Tv network 'spot carrier' show by rep fire, available substitutes ............. 25
Justice Dept., FCC probe racing newscasts as possible aids to gamblers .......... 46
WMCA's Labunski offers strong rebuttal to Minow's radio charges ................. 74

HONORED BY
NATIONAL RECOGNITION
DEVOTED TO
LOCAL ACHIEVEMENT
recipient of
THE ALBERT LASKER MEDICAL JOURNALISM TELEVISION AWARD FOR 1961
WBAL-TV
BALTIMORE, MARYLAND
MARYLAND'S BROADCAST CENTER
REPRESENTED NATIONALLY BY EDWARD PETRY CO.
The livestock business is a billion dollar a year industry in Big Aggie Land. Words like “Feeders,” “Stockers,” “Heifers” and “Steers,” “Range Cattle” and “Fat Cattle” are heard thousands of times daily around Big Aggie Land. And among livestock men, WNAX-570 is mentioned just about as much. Last year alone, 145 cattle auction markets, Central Public Markets and individuals (represented by dots on map) used WNAX-570 to promote their regular sales.

Experience has taught them a WNAX promoted sale guarantees a sale barn jammed with buyers from the giant five state coverage area of WNAX-570. Whatever your product, if it’s buyers you want, you’ll reach them with WNAX-570 providing powerful coverage of five-state Big Aggie Land, the nation’s 40th radio market. Over 80% of Big Aggie Land’s 2 1/2 million residents listen to WNAX-570 three to seven times a week.
Sigma Delta Chi, Atlanta, has honored WCKT, Miami, with their coveted "Green Eyeshade" award for the most courageous contribution to journalism among all news media in the Southeast. The programs cited were "Miami Condemned" and "Condemned Plus 65," which in an hour and a half showed the slum conditions of Miami in a harsh, direct style that brought a new, unflinching candor to the television screen.

OTHER VALUED AWARDS WON RECENTLY BY WCKT:
(1) The Vigilant Patriots Award Citation, for "Red Star, Part 4," a documentary exposing specific activities of communists in the Americas; (2) The Freedoms Foundation George Washington Medal, for the Wayne Fariss regular 6 p.m. News program's 30-day expose of communists at work in Florida.
the unforgettable station

WGAL-TV

Your advertising dollar spent on this multi-city station is doubly rewarding. First, because of its wide market coverage, including several metropolitan areas, and many other cities and towns. Second, because of the vast size and loyalty of its audience. WGAL-TV is far and away the favorite of viewers in hundreds of communities.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York - Chicago - Los Angeles - San Francisco
Dodd ‘final’ hearing

Sen. Juvenile Delinquency Subcommittee has set May 11 as date for long-delayed “final” public hearing in its investigation of effect of television violence on children. Date hadn’t been announced as of Friday (May 4), presumably because of fear some hitch might cause postponement, as has happened in past. But top network officials have been invited to appear on 11th before subcommittee headed by Sen. Thomas J. Dodd (D-Conn.). Among those expected to testify are Robert Kintner, president, NBC; Sen. Robert Byrd, co-chairman, Senate Banking, Housing, and Urban Affairs Committee, which is involved in Senate judicial investigations, and Engineers and Scientists have been invited to testify.

Hearing could be explosive. Sen. Dodd has said subcommittee has “documents on file” showing network executives have ordered “more sex and violence” in shows to boost ratings. Presence of network chiefs would give senators opportunity to spread documents on record and ask for explanation.

TV spot sales soar

There’s now enough evidence in to indicate that first-quarter spot billing this year in television will be biggest first three-months in years. Final count expected to show spot moved ahead of comparable quarter last year by perhaps 20%, to $180 million or more. Increase will come just after all-time fourth-quarter spot tv high of $175 million-plus set last year (Broadcasting, March 12).

Minow disappoints

“Extreme disappointment” was perhaps most polite way members of American Women in Radio and Television could express feeling over last-minute drop-out of FCC Chairman Newton Minow from Friday morning panel which included NAB President LeRoy Collins and others, but girls had more colorful phrases to show feelings privately, especially after they had arranged three months in advance to have luminous whiz him to talk before Milwaukee Jewish community center same day. AWRT had made sure Mr. Minow would attend before setting all other panel participants, had keyed early publicity and promotion efforts on FCC chairman’s acceptance.

BAH evaluation

Recommendations of Booz, Allen & Hamilton in management survey of FCC (Broadcasting, April 30) are back before agency staff for “objective and constructive evaluation.” FCC Chairman Newton Minow has asked key bureaus and departments to come up with appropriate recommendations under overall supervision of Executive Officer Robert Cox. Final staff suggestions then will be presented to full FCC commission—establishment of employee review board—through discussion of new rules with legal fraternity.

