Congratulations on your superb record of service to the Southwest and the radio broadcasting industry during the past 40 years.
IN THE JOHNSTOWN-ALTOONA MARKET

INDUSTRIAL CONSTRUCTION

WJAC-TV is first where it counts!... 81½ MILLION DOLLARS IN INDUSTRIAL CONSTRUCTION AND MODERNIZATION is scheduled for 1962 in the Johnstown-Altoona market area alone... solid proof of the vigor and vitality in this heart of Pennsylvania. These huge industrial investments mean jobs... payrolls... and sales for your product when you use WJAC-TV--the station more people in Southwestern Pennsylvania watch most! Check the facts and figures. WJAC-TV is first where it counts... in top shows, top audience, total coverage.

Get all the details from...
HARRINGTON, RIGHTER and PARSONS, INC.
STAN MUSIAL, now starting his twenty-first year with the St. Louis Cardinals, successfully spearheaded the recent drive that is turning the dream of St. Louis’ new stadium into a concrete-and-steel reality.

KTVI salutes Stan Musial, a symbol of greatness both in athletic prowess and community leadership — part of the New Spirit of St. Louis.

in St. Louis the quality buy is KTVI
Each week, according to the latest Nielsen Coverage Service, KRLD-TV reaches 27,680 more TV Homes than the second-ranking station and 79,800 more than the next runner-up.

This means that the average weekly schedule on Channel 4 in one year produces 1,439,360 more TV impressions in the Dallas-Fort Worth market than the number 2 outlet, and a whopping 4,149,600 more than station number 3.

Take advantage of Channel 4's hefty superiority. See your Advertising Time Sales representative.

*NCS '61
Libel insurance

Libel insurance rates, notably for newspapers, are being re-evaluated by companies specializing in field because of sharp increase in judgments against newspapers, along with jump in number of claims settled out of court. Employers Reinsurance Corp., Kansas City, largest in business, says that in past three years number of judgments requiring settlement has trebled in newspaper field.

Experience in radio-tv has been less severe but concern is being evinced over expansion of editorializing on the air. William A. Hannon, vice president of Employers Reinsurance, said last week that because of recent experiences, companies are approaching underwriting of newspapers with extreme caution.

Daytimers compromise

Only foreseeable compromise in quest of daytimers for extension of hours of operation (as mentioned in FCC testimony before House Communications Subcommittee) is in respect to 28 limited-time stations which now operate until local sunset. Under FCC proposal, their operations would be limited to local sunset at site of dominant station. There's no likelihood of FCC acceding to blanket authorization of 6 a.m. to 6 p.m. operation for all daytimers on ground that there's no compromise with engineering principles if disastrous interference is to be avoided.

Summer rates not so hot

Though NBC executives say their new July-August reduction in station compensation rates won't cut affiliates pay below last summer's level, thanks to gain in summer sales (CLOSED CIRCUIT, April 23, 1962), some affiliates say their own arithmetic is less promising on basis of quick calculation. Stations estimate their compensation for these months will be $5,000 to $10,000 less than in July and August last year.

Shy at sales agents' gouge

That extra 10% tacked onto tv shows by sales (talent) agents has networks' backs up. Some tv film production executives have found networks passing up, where possible, properties which have customary overrides for talent commissions. It's noted that agents' 10% price continues even after series goes off network and into rerun. Networks have dropped obvious hints that they'd rather deal directly with producers.

BAH objectivity challenged

Now that Booz, Allen & Hamilton management survey of FCC has been made public (see page 40), question of objectivity has been raised anew. "Who wrote this, (FCC Chairman) Newt Minow?" Hill source asked upon reading recommendations. Knowledgeable critics at FCC said BAH attacked "picayune" matters known to be special targets of chairman's office. Point also is made that surveyors spent average of 15 minutes with other commissioners and key staffers but had constant and continuing liaison with chairman's office while recommendations were being drafted.

In recommending that FCC delegate much of its authority to chairman, report praises "positive leadership" of Mr. Minow—although he is not mentioned by name. On one recommendation which soon will be carried out—establishment of staff review board (BROADCASTING, April 23)—six commissioners are jealously guarding their equal voices in selection of members.

From kilocycles to kilowatts

Slated for appointment as general counsel of Federal Power Commission is Richard A. Solomon (not "Sullivan" as reported in gossip column last week). For past three years in Antitrust Division of Department of Justice and for preceding 17 years on legal staff of FCC, finally as assistant general counsel in charge of litigation. Mr. Solomon joined Department of Justice in 1959.

Lindquist to RAB?

Among candidates under consideration for presidency of Radio Advertising Bureau, being vacationed by Kevin Sweeney, is Lansing R. Lindquist, veteran broadcasting and agency executive, now in consultancy work in New York. Mr. Lindquist has been vice president of Ketchum, MacLeod & Grove, Pittsburgh and New York, and McCann-Erickson, New York, and developed Westinghouse sponsorship of political conventions decades years ago. Mr. Sweeney, after 10 years as RAB head, has resigned effective next Feb. 28 but has not announced future plans though they're expected to be in station ownership operation.

Fee system findings

Agencies harboring doubts about fee system of agency compensation as effective substitute for traditional commission system—and most agencies do have serious doubts—ought to check Ogilvy, Benson & Mather. OB&M and client Shell Oil made headlines year and half ago by putting (1) all Shell consumer advertising money into newspapers and (2) their own agency-pay arrangements on fee basis. Good chunks of Shell money have since been allocated to tv, but word at OB&M is that fee system not only is working to great satisfaction of both agency and client but also is compensation basis used by OB&M with all clients signed since Shell switch-over. With some clients it has been used since pre-Shell days.

Simplified radio

There's been no publicity and none is planned, but RAB is creating "simplification committee" to find new ways through paper-work jungle separating radio sellers from radio prospects and thus make radio easier for advertisers to buy. Committee will be composed of both station and station-representative people, about 200 in all, some from RAB board, some not. It's not meant to work counter to spot clearing-house services currently offered by independent firms, but to devise simplifications that will help in any event. Unlike many trade-association committees, it'll shoot for fast results, not long-range theories.

First Metro client

New Metro Broadcast Sales, company-owned station representative unit of Metromedia, expected to sign first outside station soon—WCBM Baltimore.

Reading by radio?

Colombia may be first nation where U. S. Peace Corps begins its program of teaching literacy by broadcasting (CLOSED CIRCUIT, April 23). Last week Gordon McLendon, well-known U. S. radio broadcaster, flew to Colombia at request of Sargent Shriver, Peace Corps director, to make preliminary survey. It's expected that in some underdeveloped countries radio will be main instrument of Peace Corps plan because of lack of tv facilities.

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New... on Detroit’s WJBK-TV

PREMIUM MOVIES IN PRIME EVENING TIME

Thursdays, 7 to 9 P.M.

60-Second Announcements Now Available in the Pick of the Pictures*

Looking for prime 60’s with a selling punch? Here they are, in an all-star lineup on Detroit’s Channel 2. Call your Storer rep now for first choice of the avail.

*TITLES AND STARS LIKE THESE, CHOSEN AND TIMED FOR FAMILY VIEWING

STRANGERS ON A TRAIN, 1951
Farley Granger, Ruth Roman
THE SEARCHERS, 1956
John Wayne, Natalie Wood
CALL NORTHSIDE 777, 1949
James Stewart, Lee J. Cobb
PRINCE OF FOXES, 1949
Tyrone Power, Orson Welles
THE WHIRLPOOL, 1949
Gene Tierney, Jose Ferrer
PINKY, 1949
Jeanne Crain, William Lundigan
ALL ABOUT EVE, 1950
Bette Davis, Marilyn Monroe
THE BLUE DAHLIA, 1946
Alan Ladd, Veronica Lake
VIVA ZAPATA, 1952
Marlon Brando, Jean Peters
THE CRIMSON PIRATE, 1952
Burt Lancaster
A STAR IS BORN, 1955
Judy Garland, James Mason
COME FILL THE CUP, 1951
James Cagney, Phyllis Thaxter
TEA FOR TWO, 1950
Doris Day, Gordon MacRae
THE DAMNED DON'T CRY, 1950
Joan Crawford, Steve Cochran
THE BIG LIFT, 1950
Montgomery Clift, Paul Douglas
HOUSE OF STRANGERS, 1949
Susan Hayward, Edward G. Robinson

WJBK-TV DETROIT

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

Tv spot business is fine, thank you. A survey conducted by BROADCASTING shows nine out of 10 stations report their sales are above 1961. Minute spot availabilities in short supply. See lead story...

TV SPOT BLOSSOMING... 27

Advertising agencies have taken a bold step to remove the irritation from radio and tv commercials. The AAAA last week adopted a creative code aimed directly at the most-criticized phases of advertising. See...

AAAA ADOPTS CREATIVE CODE... 28

A professional survey team, after analyzing the workings of the FCC, has proposed a new power train—a chairman with super power and executive director reporting to him instead of Commission. See...

BONES OF JFK'S PLAN... 40

Newspapers are out to grab the topflight users of tv advertising. Last week the Bureau of Advertising warned it will go after P&G, Kraft and some of the other heavy users of network and spot tv. See...

NEW TV BILLING GRAB... 36

Those letters from the FCC staff are getting more numerous, with some licensees critical of the trend. In one week a score of midwestern radio stations received letters about renewal filings. See...

BACKTALK TO FCC LETTERS... 48

Conelrad is gone. The plan to keep enemy planes from homing-in on broadcast signals has outlived its usefulness. Not yet decided—what to do with the industry's heavy investment in this defense system? See...

THE END OF CONELRAD... 44

Looks as though the Sec. 315 equal-time bill is back in the freezer for another year. This critical measure faces little prospect of action, possibly because the 1964 elections are still far off. See...

SEC. 315 BILL ON ICE... 48

The solemn warnings about an abortion episode in the CBS-TV "Defenders" led only 10 affiliates to drop the program, which the network has described as representing a step in the march to maturity. See...

ONLY 10 'DROP' DEFENDERS... 56

When newspapers are shut down by strikes, radio-tv can be counted on to keep the news-hungry informed. Duluth and Minneapolis, strike victims, have benefited from the stepped-up broadcast service. See...

RADIO-TV FILL STRIKE VOID... 54

While commercial ties with the Far East get closer. U. S. advertising agencies looking in that direction must plan carefully. This is the word from a leading agency practitioner in that area. See...

AD AGENCIES' WORLD UNITY... 70

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

BROADCASTING, April 30, 1962
How big is the audience for this kind of excitement?

Rodeos—and we can prove it—are big for television.

Build a show around the spills and thrills of the rodeo circuit, put it into the 9 PM spot on Monday night, following *The Rifleman*, leading into *Ben Casey*... and you're coming on strong.

You're coming on with *Stoney Burke*, ABC-TV's explosive new series. And your audience is there. Waiting.

This was abundantly demonstrated on March 11, on *ABC's Wide World of Sports*, when the Tucson Rodeo rode off with a 21.4 rating. Far and away the No. 1 program for the entire time period from 5 to 6:30 PM.*

In fact, 50% better than a sports spectacular on Net Y at 2:30 to 4 the same afternoon.

*Stoney Burke* also comes on strong with authentic rodeo sight and sound, with plenty of story muscle and with one Jack Lord in the lead. For this new talent, a meteoric rise to top TV popularity, Efrem Zimbalist and Vince Edwards fashion, is in the cards.

Whatever it takes to make it big, *Stoney Burke* has it. Big.

COMING ON ABC-TV "STONEY BURKE," STARRING JACK LORD.

*Source: Nielsen National TV Index, total audience, March 11, 1962.*
Harper would sound public on ad practices

AAAA CHAIRMAN PROPOSES MEMBERSHIP RESEARCH PLAN

Proposal for continuing research project to get public's verdict on what advertising and commercial practices are offensive or in bad taste was made by Marion Harper Jr. of Interpublic Inc., AAAA chairman, in talk prepared for delivery (Saturday) at convention of American Assn. of Advertising Agencies at White Sulphur Springs, W. Va. (see page 28).

Mr. Harper also warned that J. Kenneth Galbraith, ambassador to India and often regarded as leading anti-advertising spokesman for Kennedy Administration, told him recently that he believes advertising will be "most controlled industry in the U. S. within five years." Said the AAAA chairman: "This sorry forecast may not come to pass, but there are signs well worth noticing."

Television Bureau of Advertising, which held board meeting in Cincinnati and at White Sulphur Springs, announced Friday it is setting up special committee to explore centralized methods of disseminating available marketing data to advertisers. Donald L. Kearney, director of sales, Corinthian Broadcasting Corp., will be chairman of committee.

Mr. Harper thought determination of public attitudes toward recent change of TV station-break length from 30 to 40 seconds—"or even to 50 or 15"—might be one kind of research to be included in project he proposed. Other possibilities related to TV and radio.

Such studies would be conducted in "a university research center" with costs paid by AAAA alone or in cooperation with advertisers or media.

TvB board said new group will work with advertisers, agencies and research firms.

TvB said it thinks it necessary to "better program" existing data (on such factors as audience characteristics, product profiles, consumption patterns and other information not being used by "marketers") because of electronic computers and that it will "investigate the rental of electronic computers on a long-term contract basis."

Other TvB board members who will serve on committee: Theodore Shaker, president, ABC-owned TV stations; Martin L. Nierman, executive vice president, Edward Petry & Co.; Lewis H. Avery, President, Avery-Knodel. Other members are Norman E. Walt, WCBS-TV New York; H. Peter Lasker, Crosley Broadcasting Corp.; Edward Benedict, Triangle Stations, and Dr. Thomas E. Coffin, NBC.

Paul Rand Dixon, Federal Trade Commission chairman, told AAAA members April 28 that proposed FTC procedural plans are all aimed at removing uncertainty for businessmen.

On FTC plan seeking power to issue cease and desist orders, which has faced vigorous criticism in some quarters, Mr. Dixon said few if any AAAA members would be involved. "I should think you would applaud the fact that the FTC at long last could move fast enough against the few bums that are stealing your money and your reputation."

CBS-TV counts 179 to carry 'Defenders'

CBS-TV, in keeping careful count on stations clearing its "The Benefactor" abortion episode in The Defenders series on April 28, came up with new count Friday (April 27).

On eve of telecast, one station previously declining show decided to air it, while two others initially telecasting episode decided to cancel. Coming back:

WNBF-TV Binghamton, N. Y. Canceling: WCN-TV Watertown, N. Y., and WOW-TV Omaha (also see story, page 56 for earlier list). Count as of April 27: 179 stations clearing, 11 declining.

WHDH-TV Boston management says it differs with CBS-TV's appraisal of The Defenders episode on abortion. CBS-TV termed series as having "established a reputation for presenting plays of contemporary significance with competence, integrity and taste."

WHDH-TV, which refused to carry "The Benefactor" episode, states series "actually...is an entertainment program calculated to arouse attention through the use of provocative themes." This, according to station, is unobjectionable unless theme is needlessly offensive to audience or is used as unlabeled propaganda vehicle. Fictional program creating sympathy for act which is criminal in all 50 states and against federal law cannot be condoned, WHDH-TV says, adding:

"Since in our opinion, the dramatic treatment would be shocking to many viewers, our responsibility as a licensee requires us to refuse the program."

Station said if question of amending law regarding abortion becomes public issue "WHDH-TV will be the first to exercise its right and duty to explore with viewers all pertinent aspects of the problem" with "support of responsible opinion and without recourse to the dramatic."

KTNT-TV, CBS to part; KIRO-TV to be primary

KIRO-TV Seattle will become primary affiliate for CBS-TV in Seattle-Tacoma area on Sept. 1. KTNT-TV Tacoma and KIRO-TV have both been CBS-TV primaries and have been sold at combined rate.

In arrangement with KTNT-TV, primary affiliation has been terminated by mutual consent as of Aug. 31. Network, it was learned Friday (April 27), is informing advertisers and agencies of change.

KTNT-TV brought $15 million civil antitrust suit against CBS, charging conspiracy in violation of Clayton Act when CBS in 1958 switched its affiliation in Puget Sound area from that station to KIRO-TV. In May 1960 suit was settled, network taking on both stations with combined rate of $1,300 per hour. CBS reportedly then paid KTNT-TV $400,000 in settlement of triple-damage antitrust suit.

more AT DEADLINE page 10

Drewry on Peabodys

Dean John R. Drewry of U. of Georgia's School of Journalism, told WDOL Athens last Thursday that his role in administering Peabody radio-tv awards does not qualify him to comment officially on suggestion in Broadcasting (Editorials, April 23) that awards be abolished in light of one given FCC Chairman Newton N. Minow.

He said reaction to award was "pretty well balanced" between favorable and unfavorable comment. But he also noted that other awards, such as Nobel Peace Prize, have been criticized from time to time.

Dean Drewry said Broadcasting had given "fair and complete coverage of the awards from the news standpoint."

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more AT DEADLINE page 10
George A. Erickson, executive vp and director, and Franklin E. Schaffer, vp, Doremus & Co., elected vice chairman and member of finance committee, and executive vp and director, respectively, of New York-based advertising agency. Walter H. Burnham, vice chairman, elected honorary vice chairman. Mr. Burnham will continue to direct certain account activities in addition to devoting himself to other business interests. Mr. Erickson joined Doremus in 1934 after four years with Stone & Webster Securities Corp. He was elected vp in 1943 and executive vp and director in 1953. Mr. Schaffer came to Doremus in 1953 as account executive and was elected vp two years later. Mr. Burnham joined agency in 1919 as secretary. He was elected vp and director in 1933; executive vp in 1946, and has served as vice chairman since 1953.

Robert W. Tunison, manager of tv commercial department, Leo Burnett Co., Chicago, elected vp in charge of tv commercial production. Gordon Minter, vp, named executive producer on special assignments in tv commercial production section, with headquarters in Hollywood. Jackson Phelps and Peter F. Weber appointed tv commercial department manager and manager of commercial service, respectively. Mr. Tunison joined Burnett 10 years ago as broadcast supervisor. He transferred to tv commercial department as manager in 1955. Previously, Mr. Tunison was associated with Newell-Emmett and Henri, Hurst & McDonald. Mr. Minter began with Burnett, Hollywood in 1951, was elected vp in 1956, and moved to Chicago in 1960. Previously, he was with KT LA (TV) Los Angeles.

For other personnel changes of the week see FATES & FORTUNES

KBTR to Intermountain as Denver key station

KBTR Denver joins Intermountain Network May 1 as Denver key station, according to joint announcement by John Mullins, KBTR president, and George Hatch, KALL Salt Lake City, network chairman. All Intermountain stations now have common good-music policy and are members of ABC Radio West hookup. KBTR will serve as important news origination point for Intermountain.

WTSP-TV sits tight, shuns 'interim' talk

Meeting has been called in Washin
ton Wednesday (May 2) to explore possible interim operation on ch. 10 Tampa-St. Petersburg—but successful applicant will ignore discussions and FCC official said any proposal which results probably would be illegal.

WTSP-TV Inc. (WLCY St. Peters-
burg) won ch. 10 last January on 3-2 vote (BROADCASTING, Jan. 22). Peti-
tions to reopen record, in which Broadcast Bureau concurs, are pending. WTSP-TV President Sam Rahall said contracts have been let and actual construction will begin within month. Tar-
get date for operations is Jan. 1 or sooner.

"That meeting doesn't concern us and WTSP-TV's lawyer will not attend," Mr. Rahall said. Session was called by Florida Gulfcoast Broadcasters Inc., Suncoast Cities Broadcasting Corp. and Tampa Telescapers Inc. In addition to WTSP-TV, counsel for two other losing applicants, City of Jacksonville and Bay Area Telectasing Corp., also were in-
vited.

AB-PT set to announce N.Y. building project

Date for start of construction of American Broadcasting-Paramount The-
atre's long-planned 40-story headquar-
ters building in New York's Lincoln Square area will be announced within
next two weeks, according to reports last week.

New $30 million skyscraper, which will rise on Columbus Avenue between 66th and 67th Streets, will be largest private structure on edges of Lincoln Center for Performing Arts, now un-
der construction. AB-PT has been ac-
quiring needed property since 1948.

No standing, says FCC, denying ch. 10 plea

FCC Friday dismissed request by South Florida Tv Corp. for permission to apply for ch. 10 Miami without specifying definite antenna site.

Ruling petitioner had no legal standing; FCC held it would be inappropriate to consider petition on merits since South Florida is only prospective appli-
cant. South Florida has announced plans to file for ch. 10, now held by
WLBW-TV, and prospective applicants have until May 20 to submit papers (BROADCASTING, March 26).

Noreen makes tv buys in nighttime network

Lehn & Fink Inc.'s Noreen color hair rinse will add nighttime network tv to its summer advertising schedule, it was learned Friday (April 27).

Noreen, which will put all its ad budget in tv this year, plans to reach new audiences with Premiere Theatre (Alcoa Premiere re-runs) on ABC-TV for 11 weeks starting in July. Also
scheduled: participations in ABC-TV's Room For One More on May 5 and
19, and on CBS-TV's Checkmate, Icha-
bod and Me and Password on May 23,
June 19 and June 26 respectively. Tv
spot schedule for Noreen started this
month in 30 markets. Fuller & Smith
& Ross is Noreen agency.

Gillette radio-tv drive

Major share of Gillette Safety Razor Co.'s $1 million Father's Day sales
drive will go to radio-tv spot and net-
work tv. During May 16-June 16 peri-
od, Gillette will advertise new razor features on three ABC-TV shows week-
ly (Fight of the Week, Wide World of Sports and Surfside Six), and it will also use tv spots in selected markets and
160 announcements by radio d.j.s in
top 100 markets. Agency is Maxon
Inc., Detroit.

WLB-TV reconsiders

WLB-TV Jackson, Miss., has agreed to sell 30 minutes of time to Rev. Robert L. T. Smith, candidate for Democratic nomination in congressional race, after first writing Negro minister that station felt it would be against public interest to permit use of its facilities by any congressional candidate.

Rev. Smith complained to FCC, which asked WLB-TV basis of its decision not to sell time. Rep. John Bell Williams, incumbent seeking renomination, said he will not seek equal time and plans no use of broadcast media.

Other Jackson station, WJTV (TV), sold Rev. Smith 30 min-
utes late in December.
We cordially invite you to visit the SESAC exhibit, Booth 15, at the AWRT convention, Sheraton-Chicago Hotel, to hear how to increase your station's profit potential with:

**THE "DRUMMERS"**
Money-making musical program aids, pop—country & western

**SESAC RECORDINGS**
All-new LP albums, designed to give your station the best in modern hi-fi sound

"JUST A MINUTE!"
Sixty-second showstoppers for those hard-to-fill programming slots

"REPERTORY RECORDINGS"
Widely acclaimed 45 RPM albums

**SPECIAL PACKAGES**
Introducing "MOOD MAGIC." Also "INSTANT SPORTS MUSIC," "A GOSPEL SING" and "CHRISTMAS SONGS AND SYMBOLS"
LOOK AT WHAT GENIUS CAN DO:

DAVID L. WOLPER is one of the truly creative minds of our industry. He has a special genius for producing dramatic non-fiction entertainment about colorful people and crucial moments in their lives.

Mr. Wolper infuses his productions with Integrity, Taste, Skill and — above all — Style. Quality characterizes “The Race for Space”, “Hollywood: The Golden Years” and his other highly successful one-shot “specials”.

Now, he’s applying his technique to a series of weekly half-hour “specials”. Title: “The Story of*” —

Each “special” dramatizes the world of sports, science, entertainment, art or public service. Mr. Wolper’s camera “writes” the real story of real people in challenging situations.

“The Story of*” is the prestige property with strong rating potential for stations seeking quality sponsors . . . for sponsors who want to reach their entire market.

the REAL STORIES
of
REAL PEOPLE
in
REAL, DRAMATIC SITUATIONS

Ordered by
WNBC-TV New York
WJBK-TV Detroit
WTAE Pittsburgh
WWL-TV New Orleans
WKRC-TV Cincinnati
KOMO-TV Seattle
WTVN-TV Columbus, O.
KLZ-TV Denver
WVEC-TV Norfolk
WBEN-TV Buffalo
WKYT-TV Lexington
KHQ-TV Spokane
WTVT Tampa
WLBZ-TV Bangor
KNJ-TV Fresno
KOGO-TV San Diego
WRGB-TV Albany-Schenectady-Troy
KATU-TV Portland, Ore.
WMT-TV Cedar Rapids-Waterloo
WBRE-TV Wilkes Barre-Scranton
WSAZ-TV Huntington-Charleston
WCSh-TV Portland, Me.
WJTV-TV Jackson, Miss.

. . . and others
THE STORY OF
*A JOCKEY
A TIGER HUNTER
A MATADOR
A DANCER
A PRISONER
AN INTERN
A RACE CAR DRIVER

THE STORY OF
A SINGER
A TEST PILOT

TV's first series of weekly "SPECIALS" for local & regional telecast

THE STORY OF
A BOXER
A CONGRESSMAN

THE STORY OF
A NURSE
A TRIAL LAWYER
AN ARTIST
A WRESTLER
A COWBOY
A FOOTBALL COACH
A MODEL

THE STORY OF
A DETECTIVE
A CLOWN
A REPORTER
A U.N. DIPLOMAT
A GEISHA GIRL
A COMEDIAN
A CARRIER JET PILOT

THE STORY OF
A MAYOR
A PEACE CORPS WORKER... and others
DATEBOOK

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

*Indicates first or revised listing.

APRIL

April 20-May 1 — Pennsylvania Assn. of Broadcasters, annual convention. Speakers include Maurie Webster, vp and general manager, CBS Radio Spot Sales; Julian Goodman, vp for news, NBC; and George I. Bloom and Otis B. Morse, chairmen respectively of Republican and Democratic state committees. Paul Woodland, WGAL-TV Lancaster, is convention chairman. Pocono Manor Inns, Pocono Manor.

April 20-May 2-Chamber of Commerce of U.S., 50th annual meeting. For information and reservations, contact the Hotel Reservation Office, 1616 K Street N.W., Washington 6, D.C. Convention will take place in the Capital.

April 29-May 4—Society of Motion Picture & TV Engineers, 51st convention. Advances of color motion pictures and color TV is the convention theme. Ambassador Hotel, Los Angeles.

April 30—National Assn. for Better Radio & Television awards dinner at Greater Los Angeles Press Club. Mr. Frank Baxter will be m.c., with Al Capp as guest speaker.

April 30—Hollywood Ad Club, luncheon meeting, 12 noon, at Hollywood Roosevelt. A. C. Nielsen Jr., president of A. C. Nielsen Co., will speak on "Putting Broadcast Audience Research into Proper Focus." James H. Shoemaker, manager of the Nielsen Hollywood office, will be chairman of the day. George Allen, HAC president, will preside.

April 30—American Women in Radio & Television, board of directors meeting. Sheraton-Chicago Hotel, Chicago.

April 30-May 2—Assn. of Canadian Advertisers, convention. Royal York Hotel, Toronto.

MAY

*MAY 1—Advertising Club of Los Angeles luncheon, 12 noon, Statler-Hilton. John Chancelor, Frank Blair, Louise King and other members of the cast of NBC-TV's "Today" will present the program.

*MAY 3—UPI Broadcasters Assn. of New Hampshire, annual convention. Main speaker will be FCC Commissioner John S. Cross. Winniquam House, Laconia, 6 p.m.

May 2-5—Institute for Education by Radio-Television, annual convention. Deisher-Hilton Hotel, Columbus, Ohio.

May 3—Radio & Television Women of Southern California, eighth annual award banquet honoring Spring Byington, 1963 Genii award winner. Ralph Edwards, m.c. Hollywood Palladium, 8 p.m.

May 3-4—CBS-TV affiliates meeting, Waldorf-Astoria Hotel, New York.

May 3-5—Montana Broadcasters Assn. convention, Placer Hotel, Helena.

*MAY 3-8, 1962—American Women in Radio & TV, 11th national convention, Sheraton-Chicago Hotel, Chicago. Speakers will include FCC Chairman Newton N. Minow; NAB President LeRoy Collins; Peter G. Peterson, president, Bell & Howell, and Gail Patrick Jackson, executive producer of Perry Mason. Half of the week will be devoted to sessions on international communications and business communications.

May 4—San Francisco State College Television Guild 12th annual radio-television conference and banquet, San Francisco.

May 4—Annual awards dinner, Radio-TV, Banana U. Speaker will be Sol Taichoff, editor and publisher of Broadcast.

May 4-5—Kansas Assn. of Radio Broadcasters, annual convention, Lamier Hotel, Hays, Kan. Speakers include Ken R. Sanders, KICD Spencer, Iowa; Kenneth Cox, FCC broadcast bureau chief, and LeRoy Collins, NAB president, whose speech will be carried on a statewide network.

May 5—Sigma Delta Chi Region 11 convention. Featured speaker is Henry Shapiro, UPI Moscow correspondent. San Jose State College, San Jose.

May 5—Sigma Delta Chi Region 9 convention. La Court Hotel, Grand Junction, Colo.

May 5—Sigma Delta Chi Region 2 convention. Chamberlin Hotel, Old Point Comfort, Va.


May 9-11—Public Utilities Advertising Assn. convention. Queen Elizabeth Hotel, Montreal.

May 9-12 — Western States Advertising Agencies Assn. 12th annual convention. Theme of this year's conference is: "Advertising Achievements — West." Friday luncheon speaker will be Thomas C. Burrows, sales chief on Anheuser-Busch. Oatka Hotel, Palm Springs, Calif.

May 10 — Station Representatives Assn. program awards luncheon. "Silver Nail" timebuyer of the year award and "Gold Key" award will be presented. Waldorf-Astoria Hotel, New York.

May 10-11—Ohio Assn. of Broadcasters 25th anniversary convention. Featured speakers will be RAB President Kevin B. Sweeney; William Sampson, McCormick-Marshak Inc.; Howard Bell, NAB vice president for industry affairs, and James Juntilla, assistant to chief, FCC Broadcast Bureau. Somerset Inn, Shaker Heights.

May 10-12—U. of Wisconsin Journalism Insti tutes, Wisconsin Center, Madison.

May 19-15—Advertising Federation of America, fourth district meeting. Jackson ville, Fla.

May 11 — Wayne State U, Mass Communications Div. annual awards banquet. Speaker will be Bob Banner, CBS-TV, and head of Bob Banner Assoc., New York. Carl's Chop House, Detroit, 8 p.m.


May 18—California Associated Press Radio-TV sales clinics

May 9—Bond Hotel, Hartford
May 8—Sheraton-Jefferson, St. Louis
May 10—Mayo, Tulsa
May 15—Sheraton-Dallas, Dallas
May 10—Sheraton-Dallas, Dallas
May 11—Rosewell, New Orleans
May 17—Sheraton-Gibson, Cincinnati
May 29—Hiltonboro, Tampa
May 31—Dinkler Plaza, Atlanta
June 5—Statler Hilton, Buffalo
June 6—Sheraton-Belvedere, Baltimore
June 7—Sheraton-Cleveland, Cleveland
June 7—John Marshall, Richmond
June 16—Tropicana Hotel, Fresno
June 21—Benson, N.C.
June 25—Vancouver, Vancouver
June 28—Writers' Manor, Denver
June 25—Sheraton-Fontenelle, Omaha
The local scene can't give you a picture of what's seen in the booming regional market. WJXT cuts quite a figure in all of North Florida/South Georgia. Canny buyers can reach 215% more homes per quarter hour outside the Jacksonville metro area. No other advertising medium comes close to WJXT in circulation or efficiency in covering this total market.

Object: Maximum communications efficiency.
Result: Newest, most efficient system ever developed!

The place: Idlewild. The room: new Air France Communications center. The equipment: a remarkable new automatic communications system developed jointly by Air France, A.T.&T. and R.C.A., capable of handling 24,000 messages a day. Results: instant communications between any of the 41 Air France offices in the United States, Canada, Mexico, and the Caribbean as well as with other Air France offices around the world.

Weather information, reservation handling, ground to air conversations—every form of communication essential to efficient operation of Air France, world's largest airline, is handled quickly and efficiently.

