



BROADCASTING

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DEC 62 McON AND RADIO

NEWSPAPER

JULY 23, 1962

NBC-TV affiliates will get 5% reduction in compensation Jan. 1 23

Surprise moves: Lou Hausman goes to NBC; Danish takes over TIO 54

Ad budgets of 100 leading advertisers give lion's share to tv 24

MCA caught in middle between guild ruling and antitrust suit 59

COMPLETE INDEX PAGE 7

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY IOWA

TV is news as it happens

What happens, when it happens and as it happens. No medium matches Television when it's live and on-the-spot. These stations are proud to be part of Television's contribution to fast, accurate, alive coverage of today's important news events.

- | | |
|---------------------------------|----------------------------------|
| KOB-TV Albuquerque | WVUE New Orleans |
| WSB-TV Atlanta | WTAR-TV .. Norfolk-Newport News |
| KERO-TV Bakersfield | KWTV Oklahoma City |
| WBAL-TV Baltimore | KMTV Omaha |
| WGR-TV Buffalo | KPTV Portland, Ore. |
| WGN-TV Chicago | WJAR-TV Providence |
| WFAA-TV Dallas | WTVD Raleigh-Durham |
| KDAL-TV Duluth-Superior | WROC-TV Rochester |
| WNEM-TV Flint-Bay City | KCRA-TV Sacramento |
| KPRC-TV Houston | KUTV Salt Lake City |
| WDAF-TV Kansas City | WOAI-TV San Antonio |
| KARK-TV Little Rock | KFMB-TV San Diego |
| KCOP Los Angeles | WNEP-TV .. Scranton-Wilkes Barre |
| WISN-TV Milwaukee | KREM-TV Spokane |
| KSTP-TV .. Minneapolis-St. Paul | WTHI-TV Terre Haute |
| WSM-TV Nashville | KVOO-TV Tulsa |

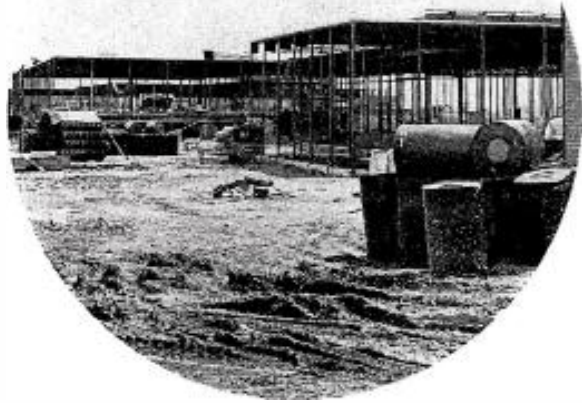


Edward Petry & Co., Inc.

Television Division
The Original Station
Representative

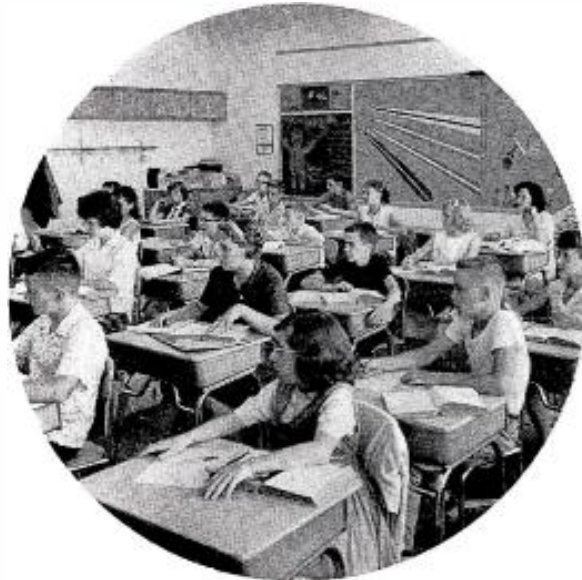
things are looking-up
IN THE JOHNSTOWN-ALTOONA MARKET

**EDUCATIONAL
FACILITIES**



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

OVER 7-1/2 MILLION DOLLARS IN PUBLIC AND PAROCHIAL SCHOOL PROJECTS in the Johnstown-Altoona Market, plus another 13 million in schools and colleges in the contiguous area, is a good indicator of the solid potential of this Southwestern Pennsylvania area. It means established families--a big audience for your message --a market for your products. And the key that unlocks this business is WJAC-TV--the station more people watch most!



Facts and figures prove the point--WJAC-TV is first where it counts--in top shows, top audience, total coverage.

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



*the
NEW Spirit
of St. Louis*



*spanning
the gap in the
interest of education*

Recognizing the need for educational television and its impact on the community, KTVI is programming "Spotlight on KETC"—two half-hour segments weekly throughout the summer while KETC is off the air. Through KTVI, educational station KETC continues to serve the St. Louis area during summer vacation.

In St. Louis the Quality Buy is KTVI . . .

KTVI

CHANNEL

2a abc

Represented
nationally by

BLAIR-TV



FIGURES...

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

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

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

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

Anyone in Celler's sights?

Announcement last week by House Antitrust Subcommittee Chairman Emanuel Celler (D-N.Y.) that his committee will undertake economic study of news media, including newspaper ownership of broadcast stations, after current Congressional session adjourns, brought immediate repercussions among newspaper-owned stations. Some thought inquiry had been triggered by recent \$42 million acquisition by S. I. Newhouse of New Orleans newspapers but Mr. Celler said it was not aimed at anyone in particular.

Mr. Newhouse, whose broadcast properties include WSYR-AM-FM-TV Syracuse, N. Y.; WAPI-AM-FM-TV Birmingham, Ala.; WPTA (TV) Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore., and 25% of KTVI (TV) St. Louis, has never sought to acquire broadcast properties independent of newspapers. His approach has been to acquire newspapers in markets where he felt there was growth potential. If they happened to have broadcast facilities as part of package, he bought them. Most of his newspaper properties have no radio-tv adjuncts.

315 amendment unlikely

Prospects for liberalizing Sec. 315 this year appear dim unless there is sudden upsurge of interest among broadcasters in amending equal-time requirement or suspending it for 1962 elections. Sen. John O. Pastore (D-R.I.), Communications Subcommittee chairman and advocate of Sec. 315 liberalization, says soundings he's taken indicate colleagues would prefer leaving law as is. Adding to gloom of those favoring change is complete indifference, if not hostility, in House to Sec. 315 proposals.

If no action is taken this year, however, it's believed attempt will be made in next Congress to include lesser candidates in exemption from Sec. 315 that's virtually certain to be granted for candidates for 1964 presidential and vice presidential campaigns.

Two-day meeting

One of busiest meetings in FCC history in prospect for this week with agenda items so numerous that agency has set aside both Wednesday and Thursday for meeting. Agenda is overloaded with individual station items—but most controversial issues hanging fire for several months were not slated for consideration as of last Friday. These include program reporting forms, on which commissioners are said to be "hopelessly divided"; station

CLOSED CIRCUIT®

filing fees; network option time, and fm rulemaking. Any of these may be added up to the last minute. This will be next-to-last FCC meeting prior to August recess, with brief session planned Aug. 1 to comply with law requiring at least one FCC meeting per month.

Ford and Philadelphia

Chances better than even that an FCC commissioner will preside at NBC-RKO-Philco hearing on Philadelphia tv situation (see page 34), and indications are it will be Frederick W. Ford. This possibility was discussed at meeting last week because of importance of case and fact attorney general is party. During previous service at FCC as first chief of Broadcast Bureau's hearing division, Commissioner Ford tried several tough cases, including ABC-Paramount merger. Site and date of NBC-RKO-Philco hearing have not been set.

NBC-TV preview

NBC-TV's annual closed-circuit to preview fall program schedule to affiliates, which at one point seemed apt to be passed up this year, is back on active list and tentatively scheduled for presentation in early September. NBC-TV affiliates board reportedly got it reinstated by stressing importance of preview as local sales tool, and this year's is now set for taping Aug. 12.

FCC seeks \$1.5 million

FCC made its pitch for supplemental appropriation of \$1,517,000 before House Independent Agencies Appropriations Subcommittee last Monday to defray costs of its new million-dollar data processing center, for personnel to administer new space communications program and to modernize four monitoring stations. Funds would supplement fiscal 1963 appropriation (which began July 1) of approximately \$13 million for ordinary business. Data processing equipment would handle FCC's licensing operations in all fields and presumably eventually would pay for itself by relieving substantial portion of its staff of manual operations. Additional bid seeks 18 posts for data processing and 20 for space administration.

Detroit broadcast minded

Detroit rumor sifters currently are picking this combination: Ford and Chrysler may buy more broadcast this

next year; General Motors about same but chipping away some radio to pay higher costs in other media. By mid-August availability requests should be flowing strong. Auto row is in good spirits over this year's sales records, best since 1955 high.

Dodge Div., Chrysler Corp., Detroit, which rarely has advertised via spot tv, is lining up substantial spot tv effort for fall. Dodge said to be preparing campaign lasting as much as eight weeks in more than 100 markets, utilizing 20- and 60-second announcements starting in September. Company will also buy radio. Dodge has been consistent network sponsor for years. Agency: BBDO, Detroit.

Market casualty

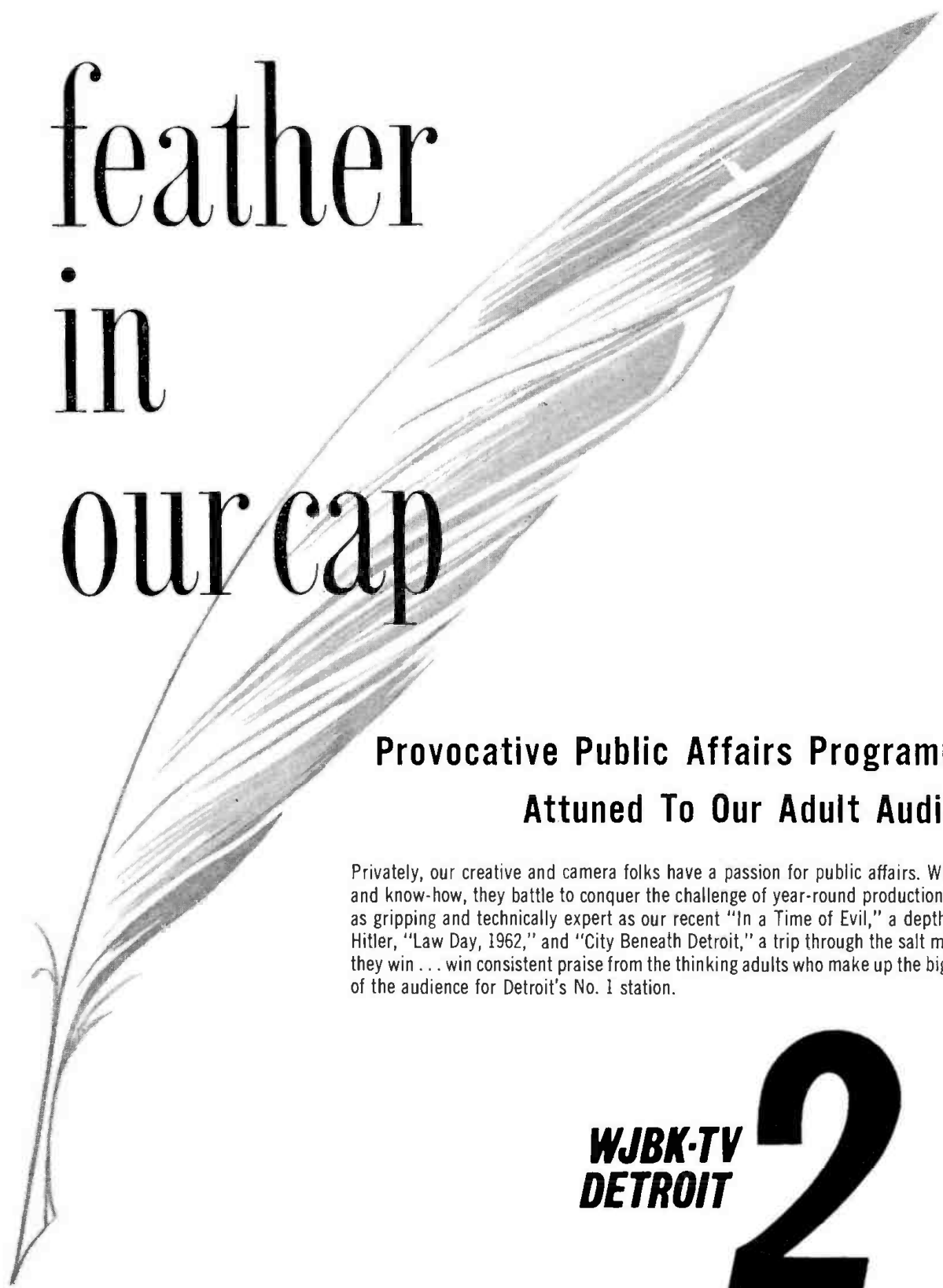
Prospective sale of Time Inc.'s WTCN-AM-TV Minneapolis-St. Paul to group of local businessmen for about \$3 million (CLOSED CIRCUIT, May 21) has fallen through because stock market drop lessened value of collateral put up for loans. Although there are no new negotiations, it's no secret that Time is prepared to dispose of Minneapolis-St. Paul properties.

Week-end workers

Washington attorneys and engineers disgruntled at refusal by FCC to extend deadline (today, Monday) for reply comments on rule-making to delete vhf channels from eight cities. FCC action, announced Wednesday, caused rapid change of plans for week-end by lawyers and engineers who had assumed replies would not be required because of FCC's commitment to Congress that it would take no action on these deintermixture cases until all-channel sets were given honest trial (five to seven years) to see if this approach would overcome uhf problem. Congress passed and President signed bill requiring that all tv receivers include both vhf and uhf channels.

Reason for FCC move, according to commission sources, is fear of possible court reversals unless rule-making docket is completed and FCC issues decision according to book. Also belief in some quarters that FCC's agreement not to pursue deintermixture might be considered ex parte by courts under Sangamon Valley ruling if rule-making is dismissed out of hand without action on record. Hot letter was sent to FCC July 19 by Rep. Vernon W. Thomson (R-Wis.). He chided FCC for breaking "spirit and letter of its moratorium commitment."

feather in our cap



Provocative Public Affairs Programming Attuned To Our Adult Audience

Privately, our creative and camera folks have a passion for public affairs. With brains and know-how, they battle to conquer the challenge of year-round production of shows as gripping and technically expert as our recent "In a Time of Evil," a depth study of Hitler, "Law Day, 1962," and "City Beneath Detroit," a trip through the salt mines. And they win . . . win consistent praise from the thinking adults who make up the big majority of the audience for Detroit's No. 1 station.

WJBK-TV
DETROIT **2**

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

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

WEEK IN BRIEF

Networks naturally believe their affiliates should share rising program costs. Last week NBC-TV cut the pay of affiliates by 5%, following similar CBS-TV action. ABC-TV revises daytime rates. See lead story . . .

NBC-TV AFFILIATE PAY CUT . . . 23

Last year over half the top 100 national advertisers increased their tv budgets. P&G, of course, tops the list of tv sponsors. An analysis of major advertisers and the way they buy tv time. See . . .

TV'S SHARE OF BUDGETS . . . 24

The powerful MCA production firm and talent agency is now caught between two forces—a U. S. antitrust suit and a talent guild's ruling. It's a tough dilemma; the final outcome is important. See . . .

MCA SEEKS WAY OUT . . . 59

A man who has guided Television Information Office for its whole life, Louis Hausman, is now at NBC in a top executive post. Roy Danish, his assistant at TIO, was appointed his successor in top TIO job. See . . .

HAUSMAN, DANISH NAMED . . . 54

Findings of researchers are sometimes put to unexpected uses. That happened to an Oklahoma State U. study of 15 families—it's the basis of newspaper stories showing tv really isn't so good after all. See . . .

OKLAHOMA STUDY PROBES TV . . . 57

The St. Louis ch. 2 case in the news again. Last week the FCC decided not to shift the channel to Springfield, Ill., feeling it would hurt uhf there. KTVI, occupying the facility, has a short license. See . . .

CH. 2 STAYS IN ST. LOUIS . . . 38

Monday, July 23, marks tv's global debut. Formal programming will be exchanged by United States and Europe by means of Telstar, AT&T's orbiting relay. Already color tv has been relayed. See . . .

TELSTAR PROGRAM EXCHANGE . . . 63

The three tv networks aren't talking but it's obvious they will fight the FCC's proposal to make public their contracts with affiliates. The idea has been hanging around the FCC for several years. See . . .

MAKING CONTRACTS PUBLIC . . . 42

That long-hovering exchange of stations by NBC and RKO-General will go to an FCC hearing. It's been pending there for over two years. Philadelphia, Boston and Washington properties are involved in deal. See . . .

FCC SETS NBC-RKO PROBE . . . 34

A blended government and private broadcasting system in Canada is seeing exciting days. The government's CBC shows a heavy loss, ascribed to competition from new private tv network and independents. See . . .

CBC 1962 SALES DROP . . . 63

DEPARTMENTS

AT DEADLINE	9	GOVERNMENT	34
BROADCAST ADVERTISING	23	INTERNATIONAL	63
BUSINESS BRIEFLY	26	LEAD STORY	23
CHANGING HANDS	52	THE MEDIA	50
CLOSED CIRCUIT	5	MONDAY MEMO	20
COLORCASTING	60	OPEN MIKE	16
DATEBOOK	12	OUR RESPECTS	85
EDITORIAL PAGE	86	PROGRAMMING	59
EQUIPMENT & ENGINEERING	64	WEEK'S HEADLINERS	10
FANFARE	62		
FATES & FORTUNES	66		
FILM SALES	60		
FOR THE RECORD	70		



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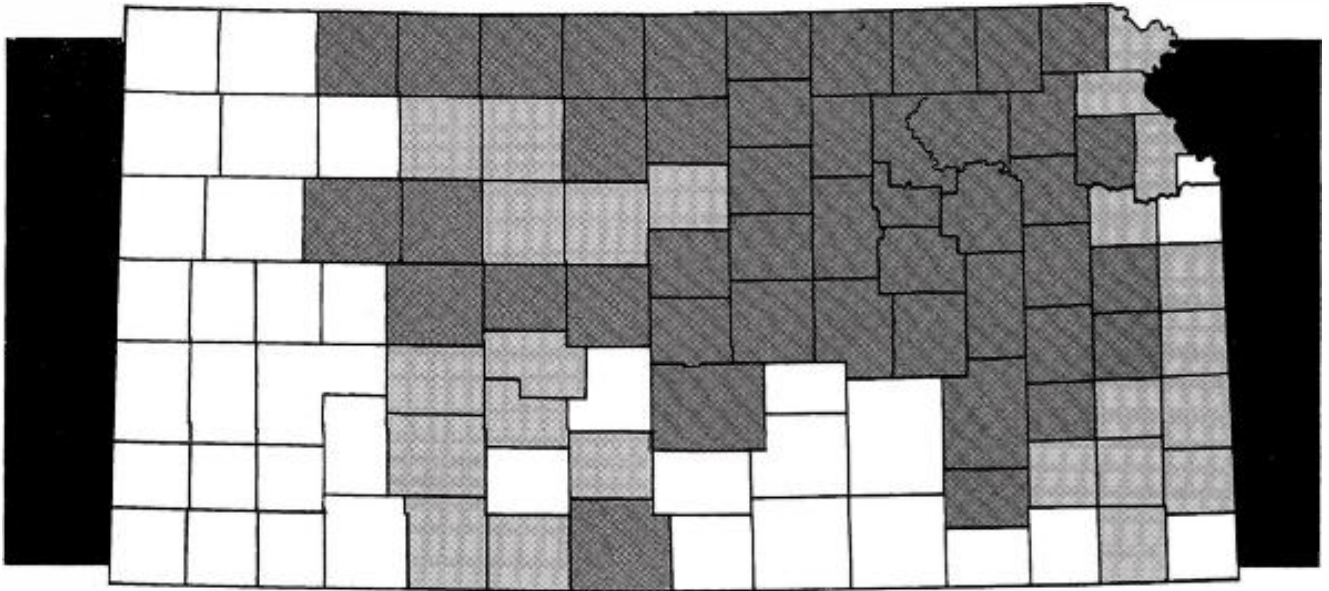
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Don't let the name fool you . . .

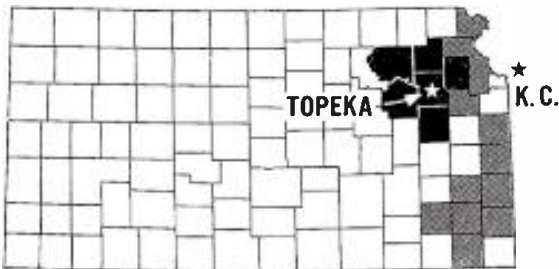
Kansas City does not deliver KANSAS

CHECK NIELSEN ON KANSAS COVERAGE

You have to come into Kansas to cover Kansas—not the Missouri city that borrowed our name! NCS '61 Radio Survey says that WIBW-Topeka covers 68 Kansas counties—gives you dominant coverage in 45 of them. You reach more homes with more spending power with WIBW than you do in the Kansas City metropolitan area. These are the facts—not our facts—but taken from the NCS '61 Radio Survey. You can look it up!

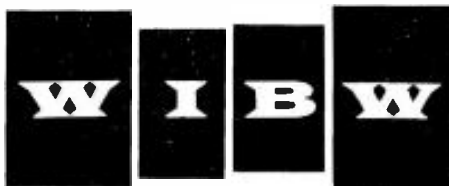


and check the **TOPEKA** area



Locally WIBW delivers concentrated coverage in the 6-county Topeka industrial trade area. Reaches 10 to 80 per cent more homes than other local stations.

The NCS '61 survey shows that the combined coverage of the four leading Kansas City area stations gives you domination of 11 eastern-tier Kansas counties. Your distributors and dealers don't give two hoots about Nielsen surveys—but they know that if you aren't using WIBW, you aren't covering *their* rich Kansas market.



**5,000 Watts at 580
CBS RADIO NETWORK**

TOPEKA, KANSAS

Saturating And Delivering Kansas



Division of Stauffer Publications
KSEK KGFF KSOK

Represented Nationally by



Quiz contestant admits Enright coaching

WITNESS DESCRIBES CONTACTS IN WGMA RENEWAL CASE

Mysterious "Mr. X" in WGMA Hollywood, Fla., renewal hearing (see page 48) was identified Friday (July 20) as James W. Bowser, contestant on second episode of *Twenty-One* in September 1956.

Mr. Bowser said he contacted Daniel Enright, former executive producer of *Twenty-One* and present co-owner of WGMA, after receiving subpoena from New York district attorney in September 1958. Mr. Enright told him, Mr. Bowser said, that if he disclosed that he (Bowser) had received questions and answers in advance, such disclosure would reflect on following contestants who had not been given answers.

According to Mr. Bowser, Mr. Enright told him that only two knew Q&A had been given to witness and that he (Bowser) should not admit to district attorney that he had been aided. After he had made statement to district attorney, Mr. Bowser said he told Mr. Enright that he had denied he received help on quiz show.

Mr. Bowser said he told same story to grand jury but had never discussed this testimony with Mr. Enright. In December 1959, he said he retracted his earlier statement before grand jury and admitted that Mr. Enright had given him answers.

Winner of \$11,500 on first appearance, Mr. Bowser said he was ordered to lose second time on program and, as result, his earnings were reduced to \$7,500. "I wasn't particularly happy about it—having won this money and then losing some of it," he said.

Earlier Friday, Mr. Enright said "sophisticated members of the tv industry" had to know that *Twenty-One* was "controlled." This opinion was formed,

he said, because winners were always "attractive, stimulating or odd;" because network (NBC) asked no questions about number of ties between contestants; because of published stories about controls long before scandal broke; and because of warnings from network not to exceed show's budget in prize money, making it thus necessary to control contestants.

WGMA application for renewal was set for hearing on character qualifications of its owners, Mr. Enright and Jack Barry, former quiz master for *Twenty-One*, because of their involvement in tv quiz shows. Hearing continues today (Monday) with Mr. Bowser returning to stand for cross-examination.

Broadcast Bureau also has announced plans to call Howard Felsher, former producer of *Tic Tac Dough* (Barry & Enright show on which contestants also were given answers) and Hank Bloomgarden, *Twenty-One* contestant.

Counsel for WGMA has subpoenaed Joseph Stone, of New York district attorney's office, as possible witness. Mr. Stone was in hearing room all last week subject to call of bureau, which decided against placing him on stand.

Capital Cities net up 44% first half of 1962

Capital Cities Broadcasting Corp. announces that net profit for first half of 1962 rose 44% to \$666,375, compared with \$462,616 for same period of 1961.

Profit before depreciation was reported at \$2,769,780 (\$1,565,376 in 1961 period). Frank Smith, president, noted that net profit for second quarter of 1962, amounting to \$424,416, represents 75% gain over 1962's first quarter.

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

Films-for-network test successful, says KEYT

Experiment at KEYT (TV) Santa Barbara, Calif., under which station replaced Friday night network programs with "Blockbuster" feature films, reportedly has exceeded expectations.

Double-features (Warner Bros. films

CBS-TV testimonial

James T. Aubrey Jr., president of CBS-TV network, moved Friday to squelch reports he is leaving CBS. In memo inspired by recurring speculation that he might accept presidency of 20th Century-Fox Film Corp., he told his network organization:

"I had hoped that the rumors that I was leaving the company would die, because they have no foundation in fact. Since they persist, I think I should make it clear that I intend to remain.

"In my judgment, the years ahead hold unusual promise for the further growth of CBS and it is my hope to contribute to these expanding opportunities."

purchased from Seven Arts) are complete sell-out in 7:30-11:30 p.m. schedule, and rates have been raised. Viewer acceptance is called "extraordinary." NBC-TV and ABC-TV programs were dropped in move which took effect June 15 (BROADCASTING, May 7).

Crosley, WIBC quick in response to FCC

Some kind of record was established Friday (July 20) when subjects of FCC inquiry were heard from less than 48 hours after probe was ordered by agency. FCC raised these questions about agreement between Crosley Broadcasting Co. and WIBC Indianapolis, regarding Indianapolis and Atlanta tv:

(1) Whether it contravenes FCC rules regarding dropout of applicant in return for payment of legitimate expenses; and (2) whether it would be in public interest for Crosley to continue operating WLWI (TV) Indianapolis inasmuch as FCC has awarded ch. 13 grant to WIBC over Crosley.

WIBC has agreed to dismiss its ch. 13 application in return for \$100,000 in expenses from Crosley (BROADCASTING, July 2). In addition, Crosley is selling WLWA (TV) Atlanta to WIBC for \$3.4 million.

Parties Friday acknowledged receipt of FCC inquiry and promised full response this week.

Radio audience still ahead of tv, RAB says

Hot Weather news: radio is leading tv again in total audience this summer.

Sears succumbs

Sears, Roebuck has made its first large purchase of network tv to promote its stores on ABC and CBS for three weeks in August.

Sears bought time on virtually all ABC-TV daytime shows for week of Aug. 20 and CBS morning programs for weeks of Aug. 13 and 27. Agency: Ogilvy, Benson & Mather.

Company subsidiary, All-State Insurance, has been consistent network user in recent years.

WEEK'S HEADLINERS

Joseph C. Drilling, general manager of WJW-TV Cleveland, resigns to become president of Crowell-Collier Broadcasting Corp., licensee of KFWB Los Angeles, KEWB San Francisco - Oakland, and KDWB Minneapolis - St. Paul (CLOSED CIRCUIT, July 16).



Mr. Drilling

Mr. Drilling, who joins company Aug. 13 in Los Angeles, has been with WJW outlet for past 15 months. Previously, he was executive vp and general manager of KJEO (TV) Fresno, Calif., for eight years and prior to that with McClatchy Broadcasting Co.



Mr. Mullen

Frank E. Mullen elected president of AP Management Corp., Beverly Hills, Calif., packager and producer of radio programming. He formerly was executive vp and general manager of NBC (which he first joined in 1926) and vp of

RCA. Subsequently, he was president of Goodwill Stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles) in 1948-49. More recently he

has been business consultant with Mullen-Buckley Corp., Los Angeles.

Roy Porteous elected vp in charge of central division sales of CBS-TV network. Mr. Porteous, who will make his headquarters in Chicago, joined network in 1957 as account executive in Chicago office. Previously, he was in sales and management with NBC for 15 years.



Mr. Porteous



Mr. Mann



Mr. Mullin

Jack H. Mann, director of ABC Radio Pacific and ABC Radio West, elected vp in charge of western division of ABC Radio network. **Earl Mullin**, national director of ABC Radio network stations department, elected vp in charge of station relations. Mr. Mann joined ABC in June 1958 as account executive

and was promoted to director of advertising, sales development and research in 1960. He was named to his present post in July 1961. Mr. Mullin served in pr department of ABC before joining station relations department.

Edward Codel, vp of The Katz Agency, New York, elected president of Station Representatives Assn. at its annual membership meeting in that city. Other new officers for 1962-63: **Adam Young**, president, Adam Young Companies, vp; **Robert**



Mr. Codel

Dore, president, Bob Dore Assoc., secretary, and **Daren F. McGavren**, president, Daren F. McGavren Inc., treasurer. Mr. Codel joined Katz in 1947, was elected to board of directors in 1951 and named vp in 1953. He has been active in SRA since 1947, and in past was associated with various stations. Before joining Katz, Mr. Codel was president and publisher of Telecasting Publications, and from 1939 to 1941 was midwest manager of Broadcasting Publications.

Roy Danish, assistant director of Television Information Office, New York, appointed managing director, succeeding **Louis Hausman** (see story, page 54).

For other personnel changes of the week see FATES & FORTUNES

Radio Advertising Bureau is reporting today (July 23) that radio completed its third straight week of broadcast audience dominance in week ending July 7. Data was supplied by Sindlinger & Co., Ridley Park, Pa.

On average day of week ending July 7, radio reached 11 million more Americans than did tv, according to RAB. Radio reached average daily audience of 95,271,000 people against 84,252,000 reached by tv.

To dramatize radio's summer audience reach, RAB has launched contest inviting agency and advertiser personnel to estimate how many weeks—and by how many people—radio will lead tv this summer. Contest will award \$250 first prize and \$100 second prize for person whose predictions most closely parallel the official Sindlinger findings.

Mrs. James C. McNary dies

Mrs. James C. McNary, 59, died Friday (July 20) in Washington after op-

eration for cancer. The former Bert Siebert, she was wife of James C. McNary, consulting engineer, and was one of NAB's first employes when Philip G. Loucks, attorney, was managing director. Funeral services will be held July 24 in Fort Myer Chapel; burial will be in Arlington Cemetery.

\$149 million okayed by House for USIA

Appropriations bill containing \$149,225,000 for U. S. Information Agency for fiscal 1963 was approved by House Friday (see earlier story, page 46).

House acted after Rep. L. F. Sikes (D-Fla.), member of House Appropriations Committee, praised agency for making "one of the most significant improvements" of any government agency in last year.

He singled out Edward R. Murrow, U. S. Information Agency director, for special commendation.

Agency funds are provided in omnibus bill (HR 12580) containing some

\$1.9 billion for various government agencies. Bill now goes to Senate.

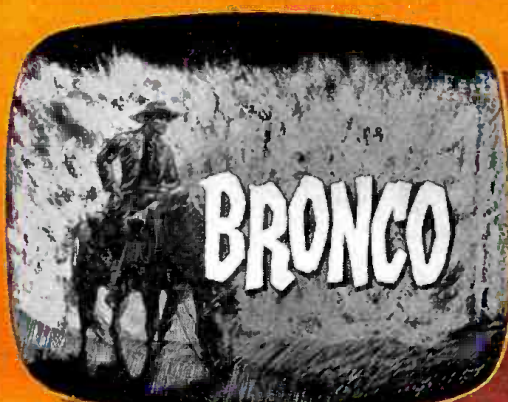
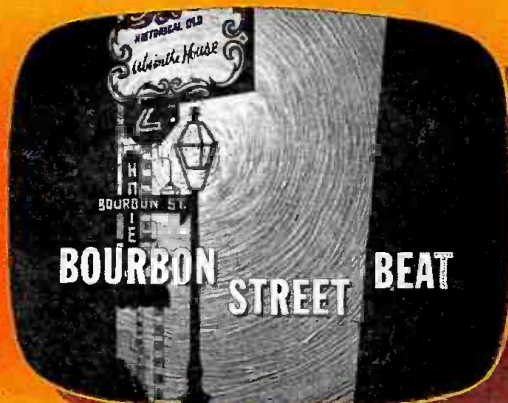
Lestoil picks F&S&R for \$5 million account

Appointment of Fuller & Smith & Ross, New York, as agency for Lestoil Products, Holyoke, Mass., is being announced today (July 23) by Daniel E. Hogan, Lestoil president. F&S&R will assume account, estimated at \$5 million, on Dec. 1, at which time present agency, Sackel-Jackson Inc., Boston, will relinquish it.

Shell Oil to sponsor CBS-TV music concerts

Shell Oil Co., for fourth consecutive year, will sponsor CBS-TV's "New York Philharmonic Young People's Concerts," with Leonard Bernstein conducting and narrating. Series, which consists of four programs, is returning for sixth season. Shell's agency is Kenyon & Eckhardt Inc., New York.

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



 *Now available
on an individual
market basis*



WPTF per-

sonality Bob Farrington

makes home (and car) radio

listening an afternoon joy

in this vital segment of

the Southeastern market.



Measure of a Great Radio Station

WPTF

Raleigh-Durham NBC
50,000 Watts - 680 KC

Dick Mason, General Manager
Gus Youngsteadt, Sales Manager

HENRY I. CRISTAL CO. National Rep.

DATEBOOK

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

*Indicates first or revised listing.

JULY

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

July 31-Aug. 4 — Fifth annual Summer Workshop on Creativity in Advertising, sponsored by "Advertising Age." Palmer House, Chicago.

AUGUST

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

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

Aug. 5-7—Joint meeting of Georgia Assn. of Broadcasters and South Carolina Broadcasters Assn. Speakers include Oren Harris (D-Ark.), House Commerce Committee chairman; NAB President LeRoy Collins and James H. Hulbert, NAB economics-broadcast personnel director; Howard McIntyre, executive vice president, Henderson Advertising, Greenville, S. C.; Ted Leitzell, Zenith Radio Corp.; Arthur Gilbert, FCC's Miami office. Annual GAB prestige awards to be presented. Holiday Inn, Jekyll Island, Ga.

Aug. 10-14—The Ethical Aftermath of Advertising Seminar, sponsored by Woodstock College. Five days of discussions led by executives of all media. College providing free room and board (contact Rev. Francis X. Quinn, S. J.) at Woodstock, Md.

Aug. 13—Deadline for comments on FCC rulemaking which would permit emergency operation, under certain conditions, at nighttime with daytime facilities by all classes of broadcast stations.

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

*Aug. 20—Comments due in FCC rulemaking which would make public network affiliation

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.

contracts with affiliated stations.

*Aug. 20—Comments due in FCC rulemaking which would establish explicit rules for the amount of permissible overlap by commonly owned broadcast stations.

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. 22—Western Electronic Mfrs. Assn. annual luncheon, Statler-Hilton, Los Angeles. John H. Rubel, assistant secretary of defense, will speak on research and development in defense work.

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—Reply comments due in FCC rulemaking which would make public network affiliation contracts with affiliated stations.

*Sept. 4—Reply comments due in FCC rulemaking which would establish explicit rules for the amount of permissible overlap by commonly owned broadcast stations.

Sept. 4-6—Atlantic Assn. of Broadcasters annual convention at the Nova Scotia Hotel, Halifax, N.S. The meeting was to have been held in mid-June but postponed because of Canadian federal elections on June 18. Jack Fenety, CFNB Fredericton, N.B., will preside.

Sept. 4-7—National Advanced-Technology 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. 10-19—First International Television Programs & Equipment Fair at Lyons, France. Tv program producers, distributors, and equipment manufacturers are invited. New York contact: Henri Goldgran, 545 Fifth Ave.

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

Sept. 12—Direct Mail Advertising Assn. Opening luncheon of 45th annual DMAA convention at Sherman House, Chicago. Edward R. Murrow, director of U. S. Information Agency, will deliver keynote speech at noon.

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. Kenneth Cox, chief of Federal Communications Commission's Broadcast Bureau, to speak. 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

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.

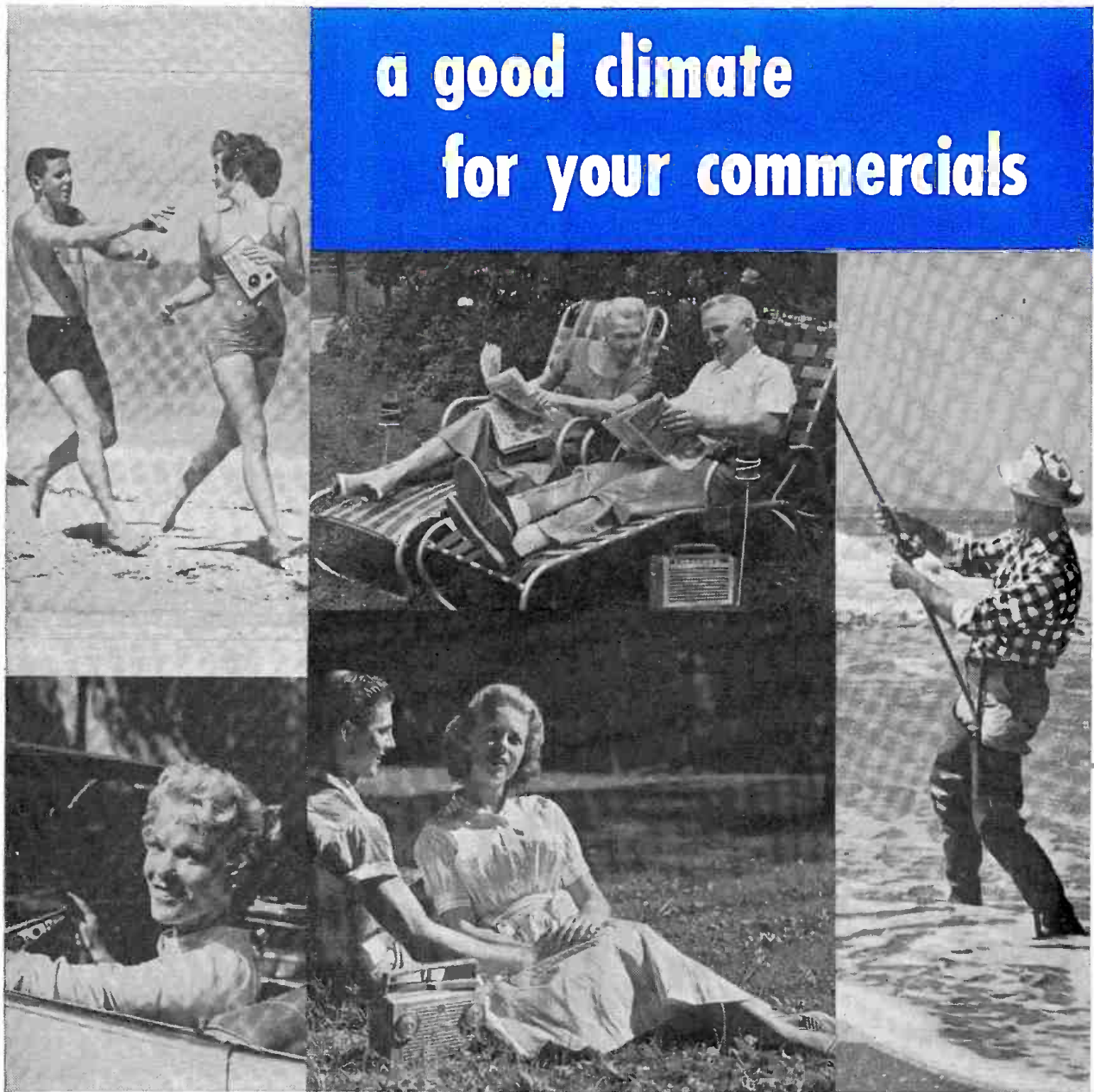
Sept. 24-25—Hilton Inn, Atlanta, Ga.

Sept. 27-28—Dearborn Inn, Dearborn, Mich.

Oct. 1-2—Glenwood Manor, Overland Park, Kan.

Oct. 4-5—Western Hills Hotel, Fort Worth, Tex.

a good climate for your commercials



Summer in Michigan offers an ideal climate for swimming, boating, fishing or just relaxing in the sun. As the climate changes, each season has its own special splendors.

But one climate that never changes is the commercial "climate" on W-CAR Detroit. Commercials "do well" for sponsors - planted as they are amidst surroundings of pleasant, relaxing - genuinely good music.

These carefully tended advertising messages are carried far and wide from Detroit throughout 32 counties in southeast Michigan and northern Ohio - by W-CAR's 50,000 watts on 1130 KC. The costs too are as moderate as the "climate is favorable".

"DETROIT'S BEST RADIO"

50,000 WATTS

DIAL 1130
W C A R
DETROIT



Here's another "border situation" where an American television station gives you a valuable bonus of Canadian coverage as well as a great and growing U. S. market.

It's WWTV, Cadillac-Traverse City, and our new satellite WWUP-TV at Sault Ste. Marie!

WWUP-TV is a brand-new operation that adds 35.9% more television homes to WWTV's existing saturation of most of Northern Michigan. Together they now cover 874,100 people, with effective buying income of \$1,304,145,000 annually!

Ask your distributors around here—ask your Avery-Knodel man!



The Felzer Stations

RADIO
 WKZO KALAMAZOO-BATTLE CREEK
 WJEF GRAND RAPIDS
 WJEF-FM GRAND RAPIDS-KALAMAZOO
 WWTB-FM CADILLAC

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

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9 / CHANNEL 10
 ANTENNA 1640' A. A. T. / ANTENNA 1214' A. A. T.
 CBS • ABC / CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING
 THE BUSINESSWEEKLY OF TELEVISION AND RADIO
 1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

52 weekly issues of BROADCASTING \$ 7.00
 52 weekly issues and Yearbook Number 11.00
 Payment attached Please Bill

name _____ title/position* _____
 company name _____
 address _____
 city _____ zone _____ state _____
 Send to home address _____

* Occupation Required

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.

Sept. 14.—Advertising Federation of America, first district meeting, Cape Cod area.
 Sept. 14—Georgia Assn. of Broadcasters, 2nd annual South-East Radio-TV Seminar. Atlanta.

*Sept. 14-16—West Virginia Broadcasters Assn. fall meeting at The Greenbrier. Speakers include: Mike Layman, WSFC Somerset, Ky.; Leonard Marks, Washington attorney, and Gene Katz, The Katz Agency.

Sept. 16-18—Louisiana Assn. of Broadcasters, annual convention and business meeting. Royal Orleans Hotel, New Orleans.

Sept. 16-18—Louisiana AP Broadcasters meeting in New Orleans.

Sept. 21—Tennessee Assn. of Broadcasters convention. Nashville. Guest speakers include: Betty Furness, CBS Radio; Gov. LeRoy Collins, NAB; Commissioner Frederick W. Ford, FCC; William Kaland, vpprograms, Westinghouse Broadcasting Co., and Gov. Buford Ellington of Tennessee.

Sept. 28-29—Institute of Radio Engineers, 12 annual broadcast symposium. Willard Hotel, Washington, D. C.

OCTOBER

*Oct. 2-6—New York High Fidelity Music Show, N. Y. Trade Show Bldg.

*Oct. 9—Eighth Wisconsin FM Station Clinic. H. A. Engel, chairman, U. of Wisconsin, Madison.

Oct. 14-17—CCBA Managing and Engineering convention. Royal York Hotel, Toronto, Ont.

Oct. 15-19 — Audio Engineering Society, 14th annual fall convention. Leading topics of papers to be presented will be fm stereo broadcasting and modern telephony. Deadline for abstracts is June 8. Barbizon-Plaza Hotel, New York.

Oct. 16—Public hearings by the Canadian Board of Broadcast Governors. Ottawa.

Oct. 17-18—Central Region meeting of American Assn. of Advertising Agencies. Hotel Ambassador West, Chicago.

Oct. 20—UPI Broadcasters of Illinois, fall meeting. St. Nicholas Hotel, Springfield.

Oct. 20-25—Western Region convention of American Assn. of Advertising Agencies. Hilton Hawaii Village, Honolulu, Hawaii.

Oct. 21-22—Texas Assn. of Broadcasters fall convention. Granada Hotel, San Antonio.

Oct. 21-25—National Assn. of Educational Broadcasters, 1962 annual convention. Hotel Benjamin Franklin, Philadelphia.

Oct. 29-31 — Broadcast Promotion Assn. NAB President LeRoy Collins to be keynote speaker. Dallas, Tex.

NOVEMBER

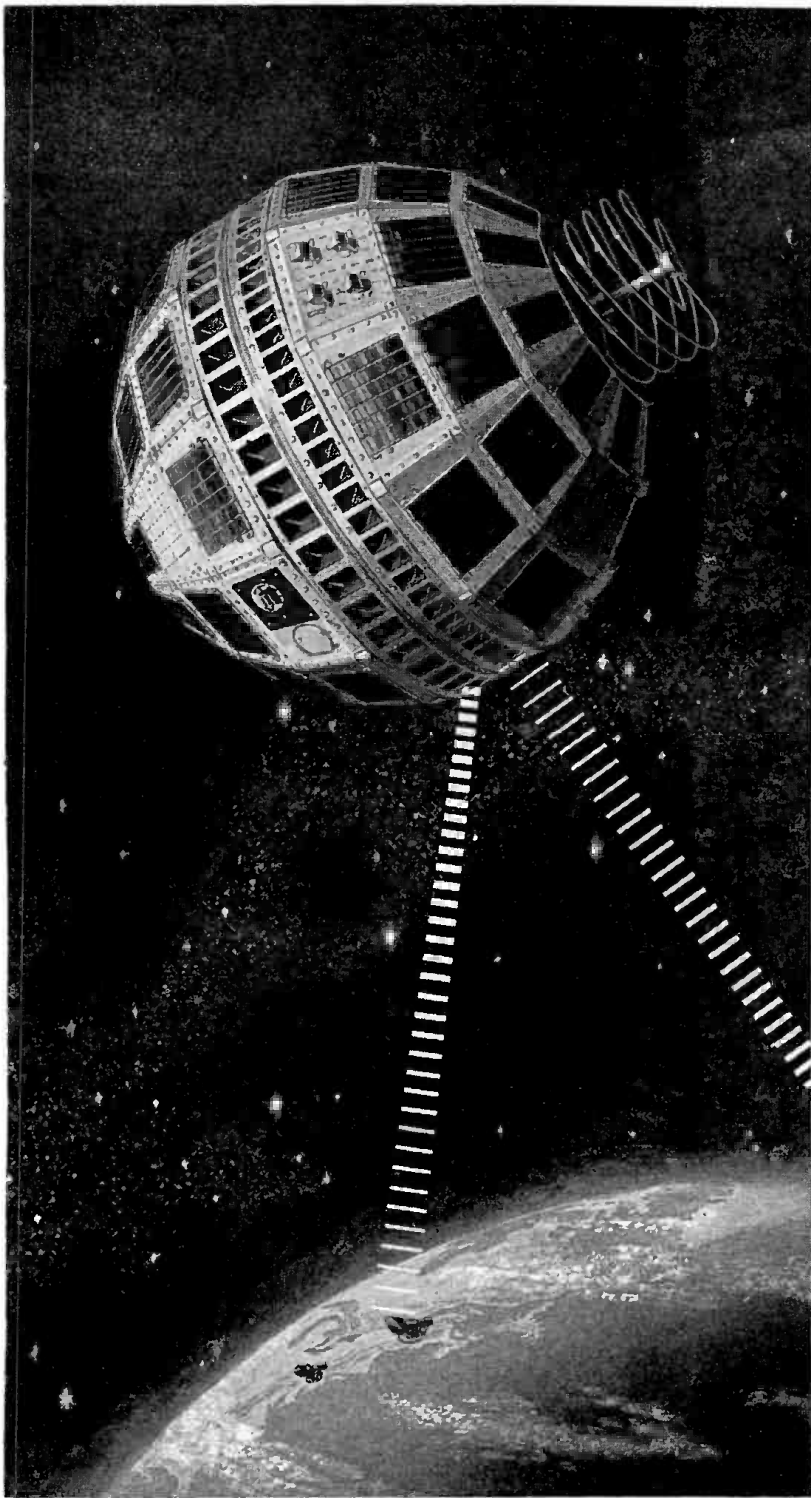
Nov. 1—East Central Region meeting of American Assn. of Advertising Agencies. Statler-Hilton, Detroit.

Nov. 10-25—World Economic Progress Assembly and Exposition under international auspices. Special sectors devoted to radio and tv. McCormick Place, Chicago.

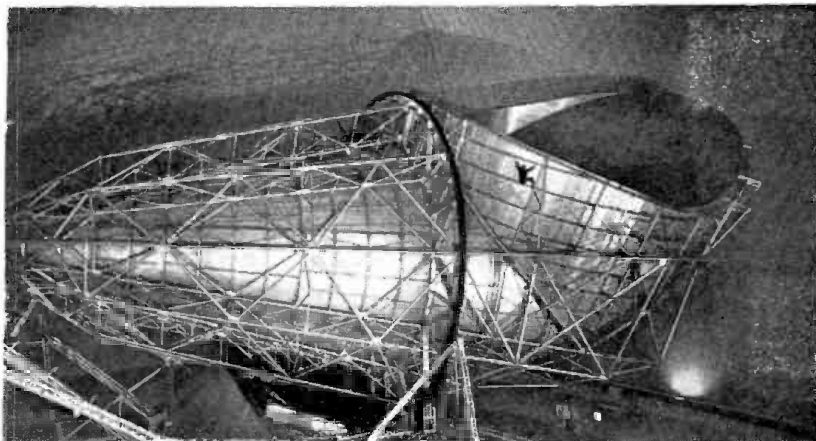
Nov. 13-14—Eastern annual conference of American Assn. of Advertising Agencies. Americana Hotel (presently under construction, between 6th & 7th Avenues on 53rd St.) New York.