Counter-programming

ABC-TV is making its first counter-programming move next season, despite “locked-in” schedule. Network has advertiser agreement and is moving Monday’s 11th Hour into 10-11 on Wednesday, and Brinkley’s Journal will be slotted Mondays, 10-10:30, leaving half-hour available to stations, except for six Monday 10-11 specials to be scheduled during next season—and on those dates preempting Brinkley. Counter-programming involved Ben Casey on ABC-TV, Monday, 10-11, and 11th Hour, which also has medical theme. Moves answer question of Bob Newhart’s fate, since Sealtast dropped 10-10:30 Wednesday spot. Show is now cancelled.

Luncheon with Stewart

Dr. Irvin Stewart met with FCC for first time last week since he was named director of telecommunications for White House (Broadcasting, April 2). Five commissioners lunched with Dr. Stewart, former member of FCC himself, Tuesday in FCC’s executive dining room. Session was very amiable, with both sides expressing mutual interest and cooperation. No concrete proposals were made or subjects discussed by either side. Missing were Commissioner Frederick W. Ford (who is in Japan) and Robert E. Lee.

Radio active

Though it may not mark full return of radio drama-type series to former station, Charles Michelson Inc., New York, one of largest distributors of radio programs in medium’s heyday, is reported to be re-activating company’s radio division. In recent weeks, company has received inquiries from dozen stations and has made first two sales in long time. Niagara Mohawk Power Corp. through Mystery Theatre series for WQSY Syracuse and plans to buy series for several other upstate New York markets. WUST, Bethesda, Md., has purchased Life of Mary Sothern. Michelson has more than 20 radio serials in library.

Golf to NBC

NBC-TV on Friday (May 4) was in jubilant mood over what network seemed to think are potentially twin “wins” over CBS-TV: Shell’s Wonderful World of Golf is moving from CBS-TV to NBC-TV because show and commercials can be shown in color (agency is Kenyon & Eckhardt); Arthur Godfrey, tied to CBS by contract, has been signed for one-week appearance as Tonight host (week of Sept. 24). There are 13 Shell golf shows, each one hour. They will be seen on Sundays, 4-5 p.m., starting next January.

Sigalert to Cadre Co.

Shortly to be announced will be acquisition of Sigalert, electronic warning system for transmission of emergency messages, by Bata Instruments Corp., Dallas, division of Cadre Industries Corp. Lloyd Sigmon, vice president and general manager, KMPR Los Angeles and president of Sigalert and Air Watch Inc., inventor of system, has entered into agreement with Beta giving it exclusive rights to manufacture and market equipment nationally. System has important defense connotations by using carrier waves of existing standard radio stations without interfering with normal operations (Broadcasting, April 30).

One up, one to go

Although all-channel receiver legislation passed House by overwhelming vote of 279-90 (story page 50) going in Senate is not expected to be that easy. There’s formidable opposition to principle of government interference with free enterprise by making mandatory production of more expensive combination uhf-vhf receivers shipped in interstate commerce. But it’s doubtful whether this will be strong enough to override legislation already endorsed by President Kennedy and Senate Commerce Committee leadership.

Broadcasters involved in all-channel receiver effort to thwart detriments of eight markets were generous in their praise of Assn. of Maximum Service Telecasters in legislative fight and its executive director, Lester W. Lindow. They also applauded efforts of eight stations on firing line in months’ long battle wherein some had to compromise with principle of no interference by government in private business.
WRC-TV personalities are conversation stoppers. Washingtonians sit up and take notice when WRC-TV personalities have the floor. Richard Harkness... Bryson Rash... Frank Forrester... Jim Gibbons... Jim Simpson... Inga Rundvold. They're all big names in an area abounding in VIP's. It's a fact... WRC-TV personalities deliver more homes than any competing channel in the important 11:00-11:30 P.M. service area, Monday through Friday. Same holds true against live local competition, 6:30-6:45 P.M., Monday through Friday.* Make your product the center of attraction in America's No. 10 market... let Washington's leadership station be your spokesman!

*FIRST AGAIN—ARB, NSI (1st in total homes, sign-on to sign-off, all week long. ARB, Mar.'62; NSI, Jan.'62)
WEEK IN BRIEF

Network participating shows are starting to feel the inroads of ex-network shows put into syndication. Station reps are urging cutback of clearances for network participants. See lead story . . .

SPOT CARRIERS IN SQUEEZE . . . 29

CBS is taking a firm stand against outside previewing of its programs, whether by federal agencies or the NAB Code Authority. NAB's proposed screening service for networks draws sharp objection. See . . .

STANTON OPPOSES SCREENING . . . 68

CBS has another irritant that's worrying its top echelon—an FCC undercover investigation of local news coverage offered by San Francisco stations. But the FCC says it has no censorship intent. See . . .

