 1948 became account executive, position he held until joining station sales division in July 1961.

Ralph Petti, general manager of KOOK Billings, Mont., named general manager of radio division of Garryowen Broadcasting System (KOOK-AM-TV and KXLF-AM-TV Butte, Mont.). **Jack Bolton**, KOOK operations manager, promoted to station manager. **Pat Dulan** and **Danny Hoffman**, salesmen with KOOK and KXLF, respectively, promoted to sales managers of respective stations. **Bob Broadwater**, d.j. with KOOK, named program director of KXLF.

Albert J. Gibbons and **Donald F. Furgerson** elected president-general manager and chief engineer, respectively, of Collegiate Broadcasting Network, Pittsburgh. **Philip D. Graham**, engineer at WEIR Weirton, W. Va., appointed CBN's director of research and development.

Clarence E. (Dusty) Rhodes, general sales manager of Mid-State Broadcasting Corp. [WSWM (FM) East Lansing, WQDC (FM) Midland, WABX (FM) Detroit, and WAMM and WGMZ (FM), both Flint, all Michigan], elected vp and assistant to president. **Francis Martin**, formerly with Olan Mills Photography Co., joins Mid-State as general sales manager. **Walter Wierzbicki**, chief engineer of WAMM, appointed technical director of Mid-State network. Mr. Rhodes, who has been in charge of sales for Mid-State since December 1961, is part owner of WAMM.



Mr. Rhodes

George F. Lorenz and **Ernest A. Bohrk** named general manager and chief engineer, respectively, of WBLK-FM Depew, N. Y. Target date for new fm facility is late fall of this year. **Bessie Kritzer** appointed director of pr, public service and promotion.

Thomas E. Wood, account executive in New York office of H-R Representatives, appointed manager of new Philadelphia office of H-R Television and H-R Representatives. Before joining H-R approximately year ago, Mr. Wood was account executive in tv sales department of George P. Hollingberry Co., New York.

Bob Norris appointed general manager of KLWW (formerly KPIG) Grand Rapids, Iowa. **George Patrick** joins station as director of programming and production.

Jack Gilbert, station manager of KHOL-TV Kearney, resigns to operate and manage his own station, KEYR Scottsbluff, both Nebraska. Mr. Gilbert had been with KHOL-TV since it began operations in December 1953.

William Holm, general manager of WLPO La Salle, Ill., since station's inception in 1947, resigned June 30 to enter into partnership with **Roy Kurkowski**, WLPO sales manager, who will resign, effective July 31, to establish commercial photocopy shop in La Salle.

Ron Sherwood, program director of WBCB - AM - FM Levittown - Fairless Hills, appointed manager of WYNS Lehigh, all Pennsylvania. **Jack Mitchell**, formerly with WAZL-AM-FM Hazleton, Pa., joins WYNS as air personality.

Leland Childs, former air personality with WBRC-AM-FM Birmingham, Ala., and recently with WAPI-AM-FM, that city, returns to WBRC as assistant general manager and host of his own early morning program.

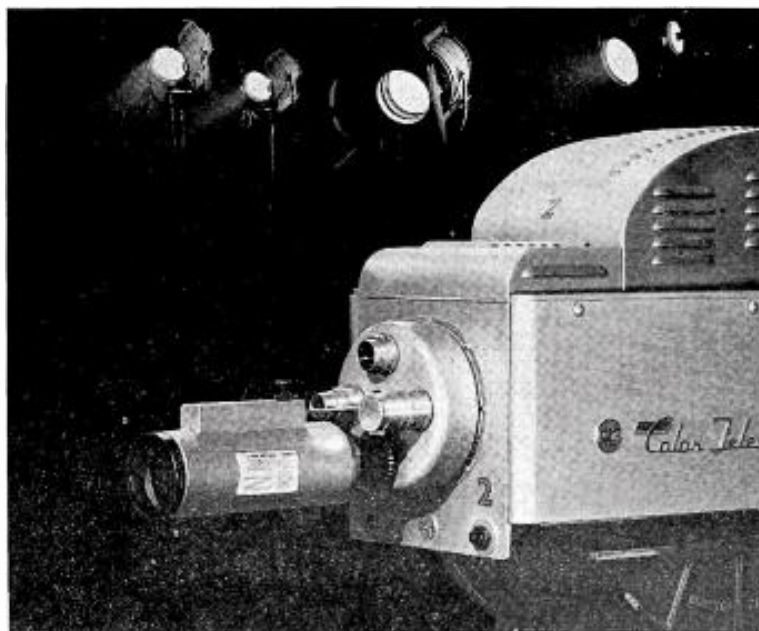
H. Taylor Vaden, advertising and sales promotion manager of WJZ-TV Baltimore, joins WFIL-AM-FM-TV Philadelphia, effective July 16, as director of advertising and promotion. Prior to joining WJZ in 1959, Mr. Vaden served as sales promotion director of WCAU-TV Philadelphia.

James L. Hodge Jr., regional sales manager of WLAC-TV Nashville, Tenn., promoted to local sales manager. Mr. Hodge, who was formerly associated with Southern Bell Telephone & Telegraph Co. in Florida and Tennessee, joined WLAC in 1956 as account executive. He was appointed assistant national sales manager in 1959, and has served in his present capacity since 1960.



Mr. Hodge

Churchill S. Miller, account executive with WNHC-TV New Haven, Conn., joins New York tv sales staff of The Katz Agency.



Great majority of Nation's TV stations are already equipped to telecast color

Now, nearly 75% of the TV stations coast-to-coast are equipped to rebroadcast network color . . . giving color coverage to areas with 98% of the TV homes in the country! Almost 30% are equipped to originate color on a local basis, and are adding hundreds more hours weekly to total color programming. Color TV is growing every day, and it pays. Find out how it can pay off for you from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.

Robert B. Sayers, sales representative with Link-Belt Co., Kansas City, appointed commercial manager of KXTR (FM), that city.

Calvin P. Copsey, formerly with KFRC-AM-FM San Francisco, joins KNBC-AM-FM, that city, as account executive, replacing **Fritz Manes**, who has been promoted to NBC Radio Spot Sales, Hollywood.

Edward B. Ingeman, sales executive with Radio Concepts Inc., joins New York office of Peters, Griffin, Woodward as tv account executive.

Jack Ryan, salesman with Owens-Illinois Glass Co., Albany, and **Kent Jones**, sales manager of WSPN Saratoga Springs, both New York, join WTEN (TV) Albany as account executives.

John E. Buzby, formerly with CBS Spot Sales, joins H-R Television, Chicago, as account executive. Mr. Buzby was previously with The Bolling Co. and Headley-Reed Co.

Richard Pauley, former program director of WINQ Tampa, Fla., joins WTVT (TV), that city, as salesman.



Mr. Brines

Paul C. Brines, vp and general manager of WSJV (TV) and WTRC - AM - FM South Bend-Elkhart, Ind., and vp of WKJG Inc. (WKJG-AM-TV Fort Wayne, Ind.), elected to board of directors of Truth Publishing Co. and Truth Radio Corp., licensee of stations. Mr. Brines fills vacancy created by death of Carl D. Greenleaf on July 10, 1959, which has been unfilled since that time.

Byron K. Adams, district manager in advertising sales for New York and New Jersey at McGraw-Hill Publishing Co., joins WPAT-AM-FM Paterson, N. J., as director of sales for banking and finance.

Sumner J. Glimcher, former manager of foreign news desk and producer of public affairs programs for WOR-AM-TV New York, joins National Educational Television & Radio Center, that city, as program associate for social sciences.

Edith Zornow, vp of GO Pictures Inc., appointed film-tape coordinator of WNDT (TV) New York.

Howie Leonard appointed operations manager of WHEB Portsmouth, N. H.

William J. Feest, member of production department of WJW-TV Cleveland, joins station's directing staff, replacing **Robert Gardner**, who resigned.

Reno Bailey named assistant produc-

WNPC elects officials



Mrs. Gavin

with WRC for past eight years and host of station's *Capital By-Lines* program, will be inaugurated in mid-July. Other officers elected: **Betty Beale**, *Washington Star*, first vp; **Olga Moore Arnold**, U. S. Information Agency, second vp; **Lucille Eddinger**, The Copley Press, third vp; **Florence Lowe**, Metropolitan Broadcasting Co., secretary; and **Mary Gallagher**, *Cincinnati Enquirer*, treasurer. **Ida Jean Kain**, King Features Syndicate, and **Josephine Ripley**, *Christian Science Monitor*, were elected to board of directors.

Patty Gavin, WRC-AM-FM Washington, elected president last week of Women's National Press Club. Mrs. Gavin, Washington commentator

tion manager of Jefferson Standard Broadcasting Co.'s WBT-FM Charlotte, N. C. Station expects to begin operations Aug. 1.

Jack B. Clements, program and news director of WRVA-AM-FM Richmond, Va., joins WCAU-AM-FM Philadelphia as production manager, replacing **Dick Covington**, who will devote full time to announcing duties.

Robin Morrow and **Eric Silver** join production staff of KICO Calexico, Calif.

Dan H. Young, news editor at WSAI-AM-FM Cincinnati, promoted to news director.

Dudley Harmon, news director of Smith College and former reporter for *Washington Post*, named information manager of Washington bureau of CBS News.

W. C. (Bud) Blanchette named general manager of WFBB-AM-TV Great Falls, Mont. Mr. Blanchette joined WFBB as assistant manager in 1953 and subsequently served as station manager and national sales manager.

Gordon Owen, news personality with KSL-AM-FM-TV Salt Lake City, joins KBTB (TV) and KBTR Denver, in similar capacity.

James Rush, WKMF Flint, and **James McGowan**, WBCM-AM-FM Bay



Mr. Blanchette

City, join news department of WNEM-FM-TV Saginaw, all Michigan. **Tom Eynon** and **Lou Furlin** appointed WNEM's news chief and chief engineer, respectively.

Paul Lockwood, news director of WGVA Geneva, joins WIBX Utica, both New York, as morning news editor. Mr. Lockwood is succeeded at WGVA by **Phil Tucker**.

Keith Brackenbrough joins news staff of KEX-AM-FM Portland, Ore.

Jack Palvino, d.j. with WBBF-AM-FM Rochester, N. Y., assumes added duties as promotion manager.

Ross Morton joins WOLF Syracuse, N. Y., as air personality.

Mike Casey, publicist at 20th Century-Fox Tv, appointed publicity director of KTLA (TV) Los Angeles, succeeding **Bob Reagan**, who resigned.



Miss Michal

Maria E. Michal, former information service manager of Philip Morris Inc., joins NAB code authority in New York as senior editor in claims division (see story, page 48).

Mary Jane Fox joins WTRF-TV Wheeling, W. Va., as hostess of *Romper Room*.

Steve Stone, formerly with WKRS Waukegan, Ill., joins WJAS-AM-FM Pittsburgh as air personality.

Guy Travers, formerly with WJBR (FM) Wilmington, Del., joins WAYE Dundalk, Md., as air personality.

Robert Waldrop joins announcing staff of WDOK-AM-FM Cleveland.

Joe Murray, formerly with WFMV (FM) Richmond, Va., joins WALT Tampa, Fla., as d.j. and music director.

William H. Raymond joins KCHJ Delano, Calif., as announcer-salesman.

Burke Moras, formerly with WTID Newport News, Va., joins announcing staff of WDON Wheaton, Md., succeeding **Bob Bartl**, who resigned to join WCAO-AM-FM Baltimore.

Tom Manning joins WHK-AM-FM Cleveland as air personality.

Bruce Parsons joins WTID Newport News, Va., as air personality.

Joe Templeton, former newscaster with WTVJ (TV) Miami, joins WJZ-TV Baltimore as assistant news director and on-the-air news personality.

George L. Davis, formerly with WOOD-AM-TV Grand Rapids, Mich., joins WOLF Syracuse, N. Y., as air personality.

Edward J. Lynett Jr. joins staff of WEJL Scranton, Pa.

Jim Price, member of news department of KFMB-AM-FM-TV San Diego, granted Fullbright Scholarship. Travel grant, issued by U. S. government, provides for year's study of broadcasting and journalism at U. of Caracas in Venezuela.

PROGRAMMING

Lawrence L. Goldwasser, producer-director at Elliot, Unger & Elliot, joins Tele-Video Productions, New York, as executive vp.

Gabe Sumner, executive assistant to vp of United Artists Corp., New York, named national director of advertising, publicity and exploitation.

Steven R. Carlin, executive vp of Entertainment Productions, signed to exclusive contract by MGM-TV to create and produce live and taped programs. Mr. Carlin has produced 17 network programs in last 10 years, chiefly in game, panel and audience-participation field.

Frank Glicksman, story editor at 20th Century-Fox Tv, Los Angeles, signs new two-year contract to continue in that post. Deal contains option clause giving either party right to terminate contract after one year.

Kent MacKenzie joins Wolper Productions, Hollywood, as producer-director of *The Story of . . .* dramatic documentary series.

EQUIPMENT & ENGINEERING



Mr. Strogoff



Mr. Johnson



Mr. Marks

Alfred Strogoff, **Lawrence I. Marks** and **Charles P. Johnson** elected executive vp, vp-finance, and vp-government products division, respectively, of Adler Electronics, New Rochelle, N. Y., producer of telecommunications systems and equipment. Mr. Strogoff has been vp and general manager for past two years. He joined Adler in 1949. Mr. Marks, treasurer, controller and secretary since joining firm in 1956, will, as chief financial officer, add responsibilities of systems and procedures. Mr. Johnson

will continue to serve as head of government products division, position he has held since joining Adler in 1960.



Mr. Dashefsky

in 1951, has served in his present capacity since February 1961.

Charles A. Sereno, former president of Air Assoc., Teterboro, N. J., elected vp in charge of marketing for GPL Div. of General Precision Inc., Pleasantville, N. Y.