Nov. 14-16—Television Bureau of Advertising Inc. annual meeting. Waldorf-Astoria, New York.

Nov. 16-17—Oregon Assn. of Broadcasters fall meeting. Marion Motor Hotel, Salem.



INSIDE GROUND STATION "RADOME" AT ANDOVER, MAINE. Giant antenna (note man near rim of horn) concentrates signals to Telstar in a narrow, powerful beam. The same antenna also receives extremely weak signals coming from Telstar and amplifies them billions of times.



New "TELSTAR" relays phone calls and TV pictures for first time!

Bell System microwave-in-sky satellite is latest communications triumph for America arising from telephone research

The world's first private enterprise communications satellite is now being used for dramatic experiments in relaying telephone calls and television internationally.

Its name: Telstar. It was launched from Cape Canaveral at Bell System expense by the National Aeronautics and Space Administration.

Telstar receives signals beamed to it from a ground station, amplifies them and transmits them to another station on the ground below—perhaps an ocean away from the first one. The new satellite thus acts as a microwave relay station in the sky, enabling voices, TV pictures and data messages to leap thousands of miles in a new and exciting way.

The ground stations in the U.S. now being used for Telstar were built by the Bell System at Andover, Maine, and Holmdel, New Jersey. Organizations abroad have built stations in England and France. The latter, a near replica of the station in Maine, was assembled with Bell System cooperation. A receiving station in Italy will be ready late this year, and another in West Germany next year.

Telstar is a major experimental step toward a world-wide satellite communications system that was first proposed as a practical venture at Bell Telephone Laboratories. Progress toward such a system has depended on many contributions by the private communications industry, including six basic components—the transistor, the solar battery, the traveling wave tube, ruby masers, the waveguide, and new antennas for the ground stations with innovations in circuitry—direct outgrowths of Bell System research and development.

Above all else, Telstar is the latest achievement in an unending Bell System quest—the search for ways to make your telephone service still better, more economical, and more useful.



BELL TELEPHONE SYSTEM

Owned by more than two million Americans

Agencies
have said they
need it!

Advertisers
have said they
want it!

Now we'll
see
for sure!

WRITE
FOR YOUR
COPY

New 76-Page Research Study of Quad-Cities

Covers living habits, media preferences

National advertisers and their agencies have long called for "local market" research comparable to that available on an over-all national basis. WHBF decided to answer these repeated pleas by engaging Frank N. Magid Associates, independent Midwest research organization. The result is probably the most comprehensive and helpful marketing guide ever prepared for a market of nearly 275,000 people. For a beautifully printed 76-page digest of the original report, return coupon

Some of the contents

- Living habits of Quad-City residents.
- Attitudes toward entertainment sources.
- Attitudes toward communication media.
- Television program preferences.
- Radio program preferences.
- Preferred news sources.
- Media to reach farm population.

About the Research Method

Study is based on 500 personal interviews, averaging 45 minutes in duration. An 11 page interview schedule containing 64 questions was used. The validity of the sample was checked through comparisons with data from the recent census. The correlation of projected census data and empirical data compiled for this study indicate a margin of error less than 5%. Data is broken down in detail by age, sex, education, income and occupation, where possible.

WHBF

CBS FOR THE QUAD-CITIES

Rock Island, Motine, E. Moline, Ill.; Davenport, Ia.

Station WHBF, Rock Island, Illinois
Attention: Mr. L. C. Johnson

Please send my FREE copy of your Qualitative Media Study of the Quad-Cities Market.

Name _____

Title _____

Company _____

Address _____

City _____ State _____

OPEN MIKE ®

No argument

EDITOR: In your article, "Error small in ratings method—Nielsen" [BROADCAST ADVERTISING, July 16], the deck line quotes Nielsen as saying that the "charges in the Madow report are unjustified." The picture caption suggests we are arguing with Dr. Madow. This is incorrect and misleading.

The Madow report made no charges. The report recommended that more basic research on ratings methods be undertaken—and this is exactly what we have done in the study. Far from arguing with Dr. Madow, we have made a substantial effort, with his help, to follow through on his committee's basic recommendations.

The article itself makes this quite clear. It's a shame the headline and caption misled the reader instead of explaining the story which followed.—*Erwin H. Ephron, director of press relations, A. C. Nielsen Co., New York.* [BROADCASTING agrees, and had no intention of stirring up a dispute that doesn't exist.]

The San Diego story

EDITOR: My congratulations for a job well done on your San Diego story [SPECIAL REPORT, June 11]. Your treatment is comprehensive and quite well written. . . .—*T. W. Fletcher, city manager, City of San Diego, Calif.*

EDITOR: . . . You did a superb job . . . for San Diego. . . .—*John F. Borchers, general manager, Chamber of Commerce, San Diego.*

EDITOR: Thanks for the market study, something our staff hadn't seen before. Being part of the Convention & Tourist Bureau, we find your report particularly impressive.—*C. R. Schroeder, director, San Diego Zoological Garden.*

EDITOR: Thank you for your permission to reprint . . . from the San Diego story. . . .—*Gerald E. Eggert, vice president, Barnes Chase/Advertising, San Diego*

Editorializing report

EDITOR: . . . I took time to read your most interesting feature on editorials [SPECIAL REPORT, July 16]. In these days of severe criticism of broadcasters, your well-researched and pithy article shines a bright spotlight on one of the most positive features of broadcasting. . . .—*Robert W. Bloch, Robert W. Bloch Public Relations, New York.*

EDITOR: . . . I think it's something that needed saying and you folks said it very well.

While it's hard to conceive of your coverage being more complete, I do want to advise you that Mutual has been editorializing since Aug. 1, 1960, with

75% of its almost-500 stations carrying the editorials.

I think it is significant that the president of Mutual, Robert F. Hurleigh, and the senior vice president, Joseph F. Keating, express the network's feeling in over 400 cities.

If I had known you folks were preparing such an editorial, I could have given you this information . . . which would have made an interesting sidebar. . . .—*Bert Landon, director of public relations, MBS, New York.*

Mehling's warning

EDITOR: It is evident from your recent editorials that the tv/advertising industry is now preparing the most powerful lobbying campaign in the history of broadcasting. It will try to induce Congress to rewrite the Communications Act in such a way as to legalize sponsor thought control over tv programming. . . . Decrying "government censorship," they will now try to gain First Amendment protection for their submission to advertiser censorship.

If they succeed, the public's air waves will have been stolen completely—and perhaps irretrievably, because an industry that grosses over \$1.5 billion in advertising revenue annually will not easily part with the proceeds.—*Harold Mehling, Twin Ridges Rd., Ossining, N. Y.*

[Mr. Mehling also has written a book about what he considers to be commercial television's shortcomings. Titled *The Great Time-Killer*, it is published by World Publishing Co., Cleveland. 352 pages. \$4.95.]

On double billing

EDITOR: In a recent issue [EDITORIALS, March 19] . . . double billing . . . was discussed. . . . It was obvious the FCC is highly displeased with this practice, which, I am sorry to say, is all too common in our area.

. . . We have been determined not to comply with any requests for double billing. Unfortunately, this has meant the loss of what could be some of our most sizable accounts.

Dealers who get co-op advertising almost invariably insist on either plain bills, where they fill in the amount, or bills showing twice the amount they get billed for—to send to the manufacturer. Our contention is that this is dishonest. They claim it is not . . . that the manufacturer knows what is being done and expects it—it is usual procedure. . . . Almost without exception we hear "W— does it . . . the newspapers do it." After a while one begins to wonder whether it is possible to remain honest and stay in business.

. . . Perhaps the manufacturers should scrap the whole co-op idea, agree to absorb the entire cost, and add



YOU CAN QUOTE ME...

"WLW TV and Radio land is a big part of America—reaching 20 million people in 9 states, which include a wealth of rich farm acres and prosperous homes. That's why we use the Crosley group for the Agrico Fertilizer products of The American Agricultural Chemical Company. The big WLW Stations' scope is a ripe field of rural and urban markets."

Al H. Wegener, Account Executive
Marsteller Inc., New York



I'LL SAY THIS...

"The Crosley Stations take a lot of the guesswork out of media buying because the WLW TV and Radio facts and figures are sharp and clear, based on Crosley's 40 years of leadership and experience in the broadcasting business. If you want action in your media transactions, tune your time to the dynamic WLW Stations and watch 'em go!"

Helen M. Seele, Associate Media Director
Marsteller Inc., New York



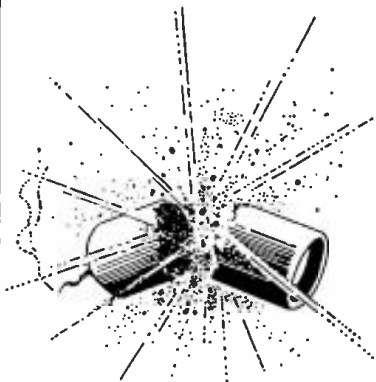
Call your WLW Stations' representative . . . you'll be glad you did!



Crosley Broadcasting Corporation



sales
are
on
the
rise
down
south



abc

WCCA-TV
Columbia, S. C.
WCCB-TV
Montgomery, Ala.

NATIONAL REPRESENTATIVE
ADVERTISING
TIMES SALES, INC.

the cost of advertising to the cost of their products. . . . Are we the only station to adopt such a policy?—*David G. Hendricks, president, WBYO, Boyertown, Pa.*

Fm by channels

EDITOR: Thank you for reporting on our proposals to the FCC for making fm a complete national medium [GOVERNMENT, July 9].

We would like to prevent a severe case of hysteria among stalwart fm broadcasters by noting that we are not proposing a shift of fm to another frequency band. Our recommendation is that fm stations be allocated channel instead of megacycle assignments: Class A stations chs. 221-240 (92-96 mc) and Class B stations chs. 241-300 (96-108 mc).

We feel, for example, that ch. 294 is far easier to identify and remember than is 106.7 mc and we have asked the FCC to require fm station announcers to identify channel numbers and to urge all set manufacturers to put channel numbers on fm dials as soon as possible. . . .—*Charles W. Kline, FM Unlimited, Chicago.*

Clockwatchers

EDITOR: Recently I completed an 8,000-mile trip in my automobile through the U. S. and western Canada. Naturally, I listened to the radio to check what my fellow broadcasters were doing.

I would like to report one area of consistent boredom — the continuous repetition of the time of day after each record, often coupled with the temperature report. . . . One wonders if it would not be better to say nothing rather than repeat oneself so often. Or do these broadcasters assume that their listeners are inconstant?

Radio should realize that those of the audience who listen hour after hour do not need this reminder. If time and temperature is all d.j.s have to talk about, let's keep their mikes shut.—*A. Lincoln Faulk, general manager, WCKB Dunn, N. C.*

Overseas readers

EDITOR: I should be grateful if you would arrange to supply regularly, for a year, 16 copies of BROADCASTING. . . .—*A. O. Ayorinde (Ag. Head of Estates & General Services), for director-general, Nigerian Broadcasting Corp., Lagos, Nigeria.*

Etv demonstration

EDITOR: Thank you for the excellent coverage of the 2000 mc etv demonstration [EQUIPMENT & ENGINEERING June 18] at the Plainedge (Bethpage, N. Y.) schools. . . .—*Emanuel Strunin, director of public relations, Adler Electronics Inc., New Rochelle, N. Y.*

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

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

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

*Reg. U. S. Patent Office
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ANY QUESTIONS?

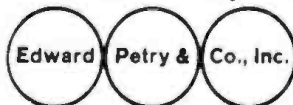
Each night the 6:30 news and weather with Tom Decker and Bob Mills tops the competition by more than 68,000 according to Nielsen; by more than 62,000 according to ARB.* No matter what unit of measurement you use this superiority exists.

*NSI March '62; ARB March '62

WROC
ROCHESTER, N.Y.

TV 5
CHANNEL
BASIC NBC

Represented by



How one advertiser makes its tv specials truly special

When considering a television program for possible sponsorship, we at Sara Lee are concerned not only with expected audience size, but also with the quality of the audience and the image that our company will reflect from its association with the program.

We believe that no finer baked goods can be made at home or purchased by the consumer than Sara Lee cakes. So we want our television entertainment to fully reflect the quality of our products.

For example, the 17 rating we received on the *Carnegie Hall Salutes Jack Benny* program was more satisfactory to us than a considerably higher rating on a routine "shoot-em-up" would have been.

Our advertising budget of \$2.5 million, which also must be used for other media, is not large enough for us to consider regular weekly or bi-monthly television advertising. This is one factor that makes us consider co-sponsorship of tv specials. We would rather co-sponsor a number of quality specials than be the sole sponsor of only a few.

Quality Co-Sponsors ■ Although Sara Lee products may be compatible with those of almost any other advertiser on tv, we are interested only in advertisers for co-sponsorship of programs who take a quality approach both to the product they make and to their advertising. That's why we were very pleased to join Chemstrand in the sponsorship of this past season's *Judy Garland Show*.

In addition, in recent years we have co-sponsored other tv specials such as the 1961 Academy Award presentation and several Arthur Godfrey specials. We have also been participating sponsors on a continuing basis on other programs in the broadcast media, including the *Crosby-Clooney Show* and *Arthur Godfrey Time* on CBS Radio, *Captain Kangaroo* on CBS-TV and *Championship Bridge* on ABC-TV.

We are going to re-run the Judy Garland tv special Sept. 19, again co-sponsoring the show with Chemstrand. Our commercials on this program will introduce the newest Sara Lee product, pineapple cream cheese cake, and will also stress the important suggestion that "a Sara Lee cake frozen fresh from the oven is the freshest, most delicious cake that can be served."

Other tv plans include participations on the NBC-TV *Tonight* show this month and next. During the balance of this calendar year, we plan to co-sponsor other television specials and to

place ads in *This Week* magazine and carry run-of-paper newspaper ads in many market areas. In eight years, our ad budget has grown from \$0.5 million to \$2.5 million.

An integral part of our sponsorship of tv specials is the merchandising that we do in conjunction with this programming. In the case of the Garland show, our representatives throughout the country made presentations to food retailers early in January, using specially created presentation materials. This informed the retailers of the vast viewing audience expected for the show. They also provided complete information about the Sara Lee products to be advertised with promotional and in-store merchandising suggestions. We planned to capitalize on the large viewing audience by increasing the number of special displays of the Apple 'n Spice Cake and the variety of Sara Lee cakes available.

For Customers ■ In mid-January, a full page trade ad appeared in *Supermarket News* and reprints were mailed to customers. Later in the month and in early February, we sent the best-selling "Judy Garland at Carnegie Hall" two-record album to over 3,000 of our customers. Attached was a reminder of our sponsorship of the Garland tv program.

A special pocket clip, referring to our sponsorship of the program, was distributed to retail food-store clerks during February.

Our exploitation efforts in connection with other specials have been just as thorough and comprehensive.

Carnegie Hall Salutes Jack Benny served as a vehicle to introduce Sara Lee cakes nationally. A special brochure was prepared for distribution nationally to thousands of food buyers and merchandising managers. It con-

centrated on the history of Carnegie Hall, outstanding artists who made their debuts there and highlights in the lives of artists who appeared on the program (Van Cliburn, Roberta Peters, Benny Goodman, etc.).

For our sponsorship of the 1961 Academy Awards, we took large space ads in trade papers and created special point-of-sale material, which referred to Sara Lee products advertised on the program. In addition, an elaborate mailing of a specially prepared portfolio was sent to thousands of food buyers and merchandising managers. It contained background information about the history of the Academy Awards, and complete data about the stars nominated for the major awards. Sara Lee sponsorship of the show was mentioned only in an indirect way.

Continuing Reminder ■ This mailing contained information the buyers and their wives would want to keep on hand the evening of the awards. It added to their interest in the program and served as a continuing reminder that Sara Lee was the sponsor.

Though tv specials are a very major part of our advertising, it is difficult to attribute specific sales results to an individual program since we are doing other advertising at the same time. We do know, however, that new products advertised on tv specials have been very well accepted both by the trade and consumers.

In our opinion, sponsorship of tv specials has been very successful because we have been able to make them "all-out" promotions with strong merchandising support. Our greatest use of specials has been in the past two years. And we feel our use of them has been an important factor in increasing our sales from a little over \$20 million to the current rate of \$30 million a year.



Kenneth A. Harris, director of advertising, Kitchens of Sara Lee, joined the company eight years ago as divisional sales manager, handling the introduction of Sara Lee products in several key markets. He was appointed advertising manager in 1956 and director of advertising in 1959. Before joining Sara Lee, Mr. Harris was with two advertising agencies: Earle Ludgin & Co. and W. B. Doner & Co. He also worked in the advertising department of the "Chicago Tribune."

water:

You can swim under it

You can sail on it

You can play with it

You can drown in it

Only radio, with water safety announcements, can reach people right at the threshold of tragedy

This month, when millions of Americans will go swimming or boating, they will have something with them that could save their lives—radio. The 6 ABC owned radio stations, in cooperation with the American Red Cross, will broadcast water safety messages recorded by famous personalities for each station. These messages will reach listeners when it's most

important—when they're at a beach, swimming in a lake, or out on a boat. If only one life is saved, the campaign will be a success. Where lives are concerned, statistics don't count—people do. In 6 of the nation's largest cities people have learned to respond to—and re-

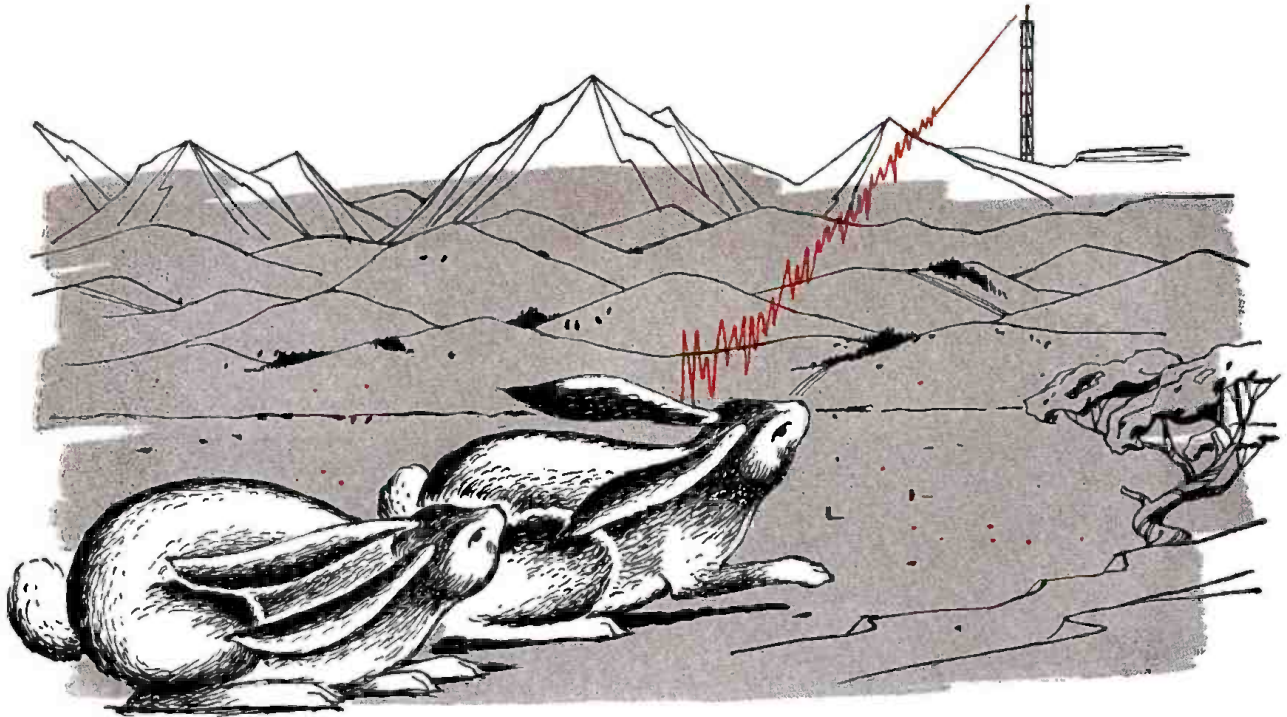
spect—American Broadcasting Company Owned Radio Station Community Action projects.



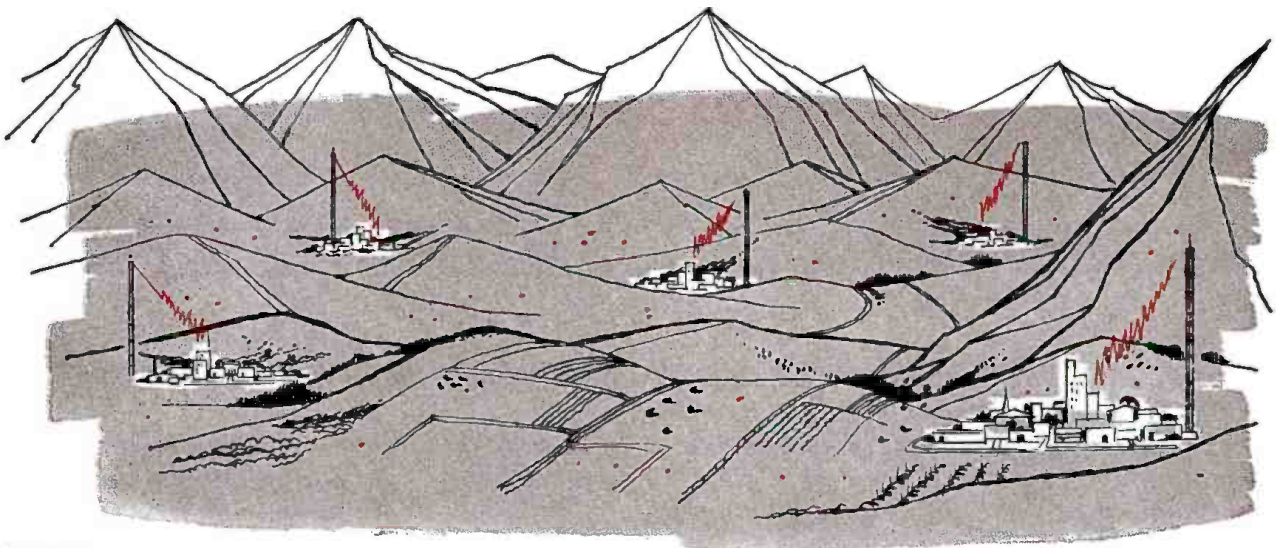
ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES

Do You Talk to Jack Rabbits?



**61 Local Affiliates of the Inter Mountain Network
Deliver your message to PEOPLE where they
LIVE! LISTEN! and BUY!**



Represented by
Edward Petry & Co., Inc.

The INTER MOUNTAIN NETWORK

146 SOUTH MAIN, SALT LAKE CITY, UTAH • 1089 BANNOCK STREET, DENVER, COLORADO

BROADCASTING, July 23, 1962

NBC-TV CUTS AFFILIATE PAY RATE

- Reduction of 5% follows CBS-TV format announced last spring
- ABC-TV ups daytime charges, admits concern about 'imbalance'
- NBC-TV stations get twice as many 70-second daytime breaks

The evolution in economic relations between television networks and their affiliated stations advanced another step last week as NBC-TV adopted a plan which would reduce its affiliates' network compensation by about 5%.

The plan, part of what will almost certainly be a years-long effort by all networks to cure the so-called "economic imbalance" between network and station profits, is similar to one adopted by CBS-TV last spring (BROADCASTING, May 7). Like CBS-TV's, it is due to become effective Jan. 1, 1963.

ABC-TV also is known to be concerned with the "economic imbalance" problem, but ABC officials said last week that at this point they had no specific plan for attacking it.

ABC-TV did, however, announce a new daytime rate card incorporating an estimated 10% increase in time charges to advertisers and putting daytime sales on a flat commercial-minute basis covering both time and talent.

NBC-TV also disclosed a new "packaged quarter-hours" plan for selling daytime, effective the first of the year, but officials said the changes would not significantly affect the costs to advertisers.

The "imbalance" problems between networks and affiliates is generally attributed to rising network costs—especially program costs—and a resultant squeeze on network profits. Networks contend that stations are confronted with no similar squeeze and, since they benefit from the networks' program expenditures, ought to share more of the costs.

Solutions to date have all centered on reduction in amount of compensation paid by networks to affiliates—which can run as high as \$70 or \$80 million for a single network. But most experts feel that the plans adopted thus far are by no means a final answer; that the problem is one that will continue and probably require a series of

adjustments over a period of years.

Same Approach ■ NBC-TV's plan, being prepared late last week for week-end mailing to all NBC-TV affiliates, takes generally the same tack set by CBS-TV: it reduces affiliate compensation by reducing the gross time rates for daytime programming. But where CBS-TV's resulted in an estimated 6% reduction in station compensation, NBC-TV's was estimated at 5.1%

In neither case does the reduction in gross time rates to advertisers significantly affect the actual cost to advertisers. The reduction in their rates is offset by reduction or elimination of discounts allowed them.

In NBC-TV's case, daytime rates under the new plan reportedly will be 35% of nighttime rates. Historically, NBC-TV has pegged daytime at 50% of nighttime. So had CBS-TV, until its new plan dropped daytime rates by 22 to 23%. ABC-TV, which went into daytime operations considerably later

'Bookie Joint', 'Battle of Newburgh' get FCC's blessing

Two decisions handed down by the FCC last week dismissing protests against programs on CBS-TV and NBC-TV were hailed as giving added endorsement to stations and networks which wish to program in such controversial areas.

At issue were two network programs presented last winter which stirred up protests in Boston and Newburgh, N. Y. In "Biography of a Bookie Joint" (CBS Reports) last Nov. 30, CBS-TV telecast an actual raid on a bookmaking establishment which resulted in the firing of several Boston policemen, the police commissioner, and several investigations.

NBC's *White Paper*, "The Battle of Newburgh" on Jan. 28, covered that city's controversial welfare program.

In both cases, the commission ruled that no further inquiry was

necessary and that the networks had provided "reasonable opportunities" for all sides to be heard. A commission official expressed the view that the decisions should encourage broadcasters to be less reluctant to get into controversial matters because they illustrate that the FCC will back them up in fair presentations.

The FCC decisions were in the form of letters to the complainants—Massachusetts House Speaker John F. Thompson and Newburgh City Manager Joseph McD. Mitchell.

Programs Reviewed ■ In both cases, FCC staff men reviewed films of the programs. Replying to Mr. Thompson's charge that CBS singled Boston out for "grossly unfair and distorted national publicity," the FCC noted (1) that CBS warned the same problem exists in many cities and attempted to forestall the

singling out of Boston in this respect; (2) that the governor based several actions on "proven charges . . . prompted by a tv documentary."

A licensee must be given "great latitude" in the presentation of such program material, the FCC said in concluding that CBS had met all requirements of the Communications Act.

Mr. Mitchell had charged that NBC's *White Paper* was "biased, misleading and lacking in objectivity." To this, the FCC replied: "On the contrary, we are of the opinion that the program represented a conscientious and responsible effort to review and analyze a problem, the symptoms of which were highly controversial." The network properly applied the fairness doctrine in its Newburgh report covering that city's welfare program, the FCC concluded.

Tv's share of 100 top national budgets

56.2% OF BLUE CHIP CLIENTS' SPENDING IN MEDIUM, SAYS TvB

More than one-half of the top 100 national advertisers increased their tv budgets in 1961, Television Bureau of Advertising reports today (July 23). Altogether, the 100 top national advertisers, 97 of which used tv, raised tv's share of their total ad budgets to

56.2%, compared with 53.5% for 1960.

Of these top 100 advertisers, 54 spent more in tv last year than the year earlier. Total measured media billings for the top 100 in 1961: \$1,723,150,-999. Network and spot tv's share:

\$967,972,053.

The total ad investment represents a net increase of \$27.8 million from 1960. Tv billings rose \$61.5 million and general magazines \$4.6 million, while all other measured media declined, TvB said in its summary.

Rank	Company	Total	Newspapers	General Magazines	Farm Magazines	Business Publications	Outdoor	Network Television	Spot Television*	% Tv
1.	Procter & Gamble	\$114,454,258	\$ 2,465,523	\$ 3,142,853	\$ 2,695	\$ 211,000	\$ -----	\$ 51,927,897	\$ 56,704,290	94.9
2.	General Motors	101,716,092	29,652,721	32,309,761	1,146,272	2,265,300	8,008,728	23,811,830	4,521,480	27.9
3.	General Foods	59,534,829	10,773,402	9,298,223	221,957	203,000	1,160,564	20,021,513	17,856,170	63.6
4.	Lever Bros.	57,362,992	5,353,579	4,270,995	-----	-----	-----	28,761,548	18,976,870	83.2
5.	American Home Prod.	53,901,953	2,446,114	7,382,347	217,339	1,070,300	161,553	33,911,210	8,713,090	79.1
6.	Ford Motor	52,195,716	15,810,694	16,151,048	1,309,053	560,000	3,531,997	11,081,554	3,751,370	28.4
7.	Colgate-Palmolive	39,806,427	2,113,767	1,042,951	53,299	93,300	-----	21,513,940	14,989,170	91.7
8.	General Mills	37,763,066	11,480,033	2,452,459	1,044	360,000	179,709	19,017,741	4,272,080	61.7
9.	R. J. Reynolds Tobacco	37,534,422	7,515,104	5,511,125	467,531	-----	-----	21,740,922	2,299,740	64.0
10.	Bristol-Myers Co.	35,604,913	4,061,139	6,623,652	-----	149,300	51,200	15,133,172	9,586,450	69.4
11.	Chrysler Corp.	33,245,875	14,102,825	10,546,995	96,366	475,000	1,404,472	4,151,167	2,469,050	19.9
12.	Distillers Corp.-Seagrams	30,287,621	11,416,373	12,216,993	-----	320,000	3,523,745	-----	2,810,510	9.3
13.	American Tel & Tel	27,916,614	5,439,036	13,003,818	300,914	675,500	509,656	2,244,150	5,743,540	28.6
14.	American Tobacco	25,990,424	3,528,025	7,719,304	214,750	-----	888,359	9,402,316	4,237,670	52.5
15.	National Dairy Prod.	25,638,222	7,776,366	7,040,377	308,563	200,000	-----	8,905,956	1,406,960	40.2
16.	P. Lorillard	25,309,214	2,007,261	1,358,141	-----	-----	333,892	13,606,870	8,003,050	85.4
17.	Philip Morris	25,231,347	2,768,775	6,077,739	130,177	-----	106,025	9,774,471	6,374,160	64.0
18.	General Electric	24,655,897	5,176,624	7,143,540	188,661	4,563,000	-----	6,080,992	1,503,080	30.8
19.	Campbell Soup	23,453,839	3,256,621	9,189,067	-----	210,000	97,218	7,334,363	3,366,570	45.6
20.	Miles Laboratories	22,626,505	1,278,605	1,189,566	-----	464,400	112,965	11,944,179	7,636,790	86.5
21.	Gillette	21,769,387	1,844,144	648,919	-----	-----	-----	14,213,894	5,062,430	88.5
22.	Kellogg	21,615,721	1,339,356	3,669,993	95,060	150,000	1,361,084	9,021,448	5,978,780	69.4
23.	Liggett & Myers	21,455,687	3,234,764	4,219,904	96,258	-----	-----	11,059,411	2,845,350	64.8
24.	Sterling Drug	21,306,619	2,608,237	2,081,787	202,849	331,800	-----	13,073,366	3,008,580	75.5
25.	Corn Products	21,081,036	3,988,950	3,899,832	90,786	50,000	341,079	6,583,819	6,126,570	60.3
26.	Brown & Williamson	20,683,141	3,052,480	33,050	-----	-----	-----	14,132,771	3,464,840	85.1
27.	Coca-Cola	19,742,373	1,785,266	3,062,659	3,156	70,000	2,097,677	1,978,475	10,743,140	64.4
28.	E. I. du Pont de Nemours	18,152,850	2,344,265	4,746,465	255,130	3,000,000	362,292	7,081,668	363,030	41.0
29.	Standard Brands	18,135,360	4,229,487	4,477,572	143,621	-----	-----	532,360	8,752,320	51.2
30.	National Biscuit	17,552,199	1,265,566	3,080,161	44,400	270,200	-----	11,362,302	1,529,570	73.4
31.	Quaker Oats	17,449,572	4,108,469	4,946,989	78,144	340,300	143,224	5,078,006	2,754,440	44.9
32.	Pillsbury	17,408,192	4,803,912	2,769,266	22,302	91,700	-----	7,671,862	2,049,150	55.8
33.	Eastman Kodak	16,120,052	2,039,963	6,690,334	-----	2,000,000	-----	4,758,165	631,590	33.4
34.	Nat. Distillers & Chem.	15,587,077	7,222,667	6,888,286	-----	250,000	1,226,124	-----	-----	0.0
35.	Warner-Lambert Pharm.	15,249,512	1,023,174	1,881,350	47,760	576,000	-----	7,538,138	4,183,090	76.9
36.	Goodyear Tire & Rubber	14,739,517	3,699,769	6,038,780	585,332	1,087,800	-----	3,024,046	303,790	22.6
37.	S. C. Johnson & Son	14,438,561	494,646	303,785	-----	59,100	-----	12,520,530	1,060,500	94.1
38.	Shell Oil	14,202,443	11,013,193	1,318,843	219,618	265,000	591,752	328,557	465,480	5.6
39.	Alberto-Culver	13,961,455	-----	-----	-----	-----	-----	8,811,365	5,150,090	100.0
40.	Armour & Co.	13,410,553	2,185,322	4,166,861	142,581	237,200	461,459	5,491,560	725,570	46.4
41.	American Motors	13,275,859	8,970,686	2,415,867	1,285	279,500	-----	333,741	1,274,780	12.1
42.	Anheuser-Busch	13,019,851	916,763	1,930,851	-----	110,300	4,416,289	693,338	4,952,310	43.4
43.	Jos. Schlitz Brewing	12,963,810	1,119,356	2,112,393	-----	-----	4,068,913	2,056,398	3,606,750	43.7
44.	Johnson & Johnson	12,839,384	2,614,190	3,864,438	29,387	-----	-----	5,765,999	565,370	49.3
45.	Texaco	12,192,018	207,647	650,805	145,970	731,600	69,732	10,119,124	267,140	85.2
46.	Wm. Wrigley Jr. Co.	11,867,865	-----	750,315	-----	-----	-----	1,018,800	10,098,750	93.7

than the other networks, set its daytime rates at one-third rather than one-half of the nighttime charges.

NBC-TV officials reviewed their new plan with members of the NBC-TV affiliates board of delegates last week and reportedly made at least two concessions to help take the sting out of the compensation cut:

- They reportedly agreed to double the number of 70-second station-breaks available to affiliates in daytime periods and to increase other local availabilities.

- They also were said to have made clear that, in view of the 5.1% general cut in compensation, the special July-August reduction which went into ef-

fect this year will be abandoned after this year.

The affiliates board was reported to have insisted vigorously on the increase in number of 70-second breaks. This increase reportedly will become effective Oct. 1. The number of firm, fixed-position 70-second availabilities will rise from 20 per week to 40 in Monday-Friday daytime periods, and eight will be added on Saturdays. In addition, recapturable, in-program minute availabilities will increase from 10 per week to 20, and two one-minute positions will be made available to affiliates in new Saturday afternoon children's show (12:30-1:30 p.m.).

NBC-TV's summertime compensation cutback, now due to be called off after this year, applies during July and August and amounts to a 10% reduction in compensation rates for those months only. NBC authorities had estimated it would cost the network about \$500,000 a year.

The new compensation plan and related questions were reported to have been the chief topics at the meeting of NBC officials with the affiliates groups, held Wednesday at NBC Chairman Robert W. Sarnoff's summer home at Armonk, N. Y.

Jack Harris of KPRC-TV Houston, chairman of the affiliates board,

47. Schenley Industries	11,731,133	5,608,534	2,780,118	-----	291,000	2,752,891	-----	298,590	2.5
48. Continental Baking	11,683,947	1,223,677	-----	-----	81,300	1,329,517	513,523	8,535,930	77.5
49. J. B. Williams	11,138,318	1,126,731	106,050	-----	-----	-----	9,367,727	537,810	88.9
50. Ralston Purina	10,892,583	1,072,441	293,636	653,898	157,500	601,988	6,153,180	1,959,940	74.5
51. U. S. Steel Corp.	10,778,187	801,847	2,985,044	253,255	3,007,900	378,705	3,351,436	-----	31.1
52. Standard Oil Co. (Ind.)	10,746,727	3,001,320	1,926,048	407,564	370,600	2,441,077	465,788	2,134,330	24.2
53. Gulf Oil	10,586,708	4,096,767	1,824,844	74,700	410,000	162,686	3,236,941	780,770	38.0
54. Pepsi-Coia	10,412,397	2,021,999	1,822,651	113,787	125,000	758,334	1,234,276	4,336,350	53.5
55. Swift & Co.	10,368,970	2,260,670	2,940,746	120,516	67,700	2,296,196	1,125,932	1,557,210	25.9
56. Mead Johnson	10,360,373	716,806	3,148,741	-----	355,500	-----	5,902,376	236,950	59.3
57. Beech-Nut Life Savers	10,062,419	609,980	741,069	-----	82,900	-----	7,055,890	1,582,570	85.7
58. Chesebrough-Pond's	9,969,220	777,712	3,946,128	20,874	107,200	-----	3,764,216	1,353,090	51.3
59. Scott Paper	9,817,588	682,879	1,049,662	-----	133,100	-----	5,980,927	1,971,020	81.0
60. Nestle	9,793,025	196,083	1,532,059	80,466	-----	-----	3,265,597	4,718,820	81.5
61. Standard Oil Co. (N. J.)	9,740,599	2,090,982	2,250,102	89,183	1,650,000	-----	776,142	2,884,190	37.6
62. Westinghouse Electric	9,508,703	1,190,981	1,797,925	7,699	2,815,000	-----	3,479,578	217,520	38.9
63. Revlon	9,364,735	1,105,873	4,306,359	-----	-----	33,398	3,689,425	229,680	41.8
64. Carnation	9,332,141	222,004	2,020,389	82,177	290,500	429,881	3,307,710	2,979,480	67.4
65. H. Walker-G & W	8,728,750	3,044,006	4,990,841	-----	106,400	587,503	-----	-----	0.0
66. Carter Products	8,723,118	403,708	138,520	14,052	-----	-----	4,294,668	3,872,170	93.6
67. Radio Corp. of Am.	8,685,731	1,980,627	3,605,071	-----	727,500	-----	1,941,883	430,650	27.3
68. Hunt Foods & Industries	8,477,744	686,390	3,499,974	-----	125,000	-----	-----	4,166,380	49.1
69. Kimberly-Clark	8,304,529	1,220,073	2,391,501	-----	370,000	-----	3,810,755	512,200	52.1
70. Richardson-Merrill	8,193,072	655,065	1,048,109	775,959	282,500	-----	2,837,039	2,594,400	66.3
71. Borden	8,149,323	2,822,441	3,205,642	12,011	102,000	1,040,063	371,466	595,700	11.9
72. Sears, Roebuck	8,086,938	328,977	3,877,363	59	8,400	-----	2,634,489	1,237,650	47.9
73. Block Drug	8,056,092	-----	227,465	-----	-----	-----	6,876,717	951,910	97.2
74. B. F. Goodrich	8,006,817	1,612,907	3,921,576	308,563	1,259,500	-----	352,881	551,390	11.3
75. Firestone Tire & Rubber	7,882,493	2,608,610	2,519,231	540,097	467,400	-----	1,747,155	-----	22.2
76. H. J. Heinz	7,738,296	2,286,767	2,099,216	115,780	86,300	-----	3,121,543	28,690	40.7
77. Helene Curtis	7,394,957	1,467,525	1,978,925	-----	120,300	-----	2,065,197	1,763,010	51.8
78. Dow Chemical	7,182,348	643,961	2,300,293	86,454	1,563,300	-----	2,372,760	215,580	36.0
79. Simoniz	7,108,923	173,725	91,277	-----	-----	-----	3,997,561	2,846,360	96.3
80. American Chiclé	7,093,360	-----	11,100	-----	-----	-----	4,532,730	2,549,530	99.8
81. Stanley Warner	7,062,700	350,461	227,052	-----	-----	-----	1,161,907	5,323,280	91.8
82. Armstrong Cork	7,020,320	473,007	2,244,388	-----	700,000	-----	3,547,685	55,240	51.3
83. CBS	6,953,707	2,021,300	4,643,627	-----	110,000	-----	-----	178,780	2.6
84. Kaiser Industries	6,772,564	353,468	49,031	4,527	900,000	-----	5,442,908	22,630	80.7
85. American Cyanamid	6,603,521	231,787	1,365,608	1,243,604	2,990,500	-----	724,052	47,970	11.7
86. Prudential Ins. Co.	6,456,909	1,261,520	779,013	120,682	66,000	135,938	4,093,756	-----	63.4
87. Aluminum Co. of Am.	6,442,119	971,481	1,156,328	1,290	1,225,000	-----	2,945,850	142,170	47.9
88. Union Carbide	6,430,697	181,502	1,416,998	64,367	1,427,600	158,228	2,954,052	227,950	49.5
89. Olin Mathieson Chemical	6,328,562	290,699	3,348,069	203,352	616,400	-----	1,685,512	184,530	29.5
90. Minn. Mining & Mfg.	6,234,628	436,955	2,772,867	-----	2,061,000	-----	710,656	253,150	15.5
91. Trans World Airlines	6,178,448	4,854,527	557,732	-----	65,000	701,189	-----	-----	0.0
92. Seven-Up	6,085,154	361,557	2,251,359	-----	53,000	1,155,957	1,710,861	552,420	37.2
93. California Packing	5,997,065	1,115,681	3,966,961	104,363	80,100	508,060	-----	221,900	3.7
94. Mennen	5,967,417	1,137,091	1,105,580	-----	-----	-----	3,698,866	25,880	62.4
95. Andrew Jergens	5,864,840	119,028	57,381	-----	-----	-----	3,148,031	2,540,490	97.0
96. U. S. Rubber	5,797,541	1,018,321	2,754,778	37,971	1,325,000	86,281	-----	575,190	9.9
97. United Airlines	5,748,844	4,442,707	773,588	-----	175,000	323,049	-----	34,500	0.6
98. Falstaff Brewing	5,681,125	75,036	-----	-----	-----	1,657,221	1,393,108	2,555,760	69.5
99. Mobil Oil	5,500,907	1,357,118	568,602	230,336	320,000	52,574	1,965,617	1,006,660	54.0
100. Heublein Inc.	5,473,347	1,716,435	2,613,794	-----	142,500	209,658	79,200	711,760	14.5
Total Top 100 1961	\$1,723,150,999	\$296,046,608	\$344,350,890	\$12,629,846	\$49,141,500	\$53,010,102	\$623,504,503	\$344,467,550	-----
Total Top 100 1960	\$1,695,353,369	\$316,793,130	\$339,723,002	\$14,838,146	\$51,317,300	\$66,213,841	\$567,110,610	\$339,357,340	-----
% Change '61/'60	+\$27,797,630	-\$20,746,522	+\$4,627,888	-\$2,208,300	-\$2,175,800	-\$13,203,739	+\$56,393,893	+\$5,110,210	-----
% Change '61/'60	+1.6	-6.6	+1.4	-14.9	-4.2	-19.9	+9.9	+1.5	-----
Share 1961	100.0	17.2	20.0	0.7	2.8	3.1	36.2	20.0	-----
Share 1960	100.0	18.7	20.0	0.9	3.0	3.9	33.5	20.0	-----

Sources: Bureau of Advertising, ANPA; Publishers Information Bureau Farm Publication Reports; Associated Business Publications; Television Bureau of Advertising; N. C. Rorabaugh; LNA-BAR; Outdoor Advertising Inc. Compiled by Advertising Age.
*In some instances spot tv figures include both parent company and dealer or distributor expenditures.

headed the stations delegation. Other board members on hand were Harold Grams, KSD-TV St. Louis; A. Louis Read, WDSU-TV New Orleans; Charles A. Batson, WIS-TV Columbia, S. C.; Marcus Bartlett, WSB-TV Atlanta; Otto Brandt, KING-TV Seattle; Van Beuren DeVries, WGR-TV Buffalo; Richard Dunning, KHQ-TV Spokane; Richard Lewis, KTAR-TV Phoenix, and Owen Saddler, KMTV (TV) Omaha.

More Attraction ■ While the new NBC-TV compensation plan continued the evolution in network-affiliate relationships, both ABC-TV's new daytime rate card and NBC-TV's changes in daytime pricing promised—along

with changes announced by CBS-TV a few weeks ago—to make further changes in the dealings between networks and their customers. All three networks claimed their respective changes would increase their usefulness and attraction for advertisers.

ABC-TV's new daytime rate was estimated by Edward Bleier, vice president in charge of ABC-TV daytime sales, to provide approximately 10% increase in rates to advertisers. Mr. Bleier said about 5% was accounted for by increased coverage through longer ABC-TV station lineups which will be available this fall, while the other half stemmed from increases in

individual stations' network rates.

The new card, effective Sept. 3, puts prices on ABC-TV's seven "operation daybreak" programs on a straight commercial-minute basis covering both time and talent. The rates are fully commissionable and range from \$2,400 to \$2,800 per commercial minute, depending on volume and whether they're in winter or summer.

Summer rates are \$200 less than winter, and the advertiser maintaining equal weekly schedules through June, July and August may also receive summer rates for April, May and September, or a total of half the year.

Mr. Bleier said that under winter

rates, advertisers buying one to five commercial minutes per week will pay \$2,800 per minute, while those buying more than five a week will pay \$2,600. The summer rates are \$2,600 per minute for less than six per week, \$2,400 per minute for more than six.

Mr. Bleier said the average ABC-TV daytime lineup would go from 130 stations covering 89.9% of the country to at least 136 stations covering about 93%, effective this fall, and that the increase might add as many as 12 new basic markets. Syracuse and Rochester are among those definitely set for addition this fall.

Exceptions ■ The new daytime rate structure applies to all ABC-TV daytime shows except *Tennessee Ernie Ford*, *American Bandstand with Dick Clark*, and the network's new children's show, *Discovery*.

Mr. Bleier said the new plan lets daytime advertising volume continue to contribute to nighttime dollar-volume discounts, and maintains ABC-TV's "daytime incentive discount" for sponsors of other ABC-TV programming. The new structure, he said "is completely geared to the needs and desires of advertisers and their marketing problems."

He reported that ABC-TV daytime sponsors in the second quarter of this year totaled 64 as against 48 in the same period last year, and that the fall daytime schedule is virtually sold out. The fourth quarter, he said, offers "the best pre-sold sales record ever."

NBC-TV's new daytime sales and pricing plan combines time and program costs into a single figure per quarter-

hour, but officials said the actual cost to advertisers would not be significantly different from what they're paying now.

The quarter-hour package prices will range from a low of \$10,000 (in *Say When*) to a high of \$19,200 (in *Concentration*). Other typical prices, according to officials, include \$13,200 per quarter-hour in *Play Your Hunch*, \$15,000 in *Dr. Malone*, \$16,500 in Loretta Young films and \$17,400 in *Price is Right*.

These prices do not include charges relating to preparation and presentation of commercials, but the so-called integrated networking charge for lines, etc., which currently amounts to \$1,500 per hour, will be eliminated on regularly scheduled daytime shows.

On other daytime shows—specials,

sports events, etc.—the integrated networking charge will be increased to \$3,600 per quarter-hour.

Daytime programs will earn no discounts after Jan. 1, but each daytime quarter-hour will contribute 25 percentage points toward its sponsor's volume for use in determining discounts in other periods.

In addition, the plan provides for a summertime rate reduction amounting to about 20%. This will be effective for 13 weeks starting next June 10.

NBC-TV's new plan applies to all programming up to 6 p.m. New York Time, with two exceptions: the new *Merv Griffin Show* at 2-2:55 p.m., which will be sold in minute participations, and the *Today* show, sold under a separate rate card.

Business briefly...

Philco Corp., Pepsi-Cola Co., and The Toni Co. will sponsor the 2½ hour *Miss America Pageant*, to be telecast on CBS-TV Saturday, Sept. 8 (9:30 p.m.-midnight EDT. Agencies: BBDO (Philco, Pepsi-Cola) and North (Toni).

Motorola Inc., Chicago, which sponsored three star-name specials last season, one on ABC-TV and two on NBC-TV, is shopping again for prestige-type specials to promote new line in coming season. Motorola meanwhile is increasing its magazine exposure to highest level in firm's history. Agency: Leo Burnett Co., Chicago.

Eastman Chemical Products' Kodel polyester fiber will be advertised via spot

tv in a six-week campaign beginning in mid-September. Thirty-five markets around the country will be used. Agency: Doherty, Clifford, Steers & Shenfield Inc., New York.

Chevrolet Div. of General Motors will sponsor radio coverage of the 25th annual Soap Box Derby at Akron, Ohio, on CBS Radio, Sat., Aug. 4 (4:45-5 p.m. EDT). Campbell-Ewald Co. is Chevrolet's agency.

R. J. Reynolds Tobacco Co. and Skill Corp. have bought sponsorship in NBC-TV's *National Football League Highlights*, to be presented Saturdays, 5-5:30 p.m. NYT, during the 1962 football season (Sept. 22 through Dec. 22). The show now has SRO status: as previously announced, Mennen and Chesebrough-Pond's will also sponsor the show. The new advertisers' agencies are William Esty Co. (Reynolds) and Fuller & Smith & Ross Inc. (Skill).