But communications is just one phase of Air France that is impressive in its thoroughness and its efficiency. Aircraft follow a schedule of maintenance far stricter than is required by manufacturers or governments. Pilots are trained exactingly and constantly. And given refresher courses every 6 months. And so it goes wherever you look on Air France. No other airline has higher standards for personnel. No other airline has higher standards for any phase of operations. This dedication to perfection is a hallmark of Air France, world's largest airline, with a record of 43 years of international flying experience.
<table>
<thead>
<tr>
<th>CITY</th>
<th>STATION</th>
<th>REP.</th>
<th>STATION COMMENTS</th>
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<tr>
<td>Amarillo</td>
<td>KFDA-TV</td>
<td>Blair</td>
<td>Ranks Number Two among all syndicated shows.</td>
</tr>
<tr>
<td>Amarillo</td>
<td>WODI-TV</td>
<td>H-R</td>
<td>Station sold out and happy.</td>
</tr>
<tr>
<td>Austin</td>
<td>KTBC-TV</td>
<td>P. H. Raymer</td>
<td>TVAR</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WJZ-TV</td>
<td>Forjoe</td>
<td>Sensational 35 ARB against competition's 16.</td>
</tr>
<tr>
<td>Billings</td>
<td>KOOK-TV</td>
<td>Hollgb.</td>
<td>Ranks Fourth among all syndicated shows.</td>
</tr>
<tr>
<td>Boise</td>
<td>KTVB</td>
<td>Bolling</td>
<td>Doubles rating of lead-in.</td>
</tr>
<tr>
<td>Charleston, W. Va.</td>
<td>WCHS-TV</td>
<td>Blair</td>
<td>Homes up almost 80% over previous program in time period.</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WSOC-TV</td>
<td>H-R</td>
<td>Sold out! Number One syndicated show in market.</td>
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<tr>
<td>Chattanooga</td>
<td>WRGP-TV</td>
<td>H-R</td>
<td>Highest rated syndicated show.</td>
</tr>
<tr>
<td>Chicago</td>
<td>WGN-TV</td>
<td>Petry</td>
<td>Renewed! Homes reached up 100%.</td>
</tr>
<tr>
<td>Chico</td>
<td>KHSI-TV</td>
<td>Bolling</td>
<td>More than doubles lead-in rating.</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WKRC-TV</td>
<td>Katz</td>
<td>Sold out! First in time period against strong network competition.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>KYW-TV</td>
<td>Avery-Knod.</td>
<td>Ups lead-in rating by 40%.</td>
</tr>
<tr>
<td>Columbia, Mo.</td>
<td>KOMU-TV</td>
<td>Avery-Knod.</td>
<td>Sponsored by local supermarkets.</td>
</tr>
<tr>
<td>Columbus, O.</td>
<td>WBNS-TV</td>
<td>Blair</td>
<td>Rating up 117%, Homes up 106%.</td>
</tr>
<tr>
<td>Dayton</td>
<td>WNIO-TV</td>
<td>Hollgb.</td>
<td>33 rating against Dupont Theatre's 25.</td>
</tr>
<tr>
<td>Detroit</td>
<td>WWJ-TV</td>
<td>P-G-W</td>
<td>Sold out after second telecast, Number Two syndicated show.</td>
</tr>
<tr>
<td>El Paso</td>
<td>KTSM-TV</td>
<td>Hollgb.</td>
<td>First in time period.</td>
</tr>
<tr>
<td>Eugene</td>
<td>KEZI-TV</td>
<td>Meeker</td>
<td>Number Two among all syndicated shows in market.</td>
</tr>
<tr>
<td>Eureka-Medford</td>
<td>KIEM-TV</td>
<td>Young</td>
<td>Sponsored by United Gas.</td>
</tr>
<tr>
<td>Ft. Myers</td>
<td>WINK-TV</td>
<td>Forjoe</td>
<td>Stripped at 11:30 PM, matching Jack Paar's rating.</td>
</tr>
<tr>
<td>Ft. Wayne</td>
<td>WPTA</td>
<td>Young</td>
<td>Sponsored by Phillips 66 and Hotpoint.</td>
</tr>
<tr>
<td>Fresno</td>
<td>KFRE-TV</td>
<td>Blair</td>
<td>Renewed! Highest rated 10:15 PM show on station.</td>
</tr>
<tr>
<td>Grand Junction</td>
<td>KRXK-TV</td>
<td>Holman</td>
<td>Station's finest strip, more than doubles lead-in.</td>
</tr>
<tr>
<td>Great Falls</td>
<td>KFBF-TV</td>
<td>Hollgb.</td>
<td>Rating up 500% over previous program in time period.</td>
</tr>
<tr>
<td>Green Bay</td>
<td>HLRK-TV</td>
<td>Young</td>
<td>Number Two among all syndicated shows in market.</td>
</tr>
<tr>
<td>Greenville, S. C.</td>
<td>WFXC-TV</td>
<td>Avery-Knod.</td>
<td>Delivering highest ratings ever earned in this time period.</td>
</tr>
<tr>
<td>Hattiesburg</td>
<td>WDAM-TV</td>
<td>Weed</td>
<td>Highest rated syndicated show.</td>
</tr>
<tr>
<td>Honolulu</td>
<td>KGMB-TV</td>
<td>P-G-W</td>
<td>Station calls show &quot;excellent.&quot; Filled with spots.</td>
</tr>
<tr>
<td>Idaho Falls</td>
<td>KIFI-TV</td>
<td>Meeker</td>
<td>Number Three syndicated show in market, best on station.</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WLW-TV</td>
<td>Crosley</td>
<td>Replaces Highway Patrol at 4:00 PM strip.</td>
</tr>
<tr>
<td>La Crosse</td>
<td>WKST</td>
<td>Avery-Knod.</td>
<td>Renewed! Number one syndicated show in market.</td>
</tr>
<tr>
<td>Lancaster</td>
<td>WGAL-TV</td>
<td>Meeker</td>
<td>Number Four in market, 56% higher rating than competition, Tups competing Jack Paar, News and Feature.</td>
</tr>
<tr>
<td>Laredo</td>
<td>KGSN-TV</td>
<td>Bolling</td>
<td>Stripped with State Trooper, with strong rating.</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTTV</td>
<td>Blair</td>
<td>Across-the-board, opposite News.</td>
</tr>
<tr>
<td>Macon</td>
<td>WMAM-TV</td>
<td>Avery-Knod.</td>
<td>Sponsored by Phillips 66 and Hotpoint.</td>
</tr>
<tr>
<td>Miami</td>
<td>WTVJ</td>
<td>P-G-W</td>
<td>Renewed! Highest rated 10:15 PM show on station.</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WISN-TV</td>
<td>Petry</td>
<td>Station's finest strip, more than doubles lead-in.</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WCTN-TV</td>
<td>Katz</td>
<td>Rating up 500% over previous program in time period.</td>
</tr>
<tr>
<td>Mobile</td>
<td>WALA-TV</td>
<td>Bolling</td>
<td>Number Two among all syndicated shows in market.</td>
</tr>
<tr>
<td>Monroe</td>
<td>KNOE-TV</td>
<td>H-R</td>
<td>Number Two among all syndicated shows in market.</td>
</tr>
<tr>
<td>Montgomery</td>
<td>WSFA-TV</td>
<td>P-G-W</td>
<td>Sponsored by local supermarkets.</td>
</tr>
<tr>
<td>Nashville</td>
<td>WSM-TV</td>
<td>Petry</td>
<td>Delivering highest ratings ever earned in this time period.</td>
</tr>
<tr>
<td>New Orleans</td>
<td>WWL-TV</td>
<td>Katz</td>
<td>Highest rated syndicated show.</td>
</tr>
<tr>
<td>New York City</td>
<td>WPIX</td>
<td>P-G-W</td>
<td>Station calls show &quot;excellent.&quot; Filled with spots.</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KOOL-TV</td>
<td>Hollgb.</td>
<td>Replaces Highway Patrol at 4:00 PM strip.</td>
</tr>
<tr>
<td>Portland, Me.</td>
<td>WMHT-TV</td>
<td>H, R, &amp; P</td>
<td>Renewed! Number one syndicated show in market.</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>KOIN-TV</td>
<td>CBS Spot Sls.</td>
<td>Number Four in market, 56% higher rating than competition, Tups competing Jack Paar, News and Feature.</td>
</tr>
<tr>
<td>Rapid City</td>
<td>KOTA-TV</td>
<td>Bolling</td>
<td>Stripped with State Trooper, with strong rating.</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KPLR-TV</td>
<td>P-G-W</td>
<td>Number Two in market, rating up 100%. Sold out!</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>KCPX-TV</td>
<td>Katz</td>
<td>Number Two in market, rating up 100%. Sold out!</td>
</tr>
<tr>
<td>San Antonio</td>
<td>WOAI-TV</td>
<td>Petry</td>
<td>Sold out! First in time period against strong network competition.</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KPIX</td>
<td>TVAR</td>
<td>Number Two among all syndicated shows in market.</td>
</tr>
<tr>
<td>Seattle</td>
<td>KING-TV</td>
<td>Blair</td>
<td>Sponsored by local supermarkets.</td>
</tr>
<tr>
<td>South Bend</td>
<td>WSBT-TV</td>
<td>Raymer</td>
<td>Delivering highest ratings ever earned in this time period.</td>
</tr>
<tr>
<td>Spokane</td>
<td>KREM-TV</td>
<td>Petry</td>
<td>Highest rated syndicated show.</td>
</tr>
<tr>
<td>Syracuse</td>
<td>WHEN-TV</td>
<td>Katz</td>
<td>Station calls show &quot;excellent.&quot; Filled with spots.</td>
</tr>
<tr>
<td>Twin Falls</td>
<td>KLIK-TV</td>
<td>Hollgb.</td>
<td>Number Three syndicated show in market, best on station.</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>WMAL-TV</td>
<td>H-R</td>
<td>Replaces Highway Patrol at 4:00 PM strip.</td>
</tr>
<tr>
<td>Wichita Falls</td>
<td>KSYD-TV</td>
<td>Blair</td>
<td>Renewed! Number one syndicated show in market.</td>
</tr>
<tr>
<td>Wilkes-Barre</td>
<td>WBRC-TV</td>
<td>Bolling</td>
<td>Number Four in market, 56% higher rating than competition, Tups competing Jack Paar, News and Feature.</td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>WSJS-TV</td>
<td>P-G-W</td>
<td>Stripped with State Trooper, with strong rating.</td>
</tr>
<tr>
<td>Youngstown</td>
<td>WKST-TV</td>
<td>Young</td>
<td>Across-the-board, opposite News.</td>
</tr>
</tbody>
</table>
M-SQUAD
STARRING
LEE MARVIN

117 HALF HOURS
FIRST RUN OFF NETWORK

mca
598 Madison Ave., New York 22, N. Y.
Plaza 9-7500 and principal cities everywhere

Produced by Latimer Productions with Revue Studios facilities
spring meeting. Hotel Commodore, New York.

May 21—Southern California Broadcasters Assn. annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.

May 21-24—50th anniversary Electronic Parts and Distributors Show and Conference. Conrad Hilton Hotel, Chicago.


May 23-25—Electronic Industries Assn., 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.

May 24-25—Iowa Broadcasters Assn. annual meeting. Hotel Fort Des Moines, Des Moines.

May 24-26—Institute of Radio Engineers seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

May 25-26—South Dakota Broadcasters Assn. meeting, Watertown.

JUNE

*June 1—UPI Broadcasters of Michigan, spring meeting. Normandy N-C Room, Sheraton-Cadillac Hotel, Detroit.


June 11-14—Industrial Advertising Exposition held in conjunction with the 45th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.

June 11-15—American Federation of Musicians 50th annual convention, Public Auditorium and Hotel Penn-Sheraton, Chicago.


June 14-15 — Western Assn. of Broadcasters, convention. Jasper Park Lodge, Alta.

June 14-16—Florida AP Broadcasters Assn. meeting, Tampa.

*June 15-16—Wyoming Assn. of Broadcasters, annual meeting. Jackson Lake Lodge, Jackson.

June 16—Florida UPI Broadcasters Assn. annual meeting. International Inn, Tampa.

June 16—New deadline for reply comments on FCC proposal to charge fees for applications for new stations, license renewals, transfers of control or major facilities changes, and for other non-broadcast licenses.

June 16 — Georgia Assn. of Broadcasters annual Golf Day, Athens.

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

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

*June 19—Georgia Assn. of Broadcasters first annual TV Day. Atlanta.

June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.


June 22—Deadline for reply comments on FCC proposals to foster uhf, delete single vhf channels and let station operators choose their own vhf channels in eight other markets.

June 23-24—Advertising Federation of America, 58th national convention, in conjunction with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Round-up." Denver-Hilton Hotel, Denver.

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


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

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

JULY


July 23-25—First International Sound Fair, Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.

AUGUST

Aug. 5-7—Georgia Assn. of Broadcasters, annual convention. Holiday Inn, Jekyll Island, Ga.
Views on watchdoggery

EDITOR: Congratulations on a fair evaluation of the Senate Watchdog Subcommittee report (EDITORIALS, April 23). Nothing smacks so much of the usurpation of freedom of speech than an attempt by politicians to dictate program production policies and practices. Section 315 is trouble enough without adding superfluous complex blab to our statutes. . . .

By the way, I second your nomination for retirement of the Peabodys. . . . [EDITORIALS, April 23].—Lawrence O. Reiner, director of radio-tv, St. Lawrence University, Canton, N. Y.

EDITOR: Hearty congratulations on your editorial concerning the Yarborough-McGee-Scott report.

A watchdog is indeed an asset at times. But when the watchdog tries to take over the master bedroom, it's time to call a halt. . . . —John F. Hurlbut, president and general manager, WVMC Mt. Carmel, Ill.

Lost without it

EDITOR: . . . I have been in advertising 15 years and consider yours the leading publication in our industry. I am in the process of establishing my own agency and I have not received BROADCASTING for the past several weeks. Needless to say, I feel lost without it.—James P. Danaher, Detroit.

The uhf story

EDITOR: You are to be complimented on your special report covering northeast Pennsylvania and uhf tv . . . However . . . there are three things that cover northwestern Pennsylvania like a blanket: the snow, uhf . . . and WARM radio. . . . —Luther R. Strittmatter, sales manager, WARM Scranton, Pa.

[BROADCASTING's special reports on the progress of uhf—Part I on the flatland area around South Bend, Indiana (March 12 issue), or Part II on the hilly terrain of northeastern Pennsylvania (March 19 issue)—are available in reprints at 20 cents each.]

META of Toronto

EDITOR: We should like to point out an error in the article, "CAB bucks BBG proposal!" [INTERNATIONAL, April 9]. The Metropolitan Educational Television Assn. (META) of Toronto, and not of New York, has concluded an arrangement with BBG approval, to be responsible for educational programming with CFTO-TV Toronto. META of Toronto . . . is now in fact producing and programming a wide range of educational programs in cooperation with both CFTO-TV and CBLT-TV Toronto.

. . . We find your publication to be an outstanding source of information. . . . —A. F. Knowles, executive secretary, Metropolitan Educational Television Assn. of Toronto, Toronto.

[Since the full name of the Toronto association was not given in the dispatch to BROADCASTING an editor overconfidently and erroneously assumed it was the New York organization and added that to the title.]

Not new in the field

EDITOR: I was quite happy to see that Sparta was included in your issue describing the new equipment on display in Chicago [SPECIAL REPORT, April 9]. I am concerned, however, that the writer indicated that Sparta Electronic Corp. is a new entry into the cartridge tape field. As you are aware we have been manufacturing broadcast cartridge tape equipment for over two years. He was probably confused because of our change in name (from Sierra Electronic Enterprises). . . . —William J. Overhauser, president, Sparta Electronic Corp., Sacramento, Calif.
The trade publications have recently been full of stories with such provocative headlines as "Are Time Buyers Obsolete?" and "Numbers—Is This the Way to Buy?" Most of them contain strongly worded statements by reps and station salesmen decrying the so-called "buying by the numbers." What they seem to want is an opportunity to sell qualitative values as well.

For us, nothing could be more welcome. Unfortunately, we have found that all too few of these salesmen are anywhere near prepared to supply us anything but numbers.

We recently requested television availability in more than 20 markets for programming to reach a very specialized audience. We wanted farmers. It was not a blind inquiry, but one well laid out and detailed. The reps knew the client and the product, and we have definite suggestions as to some of the program types that would be acceptable, the hours of the day we felt farmers could see, and some of the other means by which we wished to evaluate the programs. Initially, we did not ask for ratings.

What did we get? Ratings. What else? In too many cases, nothing. A few of the reps only failed to supply the information we had requested, but offered programs and time periods which common sense would indicate hadn't the ghost of a chance of reaching farmers. One station offered us a weekday program at 10:30 a.m.

There are many fine tv stations which do an excellent job of programming for, and reaching, the farmer. Most of these supplied us with good information.

Others because of their strategic locations and broad signals also attract a large farm audience even though they do little or no programming specifically for them. What, then, should we buy on these stations?

Eye Opener • I'm aware that a lot of tv stations know little about rural viewing habits. It's also true that many stations do not consider the agricultural advertiser to be an important source of revenue. I think they'd be greatly surprised to know how much money is being spent by farm advertisers right now—and even more surprised at the amount that will be invested in a year or two.

Television is fast becoming a primary medium for the farm advertiser. Farming today is "big business" and getting bigger. The average farmer's investment in land and buildings is over $48,000. His annual outlay for seed, feed and fertilizer is almost $2,000. Agriculture in the U. S. spends billions of dollars each year for the business of farming. As farms get bigger in size and as the individual investment grows, farmers necessarily are becoming better businessmen. They demand and use more complete information on which to base their buying decisions. In many areas, this information is required daily. With its combination of sight, sound and motion, tv can show a farmer more in less time; can give him information more clearly and concisely than any other medium.

Farmers do watch tv, and for the same reason the so-called city folks do—entertainment. But there's another reason for farm viewing, too. Those comparatively few stations that are programming the kind of information a farmer needs have had a gratifying response from farmers. It is true that not every station can effectively serve agriculture and the farm advertiser. Of those that can, however, I believe it is time for the majority to take a serious look at this big and profitable market.

Unknown Area • There is, unfortunately, very little information available on the viewing habits of the rural audiences. Much of what there is is not necessarily applicable because of regional differences in types of farms and farm practices which affect the viewing habits in those regions. Any station which wants a share of the ever-increasing farm advertising dollar pretty well has to plow its own furrow.

It's none too soon to make a start on the long range assembly of specific information on the hours farmers watch tv, what programs they prefer, how they use television in their business and the like.

I personally feel these stations should put together something to show prospective advertisers. They should be prepared to answer such simple questions as these:
1. "Have you ever had agricultural advertising on your station?" (Some we asked apparently didn't know, since they failed to answer.)
2. "What programs or times did these advertisers buy?"
3. "Any evidence of successful farm tv advertising?"
4. "Were these advertisers national or local?"

Simple! I think so, but you'd be amazed at how difficult it was in some cases for us to get answers to those questions.

Uncooperative • We felt particularly depressed on one score: of those few stations who had nothing to offer us, none had the honesty to say, in effect, "We don't have the information you need; we don't know enough about our farm audience to help you."

A candid answer such as this would have saved us many hours. Then, if they had offered to get the facts we needed, the chances are they would have gotten some of our business.

This is but one example of the difficulties we have encountered in trying to buy tv to reach a specialized audience. There are others. Each time we try, I am struck anew by the monotonous parade of the same old numbers.

To those sellers of tv time who decry buying by the numbers, I would suggest they take a good look at some of the canned, totally inflexible sales pitches they throw at us, regardless of their application to a specific problem or request.

Please, fellows, on your first visit at least, leave the rating books home.
The newest Ullman jingle-programming package.
Created just for the mature, metropolitan station
programming for adults, for tall ratings, for discerning
sponsors. Created for quality quality quality.

TELL YOU ABOUT DIMENSIONAL RADIO?

Not enough room on this page — or in the entire
magazine. Must hear it yourself. Hear the 28 jingles
hand crafted to your call letters. Hear the underscores,
the 30 and 60 second pop-tune commercial separators.
Listen to the new-new-new sound effects; the comedy
drop-ins; those produced pubserv spots.

And as new as DIMENSIONAL RADIO
itself is our unprecedented, sales-producing
commercial jingle service, exclusive to DR subscribers.
*Broadcast Sunday, April 29
on WCAU-TV Philadelphia.
See television listings for
local time in each city.
Overture!

On Thursday evening, May 3, viewers of WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago and KMOX-TV St. Louis will witness a gala premiere...when "The International Hour" presents Eugene Ormandy and the world-renowned Philadelphia Orchestra in a program devoted to the music of MacDowell, Copland, Sousa, Bernstein and other major American composers. Produced on tape by CBS Owned WCAU-TV in Philadelphia, this hour-long concert will also feature two distinguished American soloists: pianist John Browning and baritone William Warfield, performing at Philadelphia's Academy of Music.

It is only the beginning! In subsequent weeks, "The International Hour" will bring local audiences fine music and dance programs produced by broadcasters in Argentina, Mexico, Canada, Australia, Italy, Japan, Great Britain, Yugoslavia and Ireland—forming the second International Program Exchange, the series inaugurated by the five CBS Owned television stations last summer. (In the Exchange, participating foreign broadcasters will receive "Eugene Ormandy's Sound of America.")

This cultural interchange, a friendly overture designed to strike a note of international understanding resounding far beyond time of broadcast, is symptomatic of the dedication and showmanship which have made the five CBS Owned television stations leaders in their local communities.

CBS TELEVISION STATIONS
A Division of Columbia Broadcasting System, Inc.
WORLD TV WILL GREATLY ALTER MARKET
Saudek sees changed audience after world-wide expansion

World-wide television will be in general operation by 1965 and will bring with it a "radically altered market" for advertisers and agencies, television producer Robert Saudek told a convention of leading agency executives last week.

Speaking at the annual meeting of the American Assn. of Advertising Agencies, Mr. Saudek said that world-wide expansion will make television programming "richer," but that the truly big change will be in audience "composition." The "overwhelming majority of the world audience will be illiterate," more viewers will speak Mandarin than any other language, and average annual per capita income may be about $500.

Mr. Saudek, of Robert Saudek Assoc., saw far-reaching political implications in world-wide tv: "The face of America will take its place in millions of homes whose impression of us have been sporadically transmitted through still photographs of our presidents and occasional glimpses of our tourists. Now, suddenly, our ideas of politics, entertainment, culture, manners, education and our philosophy of life will become commonplace nearly everywhere, every day. Suddenly the Americans on television—whether salesmen or statesmen, news analysts or actors—will hold the rank of ambassador."

Thresholds • Mr. Saudek's talk was prepared for delivery at a Saturday-morning symposium on "exciting thresholds in mass communications." Representing magazines, Editor Wade Nichols Jr. of Good Housekeeping predicted that magazines more and more "will be giving first attention to the problems of differentiating themselves from each other and of dramatizing their special, individual techniques, purposes and audiences."

Mr. Nichols also, without mentioning tv, deplored the fact that "the special favor of only a handful of agencies can swell one whole category of media to mightiness—at the direct expense of some other category." He urged advertisers and agencies to make their media decisions "specifically and individually"—and to consider the "final effects" of those decision "upon the communications industry and indeed upon the society."

Earlier, in a look at "the outlook for creativity," Young & Rubicam president George Gribbin offered some "wild dreaming, of it not necessarily so wild," about media futures.

Of tv he said: "Something will go beyond tv. It may be a relatively simple extension, such as room walls everywhere in a house acting as large screens. It may be that it will be simply real three-dimensional tv."

"It may be that it will be tv you select for yourself from a vast central television library. You tune in what you want, instead of what the networks and local stations send out, as it is to-day."

Smell or Touch • "It may be that you will be titillated by a sense of smell or touch in addition to the sight and sound we get today. It may be that you'll have some sort of sensitized plate that you can hold in your hand like a magazine and tune in—anywhere you are—the program you prefer."

"It may be—God willing—that enough dissatisfied viewers, switching off a program, can take the damn thing off the air."

"It may be that someday cars will be fastened to super-highways as trains are fastened to tracks, and papa can press a button—and then relax along with the rest of the family in front of a tv screen in utter indifference and perfect bliss as everybody watches the 1982 version of Gunsmoke."

Other convention highlights included an examination of "the communications challenges in the decade of the 60's" by Robert Resor of Bozell & Jacobs, New York, and an international symposium in Thursday's closed sessions; a panel on "Measuring What We Pay For" with Charles Ramond of Advertising Research Foundation, Wil-

COMMERCIAL PREVIEW: hair-spray on mink startles ladies

The TV commercial for Inviso-Net opens with a sequence guaranteed to send a shiver of awe up the spine of every feminine viewer: The young lady turns the hair-spray not on her own gleaming locks but full force on the surface of her silver mink coat, a garment which the trained feminine eye can instantly see has a value in the neighborhood of $5,000. As she sprays her mink, the demonstrator says what every f.v. is thinking: "I wouldn't do this to my mink with just any hair spray. Huh unhuh!"

"But this," she continues, "is Inviso-Net. Different from all the others." She presses the mink carefully against her face to prove her statement that "Inviso-Net never leaves your hair sticky or gummy, because there are no lacquers in it."

After demonstrating how Inviso-Net dries fast and invisible, "so the natural beauty of your hair shines through," sniffig its scent, "fragrant with imported perfumes," mentioning that it "looks very expensive, but it isn't," the young lady looks straight at the viewer through the camera and urges: "You try it. Inviso-Net on your hair makes you very beautiful." Then, cuddling up to her coat, she murmurs, "That's how I got my mink."

Inviso-Net's maker, Fairfield Labs of Pasadena, Calif., Fairfield's agency, Fuller & Smith & Ross, Los Angeles, and Film Fair, Los Angeles, the studio that produced the one-minute full-color commercial (also the 40-second version), also broke with tradition by having the product demonstrated not by a twittering, simpering starlet but by a fully matured young lady who, as F&S&R noted in a general fact sheet, "should be desired by men and the envy of all women." More than 125 girls were auditioned before actress Ann McCrea was chosen for the assignment.

The Inviso-Net commercials currently are being colorcast on KHJ-TV Los Angeles (10 a week for 13 weeks) and will start in San Francisco in May. As distribution of the new hair-spray is extended, the commercial presumably will also receive wider distribution.

F&S&R credits for the commercials: Tom Shea, account executive; David Mathews, broadcast director; Jack Jones, creative director; Chuck Sutorius, art director.
**HOW BIG IS RAY IN RALEIGH-DURHAM?**

"Ray WHO?", y'say. Well, that figures. You've never seen Ray Reeve on your TV set. But every night an average of over 46,000 Carolina homes look to this award-winning sports personality for more than just ballscores. Ray's been around here for more than two decades... He's well-known for what he knows well: the Sports News that interests this area. And how big is Ray Reeve? Your H-R man has all of Ray's measurements... from his 42-inch waist to his 18.0 ARB.
liam C. McKeenan Jr. of Metropolitan Life Insurance, Paul E. J. Gerhold of Foote, Cone & Belding, Robert J. Fisher of Ford Motor Co. and research consultant Paul Lyness.

Among other highlights also were a pro, developing executive and creative manpower with William E. Steers of Doherty, Clifford, Steers & Shenfield, Paul C. Harper Jr. of Needham, Louis & Brorby, Ray O. Mithun of Campbell-Mithun, and Vernon Myers of Look; and addresses Saturday by Federal Trade Commission Chairman Paul Rand Dixon and AAAA Chairman Marion Harper Jr. of Interpublic Inc. (also see pages 00, 00.)

Agency appointments...

* Eastern Mortgage Co., Los Angeles, has appointed Nides*Cini Adv., that city, to handle its advertising, publicity and public relations. An initial budget of $100,000 with emphasis on local spot television will be used.

* Milano Ski Fashions, Woonsocket, R. I., has appointed Allenger Adv., Brookline, Mass., as its advertising agency.

* Horizon Land Corp., Tucson, Ariz., has appointed Mohr & Eicoff, New York and Chicago, to handle advertising of Horizon’s developments in El Paso, Tex.; Belen and Albuquerque, both New Mexico, and Cochise County, Ariz. A budget of $2.5 million is planned for 1962-63 with much of it for use in radio and tv.

* Swift & Co., Chicago, has appointed McCann-Marschalk, New York, to handle advertising for its Prem and Swift’s Premium Canned Meats Div. McCann-Erickson, Toronto, has been appointed agency for the products in Canada.

Piggy-back redefined in NAB explanation

When is a piggy-back not a piggy-back?

NAB, harassed by this code problem for years, has tried with only partial success to clear up the situation for subscribers. In the newest NAB Tv Code News, published last week, the Code Authority made another effort to clear up the problem of integrated announcements.

The basic difference between integrated and piggy-back spots lies in the treatment and production techniques employed, according to the code authority, headed by Robert D. Swezey. This can be either audio or video, or both. In any case, there is no code provision or interpretation prohibiting the piggy-back from being telecast. The problem lies in the fact that each element of a piggy-back series is counted as a separate announcement contributing to triple or quadruple spotting.

“The main area of misunderstanding seems to rest in the network and national spot field where some agencies are attempting to get ‘two for one,’” NAB explained. “Some of these are acceptable as an integrated or single announcement under code interpretation; others are not.

“The question must be asked whether the audio and visual material is so uniform and blended that it forms a single unit or whether the audio and visual material is so varied or so separated as to form two or more announcements in close adjacency. A rule of thumb is:

“Will it look like a single announcement to the viewer, or will it give the impression of two or more spots?”

“The integrated announcement is one advertising two or more products or services, which is so executed in audio and video presentation that it actually is a single announcement. Such an announcement will be counted as a single announcement under the commercial limitations of the code, provided that (a) the products or services are related in character or purpose, or (b) if the products or services offered are those of the same sponsor.

“The piggy-back announcement is one advertising two or more products or services, which is so executed in audio and video presentation that it actually is two or more separate announcements. Such a piggy-back announcement will be counted as two or more announcements under the limitations of the code.”

Building materials top $18 million

DU PONT, U. S. STEEL LARGEST TV USERS IN CATEGORY: TVB

U. S. Steel and E. I. du Pont de Nemours & Co. together accounted for more than one-third of building-material advertisers’ gross tv time billings in 1961, according to a report on the product category by Television Bureau of Advertising.

Use of tv by building-material advertisers jumped 20% last year, TVB said. Gross time billings totaled $18,144,810 against $15,119,757 in 1960. The materials advertised ranged from wall coverings to steel.

The leading advertiser, U. S. Steel, last year spent $3,351,436 in behalf of steel products. Du Pont had billings of $3,216,209 for Dupont paints and materials.

TVB also notes results of the tv advertising. For example, one U. S. Steel commercial showing advantages of steel homes, resulted in 20,000 mail inquiries; another, for steel fences, brought in 30,000 letters, and a commercial that discussed construction of the Tulane U. stadium resulted in 500 requests and information, with at least eight sales claimed as a direct result.

Locally, building-material advertisers are also using more tv. TVB says that in February a 26-market survey by Broadcast Advertisers Reports showed 57 builders and real estate advertisers using 30 programs and 211 spots. Some 24 home-improvement contractors used 18 programs and 98 spots.

Shown here are the tv gross time billings of the top 14 advertisers of building materials, equipment, fixtures and paints:

<table>
<thead>
<tr>
<th>TV Gross Time Billings</th>
<th>Network*</th>
<th>Spot*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. U. S. Steel</td>
<td>$3,351,436</td>
<td></td>
<td>$3,351,436</td>
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<tr>
<td>3. Kaiser Industries</td>
<td>2,432,695</td>
<td></td>
<td>2,432,695</td>
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<tr>
<td>4. Reynolds Metal</td>
<td>2,354,620</td>
<td></td>
<td>2,354,620</td>
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<tr>
<td>5. Alcoa</td>
<td>2,057,738</td>
<td></td>
<td>2,057,738</td>
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<tr>
<td>6. Pittsburgh Plate Glass</td>
<td>1,312,922</td>
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<td>1,312,922</td>
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<tr>
<td>7. Douglas Fir Plywood Assn.</td>
<td>414,111</td>
<td></td>
<td>414,111</td>
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<tr>
<td>8. Aluminum Ltd.</td>
<td>234,083</td>
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<td>234,083</td>
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<tr>
<td>9. Rust-Oleum</td>
<td>233,800</td>
<td></td>
<td>233,800</td>
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<tr>
<td>10. Merritt Chapman &amp; Scott</td>
<td>214,600</td>
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<td>214,600</td>
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<tr>
<td>11. Armstrong Cork</td>
<td>194,023</td>
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<td>194,023</td>
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<tr>
<td>12. American Cyanamid</td>
<td>184,444</td>
<td></td>
<td>184,444</td>
</tr>
<tr>
<td>13. Mary Carter Paints</td>
<td>159,540</td>
<td></td>
<td>159,540</td>
</tr>
</tbody>
</table>

* Source: TVB/LNA-BAR
** Source: TVB-Rorabaugh

(Note: Billings are not the total for the company, only the building classification)
It’s WOODWARD Avenue in DETROIT...

It’s MAIN STREET in Ohio’s Third Market

Are Detroit’s auto makers—as often claimed—an especially inventive and enterprising breed? It is hard to doubt it, and they stand as stalwart proof of how the nature of a community, and what it does, can shape its people, their attitudes and interests. Since what is true of Detroit is also true of Dayton, WHIO (AM, FM, TV) has concerned itself with a basic duty: to know the people of this rich area, to know them so well that we can balance our programming to their specialized “Main Street” interests. The reward for this effort is consistently revealed in listener and viewer studies. George P. Hollingbery has them, plus something equally interesting about how high this market stands over other Ohio markets in individual income. Head and shoulders.

DAYTON, OHIO WHIO-AM-FM-TV

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina
CBS Radio Spot Sales goes for RTP

RAB'S PLAN APPROVED AFTER PRESENTATION

CBS Radio Spot Sales has endorsed the Radio Advertising Bureau's plan for selling big advertisers on radio's sales effectiveness. The plan (Radio Test Plan) was officially launched March 1 (Broadcasting, March 5).

Maurie Webster, CBS vice president and general manager of the network-owned rep firm, said last week he believes RTP "represents an enormous breakthrough in intelligent and imaginative advertising planning today (and) offers concrete evidence in terms of measured sales of the client's own products that national spot radio is most effective in increasing brand shares."

The spot sales unit, it's understood, will share costs with its stations whenever an advertising order is placed as a result of RTP efforts. Under the plan, RAB will place and supervise radio test campaigns for major advertisers not currently heavy radio spenders. Participating stations agree to pay 10% of such billings to RAB to help finance research to prove that the campaigns paid off in sales (Broadcasting, Dec. 4, 1961, et seq.).

The entire sales and executive staffs of CBS Radio Spot Sales were host to a special RAB showing (see picture). In his presentation, RAB President Kevin Sweeney listed 24 markets involved in RTP and explained how stations in each market will cooperate to show just what the advertiser receives by using radio.

Target: $30 Million • RAB had stated some weeks ago that it had commitments from enough stations in 24 markets to permit the project to go into effect on schedule. It is expected to run 18 months and RAB anticipates RTP will increase national radio sales $30 million in that period. Mr. Sweeney told the CRSS salesmen that RAB's aim is to get 30 advertisers to invest $1 million each.

The CRSS contingent was headed by Mr. Webster; Ralph Glazer, eastern sales manager, and Ralph Goshen, WCBS New York general sales manager.

