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THE

NEWSPAPER

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STING

ION AND RADIO

JULY 2, 1962

Product protection formula for all tv seen
in Bates-Westinghouse truce 23

House vote due today on resolution to raise
clears' power limit, stop duplication 32

AFA-AAW delegates told they must sprint
to keep up with public 28

Radio's overpopulation study, possible catv
dangers weighed by NAB boards 42

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RADIO moves with a going America

New buildings going up all over America! New homes for companies with products to sell. New customers to create, old customers to keep. Radio talks to them every day—and Spot Radio gives you the market by market flexibility you need to sell them. These great stations will sell your product.

- | | | | |
|------|----------------------|------|------------------------|
| KOB | Albuquerque | WTAR | Norfolk-Newport News |
| WSB | Atlanta | KFAB | Omaha |
| WGR | Buffalo | KPOJ | Portland |
| WGN | Chicago | WRNL | Richmond |
| WDOK | Cleveland | WROC | Rochester |
| WFAA | Dallas-Ft. Worth | KCRA | Sacramento |
| KDAL | Duluth-Superior | WOAI | San Antonio |
| KPRC | Houston | KFMB | San Diego |
| WDAF | Kansas City | KMA | Shenandoah |
| KARK | Little Rock | KREM | Spokane |
| KLAC | Los Angeles | WGTO | Tampa-Lakeland-Orlando |
| WINZ | Miami | KVOO | Tulsa |
| KSTP | Minneapolis-St. Paul | KIRL | Wichita |

Intermountain Network

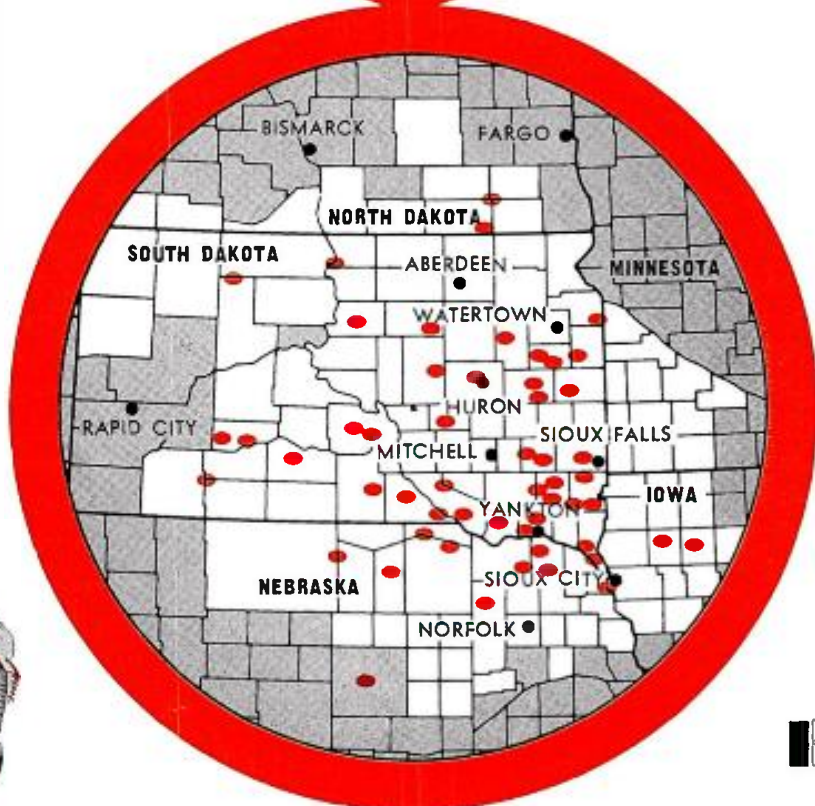
Edward Petry & Co., Inc.

Radio Division

The Original Station
Representative



**OVER 60 BANKS BUY
BIG AGGIE'S COVERAGE**



THE KATZ AGENCY, INC.
National Representatives

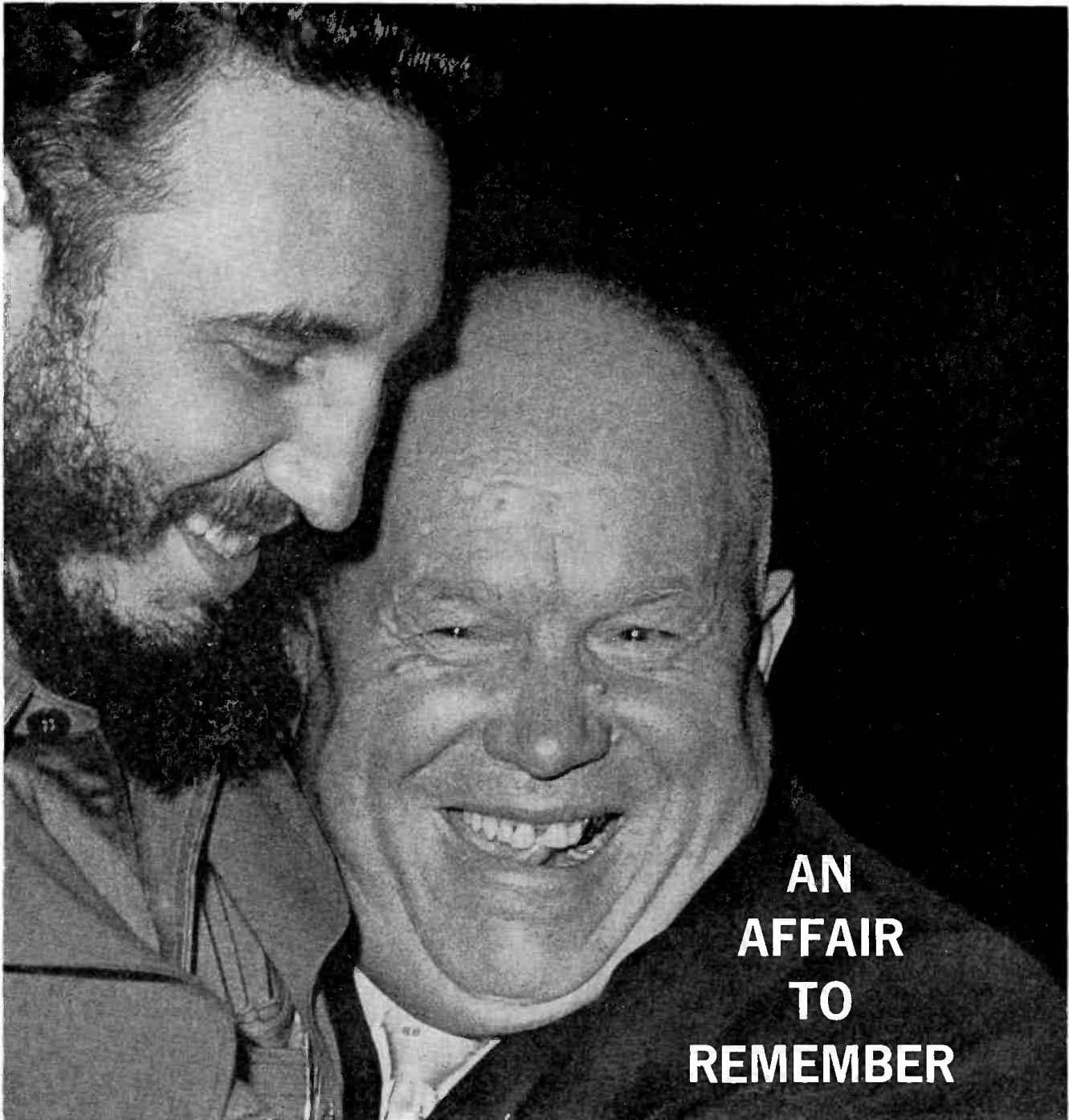
**IN BIG AGGIE LAND THOSE WHO KNOW
THE MARKET BUY POWERFUL WNAX-570**

More than 60 banks from all over the vast six state expanse of Big Aggie Land use WNAX-570 on a continuing basis to build confidence in home town banking. These bankers know that only on WNAX can they get the penetrating local coverage they need. They know, too . . . from years of experience . . . that the only way to reach the 2¼ million residents of Big Aggie Land is with WNAX-570.

If you have a product to sell, there's 2¼ million potential customers in broad and prosperous Big Aggie Land. The way to sell them is on WNAX-570. In Big Aggie Land, more than 80% of the total population listens to WNAX-570 three to seven times each week. It's this huge audience that makes WNAX-570 first in Big Aggie Land. The 2¼ million residents make Big Aggie Land America's 40th radio market. See your Katz man for complete details.

WNAX-570 CBS RADIO
PROGRAMMING FOR ADULTS OF ALL AGES
 PEOPLES BROADCASTING CORPORATION
 Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
 Represented by Katz

PEOPLES BROADCASTING CORPORATION
 WNAX, Yankton, S. Dak.
 KVTY, Sioux City, Iowa
 WGAR, Cleveland, Ohio
 WRFD, Columbus-Worthington, Ohio
 WTTM, Trenton, N.J.
 WMMN, Fairmont, W.Va.



**AN
AFFAIR
TO
REMEMBER**

These two men represent the greatest threat to freedom in the history of man. Now the red star hangs over one island in the Western hemisphere . . . is it going farther?

In supplying the answer, WCKT's New Force journalism searches out the meaningful facts around the world . . . in Moscow and five Russian provinces . . . in Central America . . . and in Miami.

On the eve of Communist Cuba's 26th of July celebration, WCKT telecasts the fifth hour-long program of a series investigating



the Communists at work—with a startling, first-time film and video tape closeup of the leaders, the representatives, the people of 12 islands and territories that lie within Havana's geographical sphere of influence.

Can Castro export Communism to the rest of the Caribbean and Latin America? Is he doing so now? If so, who is doing the carrying—and how? These are the questions South Floridians are asking about the menace that lies only 90 miles from Key West. WCKT is doing something about their need to know the answers.



BISCAYNE TELEVISION CORPORATION

WCKT—CHANNEL 7 • MIAMI • WCKR—RADIO 61



BROADCASTING, July 2, 1962

108227³



*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 in first place 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.

Cox for Cross?

FBI security check made during past 10 days on FCC Broadcast Bureau Chief Kenneth A. Cox has led to speculation that he will be named FCC commissioner to succeed John S. Cross, Arkansas Democrat, whose term was to expire last Saturday (June 30). At deadline Friday there was no word from White House. Senators, FCC and others in public life had been interviewed on what was described as "expedited" check of Mr. Cox but since FBI operates confidentially, reason was not given.

Dejected, Mr. Cross left Washington for his Arkansas home Friday without knowing whether he was in or out. If his successor isn't appointed, he can continue in office until appointment is made but it's doubted whether he would elect that option. If Mr. Cox, 45, tough, tenacious and personable lawyer from Washington state (Democrat) is appointed, it would be real coup for FCC Chairman Newton N. Minow, who vigorously opposed Cross reappointment. Messrs. Minow and Cox think alike, which would mean support in crusade on program and business controls.

Juntilla new Broadcast chief?

Believed already hand-picked as new Broadcast Bureau chief to succeed Mr. Cox is James O. Juntilla. Mr. Juntilla, 38, became assistant chief last April, after rejoining FCC in March 1961 as assistant to bureau chief. He served as FCC attorney in Broadcast Bureau from 1949-1952, resigning to join Arnold, Fortas and Porter, Washington law firm. If Mr. Cox doesn't get FCC appointment now, he is regarded as shoo-in for vacancy to be created when term of Democratic Commissioner T. A. M. Craven expires year from now. Commander Craven, who will reach retirement age of 70 in January, isn't candidate for reappointment.

Curtis and Culligan

Curtis Publishing Co. may be looking for more than new president and chief executive officer in negotiations it's been having with Matthew J. Culligan for those posts. There's good chance Curtis hopes to shore up its flagging finances by getting into tv station ownership and is looking for top man who has broadcast as well as magazine experience. Mr. Culligan, currently corporate executive of Interpublic Inc., has both but is heaviest in broadcast. He formerly headed NBC Radio network, before that was

CLOSED CIRCUIT®

rising NBC-TV executive. But before either, he was advertising director of group of Ziff-Davis publications (*Radio-TV News, Photography, Flying*, et al) and before that was with *Good Housekeeping*. Decision expected momentarily on whether he and Curtis will get together.

Currency slump hits sales

Distributors of U. S. programs in foreign markets are reported to be disturbed by increasing devaluation of currency in various countries of world. Particular sore spots are said to be Canada, Argentina, Venezuela and Philippines. U. S. distributors are faced with problem of accepting fewer dollars or raising prices, and fear latter alternative may price them out of markets.

More blue-nosing

If proposed congressional investigation of movies and related advertising (which could involve television) gets underway, it will be conducted by special subcommittee of House Commerce Committee under chairmanship of Rep. Walter Rogers (D-Tex.), who proposed inquiry. Rep. Rogers' original resolution suggested study be made by specially created House committee. But when jurisdictional question was raised, he introduced second resolution, proposing job be done by special subcommittee of Commerce Committee, of which he is member. Commerce Committee Chairman Orren Harris (D-Ark.) favors this approach.

Situation, however, is still iffy. Rules Committee, which is considering proposal, is said to agree with Rep. Rogers that movies are relying too heavily on sex to sell product. But committee hasn't yet cleared resolution for House vote, and there is no indication when it will.

No director for TIO yet

Selection of new director of Television Information Office may be made in fortnight by selection committee. Retiring director, Louis Hausman, made final report on tv image-promoting agency to NAB's Tv Board last week. Several names are under consideration.

There's no evidence that radio wants or needs similar image operation, judging by survey of NAB's Radio Public Relations Committee, consisting of

board members. Survey showed unanimous opposition to suggestion that "Radio Information Office" be formed. Committee is headed by Hugh O. Potter, WOMI Owensboro, Ky.

Riverton again

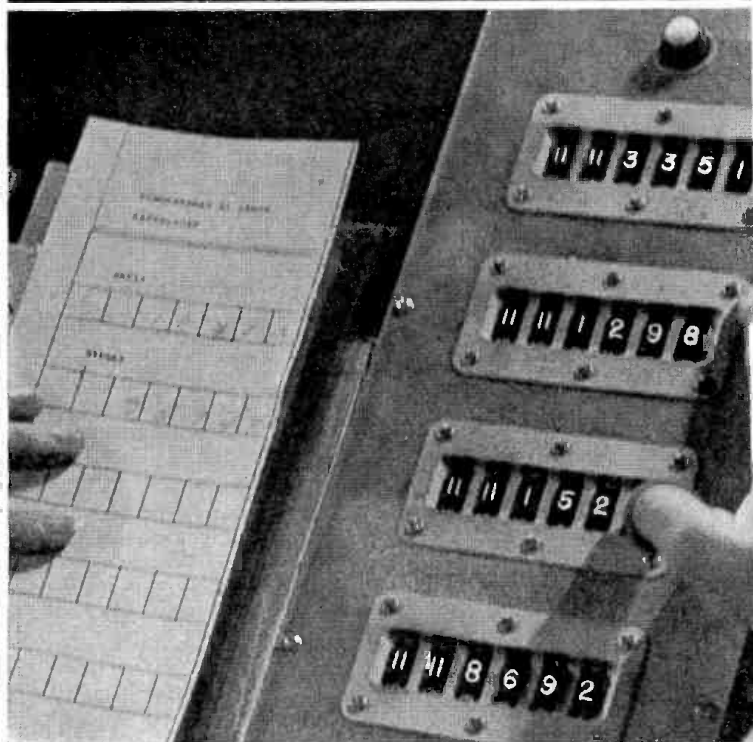
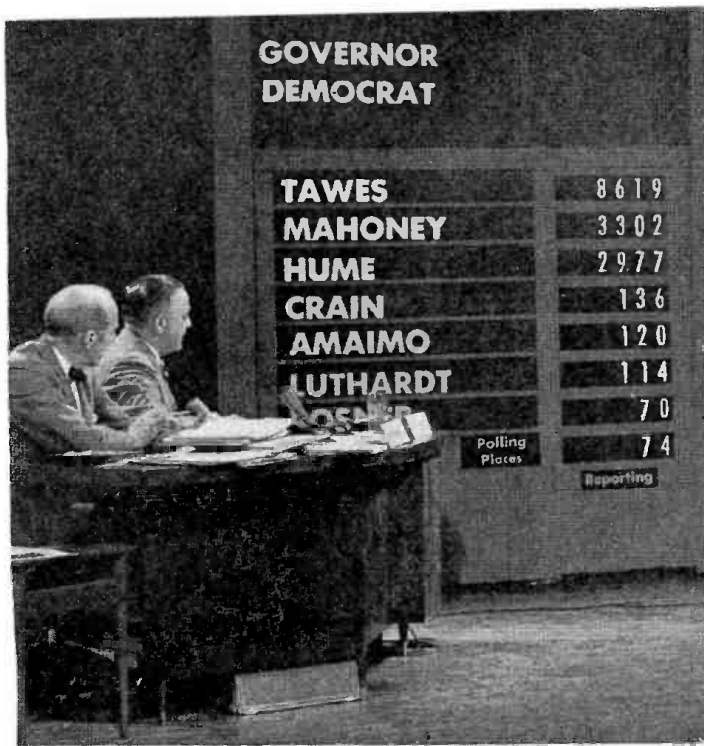
That "economic injury" Riverton, Wyo., am case was back before FCC last week (BROADCASTING, May 28) and new instructions were issued to staff. Orders were to prepare issues for hearing on applications for two new Riverton ams—but on financial qualifications rather than whether city can support more than one station (it now has KVOW which protested new applications). FCC first ordered hearing on economic grounds but day later reconsidered and ordered that public disclosure of hearing be withheld (BROADCASTING, May 14). Despite this action, "economic issue" hearing order was printed by mistake in *Federal Register* (BROADCASTING, May 21). At same meeting last week, FCC set for hearing on economic issue application for new am in Blythe, Calif. (see page 36).

New Crowell-Collier chief

Appointment of top broadcaster to head Crowell-Collier broadcast operations as successor to Robert M. Purcell, transferred to new audio-visual field, expected soon. W. D. Cole, board chairman, and Raymond C. Hagel, president of parent company, have interviewed more than dozen station executives in past few weeks for presidency of Crowell-Collier Broadcasting Corp., wholly owned subsidiary of publishing company, which now operates radio stations KFWB Los Angeles; KEWB San Francisco; KDWB Minneapolis. Plans for expansion, including television acquisitions, also are under consideration.

Another wallop

Latest in rash of paperbacks and other instant prints walloping television is one entitled *TV in America: The Morality of Hard Cash*. Authored by Meyer Weinberg, book will be released July 16. Tip-off comes in pitch of Ballantine Books Inc., publishers, saying book "takes a hard look at the men who run television, the commercial greed that dictates deliberately mediocre programming and the pathetically unequal contest between tv's powerful lobby in Congress and the harassed officials of the FCC."



“ED’S MICKSMASTER”

There's always something new at WMAR-TV.

Maryland voters who watched Channel Two the evening of the recent Primary Election were treated to the first on-the-air glimpse of a new electrically operated and illuminated scoreboard that could change its vote totals in two seconds.

It works like a race track tote-board, and in fact, was developed on designs by WMAR-TV's Production Manager, Edwin B. Mick, by the American Totalisator Company.

At our first dress rehearsal, the studio crew quickly dubbed the new machine “*Ed's Micksmaster*”—and the name stuck.

All evening long the “*Micksmaster*” reported, swiftly and vividly, the vote totals in 172 different election contests, from information gathered by a regiment of fifty reporters and tabulators who assembled the information for *Sunpapers Television's* veteran reporting team of David V. Stickle, Ernest V. Baugh, Jr., and the noted political cartoonist Richard Q. Yardley.

But there's more to the “*Micksmaster*” than just a biennial use as an election device. Now it's in nightly use reporting the baseball scores for WMAR-TV's Oriole-rooters . . . and when Channel Two carries both NCAA and NFL football beginning in September the “*Micksmaster*” will be on hand with gridiron results of all the colleges and all the leagues.

“*ED'S MICKSMASTER*”—designed especially for the WMAR-TV election coverage—scored another FIRST for the station that was FIRST on the air in Baltimore and remains FIRST in the viewing habits of Baltimoreans—and Marylanders!

No Wonder — In Maryland Most People Watch

WMAR-TV

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

WEEK IN BRIEF

The excitement's simmering down in the much-discussed matter of tv product protection. Westinghouse and Ted Bates signed a peace pact last week, agreeing on a formula others may want to use. See lead story . . .

PRODUCT PROTECTION PACT . . . 23

It's time for advertising to match its techniques with the growing intellectual level of the nation, Advertising Federation of America and Advertising Assn. of the West were told at annual convention. See . . .

ADMEN MUST SPRINT . . . 28

There's a good chance of early House action on a resolution that would permit more than 50 kw on clear-channel radio stations, contrary to FCC policy. Moratorium on duplication of clears is included. See . . .

MORE POWER FOR CLEARS . . . 32

Dominant topic at the NAB Radio Board's summer meeting was the question of overpopulation. Board members indicated any birth-control steps must protect the free enterprise rights of broadcasting. See . . .

CAUTION IN AM STUDY . . . 42

A week after community antenna operators had their convention the NAB Television Board decided to press for a law to regulate catv on a limited basis. Other proceedings of summer board session. See . . .

CATV REGULATION URGED . . . 43

The public gets further recognition in a CBS-financed study dealing with evaluation of television. It will add a scientific and interpretive dimension to the more basic process of "sheer nose counting." See . . .

WHAT PUBLIC THINKS OF TV . . . 48

A record libel award of \$3.5 million was directed by a New York jury for John Henry Faulk, ex-CBS personality, in his suit against Aware Inc., research firm, and others. Pro-Communist charge was behind suit. See . . .

FAULK GIVEN \$3.5 MILLION . . . 46

Another development in the St. Petersburg tv case—FCC stays grant of Rahalls' WTSP-TV. The commission has decided to reopen case for new testimony on Rahalls' programming at radio station WLCY. See . . .

WTSP-TV GRANT STAYED . . . 36

Radio lived up to its exclusive title—only emergency medium—last week when a midwestern power failure upset a large area. In Omaha the stations filled the air with panic-preventing messages. See . . .

NOWHERE TO TURN BUT RADIO . . . 50

It's rare that FCC swings its ax to sever licensees from their facilities. Last week two stations—one in Florida and one in Texas—lost their licenses. Both had failed to respond to "show-cause" orders. See . . .

FCC SWINGS AX TWICE . . . 38

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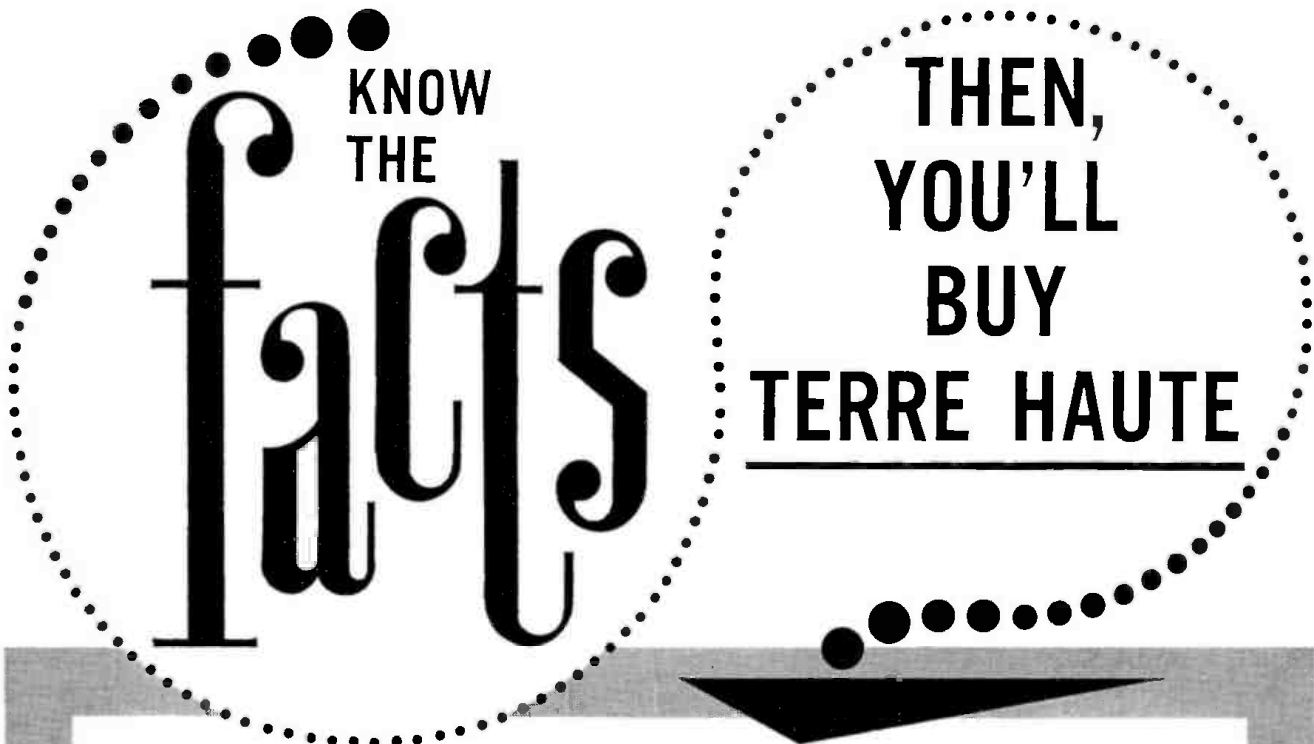


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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.



TERRE HAUTE LEADS...

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

TERRE HAUTE LEADS...

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

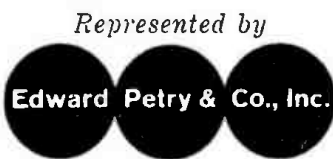
<p>WTHI-TV TERRE HAUTE</p> <p>53,600</p>	<p>SOUTH BEND</p> <p>Station A—26,300 Station B—32,300 Station C—28,200</p>	<p>EVANSVILLE</p> <p>Station A—46,800 Station B—25,200 Station C—26,400</p>	<p>FORT WAYNE</p> <p>Station A—29,500 Station B—33,800 Station C—31,200</p>
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TERRE HAUTE LEADS...

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

*Basis March 1962 ARB

**Except Indianapolis



WTHI-TV
CHANNEL 10 · CBS · ABC
TERRE HAUTE, INDIANA

NAB launches research, appoints Goldberg

WBC-BACKED NEWS STUDY AT MEDILL INITIATES PROJECT

First major step toward new NAB broadcast research and professional training program was taken by associations joint board at Friday meeting in Washington with appointment of Melvin Goldberg, head of Westinghouse Broadcasting Co. research, as director of NAB research.

Mr. Goldberg is one of industry's most experienced research executives. He is member of NAB Radio Development Committee which is studying proposals for birth-control in FCC's radio station grants. (See NAB Radio and TV Board stories pages 42 and 43).

With submission of Mr. Goldberg's name to NAB board, special research committee headed by Donald H. McGannon completed its work. New committee to guide research-training project is to be named soon by President LeRoy Collins, who proposed it shortly after assuming office in January 1961.

Research project will get off to flying start as result of special news research survey financed by WBC. Project is under direction of Medill School of Journalism, Northwestern U., Evanston, Ill.

Details of Mr. Goldberg's assignment haven't been worked out but it's believed he will spend much or even all of his time in New York. He will report directly to President Collins and Vincent T. Wasilewski, executive vice president. This is equivalent to vice presidential level in NAB structure.

News Research ■ WBC-Medill research is intended to analyze treatment of news in all media; study overlap of various media; analyze methods of news editors; get public's choice for length of newscasts; find what times of day are preferred, and learn public acceptance and believability of newscasts.

Total of more than 1,100 telephone

interviews were conducted among random sample of population between May 28 and June 2 by professional survey firms with Medill overseeing work. Public interview section is complete. Media content is now being analyzed. Next will come personal interviews with news editors. Entire Westinghouse project, directed by Prof. Eugene Webb, is to be completed by Sept. 1.

Gov. Collins is understood to have told NAB board that WBC's donation of news survey will enable research-training unit to get off to much earlier start than anticipated. Local as well as national news are covered in survey, conducted in four markets—San Diego, Chicago, Pittsburgh and Boston.

Mr. Goldberg, 39, joins NAB about Aug. 1 on a two-year contract. Back of NAB research program is desire to help industry provide continually better service to its audience. Mr. McGannon said he was best suited among candidates for job. Mr. Goldberg joined WBC in 1956.

Clair R. McCollough, Steinman Stations, presided at joint board meeting. He was re-elected to post Friday.

Fall Conference Dates ■ Joint board ratified Fall Conference format and set these dates for future board meetings: Jan. 14-18, 1963, Camelback Inn, Phoenix, Ariz.; June 24-28, 1963, Statler-Hilton, Washington; Jan. 27-31, 1964, Far Horizons Hotel, Sarasota, Fla. Next meeting of State Broadcast Assn. Presidents will be held Feb. 27-28 at Shoreham Hotel, Washington.

Board voted that at future meetings three radio directors shall sit with tv board and vice versa. Group of six would act as conference group and make recommendations to joint board.

Resolution was adopted voicing appreciation to P. A. (Buddy) Sugg, former member of Radio Board.

Board members paid tribute to Mrs. Ella Nelson, administrative assistant to Everett E. Revercomb, secretary-treasurer, on 30th anniversary at NAB.

NBC-TV places Griffin in afternoon lineup

NBC-TV is revising its afternoon program lineup to insert new program featuring Merv Griffin described as sort of "daytime *Tonight* show" at 2-2:55 p.m. Monday through Friday, beginning in October. Program casualties will be *Jan Murray Show* (2-2:25 p.m.) and

Sing-along for Fourth

Intensive promotion of "Star Spangled Banner" is planned by WCKT (TV) Miami on Independence Day. Station will telecast sing-along version of anthem twice in evening and five times during day. Lyrics will be superimposed on screen with backgrounds showing people singing and saluting flag. Audience will be urged to sing anthem. WCKT terms it "a people's observance of Independence Day."

Our Five Daughters (3:30-4 p.m.)

Five-minute newscast now carried 2:25-2:30 p.m. will be moved to 2:55-3; Loretta Young films will move from 2:30-3 to 3-3:30, and *Young Dr. Malone* will shift from 3-3:30 to 3:30-4, now occupied by *Our Five Daughters*. Mr. Griffin will leave current assignment on morning *Play Your Hunch*.

CBC documentary criticizes U.S. tv

Private screenings of Canadian Broadcasting Corp. documentary, "Report From the Wasteland," which incorporates film clips from FCC network hearings, are being held in New York and Washington. One-hour program was seen in prime time on CBC May 21. Among those who have seen show, which critically assesses U. S. commercial tv are FCC members (including Chairman Newton N. Minow), and CBS executives.

Telecast is part of *Background* series which corresponds to *CBS Reports* treatment of current events. Alistair Cooke is host and narrator of filmed show, which includes such prominent (and vocal) persons in interviews as: David Susskind, producer; Gore Vidal, Paddy Chayefsky, writers; Richard A. R. Pinkham, Ted Bates (senior vice president, radio-tv); Peter G. Peterson, president, Bell & Howell; Hugh Carlton Greene of BBC; Alan Miller, Revue Productions (in charge of production).

MJ&A agency realigns N.Y. media setup

MacManus, John & Adams Inc. has realigned its New York media department. Russel G. Brown was transferred from MJ&A's Bloomfield Hills, Mich., headquarters to be director of market-

Presidential summing up

Former Presidents Dwight D. Eisenhower and Herbert Hoover will evaluate two of their White House predecessors — Abraham Lincoln and Woodrow Wilson respectively—in separate half-hour programs to be telecast on NBC-TV next season. Union Central Life Insurance Co., Cincinnati, through Meldrum & Fewsmith, Cleveland, will sponsor programs.

WEEK'S HEADLINERS



Mr. Schroeder



Mr. Strouse



Mr. Brandt

Otto P. Brandt, vp of broadcast division of King Broadcasting Co., Seattle, elected to NAB tv board last week, filling spot recently vacated by W. D. (Dub) Rogers, president of Texas Broadcasting, Lubbock, Tex. (BROADCASTING, June 25). Mr. Rogers' term expires in 1963. **Willard Schroeder**, president and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., elected chairman of NAB radio board. Mr. Schroeder, director-at-large for medium stations, succeeds George C. Hatch, KALL Salt Lake City, whose term expired at NAB convention in April. **Ben Strouse**,

president and general manager of WWDC-AM-FM Washington, elected vice chairman of radio board, succeeding Joseph M. Higgins, WIBC Indianapolis, whose term also expired in April. Mr. Strouse is fm director-at-large.

Clair R. McCollough, president and general manager of Steinman Stations, Lancaster, Pa., re-elected chairman of NAB joint boards of directors at Friday (June 29) meeting in Washington. Election, which was by acclamation, is for term of one year. Mr. McCollough has occupied top posts at NAB.



Mr. Smith

George S. Smith, partner of Washington communications law firm of Smith, Hennessey & McDonald, resigns to become legal assistant to FCC Commissioner Robert E. Lee. He was sworn in last Friday (June 29) to succeed

Arthur L. Gladstone. Mr. Gladstone will remain detailed to Commissioner Lee's office until Sept. 1 in connection with FCC's uhf experiment in New York, after which he will become hearing examiner. Mr. Smith has practiced law in Washington for past 30 years and was president of Federal Communications Bar Assn. in 1957. Prior to entering private practice in 1932, he

was chief of licensing branch of old Federal Radio Commission and also served with Post Office Dept., Internal Revenue Dept. and Census Bureau. Mr. Smith's old law firm will continue as Hennessey (Philip J.) and McDonald (Joseph).

D. James DeWolfe, vp and supervisor on Scott Paper Co. account at J. Walter Thompson, New York, joins Lennen & Newell, that city, as senior vp and management account supervisor on Colgate-Palmolive account. Before joining JWT in 1956, Mr. DeWolfe had been with Chicago office of Leo Burnett Co.



Mr. DeWolfe

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

ing services for New York branch. He is responsible for all media, research and marketing activities.

Roger C. Bumstead, media director, New York, has instituted consumer media group, for consumer accounts, under supervision of John L. Marting;

and commercial media group, consisting of accounts advertising primarily to other businesses, headed by Jerome R. Latzky. Both report to Mr. Bumstead.

Aside from Mr. Marting, who was formerly with BBDO, new additions to MJ&A's New York media department

include Martha G. Panella, formerly of N. W. Ayer, who is all-media buyer in new consumer group, and Mark A. Rosenblatt, media specialist in personnel recruitment advertising, who joins agency's commercial media group. He was formerly with Deutsch & Shea.

House action clears uhf-vhf bill for JFK

All-channel-receiver bill (HR 8031) was cleared for President Friday after House, on voice vote, accepted one-word Senate amendment to measure. Amendment specifies sets shipped in interstate commerce or imported into country be capable of "adequately" receiving both uhf and vhf signals.

In floor debate, Rep. Peter F. Dominick (R-Colo.) expressed fear new language would permit FCC to determine "what kind of instrument" manufacturers could produce.

But he withdrew objection after Rep. Oren Harris (D-Ark.), floor manager for bill, said Electronic Industries Assn. has endorsed amendment.

Conference approves guidelines for ethics

Administrative Conference of U. S., meeting in Washington Friday (June 29), approved recommended guidelines for code of ethics which it said government agencies should adopt for protection from "improper influences."

Conference rejected language intended to curtail off-record contacts by members of Congress. Body also expressed sentiment that codes should be adopted on agency-by-agency basis rather than through legislation.

Next meeting of conference, composed of leading government officials, attorneys and professors, will be held Oct. 16-17. Final report to President is due at end of year.

Ruwitch-Sherman group files to buy WROD

Sale of WROD Daytona Beach, Fla., by Mining Journal Co. to Lee Ruwitch, Gordon Sherman (47½% each) and others for \$115,000 and \$10,000 for agreement not to compete in area, was announced Friday, subject to FCC approval.

Mr. Ruwitch is executive vice president and general manager of WTVJ (TV) Miami and president of Florida Assn. of Broadcasters. Mr. Sherman has interests in WHYY Orlando, Fla.; WMAY-TV Springfield, Ill., and WMTV (TV) Madison, Wis.

Mining Journal Co. has interests in WDMJ Marquette, WLST Escanaba, WMIQ Iron Mountain, all Michigan, and WMAM Marinette, Wis. WROD operates with 1 kw day, 250 watts night on 1340 kc.



The Debbie Drake show

**Debbie
Does it
Again!**

130 NEW episodes for
immediate release

+

130 1st series already sold
in 102 markets

NOW 260 15 minute shows in
syndication

BANNER FILMS, INC.

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



Charles McGregor
President

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

*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. Slepman, 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, sponsored by "Advertising Age." Palmer

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.

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.

your key to more
Virginia homes

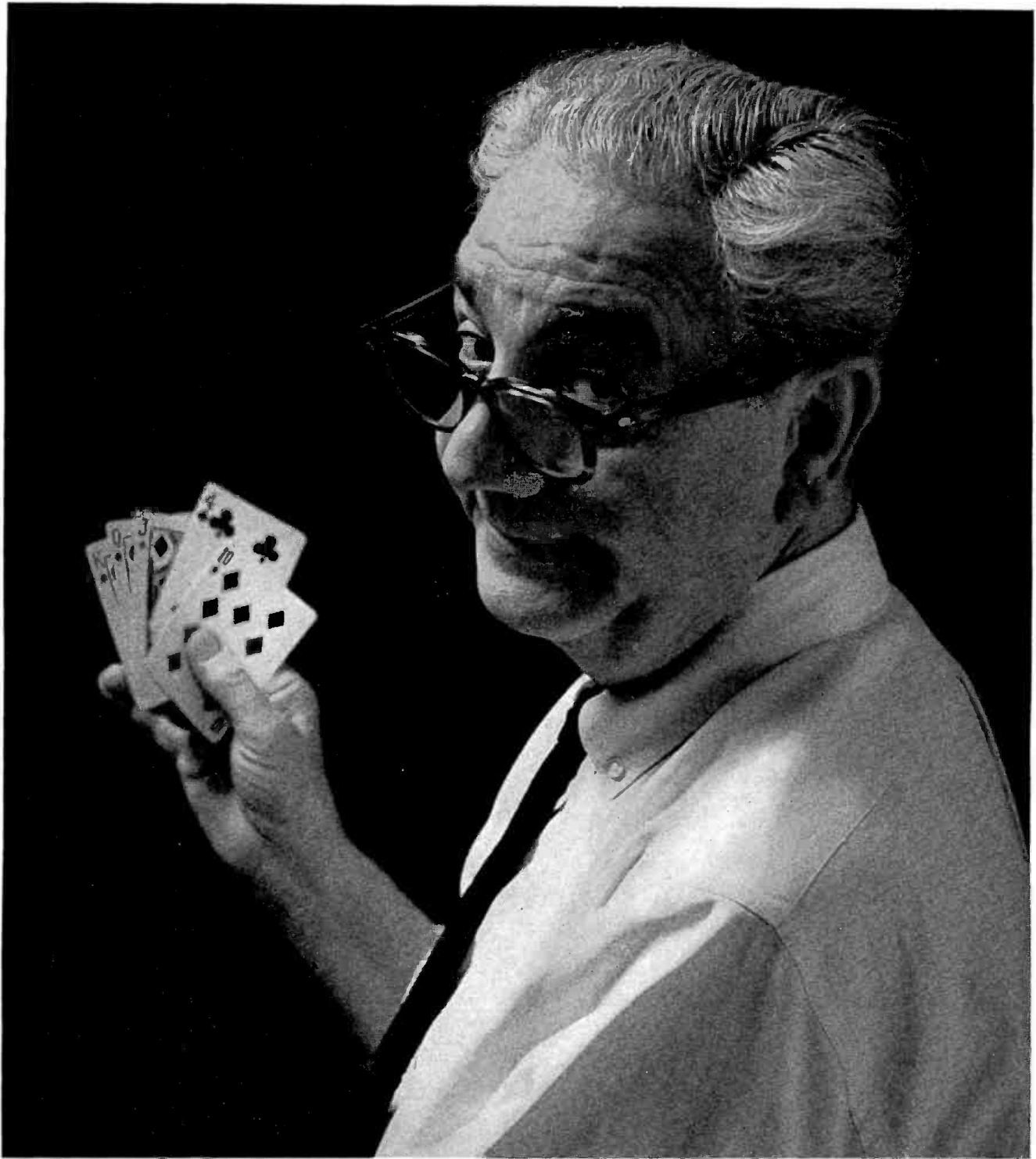
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Coverage Area Includes
43.5% Of Virginia
Retail Sales*

Sales Management
Survey of Buying Power—1961

WRVA-RADIO
50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
Richmond, Virginia

WRVA RADIO CODE

National Representative:
PETERS, GRIFFIN & WOODWARD, INC.