Pacific Vitamin Corp., Los Angeles (Fulvita multiple-vitamins and minerals), started on a saturation basis July 9 throughout the summer months a series of one-minute taped tv commercials featuring Don Drysdale, Los Angeles Dodgers pitcher, on KABC (TV) and KTTV (TV) Los Angeles and KTVK (TV) Phoenix, Ariz. Agency is Anderson-McConnell Adv., Los Angeles.

Grand Taste Packing Co., Los Angeles, will use radio to introduce a new calorie-controlled frankfurter. Five Los Angeles stations are scheduled (KLAC, KMPC, KRLA, KABC and KHJ), as are KGIL San Fernando and XTRA Tijuana, Mex. Beckman, Koblitz Inc. is the agency.

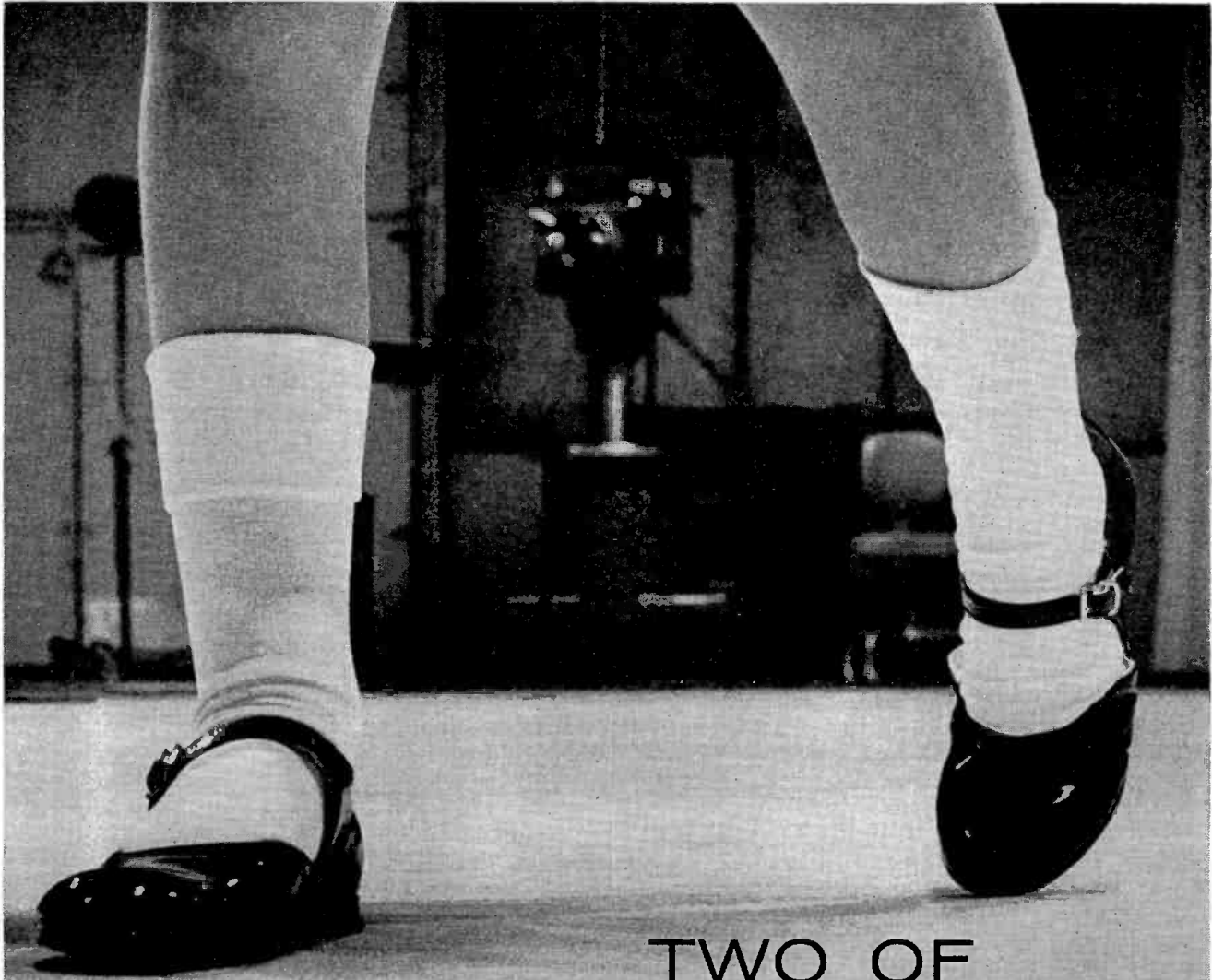
Billy Graham Evangelistic Assn., Minneapolis, has signed 194 markets to date for five one-hour video tapes from the minister's recent Chicago crusade and is buying more as quickly as



Campbell-Ewald sets up office c-c system

Claiming a "first" among Detroit advertising agencies, Campbell-Ewald Co. has installed its own closed-circuit tv system to project live presentations plus film and slides to monitors in conference rooms and executive offices. Here inspecting

the system's vidicon film components are (l to r) Woody Klose, vice president and broadcast creative director, and Kensinger Jones, vice president and creative director. The system also includes a coaxial cable link with WJBK-TV for video tapes.



TWO OF 104,000 FEET

She came to see us last year . . . along with 52,000 other Carolinians. Just two little feet out of the 104,000 that walked into our studios. ■ Some were the feet of adults who came to watch live wrestling⁽¹⁾ or to dance on the Woody Hayes Open House⁽²⁾. Others were the feet of youngsters who marched and played games with Cap'n Five⁽³⁾. ■ After the show—like this little girl—they all go back home to keep on watching us. Having been right here with us, somehow they feel just a little closer to us now.

NBC TELEVISION

WRAL-TV

CHANNEL 5

Raleigh-Durham, N. C.

Represented Nationally by H-R

- (1) Professional Wrestling / Sat. 5:30-6:30 PM
NSI Rating 21.5; 54,100 Homes
- (2) Woody Hayes Open House / Sun. 5:00-6:00 PM
23,800 NSI Homes
- (3) Cap'n Five / Mon.-Fri. 5:00-6:00 PM
47,000 ARB Homes; NSI Rating 23.5

prime evening time can be cleared. Agency: Walter F. Bennett & Co., Chicago.

Hortex Manufacturing Co. will use Dick Clark's *American Bandstand* (ABC-TV, 4 p.m., EDT) to promote its new "Key Man" slacks for boys in 144 markets Sept. 10-Oct. 24. The firm also will use a radio spot campaign to reach the top 40 U. S. markets.

Agency appointments...

▪ Sanna Dairies Inc., Madison, Wis., maker of Sanalac (dry milk), names Lilienfeld & Co., Chicago, as agency. Account previously was handled by Kastor, Hilton, Chesley, Clifford & Atherton, New York. Radio-tv probably will be used.

▪ Artcliff Mfg. Inc., Saginaw, Mich., names R. Jack Scott Inc., Chicago, to handle advertising for Electro-Starter, 90-second recharger for auto batteries. Radio will be used.

▪ Jas. H. Forbes Tea & Coffee Corp., St. Louis (beverages, spices, syrups), appoints Clayton-Davis & Assoc. Inc., that city, as its agency for advertising and public relations.

▪ Mail Pouch Tobacco Co. appoints Warwick & Legler, New York, as its advertising agency, effective Aug. 1.

▪ Thos. Leeming & Co., subsidiary of Chas. Pfizer & Co., has transferred Barbasol shaving preparations from George J. Walsh Co., New York, to William Esty Co., New York. Annual billings are expected to increase from present \$500,000 to \$1 million with Esty. Barbasol's estimated spot tv expenditures in 1961 were \$36,690, according to Tv Bureau of Advertising.

▪ American Home Products appoints Norman, Craig & Kummel as its agency for G. Washington line of broth and seasonings and Burnett's extracts, which were at John F. Murray Adv. (American Home's house agency) and Jiffy popcorn, previously handled by Victor & Richards, New York, and Garfield Adv. Assoc., Detroit. The G. Washington and Burnett's extracts total billings were around \$82,000 and \$91,000 respectively in 1961. The popcorn account spent \$630,000 in spot tv.

▪ I. J. Grass Noodle Co. (Mrs. Grass soups and egg noodles), Chicago, appoints Geyer, Morey, Ballard Inc., Chicago, effective Aug. 1. Account, which

count uses radio-tv; it formerly was handled by Garfield, Linn & Co., Chicago.

▪ Herrud & Co., Grand Rapids, Mich., meat packer which uses considerable radio-tv in the Midwest, appoints Wade Adv., Chicago, effective Nov. 25, switching from Wallace-Blakeslee Inc., Grand Rapids.

▪ Hanover Canning Co., Hanover, Pa., appoints Del Wood Assoc., New York, to handle its radio-tv advertising.

▪ Celina Insurance Group (Celina Mutual Insurance Co. and National Mutual Insurance Co.), Celina, Ohio, appoints Geyer, Morey, Ballard Inc., Dayton, Ohio. Vincent C. Koepnick was named account executive. Account was formerly handled by Ralph Dalton & Assoc., Troy, Ohio.

Bank sponsors 'Probe' on 9-station lineup

Crocker-Anglo National Bank of San Francisco has signed with National Telefilm Assoc. Inc. for the latter's Dr. Albert E. Burke tv program, *Probe*, on nine California stations.

The stations, each to launch the program Sept. 3, are KRON-TV San Francisco, KMJ-TV Fresno, KEYT (TV) Santa Barbara, KSBW-TV Salinas-Monterey, KERO-TV Bakersfield, KHSL-TV Chico, KIEM-TV Eureka, KSBY-TV San Luis Obispo and KOVR-TV Stockton-Sacramento.

The bank has been sponsoring Burke programs for a year in San Francisco and Sacramento-Stockton, and says it's been averaging more than 5,000 viewer requests per week for copies of Burke scripts.

J. Walter Thompson, San Francisco, is the agency.

Seminar on ad ethics set by Jesuit school

Top broadcasting and advertising figures are scheduled to take part in a seminar, "The Ethical Aftermath of Advertising," to be held Aug. 10-14 at a Jesuit school, Woodstock College, Woodstock, Md.

It is the second ethical discussion in a series, growing out of last year's topic, "The Ethical Aftermath of Automation," said Francis X. Quinn, S.J., the chairman. Those discussions have been edited by Father Quinn and published in book form, as will the August seminar on advertising.

Some of the participants are FCC Commissioner Robert E. Lee, CBS Radio President Arthur Hull Hayes, NBC Vice President James A. Stabile, Westinghouse Broadcasting Co. President Donald H. McGannon, and CBS-TV Vice President Frank J. Shakespeare.

Firm puts tv dash in sales convention

One of television's hottest advertisers, Alberto-Culver Co., will stage what may go down as one of the most unusual sales conventions of the year this week in Chicago.

The firm, which began in tv in 1955 with \$75,000 and now spends at an estimated rate in excess of \$15 million, is bringing in about 300 of its top sales representatives for a "tv spectacular"-styled meeting Wednesday-through-Friday at O'Hare Inn. The convention will feature top tv stars plus network officials and other advertising executives.

Collectively, the three tv networks are spending about \$50,000 of their own money to bring in people and props to be used in the meeting, including talent such as Vincent Edwards, Milburn Stone, Amanda Blake

and John McIntyre, among others. The three-day event also will include appearances by CBS-TV President James Aubrey, ABC-TV Sales Vice President Edgar Scherick and NBC-TV Executive Vice President Walter Scott. Edward Voynow, president of Edward Petry & Co., also is scheduled, along with top officials of the Alberto-Culver agencies, Compton Adv. and BBDO.

Various portions of the meeting will be headlined and staged under titles of popular tv programs. Props will include actual tv cameras, mike booms etc. Highlight event will be Thursday afternoon when Alberto-Culver's advertising director, Charles A. Pratt, discloses budgets and plans for the coming year.

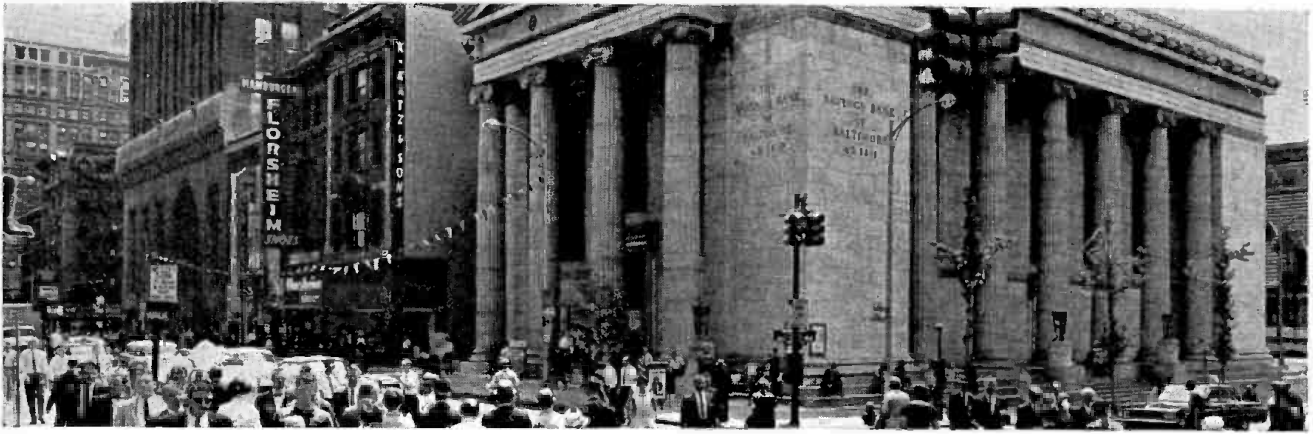
▪ Spatini Co., Philadelphia (spaghetti sauce), has appointed Weightman Inc., that city, as its advertising agency for the firm's new instant spaghetti sauce. The agency also handles other Spatini advertising.

▪ American Liquid Gas Corp., Los Angeles (subsidiary of Union Oil Co.) appoints Ellington & Co., Los Angeles, as advertising agency for its gas equipment and engineering services. Advertising budget will exceed \$100,000; media will be announced.

has been an active spot radio advertiser, was previously at Arthur Meyerhoff & Co., Chicago.

▪ Wembley Inc., New Orleans manufacturer of men's neckwear, names Grant Advertising, New York, to handle advertising for its name-brand ties. Television, national and local print media and trade publications will be used.

▪ Crown Self-Service Stores Inc., midwest shoe chain, names Welles-Morgan Inc., Chicago, as agency. Ac-



It's CHARLES Street in BALTIMORE . . .

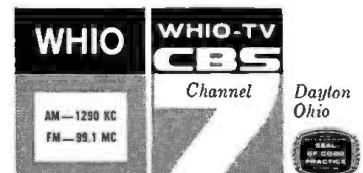


It's MAIN STREET in Ohio's Third Market

Their apparent affinity for crab cakes and row houses, not to mention their fervor for lacrosse, are among the traits which distinguish the citizens of Baltimore from their counterparts in other communities. There's nothing unusual about this. Such uniquely local attitudes, tastes and preferences are characteristic of the people in any community, no less among those along Dayton's Main Street than those on Charles Street in Baltimore. We program accordingly, to the people we know best. They all live right here in Ohio's Third Market. Our heartwarming ratings are evidence of our ability to pluck their heartstrings effectively. George P. Hollingbery can tell you how well we pluck their purse strings. Ask him.

DAYTON, OHIO WHIO-AM-FM-TV

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



New NBC show quickly nets 19 advertisers

HOUR-LONG 'MERV GRIFFIN SHOW' BEGINS OCT. 1

In the 16-day period following announcement of *The Merv Griffin Show*, NBC-TV has signed 19 advertisers for the new series (Mon.-Fri., 2-2:55 p.m. EDT). The program begins Oct. 1.

The advertisers (and agencies) are: Warner - Lambert Pharmaceutical (Bates); Andrew Jergens Co. (Cunningham & Walsh); Armstrong Cork Co. (BBDO); Bristol-Myers (Y&R); Brown & Williamson Tobacco Co. (Keyes, Madden & Jones); Campbell Soup Co. (Needham, Louis & Brorby); Dumas Milner (Post & Morr); Ex-Lax

Inc. (Warwick & Legler); Frito Co. (Dancer - Fitzgerald - Sample); Golden Grain Macaroni Co. (M-E); Grove Labs (Gardner Adv.); Hartz Mountain Products Corp. (George H. Hartman Co.); Heublein Inc. (Fletcher Richards, Calkins & Holden); Lestoil Inc. (Sackel-Jackson); Pharmaco Inc. (N. W. Ayer & Son); Proctor-Silex Corp. (E. H. Weiss); S. C. Johnson & Son (Foote, Cone & Belding); Sweets Co. of America (no agency), and Whitehall Labs (Bates).

Radio-tv to be used in Ad Council effort

U.S. radio-tv audience will be encouraged to "help overseas visitors feel at home and enjoy their stay" in an Advertising Council campaign for the U. S. travel service of the Dept. of Commerce. In the first third of this year, 16% more foreigners visited the U. S. than in the similar 1961 period. The increase was registered before the advertising and promotion campaign, "Visit U.S.A.," started in most foreign countries.

BBDO, New York, is voluntary agency for the campaign which also includes newspapers and magazines. Actress Helen Hayes will appear in a tv spot urging Americans to "speak slowly, help with directions, explain money," etc.

Moss/Graff forms unit for tv marketing, sales

Moss/Graff/Assoc. Inc., New York advertising agency, has formed a tv marketing and sales division which will function as consultant to independent tv producers, packagers and syndicators, assisting with advertising, sales and distribution problems.

E. Jonny Graff, executive vice president of Moss/Graff and former president of WNTA-AM-FM Newark, N. J., and general manager of WNTA-TV, heads the new division. Mr. Graff prior to July 1961 was vice president in charge of film syndication for National Telefilm Assoc.

Tv spot shows tire tests

The B. F. Goodrich Co. is running a series of television spots which show its Silvertown tires being driven in comparison with competing brands during a 20,000-mile test. BBDO filmed the tests for three weeks at a proving ground in Pecos, Tex.

Each of the eight tires involved was removed from the test cars and photo-

graphed in a pre-fixed position 70 times, then placed on a different wheel to provide even distribution of wear. BFG says it will run the spots in selected markets on ABC programs in which it now participates: *Hawaiian Eye*, *Room For One More*, *77 Sunset Strip*, *Hollywood Special*, *Ben Casey*, *Target: The Corruptors* and *Ozzie & Harriet*.

Million-dollar month at CBS Radio in June

Contracts for new and renewed business, totaling more than \$1 million, were signed in June by CBS Radio, according to George Arkedis, vice president, network sales.

The major sponsorship commitments comprise four orders for *Arthur Godfrey Time*, and one for *House Party*, as well as co-sponsorship for news and news analysis programs, *Worldwide Sports*, *Dimension* features and *Yours Truly*, *Johnny Dollar*.

The advertisers signed in June to new or renewed contracts are Campbell Soup Co. (Needham, Lewis & Brorby); Accent-International (NL&B); Shoe Products Div. of Goodyear Tire & Rubber Co. (Kudner); Amana Refrigeration (MacFarland, Aveyard & Co.); Pepsi-Cola (BBDO); *Better Homes & Gardens Magazine* (W. D. Lyon Co.); Best Foods (Lennen & Newell), and Home Electronics Div. of Sylvania (Kudner).

Experimental film service

Mort Stein Presentant Service (128¼ S. Doheny Dr., Los Angeles 48, Crestview 1-4717) announces the establishment of an experimental service for agencies and clients producing tv commercials. In cooperation with Ray-Mercer & Co., the firm tries to achieve unusual effects by filming products in slow and fast motion, against different backgrounds and under water.

Mark VIII Ltd. cuts the film; Music Makers Inc. creates sound tracks and Chris Jenkyns creates animation effects.

Beware of dog

A "caution" notice was issued last week by the NAB Code Authority in connection with a tv commercial for the motion picture "Advise and Consent," by Columbia Pictures. The authority ruled that "the proffered commercial is incompatible with the Television Code."

Cited in the NAB caution notice was this audio continuity taken from the film: "[Actress Gene] Tierney: Somebody said once, a friend of mine, I'm sure, that any bitch with a few bucks and a big house and good care could be a social success in Washington. Do you think I'm a bitch?"

Rep appointments...

■ KFAC-AM-FM Los Angeles: George P. Hollingbery Co., Chicago, as national representative.

■ WTAO Boston: Breen & Ward, New York, as national representative.

■ WXHR (FM) Boston: Walker-Rawalt Co., New York, as national representatives.

■ KASE Austin, Tex.: John E. Pearson Co., New York, as national representative.

Also in advertising...

Rep firm moves ■ The Katz Agency is moving its Dallas office to 3505 Turtle Creek Blvd., Dallas 19, Tex. Telephone: Lakeside 6-7941.

Agency gives scholarship ■ Beginning this September, a full-year tuition scholarship, the VanSant-Dugdale 50th Anniversary Scholarship, will be awarded annually to a Johns Hopkins U. student. The student must be an undergraduate beyond the freshman year; in business or liberal arts, and interested in entering the advertising field. VanSant-Dugdale is a Baltimore advertising agency.

New address ■ Smith/Greenland Co., New York, has moved to larger quarters at 655 Madison Ave.

Freberg's back ■ Contadina Foods Corp. (tomato paste), through Cunningham & Walsh, San Francisco, has retained Freberg Ltd., Hollywood, to create and produce a series of satirical radio commercials for broadcasting this fall. Client and agency were the first to use the services of Stan Freberg, head of Freberg Ltd., when he started his own business eight years ago. His initial jingle for Contadina, "Who put eight great tomatoes in that itty bitty

Why WTRF-TV bought Seven Arts' "Films of the 50's" Volumes 1, 2, and 3

Says Robert W. Ferguson:

"We bought the Seven Arts films because they are
by far the most outstanding feature films available
to local television stations.

"We are very happy with all three Volumes.
I don't believe there is anything else available for television that can come up to them.

"They have consistently brought WTRF-TV the highest film ratings in the Ohio Valley area. Local, regional and national advertisers have shown great acceptance to spot buys in and around Seven Arts' 'Films of the 50's', and the success of these presentations has been extremely gratifying.

"We haven't started running Volume 3 yet— we start them in the Fall— with the films that are in there like "Battle Cry" and "Mister Roberts" we are sure of S. R. O. with sponsors, and continued high ratings."

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



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
LOS ANGELES: 15683 Royal Ridge Road, Sherman Oaks GRanite 6-1564—STate 8-8276

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

Robert W. Ferguson, Executive Vice President and General Manager, WTRF-TV, Wheeling, West Virginia.



Freberg's latest for Chun King spoofs other tv advertisers

Third phase of the BBDO-Stan Freberg broadcast campaign for Chun King canned chow mein got under way this month as the first of three new tv commercials hit the air on some 70 stations plus an assortment of ABC-TV daytime programs. This spot will run for three weeks, followed by a two-week hiatus, then the second commercial will be broadcast for another three weeks and, after a second two-week break, the third Chun King spot will have a three-week run in September-October.

The first batch of Freberg commercials for Chun King, broadcast in the Fall of 1960, were designed to make the public aware of this line of canned chow mein and they succeeded so well that sales increased 25% across the country. As a bonus, they also garnered a hatful of awards, as well as a shower of brickbats from some serious-minded advertising practitioners who saw nothing funny in Mr. Freberg's satirical whimsy. The second group of Chun King commercials stressed the convenience of Chinese food available in cans at any food store and maintained the public awareness of the Chun King name, as they were intended to do. Sales have stayed at the higher level reached following the first broadcast blast.

Sales Pitch ■ Now comes the third barrage of tv commercials. Their purpose is to transform consumer awareness into sales and they approach the problem directly. The spots open with two men (Mr. Freberg and actor Jesse White) walking through a sign which spells out the name Chun King in letters 20 feet high, each a solid block of light bulbs, to the music of "Stars and Stripes Forever."

As they approach the camera, Mr. Freberg explains that there'll be no more entertaining commercials. "Chun King has been giving people all that funny stuff, but evidently that's not what they wanted because they haven't been taking the chow



"Nine out of 10 doctors recommend Chun King chow mein."

mein off the shelf, so we're going to go back to regular commercials, like everybody else, with no entertainment."

All Spoofs ■ After virtually identical openings, the three Chun King commercials are alike only in spoofing other well-known tv advertising. In the first, a woman is seen fluffing her hair as her husband eats chow mein and comments she must have brought it home from a Chinese restaurant. She just smiles and goes on fluffing her hair as the announcer says "Could it or couldn't it be Chun King chow mein? . . . Only her grocer knows." (Originally, the words were "Does she or doesn't she use Chun King chow mein. Only her grocer knows, for sure," but ABC's legal department felt this was too close to the Clairol commercials and refused to give it air time until the wording was changed.)

The second of the new spots shows a woman with a headache from trying to think what kind of a different meal she can serve her family. She needs relief, "fast, fast, fast relief," and the washing machine repair man gives it to her in the form of the double can of Chun King chow mein.

She exclaims "Chun King" and snaps her fingers and, pointing to the cans, says: "Delicious. Vegetables on the bottom, chow mein sauce on top." Her husband, gazing at his cigarette, chimes in with "It's what's on top that counts" and she replies "On the bottom too. That's the quarter-inch tape, that makes the BIG difference." (ABC demanded no changes here, just letters of indemnity from Freberg, BBDO and Chun King.)

No Protest ■ The third commercial, to run from late September to mid-October, shows a group of 10 doctors, nine of them Chinese, while the off-camera announcer states: "Remember, nine out of 10 doctors recommend Chun King chow mein." (No protest at all on this one.)

Meanwhile, back in Minnesota, Chun King (whose headquarters are in Duluth) and BBDO (which services the account out of Minneapolis) have come to a parting of the ways and Chun King is listening to presentations of other agencies. (But Chun King would like BBDO's Hollywood staff to go on supervising the remaining commercials that Freberg Ltd. is under contract to produce for the company.)

can?" made national reputations for both Contadina and Freberg.

GMB on Wilshire ■ The Los Angeles office of Geyer, Morey, Ballard Inc., now is located on the 16th floor of the new Lee Tower, 5455 Wilshire Blvd., Los Angeles 36. Telephone: 937-0510. The office was formerly on South Kingsley Drive.

Bank on radio ■ A new Radio Advertising Bureau presentation cites 10 reasons for greater use of radio by the

nation's 4,500 banks, which already invest a substantial part of their \$200 million annual ad budget in the medium. Called "Radio Makes Dollars and Sense for Banks," the presentation offers applications of radio's "thrift, coverage, adult listenership" and other advantages. In addition, RAB prepared a banking industry brochure for distribution to radio station salesmen.

New barter firm ■ Fred J. Hamm, formerly with Promotional Services Inc., New York, has formed Media Affiliates

Inc., New York, "to operate as specialized media representatives in exchange advertising." The company will negotiate special arrangements with media according to the specific requirements of a given client, Mr. Hamm said. No formal representative arrangement has been set up with advertising media. Clients are offered a list of stations in approximately 600 radio-tv markets for the exchange of merchandise for station time credits. Media Affiliates is located at 444 Madison Ave. Telephone: Plaza 2-6940.

Me older brudder's pretty hot, too!



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

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

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

BROADCASTING, July 23, 1962

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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

FCC SETS NBC-RKO HEARING

Proposed station swaps, network acts, monopoly, antitrust issues raised for broad federal inquiry

A broad hearing, covering issues from monopoly to network practices, was ordered last week by the FCC in the NBC-RKO General station swap arrangement.

Pending before the FCC for more than two years have been the applications by NBC and RKO General to exchange the network's Philadelphia stations for the latter's Boston stations. Involved are WRCV-AM-TV Philadelphia and WNAC-AM-TV and WRKO (FM) Boston.

In addition to the exchanges, Philco Corp. has applied to the FCC for permission to build a new tv station on ch. 3 in Philadelphia. This is the channel now used by WRCV-TV.

Also pending are license renewal applications for NBC's Philadelphia stations and RKO General's WNAC in Boston.

The commission made the Attorney General of the United States and Westinghouse Broadcasting Co. parties to the hearing. Last year the Department of Justice won an antitrust decision against NBC for its alleged pressures on Westinghouse to agree to exchange the network's Cleveland stations for Westinghouse's Philadelphia stations. The network also paid Westinghouse \$3 million. One of the provisions of the antitrust decree is that NBC must dispose of the Philadelphia stations before the end of this year. Westinghouse, which is now the NBC affiliate in Boston, has objected to the Philadelphia-Boston switch.

Reduced Transaction ■ Originally, in addition to the Philadelphia-Boston exchanges, the transaction included NBC's purchase of KTVU (TV) San Francisco; RKO General's purchase of the network's WRC-AM-FM-TV Washington, and Crowell-Collier's purchase of RKO General's WGMS-AM-FM Washington. These were subsequently called off.

At one time also KRON-TV San Francisco, the NBC affiliate there, protested the proposed sale of KTVU to NBC and filed a formal application for NBC's ch. 4 in Washington (used by the network's WRC stations). This was later withdrawn.

In the wings was a possible third applicant for Philadelphia's ch. 3. A group of unidentified Philadelphia area residents asked the FCC on July 17, through Washington attorney Norman Jorgensen, to defer any hearing order on the NBC-RKO General exchange

until after the August recess so that a new application for ch. 3 could be filed. The FCC replied that the NBC renewal applications had been pending for two years, during which time competing applications could have been filed.

NBC actually is seeking two license renewals for its Philadelphia stations. One, granted by the FCC and overruled by a federal court of appeals, is for the 1957-1960 period; the other is for the 1960-1963 period. Initially the FCC denied Philco's protest on the commission's renewal of the Philadelphia licenses in 1957; the appeals court ruled that Philco must be given a hearing and abrogated the 1957 renewals. The NBC renewals in Philadelphia will be the first issue to be taken up; failure to renew would automatically leave NBC with nothing to swap.

Among the issues raised by the FCC affecting NBC are:

- Antitrust acts and anti-competitive practices since Jan. 1, 1954.
- Concentration of ownership in key areas.
- Network practices.
- Use of affiliation promises in the network's acquisition of stations.

Other areas to be explored relate to allegations that RKO General brought pressure to bear on KTVU principals to sell to NBC. Some KTVU owners are former RKO General executives. Also to be looked into is the antitrust history of Philco and its parent company, Ford Motor Co.

FCC reopens record on Tampa ch. 10

The record of an FCC hearing which resulted in a grant of ch. 10 Tampa-St. Petersburg to WTSP-TV Inc. will be reopened Nov. 13.

Six applicants are to submit evidence by Oct. 31 about the programming of WLCY Tampa-St. Petersburg. The radio station is owned by N. Joe, Farris E. and Sam G. Rahall, brothers and majority stockholders in WTSP-TV Inc.

The FCC has stayed its January 1962 grant to WTSP-TV Inc. (BROADCASTING, July 2), and ordered a new hearing to consider whether WTSP-TV Inc. has the qualifications of character to be a broadcast licensee.

After a pre-hearing conference with attorneys last Thursday (July 19), Hearing Examiner Millard F. French

Priority for Winslow

The FCC showed last week that its am radio processing line for applications is not sacrosanct. In one of the few instances since the new processing line procedure was established in 1959, the commission granted a petition by an applicant and moved him up to the head of the line because he proposes radio service to a community which now has none. The applicant is Willard Shoecraft who has asked for a fulltime 250 w outlet on 1230 kc at Winslow, Ariz. Winslow was once served by KVNC, a Gila Broadcasting Co. station which has been off the air for exactly one year. Gila Broadcasting is now in bankruptcy. The FCC said the Shoecraft application will become available for processing on Aug. 27. Commissioner Rosel H. Hyde dissented.

ordered evidence and exhibits to be exchanged by Sept. 21, and rebuttal exhibits to be exchanged by Oct. 19.

Meanwhile, WTSP-TV Inc. has asked for clarification of the issues, expressing fear that the commission will conduct a comparative reappraisal of WTSP-TV Inc. solely in light of changes at WLCY, without regard for other events which have occurred since the record was closed.

WTSP-TV mentioned specifically these activities by other applicants:

■ The purchase of the *St. Petersburg Independent* by Nelson Poynter, publisher of the *St. Petersburg Times* (Florida Gulfcoast Broadcasters);

■ The acquisition of controlling interest in WILZ St. Petersburg Beach by Hurley Holland, a Suncoast Cities Broadcasting Corp. stockholder;

■ "Extensive personnel changes" at WSUN-AM-TV (The City of St. Petersburg).

WTSP-TV Inc. also asked the FCC to vacate the stay imposed June 29; held that WTSP-TV Inc. made substantial progress toward construction prior to the stay; and said that company spent \$125,000 in the six months between the grant and the stay.

Bay Area Telecasting Corp. petitioned to enlarge the issues to consider the Poynter purchase. Florida Gulfcoast (Poynter) asked Thursday whether Bay Area is still considered an applicant.

Another applicant is Tampa Telecasters Inc.

They Thrive in a Climate of Creativity

Here they are. Our Emmy winners. Five present. Two absent. (David McElroy and William Birch were out creating some new excitement for Chicago viewers.)

At WBKB-Chicago we try to give our people the encouragement, the backing and the guidance. And then we adjust the studio and office thermostats so they can work in a "Climate of Creativity."



Emmy winners (reading from the top, left to right): Rick Hawley, agency representative, "Illinois State High School Basketball"—BEST SPORTS PROGRAM, produced by N. W. Ayer & Son, Inc. for Illinois Bell Telephone Co.; Alex Dreier (two awards) "Alex Dreier News and Weather,"—BEST NEWS COMMENTATOR AWARD, and BEST PERFORMER AWARD; Jim Stewart, "Here's Geraldine"—BEST CHILDREN'S PERFORMER AWARD; Cliff Braun, "Countdown," "Expedition in Ideas," "Off the Cuff"—BEST DIRECTOR AWARD; Phil Carlson, BEST CAMERAMAN AWARD (live or tape); David McElroy, "Countdown," "Expedition in Ideas," "Off the Cuff"—BEST PRODUCER AWARD (local); William Birch, "Alex Dreier News and Weather"—BEST CAMERAMAN AWARD (film).

wbkb **7**
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FCC releases new overlap proposals

TIGHTER, MORE SPECIFIC RESTRICTIONS SAID NEEDED

A start must be made toward eliminating many serious existing overlap situations and future overlap must be more strictly limited—under explicit standards—than it has been under the present rules, the FCC said last week in releasing its proposed new overlap rules (BROADCASTING, July 16).

Noting that the rules for permissible signal overlap of commonly-owned stations are 20 years old, the commission said tighter restrictions are needed because broadcast services have changed. The FCC proposes not to make any future grants of am and fm stations which would result in signal overlap of 1 mv/m or more with a commonly-owned station.

For tv, overlap of Grade A contours would not be permitted in the future

under the proposal, but the FCC asked for opinions on whether Grade B overlap should be prohibited also. The comments are due Aug. 20 and replies by Sept. 4.

The "overlap" or "duopoly" rules are intended to prevent dual coverage by commonly-owned stations which "might result in relatively few persons or groups having an inordinate effect . . . on public opinion at the regional level," the commission said. More specific restrictions are needed, the FCC said, holding that present fm and tv rules merely provide that a licensee may not own another station which serves "substantially the same area."

Greater Impact — The FCC said it seeks to implement the "long-established policy in favor of maximizing

diversification of program and service viewpoints. We have particularly taken into account the much greater impact of the broadcast services as media of mass communication." Other factors are the steady demise in the number of competing daily newspapers and the increasing number of stations which editorialize, the commission said.

The multiplying of broadcast stations doesn't justify relaxing the duopoly rules, the FCC maintained, especially since "there is no dearth of applicants."

For fm and tv, the relevant contours would be predicted on the basis of maximum permissible powers and tower heights, the commission said, so that future development of the services will not be frustrated by closely situated commonly owned stations. The new rules do not change multiple ownership restrictions or the percentage of ownership by an individual which places him under the multiple rules.

The rule would not apply to requests by Class IV am stations to increase power to 1 kw and a grandfather clause would protect existing overlap situations. A multiple owner, however, could not sell two stations with excessive overlap to the same party. The new rules would cover original grants, major changes in facilities and transfers.

The commission said it will not be restricted to comments of record in reaching a decision. The following table details the separations which would be required for commonly-owned tv stations under the proposed rules, assuming maximum powers and antenna heights:

Existing Station	Proposed Station					
	Zone I channels			Zone II or III channels		
	2-6	7-13	14-83	2-6	7-13	14-83
Zone I						
Miles						
Ch. 2-6	72	82	71	86	97	71
Ch. 7-13	82	92	81	96	107	81
Ch. 14-83	71	81	70	85	96	70
Zone II or III						
Ch. 2-6	86	97	85	100	111	85
Ch. 7-13	97	107	96	111	122	96
Ch. 14-83	71	81	70	85	96	70



Minow presides for Capital women reporters

When Patty Cavin, of NBC Washington, was sworn in as president of the Women's National Press Club, Washington FCC Chairman Newton Minow presided. The "oath" was as follows: "I do solemnly swear that I will maintain the highest ratings, that I will take no more than seven station breaks a program, that I will faithfully salute Gen. Sarnoff (NBC head) before and after each commercial—that I take this obligation freely with no payola whatever, and that I will willingly and faithfully discharge the office on which

I am about to enter." (That's not a Bible in her hand, but another kind of gospel, *Complete Circulation Reports*). Mrs. Cavin succeeds Bonnie Angelo of the *Long Island Newsday*.

Other officers elected were first vice president, Betty Beale of the Hall Syndicate and the *Washington Evening Star*; second vice president, Olga Arnold of the U.S. Information Agency; third vice president, Lucille Edinger of Copley Press; secretary, Florence Lowe of WTTG(TV) Washington; and treasurer, Mary Gallagher of the *Cincinnati Enquirer*.

FCC reaffirms move denying KRLA plea

The FCC reaffirmed its March 15 death penalty for KRLA Los Angeles-Pasadena last week (July 18). The Commission denied petitions for reconsideration submitted by Eleven Ten Broadcasting Corp. (owned by Donald Cooke), the licensee, and by area church, charity and labor groups seeking license renewal.

The licensee cannot leave town and ask the commission "to close its eyes" to what occurs during his absence, the FCC said. "Lack of familiarity with



"THE REBEL" HIGHEST RATED ON ABC-TV NETWORK



"THE REBEL" HIGHEST RATED ON NBC-TV NETWORK



"THE REBEL" HIGHEST RATED IN LOCAL TV MARKETS

Nielsen and ARB concur: "THE REBEL" from ABC FILMS INC. adds the big program power to your line-up. Look at the facts and then call, wire, write for details on "THE REBEL."* Already sold in almost 50 markets.

NIELSEN-24 MARKET RATING

Final Report ABC-TV Network.....	Sunday 9-9:30 p.m. } September 17, 1961 }	21.8	highest rated show on ABC-Sunday
First Report NBC-TV Network.....	Wednesday 8:30-9 p.m. } June 27, 1962 }	14.3	highest rated show in its time period

SPECIAL REPORT-1ST WEEK OF NBC-TV SUMMER RUN

	REBEL	Station X	Station Y	Station Z
WBAL-TV Baltimore	11	8	6	—
KYW-TV Cleveland.....	13	10	11	—
WBZ-TV Boston.....	17	14	8	4
KSD-TV St. Louis.....	11	9	7	2
KRON-TV San Francisco.....	15	13	8	4
WTMJ-TV Milwaukee.....	10	6	7	1
KOA-TV Denver	8	6	2	3
WNBC-TV New York.....	16.4	12.4	8.4	7.6

Source: ARB (and Nielsen in N. Y.)

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station operation and management may reflect an indifference tantamount to lack of control," on the part of Mr. Cooke, the opinion continued.

The FCC found in March (BROADCASTING, March 19) that Mr. Cooke neglected his statutory responsibilities as a licensee and attempted to mislead the commission. That decision upset a hearing examiner's recommendation for a one-year renewal (BROADCASTING, April 24). The licensee was ruled guilty of making programming proposals in bad faith when he purchased KRLA in 1959, conducting fraudulent contests and altering program logs in an attempt to deceive the FCC.

"We regard Eleven Ten's attempt to whitewash such facts or to dismiss the obvious problems raised thereby as mere differences of opinion or as the result of faulty memory as singularly unconvincing and inadequate," the FCC said last week.

Counsel for KRLA immediately announced that the decision would be appealed to the U. S. Court of Appeals in Washington.

Uhf committee to expand activity and incorporate

Committee for Competitive Television has taken steps to incorporate and expand its activities on behalf of uhf since signing of all-channel tv set legislation two weeks ago.

Score of uhf operators, members of CCT, met July 11 in Erie, Pa., shortly after President Kennedy approved set bill. They voted to re-establish office in Washington, set up scale of dues and hire fulltime executive secretary.

William L. Putnam, WWLP (TV) Springfield, Mass., CCT chairman, said bill assures more tv for smaller communities as well as more channels in larger cities.

John W. English, WSEE (TV) Erie, secretary-treasurer of CCT, said in long run new legislation will solve many uhf problems. Fred C. Mueller, WEEK-TV Peoria, Ill., is CCT vice chairman.

Senate confirms Wiesner

Jerome B. Wiesner was confirmed by the Senate last week as director of the new Office of Science and Technology. Mr. Wiesner, whose nomination was approved unanimously by the Senate Labor Committee, will continue in his position as special assistant to the President for science and technology. He has held that post since January 1961. In his new office, which was created by a presidential reorganization plan that became effective earlier this month, he will be responsible for evaluating and coordinating the government's scientific activities.

CH. 2 STAYS IN ST. LOUIS

FCC rules Springfield, Ill., to remain all-uhf; KTVI (TV) St. Louis gets 120-day trial on ch. 2

Use of ch. 2 in Springfield, Ill., would have a "blighting effect" on uhf development and it would make "little sense to take dislocating action to worsen the competitive situation . . ." of uhf, the FCC decreed last week.

Consequently, ch. 2 will remain in St. Louis, where it has been used on a temporary basis since 1957, and Springfield will revert permanently to an all-uhf market.

In finalizing the shift of ch. 2 to St. Louis, the commission gave KTVI (TV) there its first license to operate on the channel—but good for only four months and with the implication that competing applicants are invited. KTVI has been operating with special temporary authority on ch. 2 since 1957—when the FCC first shifted the channel from Springfield.

The new KTVI license will be valid until Dec. 27 with the station ordered to file a renewal application no later than Sept. 27.

In simultaneous actions five years ago, the FCC shifted ch. 2 to St. Louis and gave KTVI temporary authority to shift from ch. 36 to vhf. The rule-making gained the attention of congressional investigators because of ex parte representations made to commissioners by Harry Tenenbaum, KTVI president and 37.5% owner.

After an airing of the off-the-record contracts by the House Legislative Oversight Subcommittee, the U. S. Court of Appeals remanded the case to the FCC for reconsideration in light of the ex parte appeals. The court retained jurisdiction, however. The FCC, after a rehearing on the ex parte charges,

Chicago news briefing

Those "off-the-record" background briefings of newsmen at the U. S. State Department in Washington move to Chicago next Friday for a performance at McCormick Place.

Midwest radio-tv and press journalists are being invited to attend in connection with Chicago's International Trade Fair there July 25-Aug. 12. Both network and local shows are being originated already at the fair. A tape package of five-minute shows is being offered by the fair's broadcast coordinator, Patrick Collins, who also is arranging foreign dignitary and other interviews (telephone 326-6500, ext. 1945).

proposed to reopen the rulemaking for limited comments only in answer to the ex parte contacts.

The court, however, ruled that this course of action would not be sufficient and ordered the FCC to start the rule-making again from scratch (BROADCASTING, July 31, 1961). The 1957 decision had been appealed by Sangamon Valley Tv Corp., a losing applicant for ch. 2 when it was assigned to Springfield.

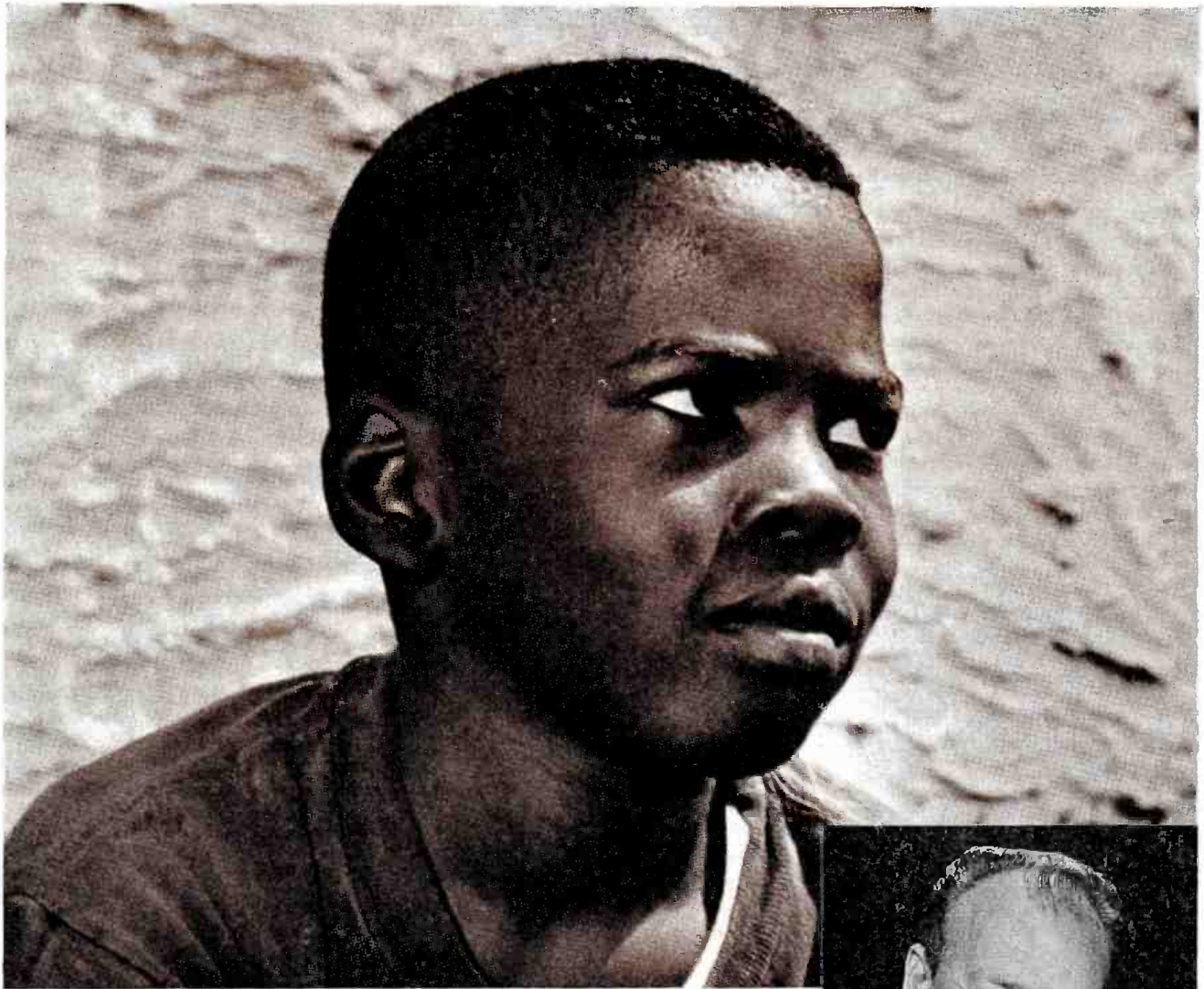
Disservice to Public ■ In its final decision last week, the FCC said it would be a "disservice to the public interest to take serious dislocating action which would worsen the competitive situation." Springfield is now an all-uhf area insofar as local service is concerned (there is one operating Springfield station, ch. 20 WICS [TV]), the FCC said, and to use ch. 2 there would result in undersirable intermixing.

A vhf station in Springfield would undoubtedly become a dominant outlet in the broader market area, the FCC stated. In time, the agency continued, the all-channel receiver legislation recently passed by Congress may alleviate the situation. "But surely, it makes little sense to take dislocating action to worsen the competitive situation in the hope that it will be improved years from now," the commission said.

Ch. 2 now is providing a needed service in St. Louis and it shortly will provide such service in Terre Haute, Ind. (where the channel also was added with its deletion from Springfield), the FCC stressed. "In these circumstances, there would have to be strong countering public interest considerations to lead to a conclusion to use ch. 2 in Springfield at this time."

Uhf Accepted ■ The record demonstrates that there is no significant white area problem in central Illinois and that the public there has accepted uhf, the FCC said in defending its action. Uhf in the area has made "significant strides" since the 1957 decision, the commission continued, despite competition with one dominant vhf station (ch. 3 WCIA [TV] Champaign, Ill.). "In short, if Springfield remains all uhf, the public has a reasonable prospect of a return on its substantial investment in uhf [through] more varied and effective services," the commission said, for uhf will continue to expand if not subjected to additional vhf competition.

In addition to the ch. 2 assignments in St. Louis and Terre Haute, the FCC



WLBW-TV is proud to announce its News Department, under the direction of Jack Gregson, was the recipient of 4 out of 10 awards presented to Florida television stations by



for Excellence in News.

WLBW-TV received the following awards (more than any other Florida television station) after only three months and ten days of News programming against twelve months for competing stations:

1. Best Feature Story Development. Jack Gregson for "Walk on the Beach", the story of the first astronaut shoot, on location at Cape Canaveral.
2. Special Award For the Humor & Light Touch in a Special Feature Presentation. "The Romance of the Lobster".
3. Special Award For the Sensitive Portrayal of the Life of a Minority Group. "Picture of a Negro"—A Project 10 Documentary.
4. Special Award For Cameraman Kenneth Butcher For Outstanding News & Documentary Photography. "Picture of a Negro".