Sharing in presentation of the plan for RAB was President Sweeney and Robert H. Alter, director of key account sales.

Argument erupts over commercial festival

A tape-vs.-film argument erupted last week over the manner in which commercials should be shown at the American TV Commercials Festival, scheduled to open May 4 at the Waldorf-Astoria Hotel in New York.

Nine major producers of video-tape commercials withdrew in a body on Tuesday (April 24) after they failed to convince the festival planners that all the commercials should be shown on tv monitors during the luncheon instead of on the planned large motion picture screen for the film commercials, and on several tv monitors before and after the luncheon for the tape commercials.

The tape producers who withdrew from further participation in this year's festival are CBS-TV Special Projects, KTTV (TV) and KTLA (TV), both Los Angeles, MGM Telestudios, Tele-Tape Productions, Video Tape Center, Video Tape Unlimited, WFAA-TV Dallas and WHF-Inc. Their collective action "was taken with a great deal of deliberation," George Gould, president of MGM Telestudios, said at a news conference.

Mr. Gould called the festival's decision "unfair and unrealistic." He said, "We can only assume such a decision was made from pressure from film interests which increasingly have been unwilling to stand side-by-side with tape on the tv screen." Denouncing the festival also for "denying attendees the opportunity of learning more about tape commercials on an equal footing with the film commercials," via the tv monitor procedure used in the past two festivals, Mr. Gould charged that it has become "a matter of principle now to stand up and say to hell with it."

TV Festival, Or Not? In further explaining their position, the tape producers cited three main objections: (1) the affair is not a motion picture festival, but a festival of commercials which are produced for and viewed on tv sets; (2) the tape producers learned that some of the actual judging had been conducted on large screens. They feel that fair and objective judging is impossible under such circumstances, and (3) the festival's decision to exhibit commercials "theatrically" remained unchanged despite the tape producers' offer to bear the cost of the closed circuit system and monitors, and to permit the projection of color commercials on large screens because of the unavailability of color monitors.

Wally Ross, festival director, explained the festival's board of directors decided to run off the prize-winning film commercials on a large screen to make viewing easier for the 1,000 persons in the hotel ballroom. He said many of the commercials will be in color, and 98% of the commercials to be shown are on film. The big screen will be advantageous to most of the winners, he said, denying also the producers' charge that judging on a large screen had taken place.

The tape producers said they are neither asking for their commercials to be returned nor backing out of their share of festival expenses.

34 (Broadcast Advertising)
People who know the Pittsburgh market best TAKE TAE

"TAE's outstanding program service has given our 7 p.m. news show the most complete local coverage in town. It's done a fine job not only of building our community relations... but selling bank services!"

John Eckels
Director of Advertising
and Public Relations
Mellon Bank, Pittsburgh

TAKE TAE AND SEE
WTAE CHANNEL 4

Basic ABC in Pittsburgh

THE KATZ AGENCY, INC.
NEW GRAB AT TV BILLING

Newspaper group aims at P&G, other tv accounts in drive to corral over-$1 million advertisers

The newspapers' Bureau of Advertising gave fresh notice at its annual meeting in New York last week that it will pitch for a greater share of advertiser revenue, at the expense of television and other media.

The bureau revealed plans to expand its so-called "target account" program, a two-year old project which seeks specific advertisers for newspapers.

Among the advertisers the bureau will go after is Procter & Gamble which devotes more than 90% of its budget to tv. Another is Kraft Foods (division of National Dairy Products), whose total ad budget already has been sliced but which the bureau points out significantly, is still committed to Perry Como on NBC-TV (Sealtel, another division, last week suddenly announced termination of its relationship with NBC-TV, see page 38).

The bureau's expansion plan will be financed by an increase in member newspapers' dues to raise the bureau's annual revenue from $2.2 million for the current fiscal year to $2,415,000 and to $2,830,000 next year.

Charles T. Lipscomb, Jr., bureau president, said newspapers' major national targets are 500 advertisers with budgets of $1 million or more; 2,000 account brand groups; and 140 agencies billing $5,000,000 or more.

Palmer Hoyt, publisher of the Denver Post and chairman of the committee which worked out the plan, said its original purpose was to cover an anticipated deficit in revenue for the next fiscal year. But, he added, "it was felt by the committee and the board, unanimously, that the budget should not merely cover the deficit but should reflect the opportunities that we now have to move ahead."

Russ Stewart, executive vice president of the Chicago Sun-Times and Daily News and chairman of the bureau, said in his keynote address the current sales activity is "the wave of the future for newspapers—a solid program of imaginative media selling against the heavy competition of other media."

Walter C. Kurz, vice president of the Chicago Tribune, said total advertising in the U. S. in 1965 is expected to reach $14.6 to $16.3 billion. Newspaper's national revenue in that year is estimated to approximate $850 million to $1.2 billion, a range of $350 million.

Sponsor P&G buys into tv pageant ownership

Procter & Gamble Co., sponsor of the Miss Universe beauty contest telecasts, has purchased a 10% interest in the company that promotes the event.

Kaysor-Roth Corp., New York, parent company of Miss Universe Beauty Pageant Inc., said the minority interest in its subsidiary to P&G for an undisclosed sum. P&G has sponsored the pageant on tv since the event began telecasts in 1960.

The Miss Universe Beauty Pageant will be telecast this year over CBS-TV, Saturday, July 14, 9-10:30 p.m. EDT, from Miami Beach.

Business briefly...

Bristol-Myers (through Doherty, Clifford, Steers & Shenfield, N. Y.), General Motors Co. (through Campbell-Ewald, Detroit), Gillette Co. (through Maxon Inc., Detroit), and W. A. Sheaffer Pen Co. (through BBDO, New York) have purchased a sponsorship of ABC's Wide World of Sports for the 1962-63 season. Beginning Sept. 8, the show will be switched to Saturday (5-6:30 p.m.). It is currently in the same time slot on Sundays.

Coca-Cola Bottling Co., Los Angeles, in conjunction with the firm's national multi-million "Tour the World Sweepstakes" campaign, will use spots on 15 radio stations and six tv stations in the Los Angeles area in addition to other media during the seven-week project. Agency for Coca-Cola Bottling Co., Los Angeles, is McCann-Erickson, that city.

Savings & Loan Foundation, R. J. Reynolds and Colgate-Palmolive have purchased sponsorship of the East-West Shrine Football Game, to be presented on NBC-TV Dec. 29. All were sponsors of last year's game. Agencies: McCann-Erickson (Savings & Loan Foundation); William Esty (Reynolds), and Ted Bates (Colgate).

Texaco Inc., New York, next season will not renew the NBC-TV Huntley-Brinkley Report weekdays, 6:45-7 p.m. The oil company shares sponsorship with R. J. Reynolds (Camel cigarettes) which has renewed for next season. NBC-TV said it expects to replace the advertiser with another with which it is negotiating. Texaco's agency is Benton & Bowles, New York.

American Gas Assn. spent nearly $3 million for tv sponsorship in 1961, out of a total budget of $5 million for advertising, sales promotion, public information and educational activities, according to a report at the Gas Appliance Manufacturers Assn. annual meeting last week in White Sulphur Springs, W. Va. The gas industry will spend in excess of $160 million this year to promote its wares and services, Harold Massey, managing director of the 600-member trade assn., said.

RAB 'Go' presentation uses flip card kit

Madison Avenue has gone to Main Street, Anytown, U.S.A., through a radio sales presentation designed for its members by Radio Advertising Bureau, New York.

Miles David, RAB vice president and promotion director, announced the presentation titled, "Go With Radio!" It uses flip-cards mounted in a three-ring binder which converts into an easel for display on an advertising manager's desk top (see picture). Included in the kit is a suggested script for stations to use in developing an accompanying sales pitch.

The presentation covers three radio areas: (1) radio's coverage (more than 96% of U. S. homes have radio, etc.); (2) radio's audience (more than 90% of all consumers listen to radio during a given week); (3) radio's "big E" economy (gives more advertising for less money), efficiency (beats all media in getting in the "last word") and effectiveness (higher sales returns per dollar of advertising).

Nick Barry, RAB regional manager, demonstrates the "Radio Is Gold" flip-card presentation which has been sent to RAB members.
What happened when we said “Mentholatum” 118 times?

Sales were so good that The Mentholatum Company tripled its CBS Radio Network buy.

Mr. James J. Devlin, Mentholatum Vice President, put it this way:

“Beginning in October, 1961, we used the CBS Radio Network to advertise Mentholatum Deep Heating Rub. This network radio buy was a very important part of our total advertising effort; and when our sales gain exceeded our expectations, we increased our schedule on CBS Radio from ten to thirty programs a week. These were divided equally between Deep Heating Rub and Mentholatum Ointment. Recent sales figures show continued gains. Naturally we’re strong believers in network radio.”

Naturally! If you were buying a campaign like Mentholatum’s— with an estimated gross weekly audience of over 20 million families—turning them into customers fast—and doing all this at network radio’s low costs—you’d be a strong believer in us too.

CBS Radio delivers such productive advertising because of its programs, and the quality of listening those programs attract. Mentholatum uses CBS Radio news and DIMENSION broadcasts. Other advertisers buy our uniquely merchandisable stars—like Arthur Godfrey, Betty Furness, Garry Moore, Art Linkletter, Bing Crosby, Rosemary Clooney and the rest. All of it is radio that commands attention.

Better come join us. The next thing you know, you too will be making strong statements about how the “sales gains exceeded our expectations” on THE CBS RADIO NETWORK
SEALTEST DROPPING ITS NETWORK TV

Next season's strategy includes spot tv in 25 markets

Sealtest next season will not be in network tv. Its contract with NBC-TV, representing an investment in excess of $3.8 million in time and talent, terminates Sept. 26.

Sealtest, division of National Dairy Products, has been on NBC-TV for the past several seasons. Its agency is N. W. Ayer, Philadelphia and New York.

The decision was made known last week as the firm failed to renew its time period Wednesday, 10:10:30 p.m., next fall. The time period follows Kraft Music Hall, a program sponsored by a sister division, Kraft Foods.

Advertising officials for the division, which markets ice cream and other dairy products in roughly two-thirds of the country, told Broadcasting that the decision was based on several "extreme" marketing factors.

Chops Markets • The officials explained the decision in no way rejected network tv as an effective advertising medium but emphasized a unique competitive situation (higher marketing costs included) had forced Sealtest to shorten its list of markets to 25.

Next season, Sealtest plans to concentrate on these 25 markets, making its media plans on a market-by-market basis. It is possible the company will use spot tv in these markets, probably in daytime periods.

Kraft Foods, another division of National Dairy Products, reportedly also has had to trim its total ad budget though it remains committed to the Perry Como hour.

Sealtest apparently has had tough going in certain markets because of distribution problems complicated by store strikes and other increased production costs in the face of continuing competition. The division now wants to apply most of its advertising pressure in these "problem" markets.

The Sealtest sponsorship arrangement is different than that of a Procter & Gamble or other packaged-goods firms with national distribution. Because of its distribution pattern, it purchases two-thirds coverage in the three out of four telecasts of the Bob Newhart weekly series. The West Coast third had been underwritten by Allstate Insurance until the latter cancelled out this month. Beech-Nut, which sponsored all of the fourth telecast, now also sponsors the West Coast third.

It is believed that Beech-Nut next season will be a regular sponsor on alternate weeks of 10-10:30 p.m. time period, though this could not be confirmed last week.

In making its decision, Sealtest took Bob Newhart "off the hook," terminating that program effective June 6. Up to last week, the chances appeared even that the Newhart series (a Peabody Award winner) would be continued by Sealtest next season. In the summer period, a nighttime version of Play Your Hunch (now a Mon.-Fri. daytime staple on NBC-TV) will replace Newhart.

Also in advertising...

Agency formed • Communications West, a completely integrated publicity, public relations and sales promotion agency, has been formed as an outgrowth of Mickey Garrett Assoc. Maurice J. Garrett is president. Offices are at 6115 Selma Ave., Hollywood. Telephone: Hollywood 3-1261.

Full name • Harse-Rotman, Chicago-based pr firm, on May 1 will change its name to Harse-Rotman & Druck, the name the firm's New York branch has operated under for the past two years.

Pr network • A public relations network has been established by the London office of Young & Rubicam Inc., to provide clients with pr service in eight European countries. The overseas network includes affiliates in Finland, Sweden, Denmark, Germany, Holland, Belgium, France and Spain. It is planned to extend the network to cover Italy and Switzerland.

Brand comparisons • Television Advertising Representatives Inc., New York, released brand comparison studies covering seven product categories in eight markets during the month of September 1961. The current report in the rep firm's series of such studies covers the following product categories: beer and ale, cigarettes, coffee, cold cereal, dog food, gasoline, milk additives and tea.

Rep appointments...

• KSYD-TV Wichita Falls, Tex.: Advertising Time Sales Inc., Dallas, as exclusive national representative.

• KGEE Bakersfield, Calif.: Tele-Radio & TV Sales Inc., New York, as national representative.

• KATU (TV) Portland, Ore.: Day-Wellington, Seattle, Wash., as its Seattle-Tacoma, Wash., regional representative.

New ad study from Chirurg & Cairns

"New Light on Corporate Advertising," a study of institutional and public-relations advertising, has been made public by Chirurg & Cairns Inc., New York and Boston advertising agency.

A slide film presentation of the study is designed to eliminate confusion that exists in the area of corporate advertising. Five basic strategies or approaches are described along with a program to help management understand the role of corporate advertising in sustaining and improving the price-earnings ratio.

Conveying a corporate impression to different publics is compared to the story of the blind men who felt different parts and reported widely varied impressions of the elephant, in Chirurg & Cairns' presentation, "New Light on Corporate Advertising."
On Wednesday, April 18, 1962, Capital Cities Broadcasting Corporation and its Executive Producer, Milton Fruchtman, were privileged to receive one of broadcasting’s highest honors, a George Foster Peabody Award, for providing the gavel-to-gavel television coverage of the trial of Adolf Eichmann in Israel.

All of us at Capital Cities Broadcasting are deeply grateful for this distinguished Award, and in accepting it we would like to thank not only the members of the Peabody Advisory Board, but the men and women of many lands, and particularly the members of the television industry, both in the United States and throughout the world. We are proud to share this coveted Award with these stations and companies whose cooperation and dedication to the public interest made this historic series possible: The American Broadcasting Company, The Columbia Broadcasting System, The National Broadcasting Company, NTA Television Broadcasting Corporation, United Press International, Hearst Metrotone News, Independent Television Corporation, Associated Television Limited, A.B.C. Television Limited, Associated Rediffusion Limited, Granada TV Network, Independent Television News Limited, British Commonwealth International Newsfilm Agency, Nord-und Westdeutschen Rundfunkverbandes, Praesens-Film, A.G., stations of Westinghouse, Metropolitan, Storer, Corinthian and Taft Broadcasting, WCKT, KTTV, KRON, KOMO, KC, WBNS, WBRZ and WDSU.

CAPITAL CITIES BROADCASTING CORPORATION

Survey of FCC exhumes Kennedy plan

MANAGEMENT FIRM FAVORS SUPER CHAIRMAN, OTHER CHANGES

An FCC chairman with super powers and an executive director supervising the staff who reports to the chairman instead of to the seven-member commission are two of the major recommendations of a $60,000-plus management survey of the FCC released last week.

Under its present system of management, organization and manpower, the FCC is not equipped to fully carry out its mandate from Congress, the survey team of Booz, Allen & Hamilton Inc. concluded.

To remedy that situation, the commission should take the "crucial step of making its chairman the chief executive officer in fact as well as name" and have all of its staff (except opinion writers, hearing examiners and a proposed review board) report to an executive director instead of to the commission itself (CLOSED Circuit, Feb. 5).

In the area of license renewals, Booz, Allen & Hamilton confirmed something broadcasters have thought for some time: "The present policy implicitly (if not explicitly) appears to be to use the threat of deferral of renewal as a weapon to bring about compliance with commission objectives. This is a poor weapon if used too broadly."

BAH recommended that the commission undertake a "major project" to define criteria for renewals more precisely. The report said the FCC should set up a special ad hoc study group to state more clearly for broadcasters the agency policy regarding renewals.

BAH asks FCC to take away Ben's pen?

The number of FCC letters to licensees probably will not diminish in the near future but one familiar part of each of them will be deleted if a recommendation in the Booz, Allen & Hamilton survey of the FCC is carried out.

Missing would be the signature "Ben F.W. Waple, Acting Secretary" (BROADCASTING, Feb. 19). BAH said having the secretary sign every piece of outgoing mail is "an anachronism" in a "fast-moving commission regulating vast and complex industries." The chairman should be delegated, without limitation, the power to authorize bureau and office chiefs to sign mail going out of their departments, BAH said.

The survey also recommended that the job of assistant secretary be abolished and the secretary's office staff reduced.

In another area, BAH recommended that FCC employees, who perform their duties "under conditions where physical violence could occur" be protected from physical harm. Commission field employees have been assaulted in the past (one was recently tossed into the ocean while attempting to inspect the radio on a private ship) and the only recourse is to bring suit in a civil court.

Employees of several other agencies are protected by statutes which make it a criminal offense to do such things to them.

Needed everywhere • The report found something that needed improving in most offices and bureaus of the commission but said this is not to imply the FCC is ineffective in its essential functioning. "On the contrary, with its present administrative equipment, the FCC is a viable agency doing reasonably well under many handicaps." In a preface to its recommendations, the report continued:

"The consultants express concern, however, as to whether the commission is fully keeping pace, in its planning, adjudication and administrative facilities with the galloping technology of radio and television and whether, in the broadest sense, the commission is adequately protecting the public interest."

Most of the ills of the FCC can be traced to insufficient congressional appropriations, BAH said, in criticizing the agency for making poor justifications in support of its budget requests.

Besides subdivision of the six members to the chairman and of the staff to an executive director, the management survey recommended these changes:

• A number of consolidations, transfers and other adjustments among bureaus and offices to conform with functional interrelationships, work loads and the changing communications picture.

• Creation of an employee review board (BROADCASTING, April 23) with maximum delegation of review jurisdiction by categories of cases.

• Greater effectiveness of existing delegations to staff by reduction in the number of de facto restrictions placed on the staff in the exercise of delegations; wide latitude to the staff on routine cases and problems.

• Every effort to recruit and train top personnel and to fill key leadership positions with the most competent personnel available, whether from inside or outside the agency. "The nature of the job to be done demands only the best."

• Increased enforcement through field activities; additional resources to permit more effective regulation and enforcement.

• Strengthening of the capacity of three operating bureaus (Broadcast, Common Carrier, Safety & Special Services) to undertake economic and social analysis and pursue and develop recommendations on major matters of policy.

What's Wrong? • What are some of the ills of the commission today? According to BAH, the management of the agency's work load is informal, loose and too dependent on voluntary arrangements "which are not an adequate substitute for the firm, unified and superior direction required." Bureaus and offices tend to operate relatively autonomously and internal management by bureau and office heads is "insufficiently tight."

The seven commissioners often do not provide definitive policy or explicit instructions for staff guidance with the result that the staff is uncertain as to what is expected. The commissioners are too preoccupied with operational detail and ad hoc cases which do not involve policy or precedent and which should be handled on a lower level.

Productivity of the FCC is marginal and morale would benefit from more explicit performance standards and improved supervision. Key personnel should be upgraded in terms of stature, competence and capacity.

Because of work pressures, the commission in the past has responded to, rather than anticipated, emerging and new issues in communications, BAH said, and concluded:

Chairman bound • Ineffective delegations by the commission in the past have made it a "virtual impossibility" for the members to devote their time to deserved important matters and has resulted in reduced effectiveness, BAH said. Moreover, little time is available.
In Rochester, N. Y., As Everywhere:

To Stay On Top In TV, You Need What We’ve GOT:

A complete and well-organized setup for news coverage is essential to any TV station. We have it: a large and experienced staff, news bureaus in Washington and Albany, and the resources of the local daily newspapers.

In the way of equipment, we have just about everything—and the best: a huge studio, two video-tape machines, rear screen projection, sound-on-film and a completely-equipped newsmobile. You name it—we have it!

To make the best possible use of our modern facilities, we have highly-skilled manpower—folks with real know-how. We are extremely proud of our greatly-expanded staff of engineers, cameramen, producers, and salesmen!

WHEC-TV is THE buy in Rochester, New York!
to the members for administrative duties and the FCC has been "unduly restrictive" in authority granted its chairman, the survey charged.

BAH held the view that "broad managerial responsibilities unmistakably are conferred on the chairman" by the Communications Act. The commission, BAH said, should move toward defining a broad area of executive leadership to be delegated to the chairman to include such matters as (1) coordination of the staff on existing and emerging issues as a basis for policy making; (2) general administration of the bureaus and offices; (3) housekeeping functions, and (4) responsibility for the hiring and firing of personnel.

"In these areas, it is eminently proper that the chairman be accorded broad and flexible administrative authority with minimum limitations," the report emphasized. To help the chairman in carrying out his role as chief executive officer "it is quite feasible for him to be provided with top level staff assistance" through an executive director, BAH continued.

The executive director should be assigned to the personal office of the chairman and report directly to him—not to the commission—according to BAH. In turn, all of the bureaus and offices of the FCC which now report directly to the full commission would be responsible to the executive director except for Opinions & Review, hearing examiners and the review board to be formed.

Rebuffed = Both Congress and the FCC already have vetoed a plan by President Kennedy to hand over powers of the FCC en banc to the chairman. Last spring, the Congress killed White House plans to reorganize the commission that entailed super powers for the chairman (BROADCASTING, May 22, 1961). A majority of the commissioners also opposed the plan at that time.

There is little doubt that the FCC devotes greater attention to the work of the Broadcast Bureau than to any other office, BAH said in a chapter recommending changes in that bureau. There is an over-all high volume of satisfactory work turned out by the bureau but it suffers from a high workload and serious backlogs, the report said. In some measure, these broadcast problems find their seeds in actions or lack of action on the part of both the bureau and the full commission, BAH found.

Over-all organization of the Broadcast Bureau is "well conceived in most respects," the report said, but recommended certain changes—the merging of policy and rules functions, clarification of rules, staff additions and increased efforts to reduce backlogs.

The staff of the Complaints & Compliance Division, formed in 1960, should be increased temporarily while the FCC makes a "major study" of its
The Office of Network Study should be abolished when it completes its report and the work transferred to an expanded Research & Education Division (for research) and to the Rules & Standards Div. (for rules matters), BAH said.

New Office • The report recommends the establishment of a new office of Special Services to oversee the divisions of Technical Assistance (now under the secretary), Defense Coordination (presently under the Office of Administration) and Reports & Information which currently reports directly to the commission.

The management survey of the FCC by Booz, Allen & Hamilton was initiated and paid for by the Budget Bureau, with FCC cooperation. It was started early last October and the fact-finding phase was completed in December. A preliminary report was submitted to the FCC in late January (CLOSED CIRCUIT, Feb. 5) and immediately met criticism within the commission.

The final report was reproduced by the commission early this month for the Budget Bureau. Two to six BAH men worked on the recommendations at various times, under the supervision of Bernard L. Gladieux, chief of the survey team for BAH.

**NAB appeals ruling in KXTV(TV) case**

The reversal of a National Labor Relations Board ruling that two unions had not engaged in an illegal boycott at KXTV (TV) Sacramento, Calif., was asked April 24 by NAB in an appeal filed with the U. S. Court of Appeals, San Francisco.

The NAB brief argued NLRB had used "tortured reasoning . . . to the point of absurdity" in stretching the language of the labor act to clear the American Federation of Television & Radio Artists and the National Assn. of Broadcast Employees & Technicians of boycott charges. The brief noted that AFTRA and NABET had distributed handbills at retail outlets listing as "unfair" advertisers who patronized the station.

The trial examiner's ruling had held the action was an illegal secondary boycott. The board, however, reversed his findings and dismissed a complaint by KXTV in a 2-1 decision.

In its decision, the board held that a broadcast station, "by adding its labor in the form of capital, enterprise and service to the products which it advertises for secondary employers, becomes one of the producers of the product which it advertises." NAB contended Congress proscribed all secondary boycotts in labor disputes in which the primary employer deals exclusively in services such as those provided by broadcast stations for advertisers.
THE END OF CONELRAD

FCC, Defense write obituary for emergency setup; alternative uncertain, but some control is likely

Conelrad's main reason for being—to deny navigational aid to enemy aircraft—is a thing of the past, but the ultimate effect on the broadcasting industry, which has invested an estimated $20 million in equipment, time and manpower, is yet to be decided.

The termination news was announced by the FCC and the Department of Defense early last week. It followed a year-long re-evaluation of Conelrad by the Joint Chiefs of Staff, who acted on request first proposed by the National Industry Advisory Committee in 1960.

It is known, however, that a form of control still will be exercised over broadcasters in the event of war emergency. This is required, it is agreed, so as to:

- Provide immediate access to the air by the President, no matter where he may be;
- Insure that civil defense authorities can disseminate information and advice to the civilian populace;
- Provide for emergency and back-up communications for military services and make certain that broadcast stations do not interfere with military communications (including aircraft navigational aids) and weapons (radar, missile guidance systems, etc.).

What is facing broadcasting, indicates FCC Commissioner Robert T. Bartley, defense commissioner, is nationwide allocation study to determine which stations are to be kept on the air in the event of an enemy attack and which ones silenced. He says the Conelrad-civil defense frequencies of 640 kc and 1240 kc will still be used.

Mr. Bartley also doubts that tv stations will be permitted to operate during an alert. He believes fm stations will be used exclusively for defense communications instead of broadcast to the public.

Concurrences = One of the reasons for the FCC's lack of plans for a revised control system, it was noted, is that the agency has received no official list of requirements from the civil defense authorities. On hand are the needs of the White House and the military in the event of disaster.

When the complete list of government requirements is received, the commission will try to draft a master plan to meet the needs. That will be done in cooperation with NIAC, representing all segments of the civilian communications users, including broadcasters.

Mr. Bartley estimates the first revisions of the present Conelrad operation may be announced in 60 to 90 days.

Canada meanwhile announced last week it plans to use "almost" all radio and tv stations in an expanded broadcast network for emergency warnings to its populace. Canada has 290 radio stations and 110 tv stations.

In the U. S. there are 2,000 standard broadcast stations in the Conelrad net. There are 480 key Conelrad stations equipped, at a cost of about $15,000 each, with direct lines to the North American Defense Command in Colorado Springs, Colo. Another 1,000 Conelrad stations are required to continuously monitor the key stations at an estimated cost of $2,000 to $3,000 each.

The Conelrad operation, instituted in 1951 at the behest of the Air Force, was developed primarily to deny navigational aid to enemy aircraft which might "home" on targets through the use of radio broadcast frequencies. Because it was felt that radio stations should be used to disseminate information and instruction to the civilian population, a scheme was evolved to ac-

Minow sees more and more public affairs programs on tv

FCC Chairman Newton N. Minow is optimistic over the prospect of a continuing increase in sponsored public affairs shows in prime time because of their popularity with viewers and sponsors—"the brightest things that's been happening" in television. But there apparently will be no setup in FCC prodding of broadcasters for more public affairs programs, sponsored or not.

The FCC chairman expressed his views in an interview with Sen. Hugh Scott (R-Pa.), a member of the Senate Commerce Committee, recorded for broadcast yesterday (Sunday) on Pennsylvania radio and television stations.

"He said the trend to sponsored public affairs and public information shows in prime time is stronger now than it's ever been and will continue because broadcasters "are finding that people watch them and also that sponsors will sponsor them."

He said this is "one of the brightest things that's been happening—that we have many sponsors now who want to be identified with public affairs shows and this in the long run will increase their availability to the public."

"No excesses = He said he doesn't think demands on broadcasters for sustaining public affairs shows are being carried "too far"—at least in television. That medium "is doing extraordinarily well financially," he said, and the most profitable stations "are the ones that do the most public service . . . the two often go hand-in-hand." But he agreed it's different in radio, where a third of the stations are losing money.

He said the major purpose of his widely publicized speeches that have been critical of television and radio is to stimulate as much public participation in broadcasting as possible. "After all," he said, "the broadcaster is using public airwaves, and he's a trustee for them."

"What I am trying to do in the main," he said, "is to awaken the public to its chance to participate. Broadcasters want to do a good job. I haven't met one yet who doesn't want to improve his programs. It's just that I think they often tend to underestimate their audience, and I think the audience should be more in touch with the broadcasters."

"Misrepresentation = Mr. Minow disavowed any government intent to dictate the type of television shows sold abroad. But he said U. S. ambassadors have reported that American television programs are giving foreign countries a "bad impression" of American life.

He said he hopes broadcasters will assume the responsibility for selecting programs for export that will show "people around the world what kind of people we are, what our traditions are, what our traditions are instead of giving them nothing but blood and thunder."

He said this matter will assume increasing importance with the introduction of live international television via satellite. As this new communications medium is developed, he said, "a lot of thought must be given to what we're going to put on it to be telling the rest of the world about us."

44 (GOVERNMENT)
Our head’s above the clouds...

...and the view is better than ever! Our giant new 1,549 ft. tower, sixth tallest structure in the world, gives KOVR 37% more Television homes in the booming Sacramento-Stockton market. These are the concrete advantages to you:

GREAT PROGRAMMING: A line-up of strong ABC-TV shows and top syndicated properties which are supplemented by Metropolitan Broadcasting's quality specials and public affairs programs.

NEW STUDIO FACILITIES: The finest and most extensive in the area, including tape facilities in both our Sacramento and Stockton studios.

SUPERIOR PROMOTION: Massive, continuing on-the-air, outdoor and newspaper campaigns.

You're on solid ground when you buy KOVR for towering results in the Sacramento Valley.

KOVR Channel 13 SACRAMENTO STOCKTON
A METROPOLITAN BROADCASTING STATION
C. GLOVER DELANEY, V.P. & GENERAL MANAGER
complish both these missions. It worked this way:

Upon the notification of an alert, all radio and television stations go off the air. Almost immediately, the Conelrad standard radio stations return to either 640 kc or 1240 kc, broadcasting civil defense and government information to the public on an intermittent, "cluster" type schedule. This method of broadcasting is considered sufficient to confuse enemy aircraft attempting to use U. S. stations as homing aids.

Imperfect - Almost from the beginning there were complaints. A basic complaint was that the Conelrad operation reduced the coverage areas of stations and civil defense instructions and information did not reach many people. A second and more significant objection was that the entire Conelrad concept was outmoded by atomic missiles which (1) do not need any "homing" aid and (2) would cause widespread destruction even though they miss a target by many miles.

Early last year, the Dept. of Defense was asked to restudy the need for Conelrad and turned the study over to the Joint Chiefs of Staff (Broadcasting, April 10, 1961). The decision to abandon the primary purpose of Conelrad apparently was reached earlier this year. Mr. Bartley made a semi-official announcement in February that he understood such a finding was made. He so told state broadcast association presidents meeting in Washington (Broadcasting, March 5). Last week's announcement made it official.

The word came to the FCC April 23 in an official letter from Deputy Secretary of Defense Roswell Gilpatrick to FCC Chairman Newton N. Minow.

In this notice, however, the Defense Dept. listed its continued needs in the radio spectrum.

Things to Come - In a speech Friday before the Oregon Assn. of Broadcasters, Commissioner Bartley hazarded a few prophesies on what the future holds in the emergency broadcast service:

- Some stations in multiple station markets will continue to be silenced—or placed in a "standby" status to reduce mutual interference and extend the coverage of stations in other communities.
- Stations remaining on the air will be referred to the Defense Dept. for radioactive fall-out protection by the Army Corps of Engineers and for equipping with emergency power generators and remote pickup links. State fm defense networks will get top priority, standard stations with National Defense Emergency Authorizations following.
- There will be an acceleration of the development of the RESTORE projects (teletypewriter networks which can use standard broadcast transmitters without interference or degradation to the regular broadcast program) and of the fm defense network, regionally at first and finally on a national basis looking toward a national fm defense network.

There will be no change, Mr. Bartley is sure, in the emergency alerting system. This uses AP and UPI presswire teletype circuits and was placed into operation last year.

Mr. Bartley said he hopes in 60 days to announce a National Defense Seminar for early fall where briefing can be given to all.

Mr. Bartley emphasized all proposed changes in the existing emergency control system must be reviewed and approved by NIAc, then sent to the FCC and the Dept. of Defense for concurrence. Much of detailed planning will go to the State Industry Advisory committees, he emphasized.

FCC yields to Hill, drops pre-sunrise plan

FCC rulemaking to restrict pre-sunrise operation by am stations was put on the shelf indefinitely by the agency last week. Fulfilling a promise to reconsider, made two weeks ago to the House Commerce Committee (Broadcasting, April 23), the commission canceled the May 15 deadline for comments and set no new date.

Sherwood J. Tarlow, president of the Pre-Sunrise Broadcasters' Committee, said the postponement shows the FCC "has undoubtedly recognized the tremendous injustices" which would result from adoption of the proposed rule. The committee was formed to fight the FCC plan (Broadcasting, April 9) and Mr. Tarlow said last week's action "is our first step toward total victory." Mr. Tarlow also appointed approximately 50 regional chairmen for the Pre-Sunrise Committee.

FTC hits 'Outgro'

A formal complaint has been filed against American Home Products Corp., New York, by the Federal Trade Commission, charging the firm with misrepresenting effects of its ingrown toenail remedy Outgro.

The complaint, which describes in detail tv commercials for Outgro, states that contrary to claims made on tv and through other media, Outgro "will have no significant effect upon pain or infection, nor will it cure or offer relief from ingrown toenails."

The product is manufactured by the firm's proprietary drug division, Whit hall Laboratories. The respondent was given 30 days in which to file an answer to the complaint.
STICKY SITUATION

This is the supply locker of a Madison Avenue ad agency. The office manager keeps his cache of rubber cement in it. In the pecking order of this agency, the smallest jars are reserved for typists and secretaries; copywriters and artists rate medium-size jars; the largest ones, naturally, are for account executives.