You buck the same odds in TV

His open-end straight flush looks pretty tempting. Yet the odds are $22\frac{1}{2}$ to 1 against making a straight flush, and 2 to 1 against making a straight or better.

The TV sponsor faces the same 2 to 1 odds. Research indicates that one third of all commercials accomplish little or nothing. The middle third are so-so. Only the top third really sell the goods.

Years of experience and skill have given N. W. Ayer high cards in the creation of effective commercials.

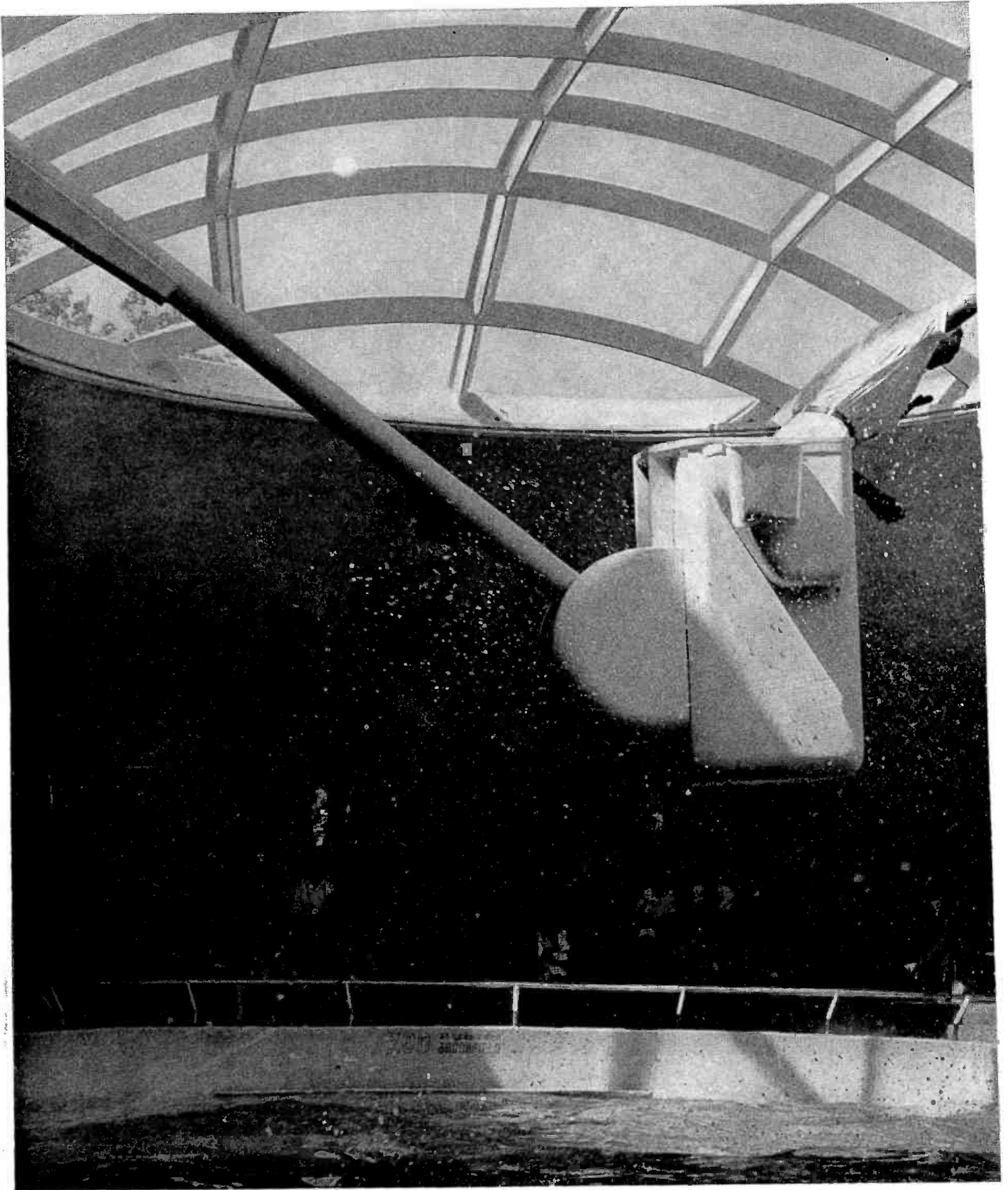
Constantly, Ayer seeks to better this hand—with interesting new ways to win viewers and widen sales and profits.

Experience and skill like this show up where they count most—on the client's balance sheet.

The COMMERCIAL is the payoff

N. W. AYER & SON, INC.

In Chicago



... the Chicago Zoological Park, popularly known as Brookfield Zoo, contains one of the world's best collections of mammals, birds, reptiles and amphibians. Its most recent innovation, the Seven Seas Panorama, is the only inland, indoor porpoise exhibit in the world!



In Chicago

WGN

RADIO

reaches more homes and cars** than
any other Chicago radio station!*

*NSI—Feb. & Mar., 1962

**Chicago Auto Radio Audience Survey—1961



—the most respected call letters in broadcasting

WGN IS CHICAGO

A MAN WHO
GETS AHEAD



A man with both feet on the ground

a solid, wide-awake, "get-ahead-in-business" kind of man, keeps his eyes open for information he can use on the job... for facts that will help him (or his company) perform better, faster, more efficiently, more profitably. He knows, from constant observation, that the ad pages of his business-paper are a prime source of this information.

Issue after issue, there's nothing else in print so packed with news, ideas, information—facts calculated to keep you and your business growing.

Of course, by helping you, advertisers help themselves. The fact is:
advertising in businesspapers means business for you—and for the advertiser.



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OPEN MIKE

Dropped 'e' from 'etv'

EDITOR: In your story about the Florida Association of Broadcasters [THE MEDIA, June 18] you state that "four out of five tv stations in the state belong to FAB." This should read "educational stations." Each and every one of the 17 commercial stations in Florida is a fully paid member of FAB.—*Lee Ruwitch, FAB president 1960-62 (WTVJ Miami).*

Regional vs. local radio

EDITOR: "Reprehensible Journalism" would be the title of my editorial if I had a magazine with which to editorialize on your editorial, "Fiddling and tinkering" [EDITORIALS, June 18].

Fiddling and tinkering, indeed! That's exactly what you're doing with the NAB when you suggest that it take sides in an intramural conflict; namely, the daytimers vs. the fulltimers. I cannot conceive of a faster way to split the NAB wide open. . . .—*Thomas S. Land, co-owner and general manager, WFIW Fairfield, Ill.*

EDITOR: . . . Where have you been for the past 20 years? Too busy with the birth of television to watch what has happened to radio. . . .?

▪ A top power outlet in Cincinnati boasts in ads (in BROADCASTING, yet) that their top-rated feature is daily helicopter traffic reports of the Cincinnati area. Regional service. . . .?

▪ A long-established farm station in Chicago threw out all of its farm programming for top 40 format, gimmicks, and the national advertising dollar, leaving the farm information to the local stations. . . .

▪ A high-power, long established station in Atlanta precludes a daytimer in Nebraska from signing on early. Interference, they say! Interference isn't interference if nobody's listening. . . . The 1961 Nielsen . . . of the Georgia outlet's coverage [shows] the nearest county with [as much as 10%] coverage . . . is 690 miles from the Nebraska daytimer, and that county happens to be in the northwest corner of Georgia. . . .—*Robert H. Pricer, assistant general manager, WCLT-AM-FM Newark, Ohio.*

EDITOR: The spirit of your editorial . . . overlooks a basic change in the radio coverage picture during the past 15 years. . . . Were daytimers deprived of presunrise operations . . . the local residents would miss far more important service than would be gained through adherence to antiquated standards. . . .—*John F. Hurlbut, president and general manager, WVMC Mt. Carmel, Ill.*

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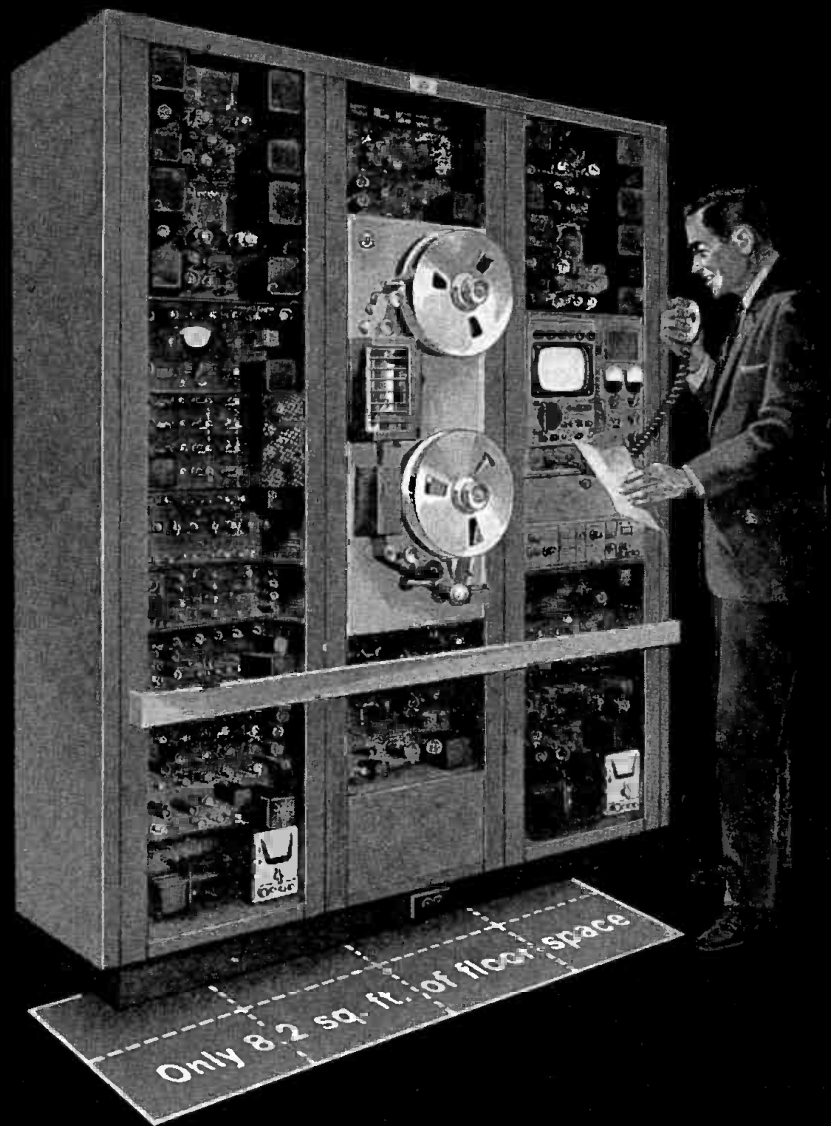
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*Reg. U. S. Patent Office

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BROADCASTING, July 2, 1962



THE RCA "COMPACT" TV TAPE RECORDER TYPE TR-11

**Compatible...easy to operate...simple to install...
and it meets all Professional TV tape standards**

This compact, compatible TV tape recorder assures the excellence of performance users expect from RCA quadruplex equipment. Although it occupies only 8.2 square feet of floor area—saving space and costs—it makes no sacrifice in quality. Its reduced size makes it ideal for mobile applications.

EASY TO OPERATE. Simplified set-up and control procedures make operation easy. All monitoring and other features are conveniently grouped. Tape deck is located for easy threading and loading.

LOWEST OPERATING COSTS. Power requirement is only 2750 watts. This means less heat, less air conditioning. And headwheel exchange cost is the lowest in the industry.

SINGLE-UNIT CONSTRUCTION. TR-11 is a self-contained unit, pre-wired and pre-tested at factory, with no external racks to interconnect. Simple to install—there's only one 30 amp twist-lock power connection. Just plug in and operate.

OPTIONAL TWO-SPEED OPERATION. Permits tape speed to be switchable from conventional 15 inches per second to half speed of 7½ ips. Effects 50 percent saving in tape costs and storage space.

See your Broadcast Representative for all the facts. Or write RCA, Broadcast and Television Equipment, Dept. K-22, Building 15-5, Camden, N. J.

ENGINEER'S CHECK LIST*

- Air-lubricated tape guides.
- Simultaneous playback of audio and control track.
- Built-in deviation measurement for accurate adjustment of recording signals.
- Quadrature delay lines adjust for both record and playback.
- Transistorized signal processor provides finger-tip control of video pedestal and sync.
- Variable de-emphasis control for optimum playback of tapes recorded to non-standard pre-emphasis characteristics.

*Also a Complete Line of Accessories including SwitchLock, PixLock, Automatic Timing Corrector, Master Erase, Picture and Waveform Monitors and Remote Control.



The Most Trusted Name in Television



The Steve Allen Show is seen at 11:15 P.M. Monday—Friday on the WBC stations in: Boston, WBZ-TV 4; Baltimore, WJZ-TV 13; Pittsburgh, KDKA-TV 2; Cleveland, KYW-TV 3, and San Francisco, KPIX 5. And in: New York, WPIX 11 (11:00 P.M.); Portland, Maine, WGAN-TV 13 (11:15 P.M.); Springfield, Mass., WHYN-TV 40 (11:15 P.M.); Washington, D. C., WTOP-TV 9 (11:25 P.M.);

90-minute man

He is a multi-phased entertainer: a star comedian, actor, satirist; an author of short stories, a novel, an autobiography, a volume of poems; *and* a lyricist-composer (over 2,000 songs, 30 record albums) and pianist; *and* a discoverer and developer of new talents.

He is also a concerned citizen and public speaker, vitally interested in the issues of our time.

His name: Steve Allen.

It's precisely because Steve Allen—as an entertainer and a man—combines *all* these talents that he was picked by WBC to be starred and enjoyed *every weekday evening, for 90 minutes*, by the millions of late-evening viewers of the WBC TV stations; and of other individual TV stations who seek new levels of late-evening programming.

Yet, the full measure and meaning of WBC's Steve Allen Show can only be seen, in depth, behind what is visible on the TV tube.

It's to be found in more than the fact that WBC's Steve Allen Show

is the largest programming project ever undertaken by a group of individual TV stations.

The full meaning of this series must be measured also by the way it fits into the basic concept of WBC's programming philosophy for its own and other TV stations.

WBC has already produced such wide-ranging series as *Inter-tel...Man and His Problems...Face of the World...Adventures in Numbers and Space...Reading Out Loud...American Civil War...English for Americans...College Presidents Speak*, and others.

Each of these series has been created to permit the WBC stations to supplement the comprehensive schedules of their affiliated networks; to fill and enlarge their local program services.

Now, the Steve Allen Show adds a versatile new dimension to WBC programming—one of exceptional talent, entertainment and stimulation, for the many American families who like to end their day, happily, with television.



WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ+WBZA, WBZ-TV, Boston; KDKA, KDKA-TV, Pittsburgh; WJZ-TV, Baltimore; KYW, KYW-TV, Cleveland; WOWO, Fort Wayne; WIND, Chicago; KPIX, San Francisco and WINS, New York (subject to FCC approval).

Columbus, Ohio, WTVN-TV 6 (11:15 P.M.); Indianapolis, WLW-I 2 (11:30 P.M.); St. Louis, KTVI 2 (10:30 P.M.); Minneapolis, WCCO-TV 4 (10:30 P.M.); Des Moines, KRNT-TV 8 (10:30 P.M.); Kansas City, KMBC-TV 9 (10:15 P.M.); Phoenix, KOOL-TV 10 (10:15 P.M.); Tucson, KOLQ-TV 13 (10:15 P.M.); Portland, Oregon, KATU 2 (10:30 P.M.); and Los Angeles, KTLA 5 (10:30 P.M.).

Sprinkle your account well with local radio and watch it grow

With so much attention being given today to big national campaigns and fancy budgets, we sometimes forget just how well radio works for the local sponsor, too.

Consider for example the opening of a new automobile dealership in a large metropolitan area already served by many successful and long-established dealers. It takes a lot of courage.

It also takes a lot of courage to try to crack this kind of market with an advertising campaign that is a complete departure from the ones that are being used by most of your competitors.

But Doenges-Long Ford Inc., Denver, did it with the help of local radio; and the company is still growing.

The Big Step ■ Don Doenges and Phil Long had operated a highly successful Ford dealership in Colorado Springs for 13 years when they decided to open a second dealership in Denver, the big market to the north. The big step took place in December 1958. It included a new-car showroom, a used car lot and a service department.

At the start they recognized the need for an effective advertising program to help launch the venture. They contacted the Galen E. Broyles Co. (now Broyles, Allebaugh & Davis), which is the second largest agency in the Denver region and is the National Advertising Agency Network member for Colorado. Broyles handles many of the area's leading industrial and consumer accounts but it is not a local retail-service type agency.

The Doenges-Long business philosophy, however, sounded so refreshing and intriguing that the agency's management group accepted the auto dealer's invitation to take on its campaign. Here was an automobile outfit which stayed completely away from flamboyance, extravagant claims, high-pressure selling, discounts, quick sales, "big-deal" trades and all of the other frantic hard-sell tactics which so many dealers about the country then were using.

Radio All The Way ■ The Doenges-Long organization believes in and practices the philosophy that an automobile is a big and important purchase—that the buyer is entitled to receive not only a fair deal but also a lot of consideration and respect. But the big question was: Which advertising medium will best project this philosophy to the buying public?

The answer—after we tabulated the results of a nationwide survey that we conducted through member agencies of the NAAN and studied the local market area carefully—was radio. The

finding was that no other medium could quite convey the warm, personal kind of service that is the Doenges-Long hallmark.

Once radio had been selected as the sole medium, the next question was how to use it best. What kind of a commercial, for instance, would work best?

Because its operation was so different from that of many dealers, Doenges-Long would have to sound different. So it was obvious that the commercials would have to be low-key, soft-sell, quiet and matter-of-fact.

Personal Touch ■ What finally evolved was a 60-second commercial format that included a brief musical theme introduction; a succinct and straightforward message delivered by Don Doenges' son, Conrad, and five seconds of the closing theme. Simple, but successful.

Why did we choose a member of the family to voice the commercials? One reason was because his delivery is sincere, smooth, quiet and of high professional quality but without that professional "slickness" we wished to avoid.

Equally as important, we gained a personal touch which would have been impossible to achieve with any other announcer. The words, "This is Conrad Doenges, speaking for Doenges-Long . . ." immediately added strong believability to the message.

We launched the campaign in January 1959, using a modest budget and a semi-saturation spot schedule on two Denver stations plus a quarter-hour newscast on a third. The selection of stations was dictated solely by programming formats such as "good music" and "public service." We felt these were the type of stations which attracted the kind of listeners who would be most responsive to the commercial message.

At the present time the Denver area stations being used in the campaign in-

clude KLZ, KBTR, KDEN and KOSI (Aurora). We are using spots on KLZ and spots and newscasts on the others. The budget today is about double that at first.

Good Results ■ Starting in December 1958 as one of the smallest (in terms of sales) Ford dealerships in the five-state Denver district, Doenges-Long climbed to 24th place during its first year of radio, 17th in the second. Today it ranks 15th among the 160 dealers in the Denver district.

In the three years since the first Doenges-Long commercial was broadcast, the concept and format, including the theme music, have remained entirely the same. During this period the firm also moved its Denver operation to a new 27-acre site about a mile south of its original location there.

How does Doenges-Long look at the future? Very realistically. The sponsor says, "Although our current schedule has been established after a continuing and careful analysis of our market and of the various radio stations serving the area, we do not intend to remain static. Because radio has served our business so well, we intend to expand our use of the medium in direct proportion to our sales and the growth of our market area.

"This means that we and our agency will continue to devote a great deal of time to the evaluation of our prospect market and of the stations themselves to make this proposed expansion on the most intelligent and practical basis possible."

Hardly a day goes by without favorable comment from the public about the radio campaign. Some are in person, others by phone and by letters. Typical: "We came out here to buy our car because your radio advertising sounds so sincere."

What sponsor could wish for more?



Bob Geddy joined the copywriting and account service staff of Broyles, Allebaugh & Davis in 1959 and was promoted to his present position early this year. Previously, for 11 years, he was with Alexander Film Co., Colorado Springs, as publicity and script writer, director of public relations and sales promotion manager. During World War II he served as a fighter pilot with the Sixth Air Force. He attended Colorado State U. He is married and the father of three girls. Hobby: fishing.

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WKRG-TV Mobile-Pensacola has enjoyed
50% or More Share of Audience in every March ARB
Measurement Since 1959 . . . From 9:00 AM to Midnight

For Details Call

EVERY-KNODEL—Representatives

or: C. P. PERSONS, JR., General Manager

PRODUCT PROTECTION PEACE PACT

- Bates-Westinghouse formula offers solution to industry
- Advertiser wins alternatives to under-15-minute separation
- Only handful of stations have failed to satisfy agency

The product-protection controversy that has gripped the television advertising business since mid-May appeared to be all but over last week.

Westinghouse Broadcasting Co. and Ted Bates Co., the principal protagonists, made peace on terms that seemed to offer a formula for reconciling similar differences between other stations and agencies. No more than "a handful" of such differences was said to remain.

The Bates-Westinghouse agreement tacitly recognizes the argument of Westinghouse—and many other broadcasters—that it is no longer possible to assure advertisers that their commercials will be separated from their competitors' by at least 15 minutes in every case. But it also recognizes the right of advertisers to ask for 15-minute protection and to exercise alternative judg-

ments when that much isn't available.

Given Choice ■ The nub of the agreement is that advertisers who specify 15-minute protection will be notified—and given their choice of several options—when the station has adequate notice that full 15-minute separation cannot be provided (see text, page 25).

The options available to the advertiser in these cases will be to retain the spot and accept the conflict; retain the spot but substitute copy for another product; move his commercial to a spot where 15-minute protection is possible—or exercise his rights of cancellation.

The cancellation option is not specified in the official description of "procedure" issued last week by Westinghouse. But it was clear that this alternative would be available if none of the three explicitly stated options was satisfactory to the advertiser. Normal

notice on cancellations is two weeks.

WBC made clear that giving notice of actual or impending conflicts would depend in each case on its having adequate notice itself. This was an apparent safeguard against conflicts caused by unannounced or inadequately announced changes in the scheduling of commercials within network participation ("spot carrier") programs. If advance notification to the agency is "beyond station control," the WBC statement said, "station will not be held responsible."

All is Forgiven ■ Edward A. Grey, senior vice president in charge of media operations at Bates, welcomed the Westinghouse announcement and said he had immediately instructed Bates buyers to resume doing business with Westinghouse stations.

Bates, No. 1 agency in spot televi-

Catv, overpopulation topics at NAB board meet



Two-score broadcast legislators representing NAB's 2,000-plus membership met last week in Washington for the summer board of directors meeting. The separate tv and radio boards met Wednesday and Thursday, respectively. The joint boards met Friday (see pages 5, 42 and 43).

New members of the boards were indoctrinated Tuesday at NAB's head-

quarters (see photo). The tv board took a firm stand against community antenna systems that could injure existing stations or make it impossible for new tv stations to go on the air. The radio board focused on overpopulation of the medium.

New directors were addressed by President LeRoy Collins. L to r: John R. Henzel, WHDL Olean, N. Y.;

Julian F. Haas, KAGH Crossett, Ark.; Peter Kenney, NBC Washington; Loyd C. Sigmon, KMPC Hollywood; Gov. Collins; Gordon Gray WKTV (TV) Utica, N. Y.; Lester G. Spencer, WKBV Richmond, Ind.; Rex. G. Howell, KREX Grand Junction, Colo.; and Fred Rabell, KITT (FM) San Diego. John F. Box, WIL St. Louis, was absent when photo was taken.

sion, had begun cancelling business on WBC stations when the Bates-Westinghouse impasse developed almost six weeks ago. The business thus withdrawn, Mr. Grey said, was placed on competing stations—after getting their assurances that the customary 15-minute protection standard would be observed. Last week he said the billings would be reinstated on Westinghouse stations provided the values equal or exceed those on the stations which were substituted.

WBC's procedural statement reportedly was worked out after discussions not only with Bates officials but with several other leading agencies. In addition, a number of other agency authorities also indicated, unofficially, that they regard it as a satisfactory solution to a difficult problem.

Want Protection ■ Agencies almost uniformly want 15-minute protection, but most are less insistent than Bates and none has followed Bates' lead in threatening to cancel schedules on stations not granting it. Many have indicated they consider the problem a matter for case-to-case handling.

Westinghouse's new procedural practices will apply in its dealings with all

agencies and advertisers.

It emerged during a week in which, independently, the broadcast media committee of the American Assn. of Advertising Agencies reportedly reached generally similar conclusions about the handling of conflicts.

Committee authorities declined to comment on the outcome of their meeting held last Tuesday, except to say that a statement on product protection may be issued within the next few weeks. It was understood, however, that the committee took the customary agency position that a breakdown in the 15-minute protection standard would weaken television values. But it also was believed to have concluded that, as many stations contend, 15 minutes' separation is not always feasible and that in such situations the advertiser should at least be advised of the conflict.

Whether the committee considered specific procedures could not be determined.

Draft Ready ■ A draft outlining the committee's position in detail has been prepared, but its issuance was said to await clearance by other AAAA authorities. Spokesmen said it was possible the statement would not be issued, but indicated that it probably would be. The

committee is headed by Ruth Jones of J. Walter Thompson Co. It plans no further meeting on the product-protection question.

The belief that the furore of the past few weeks had just about run its course was buttressed by Mr. Grey's estimate that the number of stations that have filed unacceptable product-protection assurances with the Bates agency has been reduced to "a handful."

These, he said, include NBC and its five owned television stations, which cut their guaranteed-protection base from 15 minutes to 10 last year, and WTVJ (TV) Miami.

He said he anticipated little difficulty in reaching a negotiated agreement with NBC. Despite the failure of either the NBC network or its owned stations to guarantee more than 10 minutes, he said that he had never experienced any problems in getting at least 15. But since he had insisted on 15-minute assurances in writing from other stations, he felt that "in fairness to the others" he should insist on written assurances from NBC, too.

Eight Others ■ Aside from the five NBC stations and WTVJ, Mr. Grey said he had "unacceptable" replies from—but was still in negotiation with—a total of eight other stations.

The station policies on protection were submitted after Mr. Grey canvassed all stations last month—immediately following the impasse with Westinghouse—seeking "reconfirmation" of the 15-minute protection standard.

He said that as of last Thursday he had received replies from 460 out of 493 canvassed. Those who had not replied, he indicated, are in relatively small markets. He said new letters would go out to them shortly. These will be the third queries for these stations; a second went out two weeks ago when the number of non-respondents stood at about 100.

"I'm truly delighted," Mr. Grey said last week after the Westinghouse deadlock had been broken and the number of "unacceptable" replies had dwindled, "that the stations in such overwhelming numbers have recognized their obligation to the advertiser in doing everything reasonably possible to help him sell his products effectively.

"That, after all, was our basic objective to begin with."

Bates Memo ■ He was even more exuberant in a memo sent Wednesday to other members of the Bates management and staff:

"We are happy to advise all concerned that the Westinghouse Broadcasting Co. has just reversed its previous position on product protection. Westinghouse will shortly release a statement in which they will reconfirm the minimum 15-minute product protection for

New products testing television

The following new products were reported last week to have entered spot tv on at least a test basis. Their activity was detected by Broadcast Advertisers Reports, national monitoring service, in its off-the-air taping of local television advertising and is described here as part of a continuing series of new-product reports compiled for BROADCASTING each week.

The arrival of new products in television identifies them—often for the first time—as potential sources of future business for stations generally, and as potential competitors for other advertisers and agencies. BROADCASTING's reports will list, each week, all products which during the latest monitoring period appeared for the first time in BAR records, whether they are entirely new products or are existing products not recorded in spot television before. BAR monitors six to eight markets each week, an average of 28 per month and a total of 77 different markets per quarter.

Monitored during the week of June 8-15:

Product: Montclair Modern Cigarette.
Company: American Tobacco Co.

Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Schedules and markets: Nighttime 60, 20 and

10-second announcements in north central area.

Product: Skis Menthol cigarettes.
Company: U. S. Tobacco Co.

Agency: Donahue & Coe, New York.
Schedules and markets: Nighttime 20 and 10-second announcements in north central and southwest areas.

Product: Tegrin skin preparation for psoriasis.
Company: Block Drug.
Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Schedules and markets: Nighttime minutes in north central markets.

Product: Groom & Clean hair tonic.
Company: Chesebrough-Pond's.
Agency: William Esty Co., New York.
Schedules and markets: Nighttime minutes in north central area.

Product: Vaseline Green Hair Tonic (anti-dandruff preparation).
Company: Chesebrough-Pond's.

Agency: Norman, Craig & Kummel, New York.
Schedules and markets: Nighttime minutes in north central area.

Product: Betty Crocker salad and cooking oil.
Company: General Mills.

Agency: Knox-Reeves, Minneapolis.
Schedules and markets: Nighttime minutes in north central area.

Product: Cling Vinyl Adhesive for household use.
Company: Philan Inc., New York.

Agency: Kenneth Rader Co., New York.
Schedules and markets: Day and night minutes in north central area.

Arrangement that settled Westinghouse-Bates differences

Here's the procedural arrangement that ended the product-protection differences between Westinghouse Broadcasting Co. and Ted Bates & Co. last week—and seemed to point the way to resolution of most similar differences that remain between other stations and Bates or other agencies. Issued by Westinghouse and welcomed as satisfactory by Bates (and, unofficially, by other leading agencies), it leaves unchanged WBC's policy against guaranteeing more than 10 minutes' separation between commercials for competing products, yet gives advertisers insistent on 15-minute protection a choice of several options

when full 15-minute separation isn't possible:

Compromise Plan ■ "The procedure for implementation of the WBC May 1, 1962 Product Protection Policy.

"Whenever a local or national spot advertiser indicates that he wishes to buy only in those locations where his commercial is separated from a competitive commercial by 15 minutes and station has sufficient advance notice (given to it by the network where it is involved), or subsequent to his buying the schedule station is informed that his commercial will be within 15 minutes of a competitive product it will be station

practice to do the following:

"1) Advise the advertiser of the fact.*

"2) Afford him the following alternatives:

"A. Remain in the present location.

"B. Permit the advertiser to substitute a different product of his for the commercial involved.

"C. Move the announcement to another available location, at the applicable rate.

"*In those instances where any competitive conflict occurs because advance notification to the agency was beyond its control, station will not be held responsible."

all spot advertising.

"We are indeed grateful for all of the support we have received from our clients in this long, lonely and grueling period."

Westinghouse authorities said they were very happy that the deadlock had been broken but denied flatly that they had "reversed" their position. They pointed out that the policy which went into effect May 1 still stands: it does not offer assurance of more than 10 minutes' protection—and in the case of advertising adjacent to network spot-carriers, sports events and the like, does not guarantee anything.

Found Compromise ■ Instead of "reversing" their stand, they said, they have found a procedural way to implement their policy and still assure advertisers who want 15-minute protection that they'll either get it or have a

chance to make the most attractive one of several alternative moves.

They emphasized again that their refusal to promise full 15-minute protection as a matter of policy does not mean that most advertisers will receive less than a full 15-minute separation from rival products. But the growing number of products using television—and particularly the rise of spot-carrier selling by the networks—has made 15-minute protection increasingly difficult, and hence, they said, it was deemed advisable to put the standard on a footing which they knew they could meet in all cases.

The number of "unacceptable" policies in Mr. Grey's files was not reduced to the current 14 without considerable negotiating on his part. A substantial number of stations revised their first statements after further dis-

cussion. Some which first said they could promise no more than to do their best subsequently submitted letters defining their best as 15 minutes.

Others devised variations which proved to be "acceptable."

Corinthian Broadcasting, for example, made a strong and successful argument that local news, sports and weather programs which are shorter than 15 minutes in length have certain built-in differences—different personalities, different subject matter, different sets—which distinguish the shows from one another and tend to set them apart in viewer's minds, even when they're presented in tandem. Thus, Corinthian received Mr. Grey's acceptance of a policy which specifies only 10 minutes' protection for commercials within or between local programs of less than 15 minutes' duration.

That ARB-TvB dispute is now official

RESEARCH FIRM, BROADCASTER GROUP DIFFER ON AUDIENCE AGE DATA

The long-simmering dispute between American Research Bureau and a special committee of TvB over ARB's plans to add audience age data to its local tv market reports (BROADCASTING, June 18) was brought officially into the open last week.

ARB contended its move is intended to meet "a growing demand" from advertisers and agencies. The TvB committee said it finds no widespread demand among agencies—at least not for this specific information and in this form—but concluded that broadcasters would be "saddled" with it "for the foreseeable future, until agency and station demand for modification, expressed in the only practical way left, is clear to ARB."

To other charges that broadcasters would bear the brunt of the cost, ARB officials replied that price increases scheduled for the local reports would not be "steep" and would result almost entirely from generally increased costs of doing business, not from the expansion of service. They estimated that the rate to broadcasters would go up about 17% to 20%, and said the price for agencies also would be increased when their current contracts reach expiration date.

Two-way Expansion ■ Inclusion of the new age data in the local reports is a part of a two-way expansion program slated by ARB for this fall. The other part is introduction of semiannual supplements containing more detailed dem-

ographic data on audiences, to be issued as part of the regular ARB subscription.

In a June 19 letter to clients, Jack L. Gross of ARB said addition of new demographic material to the regular local report service was decided after "long and careful study," consultation with agencies and advertisers, two major test reports which received "very, very favorable" reaction, and additional tests of the procedures and the feasibility, reliability and validity of the material.

"Our major opposition," Mr. Gross wrote, "arose from station organizations, the most articulate of our critics being TvB, whose committee recommended a withholding period of one year. In the face of such criticism there was an overwhelmingly favorable re-

sponse from our clients."

He quoted approving comments from several unidentified clients and said ARB had decided to go ahead with its project because the additional information "is needed and can be used now," will be helpful to "all members of the broadcast industry" and will mean "increased efficiencies in media planning." Moreover, he said, "the validity and reliability of such data is proven and is



Mr. Kearney

guaranteed by ARB."

Interim Report ■ The TvB special committee, created last spring and designated the TvB Committee on Television Research Standards and Practices, officially made its position known in an interim report submitted by its chairman, Don L. Kearney of Corinthian Broadcasting Co., and released by TvB last week.

Mr. Kearney's report said "only three" of ten leading agencies surveyed indicated they had ordered the new ARB service, but that "it is clear . . . that this whole development is primarily the result of pressure from a small number of very large and very important agencies and major clients who are those farthest advanced in planning for use of computers."

He said the TvB committee found agreement among agencies on the need for more demographic information on the local level—but no agreement on what kinds of information are most needed.

Because the committee also found that "nearly all" of the surveyed agencies expressed "some dissatisfaction" with current sample sizes and "stability" of both ARB and A. C. Nielsen Co. local reports, he said, it felt they should concentrate first on these areas and, "for the time being," issue any additional demographic data in "separate reports, at possibly extra cost, to adver-

tisers, agencies and stations for their special uses."

Mr. Kearney's report quoted A. C. Nielsen Co. as saying it is still studying the question of issuing additional demographic data but had found disagreement among agencies and advertisers "as to what is needed or required." It said Nielsen indicated that if it does offer such additional information, it will do so as an optional or supplementary



Mr. Gross

service with separate charges, without increasing the costs of the regular Nielsen Station Index (NSI) service.

Other members of the TvB committee are Lewis H. Avery of Avery-Knodel; Edward Benedict, Triangle Stations; Thomas E. Coffin, NBC; H. Peter Lasker, Crosley Broadcasting; Martin L. Nierman, Edward Petry & Co.; Theodore F. Shaker, ABC, and Norman E. Walt, WCBS-TV New York.

Business briefly . . .

The Savings & Loan Foundation, Washington, D. C., will sponsor eight NBC News special pre-election programs covering the candidates and issues in the major contests for governorships and seats in the Senate and House, starting Aug. 26 and ending Nov. 5. The programs will be of half-hour duration. Agency: McCann-Erickson, New York.

Colgate-Palmolive has increased the test marketing tv activity of its new Action bleach, expanding its advertising and distribution from the mid-Atlantic area to cities in Michigan, Ohio and Indiana. Agency: Ted Bates & Co., New York.

Plymouth-Valiant Div. of Chrysler Corp., has bought sponsorship in three new one-hour programs and *Saturday Night at the Movies* (Sat., 9-11 p.m.)

on NBC-TV during the 1962-63 season. The three new shows are *It's a Man's World* (Mon. 7:30-8:30 p.m. EDT); *Saints and Sinners* (Mon., 8:30-9:30 p.m.), and *The Eleventh Hour* (Wed., 10-11 p.m.). Agency: N. W. Ayer & Son.

General Mills Inc. has bought half- sponsorship of *King Leonardo and His Short Subjects* (NBC-TV, Sat., 10:30-11 a.m. EDT) for the 1962-63 season. **Perkins Products** and **Sawyer's Inc.** have bought weekly participation in the show. Agencies: Dancer-Fitzgerald-Sample (General Mills); Foote, Cone & Belding (Perkins), and Richard C. Montgomery & Assoc. (Sawyer's).

Louis Milani Foods Inc., Los Angeles, started a spot tv campaign last week in 15 markets, and will add St. Louis and Salt Lake City, at a later date. Selected markets and stations for the five-week drive are KOGO-TV San Diego; KJEO (TV) Fresno; WWJ-TV Detroit; KRCA (TV) and KABC-TV, both Los Angeles; KING-TV Seattle; WHDH-TV Boston; KGW-TV Portland, Ore.; WCAU-TV Philadelphia; WNBQ (TV) Chicago; WRC-TV Washington, D. C.; KGO-TV San Francisco; WAGA-TV Atlanta, and WBAL-TV Baltimore. Agency: Riedl & Freede, Los Angeles.

Gardner-Denver Co., Quincy, Ill., maker of air tools, hoists and compressors, has begun test campaign in several major markets using both local radio and newspapers to reach executives of small manufacturing plants and to build prospect and customer traffic for G-D branches. Agency: Buchen Adv., Chicago.

Bell signs to sponsor NBC-TV Telstar programs

The Bell telephone system has been signed as advertiser of two half-hour news programs to be telecast by NBC-TV telling the story of Telstar, the communications satellite which will relay the first trans-Atlantic television broadcasts (BROADCASTING, June 25). The satellite is expected to be launched early this month.

The shows will be produced by Reuven Frank and presented at a time and date not yet announced. "Project Telstar," the first program, will be broadcast after the launching of the experimental satellite from Cape Canaveral under an agreement between the Bell system and the National Aeronautics & Space Administration.

NBC-TV said the second show will be telecast after the first trans-Atlantic broadcasts between the U. S. and Europe. The satellite broadcasts are being produced in a joint effort by the three American networks and the European Broadcasting Union. Agency: N. W. Ayer & Son, Philadelphia.



It's MAIN Street in DALLAS . . .

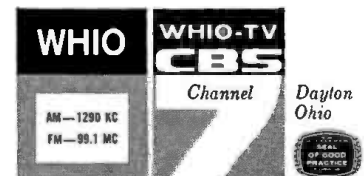


It's MAIN STREET in Ohio's Third Market, too

Big D (for Dallas) is not unlike Big D (for Dayton) in one respect. They have their Main Street, and we have ours. There the similarity ends. Big D for Difference. We've made it our business to know what this difference is. To know intimately the attitudes, tastes and preferences uniquely characteristic of the people along Main Street in Dayton and the 23 other streets called "Main" in our primary listening and viewing area. How well we have succeeded is amply proved by the high ratings that this kind of programing has earned. Programing that leaves its mark on people when they go out to shop. And you'll like the income these outgoing people have. Big D for Dollars. Ask Big G (for George P. Hollingbery).

DAYTON, OHIO WHIO-AM-FM-TV

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



Admen must sprint to overtake public

SO CRICHTON TELLS AFA-AAW IN TALK DOUSING INDUSTRY NARCISSISM

Advertising must be better than it is today to perform successfully in the years ahead, John Crichton, new president of the American Assn. of Advertising Agencies, said Tuesday (June 26) at the joint convention of the Advertising Federation of America and the Advertising Assn. of the West in Denver.