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JACK GREGSON, News Director

Represented by



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Broadcast group to check stations' emergency power needs

A special committee of the National Industry Advisory Committee will check radio station needs for auxiliary power generators to overcome feared disruption of power lines in the event of a nuclear attack on the United States.

The group will be headed by Granville Klink, WTOP Washington. It will study power failures during natural disasters, the cost and efficiency of various types of generators and fuel storage facilities, and whether the federal government should contribute to the cost of acquiring standby generators.

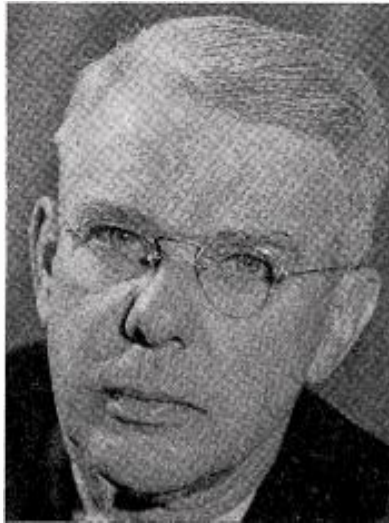
The study was recommended by John F. Meagher, NAB radio vice president, at last week's meeting of the broadcaster group.

The committee, meeting in Washington, heard Paul S. Visher, director of technical operations in the Department of Defense's civil defense office, express the hope all radio stations may remain on the air during and after an enemy attack. But he warned that the number of stations in the revised emergency broadcast service will be limited by other considerations to prevent interference in the broadcast band and in military communications and electronic weapons bands.

Mr. Visher's comments came dur-

ing a discussion of the status of a revised emergency broadcast service in the light of the Defense Department's decision that Conelrad's previous principle aim—denial of navigation to enemy planes—is no longer required (BROADCASTING, April 30).

Shelter Contracts ■ Mr. Visher also reported that 76 radio stations, many with fm adjuncts, have signed contracts to build fallout shelters for transmitting personnel and equipment. He said the Defense Depart-



Mr. Klink

ment hopes to receive \$6.5 million in the next fiscal year to continue the project. The Defense Department will pay up to \$3,500 for the building of fallout shelters at selected radio stations. The shelters must meet Corps of Engineers specifications.

Sam Sharkey, NBC, presented a draft of a disaster manual to be distributed to all radio and tv stations. The 34-page document proposes that an emergency central control desk be established, to be manned by the station's news director during an alert or emergency. Mr. Sharkey was also named chairman of a working group from the Broadcast Services Committee of NIAC to revise plans for technical arrangements to permit the President and other national officials to be heard during an emergency.

All four radio networks are conducting monthly 5-minute closed circuit tests to all affiliates to check out the operational elements of the emergency broadcast service and to relay technical and program information to all radio stations. The tests are conducted the first Monday of each month, beginning at 12:45 p.m.

Owen Cure, ABC, was chairman of last week's meeting. The next meeting is scheduled for Sept. 27, also in Washington.

decision finalized the following channel shifts: chs. 26 and 36 to Springfield; substituted ch. 49 for ch. 29 in Jacksonville, Ill., and ch. 68 for ch. 36 in Davenport-Rock Island-Moline (which also received ch. 8 from Peoria in a separate rulemaking).

The commission rejected a counterproposal by ch. 11 KPLR-TV St. Louis to assign ch. 2 to Rolla-Salem, Mo., and a request by Fort Harrison Telecasting to authorize interim operation on ch. 2 in Terre Haute. Fort Harrison is an applicant for regular operation on ch. 2 there and a comparative hearing already has been held among four original applicants.

The commission decision was unanimous, with Commissioner John S. Cross issuing a concurring statement.

Labeled the "Sangamon Case" because of the appealing party, the St. Louis ch. 2 deintermixture proceeding resulted in a major change in FCC rulemaking proceedings. As a result of the court decision, the commission is required to announce at the start of a rulemaking whether matters from outside the official record may be considered in reaching a final decision.

Grossman must face music in ch. 6 case

FCC DENIES DROPOUT WITHOUT RESOLVING ISSUES

Sherwin Grossman must answer charges that he attempted to deceive and mislead the FCC before being permitted to drop out of a comparative hearing for ch. 6 Perrine, Fla., the commission said last week in vacating a decision by its chief hearing examiner which permitted Mr. Grossman's group to dismiss its application.

The Perrine contest between South Florida Amusement Co. (of which Mr. Grossman is 50.5% owner) and Coral Tv Corp. was remanded to the hearing examiner for further testimony on eight specific issues concerning the character qualifications of Mr. Grossman. South Florida had been recommended for a grant of ch. 6 in FCC staff instructions issued over a year ago. Subsequently, the FCC ordered the record reopened to check into the activities of Mr. Grossman while he was principal owner of uhf WBUF-TV Buffalo, N. Y. (BROADCASTING, Jan. 8).

Several weeks ago, Coral and South Florida reached an agreement under

which South Florida would withdraw its application and Coral would pay that applicant \$65,000—South Florida's expenses in the ch. 6 contest (BROADCASTING, May 7). Mr. Grossman also was given an option to purchase 7% of Coral. Chief Hearing Examiner James D. Cunningham approved the agreement last month, and granted the Coral application, with the stipulation that Mr. Grossman could not exercise his option without prior FCC approval (BROADCASTING, June 11).

In its order last week, the FCC said there still exist substantial and unresolved questions as to whether Mr. Grossman attempted to deceive and mislead the commission. To permit South Florida to dismiss its application and receive substantially complete reimbursement of its expenses, without resolving the Grossman issues, would only encourage others to employ such dubious tactics in the hope that, if they are exposed, they could withdraw and be reimbursed, the FCC said.

IN THE PUBLIC INTEREST FEATHERBEDDING MUST END

America's railroads last week notified the rail operating unions that they have no alternative but to put into effect the recommendations of a Special Presidential Commission to end featherbedding in the railroad industry.

The unions in reply have threatened a nationwide strike. The public interest requires an explanation of the railroads' position in this threatened transportation crisis.

THE GOAL—A PEACEFUL SOLUTION

This notification to the unions is only the last step in a long series of events, all aimed by the railroads toward a peaceful solution of the featherbedding problem which requires them to pay out hundreds of millions of dollars a year for work not needed or not performed.

Throughout, the railroads attempted to deal with the problem through normal negotiations under the Railway Labor Act. But, doggedly, every step of the way . . . the unions refused.

The subject was too complex, the unions said, to be handled through normal bargaining channels. Instead, they called for a Special Presidential Commission to make a study and recommend a solution.

The railroads accepted.

PRESIDENTIAL COMMISSION'S WORK

The Presidential Commission was appointed, devoted more than a year to the most intensive study ever made of the subject, and made its Report to the White House. Promptly, when the Report was made public . . .

The railroads accepted.

They agreed to *all* the recommendations of the Commission . . . many of which were costly to the railroads . . . taking the bitter along with the sweet. But again —

The unions refused.

Even before the Presidential Commission Report was made public, the unions embarked on a widespread campaign of vilification and abuse of the members of the Commission.

FEATHERBEDDING A FACT

The reason for union refusal? The Commission found that featherbedding *did indeed exist* and recommended that unneeded men and unneeded positions be dropped.

At the same time the Report prescribed liberal terms for separation, including unprecedented severance pay and retraining, at the railroads' expense. In addition, the recommendations would mean wage increases for about 75% of the operating employees.

Initially, the recommendations would affect about 13,000 out of 40,000 unneeded firemen on freight and yard diesel engines. The remaining freight and yard firemen

—although totally unneeded—would retain their jobs until death, retirement or other natural attrition takes over.

Other unnecessary operating employees would be retained unless an agreement is made to discontinue them — or in the event that the unions refuse to agree — then the dispute would be submitted to binding arbitration.

If the unions are correct in their contention that 80,000 positions will be lost (since the Commission's recommendations deal only with 13,000 firemen) the thought follows that the unions have given up hope of establishing to the satisfaction of an arbitrator any necessity for 67,000 additional positions.

With the unions' rejection of the Presidential Commission recommendations, the railroads went back to the bargaining table to attempt negotiation within the framework of the Commission's Report.

The unions refused.

After twenty sessions, it was apparent that the unions were determined to continue their defiance of the President's Commission. In the absence of progress through direct negotiation, the railroads agreed to mediation.

MEDIATION FRUITLESS

Union defiance of the public and the Presidential Commission continued throughout the mediation, with the result that the mediation board finally abandoned hope of a solution by this means and proffered arbitration that would be binding on railroads and unions alike. At once . . .

The railroads accepted.

The unions refused.

Accordingly, the railroads were left with nothing but the legal right they possess to put the Presidential Commission's findings into effect.

The railroads have tried, patiently and diligently, to settle this issue by negotiation. At every turn they have met with nothing but delay and procrastination on the part of the unions.

Meanwhile featherbedding is costing the shipping and traveling public *hundreds of millions of dollars* . . . supporting unneeded positions, paying for work not performed.

This cannot continue without bankrupting the railroads and depriving the public of needed transportation services.

THE RESPONSIBILITY IS CLEAR

Hence the railroads' notice to the unions that they are going to do what the Presidential Commission Report has recommended all along they do to end featherbedding.

The railroads sincerely hope a sense of responsibility and public obligation will prevail among the unions and that a nationwide strike will be avoided.

America deserves a better deal from the rail unions.

AMERICAN RAILROADS

MAKING AFFILIATIONS PUBLIC

The tv networks plan to contest FCC's proposal to reveal details of contracts with affiliates

Although they refused to talk for attribution, the three television networks were laying groundwork last week to fight the FCC's proposal to publicize their contracts with affiliates (BROADCASTING, July 16). "I don't think our arrangements with affiliates are anybody else's business," one network vice president explained.

The proposal has been active at the FCC for five years and a year ago Chairman Newton N. Minow promised the House Antitrust Subcommittee that the agency would take steps to make the contracts public. In 1957, the House Antitrust Subcommittee, the Senate Commerce Committee and the FCC's own Barrow Report all recommended that affiliation contracts be made public information.

In issuing its proposed rulemaking last week, the commission cited all three of the foregoing. Kenneth Cox, present chief of the Broadcast Bureau, was the author of the 1957 Senate report as special counsel to the Commerce Committee. "It would seem to be a healthy thing for all affiliates to know how others are being treated when they sit down to negotiate a new agreement," Mr. Cox wrote at that time (BROADCASTING, July 1, 1957).

House Hearing ■ The House subcommittee held a lengthy hearing on network-affiliate relationships prior to its June 1957 report. The subcommittee had acquired copies of affiliation contracts from all three networks and made public those of CBS-TV and NBC-TV (BROADCASTING, June 10, 1957). The ABC-TV affiliation agreements were not disclosed by the subcommittee.

Network spokesmen said that if the FCC rule is adopted, it can work to the competitive disadvantage of all three networks in individual cases and encourage competitive bidding among prospective affiliates.

Comments on the proposed change are due Aug. 20 and replies Sept. 4. The new rule, if adopted, will cover the radio network affiliation contracts, too, although an FCC official said the problem is in tv. In considering the rule change, the FCC said, it will not be restricted to comments of record but may take into account other "relevant information." The text of the proposed new FCC rule:

§0.406 Inspection of records.

(c) All applications and amendments thereto filed under Title II and Title III of the act, including all documents and exhibits filed with and made a part thereof, and all communications protesting or endorsing any such applica-

tions, authorizations, and certifications issued upon such applications; all pleadings, depositions, exhibits, transcripts of testimony, reports of examiners or presiding officers, exceptions, briefs, proposed reports, or findings of fact and conclusions; all minutes and orders of the Commission; and network affiliation contracts, agreements, or understandings filed pursuant to §1.342 (47 CFR 1.342). The information filed under §1.341 (47 CFR 1.341) and transcription contracts filed pursuant to §1.342 (47 CFR 1.342) shall not be open to public inspection. The Commission may, however, either on its own motion, or on motion of an applicant, permittee or licensee, for good cause shown, designate any of the material in this paragraph as "not for public inspection."

Halleck, Celler tiff on news media probe

The House Antitrust Subcommittee's proposed far-ranging study of news media including radio and television, has become involved in a political squabble even before the first hearing date has been announced.

Rep. Charles Halleck (R-Ind.), House minority leader, said the proposed study "sounds more like a three-ring circus than an inquiry into the business practices of the news media."

Speaking at the weekly "Ev and Charlie" news conference last week, Rep. Halleck said that Rep. Emanuel Celler (D-N. Y.), antitrust subcommittee chairman, "might well curtail his inquiry to matters properly within his subcommittee's jurisdiction."

Rep. Celler, in reply, commented, "Mr. Halleck is politically myopic, as usual."

Hearings Not Set ■ The New York Congressman announced plans for the investigation last January (AT DEADLINE, Jan. 8), after the *Los Angeles Examiner* and the *Los Angeles Mirror* folded. But he indicated last week the subcommittee wouldn't be ready for public hearings until Congress adjourns.

One of the matters to be studied is

the growing concentration of ownership of newspapers and radio and television stations. Rep. Celler said the subcommittee will attempt to determine whether common ownership results in slanted news.

Other questions to be studied include radio and television news coverage and the degree to which broadcasters have taken advertising revenues away from newspapers.

Prouty follows Case on Senate committee

Sen. Clifford Case (R-N.J.) has given up his place on the Commerce Committee for a position on the Senate Armed Services Committee. The Commerce Committee vacancy was filled by Sen. Winston L. Prouty (R-Vt.).

Sen. Case, a Commerce Committee member since 1959, served on its Communications Subcommittee. No decision has been made yet whether Sen. Prouty or some other Republican member of the committee will succeed to the subcommittee position.

The committee reassignments were required by the death of Sen. Francis Case (R-S.D.), who had been a member of Armed Services Committee. The Senate voted on the new assignments last week after they were recommended by the Republican leadership.

Sen. Prouty, a former mayor of Newport, Vt., served four terms in the House before being elected to the Senate in 1958.

KERO-TV loses in appeals court

When a station's license expires it has no more right on a channel which the FCC has withdrawn from the community than it would have if it applied for a frequency not assigned to the city.

This was the unanimous position of a three-judge federal appeals court last week when it upheld the FCC's move of ch. 10 from Bakersfield, Calif., and its replacement by a uhf channel.

Acting on an appeal by KERO-TV

Rep. Curtis says ABC commentator misleading

ABC-TV news commentator Howard K. Smith has come under attack from Rep. Thomas B. Curtis (R-Mo.) for using the airwaves to present "very misleading and highly controversial statements as 'factual analysis.'"

Rep. Curtis referred to Mr. Smith's program April 25, which dealt with the state of the nation's economy. (*Howard K. Smith News and Comment*, 7:30 p.m. EDT).

Mr. Smith was reported by Rep. Curtis, who spoke on the House floor, as advocating government spending.

"I would here warn the radio and television networks," Rep. Curtis said, that their responsibility involves more than presenting "so-called interpretive reporting." They should "weigh most carefully the question of accuracy and factual, unbiased and balanced presentation," he said.

Quiet as a churchmouse . . .

Mr. Robert L. Yontz, General Manager of Station WBLY, Springfield, Ohio,
Reports on the Gates FM-5C Five Kilowatt FM Transmitter:

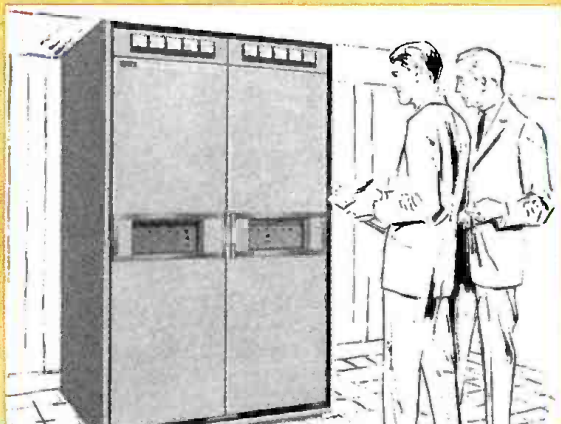
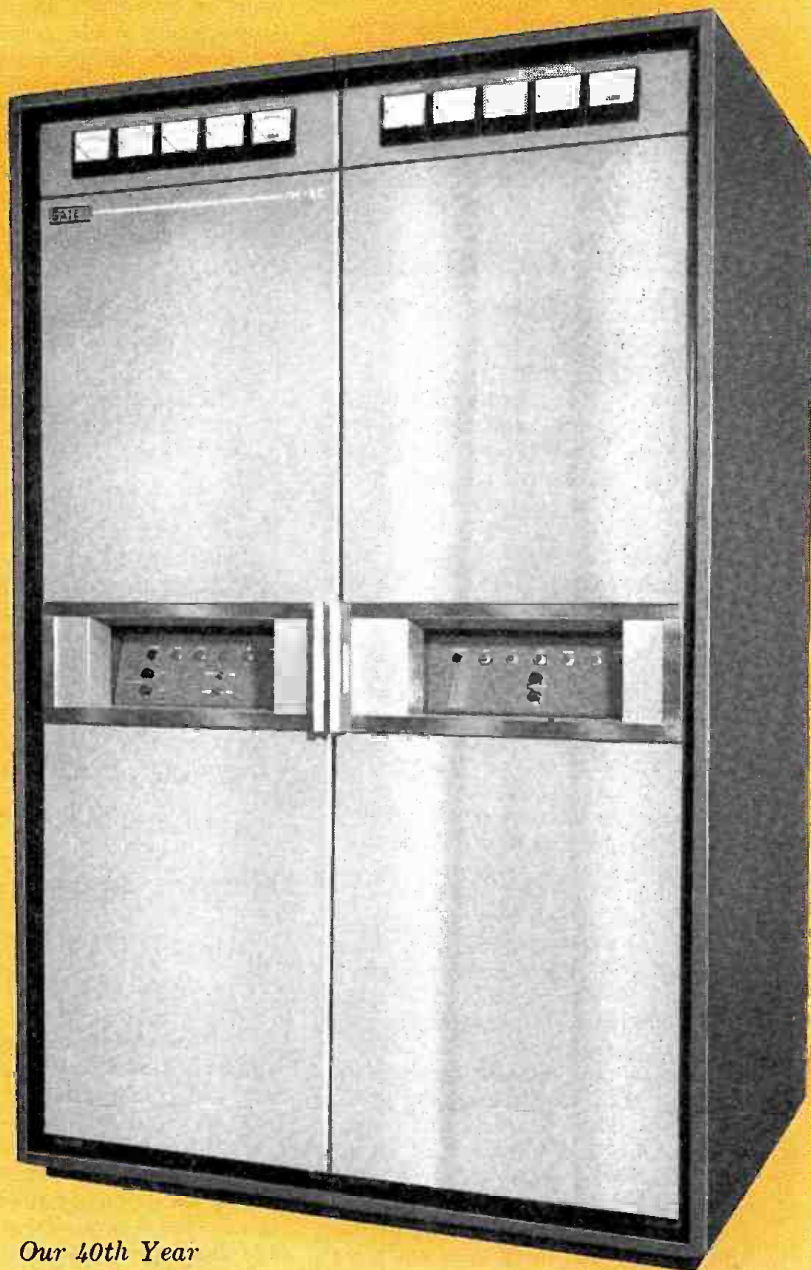
“ . . . we are definitely satisfied with our Gates equipment, all phases of it. It's as quiet as a churchmouse, it's a thing of beauty, and we are proud to show it to everyone. This is true quality. ”

Yes, “it's as quiet as a churchmouse,” but if you listen carefully, you can hear the new Gates FM-5C transmitter at work. A new impeller design within the blower transfers a high volume of air at *just a whisper*. Shhh. Listen!

Listen again when you turn on the receiver. A tidal wave of high fidelity sound sweeps into the room—with a deep, rich tonal quality that will take your breath away. Responsible is the new Gates “cascade” exciter providing from 30 to 15,000 cycle low distortion response. This new exciter has been designed for both stereophonic and monophonic broadcasting, with provision made for the addition of multiplex at any time.

But to make this full rich sound pay off with increased listeners and spot-on-the-dial loyalty, you must have continuous and complete reliability. Reliability (or maximum on-air security) was the engineering objective during research and design of the Gates FM-5C.

There are scores of examples in the new FM-5C brochure, No. 56. Write for your copy *today*.



Our 40th Year
1922-1962

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GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation
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HARRIS
INTERTYPE
CORPORATION

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C.
In Canada: CANADIAN MARCONI COMPANY

Bakersfield, which has been operating on ch. 10 since 1953, the U.S. Court of Appeals for the District of Columbia said that KERO-TV has no right to a hearing on its license renewal application for ch. 10. That channel, the court pointed out, was removed from Bakersfield in a rule-making FCC order in 1961.

KERO-TV charged that the FCC is required to give it a hearing on its renewal application for ch. 10. Circuit Judge Charles Fahy, in the court decision for himself, Circuit Judges David L. Bazelon and Walter M. Bastian, said the FCC is authorized to change tv channel assignments after the proper rule-making procedures; that KERO-TV participated in the rule-making; that KERO-TV's application for license renewal is similar to a new application for a frequency that is not available.

Stations reprimanded in Fredericks case

Some 50 radio stations were found "guilty" by the FCC last week of violating Sec. 317 ("sponsorship identification") of the Communications Act in connection with 1961 broadcasts of the Carlton Fredericks' program, *Living Should Be Fun* (CLOSED CIRCUIT, July 16).

In addition, many of the same stations were told that they failed to offer their facilities for the presentation of opposite viewpoints to those expressed by Mr. Fredericks on issues of public controversy. No further action against the stations involved is planned, the commission said, but warned stations that they "must exercise reasonable diligence in investigating and ascertaining the necessity for sponsorship identification to the end that they will not be misled nor ignore situations of this kind in the future."

The commission also said that a licensee who did not recognize the applicability of the fairness doctrine in relation to Mr. Fredericks' broadcasts "failed in the performance of his obligations to the public."

The fairness doctrine arose in connection with the program because of positions taken by Mr. Fredericks on health, diet and nutrition and attacked by medical doctors. In reply to the FCC inquiry, Mr. Fredericks' attorney (former FCC Chairman Paul A. Porter) maintained the program is not controversial and, assuming it is, that guests who disagree with Mr. Fredericks are often presented (BROADCASTING, Jan. 15).

Mr. Fredericks had a consultancy contract with a mail order vitamin company, Foods Plus Inc., which ordered adjacent spots on each station which purchased *Living Should Be Fun*.

ADVERTISING'S HOPES DASHED ON HILL

Senate group kills tax deduction plan for political ads

Advertising's hopes for legislation to permit tax deductions for advertising aimed at influencing voters received a setback in the Senate Finance Committee last week.

The committee, considering the administration's omnibus tax bill (HR 10650), rejected an attempt by Sen. Vance Hartke (D-Ind.) to write in such a provision. He offered an amendment to broaden a House-added provision which would permit deductions for expenses for personal lobbying.

Sen. Hartke's amendment—similar to a bill (S 467) he introduced last year—would have included expenses for advertising intended to influence the public on legislative matters and on referendum questions.

Defeat of the amendment, on a 7-to-5 vote, followed a last-ditch appeal by the American Assn. of Advertising Agencies to substitute the Hartke proposal for the present section on lobbying. The appeal was contained in a letter and statement sent to Sen. Harry F. Byrd (D-Va.), chairman of the committee, by John Crichton, AAAA president.

Mr. Crichton said the lobbying section in its present form is "capricious" in that its enforcement may "pivot on how acceptable to the administration the advertising in question might be."

Discriminatory ■ He said it is "discriminatory and illogical" because it permits expenses incurred in button-holing legislators but fails to make deductible "the cost of carrying one's views to the public through advertising."

Legislative advertising had been de-

ductible as an ordinary business expense until December 1959, when the Internal Revenue Service issued a new regulation disallowing such costs. Since then a number of bills have been introduced in Congress to reverse this ruling, but none has reached a vote in either chamber.

Mr. Crichton warned that unless the Hartke proposal is enacted, "an important portion of public-service advertising" may be in jeopardy. He said corporations that carried on such campaigns before the 1959 IRS ruling may not undertake them today since they would be made "all the more costly by a tax penalty."

Mr. Crichton also noted that the pending bill continues "the unfair practice of disallowing costs" of legislative advertising even when the legislation involved directly affects the advertiser. He said a businessman should not be subjected to a "tax penalty" for attempting "to tell his side of the story."

Despite the committee's vote on the Hartke amendment, there were some indications that the matter is not entirely closed. Sen. Byrd said the committee has not completed its work on the lobbying section. Later, Sen. Paul Douglas (D-Ill.), a committee member who voted against the Hartke proposal, said he thought it might be revived.

Sen. Douglas made his comment after the committee rejected by a 13-3 vote his proposal to strike the entire lobbying section from the bill. This would have had the effect of disallowing personal lobbying as well as legislative advertising as tax-deductible expenses.

Broadcasters oppose tv restraints in D.C.

HOUSE TOLD CRIME-SEX BILLS ARE UNCONSTITUTIONAL

Legislation that would hobble television broadcasting in Washington, D. C., encountered opposition at hearings of a House District subcommittee last week. The sessions resume July 30.

Broadcasting representatives said the proposals—purportedly aimed at protecting the morals of children in Washington—were unworkable, unnecessary and unconstitutional.

The two bills (HR 9686 and HR 9648) fail to take into account that youngsters' moral attitudes are influenced by their home and community, not by censorship laws, opponents said.

The broadcasters' position was strengthened by the District's Board of Commissioners, which urged rejection.

The bills, introduced by Reps. John

Dowdy (D-Tex.), subcommittee chairman, and Carroll Kearns (R-Pa.), would provide criminal penalties for Washington radio and television stations which broadcast programs emphasizing crime, violence or sex, or containing obscene language.

Howard Monderer, Washington attorney for NBC, and Frederick S. Houwink, vice president and general manager of WMAL-AM-FM-TV Washington, expressed tv's opposition.

Impractical ■ They said the proposals are impractical since broadcasting is interstate in character and can be regulated only by the federal government.

The bills are unnecessary since broadcasters subscribe to the objectives sought by the legislation and are seeking to achieve them by self policing.



The "station wagon" set — as well as the sedan, compact, import, sports and used car sets — cram whatever space is available with 2 billion dollars in merchandise annually. WOC-TV's market coverage area . . . the largest between Chicago and Omaha, Minneapolis and St. Louis . . . is a major distribution center and a recognized test market.

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

Such attention carries a tremendous impact on the 2 billion dollar market covered by the WOC-TV signal. The average household has an effective buying income of \$6,091* and part of what and why they spend is activated by what they see and hear on WOC-TV.

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

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

*Sales Management's "Survey of Buying Power — 1962"



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

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

GRAND RAPIDS SITE FILING AMENDED

170-mile separation requested to offset short-space protests

Because opposition to a proposed short-spaced separation would prevent the construction of an interim tv station in Grand Rapids, Mich., "before the snow flies," Ch. 13 Grand Rapids Inc. has moved to remove the obstacle.

The interim applicant, which originally had asked for a channel site 155 miles from co-channel WSPD-TV Toledo, Ohio (BROADCASTING, June 25), amended its application to specify a site 170 miles from WSPD-TV, the minimum separation under FCC rules. WWTW (TV) Cadillac, Mich., and the Assn. of Maximum Service Telecasters

had protested the short separation (BROADCASTING, July 9).

Ch. 13 Inc., composed of four of the five applicants for regular operation on the channel in Grand Rapids, said that it recognized the protests would delay a grant for an interim station before the end of July. Therefore, Ch. 13 Inc. said, it would be impossible to build the proposed station before the expected severe winter arrives (since the FCC does not meet in August, the application cannot be considered again until September unless approved within the next 10 days under a rules waiver).

\$8.8 million cut from USIA request

The House Appropriations Committee cut \$8,835,000 last week from the U.S. Information Agency's \$158,060,000 budget request for fiscal 1963. But the House group recommended that the agency strengthen its radio and television services as planned.

The committee approved an appropriations bill (HR 12580) of \$149,225,000 for USIA activities, \$7,925,000 more than the agency spent in the fiscal year that ended June 30.

In a report, the committee said the recommended funds allow for 298 positions requested for the Voice of America, the 41 new positions requested to sustain expanded R.I.A.S. (Radio In the American Sector) activities in Berlin, and the 22 new positions requested for the agency's television service.

The report makes recommendations only but it does influence the way USIA apportions the funds. The agency had asked \$22,999,600 for the Voice, an increase of \$2,793,800 over the amount it spent in fiscal 1962, and \$3,782,600 for the television activities, a boost of \$1,739,700.

The bill also provides \$10,750,000 (\$399,000 less than requested) to acquire and construct USIA radio facilities. The same amount was appropriated for 1962.

Most of the new funds are for modernizing transmitters at Dixon and Delano, Calif., and Bethany, Ohio. The rest is for maintaining other facilities and for research and development.

No further need seen for uhf frequency pool

A plan to establish a "pool" of uhf frequencies for the use of vhf stations in dual vhf-uhf operations was abandoned by the FCC last week as no longer feasible because of the all-chan-

nel legislation. The uhf pool proposal was part of a rulemaking released a year ago designed to foster the expanded development of uhf (BROADCASTING, Aug. 7, 1961).

The commission said the manufacture of all-channel sets brought about a re-evaluation of the uhf fostering plan and a conclusion that dual uhf-vhf operation no longer is needed. It is expected, the FCC said, that widespread manufacture of all-channel sets will open up new opportunities for wider use of the uhf band.

Other proposals encompassed in the 1961 plans for future utilization of uhf will be given further consideration, the commission pointed out. These include a first come-first served policy on uhf applications whereby grants would be made without a hearing, relaxation of uhf technical requirements, and abolition of the uhf table of allocations so that applicants may apply for any uhf channel which meets interference requirements.

Broadcast group asks eased remote rules

Broadcasters should be permitted to use their remote pickup equipment more easily than the rules now permit, the National Industry Advisory Committee told the FCC last week.

The committee argued that the FCC should modify remote pickup rules to provide more incentive to broadcasters to use these facilities (permitted on 1.605-1.750 mc and 450-460 mc). The group suggested elimination of paper work, discontinuance of the present system of classifying remote stations as base of mobile stations, and removal of restrictions on tests. The committee's recommendations, along with other favorable comments by ABC, CBS, WNYC New York, KALL Salt Lake City and KFI Los Angeles, were filed in response to an FCC notice of pro-

posed rulemaking to permit the use of remote pickup circuits for emergency communications in the event of war, or natural disasters (BROADCASTING, June 11; also see page 40).

In a related action, the FCC issued a final order permitting mobile remote transmitters to be operated as automatic relay stations for pocket transmitters used at the remote scene, or at the base station from program control point to operator-reporter at scene of event.

Refugee tells Hill news on Cuba biased

Congressional hearings on "attempts of the pro-Castro forces to pervert the American press" got underway last week with a refugee Cuban journalist accusing commentators for CBS-TV and NBC-TV, among others, of slanting their reports on Cuba to favor Premier Fidel Castro's regime.

Carlos Todd, now president and editor of the Cuban Information Service of Coral Gables, Fla., named Charles Kuralt, whose *Eyewitness* report on Cuba appeared over CBS-TV on May 25, and John Hlavacek, who reported on the island country over NBC-TV on June 2.

Under questioning, Mr. Todd, a former columnist and political writer for the *Times of Havana*, also mentioned Hendrik Burns, who broadcasts over WGBS Miami and WHN New York, and Bill Oltmans, who broadcast over WGBS until December 1961. He said both have been sympathetic to Castro.

Spokesmen for NBC and WGBS declined comment until Mr. Todd's statement could be studied. But CBS expressed "complete confidence in the abilities and objectivity of Charles Kuralt."

Sen. Kenneth B. Keating (R-N.Y.), who presided, said the hearing record would be kept open to permit all those named to reply to Mr. Todd's charges, which he called "serious." He cautioned subcommittee members not to draw any conclusions until they had seen the transcripts of the cited programs and had heard all who wish to testify.

KBYM renewal includes FCC fairness warning

KBYM Billings, Mont., has received a license renewal from the FCC and at the same time a warning it has violated the "fairness doctrine" in station editorials. KBYM had editorially attacked Clyde T. Ellis, general manager of the National Rural Electric Co-op Assn., FCC said.

The station failed to supply Mr. Ellis

promptly with copies of the critical editorials and was slow to afford him use of a microphone to reply, the FCC said.

In a separate renewal, the FCC ruled that North Dakota Broadcasting Co. stations acted properly in refusing to grant a 1960 request for "equal time" to State Sen. Charles L. Murphy. The FCC told Sen. Murphy that North Dakota Broadcasting policies were consistent with the agency's 1949 editorializing policy statement.

North Dakota Broadcasting Co. stations renewed Friday include KXGO-AM-TV Fargo and KXJB-TV Valley City, and commonly-owned KXAB-TV Aberdeen, S. D.

Riverton hearing sans economic issue

It's now official. The FCC will hold a hearing on two applications for new am stations in Riverton, Wyo., to determine (1) whether the applicants are financially qualified to build a station and (2) whether estimated revenues are reasonable.

Not made an issue in the hearing is whether Riverton can economically support one or more additional radio stations. Such an issue had been included last spring when the FCC first decided to hold a Riverton hearing (BROADCASTING, May 14). Immediately, however, the commission had a second thought and gave instructions for the hearing order to be withheld from public disclosure. A week later, it was printed by mistake in the *Federal Register* (BROADCASTING, May 21).

At issue are the applications of William L. Ross (for 1370 kc, 1 kw) and Hugh J. Scott (740 kc, 1 kw). KVOV Riverton, the only existing station in that city, had protested the applications on economic grounds and was made a party to the proceeding.

At the same meeting in which the Riverton action was taken, an identical question was raised concerning an application for a new am in Blythe, Calif. (CLOSED CIRCUIT, July 2).

Foundation to study interference cures

A major study is being undertaken by the U. S. Air Force to seek ways to reduce radio interference to military communication devices; but the study may help produce more efficient military frequency allocation and ultimately may produce better commercial radio-tv frequency use too.

The foundation outlined the prospective benefits Thursday and announced that a Sperry Rand Corp. UNIVAC electronic computer has been acquired for the project.



George Kupper, of Peters, Griffin, Woodward, "initiates" Jerry Sprague into the Club.

Jerry Sprague, of Cunningham & Walsh, joins the Tricorn Club

Actually, he's belonged for years. Just never got around to being "hatted." He's belonged because Jerry knows North Carolina's No. 1 metropolitan market is that combined three-city "tricorn" . . . Winston-Salem, Greensboro, High Point. Jerry and other media experts know it's first by those basic marketing yardsticks of population, households and retail sales. Now, how can a sales-minded spot TV schedule afford to omit the No. 1 metropolitan market in the state that is 12th in population? Big bonus, too—of 14 other thriving cities and lush farm country. All covered to their eyes and ears by WSJS Television, night and day. P. S.: Stumped for a test market—isolated, balanced, inexpensive? We take orders of all sizes.

Source: U. S. Census

WSJS TELEVISION  
WINSTON-SALEM / GREENSBORO / HIGH POINT

TV QUIZ SCANDALS REVISIT

FCC's hearing finds new grubs under an old log as Barry, Enright, others are heard in WGMA case

A hearing on the license renewal application of WGMA Hollywood, Fla., at the FCC in Washington last week served as the vehicle for the latest airing of the tv quiz scandals with these major developments:

▪ Fallen quiz idol Charles Van Doren came to Washington without testifying but his deposition was placed in the record in which he stated that Daniel Enright, producer of *Twenty-One*, had never discussed his (Van Doren's testimony before a new York Grand Jury) nor asked that he lie to the grand jury investigating the fixed quiz shows.

▪ Jack Barry, 50% owner of WGMA and former quizmaster of *Twenty-One*, said publicly for the first time that he knew contestants on the show had been given questions and answers in advance. He said that he personally had never given such help to contestants.

▪ Mr. Enright, also 50% owner of WGMA, was on the witness stand for four days of questioning. Mr. Enright's testimony was interrupted frequently and for long periods by verbal skirmishes between his counsel, Benito Gaguine, and Broadcast Bureau lawyer, Louis Cohen.

▪ Lengthy discussions of a "Contestant X" before Hearing Examiner Elizabeth C. Smith without the contestant ever being identified.

▪ The non-appearance of several prospective witnesses (including Mr. Van Doren), who were brought to Washington but who never got on the

stand to testify.

The FCC ordered a hearing over a year ago on the WGMA renewal application because of the involvement of Barry & Enright Productions in the rigged quiz shows. Barry & Enright conceived and produced *Twenty-One* and *Tic Tac Dough* and owned both programs until they were sold to NBC in 1957 for \$2.2 million. Mr. Enright had previously admitted that contestants on both programs were given answers to questions prior to their appearances on the air. The central issue evolves around whether Messrs. Barry and Enright have the required character qualifications to be licensees.

Hearings on the WGMA renewal began last November (BROADCASTING, Nov. 20, 1961) and the record was enlarged early this year to consider the station's programming. Mr. Barry and several civic leaders from Hollywood testified on that aspect several weeks ago (BROADCASTING, June 11). The 10 civic leaders, including the Hollywood mayor, all commended the public service job being done by WGMA.

Barry Knew ▪ Mr. Barry, president of WGMA who presently resides in Hollywood, said he knew some contestants were helped. He said he knew this at the time he made a statement over the air denying such charges which had been published. Asked by FCC Counsel William Kehoe why he made the statement knowing it was false, Mr. Barry replied:

"I was very fearful for myself, for my career, my business, for the security of my children and all my friends and associates. . . . Under those conditions, and under those circumstances, I made this statement. It was a gross error of judgment. It could never happen again."

He said he did not remember who prepared the statement and that he believed NBC originally objected to reading it on *Twenty-One* but finally approved.

Mr. Barry repeated, as Mr. Enright had testified earlier, that the show was "controlled" and contestants were helped to provide excitement and stimulate interest.

Enright Quizzed ▪ During his four days on the stand, Mr. Enright was questioned closely on his activities (a) around the time *Twenty-One* was exposed as rigged in August 1958 and (b) his contacts with contestants in relation to the grand jury investigation in the fall of 1958.

Mr. Enright talked of meetings in

March and September (1957) with NBC attorneys evolving around a former *Twenty-One* contestant, Herbert Stempel, who Mr. Enright maintained, attempted to blackmail Barry & Enright for \$50,000. He said that he made a tape recording of an Enright-Stempel meeting in which the blackmail attempt was discussed. (It was Mr. Stempel who first went to the newspapers with the story that he had been given answers in advance.)

At these meetings on the Stempel matter, Mr. Enright said, he did not tell NBC that the Stempel charges were true. "My primary concern was not to surrender to blackmail," he said.

After the Stempel charges were published on Aug. 28, 1958, Mr. Enright said another meeting was held with NBC executives that day. Again, he said, he denied the charges which he since has admitted several times. "I can't convey the nightmare," he said. "I can't convey the panic and terror. . . . I did things which I have come to regret very, very much."

The following day, Mr. Enright said he met again with NBC attorneys and the New York district attorney and turned over a copy of the Stempel recording to the D.A. Again, he said, he denied that questions and answers had been given Mr. Stempel in advance. (Mr. Stempel won \$50,000 on *Twenty-One* and eventually lost to Mr. Van Doren.)

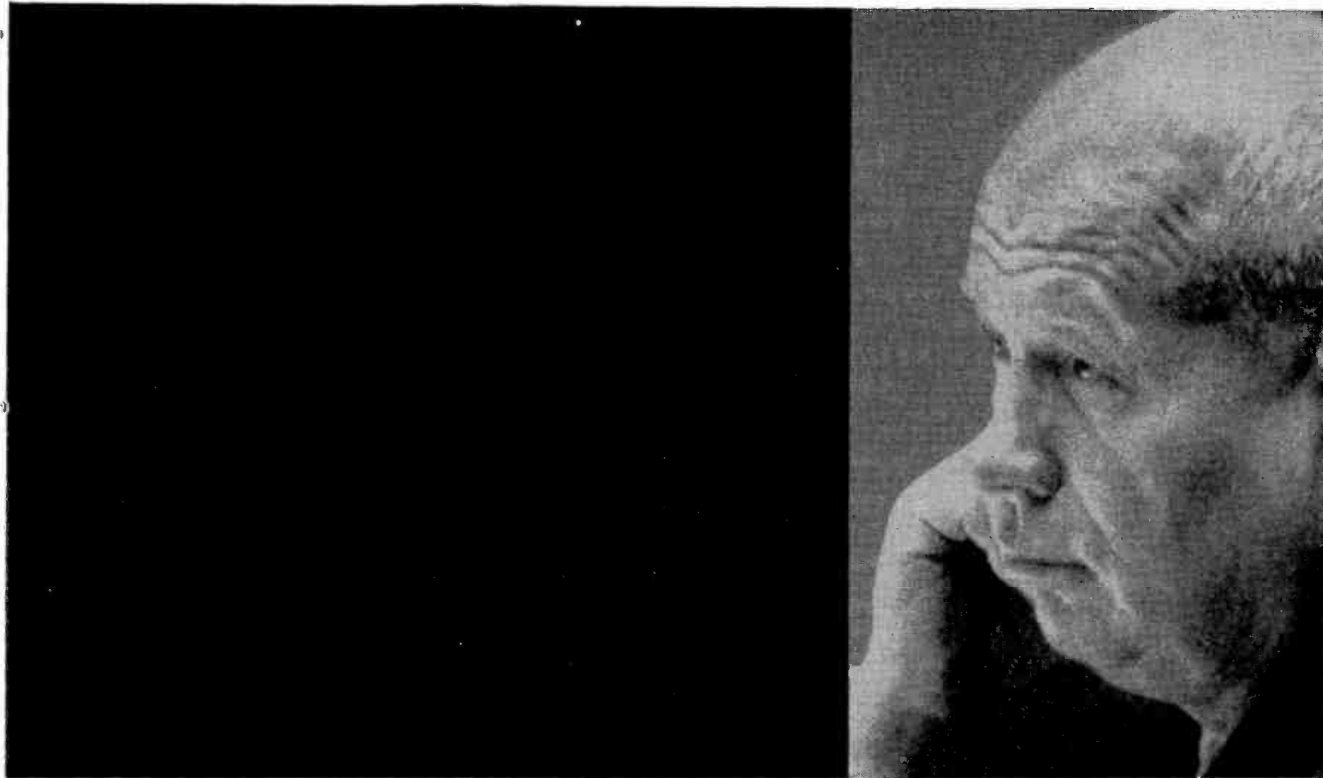
Money for Shift ▪ At last Thursday's hearing, Mr. Enright denied ever saying that he had "a considerable sum of money" which could be used in transferring the House Commerce Committee investigation of the quiz shows to the Senate Commerce Committee. This came up when Mr. Cohen asked the



Mr. Barry



Mr. Enright



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Tapes, films, and platters can't wait. Airtime deadlines have to be met . . . prime reason why valuable program material should always be shipped by AIR EXPRESS. As a co-ordinated service of R E A Express and all 37 U.S. scheduled airlines, this is the only shipping service with air priority everywhere in the U.S.A., Puerto Rico and Canada. On the ground, 13,000 R E A Express trucks speed door-to-door pick-up and delivery. And the cost is far less than you think. 5 pounds travel 1,500 miles for only \$4.17. Specify AIR EXPRESS—as near as your phone. **CALL YOUR LOCAL R E A EXPRESS OFFICE FOR AIR EXPRESS SERVICE**

witness about a September 1959 meeting between Mr. Enright and Hank Bloomgarden, another former *Twenty-One* contestant. "That's a lie," Mr. Enright said when asked if he made such a statement to Mr. Bloomgarden (In July 1959, the two congressional committees were involved in a dispute over which side had started an investigation first and who would get first crack at the grand jury report [BROADCASTING, July 3, 10, 1959].)

Mr. Van Doren's deposition, dated July 10, 1962, told of a September 1958 meeting in his (Van Doren's) apartment with Mr. Enright. The meeting was held at his request, Mr. Van Doren said, to discuss public reaction to \$5,000 advance he had received while a *Twenty-One* contestant.

Thomas Ervin, NBC vice president and general attorney, was another prospective witness called to Washington who did not testify. Mr. Ervin was intercepted at the Washington airport by NBC attorney Howard Monderer and told that a stipulation had been accepted which negated the necessity of his testimony. Mr. Ervin immediately caught a plane back to New York.

KFUR-TV drops request to operate on ch. 2

KFUR-TV (ch. 11 permittee) Santa Fe, N. M., last week asked the FCC to dismiss its application for ch. 2 in that city, leaving New Mexico Broadcasting Co. (KGGM-TV Albuquerque) as the sole ch. 2 applicant. KFUR-TV was seek-

ing modification of its construction permit to operate on ch. 2 instead of ch. 11 (the station is not on the air).

New Mexico Broadcasting agreed to pay KFUR-TV, equally owned by Raymond F. Hayes and Milford Kay, \$3,000 as partial reimbursement for expenses incurred in prosecuting its proposed shift to ch. 2. New Mexico Broadcasting, principally owned by A. R. Hebenstreit (62%), also owns KVSF Santa Fe in addition to KGGM-AM-TV.

A third applicant, Thunderbird Entertainment Enterprises, dismissed its ch. 2 application last month.

The FCC last week...

Set aside the April 12, 1961, grant of new am (1290 kc, 1 kw-day) in Sheffield, Ala., to Sheffield Broadcasting Co. and ordered new comparative hearing with competing applicant J. B. Falt Jr. on concentration of control and overlap issues, among others. Iralee W. Bennis, owner of Sheffield, also controls WVOK Birmingham, Ala., (with which the Sheffield station will have a 47% overlap of signals) and owns 35% of WFLI Lookout Mountain, Tenn., the FCC said. Commissioners Rosel H. Hyde, Frederick W. Ford and John S. Cross dissented.

Ordered hearing in Pine Bluff, Ark., on application of KATV (TV) Little Rock-Pine Bluff to move transmitter from 14 miles north of Pine Bluff to 50 miles northwest of that city (12 miles west of Little Rock) and increased antenna height to 1,794 ft. above ground. The City of Pine Bluff

and the Chamber of Commerce, which protested the application, were made parties to the hearing.

Granted renewal of license for only one year to WCHJ Brookhaven, Miss., for failure of licensee to employ a full-time first-class operator despite an FCC violation notice. The FCC said WCHJ was cited for a rules violation following an inspection. A second visit showed the station still did not have a first-class operator despite the earlier citation and a statement by the station that it had employed an operator.

Ordered hearing on assignment of construction permit of KANT-FM Lancaster, Calif., from Desert Broadcasting Co. to Manuel Martinez on issues of trafficking in cps misrepresentation and concealment of material facts, among others. Mr. Martinez proposes to pay the permittee \$19,937 for expenses incurred by Desert, which received the fm grant in October 1958. The FCC said Desert already has been given six extensions in the deadline for construction of KANT-FM; that it failed to supply requested information documenting the alleged \$19,937 in expenses, and that the permittee submitted conflicting statements to the commission.

Granted permission for WILX-TV (ch. 10) Onondaga, Mich., to withdraw its protest against move of WOOD-TV (ch. 8) Grand Rapids, Mich., transmitter and reaffirmed September 1959 grant to WOOD-TV. WILX-TV had appealed WOOD-TV shift to court, which returned case to FCC for further consideration.

THE MEDIA

ABC BROADCASTING PROFITS A RECORD

All divisions, except theatres, show gains—Goldenson

The ABC Broadcasting Division of American Broadcasting-Paramount Theatres Inc., had the most profitable quarter and half-year in the company's history during the first six months and the second quarter of 1962, according to Leonard Goldenson, AB-PT president.

All other divisions, with the exception of the theatre division, also showed gains.

In the second quarter of 1962, AB-PT had an estimated net operating profit of \$2,511,000 (57 cents a share) compared with \$2,269,000 (52 cents a share) in the second quarter of 1961.

For the first six months of 1962, net estimated operating profits were \$5,653,000 (\$1.27 a share) compared with \$5,694,000 (\$1.31 a share) for last year's first six months.

In the first six months of 1962, AB-PT had a net capital loss of \$157,000

compared with a net capital gain of \$6,149,000 in the same period of 1961.

Net profit, including capital gains or losses, for the six-month periods: in 1961, \$11,843,000 (\$2.73 a share); in 1962, \$5,396,000 (\$1.24 a share).

Delinquency all laid to tv, says Collins

Television currently is the favorite target for critics who seek a catch-all scapegoat to blame for juvenile delinquency, NAB President LeRoy Collins said in an address scheduled for delivery July 22 at the ninth annual National Institute on Crime & Delinquency, meeting in Seattle.

"Every few months, lately, those of us in the broadcasting industry have had to appear before some congressional

committee and be confronted with excesses in tv programming, which are suggested as a primary cause of delinquency," Gov. Collins said.

Those seeking a solution for the juvenile delinquency problem delude themselves if they single out tv or any other influence as the main culprit, he said. "In the delusion we become diverted and misguided in our search for solutions. Every bit of serious research available simply fails to establish a causal connection between so-called crime-and-violence tv programming and delinquent behavior." He voiced the opinion that the approaching conference on the subject sponsored by the Dept. of Health, Education & Welfare will bring productive results. The conference is charged with planning a broad program to explore the influences exerted by tv on youngsters.

Gov. Collins described industry progress in improving the calibre of tv programming.

At Pocatello In another address, last Friday (July 20) at the Idaho

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6575-6875	SK-220D, 222D	6285-6585	SK-221E
6875-7125	SK-220C, 222C	6505-6705	SK-221G
7125-7425	SK-220B, 222B	6705-7005	SK-221D
7425-7750	SK-220A, 222A	6955-7255	SK-221C
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Broadcasters Assn. meeting in Pocatello, Gov. Collins said radio's importance to national life is at an all-time high.