Ellis Friedman, executive vp of Trav-Ler Radio Corp., Chicago, joins The Magnavox Co., with headquarters in Fort Wayne, Ind., as corporate vp responsible for procurement procedure, manufacturing methods and coordination of manufacturing and engineering efforts. Mr. Friedman, who joined Trav-Ler in 1939 as production foreman, has served as executive vp since 1951.



Mr. Friedman

J. (Jess) C. Rodriguez, formerly with Dresser-Ideco Co., Columbus, Ohio, joins Stainless Inc., North Wales (Pa.) manufacturer of communication towers, as broadcast sales engineer. Mr. Rodriguez will handle broadcast tower sales and special assignments in North Wales and with Stainless' subsidiary, Walcan Ltd., Ontario, Canada.

INTERNATIONAL

Hugh Clark, commercial manager of CTV Television Network, elected executive vp of Stovin-Byles Ltd., Toronto station rep firm.

Mike Callahan, president of Air Times Sales Ltd., Toronto, elected secretary of Station Representatives Assn. of Canada, replacing **Ken Davis**, who resigned from Markey Brooke Interprovincial Sales Ltd., that city.



Mr. Clark

George H. Jones, divisional engineer of Canadian Broadcasting Corp., Toronto, granted two-month leave of absence to give technical advice and assistance to Malayan government in its plans to establish tv system at Kuala Lumpur. System is expected to be op-

erational by late 1963 with telecasts on two channels; one for Malayan, second for Chinese and English-language programs.

DEATHS

David H. Booher, 52, general sales manager of WJXT (TV) Jacksonville, Fla., died July 1 in that city. Mr. Booher, former vp of WMBR-AM-FM Jacksonville, joined WJXT in 1948. He was named general sales manager in 1956.



Mr. Booher

Walter E. Thwing, 67, retired advertising agency executive and magazine publisher, died June 30 of heart attack in his Wilton, Conn., home. Mr. Thwing, who retired six years ago as president of Thwing & Altman Adv., New York, in early 1940's founded and was president of American Guild, garden book branch of Doubleday & Co., and published *Home Garden* magazine, which he later sold to Doubleday.

Edwin C. Wilbur, retired technical supervisor of NBC-TV, New York, died June 25 at his home in Largo, Fla., after short illness. Mr. Wilbur joined engineering department of NBC in New York in late 1920's. He was transferred to tv development group in 1934 and served as technical supervisor of NBC-TV network until his retirement in 1958.



Mr. Wilbur

Frederick Hazlitt Brennan, 60, chief writer of *Wyatt Earp* tv series from 1955 until program was discontinued year ago, died at his home June 30 of self-inflicted gunshot wound, according to Oxnard, Calif., police authorities. Bullet was fired from copy of Buntline Special 45-caliber revolver reissued by Colt after its introduction on tv series.

Monte Pittman, 44, writer-director for Warner Bros. Tv, Burbank, Calif., died June 26 after lengthy illness.

King Whyte, 51, sportscaster and writer on outdoor life, died June 26 at Laurentide Park fishing resort in northern Quebec while preparing outdoor film for his Saturday evening program on Canadian Broadcasting Corp. national network. Mr. Whyte was stricken while dining with Jacques Laroche, CJLR Quebec City, and Louis-Philippe Gagnon, deputy minister of fisheries for Quebec province. *King Whyte Show* has been on CBC network weekly since 1954. At one time, Mr. Whyte did regular program on WLW Cincinnati.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 28 through July 3 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

ACTIONS BY FCC

Rochester, N. Y.—Channel 13 of Rochester Inc.—granted cp for interim operation of vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 500 ft., above ground 360.5 ft. Estimated construction cost \$831,000; first year operating cost \$1,000,000; revenue \$1,300,000. P.O. address 100 Times Square Bldg., Rochester. Studio location Rochester; trans. location Brighton, N.Y. Geographic coordinates 43° 08' 07" N. Lat., 77° 35' 03" W. Long. Trans RCA TT35CH; ant. RCA TT12A-13P. Legal counsel Pierson, Ball & Dowd, Washington, D. C.; consulting engineer George C. Davis, Washington, D. C. Principals: Flower City Tv Corp., Genesee Valley Tv Inc., Star Tv Inc., Community Bestg. Inc., Heritage Radio & Tv Bestg. Co., Main Best. Inc., Federal Bestg. System Inc., and Citizens Tv Corp. All are applicants for permanent allocation of ch. 13 Rochester. Commission waived 30-day delay requirement of Sec. 1.359(b). Action July 3.

*Mobile, Ala.—Alabama Educational Tv Commission.—Granted cp for new noncommercial etv on uhf ch. 42 (638-644 mc); ERP 17.9 kw vis., 8.9 kw aur. Ant. height above average terrain 800 ft., above ground 543 ft. Estimated construction cost \$14,257; first year operating cost \$25,000. P. O. address 2151 Highland Ave., Suite 206, Birmingham 5, Ala. Trans. location near Spanish Fort, Ala. Geographic coordinates 30° 39' 33" N. Lat., 87° 53' 33" W. Long. Trans. Federal FTL-20B; ant. Federal FTL-P-42-25. Consulting engineer A. H. Renfro Jr., Birmingham, Ala. Commission waived Sec. 3.685 of rules. Action July 3.

Existing tv stations

CALL LETTERS ASSIGNED

WNYS(TV) Syracuse, N. Y.—Channel 9 Syracuse Inc.

*KYVE-TV Yakima, Wash. — Yakima School District No. 7.
KLBK-TV Lubbock, Tex.—Grayson Enterprises Inc.; changed from KDUB-TV.

Existing am stations

ACTIONS BY FCC

Cabrillo Bestg. Co., San Diego, Calif.; Helix Bestg. Co., La Mesa, Calif.—Designated for consolidated hearing applications for new am stations to operate on 1520 kc, 500 w-N, 1 kw-LS, DA-2; made KOMA Oklahoma City, Okla., and FAA parties to proceeding. Action July 3.

By memorandum opinion & order, commission granted mod. of license of Sevier Valley Bestg. Co. to delete nighttime operation with 1 kw of station KSVK Richfield, Utah, continuing daytime operation with its present facilities of 980 kc, 5 kw. Action July 3.

WMAN Mansfield, Ohio — Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action July 3.

WBAT Marion, Ind.—Granted increased daytime power on 1400 kc from 500 w to 1 kw, continued nighttime operation with 250 w; conditions; waived Sec. 3.188(d) of rules to permit use of roof-top antenna. Action July 3.

WADO New York, N. Y.—Granted mod. of license to change hours of operation from share time to unl., continued operation on 1280 kc, 5 kw, DA-1. Grant is without prejudice to whatever further action, if any, commission may deem warranted as result of any final determination in Wyde, Inc. and Wake, Inc. v. Bartell Bcstrs., et al, now pending in U. S. District of New York. (Bartell recently acquired control of station WHBI Newark, N. J., with which it shared time.) Action July 3.

WODY Bassett, Va.—Granted increased power on 900 kc, DA, D, from 250 w to 500 w; conditions. Action June 27.

WCNC Elizabeth City, N. C.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action June 27.

WDBF Delray Beach, Fla. — Granted change on 1420 kc from day to unl. time operation with 500 w-N, continued daytime operation with 5 kw, and change from DA-D to DA-2; conditions. Action June 27.

KGHS International Falls, Minn.—Granted increased power on 1230 kc, U, from 100 w to 250 w; remote control permitted; conditions. Action June 27.

John A. Egle, KLFT Radio Inc., Golden Meadow, La.—Designated for expedited consolidated hearing applications for new daytime am stations to operate on 1600 kc, 1 kw; denied requests by both applicants for SCA or conditional grant to operate. (Facilities sought were formerly occupied by Station KLFT, whose license was revoked effective June 15.) Action June 27.

Valley Bestg. Co. Kankakee, Ill.—By letter, granted request for reconsideration of May 7 action which returned as unacceptable for filing its application for new am station to operate on 1080 kc, 1 kw, D, and accepted application for filing as

of April 9, original date tendered. Action June 27.

Robert O. Edwards, Lewiston Orchards, Idaho; Clarkston Bcstrs., Clarkston, Wash.—Designated for consolidated hearing applications for new daytime am stations to operate on 1480 kc, 1 kw. Action June 27.

WCPC Houston, Miss.—Granted mod. of cp to increase power on 940 kc, DA, D, from 10 kw to 50 kw; conditions. Is licensed on 1320 kc, 5 kw, D. Action June 27.

Coffee County Bcstrs., Inc. Douglas, Ga.—Granted cp for new am station to operate on 1310 kc, 1 kw, D; remote control permitted; conditions. Advised WDMG Douglas, that latter had not substantiated allegations to warrant hearing. Action June 27.

Bigbee Bestg. Co. Demopolis, Ala. — Granted cp for new am station to operate on 1350 kc, 5 kw, DA-D; conditions. Action June 27.

Pinellas Radio Co. Pinellas Park, Fla.—Designated for hearing application for new daytime am station to operate on 570 kc, 500 w, DA; made WACL Waycross, Ga., and WDBO Orlando, Fla., parties to proceeding. Commissioner Bartley dissented. Action June 27.

Geoffrey A. Lapping, Blythe, Calif.—By memorandum opinion & order, commission designated for hearing application for new daytime am station to operate on 1260 kc, 500 w; granted petition by KYOR, Blythe, to extent of making it party to proceeding. Comrs. Hyde, Lee and Ford dissented. Action June 27.

By letter, commission (1) denied petition by Bob McRaney Enterprises Inc. (WROB), West Point, Miss., to reinstate with original file number his application to increase daytime power on 1450 kc from 250 w to 1 kw, continued operation with 250 w-N, which was dismissed Feb. 28, 1961 pursuant to Sec. 1.312(b) of rules, but (2) re-accepted application as of May 21 with new file number. Action June 27.

CALL LETTERS ASSIGNED

KRKT Albany, Ore.—Peter J. Ryan and Milton A. Viken; changed from KABY.

WVGT Mt. Dora, Fla.—WMDF Inc.; changed from WMDF.

KPCN Grand Prairie, Tex.—Rounsaville of Dallas Inc.; changed from KRZY.

KLBK Lubbock, Tex.—Grayson Enterprises Inc.; changed from KDUB.

KAYC Beaumont, Tex.—Texas Coast Bcstrs.; changed from KRIC.

WZOO Spartanburg, S. C.—Spartanburg Bestg. Inc.; changed from WTHE.

KEYR Terrytown, Neb.—Western Nebraska Bcstrs. Co.; changed from KTCL.

WBOL Bolivar, Tenn.—Savannah Bestg. Service Inc.

KBHB Sturgis, S. D.—Sturgis Radio Inc. KSGT Jackson, Wyo.—Snake River & Tv Inc.

KAPS Mt. Vernon, Wash.—Columbia River Bcstrs. Inc.

WEAL Greenboro, N. C.—Francis M. Fitzgerald.

WLOW Aiken, S. C.—Robert S. Taylor. KIFG Iowa Falls, Iowa—Iowa Falls Bestg. Corp.

WCDS Glasgow, Ky.—John M. Barrick.

New fm stations

APPLICATIONS

Lafayette, Ind.—Lafayette Bestg. Inc. 101.3 mc, 16,558 kw. Ant. height above average terrain 322 ft. P. O. address McCarthy Lane, Lafayette. Estimated construction cost \$20,433; first year operating cost \$12,000; revenue \$15,000. Principals: Harry Rosenthal (95%) and Warren N. Eggleston (5%). Principals are licensees of WASK Lafayette. Ann. July 2.

Munfordville, Ky.—South Central Kentucky Bestg. Inc. 97.1 mc, 3.2 kw. Ant. height above average terrain 99 ft. P. O. address c/o Dr. Maher Speevack, Munfordville. Estimated construction cost \$12,150; first year operating cost \$5,830; revenue \$9,125. Principals: Applicant is corporation having 50 stockholders holding small shares of interest. Applicant is licensee of WLOC Munfordville. Ann. July 2.

Plainesville, Ohio—WPVL Inc. 96.3 mc, 20 kw. Ant. height above average terrain 83 ft. P. O. address 713 Forbes St., Plainesville. Estimated construction cost \$23,886; first year operating cost \$12,000; revenue \$12,000. Principals: Carl R. Lee and Theodore H. Oppgard (each 50%). Messrs. Lee and Oppgard are equal owners of

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242;
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164;
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. Federal 3-4800
Member AFCEE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCEE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCEE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STERLING 3-0111
Washington 4, D. C.
Member AFCEE

**COMMERCIAL RADIO
EQUIPMENT CO.**
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
INTERNATIONAL BLDG.
DI 7-1319
WASHINGTON 4, D. C.
Member AFCEE

A. D. Ring & Associates
41 Years' Experience in Radio
Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCEE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCEE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCEE

RUSSELL P. MAY
711 14th St., N.W. Sheraton Bldg.
Washington 5, D. C.
REpublic 7-3984
Member AFCEE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCEE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MEIrose 1-8360
Member AFCEE

GUY C. HUTCHESON
P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

**SILLIMAN, MOFFET
& KOWALSKI**
1405 G St., N.W.
Republic 7-6646
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 3

	Lic.	Cps.	Not on air	TOTAL APPLICATIONS For new stations
AM	3,673	71	141	672
FM	934	66	201	174
TV	481 ¹	78	87	118

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, July 3

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	17	59

COMMERCIAL STATION BOXSCORE

Compiled by FCC May 31

	AM	FM	TV
Licensed (all on air)	3,737	997	484 ¹
Cps on air (new stations)	63	47	76
Cps not on air (new stations)	142	196	83
Total authorized stations	3,879	1,193	654 ²
Applications for new stations (not in hearing)	437	99	37
Applications for new stations (in hearing)	164	21	60
Total applications for new stations	601	120	97
Applications for major changes (not in hearing)	462	99	35
Applications for major changes (in hearing)	53	5	12
Total applications for major changes	515	104	47
Licenses deleted	0	0	0
Cps deleted	0	7	0

¹There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

WVSC Somerset, Pa. and WPVL Plainessville and 45% owners of WDLR Delaware, Ohio. Ann. June 29.