During inventory, the boss, who was a stickler for rubber cement details,* wanted the bottles counted according to capacity. "How much rubber cement does each size hold?" he asked the office manager.

"I dunno," was the reply, "but I know our inventory balances because the jars on each shelf hold a gallon and a half of the stuff."

"That's no help," said the boss scornfully, and fired the office manager forthwith.

The head man is now accepting applications from anyone who can tell him how much each size jar holds. If the job has been filled by the time you figure it out, a small unsticky consolation prize will come your way.

*If you're a stickler for details, here's one that will interest you: the Nielsen Station Index for January, 1962, places WMAL-TV in the #1 spot for greatest number of nighttime viewers among Washington's 4 TV stations. WMAL-TV is tops in 44 of the 98 quarter-hours between 7:30 p.m. and 11:00 p.m. Sunday through Saturday. (Two of the other 3 stations split the balance with 36 and 18.)

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
SEC. 315 BILL PUT ON ICE
Pastore sees no congressional urgency this year, but he still favors liberalized suspension bill

Broadcasters hoping for a congressional relaxation of the equal-time section (315) of the Communications Act will have to wait at least until next year. Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, says he doubts if two Sec. 315 bills will be considered this year.

One (S 204), introduced by Sen. Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, would make permanent the temporary 1960 suspension of the equal-time requirement, which applied to presidential and vice presidential candidates. The other (S 2035), sponsored by Sen. Pastore, would extend the exemption to candidates for governor, senator and U. S. representative.

Sen. Pastore said action on these proposals isn't being delayed as a result of the Senate watchdog subcommittee report, which recommended Sec. 315 remain in force pending an in-depth study of broadcaster behavior in next fall's political campaigns (Broadcasting, April 23). He said he hasn't read the report.

He said his subcommittee has a heavy workload and he believes the House would be unlikely to act anyway.

It's understood Congress feels no compulsion to act on the Magnuson bill, which wouldn't be applicable until 1964.

The Pastore bill, with its application to lower offices, could become the kind of controversial item congressmen might prefer to overlook in this election year. The idea of liberalizing the equal-time requirement for the 1964 presidential and vice presidential candidates has picked up widespread support—which is not true of the proposal for extending the exemption to candidates who would be lesser offices on the major-party tickets.

Convert • Sen. Pastore is convinced such additional unshackling of broadcasters would be in the public interest. He said "no better proof" of this is needed than the experience gained in the 1960 presidential campaign—a sharply different view from that offered by the watchdog subcommittee.

HEW session delayed to draft new 'goals'

The Dept. of Health, Education and Welfare's proposed conference on juvenile delinquency is being delayed for a review of its "goals." And broadcast representatives, originally critical of the conference proposal because it seemed aimed at tv, will help draft those goals.

This was disclosed last week after a meeting of Bernard Russell, special assistant to HEW Secretary Abraham A. Ribicoff; NAB President LeRoy Collins; and Dr. Ralph Gary, of Boston U. Dr. Gary, a consultant to the Senate Juvenile Delinquency Subcommittee, originated the conference idea (Broadcasting, April 9). Secretary Ribicoff agreed to sponsor it at the request of

FCC letters are starting to elicit backtalk

Radio stations still are getting ever-increasing numbers of probing letters from the FCC but some licensees are beginning openly to criticize the commission's methods in reply.

In the past, most stations have been afraid to speak their minds in reply to the FCC for fear of reprisals, though commission officials—from Chairman Newton N. Minow on down publicly and privately urge broadcasters to answer the FCC fully and candidly without fear of any resentment within the agency.

During the week of April 9-16, the proposals and/or past programming practices of some 20 stations in Oklahoma, Kansas and Nebraska were questioned by the FCC as a result of license renewal applications. Generally speaking, they were the standard inquiries because the stations had little or no programming of one or more types, fitting the FCC's definition of education, discussion, agricultural, religion and talks. The letters usually include a phrase such as:

"In view of the percentage breakdown, you are requested to submit a statement setting forth the manner in which the particular programming needs and interests of the community have been and will be served by your station's program offerings." In some instances, the FCC questions a station when it has omitted only one of the 14 accepted program categories.

Most of the letters "requesting more information" from licensees originate at three sources within the FCC's Broadcast Bureau: (1) inquiries on renewal applications come from the Renewal Branch, Edward J. Brown, chief; (2) inquiries on station sales from the Transfer Branch, Robert H. Alford, chief (Joe Nelson is head of the Renewal & Transfer Division, which includes both of the above branches) and (3) letters on specific complaints against a station's programming from the Complaints & Compliance Division, John C. Harrington, chief.

Ben F. Waple, acting FCC secretary, signs the letters (Broadcasting, Feb. 19) but they are drafted in the respective offices involved.

KRLN's Pen Pal • KRLN Canon City, Colo., has received at least three letters from the Renewal Branch in recent weeks on the programming portion of the station's renewal application. Primarily, the FCC has questioned KRLN's over-all percentage of programs as to categories and their classifications.

In reply to a commission letter of March 28, KRLN President Ray mond M. Beckner wrote the agency: "Once again, we are forwarding amended program section and answers to your questions. . . . Each of these reports and amendments represents many long hours of night work for us, great loss of financial revenue, loss of public service to our listeners and the creation of dire hardships throughout our organization.
"Worse yet, they seem so utterly futile [and] leave us with such a feeling of complete frustration. We have no assurance that the commission will not place still another definition on one or more of the program types . . . and we will have the work to do over and over again."

Mr. Beckner was especially critical of the FCC's alleged "strict concepts and definitions" of program categories. "Does the commission now assume total responsibility as to whether a program is of a certain type or does the licensee still have some semblance of expression of his judgment as to program type and content?" he asked.

He said that what is agriculture
in Colorado may not be agriculture in the East but that the FCC refuses to recognize this. And on educational programming, *Colorado Wildlife*, which KRLN carries, is educational to Coloradans, Mr. Beckner argued. He said it is prepared by Colorado State U. “Here in the West where wildlife is both prolific and important . . . it is regarded as a highly significant course of study and most certainly educational,” he told the FCC. “Other sections of our country could disagree on this. In case of disagreement, is the licensee’s judgment to be respected or must he adhere to strict concepts and definitions?”

Licensee Harassment * Mr. Beckner said the FCC directed KRLN to write letters to educational institutions offering its facilities. “We are further directed to send copies of these letters to the commission along with replies received,” he said. The station will write the letters to local schools (there are no colleges in KRLN’s coverage area) if the FCC makes it compulsory, he said, and they should state they are written by direction.

The KRLN president said he appreciates what the FCC is trying to do but “we . . . strongly disagree as to the wisdom and practicality of the methods and procedure. . . . Such a continued schedule of licensee harassment on program details and type, without regard to geographical consideration, trust or respect of the licensee . . . will ultimately lead to the deletion of most of the legitimate, conscientious licensees and leave the field to the whistle blowing, dynamite operators. . . . This new commission procedure on programs can not, will not and must not work.”

In reply to Mr. Beckner, the FCC wrote KRLN that the station had “misconstrued the content” of the agency’s March 28 inquiry. “It was neither the stated nor intended purpose . . . to suggest programs or to pass upon program material broadcast by station KRLN,” the FCC said. According to the FCC, KRLN had listed programs under incorrect definitions and the commission “merely requested that you clarify the matter.”

KOIL Gets Complaint * Don W. Burden, president of KOIL, Omaha, has filed a stout defense of that station’s programming policies in answer to the FCC’s request for information on complaints received against the station. Specifically, the complaints were lodged by one Jack E. Bogan against KOIL advertisements for an Omaha art theatre, which the station pointed out, it identifies in spots as an “adult only” theatre.

“It would be very easy for us to resolve this problem by knocking under to the complaints of private censors,” Mr. Burden wrote the FCC. “I sincerely believe . . . that we should not be intimidated by them. We will, as we have in the past, make our own decisions as to what serves the public interest.” If the station bowed to every complaint, KOIL would indeed become a mediocre operation, he said, with distorted news and public service programming to pamper the “fly-by-night and irresponsible advocates.”

As long as the [Muse] theatre is a legal and legitimate business, KOIL will not discriminate against it, Mr. Burden said. He said KOIL would be violating the terms of its license if “we knuckled under and abrogated what we consider to be our responsibility to carry advertisements for a minority theatre . . .”

Answering the charge that copy for the Muse Theatre is improper, KOIL sent copy for several spots aired for the theatre to the commission. Some of them included changes made by the station in copy submitted by the agency, such as substituting the word “spritliest” for “spiliest.” Mr. Burden said that KOIL will continue carefully watching the copy submitted for the theatre and will continue to carry it as long as the station’s standards are met.

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**SATELLITE RATES TOO STEEP: USIA**

Pastore committee ends hearings on satellite bill

The U. S. Information Agency, which has been developing programming plans for the first television broadcast via satellite, expressed fear last week it wouldn’t be able to afford the proposed space system once it’s operational. 

USIA Director Edward R. Murrow briefed the Senate Commerce Committee on the preparations being made, and problems encountered, in planning for broadcasts to be relayed by AT&T’s Telstar satellite, scheduled for launching by midyear.

But he stressed the agency’s hope it would be able to negotiate preferential rates once the U. S. communications corporation is established. Without special treatment, he said, rates would be prohibitive for the USIA.

The committee, with Sen. John O. Pastore (D.-R. I.) presiding, is considering the amended administration bill (S 2814) to create a privately owned corporation to own and operate the space system. The bill has already been approved by the Senate Space Committee, and the Commerce Committee completed its hearings Thursday, with testimony from Sen. Estes Kefauver (D-Tenn.), who opposed the bill, and Assistant Atty. Gen. Nicholas deB. Katzenbach, who supported it. The House version of the bill is tentatively scheduled for floor action Wednesday.

$900 Million Costs * Basing his estimates on transatlantic cable charges, Mr. Murrow said it would cost USIA $900 million a year to broadcast 1½ hours daily to seven areas of the world. And USIA’s total budget, he said, is $111.5 million.

“Our agency wants to use the system,” he said. “We think the national interest demands that we do so.” He said instantaneous global TV coverage of Astronaut John Glenn’s orbital flight and of his receptions in this country would have had tremendous world-wide impact.

Therefore, he said, “affordable rates for our agency’s usage is an appropriate repayment” of the millions of dollars
the government has invested in the development of a space communications system.

He endorsed the administration bill, declaring it would permit USIA to negotiate directly with the privately owned corporation and, thereby, seek reduced rates.

No Cut-Rate from Carriers • But if the ground stations were owned by individual communications carriers rather than the corporation, as some industry witnesses have recommended, he said, the agency would have to deal with both the corporation and the individual carrier, or the carriers alone.

"Under that circumstance," he said, "assuming current practices are followed, no reduction in rates would be possible."

As for the first television program via satellite, Mr. Murrow said plans are still in the formative stage. But he indicated "visual tours" of major cities in the U. S. and Europe are contemplated. Two 10-minute programs, one from the U. S. to Europe, the other from Europe to the U. S., will be broadcast.

Before the transatlantic test is made, Mr. Murrow said a live television experiment within the U. S. will be made. A signal is to be sent from the AT&T station in Andover, Me., to Telstar for relay to the Bell station in Holmdel, N. J.

In planning the U. S. program, the USIA has been working closely with the three television networks. The network men assigned to the project are Fred Friendly of CBS; Irving Gitlin, of NBC; and Ted Fetter, of ABC.

EBU's Responsibility • The agency is also cooperating with the European Broadcasting Union, which is developing the program Europe will send to the U. S. Mr. Murrow said it's assumed the British Broadcasting Corp. will serve as the EBU's programming agency.

The problems still to be worked out are both diplomatic and technical. Mr. Murrow said, in Europe, a decision will have to be made as to which of the 21 political entities involved will participate in the program. A 10-minute program isn't long enough to accommodate all of them, he said.

Technical problems involve the different European line standards and electrical transmissions, which will have to be converted before transmission will be possible. And the six-hour time difference between New York and Paris presents "a major obstacle in choosing the optimum time for broadcast," he said.

He emphasized that the television demonstration will be "a relay of television between ground terminals, not a direct broadcast to home receivers.

Kefauver Opposed • In his testimony, Sen. Kefauver, one of a group of senators opposed to any form of private ownership of the satellite corporation, called again for government ownership. Failing this, he said, Congress should delay a decision until it is seen how valuable the system is. He said nothing would be lost by a delay of as much as 18 months, that during that time NASA could proceed with its research and development program.

He expressed concern that the administration bill, under which the public and the common carriers would each own 50% of the corporation, would permit one or two large companies to dominate the system. He also said the bill, in effect, exempts the corporation from the antitrust laws.

Mr. Katzenbach, however, disagreed on both points. He said the "whole thrust of Justice Dept." intent in helping to draft the bill was to prevent domination. "And if any corporation conspires to gain dominance," he added, "it would be in violation of the antitrust laws."

These laws are not suspended by the bill, he said, and would apply to the corporation and those in it.

Ground Station Issue • He said, however, the Justice Dept. has reservations about a provision encouraging the FCC to license carriers rather than the corporation to build ground stations. He said the department would prefer elimination of the implication of preference for the carriers in this regard, but wouldn't strenuously object if the language were not changed. He said the FCC would still be authorized to license the corporation if it felt that to be in the public interest.

A similar ground-station provision in the House bill, however, led two House Commerce Committee members to file additional views in the report submitted by the committee. Reps. John E. Moss (D-Calif.) and John D. Dingell (D-Mich.) said the language would make it highly unlikely the corporation would be able to secure revenue, "let alone net profits," from operating ground stations.

They said the public should be informed of this before being invited to invest in the corporation.

Both voted for the bill, they said, because they believe it "important that something should be done to speed the U. S. participation in the developing field of space communications." But they said the bill should be amended to leave the question of ground-station ownership "completely open" for FCC determination.

FAULK VS. AWARE
Damaged by blacklist, says former CBS personality

Initial testimony was heard last week in New York Supreme Court in a six-year-old libel suit brought by John Henry Faulk, formerly a WCBS New York humorist-commentator and guest personality on television, against Aware Inc. and two other defendants. The suit is believed to be the first court action against alleged blacklisting practices in the radio-tv industry.

Mr. Faulk took the stand last Tuesday (April 24) and denied vigorously that he ever backed communist groups, and, moreover, claimed he had a consistent anti-communist record. Mr. Faulk originally had sought $500,000 in damages, claiming that charges published by Aware accused him falsely of supporting communist-front organizations. Justice Abraham N. Geller was asked to increase the compensatory damages to $1 million. He reserved decision on the request.

The suit was filed in June 1956 by
The Most Number One Station in the Immediate Vicinity

The perpendicular pronoun and the numeral one have much in common. Our Ma, old WMT Radio (forty this year), taught us not to confuse the two. Statisticians who work for WMT-TV look like croquet hoops from bending over backwards. Yet it's difficult to walk the line between station ego and station firstness. We try to quote narrow-shouldered, Brooks-Brothers-type statistics. For example:

In one two-day period in February we announced 98 church service cancellations, 60 no-meetings-today, and 142 school closings, all storm-begotten. When folks want word to get around they call us.

A hundred and one correspondents throughout our listening area relay news to the WMT news center. When we want word, we call them.

Our Farm Service Department is staffed by three college graduates, all born and raised on farms.

Then things like this come along:

In "homes reached" WMT-TV is #1 in all time periods from sign-on to sign-off, Sunday through Saturday. (Cedar Rapids—Waterloo ARB 3/15/62.)

In "station share" WMT-TV is #1 Monday through Sunday, 9 a.m. to midnight. (Ibid.)

Of the ten top daytime shows WMT-TV has ten. Of the 466 quarter-hours measured for "homes reached" WMT-TV has 390 firsts.

How can you ice that?

WMT-TV
CBS Television for Eastern Iowa
Cedar Rapids—Waterloo
Represented by the Katz Agency
Affiliated with WMT Radio;
K-WMT, Fort Dodge; WEBC, Duluth.
Mr. Faulk against Aware, an organization formed in 1953 to combat the "communist conspiracy" in the entertainment-communications field; Vincent Hartnett, a writer-lecturer-consultant; and Laurence A. Johnson, a Syracuse, N. Y., supermarket operator. Mr. Hartnett is said to have been the principal writer of an Aware bulletin alleged to have damaged Mr. Faulk's reputation, and Mr. Johnson is charged with having circulated the bulletin to radio and television sponsors.

Louis Nizer, counsel for Mr. Faulk, asserted in his opening statement on Monday (April 23) that the humorist was "rising as one of the great stars of television and radio" at the time the Aware bulletin was published.

The circulation of the bulletin by Mr. Johnson to various sponsors, Mr. Nizer declared, "alarmed CBS." Mr. Faulk signed an affidavit attesting to "his loyalty to his country," and he remained on the network-owned station "dropped" by CBS because of the alleged libels of Aware, Mr. Nizer said, adding that Mr. Faulk was unable to find further work in radio and television.

Thomas Bolan, counsel for the defendants, disputed the contention that Mr. Faulk was damaged by Aware or suffered financial hardship. He claimed that in the two years following the issuance of the bulletin Mr. Faulk "made more money than at any time in his career."

Mr. Faulk testified that he viewed communism as a "very antagonistic and destructive philosophy," and said his public record would show that he always had held communists in "considerable contempt."

The court recessed Thursday but was scheduled to re-convene on Friday.

NAB, NCTA agree with REA on amended bill

Objections of the National Community TV Assn. and NAB to a bill approved by the House Agriculture Committee have been met in an amendment that will be offered on the House floor. The bill (HR 10708) is intended to permit the Rural Electrification Administration to finance the construction of closed-circuit television projects for rural educational systems.

NCTA and NAB, however, feared the bill could be interpreted to authorize REA to finance closed-circuit cable systems (BROADCASTING, April 9).

The amendment would specifically exclude cable services, other than educational television, from those purposes for which REA funds could be used.

Agreement on the amendment was reached between Rep. W. R. Poage (D-Tex.), who introduced the bill, and REA and NCTA officials.

FCC backs tv outlets in political decision

Three Baltimore TV stations acted within their rights when they refused to telecast a political program because of possible defamatory statements made on the program by non-candidates, the FCC said last week. The FCC wrote a committee which supports George P. Mahoney, candidate for the Maryland Democratic gubernatorial nomination, that such decisions are up to the local station and are outside the authority of the FCC.

The three stations—WJZ-TV, WBAL-TV and WMAR-TV—refused to carry the program because, they said, statements were made in the taped version which might be libelous and slanderous. In replying to the complaining committee, the FCC said Sec. 315 does not prohibit a station from censoring statements made by non-candidates and that Sec. 326 prohibits the commission from ordering a station to broadcast a specific program. Therefore, the FCC said, it plans no further action.

A Washington TV station aired the program (advocating the campaign of Mr. Mahoney) which the Baltimore stations turned down.

Am applicant challenges competitor's good faith

An applicant for an am station in Asheboro, N. C., has charged that a strike application has been filed, prompted by the existing station there to preclude competition.

WIDU Fayetteville, N. C., asked the FCC to enlarge issues in its hearing for an Asheboro outlet to determine whether the mutually exclusive bid of Al-Or Broadcasting Co. for a station in Mebane, N. C., was made in good faith.

Equal partners in Al-Or are Roy Cox Jr. (whose immediate family owns 76% of WGWR-AM-FM Asheboro), J. R. Marlowe (general manager and 20% owner of those stations) and W. A. Corbett, a Mebane Texaco distributor, WIDU said.

Furthermore, WIDU claimed, the Mebane application is actually designed to establish another radio station to serve the larger city of Burlington, N. C. Affidavits from existing Burlington stations stating that they serve Mebane needs and assign a salesman one day a week to handle Mebane advertising were attached to the WIDU petition.
The Great Huntington Debate Rages On!

In Which Tom Garten & A Mighty Dam Meet John Sinclair & A Magnificent Dome & The Sparks Fairly Fly!!!!!!!!!!

TOM: Advertising managers, account executives and time-buying influences everywhere: We are often asked, “Which is both heart and hub of the enormous and ebullient Supermarket area served by WSAZ-TV? Happy Huntington, West Virginia? Or Cheerful Charleston in the same resplendent state?” My friends, metropolitan Huntington, at the juncture of three great states, has that distinction by a hair!

JOHN: Surely, sir, Huntington does not claim lands that lie in the commonweals of Kentucky and Ohio?

TOM: Lands and hands, sir, as well as homes and heavy industry! Huntington simply ignores arbitrary boundaries in its westerly sprawl past Ironton and Ashland, and on almost to the Mighty Greenup Dam. That amazing structure, Mr. Sinclair, will soon eliminate four hours of riverboat time and bids fair to bring more barges than ever past what is already the largest port on the Ohio! And through some of the cleanest water, I might add—a bathing trunks! Huntington beaches being suitable this very summer for bathing trunks!

JOHN: You mentioned barges, Mr. Garten? Precisely where will these originate? Some day, sir, we shall float our entire 80-piece symphony orchestra on one of them, and send it past you playing The Charleston to remind you who is heart and hub and who is Mixer of the Nation’s Chemicals! That talented body will blast the earplugs from your bathers and set them stroking for the banks, I can assure you!

TOM: Is that so, sir? Huntington happens to be one of America’s great rail centers, and its hundreds of engines will hiss you back from whence you came!

JOHN: Which happens to be the heart of the market! Why, under the Golden Dome of our Magnificent Capitol is concentrated the buying power of a Croesus! 62,100 TV homes! An average household income in excess of $6,500 annually! Some of America’s most highly paid . . .

TOM: Time, sir, time! I suggest we once again declare the advertiser winner, for it is he who, for a single price and by simply consulting his Katz Agency man, can have both Huntington and Charleston.

JOHN: And, indeed, the entire 2-million-people, 4-billion-dollar-payroll area served by the Supermarket Station, WSAZ-TV, Channel 3, an NBC Primary Affiliate. Division: The Goodwill Stations, Inc.

1. Vice President, General Manager, WSAZ-TV
2. Manager, Charleston Operation, WSAZ-TV

Broadcasting, April 30, 1962
Radio-tv pinch-hits for newspapers

Radio and television have moved into the news void in two cities where newspapers ceased publishing because of labor troubles.

Newscasts over the air were increased measurably by almost all radio and by all tv stations to a lesser degree in Detroit and Minneapolis. In both cities the local dailies were closed, leaving their citizens hungry for news. The clamor for advertising time was not as great; mainly because most of the major stations in the two cities had few availabilities to begin with.

In Detroit, both the News and the Free-Press ceased beginning April 12; in Minneapolis, the Tribune and the Star failed to publish beginning April 12 also.

In Detroit:

WJBK regularly broadcasts news for five minutes every hour on the hour plus an extra five minutes every half hour during morning and evening rush hours. To this was added five extra newscasts daily, on the half hour, or 25 newscasts to the normal 223 per week. WJBK-TV added a half hour news special in prime time Monday-Friday, pre-empting regular commercial network time; also it added a 15-minute newscast three times daily. The 30-minute schedule has been sponsored several times by Michigan Mutual Liability Co.

WXYZ Detroit added one hour and 45 minutes of extra news to its customary 4 hours and 15 minutes of news. The extra news, on the half-hour includes community activities, entertainment specials and special public service coverage. Commercially WXYZ was about 95% sold out and tried hard to take care of regular customers. It told its representatives not to query on availabilities at this time. Two of the city's major department stores, Federal and J. L. Hudson, have increased their spot budgets. Ironically, the station has had to turn down accounts it's been cultivating for years.

On WXYZ-TV, in the first 12 days of the newspaper strike, local news coverage was increased 156 newscasts. The station also covered special public events live. Commercially the station has experienced an "insignificant" 4.3% increase in local retail advertising, according to John F. Pival, president.

WWJ-TV added a 30-minute 1 hour Newspaper of the Air, program nightly. The program, to which reporters of its parent Scripps-Howard News contribute, is run as a sustaining public service in prime evening time, pre-empting regular commercial network shows. Commercially the station has not solicited new advertising but where advertisers must have exposure because of advertising requirements which cannot wait, time has been made available.

WJR has inserted timely news bulletins in participating shows. Its advertising has increased "moderately," according to James H. Quello, general manager, new business coming from local supermarket chains and retailers.

CKLW Windsor, Ont., added a new bulletin service at the quarter and three quarter hour periods.

In Minneapolis:

WCCO added a 30-minute Women's Page feature daily just before noon, sponsored by Dayton's department store. Added to newscasts three times daily were death notice reports gathered from local undertakers; special events (church suppers, PTAs, etc.).

Local news cut-ins in participating shows were expanded from 1½ minutes to 2 minutes. Spot usage was increased by Donaldson-Golden Rule department store, employment agencies and automobile dealers. On WCCO-TV, Dayton's and a specialty shop, Harolds, increased their budget. One theatre chain substantially augmented its spots schedule. One five minute network news feed was pre-empted for local vital statistics.

KMP-TV added three additional five-minute newscasts daily, plus an extra 15-minute newscast Saturday and Sunday. Commercial increases have come from department stores, discount centers, movie houses and automobile dealers.

KSTP-AM-TV has few nighttime availabilities left on radio and a few daytime spots open. Business increases have come from department and specialty stores, food chains and automobile dealers.

KEVE has increased news of stock market, sports and expanded the detail in coverage of national and international news. Advertising has increased, but is difficult to pinpoint. Robert J. Rock, general manager, says the strike has introduced radio to a number of advertisers who had been on the fence and now know what radio can do for them. "In at least three instances it has convinced them that radio can do as good a job as print and in at least one case a Hell of a lot better job," he declared.

WTCN expanded newscasts in three prime periods (noon, evening and night) and increased all weekend newscasts from five minutes to 15 minutes. Commercially, radio business has doubled, according to Arthur Swift, manager, with movie houses buying heavily. WTCN-TV has added a 20-minute newscast in early morning hours. Since tv is pretty well sold out, commercial increase has not been startling. Stations are receiving over 5,000 telephone calls per day on special lines seeking baseball score information.

NAB will appoint overpopulation unit

NAB President LeRoy Collins is expected to name a nine-man committee this week to consult with the FCC on the problem of radio's overpopulation. This action marks the first step in the joint NAB-FCC move to examine the radio competitive problem to see what can be done about it. FCC Chairman Newton N. Minow and Gov. Collins advocated such a study at the NAB Chicago convention (Broadcasting, April 9).

A three-man group representing the NAB Radio Board met with Gov. Collins and Chairman Minow April 25 to discuss the project. The group included George C. Hatch, KALL Salt Lake City, retiring radio board chairman: John F. Patt, WJR Detroit, radio large director, and Ray Johnson, KMed Medford, Ore., district director. The FCC's position, it's understood.

Airport incident
An alert engineer provided WTOP-TV Washington with an unusual story.

While listening to the control tower at Washington National Airport, engineer Lamar Allison heard a conversation between two pilots circling the airport—each accusing the other of coming in on 'his' flight pattern. Mr. Allison taped the conversation.

The next day WTOP-TV news men confronted Najeeb Halaby, FAA administrator, who admitted the incident had occurred. The station broadcast the taped conversation on its 11:00 p.m. Report news program. The incident is currently being probed by the Federal Aviation Agency.
will be taken up May 2 at a Commission
meeting. Chairman Minow has pro-
posed “an informal, face-to-face, shirt-
sleeves working conference” to discuss
the state of radio broadcasting. “We are
so busy grinding out grants of new li-
censes that we need to step back and
take a look at why we’re doing it,” he
told the NAB convention.

The convention adopted a resolution
asking President Collins and the staff
to aid in arranging a radio population
conference as soon as possible. Gov.
Collins had suggested a study of this
type in the summer of 1961 in an ad-
dress at Northwestern U. At the con-
vention he commended Chairman Min-
ow’s suggestion as promising “to help
solve many vexing problems by obtain-
ing information in depth.”

At NAB it was explained the associ-
ation is anxious to study the overpopu-
lation problem and ways to obtain relief,
particularly in the engineering aspects.
It was emphasized NAB does not seek
relief from economic injury, and has
no intention of risking utility-type reg-
ulation to find a solution.

Stations will support
symphony league drive

More than 400 U. S. radio and tele-
vision stations already have pledged
support of a nationwide fund collection
to build an international headquarters
for the American Symphony Orchestra
League (Broadcasting, April 23), ac-
cording to Carl Haverlin, chairman of
the building fund committee and pres-
dent of BMI.

The drive to raise $1 million offi-
cially begins today (Monday), but some
eager stations, mostly on the west coast
and in Hawaii, have started the cam-
paign with more than $1,000.

While the building committee has
mailed out general news kits to all ra-
dio and television stations, Mr. Ha-
verlin stressed that stations are free to
write their own material if this would
strengthen the appeal in their own areas.

The new headquarters building and
facilities will be built on a site in Fair-
fax County, Va., donated by Mrs. Jouett
Shouse of Washington, D. C.

All contributing stations will have
their call letters emblazoned on specially
constructed bronze gates in front of the
headquarters.

Networks to daylight time

The three tv networks reported the
changeover from standard to daylight
time over the weekend would not dis-
rupt program schedule regularity. The
networks solved problems of delays a
few years ago as tv tape, in particular,
came into general use. In most in-
estances both live and film programming
are recorded on tape.
Only 10 outlets drop ‘Defenders’ episode

CBS-TV UNWAVERING IN PLAN TO CARRY PROGRAM

CBS-TV announced late Thursday (April 26) that all but 10 stations of a normal 180-station lineup were expected to clear their facilities for the telecast of The Defenders episode that deals with abortion. The telecast was scheduled Saturday (April 28).

The program, entitled “The Benefactor,” popped into the news when Dr. Frank Stanton, CBS Inc. president, at an FCC hearing in Washington last January said the program would go on with or without sponsors. Not long afterward, the three regular advertisers defected (Brown & Williamson, Lever Bros. and Kimberly-Clark) but Speidel Corp. later signed for that whole episode and for an alternate-week half-hour of the series on a continuing basis next season (Broadcasting, April 23).

CBS-TV also submitted the episode for NAB code authority previewing. That screening was made at CBS-TV's request, which in the network's point of view protected CBS-TV's position that it will not agree to any authority previewing its programs except where such previewing is initiated by the network itself. NAB found the episode did not violate the code but noted stations should carefully consider the local situation before broadcasting it.

NBC-TV on the other hand, it's understood, appears to agree in principle to previewing when NAB requests it to do so for a specific program or series episode. But NBC-TV feels it should retain the right to make the final decision of whether it will carry a program.

ABC-TV's position has not changed since the time the network refused to permit NAB to preview the Fabian show of the Bus Stop series.

Pastore Meeting • Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, had met privately with top network and NAB officials in an effort to spur network compliance with the NAB code (Broadcasting, April 16). At that meeting, the networks outlined their individual approaches to the principles of previewing.

In the meantime, CBS-TV postponed a CBS Reports program that deals with birth control (“Birth Control and the Law”) giving rise to published reports connecting this show with The Defenders episode. Network officials, in denying any connection, clarified the action by noting that the birth control program will be seen May 10.

At the request of Speidel, sponsor of the “The Benefactor” episode, other local TV stations in each of the 10 markets were offered the “opportunity” to replace the stations refusing the broadcast.

March to Maturity • In announcing that 10 affiliates would not carry the controversial episode, the network restated its view, expressed to affiliates in a closed-circuit preview of the episode on Thursday, April 19 (Closed Circuit, April 23), that the program “represents another step in television's continuing march to maturity.”

The 10 stations not expected to carry the April 28 Broadcast: WBNF-TV Binghamton, N. Y.; WHDH-TV Boston; WBEN-TV Buffalo; WBAY-TV Green Bay, Wis.; WKBTV (TV) La Crosse, Wis.; WISN-TV Milwaukee; WWL-TV New Orleans; WPRO-TV Providence; WHEC-TV Rochester, N. Y. and WHBF-TV Rock Island, Ill.

Capital Cities income sunny in first quarter

Net broadcast income up 77%, net profit after taxes up 17.4%, cash flow up 47%. That's the cheering news of first quarter earnings of Capital Cities Broadcasting Corp.

Net broadcast income for the first three months of the year, unaudited, was $3,430,552; net income after taxes $241,962 (21 cents per share); cash flow generated from operations $550,980 (47 cents per share). These compare to the 1961 first quarter net broadcast income of $1,934,660, net income after taxes of $206,181 (18 cents per share) and cash flow of $377,823 (32 cents per share).

Capital Cities stations are WHTN (TV), WROW Albany, N. Y.; WCDC (TV) Adams, Mass.; WKBW-AM-TV Buffalo, N. Y.; WPRO-AM-FM-TV Providence, R. I.; WTVY (TV) Durham; WPAT-AM-FM Paterson, N. J.

Collins: it isn't so

NAB President LeRoy Collins has again denied a report that he is first in line for the post of Secretary of Health, Education & Welfare should Secretary Abraham Ribicoff resign (Closed Circuit, April 16). "This is speculation," Gov. Collins said. "I have a job, a very important one, which demands all my effort and energies. I am seeking no other one. I have heard nothing from the President about this and I do not feel that any further discussion or comment is called for." The HEW rumor was printed in the April 19 Drew Pearson column.
TAPE IT TODAY
SHOW IT TOMORROW
ANYWHERE IN THE U.S.A.
WITH

Tapes, films, platters and scripts move fastest and surest shipped via Air Express ... the only air shipping service with priority on all 36 scheduled U.S. Airlines. 13,000 R E A Express trucks provide pick-up and delivery. Costs far less than you think. 2 lbs. fly 2,400 miles for only $3.51. Air Express is a co-ordinated service of R E A Express and scheduled airlines, to give fastest possible handling to anywhere in the U.S., Puerto Rico and Canada, on or off airline routes. Vital material gets there fastest via Air Express. And Air Express is as near as your phone.