"At a time when the U. S. is growing fantastically and bigness tends to breed conformity, radio is keeping pace in its growth but retaining its local identity and distinctiveness," he said.

His talk was carried over a statewide radio network. Radio, he said, is the first place most Americans learn of major news happenings. "Radio is the one and only nationwide instantaneous means of communication upon which the government relies to get vital messages to the entire population in event of military or civil disaster."

Metro changes headquarters

Metro Broadcast Sales has moved its headquarters in New York to 3 E. 54th St. Telephone: Plaza 2-8228. The organization was formerly at 33 W. 48th St. Metro represents all Metropolitan Broadcasting stations. Metropolitan stations are WNEW-AM-FM-TV New York; WTTG (TV) Washington, D. C.; KMBC - AM - FM - TV Kansas City; KOVR (TV) Stockton, Calif.; WTVH (TV) Peoria, and WTVP (TV) Decatur, both Illinois; WIP Philadelphia; and WHK Cleveland. Metro also represents WCBM Baltimore.

Goodwill revenues up for first half-year

The Goodwill Stations Inc. reports revenues for the first six months of 1962 totaled \$3,863,306 compared with \$2,576,843 for the same period in 1961. Net income for the 1962 period amounted to \$342,900 (51 cents per share) compared with \$154,562 (23 cents per share) for the 1961 period.

The cash flow of all three Goodwill divisions (WJR Detroit, WJRT [TV]

Flint, both Michigan, and WSAZ-AM-TV Huntington-Charleston, W. Va.) amounted to \$785,389 (\$1.17 per share) in the first six months of this year, compared to \$243,564 (36 cents per share) for the 1961 period. Goodwill acquired the WSAZ stations on May 1. As of June 30, 1962, there were 671,415 Goodwill shares outstanding.

Plough sales, earnings set first half record

Plough Inc., a broadcast group owner, reported sales, earnings and earnings per share at a record high for the first six months of 1962.

Sales were up 8% to \$27.1 million, compared to \$25.1 million for the same period of last year. Net earnings after taxes were \$1.92 million up from \$1.7 million. The increase in sales and earnings resulted in a per share earning of \$1.43 (an increase of 13%) compared to last year's \$1.27 per share. Plough on June 30 had 1,345,092 shares outstanding. This was before its two-for-one stock split effective July 2. The board of directors is scheduled to meet

on Aug. 30.

Plough Inc. is licensee of WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta.

Changing hands

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

■ **KXOA and KCNW (FM) Sacramento, Calif.:** Sold by group headed by Riley Gibson to Norwood Patterson for \$750,000. Mr. Patterson, with his family, owns KSAN San Francisco. He also owns KBIF Fresno and KICU-TV Visalia, both California. KXOA operates with 5 kw day and 1 kw night on 1470 kc. KCNW is on 107.9 mc with 12.5 kw. Sale was negotiated by Edwin Tornberg & Co.

■ **WHAY New Britain, Conn.:** Sold by Aldo DeDominicis and associates to Connecticut-New York Broadcasters Inc. for \$310,000. Connecticut-New York owns WICC-AM-TV and WJZZ (FM) Bridgeport, Conn. Kenneth M. Cooper is president and 49.41% owner of Connecticut-New York; John Hill owns 23% and Mr. DeDominicis will become a 10% owner. WHAY operates fulltime on 910 kc with 5 kw.

■ **WDEB Pensacola, Fla.:** Sold by Rose Hood Johnston, executrix of the estate of the late George Johnston Jr. to Mel Wheeler for \$125,000. Mr. Wheeler is the former part owner of WEAR-AM-TV Pensacola, of WJHP-TV and WSCM Panama City, and of WRKT Cocoa Beach, all Florida. WDEB is a daytimer on 610 kc with 500 w. Broker was Blackburn & Co.

■ **KTIL Tillamook, Ore.:** Sold by Fred and Geraldine Guyton to Robert Douglas and Philip Tonken, New York free-lance radio and tv personalities for \$80,000. KTIL operates fulltime on 1590 with 1 kw. Sale was handled by Edwin Tornberg & Co.

APPROVED - *The following transfers of stations interests were among those*

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approved by the FCC last week (for other commission activities see FOR THE RECORD, page 70).

▪ WAPX Montgomery, Ala.: Sold by Ralph M. Allgood and Grover Wise to Leon S. Walton, R. L. Vanderpool Jr. and James R. Plaisance for \$105,000. Mr. Walton owns KJET Beaumont, Tex., and WNOO Chattanooga, Tenn., and has interests in KANB Shreveport and KMLB Monroe, both Louisiana; Mr. Plaisance also has an interest in KMLB.

Storer shares earn \$1.48 for six months

Storer Broadcasting Co. reported earnings after taxes for the six-month period ending June 30 as \$1.48 per share, up from \$0.82 in the same period a year ago. Storer net income after taxes was \$3,618,366 as compared to \$2,032,501 for the same period last year. Profits included a net capital gain of \$912,863 as a result of Storer's sale of WWVA Wheeling, W. Va., to Ira Herbert and associates for \$1.3 million last January.

Storer owns WJBK-AM-TV Detroit, WJW-AM-TV Cleveland, WSPD-AM-TV Toledo, WITI-TV Milwaukee, WAGA-TV Atlanta, WIBG Philadelphia, WGBS Miami, WHN New York, and KGBS Los Angeles, as well as the Miami Beach Sun Publishing Co.

'Journal' buys 'Sentinel'

The *Milwaukee Journal* last week bought the 125-year-old *Milwaukee Sentinel* from Hearst Corp. The *Sentinel*, a morning and Sunday newspaper with a circulation of 192,167 daily and 218,749 Sunday, has been in a dispute with the American Newspaper Guild and has not published since May 27. *Milwaukee Journal* president and publisher Irwin Maier said the *Sentinel* would be continued as a separate newspaper with its own editorial staff but that its operations would be moved into the *Journal* building. The *Journal* owns WTMJ-AM-FM-TV in Milwaukee; Hearst owns WISN-AM-FM-TV there. No price was announced for the acquisition.

PGW Minneapolis branch

Peters, Griffin, Woodward Inc., New York, has opened a branch office in Minneapolis, with John J. Cameron in charge. Mr. Cameron was formerly a film program salesman with MCA and Ziv.

The office is located in the First National Bank Building (Suite 1710). Telephone: 333-2425. PGW in recent weeks has opened an office in Philadelphia and made sales and other staff additions in Chicago and New York,

NBC call changes

NBC last week asked the FCC for authority to change the call letters of the network's owned stations in San Francisco and Los Angeles. The network, which has an am-fm in San Francisco and a tv only in Los Angeles, wants the Los Angeles call letters changed from KRCA to KNBC (TV). The San Francisco stations, now KNBC - AM - FM, would be changed to their original call letters, KPO-AM-FM. The KPO designation will require a waiver of FCC rules, which currently prohibit the assignment of three-letter calls.

If the commission approves the plan, NBC will drop the KRCA calls altogether.

according to H. Preston Peters, president.

CBS Chicago sales office

The opening of a midwestern sales promotion and research department in the Chicago office of CBS Television Stations National Sales Aug. 1 has been announced by William R. Hoh-

mann, director of sales promotion and research. David Mink, a presentation writer in the New York office of CBS Television Stations National Sales, will become midwestern manager of sales promotion and research.

Sandberg/Gates, Hall merge in San Francisco

Jim Gates, formerly of Sandberg/Gates & Co., San Francisco, and Theo. B. Hall, West Coast station representative, jointly announce a merger of their resources in the establishment of Gates/Hall Inc., San Francisco.

The announcement notes the dissolution of Sandberg/Gates and Theo. B. Hall & Co.

Hubbard Broadcasting Co.

Stanley E. Hubbard, president and 62% owner of radio-tv stations in Florida, Minnesota and New Mexico, announced last week that the corporate name of the group's licensees has been changed to Hubbard Broadcasting Inc. The stations, formerly licensed to KSTP Inc., include KSTP-AM-TV Minneapolis-St. Paul, KOB-AM-TV Albuquerque and WGTO Cypress Gardens, Fla. No change in ownership is involved.

"I believe you would be making a mistake going into broadcasting ownership."

(... this is an actual sentence from a letter written by one of our associates to a man with \$50,000.00 to place as a down payment on a radio station.)

After reviewing his qualifications and interests, we gave him our honest opinion of his chances of successfully owning and operating a radio station.

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Hausman to NBC; TIO takes Danish

VETERAN OF CBS GENERAL EXECUTIVE FOR RIVAL; ASSISTANT STEPS UP



Mr. Hausman

Louis Hausman, director of the Television Information Office, surprised the broadcasting business last week by moving to NBC in a top-ranking policy and operational post.

Roy Danish was named to succeed him as director of TIO. Mr. Danish has been TIO's assistant director.

Mr. Hausman was named a general executive of NBC and will be proposed for vice president at the next NBC Board meeting.

David C. Adams, senior executive vice president, who announced the appointment, said Mr. Hausman will participate at management level in general policy formation and NBC industry relations, and also will have overall responsibility for NBC's public information, corporate affairs and standards and practices activities.

Sydney H. Eiges, Lester Bernstein and Ernest Lee Jahncke Jr., vice presidents who respectively head those three areas, will report to Mr. Hausman. Mr. Hausman will report to Mr. Adams.

It was not Mr. Hausman's departure from TIO that was surprising. He had let it be known several months ago that he would not accept reappointment after his three-year term expired this fall. But there had been no inkling that the move was so imminent or that he—an official of CBS for 19 years before he went to TIO—would go to NBC.

Fast, Fast, Fast ■ The move, when it came, was quick. It was announced Tuesday, and on Wednesday morning Mr. Hausman was participating in a meeting with NBC-TV Affiliates

Advisory Board members at NBC Chairman Robert W. Sarnoff's summer place at Armonk, N. Y. Late Wednesday afternoon he set up and was working in a temporary office on the sixth floor of NBC's New York headquarters.

In the meantime NBC movers had visited his old offices at TIO, three blocks up Fifth Avenue, and removed the big, circular marble-top table that has become his office trademark. He uses it instead of a desk, took it with him from CBS when he went to TIO three years ago, made sure the 4½ foot slab would be ready when he settled down at NBC.

Working from that table, Mr. Hausman has built TIO from a concept into a going operation in the last three years. The office was created in 1959 to serve as "an enduring informational bridge" between television and its various publics. Among the spans and footings constructed for the "bridge" under Mr. Hausman's direction have been:

- A library and information center which currently receives and answers approximately 1,000 public queries a month. These come from all levels: public officials, civic leaders, broadcasters, just plain viewers.

- TIO-sponsored projects designed to speed the exchange of ideas among broadcasters, as in the case of "Interaction," a huge compilation of public-affairs programs and a similar book currently being prepared on children's programming.

- Special research, such as the 1959 and 1961 studies by Elmo Roper showing the public's confidence in television, and special presentation, such as one done recently on the NAB Code.

- Service as a sort of clearing house to keep TIO members ("sponsors") informed about what's being done in—and said about—television, and to furnish them with the tools to carry on their own television information program at the local level through speeches, presentation, letters and the like.

- Numerous projects to get television's story across to both national and local opinion leaders. These include cooperation with the National Council of Teachers of English in the preparation of a book on the use of television in the schools, which was distributed to 60,000 English teachers; an in-service course in tele-

vision for New York public school teachers (now available for distribution to school systems across the country); advertising campaigns in so-called opinion-leader magazines; and help in preparation of cooperative program bulletins for distribution to opinion leaders at the local level. These bulletins, which list the so-called "quality" programs scheduled to be seen locally each month, currently are being distributed by 88 stations in 29 cities, to a mailing list of about 170,000 leaders each month.

Mr. Hausman's new job at NBC appears to have been tailor-made to fit his background both at TIO and at CBS. In announcing his appointment, NBC's Mr. Adams said:

"Mr. Hausman's creative skills in organizing and operating the TIO have established it as one of the most effective and valuable industry organizations, and he is widely recognized as an exceptionally able and broad-gauged executive. We are delighted that he is joining NBC in a capacity where his experience and judgment can serve in advancing the company's progress on many fronts."

The CBS Years ■ In his 19 years at CBS (1940-59), Mr. Hausman, now 55, held many titles, but was known also as a trouble-shooter and brain-truster whose official titles were never necessarily a complete job description. While serving as a vice president of CBS Radio, for example, he was one of the architects of a major public-relations campaign for CBS-TV.

He was advertising and sales promotion vice president of CBS before separate radio and tv divisions were created in 1951, when he became administrative vice president of CBS Radio. Later he served as vice president and second in command at CBS-Columbia, the manufacturing division; as vice president of CBS Inc. and as vice president of CBS Radio. Among his untitled assignments was creation of a monumental, three-day presentation to Washington officials on pay-tv and network problems. Another was to help lead CBS's running fight against pay tv.

During World War II he did double-duty for the government. In addition to his CBS job he served as a consultant to the Office of Facts and Figures and its successor Office of War Information, and on Sundays was a consultant to the War Dept.



Mr. Danish

Roy Danish, who moved into the top spot at the Television Information Office last week, is a mildly graying man of 43 whose appearance conforms easily with the popular conception of a "front man."

This is not inappropriate, inasmuch as Mr. Danish's new job makes him, in a sense, a front man for the whole television business.

He has the "front-man" attributes of looks, articulateness, smoothness of manner. But long-time associates emphasize he has more that counts than what's up front—including a bright and quick mind, a creative flair, a good head for administration and a broad range of experience in the broadcasting business.

Mr. Danish took over as director of TIO last Tuesday, succeeding Mr. Hausman. It was no hasty decision that gave him the job: NAB's Television Information committee, which oversees TIO's activities, had been looking for a new director for months, ever since Mr. Hausman gave notice that he wanted out at the end of his three-year term.

Down the Hall ■ The committee, headed by Clair McCollough of the Steinman stations ended its months-long search just down the hall from Mr. Hausman's office, where Roy Danish has been operating as assistant director since November 1960.

He said last week that he wouldn't venture, yet, to talk about new projects that TIO may undertake under his directorship. He regards the office's activities under Mr. Hausman as exceptionally successful. These fall broadly into three categories: (1) Projects to help TIO members (known as "sponsors"); (2) Projects to acquaint the public, especially opinion-leaders, with what television is doing and trying to do, and (3)

projects that carry television's story to the public and at the same time help broadcasters at the local level.

Mr. Danish doesn't plan to tinker with this general approach except when he is sure that whatever changes he makes will result in an overall improvement. He does feel that there'll be an extension of TIO's recent emphasis on helping stations to make better and more complete use of the materials that TIO furnishes them.

Mr. Danish regards his new role in thirds: about one-third as a front man, speech-maker, spokesman, etc.; one-third as creator of concepts, policies and projects, and one-third as station-relations man, working with "subscribers" to help them get all possible use out of TIO's services.

The TIO staff now numbers 15, its members ("sponsors") total 165 stations and the three tv networks and its annual budget is in the neighborhood of \$500,000.

Radio Start ■ Mr. Danish is a native New Yorker who got his A.B. degree at Columbia College and his masters degree in business administration at Harvard Business School. After four wartime years in the navy, from which he emerged in 1946 as a lieutenant, he went to work for the Mutual Radio Network as a research assistant. Progress there was steady.

He became assistant director of research in 1947, moved into station relations in 1948, became director of station relations in 1951, director of commercial operations in 1953, and vice president and assistant to Thomas F. O'Neil, then board chairman and operating head, in 1954.

In 1955 he moved from Mutual to McCann-Erickson (now Interpublic Inc.) as part of a special new-business unit in the office of president Marion Harper. Two years later he transferred to the agency's subsidiary Marschalk & Pratt, now McCann-Marschalk, as vice president and account supervisor with additional responsibilities.

Mr. Danish left Marschalk & Pratt in September 1959 to get into the agency business for himself, buying into Smith-Greenland, New York, as a partner. He left Smith-Greenland a little more than a year later to take over the second position in TIO.

In announcing his promotion to director, Mr. McCollough said TIO was "sure Mr. Danish's energies and experience will further advance the work which has gone forward so successfully in the past. We look to extended TIO effectiveness in serving the industry and the public which devotes so much time to television."

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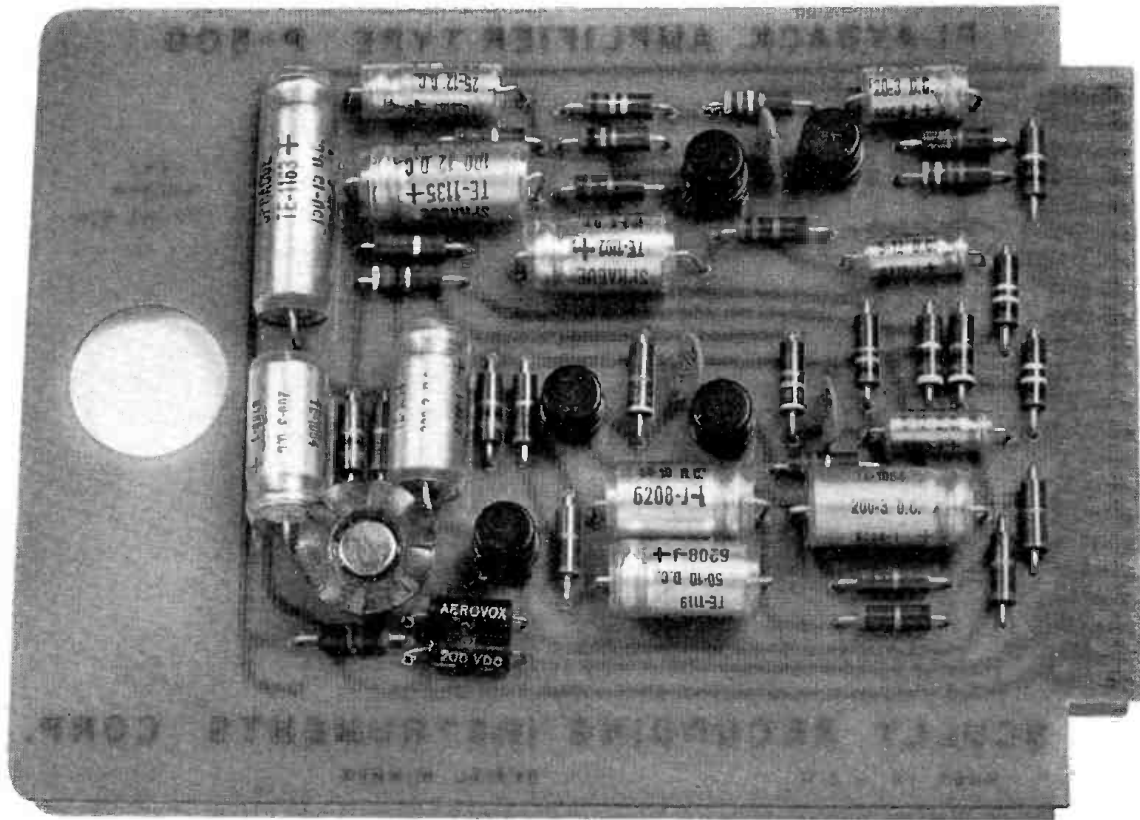
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Oklahoma study questions size of tv audience

The "myths" about the size of the television audience and the impact of tv on viewers are being exploded by a university research project, according to a series of articles published last week in the *Oklahoma City Oklahoman*.

In its series the newspaper took potshots at television under such headlines as "Set's On, but There's No One Watching" and "Video Appeals Most to Pre-School Children." The *Oklahoman* is affiliated with WKY-AM-TV Oklahoma City.

Source of the newspaper articles is a survey of 15 families conducted by Dr. Charles L. Allen, director of the Oklahoma State U. School of Journalism. Five automatic cameras, called DynaScopes, and invented by Dr. Allen, were used to gather information.

The articles aroused concern among tv station operators in the Southwest. Queried about the anti-television character of the newspaper articles, Dr. Allen told BROADCASTING, "I conducted the survey, but I did not write the newspapers' stories, which include subjective language reflecting the personality of the writer."

Rebuttal ■ Robert P. Lacy, head of the Dept. of Radio & Television, paralleling the journalism school at OSU, said newspaper interpretations did not appear to be justified in view of the methodology of the survey.

"The results apply only to 15 homes in Stillwater, Okla., where the university is located," Dr. Allen said. "Stillwater is not a normal town."

Tv station operators wondered if the Allen survey would be exploited by newspapers for competitive purposes, noting the treatment in the *Oklahoman* and *Stillwater News-Press*.

Prof. Lacy said the survey cannot

be used as the basis of national conclusions for these reasons:

■ The Allen findings are based on "a pitifully small sample of 15 families in Stillwater."

■ A substantial share of the families in the survey are print-media-oriented by occupation.

■ The sample families had to consent to having their pictures automatically photographed in the privacy of their homes every 15 seconds during tv viewing, raising serious questions of behavior modification caused by the obtrusive mechanism.

■ The DynaScope, with mirrors, is almost half the size of a portable tv set. It is placed conspicuously on a stool or chair beside the set. (The mirrors provide a view of the room's occupants, the tv screen and a synchronized clock.)

■ The 15 families, Prof Lacy said, included a newspaper advertising salesman; an employe in the university journalism department; a former graduate journalism student; a lino-type operator; a printer; a magazine editor-business manager; a mail carrier whose son is a journalism student. These six families comprise 40% of the sample.

"Built-in" Hostility ■ "A high percentage of the families would tend to be hostile to the medium being tested," Prof. Lacy said.

The *Oklahoman* stories, under the byline of Katherine Hatch, said Dr. Allen had found tv sets aren't on as often as some persons believe; about half the time they're on, nobody is paying any attention. The series said the average set is on 27 hours a week but nobody is in the room 25.1% of the time.

The Allen survey was supported by the OSU Research Foundation and its director, Dr. Marvin Admis-ton, the *Oklahoman* reported. The

15 families were surveyed, each over a two-week period, in the fall of 1961.

Prof. Lacy's post as radio-tv department head parallels that of Dr. Allen as head of the journalism school—both are departments of the OSU College of Arts & Sciences. Dr. Lacy concluded, "Any acceptance of such obviously questionable findings by those in the advertising field or by the public at large should be vigorously opposed."

Dr. Allen attracted wide attention in 1953 while at Medill School of Journalism, Northwestern U., Evanston, Ill., as assistant dean, when newspapers used for promotional purposes a survey purporting to show that buying habits were mostly influenced by newspapers and that people liked newspaper advertising but resented radio and tv commercials. Details of the methodology and the type of questions asked were published in BROADCASTING (Sept. 7, 1953).

Fallacy Claimed ■ Prof. Lacy, commenting on the child aspect of the survey, said, "Extensive findings devoted to child viewing habits, up to five years, are based on 10 children of which one was seven months of age at the time of the study (conducted at each of the 15 homes during two weeks of the Fall, 1961).

Dr. Allen said his main objective is to get his patented DynaScope perfected. He said he has refused commercial backing for his experiments, adding that interested people have come from New York and the West Coast to see the results. He plans another survey with the same sample size in the autumn.

Aware of tv industry reaction, he said, "The figures show a smaller audience than television likes to believe."

PRAISE FOR COMMERCIAL TV

Delegates to Fordham U. conference told etv men are too critical and can learn from broadcasters

Fordham U.'s second annual conference on educational television opened last Monday (July 16) with praise for commercial tv's effort to raise viewers' program tastes. The effort sets a standard etv could emulate, the conference was told. The conference also heard a report that the uhf experimental signal

in New York was comparable to vhf in a 25 mile radius.

Dr. Samuel B. Gould, president of WNDT (TV) New York, said at the opening of the five day conference that "The commercial broadcaster can legitimately challenge all our statements about television's inadequacies and ask

us to tell him frankly wherein and how we would do better. In the midst of the trivia he turns out, he can point to public service programs . . . they are magnificent in conception and production, programs that etv does not ordinarily match."

Dr. Gould, former Chancellor of the U. of California at Santa Barbara, also admonished educational broadcasters to give more credit to commercial tv. He discerned both hypercritical and "holier than thou" attitudes among etv men.

Recognition of commercial tv also came from Richard D. Heffner, general

manager of WNBT. He said he was "distressed" at the ill will in evaluating the deeds and motives of commercial broadcasters "Some of us have been ostrich-like, have not known what has been on the air today, and have been unaware of commercial tv's many fine offerings."

White Address ■ The first day session of the conference, which is conducted by Fordham's Communication Arts Dept., included an address by John F. White, president of the National Educational Tv & Radio Center, New York. He discussed a recent Ford Foundation grant to the center and explained how the money will be spent (BROADCASTING, July 9).

Dr. Charles A. Siepmann, chairman, communications in education, New York U., said international etv is in the making. Etv is developing more smoothly in Europe, where either tv or education, or both, are centralized he said.

All-channel-set legislation won't rush the expansion of commercial uhf stations, according to C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp. Speaking at the etv conference last Thursday, Mr. Petersmeyer said that with the enactment of the all-channel-set law, commercial uhf stations

will go on the air "as the need for them arises and there is economic justification for them."

It Works ■ Uhf works, Seymour N. Siegel, director, New York City Municipal Broadcasting System, asserted in his talk at the conference last Wednesday concerning WUHF (TV), the FCC's experimental station on ch. 31 in New York.

Preliminary reports, he said, "add up to a layman's conclusion that within the 25-mile radius from the Empire State Building, there is no significant difference between uhf and vhf television."

Mr. Siegel, whose position includes directorship of the city-owned WNYC-AM-FM New York, told the etv gathering that application forms for the licensing of WUHF and WNYC-TV have been completed. He said that the city's Board of Estimates has indicated that when the FCC's experiment is over, the city will continue the operation.

Nicholas Zapple, Senate Commerce Committee counsel, said Congress has done its part this session to help educational television and that the rest is up to the educators using the medium. He cited enactment of the aid-to-etv and the all-channel-receiver bills.

Also speaking at the seminar were the FCC's Commissioner Robert E. Lee, Broadcast Bureau Chief Kenneth A. Cox and Chief Economist Hyman H. Goldin.

Media reports...

News bureau set up ■ Mutual Broadcasting System has formed a news bureau at KHJ Los Angeles. The new bureau gives the network its second California news office. A bureau at KKHI San Francisco was started last April.

NORAD information ■ Northeast Radio Network has begun a series of 60-second news features on the responsibilities of NORAD in the nation's defense system. Working with the 26th NORAD region at Hancock Field, Syracuse, N. Y., Northeast is beaming the spots twice daily. John Usehold of NORAD is the reporter. The network serves 30 am and fm affiliates in upstate New York.

S. F. auction ■ KQED (TV) San Francisco, community-supported educational tv station, reports that the 1962 auction, station's major fund-raising event each year, raised \$109,000, about a fifth of KQED's operating budget.

Hearing aired ■ WSJS-AM-FM-TV Winston-Salem, N. C., broadcast a board of aldermen's hearing on the controversy involving the discharge of a city efficiency expert, an unprecedented broadcast, according to the station. WSJS broadcast the entire 2-hour and 35-minute hearing, and WSJS-TV preempted the first portion of *Tonight* to present a special 30-minute film recapitulation of the hearing.

WALB-TV offers time

As racial controversy continues in Albany, Ga., a spokesman for WALB-TV Albany said the station has agreed to an equal-time demand by Dr. W. G. Anderson, president of an integration movement there.

The station said Dr. Anderson requested equal time shortly after a special 15-minute telecast featuring James H. Gray, publisher of the *Albany Herald* (which owns the tv station)..., and State Democratic Party chairman, who said the integrationists are "in effect outlaws."

Gross to pay regular dividend

A regular quarterly dividend of 40 cents per share on common stock and 7½ cents per share on Class B common stock was declared by directors of Gross Telecasting Inc. Both dividends are payable Aug. 10 to stockholders of record at the close of business July 25. Gross Telecasting owns WJIM-AM-FM-TV Lansing, Mich.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N.W., Washington 6, D. C.

MCA looking for way out of quandary

COMPANY WANTS TO DROP AGENCY BUSINESS; GOVERNMENT SAYS 'NO'

Attorneys for MCA and the government were huddling last week in an attempt to work out an answer to the impasse in which the giant talent agency and tv production firm finds itself.

The government is fighting hard to force MCA to keep its talent representation business—at least until the civil antitrust suit filed two weeks ago is completed (BROADCASTING, July 16).

MCA is waging just as vigorous a battle to spin off the talent agency business in order to keep Revue Productions Inc. in the tv production business. Revue Productions is MCA's production arm in the tv arena.

Cause of the bitter battle is the Screen Actors Guild's long-standing rule that a talent agency may not also engage in tv or motion-picture production. SAG's waiver for MCA to engage in both fields expired July 18.

Restraining Order ■ The government moved first last week when it secured a restraining order from a federal judge prohibiting MCA from ridding itself of its talent agency activities. This order is good for 10 days. An argument is scheduled for July 26 before the same federal judge, William C. Mathes of the U. S. District Court in Southern California, on a government motion for a temporary injunction. If granted this would prohibit MCA from giving up its talent agency until the completion of the antitrust suit.

SAG is in the middle of a dilemma: On the one hand is its hard and fast rule; on the other is the fact that tv production is the Hollywood actor's bread and butter today. If MCA is cut off from tv production, a sizable segment of SAG's members may wind up among the unemployed.

In filings when MCA sought to have the restraining order dissolved, MCA President Lew Wasserman and SAG declared MCA had not violated the anti-trust laws. SAG and the Writers Guild of America West were named as co-conspirators, but not as defendants.

The Dept. of Justice claimed that SAG exempted only MCA from the provisions of its own conflict-of-interest clauses, beginning in 1952. A second exemption was granted, the Justice attorneys said, only after the government began looking into the MCA situation.

Judge Mathes continued the restraining order.

Tv Production Leads ■ MCA's 1961 gross income of \$82 million came largely from the production and distribution of tv programs, and the leasing of studio

space, the government alleged. Only 10% came from the talent-agency business and about 8.5% from tv feature-film distribution. MCA leases a portion of the old Universal studio, which it bought for \$11¼ million, to Universal for \$1 million per year.

Revue Productions turns out an estimated 16 hours of tv fare a week, including some of tv's most popular programs: *Jack Benny Show*, *Checkmate*, *GE Theatre*, *Wagon Train*, *Bob Cummings Show*, *Leave It to Beaver* and *Tales of Wells Fargo*.

MCA's gross in 1961 was \$82.4 million compared to \$67.3 million in 1960. Earnings in 1961 were \$7.4 million (\$1.83 per share) compared to \$6.2

million (\$1.55 per share) in 1960. In the first quarter of this year, MCA's net income was \$4.2 million compared to \$2 million for the same quarter in 1961.

MCA represents, among its 1,400 artists, such top stars as Gregory Peck, Ingrid Bergman, Jack Benny, Marlon Brando and Paul Newman.

In its 17-page complaint, the government charged that since 1939 MCA has engaged in a conspiracy to monopolize the talent-agency business, the production of tv programs for network showings and the sale of tv programs for presentation during prime network time. At the same time, the complaint alleged, MCA has required tie-in purchases of talent and packages. This has

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#

COLORCASTING

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

NBC-TV:

July 23-27, 30-Aug. 1 (10:30-11 a.m.) *Play Your Hunch*, part.

July 23-27, 30-Aug. 1 (11-11:30 a.m.) *The Price Is Right*, part.

July 23-27, 30-Aug. 1 (12-12:30 p.m.) *Your First Impression*, part.

July 23-27, 30-Aug. 1 (2-2:25 p.m.) *Jan Murray Show*, part.

July 23-27, 30-Aug. 1 (11:15 p.m.-1 a.m.) *Tonight*, part.

July 23, 30 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

July 24, 31 (7:30-8:30 p.m.) *Laramie*, part.

July 25 (7:30-8:30 p.m.) *Wagon Train*, Ford through J. Walter Thompson; National Biscuit through McCann-Erickson; R. J. Reynolds through William Esty.

July 25, Aug. 1 (10-10:30 p.m.) *Play Your Hunch*, part.

July 25, Aug. 1 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

July 26 (9:30-10 p.m.) *The Lively Ones*, Ford through J. Walter Thompson.

July 26 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

July 28 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

July 28 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

July 28 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

July 28 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

July 28 (9-11 p.m.) *Saturday Night at the Movies*, part.

July 29 (5:30-6 p.m.) *Patterns in Music*, sust.

July 29 (6-6:30 p.m.) *Meet the Press*, co-op.

July 29 (7-7:30 p.m.) *Bullwinkle*, part.

July 29 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

July 29 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

July 30 (TBA) *All-Star Baseball Game*, Gillette through Maxon and Chrysler through Leo Burnett.

forced purchasers of talent or programs to buy unwanted artists or packages, has restricted competing talent agencies and talent not represented by MCA, and has hindered competing tv producers in selling programs to tv, the government said.

Controls Decca ■ The government also charged that MCA's recently acquired control of Decca Records, which in turn controls Universal Pictures, would result in a monopoly in record making and in motion picture production. Decca had a gross income of \$90 million in 1961; it has \$73 million in assets.

The Justice Department asked that MCA's talent-agency business be dissolved and that MCA be forever enjoined from engaging in that business; that MCA be enjoined from tie-in practices; that waivers secured by MCA from SAG and the writers guild be cancelled, and that it be forced to divest itself of its control of Decca.

MCA was started in 1924 in Chicago by Jules C. Stein, an eye doctor, as a booking agency for bands. It later moved to Hollywood and began representing talent. Shortly after the advent of tv it organized Revue Productions.

Tv producers board approves merger plan

Television Producers Guild in a July 16 executive session voted unanimously in favor of a merger with Screen Producers Guild, subject to general membership ratification.

A tentative plan for consolidation has already been evolved in principle

by the two executive boards. If the tv group's membership votes to proceed at a meeting next July 30, the joint television and Screen Producers Guild Committee will resume negotiations and pin down details. A number of SPG members are also aligned with TPG. In view of mutual problems a welding of the two guilds can prove beneficial in many respects, it was pointed out by Everett Freeman, president of TPG.

Television Producers Guild, meanwhile, inaugurates a twice-monthly "producers round table" session tonight (July 23) in Los Angeles.

Film sales...

Maverick (Warner Bros. Tv): Sold to WISH-TV Indianapolis; WOOD-TV Grand Rapids, Mich., and KMSP-TV

Minneapolis-St. Paul. Now in 12 markets.

Bronco (Warner Bros. Tv): Sold to KOVR (TV) Sacramento, Calif., and WTAR-TV Norfolk, Va. Now in 6 markets.

The Roaring 20's (Warner Bros. Tv): Sold to KMSP-TV Minneapolis-St. Paul. Now in 7 markets.

Columbia Pictures Post-'48 features (Screen Gems): Sold to KING-TV Seattle; KREM-TV Spokane; WTAE (TV) Pittsburgh; WHEC-TV Rochester, N. Y.; WKOW-TV Madison, Wis.; WSAZ-TV Huntington, W.Va.; WTVO (TV) Rockford, Ill.; KFDM-TV Beaumont, Tex.; WLUC-TV Marquette, Mich.; WCCA-TV Charleston, S. C.; KFDA-TV Amarillo, Tex., and KELO-TV Sioux Falls, Iowa. Now in 91 markets.

Cavalcade of the Sixties, Group 1 (Allied Artists): Package of 40 motion pictures sold to KYW-TV Cleveland; WCAU-TV Philadelphia; WBAY-TV Green Bay, Wis.; WBEN-TV Buffalo, N. Y., and KWTV (TV) Oklahoma City, Okla. Now in 48 markets.

Sugarfoot (Warner Bros. Tv): Sold to WKRC-TV Cincinnati; KOVR (TV) Sacramento, Calif., and WANE-TV Ft. Wayne, Ind. Now in 7 markets.

Surfside 6 (Warner Bros. Tv): Sold to WWJ-TV Detroit; KMSP-TV Minneapolis-St. Paul; WTAR-TV Norfolk, Va.; KTAL-TV Shreveport, La.; WANE-TV Ft. Wayne, Ind., and WSFA-TV Montgomery, Ala. Now in 13 markets.

Fifteen NBC-TV Shows (NBC International): Sold to RAI, Italian television network. The shows purchased include seven entertainment series and eight individual news and public affairs specials.

DESILU PROFITS CLIMB NEARLY 100%

Net income for year: \$611,921; but no action on dividends

Desilu Productions Inc. had a net income of \$611,921 for the fiscal year ending April 28, 1962, equal to 53 cents per share on the 1,155,940 shares of common stock outstanding, according to the company's annual report to stockholders last Thursday (July 19). This constitutes an increase of almost 100% over the company's net profits for the preceding fiscal year of \$319,146 which was equivalent to 28 cents per share on the same number of outstanding shares.

The increase in net earnings is attributed to two factors by president

Desi Arnaz: (1) net extraordinary income of \$340,540 derived from sale of Desilu's residual interest in one of its series; (2) a realignment of operations which resulted in considerable economies without any impairment of efficiency, thus providing a net operating income of \$271,281 which compared favorably with a net operating income of \$319,146 for the preceding year. Gross operating income for the fiscal year was \$14,223,850 as compared with \$19,845,513 for the preceding year, Mr. Arnaz reported. The reduction in gross income resulted in

a decrease in the production of Desilu-owned shows to one, he stated, but added this figure will be increased to four during the current fiscal year.

Despite the increase in net profits, no action regarding the payment of dividends was taken by the board of directors, Mr. Arnaz continued. He stated that Desilu would continue its long-range policy of reinvestment of earnings in the development of new properties, but added that the possibility of paying dividends would be reviewed throughout the current year.

Mr. Arnaz announced the conclusion just prior to the close of the fiscal year of a 20-year, \$4 million reinvestment program with Jefferson Standard Life Insurance Co. of Greensboro, N. C., which resulted in the liquidation of all long-term and short-term secured indebtedness and increased Desilu's working capital to \$5,610,837 as of April 28.

A review of future production plans and expansion into the sale and syndication of programs on a world-wide basis was also given stockholders.

New post-'50's grabbed by 11

Allied Artists Television Corp. has released a new group of 32 post-'50 motion pictures to television. Robert B. Morin, vice president and general manager, announced the package has already been purchased by 11 stations.

Included in "Cavalcade of the 60's, Group II" are "Love in the Afternoon" with Gary Cooper, Audrey Hepburn and Maurice Chevalier; "Hiawatha" with Vince Edwards; "The Big Circus" with Victor Mature and Red Buttons; "Crime in the Streets" with Sal Mineo and John Cassavetes, and "Look in Any Window" with Paul Anka.

Stations purchasing are: WABC-TV New York; WOR-TV New York; WGN-TV Chicago; KMOX-TV St. Louis; WCAU-TV Philadelphia; WKZO-TV Kalamazoo, Mich.; WPTV (TV) West Palm Beach, Fla.; KYW-TV Cleveland; WBEN-TV Buffalo, N. Y.; KTVK (TV) Phoenix, Ariz., and KSHO-TV Las Vegas, Nev.

NBC newsfilm to get global syndication

NBC News' newsfilm will be syndicated on a world-wide basis by the terms of an agreement signed last week in London. William R. McAndrew, executive vice president, NBC News, completed negotiations and signed the agreement between NBC and the British Commonwealth International Newsfilm Agency.

The agreement with the newsfilm

FOUR STAR TO SYNDICATE

Firestone heads new unit which will distribute from firm's 10-year stockpile of tv film series

Four Star Television, Hollywood, producer and owner of more than 1,000 undistributed tv films, has announced it will enter the syndication field through a subsidiary.

Len Firestone, who resigned as vice president of syndication sales at Ziv-United Artists Inc. July 14, will head the new Four Star operation, the name of which was not announced. Mr. Firestone will make his headquarters in New York.

Four Star's tv film library contains a 10-year stockpile of 1,038 half-hour and 165 one-hour films. The firm says it will announce soon which series will be made available for syndication. Some of the series: *The Law and Mr. Jones*, *The Dick Powell Show*, *Target: The Corruptors* and *Robert Taylor's Detectives*.

Thomas J. McDermott, executive vice president, said Mr. Firestone was selected after a year's investigation and interviews of "most of the industry's top sales executives" by George A. El-

ber, first vice president.



Mr. Firestone

agency, which produces the Visnews world tv newsfilm report, goes into effect in September.

CBS Films adds 58th country

The 58th country to buy syndicated television programs from CBS Films was announced last week. Jugoslovenska Radio-Televizija, Belgrade, Yugoslavia, has purchased four series: *The Twentieth Century*, *Air Power*, *Whirlybirds* and *You Are There*.

To date, 32 countries have purchased *Whirlybirds*; 31 have bought *The Twentieth Century*; 17 have ordered *Air Power*, and 15 have purchased *You Are There*.

CBS tv outlets buy films

Four CBS-owned tv stations have bought 27 post-1960 feature films from Showcorporation, New York, for a total price of almost \$1 million. The sale was a result of individual transactions with WCBS-TV, New York, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. Every film in the package was in active theatrical release during 1960-1961.

WPIX educator features

WPIX (TV) New York has announced a co-production agreement with New York U. to present a new series of weekly half-hour programs this fall featuring scholars from col-

leges and universities in New York, New Jersey and Connecticut. The date and time of the initial telecast of the series, titled *Great Teachers of Our Time*, will be announced.

MGM-TV net drops, but gross climbs

MGM-TV's net income for the 40 weeks ended June 7 dropped to \$6,527,000 before income taxes and interest from \$7,761,000 in the same period a year ago.

Gross revenues were \$18,255,000 during the period, \$14,549,000 last year, including \$6,966,000 and \$8,869,000 respectively for licensing feature films and shorts to tv stations and \$11,289,000 and \$5,680,000 for series and commercials produced for television.

SG expects record earnings

Record earnings of "no less than \$1.35 per share" will be reported by Screen Gems Inc., New York, for fiscal 1962, according to Jerome Hyams, executive vice president and general manager.

Speaking July 13 before the New York Society of Security Analysts, Mr. Hyams said the predicted earnings for 1962 would compare with \$1.05 a share for fiscal 1961. He said there is a possibility of a cash or stock dividend being declared in the near future.

2 million bottle caps respond to radio event

The annual "Pepsi Day" at Glen Echo Amusement Park, located just outside Washington, D. C., though almost excluded from newspapers in favor of a heavy radio advertising campaign, nevertheless was the most successful joint promotion in the five-year history of the event, said Ed Kelly, park advertising manager.

More than two million Pepsi and Teem bottle caps (10 were worth a free ride) were turned in June 27, said Tom Mannix, merchandising manager of the Pepsi-Cola Bottling Co. of Washington, D. C. Inc. More than 12,000 patrons showed up at the park—about a third more than 1961, and four times the normal Wednesday attendance, Mr. Kelly added. Business has gone up substantially since the park cut newspaper promotion and went almost exclusively into radio, he said. The weakness in previous advertising seemed to be a failure to attract teen-age patrons, said Mr. Kelly, "so we hit radio hard this season."

The park used four area stations while Pepsi and Teem added the Glen Echo tie-in to regular spot schedules on 11 stations. Some television was used, mainly to attract the younger children, Mr. Kelly said.

Many children — and adults — turned in 500 bottle caps, some as many as 2,000 apiece. "They save all year for this," Mr. Kelly noted.



One of the 12,000 who traded Pepsi bottle caps (see pile in background) for free rides at annual event stops riding long enough to sample a drink of you-know-what.

sample letters for station use and a list of materials that will be sent on request. Spot announcements encourage motorists to stop at hotels or motels with radio sets to receive local and regional tourist information including sightseeing spots, merchandise and road-weather data.

GAB names winners in its Safety-Thon

The Georgia Assn. of Broadcasters Inc. has awarded silver plaques to the 10 radio and tv stations named winners in GAB's annual Weekend Safety-Thon, a traffic safety promotion which attracted the participation of more than 100 GAB members, a record.

WDUN Gainesville, winner in the 1 kw-and-under classification, has won this award four of the past five years, not winning only when owner John Jacobs Jr. was project chairman. Other winners in the small station category were WLBB Carrollton and WGAA Cedartown, tying for second; WBHB Fitzgerald, third place.

WSB Atlanta was first in the big station category; WGOV Valdosta was second; WGST Atlanta was third.

WTVM(TV) Columbus won first place in the tv competition; WSB-TV and WLWA (TV), both Atlanta, were second and third.

WMNZ manager wins in sitting marathon

Cal Zethmayr, assistant manager of WMNZ Montezuma, Ga., went out on a limb—or rather the station's 235-foot transmitting tower—to help raise \$1,000 for the city's youth center last month.

Mr. Zethmayr says the station was turned over to 75 teenagers June 30; they "sold all the time, wrote all the copy and did all of the air work from sign-on to sign-off." While the youngsters were running the station, Mr. Zethmayr climbed the station tower and announced by two-way radio that he would stay up until \$1,000 was pledged for the youth center. He went topside at 8 a.m.; he was down to earth with the pledges by 3:15 p.m.

The station split the day's sales 50-50 with its young sales crew.

WFIL talent program

WFIL-AM-FM-TV Philadelphia has begun a talent development program in the Delaware Valley for writers and performers in television and the other performing arts. It's offering \$3,500 in prizes for original television drama

scripts and the sponsorship of live performances "before selected audiences" in light opera, musical comedy, drama, and variety entertainment over an eight-month period.

The WFIL stations say the performing tours plus appearances on two WFIL-TV specials will provide training and practical experience for the stage, concert hall, and television. In addition, it will provide a "rich talent pool," said the station.

NAB prepares, mails 'Room with a radio' kit

A series of public relations aids has been prepared by NAB to bolster its "Look for a Room With a Radio" campaign. The kits were sent last week to member radio stations with a reminder that the campaign's success depends on station activity locally.

The promotional material was prepared by the NAB Radio Public Relations Committee headed by Hugh O. Potter, WOMI Ownesboro, Ky. The campaign kit was prepared by John M. Couric, NAB public relations manager. The kit includes spot announcements,

Drumbeats...

Ugly ties ■ WAPI Birmingham donated more than 2,000 neckties to Goodwill Industries last month. Collected during WAPI's "World's Worst Tie Contest," keyed to Father's Day, the ugly ties were turned in by listeners, who received a gift certificate from a local department store, applicable on a new tie.

Showstopper ■ WSTU Stuart, Fla., stepped into the breach during a Fourth of July parade. Station Manager Bill Britton, informed that several bands had failed to show up, deleted WSTU's regular programming and inserted march music, calling on those people along the parade route with radio sets to turn up the volume. They did, and the parade went off fine, reports Mr. Britton.

Given enough rope ■ George Cooper, KBOX Dallas, is asking listeners to send him enough string to stretch the 20-mile distance from a door knob at KBOX Radio Park to downtown Dallas. The understanding is Mr. Cooper will be returned to the station by limousine if he ties enough string; if not, he has to hitch hike.

CBC 1962 SALES PLUNGE

Network blames competition from private tv network, stations for estimated \$10-\$12 million loss

The publicly owned Canadian Broadcasting Corp. shows deep financial scars from its first year of operating in competition with the new privately owned Canadian Television Network and independent tv stations.

In an annual report up to March 31, 1962, released last week, CBC said its gross commercial revenue for 1961-62 amounted to \$10-\$12 million less than the figure would have been without the commercial competition.

The commercial success of the competition can only come at the expense of the CBC, said J. Alphonse Ouimet, CBC president.

During the report period CBC had competition from CTV for six months and independent tv stations for about a year in Halifax, Montreal, Ottawa, Toronto, Winnipeg, Edmonton, Calgary and Vancouver. CBC advertising revenue was down \$4,691,533 from the \$37.6 million reported in 1961.

Defending its operations (the government paid \$70 million of CBC's \$107.7 million expenses last year) CBC said, "There is no commercial way in which the second stations and network (in the competitive cities) can match either the program production or distribution of the CBC."

Noting "many changes in broadcasting" since CBC was chartered by Par-

liament 25 years ago, CBC recommended a "major study of broadcasting in Canada . . . periodically to resolve any expressed or unexpressed doubts which inevitably develop as previous findings fade with time."

Elsewhere in its report, CBC noted a "good taste" change in policy concerning language in dramatic productions. ". . . Certain expressions may exceed the normal limits of public good taste and not to be used even though their deletion may, in some measure, detract from the impact of the dramatic work," the report said.

McDonald to go national

McDonald Research Ltd., Toronto, which issues broadcast listener reports based on a spot announcement and long listening period system, goes national in November.

McDonald uses a reach-frequency method covering 3-, 3½- and 5-hour periods during the day and evening and spot announcement frequencies from 5 to 18 per week. The firm now has about 60 radio and television station clients and 27 agencies. This year it will not do the four-times-a-year surveys for the co-operative industry-wide Bureau of Broadcast Measurement, Toronto.

Formal exchanges of programs with Europe

ALL THREE U.S. NETWORKS TO CARRY TELSTAR RELAYS

The exciting days of early radio, when "This is London" or "Paris Calling" were thrilling milestones in broadcasting, will be repeated today with a difference: sight will have been added.

Today is international day for tv, when the first formal tv programs will be exchanged between the U.S. and Europe and between Europe and the U.S. via Telstar, the AT&T communications satellite.

All three U.S. tv networks will carry the historic exchanges live. They have also scheduled specials later in the day on the event.

But even before the tv program exchanges, Telstar made history. The first color tv was relayed by British scientists via Telstar to the AT&T space station at Andover, Me., on July 16, six days after Telstar was lofted into successful orbit from Cape Canaveral. British scientists at Goonhilly Down, Corn-

wall, twice relayed still color photographs and test patterns to Andover. Reception on the first pass was "washed out" as far as color was concerned, it was reported; on the second pass reception and color fidelity were reported as "excellent."