Ownership changes

ACTIONS BY FCC

WRNJ(FM), Melvin Gollub, Atlantic City, N. J.—Granted assignment of license to WRNJ Associates Inc. (Edward R. Newman, president); consideration \$25,000. Action July 3.

WDBC Delta Bcstg. Co., Escanaba, Mich.—Granted transfer of control and assignment of licenses from George and Frank J. Lindenthal and William J. Duchaine to WDBC Bcstg. Co. (H. N. Cardozo Jr.); consideration \$162,931. Cardozo owns KATE, Albert Lea, Minn., and has interest in WJON, St. Cloud, Conn. Bartley dissented. Action July 3.

WIPE(FM), Earl, Mullins, Torian, Propst and Stein, Detroit, Mich.—Granted assignment of cp from G. Warren Earl, et al.,

to Downriver Bcstg. Centre Inc. (Anthony T. Rinna, president); consideration \$8,980 for out-of-pocket expense. Action July 3.

KUFM(FM), Forwek Inc. El Cajon, Calif.—Granted assignment of license to Family Stations Inc. (KEAR-FM San Francisco and KEBR(FM) Sacramento); consideration \$15,100 including station equipment. Action July 3.

KUEN, KUEN Inc., Wenatchee, Wash.—Granted transfer of negative control by Joseph S. Sample through sale of his 50% interest to Matthew N. Clapp Jr., consideration \$35,000. Action July 3.

APPLICATIONS

WTVW Evansville, Ind.—Seeks transfer of control from Ferris E. Traylor (9,600 shares), Rex Schepp (9,000 shares) and Miklos Sperling (4,000 shares), all shares class A voting stock. d/b as Evansville Tv Inc., to Producers Inc. (22,600 shares of 25,000 shares outstanding). Consideration \$124,800, \$270,000 and \$120,000 respectively. Mr. Traylor is 12.8% stockholder of Pro-

ducers Inc. The Polaris Corp., Indianapolis, real estate and equipment leasing firm, owns 50%. Rest is held by bank in trust for Mr. Traylor's four children. Ann. July 3.

WAIT Addison Township, Ill.—Seeks assignment of license from Julius, Bertha L., Oscar, and Gertrude Miller, (each 25%), d/b as Radio WAIT, to Maurice and Lois F. Rosenfield (each 31%), Howard A. and Robert G. Weiss (each 16.5%), and others (5%), tr/as partners. Consideration \$1,000,000. Mr. and Mrs. Rosenfield are president and secretary, respectively, and stockholders (each 25%) of WFME Chicago. Ann. July 3.

WSRO Marlboro, Mass.—Seeks transfer of control from Lewis F. Sargent d/b as County Bcstg. Corp., to William F. Brewin, trustee in bankruptcy. Ann. July 2.

WISE Asheville, N. C.—Seeks assignment of license from Harold H. Thomas and Meredith S. Thomas (each 35.5%), and Robert R. Reynolds (28%), d/b as Arlington-Fairfax Bcstg. Inc., to Charles J. McGuire and John Lee Davenport (each 50%), tr/as Davenport-McGuire Bcstrs. Inc. Consideration \$150,000. Mr. McGuire is 25% owner of WGAT Gate City, Va. Ann. June 29.

WELE Daytona Beach, Fla.—Seeks transfer of control from R. Kelvin Shivers (80%), deceased, to James E. Artis (80%), tr/as executor of deceased's estate. No financial consideration involved. Ann. June 28.

WDSR Lake City, Fla.—Seeks assignment of license from James M. Wall (52%) and Rose S. Gervais (42%), d/b as WDSR Bcstg. Inc. to Alfred H. Temple and W. H. Jones, court appointed receivers of WDSR Bcstg. Inc. Mr. Temple and his wife Alma Horn Temple hold a mortgage and are plaintiffs in suit against same station. No financial consideration involved. Ann. June 28.

KTNC Falls City, Neb.—Seeks assignment of license from William Hardt (71.4%), John J. Busche (23.8%), Leroy W. Hardt (4.8%), d/b as partners to William Hardt (65%), H. D. Wallington (19%), Leroy W. Hardt (7%), Zella L. Hardt (6%), and Mary A. Hardt (3%), tr/as Falls City Bcstg. Inc. No financial consideration involved at this time as Mr. Busche had sold his interest (consideration \$2,800) to Mr. Wallington (April, 1961) prior to application for transfer to FCC. Ann. June 28.

WXIX(TV) Milwaukee, Wis.—Seeks acquisition of positive control from Mr. and Mrs. Gene Posner (51%), tr/as family group, by Bernard J. and Harold Sampson (each 45.5%), tr/as equal interest partners. Consideration that Mr. and Mrs. Posner shall be relieved of further interest in corporation and that Messrs. Sampson shall pay to transferors \$1.00 per share for 255 shares. Ann. June 28.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Millard F. French issued initial decision looking toward granting applications of VIP Bcstg. Corp. to increase power of WFYI Mineola, N. Y., on 1520 kc, DA, D, from 10 kw to 50 kw, and Bi-States Broadcasters for new am station to operate on 1520 kc, 1 kw, DA, D, in Ocean City-Somers Point, N. J., both conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action June 28.

■ Hearing Examiner Chester F. Naumowicz, Jr. issued initial decision looking toward granting application of Samuel C. Chafin and N. W. Griffin, d/b as DeKalb Bcstg. Co. for new daytime am station to operate on 1310 kc, 500 w, in Decatur, Ga., conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and program tests not to be authorized until permittee has submitted evidence that Chafin and Griffin have no connection with any other broadcast station within their proposed station's primary service area. Action June 27.

OTHER ACTIONS

■ By decision, commission granted application of Robert E. Podesta and Marcella Podesta for new class B fm station to operate on 103.3 mc; ERP 1.67 kw; ant. height 568 ft., in Santa Clara, Calif. Chmn. Minow dissented: Comr. Ford not participating. (Text to be printed by GPO in weekly pamphlet.) Oct. 11, 1961 initial decision looked toward this action. Action July 3.

■ By order, commission amended hearing order in am proceeding in Docs. 14510 et al., to enlarge issues to determine whether DA would operate as proposed by applicant

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Delaware Valley Bcstg. Co. (WAAT), Trenton, N. J., and, in event of grant of that application, include conditional clause requiring ant. current distribution measurements. Comrs. Bartley and Lee dissented. Action July 3.

■ By letter, commission denied objection by Vidalia Bcstg. Co. (WVOP), Vidalia, Ga., to assignment on Feb. 7 of call letters WVOH to Jeff Davis Bcstg. Co., Hazlehurst, Ga. Commission noted that Hazlehurst is approximately 26 airline miles from Vidalia, that WVOH does not provide primary service to Vidalia, and the final letters of two calls are not phonetically related to cause public confusion. Chairman Minow dissented. Action July 3.

■ By letter, commission denied petition by Martin R. Karig for authority to change type trans., additional time to complete construction, and conduct equipment tests of station WIZR, Johnstown, N. Y.; affirmed May 15 letter informing Karig that further action on these applications would be withheld pending outcome of hearing in revocation proceeding against WIZR which is in consolidation with other Karig and related applications in Doc. 14617 et al. Comrs. Hyde and Ford dissented. Action July 3.

■ By memorandum opinion & order, commission granted application of Midwest Tv Inc., for new uhf tv translator station on ch. 71 in LaSalle, Ill., to rebroadcast programs of its station WMBD-TV (ch. 31), Peoria; denied opposing petition by Plains Tv Corp. (WICS, ch. 20), Springfield, who conceded that translator station would not compete with WICS in any area which it serves, but argued that addition of proposed translator coverage in LaSalle, when added to the already dominant position of applicant's station WCIA (ch. 3), Champaign, and WMBD-TV, will strengthen that combination to detriment of others in area, particularly WICS and other uhf stations competing for business. Covering memorandum states: "We recognize that because applicant is licensee of WCIA, ch. 3, Champaign, station serving very large area, it does occupy dominant competitive position in state of Illinois outside of Chicago area. However, we do not believe that grant of this translator application will increase that dominant position significantly. In addition, grant of application will provide third competitive uhf television service to approximately 45,000 persons in LaSalle area, and will thereby enhance prospects for success of uhf television in area generally." Chrm. Minow and Comr. Bartley dissented. Action July 3.

Routine roundup

■ Commission on June 26 granted request by Gotham Bcstg. Corp., and extended time from June 25 to July 9 to reply to opposition by Denver Committee Opposed to Pay-TV to Gotham's application for authorization to conduct subscription tv operations over its station KTVR (ch. 2), Denver, Colo. Action July 3.

■ Commission on July 2 granted request by WCSC Inc. (WCSC-TV, Ch. 5), Charleston, S. C., and extended time to July 12 to file replies to counterproposal of First Carolina Corp., concerning tv channel assignments in Columbia, S. C. Action July 3.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Florida-Georgia Tv Inc., and extended to July 31 time to reply to motion by general counsel to reopen record, and to file replies to exceptions to initial decision in Jacksonville, Fla., tv ch. 12 proceeding. Action June 28.

■ Granted petition by American Bcstg.-Paramount Treatres Inc., and extended to July 12 time to file exceptions and brief in support of exceptions to initial decision in proceeding on its application for renewal of license of WABC New York, N. Y., and KSTP Inc., for mod. of cp (KOB), Albuquerque, N. M. Action June 28.

■ Granted petition by Gila Bcstg. Co. and Lawrence Ollason, Receiver in Bankruptcy, and extended to July 13 time to file exceptions to initial decision in proceeding on application of Gila Bcstg. Co. for renewal of license of KCKY Coolidge, Ariz., et al. Action June 28.

■ Granted petition by Newton Bcstg. Co., and extended to June 28 time to reply to oppositions and/or comments of Broadcast Bureau and Transcript Press Inc., to its petitions to enlarge issues in proceeding on its application and Transcript Press for new am stations in Newton and Dedham, Mass. Action June 28.

■ Granted petition by Kenton County Bcstg., and extended to June 22 time to file

reply exceptions in proceeding on its application for new am station in Covington, Ky., et al. Action June 27.

■ Granted petition by Salem Bcstg. Co. (WJBD), Salem, Ill., and extended to June 29 time to reply to opposition of Leader Bcstg. Co., Edwardsville, Ill., to WJBD's petition to enlarge issues in proceeding on their am applications. Action June 26.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Dover Bcstg. Co. for leave to amend its application for new daytime am station in Richmond, Va., to change frequency requested from 1540 kc to 1070 kc and to reduce power from 10kw to 5 kw, and removed amended application from consolidated hearing with applications of 1540 Radio Inc., Richmond, and Eliades Broadcast Co., Hopewell, Va. and returned to processing line. Action June 27.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Willamette-Land Tv Inc. for dismissal of its application for new tv station to operate on ch. 3 in Salem, Oreg., but dismissed application with prejudice and terminated proceeding. Action June 27.

■ Granted in part petition by Broadcast Bureau for change of place of hearing from Washington, D. C., to Shenandoah, Iowa, in proceeding on application of KFNF Bcstg. Corp. to move station KFNF from Shenandoah to Council Bluffs; ordered hearings to be held in Shenandoah and Council Bluffs, Iowa, in lieu of Washington, D. C. Action June 27.

■ Dismissed request by Transcript Press Inc. for leave to withdraw its June 5 petition seeking reassignment of hearing proceeding on its application and Newton Bcstg. Co. for new am stations in Dedham and Newton, Mass. Action June 27.

■ Granted petition by Radio Longview Inc. (KLUE), Longview, Texas, to extent that it seeks dismissal of its am application, but dismissed application with prejudice and terminated proceeding. Action June 27.

By Hearing Examiner Charles J. Frederick

■ On own motion, changed July 2 hearing to prehearing conference on same date, in proceeding on am applications of People's Bcstg. Co. (WPBC), Minneapolis, and Gabriel Bcstg. Co., Chisholm, Minn. Action June 29.

■ Granted motion by Secretary of the Army and continued hearing from July 17 to Sept. 18 and extended to Sept. 4 date for exchange of exhibits in matter of application of KSAY Bcstg. Co. for renewal of license of KSAY, San Francisco, Calif. Action June 26.

By Hearing Examiner Millard F. French

■ Upon request by Saul M. Miller and with consent of other parties in Group I-B in consolidated am proceeding on Miller's application for new station in Kutztown, Pa., et al., continued from July 2 to July 9 date for exchange of exhibits, and July 6 to July 12 for notification of witnesses. Action June 28.

By Hearing Examiner Annie Neal Hunting

■ By Order in Rochester, N. Y., tv ch. 13 proceeding, denied motion by Star Tv Inc. to quash subpoena duces tecum issued to William Dudley. Action June 29.

■ Pursuant to agreement of parties at June 26 prehearing conference, scheduled hearing for Nov. 14 in remand proceeding on applications of The Young People's Church of the Air Inc., and WJMJ Bcstg. Corp. for new am stations in Philadelphia, Pa. Action June 26.

By Hearing Examiner H. Gifford Irion

■ Scheduled further hearing for July 10 in proceeding on applications of Jefferson Radio Co. for license to cover cp for new am station (WXTI) in Irondale, and Voice of the Mid South for new am station in Centreville, both Alabama. Action June 27.

By Hearing Examiner David I. Kraushaar

■ Issued order following June 27 prehearing conference in proceeding on applications of Mineola Bcstg. Co. and Center Bcstg. Co., Inc., for new am stations in Mineola and Pittsburg, Texas, and continued July 23 hearing to Oct. 1; exhibits to be exchanged not later than Sept. 4. Action June 28.

■ On own motion, made corrections in various respects to transcript of June 7 prehearing conference in proceeding on am applications of Salem Bcstg. Co. (WJBD), Salem, and Leader Bcstg. Co., Edwardsville, both Illinois, and afforded five days from

release date of order for objections or move to further correct (weekends and holidays excluded from computation). Action June 27.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Progress Bcstg. Corp. (WHOM), New York, N. Y., and extended time from June 29 to Sept. 14 to exchange exhibits, and continued July 5 hearing to Oct. 9, in proceeding on its am application. Action June 29.