How advertising can achieve this improvement was treated by other speakers at the four-day meeting, the first joint AFA-AAW get-together in 30 years.

To achieve a united front for action on education, legislation and public relations, the members of AFA and AAW overwhelmingly adopted resolutions to establish a joint commission to work out procedures toward that end.

The election of Mac Martin and Donald W. Davis to the Advertising Hall of Fame honoring deceased advertising pioneers was announced. Mr. Martin, who owned and operated an agency in Minneapolis, crusaded for truth in advertising and helped found the Better Business Bureau of Minneapolis. Mr. Davis followed 17 years as a newspaper advertising salesman with 37 more as professor of advertising at Pennsylvania State U., where he built enrollment in advertising to the largest of any school in the country.

AFA public service awards were presented to two living advertising leaders: John C. Cornelius, former executive vice president in charge of western operations for BBDO in Minneapolis, and Don Belding, former board chairman of Foote, Cone & Belding, Los Angeles.

More Skepticism ■ Noting the increasing levels of education among the public Mr. Crichton said the available evidence suggests that the better educated a person is, the more critical and skeptical he is about advertising.

Warning his hearers not to "brush off these people as eggheads, theorists or double-domes," Mr. Crichton declared: "these are the men who hold the key jobs today and will be much more influential tomorrow. These are the men we must be prepared to meet in management, science, government, education . . . we have to realize that the intelligence explosion and the deliberate cultivation of the intellect have produced a new public. We must prepare ourselves and our products to meet it."

Advertising should make better use of the nation's colleges and universities, both as "think factories" to work on the problems of advertising and as a way to speed advertising's progress from a trade to a profession, T.S. Repplier, president of The Advertising Council, advised the Tuesday session. "The young

lawyer can be illogical, the young doctor can have no humanity and few will be the wiser. But if the young copywriter is a jerk and has a jerk for a client, 10 million people will soon know it and will once again laugh scornfully at advertising. Only when the professional calibre of as many as 95% of those in advertising is high will our faces cease turning red."

Government Front ■ A proposal that advertising stop fighting government and launch a campaign to get government to use advertising instead of attacking it was advanced Tuesday morning by Thomas B. Adams, president of the Campbell-Ewald Co., Detroit.

To deal with the problems of adver-



Agencyman Adams
Let's teach the government

tising on an international scale and advertising that will be effective with the better educated, more sophisticated consumer at home, the industry is going to need all the help it can get, Mr. Adams commented.

The job of attracting the very finest creative brains to advertising is likely to become more and more difficult, David Bascom, board chairman of Guild, Bascom & Bonfigli, told the Tuesday morning assembly. Advertising's major appeal to the creative person, he said, is that "advertising probably calls for more versatility than the other major areas of creativity . . .

But the advantages are countered by reasons why advertising does not attract today's outstanding creative minds. "It offers the least opportunity for personal glorification. The creative person who becomes an author, an artist, a

composer or a dramatist has his name on public view at all times. Even the assistant costume designer for the third-rate television shows is listed in the roll-up credits at the end, even though no one reads them. Advertising is the one creative area where the creator must forever remain anonymous. . . .

New Yardsticks? ■ Rising costs, increased competition and lowered profit margins are forcing a re-evaluation of some traditional advertising yardsticks, Max Banzhaff, director of advertising, Armstrong Cork Co., told the Monday morning meeting.

"In the lush days of the early post-war period," he stated, "reach and frequency were all important, as the theories of power marketing were applied with enthusiasm and vigor. The formula for success was to spend enough to capture the market and sales and profits would surely follow. . . . Those days appear to be over. Dollars are too difficult to come by to take long gambles in the market place. The public no longer responds . . . to the sheer weight of advertising alone.

"The much publicized rise in consumer sophistication should adequately explain why reach and frequency must give ground to impact in a re-evaluation of advertising yardsticks. I do not mean that reach and frequency are unimportant. I do mean that they must receive less consideration as impact rises in importance. . . . by impact I don't mean multi-pages, gatefolds, spectacles of other gimmicks. . . .

" . . . It is far better to appeal strongly to those who are really interested in a product than to offer a watered down appeal that tries to reach everyone. That's what I mean by impact. . . ."

Real World-Ad World ■ The contrast between the world of real people experiencing real emotions and advertising's incredible world of make-believe was dramatically emphasized in a sound film presented Tuesday by Don Tennant, vice president in charge of the tv commercial department of Leo Burnett Co.

"In this best of all possible worlds we have created," the voice declared, "every man is heroic, or so it seems," as the screen showed handsome male models and then a bevy of beautiful women as the announcer continued: "We have created a world of beauty in abundance and if you have nothing much to say, at least have a pretty girl say it. Even the children are well-mannered and seem to stay awfully clean" (and they were seen just that way). People were shown using products happily. . . . But in the world we're

trying to reach, if we ask 'Is anybody listening out there?' the answer we're likely to get is: 'Don't bother us; we're busy,' . . .

. . . They have an uncanny knack for spotting the phony and ignoring the strident, for passing by the ordinary and sneering at advertising that patronizes them. And you wonder, as you look at a lot of our advertising today, just who is being naive, the public or the advertising world?"

Circuit Rider - The AAAA has put its new president on the road with a schedule that would make the hardest campaigner shudder. Four major speeches before four important audiences in less than a week is the schedule John Crichton faced and completed in late June. On June 22, he told the Colorado Broadcasters Assn. at Boulder how to hasten radio's renaissance (BROADCASTING, June 25). Four days later (last Tuesday) he made his AFA-AAW convention speech.

The next day (Wednesday) Mr. Crichton told the AAAA's Northern California Council at a luncheon meeting in San Francisco to stop wearing "button-down hair shirts" and to trade unhealthy introspection for a realistic outlook on advertising and the world in



Advertiser Banzhaff
It's time for re-evaluation

which it operates. The day after (Thursday) he gave his Southern California constituents a banquet address which told them what the AAAA is doing to create

a better climate for advertising.

"To hear us talk in the advertising business," Mr. Crichton told his San Francisco audience, "one might think the public thought only of us—and our problems. Let me assure you that the public spends no time worrying about the damage advertising may be doing to its collective psyche. Nor does it lavish its love on us in eternal gratitude for having cleared its eight sinus cavities.

"If there is any collective quality of the public, it is indifference. Where it finds advertising which is helpful, informative or amusing, it absorbs it and acts on it. Where the advertising is silly, dull and irrelevant, it ignores it. Where the advertising is annoying, repulsive or misleading, the public is indignant. . . ."

In Los Angeles, the AAAA president stated: "we are now moving to create the best climate for the advertising business we know how."

Mr. Crichton cited the organization's new creative code, "which begins with an acknowledgement of the responsibilities of advertising to the public and to the advertiser," and the new film on the attitudes of thought leaders toward advertising.

(For new AFA officers, see page 60).

Top network tv advertisers, product users in first quarter

LEADING COMPANIES IN NETWORK TELEVISION JANUARY-MARCH 1962

Source: TvB/LNA-BAR

1. Procter & Gamble	\$11,490,046
2. American Home Products	7,978,834
3. Lever Brothers	6,300,719
4. General Motors	6,051,511
5. Colgate-Palmolive	6,036,555
6. R. J. Reynolds Tobacco	5,949,099
7. Bristol-Myers	5,332,658
8. Ford Motor	5,276,080
9. General Foods	4,945,431
10. Brown & Williamson	3,412,685
11. P. Lorillard Co.	3,358,395
12. Beech-Nut Life Savers	3,229,478
13. Alberto-Culver	3,086,386
14. Gillette	3,067,450
15. J. B. Williams Co.	3,029,161
16. General Mills	3,007,609
17. Kellogg Co.	2,958,831
18. American Tobacco	2,770,112
19. Liggett & Myers Tobacco	2,731,158
20. National Biscuit	2,685,805
21. National Dairy Products	2,590,963
22. Sterling Drug	2,431,103
23. Miles Laboratories	2,419,982
24. S. C. Johnson & Son	2,252,717
25. Philip Morris	2,248,141

LEADING BRANDS IN NETWORK TELEVISION JANUARY-MARCH 1962

Source: TvB/LNA-BAR

1. Anacin tablets	\$2,719,191
2. Beech-Nut gum	2,483,665
3. Camel cigarettes	2,154,983
4. Chevrolet passenger cars	2,024,304
5. Winston cigarettes	1,986,611
6. Bufferin	1,890,048
7. Colgate dental cream	1,757,118
8. Salem cigarettes	1,740,086
9. Ford passenger cars	1,717,550
10. Kent cigarettes	1,675,853

ESTIMATED EXPENDITURES BY PRODUCT CLASSIFICATIONS

	1st Quarter 1962	1st Quarter 1961	% Change
Agriculture & farming	—	\$ 469,787	—
Apparel, footwear & accessories	\$ 1,604,491	2,505,120	- 36.0
Automotive, automotive accessories & equipment	12,701,810	12,563,916	+ 1.1
Beer, wine	1,754,602	1,518,354	+ 15.6
Building materials, equipment & fixtures	1,011,805	415,847	+143.3
Confectionery & soft drinks	7,810,222	5,866,903	+ 33.1
Consumer services	2,838,435	1,633,334	+ 73.8
Drugs & remedies	27,640,335	23,048,039	+ 19.9
Entertainment & amusement	211,268	352,715	- 40.1
Food & food products	34,933,184	32,365,903	+ 7.9
Freight, industrial & agricultural development	47,145	237,120	- 80.1
Gasoline, lubricants & other fuel	4,660,699	3,919,791	+ 18.9
Horticulture	103,693	11,956	+767.3
Household equipment & supplies	6,442,426	6,602,289	- 2.4
Household furnishings	1,064,873	990,096	+ 7.6
Industrial materials	5,419,084	5,790,131	- 6.4
Insurance	3,610,525	2,939,894	+ 22.8
Jewelry, optical goods & cameras	1,519,525	2,664,930	- 43.0
Office equipment, stationery & writing supplies	586,062	728,814	- 19.6
Publishing & media	358,623	577,941	- 37.9
Radio, tv sets, phonographs, musical instr., accessories	1,343,377	565,094	+137.7
Retail or direct by mail	—	26,493	—
Smoking materials	21,879,702	19,465,427	+ 12.4
Soaps, cleansers & polishes	19,584,071	19,182,664	+ 2.1
Sporting goods & toys	1,877,480	915,312	+105.1
Toiletries & toilet goods	33,059,504	26,879,731	+ 23.0
Travel, hotels & resorts	340,274	—	—
Miscellaneous	2,191,118	2,198,797	- 0.3
TOTAL	\$194,594,333	\$174,436,398	+ 11.6

Source: TvB/LNA-BAR

11. L&M filter tip cigarettes	1,661,564	19. Pillsbury chilled products	1,145,493
12. Mercury & Comet pass. cars*	1,591,929	20. Alka-Seltzer	1,105,257
13. Viceroy cigarettes	1,547,027	21. Chesterfield cigarettes	1,069,594
14. Crest tooth paste	1,396,572	22. Marlboro cigarettes	994,376
15. Campbell soups	1,309,161	23. One-A-Day vitamin tablets	974,789
16. Dristan tablets	1,307,586	24. Oldsmobile passenger cars	965,965
17. Pall Mall cigarettes	1,294,197	25. Savings & loan foundation	960,580
18. Tide	1,286,911	*Double brand	

Agencies should take own advice—Kaufman

D.C. ADMEN TALKS ON LEADERSHIP AT NAAN MEETING

Most advertising agencies are quick to offer leadership counsel to their clients in various areas, but too few really practice what they preach, Henry J. Kaufman, managing director of Henry J. Kaufman & Assoc., Washington, D.C., said last week. The agency business, he said, "won't reward you until your leadership starts showing."

Mr. Kaufman was the keynote speaker Wednesday in San Juan, P. R., at the 31st annual management conference of the National Advertising Agency Network. The Kaufman agency is the NAAN affiliate in the Nation's Capital.

"You who head advertising agencies today may still be pretty hot writers, wonderful visualizers, terrific campaign planners, solid researchers and superior merchandisers, any one or any combination of these essential to our business," Mr. Kaufman explained, "but unless you are a leader, a good solid leader, you'd better not try to be an advertising agency owner-manager." He urged agency owners to do as well in planning and performing for themselves and their agencies as they do for their clients if they wish to progress.

Mr. Kaufman said, "Your leadership begins to show when you first recognize your own shortcomings, when you dis-

cuss them and seek answers to them, openly and unashamed."

Oakleigh R. French, managing director of NAAN, reported that billings of member agencies increased more than 9% during the past year to a new total of more than \$60.4 million. There were 41 member delegates at the San Juan meeting.

Agency appointments...

■ Helene Curtis Industries, Chicago, in mid-September will shift Suave account from Campbell-Mithun to J. Walter Thompson Co., that city. Curtis spent \$1 million early this year, mostly in tv, to introduce their new Suave shampoo.

■ Northgate, Seattle regional shopping center, appoints West-Pacific Agency, Seattle. Radio-tv is planned in all-media drive. Peter Lyman, agency vice president, is account supervisor.

■ Turtle Wax Inc., Chicago, moves its auto wax account back to W. B. Doner & Co. this week. Firm has had four other agencies in four years; last was R. Jack Scott Adv.

Rep appointments...

■ KFRM Salina, Kan.: Weed Radio Co., New York, as national representative.

■ WICU Erie, Pa.: Weed Radio Co., New York, as national representative.

■ WTSP-TV Tampa-St. Petersburg, Fla.: H-R Representatives Inc., New York, as national representative. WTSP-TV will sign on the air Aug. 1.

■ KEZY Anaheim, Calif.: Gill-Perna Inc. as representative for eastern U. S. Torbet, Allen & Crane continues as west coast representative.

■ WPTR Albany - Schenectady - Troy, N. Y.: Robert E. Eastman & Co., New York, as national representative.

■ WJPB-TV Fairmont, W. Va.: Weed Television, New York, as national representative.

Doctors are given anti-cigarette plan

Legislation against all cigarette advertising and an intensive educational campaign against smoking were suggested last week by a physician reporting on new evidence linking cigarettes and lung cancer.

The proposal was made by Dr. E. E. Rockey of New York City during a joint session in Chicago of the American Medical Assn. section on diseases of the chest and the American College

of Chest Physicians at the AMA convention. It was one of several developments in little more than a week on the smoking controversy. All could have a broad social and economic impact (BROADCASTING, June 4). The others:

■ Sen. Maurine B. Neuberger (D-Ore.) on Tuesday announced that the AMA board of trustees had responded to her request that the AMA take an official position on the tobacco issue. She said AMA's board has ordered a detailed study.

■ AMA headquarters in Chicago said its board has directed the AMA Council on Drugs to study the relationship between cigarette smoking and disease. A preliminary report is expected in about a year and a final report some six months later. The AMA house of delegates did not act on a formal resolution, "The Health Hazards of Cigarette Smoking."

■ Cigarette smoking may be a contributing factor in heart failure as well as lung cancer, according to a four-physician research report read June 24 before a Chicago meeting of the American College of Chest Physicians.

■ The ACS on June 22 voted to survey college presidents and to query the Federal Trade Commission about the propriety of cigarette sponsorship of college athletic events (AT DEADLINE, June 25). ACS is associating cigarettes with lung cancer.

Syracuse interim firm names PGW for ch. 9

A proposed new tv station on ch. 9 in Syracuse, N. Y. (an interim operation composed of 8 of 10 applicants) which goes on the air next Sept. 9 has appointed Peters, Griffin, Woodward as its station rep (CLOSED CIRCUIT, June 25). The station will be an ABC-TV affiliate.

Construction already is under way at the studio and transmitter site. When on the air, the station will be the third in what has been a two-station market for some time.

Washington agencies merge

A merger of Allan Jack Lewis Adv. with Larrabee Assoc. Inc., both Washington, D. C., to form Larrabee & Lewis Inc. becomes effective today (July 2).

The merging agencies said the combined billings will be around \$4 million.

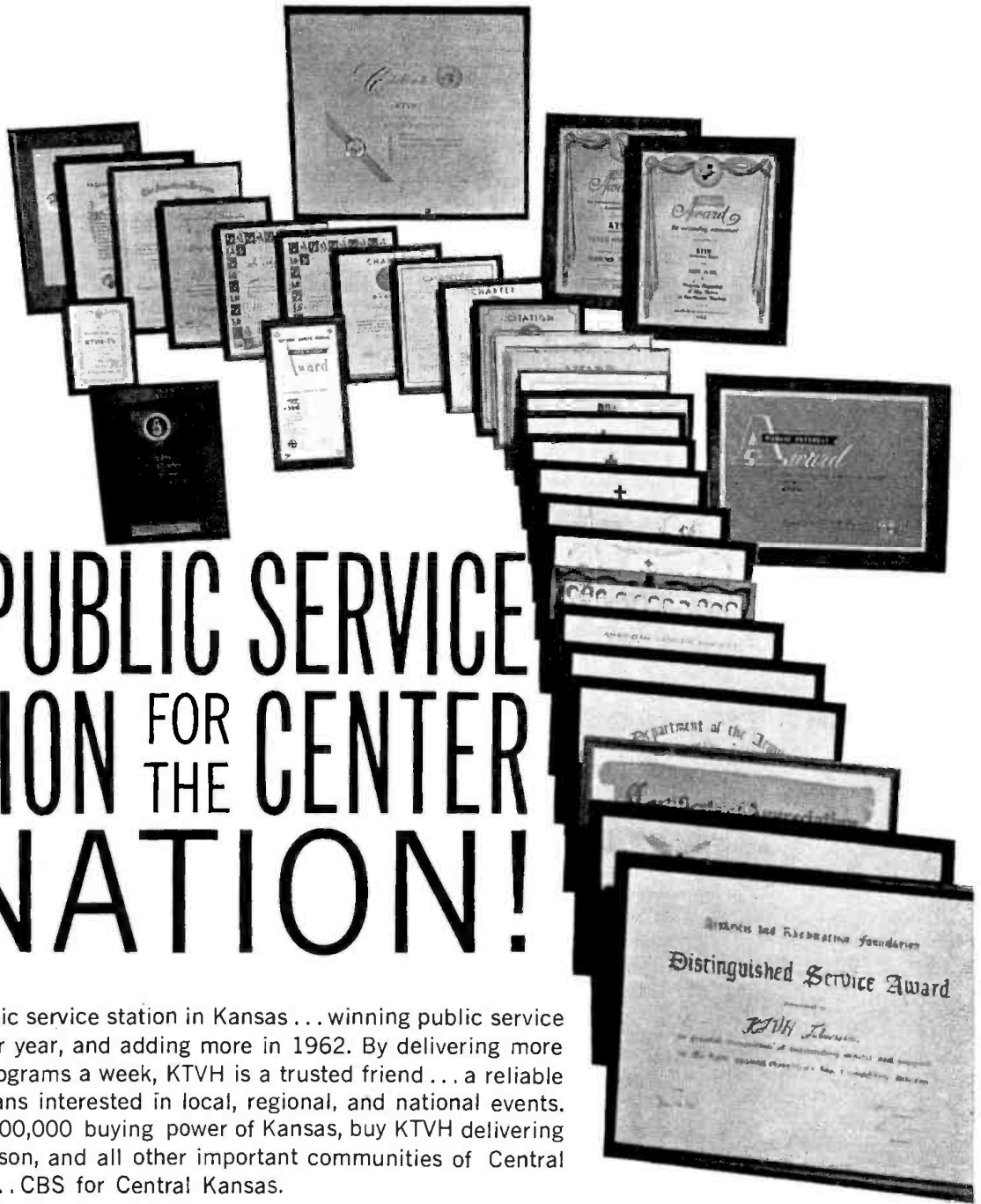
Lawrence Dobrow, president of Larrabee, becomes board chairman of the new firm and Mr. Lewis president. Arthur J. Lamb, executive vice president of Larrabee, retains that position in the new firm and adds duties as public relations director and sales manager.

The new agency's headquarters will be at the Associations Building, 1145 19th St., N.W. Telephone: Federal 8-8800.



Howard Caldwell (center), newly elected president of the National Advertising Agency Network, takes over from retiring president Arlyn Cole (left). Other new members of the NAAN board of directors: George Doyne (right), president of Doyne Advertising Agency, Nashville, and Kenneth Meeker (not in picture), president of Mulligan Inc., Louisville. Mr. Caldwell is president of Caldwell, Larkin & Sider-Van Riper, Indianapolis, and Mr. Cole is president of Cole & Weber, Seattle, Portland and Tacoma. NAAN held its management conference last week in San Juan.

WHY KTVH IS KANSAS TV!



THE PUBLIC SERVICE STATION FOR THE CENTER OF THE **NATION!**

KTVH is the public service station in Kansas . . . winning public service awards year after year, and adding more in 1962. By delivering more than 50 news programs a week, KTVH is a trusted friend . . . a reliable source for Kansans interested in local, regional, and national events. To sell the \$1,500,000 buying power of Kansas, buy KTVH delivering Wichita, Hutchinson, and all other important communities of Central Kansas. KTVH . . . CBS for Central Kansas.

KTVH

THE WICHITA-HUTCHINSON STATION



KANSAS

FAST RELIEF ADS TOO FAST?

FTC takes on the aspirin industry in special inquiry

New headaches lie ahead for aspirin manufacturers.

The Federal Trade Commission announced an industry-wide investigation last week of analgesic makers to determine whether their advertisements contain false claims and unfair disparagement of competitors.

At the same time the FTC shelved four pending cases involving analgesic advertising so simultaneous action can be taken on the basis of the investigation and "treatment given each advertiser consistent with that given all his competitors." (AT DEADLINE, March 20, 1961).

The four companies were charged with false advertising in 1961. Each, for example, claimed that his product relieves pain faster than any competing product.

The companies, their products and their 1961 gross time tv billings: American Home Products Corp. (Anacin—\$2,243,330); Bristol-Myers Co. (Bufferin—\$3,009,870; Excedrin—\$556,750);

Plough Inc. (St. Joseph's aspirin—\$1,235,260) and Sterling Drug Inc. (Bayer aspirin—\$813,530). Analgesic advertisers as a group spent \$37,354,592 in 1961 at gross rates in television, according to Television Bureau of Advertising. Many are also regular users of radio.

FTC questionnaires will go to analgesic makers.

The FTC said it will probably seek "the extent to which each [manufacturer] may have made comparative tests with competitive products and the thoroughness with which advertisers' testing of analgesics, in areas unrelated to relief of pain, has been made as supportive of claims that the preparations do not upset the stomach and do more than relieve pain."

The FTC plans a particularly close look at claims of fast, fast, fast relief; tension relief, and anti-depressant and medical qualities in treatment of colds and flu.

The FTC emphasized the investiga-

tion does not indicate the agency believes any of the analgesic claims violate the Federal Trade Act. Any action will come only if the advertising is, in fact, misleading, the agency said.

Although an FTC staff member refused to predict what the commission might do, he acknowledged that possibilities include (1) complaints against manufacturers other than the four companies cited in 1961, or (2) formulation of industry guides.

Also in advertising...

New St. Louis office ■ Harrington, Righter & Parsons, New York, has opened an office in St. Louis. Richard M. Gardner, formerly on the HR&P staff in Chicago, will be in charge of the new office which is located in the Syndicate Trust Bldg., 915 Olive St., St. Louis 1. Telephone: Main 1-7475.

International partnership ■ Norman, Craig & Kummel, New York, has formed a new international partnership by merging with Crane Adv. Ltd., London. The British agency will be known as Crane, Norman, Craig & Kummel, Ltd.

GOVERNMENT

House nears vote on clear channels

OBJECT: TO END 50 KW POWER LIMIT ON CLEARS, DELAY DUPLICATION

The House is expected to vote today (Monday) on a resolution aimed at giving the nation's 25 clear-channel stations a significant role in providing radio service to the country's so-called white areas.

The resolution (HRes 714), unanimously approved by the House Commerce Committee, runs directly counter to present FCC policy. House passage is expected, but there is some question as to how effectively the measure can be implemented. It would put the House on record as:

1. Encouraging the FCC to authorize clear-channel stations to operate on power in excess of the 50 kw limit recommended by the Senate in a resolution passed in 1938 and honored by the FCC ever since.

2. Urging the commission to declare a one-year moratorium on proposals for duplicating the clears. This is directed at the pending commission proposal to permit a second station to operate at night on 13 of the clear channels.

The Commerce Committee has acted swiftly to bring the measure to the verge of a House vote. Chairman Oren Harris (D-Ark.), introduced it on Wednesday, and the committee unanimously

approved it on Thursday. Rep. Harris said he would attempt to bring it up for floor action today (Monday) under a suspension of the rules, thus bypassing the Rules Committee. House Speaker John McCormack (D-Mass.), was understood to be agreeable.

Passage Expected ■ Legislation

Space bill sidetracked

The controversial communications satellite bill (HR 11040) was sidetracked in the Senate all last week, as Senate leaders moved to bring up a host of measures having June 30 deadlines. But debate on the proposal to create a private corporation that would own the space communications system is expected to be resumed late this week. CBS Radio's *The Leading Question* will present a debate on the issue Tuesday (July 3) between Sens. John O. Pastore (D-R.I.), floor manager for the bill, and Estes Kefauver (D-Tenn.), its chief opponent.

brought up under this procedure requires a two-thirds vote for passage instead of a simple majority. But backers of the proposal are confident they'll get the necessary votes.

Although a House resolution doesn't have the force of law, committee members believe the commission would honor the proposal in that it would express the sense of the House, and would grant higher power on a station-by-station basis.

A commission official, however, indicated it may not be that simple. He noted that the Senate resolution opposing higher power is still in effect. A contrary House resolution, he said, would "leave a confusing picture." He said he couldn't predict how the commission would react.

He indicated the commission would prefer a concurrent resolution or a bill. In either case, both houses of Congress would express their views and, thus, provide a more clear-cut policy directive.

Originally in Bill ■ The House Commerce Committee's proposal was originally contained in a bill (HR 8210) introduced by Rep. John Dingell (D-Mich.), a committee member prominent



1,671 viewers make a success of nation's 1st TV course in first aid

more evidence that

Milwaukee reacts to WTMJ-TV

The Red Cross was elated! The 1,671 viewers made up the largest class ever to register for a beginners' course in first aid. This total is especially amazing when you consider requirements for the weekly ten-lesson course: registrants had to send in 75¢ for an official textbook . . . and to graduate, had to view all 10 lessons, do homework, take a 3-hour final exam in a WTMJ-TV studio.

This pioneer television project was presented jointly by WTMJ-TV and the Milwaukee-Waukesha Red Cross chapter. Public service programming like this is a strong reason behind WTMJ-TV's ability to attract and influence Milwaukee viewers. It typifies WTMJ-TV's constant aim: a balanced, adult schedule of entertainment, information, education.

Find out *all* the reasons why WTMJ-TV is still the number one station in Milwaukee for both viewers and advertisers. Ask us to send the WTMJ-TV "TOTAL IMAGE" STORY.

WTMJ-TV

THE MILWAUKEE
JOURNAL STATION
WTMJ-AM-FM

NBC IN MILWAUKEE

Represented by: HARRINGTON, RIGHTER & PARSONS — NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, BOSTON, ST. LOUIS, LOS ANGELES

Ray denies being out of line in S.F. questioning

The reaction of CBS's general counsel to an FCC investigation of news programming in San Francisco constituted largely "an unjustified attack" on the commission's investigator, William Ray claimed.

Mr. Ray, a former station manager and network newsman now with the FCC, wrote CBS General Counsel Thomas K. Fisher to explain that he had conducted the questioning in an entirely proper manner.

Mr. Fisher challenged the propriety of questions asked by Mr. Ray at the network's KCBS San Francisco during an on-the-spot investigation of radio news conducted by the FCC's Complaints & Compliance Division (BROADCASTING, May 7). Specifically he objected to Mr. Ray's questioning of Don Mozley, KCBS news director, about the views of the manager, Jules Dundes, and the relative merits of the area radio stations. He also criticized Mr. Ray for asking Mr. Dundes how he would compare KCBS's news department with those of other CBS-owned stations.

Mr. Ray (writing as an individual

rather than as an FCC employe) told Mr. Fisher that he contacted Mr. Mozley only after being informed Mr. Dundes was away. Mr. Ray said that in visiting each of the 14 Bay Area stations his first effort was to contact the station owner or manager. "Nothing was said by me during my interview with [Mr. Mozley] that would, by the widest stretch of the imagination, imply to a news man such as he, any desire on my part to engage in censorship of news," Mr. Ray emphasized.

The purpose of the San Francisco probe was to find out what steps licensees have taken in regard to local news programming, and what general criteria is applied by management in arriving at its current local news operation, Mr. Ray said. He insisted all questions to Mr. Mozley were in this frame of reference and were entirely proper.

Mr. Ray explained that his question about other station's local news operations "was a most innocuous one . . . It was a case of a former radio news man discussing with a present radio news man the general

subject of local news coverage in the area and I am sure Mr. Mozley understood that any comment he cared to make on the subject would be kept in confidence." Mr. Ray said he has "sufficient respect for the professional integrity" of radio-tv newsmen to value their opinions of other stations as well as their own.

Mr. Ray was formerly a station manager and director of news for the NBC Central Division in Chicago.

Kenneth A. Cox, chief of the Broadcast Bureau, also wrote Mr. Fisher defending the right of the FCC to conduct such investigations as the San Francisco news inquiry.

Mr. Fisher replied to Mr. Ray that he did not intend to attack Mr. Ray's reputation as a newsman, a former licensee or a present employee of the FCC but had wanted to question the investigation's authorization; to explain why he had advised employes not to turn over certain documents and to question "a distinction drawn by the commission between amount and source of local news broadcasts and content of news."

in the campaign to preserve the clears. The decision to replace the bill with a House resolution was, according to some committee sources, "predicated on the assumption" the Senate wouldn't act.

Furthermore, the committee is said to feel that if the FCC can observe a Senate resolution for 24 years, as it has in observing the 50 kw limit on power, it can honor a House resolution calling for a removal of that ceiling.

The House Commerce Committee's lightning-like drive to wrap up its proposal in a House-passed resolution indicates its determination in the matter of providing radio service to the estimated 26 million people living in the nation's unserved rural areas.

The committee is convinced that higher power for the clear-channel stations is the answer, not the additional stations on some of those channels, as recommended by the commission. Rep. Dingell said that if 18 clear-channel stations were authorized to operate on 750 kw, every part of the country would be serviced by "at least eight or nine stations." He said these figures were based on an FCC survey.

Since ordering the channels duplicated last year, the FCC has received 12 applications for the frequencies. Some, however, are for the same frequencies, and no action has been taken

on any of them.

Backers of the resolution believe that if it is passed the commission will grant higher power to those stations that apply for it and will not duplicate the clears for at least a year. Once the year is up, they add, there would be no harm in putting other stations on clear channels, provided the dominant stations are protected out to their secondary coverage area. They concede some interference might result, but they do not believe it would be harmful.



Rep. Dingell

Bureau opposes WIBC-Crosley plan

The FCC's Broadcast Bureau expressed disapproval last week of a proposed agreement between Crosley Broadcasting Co. and WIBC Indianapolis to settle the fate of local ch. 13, under litigation seven years (BROADCASTING, June 18).

"The agreement . . . is in plain conflict with the requirements imposed by law," the bureau told the commission.

Crosley, which now operates WLWI (TV) on ch. 13, plans to pay WIBC \$100,000 as reimbursement of expenses and to sell WIBC Crosley's WLWA (TV) Atlanta, for \$3.3 million. WIBC was favored for the ch. 13 Indianapolis grant in the most recent FCC decision on the case.

One reason WIBC was favored was Crosley's concentration of tv stations, clustered around Ohio and reaching into Indiana, the bureau said. By selling WLWA and retaining WLWI, Crosley enhances a concentration of tv ownership, the bureau claimed, adding that for this reason alone the agreement should be disapproved.

Another, the bureau argued, is that Congress, in saying reimbursement agreements must be for money that was prudently and legitimately spent, specifically stated that no applicant shall

all-transistorized New Sony Sterecorder 777



the first/complete/portable/all-transistorized/high fidelity PROFESSIONAL RECORDING & PLAYBACK SYSTEM

The most advanced achievement in recorder engineering to date, the superb new remote-controlled professional Sterecorder 777 series features the exclusive and patented Sony Electro Bi-Lateral 2 & 4 track playback Head, a revolutionary innovation that permits the playback of 2 track and 4 track stereophonic or monophonic tape without track width compromise—through the same head!

Included in an array of outstanding features are individual erase/record/playback heads, professional 3" VU meters, automatic shut-off, automatic tape lifters, an all-solenoid, feather-touch operated mechanism, electrical speed change, monitoring of either source or tape, sound on sound facilities, and an all-transistorized military plug-in type circuitry for simple maintenance. The three motors consist of one hysteresis synchronous drive motor and two hi-torque spooling motors.

Unquestionably the finest professional value on the market today, the 777 is available in two models, the S-2 (records 2 track stereo) and the S-4 (records 4 track stereo). Both models can reproduce 2 and 4 track tapes.* And, the Sterecorder 777 models will integrate into any existing component system. \$595 complete with portable case and remote control unit.

*Through the exclusive Sony Electro Bi-Lateral 2 and 4 track playback head.

Sony has also developed a complete portable all-transistorized 20 watt speaker/amplifier combination, featuring separate volume, treble and bass controls, mounted in a carrying case that matches the Sterecorder 777. \$175 each.

Also available is the MX-777, a six channel all-transistorized stereo/monophonic mixer that contains six matching transformers for balanced microphone inputs and recorder outputs, individual level controls and channel selector switches, Cannon XL type receptacles, a switch to permit bridging of center staging solo mike. \$175 complete with matching carrying case.

The first/complete/portable/all-transistorized/high fidelity/professional recording & playback system: \$1120 complete.

Sold only at Superscope franchised dealers. The better stores everywhere.

For additional literature and name of nearest franchised dealer write Superscope, Inc., Dept. 3, Sun Valley, California.

All Sony Sterecorders
are Multiplex ready!

SUPERSCOPE

The Tapeway to Stereo

be paid back more than he spent.

The sale of WLWA is part and parcel of WIBC's agreement to withdraw, the bureau said. "How the price for the Atlanta station was arrived at and how much the fact that WIBC was dismissing its application in this case entered into the final price are intangibles which the commission should not be required to resolve," the bureau said.

In any case, it concluded, sale of WLWA was a "consideration" paid to WIBC by Crosley above the \$100,000 and therefore WIBC is being paid more than it spent. The bureau said the commission had no choice but to reject the entire WIBC-Crosley package.

WGAL-TV wasting time in rules move—WLYH-TV

WLYH-TV (ch. 15) Lebanon-Lancaster, Pa., a Triangle station, told the FCC last week that WGAL-TV (ch. 8) Lancaster is misdirecting its energy in asking the FCC to rescind a rule-making proposal and that WGAL-TV should be content to file comments.

The proposal, requested by WLYH-TV and opposed by WGAL-TV, suggests reassignment of ch. 15 from Lebanon to Lebanon-Lancaster (BROADCASTING, June 25). WLYH-TV has FCC permission to identify with both cities but the channel is assigned to Lebanon. WGAL-TV told the FCC that the proposal would serve no public interest purpose; that it is a move by WLYH-TV to establish grounds for deletion of ch. 8 by deintermixture.

WGAL-TV has every right to comment on the proposal, which the FCC has found to be in the public interest in its notice of rulemaking, but not to oppose issuance of the rulemaking, WLYH-TV said. As to WGAL-TV's objection to the "time, cost and expense of rulemaking," WLYH-TV claimed that station's "concern would be more persuasive had it not filed a succession of multifarious pleadings addressed to the commission's [rulemaking] notice."

FCC asks: are two too many for Blythe?

Can Blythe, Calif., with a 1960 population of 6,023, support two am radio stations?

This is one of the questions the FCC wants answered in a hearing, ordered last week on the application of Geoffrey A. Lapping for a new station on 1260 kc with 500 watts in Blythe. KYOR Blythe had asked the FCC to deny the Lapping application on the grounds the city could not economically support two stations and, as a consequence, the public would suffer through a degradation of service.

GRANT TO WTSP-TV STAYED

FCC reopens record, wants to study programming of Rahalls' WLCY since tv proceedings ended

The FCC announced plans last week to place the radio programming of WLCY St. Petersburg under the microscope to determine if the tentatively successful applicant for ch. 10 Tampa-St. Petersburg has the character qualifications to be a broadcast licensee.

On its own motion, the commission stayed its January grant of ch. 10 to WTSP-TV Inc. (BROADCASTING, Jan. 22) and reopened the record for further testimony on the operations of WLCY since the tv hearing record was closed in May 1960. Brothers N. Joe, Farris E. and Sam G. Rahall each own 25% of WTSP-TV and they also own WLCY. The tv grant to the Rahall combine (which includes 22 other stockholders) was made on a 3-2 FCC vote, with two commissioners not participating. Five other applicants had sought the facility.

Four of the five losing applicants asked the FCC to reconsider the grant and two—City of St. Petersburg (ch. 38 WSUN-TV) and Florida Gulfcoast Broadcasters Inc.—asked that the record be reopened to consider the WLCY operations. They charged that live, public service programming was placed on WLCY during the ch. 10 comparative hearing and was dropped after the tv record was closed (BROADCASTING, Feb. 26). Other ch. 10 applicants include Bay Area Telecasting Corp. (which did not seek reconsideration), Suncoast Cities Broadcasting Corp. and Tampa Telecasters Inc.

While it reopened the record on its own motion on the same issues sought by City and Florida Gulfcoast, the commission denied their petitions seeking the same thing. The FCC further said it was holding in abeyance petitions for reconsideration by the four

applicants requesting same.

The New Issues — The new ch. 10 hearing issues will include (1) the nature and programming of WLCY since the close of the tv hearing record May 16, 1960 and the extent to which the programming differs from that during the hearing; (2) the reasons underlying the choice of programming of WLCY during the tv hearing and since the hearing; (3) whether WTSP-TV Inc. has the requisite character qualifications to be a licensee, and (4) whether and in what respects the original final decision should be modified.

Commissioner John S. Cross dissented to the new hearing and Commissioners Rosel H. Hyde and Frederick W. Ford did not participate.

Examiner recommends KPSR (FM) revocation

Finding that the principals of KPSR (FM) Palm Springs, Calif., showed a "callous disregard for the truth," FCC Hearing Examiner Elizabeth C. Smith recommended in an initial decision last week that the station's license be revoked.

As grounds for the proposed revocation, Miss Smith ruled that there had been three unauthorized controls of the station during 1958-59; that deliberate misrepresentations had been made to the FCC and that no first-class operator was employed by the station. She said that Richard T. Sampson, the original applicant, did not have control of the station at any time after it went on the air in November 1958.

The examiner said the first unauthorized transfer occurred in October 1958 from Mr. Sampson, sole licensee, to a partnership composed of Mr. Sampson and Maxwell, George and Hyman Shane. The second transfer was the formation of a corporate entity composed of the same principals Nov. 7, 1959, Miss Smith found, and the third later in 1959 through an employment contract.

Although Mr. Sampson, as a consulting engineer who has practiced before the FCC for several years, is well aware of FCC rules, the examiner said, "at no time after his initial application did he make truthful representation to the commission . . ." She said the conduct of George and Hyman Shane and Howard Morris, who at one time was president and 30% owner of the station, "evinces a complete lack of candor in reporting facts to the commission."



More adults select WWDC than any
other Washington, D.C. station*

*One in a series on the
fine art of broadcasting by*

WWDC

RADIO WASHINGTON

"the station that keeps people in mind"

*Trendex, Washington, D. C. Study, Nov. 1961

Represented nationally by John Blair & Co.



The Voice gets a program assist from top radio outlets

The Voice of America, which for some time has hoped to tap U. S. radio as a program source for its overseas broadcasts, appears to have succeeded.

A total of 26 top stations have shown interest in furnishing documentaries and other programs already broadcast and in preparing new ones tailored to VOA needs. Executives of the stations met with VOA officials June 7-8 in Washington.

Voice executives have felt life in America's cities could best be described for foreigners in the documentaries and other special programs produced by U. S. community stations; such programs were said to have a special quality outside producers can't capture. Although VOA has been pushing for domestic station programming since 1959, only a few stations have offered programming material (BROADCASTING, May 15, 1961).

New Campaign ■ The improvement comes from a new campaign pushed by Roger W. Clipp, vice president of Triangle Stations, and Edward R. Murrow, director of the U. S. Information Agency.