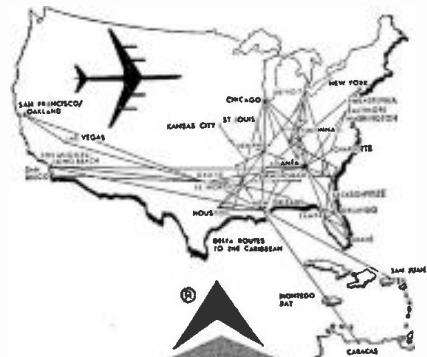
During the first week of Telstar's life (BROADCASTING, July 16), various tests were conducted by American, British and French space stations. These included telephone calls and the transmission of still black and white pictures.

The first major intercontinental telephone conversations via Telstar are scheduled for July 26 with officials of 23 American cities due to talk to their counterparts in 23 cities in 16 European countries. Some of the paired cities: New York-West Berlin, Toledo, Ohio-Toledo, Spain, Boston U.-Rome U., New Bern, N. C.-Bern, Switzerland.

On July 19 international two-way



While fantastic new electronic equipment will soon speed your reservation on Delta, no machine will ever supplant the friendly, personal relationship so characteristic of Delta service.



DELTA

the air line with the **BIG JETS**

GENERAL OFFICES: ATLANTA, GEORGIA

telephone conversations were held by newsmen in Europe and the U. S.

See the World ■ The U.S. tv program, due for transmission via Telstar today, will begin a few minutes before 3 p.m., EDT., on Telstar's 123rd pass. Running for 18-19 minutes, the program will commence with Walter Cronkhite, CBS, in an introductory commentary plus, it is hoped, a montage of pickups from various U.S. points. This is to be followed by Chet Huntley, NBC, acting as narrator, as the U.S. networks feed the following to Europe: President Kennedy's news conference in Washington; Cape Canaveral, with attention to the Venus-bound Mariner I shot scheduled to have been fired July 21; Palo Alto, Calif., for a post-mortem on the U.S.-USSR track meet with appearances by a U.S. and a USSR winner, highways of the U.S. at various locations; Quebec City, Que., Macbeth rehearsal at Stratford, Ont., Seattle World's Fair, Mt. Rushmore; and the 350 voice Mormon Tabernacle choir.

Final pickup will be the United Na-

tions in New York with Howard K. Smith, ABC, doing the wrapup.

The program is the result of production planning of a three-man network committee. The committee consists of Ted Fetter, ABC; Fred Friendly, CBS, and Gerald Green, NBC.

The European Broadcasting Union program will commence a few minutes before 6 p.m., EDT, on Telstar's 124th pass. The program, under the production of Aubrey Singer, BBC, will commence with Big Ben chiming the hour in London. Scenes from all over Europe, narrated by Richard Dumbleby, BBC, will include Sistine Chapel, Vatican City; reindeer in the Arctic Circle, Finland; Champs Elysee, Paris; blast furnaces from the Ruhr, Germany; the southern coast of Sicily; Vienna, and finally Land's End, England.

The Eurovision network comprises 16 nations—Austria, Belgium, Denmark, Finland, France, Great Britain, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzer-

land, West Germany and Yugoslavia. Headquarters are in Brussels.

Network Specials ■ All U.S. networks will carry the exchanges live. In addition, all will have short programs immediately preceding and at the conclusion of the live exchanges. All have also scheduled special reports on the tv milestone: ABC will have a half-hour special at 8:30 p.m., sponsored by Procter & Gamble. CBS will recap at 8 p.m. for a half hour, with Douglas Edwards as the anchor man. NBC plans a one-hour special, beginning at 10 p.m., with Chet Huntley as special reporter. NBC also announced that Gulf Oil will sponsor the live pickups during the two exchanges.

International group meets

The executive council of the Inter-American Assn. of Broadcasters, representing stations in North, Central and South America, met in San Salvador, El Salvador, July 19-21. Attending as U. S. delegate on behalf of NAB was Herbert E. Evans, president of People's Broadcasting Corp., Columbus, Ohio.

EQUIPMENT & ENGINEERING

RCA profits, sales at all-time highs

PROFITS UP 36% TO \$24 MILLION IN FIRST HALF; SALES RISE 18%

With NBC and most of its other divisions moving at new high levels, RCA reported all-time high profit and sales figures for the first half of 1962.

"We believe that if the economy maintains its present level of activity, RCA will do even better in the second half than in the first," Chairman David Sarnoff and President Elmer W. Engstrom said in releasing the midyear re-

port last week.

Profits after taxes rose to \$24 million for the first six months, up 36% from last year. Sales reached \$854 million, up 18%. Earnings per common share totaled \$1.32 as against 97 cents for the first half of 1961.

For the second quarter of 1962, after-tax profits reached \$9.5 million, a gain of 70% over the same 1961

period. Earnings per share were 51 cents, compared to 29 cents for the 1961 second quarter.

In appraising the gains, Gen. Sarnoff and Mr. Engstrom said they reflected strong growth in all principal areas of RCA's business.

Highest Ever ■ NBC "achieved the highest sales and earnings ever scored for the half-year, and the prospects appear good that this upward trend will continue," they asserted.

They said that "sales of RCA home instruments for the first half of the year were the highest in the corporation's 43-year history. Color tv continued as the pace-setter, but black-and-white tv, radios and Victrola phonographs also gained significantly. We are setting new monthly production records in the output of color tubes, with our facilities operating on a round-the-clock basis to meet the public and industry demands."

They said their confidence for the second half is based on the company's "general health," including the NBC gains and also "the increased profitability of all major RCA divisions except electronic data processing where increased sales and rental income are bringing the corporation closer to the goal of profitable operations."

The income statement for the first half and for the second quarter of 1962, with comparable figures for 1961, follows:

STATEMENT FOR PUBLICATION RADIO CORPORATION OF AMERICA AND CONSOLIDATED SUBSIDIARIES CONSOLIDATED STATEMENT OF INCOME

FOR THE SIX MONTHS ENDED JUNE 30

	1962	1961
Products and services sold	\$853,900,000	\$721,800,000
Cost of products and services sold and other operating costs	805,300,000	688,400,000
Profit before federal taxes on income	48,600,000	33,400,000
Federal taxes on income	24,600,000	15,800,000
Net profit for six months	24,000,000	17,600,000
Preferred dividend	1,600,000	1,600,000
Balance for common stock	22,400,000	16,000,000
Earnings per share of common stock as computed on average number of shares	1.32	.97

FOR THE QUARTER ENDED JUNE 30

Products and services sold	428,900,000	360,100,000
Cost of products and services sold and other operating costs	409,200,000	329,300,000
Profit before federal taxes on income	19,700,000	10,800,000
Federal taxes on income	10,200,000	5,200,000
Net profit for the quarter	9,500,000	5,600,000
Preferred dividend	800,000	800,000
Balance for common stock	8,700,000	4,800,000
Earnings per share of common stock as computed on average number of shares	.51	.29

AVERAGE NUMBER OF SHARES FOR FIRST HALF 16,936,000 16,557,000

Net profits reported above are necessarily based in part on approximations and are subject to audit and year-end adjustments.

TvB hopes tv audio device will dent car radio audiences

The advantages to tv stations of a new auto receiver that picks up the sound portion of tv programs are pointed out in a letter from Television Bureau of Advertising to its member stations. Designed and developed by MobilSound Corp., Santa Maria, Calif., the device is called MobilSound Tv AudioMonitor (CLOSED CIRCUIT, July 16).

The AudioMonitor is intended for use with the am radio in any late model American car and on foreign cars equipped with a 12-volt negative-ground electrical system. It translates or converts vhf frequencies for reception over the am car radio. The unit has a turn switch for am and tv positions. Static-free reception can be picked up by the regular auto radio antenna over distances up to 60 miles from a tv station, according to MobilSound.

Among the first to install an

AudioMonitor in his car was George Huntington, TvB vice president for national sales, who said in a letter to stations last week that he hasn't listened to am radio on the road since attaching the device. Convinced that it's a new way to expand tv's audience and advertisers, Mr. Huntington suggested several ways the device could compete with auto radio listening:

"If you don't care for the rock 'n' roll or Muzak-like music of today's radio, tv's sound provides drama, music, news and comedy. Programming is back on the road.

"If your car travel has made you miss favorite tv programs, here's a way to take them with you.

"As station executives, you're alert to what your station is telecasting all the time . . . except when in your car. Now you can listen as you go.

"I heard your television program while driving home the other night' is a conversation starter with any sponsor.

"How many sports events are carried only on television?

"We know what has happened to radio in the home . . . now we can see the same thing happen to radio on the road."

Mr. Huntington told the stations that TvB has no financial interest in the device, but its development has the potential to penetrate an area now left to radio . . . "and one of radio's strongest selling points." Current models of the AudioMonitor are custom-built for professional use (model 627), and are sold on a direct-to-user basis. They are built on a contract basis for MobilSound by Calbest Electronics, Los Angeles. A standard model for the consumer market will be produced later.

Preliminary tests for Echo II succeed

The National Aeronautics & Space Administration is continuing its interest in passive communication satellites, even though Telstar has pretty well put the stamp of approval on active relay satellites for transoceanic radio and tv relaying.

Last week, NASA tested successfully a new ejection and inflation technique for the forthcoming rigidized Echo II. Echo is the NASA project in which an aluminized balloon is placed in orbit to act as a reflector for radio signals. The first Echo balloon (100-ft. in diameter) was placed in orbit two years ago and although its skin is now so wrinkled it is impracticable as a radio reflector, it is still in orbit—but losing altitude measurably.

Launched last week from Cape Canaveral atop a Thor rocket, a folded Echo balloon in a canister was ejected and inflated to its full 135 ft. size. The balloon rose to above 900 miles and drifted about 600 miles down the Atlantic missile range before plunging into the earth's atmosphere and burning up. Last January a similar attempt failed when the balloon inflated too rapidly and ripped. In last week's test, inflation was accomplished more slowly using a Benzoic powder as the inflation agent. The powder turned to gas in the higher altitudes, expanding the balloon.

Aboard the Thor was a tv camera which permitted scientists at Cape Canaveral to watch the ejection and inflation. Also aboard was a motion

picture camera in a recoverable capsule which took pictures of the procedures. The capsule was recovered.

Later in the year, Echo II will be placed into a 700-mile high orbit from the Pacific Missile Range. It will be used to "bounce" radio and tv signals between the U. S. west coast and Hawaii, and between the U. S. East Coast and Europe and South America.

NASA's projected experiments with active satellites are also continuing. Project Relay, being built by RCA, is similar to Telstar and is scheduled to be launched late this year. Relay will be inserted into a so-called low altitude (800-3,500 miles high). Complete coverage of the earth via low-flying satellites calls for 30-40 satellites, so that there is at least one in line of sight always between the U. S. and Europe and between the U. S. and the Far East.

Syncom (Synchronous Communications), under development by Hughes Aircraft Co. for NASA, is an active satellite proposed to be placed into 22,300-mile high orbit. In this orbit the satellite will circle the earth once every 24 hours, in phase with the earth's rotation. In this way the satellite will remain fixed above a point in the earth's equator.

Shure Bros. organizes new products division

Shure Bros. Inc., Evanston, Ill., has established a New Products Division, to be directed by Marvin B. Lorig as vice president for new products.

Shure, manufacturer of microphones, electronic components and high-fidelity

products, says the new division "will actively seek new directions for corporate growth through new product ideas from independent inventors, by joint venture, by acquisition and through internal development."



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BROADCAST ADVERTISING

Mary Ayres elected senior vp of Sullivan, Stauffer, Colwell & Bayles, New York. Mrs. Ayres is management supervisor on Noxzema Chemical Co. account. **Regina Owens** joins SSCB's creative department in New York office as copywriter.



Mrs. Ayres

Charles C. Ramsey, president of Phillips-Ramsey Inc., San Diego advertising and pr agency, elected chairman of board of governors of Transamerica Advertising Agency Network.

Snowden M. Hunt Jr., vp of Wade Adv., Los Angeles, named manager of that office. He succeeds **Paul McCluer**, who will continue as Wade's executive vp on West Coast. Mr. Hunt joined Los Angeles office in 1951; he was promoted to vp in 1955.

Edward B. Shaw appointed supervisor on Hunt-Wesson Oil account of Young & Rubicam, Los Angeles, replacing **James C. Armstrong**, vp in charge of Y&R's Los Angeles office.

Thomas J. Mack, radio-tv production

manager of Allen & Reynolds, Omaha advertising agency, and **Dudley Sauve**, writer-producer, promoted to director and assistant director, respectively, of agency's radio-tv department.

Joseph E. Fanelli, for past three years media director in San Francisco office of Fuller & Smith & Ross, transfers to agency's Los Angeles office in similar capacity. **Earl Timmons**, presently director of media and research at FSR, Los Angeles, is dropping media phase of his activities to devote full time to expanding research work of organization.

Elliot Harris, former member of marketing planning staff of Benton & Bowles, joins Advertising Research Foundation, New York.

Gene Del Bianco joins account management group of Hoag & Provandie, Boston advertising agency.

Richard C. Beeson, group product manager for Colgate-Palmolive's Wildroot men's line and Halo hair-care products, named group product manager for oral products in company's toilet-articles division.



Mr. Beeson

He will be responsible for all phases of advertising, merchandising, sales and packaging of products.

Robert Zane Smith, McCann-Erickson, joins Ketchum, MacLeod & Grove, New York, as creative account executive.

Dennis F. Shanahan joins Robert S. Taplinger Assoc., Los Angeles, as account executive.

Daphne King, former senior writer at J. Walter Thompson, joins copy department of Norman, Craig & Kummel, New York.

Austin Heywood, who resigned last month as promotion and publicity director of CBS-owned KNXT (TV) Los Angeles, joins Davis, Johnson, Mogul & Colombatto Adv., that city, as publicity director and executive on agency's KCOP (TV) Los Angeles account.



Mr. Heywood

Stanley T. Cohen, **Tim Howley**, **Jefferson W. McGrath** and **Emily S. Howald** join Foote, Cone & Belding, Chicago, as copywriters. Mr. Cohen formerly was with J. Walter Thompson Co., New York; Mr. Howley, previously was with MacManus John & Adams, Minneapolis; Mr. McGrath was with

Young & Rubicam, New York, and Miss Howald is graduate of U. of Illinois.

Steve Miller, head of his own Beverly Hills advertising agency, joins Enyart & Rose Adv., Los Angeles, as pr director and account executive.

THE MEDIA



Mr. Browning



Mr. Smith

Lee Browning, vp and general manager of WFIE-TV Evansville, Ind., named general manager of WFRV (TV) Green Bay, Wis., effective Sept. 15, succeeding **E. Berry Smith**, who resigned, effective that date, to join Marine Capital Corp., small business investment firm, Milwaukee, in broadcast executive function. WFRV (TV) Green Bay and WFIE-TV Evansville are owned by George W. Norton, along with WAVE-AM-TV Louisville, Ky. **Jack E. Douglas**, vp and general manager of WCSI-AM-FM Columbus, Ind., has resigned to join WFIE-TV, effective Aug. 1, as general manager replacing Mr. Browning.



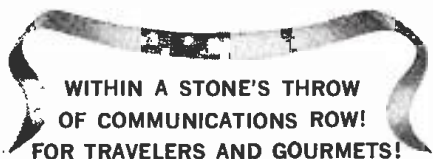
Mr. Douglas

Dick Schofield, general manager of KFOX-AM-FM Long Beach, and **Walter Conway**, general manager of KDIA Oakland (The Sonderling Stations), both California, elected vps of respective stations.

Dick Oppenheimer, vp of Eastern Broadcasting Corp. and general manager of WHAP Hopewell, Va., named general manager of WALT Tampa, Fla., which was recently purchased by Eastern (BROADCASTING, March 19). **Bob Grossman**, operations manager of WXEX-TV Richmond, and **Bill Truitt**, formerly with WINA Charlottesville, both Virginia, join WALT as assistant manager and news director, respectively. **Bill Winters** and **Diane Johns**, members of WHAP staff, to WALT as air personality and account executive, respectively.

Del Raycee, program manager of WDEE-AM-FM Hamden, Conn., promoted to general manager.

Jack Hale named sales manager of WCPO-AM-FM-TV Cincinnati. **Bill Dawes**, program director of WCPO-



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AM-FM, promoted to station director. **Buddy McGregor**, formerly with WITH-AM-FM Baltimore, joins WCPO as program director, replacing Mr. Dawes.

Louis Hummel, former tv account executive with Peters, Griffin, Woodward's Detroit office, named tv sales manager-West in PGW's Chicago Office. **Raymond R. Kaelin**, account executive with Advertising Time Sales, joins Peters, Griffin, Woodward, New York, as radio account executive.

Leonard R. Soglio, former media supervisor with Hicks & Griest, joins WHN New York as account executive.

Charles F. Wister joins WCAU-TV Philadelphia as account executive.

John L. C. Ulrich Jr., account executive with WFLN-AM-FM Philadelphia, joins WFIL-FM, that city, in similar capacity.

Lee Spafford joins KCPX-AM-FM Salt Lake City as account executive.

William H. Brennan Jr., western division manager of affiliate relations for CBS, Hollywood, resigns due to personal requirements. No replacement has been announced.

Henry (Hank) Gulick, radio account executive with The Bolling Co., joins national sales division of WPAT-AM-FM Paterson, N. J., as account executive.

Herbert Resnick joins sales staff of WGR-AM-FM Buffalo, N. Y., replacing **Alan Baer**, who resigned.



Mr. Greenberg

Alfred N. Greenberg, director of special projects for CBS Radio, New York, named field manager of affiliate relations, replacing **Gordon Mason**, who resigned last week to join Golden West Broadcasters.

Mr. Greenberg, who joined CBS Radio in 1960 as manager of promotion services for owned radio stations, had previously served as advertising and promotion manager of CBS-owned WBBM Chicago, and as director of advertising and pr for TelePrompTer Corp., New York.

Paul Wischmeyer, manager of sales service and merchandising department of KMOX-TV St. Louis, promoted to station's sales staff, replacing **Glenn Hathaway**, who resigned.

Fred Mayhew, commercial manager of KTOD-FM Sinton, joins sales department of KGUL Port Lavaca, both Texas. **Jerry Rogers**, KGUL production director, joins KSIX Corpus Christi as announcer.

Rodric M. Smith named director of systems and procedures for Westing-

Broadcasters to seminar

A two-week seminar at the National War College, Washington, D. C., is being attended by a group of radio and tv newsmen as well as newspapermen, state officials, lawmakers and educators. Among the broadcasting contingent:

Tom Matts, KVIL Dallas, Tex.; Lloyd W. Baldwin, WZIP Covington, Ky.; George D. Cowan, KGBC Galveston, Tex.; James O. Hardin, WCOH Newman, Ga.^b Eugene A. Mailloux, WWON Woonsocket, R. I.; Sam W. Anderson, KFFA Helena, Ark. Also listed as attending, but without identification is Gene A. Allen, tv news, Oklahoma City, Okla.

house Broadcasting Co., newly created position. Mr. Smith, with WBC since 1953, functioned in area of automation investigation and systems and procedures standardization for past two years.



Mr. Stanfield

Ray M. Stanfield, director of radio promotion and research for Peters, Griffin, Woodward, New York, promoted to eastern sales manager for radio. **Rowland J. Varley**, senior account executive of Mutual

Radio, New York, joins PGW as radio account executive. Prior to joining PGW last May, Mr. Stanfield was vp and general manager of Belk Radio Stations and general manager of WIST Charlotte, N. C.

Doug Martin appointed director of programs and operations of WCHS-TV Charleston, W. Va.

Robert A. (Buddy) Frase named technical director of WMC-AM-FM and

WMCT (TV) Memphis. **Landon Covington** appointed stations' chief plant engineer.

Don Anglim, director-engineer with WKRC-TV Cincinnati, promoted to night operations manager.

Danny Miller, announcer with WFNL Augusta, Ga., promoted to promotion manager. **Ed Brown** named news director.



Mr. Essex

Harold Essex, president of Triangle Broadcasting Corp. and general manager of WSJS-AM-FM-TV Winston-Salem, appointed to Governor Terry Sanford's commission on educational tv for North Carolina. Mr. Essex is only broadcaster among 26 North Carolinians appointed to commission.

Bill Stout, veteran broadcast newsmen recently doing weekly special report program, *Line of Sight*, on KTLA (TV) Los Angeles, signed by station to replace **Tom Franklin** on nightly *Big Three* and *Big Three Final* newscasts.

Robert E. Thomas and **Yole De Blasio** appointed associate directors of development for Educational Broadcasting Corp., licensee of WNDR (TV) Newark-New York. Mr. Thomas is former senior member of pr staff of New York Life Insurance Co. Miss De Blasio is former associate program director of World Affairs Center—Foreign Policy Assn.

Bill Sheehan named London correspondent for ABC News, replacing **Yale Newman**, London bureau chief since 1953, who returns to ABC News in New York for domestic assignment.

Bob Burlingame appointed news analyst of KIOA Des Moines, Iowa.

Herb Humphries, former news director of KCRS Midland, Tex., and **Dick**

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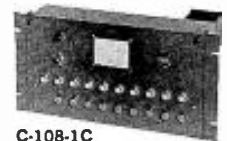
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LABORATORIES, INC.

195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.



C-108-0C



C-108-1C

Kelsey, formerly with WQAM Miami, Fla., join staff of WINZ Miami as news director and account executive, respectively.

Ralph S. Hatcher, national manager of station relations department of ABC-TV network, resigns, effective Aug. 1, to assume ownership and direction of WJBS DeLand, Fla. Transfer of license to Radio DeLand Inc., of which Mr. Hatcher is president, was granted by FCC July 17. Mr. Hatcher joined ABC-TV in New York as regional manager of station relations in 1951. He was promoted to his present post in 1956.



Mr. Hatcher

Paul Vodicka, radio-journalism graduate from Northwestern U., joins WBBM Chicago as press representative. **Dorothy Pierce**, formerly with General Foods Corp., and **Blanche Wheeler**, formerly with WBBM's local sales department, named WBBM promotion assistants.

Olaf Soward, veteran newscaster with WIBW-AM-FM-TV Topeka, Kan., retired July 15 after nearly 40 years as journalist for Capper & Stauffer Publications (owner of WIBW-AM-FM-TV).

Patrick J. Romano, former news director of WTAO Cambridge, Mass., joins news department of WEEI-AM-FM Boston.

Bill Beebe, former news director of KTOK Oklahoma City, and **Lynn Kennedy**, formerly with promotion department of KOCO-TV Enid, Okla., join news and continuity departments, respectively, of KWTW (TV) Oklahoma City.

Jaime Jarrin, special events director of KWKW Pasadena, Calif., appointed director of station's news bureau.

Charles W. Pinkston joins WSVA-AM-FM-TV Harrisonburg, Va., as air personality, succeeding **Emmet Capper**, who was called to active duty with U. S. Army.

William T. Hamilton, general manager of WNDU-TV South Bend, Ind., elected vp and general manager. **Bazil O'Hagan**, assistant general manager of WNDU-TV, assumes added duties of station manager. **Ray Jackson** appointed station's chief engineer.



Mr. Hamilton

Willard J. Stone joins WMHT (TV), etv ch. 17, Schenectady, N. Y., as graphics director. **David J. Robertson** appointed WMHT's studio supervisor.

Robert D. Horan, member of pr department of International Telephone & Telegraph Corp., New York, joins WCHS-TV Charleston, W. Va., as news director. He succeeds **John D. Hurd**, who resigned to become executive secretary of West Virginia Republican Executive Committee.

Roger Micheln, for past three years sales manager of WFRV-TV Green Bay, Wis., joins Black Hawk Broadcasting Co. as general manager of KWWL-TV Waterloo-Cedar Rapids, Iowa.



Mr. Micheln

Buck Herring, formerly with KEWB Oakland, joins KROY Sacramento, both California, as program director.

Martin Campbell resigns as executive director of KERA-TV (etv ch. 13) Dallas.

Andrew C. Pearson, freelance photographer and son of NBC News correspondent Leon Pearson, joins NBC News as cameraman-correspondent in Southeast Asia. Mr. Pearson will be based in Hong Kong.

Jonathan Schiller, former music director and air personality with WROW-

AM-FM Albany, N. Y., and WPRO-FM Providence, R. I., joins WZIP-AM-FM Cincinnati, in similar capacity.

Bob Carlson, member of promotion staff of KOAT-FM-TV (educational) Portland, Ore., named promotion director, succeeding **Chuck Wenstrom**, who has been appointed director of office of information and production services of extension division of Oregon State System of Higher Education, parent organization of KOAT-FM-TV.

John H. Bezner, program department coordinator of WCAU-TV Philadelphia, appointed director of audience promotion.

PROGRAMMING

Dominic Frontiere, production executive and musical director of Daystar Productions, elected executive vp of Daystar Corp. **Ron Silverman**, assistant to producer-director Mark Robson, signed by Daystar Productions as production associate.

Robert G. Wolfson, engineer, teacher and advisor to mayor of Phoenix and governor of Arizona, elected to board of directors of Television City Arizona, projected studios for production of films for tv and theatrical use as well as industrial, educational and commercial films. Mr. Wolfson will supervise all films made for government use by TCA and will also serve as liaison between studio and government groups.

Edward W. Wood Jr., general manager of CBS Housewives Protective League, appointed national sales manager of Cellomatic Industrial Productions, division of Screen Gems. Before joining CBS, Mr. Wood was vp for sales of MBS.

Paul Lyday, member of advertising department of National General Corp., Los Angeles, named director of advertising and publicity for National Theatres. He succeeds **Fay S. Reeder**, who will undertake special assignment in connection with Yuma (Ariz.) Theatre. **Joe Vleck**, in charge of advertising and exploitation for circuit's Inter-Mountain theatres, transfers to home office advertising department in Beverly Hills.

Michael S. Kievman, former central division manager of Ziv-UA, joins Warner Bros. Tv as central division district sales manager, with offices in Cincinnati. **Benjamin De Augusta**, former head booker at MGM-Tv, joins Warner's New York office as traffic manager.

Gerald Green, former producer of *Today* show, named producer of *Chet Huntley Reporting*. **Eliot Frankel**, associate producer of *Huntley-Brinkley Report*, promoted to producer. Both are NBC-TV programs. Messrs. Green and



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NATAS chief re-elected

Robert F. Lewine, CBS-TV, Hollywood, has been re-elected president of National Academy of Television Arts & Sciences. **Ted Cott**, president, Oakland Production, was elected executive vp of NATAS; **Loren L. Ryder**, Ryder Sound Services, was re-elected secretary, and **Mort Werner**, NBC, was elected treasurer. New vps representing their chapters are: **Thomas Van A. Dukehart** (Baltimore), **James W. Beach** (Chicago), **Seymour Berns** (Hollywood), **Don Tuckwood** (Phoenix), **Mark Russell** (St. Louis), **Kenneth Langley** (San Francisco), **Lee Schulman** (Seattle), and **Robert M. Adams** (Washington).



Mr. Lewine

Frankel fill posts formerly held by **Reuven Frank**, who will produce several NBC News specials next season.

Allan Armer, former executive producer of *The Untouchables*, signed to develop new properties for future tv production by Desilu Productions, Hollywood.

John Durant named film editor at Essex Productions, Hollywood, for color film footage shot of Frank Sinatra's world tour on behalf of children's and youth organizations and charities. Film is being edited for possible network tv showing to raise money for underprivileged children in U. S.

Robert Walker, associate producer for Tandem Productions, named director of casting department of Four Star Tv, Hollywood.

ALLIED FIELDS



Mr. Tate

Russell S. Tate Jr. elected president and chief executive officer of Market Research Corporation of America, New York. He succeeds **Samuel G. Barton**, founder of 23-year-old company, who has been named chairman of board. Since joining MRCA in 1952, Mr. Tate has served as director of marketing, vp for corporate planning, and president of Mathematical, Princeton-based subsidiary specializing in application of mathematical

sciences to business and government. Previously, he was vp for sales of Continental Milk Co., Chicago.

EQUIPMENT & ENGINEERING

R. F. Herr, Philco vp and former head of corporation's TechRep Div., named director of long-range planning and overall corporate-government relations, reporting to Charles E. Beck, Philco president. Other changes announced: **H. E. Hockeimer**, to general manager of new communications & electronics division; **Dr. S. Dean Wanless**, to vp and general manager of computer division, and **E. F. Canfield**, to director of corporate-government product planning and marketing staff.

R. Paul Comstock Jr., **Jack E. Ross** and **Gerald L. Shroff** join TRW Computers Co., division of Thompson Ramo Wooldridge Inc., Los Angeles, as district sales managers in electronics firm's Canoga Park, Calif., New York City and Houston, Tex., regional offices, respectively. Mr. Comstock was executive vp for marketing at ITA Electronics Corp., Philadelphia; Mr. Ross was staff planning engineer for Arabian American Oil Co. in New York; and Mr. Shroff was chief of technical computer services for Signal Oil & Gas Co. in Los Angeles.

James J. Badaracco, New England regional sales manager of RCA Service Co., named manager of company's educational tv receiver and distribution systems sales in New York.

INTERNATIONAL

Ralph Foster, former president of Meridian Films Ltd., Toronto, joins Key Film Productions Ltd., that city, in similar capacity.

Wally Rewegan, manager of CKWS Kingston, appointed manager of CHEX-AM-TV Petersburg, both Ontario. He succeeds **Jack Weatherwax**, former manager of CHEX, and **Keith Packer**, former manager of CHEX-TV, who resigned to join Northern Broadcasting Co. Ltd. and Thompson Daily Newspapers, respectively. Mr. Weatherwax will serve as national radio-tv sales director of Northern Broadcasting, with headquarters in Toronto. **Roy Hofstetter** appointed manager of CKWS-AM-TV Kingston.

J. Robert Kerns, with Storer Broadcasting Co. for 21 years, named general adviser of ABC International's associated tv station in Beirut, Lebanon. While with Storer, Mr. Kerns was vp-managing director of several Storer stations. Among Storer stations with which he served were: WAGA-TV Atlanta; WVUE-TV Philadelphia; WBRC-TV

Birmingham, Ala.; WSAI-AM-FM Cincinnati, and WHIZ Zanesville, Ohio.

Dennis Woolings joins news department of CHUM Toronto.

Peter A. York, executive vp of Bureau of Broadcast Measurement, Toronto, resigns to become director of Ontario government's industrial development department, that city.

DEATHS

Ralph MacFarland, 50, founder of Hawaii's Aloha Radio Network, died July 16 of heart attack in Miami (Fl.) Heart Institute.

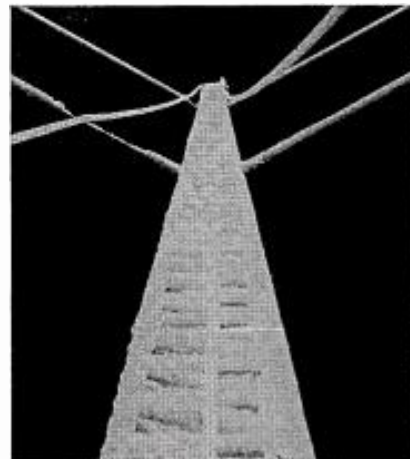


Mr. Dinkins

Harvey Dinkins, 61, farm service director of WSJS-AM-FM-TV Winston-Salem, N. C., died July 16 in that city. He had been confined to hospital since May 15, when his illness was diagnosed as cancer. Mr. Dinkins began broadcasting farm program on WSJS in 1946, and soon afterward was named farm service director. Among many awards and citations he received during his reporter-

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Heavy ice loading, coupled with high winds, is the severest of all tests for a tower. It PROVES sturdiness and sound engineering. Below is a ROHN Communication Tower that clearly withstood such a test.



For Towers That Can Stand Rigorous Abuse, Call or Write. Complete engineering and erection service available.

ROHN Manufacturing Co.

P. O. Box 2000
Peoria, Illinois

"Pioneer Manufacturer of
Towers of All Kinds"

REPRESENTATIVES WORLD-WIDE

broadcast career were those from National Grange, American Forest Products Industries, and North Carolina Farm Bureau.

Erich Saxl, 72, attorney in general counsel's office of Federal Communications Commission, died of heart attack July 12 at Washington Sanitarium. Mr. Saxl joined FCC in 1948.

Karl F. Steinmann, 62, attorney and former owner of WCUM-AM-FM Cumberland, Md., died July 13 at his home in Baltimore.

Robert Codman Hanes, 43, member of KNX-AM-FM Los Angeles news department since 1957, died of cardiac arrest July 12 in Los Angeles County Hospital. He had been hospitalized

since July 5 for infection of intestinal tract.

Quentin MacLean, 66, first theatre organist heard over British Broadcasting Corp., died July 9 in Toronto. Mr. MacLean, who had been in Canada since 1939, until recently played on CBC network programs from CBL Toronto.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 11 through July 18 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. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Carona, Calif.—Kaiser Industries Corp. Bestg. Division. Uhf ch. 52 (698-704 mc); ERP 1014 kw vis., 507 kw aur. Ant. height above average terrain 2995 ft., above ground 237 ft. Estimated construction cost \$1,285,394; first year operating cost \$550,000; revenue \$500,000. P.O. address 300 Lakeside Dr., Oakland 12. Studio location Carona; trans. location near Los Angeles, on Mt. Wilson. Geographic coordinates 34° 13' 29" N. Lat., 118° 03' 47" W. Long. Trans. RCA TTU-25B; ant. RCA TFU-24. Legal counsel Wilmer, Cutler & Pickering, Washington, D.C.; consulting engineer Jansky & Bailey, Washington, D.C. Principals: applicant is corporation made up of over 50 stockholders. Applicant is licensee of KHVH-AM-TV Honolulu, and KHJK (TV) Hilo, both Hawaii. Ann. July 16.

San Francisco, Calif.—Kaiser Industries Corp. Bestg. Division. Uhf ch. 44 (650-656 mc); ERP 113.3 kw vis., 56.9 kw aur. Ant. height above average terrain 1260.5 ft., above ground 275 ft. Estimated construction cost \$1,200,799; first year operating cost \$550,000; revenue \$500,000. P.O. address 300

Lakeside Dr., Oakland 12. Studio location San Francisco; trans. location on San Bruno Mt., 1.6 miles south of San Francisco city limit. Geographic coordinates 37° 41' 07" N. Lat.; 122° 25' 56" W. Long. Legal counsel Wilmer, Cutler & Pickering, Washington, D.C.; consulting engineer Jansky & Bailey, Washington, D.C. Principals; applicant is corporation made up of over 50 stockholders. Applicant is licensee of KHVH-AM-TV Honolulu, and KHJK (TV) Hilo, both Hawaii. Ann. July 16.

Existing am stations

ACTIONS BY FCC

WDOW Dowagiac, Mich.—Granted increased power on 1440 kc, D, from 500 w to 1 kw; conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action July 18.

KCKC San Bernardino, Calif.—Granted increased daytime power on 1350 kc from 500 w to 5 kw, continued nighttime operation with 500 w, and change from DA-N to DA-2; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action July 18.

WLTC Gastonia, N. C.—Designated for hearing application to increase power on 1370 kc, D, from 1 kw to 5 kw; made WLCM Lancaster, S. C., and WHEE Martinsville, Va., parties to proceeding. Action July 18.

Ouachita Valley Radio Corp. & Camden Community Bestrs., Camden, Ark.—Designated for consolidated hearing applications for new am stations—Ouachita on 1450 kc, 250 w-N, 1 kw-LS, and Camden on 1420 kc, 1 kw. D. Action July 18.

WDEA Ellsworth, Maine.—Granted change of facilities from 1350 kc, 1 kw, D, to 1370 kc, 5 kw, D; remote control permitted; and pre-sunrise operation with daytime facilities precluded. Grant as conditioned meets request in petition of Storer Bestg. Inc. (WSPD), Toledo, Ohio. Action July 18.

Wyman N. & Willa M. Schnepf, Abilene, Kans. & Valley Bestg. Co., Beloit, Kans.—Designated for consolidated hearing applications for new daytime am stations to operate on 1560 kc, 250 w. Action July 18.

KKKW, General Communications Inc., Lafayette, La. & South Mississippi Bestg. Co., Mississippi City, Miss.—Designated for consolidated hearing applications of KKKW to increase daytime power on 1520 kc from 500 w to 10 kw, continued nighttime op-

eration with 500 w, and change from DA-1 to DA-2 but with DA, D-CH, only, and South Mississippi for new station on 1520 kc, 5 kw, but with 1 kw CH, DA, D; made WLOX Biloxi, Miss., and WJBI Indian Rocks Beach, Fla., parties to proceeding. Action July 18.

Capitol Telecasting Co. & Austin Bestg. Inc., Austin, Texas—Designated for consolidated hearing applications for new tv stations to operate on ch. 24. Action July 18.

KFNV Ferriday, La.—Designated for hearing application to change frequency from 1600 kc to 1390 kc, continued daytime operation with 1 kw; made KFRA Franklin, party to proceeding. Comr. Lee dissented. Action July 18.

WMID Atlantic City, N. J.—Granted renewal of license. Chmn. Minow and Comr. Bartley dissented. Action July 18.

WBAX Wilkes-Barre, Pa.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. By letter, dismissed opposing petition by WPFL Montrose, Pa. Action July 13.

Gulf South Bestrs. Inc., Houma, La.—Designated for hearing application for new daytime am station to operate on 1010 kc, 500 w, DA; made WJMR New Orleans, and KDLA DeRidder, parties to proceeding. Action July 13.

Queen City Radio Station, Tullahoma, Tenn. & Cannon Bestg. Co., Woodbury, Tenn.—Designated for consolidated hearing applications for new daytime am stations to operate on 1540 kc, 500 w. Action July 13.

Alfred Ray Fuchs, Grants, N. M. & C. M. Rouse, Milan, N. M.—Designated for consolidated hearing applications for new daytime am stations to operate on 560 kc, 500 w; made FAA party to proceeding. Action July 13.

WB1R Booneville, Miss.—Granted mod. of license to change specified operating hours on 1400 kc, 250 w; without prejudice to any action commission may deem necessary as result of its final action on pending applications for renewal of licenses of stations WB1P Booneville, WTUO Tubelo, WGCM Gulfport, all Mississippi, WBOP Pensacola, Fla., and WTUG Tuscaloosa, Ala. Comr. Bartley dissented. Action July 13.

By letter, commission granted request by North Carolina Tv Inc. (licensee of WITN-TV, and controlling interest in WITN, both Washington, North Carolina) and assigned call letters WITN-FM to its recently authorized fm station in Grifton, N. C. Action July 13.

By memorandum opinion & order, commission granted applications for renewal of licenses of WGGH Marion, Ill.; KCUE Red Wing, Minn.; KNED McAlester, Okla.; KRMS Osage Beach, Mo., and WAXX Chipewewa Falls, Wis., each with condition precluding presunrise operations with daytime facilities pending final decision in Doc. 14419. WCAE Inc (WRYT) Pittsburgh, Pa., and Hearst Corp. (WISN (TV)) Milwaukee, Wis., petitioned for inclusion of condition. Chmn. Minow and Comr. Lee dissented; voted to defer action. Action July 13.

APPLICATIONS

KVRH Salida, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 18.

KTRC Santa Fe, N. M.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 16.

New am station

APPLICATION


Golden Meadow, La.—John A. Egle. Request dated July 5, 1962, by same for STA

EDWIN TORNBURG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242;
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164;
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531



to construct and operate am station at Gold Meadow, in accordance with proposals set forth in application filed by Mr. Egle, or by entering into agreement for operation of station as set forth under terms and conditions in application, as filed by KLFT Radio Inc. (Requests 1600 kc, 1 kw, D with remote control). Ann. July 12.

Existing fm station

ACTION BY FCC

KEEN-FM San Jose, Calif.—Granted application and extended time to Oct. 31 to complete construction of its fm station. By letter, denied petition by Foothill Bcstg. Corp. (KPGM-FM), Los Altos, for leave to amend its application to specify frequency 100.3 mc in lieu of 104.1 mc and designate amended application for consolidated hearing with KEEN-FM; returned KPGM-FM application as unacceptable for filing. Action July 18.

New fm stations

APPLICATIONS

Ogden, Utah—Clifford E. Peterson. 101.9 mc, 20 kw. Ant. height above average terrain 49 ft. P.O. address 299 Chimes View Dr., Ogden. Estimated construction cost \$13,300; first year operating cost \$15,000; revenue \$13,500. Principal: Mr. Peterson is sole owner. Applicant has 1/6 interest in United Bcstg. Co. Ann. July 13.

Loves Park, Ill.—Loves Park Bcstg. Co. 100.5 mc, 3.11 kw. Ant. height above average terrain 140.5 ft. P.O. address 1309 So. Central Ave., Rockford, Ill. Estimated construction cost \$5,840; first year operating cost and revenue to be figured jointly with am operation. Principal: Angelo Joseph Salvi is sole owner. Mr. Salvi is permittee of WLUV Loves Park, which is now under construction. Ann. July 13.

Columbia City, Ind.—Clair R. & Bernice L. Reed. 106.5 mc, 3.478 kw. Ant. height above average terrain 147.5 ft. P.O. address 304 W. Ellsworth St., Columbia City. Estimated construction cost \$23,045; first year operating cost \$22,000; revenue \$30,000. Principals: Clair R. and Bernice L. Reed, each 50%. Both have interest hardware and variety store. Ann. July 12.

***Kirkland, N. Y.**—Trustees of Hamilton College. 88.7 mc, .016 kw. Ant. height above average terrain 190.6 ft. P.O. address Hamilton College, Clinton, N. Y. Estimated construction cost \$5,698; first year operating cost \$1,150. Principals: members of the Board of Trustees of college. Ann. July 6.

OTHER ACTIONS

■ Commission granted Rural Bcstg. Co. renewal of license for WCHJ Brookhaven, Miss., for period terminating July 1, 1963, and sent licensee letter which said:

■ "Information in possession of commission, of which you have been advised, indicates that on various occasions during past renewal period you have operated station without regularly employing full time first-class operator, in violation of Sec. 3.93 (c) of commission's rules. In response to official notice of violation citing above matter, you denied that you did not have first-class operator in regular full-time employment. At later inspection, when above violation was again noted, you retracted your earlier denial. It appears that subsequently you did have full time first class operator and that you are now in compliance with commission's rules.

■ "In order to afford you reasonable opportunity to demonstrate to commission that you will fulfill your obligations as commission licensee, your application for renewal of license is granted for period terminating at 3:00 a.m. on July 1, 1963. This procedure will permit commission to review your operations as they exist one year from date of this action, by which time you will have had sufficient time to demonstrate your intention to comply with applicable requirements of commission's rules & regulations." Action July 18.

■ Commission granted renewal of license of KBMY Billings Bcstg. Co., Billings, Mont., but, by separate letter, warned licensee of its obligations under commission's editorializing policy. Commission considered complaint by Clyde T. Ellis, general manager of National Rural Electric Co-operative Assn., of station editorials in September of 1960 which attacked him in connection with station's opposition to establishment of public utility districts in Montana. Commission concluded that in

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 18

	ON AIR	CPS	TOTAL APPLICATIONS
	Lic.	Not on air	For new stations
AM	3,674	69	669
FM	934	66	180
TV	481 ¹	78	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, July 18

	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.

failing to supply copies of editorials promptly to Mr. Ellis and delaying in affording him opportunity to reply to them, station had not fully met requirements of commission's "fairness doctrine." Action July 13.

■ Commission renewed licenses of North Dakota Bcstg. Inc., KXGO-AM-TV Fargo and KXJB-TV Valley City, N. D., and South Dakota Tv Inc., KXAB-TV Aberdeen, S. D. In so doing, it advised state Sen. Charles L. Murphy, Mandan, N. D., that review of his complaints, made in late 1960, about failure of North Dakota Bcstg. Co. to grant him "equal time" did not come under provisions of Sec. 315 and that actions of broadcasting company were not inconsistent with principles enunciated in commission's editorializing policy. Action July 13.

■ By memorandum opinion & order, commission granted applications for renewal of licenses of WGGH Marion, Ill.; KCUE Red Wing, Minn.; KNED McAlester, Okla.; KRMS Osage Beach, Mo., and WAXX Chipewewa Falls, Wis., each with condition precluding presunrise operations with daytime facilities pending final decision in Doc. 14419. WCAE Inc. (WRYT), Pittsburgh, Pa., and Hearst Corp. (WISN), Milwaukee, Wis.,

petitioned for inclusion of condition. Chmn. Minow and Comr. Lee dissented; voted to defer action. Action July 13.

■ By memorandum opinion & order, commission denied request by Assn. of Federal Communications Consulting Engineers for one-month extension of time from July 23 to file reply comments in proceedings on short-spaced "drop-in" vhf tv assignments in Oklahoma City, Okla.; Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C. Commission is convinced that ample time has been afforded all parties to prepare reply comments and that prompt consideration of matters in these docs. requires maintenance of the July 23 date. Action July 13.

■ By order, commission exempted broadcast stations from filing notification and certification of authorization for rebroadcast of another station's programs when they rebroadcast State Defense Network (fm) programs because latter contribute to protection of life and property. Necessary amendments to Secs. 3.121 (b), 3.291 (b), 3.591 (b) and 3.655 (b) of rules covering various broadcast services were made. Action July 13.

WORLD SERIES OF YACHTING

**EXCLUSIVE
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!!!**

Here's your opportunity to present and profit from expert color and description of four to seven days of the exciting America's Cup Races, direct from the scene off the shores of Newport, Rhode Island! We will feed your station seven to fourteen broadcasts per day (one to two minutes in length) starting September 15th. Cost: \$100 per day complete, F.O.B. Newport, Rhode Island. For details contact Arnold Lerner, General Manager, WADK, Newport, Rhode Island. Phone 846-1540. Area Code 401.

Ownership changes

ACTIONS BY FCC

WNRI, Friendly Bestg. Inc., Woonsocket, R. I.—Granted acquisition of negative control (50% each) by Joseph A. Britt and John T. Costa through purchase of Daniel Rubino's 10% interest; consideration \$4,000. Action July 18.

WAPX, The Southland Bestg. Co., Montgomery, Ala.—Granted (1) renewal of license and (2) assignment of license from Ralph M. Allgood and Grover Wise to Walton of Montgomery Inc. (Leon S. Walton, R. I. Vanderpool, Jr., and James R. Plaisance); consideration \$105,000. Walton, assignee president, owns KJET Beaumont, Tex., and WNOO Chattanooga, Tenn., and has interest in KANB Shreveport, and KMLB Monroe, La.; Plaisance has interest in KMLB. Action July 18.

KWNT, Doralcar Associates Inc., Davenport, Iowa.—Granted assignment of licensee to Robert W. and Oneita G. Schmidt; consideration \$95,000. Action July 18.

KFGT, Flagstaff Bestg., Flagstaff, Ariz.—Granted assignment of cp from Marvin J. Colangelo and Howard George Hetzler to Eugene C. Philippi; consideration \$4,000. Action July 18.

KTRE-AM-TV, Forest Capital Bestg. Co., Lufkin, Texas.—Granted transfer of control from R. W. Wortham Jr. et al., to Forest Capital Communications Corp. (R. G. Lewin, president); consideration \$750,000 for 100%; five stockholders have 99% interest in station KLTW (TV) Tyler. Comr. Bartley disented. Action July 18.

KPOR, Quincy Valley Bestrs., Quincy, Wash.—Granted (1) renewal of license and (2) assignments of licenses (retaining trade name) from (a) Donald R. Nelson, L. D. Adcox, Gene R. Johnsick and Richard C. Singleton to same less Singleton, who sold his 15% interest to Nelson for \$500, and (b) from Nelson, Adcox and Johnsick to Nelson, Johnsick and Patricia Ann Nelson through gift of Adcox's 10% interest to the Nelsons. Action July 18.

WATP, Pee Dee Bestg. Co., Marion, S. C.—By order, commission, on showing of compliance with exceptions to three-year holding rule, granted assignment of license to Raymond A. Somers; consideration \$35,000. Action July 18.

WILZ, Holiday Isles Bestg. Co., St. Petersburg Beach, Fla.—By order, commission, on showing of compliance with exceptions to three-year holding rule, granted transfer of control from Harriette C. Spence, executrix of the estate of Edmund A. Spence, to Charles W. Mackey and Richard L. Marsh; consideration \$105,517 for 58% interest subject to certain adjustments. Transferees own WGGG Gainesville. Action July 18.

WVGT, WMDP Inc., Mount Dora, Fla.—Granted assignment of license to Robert A. Lewis (state court appointed trustee of station's assets); consideration \$2,500 for partial reimbursement of operating expenses, and agreement not to engage in radio broadcasting within 15 miles of Mount Dora for five years. Action July 13.

KWSL, G & P Enterprises, Grand Junction, Colo.—Granted (1) renewal of license and (2) assignment of license from Wallace R. Geiger and H. T. Puckett to Mesa Bestg. Co. (V. A. Buckmaster, president); consideration \$26,000. Action July 13.

KRNO, KRNO Inc., San Bernardino, Calif.—Granted transfer of control from George W. Bolling, G. Wm. Bolling III, Cecil L. Trigg and Jack Vaughn to Southwest States Inc.; consideration \$15,000 each to Vaughn and Trigg for 23% interest each, and \$1 to the Bollings for 52% interest and their release from promissory notes and obligations. Southwest States is licensee of KROD-AM-TV El Paso, KOSA-TV Odessa, and KVII-TV Amarillo, all Texas. Action July 13.

KMET, Komet Radio Inc., Paradise, Calif.—Granted assignment of license to Arthur L. Bray; consideration involves \$6,000 rental for lease of real estate and equipment for one year, with option to renew for an additional five years for \$30,000. Station went off air May 12 and has permission to remain silent for period ending Dec. 1. Action July 13.