■ Granted request by applicant and continued July 20 prehearing conference to July 25 in proceeding on am application of KDIA Inc. (KDIA), Oakland, Calif. Action June 27.

By Hearing Examiner Chester F. Naumowicz, Jr.

■ Granted petition by Broadcast Bureau and extended to June 26 time to file comment on petition by Don H. Martin (WSIM), Salem, Ind., for leave to amend his am application. Action June 26.

By Hearing Examiner Herbert Sharfman

■ Ordered that hearing scheduled for July 30 on application of KFNF Bcstg. Corp. (KFNF), Shenandoah, Iowa, will convene on that date in Shenandoah, at place to be announced; after Shenandoah hearing will meet at Council Bluffs, Iowa, at place to be announced. Action July 2.

■ Upon request by Hayward F. Spinks, continued June 28 conference to July 13, and on own motion, extended from July 2 to July 12 to dates to be set at conference time to file proposed findings and replies in proceeding on Spinks' application and that of Greenville Bcstg. Co. for new am stations in Hartford and Greenville, Ky. Action June 27.

By Hearing Examiner Elizabeth C. Smith

■ Granted motion by Seven Locks Bcstg. Co. and continued July 9 hearing to Sept. 10 and scheduled certain procedural steps which shall govern proceeding on its application and Tenth District Bcstg. Co. for new am stations in Potomac-Cabin John, Md., and McLean, Va. Action June 27.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of June 29

KOGO-FM San Diego, Calif.—Granted SCA on multiplex basis.

■ Granted renewal of licenses for following stations: KBMN Bozeman, Mont.; KCAP Helena, Mont.; KCCO Lawton, Okla.; KELI Tulsa, Okla.; KEZU Rapid City, S. Dak.; KFQD Anchorage, Alaska; KIND Independent, Kans.; KNCY Nebraska City, Nebr.; KNDC Hettinger, N. Dak.; KNOX-TV Grand Forks, N. Dak.; KSHE (FM), Crestwood, Mo.; KTAT Frederick, Okla.; KTRI Sioux City, Iowa; KUTT Fargo, N. D.; KVLH Pauls Valley, Okla.; KWON Bartlesville, Okla.; WBNT Oneida, Tenn.; WMNI Columbus, Ohio; WPGW Portland, Ind.; WRIO Rio Piedras, P. R.; WTRX Flint, Mich.; WXXR Guayama, P. R.; K74BH, K74AB, Humboldt County Tv Maintenance Board, Winnemucca, Nev.; K70AB, K80AH, Mineral Tv District No. 1, Hawthorne and Babbitt, Nev.; K72AZ, K74AK, K78AD, Tv Improvement Assn., Ukiah, Calif.; K71AF, Surprise Valley Tv Club, Cedarville, Calif.; W79AB, Upper Lehigh Translator Service Corp., Palmerton, Slatedale, and Slatington, Pa.

KERG, Guard Publishing Co., Eugene, Ore.—Granted involuntary transfer of control from Alton F. Baker to Mildred M. Baker, executrix of estate of Alton F. Baker.

KAWA, M-L Radio Inc., Waco-Marlin, Texas—Granted transfer of control from Louis L. Leurig, Peter and Frederick C. Miller to La Salle County Bcstg. Corp.

WBBY Madison County Bcstg. Co., Wood River, Ill.—Granted assignment of licenses to Madison County Bcstg. Inc.

KDES, KDES-FM City National Bank of Beverly Hills, Temporary Conservator of estate of George Cameron Jr., Palm Springs, Calif.—Granted assignment of licenses and cp to George E. Cameron, Jr.

KBLA, City National Bank of Beverly Hills, Temporary Conservator of estate of Radio Station KBLA, Burbank, Calif.—Granted assignment of licenses to Radio Station KBLA.

KEEE Nacogdoches, Tex.—Granted license covering increase in daytime power and installation of new trans.

WDHA-FM Dover, N. J.—Granted cp to install new trans. at studio location for

Continued on page 79

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Help Wanted—Management

General manager: I want a General Manager for a progressive single station Texas market. Successful sales background essential. Base salary plus incentive available for man who will be a community leader and build station to point where we can use profits for future expansion. Tell all in first letter. Box 565M, BROADCASTING.

Manager-Salesman who can buy interest in station in Arkansas community of 12,000. Write Box 620M, BROADCASTING.

Sleeping Beauty awaits Prince Charming. Single station in small but lucrative southwestern market. Modest draw vs. a generous commission. Complete resume, first contact Box 698M, BROADCASTING.

Oklahoma fulltimer needs mature thoroughly experienced general manager. Ready stepup competitive market, tackle unlimited opportunity, salary-commission. Furnish complete background, sales record, profit picture present job, references. Box 714M, BROADCASTING.

Station manager with first phone to act as general manager and chief engineer. Northwest 250 shortly going 1 kw. Available by July 23. Send resume and salary requirements airmail to KAPA, Box 626, Raymond, Washington.

Sales

Florida. \$100 week plus 15% and gas allowance. Great opportunity for aggressive, energetic, salesman who loves to sell and make money. Box 146M, BROADCASTING.

Philadelphia . . . Major independent growing multiple chain needs experienced salesman capable of management, strong on sales, resume. Box 647M, BROADCASTING.

Columbus . . . Select situation for experienced top salesman . . . management potential, salary plus, multiple market chain, complete resume. Box 648M, BROADCASTING.

Number one Tv Station in midwest market needs alert, experienced local salesman. Exceptional benefits for right man. Send photo and complete resume to Box 658M, BROADCASTING.

Young men with sales ability: position open at WCTC, New Brunswick, N. J. Real opportunity now plus excellent long-range potential in market of 600,000. Send complete resume, recent picture. Box 662M, BROADCASTING. No phone calls, please.

Experienced salesman for new station in good market. Unlimited opportunity for right man. Box 215, Benson, North Carolina.

Oklahoma fulltimer—needs experienced commercial manager or salesman. Furnish complete background, sales record, references. Draw-commission deal can run \$700 or more month. Box 715M, BROADCASTING.

Opportunity for a salesman in the fabulous Rocky Mountain empire. Salary and commission. Write Ellis Atteberry, Radio KCOL, P. O. Box 574, Fort Collins, Colorado.

I-F you have Perspiration, Inspiration, Enthusiasm, opportunity for \$6-8,000. KFRO, Longview, Texas.

Sales: Need salesmen to work southern states for tape machines, cartridge machines and electronic equipment. Please contact Gamaliel Enterprises, P. O. Box 20627, Atlanta Municipal Airport, Atlanta, Georgia.

Help Wanted—(Cont'd)

Sales

New station with increasing sales. Needs experienced salesman. Guarantee against commission for right man. Reply confidential. John Clark, WDMC, Otsego, Michigan.

Experienced salesman—for really progressive daytimer 75 miles from Chicago. Must be able to sell radio. Present salesman leaving radio—making \$10-15,000 yearly. Send photo and resume to Bill Dahlsten, Manager, WLPO, LaSalle, Illinois.

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

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.

First phone announcer/salesman or first phone salesmen. Interesting proposition with happy organization. Box 507M, BROADCASTING.

All around radio experience with first phone. Good pay near Chicago. Send tape and history. Box 551M, BROADCASTING.

Experienced announcer wanted by Illinois kilowatt good music station for dj work plus news gathering and writing. Ability in production work helpful. Excellent starting salary, many extra benefits for mature man with proved ability. Personal interview required. List age, experience, education, family status, detailed experience. Box 598M, BROADCASTING.

Announcer with first class license for air work on midwestern market good music station. No rock and rollers. Emphasis on announcing. No maintenance. Rush tape and resume. Box 599M, BROADCASTING.

Ohio daytimer needs first ticket engineer-announcer. Minor maintenance necessary. \$100 week to qualified man. Box 707M, BROADCASTING.

First-phone announcer. Opportunity for advancement. Immediate opening. Midwest. Middle-of-the road station. Box 612M, BROADCASTING.

Licensed nut wanted! Immediate opening for Top-40 D.J. with first phone in fast growing S.E. Metropolitan market. The man we want must be different . . . really different! If listeners call you a nut . . . friends say you're a squirrel . . . C. E. Hooper says you're tops . . . then we want to hear from you. Send tape and resume today! Box 613M, BROADCASTING.

Top rated good music station in beautiful Southern California coastal city expanding staff with two immediate openings in announcing/news departments. First class license required for both. Needed: a newsman to gather, write, and air local news, plus work short board shift. Needed: Combo board man, good voice and knowledge of good music essential. \$500 a month—both openings. Send tape and resume to Box 630M, BROADCASTING.

"Excellent opportunity with new Florida daytime station, for announcer with first Phone experience. Applicant must be sincere, not a drifter. Send complete information and references. Box 660M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer, 1st phone . . . no maintenance . . . heavy on announcing. "Better" music station . . . good salary . . . contact Bob Donnelly, P. D. Box 666M, BROADCASTING.

Wanted: Announcer with first class ticket. Box 682M, BROADCASTING.

Sharp sportscaster, news, personality. Presently hosting Paar type television show. Desire return Eastern market. Box 683M, BROADCASTING.

Announcer—with first phone—no maintenance. Must have good voice and be able to run a good board for good, adult station . . . 75 miles from Chicago. Staff well paid—station successful. Need good men who care what they sound like. If that's you, write Box 696M, BROADCASTING.

Announcer who really knows music and production. Restricted, or better, licenses required. Michigans second market. An opportunity with a growing organization. Tape, photo, resume to Box 713M, BROADCASTING.

Immediate opening for first phone announcer emphasis on poise quality and commercial presentation. Salary open. Send tape, resume and picture to: Kent Roberts, KLMR, Lamar, Colorado.

Newsman. Experienced. Must know the ins and outs of news collection and presentation. Authoritative and mature voice. Will head and form news department in making. Excellent opportunity in Michigan's capital. Tape and resume to: Stokes Gresham, Jr., WMRT, P. O. Box 1256, Lansing, Michigan.

My Boss wants you!! If you have a 1st phone ticket—2 years experience—like night shift, sign off 10:00 p.m. He'll pay top money and advance right man. All new studios and equipment—only station in market. I'd stay, but am going to Medical school. Write to Jim Jae KHMO, Hannibal, Mo., today! Signed Gene Woody, KHMO, staff announcer.

Announcer-M.C. desiring sales—salary and commission above average. Personal interview necessary. KLEX, Lexington, Missouri.

Billings number one radio station needs bright, tight D.J.'s. Grow with the Growingest radio organization in Montana. Excellent working and living conditions. The nation's finest hunting and fishing. Send tape and resume to Jack Bolton, station manager, KOOK radio station, Billings, Montana.

Immediate opening for top flight radio and tv announcer. Good pay, excellent opportunity for right man. Send resume, salary and air check to P. O. Box 70, West Palm Beach, Florida.

Two first phone men wanted immediately . . . Over a hundred a week for a five day week to start . . . Send tapes air mail to J. J. Valley . . . KSEM, Moses Lake, Washington.

"Strong personality-versatile announcer for one of nation's great stations. Outstanding opportunity for the man who fills our requirements. Send tape, photo, and resume to WMBD Radio, Peoria, Illinois."

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

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.

Help Wanted—(Cont'd)

Technical

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.

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

Chief engineer—D.J. Immediate opening start \$500.00 per month. Send tapes, resume or call Paul Battisti or Al Anthony EM 6-4411. KAFY, Bakersfield, California.

Growing radio operation in the treasure state of Montana needs a chief engineer. Best hunting and fishing in the states. Modern western community. Good pay for the good man. Call or write: Jack Bolton, station manager, KOOK radio station, Billings, Montana.

First phone engineer for fulltime southeastern Michigan kilowatt. Maintenance, minimum board shift. New equipment and excellent working conditions; \$450 per month starting salary. Contact Chief Engineer, WABJ, Adrian, Michigan.

Permanent opening for engineer, first phone, must be good on preventative maintenance, must know AM-FM stereo multiplex. Inquire WBLV, Springfield, Ohio.

Midwest regional AM-FM needs first class engineer now. No announcing. Contact Chief Engineer. Call 223-2060 or write WIMA, 223 North Main Street, Lima, Ohio.

Chief engineer with above average technical know-how plus administrative ability for above average 5 kw station. WLSI, Pikeville, Kentucky.

Production—Programming, Others

Are you a News Director? Strong Montana network station needs mature, experienced news director. Man to compile local and state news. Station has excellent facilities. AP wire. Air voice important but not prerequisite. Applicant must provide references, resume and picture. We are looking for a qualified man who desires a permanent position with one of Montana's leading stations. Manager, Sales and Program heads with station since 1949. Staff is experienced, hard working and congenial. All applications acknowledged. Box 659M, BROADCASTING.

Producer radio-tv for major market Protestant broadcasting office. Varied responsibilities. Interest in church essential. Write, stating experience to Box 669M, BROADCASTING.

RADIO

Situations Wanted—Management

General Manager ready to push your station, build sales. Medium to large market. 10 years at present city. Box 594M, BROADCASTING.

Commercial Manager, seek to manage station, southern market. Prefer competitive market, no single station town. Must have authority to make changes. Leaving present employer for advancement, only. Box 595M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager, strong on revitalizing losing property, willing to relocate in metropolitan market. Sober, family, excellent references. For personal interview write Box 597M, BROADCASTING.

Need a selling manager? Will swap thirteen year success record for full responsibility. Mature, civic-minded family man. Employed. Box 671M, BROADCASTING.

Florida radio management wanted. Complete radio background, strong on sales. Experienced, married, stable. Box 676M, BROADCASTING.

Experienced in small market management, in major market wanting return to small. Sales, first-phone, all-around know-how, best references. Will relocate, must move soon. Box 684M, BROADCASTING.

DJ to GM in 10 years... seeking management opportunity, ownership potential in native southeast. Box 695M, BROADCASTING.

Desire management in Northwest area. Experienced in all phases of radio. Box 690M, BROADCASTING.