Mr. Clipp, a member of the Broadcast Advisory Committee of the U. S. Advisory Commission on Information, got the new effort underway early this year at VOA's request. He contacted stations he felt could help the agency. Mr. Murrow invited officials of the stations to a two-day meeting in Washington.

The Washington meeting was attended by Campbell Arnoux, WTAR Norfolk; Dan Calibraro, WGN Chicago; George Comte, WTMJ Milwaukee; Charles H. Crutchfield, WBT Charlotte; Harry Flannery, AFL-CIO radio, representing KMOX St. Louis; Frank Gaither, WSB Atlanta; Harold Grams, KSD St. Louis; Stanley Hubbard, KSPT Min-

neapolis; Worth Kramer, WJR Detroit; Arch L. Madsen, KSL Salt Lake City; William Small, WHAS Louisville; Irving Waugh, WSM Nashville; and A. G. Zink, WGY Schenectady.

Donald McGannon, represented the Westinghouse stations (WBZ Boston, KYW Cleveland, WBZA Springfield, K D K A Pittsburgh, WOWO Fort Wayne, KEX Portland, and WIND Chicago), and Mr. Clipp represented the Triangle Stations (WFIL Philadelphia, WFBG Altoona, WLYH Lebanon, WNBW Binghamton, WNHC New Haven, and KFRE Fresno).

Need Stressed ■ At the meeting, Mr. Murrow, Henry Loomis, VOA director, and other agency officials stressed the Voice's need for programming and explained how commercial stations could help meet it. Since then, a VOA spokesman said last week, most of the 26 stations have promised to help.

FCC SWINGS THE AX TWICE

Revokes two, charges non-response to show cause orders

A unanimous FCC last week issued a death sentence to stations in Florida and Texas after both licensees had failed to respond to show cause orders instituting revocation proceedings.

The license of Palms Broadcasting Corp. for WGRC Green Cove Springs, Fla., was revoked and the call letters deleted by the commission. In addition, the agency ordered former owner Frank Van Hobbs to "cease and desist from further unauthorized operation" of WGRC.

Mr. Van Hobbs sold WGRC to Robert A. Oliver and David R. Millan in June 1960. In February 1961, according to the FCC, Messrs. Oliver and Millan abandoned the station "with no intention of returning." Mr. Van Hobbs, the FCC continued, resumed operation of WGRC at that time, in violation of FCC rules, and operated the station until Dec. 18, 1961, when it went off the air—also without commission authorization.

An application to transfer WGRC back to Mr. Van Hobbs, filed in February 1961, was dismissed by the FCC in June of that year for failure to prosecute. The commission issued a show cause order directed toward revoking the WGRC license last February (BROADCASTING, Feb. 26) and neither the station nor Mr. Van Hobbs responded to that order, according to the

commission.

WGRC had been licensed to operate 1580 kc with 500 watts daytime only.

Also revoked last week was the license of Merchants Broadcasting System of Dallas Inc. to operate KCPA (FM) Dallas. The fm station, too, failed to reply to a February revocation order from the FCC (BROADCASTING, Feb. 12). Last fall, the commission had ordered the station to surrender its license—which KCPA failed to do—for operating with unauthorized power, going off the air without authorization, failure to keep operating logs and operation without a qualified engineer in attendance (BROADCASTING, Nov. 20, 1961).

The revocation order followed the earlier mandate to KCPA to return its license and when the licensee failed to reply, the revocation was made final last week. KCPA (94.1 mc with 4.8 kw) is owned by Charles E. Ames, his wife and father.

Area groups endorse D.C. program reins

Witnesses before a House District subcommittee last week asked Congress for help in protecting the morals of Washington, D. C., children from allegedly improper television and movies.

Under consideration was a bill (HR

9686) which would provide criminal penalties for Washington radio or television station operators who permit the broadcast between 4 p.m. and 8 p.m. of programs that stress sex or violence, or include obscene language.

The bill, introduced by Rep. John Dowdy (D-Tex.), chairman of the subcommittee, would also require the District commissioners to set a minimum age below which persons wouldn't be permitted to attend movies or other public exhibitions that contain "indecent or lascivious language" or exploit sex, crime or violence.

Rep. Carroll Kearns (R-Pa.), a member of the subcommittee and author of a similar bill (HR 9648), said the legislation is needed because of a "mounting tide of filth" emanating from the mass media.

Similar concern was voiced by the other witnesses—Miss Sally Butler, legislative aide of the General Federation of Women's Clubs; Rev. Robert S. MacMillan, pastor of the First Baptist Church; Mrs. Marjorie Holmes Mitchell, *Washington Star* columnist; and Mrs. Mollie Kirwan, acting chairman of the Citizens for Decent Literature and Motion Pictures, of Montgomery County, Md.

Miss Butler said "some television and radio have added to the increase of juvenile delinquency. . . . The utter disregard for the moral effects on youth by some of the mass media which comes into the home is appalling."

A subcommittee member, Rep. Jeffrey Cohelan (D-Calif.), however, was

concerned about the implications of censorship in the legislation. He noted that Shakespeare's plays were sometimes "pretty bloody." He wanted to know where the line would be drawn.

Times have changed, WTVW tells the FCC

The record in the Evansville, Ind., deintermixture case should be reopened, WTVW (TV) Evansville, which would lose its ch. 7 by deintermixture, said last week in a request to the FCC.

WTVW (ch. 7), which would be shifted to a uhf channel (31) to give Evansville three uhf stations under an examiner's initial decision issued in February 1961, said the examiner's reasoning no longer applies. The examiner had anticipated that loss of service in the area by a shift of ch. 7 to Louisville would be offset by a contemplated power-antenna boost for WEHT (TV) Evansville (ch. 50); but the FCC denied the boost, the vhf station said. WTVW also noted Louisville now has a uhf station which would be threatened by addition of ch. 7 as the third vhf station in that city.

KOMA fined \$5,000 for rule violations

KOMA Oklahoma City last week was fined \$5,000 for violating FCC rules. According to the commission, KOMA, a 50-kw station on 1520 kc with nighttime directional antenna, operated after midnight with daytime facilities and with field strength above that authorized.

Last fall the FCC charged KOMA with the violations and proposed a \$10,000 fine (BROADCASTING, Nov. 7, 1961). The station, owned by Storz Broadcasting Co., replied that its violations were not "willful or repeated" and maintained a fine should not be imposed (BROADCASTING, Jan. 1).

In its order reducing the fine, the FCC said it "cannot agree [with KOMA] that the sanction should be nominal" but decided to fine the station only \$5,000 after taking into consideration the factors raised by the licensee.

FCC reserves etv's in Elmira, Albany

Ch. 30 Elmira and ch. 23 Albany, both New York, were reserved for educational tv use in rulemaking finalized last week by the FCC. Both channels have been available for commercial operation but neither had been sought by broadcasters.

The Elmira reallocation was requested by the National Educational Tv & Radio Center. New York U.

BROADCASTING, July 2, 1962

WIBC

The Friendly Voice of Indiana

Desire -
be a good
neighbor!

LEADS IN
SERVICE

LEADS IN
ACCEPTANCE

LEADS IN
AUDIENCE

Being a good neighbor is a full-time aim at WIBC! Our news and weather, sports, farm coverage, business news, editorials, public affairs programs, music ... all are designed to provide Indianapolis and Indiana listeners with the dependable and believable radio service they want. We strive always to live up to our slogan ... "The Friendly Voice of Indiana."

The plaque above, awarded to WIBC Farm Service Director Harry Andrews by the Indiana Farm-City Committee, is but one of many indications that WIBC is succeeding in being a truly good neighbor. Agencies concerned with community service have recognized WIBC countless times over many years for its civic conscience.

Being a good neighbor has maintained for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.* That tremendous audience is available to you ... the national advertiser.

*Pulse Metropolitan Area Survey, April, 1962
*Pulse 46-County Area Survey, April, 1961

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Indianapolis 8, Indiana

WIBC

50,000 WATTS 1070 KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY

National Representative

WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

WESTERN ELECTRIC PRICE LEVEL DOWN 10% FROM 1950

The level of Western Electric's prices to the Bell Telephone companies for the products it manufactures is now more than 10 per cent lower than at the beginning of 1950. Yet in the same time period the earnings of Western Electric people have increased substantially and the cost of materials we use in manufacture has risen 27 per cent.

How was this price reduction possible in an era of increasing business costs? Because of a continuing, vigorous program of cost reduction, embracing the efforts of all employees in every aspect of our operations. Cost reduction is a major concern of Western Electric engineers whose efforts add to the results obtained through sound management, volume production, and stringent quality control.

To reduce our price levels and at the same time maintain the traditionally high level of Bell System quality, Western Electric people are constantly investigating new and more efficient means of doing business . . . devising new manufacturing processes and machines . . . developing new materials and new methods of materials handling and storage . . . reclaiming metal from scrap . . . making ever-more effective use of special skills . . . and working with our suppliers to determine how best to use the products and services they supply.

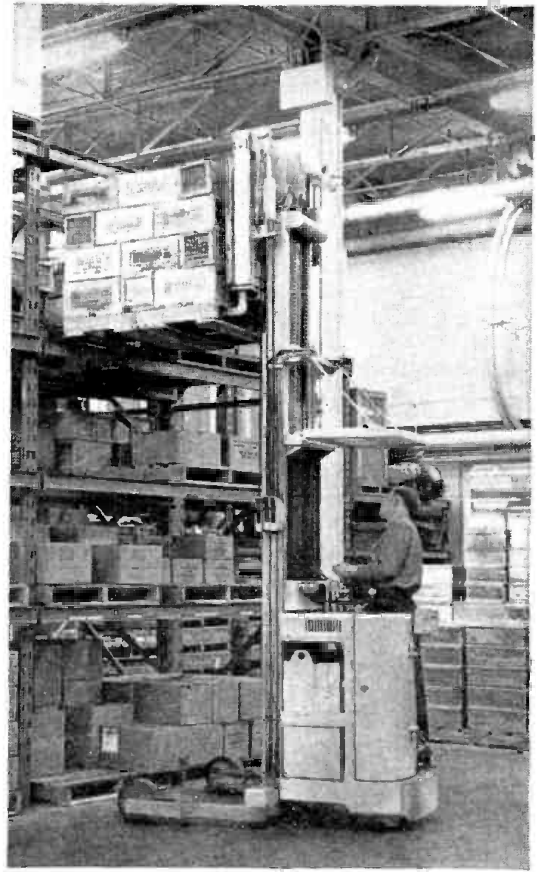
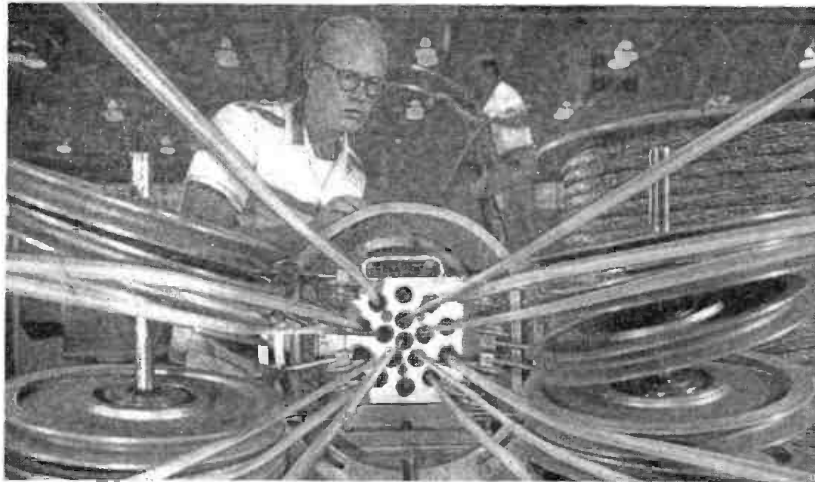
By working closely with Bell Telephone Laboratories which develops equipment we make and the Bell Telephone companies that operate it, Western Electric is able to produce reliable equipment economically. Working together, these units of the Bell System fulfill their common goal of providing Americans with the finest possible communications service at the lowest possible cost.

We work best because we work together.



CONTINUING GAINS in space utilization at our distribution centers and factories enable us to store twice as much material per square foot as was possible 17 years ago. Comparing one of our new distribution centers with a theoretical 1945 building, a construction cost saving of \$2,000,000 was made possible through space conservation. Methods and operating expenses have also been reduced and these savings total over \$185,000 annually.

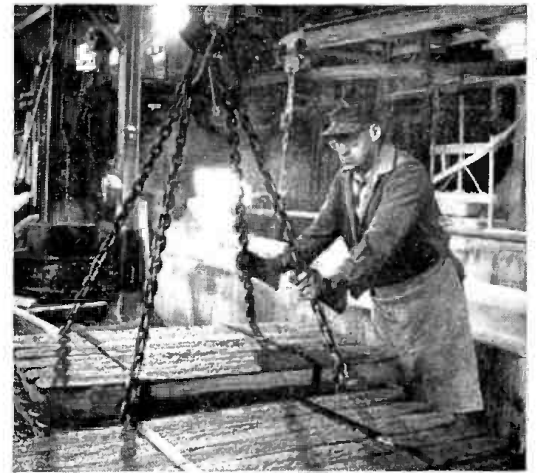
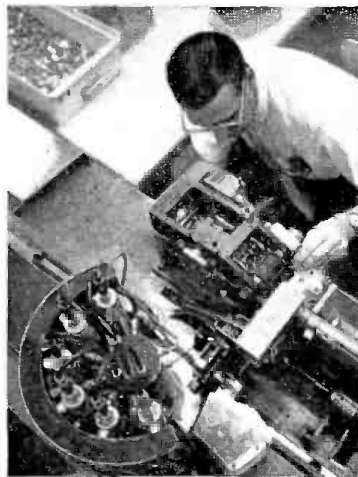
REDUCED COSTS in telephone cable production result from both new methods and materials. Developed by Western Electric for the manufacture of exchange cable, this machine combines stranding and cabling operations which were formerly separate. The development of improved types of exchange cable using aluminum and polyethylene for sheathing has brought about product savings of \$10 million a year.



SAVINGS OF \$200,000 last year resulted from the mechanization of manufacturing operations of tungsten filament switchboard lamps. Although only 2¢ was saved on each lamp, the annual production of 10,000,000 lamps made this new manufacturing improvement a worthwhile money saver! Below, C. S. James, Product Engineer at our Kansas City Works, checks adjustments on the automatic packaging mechanism.

EACH YEAR the Nassau Smelting and Refining Co., a W.E. subsidiary, reclaims approximately 200,000 tons of Bell System scrap and obsolete equipment worth some \$35,000,000. Most is processed by Nassau itself to reclaim many tons of copper, lead and other non-ferrous metals at a savings compared with the cost of metals obtained from ore.

◀ **AMPLAS** (apparatus mounted in plastic) is a revolutionary new way of mounting communications components. Planning Engineer Bill Herzog explains some of its details to Assembler Sheila DiVincenzo. Developed last year at W.E.'s Merrimack Valley Works, the AMPLAS method saves valuable assembling time and does a better job by using a thermosetting plastic as the components' base. Present savings to Western Electric amount to \$500,000 annually and will increase as AMPLAS is applied to additional products.



Western Electric
 MANUFACTURING AND SUPPLY  UNIT OF THE BELL SYSTEM

CBS to Stratton: no

CBS has rejected the demand for equal time made by Rep. Samuel Stratton (D-N.Y.) in connection with the television network's "The Fifty Faces of '62," which was telecast May 30.

Rep. Stratton, a candidate for the Democratic gubernatorial nomination, based his demand on the appearance in the documentary of New York's Republican Governor Nelson Rockefeller, a candidate for re-election (BROADCASTING, June 25).

In a letter to Rep. Stratton, Richard S. Salant, president of CBS News, said the documentary was "a bona fide news documentary" and, as such, was exempt from the equal-opportunities requirement of the Communications Act.

asked a second etv reservation in the Albany-Schenectady-Troy area. The Mohawk-Hudson Council on Educational Tv presently operates ch. 17 WMHT (TV) Schenectady.

Comments ask relaxations of uhf standards

FILINGS ASSUME DEINTERMIXTURE IS NOW MOOT POINT

Relaxation of some of the technical requirements for uhf stations was favored in a majority of the reply comments to the FCC's proposals to foster development of uhf (AT DEADLINE, June 25).

The comments treated deintermixture as a moot issue in light of the FCC's promise to Congress of a moratorium.

The Assn. of Maximum Service Telecasters urged the FCC:

- To allow uhf operation without a lower sideband filter when there is no interference.

- To allow use of uhf directional antennas with a ratio of maximum to minimum radiation greater than 10 db to improve coverage but not to reduce separation requirements.

- To permit remote control of uhf transmitters.

- To allow uhf aural power as low as 10% of visual power.

- To relax operator requirements for uhf transmitters with 1 kw or less output power.

- To take steps to provide more uhf channels for etv.

Three vhf stations which were threatened by deintermixture filed replies. WISC-TV Madison, Wis., said the FCC should reconsider and recast its proposals on the basic changes (all-channel sets and the moratorium) that have occurred in the past year. WISC-TV and WREX-TV Rockford, Ill., agreed essentially with AMST. Triangle stations (which owns WNBFTV Binghamton, originally selected for deintermixture) asked for rulemaking to foster uhf through increased bandwidth, revised picture aspect ratio and improved color standards.

WHAS-TV Louisville, Ky., opposed relaxation of uhf directional antenna requirements and urged that reduction of aural-to-visual power ratio be permitted for vhf as well as uhf.

WNEP-TV Scranton-Wilkes-Barre, Pa., the only uhf station to comment, said it has experimented with reduced aural power under FCC permission and saved about \$900 monthly.

THE MEDIA

Radio Board wants caution in am study

NAB GROUP STRESSES SAFEGUARDS FOR SUMMER OVERPOPULATION TALKS

Radio's overpopulation problem is due for intensive study this summer by the NAB and the FCC, separately and jointly, but the association's Radio Board wants to be sure the industry's rights are safeguarded.

Meeting Thursday in Washington, the radio directors discussed at length the engineering and economic aspects of the crowded am band. In an all-day session they favored a change in the way radio directors are selected in the at-large category and voted a new procedure for annual election of a chairman and vice chairman.

A note of caution was apparent in the directors' consideration of birth-control methods intended to solve the overpopulation problem. A special group, the Radio Development Committee, is planning NAB's participation in a joint NAB-FCC project now under way. NAB is operating under a mandate from the annual industry convention. Both President LeRoy Collins and FCC Chairman Newton N. Minow agree the subject deserves serious review.

Staff studies of the problem are being conducted at NAB under a directive from the development committee, head-

ed by George C. Hatch, KALL Salt Lake City, who recently retired as NAB Radio Board chairman.

A report of the overpopulation situation was given the board by John F. Meagher, NAB radio vice president.

Cautious ■ After reviewing the problem and the development group's first actions, the board adopted a resolution expressing confidence that the committee will explore all avenues of analysis and exercise caution to avoid suggesting any solution that might lead to overregulation or loss of free enterprise in broadcasting.

Radio directors agreed with the development committee that emphasis should be placed on engineering aspects of radio overpopulation.

After hearing a report by the special board composition committee headed by Richard W. Chapin, KFOR Lincoln, Neb., the board approved a change in the method of selecting directors-at-large. At present two directors are elected, one each year, to represent large, medium and small station categories. Under the plan voted Thursday, the large, medium and small designations will be based on size of market rather

than station power. No change is planned in the two fm at-large directors. The revised formula will require a membership by-laws referendum.

Another change, to become effective at the 1963 NAB convention, specifies that election of a Radio Board chairman and vice chairman shall take place at the close of the industry's convention. This is the same procedure used by the Tv Board, whose directorial elections are held at the convention. Radio directors, however, are elected by mail ballot during the winter on an alternate-year system of two-year terms.

Plans for the annual NAB Fall Conference series were approved by the board. Starting with the opening meeting Oct. 15-16 at Atlanta, Ga., the eight conferences will wind up Nov. 19-20 in Portland, Ore. (see schedule, page xx).

Collins address ■ The conferences will return to a 1½-day agenda after an experimental one-day formula in 1961. The first day will open with a joint radio-tv meeting. The luncheon will feature an address by NAB President LeRoy Collins. Separate radio and tv meetings are planned that afternoon, followed by an evening reception (with-



EIA, FCC confer on uhf-vhf set standards

With passage of the all-channel set bill imminent, representatives of Electronics Industry Assn. met with FCC staff members to discuss ways to make uhf broadcasting practical. (The House Commerce Committee has unanimously approved a Senate amendment specifying that the sets be capable of "adequately"

receiving both uhf and vhf signals. The amended bill is expected to get past the House.) The immediate problem before the experts is what standards must be met for uhf receivers to be "adequate," as required in the pending legislation.

Nine members and officers of the EIA were present at the first discus-

sions held Thursday (June 28).

Above are (l to r) James E. Barr, assistant chief of the FCC's Broadcast Bureau; Kenneth A. Cox, chief of that bureau; James Secrest, EIA executive vice president (standing); Ralph Renton, FCC associate chief engineer; F. R. Lack, director of engineering, EIA; and L. M. Sandwick, staff director of EIA's consumer products division.

out dinner). Conference roundtables will be held the second morning, with pre-luncheon adjournment.

An extensive program of public relations projects, recommended by the Radio Public Relations Committee, was approved by the Radio Board. After hearing a report of the projects by Hugh O. Potter, WOMI Owensboro, Ky., committee chairman, and John M. Couric, NAB public relations manager, the board approved these projects:

- A workshop for public service organizations using broadcasting, to be held in Washington. To be held next winter, the plan envisions a two-day clinic for civic groups and others. Emphasis will be placed on the service broadcasters can provide in a climate of freedom.

- A speaker's bureau directory listing broadcasters available for speaking engagements.

- Preparation of a public relations manual for stations.

- A 1963 National Radio Month observance based on the same slogan used in 1962, the most successful slogan employed by NAB—"Radio . . . the Sound Citizen."

Promotions ▪ Mr. Couric's Radio Month plans will again include 10- and 20-second spots and a series of other promotional devices intended to draw nationwide attention to radio's place in the national picture.

Three other undertakings not requir-

ing board review were outlined by Mr. Couric—stress on more feature stories in industry house organs and newspaper columns; preparation of study guides for clubs; and issuance of editorial fact sheets to member stations for use as a basis for station editorializing.

Radio Board members in attendance were: Carleton D. Brown, WTVL Waterville, Me.; John R. Henzel, WHDL Olean, N. Y.; John S. Booth, WCHA Chambersburg, Pa.; Harold Essex, WSJS Winston-Salem, N. C.; James L. Howe, WIRA Fort Pierce, Fla.; Julian F. Haas, KAGH Crossett, Ark.; Hugh O. Potter, WOMI Owensboro, Ky.; Lester G. Spencer, WKBV Richmond, Ind.

George T. Frechette, WFHR Wisconsin Rapids, Wis.; Richard W. Chapin,

KFOR Lincoln, Neb.; Odin S. Ramsland, KDAL Duluth, Minn.; Allan Page, KGWA Enid, Okla.; A. Boyd Kelley, KRRV Sherman, Tex.; Rex G. Howell, KREX Grand Junction, Colo.; B. Floyd Farr, KEEN San Jose, Calif.; Loyd C. Sigmon, KMPC Hollywood; Ray Johnson, KMED Medford, Ore.

John S. Hayes, WTOP Washington; John F. Patt, WJR Detroit; Willard Schroeder, WOOD Grand Rapids, Mich.; John F. Box Jr., WIL St. Louis; Ben B. Sanders, KICD Spencer, Ia.; Robert T. Mason, WMRN Marion, Ohio; Ben Strouse, WWDC-FM Washington; Fred Rabell, KITT (FM) San Diego, Calif.; Robert R. Pauley, ABC; Arthur Hull Hayes, CBS; Robert F. Hurleigh, MBS; Peter Kenney, NBC.

CATV REGULATION URGED

NAB tv board says small stations threatened by uncontrolled catv systems, wants congress to act

Any move by community antenna systems to cripple or prevent television station service in local areas will meet head-on with NAB opposition, the association's Tv Board of Directors decided last week.

Meeting June 27 in Washington, the board called on the association's staff "to intensify its efforts to win congressional approval of legislation for limited

regulation of catv systems."

Pending in Congress are two bills (HR 6840 and S 1044) providing for FCC regulation of catv systems. They were introduced last year by Rep. Oren Harris (D-Ark.) and Sen. Warren G. Magnuson (D-Wash.), chairmen, respectively, of the House and Senate Commerce Committees. Both, however, were introduced at the request of the

FCC, and no action on either is expected in this session. Rep. Harris two weeks ago told the National Community Antenna Assn. that the commission should stay away from catv regulation (BROADCASTING, June 25).

Despite the pigeon-holing of these proposals, NAB took a firm stand on the need for limited regulation by the FCC, contending that legislation is necessary to protect the public interest in areas where catv systems could make it impossible to operate tv stations and thus deprive audiences of local service.

Catv's Advantage ■ Eugene S. Thomas, KETV (TV) Omaha, Neb., submitted a report to the board as chairman of the NAB CATV Committee. Dan W. Shields, NAB's special assistant for television, outlined NAB's position on catv in a June 19 address to the Tv Day celebration of Georgia Assn. of Broadcasters (BROADCASTING, June 25). He pointed to the fact that tv, a regulated industry, faces competition from an unregulated business that uses tv's programs as its major program supply and pays nothing for the product. He noted NAB doesn't oppose catv as a medium but will protect stations seriously hurt by catv, especially in small markets.

The NAB Tv Board's action was described as "informal."

A report on the Code Authority's new agreement with the three tv networks, setting up working procedures for more effective application of code standards to network programs, was made by Robert D. Swezey, director of the code office. He described the Tv Code Board's approval of a new and broader program for subscriber monitoring, based on voluntary submission of program logs by stations. This will supplement the office's off-air monitoring.

William B. Quarton, WMT-TV Cedar Rapids, Ia., presided at the television directors' meeting. NAB staff members who made reports included President LeRoy Collins; Vincent T. Wasilewski, executive vice president; Douglas A. Anello, general counsel; Hollis M. Seavey, government affairs manager; Howard H. Bell, industry affairs vice president; William Carlisle, station services vice president; George W. Bartlett, engineering manager, and Mr. Shields.

Appointments Confirmed ■ The board confirmed Gov. Collins' appointment of the following as members of the NAB Television Information Committee: Joseph C. Drilling, WJW-TV Cleveland; Robert F. Wright, WTOK-TV Meridian, Miss., and Clair R. McCollough, Steinman Stations, all tv directors. Representing networks are Lester Bernstein, NBC; John P. Cow-

den, CBS, and Michael Foster, ABC. Others named were C. Wrede Petersmeyer, Corinthian Stations; J. S. Sinclair, WJAR-TV Providence, R. I.; and Willard E. Walbridge, KTRK-TV Houston.

Others attending the Tv Board meeting: James D. Russell, KKTU (TV) Colorado Springs, vice chairman; David C. Adams, NBC; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Mr. Drilling; Gordon Gray, WKTU (TV) Utica, N. Y.; Payson Hall, Meredith Stations; William B. Lodge, CBS; Mr. McCollough, chairman of joint boards; Mike Shapiro, WFAA-TV Dallas; Mr. Thomas; Mr. Wright; and Mortimer Weinbach, ABC.

Changing hands

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

■ **WAIT Chicago:** Sold by Julius, Bertha L., Oscar, and Gertrude Miller to Maurice Rosenfield and his wife, Lois K., (31% each), Howard A. and Robert G. Weiss (16½% each), and Chicago law firm, Devoe, Shadu, Mikva & Plotkin (5%), for \$1 million and \$75,000 consulting agreement. Mr. and Mrs. Rosenfield own 50% of WFMF (FM) Chicago; he is also a lawyer. H. A. Weiss owns a concrete products corporation; R. G. Weiss is a stockbroker. WAIT is a 5 kw daytime station on 820 kc.

■ **WRIT AM-FM Milwaukee:** Sold by Balaban Stations (multiple owner) to Great Trails Broadcasting Co. (owned by Air Trails Network) for \$600,000. Charles Sawyer, former Secretary of Commerce, is Air Trails president and J. P. Williams is executive vice president. The buyer also has interests in WING Dayton, WCOL-AM-FM Columbus, WIZE Springfield, all Ohio, and WKLO, WEZI (TV) Louisville, Ky. WRIT is a 250-watt fulltime station on 1340 kc. (with construction permit for 1 kw. WRIT-FM is on 102.9 mc with 22 kw. R. C. Crisler & Co. was the broker.

■ **KAKC Tulsa, Okla.:** Sold by Public Radio Corp. to S. Carl Mark for approximately \$600,000. Mr. Mark formerly owned WTTM Trenton, N. J., and is president of Lit Bros. department store in Trenton. Public Radio, Lester Kamin, president, owns KXYZ-AM-FM Houston and KBEA, KBAY (FM) Kansas City. KAKC operates with 1 kw daytime, 500 w night on 970 kc. Blackburn & Co. was the broker.

■ **WALE Fall River, Mass.:** Sold by George L. Sisson Jr. and J. Roger Sisson to Milton E. Mitler for \$245,000. Mr. Mitler formerly owned WADK Newport and WYNG Warwick, both Rhode Island. J. Roger Sisson will re-

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CRestview 4-2770

Help from CBS-TV

CBS-TV has donated \$25,000 worth of television equipment to the New Jersey Educational Television Corp., Montclair, N. J., which is planning to establish a statewide non-commercial educational tv network. The CBS-TV equipment, if purchased new, would cost around \$100,000, according to NJ-ETV. The donation includes microphone booms, power supplies, audio and sound effects consoles, video and audio amplifiers, camera dollies, film projection equipment, monitors and synchronizing generators.

NJ-ETV expects to go on the air this year with its first station in Glen Ridge, N. J. Other stations are planned at Rutgers U., Glassboro State College and Atlantic City, N. J., along with four relay stations in the northwestern part of the state.

main with WALE in an executive capacity. WALE operates on 1400 kc with 500 w daytime, 250 w at night. Blackburn & Co. was the broker.

Santa Monica to get wired pay tv system

A wired pay tv system is being planned for Santa Monica, Calif. Home Entertainment Co., Beverly Hills, Calif., has engaged General Telephone Co. of California to start constructing distribution facilities for the system in September. H. W. Sargent Jr., vice president in charge of technical operations, said last week.

The system is expected to start Sept. 1, 1963. Mr. Sargent said the HEC system is "50% less expensive to manufacture and maintain and 50% less expensive to install than other systems tested in recent years."

The system would use unassigned channels on the home tv set. One channel would provide special programming, including first-run movies; a second would supply selective programs, such as operas, Broadway plays, concerts, and top sports events; and a third would be a "free" channel showing program previews, news bulletins and regular tv programming.

The heart of the system is said to be the master control center, which is about the size of a hi-fi tuner and which costs about \$1,000 to erect. It can control up to one million sets on a coaxial cable network, according to Mr. Sargent.

ON-AIR TOLL-TV TEST IS UNDERWAY

Minow, Dodd in filmed appearance on Hartford uhf

The first over-the-air test of pay television was scheduled for last Friday (June 29) in Hartford with the showing of the feature film, "Sunrise At Campobello" to approximately 300 subscribers.

The RKO General Phonevision Co. is using RKO General's WHCT (TV) for the project, which is scheduled to continue for three years. "Campobello" has been shown in theaters, but not on television. The fee for this first offering was \$1.

Opening night schedule included a filmed inaugural program with Ralph Bellamy, president of Actors Equity, as host. It also featured FCC Chairman Newton N. Minow, Connecticut Gov. John Dempsey, Hartford Mayor William Glynn and Sen. Thomas Dodd (D-Conn.).

The pay tv channel on Saturday (June 30) was set to carry three 15-minute shorts for children, obtained from the film library of McGraw-Hill Publishing Co. The charge was 25 cents for the package. On Saturday evening, a Yul Brynner feature film, "Escape from Zahrain," was offered for \$1.25.

Other features to be offered this week: Paramount's "One-Eyed Jacks," War-

ner's "Splendor in the Grass" and Paramount's "Pleasure of his Company." It was reported that programming will be repeated about four times during a 10-day period.

Thomas F. O'Neil, president of RKO General, said that future programming will include, in addition to top motion pictures, theatrical productions, Bolshoi Ballet, adult and children's educational programming, and a varied sports bill highlighted by the Patterson-Liston heavyweight title fight from Chicago next September.

The station will continue to function as a commercial uhf station when pay-tv programs are not being carried.

St. Louis ABC-TV sales

The opening of a branch office in St. Louis by ABC-TV National Sales Inc. is announced by James E. Conley, executive vice president of the company which represents the five ABC-TV owned stations. The office, headed by Robert Sullivan, formerly with the Katz Agency, Chicago, is located at 915 Olive St., St. Louis 1. Telephone Chestnut 1-4647.

FAR WEST—Fulltime radio station with excellent power and good frequency in large growth market. Land and building included in over \$170,000.00 of assets. Last year's cash gross of approximately \$160,000.00 reflected drop-off of \$45,000.00 from previous year and marked first time station grossed less than \$185,000.00 in past six years. Priced at \$275,000.00 on basis of \$75,000.00 down and balance out over ten years.
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FAULK GIVEN \$3.5 MILLION

Plan appeal of huge libel verdict against Aware, Hartnett; one defendant found dead before award

A jury in the New York State Supreme Court late Thursday (June 28) awarded former WCBS personality John Henry Faulk \$3.5 million in his libel suit against Aware Inc., research consultant Vincent W. Hartnett and the late Laurence A. Johnson, a supermarket operator. It was believed to be the largest award in a libel action.

In his charge to the jury, Supreme Court Justice Abraham Geller told members for the first time that Mr. Johnson had been found dead in a Bronx, N. Y., motel on Wednesday (June 27). Justice Geller did not tell the jury the circumstances surrounding Mr. Johnson's death but police said the 73-year-old operator of a chain of supermarkets in upstate New York apparently had died of natural causes. He had a history of heart disease. Police said there was no sign of violence.

The verdict, given at 11:40 p.m., specified compensatory damages of \$1 million against the three defendants jointly and punitive damages of \$1.25 million each against Aware Inc. and Mr. Hartnett. The jury had been instructed that punitive damages could not be levelled against a dead man.

Defense attorneys said they would appeal the case, but asked Justice Geller to remove Mr. Johnson from the case altogether, contending that heirs are not liable when a defendant dies before a verdict is rendered. Justice Geller acknowledged he had not found a precedent while searching through law books. He denied the motion but granted a stay of execution until Oct. 1 of any award that might be made against Mr. Johnson's estate so that this legal point might be brought before the appellate division of the court.

Mr. Faulk worked more than five years for WCBS New York until September 1957. He contended that a bulletin issued by Aware in February 1956, prepared by Mr. Hartnett, and distributed to agencies and sponsors by Mr. Johnson, had linked him falsely with pro-communist causes and had resulted in blacklisting him from radio-tv employment.

Nizer Summation ■ In his summation, Louis Nizer, Mr. Faulk's counsel, asked the jury to award Mr. Faulk a total of \$4 million. He set a figure of \$1 million from the defendants to compensate for Mr. Faulk's loss in income since 1957, and an additional \$1 million from each of the defendants for punitive damages.

Mr. Nizer reminded the jury that Justice Geller had ruled earlier in the

trial that the defense had not proven the truth of the bulletin's accusations nor had it proved that the bulletin constituted "fair comment," which, he said, was the only other complete defense from libel.

For the defense, attorney Thomas Bolan contended that the "real issue" in the trial was this: was Mr. Faulk damaged at WCBS by the Aware bulletin? He insisted Mr. Faulk had not been damaged. He said that there had been 1,423 commercials spots on Mr. Faulk's radio program on WCBS during the 52 weeks prior to the publication of the bulletin in February 1956, and there were 2,458 spots during the following 52 weeks.

Mr. Bolan charged that the Faulk program was dropped in September 1957 because of "a steady decline" in the show's popularity. He claimed that the three defendants showed no malice toward Mr. Faulk and that their action had been motivated solely by patriotism.

N.Y. Stock Exchange now lists Metromedia

Metromedia Inc. has been listed for trading on the New York Stock Exchange. The company's stock previously was traded over the counter.

Listed for trading by the exchange were 2,434,137 shares of common stock, of which 1,707,057 are outstanding; and 6% convertible subordinated debentures, due April 1, 1975, in the principal amount of \$5,943,000.

Operating divisions of Metromedia are Metropolitan Broadcasting, consisting of WNEW-AM-TV New York,



First customer for Metromedia stock was John W. Kluge (left), president and board chairman of Metromedia, who bought 100 shares. At right is Exchange President G. Keith Funston.

KMBC-AM-TV Kansas City, WTTG (TV) Washington, KOVR (TV) Sacramento-Stockton, WTVH (TV) Peoria, WTVP (TV) Decatur, Ill., WIP Philadelphia and WHK Cleveland; Metro Broadcast Sales, a station representative for the company-owned stations and a limited number of other outlets; Worldwide Broadcasting which operates commercial short-wave station WRUL New York, and Foster & Kleiser Adv. (outdoor advertising firm).

KTTV(TV) to handle own national sales

KTTV (TV) Los Angeles is dropping Blair-Tv as its representative and expanding its own national sales organization to take over as of Oct. 1, Robert W. Breckner, station president, announced last Monday (June 25).

The station's sales offices in New York and Chicago will be enlarged and a new office established in San Francisco, and all national and regional accounts will be serviced from these offices. The sales staff will report to Charles D. Young, KTTV national sales manager, at Los Angeles headquarters.

Jack M. Duffield, eastern marketing and sales manager, will direct eastern sales from his New York offices. Frank A. Browne, midwestern marketing and sales manager, will continue to be responsible for that area, operating from Chicago headquarters. Both will begin immediately to expand their staffs.

Concerning Blair-Tv, which has represented KTTV for 12 years, Mr. Breckner said: "KTTV still considers the Blair organization the best in its field. This move is predicated on changing philosophies and systems, plus the unique marketing patterns and problems of the volatile Los Angeles market, rather than any dissatisfaction with Blair-Tv."

News cooperative formed by West Texas stations

Seven West Texas radio and tv stations have announced the formation of a cooperative news association called the West Texas News Association which is scheduled to begin operation July 2. The participating stations are: KCRS Midland; KBST Big Springs; KOSA-AM-TV Odessa; KVKM-AM-TV Monahans; KERB Kermit.

Wendell Mayes Jr., chairman of the association and general manager of KCRS, credits Harry Van Slayke with the idea for the association, believed to be the first regional new service of its kind. The way has been left open for additional stations to join the service from the West Texas and Eastern New Mexico areas.



Any way you look at it...



Demonstrations are goof-proof on video tape, as in "Reynolds Aluminum" commercial. Immediate playback after shooting, spotlights even minor flaws, speeds improvement.



Mitch demands fluff-free high C's for his popular "Sing-along" show. Video tape helps keep the fun in, the fluffs out, for maestro Miller and his merry choristers.

No goofs, no fluffs with SCOTCH[®] BRAND Live-Action Video Tape!

Whether a slip of the hand, tongue, camera, lighting or direction, it can be found and fixed *immediately* when the show or commercial is produced on "SCOTCH" BRAND Video Tape. And video tape assures the picture quality that's *live* as life, without the risk of an on-the-air fluff. Tape plays back the picture moments after shooting, helps find flaws that defy detection during the actual "take." You can check every detail—sound, lighting, focus, pacing, delivery—while everyone is still on the set, ready for a re-take if needed.

Video tape performs instantly for special effects, too! No waiting for days, weeks, while lab work and processing laboriously create an "effect". Not

only are you ahead in time savings, but in cost savings as well!

Immediate playback plus today's easier-than-ever tape editing makes short work of last-minute changes, permits quick insertion of new material in existing footage. And "SCOTCH" Video Tape, for both black-and-white or color, provides outstanding "presence" to enhance commercial messages, network and local shows, as well as closed-circuit presentations.

A free brochure, "Techniques of Editing Video Tape," provides samples of current editing practices, plus examples of special effects created on tape. For your copy, write Magnetic Products Division, Dept. MBX-72, 3M Co., St. Paul 19, Minn.

"SCOTCH" IS THE REGISTERED TRADEMARK OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL 19, MINN. EXPORT: 39 PARK AVE., NEW YORK. CANADA: LONDON, ONTARIO. ©1962. 3M CO.