WXLL, The Laurens County Bestg. Co., Dublin, Ga.—Granted assignment of license and cp from Herbert I. Conner and C. Theodore Kirby to latter and Raymond C. Palmer, d/b under same name; consideration sale by Conner of his 52% interest to Palmer for \$15,000 and relief from liability for debts of assignor partnership. Action July 13.

WKMK, James B. Childress, Blountstown,

Fla.—Granted assignment of cp to Apalachicola Valley Bestg. Inc. (Joe F. Durham Jr., president); consideration \$2,274 for out-of-pocket expenses. Robert D. Sidwell, 15.5% stockholder, owns WJOE Ward Ridge, Fla. Action July 13.

KWHT-TV, Standard Electronics Corp., Goodland, Kans.—Granted assignment of licenses to KAYS Inc. (KAYS AM-TV Hays, Kans.); consideration \$152,500. Ross Beach Jr., assignee president, Robert E. Schmidt, vice president, and estate of Ross Beach, Sr., own KLOE, Goodland. Action July 13.

KFQD, Anchorage Bestrs. Inc., Anchorage, Alaska.—Granted assignment of licenses to KFQD Inc. (Miller C. Robertson and Matthew N. Clapp, Jr.); consideration \$165,780 and agreement not to compete in radio or tv within 50 miles of Anchorage for five years. Robertson has 50% interest in KUEN Wenatchee, Wash. Action July 13.

KTIX, Edward J. Birney liquidating trustee, Seattle, Wash.—Granted assignment of license to Chem-Air Inc. (KETO-FM Seattle; KPAM, KPFM Portland, Oreg.); consideration \$230,000, which will be disbursed to creditors under supervision of court. William E. Boeing Jr., 100% owner of assignee, and his mother own 90% of KIDO Boise, Idaho. Action July 13.

■ Commission granted assignment of licenses of WINS New York, N. Y., from Gotham Bestg. Corp. to Westinghouse Bestg. Inc.; consideration \$10,000,000, conditioned that assignment shall not take effect until the submission by assignee of a request for dismissal of application for renewal of its station WBZA, Springfield, Mass. Chmn. Minow concurred, stating: "I voted for hearing on renewal of this station's license. Majority of commission, however, decided otherwise. In light of that determination and my belief that present transfer serves public interest I concur in today's action." Westinghouse parent company or its subsidiaries own KDKA-AM-FM-TV Pittsburgh, Pa.; KYW-AM-FM-TV Cleveland, Ohio; WBZ-AM-FM-TV Boston, Mass.; WBZA Springfield, Mass.; KEX Portland, Oreg.; WOWO (TV) Wayne, Ind.; WIND Chicago, Ill.; KPFX (TV) San Francisco, Calif., and WJZ-TV Baltimore, Md. Action July 13.

■ Commission granted (1) renewal of licenses of Express Publishing Co., KENS-AM-TV San Antonio, Texas; (2) transfer of control from Frank G. Huntress Jr., Frank G. Huntress III, Katherine H. Minter, W. A. Druce and estate of George W. Brackenridge through sale of their stock to Callertimes Publ. Co., Reporter Publ. Co., Affiliated Newspapers Inc., and San Angelo Standard Inc., increasing their holdings in Express Publ. Co. from 36.83% to 99.2%; consideration \$6,256,000 and agreement to employ Huntress Jr. as chmn. of board for 5 years at annual salary of \$65,000 and thereafter as consultant for additional 5 years at annual salary of \$12,000; and (3) assignment of license of KENS to Texas Star Bestg. Co. (Roy Hofheinz, president), conditioned that assignment not be consummated until Hofheinz has disposed of his stock interest and directorship in station KRYS Corpus Christi; consideration \$700,000. In addition to KRYS, Hofheinz has interest in KTRK-TV Houston. By letter, commission dismissed petition by International Typographical Union opposing transfer of control application. Action July 3.

KCUK, Hiawatha Valley Bestg. Inc., Red Wine, Minn.—Granted assignment of license to Hiawatha Valley Public Service Bestrs. Inc. (George L. Brooks and D. Eldon Lum); consideration \$82,500. Action July 13.

APPLICATIONS

KBBA Benton, Ark.—Seeks assignment of license from Sam Preston Bridges and C. Lavelle Langley (each 50%), d/b as Benton Bestg. Service, to Mr. Langley (100%) tr/as same. Consideration \$33,631. Mr. Langley has no other broadcast interests. Ann. July 18.

WSYL Sylvania, Ga.—Seeks assignment of license from Edwin H. Bass, sole owner, d/b as Sylvania Bestg. System, to Mr. Bass (49%) and W. Herbert Brannen (51%), tr/as Sylvania Bestg. System Inc. Consideration \$10,000. Mr. Brannen is owner of food market. Ann. July 18.

KMAS Shelton, Wash.—Seeks acquisition of positive control of permittee corporation by Bruce E. Jorgenson (present 50%) and Thomas G. Townsend (45%), through sale of stock by Allen Lamb (5%). Mr. Jorgenson will own 53% and Mr. Townsend 47%. Consideration \$200. Ann. July 18.

KMAS Shelton, Wash.—Seeks relinquishment of control by Bruce E. Jorgenson (53%) and Thomas C. Townsend (47%),

through sale of stock of permittee corporation to Robert Sheetz. Mr. Jorgenson will own 40%, Mr. Townsend 38%, and Mr. Sheetz 22%. Consideration \$3,500. Mr. Sheetz is former manager of KAPA Raymond, Wash. Ann. July 18.

KCHU-TV San Bernardino, Calif.—Seeks assignment of cp from Norman H. Rogers, sole owner, to KCHU TV Inc. No financial consideration involved, assignment is in order to gain financial advantages of corporation. Ann. July 18.

WTHM Lapeer, Mich.—Seeks assignment of cp from Robert L. Taylor, James Harris, Robert A. Tripp, Edward P. Oyster, William A. and Robert M. Myers (each 16.6%), d/b as Lapeer Bestg. Co., to same individuals tr/as Lapeer Bestg. Inc. No financial consideration involved. Ann. July 17.

KDMO Carthage, Mo.—Seeks assignment of license from John J. Daly, sole owner, to George A. and Ruth I. Kolpin (each 50%), tr/as Carthage Bestg. Co. Consideration \$80,000. Mr. Kolpin is former employe of CBS and Mrs. Kolpin is presently employed by KDMO. Ann. July 17.

WYTI Rocky Mount, Va.—Seeks relinquishment of positive control of licensee corporation by S. L. Goodman (60%), to Lester L. Williams (100%), through sale of stock. Consideration \$17,500, includes positive control of WODY Bassett, Va.

WODY Bassett, Va.—Seeks relinquishment of positive control of licensee corporation by S. L. Goodman (60%), to Lester L. Williams (100%), through sale of stock. Consideration \$17,500. Mr. Williams owns 40% of licensee corporation of WYTI Rocky Mount, Va. Ann. July 17.

KFIL Santa Ana, Calif.—Seeks assignment of license and SCA from Gus S. Malpee, sole owner, d/b as KFIL Bestg. Co., to corporation, so as to gain financial advantages of corporate status. No financial consideration involved. Ann. July 17.

WXIV Windermere, Fla.—Seeks assignment of license from Louis E. Latham, owner, d/b as Orange County Bestg. Co., to Thomas H. Moffit, tr/as individual; consideration \$60,000. Mr. Moffit is owner of advertising agency and former announcer for WIP Philadelphia, Pa. Ann. July 12.

WTAE (TV) Pittsburgh, Pa.—Seeks transfer of negative control of corporation through sale of 60,000 shares of stock (50%) from Earl F. Reed and Irwin D. Wolf, as trustees for individual stockholders, to The Hearst Corp. (100%); consideration \$10,600,000. Transferee is licensee of WBAL-AM-FM-TV Baltimore and WISN-AM-FM-TV Milwaukee, and is the parent company of WCAE Inc., licensee of WRYT-AM-FM Pittsburgh. Ann. July 12.

KBMT Beaumont, Tex.—Seeks relinquishment of negative control of permittee corporation by Randolph C. Reed and N. D. Williams (each 50%), through sale of stock to Thomas S. Reed II (5%), N. D. Williams, trustee of N. D. Williams Investment Trusts (5%), and L. L. Williams, trustee of The Noel Douglas Williams Jr. Trust (5%). Messrs. Reed and Williams will then have 45% and 40%, respectively. Considerations: Thomas S. Reed will pay \$2,500; \$2,500 to N. D. Williams from trust and the same amount from N. D. Williams Jr. Ann. July 12.

WTVP (TV) Decatur, Ill.—Seeks assignment of license and cp from WTVP-Metropolitan Bestg. Corp. to Metromedia Inc. Metromedia Inc. owns all stock of transfer and there is no consideration involved as transfer is for simplification of financial matters. Ann. July 6.

WLIQ Mobile, Ala.—Seeks assignment of license from Frank Conwell and E. W. Jemison (each 50%), d/b as Jemcon Bestg. Co., to Messrs. Conwell and Jemison and R. V. McMullen (each 33.33%), tr/as Jemcon Bestg. Inc. No financial consideration involved. Mr. McMullen has been general manager of WLIQ since its inception. Ann. July 2.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward denying application of Inter-Cities Bestg. Co. for new am station to operate on 1220 kc, 1 kw, DA, D, in Livonia, Mich., for failure to comply with or warrant waiver of Sec. 3.28(d) of rules. Action July 13.

■ Hearing Examiner Basil P. Cooper is-

sued initial decision looking toward granting application of John Laurino, tr/as Virginia Regional Bcstrs., for new am station to operate on 1410 kc, 5 kw, D, in Chester, Va.; conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action July 13.

OTHER ACTIONS

■ By memorandum opinion & order, commission (1) vacated and set aside June 5 chief hearing examiner's memorandum opinion & order which (a) approved agreement by South Florida Amusement Inc., and Coral Television Corp. providing for dismissal of South Florida's application for new tv station on ch. 6 in Perrine, Fla., and (b) granted Coral's application for new station on that ch. in South Miami, Fla., and (2) remanded proceeding to presiding hearing examiner for further proceedings under commission's Jan. 3 ruling which vacated initial decision and reopened record for further testimony on eight specific issues inquiring into character qualifications of Sherwin Grossman, controlling principal of South Florida. Action July 18.

■ By decision, commission granted application of Crawford County, Bcstg. Co. to change facilities of WTIV Titusville, Pa., from 1290 kc, 500 w, D, to 1230 kc, 500 w-D, 250 w-N; engineering condition. Chmn. Minow not participating; Comr. Cross concurred. Dec. 12, 1961 initial decision looked toward this action. Action July 18.

■ By decision, commission granted application of New Bcstg. Inc., for new class b fm station to operate on 107.5 mc in New York, N. Y., denied application of Herbert Muschel, and dismissed for want of prosecution application of Independent Bcstg. Co., seeking same facilities. Comr. Ford not participating. Oct. 17, 1961 initial decision looked toward grant of new application and denial of both Muschel and Independent. Action July 18.

■ By memorandum opinion & order, commission (1) denied petition by Fifth Market Bcstg. Inc., for reconsideration and grant of its application to increase power of WGSW Huntington, Long Island, N. Y., on 740 kc, D, from 1 kw to 5 kw, DA, with 1 kw-CR, non-DA; and (2) on its own motion, enlarged issues to determine whether WGSW proposal complies with Sec. 3.28(d) (3) of rules and if not whether circumstances exist which would warrant waiver. Action July 18.

■ By memorandum opinion & order, commission denied petition by The Y T Corp. for waiver of interim fm criteria with respect to its application for new fm station in Palo Alto, Calif. Commission stated: "In view of commission's determination that waiver of interim fm criteria is warranted only in those proceedings where initial decision has issued prior to date (December 6, 1961) of adoption of interim criteria, waiver in regard to instant proceeding in which hearing was completed but initial decision had not issued prior to December 6, 1961, is inappropriate. Comr. Cross dissented and issued statement. Action July 18.

■ By order, commission stayed effective date of April 3 initial decision which looked toward revoking license of Mandan Radio Assoc. for KBOM (1270 kc, 1 kw-LS, 250 w-N), Bismarck-Mandan, N. D., for unauthorized transfer of control and other violations, pending consideration of pleading by Capital Bcstg. Inc., applicant for KBOM facilities, and related statement of KBOM. Action July 18.

■ By memorandum opinion & order, commission (1) set aside April 12, 1961 decision which granted application of Sheffield Bcstg.

Co. for new am station to operate on 1290 kc, 1 kw, D, in Sheffield, Ala., and which denied application of J. B. Falt Jr., for similar facilities, also subsequent orders affirming grant, and (2) reopened record and designated applications for further hearing on concentration of control and overlap issues to make determination on compliance by Sheffield with Secs. 3.35(a) and (b) of rules, and by Falt with Sec. 3.35(b). To extent noted, Falt's petition for reconsideration was granted. All previous evidence relative to new issues will be considered along with new evidence to be adduced. If both parties are qualified under rules, new comparative decision will be reached in light of entire record. Comrs. Hyde, Ford & Cross dissented. Action July 18.

■ By order, commission (1) denied petition by Triangle Publications Inc., to clarify or enlarge issues in proceeding on its application to change trans. location of station WNHC-TV (ch. 8), New Haven, Conn., and (2) on own motion, enlarged issues to determine facts and circumstances which led to WNHC-TV's proposal to change trans. site and select specific site herein proposed, and facts concerning WNHC-TV's plans or intentions with respect to proposed station operations with particular reference to programming (live, network and film) and community, communities or areas which station will seek to serve and be identified with. Comrs. Hyde and Craven dissented. Action July 18.

■ By memorandum opinion & order, commission (1) granted permission for TV Corp of Michigan Inc. (WILX-TV, ch. 10), Onondaga, Mich., to withdraw its protest, and (2) after evaluating situation in light of previous findings as well as those actions of which official notice was taken and pursuant to Court of Appeals opinion, reaffirmed Feb. 15, 1961 order which affirmed Sept. 22, 1959 grant of application of WOOD Bcstg. Inc., to change trans. location of WOOD-TV (ch. 8), Grand Rapids, increase ant. height by two feet, to 1,000 ft., and make other changes. Chmn. Minow and Comrs. Bartley and Ford not participating. Action July 18.

■ By memorandum opinion & order, commission denied in all respects petitions by Eleven Ten Bcstg. Corp. for (1) reconsideration of March 15 decision which denied its application for renewal of licenses of am station KRLA and auxiliary and license to cover cp. Pasadena, Calif., (2) remand for further hearing, and (3) oral argument on its petition for reconsideration. Action July 18.

■ March 15 decision was resolved on basis of hearing issues to determine (a) whether, in light of its operations since it acquired KRLA, licensee's assignment application program proposals were made in good faith; (b) whether licensee operated KRLA contrary to public interest in light of manner in which "Find Perry Allen" contest was conducted; (c) whether station's program logs were altered to deceive commission; (d) whether, since assignment, Jack Cooke, alien, has exercised control with respect to KRLA's operations contrary to Sec. 310 of Communications Act and FCC rules and regulations; and (e) whether in light of evidence adduced pursuant to those issues, grant of Eleven Ten's applications would serve public interest, convenience and necessity.

■ Memorandum opinion stated that "our decision rested upon simple proposition that licensee, knowing that his station 'was in mess,' cannot leave town for months, leave actual operation and management of station in hands of others, and reasonably expect commission to close its eyes to what occurred during absence of licensee because of latter's unawareness of what was happening. It was, and remains, our view that licensee's lack of familiarity with station operation and management may reflect indifference tantamount to lack of control; that commission must insist upon effective exercise by licensee of actual control over station operation and management; and that only by holding licensee accountable for operation and management of station can there be any assurance that operation and management will be responsible."

■ In denying request to reopen record, commission stated: "Upon careful consideration of all of its arguments, Eleven Ten has not persuaded us that our views concerning Donald Cooke's efforts to mislead commission should be altered. Facts upon which commission rests its conclusions in this area are set forth in great detail in paragraphs 8-12 of our decision,

and notwithstanding Eleven Ten's elaborate attempt to explain them, such facts nevertheless remain unchanged. We believe that these facts admit of no reasonable interpretation other than set forth in our decision and we regard Eleven Ten's attempt to whitewash such facts or to dismiss obvious problems raised thereby as mere differences of opinion or as result of faulty memory as singularly unconvincing and inadequate. We adhere to views expressed in our decision and reaffirm our conclusions that Donald Cooke is guilty of efforts to mislead commission. To conclude otherwise would require us to ignore facts of record." Action July 18.

■ By separate order in above proceeding, commission also denied petitions for reconsideration by Lake Congregational Church of Pasadena and by Immaculate Conception Church of Los Angeles, since it appears that religious programming offered by station KRLA does not outweigh considerations underlying conclusions reached in commission's decision. By letters, it rejected petitions by International Brotherhood of Electrical Workers, Los Angeles County Epilepsy Society, United Steelworkers of America, AFL/CIO, and American Federation of Radio and Tv Artists. Action July 18.

■ By memorandum opinion & order, commission approved agreement whereby Seminole Bcstg. Co. withdraws its application for new daytime am station to operate on 1500 kc with 1 kw power at Donaldsonville, Ga. and competing applicant, Radio Donaldsonville will reimburse Seminole for \$1,500 expenses in prosecuting its application. By separate action, Commission granted Radio Donaldsonville application, conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action July 18.

■ By memorandum opinion & order, commission, on its own motion, designated for hearing application of KATV Inc., to change trans. location of tv station KATV (ch. 7), Little Rock, Ark., from about 14 miles north of Pine Bluff to about 50 miles northwest of that city and 12 miles west of Little


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Rock and increase ant. height to 1,862 ft. above average terrain; made City of Pine Bluff and Pine Bluff Chamber of Commerce, who petitioned to deny parties to proceeding which will be held in Pine Bluff as requested by petitioners at time to be later set. (Proposed ant. would rise 1,794 ft., the second tallest in pending applications.) Action July 18.

By two memorandum opinions & orders, commission designated for separate hearings applications for new daytime am stations in Riverton, Wyo., of (1) William L. Ross, to operate on 1370 kc, 1 kw and (2) Hugh Jordan Stock, seeking 740 kc, 1 kw. Both applications and opposing petitions by station KVOV Riverton's only existing am station, raise question as to whether Riverton and surrounding area can support operation of two or more am stations and, because of this question, validity of predicted revenues of applicants, and, therefore, their financial qualifications are in doubt. Accordingly, each application is designated for hearing to determine whether applicant is financially qualified to construct and operate his proposed station, and whether his estimate of expected revenues is reasonable. In addition, tower issue with respect to air navigation is attached to stock. KVOV was made party to each proceeding, and FAA was also made party to stock proceeding. Action July 18.

By order, commission designated for hearing applications of Desert Bcstg. Inc. for (1) assignment of cp of station KANT-FM Lancaster, Calif., to Manuel Martinez for \$19,937; and (2) additional time to construct station on issues to determine whether reasons offered in support of request for seventh extension of completion date constitute showing that failure to complete construction was due to cause beyond assignor's control or of for other causes sufficient to warrant further extension within meaning of Sec. 309(b) of act and Sec. 1.323(a) of rules; whether grant would be consistent with commission's policy against "trafficking" in cps; misrepresentation and concealment of material facts, and other matters. Action July 18.

By decision, commission granted applications of G. Stuart Nixon for new class b fm station in San Jose, Calif., to operate on 106.5 mc with ERP 18 kw and ant. height 272 ft., and Franklin Mieuli to increase power of station KHIP San Francisco, Calif., from 40 kw to 80 kw, continued operation on 106.9 mc with ant. height 1,140 ft. Chmn. Minow dissented; Comr. Ford not participating. June 7, 1961 initial decision looked toward this action. Action July 13.

By memorandum opinion & order, commission denied petition by Greenwich Bcstg. Corp., Greenwich, Conn., to enlarge issues in am consolidated proceeding in Docs. 8716 et al. to include determination of type and character of programming service now available to Greenwich from licensed am stations, particularly WSTC Stamford, whether programming needs of Greenwich are met by such programming, and whether those needs will be met by program proposal of petitioner. Action July 19.

By memorandum opinion & order, commission granted petition by KWEN Bcstg. Co., Port Arthur, Texas, to extent of enlarging issues in consolidated proceeding on its application for new am station and that of Vidor Bcstg. Inc., Vidor, Texas, to determine whether Vidor, in the light of facts and circumstances surrounding the convictions for tax evasion in 1951 of its president and 70 percent stockholder, Joseph D. Irion, has requisite character qualifications to receive grant; denied KWEN petition in all other respects. Action July 13.

Routine roundup

OTHER ACTIONS

By memorandum opinion & order, commission designated for consolidated hearing, before hearing officer at time and place to be designated later, 12 applications involved in or relating to proposed transfer of certain broadcast stations of NBC Inc., and RKO General Inc. In brief, they cover requests: 1. By NBC and RKO to exchange their respective Philadelphia and Boston properties (including auxiliaries)—namely, NBC's WRCV-AM-TV (ch. 3), Philadelphia, for RKO's WNAC-AM-TV (ch. 7) and WRKO-FM Boston; 2. By Philco Bcstg. Co. to construct new tv station on ch. 3, Philadelphia (now occupied by NBC's WRCV-TV), and 3. For renewal of licenses of NBC's WRCV-AM-TV Philadelphia, and RKO's WNAC Boston.

Commission made Attorney General of

the United States and Westinghouse Bcstg. Inc., parties to proceeding. Action July 18.

Commission adopted report on its inquiry into broadcast in 1961 of program series entitled "Living Should Be Fun," featuring Dr. Carlton Fredericks, nutritionist, by 50 radio stations. It held, in essence, that proper sponsorship identification should have been made as required by Sec. 317 of Communications Act and that some stations failed to present opposite viewpoints on issues of public controversy, as required by commission's policy, which were raised in some of the programs. No further action is contemplated with respect to past violations of Sec. 317, but commission puts all licensees on notice that they must exercise reasonable diligence in investigating and ascertaining necessity for sponsorship identification to end that they will not be misled nor ignore situations of this kind in future. Commission adds that licensee who did not recognize applicability of fairness doctrine in broadcasting series failed in performance of his obligations to public. Copy of report will be sent to Dr. Fredericks and to all licensees who received commission's letter of inquiry of Dec. 6, 1961. Action July 18.

Enactment of all-channel tv receiver legislation has caused commission to reexamine its proposals to provide "pool" of UHF frequencies for existing VHF licensees and permit dual VHF-UHF operation by commercial tv licensees, which were included in Doc. 14229 concerning fostering expanded use of uhf tv channels. Action July 18.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

Granted motions by Broadcast Bureau and E. G. Robinson Jr., tr/as Palmetto Bcstg. Co., and corrected transcript of June 8 oral argument in proceeding on Palmetto's applications for renewal of license of station WDKD Kingstree, S. C., and for license to cover cp. Action July 16.

By Commissioner T. A. M. Craven

Granted petition by Mt. Holly-Burlington Bcstg. Co., and extended time to July 23 to file replies to exceptions in proceeding on its application and Burlington Bcstg. Co. and Burlington County Bcstg. Co. for new am stations in Mt. Holly and Burlington, N. J. Action July 16.

Granted petition by Gila Bcstg. Co. and Lawrence Ollason, Receiver in Bankruptcy, and extended time to July 30 to file exceptions to initial decision in proceeding on Gila's applications for renewal of licenses of stations KCKY Coolidge, Ariz., et al. Action July 16.

Granted petition by Broadcast Bureau, and extended time to July 19 to respond to motion by The Central Connecticut Bcstg. Co. to enlarge issues in proceeding on application of Rockland Bcstrs. for new am station in New City, N. Y. Action July 13

By Chief Hearing Examiner James D. Cunningham

Because of current workload of Hearing Examiner Annie Neal Hunting, and with consent of parties, transferred proceeding on am application of The Torrington Bcstg. Inc. (WTOR), Torrington, Conn., to Hearing Examiner H. Gifford Irion for completion of presiding officer duties. Action July 16.

Granted petition of Farmers Bcstg. Service Inc., to extent that it seeks dismissal of its application for new am station in Lenoir, N. C., but dismissed application with prejudice, and retained in hearing status application of Alexander Bcstg. Inc. for new am station in Taylorsville, N. C. Action July 13.

Granted petition by Haywood County Bcstg. Co. for dismissal of its application for new am station in Brownsville, Tenn., but dismissed application with prejudice and terminated proceeding. Action July 12

Because of current workload of Hearing Examiner Annie Neal Hunting, and with consent of parties, transferred proceeding on application of Williams County Bcstg. System for new am station in Bryan, Ohio, to Hearing Examiner Chester F. Naumowicz Jr., for completion of presiding officer duties and preparation and issuance of initial decision. Action July 11.

Because of current workload of Hearing Examiner Annie Neal Hunting, and with consent of parties, transferred proceeding in matter of American Telephone and Telegraph Co. charges, classifications, regulations and practices for and in connection

with chs. for off-the-air pickup and relay of tv program material to Hearing Examiner Jay A. Kyle for completion of duties of presiding officer, and, upon closing of record, for certification to commission. Action July 11.

By memorandum opinion & order in consolidated am proceeding in Docs. 8716 et al., granted joint petition by The Greenwich Bcstg. Corp., Greenwich, Conn., Northcastle Radio Inc., North White Plains, N. Y., and Milford Bcstg. Co., Milford, Conn., for approval of agreement whereby Greenwich and Milford would pay Northcastle sum which, under various circumstances, may reach a maximum of \$3,500 for reimbursement of expenses incurred in connection with latter's application for new am station to operate on 1500 kc, 1 kw, DA-D, in North White Plains, N. Y., in return for its withdrawal; dismissed Northcastle application with prejudice. Action July 10.

By Hearing Examiner Thomas H. Donahue

Granted petition by Oakland Radio Station Corp. for leave to amend its application for new am station in Oakland, Md., to specify ant. height of 199 feet above average terrain instead of 206 feet now proposed; application is consolidated for hearing with am applications of Franklin Bcstg. Inc. (WCEF), Parkersburg, W. Va., and Dennis A. Sleighter and Willard D. Sleighter, Everett, Pa. Action July 16.

Upon request of Franklin Bcstg. Inc. (WCEF), Parkersburg, W. Va., and with consent of other parties, extended time from July 11 to July 13 for submission of Franklin Bcstg. engineering exhibit; application is consolidated for hearing with Oakland Radio Station Corp. and Dennis A. Sleighter and Willard D. Sleighter for new am stations in Oakland, Md. and Everett, Pa. Action July 12.

By Hearing Examiner Charles J. Frederick

Cancelled Oct. 15 hearing and, in lieu thereof, scheduled further hearing for July 17 in proceeding on am applications of Monroeville Bcstg. Co., Monroeville, and Miners Bcstg. Service Inc. (WMBA), Ambridge-Alliquippa, Pa. Action July 13.

By Hearing Examiner Millard F. French

On own motion, reopened record in proceeding on applications of Speidel Bcstg. Corp. of Ohio and Greene County Radio for new am stations in Kettering and Xenia, Ohio, and scheduled oral argument for July 18 on petition by Greene County for leave to amend its application. Action July 12.

On own motion, scheduled prehearing conference for July 19 in Largo, Fla., tv ch. 10 proceeding. Action July 12.

By Hearing Examiner Walther W. Guenther

Formalized by order action taken by examiner at July 12 oral argument in connection with joint motion by respondents Connecticut Tv Inc., and Springfield Tv Bcstg. Corp., to quash subpoenaes duces tecum filed June 28 in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., and, for reasons stated at oral argument, denied joint motion, and changed date from July 3 to Aug. 31 for production of specified documents. Action July 12.

Granted motion by Rollins Bcstg. Inc. and request by WHYI Inc. and corrected transcript of record and, on own motion, made further corrections to transcript in Wilmington, Del., tv ch. 12 proceeding. Action July 11.

By Hearing Examiner Isadore A. Honig

Granted motion by R. L. McAlister and oral request by Broadcast Bureau and extended time from July 13 to Sept. 4 to file proposed findings and from July 23 to Sept. 17 to file replies in proceeding on McAlister's application and that of Western Bcstg. Co., for new am stations in Odessa, Tex. Action July 11.

Issued memoranda of ruling made at July 11 conference in proceeding on am applications of Don L. Huber, Madison, and Bartell Bcstrs. Inc. (WOKY), Milwaukee, Wis., granting request by Bartell and extending time from July 1 to July 18 to respond to Huber's amendatory petition, scheduling, on own motion, oral argument for July 20 on Huber's amendatory petition, scheduling July 25 for additional exhibits to be supplied by Huber; further hearing on issues 4 and 5 as presently constituted will commence on July 26. Action July 11.

By Hearing Examiner Annie Neal Hunting

Granted petition by Rochester Area

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Educational TV Assn. Inc., for leave to amend its application for new tv station to operate on ch. 13 in Rochester, N. Y., to report action taken June 13 by its Board of Trustees whereby James M. Spinning, present member of Board of Trustees, was elected to replace Reverend William M. Roche as Secretary, changes made in character of proposed main studio location, and reaffirmation of policy concerning its temporary check-signing procedure. Application is in ch. 13, Rochester, comparative proceeding Action July 12.

■ Pursuant to agreement of parties, advanced Nov. 14 hearing to Oct. 1 in remand proceeding on applications of The Young People's Church of the Air Inc., and WJMJ Bcstg. Corp., for new fm stations in Philadelphia, Pa. Action July 10.

■ Granted request by Mid-Cities Bcstg. Corp. to extent of continuing Oct. 1 further hearing to Oct. 9 in proceeding on its application and La Fiesta Bcstg. Co. for new am stations in Lubbock, Texas. Action July 10.

By Hearing Examiner Jay A. Kyle

■ Purasunt to request of Broadcast Bureau and with concurrence of applicant, rescheduled for 2 p.m., July 18, hearing scheduled for 10 a.m., on that date in proceeding on an application of WIVY Inc. (WIVY), Jacksonville, Fla. Action July 13.

■ Scheduled oral argument for July 26 on motion by Redding-Chico TV Inc., for leave to amend its application for new tv station to operate on ch. 9 in Redding, California. Application is consolidated for hearing with application of Northern California Educational TV Assn. Inc., for new station to operate on ch. 9 in Redding (would operate non-commercially). Action July 12.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Granted petition by Birch Bay Bcstg. Inc. (KARI), Blaine, Wash., for leave to amend its application to bring its programming proposals up to date. Action July 12.

By Hearing Examiner Herbert Sharfman

■ Issued memorandum of rulings on depositions made at July 12 hearing in consolidated am proceeding on applications of Rockland Bcstg. Co., Blauvelt, N. Y., et al., granting motions by Rockland Radio Corp., Spring Valley, N. Y., directed against Rockland Bcstrs. Inc., Spring Valley, notice to take certain depositions, to extent that proposed Michaels deposition shall not be taken; against Rockland Bcstg. Co. notice to take depositions of Mrs. Julia Jacaruso, et al., and of William Scott and Raphael Gould, and depositions shall not be taken; Rockland Bcstrs. Inc., against Rockland Radio Corp. notice to take depositions of William Parker, and deposition shall not be taken; and by Broadcast Bureau against proposed depositions of Griffith Levin and Joseph Michaels to extent that Michaels deposition shall not be taken. Action July 13.

■ Issued memorandum of ruling made at July 10 further prehearing conference in Docs. 14617 et al., granting petition by Spa Bcstrs. Inc. (WSPN), Saratoga Springs, N. Y., to extent of continuing July 16 hearing to be held in Saratoga Springs, N. Y., to date in September to be set by later order, and amending July 16 return date of all subpoenas accordingly. Action July 10.

BROADCAST ACTIONS by Broadcast Bureau

Actions of July 17

WJBS, Wallace Rifkin, DeLand, Fla.—Granted assignment of license to Radio DeLand Inc.; consideration \$90,652.

WACK, Radio Wayne County Inc. Newark, N. Y.—Granted assignment of license to Radio W.A.C.K. Inc. (Joseph F. Sova and Lowell W. Paxson, major stockholders); \$90,000.

KPDO-FM Portland, Ore.—Granted cp to change trans. power output to 9.5 kw.

WEAT West Palm Beach, Fla.—Granted cp to make changes in ant. system.

WURI (FM) Lynn, Mass.—Granted extension of authority to remain silent for period ending Oct. 15.

■ Granted extensions of completion dates as shown: WWIL Ft. Lauderdale, Fla., to Sept. 9; WHOA San Juan, P. R., to Dec. 29; KKOK Lompoc, Calif., to Nov. 30; WGRY Gary, Ind., to Dec. 10; WRVW Waynesboro, Va., to Oct. 1.

Actions of July 16

KPAC Port Arthur, Tex.—Rescinded ac-

tion of July 12 granting renewal of license for am station and auxiliary.

WIOK, McLean County Bcstg. Co., Normal, Ill.—Granted assignment of cp to McLean County Bcstg. Inc.

KLA-991 Las Cruces, N. M.—Granted mod. of cp to change type trans. and ant. system. KMCD Fairfield, Iowa—Remote control permitted.

Actions of July 13

Union Bcstg. Inc., Farmerville, La.—Granted cp for new am station to operate on 1470 kc, 1 kw, D; condition.

WCCW Traverse City, Mich.—Granted increased power on 1310 kc, D, from 1 kw to 5 kw, and install new trans.; remote control permitted; conditions.

WROV Roanoke, Va.—Granted licenses covering increase in daytime power and installation of new trans.; and use of old alternate main trans. at main trans. site as alternate main-nighttime and as auxiliary-daytime.

WAFB-TV (ch. 9) Baton Rouge, La.—Granted license covering cp and redescribe trans. location as Zachary, La. (main trans. and ant.).

KTWO-TV (ch. 2) Casper, Wyo.—Granted license covering cp and redescribe trans. location.

WORLD Boston, Mass.—Granted change in remote control authority.

WZUM Carnegie, Pa.—Granted mod. of cp to change type trans.

WCEN-FM Mt. Pleasant, Mich.—Granted cp to replace expired permit for new fm station.

WDCX (FM) Buffalo, N. Y.—Granted mod. of cp to change type trans. and type ant.

KBBM (FM) Hayward, Calif.—Granted authority to remain silent for period ending Aug. 15.

KELE (FM) Phoenix, Ariz.—Granted extension of authority to remain silent for period ending Oct. 15.

KLIL Estherville, Iowa—Granted extension of authority to remain silent for period ending Aug. 1.

■ Granted licenses covering installation of auxiliary ant. at main trans. site for following stations: KKTU (TV) Colorado Springs, Colo.; WAFB-TV Baton Rouge, La.

■ Granted licenses covering changes in following stations: KKTU (TV) Colorado Springs, Colo. (main trans. and ant.); WSAV-TV Savannah, Ga.

■ Granted cps to replace expired permits for following new vhf tv translator stations: K03AX, Umatilla River TV Inc., Umatilla River Valley, Ore.; K13BW, Utah Construction and Mining Co., Lucky Mc Campsite, Wyo.

■ Following stations were granted extensions of completion dates as shown: WIOU Kokomo, Ind., to Aug. 31; WIVI-FM Christiansted, St. Croix, V. I., to Dec. 26; WZUM Carnegie, Pa., to Sept. 3; WHIM-FM Providence, R.I., to Dec. 15; WKUR Media, Pa., to Sept. 25; WYCR (FM) York-Hanover, Pa., to Sept. 3.

WKMK Blountstown, Fla.—Granted extension of completion date to Dec. 31.

Actions of July 12

WMIT (FM), Mount Mitchell Bcstrs. Inc., Clingman's Peak, N. C.—Granted assignment of cps, licenses and SCA to Blue Ridge Bcstg. Corp.; consideration \$1,200 for lease of property.

■ Granted renewal of license for following stations: KBAL San Saba, Tex.; KBEC Waxahachie, Tex.; KDDD-AM-FM Dumas, Tex.; KDNT-AM-FM Denton, Tex.; KDWT Stamford, Tex.; KEAN Brownwood, Tex.; KFRD Rosenberg-Richmond, Tex.; KFYO Lubbock, Tex.; KGAF Gainesville, Tex.; KGBT Harlingen, Tex.; KGKL San Angelo, Tex.; KMAE McKinney, Tex.; KNIT Abilene, Tex.; KOLJ Quanah, Tex.; KPAC Port Arthur, Tex.; KPET Lamesa, Tex.; KRBA Lufkin, Tex.; KSKX Corpus Christi, Tex.; KSNY Snyder, Tex.; KSTV Stephenville, Tex.; KSWA Graham, Tex.; KTAE Taylor, Tex.; KVIC Victoria, Tex.; KVOU Uvalde, Tex.; WBAF Ft. Worth, Tex.; KHMS (FM) El Paso, Tex.; KTBC-FM & CA, Austin, Tex.; KUHF (FM) Houston, Tex.; KBTX-TV Bryan, Tex.; KGBT-TV Harlingen, Tex.; KPAC-TV Port Arthur, Tex. main trans. and ant. and auxiliary ant.; KTRK-TV Houston, Tex.; WBAF-TV, main trans. and ant. and auxiliary trans. and ant., Fort Worth, Tex.; KEYE Perryton, Tex.

WRKD, KNOX Bcstg. Inc., Rockland, Me.—Granted acquisition of positive control by Carleton D. Brown through purchase of stock from KNOX Bcstg. Inc.

KOGO-TV San Diego, Calif.—Granted license covering use of auxiliary trans. at main trans. site.

KERO-TV Bakersfield, Calif.—Granted li-

cence covering maintenance of ant. as auxiliary facilities at main trans. site.

Midcontinent Bcstg. Co., Sioux Falls, S. Dak.—Granted license for low power station.

WDON Wheaton, Md.—Granted license covering increase in power and installation of new trans.

Columbia Bcstg. System Inc., Philadelphia, Pa.—Granted cp for new low power station; conditions.

K72BB, K76AW, K80AS Texhoma, Tex. and Guymon, Okla.—Granted cps to replace expired permits for changes in uhf translator stations.

K03BP Springer, N. M.—Granted cp to replace expired permit for vhf tv translator station and specify frequency as ch. 3.

WNAH Nashville, Tenn.—Granted cp to change ant.-trans. location (approximately 150 ft. from present site) and install new trans.

WBOC-TV Salisbury, Md.—Granted cp to change ERP to vis. 179 kw, aur. to 90 kw, type trans., and make other equipment changes.

KCMT (TV) Alexandria, Minn.—Granted cp to change ERP to vis. 316 kw, aur. to 158 kw, type trans., and make other equipment changes; ant. height 1,120 ft.

K11CI Ennis, Mont.—Granted cp to replace expired permit for vhf tv translator station.

Second Thursday Corp., Nashville, Tenn.—Granted mod. of cp to change ant.-trans. location, specify studio location same as trans., make changes in DA system and install new trans.; conditions.

KFTW Fredericktown, Mo.—Granted mod. of cp to change ant.-trans. and studio location and type trans.

KCAC Phoenix, Ariz.—Granted mod. of cp to change type trans., ant.-trans. and studio locations; remote control permitted.

W11AB, W13AC Berkeley Springs, W. Va.—Granted mod. of cps to change frequencies to chs 11 & 13 and make changes in ant. systems.

K09DK, K04CM Weed, Calif.—Granted mod. of cps to change ERP to 2.25 w, and make changes in ant. system; frequency to ch. 4, ERP to 2.1 w, and make changes in ant. system.

K11FE, K07DN, K09DN Yosemite National Park, Calif.—Granted mod. of cps to change frequency to ch. 11, and type trans. and transmission line.

K04CL Soldotna, Alaska—Granted mod. of cp to change frequency to ch. 4, type trans., and make changes in ant. system.

K07EX Eklutna Government Camp, Alaska—Granted mod. of cp to change frequency to ch. 7, type trans., and make changes in ant. system.

WEAT-TV West Palm Beach, Fla.—Granted mod. of cp to change ERP to vis. 288 kw, aur. 144 kw, type trans., type ant., and changes in ant. system and equipment; ant. height 980 ft.; conditions.

WUTV (TV) Charlotte, N. C.—Granted mod. of cp to change ERP to vis. 200 kw, aur. 110 kw, type ant., and changes in ant. system.; ant. height 460 ft.

W10-FM Frankfurt, Ind.—Granted mod. of cp to change type trans. and type ant.

■ Granted licenses covering changes in following existing stations: KVIQ-TV Eureka, Calif.; *KETC (TV) St. Louis, Mo.; WPRO-TV Providence, R. I., and main trans. and ant.; KSBY-TV San Luis Obispo, Calif.

■ Granted cps to make changes in ant. system for following stations: KWBE Beatrice, Nebr. (increase height and add series resistor); KWOW Pomona, Calif. (decrease height).

■ Granted cps to replace expired permits for following new vhf tv translator stations: K02BU, K04BR, K05BK, K09CX, K11DD, K13DB, Green River Community Tv Inc., Green River, Utah; K07DE, Spanish Valley Community Tv Assn., Moab, Utah.

■ Granted cps to install new trans. for following stations: KQV Pittsburgh, Pa., as auxiliary trans. at main trans. site: WPIT-FM Pittsburgh, Pa.; WJDX Jackson, Miss., as an auxiliary trans.-daytime at main trans. location, with remote control operation of trans. from studios-daytime only, employing DA-N.

■ Granted mod. of cps to change type trans. for following stations: WHOW Clinton, Ill. condition: KWTX Waco, Texas; KWLA Many, La.; KAOR Oroville, Calif.

■ Remote control permitted for following stations: WXTO (FM) Grand Rapids, Mich.; KLFM (FM) Long Beach, Calif.; KP0D Crescent City, Calif.; WOKJ Jackson, Miss.

■ Following stations were granted exten-

Continued on page 83

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

Aggressive manager strong on sales needed by single market Mississippi independent. Good compensation plus benefits to real producer. Experience and motivation in radio is the prime requirement. Reply Box 784M, BROADCASTING.

Immediate opening for manager for competitive N. C. small market station. Must be energetic, good salesman, sober, civic minded. Excellent salary-commission arrangement. Also need salesman-announcer with same qualifications. Accepting applications for all positions for new station opening in late fall. Send complete resume to Box 787M, BROADCASTING. Replies held confidential.

General Manager and Commercial Manager who would be willing and able to invest in minority interest with either large, Metropolitan market or medium market. Box 832M, BROADCASTING.

Sales

Florida. \$100 week plus 15% and gas allowance. Great opportunity for aggressive, energetic, salesman who loves to sell and make money. Box 145M, BROADCASTING.

Opportunity for a salesman in the fabulous Rocky Mountain empire. Salary and commission. Write Ellis Atteberry, Radio KCOL, P. O. Box 574, Fort Collins, Colorado.

Midwest adult operation 1 kw directional 50 miles north of Detroit needs salesmen or saleswomen. Excellent commission set-up. Call at once Fred Cole, WDOG Radio, Marine City, Mich., Rockwell 5-7944.

Madison, Wis. offers outstanding opportunity. We pay biggest guarantee, biggest commissions, have number one ratings. Immediate opening for seasoned salesman. Phil Fisher, WISM.

Experienced salesman—for really progressive daytimer 75 miles from Chicago. Must be able to sell radio. Present salesman leaving radio—making \$10-15,000 yearly. Send photo and resume to Bill Dahlsen, Manager, WLFO, LaSalle, Illinois.

Creative salesman. Salary and commission. Good active account list to start. WWSR, St. Albans, Vermont.

Announcers

Announcer, first phone required for New England daytimer. Excellent salary. Box 403M, 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.

Wanted: Announcer with first class ticket. Box 682M, BROADCASTING.

Announcer—with first phone—no maintenance. Must have good voice and be able to run a good board for good, adult station... 75 miles from Chicago. Staff well paid—station successful. Need good men who care what they sound like. If that's you, write Box 696M, BROADCASTING.

Announcer who really knows music and production. Restricted, or better, licenses required. Michigan's second market. An opportunity with a growing organization. Tape, photo, resume to Box 713M, BROADCASTING.

Help wanted . . . combination man 1st phone . . . emphasis on announcing. Send tape, photo, salary expected and experience to Box 772M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

First phone announcer. Midwest daytimer. Good working conditions in new building. Good pay, ideal family town. Send tape and full details to Box 724M, BROADCASTING.

Texas kilowatt seeking experience, mature staff announcer \$90.00. Box 730M, BROADCASTING.

Current opportunity for experienced announcer. Smooth delivery, mature resonant voice. Highly formatted operation; production commercial grouped every quarter hour; beautiful music. Midwest. Send tapes, photo and resume to Box 750M, BROADCASTING.

Mature dj with experience in production-commercials. No rock and rollers. Illinois good music station. Excellent salary, many fringe benefits. Personal interview necessary. Give detailed experience, age, education. Box 795M, BROADCASTING.

Announcer-engineer, no experience necessary, can learn both, but must have first ticket. East Coast, salary open. Box 799M, BROADCASTING.

Newsman. Major market station with emphasis on local news coverage screening applications for mature, experienced newsman. Must be able to rewrite, gather "beep" report and use the telephone. You'll be working with an outstanding news team that won the AP award this year. Send tape, resume, references and sample of writing to Box 881M, BROADCASTING.

Announcer—Experienced, fast pace, tight board, for number one in 4 station competitive market. Rush tape and resume to Box 822M, BROADCASTING.

Experienced air personality under 35 for large southern radio station with adult programming. Send tape, biography and recent photo. Box 863M, BROADCASTING.

August opening for experienced announcer. Newly equipped station. Wonderful climate. If you work in Arizona, New Mexico, Utah or Colorado, write Air Mail giving expected salary, number in family and include tape. Our staff knows of this ad. Box 892M, BROADCASTING.

Wanted for leading chain good music stations, announcers of professional quality with first phone licenses. Box 900M, BROADCASTING.

Experienced newsman wanted for Negro programmed station in major Eastern metropolitan market. Box 901M, BROADCASTING.

Mature announcer for medium market station. No collect calls. Salary above average for market size. Resume and tape to KBRZ, Freeport, Texas.

First phone announcer for C&W—CBS affiliate in a beautiful city. Rush tape and resume to Bob Smith, KCIJ, Shreveport, Louisiana.

Opening for strong staff announcer. Complete resume and tape first letter. Pete Sanders, KDLA, DeRidder, Louisiana.

Announcer . . . good voice, for morning news. Some weekends. Good sound station. Send tape and resume. News and commercials on audition. Wait Yetter, Program Director, KLIN, Lincoln, Nebraska.

Good at maintenance? Fair announcer? Looking for job security and an efficient, pleasant place to live and work? Do you feel that holding one job at a time is enough? Want excellent working hours and advantages of small community life for yourself and family? Willing to exchange for loyalty to employer? Then, we have a place for you. Apply letter only . . . KRLN, Canon City, Colo.

Help Wanted—(Cont'd)

Announcers

First phone announcer, 250 watt daytime single station. College town, possible to forward your education while working. Contact Manager, KMCK, Fairfield, Iowa.

Another big, happy voice is needed by WDMV, Pocomoke—fastest growing station in Maryland's fabulous resort area. 1st ticket helpful, not necessary. Contact Jack Moran at once!

Morning glory . . . Early bloomer to tend our garden. Need first class shovel. Call Bob Taylor, 363, 1107 WDLR, Delaware, Ohio.

Midwest adult operation needs at once man with 1st class ticket. Truly trained in maintenance for 1 kw directional operation. Must be able to handle announcing shift. The accent on maintenance and announcing equal. Call at once Fred Cole, WDOG Radio, Marine City, Michigan. Rockwell 5-7944.

Experienced staff announcer 5,000 watter, full-timer. 40 miles west of Philadelphia. Good working conditions; attractive fringe benefits. WCOJ, Coatesville, Penn.

Wanted—announcer-salesman, first phone preferred but not necessary. Baltimore fm station. Base salary plus commission. Contact A. Styne, 300 Garden Road, Baltimore 4, Maryland.

Experienced personality for Pulse rated No. #1 modern format and news station. No screamers. Should have good housewife appeal. Late morning and early afternoon show. Production background helpful. Send tape, resume and minimum salary requirements to Ken Spengler, WCVS, P. O. Box 1506, Springfield, Ill.

Combo man with first ticket experience qualified for good music station. Send tape and full particulars with first letter. Salary open. No drifters. Permanent position. Jerry Collins, Program Director, WPPY Woodriver, Illinois.

We would like to hang your first phone alongside our chief engineers' provided you can do a first class evening show, part teen and part adult. No maintenance with first phone. If you've got the ticket and the talent, don't write, call now, radio one, WELM, Elmira. N. Y. Regent 3-0737.

Thoroughly experienced newsman to gather, write and deliver news at one of Virginia's top-rated radio stations. Only experienced men need apply. Excellent salary. Rush background material and tape to Jim Moore, WGH Radio, 711 Boush Street, Norfolk, Virginia.

Beginning announcer we can train. Work nights and weekends. \$60 to start. Send tape, resume to Eldon Johnson, PD, WKEL, Kewanee, Ill.

Negro disc jockeys wanted. The Ok Group is expanding its programming. Good spiritual men and jive men wanted. Ambitious and experienced air personalities can earn good pay with the oldest and largest Negro Group in radio. Must be able to do a live, imaginative, exciting show and pitch a commercial effectively. Write full details. Send audition tape. The OK Group, 505 Baronne St., New Orleans, Louisiana.

Announcer-1st phone. Central Michigan daytimer. Immediate opening for mature experienced man—no maintenance. Real opportunity, salary open. Rush tape, resume, picture. WJUD, St. Johns, Michigan.

Technical

Wanted—1st class engineer with directional experience who wants to be chief. Box 454M, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Engineer announcer 1 kw, am, fm. Midwest permanent. Full details first letter. Write Box 841M, BROADCASTING.

Combination, engineer, 1st class, and announcer for Christian radio station, 1000 watt daytimer. Send tape and complete resume to Box 843M, BROADCASTING.