"Mature manager for full operation small-medium radio. Prestige influence, personable, excellent voice. Proven, solid sales record. 20 years radio-TV experience. News, play-by-play, special events. Heavy community activity. Strong audience programming. Unique, original ideas. Family man. Wife available for team in traffic, programming, copy, promotion. Reliable references." Box 692M, BROADCASTING.

Working manager desires permanent change. More than 20 years top air-sales, all phases broadcast, tops in special events, public relations. Public service, M.C. work, proven sales record. Present salary \$15,000 with tightly produced 250 kw, in very competitive two station market. Grossing excels \$120,000 annually. Top references, resume and meeting upon request... before school begins. Otherwise no hurry. Box 712M, BROADCASTING.

Good man nowadays is hard to find! Not so—there's me! Almost two decades in radio. Experienced in management, programming, personality, air work, sales, copy, traffic—all phases. Married, under forty. College grad., four children. What's the offer? At what price? Box 716M, BROADCASTING.

Sales

National Sales Director—major market group. Available soon. Nationally known. One of the best management, sales, programming (all types) records in the industry. Outstanding success in popular music area. Interested only in major markets. Box 143M, BROADCASTING.

Combination salesman-newscaster. Extensive experience both fields. Personable, reliable, references. Box 679M, BROADCASTING.

Announcers

College graduate, married, two years experience, dj., news director, sports editor. Some newspaper experience, seeking larger market, chance to learn and advance in news and/or sports. Box 490M, BROADCASTING.

Personality with 8 years experience, humor, voices, wishes to meet station manager in medium or major market with opening. Box 550M, BROADCASTING.

"Experienced all around announcer major market, looking for medium sized market to relax and enjoy work. Ten years commercial experience as news director, personality disc jockey, worked all shifts, pd, also play by play all major league and college sports for ahrs. Right job early morning track and pd or disc show and sports director play by play. Willing to make small investment. Married. Salary minimum \$600. Box 577M, BROADCASTING.

Top-rated morning man in medium mid-west. Tight board, happy. Not screamer, fully experienced, Box 584M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

6 years experience. Personality dee-jay, tight production, ready to move up and settle permanently during August. Draft free, family man... want \$160... first phone. Box 596M, BROADCASTING.

Wide awake morning man. Versatile, dependable, willing to follow directions. Box 625M, BROADCASTING.

DJ—20 year old, non-caucasian, broadcasting school graduate. Need first job, strong on rock and roll and commercials. Will go anywhere. Box 632M, BROADCASTING.

Stop! I'm your man if your station is in Arizona or California and if you want a young announcer with happy attitude, tight production, and excellent sales background. Box 634M, BROADCASTING.

Ben Casey cannot handle your operation as well as I!! Young and versatile with a happy sound and tight board. Michigan or midwest preferred. Box 635M, BROADCASTING.

Experienced newsmen-dj. 5 years quarter-million market both news and dj. Mobile and studio and beat news with rewrite experience. Tight board as dj. Box 636M, BROADCASTING.

Recent college graduate seeks start in Broadcasting. Box 641M, BROADCASTING.

Country music dj—1st phone—3 years experience—veteran—25—married. Also Comm. pilot—Make offer. Box 643M, BROADCASTING.

First phone personality—Showmanship, college, 5 years experience, family man, draft exempt. Want \$160.00 Box 645M, BROADCASTING.

Disc-Jockey Negro experienced, RNB Gospel, morning night spot. Good market, tight format air check. Write Jerry Coombs, P.O. Box 221, Sparkill-N.Y.

Attention D. C. area—need job near home, available mid-July. Standard or format. Mature voice, great delivery. Top references. I need you. Box 651M, BROADCASTING.

Young, ambitious, dj. now working in public relations department NBC, Chicago desires position in medium size market. Combo, news, dependable, willing to travel anywhere draft exempt. Box 652M, BROADCASTING.

DJ; fast board; mature sound; experienced; veteran; want permanent position. Box 656M, BROADCASTING.

Experienced dj announcer—tight format, authoritative newscasting. Would like to settle in friendly community. Box 661M, BROADCASTING.

Experienced announcer, "friendly personality" D-J wants permanent position. Will settle for Security! Tight board, good production. Not a screamer. Would welcome opportunity to service and sell. Box 663M, BROADCASTING.

Polished announcer. Experienced in news, dj show, sports, production. Desires N. Y., N. J., Connecticut, L. I. area. Box 603M, BROADCASTING.

1st phone D.J., over 5½ years experience. Easy listening or top 40. Available within 2 weeks. Telephone 633-3007, area code 303 now! Married. Salary open. Box 667M, BROADCASTING.

First-phone personality: C&W and pop. Sober family man. Excellent audience rating. Experienced news, farm, metropolitan, sales, copy. Box 668M, BROADCASTING.

Announcer-type announcer available 8/1; presently in one of biggest markets. Mature, literate; experience as PD, newsmen. Can give you gutsy newscasts or keep your audience up all night with the most listenable music show and commercials in the business. 1st ticket, sweet temper, but pd's under 21 do not write Box 673M, BROADCASTING.

Attention Nashville and middle Tennessee, young married announcer with first phone. Three years experience; well trained. Good references. Box 677M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

One of the finest small stations in the nation gives its endorsement to a fine announcer with ambition whom we would like to see get ahead. We feel he has the ability to be your best with excellent management potential too. Integrity, family, Civic and Fraternal responsibility, B.A., Vet, 7 years experience radio and tv. He intends to move in September. We'd like to see him make a good one with our blessings. We'll recommend him to the right respondents. This is no gimmick. Box 681M, BROADCASTING.

Family man, presently employed in one of top AM-TV outlets in Ohio, wishes to relocate in Ohio Michigan area. 12 years experience. Permanent position, only. Excellent newsmen, good deejay with ratings to prove it. No women or alcohol problems. Employed in present position four years. \$150 weekly, will accept guarantee. Box 686M, BROADCASTING.

Announcer-Account Executive (combination) Experienced; Air-sales-Production voices, College. Box 688M, BROADCASTING.

Young colored announcer-Dee-Jay, tight production, deep resonate voice, veteran, dependable. Box 691M, BROADCASTING.

Smooth distinctive sound crisp authoritative news. Tight middle-of-the-road format, married, veteran, desires permanent position. Box 699M, BROADCASTING.

Announcer-married, would like to become a member of your good music, news conscious station and community. Box 701M, BROADCASTING.

Red-hot rocking D.J.—youthful, forceful delivery-tight board — 23, experience a plenty, college grad. Murders competition! Box 702M, BROADCASTING.

Beginner, disc jockey, some experience. Know music, writes jingles, news editing, music library work. Mild cerebral palsy. Box 703M, BROADCASTING.

Announcer-D.J., good newscaster, own tight board, want to settle permanently with station in great Northwest only. Married, service completed. Prompt reply. Box 706M, BROADCASTING.

Stop here—if you're looking. 1 year experience-mature voice. 28 years. Prefer nite spot near college. Salary \$80.00 to start. Box 704M, BROADCASTING.

Authoritative voice — good D.J. Young veteran (28 yrs.). Strong on news, 1 yr. experience. Salary open. Box 705M, BROADCASTING.

Announcer d.j. Family man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 602M, BROADCASTING.

Need solid position or replacement job with permanency option in Atlanta market. Have good background, young, energetic, first phone. Willing to work day and night for good salary. Expect to settle in area . . . marry Georgia peach. If you are looking for a young radioman to grow with your organization, then I am looking for you. Box 708M, BROADCASTING.

5 years experience all phases radio, 2 years as production director. 4 years college. Commercial photography experience, married, sober. Ability from "Rock to Bach." Seek permanent position. Minimum \$115. Box 717M, BROADCASTING.

Prefer Florida—Announcing-sales or sales. Presently employed. Top references, 9 years experience, first phone, family, conscientious. Wants permanent position—let's talk. Cherry 6-2224, Bainbridge, Georgia.

Graduate broadcasting school, restricted permit. Would like a announcing position in station kw or less. Tape and resume upon request. Ronald Larsen, Egan, South Dakota.

Newsmen . . . seeks on air position in large metropolitan market; college training in broadcasting; three years commercial experience in production, writing, airing, on the spot coverage. Familiar with voice, wire news services, mobile units. Available immediately. Contact Harold Platzker, 785 West End Ave., New York 25; University 4-2829.

Situations Wanted—(Cont'd)

Announcers

Format dj. Young, energetic, theatrical background, tight board, will travel. Tom Jordan, 3108 N. St. Louis, Chicago 18, Illinois. PA 5-5818.

Technical

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.

Eastern States first class engineer looking for a transmitter job. Age 41, married and settled, would like a permanent position. Salary open. Box 552M, BROADCASTING.

South only—first phone, 12 years chief and staff engineer. Maintenance is my interest. No announcing—please. Box 561M, BROADCASTING.

Engineer, 28 years as chief and consultant available in 30 days. Excellent maintenance, construction and design. Familiar with all FCC relations. Bonus, good news, and straight commercial voice. No sales, sports or special events. \$550 minimum. Box 639M, BROADCASTING.

Chief engineer—experienced to 50kw-am/fm construction. Maintenance-directions and proofs. 670M, BROADCASTING.

Engineer, experienced am-fm, tv-mw. Prefer Southeast Florida, or Southwest. Available September first. Permanent position desired. Box 687M, 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.

First phone, some experience. Handicapped, go anywhere. Earl J. Key, Clarksville, Arkansas, Route #1. Pleasant 4-2288.

Production—Programming, Others

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.

Want opportunity in sports field. Have 12 years background as sportscaster, play-by-play, coach, official. Willing to do anything in this field. Could be big help to sports department. Bondable family man, 40. Box 590M, BROADCASTING.

Looking for administrative help, p.d., music director, s.d., supervisor? Man Thursday will help busy executive lessen burdens. 12 years varied experience in radio-tv. Now in electronics. Good references, bondable, good health, family man, 40, Box 591M, BROADCASTING.

Seeking sound success? Solid, salable programming by million-market professional. Box 644M, BROADCASTING.

Gentleman with vast and varied radio-tv background would like administrative work or programming in Southern California. Also would like to purchase minority stock. Box 654M, BROADCASTING.

5 years experience all phases radio, 2 years as production director. 4 years college. Commercial photography experience, married, sober. Ability from "Rock to Bach." Seek permanent position. Minimum \$115. Box 718M, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Major market Rocky Mountain area station has staff opening for bright, versatile commercial announcer. Some news, special programs. Writing & photography experience helpful. Emphasis on on-camera & voice flexibility. Send either VTR, SOF, photo, resume and references to Box 559M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

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.

Need strong personality for kids show. Experience and creative ability are of utmost importance. Send complete background recap and sop or tape to Program Director, KCRG-TV, Cedar Rapids, Iowa.

Immediate opening for qualified television announcer. Air resume, picture, tape to Dick McDaniel, KFEQ-TV, St. Joseph, Missouri.

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.

Strong on-the-air commercial announcer who can double as sports director. Outstanding opportunity in market's top station. Contact John Radeck, Operations Manager, WJBF-TV, Augusta, Georgia. Phone Park 2-6664.

Technical

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 859K, BROADCASTING.

Wanted: Chief tv engineer; experience necessary. Strong on maintenance; good hours, top pay. Call collect Don Neil, Gladstone 3-4001, Greenwood, Miss.

"Transmitter engineer for California station. UHF experience preferred. Contact Curt Peterson, Chief Engineer, KICU-TV, 2803 Divisadero, Fresno, California."

Opening available for experienced tv technician with first class license. Write or call Kelly Robbins, WFBM-AM-FM-TV, Indianapolis, Indiana.

Production—Programming, Others

Television Continuity Director, Florida market. Send background and salary requirements. Box 637M, BROADCASTING.

TELEVISION

Situations Wanted—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.

Experienced Agency Vice-President. For: Assistant General Manager, in Charge of TV Programs and station operations. Age 38. Have had twenty years in radio and television. Started in Tv in 1949. Experienced in all phases, programming, sales, operations and announcing. For last seven years have been Vice-President of six advertising agencies, affiliated in the south. Only interested in becoming the assistant to a general manager of Tv outlet in good size market. Box 638M, BROADCASTING.

General Sales Manager, presently employed, looking for competitive market situation with station team that is "Go" in all departments. Excellent industry references. Over a decade's experience all phases station time sales. Married. Mid-30's. Box 640M, BROADCASTING.

Sales

General Sales Mgr. (TV) . . . Self starting creative sales producer with outstanding track record. Excellent client and agency contacts. Presently employed. Wants challenging job. 14 years experience (5 local-regional—9 NYC reps.) 18M base plus % sales. Box 604M, BROADCASTING.

Experienced radio salesman with number one station in 15th major market desires opportunity to move into tv sales. College-educated, young, aggressive with professional training in tv. Will relocate. Box 653M, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

General Manager, 1000-watter with proven record in creative selling for tv, radio, film, ad agencies seeks syndication position. Will travel fulltime with wife/secretary. No children. Non-drinkers. Require salary, expenses, commission incentive. Topline product only. Box 672M, BROADCASTING.

Five years television, radio commercial management, available because new station delayed. Box 678M, BROADCASTING.

Announcers

Need newsmen? See announcer-type ad under Situations Wanted, Radio.

Excellent background—Four years tv, live, VTR, booth, additional radio. Married, 28, at peak, employed. Mature, dependable, will relocate. Box 517M, BROADCASTING.

Technical

Engineer with over ten years experience as chief TV, AM, FM desires responsible position with progressive company. Box 631M, BROADCASTING.

Chief Engineer progressive station. Experienced, planning, construction, maintenance. All phases tv. Presently employed responsible position. Desire to cease traveling. Box 664M, BROADCASTING.

Production—Programming, Others

Director-Writer-Announcer, looking for a position with potential. Box 337M, BROADCASTING.

Nationally recognized newsmen 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.

Newsman, 11 years. Directed legislative election, special events. Editorial writing background. Family: age 34. Call 304-925-5488 collect. Box 407M, BROADCASTING.