Magnetic Products Division **3M** COMPANY

WHAT PUBLIC THINKS OF TV

CBS to publish study report it says is milestone emphasizing tv audience's desires and attitudes

CBS announces that results of a detailed study about the public's evaluation of television will be published soon.

Dr. Frank Stanton, CBS president, attached unusual importance to the CBS-financed study, characterizing the report, in a newsletter to employees and an announcement, as follows:

"I think that this study may well be a breakthrough in social research and prove to be a landmark in the study of mass communications. Certainly it will give broadcasters, social scientists, government leaders and the public a major new source of information on how we can further contribute to the development of television in a democratic society."

The survey project, conducted by the Bureau of Applied Social Research of Columbia U. under a CBS grant, is based on field work by Elmo Roper & Assoc. and the National Opinion Research Center of the U. of Chicago. The project, headed by Prof. Bernard Berelson, director of the bureau at Columbia U., and Dr. Gary Steiner, who is associated with the business graduate school at Chicago U., received impetus in a "research inquiry" proposed in 1955 by CBS. The network saw the inquiry, said Dr. Stanton, as "an impartial nationwide study of what the public wants from television and what television means to the people." The findings will be published in book form "shortly," CBS said.

Klapper's Post ■ Coincidentally, Dr. Stanton announced the appointment of Dr. Joseph T. Klapper, internationally known sociologist, who has been conducting communications research in the behavioral research service of General Electric Co., to a new post, director of social research.

Dr. Klapper, Dr. Stanton said, will plan, initiate and conduct studies of the effect of mass media on social behavior. Although he will concentrate on broadcasting, Mr. Klapper's area also will include the "social role" of other communications media, Dr. Stanton stated. He assumes his duties this month.

Dr. Klapper participated in communications studies as a research associate and project director at the Bureau of Applied Social Research at Columbia U. He has been associated with the faculties of the U. of Washington, of Stanford, the City College of New York and Brooklyn Polytechnic Institute. He is president of the American Assn. for Public Opinion.

The CBS announcement of the completed study referred to testimony be-

fore the FCC in January 1960, in which Dr. Stanton outlined the study's basis. At that time he said CBS was convinced a technique is needed to continually appraise "audience appreciation—an index to provide an interpretive dimension to sheer nose counting."

People's Choice ■ Dr. Stanton testified the tv industry needs to know "what people want to look at [and] what people think we ought to be doing."

The study emphasizes audience attitudes and desires. As released by CBS last week, these are the "basic questions" the study explores:

The place television occupies in the lives of the American people and how it relates to their amusement, information, relaxation and livelihood.

How people feel about what television is doing, and the areas of untapped

potential indicated.

How people react to various types of programs and commercials and the underlying elements involved in their reaction.

How the general "viewing public" divides into distinct viewing publics, and what these distinct publics are.

How the public's expressed attitudes and feelings compare with their actual use of television.

Depth interviews, each lasting two hours, were conducted in the evening and on weekends with adults in 2,498 homes, selected to represent a cross-section of the nation's viewers.

The areas covered by each interview included general evaluation of television and a comparison with other leisure activities and other mass media, reasons for watching, satisfactions and frustrations in viewing, specific program likes and dislikes, advantages and disadvantages of television for children, attitude toward commercials, and classification data about the personal and demographic characteristics of the person interviewed.

Year-old ATS adds 3, reports billings gain

REP FIRM SAYS CHARTER CLIENTS BILLINGS UP 11%

Addition of three new clients, bringing its total station list to 50, plus a substantial gain in business at its original charter stations, was announced last week by Advertising Time Sales Inc. It came as the station representation firm issued a report on its first year of operation.

ATS, formed July 1, 1961, highlighted the report with these statistics:

■ A total station list of 50, divided equally 25 tv and 25 radio. Of this number nine tv and five radio stations were added during the year and all of the charter stations remained with ATS.

■ Billings for the charter stations, moreover, are up. The rise is nearly 11% in the first year of operations, ending in June of this year (the television increase is set at 11.25% and in radio the rise is 9.55% or a 10.9% gain for

both media).

When the continued increases forecast for the original stations are combined with new business, ATS' overall business is expected to rise by some 40% in the second year of operation.

New Three ■ The nine stations added to the client list in the past year include three announced last week: WCIV-TV Charleston, S. C. (goes on the air in October), WCCA-TV Columbia, S. C. and WCCB-TV Montgomery, Ala. WCIV-TV (ch. 4) will be the third station in Charleston and will be affiliated with NBC-TV and will be color and video-tape equipped.

ATS was formed with the station list of The Branham Co. as a foundation. While Branham continued in its primary business, newspaper representation, ATS spun off under new ownership and man-



Mr. Campbell

Mr. Davidson

Mr. Thompson

agement and all of the the original Branham stations (in the broadcast division of the Branham firm) signed contracts with the new ATS ownership. ATS now has no connection with Branham.

Thomas B. Campbell, president (was executive vice president in the Branham Broadcast Division and the key principal in ATS' formation); William N. Davidson, vice president and director (former vice president of NBC and general manager of the network-owned WNBC-AM-FM-TV New York), and John A. Thompson, vice president and director (former vice president-sales of Peters, Griffin, Woodward) comprise the three executives of ATS who operate as a management committee of the company.

Since the ATS formation, nine national sales offices have been operating: New York, Chicago, Dallas, Detroit, Atlanta, St. Louis, Los Angeles, San Francisco and Minneapolis.

Also in the first year of operations, ATS firmed up its sales operations with the appointments of James A. McManus as vice president-tv sales, and W. B. Taylor Eldon as vice president-radio sales. Directors include Messrs. Campbell, Thompson, Davidson and George Harding, vice president-Dallas.

Other stations added, during ATS' first year: WESH-TV Orlando-Daytona, Fla.; KSYD-AM-TV Wichita Falls, Tex.; WPSD Paducah, Ky.; KPLC-AM-TV Lake Charles, La.; KALB-TV Alexandria, La.; WECT (TV) Wilmington, N. C.; KBON Omaha; WIST Charlotte and WORD Spartanburg, S. C.

Brown, Nixon agree on televised debate

The major party candidates for governor of California will meet sometime in October in debate before tv cameras feeding a statewide hookup, if the details can be worked out.

Gov. Edmund G. Brown, Democratic candidate, has invited his Republican opponent, Richard M. Nixon, to participate in a California version of the 1960 presidential campaign great debates; and Mr. Nixon, who has long been urging such a meeting, immediately accepted.

Right after last month's primary election, KTTV (TV) Los Angeles offered them time for a televised debate and a special statewide network to carry it. Last week KABC-TV Los Angeles also offered its facilities and those of ABC-TV in California. Both radio and tv were offered by KNX and KNXT (TV) Los Angeles and KCBS San Francisco, CBS-owned stations. An invitation was extended to Gov. Brown more than a year ago by the three CBS-owned stations, but it differed by making the deal dependent on the repeal of Sec. 315 of the Communications



WAVE-TV gives you
28.8% more HOUSEWIVES
—28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales!
 Ask Katz for the complete story.

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE

The Katz Agency, National Representatives



Act, requiring equal opportunity for all candidates for an office.

Robert D. Wood, vice president and general manager of KNXT, admitted Sec. 315 is still on the books, opening the way for Robert Wycoff, candidate of the Prohibition Party for governor,

to demand equal treatment from stations carrying a Nixon-Brown debate. Mr. Wood also noted that the California law permits write-in candidates and that perhaps some non-party contenders for the post of governor would also be entitled to the same fa-

cilities.

But, he said, the importance of a Nixon-Brown debate to the California electorate outweighs the possible drawbacks. Mr. Nixon has named Robert H. Finch, his 1960 campaign manager, to arrange the debate for him.

Nowhere to turn but radio in a crisis

OMAHA, OTHER MIDWEST CITIES DEPEND ON RADIO IN POWER BLACKOUT

A midwestern power blackout June 25 gave broadcasting an unexpected and dramatic chance to show its ability to keep the public informed and to prevent panic.

Although power failed in parts of five states, the so-called "No. 1 Enemy Target," Omaha's Strategic Air Command Base, was the focal point for a peacetime emergency that demonstrated the role radio and tv can play in time of crisis.

For more than two hours, starting at 1:37 p.m., Omaha had only two sources of information—radio stations that could return to the air with auxiliary equipment and the thousands of telephone calls handled by radio and tv stations and other information sources.

The emergency was especially serious in Omaha, though Lincoln and other cities in Nebraska and adjoining states suffered in varying degrees from the power loss, traced to an equipment failure at the Fort Randall (S. D.) Dam. An area of 300,000 square miles was affected.

Radio's audience in Omaha was based on a bonus circulation—the crowds that gathered around radio-

equipped autos caught in traffic jams caused by the failure of traffic lights. Auto radios were turned up high and could be heard on sidewalks where thousands listened. Portable radios were operated in offices and stores, homes; pedestrians shared their pocket transistor receivers with eager listeners.

Radio's Advantage ■ Radio naturally had a built-in advantage over any other information source with its ability to reach the public through battery-powered receivers. With power down, television sets were out of action unless an occasional battery-operated receiver happened to be available. But such sets were useless because tv stations were unable to operate.

Several practical lessons were learned in the two-hour blackout:

- The public is trained to turn first to radio in an emergency. There's nowhere else to turn.

- Auxiliary power equipment needed by radio stations if they are to stay on the air, requires regular maintenance.

- Where transmitters are separately located they should have emergency program equipment such as microphone and turntables.

- Portable tape recorders are especially effective, permitting broadcast by public officials and others whose words are important in time of crisis.

The Monday power blackout fortunately happened in daytime. Most places of business were free of panic because limited daylight or candles were available. Omaha's worst problems were traffic jams, stalled elevators, overloaded telephone lines and shut-downs of all types of electrical equipment.

Radio quickly spread messages about careful driving and unnecessary use of telephones and water. The water problem was serious because lowered pressure would have affected hospitals.

George Winkler, Omaha Civil Defense communications chief, was quoted as saying the Conelrad emergency radio system was operative since all Conelrad stations have emergency generators.

Teletypes and weather reporting services of radio and tv stations were knocked out. Office machinery was in-

operative, air-conditioning went off and studio electronic equipment was dead. Telephone service varied at stations.

Legmen ■ All stations placed news crews at key points around Omaha. Communication by telephone was sporadic but newsmen kept newsrooms informed. Tv newsmen gathered material for use when their stations could return to the air.

At WOW-AM-TV, William J. Kotera, chief engineer, drove to the radio transmitter to turn on the gasoline emergency power unit but couldn't get on the air until 2:19 p.m. when a program line from the station was restored. Small power units were used to operate studio equipment.

WOW-TV, KETV (TV) and KMTV (TV) Omaha were back on the air within minutes after 3:48 p.m. when power was restored, waiting only long enough to heat up equipment.

"Many people who phoned us wondered if it was an end-of-world situation," said Arden E. Swisher, KMTV general sales manager.

KETV claimed an exclusive beep interview with an engineer at Pickstown, S. D., site of the power plant, giving a detailed account of the problem.

Lighting Up ■ Frank P. Fogarty, general manager of WOW-AM-TV, had just presented the 1962 B'Nai Brith Americanism award to Rev. Carl Reinert, former president of Creighton U., when the power failure cut off lights and the WOW radio pickup. Rev. Reinert finished his speech with the aid of cigarette lighters and later in the day recorded it at the WOW studio for delayed broadcast. Mr. Fogarty received the award in 1961.

Omaha stations were able to recover most of their lost commercial business by rescheduling local and national spots. Stations killed commercials during the critical period.

Network affiliates fed reports via any available communications facility.

Most radio stations reported they were back on the air within 45 minutes. KOOO had no interruption whatever, according to Dean Barnett, news editor, shifting immediately to auxiliary equipment and feeding news bulletins to a baffled public.

KBON was off 25 minutes, accord-

Teleglobe sets minimum

The Teleglobe Pay-Tv System will begin its trial operation in Denver when 2,000 subscribers have contracted for the service, Ira Kamen, technical director, told the American Institute of Electrical Engineers at its summer general meeting in Denver.

Mr. Kamen said KTVR (TV) Denver is expected to transmit Teleglobe subscription programs at least 14 hours a week between 6 p.m. and midnight and up to a maximum of 40 hours under possible additional schedules. The system is based on broadcast transmission of a video picture without sound, which would be carried by wire. The franchise holder is the Macfadden Teleglobe-Denver Corp. The service of the Mountain States Telephone & Telegraph Co. is contemplated.



New NAB Tv Code Review Board sits

Members of the new NAB Tv Code Review Board took part in a panel held June 15 by the U. of Washington School of Communications in connection with the Seattle fair. The panel dealt with self-regulation by mass media.

L to r: Robert W. Ferguson, WTRF-TV Wheeling, W. Va., Ernest Lee Jahncke Jr., NBC; Joseph H. Ream, CBS; Lawrence H. Rogers II, Taft Broadcasting Co.; William B. Pabst, KTVU (TV) Oakland, Calif., code board chairman; Robert D.

Swezey, NAB code authority director; Mrs. A. Scott Bullitt, KING-TV Seattle; George B. Storer, Storer Broadcasting Co.; Alfred R. Schneider, ABC. Not shown is Roger W. Clipp, Triangle Stations, who was unable to attend.

ing to M. M. Fleischl, vice president-general manager. Bulletins were relayed to the transmitter, four miles away, by auto messengers. George Ragan, chief engineer, doubled as newscaster until Frank Scott, news director, arrived.

KFAB was off the air less than three minutes, long enough to put standby power equipment into operation, according to Lyell Bremser, vice president-general manager. KOIL reported a delay in getting its auxiliary transmitter and power supply started.

KMEO put an emergency carrier on the air quickly but was unable to broadcast for two hours because of lack of power at the studio, some miles from the transmitter. Jay L. Spurgeon, general manager, said the station was able to feed Mutual network, however. It has decided to install a standby studio at the transmitter as a result of the power failure.

Other cities suffered. Des Moines had a 22-minute problem concerning a reduction in power instead of a blackout. This affected stations but there was partial broadcast service available to the public. At Lincoln, Neb., KLIN reportedly rented a portable generator.

Maine etv funds approved

Maine voters approved a \$1.5 million bond issue for an educational tv network in a statewide referendum by a 3-2 majority. The bond issue would

finance transmitters at Presque Isle, Orono and Calais and a studio at the U. of Maine at Orono. WCBB (TV) Augusta (ch. 10) is the only etv station now on the air in Maine; it would be tied into the statewide system. It is owned by Colby-Bates-Bowdoin Educational Telecasting Corp.

Media reports...

Intern plan ■ WAVA-AM-FM Arlington, Va., has started a news internship program for young people, in or out of school, to learn radio and newsroom procedures. Assignments will range from news correspondents at local high schools to parttime evening and weekend announcing chores. No regular salary will be paid under the plan which has the end objective of acquiring permanent staff members from within the community.

RAB moves ■ Radio Advertising Bureau last week moved into its own five-story building at 116 E. 55th St., New York.

On the move ■ Peters, Griffin, Woodward, New York, continuing expansion in its branch offices took on Atlanta activity last week with the announcement of a move in that city to larger quarters. The new PGW Atlanta office is at 1371 Peachtree St., Northeast. Phone: 875-7763, area code 404.

Promoting the Cyclone ■ WFDF Flint, Mich., was selected to conduct remote

broadcasts for the plant facilities of Fisher Body-Grand Blanc outside of the city. Over 12,500 visitors crowded the area to view the Cadillac Cyclone, new experimental car. The Fisher plant credited most of the crowd to the station's broadcasts.

Merger ■ The merger of the department of journalism and the department of radio-television at the U. of Houston into a department of communication arts-effective this fall has been announced by Dr. Philip G. Hoffman, university president. Dr. Patrick E. Welch, chairman of the radio-tv section, will be in charge.

Pr appointment ■ KXOL Ft. Worth has appointed Paul Ridings Public Relations, that city, to handle its public relations.

Presentation award ■ CBS Radio has been awarded first prize in the annual competition of the National Visual Presentations Assn. Winning presentation, called "Expansion for the Sixties," traces the evolution of radio as an advertising medium. It has been seen by 2,000 advertising and business executives in major markets.

New office ■ The Collegiate Broadcasting Network has opened new offices in Pittsburgh at 700 Rebecca St., Wilkinsburg Borough. Telephone: 731-8740.

Color tv studio ■ NBC-TV is adapting studio 6-A in the RCA Building, New

York, for color television broadcasting. The network will have seven New York studios equipped to broadcast color programs when the studio is completed in July and when the Peacock Theatre (the former Studio 8-H), also in the RCA Building, is renovated in September.

Annual award established - WIL-AM-FM St. Louis, in honor of the late Ralph (Bud) Clark, former WIL newsman and graduate of Assumption High School in East St. Louis, has established the "Assumption Man of the Year", award to be presented annually to the Assumption senior student who best exemplifies the qualities of an outstanding athlete and upholds a record of academic scholarship. The first award was presented to Kenneth Gonzales by Vir-

ginia Clark, widow of the WIL newsman who died last October.

3 N.D. outlets switch

Three North Dakota radio stations switched network affiliations yesterday (July 1).

KSJB Jamestown, formerly a CBS Radio affiliate joined MBS, while KEYJ Jamestown and KOVC Valley City, both formerly with MBS, joined CBS Radio.

KSJB, owned by Great Western Enterprises, operates fulltime on 600 kc with 5 kw. KEYJ operates on 1400 kc with 1 kw and is owned by James River Broadcasting Co. KOVC, owned by KOVC Inc., operates on 1490 kc with 250 w.

ACEJ okays radio-tv at five universities

Radio-television courses at five universities received accreditation from the American Council on Education for Journalism in series of actions announced last month. Receiving approval were courses at the universities of Illinois, Indiana, Missouri, Montana State and Northwestern. Approval was given to advertising courses at Illinois, Missouri, Montana State, Northwestern, Oregon, Syracuse and Wisconsin.

ACEJ is one of 23 associations recognized by National Commission on Accrediting. Herbert Brucker, Hartford (Conn.) *Courant*, is ACEJ president. Robert K. Richards, public relations consultant formerly of NAB, is a vice president.

PROGRAMMING

FOREIGN SOUNDTRACKS CURTAILED

Tv film producers group signs new pact with AFM

An agreement that there shall be no further foreign scoring of soundtracks for tv films is the major feature of a two-year contract that has been negotiated between The Alliance of Television Film Producers and the American Federation of Musicians.

Beginning July 1, the new contract calls for an immediate increase in scale from \$55 to \$57.50 for a three-hour session, with an additional 7% increase on Nov. 1. Agreement, containing the same terms and conditions as those for the Assn. of Motion Picture Producers, covers tv programs produced by the following ATFP member companies: Bellmar, Bing Crosby, Calvada, Desilu, Four Star, T-N-L and Mayberry.

Other ATFP members either are not in production (like Flying A), already have AFM contract (like Revue and Mark VII) or are not included in the association's bargaining unit.

Catholic group honors radio-tv broadcasters

KMOX-TV St. Louis, WJMJ Philadelphia, ABC-TV and NBC Radio received the 1962 Gold Bell awards conferred annually by the Catholic Broadcasters Assn. This year's winners were announced June 21 at the closing banquet of the CBA convention in St. Louis. The four awards are given for

programming by local tv and radio stations as well as by tv and radio networks.

In addition, the CBA presented citations to KCBS, San Francisco; KRON-TV, San Francisco; WTEN (TV) Albany, N. Y.; WRGB (TV) Schenectady, N. Y.; WBBM, Chicago; WJBK-TV Detroit; KNXT (TV) Los Angeles; WDSU-TV New Orleans; WLBW (TV) Miami; WCKT (TV) Miami; KCRA-TV Sacramento, Calif.; KSTP-TV St. Paul, Minn.; WTIC-TV Hartford, Conn.; KTHV (TV) Little Rock, Ark.; WFMJ-TV Youngstown, Ohio; WHEN-TV Syracuse, N. Y.; WEAN Providence; WPRO-TV Providence; WJAR-TV Providence; WFBM-AM-TV Indianapolis, Ind.; KSD-TV St. Louis, and KMOX St. Louis.

The Archdiocese of St. Louis simultaneously presented special local awards to KTVI (TV) St. Louis and KMOX.

New firm lands rights to Patterson-Liston

A new firm, Graff, Reiner & Smith Enterprises, Los Angeles, has been awarded the television and radio rights to the Floyd Patterson-Sonny Liston heavyweight championship fight to be held Sept. 25 at Comiskey Park, Chicago.

GR&S got the rights from Championship Sports, promoter of the title bout, with a firm guarantee of \$2 million, against 85% of the gross revenue the firm receives for the tv and radio coverage. The award surprised insiders who had expected that it would go to TelePrompTer Corp., which had handled the closed circuit television and radio broadcasts of previous Patterson fights.

Martin W. Smith, general manager of GR&S, said last week the revenue

COLORCASTING

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

NBC-TV:

July 2-6, 9-11 (10:30-11 a.m.) *Play Your Hunch*, part.

July 2-6, 9-11 (11-11:30 a.m.) *The Price Is Right*, part.

July 2-6, 9-11 (12-12:30 p.m.) *Your First Impression*, part.

July 2-6, 9-11 (2-2:25 p.m.) *Jan Murray Show*, part.

July 2-6, 9-11 (11:15 p.m.-1 a.m.) *Tonight*, part.

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

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

July 4, 11 (10-10:30 p.m.) *Play Your Hunch*, part.

July 5 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty;

Buick through Burnett; R. J. Reynolds through Esty.

July 7 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

July 7 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

July 7 (10-10:30 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

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

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

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

July 8 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

July 8 (10-11 p.m.) *Du Pont Show of the Week*, Du Pont through BBDO.

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

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

from closed circuit tv and radio may run as high as \$6 million.

The head of the new firm is Sheldon Graff, Beverly Hills, Calif., financier, whose business management firm's offices at 9829 Sunset Blvd. are temporary headquarters for GR&S. David J. Reiner is an engineer with wide experience in television. Mr. Smith is an advertising and sales promotion executive who went to Los Angeles several years ago from Gardner Adv. in St. Louis.

Desilu Film to handle theatrical pictures

Desilu Film Distributing Co. has been formed as a division of Desilu Sales, tv film distributing arm of Desilu Productions, to handle the distribution of theatrical motion pictures on a world-wide basis.

Lewis Ginsberg, head of his own film distribution firm for past 16 years and before that with United Artists, has been appointed general manager of DFDC, with headquarters in New York's Delmonico Hotel. He will leave for Europe soon to set up overseas offices.

Art Greenfield, eastern sales manager of Desilu Sales, transfers to Desilu's Gower Studios in Hollywood as west coast manager of DFDC. Tom Seehoff, central sales manager of Desilu Sales, moves to New York as eastern manager of the new subsidiary.

The first theatrical release Desilu Film Distributing will handle is *The Scar-Faced Mob*, a two-hour tv show from which *The Untouchables* series derived.

Negro musical drama series pilot announced

Plans for the production of a pilot film for what he called the "first Negro musical drama tv series" were announced last week by Bidy Wood, head of Bit O' Honey Productions, New York, a newly formed film production company.

Mr. Wood said the working title for the half-hour series is *Damita's Folks*, which will star Mr. Wood's wife, Damita Jo, a night club and record singer. It will center around the life of an aspiring singer of a middle-income Negro family. It will utilize both Negro and white performers and, according to Mr. Wood, will place "the accent on entertainment values instead of racial issues."

Ossie Davis, author of the Broadway play, *Purlie Victorious*, has been signed to write the scripts. The series will be produced in association with Seneca Productions, New York, and will be filmed in that city, starting in late August. It will be offered initially for network sale.

Aubrey, Levathes to Skouras post?

BOTH NAMES IN SPECULATION, BUT AUBREY DENIES

Spyros P. Skouras resigned last Wednesday as president of 20th Century-Fox Film Corp. following a long dispute among top management, resulting from studio operating losses amounting to approximately \$35 million over the past two years.

Among those reported in the running to succeed Mr. Skouras have been James T. Aubrey Jr., president of CBS-TV, and Peter G. Levathes, vice

president in charge of production for Fox and formerly head of the company's television operation. A CBS spokesman last week quoted Mr. Aubrey as denying the report.

New Allied Artists package

A package of 48 "Bowery Boy" motion pictures has been released for television by Allied Artists Television Corp., New York. The films, starring Leo



This man will help spend \$18,000,000 in Mississippi gas stations this year!

He is one of the quarter million people who live in the Hattiesburg-Laurel television market. As a group, these people account for \$188,000,000 in annual retail sales, \$18,000,000 of which is spent at the corner gas station.

According to the 1961 Nielsen Coverage Study, these same people view WDAM-TV more often than any other television station. They are influenced by WDAM-TV. They buy WDAM-TV advertised products.

Who is watching your commercial in Southern Mississippi tonight?

WDAM-TV Channel 7
NBC - ABC
HATTIESBURG-LAUREL, MISSISSIPPI

Represented nationally by Weed Television Corporation

TvQ's top ten for May by age

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

Rank	Program	Total Audience TvQ	Age Groups				
			6-11 TvQ	12-17 TvQ	18-34 TvQ	35-49 TvQ	50+ TvQ
1	Bonanza	53	57	58	50	48	55
2	Ben Casey	52	49	58	54	50	52
3	Andy Griffith	49	72	49	42	48	45
4	Doctor Kildare	46	51	55	40	39	52
4	Hazel	46	66	44	38	38	50
4	Red Skelton	46	68	55	36	43	42
7	Disney World of Color	43	72	47	34	36	36
7	Saturday Night Movies	43	55	60	48	36	27
9	My Three Sons	41	69	60	33	30	30
10	Gunsmoke	40	46	39	32	38	48

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Gorcey and Huntz Hall, have been edited to one-hour lengths for tv use. Robert B. Morin, vice president and general sales manager of Allied Artists announced that the package already has been purchased in 10 markets: WALA-TV Mobile, KTVK (TV) Phoenix, WPTV (TV) Palm Beach, KHJ-TV Los Angeles, KSD-TV St. Louis, KDUB-TV Lubbock, Tex.; KSYD-TV Wichita Falls, Tex.; WSLSTV Roanoke, Va.; KING-TV Seattle, and WJBF (TV) Augusta, Ga.

NBC-TV top winner of 'Tv Guide' awards

NBC-TV programs won five of the eight categories in the third annual *TV Guide* awards announced June 24, including its coverage of astronaut John Glenn's orbital flight (best single news or information program); *Huntley-Brinkley Report* (best news or information series); *Bonanza* (favorite series); "The Prince and the Pauper" on the *Walt Disney World of Color* series (best single dramatic program), and the Bob Hope Christmas Show (best single musical or variety program).

ABC-TV was second with two winners: *Ben Casey* (favorite new series) and Vincent Edwards (favorite male performer). CBS-TV's Carol Burnett of the *Garry Moore Show* was named favorite female performer.

Harmon, BLH in merger

Larry Harmon Pictures Corp., a producer of animated cartoons, and BLH Productions, a producer of commercials and industrial films, have merged as Larry Harmon Films Co.

Bud Brody, head of BLH, resigned as studio manager of National Screen Service to form BLH with Sid Hecht, who has been assistant manager, and Harry Lewis, production manager. Larry Harmon Films anticipates spending more than \$5 million in program production in the next year, with two new cartoon series, *Laurel & Hardy* and *Wacko Wolf*.

Program notes...

July release ■ SESAC Inc., New York, has released its new *Folk Drummers* album, which contains station promotions, weather and time cues, patriotic and public service spots, and commercial introductions, all with a folk-song sound. The album also contains well known folk tunes and Dixieland instrumentals.

Zoo series in release ■ Trans-Lux Television Corp., New York, has acquired distribution rights to the *Zoo-rama* half-hour series which is produced on tape by KFMB-TV San Diego in cooperation with the local zoo. Trans-Lux will distribute 39 new half-hours and 39 segments produced during 1961-62. The series already has been sold to WOR-TV New York and KABC-TV Los Angeles.

Movie tv special ■ "Hollywood: The Great Stars," a tv special dealing with inside stories of the "big name" screen personalities, is in pre-production at Wolper-Sterling Productions. Inspired by the success of "Hollywood: The Golden Years," shown last November on NBC-TV, the new one-hour documentary is being produced concurrently with "Hollywood: The Talkies," which will trace the history of the sound motion picture to the present.

Status of women ■ Material which may be used for program planning is available from the President's Commission on the Status of Women. The commission was established by the President "to set before the world the story of women's progress in a free, democratic society." Those wishing information may write the information office of the commission, 200 Maryland Ave., N.W., Washington 25, D. C.

'Popeye' goes legit ■ King Features Syndicate, whose television division produces and distributes the *Popeye* cartoons to tv, has packaged a new live Popeye act. The half-hour vaudeville-

style performance, which was conceived by Gene Plotnick, director of creative services for King Features Syndicate-TV, has been booked into Freedomland in New York for five weekends. Television and merchandising tie-ins will be arranged in each market.

'Ruff and Reddy' returns ■ *The Ruff and Reddy Show*, a former NBC-TV morning children's show, is returning to the network as a color series Saturday, Sept. 29. It replaces *Pip the Piper* in the 9:30-10 a.m. time-spot. Previously shown on NBC from December 1957-October 1960, the *Ruff and Reddy Show* is a Hanna-Barbera cartoon production, distributed by Screen Gems. It will be sponsored by Marx Toys, New York, through Ted Bates; Horsman Dolls, Columbia, S. C., through Manchester Organizations, and Selchow & Richter Games, New York, through Doner-Harrison.

Laos documentary ■ "Assignment: Laos," the first of three WJW-TV Cleveland specials concerning the tensions in Southeast Asia, has been made available to the four other Storer Broadcasting Co. tv stations, Joseph C. Drilling, WJW-TV general manager, announced. They are WJBK-TV Detroit, WITI-TV Milwaukee, WAGA-TV Atlanta and WSPD-TV Toledo.

'Who Killed Julie?' ■ Four Star Television has acquired full rights to all characters in the comedy-adventure-drama, "Who Killed Julie Greer?", opening program of *The Dick Powell Show* on NBC-TV, from Frank J. Gilroy, who wrote the script. Plan is to use the millionaire police detective, played by Dick Powell in the original telecast, as central character in a new tv series.

Film sales...

Eugene Ormandy's Sound of America (CBS Films): Special one-hour program has been sold to KIRO-TV Seattle and KPRC-TV Houston. Now sold to six stations.

Hennesey (NBC Films): Sold to California Oil Co., through White & Shuford, Denver, for use in 12 markets in Colorado, Montana, Wyoming, Oklahoma, Idaho and Utah. Now sold in 96 markets.

Dr. Albert Burke's *A Way of Thinking* (Banner Films): Sold to WXEX-TV Richmond, Va. and WAFB-TV Baton Rouge, La. Now in 56 markets.

Freedom University of the Air (Robert Raisbeck): Sold to WITI-TV Milwaukee and KOSA-TV Odessa-Midland, Tex.

Set makers asked to back uhf-vhf set

COOPERATION WILL AID GROWTH OF ETV, CONVENTIONEERS TOLD

The set makers' immediate and full support of conversion to all-channel receivers is needed to hasten the growth of educational tv, Ivan A. Nestingen, undersecretary of the Dept. of Health, Education & Welfare, said last week. His appeal to the manufacturers was made at the National Assn. of Music Merchants convention in New York.

Delegates to the convention also heard Mort Farr, chairman of the National Appliance & Radio-Tv Dealers' Assn., rap tv networks and stations for not contributing to color programming.

Mr. Nestingen, addressing the opening session of an Electronics Industry Assn. symposium held in connection with the convention, said etv's future depends primarily on the effective use of uhf. "Either we develop uhf service on a nationwide scale, or we condemn educational tv to failure," he said.

Improved programming, Mr. Nestingen said, is the second problem of educational tv. He suggested that commercial networks free their best talent to produce, directly for educational tv, programs which non-commercial stations could offer at prime hours in "direct competition with the commercial networks themselves."

This "self-generated competition," he noted, could be a "golden opportunity to find out whether the public really wants higher quality cultural programs."

Sen. Gale W. McGee (D-Wyo.) echoed Mr. Nestingen's sentiments on uhf and appealed to set makers to concentrate on where they are going instead of dwelling on "old sores."

"The commission is not interested in regulating set makers or getting into the manufacture of tv sets," he added. Sen. McGee is a member of the Senate Commerce Committee and its Communications Subcommittee.

An educational tv panel answered prepared questions from tv dealers. Members included moderator Morris Sobin, chairman of the EIA's consumer products division and president of Olympic Radio & Tv, New York; George C. Connor, senior vice president, home electronics division, Sylvania Electric Products Inc., Batavia, N. Y.; James Robertson, vice president for network affairs, National Educational Tv & Radio Center, New York; Edward R. Taylor, president, Motorola, Chicago; and O. H. Yoksimer, general manager, tv-radio division, Westinghouse Electric Corp., Metuchen, N. J.

Industry "darling" ■ FCC Commissioner Robert T. Bartley described fm

stereo as "the darling of the industry." He told the manufacturers that the world is beginning to beat a path to the door of fm stereo but warned them not to compromise the quality of receivers.

Stereo is better because it is a "truly quality system," Commissioner Bartley said, and it adds a new dimension of realism to fm broadcasting, already capable of rendering a very superior monaural high fidelity service.

Color Tv ■ In a session on color television, a member of the panel, NARDA's Mr. Farr, sharply criticized

gressmen, asking whether networks and stations have an obligation to re-invest their earnings in color tv or whether they are "entitled to sit on the sidelines and do nothing toward advancing the technical perfection of tv, thus making no contribution to accelerating the growth of our national economy."

In a keynote speech, W. Walter Watts, group executive vice president, RCA, New York, said that demand for color tv receivers is expanding at a rate high enough to sell one million sets next year "if production capacities are great enough."

But he sees no significant reduction in color tv prices. He indicated that reduced prices without adequate profit margins for dealers, distributors and makers would be "disastrous."

No Technical Breakthrough ■ Mr. Watts added that no "great technological breakthrough" is expected. "Anyone waiting for such a breakthrough before he either gets into color or buys a color set is making a serious mistake."

Don Durgin, vice president of NBC-TV network sales, said 68% of NBC-TV's nighttime schedule will be in color next season (not counting specials) compared with 57% this year and 41% last year.

Alfred R. Schneider, vice president and assistant to the executive vice president of ABC, said 27 ABC-TV affiliates have elected to carry the network's programs in color in addition to the five ABC owned stations.

He said the network is encouraging advertisers to use color commercials.

The color tv panel also included Theodore Flynn, sales manager, home products division, Packard Bell Electronics Corp., Los Angeles, and Richard M. Sanford, general merchandise

Everybody's in

Fm stereo has come of age in 1962 if the number of manufacturers in the market is any indication.

Almost every major set maker exhibiting at the Music Industry Trade Show last week displayed an fm stereo radio set.

Price ranges of table model units were \$55 to \$200; console models ran somewhat higher.

Among the manufacturers exhibiting fm stereo at the show were General Electric, Motorola, Zenith, Admiral and RCA.

networks and stations that do "nothing to promote the great technological revolution that is taking place in tv—namely color."

Mr. Farr said that if the combined resources of all tv networks were placed behind color tv, sales of the sets would "grow at a really spectacular rate." He suggested that all tv retailers, distributors and manufacturers write their con-





Principals in the EIA-NAMM symposium on consumer electronics in New York shown here include (l to r) keynote speaker W. Walter Watts, group executive vice president, RCA; Morris Sobin, chairman, EIA consumer products division and president of Olympic Radio & Tv Div. of Lear Seigler

Inc.; George C. Connor, senior vice president, Home Electronics Div. of Sylvania Electric Products Inc.; T. A. Flynn, vice president for sales, Packard Bell Electronics Corp., and Ivan A. Nestingen, undersecretary, U. S. Dept. of Health, Education & Welfare, who spoke on etv's stake in uhf.

manager, Sherman Clay & Co., San Francisco.

A panel on radio included Donald Broman, division merchandise manager, hi-fi, tv and records, Lyon Healy,

Chicago; Marshall M. Carpenter Jr., president, WDTM-FM Detroit; David H. Polinger, director, broadcasting division, Friendly Frost, New York; William B. Clemmens, marketing manager,

radio receiver department, GE, Utica, N. Y.; and Howard Hibshman, manager of marketing, Pilot Radio, New York.

Panel members said manufacturers are stepping up production of fm and am-fm sets; that the supply of fm stereo sets is no longer limited and by September there will be a great variety of sets at all prices on the market.

Cheaper color prints claimed by Panacolor

A new kind of color motion picture printing which uses black-and-white positive stock instead of the more expensive positive film usually used in color printing was described and demonstrated Wednesday by Panacolor Inc. in Hollywood.

Harry E. Eller, Panacolor president, said the saving in film costs is more than 50%. Additional economies are possible when printing and processing are combined into one continuous operation that gives speeds of more than 200 feet of 35mm film per minute, compared to less than 50 feet by the intermittent "step" printing used before, he said. One machine, producing 35mm color prints, is now in operation at Panacolor headquarters, 6660 Santa Monica Blvd., Hollywood, and a second for 16mm is now in construction.

INTERNATIONAL

Revamp of British radio-tv suggested

PILKINGTON REPORT HARPOONS PRESENT COMMERCIAL TV SYSTEM

Private commercial television in Britain was condemned and the BBC was praised last week in the long-awaited Pilkington Report on the future of British radio and television services.

The 11-member committee, under the chairmanship of Sir Harry Pilkington, was appointed in July 1960. The

report, in effect, confirms and strengthens the BBC in its powers, recommending for it a second tv channel. It proposes a drastic reorganization of the structure of the Independent Television Authority, under which the four major and 11 minor programming companies would be reduced to producers. Presently these companies plan and produce programs and also sell time to sponsors.

'White Paper' Coming ■ Although the Pilkington Committee was appointed by the British government, its recommendations, it was said, do not necessarily represent government policy. The government will consider the report and will give its preliminary views in a White Paper which probably will be published next month. It was reported that the government will await the outcome of Parliamentary debates on the report and other public reactions before making final decisions on any future broadcasting policy.

The major and perhaps the most con-

troversial recommendation of the report dealt with the commercial television set-up. The report expressed "dissatisfaction" with the "triviality" of much of the programming, and recommended that the ITA's powers be enlarged. At present, ITA, a 10-member body, owns and operates the commercial stations and leases these facilities to privately-financed programming companies that plan, produce and sell the shows to advertisers.

The report proposes that the ITA, in the future, undertake all planning of programs and selling of advertising time, thus reducing the programming companies to the role of producers. It was noted in the report that this would lead to a reduction of profits of the programming companies. The authority would be required, after allowing for reserves, to pay any surplus profits into the British Exchequer.

Commercial Tv Profits ■ The Pilkington Committee estimated that the programming companies net receipts in

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1961, were probably the equivalent of \$179.2 million and net profit after taxes of about \$39.2 million.

The report, in praising the BBC, suggested that another BBC television channel be established and a local BBC radio service be introduced. Among the other recommendations in the report: pay television should not be permitted; color tv should be introduced as soon as possible on the 625-line definition system; a form of quota to limit the amount of foreign tv programs should not be imposed.

Commercial television was begun in Britain in 1954. Reports from London were that the programming companies and Conservative members of the government were disturbed by the severe criticism of commercial television and the sharp language of the report.

New German tv network won't start this year

The start of the controversial new West German television network, Laender-Fernsehen, tentatively scheduled for July 1, has been postponed indefinitely. It's reported unlikely the new network will begin before the middle of 1963, if then.

A lack of money and programming forced the postponement, according to Prof. Karl Holzamer, head of Laender-Fernsehen. The ARD group (the regional German tv organization which was to turn over its uhf band to Laender-Fernsehen) offered the new network programs at direct costs plus 100% for general operation costs. This was too much of a financial burden for the young network, Prof. Holzamer said.

RFE western favorite among east Europeans

Radio Free Europe had the highest listenership from East Europeans of all the Western broadcasters, according to the Free Europe Committee's 1961 report.

A series of surveys produced by RFE's audience research department last year showed that 95% of the Poles interviewed listened to one or more Western stations and 98 of 100 of these tuned to RFE.

Listenership to Western programs elsewhere in East Europe: Czechoslovakia, 85% (of whom 76% listened to RFE); Hungary, 87% (of whom 87% listened to RFE); Bulgaria, 67% (of whom 85% listened to RFE); and Romania, 90% (of whom 74% listened to RFE).

More than 12 million radio sets receive Western stations in the five countries to which RFE broadcasts; more than half the families in this area have such receivers.