Chief engineer—D.J. Immediate opening start \$500.00 per month. Send tapes, resume or call Paul Battisti or Al Anthony EM 6-4411. KAFY, Bakersfield, California.

Experienced first phone. Maintain University fm and tv. KUSC, Los Angeles 7, Cal.

Permanent opening for engineer, first phone, must be good on preventative maintenance, must know AM-FM stereo multiplex. Inquire WBLE, Springfield, Ohio.

New medium market stereo needs engineers-announcers or salesmen. Good pay. Excellent working conditions-personal interview required. Complete resume in first letter to: Stan Anderson, WFOL-FM, 9583 Seward Road, Hamilton-Fairfield, Ohio.

Lake Placid, N. Y. Summer resort, winter resort. Needs good chief engineer able to maintain newly equipped studio with automatic tape gear, remote controlled transmitter, remote pick-ups. Top salary for right man. More if you can announce. Send resume to Don Nardiello, WIRD, Lake Placid, N. Y.

Chief engineer-announcer. New 500 w daytimer in Bucyrus, Ohio. Experienced in installation, maintenance, measurements, reports. Send resume, references, minimum acceptable salary. Crawford County Broadcasting Co., 134 Minell Place, Teaneck, New Jersey.

Engineer with above average technical knowhow. No announcing. Permanent. Radio WLIP, Bill Lipman, Kenosha, Wisconsin.

Daytime directional, maintenance essential. Auburn, N. Y. Phone AL 3-7111.

Production—Programming, Others

Excellent growth opportunity for Producer Director with Capital Cities Broadcast Corp. (Albany, N. Y.) Must have commercial background and some experience. Start immediately. Write Box 798M, BROADCASTING.

Top rated good music station in Florida needs production man with useful ideas and experience. Stable operation with TV affiliate. Send background, experience, audition tape, picture, air mail to Box 817M, BROADCASTING.

Copy chief—experienced and with production ability. Must be creative and imaginative. Immediate opening. CBS, dominate station in market. Contact Carl Hallberg, WDBO Radio, Orlando, Florida.

News director—gathering news, plus air work. City 21,000, emphasis local, regional coverage. Write Manager, KWPC, Muscatine, Iowa.

Experienced farm reporter-announcer for large coverage, adult appeal station with strong farm emphasis. Experience and judgment will determine your responsibility and salary. Top opportunity for a versatile, qualified man. Box 880M, BROADCASTING.

RADIO

Situations Wanted—Management

Pennsylvania broadcasting executive. Nine years present position. Young-aggressive. Interested in manager-sales manager position. Willing to invest. Excellent references. Box 756M, BROADCASTING.

Manager for medium to large market station. College graduate; 21 years in broadcasting; 13 years in management; 8 years at present station. Married. In Midwest but will consider all locations. Exceptionally good qualifications. Box 765M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager—Sales Manager. 12 years experience. Currently sales manager number one station in metro market. Wants similar position in small or medium market. College grad. Family man. Personal billings \$8,000-\$8,500 monthly average. Box 801M, BROADCASTING.

Solid radio background, Programming, sales plus extensive advertising, public relations and business experience add up to an above average manager. Age 34, family, college, civic-minded, good background, finest references—\$12,000 plus—Prefer Florida. Box 854M, BROADCASTING.

Sweet of success . . . yours with imaginative PD. Larger markets. Box 858M, BROADCASTING.

Manager for twelve prideful, profitable years. Long on sales. Now employed, but want full responsibility in Southeast. Excellent personal and ownership references. Area \$10,000. Box 861M, BROADCASTING.

Successful salesmanager, married, employed and competent. Ready to move up. Seeks managerial challenge in West Virginia, Virginia, Kentucky or Ohio. Box 862M, BROADCASTING.

Management desired in Southeast, well qualified let me prove it. Box 865M, BROADCASTING.

Manager medium market station—strong sales—understand costs—programming management—good background. Will furnish resume and references upon request. Box 867M, BROADCASTING.

Rocky mountain area management wanted. Give me free hand, I will make money for you. Box 872M, BROADCASTING.

Somewhere in Florida is a solid operation looking for a family man with 15 years experience as manager, sales manager, program director, sports, announcer, and first phone. I'm searching for that operation. If you need this man, Write Box 887M, BROADCASTING.

Dynamic talent seeks assistant managership—buy later from retiring owner. Box 910M, BROADCASTING.

Veteran, 27, bachelor's degree radio management, programming, advertising. Four years experience public relations, promotion, writing, production. Three years radio including sales. All markets considered, management, sales. Gene E. Floro, 2104 Logan Street, Mt. Vernon, Ill.

Native Illinois manager. 20 years radio, 13 executive. Wide range experience. Small to large operation. Seeks management, assistant, programming and/or news. Prefer Illinois, Indiana, Kentucky, Ohio but will consider others if opportunity is right. Presently assistant manager. Well liked but have reason for change. Highest recommendations. Contact Ted Fairburn, WSIP, Paintsville, Ky.

Announcers

Young, married newsman-announcer, 4 years experience. Gather, write, report local news. Prefer mid-Atlantic or northeast. Box 475M, BROADCASTING.

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 602M, BROADCASTING.

Stop! I'm your man if your station is in Arizona or California and if you want a young announcer with happy attitude, tight production, and excellent sales background. Box 634M, BROADCASTING.

Ben Casey cannot handle your operation as well as I! Young and versatile with a happy sound and tight board. Michigan or midwest preferred. Box 635M, BROADCASTING.

Announcer-Account Executive (combination) Experienced; Air-sales-Production voices, College. Box 688M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Beginner, disc jockey, some experience. Know music, writes jingles, news editing, music library work. Mild cerebral palsy. Box 703M, BROADCASTING.

Career jock. Want professional operation. Prefer Midwest. Top rated in medium market. Box 735M, BROADCASTING.

Female, D.J. announcer—continuity writer, tight board, bright sound. Box 736M, BROADCASTING.

Ann-D.J. available in September. Six years experience in all types of radio. Currently with #1 top 40 station in large Midwest market, seeking larger market with more challenge. Prefer Midwest or East. Tape and resume on request. Box 755M, BROADCASTING.

Talented, young draft-free, top 40, wants small, medium market. Box 760M, BROADCASTING.

Sports-news-programming, veteran 24, married. Seeks radio or tv position with future. Box 761M, BROADCASTING.

Experienced radio announcer. Quality sound for commercial, music and news. Only New England, New York City, New Jersey need apply. Box 773M, BROADCASTING.

"Brevity is the soul of evil" (Hamlet). D.J. newsman, first phone, extensive experience in radio and tv. Wish to move up from present position. Box 779M, BROADCASTING.

Part time, fill-in man. Medium sized market, two years experience. Seeking full time employment. Box 791M, BROADCASTING.

"Snowbird" desires permanent position in Florida. 10 yrs. experience all phases. News & sports a specialty. Let's help each other. Box 792M, BROADCASTING.

Stop reading! I'm the one. Tight board . . . happy sound . . . any format! Young, dependable and married. Will travel. Box 794M, BROADCASTING.

Award winning newsman. Thirteen years experience includes broadcasting, reporting and network news writing. Journalism degree. Family. Box 796M, BROADCASTING.

New York and vicinity: only 22 but 4 years experience. Currently employed south with number one Hooper and Pulse, but New York is home. Box 810M, BROADCASTING.

College graduate, can program both good music and rock, married. Box 840M, BROADCASTING.

College graduate available August, married, 26, vet, strong news, play-by-play; year, two years commercial radio. Looking for good sound, medium market. References, pix, audio tape, video tape available. Salary open but reasonable. Box 844M, BROADCASTING.

First-phone announcer, five years experience, married and settled. Presently employed. Box 849M, BROADCASTING.

First fone combination. Twenty years experience news, play-by-play, engineering. Prefer South but will consider elsewhere. No rockers please. Box 846M, BROADCASTING.

Young experienced D-J looking for position in top 40 or c&w station. Prefer West, or Southwest. Tape and resume available on request. Box 847M, BROADCASTING.

Experienced D.J.; newscaster looking for metro market in Northeast. Box 851M, BROADCASTING.

Friendly, relaxed, seasoned, sincere DJ-announcer in 44th largest market looking. Experienced in adult-record shows, news delivery and production. Salary secondary to conditions. Will reply quickly. Box 855M, BROADCASTING.

First phone operator with six years as chief. Experienced in directional, construction, installation and all maintenance. Desire South Central or lower Midwest location, but will answer and consider any offer. Box 857M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Wandering wolverine wants water wonderland! Top mature air salesman-showman for community minded soft sell adult station. Housewife pleaser. 11 years all phases including program director. Offer unprecedented results, cooperation, community participation and old fashioned loyalty in exchange for unprecedented pay and freedom to create. Light humor, intelligent. No objection small town, farm area, unusual hours, copy, production, special events. Present pay and conditions very far above industry average but in wrong state. Present fine employer deserves at least a month's notice. Box 859M, BROADCASTING.

Still using those greasy kid jocks on your air? Try a scintillating swinger. Tight board, quick mind, single, will travel. Box 860M, BROADCASTING.

6 years experience. Personality dee-jay, tight production, ready to move up and settle permanently before September. Draft free, family man . . . want \$150 . . . first phone. Box 868M, BROADCASTING.

College grad., D.J., strong news voice, solid commercial delivery, married. Box 866M, BROADCASTING.

Right hand man, experienced dj, newsman, chief engineer, PD looking for up to date, popular station with format suited to modern radio. Not a drifter; all my moves have been up, want this one to be same. Vet, young, single, hard worker, college, references. Like Wisconsin, Florida, mid-west, southwest, western states, but will consider almost any location. Box 869M, BROADCASTING.

I'm 23, and I've arrived, with a style that's tight, fast and alive. I really rock with ratings high, and my listeners go out and buy, buy, buy. I'm in a place with plenty of people, can you attract me from the top of this steeple. Box 899M, BROADCASTING.

Announcer/DJ. Swinging modern sound. Young. Cheerful. Competent. Tight production. Box 902M, BROADCASTING.

Announcer experienced in FM seeks work in AM or FM, prefer N. Y., Conn., area, will contemplate others, presently employed. Box 871M, BROADCASTING.

Experienced announcer, friendly personality DJ wants permanent position with security and future. Good knowledge of music, production, tight board. Not a floater or screamer. Box 875M, BROADCASTING.

First phone announcer-DJ—seeking position in Tennessee or surrounding states. Four years experience. Family man. \$90 minimum. Box 877M, BROADCASTING.

Announcer, experienced, dependable, tight board, draft exempt, want to settle. Box 878M, BROADCASTING.

3 years experience, 29, veteran, articulate, good board, AM/FM Midwest. Available August 1st, married, permanent. Box 879M, BROADCASTING.

Young announcer—experienced, mature voice. Prefer D. C. area. Box 885M, BROADCASTING.

Announcer, first phone, sales. Experienced family man desires Florida station. Position must offer security. Box 888M, BROADCASTING.

I want to go west—Utah, Idaho preferred—Have first phone and know engineering. Good production. Like top 40 or any good sound—Have #1 show on #1 station. I won't punch a clock because I dig 60 hour weeks. Box 890M, BROADCASTING.

Announcer, 23, single, 4 years experience, presently employed, want to relocate. Reliable, responsible. Draft exempt. Box 893M, BROADCASTING.

3½ years experience at same station, desires position with advancement. References from employer, must give 1 month notice. Box 906M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

D. J. newsman, 3 years experience. Bright, tight production, personality or staff, any music. P.D. experience, college. Want permanent. Box 898M, BROADCASTING.

TV/radio sportscaster. Exciting play-by-play, 10 years experience. Box 896M, BROADCASTING.

News and sports man. College graduate student with two years experience on college FM station, as sports director and newscaster. Excellent play-by-play on all sports including bowling. Veteran, good appearance, business degree, want to learn radio sales. Will relocate. Box 897M, BROADCASTING.

Thirty-four year old Ohioan. Announcer D.J., wants change. Eight years behind mike, six at present location. Would like a try at sales also. Hard worker, and will come highly endorsed by present employer. Family man, prefer Ohio, Michigan or Indiana, but will consider all other locations. Phone 7-1447, Defiance, Ohio, or wire: 1624 Baringer Drive, Defiance, Ohio.

Situations Wanted—(Cont'd)

Announcers

Announcer. Excellent references, sincere and reliable. Little experience but a lot of drive and interest. Know board and broadcast procedures. Will locate anywhere. Box 909M, BROADCASTING.

Now in greater Boston market, personality D.J. (not a screamer). Num. 1 pgm. 5 years, college grad, vet, family. Looking for big market; good pay. Try me and one year from now you'll be glad you did. Box 912M, BROADCASTING.

Tops in copy. Disc-jockey. Ideal gal great, hire me, don't wait. Box 920M, BROADCASTING.

Experienced p.d., sales, newsman. Brown graduate, 33, married, dependable. Available immediately. Write Doug Stone, Phillipsburg, Kansas, or Liberty 3-4209.

Mature announcer—1 year experience. Broadcasting school, college, married. Dependable, good voice—need room to grow. Box 921M, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

TF (until forbid)

RATES

Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)

Help Wanted—25¢ per word—\$2.00 minimum

Display ads \$20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)

1" 2" 3" 4" other

All other classifications 30¢ per word—\$4.00 minimum (No charge for blind box number)

Indicate whether Radio or TV

Radio

TV

HELP WANTED

- management
- sales
- announcers
- technical
- production-programming

FOR SALE

equipment

WANTED TO BUY

- stations
- equipment

SITUATIONS WANTED

- management
- sales
- announcers
- technical
- production-programming

ADDITIONAL CATEGORIES

- Instructions
- Business Opportunity
- Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _____

COMPANY _____

ADDRESS _____

Remittance enclosed \$ _____

Bill

Situations Wanted—(Cont'd)

Announcers

Announcer, experience includes commercial and general manager. Excellent voice. Smooth or fast music. Interested in news. First license if required. 227½ Maple, Ashland, Ohio. Phone 4-8262.

Announcer/DJ. Experience in top 40 & Country & Western, taping, writing copy, mc'ing live shows. Tight board, authoritative news. 24. Veteran, broadcasting school grad. Not a drifter. Bill Johnstone, 445 Femmer Drive, New Madrid, Mo. Phone 372.

Ambitious—have 1st phone-experience. Desire relocate West, Midwest. Work schedule arranged to permit college attendance. Glenn Faucks, 20-54 Crescent St., Astoria, N. Y.

Some experience, good voice, run tight show, have first phone. Would like to hear from your area. Mickey Michael, 305 West First, Arlington, Texas.

1st phone, young, experienced, married, top forty. Air check on request. Available now! \$115 weekly. Roger Lindsey, Mena, Arkansas. Ph. 612.

First phone ann./newsman. Two years experience. Four years college. 26 years old. Draft exempt. Presently employed. Excellent references. Write: Jim Loomis, KCUE, Red Wing, Minnesota.

Technical

Engineer with over ten years experience as chief TV, AM, FM desires responsible position with progressive company. Box 631M, BROADCASTING.

Director of Engineering sought with group or aggressive station by consultant practicing for 16 years. Thoroughly familiar with directionals, broad experience in broadcasting, BS degree, 6 years with FCC. Resume and references. Available 30 days. Box 775M, BROADCASTING.

Chief 4½ years, built maximum-power vhf station and microwave. Midwest, West. Box 813M, BROADCASTING.

First phone, 4 years experience AM transmitters, family man, desire permanent position Northeast. Box 864M, BROADCASTING.

1st phone. Engineer, 10 years experience, heavy on maintenance seeks permanent position with stable station. Some announcing ability. Available upon 2 weeks notice. Box 895M, BROADCASTING.

Employed as office manager. Returning to engineering. Have own test equipment. Experienced in building, maintaining, or repairing equipment. No announcing. Stable position only. Box 908M, BROADCASTING.

First phone and fast learner. Would like to learn your engineering. Don Coffee, 12212 Brisbane, Dallas, Texas.

Available immediately, 1st ticket engineer. Age 21, single, service completed. Wants California. \$100 minimum. Grantham graduate. John Mischok, 607 22nd St., N.W., Washington, D. C.

First phone, some experience. Handicapped, go anywhere. Earl J. Key, Clarksville, Arkansas, Route #1, Pleasant 4-2288.

Beginning engineer or combo first phone 21, white, draft exempt, dependable, will announce. Any area considered. Larry Rodgers, 27 Belmont, Call Asheville, N.C., AL 2-3475 collect.

Production—Programming, Others

Program executive. Announce, sell, a worker; gets results. Conservative. Seeks immediate change. Prompt reply. Box 793M, BROADCASTING.

Quality news director medium market, seeks quality station opening larger market. 36. M.A. Community leader. Tops all around. Air work too. Make my competition happy. I haven't in years. They're my best reference. Box 826M, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman: 10 years experience—5 with wire service, 5 with radio station, executive position with each. B.S. degree. 30, married, hard-working, enterprising, production-minded. Good voice. Seek major market. Box 675M, BROADCASTING.

Creative radio man who has worked himself up to manager position would like to accept the tv challenge. Wide radio background—you name it, I've done it. Looking for opportunity to prove self in tv production and direction or work as operations manager. B.A. degree. Box 850M, BROADCASTING.

Production, copy, DJ. . . . Have briefcase—will sell. Top forty or modified. Now employer. Midwest and South only. Box 874M, BROADCASTING.

Wanted angel. Help make come back in radio. Heb. 13:2 Prefer behind the scenes or administration but can help on mike. 12 years varied experienced. College, family, 40, good references, bondable. Box 891M, BROADCASTING.

Program and sports director wishes to advance with growing station. College sports if available, have family. Experience. Box 911M, BROADCASTING.

TELEVISION

Help Wanted—Sales

Number one Tv Station in midwest market needs alert, experienced local salesman. Exceptional benefits for right man. Send photo and complete resume to Box 658M, BROADCASTING.

CBS owned KMOX-TV, has opening in sales promotion dept. Excellent opportunity for ambitious young man. This is a sales trainee position involving preparation of sales materials, national sales contacts, and trade promotion experience in tv. Sales promotion desirable. Send complete resume and samples of sales presentations if you have them to: Judd Choier, KMOX-TV, St. Louis 6, Mo.

Announcers

Immediate opening for experienced on-camera announcer. Network affiliated station located in south central states. Station has been on air for seven years. News and weather background will be helpful. Replies will be acknowledged and all tapes returned. Send complete background information, reference, salary requirements, and audio tape to Box 763M, BROADCASTING.

Technical

Top maintenance engineer, studio, transmitter microwave and off-air rebroadcast receivers. Top pay for top man. California coastal area. Send full resume to Box 842M, BROADCASTING.

Experienced engineer for Louisiana VHF, capable of all studio maintenance. Box 894M, BROADCASTING.

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Technician, 1st phone, WBTW, Florence, South Carolina. Control room, VHF transmitter duty, multiple ownership, fringe benefits. Prefer some tv experience, but will consider solid radio technical background. Send resume and recent photograph to: Engineer Manager, WBTW, Florence, South Carolina.

Expanding Florida VHF station has need for several first class licensed engineers. Interested applicants should rush full details to Chief Engineer, WEAT-TV, P.O. Box 70, West Palm Beach, Florida.

Help Wanted—(Cont'd)

Production—Programming, Others

News director for radio tv outlet in Midwest. Man should be good on the air and on camera. Person should be able to direct or man department. Box 815M, BROADCASTING.

Production director tv with announcer ability for tv and radio outlet in Midwest. Excellent opportunity for announcer or director looking for step up the ladder. Box 816M, BROADCASTING.

"The eight dimensions of news!" Off-beat human interest; hard documentaries; pro and con; the police scene; outer space; history, today and tomorrow. I can blend them all to offer the kalidescope that impales the viewer of today's television news. Is there a courageous company that will back me up? 14 years broadcasting experience. College, radio/tv school. Currently news director NBC TV affiliate in small market. Five years top-ten market radio news. Family man. Independent in politics and religion. No s-o-f but have tape, pixs, resume & references. Box 913M, BROADCASTING.

Staff director. Immediate opening for right man with minimum 2 years in responsible directing job. Must have full resume, references and photo first letter. Midwest. \$115 week to start. Box 915M, BROADCASTING.

Director-photographer. Immediate opening for young man experienced in all phases production and tv photography. Must be draft exempt. Expanding NBC affiliate in university climate. Contact R.M. Lumpp, Program Manager, WCHW-TV 33, Inman Hotel, Champaign, Ill. 352-7673.

Opening #2 man Midwest medium market radio-tv newsroom. Strong all phases including airwork and administration. Clean deliver, college grad., over 25, 5 years in business. Send all, including salary demands and audio tape first letter. Craig Tennev, Director, KCRG News, Cedar Rapids, Iowa.

Newsman for prestige station WSBT-AM, FM, TV. Good opportunity for young man with journalism background wanting to move to top rated news operation. Send tape and photo or video tape to Personnel Director, South Bend Tribune, South Bend, 26, Indiana.

Promotion director wanted for established department. Must be familiar with lay-out, on the air sponsor reports, etc. Need a top notch man or woman who can take charge. Send resume and sample of work to Bob Smith, Program Director, WTVG-TV, Rockford, Illinois.

TELEVISION

Situations Wanted—Management

Experienced Agency Vice-President. For: Assistant General Manager, in Charge of Tv Programs and station operations. Age 38. Have had twenty years in radio and television. Started in Tv in 1949. Experienced in all phases, programming, sales, operations and announcing. For last seven years have been Vice-President of six advertising agencies, affiliated in the south. Only interested in becoming the assistant to a general manager of Tv outlet in good size market. Box 638M, BROADCASTING.

Sales

Yellow Pages salesman with Reuben H. Donnelley Corp. in Nation's 4th Yellow pages market. TV experience—7 years director-personality. Box 820M, BROADCASTING.

Announcers

11 years U. S. Weather Bureau, Washington, D. C. AMS membership. 31 years old, married, family man. Available immediately. Box 886M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

61" clean cut radio announcer, over two years at same station wants to get into tv. Good staff, excellent interviewer. Box 907M, BROADCASTING.

Technical

Chief engineer: fourteen years experience in all phases of television construction operation, F.C.C. applications. Last eight years as chief. Box 845M, BROADCASTING.

Chief engineer. Proven ability in highly competitive market. \$800.00 monthly, or salary and percentage of savings I effect. Box 903M, BROADCASTING.

Production—Programming, Others

Top rated, award winning newscaster. Experienced major market news director. Best references. kines available. Box 778M, BROADCASTING.

TV news director experienced in all phases of tv news work. Plus good on air record. Box 348M, BROADCASTING.

Fresh ideas and funny bits. Writer, producer, director, tv or radio. Last four years in ad agency. Want back. 1st phone, too. Major markets only. Box 905M, BROADCASTING.

Writer, producer, director, tv and radio. Comedy and public affairs. Major markets only. BOX 916M, BROADCASTING.

Fresh ideas and funny bits writer, producer, director tv or radio. Last 4 years in ad agency, want back. 1st phone too, Major markets only. Box 917M, BROADCASTING.

Pick a national award winner! College graduate with major market experience in program promotion, sales promotion, research and publicity. 9 years in tv-radio. All systems are go! Box 918M, BROADCASTING.

FOR SALE

Equipment

Used FM transmitters. One 10-kw Western Electric now operating. One 1-kw Western Electric. Write Box 725M, BROADCASTING.

For sale—G.E. package 250 watt transmitter dual console limiter, PT-6 Magnicord tape recorder—two presto turn-tables. Good condition. Box 829M, BROADCASTING.

1 kw Dumont transmitter, including side band filters. Excellent operating condition. \$9,500. KCHU, Box 18, San Bernardino, California.

One Gates level devil. Like new. Used less than six months—\$150.00. FOB, WENC, Whiteville, N. C.

One Gates Seeberg Model 200 automatic library record player unit, complete, in good condition. Ideal for automation. \$375. Write or phone R. Monroe, WRGM, 2314 West Cary St., Richmond, Va. El 3-6656.

Two Ampex 601 tape recorders, rack mounted, in good condition except for VU meters. \$275 each, or \$500 for both. Write or phone R. Monroe, WRGM, 2314 West Cary St., Richmond, Va. El 3-6656.

Spotmaster Cartridge Recorder and Playbacks, one model 44 master recorder plus three playback units, all now in operation, to be sold as package, at less than half new price. Phone or write R. Monroe, WRGM, 2314 West Cary St., Richmond, Va. El 3-6656.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

For Sale—(Cont'd)

Equipment

Magnicord tape recorders (full track, 7½ and/or 15 i.p.s.). Equipment in good condition, both mechanically and electrically. Two PT6-AH recorders (rack mount)—\$100.00 each; Two PT6-R Record/playback amplifiers (rack mount)—\$75.00 each; One PT 6-HT Switch panel—\$15.00; One PT 6-A Recorder with portable case & cables—\$125.00; One PT 6-J Record/playback amplifier with portable case \$100.00. Radio station WGL, Fort Wayne, Indiana.

Xmission Line; Teflon insulated, 1½" rigid. 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

For sale—one 50 kw AM transmitter, RCA type 50B, currently in regular broadcast operation. One 500 watt composite AM transmitter, air cooled, self contained, operable 550 kc to 3 mc. Two 315 foot towers. Lehigh, self-supporting, galvanized heavy duty, insulated base, extendible 100 feet, presently used AM broadcasting. Located close north shore of Long Island. Available in fall. For information contact National Broadcasting Company, 37 Rockefeller Plaza, New York 20, New York, Attn: R. R. McMillin, Room 1410W.

RCA TT-5 tv transmitter, low band, good condition, presently on air. Plans and or service available for air conversion to Amperex 6076. Good assortment spare parts included. P. O. Box 429, Redwood City, California, or call area code 415: 369-4675.

Unused transmission equipment 1 5.8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; 7½" ditto, 90' foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydrators, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

For Sale—Price \$1200.00. One programming automation unit—This unit will operate 8 hours continuous without attention—using a 14 inch reel of double track tape for music at 3¼ I.P.S. and 10 inch reel for announcements at 3¼ or 7½ I.P.S. speed. Mounted on 8 foot rack—Ideal for nighttime programming. Contact Leonard Ballard, Chief Engineer, Swanco Broadcasting, Inc., 5th and Park St., Des Moines, Iowa.

WANTED TO BUY

Equipment

Wanted: General Electric 125 kw UHF amplifier equipment. Must be complete with power and heat exchange and in good condition. Box 711M, BROADCASTING.

Wanted by our clients. Radio fm, and tv test and measuring equipment. "Thirty years in broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Used UHF transmitter wanted by education institution. Channel 14 30 preferred. Box 852M, BROADCASTING.

Small college (independent, non-profit, degree-granting) starting radio broadcast courses needs console, two turntables, two professional tape recorders, rack, microphones. Will buy or be grateful for gifts. Box 876M, BROADCASTING.

STL—950 Mc/s for use in FM installation. Call Glenn Winter, 25531, York, Pennsylvania.

Platinum electronic scrap bought. Noble Metals, Box One, Airport Station, Los Angeles 9, California.

Wanted to Buy—(Cont'd)

Equipment

Ampex 351, 354, Fm antenna (gain 4.1 or more), frequency and modulation monitor. KRAB, 9029 Roosevelt Way, NE, Seattle, Washington.

Need RCA 77-D or 44-B mike. Good condition. Also standard rack. WSIP, Paintsville, Ky.

WANTED TO BUY

Stations

Am station wanted by responsible individual. Any area considered if station now profitable and capable of further improvement thru continual emphasis on audience and advertiser relations. Immediate action if priced realistically. Replies held absolutely confidential. No brokers. Write or phone: Peter H. Sause, 116 Wayford Terrace, Garden City, N. Y., Phone PL 1-5541.

Want station in the Southeast section. Must do over \$100,000. Credit can be checked. Harold L. Schwartz, 1289 South James Rd., Columbus 13, Ohio.

Responsible broadcaster desires additional upper Midwest radio station. M.D. Price, 1152 First National Bank Building, St. Paul, Minnesota.

INSTRUCTIONS

FCC 1st 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.

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.

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 August 27—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

Six weeks courses in FCC first phone license, and in Announcing. Nine months courses in Chief Engineer. Program Director, Owner-Manager. Guaranteed training and placement service since 1947. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start July 31, and Sept. 18.

Miscellaneous

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Days-Dates-Data." New Deejay gag service. Sample copy \$3.00. Show-Biz Comedy Service—(Dept. BM) 65 Parkway Court, Brooklyn 35, New York.

Make your program sparkle! 101 features and facts for radio personalities. \$2.00. John Cunningham, P. O. Box 213, Louisville 1, Kentucky.

Tapes. 1200' 99¢. Sample 25¢. Free catalog. Box 3095, Philadelphia 50.

Business Opportunity

One or two working partners to operate new station. Excellent opportunity for the right party. Reasonable investment. Box 833M, BROADCASTING.

West Coast Florida station to go on air in fall has stock interest and long term financing available to non active partners. Box 870M, BROADCASTING.

Capital available for mortgages on smaller broadcast properties in South or Southeast. Individual. Box 873M, BROADCASTING.

RADIO

Help Wanted—Sales

NEW OPPORTUNITY

Diversified Muzak franchise with over \$1,000,000 in assets and contracts seeks additional salesman-investor.

Box 882M, BROADCASTING

Salesman — experienced. Guaranteed draw. Expanding group operation. Announcer—Adult music format. Mel Ring, WHLT, Huntington, Indiana. Phone 3404.

Announcers

MAJOR NEW ENGLAND MARKET

Opening for an experienced announcer at long established good music station to handle morning show. Applicant must have 1st class license. Salary negotiable. No maintenance. Mail tape, picture and resume to

Box 689M, BROADCASTING

SALES
MANAGER

PROGRAM
DIRECTOR

SELLING
SALESMEN

THE OK GROUP IS EXPANDING!!!

- Do you have the ability to sales manage men? Do you have ideas for selling new approaches to advertisers? Are you an aggressive hard worker?
- Are you a proven and tested radio salesman with a good sales record? Can you sell ideas and originality rather than ratings?
- Are you an idea man when it comes to programming? Do you know Music? Can you watch details and handle a staff?
- Fit into any of these positions and you can find a place with the oldest and largest and most successful Negro Radio Group in business today. You can earn top pay.
- The OK GROUP operates stations in New Orleans, Houston, Memphis, Baton Rouge, Mobile and Lake Charles. We have immediate openings in at least one of the above categories in all 6 stations. Write sending full particulars, first letter. OK GROUP, 505 Baronne Street, New Orleans, La.

Help Wanted—(Cont'd)

Announcers

NEWS MAN

Are you ready to move up to metropolitan competition? Send tape, resume to

Box 889M, BROADCASTING

Technical

OVERSEAS OPPORTUNITIES EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given.

Submit experience and earnings to

Box 841K, BROADCASTING

RADIO TECHNICAL SUPERVISOR

50 KW clear, one of America's oldest and biggest radio operations in the East looking for smart aggressive studio technical supervisor. Must be experienced in all phases of control room operations, have knowledge of transmitters, AM & FM, and have proven administrative abilities. Applicant should have B.S. degree or equivalent and have potential for advancement. Salary in excess of \$10,000 commensurate with qualification.

Box 818M, BROADCASTING

RADIO

Situations Wanted—Management

LONG WEARING MANAGER AVAILABLE

11 successful years regional net. 5 successful years daytimer (Co-owner). Presently marketing executive national firm . . . desire permanent return to broadcasting. Stable, solid operation. Can handle modest investment. Fine family.

Box 511M, BROADCASTING

TELEVISION

Help Wanted

Production—Programming, Others

MAJOR TELEVISION MARKET—MIDWEST

Major midwest market television station with increased "live" programming plans in all areas has opening for experienced Producer-Director. The need is for a tireless, spontaneous, creative person with technical competence. The ability to handle and develop talent and to make the best use of community resources is a must. Resumes and references a necessity, visual evidence of work and scripts desired.

Box 884M, BROADCASTING

SEEKING CHILDREN'S PERSONALITY

Major midwest television market is seeking creative daily children's programming personality. Gentle, light, constructive approach. No cowboys or ship captains. A respect for and understanding of children's audience are mental requirements. Resume, references, and visual examples of work required.

Box 883M, BROADCASTING

EMPLOYMENT SERVICE

YOU'RE NEEDED

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application NOW
**WALKER EMPLOYMENT
SERVICE**

Jimmy Valentine
83 So. 7th St.

Broadcast Division
Minneapolis 2, Minn.
FEderal 9-0961

Miscellaneous

MOVING?

SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, worksaving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
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 THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 76

sions of completion dates as shown: K08CW, K12CW, Better Community Tv Assn., Malott, Wash., to Jan. 12, 1963; KCAC Phoenix, Ariz., to Dec. 1.

*WSUL Iowa City, Iowa—Granted authority to operate with reduced power of 1 kw, non-dir. ant. from Aug. 9 to Sept. 24, daytime only (is licensed on 910 kc, 5 kw, DA-2, U).

WLOX-TV Biloxi, Miss.—Granted mod. of cp to change ERP to 31.7 kw vis., 19 kw aur., type trans., ant. location, redescribe trans. location, and make changes in equipment.

Actions of July 11

Interstate Bestg. Corp., Oakes, N. D.—Granted renewal of license for low power station.

Columbia Bestg. System Inc., Los Angeles, Calif.—Granted cp and license to add 6 trans. for low power station; conditions.

*KETC (TV) St. Louis, Mo.—Granted cp to change ERP to 144 kw, DA. vis. and 77.5 kw, DA, aur. ant. height to 550 ft. and type trans.; condition.

Actions of July 9

W09AB Iron Mountain, Mich.—Granted cp for new vhf tv translator station on ch. 9, to translate programs of WFRV (TV) (ch. 5), Green Bay, Wis.

Television Improvement Assn., Ukiah, Calif.—Granted cp for new uhf tv translator station on ch. 76, to translate programs of KTVU (TV) (ch. 2), Oakland, Calif.

Remote control permitted for following stations: WIL-FM St. Louis, Mo.; WTTV-FM Bloomington, Ind.

Actions of July 5

WPRB (FM) Princeton, N. J.—Granted cp to change frequency to 103.3 mc; conditions.

WTFM (FM) Lake Success, N. Y.—Granted cp to increase ERP to 20 kw and make changes in ant. system (change to non-dir.); remote control permitted; conditions.

Rulemakings

Commission invited comments to proposed rulemaking which would permit public inspection of network affiliation contracts filed with it by broadcast stations affiliated with networks. Part O of its procedural rules would be amended accordingly. Proposal relates to network affiliation contracts and related agreements and understandings filed in that connection, but not to transcription contracts or individual broadcast station financial reports. Action July 13.

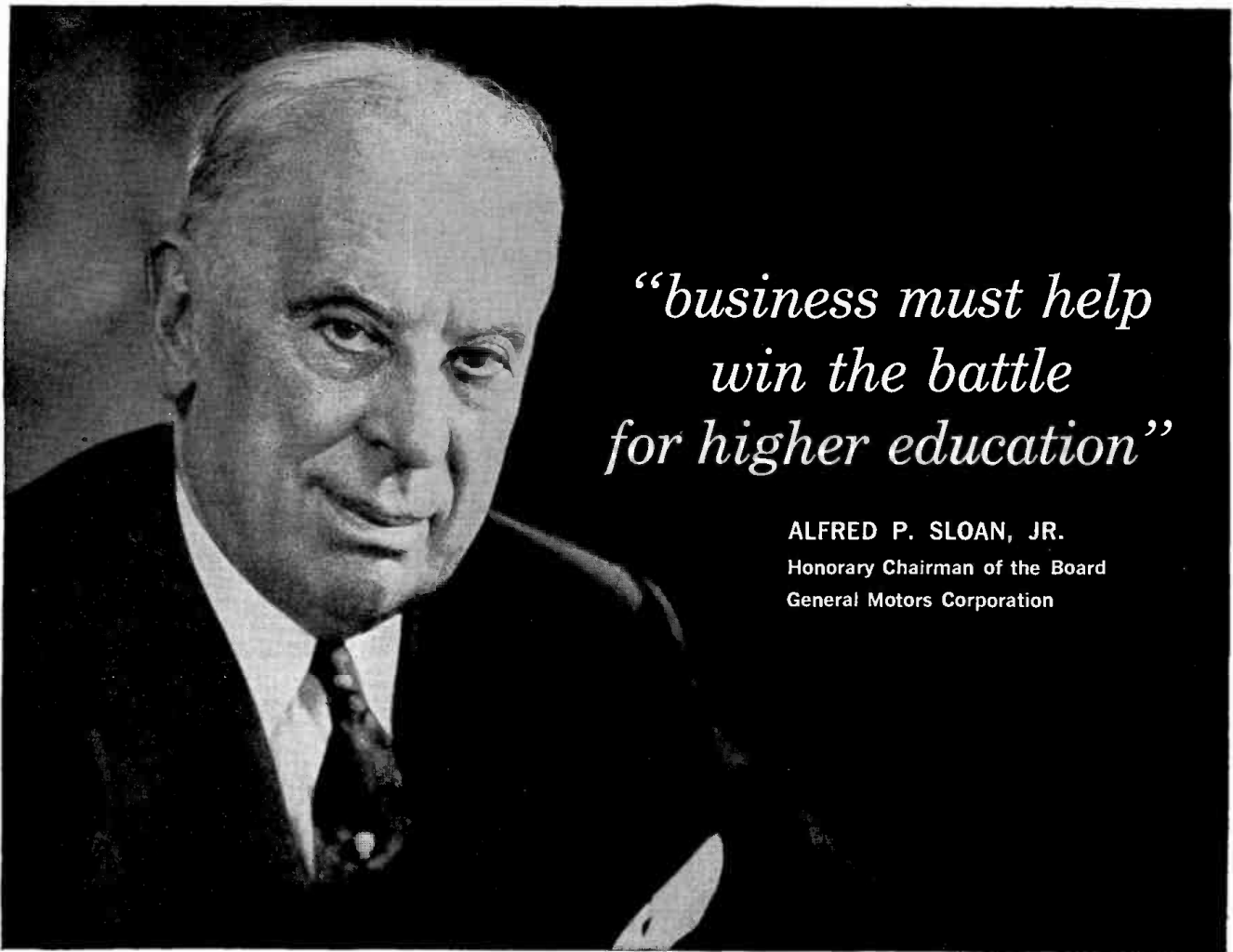
Commission proposed amending its broadcast multiple ownership rules with respect to overlap of commonly owned stations which have remained substantially in effect since early 1940's and, because of subsequent growth and other broadcast developments, have resulted in many serious overlap situations. Comrs. Hyde and Lee dissented.

Proposed rules would apply to applicants for new stations, major changes in existing stations, and assignments and transfer of control. Although no divestiture of existing facilities would be required, if licensee wanted to sell two stations with overlap prohibited by rules he would have to do so to separate buyers.

Tv overlap rules would pertain if stations involved were to operate with maximum permissible facilities. Am rules would not apply to class IV (local) stations desiring to increase power to maximum of 1 kilowatt, or to noncommercial educational fm and tv stations. Action July 13.

By report & order, commission amended Sec. 3.188 (d) of its broadcast rules to permit am stations to operate with 1 kw power with roof-top ant. under certain conditions. Adopted rule is less restrictive than that proposed last December 15. However, to curb cross-modulation, commission will not authorize "(1) new stations, (2) major change of facilities of existing stations, (3) change in trans. location of existing station or (4) auxiliary trans., for use with other than authorized ant. system of main trans., if such new stations physical facilities of existing stations after major change, trans. or auxiliary trans. would be located in such areas or would utilize roof-top ant. and operating power would be in excess of 1000 watts.

Chmn. Minow concurred and issued statement; Comr. Cross dissented. Action July 13.



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for higher education”*

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Honorary Chairman of the Board
General Motors Corporation

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“Our scientific, cultural and economic growth—and our political strength—will depend largely upon the educational facilities we make available to our youth. We owe it to ourselves as a nation; we owe it to our young people who will inherit this nation to provide the financial aid that will make our institutions of higher learning second to none in the world. This is of vital importance to our business community.

“Business must put its support on the line to help win the battle for higher education.”

Today many of our colleges are overcrowded. In ten years, applications will have doubled and we will be faced with an even more serious crisis in our institutions of higher learning. We will need more and better college classrooms, many more well-equipped college laboratories and thousands more of the most dedicated and well-trained professors.

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BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

OUR RESPECTS to William Marcus Bartlett, general manager, WSB-TV Atlanta

A code for success can be built on tenacity and hard work

Any time the pressures inherent in the job of managing a tv station seem unbearable, Marcus Bartlett can turn back his calendar a quarter-century and equate the present against the hectic life he led in the late 30s.

Marcus is a three-decade man at the WSB stations, holding the rank of general manager of WSB-TV Atlanta. He joined WSB radio in 1930 and has been with the organization ever since.

Now and then he contemplates the rigors of his younger days at WSB. Even after entering Emory College, near Atlanta, in 1935 as a journalism student, he hung on to his job as musical director of the station. Just to keep weekends active he did play-by-play accounts of Georgia Tech and U. of Georgia football games for an Atlantic Refining Co. network.

In between he did his full day's work as program director and talent at WSB. And if things slowed down a bit, he did some studying—enough to win him a Phi Beta Kappa key and a Rosenwald fellowship. He also took an active role in Emory student functions, working on the college weekly and holding the highest campus post, president of the student organization. After he left school the Sigma Chi fraternity gave him its national Balfour award.

Marcus Bartlett has been around music most of his life. As a knee-pants kid in Richland, Ga. (born Aug. 19, 1910), he tried out for trumpet in the local band but wound up with a bass horn because he was the only man in town who could read the bass clef. He had a little arrangement on the side—the local theatre let him in free just for playing the piano with movies, quite a treat for a 14-year-old lad.

After graduation from Richland High School he went to Atlanta to study pipe organ under famed Hugh Hodgson, teacher, composer, organist and concert pianist. What Marcus had in mind was a career as theatre organist. Soon he was learning organ, pounding piano in a dance band and playing organ at the Presbyterian Church.

Initiation Into Radio ■ Once a week the dance band played a night program for Lambdin Kay, then manager of WSB. Soon Marcus was accompanying soloists and doing a double for *Bookhouse Story Books*—reading bedtime stories to his own accompaniment. That put him on the station staff.

In 1931 the musicians union issued a ukase specifying the number of musicians each station must have. WSB's quota was seven, with Marcus as musical director of the station. Lambdin Kay called him "the youngest musical

director of any station in the U.S."

A year later he was given an extra chore, doing color at high school football games, and soon moved into play-by-play announcing. He learned the science of football from Bill Alexander, Georgia Tech coach, as a help in calling university games.

The work at WSB revived his interest in getting an education, leading to enrollment at Emory as a journalism student. The Rosenwald fellowship specified a period of study of radio and education in Sweden starting in 1939, but Marcus never made it. Hitler and a war interfered.

In 1940 WSB and the *Atlanta Journal* were bought by Gov. James M. Cox. At the time Marcus was production manager for radio. Leonard Reinsch was named general manager by Gov. Cox and promptly appointed Marcus program manager, giving him one instruction: "I don't want any 'yes men' around me."

Marcus held the program post until January 1943 when he joined the 6th Naval District as a lieutenant jg assigned to public relations. This took him to Jacksonville, Fla., where he met a Florida girl, Mamie Ruth Baggott. Before the year was over they were married.

After three years of naval service Marcus returned to his WSB post. At that time the Cox interests were getting interested in television. WSB-TV took the air in September 1948, with Marcus as program director for both radio and television.

In the mid-50s radio tv management under Mr. Reinsch was split, with Marcus named station manager of WSB-TV under John M. Outler Jr., concentrat-

ing on sales. When Mr. Outler retired Jan. 1, 1958, Marcus became general manager of WSB-TV, the post he now holds.

Marcus Bartlett is a soft-spoken executive who sees no need of extra decimals in communicating an order. He speaks deliberately and has a rather selective sense of humor. His dress varies between tweeds and more severe garb, often punctuated by a black polka dot necktie.

His manner is friendly in the true southern manner. He still keeps up a lively schedule of activities ranging from chairman of the Fulton-DeKalb County chapter of the National Foundation (March of Dimes), a new assignment, to member of the NBC-TV affiliates board of delegates. Other activities include: 1960 president of Atlanta Kiwanis; Salvation Army Advisory Board, Pi Gamma Kappa and Sigma Delta Chi, honorary journalistic fraternities, and Omicron Delta Kappa; Atlanta Chamber of Commerce Political Action Committee; Atlanta YMCA public relations committee, to name a few. He was 1961-62 vice president of Georgia Assn. of Broadcasters.

The Bartletts have five children—four boys and a girl. Marcus is still organist at Second Ponce de Leon Baptist Church.

A great believer in civic service, he directed WSB-TV sponsorship of a recent July 4 parade viewed downtown by 250,000 people, with a 73% share-of-audience claimed for home viewing.

One For All ■ Marcus likes the single rate card. "Treat all clients alike and do a good job for them," he urges. Naturally his pet peeve is the broadcaster who doesn't believe in his own rate card.

A few days ago he set up a forum program in which the five candidates for governor appeared on WSB-TV. It was so successful he started thinking of staging similar programs for other campaign offices.

"The station that does a good public service job and is active in community affairs is the station that gets the best acceptance," he said.

His interest in radio-tv affairs led him last fall to conduct an experimental program-logging test, based on the FCC's proposed new regulations. The experiment showed how large stations faced operating problems in keeping more complicated logs and in training personnel to handle the job. Mostly Marcus is quiet and unassuming but when he starts moving in on a project he knows just where he's going—and he usually gets there.



WSB-TV's Bartlett
He came up through the ranks

Growing up

THE quality of editorializing that is now being broadcast is one of the most significant measurements of broadcasting growth. As was shown in the extensive special report in this publication last week, radio and television stations are steadily expanding their broadcasts of opinion and, of more importance, they are doing so with sincerity of purpose. No more promising sign of maturity could be had.

It was particularly striking to note, in the comments of the many broadcasters who were quoted in BROADCASTING's report, a universal awareness of the responsibilities that must be assumed when a station undertakes to editorialize. On the strength of available evidence, it is not unrealistic to predict that broadcast editorializing will soon be a greater force than print editorializing.

Celler's newspaper inquiry

REP. Emanuel Celler, the crusading New York Democrat, intends to conduct a congressional inquiry into the economic aspects of the newspaper, radio and television fields after Congress adjourns. Although his Antitrust Subcommittee of the Judiciary Committee hasn't yet announced its agenda, it's apparent that one of the principal areas to be scrutinized will be newspaper ownership of broadcast properties.

Almost from the beginning of radio as an effective medium 40 years ago, there have been intermittent attacks upon newspaper ownership. For many years the FCC was disposed to give unusual weight to non-newspaper applications as against those of newspaper-owned or connected interests. The stock phrase was "diversification of the mass media of communications."

Mr. Celler is an old hand at investigations. He has evinced interest in the broadcast media on many occasions. The sensitive newspaper ownership issue has cropped up in Republican as well as Democratic administrations, but invariably has been rejected because legislative sanctions obviously would be discriminatory.

Some 15 years ago, when the newspaper ownership issue was hot, Congress undertook to write a specific anti-newspaper discrimination provision in the Communications Act. In 1952, it dropped this planned legislation upon assurance from the FCC that there would be no discrimination.

As Mr. Celler prepares for his new investigation, it seems timely to remind all concerned of the congressional attitude in 1952 when the so-called "Newspaper Amendment" was proposed and then dropped. It still reads well to us:

"The Commission shall not make or promulgate any rule or regulation of substance or procedure, the purpose or result of which is to effect a discrimination between persons based upon interest in, association with, or ownership of any medium primarily engaged in the gathering and dissemination of information and that no application for a construction permit or station license, or for the renewal, modification, or transfer of such a permit or license shall be denied by the Commission solely because of any such interest, association, or ownership."

Survival of the fittest

IN advance of conferences with the NAB to find ways of correcting the "overpopulation" of radio stations, the FCC has begun actions that could lead to government-imposed birth control on economic grounds.

It has ordered hearings, in response to protests of existing stations, on applications for new stations in two small markets, Blythe, Calif., and Riverton, Wyo. In both cases, economic questions will be raised, although in different ways.

In Blythe, one of the issues to be settled is whether the community can provide economic support for another station. In Riverton, the economic issue will be approached another way, by inquiring into the reasonableness of the applicants' estimates of probable revenue.

Though there are technical differences in the two cases, basic determinations must be the same. The FCC must make primary findings about the availability of advertising revenue in each community. In doing so, it must look at the record of the existing stations and decide whether they are now taking in enough revenue to survive new competition.

At that point there arises the question whether the majority might have in mind some sort of limitation of the amount of advertising the existing station should have. Renewal forms now in force evaluate "commercialization" and stations automatically are subjected to renewal scrutiny if their business exceeds some arbitrary percentage.

In considering economics in the first instance, the FCC inevitably must consider the rates stations charge for their time. And that, no matter how the FCC's lawyers may interpret court decisions, gets into the public utility concept of regulation.

The Communications Act specifically excludes broadcasting from public utility-common carrier regulation. It should be no concern of the commission whether an existing station or the newcomer "goes under," as the courts have held. In private enterprise, except where monopoly or unfair trade practices may be involved, it has always been survival of the fittest.

Nothing sacred

IF the FCC succeeds in establishing a rule to permit public inspection of network affiliation contracts, as it has formally proposed, there will be no logical reason for secrecy in any other business association of any station.

In television, a network contract is the most valuable franchise a station can have, outside its license to broadcast. If the details of a station's most important agreement are to be made public, what is to prevent the government from opening to public view the details of its lesser agreements?

We have never understood what useful purpose would be served by disclosure of arrangements between networks and their affiliates. There are other means of getting at abuses, if abuses exist. To us, the proposal is another example of the government's incurable itch to meddle in private affairs.



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