TV Weatherman — Professional member American Meteorological Society, 5 years experience in tv, 2 in radio-tv. College grad., married. Excellent viewer acceptance. Box 633M, BROADCASTING.

Newsman: 10 years experience—5 with wire service, 5 with radio station, executive position with each. B.S. degree, 30, married, hard-working, enterprising, production-minded. Good voice. Seek major market. Box 675M, BROADCASTING.

Producer-Director: BS radio and television production, six years tv experience in commercial and ETV. Married, 31, resume upon request. Box 693M, BROADCASTING.

Television news—public affairs. Tight major market. Experience—creative writer—good education, family—33—wants career. Box 700M, BROADCASTING.

June graduate. M.A. Extensive training in all phases of production and programming. Seek permanent position in tv. Married, references, resume. Lloyd V. Whiting, 6028 Vinton Avenue, Comstock Park, Michigan.

FOR SALE

Equipment

10kw Rel FM transmitter. Used—very poor condition but excellent for spare parts or for challenging engineer. Best offer. Box 655M, BROADCASTING.

ITA 1000 watt FM transmitter, one year old, new tubes in transmitter with spares, also one program line amplifier 6 months old. Box 657M, BROADCASTING.

Concertone 91A recorder, new condition, used very little for six months, going Cart-ridge. 7½ and 3¼ full track. Cost around \$900, sell for \$550. P.O. Box 1841, Montgomery, Alabama.

For Sale—(Cont'd)

New broadcast equipment, consoles, transmitters, etc., for college radio stations available from manufacturer, Collegiate Broadcasting Network, Pittsburgh 21, Pennsylvania. Write for free catalog.

Lost lease. Have for sale Translux Traveling News Sign in perfect condition. Cost \$14,000 new, will sell for \$3,000 if you come and get it. 42½ ft long 48 in. high. Write WBLV, Springfield, Ohio.

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.

Two Seeburg Library Units... Model 200LU in excellent condition with preamplifiers. Lined Oak cabinets. Good basic automation units. Both for \$700 FOB. Write Box 3124 Waco, Texas.

Bargain. 3kw FM transmitter \$3500. 4 bay Collins antenna \$450. 280 ft. 1½" new coaxial line. WDIA, Memphis, Tennessee.

"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. Call O. L. Turner, WSIL-TV, Harrisburg, Illinois.

Quality tapes. Lowest prices anywhere. Free catalog. Box 3095, Philadelphia 50.

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; ½" ditto, \$150.00 each. Also Elbows, Reducers, Dehydrators, Hangers and Hardware at surplus prices. Write for Stock List, S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Wanted: 4-bay antenna tunable to 98.5 mc. Make and lowest price to Box 396M, BROADCASTING.

Thoroughly experienced radio executive seeks, equal, or majority ownership, daytime, in, either Indiana, Illinois, Wisconsin, Iowa. Box 642M, BROADCASTING.

Wanted: General Electric 12.5 kw UHF amplifier equipment. Must be complete with power and heat exchange and in good condition. Box 711M, 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.

Platinum electronic scrap bought. Noble Metals, Box One, Airport Station, Los Angeles 9, California.

Wanted—Complete television transmitting stations for export. No building or land. Equipment only. Transamerican Exporters, 165 West 46th, New York 36.

Stations

Want to buy in small market station and manage. Experienced in management, know every phase of operation and have first phone. Box 685M, BROADCASTING.

Responsible broadcaster desires additional upper Midwest radio station. M.D. Price, 1152 First National Bank Building, St. Paul, Minnesota.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

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.

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, 2803 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.

FCC first phone license in 6 weeks. Train on 5000 watt commercial station. Air conditioned classrooms. Apply now for special summer rates. American Academy of Electronics, 303 St. Francis Street, Mobile, Alabama.

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.

Six weeks courses in FCC first phone license, and in Announcing. Nine months courses in Chief Engineer, Program Director, Owner-Manager. Guaranteed training and placement service since 1947. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

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, 2803 Inwood Road, Dallas 35, Texas.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start July 31, and Sept. 18.

Miscellaneous

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Days-Dates-Data." New DeeJay gag service. Sample copy \$3.00. Show-Biz Comedy Service—(Dept. BM) 65 Parkway Court, Brooklyn 35, New York.

New professional comedy for D.J.'s. All new! 100% airtight! Send \$5.00 for "Take One." DJ Gag Service, P.O. Box 92, Kansas City 41, Missouri.

"Stinger Series" Forty musical cappers, stings, punctuators, newly recorded in Hi-Fi and pressed onto pure vinyl just \$9.95. Station Services, 1st National Bank, Peoria, Illinois.

Business Opportunity

I need working partners to buy radio station. Moderate investment required. Am seeking superb salesman and versatile engineer. Box 570M, BROADCASTING.

RADIO

Help Wanted—Management

MANAGEMENT INTEREST

Substantial ownership interest available for qualified manager willing to invest in major market property.

Box 649M, BROADCASTING

PHOENIX, ARIZONA

Successful good music—sports—news station is interested receiving applications for its on-air, sales and station operations staff due to expanding activities within the broadcasting field throughout the State of Arizona. We are interested in bright young, experienced people who believe in the future of both AM and FM radio. Letters must include chronological broadcasting background—when and how long each job, why changed, salary in last or present job: Tell us what you want to do, where you want to go in broadcasting business. If tapes are submitted, they probably will not be returned.

All replies will be treated in absolute confidence. Present employers will not be communicated with prior to first interview, which can be arranged in either New York or Phoenix.

Box 694M, BROADCASTING

Announcers

MAJOR NEW ENGLAND MARKET

Opening for an experienced announcer at long established good music station to handle morning show. Applicant must have 1st class license. Salary negotiable. No maintenance. Mail tape, picture and resume to

Box 689M, 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

CHIEF ENGINEER-ANNOUNCER

Immediate opening at 5000 watt Florida radio station. Must be well qualified. Salary \$110-\$125 week. Reply IMM.

PROFESSIONAL PLACEMENT

458 Peachtree Arcade
Atlanta, Ga. • JA 5-4841

Help Wanted—(Cont'd)

Production—Programming, Others

NEWSMAN

To gather, write, and broadcast radio news. Experienced newscaster or 1962 journalism graduate preferred. Contact Personnel Manager, WDBJ, Roanoke, Virginia.

RADIO

Situations Wanted

Production—Programming, Others

PROGRAM MANAGER—\$12-\$15,000

Presently employed quarter-million market. 12 years leadership experience all phases. Music programming—production—local news—public service. Top-rated deejay. College graduate—32-family man. Combine ability—creativity—aggressiveness—Community awareness and hard work to build a vital, mature sound that stimulates station sales.

Box 709M, BROADCASTING.

TELEVISION

Help Wanted—Technical

BUILD FOR THE FUTURE

Join Rochester's newest television station staff. Applications now being taken for:

Transmitter & Studio Engineers (Must have 1st Class Radio-Telephone license)

Production and Program Staff

Local Sales Staff

Business Manager

Write . . . do not telephone . . . send resume including recent photo and present salary.

CHANNEL 13 OF ROCHESTER, INC.
513 Powers Building, Rochester 14, N. Y.

Technician for maintenance and operation of closed-circuit TV and video tape recorder. Salary approximately \$8,000. Send resume of education and experience to Ray Hill, English Language Services, Inc., 919 18th St., N.W., Washington 6, D. C. Must be U. S. Citizen and cleared for government contract project.

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.

BETTER JOB!

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

INSTRUCTIONS

SIX WEEK COURSES

- a, FCC first phone license
- b, Announcer, Disc-Jockey
- c, Time Salesman

NINE MONTH COURSES

- d, Chief Engineer
 - e, Program Director
 - f, Owner-Manager.
- Guaranteed training and placement. Our graduates are working in all categories.

Write for school catalog
KEEGAN TECHNICAL INSTITUTE
"Since 1947"

207 Madison, Memphis, Tenn.

MISCELLANEOUS

ATTENTION STATION MANAGERS!

Build a package around this promotion and make money

IT FLEW OVER THE

- ★ INDIANAPOLIS 500
 - ★ MASTERS GOLF TOURNAMENT
 - ★ KROGER STORE OPENINGS
- and many other events

This man-carrying balloon is America's greatest crowd attraction.



Booking Dates
Going Fast
Call or
Write Now

Nothing Else
Like It
70 Ft. High

Owned by Cal Young and Jerry Glaser
of WENO RADIO, Nashville

Promotional Enterprises Inc.

P.O. Box 5236, Nashville, Tennessee
Phone TW 5-5401

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

FOR SALE

Stations

OWNERSHIP OPPORTUNITY

Substantial ownership interest available for qualified manager willing to invest in major market property.

Box 650M, BROADCASTING

FOR SALE

The only 1000 watt-daytime radio station between New Orleans and Baton Rouge, serving 6 small towns on the fast growing industrial Mississippi River. A money maker for the right party.

Box 665M, BROADCASTING

Ala	single	daytime	\$ 85M	terms
Ky	single	daytime	75M	\$29M
Fla	medium	fulltime	275M	\$110M
Ca	metro	fulltime	137M	29%
Mass	metro	daytime	225M	terms
La	metro	daytime	135M	29%

and others; also newspapers & trade journals

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

Texas single at approx. annual billing, \$65,000 with \$25,000 down—Texas single \$65,000 only \$7,500 down—Colo. single \$50,000—Tenn. fulltime major \$275,000—Tenn. fulltime major \$350,000—Ark. single \$79,000—Ark. medium \$150,000—Fla. fulltime power \$160,000—La. single \$45,000—Many others!

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

1. MIDWEST. Exclusive. Daytime. Asking \$80,000. Terms.
2. NORTHEAST. Full time. Gross exceeds \$70,000. Profitable under absentee ownership. Asking \$125,000. Terms.
3. NORTHWEST. Metropolitan market. Daytime. Absentee owned. Asking \$100,000. 29% down.
4. CALIFORNIA. Metropolitan market. Daytime. Asking \$125,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Continued from page 73

auxiliary purposes.
*KUED(TV), Salt Lake City, Utah.—Granted cp to change ERP to 138 kw vis. and 69 kw aur., and make other equipment changes; change ant. height to 3050 ft.

WFOL(FM) Hamilton, Ohio.—Waived Sec. 3.205(a) of rules and granted mod. of cp to change site (coordinates only—no change in description), type ant. and type trans, and specify studio location and remote control point as Fairfield, Ohio.

WBJA-TV Binghamton, N. Y.—Granted mod. of cp to change ERP to 204 kw vis., and 102 kw aur., ant. height to 900 ft., and make changes in ant. system and equipment.

K77BC Porterville, Calif.—Granted mod. of cp to change type trans. for uhf tv translator station; condition.

WFMD Frederick, Md.—Granted extension of completion date to Sept. 9.

■ Granted cps to replace expired permits for following new vhf tv translator stations: K10AS, K13BD, Sweetgrass Tv Club, Big Timber, Mont.; K10CP, Quinault Tv Inc., Quinault, Wash.; K10BN, K12BM, Stanker Supply Co., Cripple Creek, Col.; K03AO, K06BI, K08BT, City of Manitou Springs, Manitou Springs, Col.; K08BC, K09BW, K11CB, Forsyth Community Tv Relay System Inc., Forsyth, Mont.

■ Granted cps to install new trans. for following am stations: WSTA Charlotte Amalie, V. I.; WPKE Pikeville, Ky.

Actions of June 28

WYDE, WYDE Inc., Birmingham, Ala.—Granted assignment of license to Basic Communications Inc.

WWVA-AM-FM, WWVA Inc., Wheeling, W. Va.—Granted assignment of license and assignment of cp and license to Basic Communications Inc.

WOSH Oshkosh, Wis.—Granted licenses covering installation of new trans. and increase in daytime power and installation of new trans.

WWWW Rio Piedras, P. R.—Granted cp to change ant.-trans. location.

WWSR St. Albans, Vt.—Granted cp to install new trans.

KUDL Fairway, Kan.—Granted mod. of cp to change ant.-trans. and main studio locations to Overland Park, Kans.

W10K Normal, Ill.—Granted mod. of cp to make changes in ant. system (top loading).

■ Granted mod. of cps to change type trans. for following stations: WNIK Arcibo, P. R.; WIAM-FM Williamston, N. C.; WSDX-FM Nashville, Tenn.; WYNN Rome, Ga.; specify studio and remote control point; WKBC North Wilkesboro, N. C., and change type ant.

■ Following stations were granted extensions of completion dates as shown: KUDL Fairway, Kans. to Nov. 1; WRAN Dover, N. J., to Nov. 31.

Actions of June 27

WATO Oak Ridge, Tenn.—Granted cp to increase daytime power on 1290 kc from 1 kw to 5 kw, continued nighttime operation with 500 w, install new trans. and change from DA-N to DA-2; conditions.

WYLD New Orleans, La.—Granted cp to increase daytime power on 940 kc from 1 kw to 10 kw, continued nighttime operation with 500 w, install new trans., make changes in DA system (add 2 towers) and change from DA-N to DA-2; conditions.

WAIV(FM), Calojay Enterprises, Inc., Indianapolis, Ind.—Granted acquisition of positive control by Carl W. and Loretta Godzeski (as family group) through purchase of stock.

KURA Meab, Utah — Granted license covering increase in daytime power, installation of new trans. and change in ant.-trans. and studio location.

KSID Sidney, Neb. — Granted license covering increase in daytime power and installation of new trans.

KAJI Little Rock Ark.—Granted license covering installation of new trans.

WGTC Greenville, N. C.—Granted cp to make changes in ant. system (increase height of Southeast tower).

WQMG Greensboro, N. C.—Granted remote control authority.

■ Following stations were granted extensions of completion dates as shown: WBCI-FM Williamsburg, Va., to Dec. 7; WDRN (FM) Darien, Conn., to Jan. 15, 1963.

Actions of June 26

KOLR Sterling, Colo.—Granted change in remote control authority.