MORE CANADIAN TV FILMS?

BBG policy statement on Canadian content rule is expected to boost country's film production

A move to produce more television films in Canada is likely to follow release by the Board of Broadcast Governors of an explanation on Canadian content of films produced by non-Canadian companies in Canada. The Canadian content of such films will not only aid their sale in Canada, where tv stations must carry 55% Canadian content on a week's programming this fall, but also in other British Commonwealth countries which have a quota on films produced in the U. S.

The BBG in a letter to all tv stations, film and program producers and distributors said it's ready "to accord Canadian content classification to television programs produced jointly by Canadian and non-Canadian companies or agencies, particularly when such an arrangement is desirable to secure finance or to improve the prospects for international distribution."

The letter says the purpose of the Canadian content regulation is to stimulate Canadian production. The BBG is prepared to classify any programs which may contribute to this objective. There is no fixed degree of active Canadian participation. The BBG is "prepared to consider proposals likely to serve Canadian interests at home or abroad, particularly those likely to result in the development or improvement of Canadian talents and facilities in the production field."

BBG expects to receive pertinent data from producers when co-production agreements are made between Canadian and non-Canadian companies for making single or series of programs to come under the Canadian content regulations. It is not necessary that senior production staff be all-Canadian to come under the Canadian content allowances. The BBG wants data on staff, talent and money spent on such programs and the

proportion of Canadian participation. For episodes of a series BBG is prepared to agree to a more limited Canadian participation in the earlier segments if the producers assure the BBG of a progressive increase in Canadian participation.

As an appendix to its circular letter the BBG has attached section 6 of its regulations dealing with Canadian content (BROADCASTING, May 14, page 147).

Abroad in brief...

Panel on problems ■ Screen Gems (Canada) Ltd., Toronto, Ont., in conjunction with CHAN-TV Vancouver, B. C., has produced pilot film for a weekday half-hour panel show, *People In Conflict*, dealing with case histories from welfare agencies. Lawyers, social service workers and ministers will discuss welfare problems, with William McCarthy, former Vancouver newspaperman, as moderator. Producer is Rai Purdy, radio and television producer with experience in Canada, United States and Scotland.

Early Paar ■ CTV Television Network Ltd., Toronto, reports that this fall Canadian viewers in the eight cities of its network across Canada will for the first time see the new *Jack Paar Show* ahead of its showing on NBC network in the United States. The Canadian release will start in mid-September on Thursday evenings at 9:30 o'clock. Till now only Canadians able to tune in United States tv stations have seen the *Jack Paar Show*.

Rep named ■ CHFI-AM-FM Toronto, Ont., has appointed Air-Time Sales Ltd., Toronto and Montreal, as national representative.

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BIRTHDAY FOR 'PUSHBUTTON NETWORK'

41 west coast radio stations honored for participation

To celebrate three years' operation of their "pushbutton network," directors of the motor car dealers associations of Los Angeles and Southern California gave a reception June 21 to honor the 41 radio stations participating in the plan.

Originated in 1959 by Eisaman, Johns & Laws, Los Angeles, the agency for the two new-car dealer associations, the "pushbutton network" provides year-round broadcasting of 20-second announcements promoting the auto



Helping celebrate three years of the "pushbutton network" are (l to r) Lloyd C. Sigmon, vice president and general manager, KMPC Los Angeles; James Cross, president, Motor Car Dealers Assn. of Southern California; Bob Laws, Eisaman, Johns & Laws Advertising.

dealers as valuable citizens who support driver training courses and other worthwhile community projects. In return, the dealers set the pushbuttons in all new radio-equipped autos on the participating radio stations.

More than 400,000 new radio-equipped cars take to the highways of the 10 Southern California counties

covered by the plan.

After the success of the plan in California, Eisaman, Johns & Laws has developed a similar plan on a national scale for the National Automobile Dealers Assn., whose members set one pushbutton on all new cars to the nearest NBC station in exchange for announcements on *Monitor*.

Salute to Butter-Nut

WIBW Topeka, Kan., integrated a special news broadcast into a local luncheon it held for Butter-Nut Foods Co., sponsor for its coffee of three newscasts weekly on the station since June 1942. Al Knight, WIBW newsman, opened the 20th anniversary luncheon June 12 with a special 15-minute remote news show from the Turnpike Room of the Kansan Hotel. Included was a salute to Butter-Nut, whose sponsorship was described by Thad Sandstrom, general manager of WIBW-AM-FM-TV, as one of the longest continuous relationships in broadcasting. Officials of Butter-Nut and its agency, Tatham-Laird, were among the luncheon guests.

WTFM contest winners

Free fm stereo schedules on WTFM (FM) Lake Success, N. Y., have been awarded winners of the station's first annual "Stereo Spectacular Awards" contest, which was started to spur interest in the medium at the agency level (BROADCASTING, April 2).

The first prize of two \$500 stereo consoles was won by Mrs. Edna S. Cathcart, timebuyer, and James Adams, copywriter, of J. M. Mathes Inc. Their Canada Dry commercial won three weeks of 15 spots a week. Second place winners Paul Fitzgerald, timebuyer, and Norman Herwood, copywriter, won fm

stereo radios for their Sacramento Tomato Juice commercial, which will get two weeks of 10 stereo spots a week. In third place were Zee Guerra and George Gilbert, timebuyer and copywriter for Wexton Co., who won fm multiplex radios for a Pinex commercial which will get five spots for one week.

WTFM awarded honorable mentions to three of the more than 100 entries: Mike Cambridge and Paul C. Ross of Sullivan, Stauffer, Colwell & Bayles for Pall Mall; Mannas Sternsheim and David Rundell of Warwick & Legler for Trans Caribbean Airways, and Irving Adelsberg and Richard Lord of Benton & Bowles for Benson & Hedges.

WWDC helps Michigan class

Hearing that the senior class of Glen Lake, Mich., had cancelled its trip to Washington, D. C., so that the \$700 travel fund might be given to a classmate stricken with cancer, WWDC in the Capital started a project that went all the way to the White House. The station's action in replacing the \$700 prompted Rep. Ken Hechler (D-W. Va.), Rep. Robert P. Griffith (D-Mich.), Sen. Philip Hart (D-Mich.) and others in Washington to help in procuring additional funds, housing aid and red carpet treatment in Washington. Personal greetings from President Kennedy were extended when the Glen Lake seniors, including stricken Duane Richardson, arrived in D. C. June 20.

KRKD's album promotion

KRKD Los Angeles, which identifies itself as "The Album Station," has launched a \$100,000 Young Adult Music Award of Excellence promotion. Plan works like this: each day a new album will be played 12 times on KRKD. At the end of the month, listeners will vote on the album they like best and a YAMA jury will also judge the albums and winning listeners, who

Orlando stations help put over city bond issue

Radio and television stations in Orlando, Fla., joined to help push through the city's passage of a \$5.35 million bond issue for civic improvement. The bond issue had been defeated twice since 1954.

Using the slogan, "Vote Yes for a Better Orlando," the broadcasters urged passage of the proposal for a new auditorium-type theater, improvement of the present auditorium, improvement of the city's

library facilities and the reconstruction of Tinker Field, the local baseball park, used as spring training grounds by the Minnesota Twins.

Carl Hallberg, vice president of WDBO-AM-FM-TV, and Joseph Brechner, president and general manager of WLOF-TV, served on the Mayor's Advisory Committee to organize broadcasting participation and assist in the overall public relations.

Each television station carried various programs on the bond issue. Radio stations carried spot announcements and the night before the bond election all carried a simulcast of a forum program. All radio and television stations used editorials in favor of the issue.

The stations taking part: WDBO-TV, WLOF-TV, WESH-TV, WHIY, WDBO, WLOF, WHOO and WABR, all Orlando.

will receive prizes. The KRKD YAMA album of the month awards will be made at special luncheons and at the end of the year the 12 monthly winners will compete for a golden YAMA statue. The listener selecting the YAMA album of the year will win a two-week trip to Hawaii.

Get-acquainted cruise

When KYW Cleveland brought Harry Martin to town to team with personality Specs Howard in an early morning show, KYW staged a moonlight cruise to introduce the new team. More than 1100 people paid \$2.75 each for the five-hour trip that included a "singalong," puppet show, performances by amateurs and a contest to free Howard and Martin. In last-named, each passenger was given a key to try to unlock handcuffs that held the personalities. Holder of the fitting key won a transistor radio. Mr. Martin formerly was at KCBQ San Diego, Calif.

Drumbeats

Young Olympians ■ WJW-TV Cleveland for fifth straight year will sponsor and telecast the Greater Cleveland Junior Olympics. Described as the largest amateur sports undertaking in the area, the games are for youngsters, ages 9 through 15, who compete through neighborhood playgrounds.

Unit goes visiting ■ The remote unit of WFGA-TV Jacksonville, Fla., is making two-day visits to 18 towns in the station's coverage area. Jesse H. Cripe, vice president and general manager, says this affords neighboring citizens to get their first look at television in action. The video-taped shows are to be shown one week later as tributes to the area's cities.

Chuckie version ■ A humorous cartoon brochure tracing the 40 years of WMT Cedar Rapids, Iowa, is being distributed to show there are lighter moments in the serious business of radio broadcasting. One example: WMT's affiliation with CBS provided the opportunity to "initiate a permanent liaison with the narrow-suit types from the East."

Tourney backer ■ A field of 300 golfers from seven states participated in the third annual \$12,000 Pro-Amateur Golf Tournament in Wichita, Kan., June 1-3. The event is sponsored by KTVH (TV) that city which, through Vice President and General Manager M. Dale Larsen, has already announced the start of planning for the 1963 competition. Rain reduced this year's competition from 54 to 18 holes. Pro Art Hall of Tulsa and amateur Jim Colbert of Manhattan, Kan., won in their respective classes.

WAME TURNS CLOCK BACK 186 YEARS

Miamians will relive events leading to American Revolution

The first Independence Day will be recreated next Wednesday (July 4) when WAME Miami, Fla., turns its clock back to the year 1776.

The station's operation will be in line with its normal format of music and news, but the difference will be that the music will be music of the 1700's, with special featured play given to the lyrics of the American Revolution.

The big switch, however, according to WAME, will occur in the station's news broadcasting, approximately six hours of which is ordinarily carried during a normal days operation. To remain in format, it required the writing of six full hours of scripts pertaining to the events that occurred on July 4, 1776, as though the hour-by-hour reports were just happening.

Historical accuracy is said to be maintained by the cooperation of the Dade County Junior College, which provided a historian and a number of faculty members to validate the script

and do research. Additional cooperation from the college was necessary; the music, drama and English departments provided some of the hundred different voices, and taped some of the music never before recorded, according to WAME.

Although the station was prepared to cancel all commercials for its July 4th feature, Washington Federal Savings & Loan Institution of Miami Beach underwrote the costs of the production and is scheduling announcements of a non-commercial nature.

Push for Busch

Special plastic bags filled with "clear mountain air from Bavaria" and a sample can of Busch Bavarian Beer were delivered to key buyers in the Tidewater area of Virginia by WAVY-AM-TV. The promotion tied in with the current Busch introductory schedule on the stations in Norfolk-Portsmouth-Newport News.



Enter automated presentations

The age of automated broadcast presentations has arrived, and RKO General National Sales claims a first with its card-punched presentation for RKO General's Yankee Network Div. Normal easel-type presentations were made for the rep firm's salesmen to show at all agencies except BBDO in New York, which requested the cards to use on its IBM auto-

mation equipment (partially shown in lower right of picture). Herb Maneloveg (r), vice president-media director, BBDO, checks the cards handed to him by Donald J. Quinn, director of national sales for the rep company. The punched message tells the coverage offered by the Yankee Network (32 New England affiliates fed by WNAC Boston).

FATES & FORTUNES

BROADCAST ADVERTISING

J. Lewis Ames, assistant director of business affairs of CBS-TV, New York, joins Kudner Agency, that city, as vp, secretary-treasurer and member of board of directors. Before joining CBS, Mr. Ames was vp and secretary of Erwin Wasey, Ruthrauff & Ryan, New York.



Mr. Ames

Robert R. French, associate director of copy department of J. M. Mathes Inc., New York, elected vp.

Roy R. Borden, former sales manager and creative head of KKTU (TV) Colorado Springs-Pueblo, Colo., joins Advertising Counselors of Arizona Inc. as vp. Mr. Borden will serve in agency's creative and business development areas.



Mr. Green

Benjamin J. Green, vp of Arthur Meyerhoff Assoc., Chicago, joins Geyer, Morey, Ballard as vp and director of food and grocery division of agency's western division, with headquarters in Chicago. Before joining Meyerhoff, Mr. Green was with H. W. Kastor & Sons, Chicago.

Richard C. Lynch, president of Richard C. Lynch Adv., St. Louis, elected to three-year term on board of governors of Transamerica Adv. Agency Network (TAAN) at meeting last week in Seattle. Mr. Lynch will serve as network's central region director.

Patrick O'Rourke, general manager of Los Angeles office of The Philip Lesly Co., joins Fuller & Smith & Ross, that city, as account executive. Mr. O'Rourke will be concerned primarily with FSR's recently acquired Renault automobile account.

William L. Shotwell joins Henderson Adv. Agency, Greenville, S. C., and Henderson-Ayer & Gillett, Charlotte, N. C., as account executive.



Mr. Ratcliff

William J. Ratcliff, in charge of producing tv and radio commercials for N. W. Ayer & Son, Philadelphia, elected vp. Mr. Ratcliff was director of agency relations for CBS-TV, Hollywood, before joining Ayer six years ago. **George M. Cornwall**, formerly with Young & Rubicam, joins Ayer's Chicago office as account representative. **Lawrence A. Price**, formerly with Smith, Kline & French and General Motors Corp., joins pr department of Ayer's New York office.

Andrew Doyle, writer-producer-director at Campbell-Ewald, joins creative services division of Kenyon & Eckhardt, New York, as tv producer. **Martin Vogelfanger**, former instructor at U. of Massachusetts and City College of New York, to K&E's New York office as research project supervisor.

Don Moore, account supervisor at Sullivan, Stauffer, Colwell & Bayles, New York, elected vp and director of marketing.



Mr. Moore

Doris J. Rossi, sales service manager of WWLP (TV) Springfield, Mass., joins staff of E. J. Hughes Co., advertising and marketing agency, that city. Mrs. Rossi will handle tv and radio writing and production.

Larry Semon, creative director at Compton Adv., Chicago, elected vp. Mr. Semon joined Compton last year as tv producer.



Mr. Combs

Barry B. Combs, account executive with Universal Adv. Agency, Omaha, elected vp.

Joseph DeFranco, west coast sales, advertising and pr executive, appointed pr director for Studebaker Corp., South Bend, Ind., reporting directly to Sherwood H. Egbert, company president.

John W. Cantwell joins research and copy department of Jack T. Holmes & Assoc., advertising-marketing-pr counsel, Fort Worth, Tex.

Arthur L. Meltzer, art director in Chicago office of Leo Burnett Co. and former manager of art department of Edward H. Weiss & Co., joins Clinton E. Frank, Chicago, as vp and executive art director.



Mr. Meltzer

Edward R. Johnson, formerly with *Milwaukee Sentinel*, named pr counsel for Klau-Van Pietersom-Dunlap, Milwaukee advertising agency.

Clark Everett and **Ray Sinz** have joined account service group of Foote, Cone & Belding, Los Angeles. Mr. Everett comes from Doyle Dane Bernbach, Los Angeles, and Mr. Sinz from FC&B's Houston office.

Federation's new complement of officers

George W. Head, National Cash Register Co., Dayton, Ohio, elected chairman of board of Advertising Federation of America at organization's joint convention with Advertising Assn. of the West last week in Denver (see story, page 28).

Edward C. VonTress, Curtis Publishing Co., Philadelphia, and **Emerson Foote**, McCann-Erickson, New York, were elected first and second vice chairmen, respectively, of Federation's board of directors.

Other AFA officers elected: **William W. Kight**, Kight Adv., Columbus, Ohio, vp and chairman on AFA council of advertising clubs; **Paul Greenaway**, Florida Power & Light Co., Miami, and **Donald Macdonald**, *Wall Street Journal*, New York, vps and vice chairmen, council of advertising clubs; **Edna M. Johnson**, The Fensholt Adv. Agency, Chicago, vp of AFA council on women's advertising clubs.

Officers re-elected for another term: **C. James Proud**, president and general manager, AFA, New York; **Theodore E. Callis**, *Wall Street Journal*, New York, secretary; **Kenneth Laird**, Tatham-Laird, Chicago, treasurer; **Robert E. Kenyon Jr.**, Magazine Publishers Assn., New York, vp for association members; **Donald Wilkins**, vp in charge of Washington bureau.

Elected to AFA board of directors: **Arthur Fatt**, Grey Adv., New York; **Douglas Smith**, WFBC-TV Greenville, S. C.; **Charles Adams**, McManus, John & Adams, Bloomfield, Mich.; **Josephine Shea**, Price & Price Adv., Pittsburgh; **Thomas Dyer**, The Logan Co., Louisville, Ky.; **Sam Thurm**, Lever Bros., New York.

Nelson Bond, McGraw-Hill Publishing Co., and **Walter D. Scott**, NBC-TV, both New York, were re-elected to AFA board of directors.

THE MEDIA

Harold Wheelahan, commercial manager of WDSU - AM - FM New Orleans, appointed station manager, replacing **John F. Screen**, who has been promoted to new executive post with Royal Street Corp., owner of WDSU-AM-FM-TV. **Jack Murray** named commercial manager, succeeding Mr. Wheelahan, and **Morris Trahan** assumes Mr. Murray's former position as senior sales representative. Mr. Wheelahan, veteran of 15 years in radio broadcasting field, joined WDSU in 1954.



Mr. Wheelahan

Bill Ellis named general manager of WFNL North Augusta, S. C., succeeding **Ted R. Woodard**. **Harley Drew** appointed chief engineer.

Ken Radant, assistant manager of WBCB Hastings, Mich., named general manager, succeeding **Robert Greenhoe**, president and former general manager.

Patrick Crafton, station director of KCPO - AM - FM Cincinnati, named manager of KGW Portland, Ore., succeeding **Jackson Fleming**, who resigned.

E. Carlton Myers named national sales manager of United Broadcasting Co.'s WOOK and WFAN (FM), both Washington, and WINX Rockville, Md. **Neal Mason**, UBC account executive, appointed local sales manager, succeeding Mr. Myers.



Mr. Vonier

Sprague Vonier, for past six years program manager of WTMJ-TV Milwaukee, promoted to sales manager. He succeeds **Bill Snyder**, who resigned.

Ken Brown, **James Parker**, **John McGowan** and **Bill J. Scharton** join expanded Chicago tv sales staff of Peters, Griffin, Woodward, New York-based rep firm. Mr. Brown, formerly with Harrington, Righter & Parsons; Mr. Parker, of WBBM-TV Chicago, and Mr. McGowan, formerly of Weed Tv Corp., will serve as account executives. Mr. Scharton, former national sales manager of WABC-TV New York, will handle special sales development assignments.

Sy Thomas, with Radio Tv Representatives, New York, since 1954, elected vp and general manager of rep firm's Chicago office.

Warren G. Paul, Irving Trust Co., New York, and **Steven R. Orr**, Marshall Field Co., Chicago, join sales service division of Blair Tv Assoc. Mr. Paul

AAW elects Hemmings

Robert Hemmings, of Smith & Hemmings, Los Angeles direct mail advertising agency, elected president of Advertising Assn. of the West for 1962-63 at AAW convention held jointly with Advertising Federation of America, June 24-27 in Denver (see story, page 28). Mr. Hemmings, past president of Advertising Club of Los Angeles, succeeds **Lee Fondren**, station manager of KLZ Denver, as AAW president. Other AAW officers elected: **Walter E. Terry**, Johnson & Lewis, San Francisco, senior vp; **Robert Rohlfing**, Gillham Adv., Salt Lake City, secretary, and **Lex McAtee**, Frederick & Nelson, Seattle, treasurer. **Ariel Parker**, *Mountain States Banker* (trade publication), Denver, elected vp at large.

will be assistant manager of sales service in New York office and Mr. Orr as sales service manager in Chicago.

Ward L. Quaal, executive vp and general manager of WGN Inc. (WGN-AM-TV Chicago), and president of KDAL Inc. (KDAL-AM-TV Duluth, Minn.), elected president of Broadcast Pioneers, New York. He succeeds **Gordon Gray**, president and general manager of WKTU (TV) Utica, N. Y. Other officers elected: **Ernest Lee Jahncke**, vp of NBC, first vp; **Arthur Hull Hayes**, president of CBS Radio, second vp; **Raymond F. Guy**, retired vp of NBC, secretary, and **Robert Higgins**, Broadcast Music Inc., treasurer.

John Roberts, The Katz Agency, elected president of Chicago chapter of Station Representatives Assn., succeeding **Thomas Harrison**, John Blair Co. Other officers elected: **Harry Smart**,

Blair Tv, vp; **Robert Kalthoff**, Avery-Knodel, secretary, and **Alan Axtell**, The Katz Agency, treasurer.

R. Bruce McEwen, media buyer at Young & Rubicam, joins New York tv sales staff of The Katz Agency.

Dr. Joseph T. Klapper, internationally known sociologist who has been conducting communications research in behavioral research service of General Electric Co., joins CBS, New York, effective this month, as director of social research. Dr. Klapper will plan, initiate and conduct studies of effect of mass media on social behavior (see story, page 48).

Albert L. Capstaff, vp - programs, NBC Radio, New York, resigns to devote full time to expanding radio and catv interests in U. S., Puerto Rico and Virgin Islands. Mr. Capstaff is president of Virgin Islands



Mr. Capstaff

Tv Cable Corp., which operates catv system at St. Thomas, V. I., and of Eagle Broadcasting Co., which has bought WSFR Sanford, Fla., subject to FCC approval. He is also associated with comedian Bob Hope in Mid-Ocean Broadcasting, which plans radio station in San Juan, P. R. Mr. Capstaff joined NBC in 1935 as engineer, subsequently served as program director for major agencies for several years, and owned and operated radio stations before returning to NBC in 1955.

Anthony Pansullo and **Joseph M. Tasker Jr.** named station manager-general sales manager and program director, respectively, of WRYM Newington, Conn.

Paul R. Swimelar, local sales manager of KOMO-TV Seattle, elected president of Seattle Executives Assn. **Edna K. Hanna**, sales promotion manager of KOMO-AM-TV, resigns.

SUBSCRIPTION APPLICATION

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state

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* Occupation Required



'Scoop' Russell, retired NBC vp, honored

High government officials including Vice President Lyndon B. Johnson (r) attended a testimonial luncheon honoring Frank M. (Scoop) Russell (l), veteran NBC representative in Washington.

Mr. Russell retired as an NBC vp three years ago but still serves as a consultant to the network and its parent company, RCA. He is also a vp of Frontier Airlines and is associated with community antenna interests.

Among the government officials attending the luncheon, held June 27 at Washington's Mayflower Ho-

tel, were Reps. Charles Halleck (R-Ind.), minority leader, and Oren Harris (D-Ark.), chairman of the Commerce Committee, and all seven FCC commissioners. Robert Sar-noff, NBC chairman, and Robert E. Kintner, NBC president, headed an NBC executive contingent. The testimonial was arranged by a committee headed by Earl H. Gammons, retired CBS vp in Washington.

Toastmaster was Paul Porter, Washington lawyer and former chairman of the FCC. Principal speaker was Harry Bannister, retired NBC vp in charge of station relations.

Richard L. Branigan, former salesman with WCBS New York, and **Michael M. Duffin**, KCBS San Francisco, join radio division of Edward Petry & Co., New York, as account executive and assistant research manager, respectively.

Ken Flower, U. S. sales manager for Canada's CTV Network, joins ABC-TV National Station Sales, New York, as account executive. Before joining CTV, Mr. Flower was with CBS Film Sales in San Francisco and New York for four years.

Walt Brown, sports director of KJAX Santa Rosa, Calif., joins news staff of KVI Seattle, Wash.

Donald J. Meyer, member of sales department of Michigan Bell Telephone Co., joins sales staff of WOOD-AM-FM Grand Rapids, Mich.

Don Thompson appointed sales development director of KOLO-TV Reno, Nev.

Thomas Hartley joins news staff of WEBR-AM-FM Buffalo, N. Y.

Bill Wolfe and **Leo Yoder** appointed assistant chief engineer and technical

supervisor, respectively, of WOWO Fort Wayne, Ind. Mr. Wolfe has been with station since 1951 and Mr. Yoder since 1937. **Douglas D. Shull**, WOWO promotion manager, assumes added duties as national sales coordinator.



Mr. Smith



Mr. Bradley

John T. Bradley, midwestern tv sales manager of H-R Television, named eastern tv sales manager in rep firm's New York office. **Grant Smith**, H-R account executive, succeeds Mr. Bradley as midwestern tv sales manager in Chicago.

Robert J. Nissen, chief engineer of KQED (TV), etv ch. 9, San Francisco, joins KETC (TV), etv ch. 9, St. Louis, in similar capacity.

Leigh Kamman, formerly with Victor Borge's "Comedy in Music" night-

club act and producer of corporate sales dramatizations in midwest, named program director of KSTP Minneapolis-St. Paul.

Robert Emmett Curran Jr., southeastern regional manager of ABC-TV's station relations department, joins New York sales staff of Young-Tv as account executive.



Mr. Curran

Don Cena, Los Angeles manager of Tex Tan Welhausen Co. (leather products), division of Tandy Corp., Yoakum, Tex., joins sales staff of KLAC-AM-FM Los Angeles.

Gerald A. Spinn, for past three years program director of WHK-AM-FM Cleveland, joins KQV Pittsburgh as operations director.

Dave Wilson, formerly with WHYY-TV Philadelphia, etv outlet on ch. 35, joins public affairs department of WCAU-TV, that city, as producer-director. **Peter Stevens**, member of WCAU-TV production department, promoted to traffic manager.

Kershaw Burbank, New York pr executive, joins Educational Broadcasting Corp., licensee of WNDT (TV) New York, as director of development.

Matthew Warren, news director of WTTG (TV) Washington, joins news and public affairs department of WMAL-AM-FM-TV, that city, effective July 30, as director of public affairs. He will be assisted by **Thomas Winkler** and **Jerry Johnson**. Mr. Warren, who joined WTTG in 1952 from post of program manager of WEAM Arlington, Va., has served for past nine years as moderator of national radio-tv program *Georgetown University Forum*.



Mr. Warren

Bruce MacDonald and **Michael Prelee** promoted to community service director and total information news director, respectively, of WJW-AM-FM Cleveland. In addition to their new assignments, Messrs. MacDonald and Prelee will continue their present schedule of newscasts.

Douglas B. Rider, assistant news editor of WRVA-AM-FM Richmond, Va., promoted to director of news and programs, succeeding **Jack B. Clements**, who resigned to become production manager of WCAU-AM-FM Philadelphia.

John Callaway, reporter and editor for WBBM-AM-FM Chicago, since 1957, named assistant news director.

Tom Francis, air personality with WIMA-AM-FM Lima, Ohio, promoted to program director.

Robert W. Vivian, formerly with pr department of American Oil Co. in Chicago, joins staff of WXYJ Jamestown, N. Y., as news reporter and announcer.

William J. Brown, who joined KMPC Los Angeles two years ago as newsroom assistant and was subsequently assigned to "Sportswire," station's phone-in sports information service, promoted to newscaster.

Alan Jay, announcer with WQAL-FM Philadelphia, assumes summer relief duties as newsman with WPEN-AM-FM, that city.



Mr. Nelson

Robert L. Nelson, sales research manager of KNXT (TV) Los Angeles, appointed director of promotion for KNXT and CBS Television Pacific Network. He succeeds **Austin Heywood**, who resigned.

Richard Harrington, **Gerald Ruben** and **John Hogan** join news department of WGN Chicago as writers and editors. **Robert E. Henley**, with WGN since 1959, named production supervisor. **Dr. Dan Q. Posin**, scientist and educator whose programs on WTTW (TV) Chicago are in etv syndication in 60 markets, joins WGN-TV as weatherman on 10 p.m. news program. **Sgt. Harrington**, 10-year veteran of Marine Corps, will work at WGN evenings and weekends.

Bill Johns, newscaster at KTVT (TV) Fort Worth, Tex., appointed director of news of KCOP (TV) Los Angeles. Both stations are owned by Chris-Craft Industries (formerly Nafi Corp.).

Lee Shepard joins news staff of KHOU-TV Houston, Tex., replacing **Marge Conner**, who resigned.

PROGRAMMING

Noah Jacobs, former New York City sales manager for National Television Assoc., joins Independent Television Corp., that city, as sales executive and eastern representative.

Robert J. Burton, vp of Broadcast Music Inc., New York, named chairman of copyright committee of American Patent Law Assn. for coming year.

Joel Chaseman, general manager of WBC Productions, will transfer his operations from New York to Los Angeles this week. Mr. Chaseman, who for past

Collins returns Fogarty

Frank P. Fogarty, Meredith Broadcasting Co., Omaha, was reappointed last week by NAB President LeRoy Collins as chairman of association's 1962-63 Freedom of Information Committee. Others named to serve on committee are: **Grover C. Cobb**, KVGB Great Bend, Kan.; **John W. Guider**, WMTW-FM-TV Poland Spring, Me.; **James C. Hagerty**, ABC, New York; **Jack Harris**, KPRC-AM-TV Houston, Tex.; **William R. McAndrew**, NBC, New York; **Stephen J. McCormick**, MBS, Washington; **Weston C. Pullen Jr.**, Time Inc., New York; **Richard S. Salant**, CBS News, New York; **J. W. Woodruff Jr.**, WRBL-AM-FM-TV Columbus, Ga.; **Ann M. Corrick**, Westinghouse Broadcasting Co., Washington; **Robert H. Fleming**, ABC, Washington. **Howard H. Bell**, NAB vp for industry affairs, serves as NAB staff executive for committee.



Mr. Fogarty

year was in overall charge of WBC's *PM* series, will serve as executive producer of company's *The Steve Allen Show*. **Milton Hoffman**, associate producer of *The Steve Allen Show*, appointed acting producer, replacing **Allan Sherman**, who resigned.

Norman Wasser, assistant to vp in charge of sales for Pepsi-Cola Co., joins National General Corp. (formerly National Theatres & Television) as marketing research executive on NGC's diversification program.

Hal Hudson, former program manager of CBS-TV, Hollywood, creator-producer of *The Zane Gray Theatre* and recently partner of Ralph Edwards in WardSon Productions, joins Screen Gems on July 16 as executive producer under long term contract.

Jack Haley Jr. and **Julian Ludwig**, producers for Wolper Productions, and **Peter C. Johnson**, film editor, moved to Hawaii last week to start pre-production activity on hour-long tv documentary special dealing with problems and successes of interracial society of 50th state. They will also research material for new subjects of Wolper's *The Story Of* biographical documentary series for Ziv-United Artists.

Andrew White named co-producer of Screen Gems' *Empire* series.

Mel Venter, veteran radio announcer now hosting *Tello-Test* on KGO-AM-FM San Francisco, makes his tv debut with *I Want To Know* on KTVU (TV) Oakland-San Francisco, Mon.-Fri., 1:30 p.m., starting today (July 2).

Dennis James, veteran tv announcer-performer, named quizmaster of *Beat the Odds* on KTLA (TV) Los Angeles, Mon.-Fri., 7:30-8:00 p.m.

Charles Barton named director of 20 episodes of *Dennis the Menace* series for 1962-63 season. Series is produced by Screen Gems for CBS-TV.

GOVERNMENT

John M. McElroy, assistant chief counsel of Senate Commerce Committee, granted four-month leave of absence beginning July 15 to work in Ohio Republican campaign. Mr. McElroy has been minority counsel on Commerce Committee since 1958.

EQUIPMENT & ENGINEERING

Dr. Wendell B. Sell, vp and general manager of Pomona Div. of Marquardt Corp., joins Packard Bell Electronics, Los Angeles, as group vp in charge of technical products division, computer division and Physical Sciences Corp., 60% company-owned subsidiary. He succeeds **Dr. S. Dean Wanless**, who resigned. **Dan J. Cuddy**, formerly with Consolidated Freightways, joins Packard Bell as director of financial planning.

Justin J. McCarthy and **William T. Buschmann** appointed eastern and Pacific regional sales managers, respectively, for electronic tube division of Sylvania Electric Products, New York. Other appointments in division: **Thomas E. Blackwell** as Atlantic district sales manager for distributor sales; **Robert H. Wheeler** as sales representative for southern district, southern region, and **Lyle W. Evans** as manager of electroluminescence. Mr. Evans succeeds **Max Krawitz**, who was recently named manager of Sylvania's color tube manufacturing.

William E. Yeager, mid-Atlantic regional sales manager for Altec Lansing Corp., Anaheim, Calif., promoted to newly created position of engineering information manager.

W. D. Mitchell named engineering manager of Continental Electronics Mfg. Co., subsidiary of Ling-Temco-Vought, Dallas, Tex.

Howard L. Peters, with Collins Radio Co. since 1959, named director of central region sales. He succeeds **Robert M. Winston**, now director of commercial sales.



Mr. Sims

James Sims, former engineering director of WAPA-TV San Juan, Puerto Rico, joins technical sales staff of Visual Electronics Corp., New York. He will supervise Visual's broadcast account - servicing in Alabama, Florida and Georgia, and will establish regional headquarters in Miami, with operative branch in Atlanta. Before joining WAPA, Mr. Sims was with Allen B. DuMont Labs, serving as field engineer for DuMont's transmitter division, and earlier in technical operations at KDUB-TV (now KLBK-TV) Lubbock, Tex.

Kenneth G. Bucklin, manager of new product engineering, RCA, Harrison, N. J., named manager of tubes and semiconductor liaison in RCA's electron tube division. Other appointments in division: W. Hoyt Warren, manager

ATA&S in Washington

Jim Silman, director of programs of WTOP-TV Washington, elected president of Washington chapter of Academy of Television Arts & Sciences, succeeding Robert M. Adams. Other officers elected: Ellis Shook, WTTG (TV) Washington, first vp; Lewis W. Shollenberger, ABC News, second vp; Rhoda Raider, Raider Adv. Agency, secretary, William Callaway, WRC-TV Washington, treasurer.

of product assurance engineering, appointed manager receiving tube department; Raymond A. Wissolik, administrator of special engineering assignments, named manager of commercial engineering; Gilbert Wolfe, manager of engineering standards, named manager of engineering methods and standards.

Charles F. Thomas, manager of mar-

keting and planning for RCA's major systems division at Moorestown, N. J., named to newly created post of manager, staff marketing, international defense programs for RCA's defense electronics products.

Thomas E. Davis, president of Datanetic Products Co., exclusive distributor of Ampex magnetic tape recorders in southwestern U. S., named manager of sales and services for Ampex Corp., Redwood City, Calif. He succeeds John Jipp, former vp and manager of sales and service, who resigned.



Mr. Davis

C. Vernon Phillips named marketing manager of General Electric Co.'s audio products department in Decatur, Ill., replacing Marshall Bartlett, recently appointed to similar position with GE's tv receiver department at Syracuse, N. Y.

TELEVISION NETWORK SHOWSHEETS

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. All times EDT. Published first issue in each quarter.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.
NBC-TV No network service.

11-12 noon

ABC-TV No network service.
CBS-TV 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 No network service; 12:30-12:55 *Washington Conversation*, sust.; 12:55-1 *News*, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *Accent*, sust.; 1:30-concl. *Baseball Game of the Week*, various sponsors.
NBC-TV 1:30-2 *Frontiers of Faith*, sust.

2-3 p.m.

ABC-TV No network service.
CBS-TV *Baseball*, cont.
NBC-TV *NBC Major League Baseball*, various regional.

3-4 p.m.

ABC-TV 3:30-4 *Editor's Choice*, sust.
CBS-TV *Baseball*, cont.
NBC-TV *Baseball*, cont.

4-5 p.m.

ABC-TV 4-4:30 *Issues & Answers*, sust.;

4:30-5 No network service.
CBS-TV *Baseball*, cont.
NBC-TV *Baseball*, cont.

5-6 p.m.

ABC-TV *Wide World Of Sports*, part.
CBS-TV 5-5:30 *Amateur Hour*, J. B. Williams; 5:30-6 *GE College Bowl*, GE.
NBC-TV 5-5:30 *Wisdom*, sust.; 5:30-6 *Update*, Helena Rubinstein, and Glenbrook.

6-7 p.m.

ABC-TV 6-6:30 *Sports*, cont.; 6:30-7:30 No network service.
CBS-TV 6-6:30 *Twentieth Century*, Prudential; 6:30-7 *Mr. Ed*, part.
NBC-TV 6-6:30 *Meet The Press*, Wheeling Steel and Co-op; 6:30-7 1, 2, 3—Go! Beech-Nut.

7-8 p.m.

ABC-TV 7:30-8:30 *Follow The Sun*, part.
CBS-TV 7-7:30 *Lassie*, Campbell Soup; 7:30-8 *Dennis The Menace*, Best Foods, Kellogg.
NBC-TV 7-7:30 *Bullwinkle*, Gen Mills, Beech-Nut; 7:30-8:30 *Walt Disney's Wonderful World Of Color*, RCA, Eastman Kodak.

8-9 p.m.

ABC-TV 8-8:30 *Follow The Sun*, cont.; 8:30-10:30 *Hollywood Special*, part.
CBS-TV *Ed Sullivan Show*, Colgate, Revlon, P. Lorillard.
NBC-TV 8-8:30 *Walt Disney Show*, cont.; 8:30-9 *Adventures Of Sir Francis Drake*, P&G.

9-10 p.m.

ABC-TV *Hollywood Special*, cont.
CBS-TV 9-9:30 *GE Theatre*, Gen. Elec.; 9:30-10 *Who In The World*, Lever.
NBC-TV *Bonanza*, Chevrolet.

10-11 p.m.

ABC-TV 10-10:30 *Hollywood Special*, cont.; 10:30-11 *Lawman*, part.
CBS-TV 10-10:30 *Candid Camera*, Lever, Bristol-Myers; 10:30-11 *What's My Line?*, Kellogg, Block Drug.
NBC-TV *Du Pont Show of the Week*, du Pont.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *CBS News with Eric Sevareid*, Whitehall, Carter.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, part.

8-9 a.m.

ABC-TV No network service.
CBS-TV *Captain Kangaroo*, part.
NBC-TV *Today*, cont.

9-10 a.m.

No network service at all

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Calendar*, part.; 10:30-11 *I Love Lucy*, part.
NBC-TV 10:10:30 *Say When*, part.; 10:30-11 *Play Your Hunch*, part.

11 a.m.-noon

ABC-TV 11-11:30 *Tennessee Ernie Ford*, part.; 11:30-12 *Yours For A Song*, part.

TV SPECIALS FOR JULY,

ABC-TV:

July 21: 7:30-8:30 p.m.
U. S.-Russian Track Meet, sust.
July 22: 6:30-9 p.m.
U. S.-Russian Track Meet, sust.
Aug. 3: 10-conclusion
All-Star Football Game, Gillette, Carling
Brewers, R. J. Reynolds.
Aug. 11: 10-11 p.m.
Invitation to Paris, Pharmacrft Labs.
Aug. 12: 10-11 p.m.
Bing Crosby Special, Pharmacrft
Labs.
Aug. 14: 10-11 p.m.
Shelley Berman Special, Pharmacrft
Labs.
Aug. 25: TBA
Little League Baseball, sponsor TBA
Sept. 27: 10-11 p.m.
Bell & Howell Close-Up!, Bell & Howell.

CBS-TV:

July 14: 10-11:30 p.m.
Miss Universe Beauty Pageant, Procter & Gamble.
July 21: 5-6 p.m.
PGA Golf Tournament, Pabst Brewing and sust.
July 22: 4:30-6 p.m.

INTERNATIONAL

Don Hartford, CFAC Calgary, Alta., re-elected president of Western Assn. of Broadcasters at annual meeting at Jasper, Alberta. **William Stovin**, CKOM Saskatoon, Sask., elected director along with **R. MacLennan**, CJOB Winnipeg, Man., and **Ed Rawlinson**, CKBI-AM-TV Prince Albert, Sask., *Ex-officio* directors elected were **Stu Craig**, CKX Brandon, Man., and **Lloyd Moffat**, CKY Winnipeg.



Mr. Hartford

Peter A. York, former marketing services manager of Amalgamated Electric Corp., Toronto, elected executive vp of Bureau of Broadcast Measurement, cooperative industry audience research organization, that city.