CALL YOUR LOCAL R E A EXPRESS OFFICE FOR AIR EXPRESS SERVICE

BROADCASTING, April 30, 1962
WMAZ's approach to community relations

WMAZ-AM-TV Macon, Ga., has a sure-fire method of finding out what its community needs and how best to serve it. The station has just concluded its second annual Community Leader Seminar, a gathering of presidents and secretaries of civic, charitable and other organizations.

At the seminar, various officials and officers learn about radio-television operations and problems encountered by the broadcaster. The second phase of the seminar is concerned with the current needs of the area and how radio and television can be of use.

According to Wilton Cobb, general manager of WMAZ-TV, this year's seminar guests also included members of organizations as well as their officers. Delegates to the seminar represent the entire central area of Georgia in addition to the Macon area.

Transcontinental net up 46% from 1961

Net income up 46% for the first quarter of 1962 compared to the same period last year was announced by Transcontinental Television Corp., after its first stockholders meeting in Buffalo.

Total sales less agency commissions for the quarter ended March 31 were $3,740,000 with net income after taxes reaching $395,684 (22 cents per share). This compares with net revenues of $3,809,000 and net income of $271,553 (15 cents per share) for the first three months of 1961, TTC President David C. Moore said.

TTC noted that the 1961 sales figures included revenues from WROC-AM-TV Rochester, N. Y., which was sold in November last year to WVET-TV and WHEC-TV that city for $6.5 million. TTC is also taking over WDOK-AM-TV Cleveland this week; it bought the stations from Frederick C. Wolf and associates for $1.4 million. Other TTC stations: WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego, Calif.; KERO-TV Bakersfield, Calif., and WNEP-TV Scranton-Wilkes-Barre, Pa.

Radio-tv client total at record level—UPI

United Press International's broadcast news service now is being received by a record 2,076 radio stations and 247 television stations, Mims Thomsen, newly-elected UPI president, told the company's annual meeting in New York last Tuesday (April 24). He emphasized this does not include 12 U. S. broadcasting outlets signed last month.

Mr. Thomason reported that in supplying newsfilm to tv stations, United Press Movietone now operates in every major capital on every continent and serves 95% of the world's television stations. UPMFT, he added, has expanded its general services, including documentary and special projects.

He disclosed that UPI now operates a duplex cable channel between London and New York, replacing radio printer circuits, but said most of its news is distributed to the world by radio printers. He predicted that eventually radio printer signals will be relayed by communications satellites in space.

WPIX(TV)'s new rate card

WPIX (TV) New York has announced a new rate card effective April 15. John A. Patterson, vice president in charge of sales, said the new card eliminates Class BB time (5-7 p.m.) and now divides time into three categories: Class A, 5-11:30 p.m.; Class B, 4-5 p.m., Monday-Friday and 2-5 p.m., Saturday and Sunday, and Class C, all other times.

The new card also makes major changes in the volume sales plans offered by WPIX. Peters, Griffin, Woodward Inc., New York, is national representative for the station.

What it costs to run KFPK

The cost of operating KFPK (FM) Los Angeles—noncommercial, nonprofit station supported by contributions from listeners and grants from foundations—is roughly $500 a day or 50 cents a minute, Larry Steinberg, manager, said in an open letter to subscribers published in the station's program bulletin for April 30-May 13. Operating costs and other expenses amount to $183,000 for the year; estimated income is only $143,000 (chiefly new and renewed subscriptions amounting to $114,000 and grants and benefits of $23,000), leaving a deficit of $40,000, which Mr. Steinberg is asking his present subscribers to contribute.

RAB: 183.8 million working radio sets

Radio Advertising Bureau, which has challenged the U. S. Census Bureau's 1960 figures for homes with radios in working order (Broadcasting, April 16), reports today (April 30) that the current total of working order radio sets is 183.8 million. This represents a gain of 70% in total sets in use over the last decade.

More than 60 million sets have been sold in the last three years, the bureau said. In 1961, 22 million sets were sold at retail. RAB's breakdown of the types of sets in use: 126.9 million home and portable sets, 46.9 million auto radios and 10 million sets in public places.

Comparing radio and other media, RAB points out there are three times as many radio sets in use as the combined net paid circulation of all English-language daily newspapers in the U. S.; there are more than three times as many radio sets as tv sets, and there are 3.4 radio sets per U. S. home.

NBC Radio centralizes

Radio facilities of NBC, now located on five floors of the RCA Building in New York, are being centralized on two floors, in a new modernization program by the network. The plan will include three new radio studios, one each for NBC Radio network, Monitor, and WNBC New York on one floor. Plans also are to centralize facilities for pre-recording program segments and commercials on another floor. The project is expected to be completed by Oct. 31.

WLCY(TV) shoots for January

WLCY (TV) (ch. 10) Largo, Fla. plans to begin telecasting in January 1963, according to Sam Rahall, president of WTSP-TV Inc., permittee of the new station.

Program plans are being developed by Harry Wagner, former program manager of WSUN-TV (ch. 38) St. Petersburg, in cooperation with a "program advisory committee" of citizens from the Tampa-St. Petersburg area.

KNTV to join catv ownership

Allen T. Gilliand, president of KNTV (TV) San Jose, Calif., has announced that the station has joined Jerrold Electronics in applying for a franchise to install a catv system in Salinas and Monterey County. KNTV has served the Salinas-Monterey area for some six years. The station operates on ch. 11.
BROADCAST BONUS
Community service benefits advertiser too—TvB’s Read

Community service of tv stations around the country was pointed out last week by A. Louis Read, executive vice president and general manager, WDSU-TV New Orleans, and Television Bureau of Advertising’s board chairman.

Mr. Read spoke at a TvB board session April 25 in Cincinnati before a group of advertisers. He said advertisers as well as broadcasters profit from such service efforts.

He said that not only are stations showing concern for the “welfare of the community” but also are taking action. Mr. Read cited a survey of stations on whether they editorialize. Out of 250 commercial stations responding, 175 reported they carry editorials.

Mr. Read warned, however, that tv stations are pressed to improve their operations while facing higher costs—a situation that faces “any other business today.” He said that between 1956 and 1960, average broadcast expense per station increased 24.4% and wages and salaries went up 37% “while the average revenue per station increased 25.5%.”

Tv investments in new facilities average $200,000 yearly for each tv station in the past three years, he continued, and in the next few years, station managements estimate they will be spending an average of $175,000 a year to improve plant facilities and equipment, or to build new plants. In total, he added, the stations are “putting up” $100 million every year for improvements “to better serve their communities.”

Mr. Read also focused attention on proposed legislation in congress for all-channel (uhf-vhf) tv sets as a step toward assuring greater growth and development in both commercial and educational tv.

KABC listeners polled on likes, other data

The right length for a newscast is 15 minutes, according to 2,000 residents of the Los Angeles area interviewed by Pulse last December in a survey conducted for KABC Los Angeles. A breakdown of the responses to the question “What length of newscast do you prefer listening to?” shows that 10% prefer 30-minute newscasts, 37% prefer that they be 15 minutes long, 14% favor 10-minute news programs, 28% want five-minute or shorter newscasts and 11% have no preference.

Comparing the KABC audience with the average for all radio stations in the area, the survey shows that KABC’s...
only serious buyers will learn your identity

We do not send out lists. Every sale is handled on an individual basis. You are revealed only to serious, financially responsible buyers. You avoid the risks of selling without our deep knowledge of markets ... and are further protected by our reputation for reliability!

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.  CHICAGO
3919 W. Blackburn 73 E. W. Harvey
Joseph B. Stevick
W. Building 8-3-2870

ATLANTA  BEVERLY HILLS
Clifford B. Marshall  A. Sepp
Sharon Whitaker  W. Beverly
Robert M. Baird  9411 Wilshire Blvd.
Ine C. Williams  Beverly Hills, Calif.
Chestnut 4-576

60 (THE MEDIA)

BROADCASTING, April 30, 1962
Richard S. Salant is on the program.

Tom Chauncey, KOOL-TV Phoenix and chairman of the CBS Television Network Affiliates Assn., will open the conference. A banquet and variety show (highlighting Garry Moore and performers on his program) are slated for Friday.

**AP radio-tv outlets reported at 2,263**

The Associated Press now serves 2,263 radio-tv stations and 1,749 publications in the U.S., it was reported at the AP annual meeting last Monday (April 23) in New York.

Speaking for the board of directors, Paul Miller, president of the Gannett Newspapers, noted a decline of 11 newspapers, but an increase of 141 station subscribers (Broadcasting, April 9). In all, AP news and photos are being distributed in 86 countries to more than 8,000 newspapers and broadcasting stations—an all-time high. The directors' report was accompanied by a slide presentation of the AP's news coverage in the past year.

**Weekly fm audience 10 million—Y&R study**

More than 10 million households are tuned to fm at some time during the average week, Dr. Peter Langhoff, vice president and director of research, Young & Rubicam, New York, said Tuesday (April 24).

"This is a national household audience greater than those of all but a few leading magazines," the agency research director told an audience of some 500 attending a luncheon meeting of the Los Angeles Advertising Club programmed by the Fm Broadcasters of Southern California. He said the fm audience is about a fourth of the comparable audience of Sunday supplements, a fourth of morning newspapers. Primarily they are college graduates, professionals or executives; they enjoy high incomes; they are concentrated in the large metropolitan areas and are abundant in the West.

Age, size of family, presence of children and home ownership all have but a modest effect on the possession of fm radios. Income, education, occupation and place of residence are the distinguishing factors, he said. The fm audience comes closest to resembling that of some of the more selective maga-

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**Orientation aid**

KJWT (TV) Oklahoma City is making sure its employees are well informed about the station, their duties and virtually anything else likely to pop up during their employment. It has published a colorful booklet entitled "KJWT Welcomes You," which is given to each new employee.

Every aspect of how the station operates and what is expected of each employee is detailed in the 10-section book. Aside from the usual facts concerning general personnel procedures, the handbook also contains a history of KJWT, its facilities, its role in the community and in the industry.

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**Media reports...**

Corinthian scholarships: Application blanks and sponsor recommendation forms for Corinthian Broadcasting's summer scholarship program were mailed last week to 64 colleges around the country. Student-winners of the three scholarships will receive transportation, allowance for room and board, and a grant of $400, to study non-technical phases of broadcasting at one of the five Corinthian-owned stations (Khou-TV Houston; KOTV [TV] Tulsa; KXTV [TV] Sacramento; WANE-TV Fort Wayne, and WISH-TV Indianapolis).

'Folio' ads: WBAI (FM) New York listener-supported station which does not sell on-the-air advertising, will ac-

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**If you are thoroughly knowledgeable about...**

- **STATION VALUES**
- **TAX LAWS**
- **PROPERTY AND EQUIPMENT EVALUATIONS**
- **NEGOTIATIONS**

... Then you don't need a station broker!

In the event you are not an expert on each of these subjects—you should consult someone who is! We modestly recommend the only nationwide media brokerage firm with 185 aggregate years of broadcasting experience...
cept advertising for its bi-weekly program guide “The Folio.” Circulation of the program guide, which is sent to donors of $2 a year or more, now totals 15,000. WBAI is owned by the Pacific Educational Foundation, which also owns KPFA (FM) and KPFM (FM) Berkeley, Calif., and KPFF (FM) Los Angeles.

Join rep network * KBOX Dallas and KXOL Fort Worth have joined the Eastman Network group buying plan for advertisers. The Eastman Network is operated by Robert E. Eastman & Co., New York rep firm.

Joins NAB * Four Hearst Corp. stations joined NAB April 25, according to William Carlisle, NAB station services vice president. D. L. Provost, radio-tv vice president-general manager for Hearst Corp., signed the membership forms for WBAL-AM-FM Baltimore and WINS-AM-FM Milwaukee. Hearst tv stations have been represented in NAB membership.

Mental contribution * The National Assn. for Mental Health will present a special award to NBC in recognition of the “exceptional contribution to public enlightenment on mental illness” made in the “From the Most High corn- eth healing” broadcast, on NBC-TV on July 30, 1961 and repeated last Feb. 4. Frazier Cheston, president of NAMH, will present the award May 17 in New York to Edward Stanley, NBC director of public affairs.

Latin America reports * WBW-AM-FM-TV Topeka, Kan., has released a series of reports by its general manager Thad M. Sandstrom on his recent Latin American tour in conjunction with the NAB and the Inter-American Assn. of Broadcasters. The reports, compiled in booklet form, are being mailed to agencies and advertisers.

Awards from TB Assn. * The three television networks, in the past month, have been recipients of commendations from the National Tuberculosis Assn. for “outstanding public service through the years in aiding the fight against tuberculosis through support of the annual Christmas Seal campaign.” Accepting framed copies of the resolution of the association’s board of directors were Leonard H. Goldenson, president, American Broadcasting-Paramount The- atres Inc., for ABC-TV; Lawrence Lowman, vice president, CBS-TV; and Syd Eiges, public information vice president, NBC-TV.

Fm grant * WRVR (FM) New York will be the recipient of a grant of $10,000 to the Riverside Church in New York. The grant from the James Foundation of New York Inc. was specified for application to the operating needs of the church’s radio outlet.

Religion all day

WIXI Birmingham is finding that religion pays. The station (a daytimer), which went on the air at the end of 1960, recently switched its programming to an all-religious format. Public reaction has exceeded all expectations, according to Bill Frink, station manager.

WIXI makes time available to ministers and local churches at $30 per week for a daily 15-minute program. The station’s daily programming features three hours of preaching and nine hours of religious music.

The money will be spread over a three-year period, and is approximately one-half the amount needed for operation of WRVR during 1963-65.

Time for charity * Broadcasters in the Los Angeles area contributed radio and tv time worth at least $250,000 to the Tuberculosis & Health Assn. of Los Angeles County during the last year, according to a letter sent to Newton N. Minow, FCC chairman, by Leland A. Phillips, president of the Los Angeles health organization.

Scholarship * The Maryland-District of Columbia Broadcasters Assn. has awarded a special $1,000 scholarship to a 17-year-old Glen Burnie, Md., boy, Ellsworth M. Lutz, Jr. The scholarship to American U., Washington, is to be used over a two-year period for tuition and financial assistance. Mrs. Jason T. Pate, president of WASA Havre de Grace, Md., chairman of the awards committee, made the presentation with Robert B. Jones Jr., WFBF Baltimore, president of the association.

Alabama etv booklet * The Alabama Educational Television network is distributing a 16-page pictorial brochure which describes its history, purpose and proposed future. It is available by writing to the AETC, 2151 Highland Ave., Birmingham, Ala.

Kansas City games * The Kansas City Athletics have announced that their games will be carried over KCNO, that city, which also will feed the games to 11 other stations—10 of them in Kansas. The stations: KTTS Springfield, Mo.; KCRB Chanute, KSEK Pittsburg; KVGB Great Bend; KIUL Garden City; KRSI Russell; KGGF Coffeyville; WIBW Topeka; KIRL Wichita; KGNO Dodge City, and KSCB Liberal, all Kansas.

Educate for peace * Education of citi- zens "to work for a world of peace, dignity and mutual helpfulness" is the most important task facing the nation, NAB President LeRoy Collins said April 16 in an address at Queens College, Charlotte, N. C. "There is no room in a world of social, technological and political change for blind reaction against change nor an attitude of passive conformity with its tides and currents," he said.

Exit WXHR * WXHR-FM Boston last week announced it is dropping its QXR Network affiliation and will begin entirely local programming June 3. Merrill Smith, WXHR general manager, said the station felt more local programming was necessary to serve properly the New England market. Mr. Smith said that a spot-basis representation would give the station more advertising revenue than its previous network affiliation.

Little Rock station gets all-girl staff

It's a woman's world at KVLC Little Rock, Ark. That station has replaced its men with an all-female staff with the exception of its engineer who will stay on until a lady replacement can be found.

Joseph Trantino, president of the Victor Group (of which the station is a part), said he believes women are as capable in business as men. He said that when all of KVLC's advertisers were notified of the change, very few canceled, but more new sponsors joined.

He said that if the innovation proves itself, the plan will in time be introduced at the other two Victor stations, KIKS Sulphur, La., and WLIS Old Saybrook, Conn.

Possibly influencing Mr. Trantino's thinking is the fact that his wife is vice president of Victor and part-owner of the stations.

Lee opens brokerage firm

Jackson Lee, formerly an associate of Paul H. Chapman Co., station bro- kerage firm, has announced the opening of his own media brokerage company at 3133 Maple Drive, N.E., Atlanta, Ga.

Mr. Lee will specialize in the negotiations for the purchase and sale of broadcast properties. Previously, he was part owner and general manager of WDBF Delray Beach, Fla., and before that served as a salesman for WTVE (TV) and WENY, both Elmira, N. Y.
SMPTE convention underway in L. A.

The 91st semi-annual convention of the Society of Motion Picture & Television Engineers starts this morning (April 30) and runs through Friday (May 4) at the Ambassador Hotel in Los Angeles. A total of 72 papers will be presented and more than 50 companies will show their newest pieces of apparatus.

SMPTE President John W. Servies will welcome engineers and scientists to the convention at a luncheon at which the chief speaker, Max Youngstein, executive vice president, Cinematma, will discuss "Hollywood's Disregard Of Research and the Price It Has Paid for That Disregard."

Among papers of more specific television interest is one to be given Monday afternoon on processing and storing color film. New techniques for recording on film, tape, thermoplastic and by direct exposure with electrons will be discussed during a Tuesday evening session.

Thursday morning's session on sound recording and reproduction includes a paper on television's intercom systems, with suggestions for improving current shortcomings. Thursday afternoon is devoted entirely to tv equipment and techniques and includes eight papers on topics ranging from three-dimensional tv to slow-motion playback on tv film recordings.

Educational tv will be discussed by several speakers Friday morning.

Technical topics...

New coxial cable • Andrew Corp., Chicago, has added Type H8 to its Helix series of flexible air dielectric coxial cables. A three-inch, high power loss cable, H8 is suited for long or short runs in hf, fm, tv and uhf installations. Bulletin 8486 describes the electrical and mechanical characteristics of the cable. It is available by writing to Andrew at P. O. Box 807, Chicago 42.

Rigid towers • Rohn Manufacturing Co., Peoria, Ill., has announced the addition of five new lines of rigid tube communication towers which are triangular in design and feature all-bolted construction. They permit installation of antennas up to 600 feet high and can meet most microwave requirements, the company says.

New power supply • A new 0-10-volt and 0-10-amp transistorized DC power supply has been announced by NJE Corp., Kenilworth, N. J. Operating
with an input power of 105-125 volts at a frequency of 55-65, the EQR-10-10 weighs about 45 pounds and has a maximum ripple of 3 mv, peak to peak. It is equipped for both remote programming and remote sensing. Price: $435. Availability: Stock to 30 days. For engineering assistance and/or a catalog, write to the company at 20 Boright Ave., Kenilworth, N. J.

Manufacturers' reps • Sound Corp. of America, Silver Spring, Md., has announced that following manufacturers' representatives to handle sales of its complete line of tape-handling equipment: New York—George M. Fass, 1050 Ocean Ave., Brooklyn; Chicago —Walt Sanders Assoc., 5306 W. Lawrence Ave.; New England—Robert Smith Co., 59 Verndale St., Brookline, Mass.; The South—Mainland K. Smith Co., 2014H St., N.W., Atlanta; The Southwest—Ernest L. Wilks & Co., 1212 Camp St., Dallas.

Cooler limelight • ColorTran Industries, Burbank, Calif., has introduced a new high-absorption heat filter for use in tv and motion picture studios which the company says keeps sets and actors cool when placed over the lights. Filters vary in size from ¾” to 20” and vary in price according to size. A 14” filter used with a 5 kw light is priced at $120. The filter unit can be installed in front of a light in the same way as a scrim or diffuser.

Video film recorder • Vue-Tronics Inc., Los Angeles, is manufacturing Model RK 110, a video film recorder, already in use at the Atomic Energy Commission and in the Atlas, Polaris, and Redstone missile programs. The unit requires only two controls; common shutter-bar and picture-splice distortion have been completely eliminated, the company says. Cost is less than $10,000.

Acquires control • Champion Spark Plug Co., Toledo, has acquired controlling interest in Cousino Electronics Corp., that city. Cousino is a pioneer in the development of an endless, self-renewing magnetic tape loop for broadcasting. The company will continue to operate autonomously.

Improved Translator • Miratel Electronics Inc., New Brighton, Minn., has produced a new vhf tv translator which will accept any vhf input signal of 50 microvolts or more and re-transmit it on another non-adjacent vhf channel with a full 1 w power. The unit Miratel-Mars Model MAC-17, weighs 14 lbs. and costs $700.

Sierra change • Sierra Electronic Enterprises, Sacramento, Calif., has changed its name to Sparta Electronic Corp. Simultaneously, the company announced that the name of its Sport-O-Matic cartridge equipment line will be changed to Sparta-Matic. The company continues to be located at 6430 Freeport Boulevard, Sacramento.

New recorder • Citroen Electronics Corp., Los Angeles, has announced it is ready to market the first of its line of quality tape recorders—the Model 660. The machine offers an hour and 10 minutes of playing time on a three inch reel using 1 mil tape at 1¼ IPS. The unit also operates at 3-¼ IPS. The portable 660 is powered by six penlight batteries. Price: $149.50.

GE handbook out • The ninth edition of Essential Characteristics, the General Electric Co.'s handbook on receiving tubes, tv picture tubes and replacement capacitors is now available. The 300-page book may be obtained for $1.50 through authorized receiving tube distributors or by direct order from the GE warehouse, 3800 N. Milwaukee Ave., Chicago.

Audio sales up • Audio Devices Inc., manufacturer of recording equipment, reports that in 1961 its sales were up 12% over 1960—$7,350,710 compared with $6,562,992. Profits before taxes were up 126%—$634,455 against $280,308; net income was up 177%—$308,455 versus $124,376, or 36 cents a share after federal income taxes against 17 cents in 1960.

TelePrompTer losses • TelePrompTer Corp., New York, has announced a net loss of $599,341 in 1961, before special charges, as compared with net earnings of $51,969 in 1960 but Irving B. Kahn told stockholders the company is satisfactorily recovering and expects to complete the current year with a profit. Mr. Kahn said the loss included a provision of $484,621 for depreciation and amortization, and that there were "unforseen delays in consummation of contracts for communications systems."

PROGRAMMING

ABC-TV MAKES NEW FALL CHANGES

'McHale's Men,' 'Mr. Smith' to switch time periods

In a move that network sources last week described as "counter-programming," ABC-TV is exchanging time periods for two new shows that go on the air in the fall.

'McHale's Men,' which was set for 8:30-9 p.m. on Saturday, will be exchanged with 'Mr. Smith Goes to Washington,' which had been scheduled for Thursday, 9:30-10 p.m. It will be the second move for 'Mr. Smith' in the scheduling for 1962-63. Initially, ABC-TV scheduled Mr. Smith on Sunday at 10-10:30 p.m. But it was moved to make way for Voice of Firestone.

Unless the other networks shift before the season's start, 'Mr. Smith Goes to Washington' will compete against the second half of CBS-TV's The Defenders (8:30-9;30 p.m.) and Joey Bishop on NBC-TV. 'McHale's Men' will go against the second half of the new The Nurses on CBS-TV as well as Hazel on NBC-TV.

Meanwhile, 'McHale's Men' now is half-owned, R. J. Reynolds Tobacco Co., also a half sponsor of 'Mr. Smith,' having signed for 'McHale's.' William Esty is the tobacco firm's agency.

Cine-Dyne to offer public stock issue

A new motion picture and tv producer, Cine-Dyne Inc., New York, is offering stock for public sale. The principals have had considerable directing-producing experience, primarily with NBC.

Cine-Dyne has filed with the Securities & Exchange Commission to register 100,000 shares of common stock to be offered at $4 per share through R. A. Holman Co., New York, which will receive 48 cents per share selling commission and an expense allowance of 5% of the gross amount received for the shares.

The company listed three tv series on its drawing board—a half-hour series on books and authors starring Faye Emerson (a director of the company); Bedtime Stories, a series "intended for late night viewing," and Broadway Worklight, a program of theatre and the arts starring Alfred Drake.

Cine-Dyne said its activities so far are in the planning stage, except for the acquisition to the rights for a feature film, "Judo," and leasing of the services of its president, Jac Heim, to direct Ted Mack Original Amateurs Hour and of the services of Dennis Kane, executive vice president, to Time-Life Inc., to direct The March of Time tv series. Mr. Heim, who owns 30.77% of the outstanding 33,800 shares of common

BROADCASTING, April 30, 1962
Five exciting ways to follow the sun

The live new '62 convertibles from Chrysler Corporation. "Live" means live weight. Every ounce is dedicated to strength and performance alone. You'll get as much as 10% better acceleration and use less gas. A new low-friction steering gear is the closest thing yet to power steering without the extra cost. And an improved Torsion-Aire suspension system gives a road-hugging ride that makes bumps and unwieldy curves a thing of the past. Even maintenance is easier. You'll drive 32,000 miles between major lube jobs, 4,000 miles between oil changes. Like a common-sense car with a kick to it? Sample one of these.

Chrysler Corporation

Where engineering puts something extra into every car

PLYMOUTH • VALIANT • DODGE • DART • LANCER • CHRYSLER • IMPERIAL

BROADCASTING, April 30, 1962
Who turns minute commercials into big selling time with the bright kind of entertainment that pays off in the right kind of sales? Who sends them out to buy what you want to sell every weekday in WINSland? That's right. Jack Lazare!

Did we say "Go far with Lazare?" Try Jack on WINS and just watch how high your sales curve can go. Remember, Jack has 20 years of experience selling all kinds of products to all kinds of people.

In products how high your Try Lazare!

Of the outstanding shares, 25,500 were acquired by Messrs. Hein, Kane and Geist at 10 cents per share; the company has agreed to sell the three (or 1 cent each) warrants to purchase an additional 12,500, 12,500 and 5,000 shares, respectively. Sale of new stock to the public will result in an increase in the book value of the stock now outstanding (including shares sold to the underwriter and finder) from 62 cents to $2.50 per share and a corresponding dilution of $1.50 per share in the book equity of stock purchased by the public.

Frank Blair, NBC announcer, and Miss Emerson are on Cine-Dyne's board of directors.

Networks set coverage of next space flight

The radio and tv networks, which spent an estimated $3 million covering the orbital flight of John H. Glenn Jr., and local stations, which lost more than $3 million in local advertising revenue, are getting ready to cover the planned mid-May flight of Navy Lt. Cmdr. M. Scott Carpenter.

Production of the pooled portions of the tv-radio coverage will be handled by NBC News. ABC News handled the pool coverage of Col. Glenn's flight (the three tv networks rotate supervision of pooled telecasts). Nine news correspondents, seven film crews and tv cameras at nine locations will handle the pool coverage.

Nielsen Radio Index has announced that 11,423,000 homes listened to coverage of Col. Glenn's flight on the four radio networks at some time between 7 a.m. and 4 p.m. Highest listening was registered from 7-8 a.m. when the audience totaled 5,093,000 homes. Earlier reports on television viewing estimated that 40 million homes tuned in at some time between 7 a.m. and 4 p.m., with the peak viewing periods at launch time and recovery time.

Daytime game show rise seen in CBS-TV change

CBS-TV last week announced a re-vamp of its daytime schedule effective June 18 and by so doing underlined the continuing rise of the game show as a day-time staple on the networks.

A daytime (Mon.-Fri.) version of To Tell the Truth will be entered in the 3:30-4:40 p.m. EDT spot (at night it's on Mondays, 7:30-8). It will replace The Verdict Is Yours, which will move to 11-11:30 a.m. Two-hour quarter-hour daytime serials, The Brighter Day and The Secret Storm, each will be expanded to a half hour (from 4-4:15 p.m. to 11:30-11:55 a.m. and from 4:15-4:30 p.m. to 4-4:30 p.m. respectively) Video Village (now Mon.-Fri., 11-11:30 a.m.) and The Clear Horizon (now 11:30-11:55 a.m.) will be dropped.

Screen Gems named

Screen Gems, New York, has been chosen as world-wide distributor of Festival of Performing Arts, a series of 10 one-hour programs, which started on WNEW-TV New York April 3 and on WTTG (TV) Washington April 4. The series, produced by David Susskind and James Fleming, is sponsored by Standard Oil Co. (New Jersey) in New York and Washington, and is scheduled through June in both cities.

UAA cartoon renewals high

A sales analysis released last week by United Artists Associated shows that UAA's Popeye and Warner Bros. cartoons have had substantial renewal.

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<th>Rank</th>
<th>Program</th>
<th>Total Audience</th>
<th>6-11</th>
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<tr>
<td>1</td>
<td>Ben Casey (ABC)</td>
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<td>2</td>
<td>Bonanza (NBC)</td>
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<td>3</td>
<td>Saturday Night Movies (NBC)</td>
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<td>4</td>
<td>Andy Griffith Show (CBS)</td>
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<td>Disney World of Color (NBC)</td>
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<td>Doctor Kildare (NBC)</td>
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<td>Red Skelton (CBS)</td>
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<td>8</td>
<td>International Showtime (NBC)</td>
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<td>9</td>
<td>My Three Sons (ABC)</td>
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<td>Password—Evening (CBS)</td>
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<td>48</td>
<td>42</td>
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</table>
Here are the next 10 days of network color shows (all times are EDT).

**NBC-TV:**
- April 30, May 1-4, 7-9 (10:30-11 a.m.) Play Your Hunch, part.
- April 30, May 1-4, 7-9 (11:15-12 a.m.) The Price Is Right, part.
- April 30, May 1-4, 7-9 (12:15-12:30 p.m.) Your First Impression, part.
- April 30, May 1-4, 7-9 (2-2:25 p.m.) Jan Murray Show, part.
- April 30, May 1-4, 7-9 (11:15 p.m.) Tonight, part.
- April 30, May 1-4, 7-9 (12:15 a.m.) The Price Is Right, part.
- April 30, May 1-4, 7-9 (6:30-7 a.m.) Continental Classroom, probability & statistics.
- April 30, May 1-4, 7-9 (6:30-7 a.m.) Continental Classroom, American government.
- May 1, 7 (7:30-8:30 p.m.) Laramie, part.
- May 2, 9 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.
- May 2, 9 (9-10 p.m.) Bob Newhart Show, Sealtest through W. N. Ayr, Beech-Nut through Young & Rubicam.
- May 2, 9 (10-11 p.m.) Bob Newhart Show, Sealtest through W. N. Ayr, Beech-Nut through Young & Rubicam.

**Lasker award to WBAL-TV**

The 13th annual Albert Lasker Medical Journalism Prize for television was awarded to WBAL-TV Baltimore for "The Dark Corner," a program on mental retardation, written by Rolf Hertsog and broadcast on Dec. 11, 1961. The award will be presented Thursday (May 3) at the Sheraton East Hotel in New York.

**Film sales...**


*Boston Symphony Orchestra* (Seven Arts Assoc.): Sold to WJHK-TV Detroit; WMAR-TV Baltimore; WGR-TV Buffalo and WICU-TV Erie, Pa. Now in 10 markets.


*Phil Silvers Show* (CBS Films): Sold to WABC-TV New York, for three-year period.

*Ripcord* sold out in 75

Ziv-United Artists announced last week that its *Ripcord* half-hour adventure series is the "top spot-dollar money-maker" in the company's history, but did not release figures. The series is sold out in 75 leading markets surveyed by Broadcast Advertisers Reports, the company said, pointing out that in these areas spot buyers are divided almost evenly between national advertisers and regional-local clients. Among the top national advertisers which have bought spots locally on *Ripcord* are Maxwell House Coffee, Wrigley Gum, Alka-Seltzer, Gleem, Lionel Corp. and Tide.
To sponsors: don't play near those bad shows

A television program of “average” appeal can gain or lose as many as seven rating points solely as a result of the “environment” in which it appears. Taking 18 as the rating for the average nighttime network program, this means the show might rate as high as 25 in the most favorable environment or as low as 11 in the worst.

These estimates were offered by Home Testing Institute last week to illustrate a refinement in its TVQ service that permits for the first time, officials said, a segregation of (1) the part of a program's rating that it attributable to the program itself, from (2) the parts owed to its environment—time period, quality of competition, strength or weakness of lead-in program and lead-out, competitive lead-ins and lead-outs, etc.

For an average nighttime program, with a Nielsen rating of 18, TVQ authorities explained, seven points' variations adds (or subtracts) about 3,430,000 homes to (or from) the 18 rating's base of 8,820,000. Thus an “average” program with a rating of 18 derived solely from inherent program appeal would reach, if scheduled in the most favorable environment, 6,860,000 more homes than it would reach in the least favorable surroundings.

The method of determining the extent of environmental influence is based on TVQ's so-called “Formula B,” used in predicting programs' total ratings, with various weights assigned to such non-inherent factors as the time period (sets in use), competing programs, lead-in and lead-out, etc. The weights were not disclosed.

For example • In announcing the new service Herb Altman, TVQ clients contact supervisor, offered both actual and hypothetical examples to show the contributions of a rating's various components.

In the Monday 8:30 p.m. EST period in the 1960-61 season, he said, Bringing Up Buddy on CBS-TV picked up three rating points because of its environment while its NBC-TV competition, Tales of Wells Fargo, rode predominantly on its inherent appeal, adding only one point because of its environment. In these examples Mr. Altman used TVQ data to predict the programs' December 1960 ratings and broke them down as follows:

Bringing Up Buddy, opposed by Surfside Six on ABC-TV and Wells Fargo on NBC-TV, showed a total rating of 17. Using TVQ's new formula, Mr. Altman estimated that 14 of these points derived from the program itself, while the time period (sets in use) added two; the lead-in program (Pete & Gladys) and the competition neither added nor subtracted, and other factors—chiefly the lead-out (Danny Thomas) and the competitive lead-ins (Cheyenne and Riverboat) and lead-outs (Klondike and the last half of Surfside Six)—added one.