Intermountain Television Ltd., Fall River

Mills, Adin, and Burney, Calif.—Granted cps for new vhf tv translator stations, on chs. 3, 13, 6 and 11, to translate programs of KRON-TV (ch. 4), San Francisco, Calif., and KHSB-TV (ch. 12), Chico, Calif., and via latter's intermediate translator.

Rulemakings

■ By notice of further proposed rule making in Doc. 14364 concerning assignment of lower uhf tv channel in Erie, Pa., comments are invited to commission proposal which would change Erie's uhf assignments from ch. 35, *41 and 66 to ch. 20, 26, 43 and *52; ch. 39 would be substituted for ch. 64 in Oil City; ch. 39 deleted from Sharon and ch. 43 from Butler; offset carrier on ch. 26 in Williamsport would be changed from plus to even; and ch. 37 deleted from Clymer, N. Y., and ch. 58 from Jamestown, N. Y. This proposal modifies Feb. 15 plan by Great Lakes Tv Co. (WSEE, ch. 35) for lower uhf channels in Erie. Action July 3.

■ By report and order, commission finalized rulemaking in Doc. 14495 and reserved ch. 30 (now commercial but unapplied for) in Elmira, N. Y., for noncommercial educational use, effective Aug. 10. None of comments nor replies in this proceeding was directed specifically to question of reassigning that channel on hyphenated basis to Corning-Elmira for educational use as requested in basic petition by National Educational Television and Radio Center, and commission feels that such hyphenated reassignment is not advisable at this time. Action June 27.

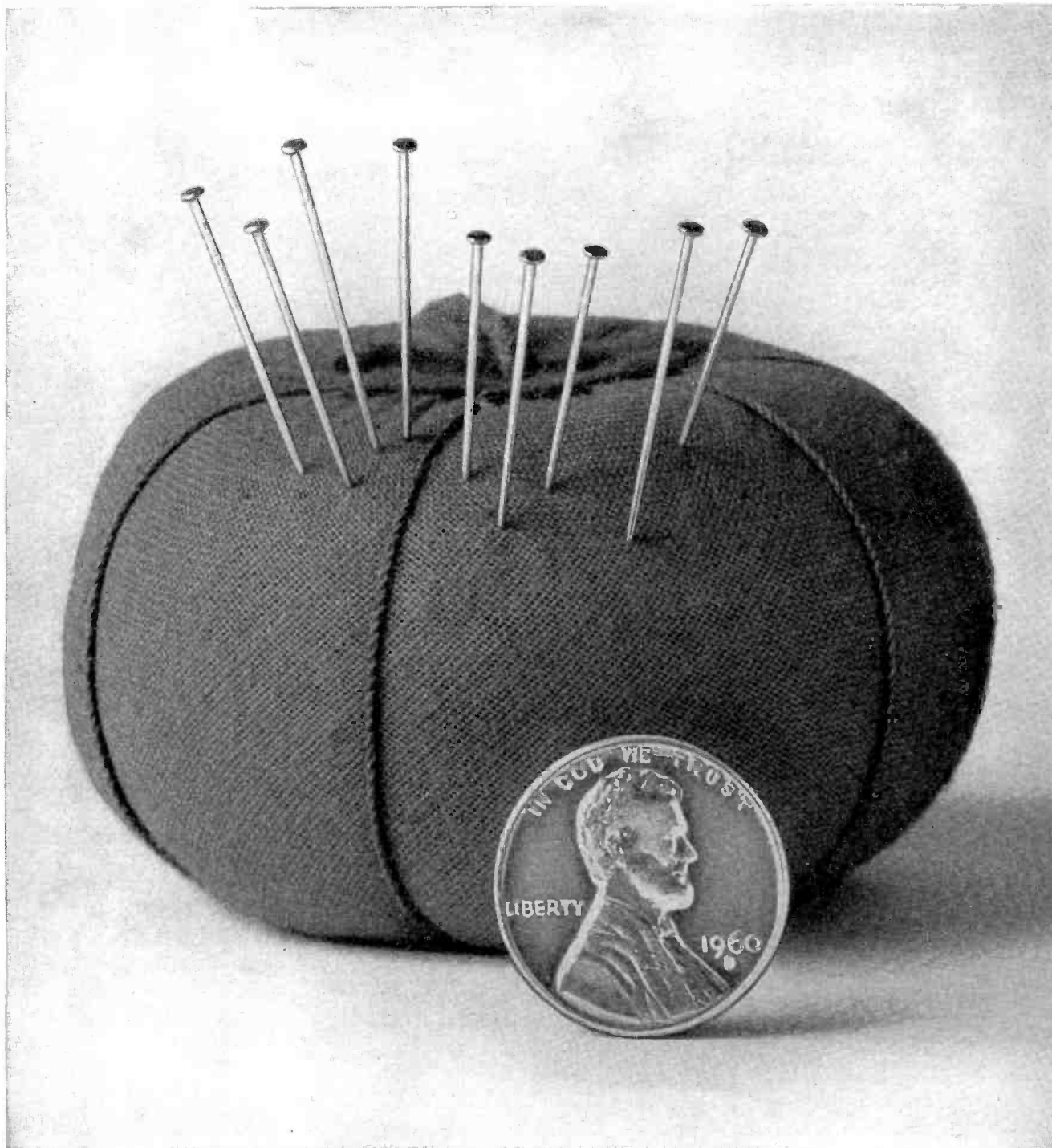
■ By report and order, commission finalized rulemaking in Doc. 14002 and reserved ch. 23 (now commercial but unapplied for) in Albany-Schenectady-Troy, N. Y. area) for noncommercial educational use in Albany, effective Aug. 10. This stems from petition by Board of Regents of the University of the State of New York for additional reserved channel in Albany area. The Mohawk-Hudson Council on Educational Television Inc., presently operates station WMHT on educational ch. 17 in Schenectady. The Board of Regents stated that legislation has been approved providing for \$1,050,000 for etv in New York State. Action June 27.

■ Commission invites comments by Aug. 6 to notice of proposed rulemaking looking toward assigning ch. 57 for noncommercial educational use in Atlanta, Ga., by deleting that commercial channel from Marietta, Ga. In its petition for second educational channel, Atlanta Board of Education put forward its basic plan contemplating use of its existing WETV (ch. 30) primarily for pre-high school, in-school training during day, continuing its use for general education of adult population in evening, and ch. 57 would be primarily used for secondary education for in-school training during day and secondary education directed at adult population in evening, for which credit would be given. It asserted there is shortage of tv time which does not permit easy scheduling of course work directed toward in-school viewing on all levels, and added "The few high school courses offered do not begin to realize one of the great potentials of in-school television, that is, to increase the elective course areas where trained classroom teachers cannot be obtained." Action June 27.

■ By order, commission revoked license and SCA of Merchants Bestg. System of Dallas Inc. for KCPA(FM) Dallas, Texas, deleted its call letters and terminated proceeding in Docket 14522. Station has been silent since Aug. 12, 1961 without commission authorization, and licensee did not respond to a Feb. 12 show cause order concerning technical violations and financial qualifications. Action June 27.

■ By order, commission (1) revoked license of Palms Bestg. Corp. for WGRC Green Cove Springs, Fla., and deleted its call letters, and (2) ordered Frank Van Hobbs, St. Augustine, to cease and desist from further unauthorized operation of that station in violation of Sec. 310(b) of Communications Act. Neither WGRC nor Hobbs responded to Feb. 20 show cause orders concerning unauthorized operation, resulting from unauthorized transfer. Station has been silent since Dec. 18, 1961. Action June 27.

■ By memorandum opinion & order, commission ordered Storz Bestg. Co. to forfeit \$5,000 to government for repeated failure to operate station KOMA Oklahoma City, Okla., substantially as set forth in its license, in that it operated after midnight with daytime facilities and with field strength at several monitoring points in excess of licensed values. It is payable to Treasurer of the United States. Action June 27.



YOU CAN BUY COPPER METALS FOR "PIN MONEY"

Those straight silk pins shown above retail at 9 for a penny. They are made of solid brass, copper's most popular alloy. Why so cheap, even with nickel plating? In the first place, the metal cost per unit is insignificant. And secondly, brass is such a workable metal

that these pins can be knocked out on automatic machines faster than you can count them. The same holds true for billions of fasteners used annually by industry—rivets, eyelets, grommets, terminals, screw clips, nuts, special stampings. The reason so many of

them are made of brass is that no other metal at any price provides all the high-speed tooling, fabricating, and finishing qualities that make rustproof brass such an economical metal.

62202A

ANACONDA[®]

BROADCASTING, July 9, 1962

OUR RESPECTS to James Gerity Jr., president, Gerity Broadcasting Corp.

Broadcast ownership means leadership as well as lots of hard work

The 12-hour work day never went out of style for Jim Gerity. Not even when he shifted his gears to devote virtually fulltime to broadcasting after a successful career in manufacturing.

Mr. Gerity always has thrived on work. Even when he isn't busy closely supervising his radio-tv properties (WABJ Adrian, Mich., and WNEM-FM-TV Saginaw, Mich.), he is active in some phase of his many-faceted civic and cultural interests on the national, Michigan or Florida scenes.

WNEM-TV went on the air early in 1954 and serves eastern Michigan and the markets of Flint, Bay City and Midland as well as Saginaw. Strong on color programming, WNEM-TV is an NBC-TV affiliate. WABJ is a CBS radio outlet and emphasizes music and news, including both county and local affairs.

Mr. Gerity acquired WABJ in 1948 and later WGRO Bay City, but he gave up WGRO in the 1953 "merger" grant for WNEM-TV, which he now owns entirely. WNEM-FM went on the air last year and will start stereocasting this fall.

'Balanced Meal' ■ Radio and tv today offer the listener "a pretty good-sized menu" from which to choose, Mr. Gerity feels. But this is just the dawn of the varied services broadcasting will offer in the years ahead when color and fm come into their own, he believes. An fm network of 50 or 60 top stations is one of his expectations, while WNEM-TV already has won awards for its role in pioneering educational programs for in-school use, another area for service growth.

Mr. Gerity believes the boundaries set up by the FCC "are not unfair" and if stations would only do what they say they intend to do there would be little trouble. He also feels the NAB "has done a good job" in the past year or so.

James Gerity Jr. was born Jan. 5, 1904, in Toledo where his father was operating his own electroplating firm, Gerity-Whitaker Corp., founded just a few years earlier. Young Jim attended parochial and public elementary schools there and was graduated from Scott High School. He also studied law for two years at Toledo U.

At the age of 8 he began studying the violin and played in his own dance band groups during high school and college. He turned professional, occasionally playing on the air on WTAM Cleveland in the early 1920's. Mr. Gerity still has his card in Toledo Local 15 of the American Federation of Musicians. He just completed a six-year term as chairman of The Opera Guild of Greater Miami, of which his wife is

now president.

Sports Count Too ■ Mr. Gerity has a keen interest in sports too. His father was a founder and director of the Toledo Mud Hens baseball team so as a youth he was exposed first-hand to the excitement of the game. During high school he was active in track and, while too light to make the first football team, he played on the second.

The Ohio National Guard thought him man enough at age 16 to join its 107th Cavalry Division. "In those days we had real horses to ride," he says. He proudly served with this group for three years.

About 1923 Mr. Gerity began to work fulltime for his father. One of his first jobs was helping to make parts which were used in the early Majestic auto radio offered by Buick as a very unusual accessory for that time.

Business Progress ■ In 1930 Mr. Gerity joined with his father and another associate to form the Schultz Die Casting Co., Toledo, which claims to be the world's biggest independent zinc die casting firm. It supplies casting for the automobile and appliance industries. Mr. Gerity is board chairman and chief executive officer.

He also heads the electroplating firm founded by his father, who is retired. The firm now is Gerity Gifts Inc., which manufactures gold and silver plated reproductions of historical silverware, dishware and art objects.

When he was 33, Mr. Gerity left his father's plant and went to Adrian to found his own company in the die-casting business, Gerity-Adrian Mfg. Co. From a modest start, it grew within 20 years to a \$180-million business

with a local payroll of \$50 million. Under his leadership it survived various wartime production crises as well as postwar re-adjustments. In 1948 the firm merged with Michigan Die Casting Co., Detroit, and in 1956 was sold to Hoover Ball & Bearing Co., Ann Arbor, Mich.

Self-Starter ■ As an owner-operator who commutes constantly among his radio-tv properties and between his homes at Adrian and Miami Beach, Mr. Gerity found he couldn't buy plane tickets easily in some spots. So in his typical fashion, he went into the travel bureau business. He heads two chains: one, World Travel Centers, which has two agencies in Toledo and one each in Adrian and Tecumseh; the other, Lee Travel Bureau, with outlets in Flint, Saginaw and Bay City.

Mr. Gerity also is publisher of *The Valley Farmer*, a weekly of 6,000 circulation which is published at Bay City.

His part-time residence in Florida has given Mr. Gerity more than enough opportunity to take an interest in business and civic affairs there in addition to music. He is a director of the Mercantile National Bank of Miami Beach and president of The Committee of One Hundred, plus a participant in other civic groups. He also is a trustee of the U. of Miami.

Back home in Michigan Mr. Gerity long has been active in civic affairs. In 1936 he served on the first management-labor peace board. Today he is a member of the Michigan Industrial Ambassador Corps. His life-long interest in medical progress is evidenced by his memberships and advisory roles in hospitals, clinics and medical groups both in Michigan and Florida.

Religion Is Vital ■ On the national scene Mr. Gerity is known for his special interest in The Religion in American Life movement. He serves as one of three national chairmen, representing his Roman Catholic faith. The organization works through The Advertising Council to encourage young people especially to go every Sunday to the church of their choice. He also is a member of the advisory council of the School of Business Administration at U. of Notre Dame.

Next month Mr. Gerity will celebrate his 35th wedding anniversary. Mrs. Gerity is the former Virginia Boland of Toledo. She shares actively in his civic and cultural interests.

It is no secret that golf is Mr. Gerity's chief hobby. He holds memberships in a dozen clubs, but has to work hard to squeeze in a round now and then. With his busy schedule, it's a rarity, he admits.