Paul Audette named radio-tv production supervisor of Cockfield, Brown &

Co., Montreal.

Oliver F. Babirad, unit manager of Canadian Broadcasting Corp.'s public affairs and talks programs, joins program department of CTV Television Network, Toronto, as production manager.

Shell Turcott joins news department of CHUM Toronto.

Agnes Anderson, CHML Hamilton, Ont., elected vp of Women's Advertising & Sales Club of Hamilton.

ALLIED FIELDS

Malcolm P. Murphy, director of research at Gorham Co., joins Schwerin Research Corp., New York, as associate director of newly formed evaluation-sales analysis division.

Joseph F. Hennessey, graduate of Georgetown U. Law School, joins Washington communications law firm of Robert M. Booth Jr.

Edward C. Obrist, part-time instructor in communications at Boston U.'s School of Public Relations and Communications, named director of broadcasting. Mr. Obrist will continue as part-time instructor in communications.



Mr. Larson

G. Bennett Larson, former producer-director with NBC Radio Network and New York advertising agencies and broadcast executive with properties of *Philadelphia Bulletin*, *New York Daily News* and Time Inc., joins media brokerage firm of Blackburn & Co. as associate, with headquarters at company's west coast office in Beverly Hills. Mr. Larson's most recent station affiliation was from 1953 to 1959 as president, general manager and 20% owner of Time Inc.'s former Salt Lake City outlets, KTVT (TV) and KDYL-AM-FM, which were sold in 1959.

CBS-TV 11-11:30 *Verdict Is Yours*, part.; 11:30-11:55 *The Brighter Day*, part.; 11:55-12 *News*, sust.
NBC-TV 11-11:30 *The Price Is Right*, part.; 11:30-12 *Concentration*, part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Jane Wyman Presents*, part.; 12:30-12:55 *Camouflage*; 12:55-1 *Mid-day Report*, part.
CBS-TV 12-12:30 *Love Of Life*, part.; 12:30-12:45 *Search For Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Your First Impression*, part.; 12:30-12:55 *Truth Or Consequences*, part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *College Of The Air*, sust.; 1:30-2 *As The World Turns*, part.
NBC-TV No network service.

AUGUST & SEPTEMBER

PGA Golf Tournament, Pabst Brewing and sust.
July 31: 9-10 p.m.
Carnegie Hall Salutes Jack Benny, Lever Bros.
Sept. 8: 9:30-midnight
Miss America Pageant, sust.
Sept. 19: 10-11 p.m.
The Judy Garland Show, Chemstrand Corp. and Kitchens of Sara Lee.
Sept. 23: 9-11 p.m.
Opening Night at Lincoln Center, Corning Glass Works.
Sept. 24: 9-10 p.m.
Girl Scouts' '62 Senior Roundup, General Foods.

NBC-TV:

July 8: 5:30-7 p.m.
Open Golf Tournament, Buick.
July 10: 1 p.m.-conclusion
Baseball All-Star Game, Gillette, Chrysler Corp.
July 30: 2 p.m.-conclusion
Baseball All-Star Game, Gillette, Chrysler Corp.
Sept. 18: 10-11 p.m.
Hollywood: The Golden Years, Procter & Gamble.

2-3 p.m.

ABC-TV 2-2:30 *Day In Court*, part.; 2:30-3 *Seven Keys*, part.
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:25 *Jan Murray Show*, part.; 2:25-2:30 *News, Colgate*; 2:30-3 *Loretta Young Theatre*, part.

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day*, part.; 3:30-4 *Who Do You Trust?*, part.
CBS-TV 3-3:30 *The Millionaire*, part.; 3:30-3:55 *To Tell The Truth*, part.; 3:55-4 *News*, sust.
NBC-TV 3-3:30 *Young Dr. Malone*, part.; 3:30-4 *Our Five Daughters*, part.

4-5 p.m.

ABC-TV 4-4:50 *American Bandstand*, part.; 4:50-5 *American Newsstand*, part.
CBS-TV *The Secret Storm*, part.; 4:30-5 *Edge Of Night*, part.
NBC-TV 4-4:30 *Make Room For Daddy*, part.; 4:30-4:55 *Here's Hollywood*, part.; 4:55-5 *News*, Mogen David, Bristol Myers.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *News*, sust.; 5:10-6 No network service.
NBC-TV 5-5:05 *Kukla And Ollie*, Miles; 5:05-6 No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *News*, part.; 6:15-7:30 No network service.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, part.; 7-7:15 No network service; 7:15-7:30 *News*, part.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley Report*, R. J. Reynolds, Texaco; 7-7:30 No network service.

11 p.m.-1 a.m.

ABC-TV 11-11:15 *ABC News Final*, Sun Oil and General Insurance.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Tonight*, part.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, part.
CBS-TV *To Tell The Truth*, Whitehall, R. J.

Reynolds.
NBC-TV No network service.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9 *Law Of The Plainsman*, P&G.
CBS-TV 8-8:30 *Pete & Gladys*, part.; 8:30-9 *Father Knows Best*, part.
NBC-TV 8-8:30 *National Velvet*, part.; 8:30-9 *The Price Is Right*, P. Lorillard, American Home Products.

9-10 p.m.

ABC-TV *Surfside Six*, part.
CBS-TV *Lucy-Desi Comedy Hour*, Gen. Foods.
NBC-TV *87th Precinct*, part.

10-11 p.m.

ABC-TV *Ben Casey*, part.
CBS-TV 10-10:30 *Hennessey*, Gen. Elec., P. Lorillard; 10:30-11 *I've Got A Secret*, part.
NBC-TV *Actuality Specials*, various sponsors.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Bugs Bunny*, part.
CBS-TV *Marshall Dillon*, co-op.
NBC-TV 7:30-8:30 *Laramie*, part.

8-9 p.m.

ABC-TV 8-8:30 *Bachelor Father*, Amer. Tobacco, Armour; 8:30-9:00 *The New Breed*, part.
CBS-TV 8-8:30 *Password*, part.; 8:30-9 *Dobie Gillis*, Colgate, Philip Morris.
NBC-TV 8-8:30 *Laramie*, cont.; 8:30-9 *Alfred Hitchcock*, Mercury, Toni, American Tobacco.

9-10 p.m.

ABC-TV 9-9:30 *The New Breed*, cont.; 9:30-10 *Yours For A Song*, part.
CBS-TV 9-9:30 *The Comedy Spot*, Best Foods, S. C. Johnson; 9:30-10 *Ichabod & Me*, part.
NBC-TV *The Dick Powell Show*, part.

10-11 p.m.

ABC-TV *Alcoa Premiere*, Aluminum Co. of America and Lehn & Fink alt. with *Premiere*, same sponsors.
CBS-TV *Talent Scouts*, Oldsmobile, S. C. Johnson, R. J. Reynolds.
NBC-TV *Cain's Hundred*, part.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV Howard K. Smith—News & Comment, Nationwide Insurance.
CBS-TV 7:30-8 The Alvin Show, Welch.
NBC-TV 7:30-8 Wagon Train, R. J. Reynolds, Ford, National Biscuit; beginning 9/19, Virginian, part.

8-9 p.m.

ABC-TV 8-8:30 Focus On America, TBA; 8:30-9 Top Cat, Kellogg, Bristol-Myers.
CBS-TV 8-8:30 Window On Main Street, part.; 8:30-9:30 Checkmate, part.
NBC-TV 8-8:30 Wagon Train, cont.; 8:30-9 Rebel, P&G, American Tobacco.

9-10 p.m.

ABC-TV Hawaiian Eye, part.
CBS-TV 9-9:30 Checkmate, cont.; 9:30-10 Dick Van Dyke Show, P&G.
NBC-TV Kraft Mystery Theatre, Kraft.

10-11 p.m.

ABC-TV Naked City, part.
CBS-TV Armstrong Circle Theatre, Armstrong, alt. with U.S. Steel Hour, U.S. Steel.
NBC-TV 10-10:30 Play Your Hunch, 10:30-11 David Brinkley's Journal, part.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV Ozzie & Harriet, part.
CBS-TV Accent, sust.
NBC-TV 7:30-8:30 Outlaws, part.

8-9 p.m.

ABC-TV 8-8:30 Donna Reed Show, Johnson & Johnson, Campbell Soup; 8:30-9 Real McCoys, P&G.
CBS-TV Frontier Circuit, part.
NBC-TV 8-8:30 Outlaws, cont.; 8:30-9:30 Dr. Kildare, part.

9-10 p.m.

ABC-TV 9-9:30 My Three Sons, Chevrolet; 9:30-10 The Law and Mr. Jones, P&G.
CBS-TV 9-9:30 Brenner, part.; 9:30-10 Zane Grey Theatre, Gen. Foods.
NBC-TV 9-9:30 Dr. Kildare, cont.; 9:30-10 Lively Ones, Ford.

10-11 p.m.

ABC The Untouchables, part.
CBS-TV CBS Reports, part.
NBC-TV Sing Along With Mitch, R. J. Reynolds, Ballantine, Buick.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV Margie, part.
CBS-TV 7:30-8:30 Rawhide, part.
NBC-TV 7:30-8:30 International Showtime, part.

8-9 p.m.

ABC-TV 8-8:30 The Hathaways, part.; 8:30-9 Flynstones, Miles, R. J. Reynolds.
CBS-TV 8-8:30 Rawhide, cont.; 8:30-9:30 Route 66, Philip Morris, Sterling Drug, Chevrolet.
NBC-TV 8-8:30 International Showtime, cont.; 8:30-9:30 Robert Taylor's Detectives, part.

9-10 p.m.

ABC-TV 77 Sunset Strip, part.
CBS-TV 9-9:30 Route 66, cont.; 9:30-10 Father Of The Bride, Gen. Mills, Campbell Soup.
NBC-TV 9-9:30 Detectives, cont.; 9:30-10:30 Purex Specials, Purex.

10-11 p.m.

ABC-TV Target: The Corruptors, part.
CBS-TV 10-10:30 Twilight Zone, part.; 10:30-11 Eyewitness, part.
NBC-TV 10-10:30 Specials cont.; 10:30-11 Chet Huntley Reporting, part.

SATURDAY MORNING & AFTERNOON

8-9 a.m.

ABC-TV No network service.
CBS-TV Captain Kangaroo, part.
NBC-TV No network service.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 9-9:30 No network service; 9:30-10 Pip The Piper, part.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 Video Village Jr. Edition, part.; 10:30-11 Mighty Mouse Playhouse, part.
NBC-TV 10-10:30 Shari Lewis Show, part.; 10:30-11 King Leonardo & His Short Subjects, part.

11 a.m.-noon

ABC-TV No network service.
CBS-TV 11-11:30 Magic Land Of Allakazam, Kellogg; 11:30-12 Roy Rogers Show, part.

NBC-TV 11-11:30 Fury, part.; 11:30-12 Make Room For Daddy, part.

Noon-1 p.m.

ABC-TV 12-12:30 Bugs Bunny, Gen. Foods; 12:30-1 No network service.
CBS-TV 12-12:30 Sky King, Nabisco; 12:30-1 CBS News With Robert Trout, sust.
NBC-TV 12-12:30 Mr. Wizard; 12:30-1 No network service.

1-2 p.m.

ABC-TV No network service.
CBS-TV Baseball Game Of The Week, various sponsors.
NBC-TV No network service.

2-5 p.m.

ABC-TV No network service.
CBS-TV Baseball Game Of The Week, cont.
NBC-TV Baseball, various regional.

5-7:30 p.m.

ABC-TV No network service, 7-7:30 Matty's Funnies with Beanie & Cecil, Mattel.
CBS-TV No network service.
NBC-TV 5-6 No network service; 6-6:15 News, Bristol-Myers; 6:15-7:30 No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV Calvin & The Colonel, part.
CBS-TV 7:30-8:30 Perry Mason, part.
NBC-TV 7:30-8:30 Tales Of Wells Fargo, part.

8-9 p.m.

ABC-TV 8-8:30 Room For One More, part.; 8:30-9 Leave It To Beaver, part.
CBS-TV 8-8:30 Perry Mason, cont.; 8:30-9:30 Defenders, part.
NBC-TV 8-8:30 Wells Fargo, cont.; 8:30-9 Tall Man, part.

9-10 p.m.

ABC-TV Lawrence Welk, J. B. Williams, Whitehall.
CBS-TV 9-9:30 Defenders, cont.; 9:30-10 Have Gun, Will Travel, Lever, Whitehall.
NBC-TV 9-11 Saturday Night At The Movies, part.

10-11 p.m.

ABC-TV 10-10:45 Fight Of The Week, Gillette, Con. Cigar; 10:45-11 Make That Spare, part.
CBS-TV Gunsmoke, part.
NBC-TV Movies, cont.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 21 through June 27, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on

new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp

—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis—visual kw—kilowatts. w-watts. mc—megacycles D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Paterson, N. J.—Progress Bcstg. Corp. Uhf ch. 37 (608-614 mc); ERP 202 kw vis., 110 kw aur. Ant. height above average terrain 1277 ft., above ground 1341 ft. Estimated construction cost \$490,000; first year operating cost \$400,000; revenue \$400,000. P. O. address 136 West 52nd St., New York 19. Studio location Paterson; trans. location Empire State Bldg. Geographic coordinates 40° 44' 55" N. Lat., 73° 59' 09" W. Long. Trans. RCA TTU-12A; ant. RCA TFU-24DM. Legal counsel Cohn & Marks, Washington, D. C.; consulting engineer Lohnes & Culver, Washington, D. C. Principals: Fortune and Anthony Pope (each 50%). Applicant is licensee of WHOM-AM-FM New York, and through Dot Bcstg. Corp. owns WDOT Burlington, Vt. Ann. June 18.


Somerset, Ky.—Tv Reception Corp. Uhf ch. 29 (560-566 mc); ERP 382 kw vis., 193 kw aur. Ant. height above average terrain 400 ft., above ground 100 ft. Estimated construction cost \$48,050; first year operating

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cost \$55,000; revenue \$45,000. P.O. address 113 W. Mt. Vernon St., Somerset. Station and trans. location Somerset. Geographic coordinates 37° 06' 11.5" N. Lat., 84° 35' 43.5" W. Long. Trans. Electron TT-24A; ant. Electron HL-1. Legal counsel Ross K. Prescott, Dallas, Tex.; consulting engineer Automated Electronics Inc., Dallas. Principals: Clyde P. and Laura S. House, each 50%. Mr. and Mrs. House have interests in various local businesses. Ann. June 26.

*San Mateo, Calif.—San Mateo Junior College District Peninsula and Delaware. Uhf ch. 14 (470-476 mc); ERP 17.4 kw vis., 9.4 kw aur. Ant. height above average terrain 330 ft.; above ground 93 ft. Estimated construction cost \$243,957; first year operating cost \$54,900; no revenue. P. O. address c/o Dr. Jacob H. Wiens, San Mateo. Studio and trans. location San Mateo. Geographic coordinates 37° 32' 12" N. Lat., 122° 20' 2" W. Long. Trans. RCA TTU-1B; ant. RCA TPU-24DL. Engineering data prepared by Dr. Wiens. Board of directors: U. S. Simonds Jr., Robert A. Tarver, Eleanore D. Nettle, Raymond T. Whitney, Carl E. Ward, (no financial interest by board members.) Ann. June 27.

Existing am stations

APPLICATIONS

KCCR Pierre, S. D.—Cp to change frequency for 1590 to 1240 kw, change hours of operation from D to unl. using 250 w N and 1 kw D and make changes in transmitting equipment. Ann. June 22.

WLAM Lewiston, Me.—Mod. of license to change station location from Lewiston to Lewiston-Auburn, both Maine. (Request waiver of interim criteria for acceptance.) Ann. June 22.

Boulder, Colo.—Kenneth G. and Misha S. Prather. Mod. of cp, which authorized new am station on 1360 kc, 500 kw, daytime hours of operation and DA, to change from DA to non-DA, change type trans. and operate trans. by remote control. (Request waiver of Sec. 3.37 of rules.) Ann. June 25.

WJMB Brookhaven, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 25.

WQTE Monroe, Mich.—Cp to change hours of operation from Daytime to unl. using power of 500 w; change from DA-D only to DA-N & D. (Request waiver of FCC report & order of May 10, 1962, and acceptance.) Ann. June 26.

WBEE Harvey, Ill.—Cp to change frequency from 1570 kc to 1560 kc; increase power from 1 kw to 10 kw; install new trans. and make changes in DA system. Request waiver of rules re contingent applications and acceptance *nunc pro tunc*. Ann. June 26.

WANE Fort Wayne, Ind.—Cp to increase daytime power from 500 w to 1 kw. Request waiver of Sec. 3.188(d) and 1.354(c) of rules. Ann. June 27.

KOWL Bijou, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 27.

KPIG Cedar Rapids, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 27.

New fm stations

APPLICATIONS

Portsmouth, N. H.—Knight Bcstg. of New Hampshire Inc. 100.3 mc, 20 kw. Ant. height above average terrain 211 ft. P. O. address 490 Commonwealth Ave., Boston 15. Estimated construction cost \$23,000; first year operating cost and revenue to be figured jointly with am operation. Norman Knight, sole owner, also owns WHEB Portsmouth, N. H. Ann. June 22.

Albany, Ga.—James S. Rivers Inc. 92.5 mc, 20 kw. Ant. height above average terrain 175.5 ft. P. O. address Box 611, Albany. Estimated construction cost \$11,750; first year operating cost \$6,500; revenue \$8,500. Principals: James S. Rivers (52%), Herschel M., Telliver R., and Ronald S. Rivers (each 13%), R. Bruce Smith and Doris R. Rivers (4% each). Mr. J. S. Rivers has controlling interest in WMJM Cordele (99%), WDOL Athens (66%), WTJH East Point (52%) and WACL Waycross (51%), all Georgia; Mrs. D. R. Rivers, his wife, WDOL (33.3%) and WACL (38%); Messrs. Ronald S. and Herschel M. Rivers (16% each) WTJH. Ann. June 22.

Champaign, Ill.—Modern Bcstr. 105.3 mc, 20 kw. Ant. height above average terrain 401 ft. P. O. address 2400 Skyline Drive, Champaign. Estimated construction cost \$25,000; first year operating cost \$7,500;

revenue \$7,500. Principals: L. Frank Stewart and Mervyn W. Ozier (each 50%). Messrs. Stewart and Ozier are local businessmen. Ann. June 22.

McKenzie, Tenn.—Tri-County Bcstg. Inc. 105.7 mc, 3.36 kw. Ant. height above average terrain 231 ft. P. O. address WHDM, Hotel McKenzie, Box 370, McKenzie. Estimated construction cost \$13,250; first year operating cost \$7,000; revenue \$7,100. E. S. Nolting, sole owner, also owns WHDM McKenzie. Ann. June 26.

Ownership changes

ACTIONS BY FCC

Actions of June 27

WGML, Liberty Bcstg. Inc., Hinesville, Ga.—Granted (1) renewal of license and (2) relinquishment of control by James H. Watson through transfer of 33.33% interest each to Charles C. Gillilan and Hugh K. Tollison; newcomers to pay \$2,650 each for third interest. Mr. Tollison has interest in WGIG Brunswick, Ga.

KNUJ, KNUJ Inc., New Ulm, Minn.—Granted (1) renewal of license and (2) transfer of control from Walter K. Mickelson as individual to same as trustee under voting trust agreement.

KSLT(FM), Oil Center Bcstg. Co., Tyler, Texas—Granted transfer of control from L. S. and Margaret H. Torrains, Bryan L., and Lois Scott to W. A. Pounds, Jr. and Betty Reynolds; consideration \$28,683.

KTMS, News-Press Publishing Co., Santa Barbara, Calif.—Granted transfer of control from T. M. Storke through formation of trust estate with Mr. Storke and wife and Bert D. Lans as voting trustees.

APPLICATIONS

WTYM East Longmeadow, Mass.—Seeks transfer of all stock from Stanley Ulanoff and others d/b as Executive Bcstg. Corp. to Ralph C. Guild (59.66%), Peter D. Mathews (19.08%), Donald L. Wilks (11.92%) and Carleton R. Loucks (9.45%), tr/as New England Radio Corp. Consideration \$89,000. Mr. Loucks is owner of radio programming service and sales manager of WELI New Haven, Conn., Messrs. Guild and Wilks are vp and account executive, respectively, of station representative firm. Ann. June 22.

KDES-AM-FM Palm Springs, Calif.—Seeks assignment of license from George E. Cameron Jr. (sole owner), to City National Bank of Beverly Hills, court appointed temporary conservator of estate of Mr. Cameron. No financial consideration involved. Ann. June 25.

KBLA Burbank, Calif.—Seeks assignment of license from George E. Cameron Jr. (80%), to City National Bank of Beverly Hills, court appointed temporary conservator of estate of Mr. Cameron. No financial consideration involved. Ann. June 25.

KLOE Goodland, Kan.—Seeks transfer of 30% from Ross Beach Sr., deceased, to Mattie and Ross Beach, Jr. executors of estate. No financial consideration involved. Mr. Beach Jr. at present has 30% interest of KLOE Inc. Beach family has 60% interest in KAYS-AM-TV Hays, Kan. Ann. June 25.

WGLC Centreville, Miss.—Seeks assignment of license from Benton O. Bickam (50%) and Leonard J. Giacone (50%), d/b as Southern Bcstg. Inc., to same tr/as partners. Consideration \$16,000. Mr. Bickam is technical director for WABL Amite, La. and Mr. Giacone is announcer, WRBC Jackson, Miss. Ann. June 25.

KFBB-AM-TV Great Falls, Mont.—Seeks assignment of license from Irving B. Harris and Lawrence S. Berger (each 30%) and Burt I. Harris and Donald P. Nathanson (each 20%), d/b as KFBB Bcstg. Corp. to Hartscope Bcstg. Corp. No financial consideration involved; purpose is to facilitate financial affairs. Ann. June 25.

WEAP-AM-FM-TV Forth Worth, Tex.—Seeks transfer of control of 66.66% of stock, in form of voting trust, of Amon G. Carter Jr., Ruth Carter Johnson, Nenetta Burton Carter, Amon G. Carter Foundation, and J. Lee Johnson III, all holders of shares in trust, to same d/b as individuals. No financial consideration involved; transfer is for purpose of allowing each to vote individually. Ann. June 25.

KSID Sidney, Neb.—Seeks assignment of license from William C. Groves (80%) and Lewis W. Groves (20%), d/b as Wm. C. Groves Inc., to Mary E. Young (65%) and Anna M. Young (35%), tr/as KSID Inc. Consideration \$93,000. Mr. Wm. C. Groves is president of Rawlins Bcstg. Co., licensee of KRAL Rawlins, and executive general manager of KFBC AM-TV Cheyenne, both

WJBS DeLand, Fla.—Seeks assignment of license from Wallace Rifkin, court appointed receiver of station owned by WJBS Inc., through default of mortgage held by Thomas S. and Dorothea R. Carr, plaintiffs in foreclosure, to Ralph S. Hatcher (60%), Joseph and Gwendolyn Baker (each 15%) and Doris S. Hatcher (10%), d/b as Radio DeLand Inc. Consideration \$90,652. Ann. June 14. Broadcasting, June 25, incorrectly stated that Mr. and Mrs. Carr had defaulted on mortgage.

Wyoming, and KSTF(TV) Scottsbluff, Neb. Ann. June 26.

KAWA Waco-Marlin, Tex.—Seeks transfer of control of stock from Louis Leurig (50%), Peter Miller (40%), and Fredrick Miller (10%), to La Salle County Bcstg. Corp. (79%), Louis Leurig (10.5%), Peter Miller (8.4%) and Fredrick Miller (2.1%). No financial consideration involved. La Salle County Bcstg. Corp. is licensee of WLPO La Salle, Ill. Ann. June 26.

WRIO Rio Piedras, P. R.—Seeks transfer of control from Isidro Quiñones and Zoilina Sanchez Vidal (46 shares common stock par value \$1,000) to William M. and Hope W. Carpenter, all tr/as individuals. Consideration \$237,500. Mr. Carpenter is former vp of WAPA-TV San Juan. Ann. June 27.

WRIO Rio Piedras, P. R.—Seeks assignment of cp from William M. and Hope W. Carpenter (jointly 66.66%) and William and Ramon Antonio de la Cruz (each 16.66%), d/b as The Master Bcstg. Corp., to same tr/as San Juan Bcstg. Corp. No financial consideration involved. Contingent upon grant of transfer of control (above). Ann. June 27.

KHAK-FM Cedar Rapids, Iowa—Seeks assignment of cp from Don-Lo Bcstg. Inc. to Northland Bcstg. Corp. Assignment of license was granted May 29 (Fox The Record, June 4) and no further financial consideration is involved. Ann. June 27.

KAJI Little Rock, Ark.—Seeks assignment of license from Michael Helmer (50%) and Eugene M. and Edith F. Kramer (each 25%), d/b as Helmer Inc. to Glen A. Harmon (100%). Consideration \$105,000. Ann. June 27.

KSNN Pocatello, Idaho—Seeks transfer of control from Francis J. Riordan (80%), to Daniel C. Libeg and Tom Thompson (each 40%). Consideration \$45,000. Mr. Libeg is general manager of KSNN Pocatello, and Mr. Thompson is production manager. Ann. June 27.

WAGG Franklin, Tenn.—Seeks acquisition of negative control from W. R. Jenkins (37%), by William R. Ormes (50%), d/b as individuals. Consideration \$100. Ann. June 27.

KFIV Modesto, Calif.—Seeks acquisition of positive control from Rebecca Krisik (30%) by A. J. Krisik (27%), d/b as individuals. No financial consideration involved. Ann. June 27.

WBGN Bowling Green, Ky.—Seeks assignment of license from Donald Gene Mason (25%), to J. Paul Brown, Clement Lee Cockrel, Eimer Louis Hargan, and Eugene Kenneth Hornback (each 25%), tr/as Bowling Green Bcstg. Co. Consideration \$1,000 and liabilities of partnership of Mr. Mason. Ann. June 27.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward revoking license of KPFR Inc., for KPFR (FM) Palm Springs, Calif., for unauthorized transfers of control, for violating rules requiring licensed first-class operator to be employed by station at all times, and for misrepresentations to commission. Action June 27.

■ Hearing Examiner Asher H. Ende issued initial decision looking toward granting application of William H. Martin for new daytime am station to operate on 1350 kc, 1 kw, in Fort Myers, Fla., and dismissing with prejudice defaulted application of Peace River Bcstg. Corp. for new daytime am station to operate on same frequency with 500 w, in Punta Gorda, Fla. Action June 25.

OTHER ACTIONS

■ By memorandum opinion & order, commission on its own motion (1) stayed

effectiveness of its Jan. 17 decision which granted application of WTSP-TV Inc., for new tv station to operate on ch. 10 in Largo, Fla., and which denied competing applications of Florida Gulfcoast Bcstrs. Inc., City of St. Petersburg, Florida (WSUN-TV), Suncoast Cities Bcstg. Corp., Tampa Telecasters Inc., and Bay Area Telecasting Corp., and (2) reopened record and remanded proceeding to hearing examiner for further proceedings upon following issues: "1. To determine nature of programming service rendered by WLCY (am station of WTSP-TV Inc., in St. Petersburg) since close of record herein on May 16, 1960, and extent to which such service differs from that relied upon by WTSP-TV at earlier hearing herein. 2. To determine reasons underlying (a) choice of programming service of Station WLCY relied upon by WTSP-TV at earlier hearing herein; and (b) choice of programming service of that station since May 16, 1960. 3. To determine, in light of facts developed under foregoing issues, (a) whether WTSP-TV, Inc. possesses requisite character qualifications to be licensee of commission, and (b) whether, and in what respects, modification of commission's decision in this proceeding is required." Memorandum opinion denied requests to reopen record filed by City of St. Petersburg and Florida Gulfcoast, and otherwise held in abeyance their petitions for rehearing or reconsideration, together with petitions for reconsideration by Tampa Telecasters and Suncoast. Comrs. Hyde and Ford not participating; Comr. Cross dissented. Action June 27.

■ By memorandum opinion & order in am consolidated proceeding in docs. 14425 et al., commission (1) denied petition by Radio Haddonfield Inc., Haddonfield, N. J., for review of examiner's denial to add "Evansville" issue as to applicant Salem County Radio, Salem, N. J., and (2) denied Salem's motion to strike that petition. Comr. Bartley dissented. Action June 27.

■ By memorandum opinion & order, commission granted petition by Covington Bcstg. Co., Covington, Ky., to reopen record in proceeding on applications for new am stations of Massillon Bcstg. Inc., Norwood, Ohio, and Covington Bcstg. Co. and Kenton County Bcstrs., Covington, Ky.; remanded proceeding to hearing examiner for further determination and issuance of supplemental initial decision; and, on own motion, enlarged issues to include determination of nature of terrain at proposed site of Covington Bcstg. Co. and whether it can construct and operate DA system as proposed in its application. Comr. Bartley abstained from voting. By separate memorandum opinion & order, commission denied petition by Massillon Bcstg. Co. to add contingent standard comparative issue. Chmn. Minow and Comr. Ford dissented; Comr. Bartley abstained from voting. (March 7 initial decision would deny all three applications.) Action June 27.

Routine roundup

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted petition by general counsel for leave to file brief not in excess of 56 pages in support of exceptions to initial decision in Jacksonville, Fla., tv ch. 12 proceeding. Action June 22.

■ Granted petition by Broadcast Bureau and extended time to June 28 to file exceptions to initial decision in proceeding on am applications of S & W Enterprises Inc., Woodbridge, Va., et al. Action June 20.

■ Granted petition by Broadcast Bureau and extended time to June 25 to respond to petition by WEZY Inc. (WEZY), Cocoa, Fla., for enlargement or clarification of issues in proceeding on its am application. Action June 20.

■ Granted petition by Jacksonville Bcstg. Corp. for leave to file brief not in excess of 75 pages in support of exceptions to initial decision in Jacksonville, Fla., tv ch. 12 proceeding. Action June 19.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: July 25 and Sept. 12: Wide Water Bcstg. Co., Inc., East Syracuse, N. Y., et al.; July 26 and Sept. 11: Haywood County Bcstg. Co., Brownsville, Tenn.; July 25 and Sept. 11: Reliable Bcstg. Co., Calhoun, Ga., et al.; July 27 and Sept. 17: St. Martin Bcstg. Co., St. Martinville, La.;

BROADCASTING, July 2, 1962

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 20

	Lic.	Cps.	CPS	TOTAL APPLICATIONS
			Not on air	For new stations
AM	3,674	71	139	674
FM	934	66	200	172
TV	481 ¹	78	85	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 27

	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 ²
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.

July 26 and Sept. 13: Poplar Bluff Bcstg. Co. (KWOC), Poplar Bluff, Mo.; and The Denison Bcstg. Co. (KDSN), Denison, Iowa, et al.; July 30 and Sept. 19: Northfield Bcstg. Co., Northfield, Minn., et al. Action June 25.

■ On own motion, scheduled oral argument for June 28 on joint petition for approval of merger agreement filed by Edgar G. Shelton, Jr., West Chester, and Bi-States Bcstrs., Quakertown, both Pennsylvania, in proceeding on their am applications, et al. Action June 22.

■ Denied petition by Rhode Island-Connecticut Radio Corp. (WERI-FM), Westerly, R. I., for enlargement of issues in proceeding on its application and The Willie Bcstg. Co., Willimantic, Conn., to permit inquiry as to financial qualifications of applicant Willie Bcstg. Action June 20.

By Hearing Examiner Basil P. Cooper

■ Granted motion by Dover Bcstg. Co. and set aside direction for exchange of exhibits by June 18 pertaining to comparative issues between Dover and 1540 Radio Inc., both applicants for new am stations in Richmond, Va., and continued further evidentiary hearing on their applications, et al., from June 25 to July 6. Action June 21.

■ Granted motion by Kennett Bcstg. Corp. (KBOA), Kennett, Mo., and continued July 10 evidentiary hearing to July 18 in proceeding on application of Bootheel Bcstg. Co. for new am station in Kennett. Action June 21.

■ On own motion and consistent with a June 8 ruling receiving in evidence affidavit of J. Leo Dowd as FCC Exhibit C, made corrections in transcript to change numbering of exhibits in proceeding on application of Pioneer States Bcstrs. Inc., for new am station in West Hartford, Conn. Action June 20.

By Hearing Examiner Charles J. Frederick

■ As result of agreements reached at June 26 prehearing conference in proceeding on applications of The Greenwich Bcstg. Corp., Greenwich, Conn., et al., scheduled certain procedural dates and hearing for Oct. 1. Action June 20.

■ As result of agreement reached at June

20 informal conference in proceeding on applications of Hershey Bcstg. Inc., and Reading Radio Inc., for new fm stations in Hershey and Reading, Pa., scheduled further hearing for July 11. Action June 20.

By Hearing Examiner Millard F. French

■ Granted petition by Fifth Market Bcstg. Inc. (WGSM), Huntington, N. Y., and continued from June 13 to June 29 date for exchange of exhibits and June 27 hearing continued to July 18 in proceeding on its am application. Action June 22.

■ Granted petition by Dover Bcstg. Co., and continued July 10 prehearing conference to Sept. 10 in Washington, D. C., and continued hearing scheduled for July 27 in Dover, Del., to date to be set at prehearing conference in matter of revocation of its licenses for stations WDOV-AM-FM Dover. Action June 22.

■ Granted petition by Bi-States Bcstrs., Annville-Cleona, Pa., and continued certain procedural dates in proceeding on its am application et al (group 1-B); hearing scheduled for July 16. Action June 22.

By Hearing Examiner Walther W. Guenther

■ Denied petition by Broadcast Bureau for extension of time from June 25 to July 18 to file proposed findings and from July 10 to July 31 for replies in proceeding on applications of The Walmac Co. for renewal of licenses of KMAC and KISS (FM), San Antonio, Texas. Action June 26.

■ Granted request by Triangle Publications Inc. (WNHC-TV), New Haven, Conn., and continued June 26 hearing to July 2 in proceeding on its application. Action June 25.

■ Pursuant to agreement reached at June 22 prehearing conference, scheduled certain procedural dates in proceeding on fm applications of Rhode Island-Connecticut Radio Corp. (WERI-FM), Westerly, R. I., and The Willie Bcstg. Co., Willimantic, Conn.; hearing as previously scheduled—July 24. Action June 22.

■ Pursuant to agreement reached at June 21 prehearing conference, scheduled certain procedural dates in proceeding on am appli-

Continued on page 74

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

\$20,000 and more earnings. Sales Director, local and national. Large Eastern metropolitan station, excellent ratings. Replies confidential. Box 406M, BROADCASTING.

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.

Wanted . . . Northern California, manager with sales ability, proven record, assume interest and run the works. Good market of 60,000, an excellent deal for the right man. Box 610M, 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 oriented General Manager—Experienced for regional 5 kw New England radio. Send resume and photo. Box 617M, BROADCASTING.

Manager-Salesman who can buy interest in station in Arkansas community of 12,000. Write Box 620M, BROADCASTING.

Sales

Baltimore—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

Florida. \$100 week plus 15% and gas allowance. Great opportunity for aggressive, energetic, salesman who loves to sell and make money. Box 146M, BROADCASTING.

I-F you have Perspiration, Inspiration, Enthusiasm, opportunity for \$8-8,000. KFRO, Longview, Texas.

Experienced aggressive salesman capable of sales management. Modern station, fast pace, finest facilities, big Augusta-N. Augusta market. Good salary. Contact Bill Ellis, General Manager, WFNL, 200 Georgia Ave, N. Augusta, South Carolina. TA 4-1441.

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.

Sales or sales manager. Wonderful opportunity for experienced man who gets results. Must have proven sales record. Salary open, plus commission and overrides. Norfolk and Newport News, Va., area. Call Manager immediately. Al Lynn, Madison 5-0130 or write resume to WTID, Norfolk, Va.

One of the midwest's leading stations, 50,000-watt KXEL, adding to sales staff. Good starting pay. Excellent future. Apply Al Laval, Manager, KXEL, Waterloo, Iowa.

Southern Kentucky's pioneer station desires live-wire young salesman, excellent future in group ownership. Contact Hugh Tyler, Manager, WLEJ, Bowling Green, Kentucky.

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.

Management and sales openings thruout U. S. accent Midwest. Write for information and application. Walker Employment, 83 So. 7th St., Minneapolis 2, Minn.

Help Wanted—(Cont'd)

Announcers

Top Chain continually on lookout for Top Airmen with format experience. Believable personality and Creativity important qualifications. To be considered send tape and resume to Box 834K, BROADCASTING.

Announcer, First Phone required, for New England Daytimer. Salary excellent, commensurate with your ability in both fields. Announcing must be first rate. Please send audition tape including news delivery, commercials, informal ad-lib and resume. Real opportunity. If you have sales ability this would also be a valuable asset. Rush reply including all details to Box 403M, BROADCASTING.

Up to \$15,000 to start. Morning man, proven ratings, mature delivery. Top 40, major eastern city. Tape, resume. Box 405M, BROADCASTING.

Immediate opening for alert, energetic newsman. Local news, editorials, commentaries. Journalism background experience. Ability to work with people. Position rewarding. Resume and tape, first letter. Box 468M, BROADCASTING.

Very excellent opportunity for a top personality. Midwest market of 300,000. Pulse rated No. 1 for last five years. This is a prestige station. Fully paid hospitalization and life insurance programs equivalent to \$100.00 per month. Highest salary paid commensurate with ability. This is a permanent position—average length of employment over five years in our program department. Rush particulars—will contact by telephone. Box 568M, BROADCASTING.

Announcer-salesman. Small town east coast. \$90. Liberal commission on sales. Excellent opportunity for experienced man. Box 536M, BROADCASTING.

All around radio experience with first phone. Good pay near Chicago. Send tape and history. Box 551M, BROADCASTING.

Solid Great Lakes daytimer in good market needs mature all round creative self starting announcer. No floaters. No problems. Box 555M, BROADCASTING.

Negro R & B disc-jockey for swinging the station. Write Box 566M, BROADCASTING.

Good music announcer; bright, mature delivery for morning time with one of most powerful stations in top ten market. Several years experience preferred; needed immediately, salary open. Rush resume and tape to Box 575M, 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.

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 602M, BROADCASTING.

First-phone announcer. Opportunity for advancement. Immediate opening. Midwest. Middle-of-the road station. Box 612M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

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.

Michigan, staff announcer, experienced, good voice. Contact Leo Jylha, WBCM, Bay City, Michigan.

1st ticket. No maintenance. Immediate opening. Rush tape and resume. Manager, WBRD, Bradenton, Florida.

1st phone announcer. No maintenance. Immediate opening. Prefer starter to prima donna. Salary plus talent. Write or call Bill Griffiths, General Manager, WELM, Elmira, New York. Phone REgent 3-5626.

Immediate opening for experienced 1st phone announcer. No maintenance. Salary open. Send all or call collect Hugo DiSalvo, Gladstone 7-1194, WIOU, Kokomo, Indiana.

Immediate opening due to illness. Need experienced morning announcer-salesman. Opportunity to share in profits—managerial position open. Carmen Gaines, WLFH, Little Falls, N. Y.

Indiana daytimer and FM needs experienced announcer with 1st phone. Interesting, challenging position. Salary open. Contact Frank Haas, General Manager, WMRI AM-FM, Marion, Indiana.

At once! Wide awake morning man. Versatile, dependable, and experienced! Good hours—top pay for man who can do the job! WLAS, Jacksonville, North Carolina.

Wanted all around man for around the clock top-rated 50,000 watt, WPTR, Albany-Schenectady-Troy. Must have first phone and knowledge of what makes a good newscast tick, plus have a way with music. Salary open for the well rounded man we want immediately. Contact: Don Kelly, WPTR, Albany. UN 9-9271.

Announcer—morning man with personality for good music station. NBC affiliate must be experienced. Some tv work possible. Immediate opening. Send tape, photo and resume to Ed Huot, WTRC, Elkhart, Indiana.

Close to 100 jobs to fill next two months thruout country, particularly Midwest. Announcers and combo, radio and TV, write, Walker Employment, 83 So. 7th St., Minneapolis, 2, Minn. Now!

Technical

Engineer, first ticket for 1000 watter southwest. Salary good for right man. Maintenance a must. Box 235M, BROADCASTING.

Wanted—1st class engineer with directional experience who wants to be chief. Box 454M, BROADCASTING.