In the same time period Wells Fargo was given a total rating of 20, all but one point of it attributed to the program's inherent attraction. The one additional point was the net result of these influences: Sets-in-use, plus two; lead-in (Riverboat),

Program notes...

Bowery Boys • Allied Artists Television Corp. is making a package of 48 Bowery Boys feature comedies available to television, Robert B. Morin, vp and general sales manager, has announced at a sales meeting in Los Angeles. The meeting also discussed merchandising plans for AATC's package of science fiction features, recently released to tv.

Prix Italia • Broadcasting Foundation of America, international division of National Educational Television, New York, for the third successive year has been named official American representative for the Prix Italia.

Free films • A catalog listing a wide variety of films available on a free loan basis to television stations has been published by Modern Tv, division of Modern Talking Picture Service, New York. The booklet contains more than 300 films of varying lengths. It is available upon request by writing to Modern TV, 3 East 54th St., New York.

Advertising program • WTOA-FM Trenton, N. J., has started a new weekly series called Advertising Alert in conjunction with the monthly brochure of the same name issued by the Federal Trade Commission. The program, like the booklet, is designed to inform the public of pitfalls likely to be encountered in purchasing without investigating claims.

News program • A new weekly half-hour news show (Sundays, 6:30-7 p.m. NYT) will start May 27 on NBC-TV. Called This is NBC News, the program will feature White House correspondent Ray Scherer as anchorman and will emphasize filmed reports from overseas correspondents.

International distribution • Screen Gems has been licensed for the international distribution rights to Universal Entertainment Corp.'s syndicated tv beauty series, Ern Westmore's Tips and Tricks. The series of 130 five-minute programs is currently syndicated in 30 markets in the United States.

Program exchange • An exchange of filmed segments of WBC Productions Inc.'s PM series for parts of BBC's program Tonight has been negotiated by the companies. Segments from the British show will be included on an irregular basis “wherever appropriate” on PM. A vignette from the U. S. show has already been telecast by BBC.

NASA documentary • WMAL-TV Washington April 19-20 gave its audience advance showings of "Mastery of Space," a one-hour documentary produced by the office of educational programs and service of the National Aeronautics & Space Administration. The film tells the three-year story of America's Man in Space project. The documentary is available to U. S. television stations free of charge and is being distributed by Association Films, New York. Telephone: Murrayhill 5-2242. Prints also are available in color.

Educational series • Two new half-hour series of six programs each, Freedom to Learn and Face to Face are now being shown over the National Educational Television network. Freedom to Learn documents the nation's use of the Land-Grant Act. Each of the programs was produced by a land-grant college or university. Face to Face, produced by the BBC, features interviews with six important guests in the fields of psychology, law, literature, music and art.

Shows separate • The Dinah Shore Show and the Bell Telephone Hour, which alternate this season on NBC-TV's Friday night schedule, will separate next fall into two once-a-month programs. The Dinah Shore Show, consisting of nine one-hour color telecasts, will be fully sponsored by S&H Green Stamps (one of its present sponsors) through Sullivan, Stauffer, Colwell & Bayles. It will be seen Sundays, 10-11 p.m. NYT, a time slot occupied by the Du Pont Show of the Week during the
**Poor Environment** In another example I’ve Got a Secret was shown to be losing ratings as a result of its environment in the Wednesday 9:30 p.m. slot on CBS-TV in 1960. Its total rating was shown as 19, whereas its inherent program appeal was pegged at 20 and miscellaneous environmental factors added another point—but its lead-in (My Sister Eileen) and its competition (Hawaiian Eye on ABC and Kraft Show on NBC) subtracted two points.

In two hypothetical examples TVQ said that I’ve Got a Secret would have fared worse if the program had been moved to Thursday at 9:30, where a “less friendly” environment—including competition by ABC’s Untouchables and NBC’s Ford Show—would have dropped four points off its inherent 20, but that it could have blossomed to 23 in the next 9:30 p.m. Monday period against Klondike and Surfside Six where competition would have added two points and sets-in-use and other factors two more (while the lead-in, Bringing Up Buddy, subtracted one).

Chimps of ABC-TV’s The Hathaways received awards of excellence.

**Record earnings** MCA Inc. announced that unaudited net earnings for the first quarter ended March 31, 1962, were “the highest” in its history, amounting to $7,338,346 before taxes and $4,203,841 after taxes. MCA proposes to acquire Decca Records Inc.

**WVUE buys package** WVUE (TV) New Orleans has purchased 15 television film series from NBC Films Inc. The package totals 1,165 half-hour and 47 one-hour episodes. Film series in the package are Flight, Pony Express, Life of Riley, Captured, Blue Angels, Crunch & Des, Pacific, Great Gildersleeve, The Falcon, Hiram Holiday, Danger Is My Business, Homer Bell, Boots & Saddles, Western Marshal and Hepalong Cassidy.

**‘Lectures’ syndicated** Columbia Lectures in International Affairs, presented by Metropolitan Broadcasting in cooperation with Columbia U. School of International Affairs (BROADCASTING, March 12) will be made available to tv stations through Banner Films Inc., New York. The series is designed to give adult audiences background and knowledge essential to understanding of international affairs.

**Animation affiliation** Basch Radio & Television Productions, New York, has been appointed sales representative for the House of Bandelier, Albuquerque, N. M., producer of animation and stop-motion films for tv commercials and programs. The affiliation with House of Bandelier rounds out Basch’s services which include jingles, radio and tv commercials and programs.

**Aussie sports special** Television Cing, Ltd., owner of TCN-TV Sydney, Australia, is filming a one-hour special on Australia’s initial bid to win the Americas Cup in yachting. The film will cover the building of the yacht Gretel, and trial runs in Sydney harbor. The film is being offered for sale to a U. S. network by Charles Michelson Inc., New York, representative of Television Corp. Ltd. The film is scheduled for August prior to the Americas Cup race off Newport, R. I.

**New medical film** A 26-minute documentary film, dramatizing the roles of health-care professions and health insurance organizations in supplying funds for medical care, has been released by the Health Insurance Institute. Produced by Lloyd Ritter and Murray Lerner of MPO Productions, New York, the film is available through Modern Talking Picture Service, that city.

**New distributor** “Mr. Europe and the Marquis

other three weeks of the month. The Bell Telephone Hour plans to return to the network with a series of once-a-month color specials, to be telecast on various evenings of the week. Bell System’s agency is N. W. Ayer & Son.

Self-promotion The Four Saints, midwest singing group, have purchased time on KSTP Minneapolis-St. Paul as a self-promotion advertising campaign. The group signed for the Saturday 1:30-2:30 a.m. portion of the Ed Harshin Show through Sept. 29. Some of their original material will be used during the hour, but music of other performers also will be presented.

Real estate show A five-minute radio show, Adventures in Real Estate, which describes the real estate business to the layman, is now in syndication. The program is produced and distributed by LaSalle Research Inc., 550 Builders Exchange, Minneapolis.

Horse sense Mister Ed, CBS-TV’s talking horse, was named 1961’s best animal tv actor of the year at the American Humane Asstn.’s 12th annual Patsy (Performing Animal Television Star of the Year) awards presentation ceremonies in Hollywood. Lassie, also on CBS-TV, placed second and Tramp, featured in ABC-TV’s My Three Sons, was third. King, horse in NBC-TV’s National Velvet series, and the Marquis

March 22 on CBS Reports (Thur., 10-11 p.m. EST), has been licensed by CBS Films Inc. for distribution in the non-theatrical 16 mm market. Licensee is Carousel Films Inc. which will distribute the film to schools, colleges, public libraries, government agencies and industrial groups.

Rags to riches Allen Ludden, moderator and host of CBS-TV’s G-E College Bowl and Password, is the first member of the performing arts to receive the Horatio Alger Award of the American Schools & Colleges Assn. The award’s name is taken from the “rags to riches” success stories of the fictional Horatio Alger and are dedicated to the free-enterprise system and the American tradition of equal opportunity which enables a youth to overcome humble beginnings and achieve success in his chosen field.

**New Filmways series planned next season**

Capri, Ma and Pa Kettle and Goggle are Filmways Inc.’s film series projects for the 1963-64 season on network tv.

Martin Ransohoff, board chairman of the diversified tv and motion picture production company, announced that the new pilots that will be ready to show to sponsors and networks within two months. He explained that the reason for pushing up pilot production a year ahead of the normal time is a move “to promise better shows.” He said commitments are being sought now to give creative people more time so the freelance people to "scramble" to meet deadlines later.

Capri will start Rory Calhoun in a 90-minute weekly dramatic series filmed on location in Italy. The pilot film was written by Guy Elms, directed by Irv Kirschner and produced for Filmways by John Calley. Capri is a joint project with Joseph Levine’s Embassy Pictures.

The Ma and Pa Kettle series, based on the motion pictures of the same name, is being developed for Filmways by Paul Henning, who will write and produce the pilot. His first creative venture with Filmways was Beverly Hillbillies, a half-hour comedy series starring Buddy Ebsen that begins this fall on CBS-TV (Wed. 9-9:30 p.m.).

Goggle is a comedy-drama series based on the Vance Plageman novel of the same name. Billin Manhoff has written the pilot, which will be produced by Al Simon. The series deals with a father-son relationship.
The international unity of ad agencies

DENTSU’S YOSHIDA WARNS OF NEED FOR ADJUSTMENT IN FAR EAST

U. S. agencies must use caution in any move to set up advertising services for their clients in the Far East. They will find a far different situation from their recent rush to establish services in the European countries, warns Hideo Yoshida, president, Dentsu Adv. Ltd., Tokyo.

In an interview with Mr. Yoshida while he was in New York last week to attend the second international meeting of advertising agency leaders, he said he believes U. S. agency interest in overseas associations, agreements, branch offices and other arrangements is natural with the expansion of the U. S. export effort. It’s a little early yet to see if these agencies will succeed.” He said the likelihood of successful tie-ins with European agencies stems from the same linguistic and cultural traditions. He said success can be expected in Latin America, too, because U. S. agencies will introduce new techniques to raise standards in those backward countries.

Quite a different picture arises for U. S. agencies and advertisers in Japan, according to the head of the world’s fifth largest agency. There success will require complete cooperation with existing Japanese agencies. But herein lies the rub:

Mr. Yoshida pointed out that there are only three or four modern, up-to-date agencies in Japan, though the rest are in the process of modernizing. Dentsu, which has had a working relationship with Young & Rubicam on an experimental basis for the past year, is one of the few Japanese agencies currently prepared to extend complete advertising services to U. S. agencies and their clients.

Agency Customs Differ • The U. S. agencies seeking such cooperation in Japan will have to change one of their oldest customs, however. Mr. Yoshida says it will be impossible for them to maintain product exclusivity in Japanese agencies. “We do not have your custom of not handling competitive products, so your agencies and advertisers will have to show some humility when they come to us,” he said smilingly. “The old saying ‘When in Rome, do as the Romans do’ holds true in Japan as well,” he added.

Mr. Yoshida is on the board of directors of 17 radio-tv companies and is vice president of the International Adv. Assn. for the Far East Area and Australia.

At the IAA convention in Chicago earlier this month he reported briefly on the activities of the recently organized Japanese chapter. Membership, he said, has now reached 380, including advertisers and agencies. Two Asian advertising conferences were held in the past year and a third will be held next November in Manila, P. I.

Cites Growth • Frederic R. Gamble, president, American Assn. of Advertising Agencies, welcomed 90 delegates from 40 nations to the second 4A-sponsored international meeting in New York. During the six years since the first meeting, he said the estimated volume in other countries of 4A member agencies has increased from $131 million to over $358 million. He said the purpose of the second meeting can still be stated as it was in 1956, “to give advertising agency leaders from other countries a clear picture of advertising and of the advertising agency business in the U. S., and to give U. S. advertising people an opportunity to learn what is new and interesting about the agency business and advertising in other countries.”

Speaking for Continental Europe was Francis Elvinger, Elvinger Adv. Agency, Paris, who outlined advertising trends that are emerging as the Common Market develops. He said: “There is a definite and strong tendency towards an increase in advertising; a tendency towards a certain unity in trade marks and packaging design; a tendency to unity in advertising themes; a tendency towards standardization of advertising conditions, and a tendency towards integrated advertising service in the Common Market countries.”

“International advertising is a two-way street,” Arthur C. Fatt, chairman, Grey Adv. Inc., and chairman, 4A New York Council on International Day in New York, told the foreign agency leaders. He said “we have much to gain from each other. Our clients are rapidly moving abroad. Yours are coming here. We all find that it is next to impossible to build an office from scratch these days. So we act jointly. What it all comes down to is that you and we are in this thing together.”

The international ties will be “irrevocable” by next International Day, Mr. Fatt said. “We shall know each other better through global television. Ideas and goods will be moving freely over borders and across oceans. Perhaps we could call it global marketing. There is no stopping the tide.”

Trinidad tv contract

Canadian General Electric Co. Ltd., Toronto, has received a contract for a 5-kw television transmitter for Port-of-Spain, Trinidad, the first tv station for this island off the northern coast of South America. The station is being

Gallup surveys British viewer attitudes

A Gallup Poll inquiry into viewing attitudes in Britain shows that fewer than one person in 10 want any new tv network to be controlled by the Independent Television Authority, which has regulatory powers over the existing commercial network.

Of those polled, 33% thought any new network should be run by the British Broadcasting Corp. and 34% favored a new agency separate from the BBC and the ITA. A high percentage, 24%, didn’t know.

BBC-TV got a 42% vote of confidence on the question of which network does a better job; 21% felt both networks were equally good.

The poll found that 76% of viewers dislike commercials placed in breaks in programs, but only 33% showed hostility to them between programs.

Gallup’s Yoshida

Dentsu’s Yoshida

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BROADCASTING, April 30, 1962
The Trinidad & Tobago Television Co., owned by the government of Trinidad; Columbia Broadcasting System; Roy Thomson's Scottish Television; and British Associated Rediffusion Ltd. The manager is Ronald Goodsmann.

The Trinidad station is to start in November with four hours daily, 6 to 10 p.m., using mostly British and U. S. filmed material in the beginning. Its plans are for at least 25% local programming soon after it starts telecasting.

**GM of Canada transfers 30% of its ad business**

General Motors of Canada Ltd., Oshawa, Ont., has split its advertising business between two agencies.

All GM of Canada advertising has so far been handled by MacLaren Adv. Ltd., Toronto. This agency will retain 70% of the billings, which have amounted to about $12,500,000 annually during the past few years. MacLaren will also continue to handle the television business for the automotive company. Foster Adv. Ltd., Toronto, is the new agency on the account, and will handle advertising for the 1963 season for Pontiac, Buick, Acadian, GMC trucks and Goodwill used cars and trucks, as well as for the British-made Vauxhall cars and Bedford trucks. MacLaren will continue handling the rest of the GM of Canada line.

**Canadian reps strive for single rate cards**

Renewed efforts to obtain the cooperation of all Canadian broadcasting stations in establishing one rate card for national and retail business is being undertaken by the Station Representives Assn. of Canada, following a meeting in Toronto.

The effort is directed especially at radio stations and will be begun with major-market stations. The station representatives will also seek a meeting with executives of the Canadian Assn. of Advertising Agencies to discuss the problem.

The station representatives agreed that all agencies will be advised that no verbal cancellation of contracts will be accepted in future unless it is followed within 24 hours by a written confirmation. There has been an increasing number of complaints that such confirmations have not been forthcoming in recent months.

**BBG lifts CHEK-TV burden**

CHEK-TV Victoria, B. C., has been released by the Board of Broadcast Governors from its 1960 commitment to submit weekly lists of advertising calls made by its representatives in the Greater Vancouver and lower mainland areas of British Columbia.

The submission of these lists was to be for the duration of the BBG's rule that no new broadcasting stations would be licensed in areas where second television stations began operations during 1960 and 1961. BBG has lifted its ban against new stations in markets now having two Canadian television stations. This permits CHEK-TV to go after Vancouver-area business, since its signal is received in that area.

**Irish tv network signs for TAM rating service**

Tele Eireann, the Irish tv network, has signed a program rating service contract with TAM (Ireland) Ltd., a subsidiary of Television Audience Measurement Ltd., a firm partly owned by the A. C. Nielsen Co.

The rating service, which has been especially designed for the Irish market, uses Recordimeters and will provide monthly information on levels of viewing, spot advertising costs per thousand homes and per thousand adult viewers as well as on audience composition.

The service started April 2 and the first report will be issued in May. Initially, it will be limited to the reception near Dublin.

As new transmitting stations begin, the rating service will expand accordingly. The Irish network plans to have five transmitters to provide national coverage of the Republic.

**New French tv sets 625-line system**

The French Broadcasting System has announced that its new television network, scheduled to start in 1963, will use the 625-line standard. The existing network uses the French standard of 819 lines.

The principal reason for the decision to use 625 lines, according to M. Leschi, technical director of FBS, is the wide acceptance of that standard by other European countries and the difficulties encountered by the current 819-line network connection to the Eurovision hookup.

Mr. Leschi said a 625-line standard will eliminate many problems when color television is introduced to the Eurovision network. Recent experiments have indicated a noticeable loss in picture quality by the conversion of line standards, he said.

FBS said it plans to maintain its 819-line standard on the existing network since a change would affect more than three million receivers that are currently in use.

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**talk about total reach!**

No station anywhere in the nation can reach as many homes every week or every day for as few dollars as WCKY. Nielsen proves that WCKY blankets an area of over 4,000,000 homes, reaches better than half a million homes every week. Match that reach against the new WCKY rate card and you’ll see why WCKY is far and away the best buy in Cincinnati. Talk to H-R about it.

**wcky•radio**

50,000 WATTS • CINCINNATI

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida
Unions would nip BBC $8.4 million more yearly

The British Broadcasting Corp. faces an $8.4 million increase in annual costs if it meets pay claims now being prepared by four unions.

Equity, the actors' union, which has just won its five-month-old strike against the commercial tv network (BROADCASTING, April 9), is expected to ask BBC-TV for much the same level of higher fees as it obtained in the strike settlement. This would cost $5.6 million.

Claims likely to be made by Variety Artists' Federation, the Television & Screenwriters' Guild and the Musicians' Union will total $2.8 million.

The musicians recently made a new agreement with the commercial network which reportedly triples minimum fees. This will cost the network an additional $1.4 million a year.

$77 million to CBC last year

Canadian Broadcasting Corp. in the fiscal year ended March 31, 1962, received from the Canadian government $77 million, according to a review of expenditures released in the Canadian House of Commons by Finance Minister Donald Fleming.

The previous year CBC had received $66.8 million from the Canadian treasury.

The report also revealed that the regulatory Board of Broadcast Governors received $300,000 for its operations in each of the last two fiscal years.

Abroad in brief...

Tv film department • A special television film department will be included at the 12th annual International Film Festival to be held in West Berlin June 22-July 3. It will be the second year that television films have been included in the program, but the 1962 festival is expected to place more emphasis on tv than last year. The tv film show will be held in connection with Sender Freies Berlin.

Good term deserves another • RAI, the Italian radio and tv system, has announced the re-election of its president, Marcello Rodino, for a new three-year term. At the same time, the system announced a 1961 profit from the radio and tv networks of $6,243,000.

Ready to telecast • Televisora Nacional in Panama City (ch. 2) began telecasting April 23 with "a complete sell-out" of its prime time programming. ABC has a financial interest in the station, and ABC International is its sales representative.

New Swiss stations • Italian-speaking Swiss in the Tessin and less Grisons areas of Switzerland now have their own radio and tv stations located at Lugano-Besso. Previously they could only get Italian language tv programs beamed from Italy. The new station is part of the Swiss state-owned broadcasting service.

Delayed production • Man of the World, the new ITC series starring Craig Stevens, has now started production following the V. K. actors' strike settlement. Filming is now under way on location in Spain.

Appointment • CKLW-AM-TV Windsor, Ont.-Detroit has appointed The Gloster Agency, Windsor, as its advertising agency.

WEEI-CBS Radio join in promotion contest

Newspaper ads in 20 major New England newspapers plus a saturation radio campaign will be used to promote WEEI Boston-CBS Radio's What's The Show contest. A total of 190 prizes worth an estimated $59,000 will be given away, according to Joe Cullinane, WEEI promotion manager.

Ads in the newspapers will feature photos of 20 WEEI-CBS personalities and entrants must fill in the exact name of each of their radio shows. In addition, the entrant must write in 25 words or less which WEEI show is his or her favorite and tell why. The contest closes May 9.

Two other contests also are being run at the same time, one for New England agency personnel and another for WEEI employees. Contestants in these contests must estimate the total number of entries received from WEEI listeners in the main contest. The agency winner will receive a Philco radio and the WEEI winner will be awarded a Philco stereo.

The winners will be announced May 28.

Help for the Indians

KPHO-TV Phoenix and the Encyclopaedia Britannica Co. of Chicago are making it possible for more than 400 Papago Indian school children to improve their education with the presentation of a set of junior encyclopedias. The presentation was made on the station's The World At Large show.

KEWB campaigns to send blind children to camp

Sending some 400 blind Bay area youngsters to a specially designed camp this summer is the goal of a KEWB San Francisco campaign being run jointly with the San Francisco Lighthouse for the Blind.

According to Mrs. Jaques Dwyer, public information director for the Lighthouse, radio was chosen because television and newspapers do not fulfill the needs of blind people.

KEWB will air especially taped messages from outstanding local personalities in all walks of life soliciting funds for the project. Each donor will receive a Good Guy Lighthouse Keeper card acknowledging the gift. The messages will be broadcast 10 times daily until June 21.

Drumbeats...

Old radios • WAVY Norfolk-Portsmouth-Newport News, Va., is searching for all old radios in the Tidewater area and is offering valuable prizes to persons who own them. Purpose of the search is to emphasize the set changes radios have undergone in the past 40 years. Owners of the three oldest radios will each be awarded a new Zenith transceonnic transistor portable.

Free parking • To initiate its "Nice Things Happen to People Who Listen to BROADCASTING, April 30, 1962
WIND" promotion, the Chicago station is offering 2,385 hours of free parking to suburban Elmwood Park shoppers. During the 65-day promotion, WIND has arranged to pick up the tab for the parking meters in the area's major shopping area. Over each meter is placed a bag which says, "Compliments of WIND."

W E R E's orchids = WERE Cleveland is making friends with many female listeners with its "Orchids to You" promotion. Listeners are asked to send in the name of a person he or she feels is deserving of an orchid and tell why. The station is awarding 50 orchids to the winners.

Safe driver awards = To encourage safe driving among its listeners, KHQ-AM-TV Spokane, Wash., gave a daily

**WACKER BACKERS**

WCKR Miami, in conjunction with the Thom McAn (shoe) stores in Dade and Broward Counties, is seeking two high school students for its second annual "Junior Wacker Backer" contest. Contestants must write a 100 word essay why he or she would like to be a Wacker Backer.

The two winners, a boy and a girl, will receive as a prize starring roles on the station's Rick Shaw show—at scale pay.

Safe Driver award. The winners were photographed with film clips appearing on the tv station three times daily and announcements on radio. The city went 100 consecutive days without a traffic fatality during the promotion.

Jazz marathon = WAJC-FM Indianapolis, Butler U., radio station, was scheduled to complete yesterday (Sunday) its sixth annual 30-hour jazz marathon. This year's show, set to begin Friday (April 27), was held in conjunction with RCA.

Golf contest = 920 silver dollars, representing WTTM Trenton, N. J.'s, place on the dial—920 kc—will be the grand prize for a hole in one at the station's first annual Golf Day scheduled for Mountainview Golf Course May 11. Players will be assessed $3 each with all proceeds going to benefit the Child Guidance Center of Mercer County.

FATES & FORTUNES

**BROADCAST ADVERTISING**

George Wolf, tv program supervisor at Lennen & Newell, New York, elected vp and director of commercial production, replacing Anthony Pan, who has resigned. Edward Flynn, vp and director of music services since 1958, named associate director and business manager of commercial production. Before joining L & N in 1960, Mr. Wolf was vp in charge of radio-tv activities at Ruthrauff & Ryan. Mr. Flynn has been with agency since 1952, and was elected vp in 1955.


Howard M. Wilson, general corporate executive in charge of creative services, Geyer, Morey, Madden & Ballard, New York, elected to agency's board of directors. Mr. Wilson joined GMM&B on April 2. Formerly, he was senior vp of creative services for all accounts at Kenyon & Eckhardt, that city.

Elithu E. Harris, president and chairman of board of directors, Donall & Harman, New York advertising and pr agency which he founded in 1956, has resigned. Prior to his agency association, Mr. Harris organized advertising, promotion and pr for Screen Gems in 1954 and 1955, and for eleven years prior to that was national director of advertising and promotion of U. S. Savings Bonds Div. of Treasury Dept. in Washington.

Frank Taubes, creative supervisor, Ted Bates & Co., New York, joins BBDO International as vp and head of creative services in Germany. He will make his headquarters in Frankfurt. Before joining Bates, Mr. Taubes held creative positions at Fletcher Richards, Calkins & Holden and Foote, Cone & Belding.

Alfred C. Gary, account executive, Kenyon & Eckhardt, Los Angeles, named assistant office manager.

Lewis Gomavitz named by Papert, Koenig & Lois, New York, as agency supervisor for production and commercials for ABC-TV Sid Caesar Specials to be sponsored by Consolidated Cigar Corp. for Dutch Masters.

Thoburn H. Wiant, vp, Young & Rubicam, New York, named chairman of advertising and pr division of National Fund for Medical Education.

Herbert P. Halpern, tv commercial products supervisor, Procter & Gamble Co., rejoins Winius-Brandon Co., St. Louis advertising-pr agency, as director of radio-tv. Prior to joining P & G two years ago, Mr. Halpern was with W-B's radio-tv department for six years.
National Safety Council honors Sigmon

Loyd Sigmon, vice president and general manager of KMPC Los Angeles, was honored at a luncheon given April 18 by the National Safety Council for his contribution to public safety in developing the Sigalert warning system. Los Angeles radio stations were also praised for their use of the Sigalert system, which transmits emergency messages from police headquarters to the stations, where they are automatically recorded for broadcast to the public.

James Blalock, president of NSC's Greater Los Angeles chapter, and Los Angeles Police Chief William H. Parker credited Mr. Sigmon, Sigalert and the 16 radio station which it connects to police headquarters for an outstanding contribution to public safety. The greatest day-to-day value of the system is in the traffic field, Chief Parker observed, where motorists are informed by their auto radios of traffic tieups so they may take alternate routes and not add to the congestion—but it is also useful for other emergency messages, such as when they were broadcast during last fall's Bel Air fire and last winter's floods. The volume of Sigalerts has increased nearly three-fold since the system was first put into effect in Los Angeles in September 1955, the police chief reported, with the 1961 total of 1,204 Sigalert bulletins standing 279% above the total for 1956, the first full year of the system's operation.

In acknowledging the tribute, Mr. Sigmon said that the Sigalert system is now also in operation in San Diego, San Francisco and Seattle, and has just recently been installed in Minneapolis-St. Paul. It could become a national system, he said, with the President of the United States able to turn on Sigalert receivers in every home in America by a signal from the White House in case of a national emergency.

Mrs. Muriel Franko, formerly with Regal Adv. Assoc., New York, joins Del Wood Assoc., that-city, as account executive.

John Hart, director of advertising, Rexall Drug Co., Los Angeles, elected vp in charge of merchandising. Mr. Hart joined drug firm's advertising department in Boston in 1942. He was appointed media manager in 1945, when company moved its headquarters to Los Angeles, and named assistant director of advertising in 1948. Mr. Hart left Rexall during 1949 and 1950 to join Foreman & Clark, Los Angeles clothing chain, as advertising manager, and returned to Rexall in 1951 as director of advertising and sales promotion.

Norman E. Ross, central and western regional sales manager for General Outdoor Adv., joins Hill, Rogers, Mason & Scott Inc., Chicago agency, as executive on Meadow Gold Div. account of Beatrice Foods Co.

Rowena Pearl appointed media director of Dunay, Hirsch & Lewis Inc., New York advertising agency.

Robert V. Kaufman and Gordon P. Robers join Martin & Robers Inc., Fort Wayne, Ind., advertising agency, as assistant account executives. Mr. Kaufman will perform copy and media functions in addition to handling of agency's industrial and consumer advertising accounts. Mr. Robers will conduct all market research and assist in agency's promotional work for Downtown Fort Wayne Assn.

Joseph C. Donahue, for past five years an independent consultant on fund raising and public service campaigns and formerly with CBS, joins Ronald Schiller Assoc., national pr firm, as head of Los Angeles office.


Warren Lollich appointed supervisor of production-traffic at Young & Rubicam, Los Angeles. Mr. Lollich joined agency's traffic department in 1952, subsequently moving into production.


Norm Toback, tv commercial writer-producer, Young & Rubicam, San Francisco, transfers to agency's commercial production staff in Hollywood.

Howard Munce, formerly with J. Walter Thompson, elected vp in charge of art, C. J. LaRoche & Co., New York. Prior to joining Thompson, Mr. Munce was vp and executive art director at Foote, Cone & Belding, New York.

Jim McGee, layout artist and production manager, Paterson-Simonson Art Studio, Los Angeles, joins MacManus, John & Adams, that-city, as art director. Mr. McGee had been with agency's Bloomfield Hills, Mich., office before moving to California year ago.

THE MEDIA

Donald K. French, program director, KEWB Oakland - San Francisco, appointed general manager of KDBW Minneapolis-St. Paul. Barry Tucker, KDBW station manager, will remain in that post devoting his attention to local and national sales activities. Mr. French is expected to leave his post at KEWB on or about May 1. Both stations are owned by Crowell-Collier Broadcasting Corp.

Arthur C. Ellist, vp and eastern sales manager, Harrington, Righter & Parsons, New York, elected to board of directors.

James P. Storer, assistant general manager, WJW-AM-FM Cleveland, appointed general manager, succeeding James E. Bailey, who retires after 19 years with Storer organization. Mr.
Storer has served as WJW's assistant general manager since January, when Mr. Bailey made known his desire to retire. Previously, Mr. Storer served as national sales manager of WBGO-AM-FM Philadelphia, and as national sales manager for radio in Storer's New York offices. Mr. Bailey joined Storer-owned WAGA Atlanta in 1943 and was named general manager of station three years later. He was elected vp in 1948 and assumed general management of Cleveland outlet in 1960.

Pat E. McCaughy, formerly with WPGC-AM-FM Washington, Md., joins WWHG-AM-FM Hornell, N. Y., as station manager.

James C. Dowell, vp and general manager, KLOA Des Moines, appointed general manager of KQTV (TV) and KVFD Fort Dodge, both Iowa.

Don Badger, senior account executive, KETV (TV) Omaha, Neb.—Council Bluffs, Iowa, joins WJIM-TV Lansing, Mich., as general sales manager.

Thomas Goodgame appointed commercial manager of KATV (TV) Pine Bluff, Ark., with responsibility for all local and national sales.

Gary Eckard of Charles Harriman Smith Assoc., Minneapolis, joins The Bolling Co., New York, as director of sales development, research and promotion. Mr. Eckard is former midwestern manager of American Research Bureau.

Paul Girard and Joseph Wolfman elected vps in charge of regional and national sales and local sales, respectively, KVIL-AM-FM Dallas, Tex. Prior to his association with KVIL, Mr. Girard was for seven years assistant director of radio-tv at Tracy-Locke Co., Dallas advertising agency. Mr. Wolfman joins KVIL from Balaban Group of radio stations where he served as sales coordinator of KBOX Dallas.


Charles E. Hamilton, assistant to president of KFI Los Angeles, heads official slate of candidates for officers of Southern California Broadcasters Assn. for 1962-63. As there are no opposing candidates, Mr. Hamilton will be chairman of SCBA board for coming year. Other nominated candidates, also unopposed, are: Robert P. Sutton, KNX, vice chairman; Robert M. Purcell, KFWB, secretary, both Los Angeles; Cliff Gill, KEZY Anaheim, treasurer. Five directors will be elected from list of 11 nominees.

John Hofmann, sales manager, Moulin Photographic Studios, San Francisco, joins sales staff of KGO, that city.

Tom Vernon joins sales staff of WPFM (FM) Providence, R. I.


John S. Allen named general sales manager of WLBY-AM Miami. Mr. Allen was erroneously reported in FATES & FORTUNES, April 23, as being appointed station's general manager. Thomas A. Welstead, vp and general manager of WLBY, continues in that capacity for Miami's ch. 10 outlet.

Richard Carlsen, engineer-technician, Republic Aviation Corp., and John Harris, d.j., KOIL Omaha, join WGBB Freeport, N. Y., as engineer and air personality, respectively.

Clyde E. Freeman, engineering department, Empire Coll Co., Cleveland, joins engineering staff of WJW-TV, that city, as technical director.

Lloyd M. Jones, chief engineer, KMZU (FM) Santa Barbara, Calif., and member of original staff responsible for putting KEYT (TV), ch. 3, that city, in operation in July 1953, returns to ch. 3 as chief engineer. Mr. Jones will continue his duties at KMZU in addition to supervising KEYT engineering operations.