Jim Gerity
How to succeed by really trying

A bitter pill for birth-control

THERE is evidence that some of the more thoughtful members of the radio board of the NAB are beginning to worry about walking into a trap in pursuit of a cure for the "overpopulation" of radio stations. At the board meeting a fortnight ago in Washington, the NAB's special birth-control committee was told to avoid making any kind of a deal with the FCC that would lead to economic regulation.

In the same week that the board was issuing that advice to the birth-control committee the FCC took an action that made the advice look especially sound. By a 4-3 vote it ordered a hearing to determine, among other questions, whether Blythe, Calif., can provide economic support for two radio stations. The decision was made in response to a protest from an existing station against the grant of another.

Only a few weeks ago the FCC made, and then rescinded, a similar order in an economic protest case in Riverton, Wyo. It must be assumed that in the interval between that and the Blythe decision a majority of FCC commissioners have been brought around to the conviction that it is their business to decide how many stations a community can support.

If that view does indeed prevail, the NAB is bound to encounter tricky going in its forthcoming conferences with the FCC on the means of solving the "overpopulation" problem. It will be almost impossible for the industry negotiators to emerge with any solution that does not give the FCC the power to grant or withhold licenses on a determination of their chances to make an economic success. Once that power is assumed, the FCC cannot avoid taking the next step which is regulation of the business practices and profits of the stations it is protecting against new competition.

At this point it would be wise for the NAB to think of abandoning its whole birth control project.

Politics and the FCC

REFUSAL thus far of President Kennedy to reappoint John S. Cross to the FCC is a close-to-home example of the brand of power politics being played under the New Frontier.

Chairman Newton N. Minow has opposed reappointment. He wants to hand-pick the successor and thereby hopes to get an automatic vote on what is now a sharply divided FCC. But President Kennedy hasn't seen fit either to reappoint Mr. Cross, whose term expired on June 30, or to name his successor. Mr. Minow wants Broadcast Bureau Chief Kenneth A. Cox, a Washington state Democrat, named because their views seem to coincide.

We are unaware of any public criticism of Mr. Cross' four-year stewardship. He has been as rough on broadcasters as any of the FCC members and has played no favorites.

Congress made it clear early in the new administration that it wouldn't condone one-man control of the FCC. The first New Frontier project to be defeated was Reorganization Plan No. 2 which had as its intent vesting of dictatorial power in the FCC chairman.

It is hard to fathom what kind of political game the administration is playing.

The President's legislative program has bogged down. Question has been raised whether the administration is trying to deal with the influential members of the Arkansas delegation (there are four important chairmanships—two in each body) for their legislative support in return for a Cross reappointment. The vacancy conceivably could be kept dangling until Congress adjourns.

The FCC is a seven-man bipartisan commission. It should

represent a diversity of opinion and of experience in communications. That was the congressional intent.

Mr. Cox is an able lawyer with a good grasp of the complex field acquired not only after a year at the FCC but as the Senate Commerce Committee's special counsel on communications. He may get the Cross vacancy. If he does not, he seems a sure bet to succeed Commissioner T. A. M. Craven, the FCC's only other engineer, next June 30.

Reappointment of Mr. Cross now and naming of Mr. Cox next year would provide a more equitable balance. Mr. Cox's appointment now would be a step toward stacking the FCC with Minowites. If that process were to be continued, Mr. Minow soon would have his majority and the administration then would have achieved the goal of Reorganization Plan No. 2 by the back door.

Pilkington bilgewater

ADVOCATES of government control of programming (the same breed who oppose advertising as wasteful) can be expected to seize upon the Pilkington Committee report on broadcasting in Great Britain as a repudiation of the "American Plan" of broadcasting.

But before the zealots take the plunge they should await developments. The report is merely recommendatory. The British government already has disagreed with its criticism of commercial television. This was to be expected because since 1955, when the "American Plan" was introduced to compete with the state-controlled British Broadcasting Corp. monopoly, both British television and the British economy have prospered.

The government has sustained the Pilkington Committee to the extent of giving BBC the authority to establish a third television "channel" for non-commercial operation—this to happen within two years. But it does not preclude award of a fourth channel to the commercial ITA fairly soon.

What Britain does with its broadcasting is Britain's business, but surely Britain cannot ignore the fact that many European nations and most of those on other continents that have introduced television have adopted a variation of the "American Plan" of commercial operation, now used in 40 countries.

Good television has proved too expensive to maintain through government subsidy or taxes on sets. The ITA would not have been formed if there had not been dissatisfaction with the bland brand of service theretofore provided by the subsidized BBC.



Drawn for BROADCASTING by Sid Hix
"This talk of his on air pollution . . . it's not another attack on tv programming, is it?"

KDAL Duluth-Superior Plus*

NOW 63rd IN AVERAGE HOMES DELIVERED!

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

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

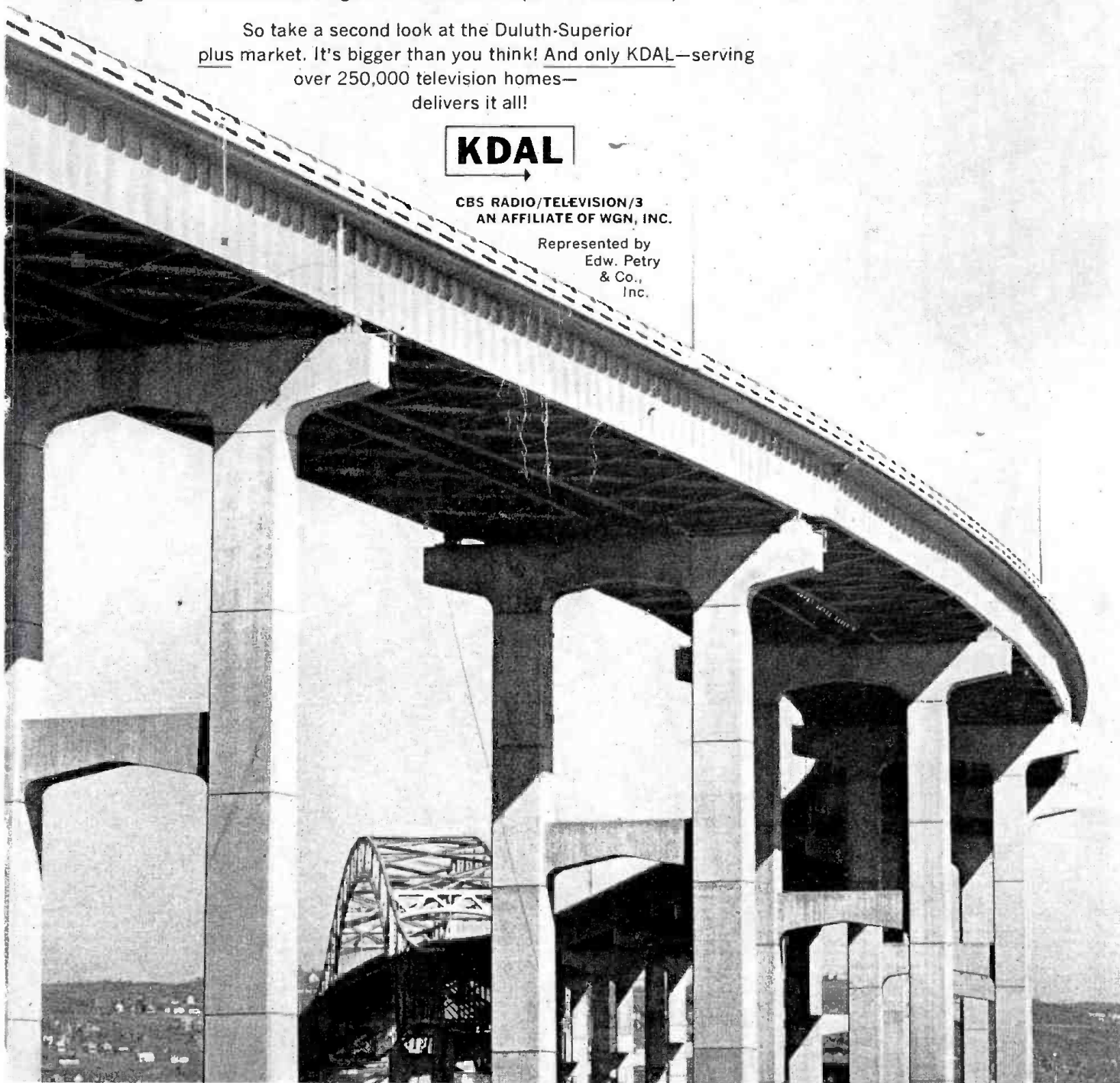
This very important plus ranks KDAL 63rd among CBS affiliates in average homes delivered! (ARB—Nov. 1961)

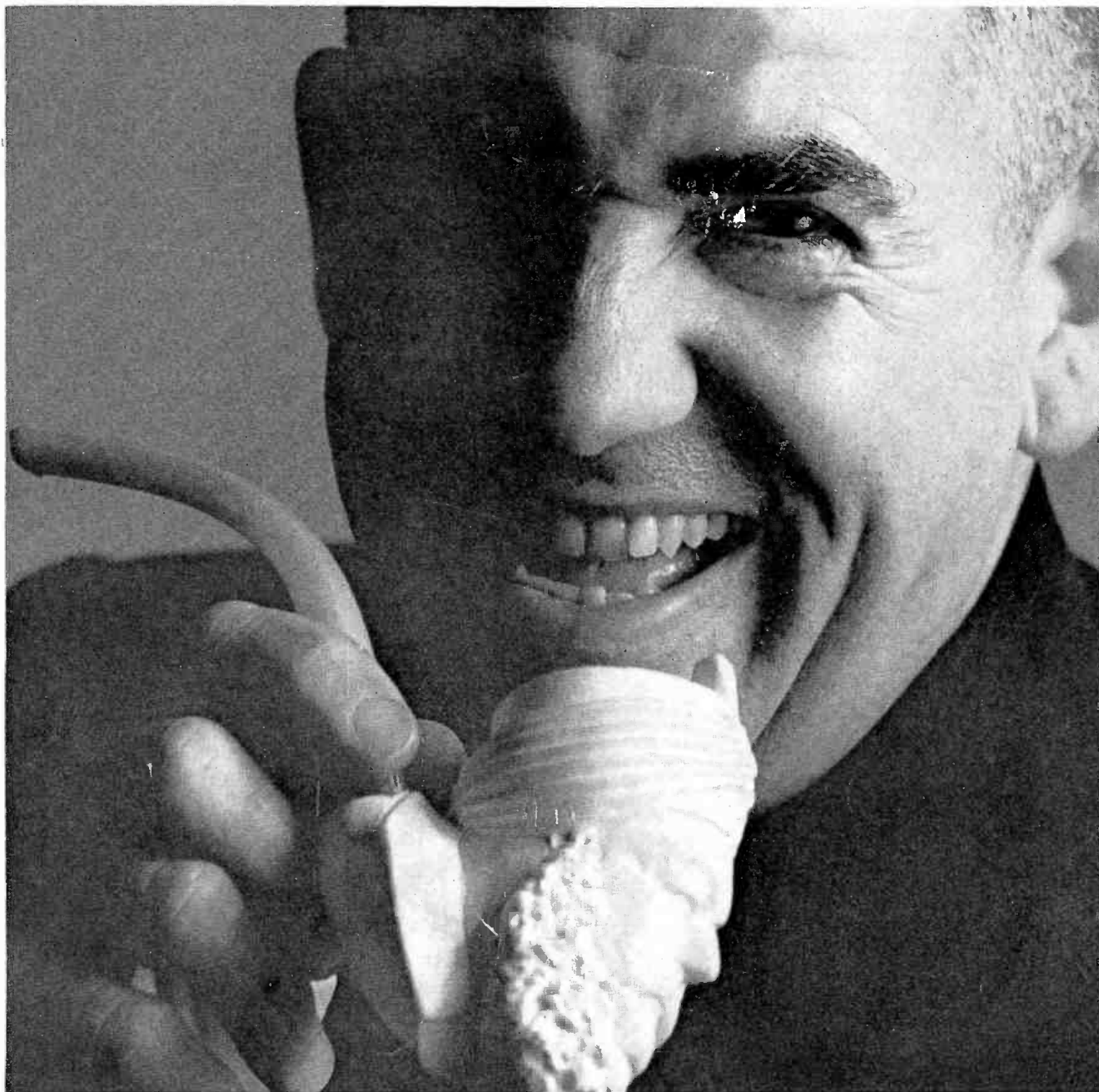
So take a second look at the Duluth-Superior plus market. It's bigger than you think! And only KDAL—serving over 250,000 television homes—delivers it all!

KDAL

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

Represented by
Edw. Petry
& Co.,
Inc.





"And there I was, big as life, on TV"

(and in one of the top-40 markets, too!)

Flint-Saginaw-Bay City, we mean . . . home base for pipeshop owner Paul Spaniola, who travels from coast to coast as a professional pipe smoker. It's also where the onetime World's Pipe Smoking Champ—he kept one lit for 88 minutes 2 seconds, back in 1951—talked about his \$250 pipes and about the joys of the weed over WJRT's "Hobby Shop" show.

You see, this is yet another example of WJRT "programming from within"—aimed at people in the market by people who know them and their interests best. In just the past 2½ years, in fact, some 25,000 area residents have appeared on Channel 12 to talk about

everything from woodcarving to Japanese music, to inform and entertain. And build a hefty audience rating for WJRT.

That helps build quite an audience for advertisers, too. Because the average head-of-the-house in Metropolitan Flint-Saginaw-Bay City takes home \$487 more pay each year than the national average.*

And that's an extra \$9 every week to spend on beer and bacon and outboard motors. Or on whatever you sell on TV!

Who to call? Harrington, Richter and Parsons, that's who. *They're* big as life in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

WJRT

*Sales Management's "1960 Survey of Buying Power"

FLINT-SAGINAW-BAY CITY / ABC PRIMARY / DIVISION: THE GOODWILL STATIONS, INC.