"Eastern Regional AM-FM needs first class Engineer. Transmitter and maintenance. No combo. Permanent position, with possibility of chief's job. Salary open. Full details—first letter to Box 471M, BROADCASTING.

Daytimer in Georgia needs combination chief engineer-announcer. Heavy on maintenance, \$130.00 per week for right man. Write Box 476M, BROADCASTING.

Help Wanted—(Cont'd)

Technical

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.

Medium N. Y. market well established progressive station needs engineer good on maintenance. Other opportunities depend on ability. Box 554M, 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.

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.

Daytimer has immediate opening for chief engineer-announcer. Please submit tape and complete resume in first letter. WBCB, Hastings—in Michigan's water wonderland.

"WFMT, Chicago's fine arts station seeks man with high quality stereo, audio, and FM (preferably RCA) transmitter experience for permanent position involving duties from equipment installation and trouble shooting to remote taping and board work. Salary commensurate with qualifications. Sheldon Danielson, Chief Engineer, 221 North LaSalle St., Chicago."

New medium market stereo needs engineers-announcers or salesman. Good pay. Excellent working conditions. Personal interview required. Complete resume in first letter to: Stan Anderson, WFOL-FM, 9583 Seward Road, Hamilton-Fairfield, Ohio.

Chief engineer with above average technical know-how plus administrative ability for above average 5 kw station. WLSI, Pikeville, Kentucky.

At once! Experienced, dependable engineer. Strong on maintenance. Good hours. Top pay! Must have good references! Daytime station. WLAS, Jacksonville, North Carolina.

Engineers and combo-men in radio and TV, write Walker Employment, 83 So. 7th St. Minneapolis 2, Minn., for application now. Many opportunities, free registration.

Production—Programming, Others

Top rated station in Illinois desires the services of first class newscaster. Must have sincere desire to search out news, edit and rewrite. Excellent voice required. Will pay top salary with Life Insurance and Major Medical Hospitalization Programs fully paid by company. Permanent position. List full details. Will contact via long distance phone. Box 509M, BROADCASTING.

RADIO

Situations Wanted—Management

General Salesmanager—Proven ability—10 years experience able administrator employed as sales manager—37 years—married—family. Box 998K, BROADCASTING.

Successful manager, solid sales, 13 years experience. Employed. Wants complete station responsibility, medium market, \$10,000 plus. Top references. Box 399M, BROADCASTING.

Proven profit-producer. Eight years Station Manager. Competent, responsible family man seeks managerial or sales challenge in Michigan. Good ideas, self-starter, strong on sales-programming. Will consider investment. Box 541M, BROADCASTING.

Manager—Administrative, sales and engineering background. Medium market. Twenty years broadcasting. Box 556M, BROADCASTING.

California management wanted. All around radio man, emphasis on sales. Experienced, stable, go getter. Box 573M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Now GM large metro station. Big league sales experience. "Excelsior." Box 581M, BROADCASTING.

Willing and able! . . . any southeastern station willingly considered by able manager with 10 years radio experience, 5 years sales. Box 585M, BROADCASTING.

Management desired in Southwest. Know all phases of radio, especially sales, married, stable. Box 588M, BROADCASTING.

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.

Manager, strong on revitalizing losing property, willing to relocate in metropolitan market. Sober, family, excellent references. For personal interview write Box 597M, BROADCASTING.

Experienced in all phases radio and tv. Currently in one of nations top twenty tv outlets. Wants to be working investor in your growing chain of stations. Top newsman, good voice, experienced in sports play-by-play, excellent references, college grad., married. Would like to talk with you. Box 558M, BROADCASTING.

Late on top 40 records? Does your competition have you beat? Then be first, really first in your market with all labels, all artists. Mailings 3 times weekly. Ten day trial—no obligation. Write: T. R. Productions, 830 Market, San Francisco, California.

Sales

National Sales Director—major market group. Available soon. 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.

Announcers

Looking for a capable sports man with all around ability? Box 297M, BROADCASTING.

Seeking expansion. Experienced, single, 5 years radio, will relocate anywhere in the fancy 50. Minimum wage to start, \$100.00 week. Box 381M, BROADCASTING.

Socially sharp swinger. Looking for move up. Productive creative. Available August. Box 428M, BROADCASTING.

Play-by-play: Preferably college-plenty experience both sports and sales—BA degree Radio-Arts-young, married—seek permanent position with future management possibility. Box 433M, BROADCASTING.

"Ready to move up. Big smile, happy sounding jock. Lotsa teen appeal. Currently in medium S. E. market. Four years format experience. Draft exempt. Strong on production. Only major and medium markets need reply." Box 456M, BROADCASTING.

Astro announcer—production voices—salesman (combination), experienced, executive quality, seeking "novel" experience—college. Box 436M, BROADCASTING.

Young, married newsman-announcer, 4 years experience. Gather, write, report local news. Prefer mid-Atlantic or northeast. Box 475M, BROADCASTING.

Announcer; mature sound; tight production; NYAS grad; want permanent job. Box 485M, BROADCASTING.

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.

Situations Wanted—(Cont'd)

Announcers

College grad, experienced, board, news, sports, dj. Available two weeks. Box 506M, BROADCASTING.

Announcer seeks position in east starting September. Married. One child. Box 526M, BROADCASTING.

Personality with 8 years experience, humor, voices, wishes to meet station manager in medium or major market with opening. Box 550M, BROADCASTING.

Bright cheerie morning man. 1st phone—no maintenance. Strong news delivery. No drifter. Available two weeks. Box 587M, BROADCASTING.

Announcer-disc jockey. Experienced, married—not a floater. Good tight production. Authoritative news. Box 605M, BROADCASTING.

Eight years experience. \$65. Central zone or south. Single. 38. Box 572M, 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 afms. 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.

Experienced first phone dj. Prefer New England-Florida others considered. Box 579M, BROADCASTING.

Top-rated morning man in medium midwest. Tight board, happy. Not screamer, fully experienced. Box 584M, BROADCASTING.

Personality dj for top 40 sound—a swinger on the air with knowhow in production, sales, copy. Seeking permanency. Box 587M, BROADCASTING.

Experienced format dj seeking larger salary and market—draft exempt—willing to relocate. Box 592M, BROADCASTING.

Announcer/dj. Modern sound. New; staff; versatile. Tight production. Box 593M, BROADCASTING.

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.

Now PD in Indiana. Formerly announcer at WICE, Providence, WONE, Dayton—Hometown Dayton—relocate within radius of 150 miles. Experience 5 years. Box 532M, BROADCASTING.

Young conservative announcer would like to hear about your good music station. Married, good news and sports delivery. Box 601M, BROADCASTING.

Polished announcer. Experienced in news, dj show, sports, production. Desires N. Y., N. J., Connecticut, L. I. area. Box 603M, BROADCASTING.

Announcer/dj. Swinging modern style. Top ideas! Tight production! Cheerful! Box 608M, BROADCASTING.

Modern jock for modern format. Top sound for top market. Box 615M, BROADCASTING.

Swinging-Negro, fast-paced, tight board and first phone. Want to relocate in metropolitan or semi-metropolitan area. Now holding top position in small market. Versatile p.d. ability. Broadcasting and technical school graduate, college. No floater. Box 618M, BROADCASTING.

Beginner with potential seeking announcing or engineer's position. 1st phone—will locate anywhere. Frank Allen, 3252 Grove St., Oakland, California. OL 5-6719.

Situations Wanted—(Cont'd)

Announcers

Announcer—Experienced, Young, Industrious and Versatile. Can do dj shows, and authoritative on news. Well trained. Now available. Robin Burns, 3090 N. Haussen Court, Chicago 18, Illinois. MU 5-0287.

Available now! Young announcer. Good sound! Prefer Northeast. William Elliott, 48 Imperial Avenue, Pittsfield, Massachusetts.

New York-New Jersey. Novice Negro newscaster. Broadcasting school graduate. Good style, delivery, voice. Young, want future. Leroy Jones, MA 4-6450.

Format dj. Young, energetic, theatrical background, tight board, will travel. Tom Jordan, 3108 N. St. Louis, Chicago 18, Illinois. PA 5-5818.

DJ, 21, singer, songwriter, guitarist, mc, and clown, natural ability to make audience contact. Swingin hops, tight board, fast concise news. Please contact Larry Lee, 104 Omega Ct., N. Highlands, California or 331-1706 4-6 pm.

Young announcer, 1st phone, mature voice, experienced program-news director, production ideas. Dave Shane, Hollywood 4-9594, Hollywood, California.

Announcer with copy experience, also some sales and news gathering. Tape and resume upon request. Address Roger Wellman; Middleville, Michigan.

Personality disc jockey—5 years experience. Also experience in sports news and production. Want southwest metro market—Sid Young, 262-2262, Nashville, Tennessee.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Technical

Technical advisor, chief engineer, all forms radio to 50 kw. Prefer west or southwest. Prefer chain. References. Box 498M, BROADCASTING.

First phone—Capable of announcing. Currently working. Seek permanent position—prefer northeast. Box 529M, BROADCASTING.

I control department, work hard, take pride, cover major dj block. Nine years working directional. There in eight days. All inquiries answered. Box 539M, BROADCASTING.

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.

Chief engineer-announcer. Experience and maintenance construction and FCC compliance. Quality announcing, staff or personality. Excellent employment record. Write me, I'll call you. Box 564M, BROADCASTING.

Northwest only: Married, competent, over 2½ years as 1st class engineer-announcer. Permanent position wanted, not a drifter! Box 582M, BROADCASTING.

FM Stations—Now is the time to show a profit. I can help. Have first phone license, technical knowledge, ideas for FM: production, sales, promotion and program guide. Write Grady Dixon, 503 Snow Hill St., Ayden, N. C. with offer or for details.

Situations Wanted—(Cont'd)

Production—Programming, Others

Hockey announcer available. Prefer National or American League. will consider all offers. Top ratings, exciting play-by-play. Knows radio-television operations very well. Excel in sales and public relations. Employed. United States only. Box 466M, BROADCASTING.

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.

Girl Friday. Traffic—Copy—Announcing Attractive. Excellent references. Available immediately. Box 563M, BROADCASTING.

Experienced p.d., good sales record, friendly mature announcer, former newscaster, good copy. Central, S.W. U.S. Box 527M, BROADCASTING.

Holy smoke-hurry! Plan to accept position top 30 market within a month if you don't contact me. Being careful-want best long-range deal. Want p.d. of responsible, healthy medium to large market organization. Will scientifically, conceptually program through creativity, top-production, clear thinking in terms of essentials, reliability, hard work—for results! Young, aggressive, talented, sober, serious—know business. Top-rated personality on top station, top experience (broadcaster, entertainer, musician), education (psychology), top references (including present employer). Want permanency and chance for management. Tell me your needs. Will provide quite sufficient audio-visual evidence in personal presentation. It's worth your while. Let's talk it over! Box 574M, BROADCASTING.

Rebuilding metropolitan operation? Powerful programming produced by bigtime, imaginative professional. Box 578M, BROADCASTING.

Swinging dj—pd just what you need for constant, alert—aggressive programming of your pop sound. \$100 will give a vital new personality, patience and new ideas to organization. Production experience and knowhow in getting the best. Let's talk. Box 586M, 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.

Will accept smaller wage for opportunity at first p.d. or manager position, any market. Have 8 years am & tv, all sized markets. Box 607M, BROADCASTING.

TELEVISION**Help Wanted—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.

Experienced television announcer for major Ohio market. Send all particulars and photo first letter. VTR if possible. Box 553M, BROADCASTING.

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.

Staff announcer for top market tv station, middle-atlantic. Send audio tape, resume, film or video tape if available. Immediate opening. Box 616M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

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.

“Experienced and fully qualified staff announcer for combination AM-TV operation. Send resume to Program Manager, WJAR-TV, Providence, R. I.

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

Videotape maintenance engineer. Experienced Ampex Intersync. Leading New York producer. Good salary and advancement. State full background. Box 372M, BROADCASTING.

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 939K, BROADCASTING.

Graduate electronics engineer or equivalent. Experienced UHF broadcasting. Good opportunity. University atmosphere. Submit experience and salary requirements. Box 516M, BROADCASTING.

Wanted: TV engineer—first class license. Experience not necessary but desirable. Write W. M. Greely, KHOL-TV, Holdrege, Nebraska.

Position available July first for experienced maintenance engineer with expanding ETV station in Southwest. First phone necessary. Transmitter and VTR experience desirable. Send resume and recent photo to: Wes Johnson, Radio-TV Bureau, University of Arizona, Tucson, Arizona.

Production—Programming, Others

“Operations Manager for major market, east coast television station, to coordinate live studio production and station daily operation. Indicate experience in directing, producing, traffic and on-air promotion. Box 495M, BROADCASTING.

Newsman for combined radio-tv newsroom. Must be strong on-camera, experienced reporter. This man will do cur 11 pm TV news in highly competitive market and must be good. Send audition sof to Bill Lindsay, WFMJ-TV, Youngstown, Ohio.

TELEVISION**Situations Wanted—Management**

Experienced salesmanager—Desires change to smaller UHF or VHF market. Box 571M, BROADCASTING.

TV-Radio manager—12 years experience. Mature, proven ability, excellent sales-management record. Desires relocate bigger market, bigger salary. Money's worth guaranteed. Box 544M, BROADCASTING.

Sales

TV-Radio promotion and sales, film and production experience. Available. Box 562M, BROADCASTING.

Television salesman—4 years experience radio sales. 12 years broadcasting including 4 years television announcing. 34, married, 2 children. Box 589M, BROADCASTING.

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.

Announcers

Top rated, seasoned, versatile announcer. College graduate. Veteran. Married. Stable. Box 576M, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineer limited tv experience. 4 years experience allied fields. Has 1st phone ticket, willing to relocate. Salary open. Box 609M, 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.

News photographer reporter seeks employment with aggressive tv station. Five years experience. Have car. equipment, vet. Box 357M, BROADCASTING.

Director, 5½ years experience all phases of production, veteran. 26, university grad., married with children. Box 560M, BROADCASTING.

Cost-conscious program-production manager with ingenuity desires relocation. Does hiring, scheduling, programming and directing. Knows film. 5 years present location. Journalism degree. References. Family. Box 583M, BROADCASTING.

Sports Director, Sales Mgt. 12 years overall experience in radio and television doing major sports events and programs. Write, sell, and produce shows. Agency experience also. Network experience included. Send for complete resume and references. Box 600M, BROADCASTING.

Capture your local tv kid market . . . one-man puppet show, great for local talent, personal appearances, station promotion, commercials. Real winner, kids and parents! Do some staff announcing, guarantee your moneys' worth. Best offer. Box 614M, BROADCASTING.

Award-winning professional journalist needs permanence with top-fite news or sports department of progressive radio or TV operation. Prefer TV special events, public affairs. Capable of directorship. Eight years of diversified experience includes local, regional, major-metropolitan markets; radio, television, newspaper; news, sports, personality, sales, programming; gathering, editing, writing, delivering; shooting, processing, editing, on-camera. College, family, 24. Previously with WNAK-KVTV, now with Time-Life Broadcast, Inc. Have just been laid-off by operational cutdown; current employers will be among outstanding references. I'm used to top ratings, heavy promotion, substantial salary. I'd like to deliver for you. Tom Houghton (Edwards), wtn Radio-TV, Minneapolis 16, Minnesota. Phone 612-825-9528.

FOR SALE

Equipment

WE 51B 3 kw fm transmitter. Operating c.n.dition. Best offer over \$2,000. Box 606M, BROADCASTING.

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 WELY, 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.

For Sale—(Cont'd)

Equipment

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.

Western Electric 10 kw-FM (506 B-2) and one (1) kw-AM (443 A-1) spare tubes and parts. Make offer. WVKO, Columbus HU 6-9595.

UHF Transmission Line and Hardware! 525' of 6½" x 19'6" MI-19387-1B Coax; 520' of 3½" x 20' MI-19089-1 Coax; Elbows; Insulated, grounded and fixed hangers for both above. One 3½" RCA Dipole antenna, Channel 22, one ditto Channel 34. All good condition. Available mid July. Half price! Write for stock list. Scott Hagenau, WSBT-TV, South Bend 1, Indiana.

Quality tapes. Lowest prices anywhere. Free catalog. Box 3095, Philadelphia 50.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrounding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Company, Box 31, Temple, Texas.

Thermometer, remote electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

16mm Reversal Film Processor, Aiglonne. Model America, automatic daylight film processor. Automatic threading, solution recirculation, replenishing system, and dryer, with two magazines. \$2500.00 fob. 16mm Film Processor—Fairchild, mini-rapid, 16mm, negative-positive processor. Self threading with 400 foot capacity \$450.00 fob. G. L. Anderson, WJW-TV, 1630 Euclid Avenue, Cleveland 15, Ohio.

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. 513 OITM Teflon Line. \$40.00 for 2" length; 1½" ditto. 90c foot; 6 feet. Dishes with hardware. \$150.00 each. Also Elbows, Reducers, Dehydrators. Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Wanted 5 kw FM transmitter, not over eight years old. Box 467M, BROADCASTING.

Wanted to buy: By individual wanting semi-retirement. Small AM or FM station N/E (preferably 100 mile NYC) Low price/down payment. Send details including operating cost, gross/net income past six months. Box 580M, BROADCASTING.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-9258.

Used broadcast audio speech input console in working or repairable condition. Box 8117, Asheville, North Carolina.

WANTED TO BUY

Stations

"Will take over active management and buy either part of or entire radio station. Long on experience, short on down-payment. Contact Box 327M, BROADCASTING.

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, 2603 Inwood Road, Dallas, Texas.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts July 16—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start July 31, and Sept. 18.

MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

New DJ Comic-Tape ready now! Over 100 crazy bits to brighten up your show. Only \$5.00. Hurry, limited number available. IRP, 1930 Greenville Ave., Dallas, Texas.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment. Introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Days-Dates-Data." New Deejay gag service. Sample copy \$3.00. Show-Biz Comedy Service—(Dept. BM) 65 Parkway Court, Brooklyn 35, New York.

Business Opportunity

For Sale 1st Mortgage on Florida fulltime radio station. 20% discount. Secured by assets and all issued stock. Will accept \$31,000 for \$38,000 note. Interest is 6%. Write Box 611M, BROADCASTING.

I need working partners to buy radio station. Moderate investment required. Am seeking supe:b salesman and versatile engineer. Box 570M, BROADCASTING.

RADIO

Help Wanted—Sales

OPENINGS

Three Account Executives
Radio, Television and/or
Ad Agency Experience
A Necessity.

High-caliber men, free to travel, with accustomed earnings to \$25,000 yearly. Travel and entertainment allowance, plus commissions. Call Main Office, HA 6-9266, Boston, Mass., for appointment. Interviews will be held in accessible area.

COMMERCIAL PRODUCERS, INC.
405 Park Square Building
Boston, Massachusetts

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

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.

INSTRUCTIONS

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.

MISCELLANEOUS

NEW COMEDY FOR DJ'S

Be the first to get this new fresh package, tailored specifically for D.J.'s. All new! 100% airable! Send \$5.00 for "Take One."

D.J. GAG SERVICE
P. O. Box 92
Kansas City 41, Missouri

Miscellaneous—(Cont'd)

AUTOMATING?

Top air personality in N. Y. City, heard nationally on commercials prepared to custom-build three hour record shows and/or commercials for limited number of stations. Network quality at local price. Write Box 619M, BROADCASTING

Colorful

RADIO MARKET SHEETS and COVERAGE MAPS

Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

FOR SALE

Equipment

Why tie up your money in frozen assets? We lease new or used broadcasting equipment, office machinery, cars and trucks.—Select your own equipment supplier—we buy for cash and lease to you over period of years. Conserve your cash and take advantage of possible tax benefits.

GENE O'FALLON & SONS LEASING
639 Grant Street Denver 3, Colo.
AM 6-2397

Fairchild stereo cutting system with head, 100 hours use, plus unused spare head. List price \$9,300. Price for immediate sale \$6,500.
Hamilton Audio Electronics
45 West 45th Street
New York City, Circle 5-3430

FOR SALE

Stations

WANT SECURITY

Own your business—be your own boss. \$5,-000.00 cash buys franchise, equipment and furniture. Must know radio. Deal of a lifetime! Live in America's fastest growing and most beautiful city.

Box 569M, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHMENT 1946

Negotiations Management Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEatur 2-2311

Continued from page 69

cation of Bay Shore Bcstg. Co., Hayward, Calif., and continued July 25 hearing to Oct. 17. Action June 22.

■ Granted petition by Broadcast Bureau and extended from June 21 to July 12 time to file reply conclusions in Wilmington, Del., tv ch. 12 proceeding. Action June 22.

By Hearing Examiner Isadore A. Honig

■ On own motion, reopened record in proceeding on an applications of Don L. Huber, Madison, and Bartell Bcstrs. Inc. (WOKY), Milwaukee, Wis., postponed indefinitely dates scheduled for filing of proposed findings and replies pending completion of further evidentiary proceedings, and scheduled hearing conference for July 11. Action June 25.

■ Formalized by order actions taken at June 19 prehearing conference in proceeding on an application of WEZY Inc. (WEZY), Cocoa, Fla., scheduled certain procedural dates, and continued July 11 hearing to July 31. Action June 19.

By Hearing Examiner H. Gifford Irion

■ Granted request by New Mexico Bcstg. Inc., and continued June 28 hearing to July 3 in Santa Fe, N. Mex., tv ch. 2 proceeding. Action June 22.

By Hearing Examiner David I. Kraushaar

■ By order in Syracuse, N. Y., tv ch. 9 proceeding, granted petitions for leave to amend applications of Ivy Bcstg. Inc., to include letter of credit from The Chase Manhattan Bank and Syracuse Civic Television Inc., to reflect change in main studio location and financial changes incidental thereto, resulting from conditional grant of application for interim tv operation on ch. 9 in Syracuse; incorporated by reference reasons for action in regard to Ivy petition as set forth in June 25 transcript of hearing; effective date of rulings to be date of release of order. Action June 26.

By Hearing Examiner Jay A. Kyle

■ Pursuant to June 22 prehearing conference, continued July 25 hearing to Sept. 20 in proceeding on an applications of Olney Bcstg. Co., Olney, Texas, and James R. Williams, Anadarko, Okla. Action June 22.

■ Ordered that replies to proposed findings may be filed on or before July 6 in proceeding on applications of Simon Geller for new am station in Gloucester, Mass., et al. Action June 21.

For Sale—(Cont'd)

Stations

GUNZENDORFER

ARIZONA single station mkt. \$10,000 down. Asking \$70,000. "A GUNZENDORFER Exclusive."
FM's \$50,000-\$125,000-\$165,000. "Exclusive."

OTHER AM BUYS \$78,000, \$125,000.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
8630 W. Olympic, Los Angeles 35, Calif.

Ala	single	daytimer	\$ 85M	terms
Ky	single	daytimer	75M	\$29M
Fla	medium	fulltime	275M	\$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

ROCKY MOUNTAIN. Medium market. Gross exceeds \$100,000. Absentee ownership. Asking \$150,000. 29% down.

SOUTHWEST. Top market in the state. Full time. Asking \$425,000. 29% down.

ROCKY MOUNTAIN. Gross \$42,000. Full time. Asking \$75,000. 29% down.

NORTHWEST. Exclusive. Full time. Gross exceeds \$70,000. Exceptional potential. Asking \$125,000. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279



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When it comes to deciding whether your company will play its proper role in keeping America strong—and prospering—it's up to you. The success of the Payroll Savings Plan for U.S. Savings Bonds has come about only because thousands of management executives like yourself have accepted the responsibility and have installed and promoted the

Plan. And in helping their employees save, they've helped countless communities build the reserve buying power the nation needs. Make the decision that's right for you and everyone—call your State Savings Bonds Director, or write Treasury Department, U.S. Savings Bonds Division, Washington 25, D.C.

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BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

OUR RESPECTS to Erwin Harry Ezzes, executive vp of UAA, New York

An evening in Paris caused changes in a lifetime career

When Erwin H. Ezzes was a youngster growing up on the sidewalks of New York, he dreamed of living in far-away places, such as Hawaii, the Philippines or Panama as a career officer in the U. S. Army.

Childhood dreams usually collide with the stern realities of life. But Mr. Ezzes trained for a military career and served in the Army more than seven years in this country and in England, France and Germany. He was a lieutenant colonel by the time he was released in 1945.

"Strangely enough," Mr. Ezzes recounts today, "it was my army career that brought me into contact with individuals in the entertainment field, and I guess I caught the bug."

Mr. Ezzes reports he made the transition from military to civilian life "rather easily." In a 17-year span, he has held top-echelon posts at such companies as Motion Pictures for Television, Guild Films Co., C&C Television Corp. and his present company, United Artists Associated. Today, Mr. Ezzes is executive vice president in charge of UAA, a subsidiary of United Artists Corp. which distributes Warner Bros., RKO and United Artists feature films and cartoon shows to television.

"And I'm happy to say that business is better than ever," Mr. Ezzes says with a smile. "I think I have at least one valid theory to advance about programming: good feature films and good cartoon shows will always find a place on the television screen, no matter how many times they have been run, because there are people who haven't seen them in their earlier runs. A new audience is always growing up, and rotation of time periods exposes the programs to different viewers."

Ezz, as his friends call him, is a compactly built, medium sized man of 45. Though he has acquired a reputation in the industry as an ace salesman, he's not the razzle-dazzle, lots-of-charm type. In manner and conversation, he is down-to-earth, direct but casual. A colleague commented, "No matter how big the deal is, Ezz never gets excited. But this doesn't mean he doesn't work hard at getting orders from stations or trying to help them with their programming problems."

Knows Stations ■ His special ability, associates say, is that he has intimate knowledge of strengths and weaknesses of stations throughout the country, gained from 17 years in the syndication business. He is skilled at suggesting ways of scheduling UAA-distributed feature films and cartoons to cope with the programming of opposition stations. And he's a whiz at computing

costs for a package.

"It's a revelation to see Ezz on the phone figuring out the costs of a schedule for a prospective station client," one co-worker said. "He has two adding machines on his desk. With a telephone in one hand, he works each of these machines alternately and comes up with several suggestions for a station manager at the other end of the phone."

Of this work technique, Mr. Ezzes comments, "One thing I got out of my college major in accounting—I learned to work an adding machine."

Erwin Harry Ezzes was born in New York City on Sept. 21, 1916. When he graduated from elementary school in 1930, he applied for and won a scholarship to the New York Military Academy at Cornwall-on-Hudson, N. Y. He graduated from military school in 1934 and matriculated at the College of the City of New York. Though he studied business administration at City College with a major in accounting, young Ezz still had his sights on a military career. He received a bachelor's degree in business administration and a reserve commission in the U. S. Army in 1938.

One Times Seven ■ At that time, a limited number of reserve officers could apply for one-year service in the regular army. Mr. Ezzes applied and was accepted. But he couldn't foresee that international tensions would extend his military service to a total of seven years.

For five years, he served at various U. S. camps, initially as an infantry officer. One of his more unusual assignments was as commander of a WAAC

battalion in Denton, Tex. He attended the adjutant general's staff school in 1943, and thereafter served as a staff officer, including the post of secretary of the general staff, European Theatre of Operations.

From 1943 until 1945, Mr. Ezzes was stationed in various parts of England, France and Germany. One evening in Paris, he made the acquaintance of several fellow officers, including Matthew J. Fox, William S. Paley, Josh Logan and Anatole Litvak. This chance meeting with Mr. Fox, who had been a top executive with Universal Pictures in peacetime, ripened into a warm friendship. Mr. Fox was impressed with Mr. Ezzes' alertness and administrative ability, and they frequently discussed the possibility of joining together in business after the war.

Rise Begins ■ Mr. Ezzes was released from service in the fall of 1945. In association with Mr. Fox, Ezz served as secretary of the World Wide Development Corp., an importing-exporting and industrial development organization for a year. In 1946, he joined United World Films Inc., a subsidiary of Universal Pictures, of which Mr. Fox was executive vice president. Mr. Ezzes remained with UWF until 1951, rising to the post of vice president and general sales manager.

In 1951 Mr. Ezzes joined Motion Pictures for Television Inc., a company which sold features and tv series to stations during the medium's formative years. By the time he left in 1955, he was vice president and general sales manager. For a year he was vice president and sales manager of Guild Films, and in 1956 he joined C&C Television Corp., which was formed to market the RKO pre-1948 feature film library. He left C&C in 1960 as a vice president and director to assume his current post at United Artists Associated.

Mr. Ezzes married the former Thelma Dunleavy of New York, a classmate at City College, in March 1943. They have two children—Steven Leo, 15, a cadet at New York Military Academy, and James Casey, 12. The family home is in Westport, Conn. Mr. Ezzes also maintains a New York apartment, which he occupies when business requires him to stay in town.

He is a member of the International Radio & Television Society, the Sales Executives Club, International Variety and the Friars. His hobby, collecting chess sets from all over the world, combines his interest in travel, art and chess. His present collection includes pieces from Japan, Hong Kong, India, Israel, France, Africa and Mexico.



UAA's Ezzes
His specialty: station problems

Center ring for radio

UNLESS memory fails—and we have had the good sense to check that possibility—it has been years since as important a non-broadcasting figure as the president of the American Assn. of Advertising Agencies made a full-dress speech devoted exclusively to radio as a national advertising medium, its potentials as well as its problems.

Thus the speech that John Crichton, the new president of the 4As, made to the Colorado Broadcasters Assn. 10 days ago (BROADCASTING, June 25) would be noteworthy if only because it restored radio to a place on the dais. But it is important, too, for an even better reason: simply because it makes a vast amount of sense.

Mr. Crichton obviously had done his homework. He had sampled his member agencies. He had thought about radio's future as well as its present and past. He knew radio's problems and showed an understanding of how they came to be. He also knew its strengths as a communications and advertising medium. He talked forthrightly about the good and the bad in what he saw. And he was not content to mention problems and let them lie there. He proposed solutions that he felt broadcasters must initiate, and he also showed AAAA's willingness to work with radio's own sales arm, the Radio Advertising Bureau, in areas of common concern.

It is hard to fault Mr. Crichton's critical assessments: too many radio stations, too many negative and destructive sales practices, too much confusion in rates, too much emphasis on ratings (by both buyers and sellers), not enough attention to qualitative audience research—and thanks to injudicious selling and willy-nilly rate deals, too many commercials to make the medium as attractive as it ought to be. Unlike many speakers these days, he coupled these criticisms with equally candid acknowledgement of radio's inherent values in reach, inexpensive cost, flexibility and power to move goods.

Broadcasters can hail Mr. Crichton's understanding approach to radio's problems and potentials, and they would be smart to heed it, too. We would hope that his own constituents would also heed the parts that apply to them, for agencies, too, have much to gain from a healthier radio medium. By showing an earnest and constructive interest in radio's welfare Mr. Crichton has set an example that both agencies and broadcasters can follow with profit.

Sec. 315 opportunity

BROADCASTERS have been given a chance to obtain repeal of the equal-time restrictions of Sec. 315, the political broadcasting law. It will be largely up to them whether the chance is realized.

Sen. John O. Pastore, (D-R. I.) chairman of the Senate Communications Subcommittee, has called hearings to begin July 10 on several pending bills to liberalize the equal-time law. He has personally endorsed a bill, introduced by Sen. Vance Hartke (D-Ind), that would repeal all of the law except one section that prevents broadcasters from charging premium rates for broadcasts by political candidates and another that requires broadcasters to provide reasonable opportunity for the presentation of conflicting views on controversial issues.

In the Senate there seems to be growing sentiment in favor of doing something about Sec. 315 in time for this year's political campaigns. If broadcasters present a good case in the Pastore hearings and follow it with vigorous work among the Senate members, it is altogether possible that Senate action will ensue.

The House presents a more difficult problem. So far its

members have shown little interest in doing anything about the political broadcasting law at this session. Interest in the subject will be aroused only if broadcasters do the arousing. The subject is important enough, and the chance for action good enough, to justify a crash program by all the major elements of broadcasting.

The Hartke bill is good as far as it goes. It ought to go one step farther and include the "fairness clause" with the others that it would repeal. This clause was inserted during the 1959 repair of Sec. 315 in which news programs were eliminated from the equal time requirements. It is not a clause that can be rationally enforced, and it has been indiscriminately used by the FCC to question program decisions that are none of its business.

More smoke than sense

THIS is open season for the anti-smoking crusaders. Medical reports against cigarette smoking alleging a cause and effect relationship between cigarette smoking and lung cancer, as well as other serious ailments, have caused genuine concern over the nation and abroad.

It was inevitable, as the crusade developed, that advertising of tobacco would be condemned. Legislation has been introduced to prohibit such advertising.

It was just as inevitable that radio and television would bear the brunt of the advertising complaint because they happen to be the most impressive and spectacular of the media.

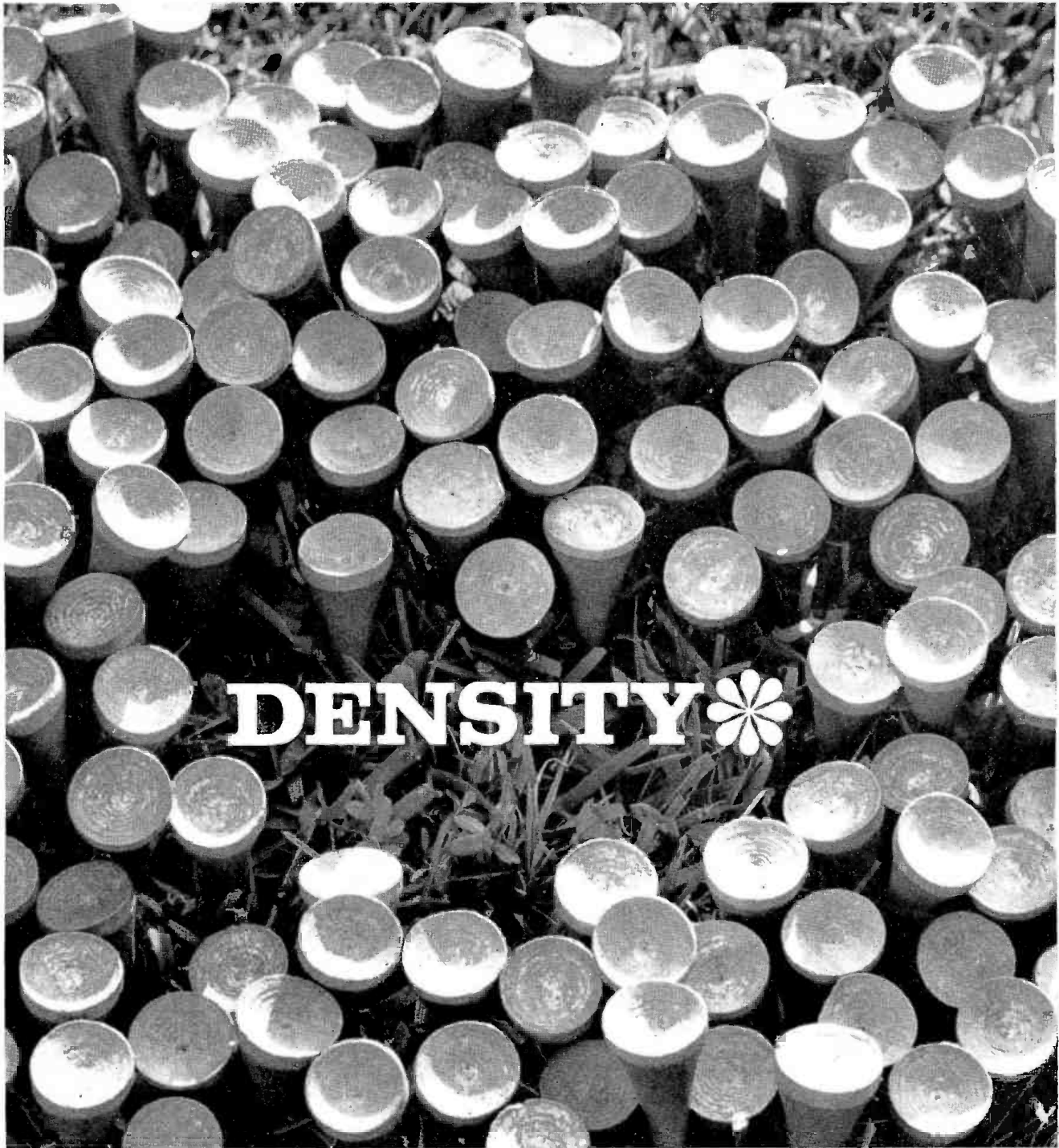
In such circumstances there is the tendency to become reckless. Take, for example, the comments of Dr. F. W. King, of the American Cancer Society. He is quoted as having said that the mass media are reluctant to communicate knowledge to the public regarding tobacco and health because of their "purchased dependence on the advertising revenues of the tobacco industry."

This is an astonishing statement. The anti-smoking crusade has been given great impetus by the very mass media Dr. King condemns. Radio and television along with the printed media have and are covering in detail the medical reports relating to tobacco and health. These reports are unbiased and authoritative.

Moreover, it ill behooves Dr. King to charge that the mass media do not tell the truth on the spurious ground that they are "kept." The American Cancer Society has been given more free time than any of the voluntary health organizations. We venture that the \$30 million-plus raised each year by the society is largely the result of the voluntary contributions of time and space by the mass media.




Drawn for BROADCASTING by Sid Hix
 "... And now, at first hand, we're going to hear about some of those famous White House leaks."



DENSITY

Providence...where television professionals practice the skills of market reach and audience penetration. A test market... a "must buy" market... most crowded television market in the country where, the follow through of WJAR-TV adds noteworthy distance to your sales message.

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NBC • ABC — REPRESENTED BY EDWARD PETRY & CO., INC.
OUTLET COMPANY STATIONS IN PROVIDENCE — WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 40th YEAR



TAKE TWO

Ken Murray's
**"HOLLYWOOD
MY HOME TOWN"**

NBC Network • SUNDAY July 8
10-11 p.m. • sponsored by Dupont

*Thanks for the kind words
the first time—*

HEDDA HOPPER, Chicago Tribune—New York News Syndicate, Inc.:

"Dupont is to be congratulated on sponsoring Ken Murray's TV special 'HOLLYWOOD MY HOME TOWN.' It should be shown every year."

CHICAGO AMERICAN—Janet Kern:

"No previous program has come close to KEN MURRAY'S 'HOLLYWOOD MY HOME TOWN,' in capturing the real back stage and off stage Hollywood atmosphere; never before has the history of the movie colony been so lucidly capsulized. Murray has the touch . . . it should be cultivated . . . it's bound to be imitated!"

WASHINGTON STAR—Bernie Harrison:

"Ken Murray's home movies of Hollywood, we are willing to bet, will give the Dupont Show of the Week it's highest rating in months . . . A GEM!"

DETROIT FREE PRESS—

"'HOME MOVIES A HIT' . . . Murray managed to capture the stars in completely unposed shots as they are seldom photographed. 'HOLLYWOOD MY HOME TOWN' was one of the most interesting TV programs of the season."

LOS ANGELES TIMES—Cecil Smith:

"Some of the most stirring moments in Murray's epic are pure history—such as his flight was in one of the old tri-motors and Charles Lindbergh back when he was still called 'Lucky Lindy.' It is 'Home Movies'—and it is a show for sentimentalists. But who isn't a sentimentalist?"

VARIETY—DaKu:

"That 'amateur' photog. Ken Murray, turned professional Sunday night. And the result was an hour of fascinating film of Hollywood's greifs taken by Murray since he first came to Hollywood in 1927. Dupont's show of the week footage consisted not of old film clips, as is usually the case, but of 'fresh' film never before exposed to the public. Accompanying was Murray's sometimes straight, sometimes witty narration, a decided asset to the hour."

HOLLYWOOD REPORTER—Hank Grant:

"Completely fascinating and grippingly nostalgic . . . a well-edited glimpsing of over 75 Hollywood stars right out of Murray's own personal library."

BOSTON ADVERTISER—Anthony LaCamera:

"Ken Murray's 'Hollywood My Home Town, on The Show of the Week last night was filled with charm, nostalgia, human interest and movie stars—at least 75 of them). This unique and refreshing approach to a movieland documentary resulted in one captivating scene after another . . . If Murray hasn't already exhausted his 'amateur' collection, a sequel would seem to be pretty much in order."

for 1963

Ken Murray's
**"HOLLYWOOD
WITHOUT MAKE-UP"**

U. S. rep./Earl Colliris / Foreign M.C.A. internatig
public relations/Hanson & Schwam