Francis P. (Frank) Barron, general sales manager, Storer Television Sales Inc., New York, elected vp. Mrs. Gail Yingling, STS comptroller, promoted to treasurer. Mr. Barron became associated with Storer organization in 1954 when Storer Broadcasting Co. purchased WXEL-TV Cleveland (now WJW-TV) at which he was local sales manager. Mr. Barron, who progressed to general sales manager of Storer's then newly formed national tv sales organization. Mrs. Yingling, CPA, joined STS in March 1961. She was formerly at Grey Adv.
AP board meets—returns president

Benjamin M. McLelway of Washington Star (WMAL-AM-FM-TV Washington and WSVA-AM-FM-TV Harrisonburg, Va.) was re-elected president of Associated Press by board of directors at annual meeting last week. Paul Miller, president of Gannett Newspapers (WHED-AM-TV Rochester, WINR-AM-TV Binghamton, WNYE Elmira, all New York, and WDAN Danville, Ill.), was elected first vp, succeeding Bernard H. Ridder Jr. of Duluth (Minn.) News-Tribune. Harold A. Fitzgerald, Pontiac (Mich.) Daily Press was re-elected second vp.

Harry T. Montgomery was re-elected secretary and Robert R. Booth, treasurer. Six members of 18-member board of directors were re-elected: Millard Cope, Marshall (Tex.) News-Messenger; Robert McLean, Philadelphia Bulletin; Kenneth MacDonald, Des Moines (Iowa) Tribune (KRN-AM-TV Des Moines); Franklin D. Schurz, South Bend (Ind.) Tribune (WSBT-AM-TV South Bend); John W. Runyon, Dallas Times Herald (KRLD-AM-FM-TV Dallas), and Hugh N. Boyd, New Brunswick (N. J.) Daily Home News and Sunday Times.

Andy Brigham, newsman and air personality, WGVA Geneva, joins WTLB Utica, both New York, as news and special events director. Both stations are licensed to Star Broadcasting Co. Mike Wilder, formerly with WSAY Rochester, to WGVA as air personality.

James Moore, morning news editor, WGH Newport News, Va., appointed news director, replacing Jim Clarke, resigned.

Charles O. Wood, director of programming, WGMS-AM-FM Bethesda, Md., appointed general manager, WHCT (TV) Hartford, Conn., which has FCC permission to conduct pay-tv experiment. Perry S. Ury, WGMS sales manager since 1958, promoted to general manager of Bethesda outlet. Victor R. Hirsh and James Baker, WGMS sales representatives, promoted to director of program operations and local sales manager, respectively. Both stations are owned by RKO General Inc.

Paul Shields, news and weather personality, WFIG-AM-FM-TV Philadelphia, joins WAGA-TV Atlanta, in similar capacity, succeeding Alan Sloane, who resigned to join KCOG (TV) Los Angeles. Jim Axel, newscaster, WSB Atlanta, to WAGA in similar capacity.

Paul Fry and Frank Mangold join WNAV Yankton, S. D., as commercial manager and newscaster, respectively.

Jay W. Wright, director of engineering for King Broadcasting Stations (KING-AM-FM-TV Seattle, KGW-AM-TV Portland, Ore., and KREM-AM-FM-TV Spokane), elected vp for engineering. Prior to joining King stations in April 1961, Mr. Wright was president of Radio Service Corp. of Utah, which operates KSL-AM-FM-TV Salt Lake City.

Irwin Krakowsky appointed assistant director of news and public affairs, WCBS-AM-FM New York, succeeding Norman Kramer who has joined WCBS-TV as public affairs producer.

Rollie Truitt, for 33 years play-by-play announcer of Portland Beaver baseball games on KGW Portland, Ore., retires. He is succeeded by Bob Blackburn and Frank Bonnaema.

Danny Dark, formerly with WFUN Miami, and WERE Cleveland, joins WIL-AM-FM St. Louis as air personality.

Al Jarvis, air personality formerly with KFWB Los Angeles, returns to station in similar capacity.

Jerry Lowe and Lee Starnes join Suffolk Broadcasting Corp. (WALK-AM-FM Patchogue and WRIV Riverhead, both New York) as announcers.

Hubbell Robinson, senior vp, network programs, CBS-TV, and trustee, National Academy of Television Arts & Sciences, appointed to U. S. National Commission for UNESCO, representing NATAS.

Terence Hourigan joins announcing staff of WTOP-AM-FM Washington.

Leo Underhill, air personality, WCKY Cincinnati, joins WNOP-AM-TV Newport, Ky., as air personality and sales representative.

Joan Ann Wojdak joins WEIL Scranton, Pa., as traffic manager.

Donald S. Shaw Jr., director of tv station clearance, ABC-TV, New York, named director of tv station relations.

Robert L. Meyer joins WISN-TV Milwaukee as promotion-publicity director.

Fates & Fortunes
Calvin J. Smith, general manager of KFAC Los Angeles, is in Europe visiting such cities as Vienna, Paris and London to arrange to tape record various musical festivals for broadcast by KFAC.

Christy Hansen, news director, KAUS, KMMT (TV) Austin, Minn., selected 1962 Austin Community Ambassador, sponsored by civic organizations throughout southern Minnesota. Mr. Hansen will spend approximately six weeks this summer in Egypt, living in Egyptian homes and observing their customs and beliefs.

PROGRAMMING

Warren P. Evorote, vp in charge of research and production, Encyclopaedia Britannica Films Inc., Wilmette, Ill., elected president, succeeding Maurice B. Mitchell (Week's Headliners, April 16). Mr. Evorote has been with Britannica Films since 1946, having successively held positions as associate in research and production, associate producer, executive producer and director of research and production. He had been vp in charge of research and production since 1955.

N. W. Russo, northeastern sales manager, National Telefilm Assoc., appointed general sales manager of Mel-O-Toons Inc., producer-distributor of color cartoon series of that name. Mr. Russo, who will be located in Boston, continues as executive vp of Gad-about Gaddis Productions.

Mort Hock, assistant advertising manager, Paramount Pictures, joins United Arts Corp., New York, as advertising manager.


Carl Russell, formerly with Ziv Corp. and ITC, joins TeleSynd, division of Wrather Corp., as central division manager.


Richard Caffey, former administrator and production executive, Paramount Pictures, joins Selan Productions, subsidiary of AB-PT, as general production manager.

Larry Lowenstein, vp in charge of advertising and pr, General Artists Corp., New York, appointed account executive in tv division. He will continue supervision of agency's pr activities.

Jack Tiller named head of music department of Wolper Productions, Hollywood, and Mort Tubor of sound effects department. Both departments are in new offices at 8732 Sunset Blvd.

Jim Fritzell and Everett Greenbaum, script writers on The Gertrude Berg Show for Four Star Productions, signed to term contract on The Andy Griffith Show. Contract calls for minimum of 12 original teleplays.

EQUIPMENT & ENGINEERING

Charles V. Anderson, manufacturing manager, KRS Electronics, Redwood City, Calif., manufacturers of stacked multiple cartridge tape player for use in automatic radio programming, elected vp in charge of manufacturing. Prior to joining KRS in October 1961, Mr. Anderson was manager of manufacturing division of Ampex Instrumentation Products Co.

Robert Moffat and William A. Hriszko elected executive vp and vp in charge of manufacturing and engineering, respectively, Webcor Inc., Chicago, producer of electronics equipment and electrical housewares. Mr. Moffat, who formerly was vp in charge of government electronics division, succeeds John H. Ihrig, who assumes other responsibilities under direction of board chairman. Mr. Hriszko, who has been associated with Haffa organization for several years, replaces Woodrow Paradis who resigned as manufacturing vp two months ago.

Alan D. Maier, advertising and sales promotion manager, microwave and power tube division, Raytheon Co., Lexington, Mass., named manager of advertising, sales promotion and sales

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TIME-AND-TEMPER-SAVING IN-HOTEL GARAGE
training for Raytheon's semiconductor division.


Thomas H. Castle, advertising and sales promotion supervisor, photo lamp department, General Electric Co., named manager of advertising and pr for GE's radio-tv division, with headquarters in DeWitt, N.Y.

INTERNATIONAL

C. Wis McQuillin, executive vp and former radio-tv director, Cockfield-Brown & Co. Ltd., Toronto, elected chairman of board of directors.

Prof. Karl Holzamer elected director-general of Laender-Fernsehen, new West German tv network which begins operations July 1.

Jack Kron, former European sales director, Screen Gems, appointed international sales manager of Television Enterprises Corp., Hollywood.

Reginald L. Johnson, vp and director of advertising, Canadian Johns-Manville Co., Port Credit, Ont., appointed director of advertising and pr of Johns-Manville Corp., New York.

Eldon Wilcox, formerly with CBC, Ottawa, appointed chief English announcer of Canadian Broadcasting Corp., Toronto.

ALLIED FIELDS

Guy C. Fraker, account executive, Charles Currey, head of broadcast engineering, and James Pyle, manager of Green Bay data processing unit, A. C. Nielsen Co., Chicago-based rating service, elected vps.

J. Roger Wollenberg, one-time assistant FCC general counsel in charge of litigation and since 1954 member of Washington law firm of Haley, Wollenberg & Bader, becomes partner May 1 of new general law firm of Wilmer, Cutler & Pickering. New firm includes Lloyd N. Cutler, Arnold M. Lerman and Samuel A. Stern, who have handled several broadcast legal matters, including KTNT-TV Tacoma, Wash., anti-trust suit against CBS; KRON-TV San Francisco antitrust suit against NBC, and KTTV (TV) Los Angeles battle against option time.

Haley, Bader & Potts is new name of Washington communications law firm headed by Andrew G. Haley. William J. Potts, new member, joined Haley, Wollenberg & Bader in 1958 after graduation from Georgetown Law School, Washington. Joining firm are David H. Lloyd, U. of Missouri Law School; George A. Karam, U. of Oklahoma Law School, and Aaron D. Trub, U. of West Virginia Law School. All were Law Review editors. Mr. Wollenberg is one of partners in new Washington law firm of Wilmer, Cutler & Pickering (see above).

DEATHS

George C. Chandler, veteran Canadian broadcaster, died April 20 in Vancouver, B.C., following lengthy illness. Mr. Chandler was president and general manager of CJOR Vancouver since he founded station in 1926. His contributions to radio industry include several terms as director of Canadian Assn. of Broadcasters and, in addition, was leading figure in formation of British Columbia Assn. of Broadcasters of which he served as first president and director for many years. Mr. Chandler was currently chairman of CAB's technical committee.

Arthur P. Sprinkle, 39, station manager, KONA (TV) Honolulu, died April 16 of self-inflicted gun wound, according to Honolulu police authorities. Mr. Sprinkle, former sales manager of KULA Honolulu, moved to Hawaii in 1955 from KPHO-TV Phoenix, where he had served as program director.

Eldon Brown, 36, senior video instructor in training and development department of Ampex Corp.'s sales and service division, Redwood City, Calif., was killed in plane accident April 15. Mr. Brown had initiated hundreds of tv technicians in handling of video tape equipment.

Robert Wickersham, 51, executive art director in tv commercial department, Leo Burnett Co., Chicago, died April 21 in Evanston (III.) Hospital. Mr. Wickersham had worked in film animation since he joined Walt Disney Productions in Hollywood in 1932. He moved to Screen Gems in 1941, and in 1947 organized his own Hollywood film producing company, TV Spots Inc. Mr. Wickersham moved to New York as president and partner of Chadwick Inc., in 1956, and left to join Leo Burnett in Chicago two years later.

Mrs. John K. (Katherine) Harper, former radio producer, BBDO, New York, died April 22 in Queens General Hospital, that city. At time of her death, Mrs. Harper, who worked under her maiden name of Katherine Winn, was head of tv-radio talent contract department at BBDO. She joined George Batten Co., predecessor agency of BBDO, in 1928.

78 (FATES & FORTUNES)
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 18 through April 25, 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, ERF-effective radiated, ft—foot, ic—industrial, commercial, or miscellaneous, kHz—kilohertz. mc—megacycles. D—day, N—night, LS—local sunset, mod—modification, transmission, u—unlimited hours, kc—kilocycles. SCA—subdivision communications authorizations. STA—special temporary authorization. TIA—telephone industry association. "—educational. Ann.—Announced.

New tv stations

APPLICATION
Greenwich, Conn.—Board of Education. UHF, channel 50; 1 kw; 250,000 watts. Estimated construction cost $85,000; first year operating cost $17,000; revenue $75,000, available June 8.

Existing tv stations

CALL LETTERS ASSIGNED
WTAF (TV) Marion, Ind.—Gene Bestg. Bestg. Inc.

New am stations

APPLICATIONS
Boulder, Colo.—Kenneth G. and Misha S. Prather. Granted 1300 kc, 500 w, D, DA, P. O. address 2510 E. 9th, Casper, Wyo. Estimated construction cost $35,000; first year operating cost $7,000; revenue $30,000. Mrs. Prather is announcer and manager for KASV, Casper. Wyo.; Mrs. Prather is wife and former teacher. Ann. April 25.

Existing am stations

APPLICATIONS
WAVO Vineennes, Ind.—Granted increased daytime power of 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Ann. April 25.

FOR FCC


APPLICATIONS
KXKL Golden Valley, Minn.—Mod. of cp, which authorized new am station, to increase power from 500 w to 1 kw and install new trans. Ann. April 20.

WDBF Buffalo, N. Y.—Mod. of cp (which authorized new fm station) to change antennas, location, change studio location, operate 24 hours daily; decrease ERP to 14.8 kw, change type ant. increase, height above average terrain to 250 ft. and change station location to Niagara Falls, N. Y. Ann. April 30.

KLOQ Cottage Grove, Ore.—To increase daytime power from 250 w to 1 kw and install new trans. Ann. April 18.

WQTN Georgetown, S. C.—To increase daytime power from 250 w to 1 kw and install new trans. Ann. April 19.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers + Financial Advisors

New fm stations

APPLICATIONS
KXBT, Dallas, Tex.—Changed from KXTX to KXBT, with a new call letter. Ann. April 25.

FOR FCC


Newspaper

BROADCASTING, April 30, 1962
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, April 25

ON AIR
Linc. AM 5,349 FM 931 TV 484
Cps on air (new stations) 70 193 76
Cps not on air (new stations) 147 555 107
Total applications 1,000

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, April 25

VHF UHF
Commercial 469 91
Non-Commercial 42 14

COMMERCIAL STATION BOXSCORE
Compiled by FCC, March 30

AM FM TV
Licensed (all on air) 3,644 537 494
Cps on air (new stations) 67 45 75
Cps not on air (new stations) 153 189 83
Total authorized stations 3,885 1,172 652
Applications for new stations (not in hearing) 418 26 43
Applications for new stations (in hearing) 174 20 63
Total applications for new stations 592 119 106
Applications for major changes (not in hearing) 459 82 35
Applications for major changes (in hearing) 40 6 12
Total applications for major changes 508 98 47
Licenses deleted 1 1 0
Cps deleted 4 0 0

There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. *Includes one STA.

Feeney (6%), Mary Keefe Feeney (30%) and Rex Capwell (5%). Mr. Feeney is salesman for WLNJ Racine, and partner with Mrs. Feeney in radio and tv commercial production business; Mr. Capwell is attorney. Action April 25.

ACTIONS BY BROADCAST BUREAU
Ephrata, Pa.—Garden Spot Bestras, Inc. Granted 105.1 mc, 8 kw. Ant. height above average terrain 209 ft.; construction. P. O. Box 419, Ephrata. Owner, owns estimated construction cost $19,714; first year operating cost $3,000; revenue $4,300. Principals: LeRoi J. Grenewald (41.67%), Samuel R. Yowe (33.33%) and John H. Norris (25%). Mears, Grenewald, Yowe and Norris each own one-third. WABW Annville, Md. Grant of right of WCBG Chambersburg, Pa. Mr. Yowe owns 96% of applicant for new am station in Lebanon, Pa. Garden Spot is applicant for new am station in Ephrata. Action April 24.

ERIE, Pa.—Gibralter Enterprises Inc. Granted 103.7 mc, 16 kw. Ant. height above average terrain 600 ft. P. O. address 5258 State St., Erie. Estimated construction cost $23,671; first year operating cost $3,000; revenue $4,300. Permittee is owned 95% by Edward Lamb and family, d/b/a Dispatch Inc., licensee of WCIC-AM-FM Erie. Action April 19.

LEBANON, Tenn.—The Lebanon Bestras, Inc. Granted 107.3 mc, 3.3 kw. Ant. height above average terrain 172 ft.; conditions. P. O. Box 1, Lebanon. Estimated construction cost $7,715; first year operating cost $9,900; revenue $16,000. Principals: Theo Frank Ezell Jr. (69%), Andrew Jackson Hendrickson and Howard M. Sherrell (each 13%). Mr. Ezell owns 80% of WOCR Lebanon, Messer, Hendrickson and Sherrell each 20%. Messrs. Ezell, Hendrickson and Sherrell each own one-third of applicant for new am station in Donelson, Tenn. Action April 19.

NASHVILLE, Tenn.—Barinbe Bestras Corp. Granted 95.5 mc, 3.38 kw. Ant. height above average terrain 66.4 ft. P. O. address 1108 17th Ave. S., Nashville. Estimated construction cost $15,600; first year operating cost $11,300; revenue $13,800. Principals: C. Webster Parrish (11%), Julian Allan Zander and Julian Maurice Zander (each 25%). Mr. Parrish has been announced for WNAH Nashville and owns one-third of wholesale record distributing company; The Messrs. Zander are in insurance business. Action April 20.

APPLICATIONS

*Rock Island, Ill.—Augustana College. 90.9 mc, 10 kw. Ant. height 113.5 ft. P. O. address c/o Clarence Meyer, Rock Island. Estimated construction cost $9,195; first year operating cost $8,000. Ann. April 19.


State College, Pa.—Centre Bestras, Inc. 93.3 mc, 3.34 kw. Ant. height above average terrain 3.792 ft. P. O. address Glennland Address Box 820, State College. Estimated construction cost $10,200; first year operating cost $12,000; revenue $12,000. Principals: W. K. Ungerer, R. J. Kennard (each 38%) and Harry M. Hinman (34%). Mr. Ungerer owns 51 1/4% of WJCM Sebring, Fla. and is president of licensee of WCAI Philadelphia, Pa. and is president and stockholder of WDAD Indiana, Pa.; estate of J. F. Kennard owns 28.8% of WCAI, administered by The County National Bank of Clearfield, Pa. and W. K. Ungerer, trustee; Mr. Ungerer owns 53% of WMAS State College. Ann. April 23.

San Juan, P. R.—Oceba Broadcasting Corp. 105.7 mc, 9.98 kw. Ant. height above average terrain 29 ft. P. O. address 1105 Fernandez Junco Ave., Santurce, P. R. Estimated construction cost $21,725; first year operating cost $34,000; revenue $40,000. Antonio L. Oceba, sole owner, owns WACO Humacao, P. R. Ann. April 23.

Cooksville, Tenn.—WHUB Inc. 98.9 mc, 3.12 kw. Ant. height above average terrain 480 ft. P. O. address 533 Spring St., Cookeville. Estimated construction cost $12,175; first year operating cost $15,000; revenue $15,000. Principals: M. L. Medley (69%) and Martin L. Medley Jr. (40%). Applicant for license of WHUB Cookeville. Ann. April 25.

DICKSON, Tenn.—DICKSON County Bestras Inc. 93.3 mc, 1.91 kw. Ant. height above average terrain 132 ft. P. O. address 301 Dicksgage Ave., Dickson. Estimated construction cost $11,412; first year operating cost $10,000; revenue $10,000. Principals: William A. Posts (95%), James M. Hayes and John H. Bailey (each 20%). Mr. Posts operates 70% of WDKN and Bailey each 20%. Mr. Bailey owns 5% of WJZM Clarksville, Tenn. Ann. April 25.

Existing fm stations

ACTION BY FCC

WDJ(FM) Atlanta, Ga.—Granted mod. of cp to change station location to Smyrna; and operation on 94.1 mc from 30 kw to 20 kw; ant. height from 295 ft. to 230 ft.; remote control permitted; condition. Ac. Action April 25.

APPLICATION

KGTS(FM) College, Wash.—To change frequency to 91.3 mc. Ann. April 19.

W0RX-FM Madison, Ind.—To change frequency from 98.7 mc to 102.1 mc, increase ERP from 350 w to 1,410 w, change terrain from 236 ft. to install new trans. Ann. April 25.

KEFC(FM) Waco, Tex.—To replace expired cp (which authorized decrease in ERP from 3,250 w to 1,700 w) with cp to change frequency from 98.7 mc to 102.1 mc, increase terrain from 210 ft to 220 ft. (412 ft. total) with new ant. system. (Request waiver of see. 1.223(b) of rules.) Ann. April 23.

CALL LETTERS ASSIGNED

KUFF (FM) Redwood City, Calif.—Institutional Radio WICF; changed from KUCF (FM).

KIKT-FM Cocoa Beach, Fla.—C. Sweet Smith Jr.

WWMF-FM Miami Beach, Fla.—Community Service Bestras; changed from WMET-FM.

WDOL-FM Athens, Ga.—University City Inc.

WKFO (FM) Kokomo, Ind.—Fidelity Bestras, Inc.

WPCR (FM) Terre Haute, Ind.—Paul Dean Ford.

WCVI(FM) East Lansing, Mich.—WSGB Bestras Co.

WMUS-FM Muskegon, Mich.—Greater Muskegon Bestras, Inc.

*WUDP (FM) Akron, Ohio—The University of Akron.

WYAX-FM Kearney-Holdrege, Neb.—Bi-Sates Co. changed from KIOL-FM.

KOAP-FM Portland, Ore.—State of Oregon acting by and through the Office of Higher Education; changed from KEX-FM.

KMAP (FM) Dallas, Tex.—W. B. Carver; changed from KBBC-FM.

WLIP-FM Kenosha, Wis.—Kenosha Bestras Inc.

Advertising in Businesspapers means Business

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

80 (For the Record)

BROADCASTING, April 30, 1962
Ownership changes

ACTIONS BY FCC

WJHG, The Confederate Beast, Inc., Tal- alachula, Fla. — Assignment of license to Talla- 
abama Beast, Inc. (interests in WQAD Gadsden, 
and WGSV Guntersville); consideration $30,000. 
Receiver has objected to sale. April 20.

KPOD, Universal Electronics Network, 
Cleveland, Ohio—Assignment of license to 
Stuart Huse of April M. Lankford of 
Broadcasting, WJHB, KDAY, KPOD, 
KGHT Cleveland, Ohio—Seeks transfer of 
all stock in The Civic Beasts, Inc. from 
Transcontinental TV Corp., to Northeastern 
Pennsylvania Beasts, Inc., wholly owned 
subsidiary of Transcontinental. Transfer is 
licensee of WNEB-TV Scranton- Wilkes-Barre. April 19.

WSHP, Shippensburg, Pa.—Seeks assign- 
ment of license from Town Radio Inc. of 
Bartow, Fla.; license to be returned to 
WAPF-AM, Bartow, Fla. April 19.

KWLB, Radio Florida, Inc., Santa 
Monica, Calif.—Assignment of li- 

cense to Southern Beast, Inc., of 
Robertson (each 

d/b Warner 

Clifford 

consideration: 

IH, Co. 

KENS-AM-TV San Antonio, Texas.—Seeks 
(1) transfer of 33.3% of all stock in Express 
Publishing Co., of which George W. 
Brenckenridge, to Caller-Times Publishing 
Co., (present subsidiary of 

Appliances 

INCORPORATED 

FOR CONVENIENT, 
LOW-COST REMOTE CONTROL 

SPECIFY PUSH SYSTEMS 

Please send me, at no obligation, a suggested Remote 
Control Plan for my Transmitter, Make__________Model No. ______

Name_____________________

State_____________________

C-108-0C

General Electronic Laboratories, Inc.

For Convenient, Low-Cost Remote Control
mission denied untimely filed petition by Blue Island - Elmwood Park, Ill., et al., to change ERP and make new antenna site in view of existence of local stations with identical frequency.

By Hearing Examiner Herbert Schiffman

Continued May 1 hearing to May 14 in proceeding of applications of Hayward F. Spangenberg, Jr., et al., for new TV station in Hartford and Green ville, Ky., respectively, Action April 20.

BROADCAST ACTIONS
By Broadcast Bureau

Actions of April 24

WKLX, Paris, Brest, Co., Paris, Ky.—Granted petition by Rensselaer Polytechnic Institute for new TV station to operate on channel 8, on ground of infeasibility of existing TV service in the area.

By Hearing Examiner Charles J. Frederick

Granted motion by Secretary of the Army and Action April 30 hearing to July 17 and date for exchange of exhibits to July 3 in proceeding to consider cancellation of KSAY Brest, Co., for renewal of license of KSAY, San Francisco, Calif.; further that if hearing is required, it will be 17, place and time of day shall be specified in further hearing order. Action April 18.

By Hearing Examiner Walther W. Guenther

Granted petition by Broadcast Bureau and extended the time for filing replies in proceeding on an application for new TV station to operate in the area of Baysden, Jacksonville, N. C. Action April 20.

By Hearing Examiner Annie Neal Huntting

Petition by Broadcast Bureau and extended from April 23 to May 7 time to file reply to petition of April 23 to May 26 for replies in proceeding on an application for new TV station to operate in the area of Catskills Brest, Co., Ellenville, N. Y. Action April 20.

By Hearing Examiner Herbert Sharfman

Petition by Broadcast Bureau and extended the time for filing replies in proceeding on an application for new TV station to operate in the area of Baysden, Jacksonville, N. C. Action April 20.

By Hearing Examiner David I. Krasnahru

On own motion, advanced May 4 further hearing to April 30 in Syracuse, N. Y., tv ch. 9 proceeding. Action April 20.

By Hearing Examiner Forest L. McClenaghan

Petition by Broadcast Bureau and continued May 1 hearing to May 8 in proceeding on an application for new TV station to operate in the area of Mid-Cities and La Fiesta Brest, Co., El Paso, Tex. Action April 18.

At request of Rochester Area Educational Television, Assn., scheduled further prehearing conference on April 20 in Rochester, N. Y., tv ch. 13 proceeding. Action April 17.

By Hearing Examiner Chester F. Mclain

Denied petition by South Minneapolis Brests, applicant for new station in Bloomington, Ill., for renewal of a license and insertions of license; and affirmed set date for exchange of exhibits to July 17, and date of further proceeding, Action April 18.

By Hearing Examiner Herbert Schiffman

Continued May 1 hearing to May 14 in proceeding of applications of Hayward F. Spangenberg, Jr., et al., for new TV station in Hartford and Green ville, Ky., respectively, Action April 20.

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At request of Rochester Area Educational Television, Assn., scheduled further prehearing conference on April 20 in Rochester, N. Y., tv ch. 13 proceeding. Action April 17.

By Hearing Examiner Chester F. Mclain

Denied petition by South Minneapolis Brests, applicant for new station in Bloomington, Ill., for renewal of a license and insertions of license; and affirmed set date for exchange of exhibits to July 17, and date of further proceeding, Action April 18.

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Denied petition by South Minneapolis Brests, applicant for new station in Bloomington, Ill., for renewal of a license and insertions of license; and affirmed set date for exchange of exhibits to July 17, and date of further proceeding, Action April 18.

Formalized by order certain agreements, including prehearing conference on proceeding on an application of The Mullins & Marion Brest, Co. (WJAY), Mullins, S. C., and continued May 15 hearing.

To June 27, Action April 18.

BROADCASTING, April 30, 1962

82 (FOR THE RECORD)
trans. K66AZ, K11HZ Cody, Wyo.—Granted mod. of csp to change ERP to 23.8.25 kw (type ERP, change in antenna system; change to type trans.). WWBI New Port Richey, Fla.—Granted mod. of csp to increase ERP to 95.3 kw and type trans. 1-9 kw, Bcstg. Inc. Has; approved and transferred to Bcstg. Inc. Has Type ERP, change in antenna system; change to type trans.). WWBT Punta Gorda, Fla.—Granted mod. of csp to change ERP to 16 kw and change in antenna system; change to type trans.). WWBU Aberdeen, Hqumqam, Montanu—Granted mod. of csp to change ERP to 15 kw, Bcstg. Inc. Has; approved and transferred to Bcstg. Inc. Has Type ERP, change in antenna system; change to type trans.). WWBW White Plains, N. Y.—Granted mod. of csp to increase ERP to 6 kw and type trans. cond.). WBBZ New Bedford, Mass.—Granted mod. of csp to install new tv station to KOIN (ch. 8) Portland, Ore.


To increase ERP to 23.8.25 kw (type ERP, change in antenna system; change to type trans.). WWBI New Port Richey, Fla.—Granted mod. of csp to change ERP to 95.3 kw and type trans. 1-9 kw, Bcstg. Inc. Has; approved and transferred to Bcstg. Inc. Has Type ERP, change in antenna system; change to type trans.). WBBZ New Bedford, Mass.—Granted mod. of csp to increase ERP to 6 kw and type trans. cond.). WBBZ New Bedford, Mass.—Granted mod. of csp to install new tv station to KOIN (ch. 8) Portland, Ore.
RADIO

Help Wanted—Cont'd

Sales

Excellent opportunity for proven salesman. 5 kw good music station with top local, regional and national acceptance. Ideal community to raise family. Write full particulars to Manager, WCAX Radio, Burlington, Vermont.

Announcers

"Top position open for Negro R & B DJ in No. 1 station—Large market. Must be experienced and willing to follow strict policy. Please send audion tape and picture as well as references and complete background in first letter. Box 675XK, BROADCASTING.

Announcer . . . 1st phone . . . No maintenance. Immediately update New York. Send tape and resume. Box 643XK, BROADCASTING.

Central Michigan full time station is seeking a morning announcer. Must be experienced (with tape) and willing to follow strict policy. Please send audion tape and picture as well as references and complete background in first letter. Box 557XK, BROADCASTING.

Negro dj wanted for major Eastern market. Ready made audience. Fantastic opportunity for right man. Please send tape, photo and resume. Box 977XK, BROADCASTING.

Experience in announcing, audition notch, fast pace, production wise, Most progressive 100 watt AM station in fastest moving Southwestern market. Send tape (not returned) and resume to Alox 729XK, BROADCASTING.

Announcer: DJ for fast moving modern radio station. Experience important for strong midwest market station. Multiple owner operations with many opportunities. Box 1160XK, BROADCASTING.

Lucrative future for right man. Send tape and resume, with salary requirements for immediate staff opening for major fulltime AF and AM stations. Requirements: Fast, tight board—quality voice and delivery, production experience. Box 721XK, BROADCASTING.

Adult 5000 watt wanner over New York City has opening for reliable and experienced announcer with special advertisement possibilities for creative man. Send tape, resume, picture and requirements to Box 775XK, BROADCASTING.

Announcer, Pennsylvania station. Small market. Versatile, all around worker. Production experience helpful. Full resume, salary requirements first letter. Box 808XK, BROADCASTING.

Personality morning man on pop album station. No Sunday work. Good hunting, fishing and recreation. Salary $300 to $400 monthly plus generous commission if desire to sell own time and album. Write photo and resume KISD, Sioux Falls, South Dakota. Population 65,000.

Combo man. Some sales and copy writing. Single major market. KFQB, Willows Hotel, Willows, California.

Immediate opening for announcer-engineer on modified good music 1000 watts—Contact personally or send resume photo and tape. KLMR, Lamar, Colorado.

Announcer, some experience or school graduate. WBBM, Chicago, Illinois.

Ist phone . . . need bright, morning man who wants to settle near Seattle in market of 76,000. Permanently open to security. Starting salary in excess of $100 per week. Send tape and resume to Box 665, Bellingham, Washington.

Help Wanted—Cont'd

Announcers

Needed immediately, two announcers, one with a first class ticket. These are permanent positions. Smooth sound, no top-40 screamers need apply. Good salary for right men (or women). Must be able to read news intelligently. Send resume, tape and photo to WCNL, Newport, New Hampshire.

Wanted: Announcer with first class ticket. Send tape and resume to Ed Allen, Jr., WDOJ, Sturgeon Bay, Wisconsin.

WOK, Poughkeepsie, N. Y., needs 1st ticket announcer. Heavy announcing, no moving upstate miles from New York City. Groover 1-1500.


First phone-announcer for new daytimer just opening in Eastern Pennsylvania. Good tape and resume to P. O. Box 115, Palmerston, Pennsylvania.

Good music community-minded station needs experienced male voice. Above average salary. Personal interview necessary. WPYI, Palmyra, Ohio.


Immediate opening for announcer with good music station. Possible tv exposure. Send air check tape and resume to WTAP, West Virginia.

W-WOW, Conneaut, Ohio—experienced dj for vibrant progressive station. Tape, resume, photo, first letter.

Technical

Washington, D. C.—Consulting Radio Engineer requires assistance. Experienced all phases broadcast/television allocations and applications. Submit resume. Box 691XK, BROADCASTING.

West Virginia daytimer seeks experienced field service engineer. New building. Apartment available. Need photo, resume and character. Box 714XK, BROADCASTING.

Chief Engineer East Coast. Must have solid broadcast construction and maintenance background. Experienced in all facets of broadcasting. Send resume. Box 727XK, BROADCASTING.

Sell and service broadcast equipment. Need engineers for local territories. Use spare time. Excellent commission arrangement. Quality product line. Box 781XK, BROADCASTING.

Immediate opening for first class engineer-combo with possible chief engineer opening. Contact personally or send resume, photo and tape. KLMM, Lamar, Colorado.

Classified Advertisements

(Classified 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 20¢ per word—$4.00 minimum
- No checks or blind box numbers. 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.
Situations Wanted—(Cont'd)

Help Wanted—(Cont'd)

Technical

Radio-television engineer—immediate opening! We are looking for someone, reliable man or relatively small tv-radio operation, strong on maintenance. Would consider good radio man who would like to learn television. Good air voice desirable but not essential. Must be willing to work all shifts. Salary depends upon experience. Contact KLOE Radio, Box 329, Goodland, Kansas.

Wanted: 1st class engineer, 250 watt broadcast station. Experience and neatness necessary. Write Box 566, Effingham, Illinois.

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for its new relay station at Greenville, North Carolina. These positions for the operation and maintenance of two high power transmitting plants and a receiving chain require a minimum of five years responsible technical operating and maintenance experience and a high school education or equivalent. Must be physically able to work around machinery and climb ladders. Must have good eyesight and manual dexterity. Salary will be approximately $4,000 per year. Positions are in Greenville, North Carolina. Must be American Citizens; further details write to: Mr. R. A. Smith, Personnel Division, U. S. Information Agency, 1765 Pennsylvania Ave., N.W., Washington 25, D. C.

Production—Programming, Others

Program manager: Top station with both Nielsen and Pulse seeking program manager due to promotion. Must have back-ground in both strong and multiple ownership operation in Midwest. Box 748K, BROADCASTING.

Top rated station in Madison, Wisconsin needs a very creative copywriter with experience in producing talk, rock, music, and country and western. Experience and a good voice necessary. Write to Chuck Mefford, WISM, Madison.

Newsmen: Some experience to take charge at night. Must be able to produce news show daily. Box 605K, BROADCASTING.

RADIO

Situations Wanted—Management

Manager—Strong personal sales. Excellent fifteen year record, eleven management. Must have strong knowledge of broadcast station, including complete responsibility, medium market. High paying position and owners.

Manager, not flunky; 35, family, 15 years experience, $10,000.00. Box 727K, BROADCASTING.

"Owner-manager who has just sold a highly successful station desires position with station specializing in sports. Play by play on all sports. Can also give your program and continuity department a shot in the arm. 42 years old, 2 children, radio wife, 12 years of solid radio background. Leaving area due to bright climate." Available in June. Box 728K, BROADCASTING.

If your station is losing money, I can make it profitable. Box 740K, BROADCASTING.

Management team (husband and wife), currently owners of successful radio property with local managers, are available to manage and invest in an additional property (New England, Mid-Atlantic States). Highest financial and business references available. Box 782K, BROADCASTING.

6 years money making manager! 11 years radio! Want challenge! Box 786K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Ex-manager metro market, 10 years sales, production and management experience. Seeks southeastern station with ownership potential. Married, veteran. Box 788K, BROADCASTING.

If you're looking, you've found him. Ten years all phases with previous employer. Desire medium market in Midwest. Will consider all offers. Reply to Box 820K, BROADCASTING.

Top salesman (10 station billing in a two station market. Western Penna, with one hundred million retail sales) wants future 

RADIO

Top salesman—Management

Top salesman, 10 years experience in Madison, Wisconsin. Box 740K, BROADCASTING.

Sales

Top saleswoman—Management

Top saleswoman (fat station billing in a two station market, Western Penna., with one hundred million retail sales) wants future

RADIO

Announcers

Summer Replacement; Top market only. Call or write.

Personality dj, announcer, interviewer, station manager, pd and production head—Top Coast! Two month market. Demand good salary. Want out of NYC for few months. Box 763K, BROADCASTING.

Attention Georgia! If you need a bright young idea man for your Atlanta area station, give this man a call. Single, first phone, with references. News, public relations, copywriting, sales, advertising, willing to stick. For tape, life history, family tree, write Box 766K, BROADCASTING.

Working program director wants autonomy in major market, serious ideas for adult operation. No rockin' formats. Age 26, married and experienced. All replies confidential! Box 767K, BROADCASTING.

All around man with 11 years experience and good record. Box 771K, BROADCASTING.

Mature university trained announcer desires position anywhere opportunity abounds. Year experience—listening network affiliate radio in news, rock, copywriting. New director works both stations, both board and on camera. Played lead role for USO theatre tour Northeast Defense Committee. Box 773K, Sales. Phone or write large St. Louis area. Age 26, Military full time. Experience here. Phone or write for reply. Box 774K, BROADCASTING.

Top 40, personality dj; eight years experience. Family man. Looking for major market. Location, Box 776K, BROADCASTING.


Conservative announcer and/or program director—Strong on news. Knows music production. Excellent background. Prompt reply Box 785K, BROADCASTING.

Top notch sports announcer—Winner of state and national broadcast awards interested in permanent position with a large market, sports-minded radio &/or tv station. College grad... married... excellent references. Box 788K, BROADCASTING.

First phone. Degree. Reliable—good voice. Can sell. Expect in top position... will travel. Box 789K, BROADCASTING.

First phone Negro combo man. Trained for radio by broadcasting and technical school graduate, some college. No experience, but natural personality and versatile knowledge of music, Fast pace and board. Box 794K, BROADCASTING.

Combino man that swings, experienced and now looking for chance to move up. Good ratings and dependable. Currently employed in 100,000 market. Available. Box 798K, BROADCASTING.

Experienced format dj—First phone—competent engineer—college. Desire permanent metro night or all night slot after June 1. Box 799K, BROADCASTING.


Announcer with 5 years experience. Recently obtained first phone. Available immediately. Best of references. Tape and resume upon request. Box 812K, BROADCASTING.

Unique early morning personality dj; 3 years experience. Have air check of this morning." First phone, newman, WH 6-7428, Bob Ballard, 211 No. Waverly, Dallas, Texas.

Announcers
Situations Wanted—(Cont’d)

Announcers


DJ, being released from Army, 3 years experience, good references. Southeast, Jerry L. Groner, P. O. Box 103, Albuquerque, New Mexico. Phone CH 7-0311, Ext. 2238.

Graduating in radio-tv from Kansas State University in August, Veteran, family, some commercial experience. Want to work in sales or announcing. No top today. Larry F. Justus, 1006 Ralston, Manhattan, Kansas.

Top flight experienced announcer-chief engineer-promo, any or all, looking for top flight shably music-news operation. Polished, venturesome, single, just out of Army. Like Wisconsin and Southwest, but will locate in friendly, active community. Resume. 1408 So. 29th St, LaCrosse, Wisconsin.

Single mature person of 38, desires announcing or newscasting, will service if necessary, in small town with 1 or 2 stations only, in N.Y., N.J., Pa., or New England. Have about 3 years announcing, newscasting, servicing and selling. I’m sincere, conscientious, and no clock watcher. Job always comes before social life. Will accept temporary or summer fill in if no formal job is available. Have written copy. Joe Martin, Hotel Windermere, 206 Washington St., Binghamton, N. Y.

Good voice, some experience, first phone. Would like smaller market in any area. Mike Minor, 4315 Biglade Road, Fort Worth, Texas.

Frank “Sad” Sachs, now enroute to World’s Fair by ox, 2960 West Grand Blvd, Detroit, Michigan. Telephone Trinity 2-7189.

5 years radio—1 year tv, seeks good music personality station, 3 years news director. Bob Prescott, 2453 N. New Jersey, Indiana,apolis, Indiana.


Technical

Chief Engineer, eight (8) years experience in all phases of radio with announcing ability, seeking position in Louisiana, Texas or Oklahoma. Licenses and resumes upon request. Box 726K, BROADCASTING.

5½ years chief engineer 5kw Day & FM, 12 years Best. Field engineer work. Wks notice. No announcing. Box 726K, BROADCASTING.

Experienced first phone chief engineer and consultant. Available immediately, $10, MidAtlantic or Florida. No tapes. Good reference. Room Two, Bayard Hotel, Dover, Delaware, 334-3351.

Do you need a first phone with no announcing? I am your man. Wally Hoffman, 5817 Spencer, Fort Worth, Texas.


Production—Programming, Others

Money making special events promotion available for California radio stations. Box 494K, BROADCASTING.

As one station manager to another, I have a man available that could solve your programming problems. He’s young, married, reliable. Outstanding production talent, imaginative ideas. Solid experience in Southeastern and Mid-South markets. We’ll give you all necessary details on request. Write or wire Box 586K, BROADCASTING.

Production Assistant—Copywriter. College experience and excellent police, coherent references. Want opportunity for more experience. Box 708K, 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 |
| technical |
| production-programming |

SITUATIONS WANTED

| management |
| sales |
| announcers |
| technical |
| production-programming |

COPY

(IF LARGER SPACE IS NEEDED, PLEASE ATTACH SEPARATE COPY)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _______________________

COMPANY _______________________

ADDRESS _______________________

Bill $ __________

Remittance enclosed $ __________

BROADCASTING, April 30, 1962
Help Wanted—(Cont'd)
Sales

Immediate opening for local-regional TV salesman for midwest ABC affiliate. Previous broadcast sales experience necessary. Complete resume and photo requested. Box 714K, BROADCASTING.

KAIL-TV needs experienced radio or tv salesman for sales manager. Good guaran-
tee plus unusually western market. Immediate
Local tv salesman required by expanding group operating WPTV, Pittsburgh, N. Y. Area code 518, JO 1-
555.

Anouncers
North Florida VHF television station looking for experienced, versatile staff an-
ouncer. Top salary. Pay commensurate with experience, ability, and
Full station info. Send resume Box 730K, BROADCASTING.

Promotion-Announcer. Age 28. Mar-
ried 8 years in radio. Experienced in all phases of good music operation, including FM stereo. Box 818K, BROADCASTING.

Wanted—tv newscaster who can write, who can
Top VHF in northeast has opening for new director. Individual must have man-
agement and administrative ability particularly in regard to accounts and
Top VHF in northeast has opening for new director. Individual must have manage-
ment and administrative ability particularly in regard to accounts and

Wanted: Sales manager, experienced

Sales

Top flight music director and first class air
personality with wide knowledge of classi-
cal and finest pop music, presently em-
ployed. Must be experienced as music per-
director with progressive fine music station
preference. Young, ambitious, fast ex-
There isn't an outstanding local job for local advertisers. Pay
Top VHF in northeast has opening for new director. Individual must have manage-
ment and administrative ability particularly in regard to accounts and
Top VHF in northeast has opening for new director. Individual must have manage-
ment and administrative ability particularly in regard to accounts and

Wanted: Sales manager, experienced

Help Wanted—(Cont'd)
Production-Programming, Others

Midwest 716K, BROADCASTING.

Program Director—Promotion Man! Sales-
budget minded! Air work too! Box 772K, BROADCASTING.

Immediate opening for experienced televi-
sion salesman for midwest ABC affiliate. Previous broadcast sales experience necessary. Complete resume and photo requested. Box 714K, BROADCASTING.

WANTED: Executive Engineer脱颖for midwest TV station. Must have

HELP WANTED—TELEVISION

Help Wanted—Management
Assistant General Sales Manager for major market tv station in East. Top opportunity for wide knowledge and initiative. Send complete resume now to Box 713K, BROADCASTING.

Sales

Immediate opening for local-regional tv
sales representative for midwest ABC af-
filiate, previous sales experience necessary. Complete resume and photo requested. Box 716K, BROADCASTING.

Immediate opening for experienced televis-
ion salesman. VHF station major mid-
western market. Established account list and new business to be tapped. Guarantee plus unusually attractive commission. Retirement and insurance programs. We want a man capable of earning a $20,000 to $25,000 per year. Box 818K, BROADCASTING.

Wanted: Executive switcher, first phone re-
quired. Contact K. H. Herr. Chief Engineer, KWCX-Engineer Whistle Phone: Montezuma, Victoria 6-3652.
Situations Wanted—(Cont’d)

Sales

Experienced, successful research executive has the creative flair and instinct for good promotion that ticks all the boxes. Test questionnaire to FOA for ATEC—Write. Conceive and implement ideas and products. Newspaper columnist and big-agency copywriter. Has the tough discipline of selling blue ribbon chops. Help in marketing—research or direct sales. Have delivered billing totaling millions. Currently serving well-known research service. Formulates own plans, design questionnaires for pretest, writes and delivers reports. Excellent office, conceptual, and platform personality. Sense of humor a must. No urge to turn shotguns "resumes" at this point please—wants location and references upon meeting. New York area only. Box 210K. BROADCASTING.

Announcers

Professional announcer. Nearly 20 years broadcasting including 3 years TV. College graduate. Loves the theatre experience. Seeking employment at creatively managed TV station where I can use present skills and develop new ones. Box 707K. BROADCASTING.

Technical

TV engineer 11 years experience—studio control room operation. Some film slide projection on 8mm chain. Veteran Signal Corp radar op. Versatile willing to work age 52. Presently self-employed—tv service. Will relocate if interested. Exists without wages to gain more experience. Box 777K. BROADCASTING.

15 years experience all phases of radio and TV studio operation, programming, production, pre- and combination engineering and programming in medium Southeastern market but will consider other areas. FCC first class license. Box 788K. BROADCASTING.

Engineer, first class, experienced VHF-UHF-Radio maintenance and installation. Box 82IK. BROADCASTING.

Production-Programming, Others

Director—writer—producer seeks position with challenge, responsibility and future. Box 807K. BROADCASTING.

Program—Production Mgr., 8 years experience. Thorough knowledge of programming and production with ability to train personnel. Box 721K. BROADCASTING.

Summer job—production experienced, 23 year old Michigan student. TV major. Work anywhere, available June 11–September 23. Reply to Box 716K. BROADCASTING.

Production Manager employed at metro station desires position as program or operations manager in medium market. 6 years experience in programming, production and engineering. Prefer Southeast but will consider other areas. Box 787K. BROADCASTING.

There I was—A successful major-market newscaster—when the small station management bug bit me. Now the station has been sold and I want to return to newscasting permanently, TV or radio. Both. West or East. Ten thousand yearly. Box 801K. BROADCASTING.

Radio-TV newsmen, 6 years. Experienced in reporting, writing, broadcasting. Box 808K. BROADCASTING.

FOR SALE

Equipment

1 KW 20 V Collins transmitter, extra tubes, all parts not 1½ years old in transmitter. Comes with 10 kw operation. Box 725K. BROADCASTING.

Western Electric 503 B-2 FM kW transmitter. Best offer takes. Box 741K. BROADCASTING.

1981-255 watt AM transmitter. Used only three months. First cash offer over $3500.00 takes. Box 782K. BROADCASTING.

FOR SALE—(Cont’d)

Equipment

Make a very substantial profit the first year by selling advertising locally on a Transmitter. Purchase a used 7.5 kw trans. under 5000000.00 and all the necessary equipment. Full service and conditions. Half usual price. Box 803K. BROADCASTING.

Vega wireless microphone good condition. $180.00 QNB. BROADCASTING.

Model 66 RCA modulation monitor. Good condition. FCC approved—$175.00. XFRD. Longview, Texas.


Am, fm, tv equipment including transmitters, orchestram, audio monitors, cameras, Electrofond. 440 Columbus Ave., N.Y.C.

Now available—treasure trove, 25 kw notch diplexers. Collins Model 842. Used one year. Ch 11, RCA vestibule sideband filter RCA M110B3AH. Ch. 11, $500. 2x15 kw diplexer RCA M110B3AH, 1500 Tefon 5-15 kc complete with hangers and connectors. 4 6-750 spring line hangers $90. RCA video switcher, 2 RCA high voltage transformers for RCA 25 kw transmitter. WLUX-TV, Green Bay, Wis.


ERCO type 506-T FM exciter 15 watts at carrier or ¼ carrier frequency. Includes 1 tile 423 sub carrier, second can be added. 4 years old. Cost $475.00. Excellent condition. Will consider reasonable offers—WGLI. Babylon, N. Y.


Unused transmission equipment 1 5/g. Andrews, 513 CHEM Teflon Line, $40.00 for 20 length. 1½ dtto, 900 ft. feet. Cabinets with dishes, $150.00 each. Also Elbowas, Hangers and Hardware at surplus prices. Write for Stock List. Telephone Company, 1401 Middle Harbor Road, Oakland, 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Turbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Wanted—TV studio equipment. State model, condition. Box 809K. BROADCASTING.


Wanted used 7 or more channel console in A-1 condition. Also 15 kw antenna coupler with remote diode meter unit, used turntable arm, used stray detectors, etc. Have Gates M3368 4 channel console for sale or trade. K. B. Beach, Box 850, Waterboro, S. C. (WALD)


WANTED TO BUY

Stations

Will invest small down payment and as- sume complete managerial duties in sta- tion needing on the job operator; purchase all or part. Apply Box 723K, BROADCASTING.

Interested in purchasing radio station. Long experience and show a small down payment. Box 733K, BROADCASTING.

Management team (husband and wife), currently owners of successful radio properties with local management. Will manage and invest in an additional property. (New England-Mid-Atlantic States) Highest financial and business references available. Box 763K, BROADCASTING.

Want to buy 250 to 1000 watt station in black—small or one station market. Good location (California or Texas preferred. Consider Oklahoma). Reply Box 784K, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are approved in Hollywood, Seattle, Kansas City and Washington. Write for free 40-page booklet on FCC training. Elkins Radio License School of Oklahoma. 1133 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago—Six week correspondence instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946, the original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. En- rolling now for classes starting May 9, July 11, September 10. For information, refer- ences and reservations, write William B. Odegard, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.


Be prepared. First class P.C.C. license in six weeks. Top quality theory and engineering training. RCA Institutes School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

BROADCASTING, April 30, 1962 89
Instructions—(Cont’d)

Help Wanted—(Cont’d)

Help Wanted—(Cont’d)

Help Wanted—(Cont’d)

MAJOR EASTERN MARKET offers opportunity for creative mature air personality on quality station who can originate daily program (3 hours) while supervising over-all station production. Excellent salary and future for competent individual. Mail tape, picture and resume. All replies confidential.

Box 658K, BROADCASTING

TELEVISION

ATTENTION! Due to my principals’ decision to drop tv application, I am now looking for a television operation in need of a man with 25 years broadcast experience: began in radio, 1934 and in television, 1949. Can furnish excellent references guaranteeing a reliable, imaginative management man, with know-how and showmanship to run a profitable, prideful station.

Box 795K, BROADCASTING

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned Climate. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

RADIO

TELEVISION

Help Wanted—(Cont’d)

Help Wanted—(Cont’d)

Help Wanted—(Cont’d)

ANNOUNCER

MAJOR EASTERN MARKET

TV POSITIONS AVAILABLE

CP recently granted. Interim operators of Channel 9, Syracuse, N. Y., invite immediate complete written applications for positions of: General Manager Program Director Sales Manager Chief Engineer


Sales

“PRIME AVAILABILITY”

For outstanding time salesman! Requirements: experienced, aggressive, enthusiastic. Excellent opportunity for advancement in group operation. If you are this man, call or write Terry Atkinson, WJW-TV, Cleveland, Ohio . . . Tower 1-6080.

ANNOUNCERS

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Box 658K, BROADCASTING

Television

Help wanted—(Cont’d)

Help wanted—(Cont’d)

Help wanted—(Cont’d)

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Help wanted—(Cont’d)

Help wanted—(Cont’d)

Help wanted—(Cont’d)

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Box 658K, BROADCASTING

Television

Help wanted—(Cont’d)

Help wanted—(Cont’d)

Help wanted—(Cont’d)
$179,742 to Writers

Your unpublished manuscript may be valuable! Our famous subsidy plan has returned $179,741 to writers (mostly beginners) in the past six years. We will publish, advertise, promote your book and pay you 46% of retail price. Send for FREE BROCHURE, Br. Pageant Press, 101 Fifth Avenue, New York 3.

MISCELLANEOUS

ATTENTION: STATION MANAGERS! NOW YOU CAN:
• INCREASE BILLINGS
• BUILD RATINGS...AND
CUT DOWN OVERHEAD AT THE SAME TIME!
Your local station can have an air staff second to none! Top announcers, deejays, radio personalities and vocal groups from Hollywood...will record expertly produced to your specifications:
• COMMERCIALS
• CUSTOM Jingles and IDs
• STAR BREAKS and YAPPED
PROGRAM MATERIAL
All designed for your kind of radio at a low one-time cost for unlimited use.
PLUS...a great new station promotion! At last the modern broadcast service with a "local feel" that can fill all your needs because we understand them.
WRITE RIGHT NOW FOR FACTS, AUDITION TAPES, PRICES TO:
PREVIEW PRODUCTIONS INC.
"New Concepts and Ideas to Get You a Head Start"
927 Varna Avenue
San Luis Obispo, California

For Better Results
You Can't Top A AD
in
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MISCELLANEOUS—Cont'd

WRECK
LOST: RECORDS, PAPERS, ORDERS
Truck, Automation, orders from BOOTH 246, AITKEN COMMUNICATIONS, Inc. 305 Harrison St. Taft, Calif.

In an accident drivers Turnpike on return trip to California. I need to locate the people who visited me at the NAB. If you will forward me the information furnished at the Convention, I can provide you with information requested. Orders for equipment can't be filled unless I can contact you.

FOR SALE

MIDWEST FM WITH MULTIPLEX
Good Market
New Equipment
$25,000 CASH
Box 778K, BROADCASTING

SHERIFF SALES
500 watt station—WTHR, 1480, at Panama City, Florida, To be sold at Bay County Court House May 9, 11:00 A.M., Central time.

Aila single daytimer $35 terms
Ky single daytimer 75M $25M
Fla medium fulltime 275M $110M
Ga metro fulltime 113M 29%
Mass metro fulltime 225 terms
La metro daytimer 135M 29%

and others: also newspapers & trade journals

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta, Ga.

Continued from page 84

Req: 1400kc, 250w, 1kw-LS, unil.
BP-14987: KLIC Minneapolis, Minn.—Frank P. Cerniglia. Has: 1350kc, 250w, unil. Req: 1350kc, 250w, 1kw-LS, unil.
BP-14914: KTLD Tallahassee, La.—Howard E. Griffith. Has: 1390kc, 500w, D. Req: 390kc, 1kw, D, unil.
BP-14921: NEW Melbourne, Fla.—Dowdy, Vaughn & Co. Has: 1550kc, 5kw, DA, D. Req: 1550kc, 5kw, DA, D, unil.

Application deleted from public notice of decay, 9, 1960.

Applications deleted from public notice of May 5, 1961.
BP-14984: KFTV, Modesto, Calif.—Modesto Best, Co. Has: 1560kc, 100w, 1kw, DA-N, unil. Req: 1580kc, 100w, 1kw, DA-N, unil. (Assigned new file number: BP-15033).

Application deleted from public notice of July 11, 1961.

Application deleted from public notice of November 9, 1961.

Rulemakings
• Commission invites comments to notice of proposed rulemaking looking toward disaffirming commercial ownership block in Pulaski, Tenn., and assigning it to Huntsville, Ala., for noncommercial educational use. This petition was filed by the Educational TV Commission. Action April 25.

• Commission invites comments to notice of proposed rulemaking looking toward deleting ch. 26 from Richmond Ind., and releasing ch. 36 to Anderson Ind. This petition was assigned. James A. Chase and William J. Wheat petitioned for channel return so they may apply for cop using that channel and technical equipment and site of former station WCBC-TV in Anderson. Action April 25.

For Sale—(Cont'd)
"Your grandchildren will grow up under Communism!" says Nikita Khrushchev

Will the Soviet threat come true? Will your grandchildren live under Communism? Forget God? Salute the Soviet flag?

"Never!" you say. But are you sure? How can you oppose Communism? One sure way is to help Radio Free Europe.

The voice is that of Nikita Khrushchev. The audience is American.

"Your grandchildren will grow up under Communism!" he shouts.
Will your children live to see the Free World die?
Forget God? Salute the Soviet flag?

"Never!" you say. But are you sure?

What can you do to oppose Communism?
There is one sure way.
Help Radio Free Europe.

What does it do?
Every day, to 79 million captive people behind the Iron Curtain, it broadcasts news of the outside world.
It helps keep these people from turning to Communism. The Poles, Czechs, Bulgarians, Rumanians and Hungarians.
It keeps alive their friendship for America. It reaches over 90% of these people, despite Communist jamming.
Thousands of letters echo the plea: "God Bless You! Please keep Radio Free Europe on the air!"

These people are the buffers between Russia and the Free World.

They pose a major obstacle to the Russians starting any war. And Radio Free Europe is their strongest link with the Free World.

But Radio Free Europe depends on individual Americans for its existence. How about it?

Will you help? . . . Give a dollar? . . . Give five dollars? . . . or more?

Surely your heart tells you to give something so that our children—and all children—shall live in freedom throughout the world.

Give Now To ... RADIO FREE EUROPE
The American People's Counter-Voice to Communism

Mail your contributions to: Radio Free Europe Fund, P. O. Box 1961, Mt. Vernon 10, New York
A plugger and a fighter in the field of communications law

Hal Mott, the Washington communications attorney who earlier this year was elected president of the Federal Communications Bar Assn., sometimes seems brusque—he talks rough and acts tough. From this, many of his colleagues have the idea that he worked his way up from the Merchant Marine or the Marine Corps. But that isn't true at all. Mr. Mott taught high school Latin and English for two years in his home state of Arkansas before coming to Washington in 1935, and then was a clerk in the Dept. of Agriculture's Agricultural Adjustment Administration.

He's a fan of long-hair music, especially opera. And he's devoted more than a minimum of his busy time to philanthropy as well.

One of the projects close to his heart is helping young boys released from federal jails to get a new start in life. This youth-rehabilitation plan is one of the major programs carried on by the National Exchange Clubs, and Mr. Mott pushed it hard when he was president of the national organization in 1955-56.

Mr. Mott was also responsible for organizing the Baltimore chapter of the Circus Saints & Sinners, of which he was president in 1960-61. He's also past general counsel of this national organization.

Freemasonry has claimed a lot of Mr. Mott's attention. He's a 32nd Degree Mason and served as a master of his D. C. lodge in 1948. He is now a member of the by-laws committee of the Grand Lodge in Washington.

When Hal Mott was younger, he sang a great deal. He still does—and it's something to hear a group of lusty members of the bar at the annual FCBA revel being led in close harmony by non-smoking, non-drinking Hal Mott. He was a member of his college glee club and his church choir, and for a time he was the tenor of a mixed quartet which presented concert versions of famous operas.

A Home for the FCC • Mr. Mott is a get-things-done kind of man. One of the first moves he made when he took over as president of the FCBA was to organize a committee of lawyers, engineers and others interested in broadcasting and communications to undertake a project dear to the hearts of all who have dealings with the FCC—getting the agency its own building.

Ever since its establishment in 1934, the FCC has occupied quarters in the Post Office Dept. building in Washington. The idea, almost from the beginning, was to put the commission into its own building, but up to now this hope has never been realized. It's just possible that Mr. Mott may be the one to put it across. He's a plugger and a fighter, as his opponents can testify.

Fort Smith Boy • Harold Edward Mott was born Feb. 3, 1913, in Fort Smith, Ark., next door to the local firehouse—and, like an old firehorse, he's ever ready to answer an alarm. He was educated in the public schools of Fort Smith, followed by two years at that city's junior college. From there he went to Arkansas State Teachers College at Conway, majoring in Latin and English. He received his bachelor's degree in 1933. While in college, he was a member of the debating team and feature editor of the school newspaper. He was a double-threat man in track, running both the half-mile and the mile.

After graduation, he taught Latin and English at Searcy (Ark.) High School for two years. Then, in order to pursue his long-time goal of studying law, he left Arkansas for Washington, where his first government job was as an audit clerk with the AAA.

Surviving the New Deal • In those New Deal days, wholesale firings were commonplace. Mr. Mott noticed, however, that stenographers were almost never discharged. He therefore enrolled in Strayer Business College, Washington, to learn the pothooks of Gregg and the keyboard of a Remington. In due course he advanced to the new status of stenographer. During this period, he volunteered and was accepted as a part-time secretary to his home-district congressman, Rep. John E. Miller (D-Ark.). He would work in the congressman's office from 8:30 in the morning to 3 p.m. and then rush over to his Dept. of Agriculture job which began at 4 p.m. and lasted until 11 o'clock at night. In six months he had his speed—120 words per minute in shorthand and 60 wpm on the typewriter.

In 1936 he entered Georgetown U. Law School, continuing with his stenographic job at the Dept. of Agriculture late afternoons and nights.

William Dempsey, then FCC general counsel and a Georgetown alumnus, had asked the dean of the law school to send Georgetown graduates to the FCC. Mr. Mott was one of those recommended when he graduated in 1939. He joined the commission as a trial attorney, and trial work has been his favorite arena of the law ever since.

Although not much of his work made headlines, Mr. Mott recalls that he was the commission counsel in the Ashbacker case after it was returned to the FCC by the U. S. Supreme Court. In this case, the Supreme Court upheld the right of an applicant to a hearing in a competitive situation before the FCC could deny its application.

To Private Practice • After one year back at the FCC, he and Vincent B. Welch formed the private law firm of Welch & Mott, now Welch, Mott & Morgan. Edward P. Morgan, FBI chief inspector, joined the firm in 1946.

The firm has been active in communications trial work ever since, and is presently representing applicants for each of the three vhf drop-ins (Syracuse, Rochester and Grand Rapids). Mr. Mott is a member of the District of Columbia, Maryland and Supreme Court bars. He is also a member of the American Bar Assn. and of the American Judicature Society.

He married Louise Fowler of North Carolina, who'd been one of his colleagues at the Dept. of Agriculture, in 1937. He is the father of three girls—Madelyn, 19, a student at Purdue U.: Denise, 14, and Deborah, 12, at home. He is a member of the Congressional and Army-Navy Country clubs and of the Bradley Hills Presbyterian Church.

Mr. Mott's pride and joy is a 52x36-ft. swimming pool on his three-quarters of an acre in Bethesda, Md. That's quite something for a boy from Arkansas who started out as a teacher.
EDITORIALS

Profit protection

The preliminary arrangements will be set this week for industry-government conferences on ways to reduce competition among radio stations.

If the parties insist on going through with this, we suggest it is only consistent that they attack the competition problem in television as well.

The reason advanced by both the NAB and the FCC for considering the radio population problem is that a large percentage of radio stations are losing money—33% in 1960, the latest year for which figures are available. According to this reasoning, the loss operations, in their desperate struggle for survival, are forcing all stations to depress rates and program standards. Reduce the competition, this argument goes, and all of radio will be improved.

What nobody has mentioned yet in this discussion is that a substantial percentage of television stations are losing money too—23% in 1960. 25.4% 1959. If economic indicators like these are to be used as the justification for a drive to reduce radio population, it is no more than logical that they be used to justify a drive to reduce television population too.

The NAB informally assured us last week that it would avoid seeking economic protection in its radio “overpopulation” conferences. We hope it will also avoid further references to economic problems as the reason for the conferences. Radio, as we have said repeatedly, is troubled by technical problems. More stations have been allowed to go on the air than the air will accommodate without interference. That problem alone is enough to challenge any industry-government conference. But let the conferees get into economics as either a reason for the conference or a problem to be solved and the next step automatically leads to government control of profits.

One-man band

In some of their appraisals of FCC efficiency the management study made by Booz, Allen & Hamilton cannot be faulted. As now constituted and financed, the FCC is failing to cope successfully with its enormous workload.

But the corrections that Booz, Allen & Hamilton have proposed would create more problems than they would cure. Assuming their adoption, which is unlikely, the recommendations would install so much authority in the office of the FCC chairman that the other members of the commission would degenerate into figureheads.

The management consultants would make the chairman “the chief executive officer in fact as well as name” and would create a new position of executive director “located in the personal office of the chairman.” All staff elements except opinion writers, hearing examiners and a proposed review board would report to the executive director.

In this arrangement dictatorial authority for the chairman is implicit. Even though the executive director were, as Booz, Allen & Hamilton recommended, “an administrator of great competence, and a nonpolitical career official” he inevitably would become the captive of any strong FCC chairman. If Booz, Allen & Hamilton thinks a civil service executive director could function under a chairman with whom he disagreed, the consulting firm needs a refresher course in practical politics.

Given broad authority and an executive director for a hatchetman, any chairman could quickly gain control of all key staff positions in the agency. From then on, the neutralization of the other commissioners would be only a matter of time. All the information flowing to them from the staff would be flavored to the chairman’s liking. That flood could be resisted only by a commissioner equipped with a staff as big as the one under the chairman’s command. Inevitably, many votes would be cast on the strength of one-sided intelligence.

The reorganization proposed by Booz, Allen & Hamilton could be achieved by vote of the FCC itself; no legislation is necessary. We doubt that a majority of present commissioners could be persuaded to vote itself into oblivion, but as terms of present commissioners expire—at the rate of one a year—the President is in a position to alter the voting power of the commission. Through replacement of dissenters and pressure on incumbents it might be possible to get a majority vote for the Booz, Allen & Hamilton plan in the next couple of years.

If that is the intention of this administration, it can be thwarted only by Congress. We doubt Congress wants an FCC that is a feudal enclave under the indisputable control of one man, whoever he may be.

Second-class citizen

The broadcaster, in this election year, is a second-class citizen. If he appears on the station from which he earns his livelihood, whether he is owner, executive or subordinate, it is futile for him to become a candidate for any elective office—local, state or federal.

Futile because all of his opponents would be entitled to equal time, and for free.

Last week we checked several members of the FCC and key officials of its Broadcast Bureau after learning of the plight of a small market station president-manager who had been importuned to run for the state legislature. He previously had served with distinction as the mayor of his community.

The unanimous view of these FCC officials (which incidentally had been the opinion of NAB lawyers) was that if this broadcaster ran, his opponents would be entitled to equal time, since this broadcaster appeared on the air as a name personality. Many owners or managers of small stations take stints before the microphone.

This lamentable situation is just another potent reason for permanent relief through repeal of Section 315.

"Sure, working in tv is a rat-race—but it beats riding rockets!"
What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

RCA designs and builds its complete line of transmitters to accommodate stereophonic signals and an SCA multiplex subchannel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or, write: RCA Broadcast and Television Equipment, Dept.GE-22, Building 15-5, Camden, N.J.

The Most Trusted Name in Radio
WISC-TV meets the public

Carefully prepared and professionally presented News, Weather and Sports are an important part of WISC-TV's balanced programming.

Jerry Dean, News Director; Bill Brown, Weatherman; and Cliff Conohan, Sports Director; are well-known and respected personalities to thousands of viewers throughout Channel 3's wide coverage area in Wisconsin, Illinois and Iowa.