CBS YELLS 'FOUL' . . . 56

The horse-racing issue is up again. Both Dept. of Justice and FCC are pondering a plan to find out how much and what kind of racing information is being broadcast since turf law was passed. See . . .

RACING PROGRAM INQUIRY . . . 46

Procter & Gamble was the biggest spot tv advertiser in 1961, spending $56.7 million (gross), but Wrigley was the brand name most advertised, according to analysis of spot spending for the year. See . . .

WRIGLEY TOPS IN SPOT . . . 30

Newton Minow, the FCC's outspoken chairman, really hasn't learned his radio lessons very well, according to Stephen Labunski, WMCA New York. He charges the chairman with misrepresenting radio facts. See . . .

MINOW'S SANDPAPER TEST . . . 74

The House has passed the all-channel tv set bill and it now goes to the Senate. Thus far there are few signs of serious opposition in that body though Electronic Industries Assn. is opposed to bill. See . . .

HOUSE PASSES SET BILL . . . 50

Forty years ago Westinghouse started a radio station in New York, WJZ. It later was sold. Now the company is getting back into the metropolis by buying WINS, subject, of course, to FCC approval. See . . .

WESTINGHOUSE BUYS WINS . . . 72

The big bonanza educational tv has been hoping for is an accomplished fact. Last week President Kennedy signed into law a bill providing $32 million in matching funds to spur expansion of this medium. See . . .

KENNEDY SIGNS ETV BILL . . . 60

Communication history is about to be made. AT&T's experimental Telstar is due for launching in a few weeks. This miraculous three-foot globe is designed to relay tv programs to other countries. See . . .

TELESTAR WEEKS AWAY . . . 86

DEPARTMENTS

<table>
<thead>
<tr>
<th>DEPARTMENT</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT DEADLINE</td>
<td>9</td>
</tr>
<tr>
<td>BROADCAST ADVERTISING</td>
<td>29</td>
</tr>
<tr>
<td>BUSINESS BRIEFLY</td>
<td>38</td>
</tr>
<tr>
<td>CHANGING HANDS</td>
<td>72</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>5</td>
</tr>
<tr>
<td>COLORCASTING</td>
<td>84</td>
</tr>
<tr>
<td>DATEBOOK</td>
<td>14</td>
</tr>
<tr>
<td>EDITORIAL PAGE</td>
<td>112</td>
</tr>
<tr>
<td>EQUIPMENT &amp; ENGINEERING</td>
<td>86</td>
</tr>
<tr>
<td>FANFARE</td>
<td>90</td>
</tr>
<tr>
<td>FATES &amp; FORTUNES</td>
<td>92</td>
</tr>
<tr>
<td>FILM SALES</td>
<td>84</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>98</td>
</tr>
<tr>
<td>GOVERNMENT</td>
<td>46</td>
</tr>
<tr>
<td>INTERNATIONAL</td>
<td>88</td>
</tr>
<tr>
<td>LEAD STORY</td>
<td>29</td>
</tr>
<tr>
<td>THE MEDIA</td>
<td>68</td>
</tr>
<tr>
<td>MONDAY MEMO</td>
<td>24</td>
</tr>
<tr>
<td>OUR RESPECTS</td>
<td>111</td>
</tr>
<tr>
<td>PROGRAMMING</td>
<td>80</td>
</tr>
<tr>
<td>WEEK'S HEADLINERS</td>
<td>10</td>
</tr>
</tbody>
</table>

BROADCASTING
THE BUSINESSMEN OF TELEVISION AND RADIO

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How many Americans will relive this story on Oct. 5, 1962?

On October 5, ABC Television comes on with a new, hour dramatic-action series drawn from the epic exploits of the famous Texas Division in World War II.

How big is the audience for this great story with all its physical excitement, its emotional tensions, its glories and griefs of men, and their women, at war?

It is very big.

It includes the men who were there. And, by way of common interest, every American who fought on any front.

And their families and friends. And every American who didn’t get across, but was there all the same.

And youngsters. Kids for whom this great story will now become *living* history.

In total, millions.

This is the audience for *The Gallant Men*.

This is the audience who will land at Salerno, Italy, with the Texas Division and follow them to victory in Rome.

*The Gallant Men* is first and always a story of men in conflict. The good, the bad, the brave and not so brave whose lives and loves were on the line—the bloody line from Salerno to Rome.

A big show, yes.

With big, built-in audience appeal. As several alert advertisers will begin discovering, beginning Oct. 5.
CBS-TV PLAN CUTS AFFILIATE PAY 6%

Hints loss could be partly offset by rising night charges

CBS-TV's long-awaited approach to curing so-called "economic imbalance" between network and station profits was revealed Friday: it boils down to about 6% reduction in affiliates' compensation, effective Jan. 1, 1963.

In return, officials held out hope for more liberal increases in stations' night-time rates—to extent that nighttime rates for advertisers eventually may rise more sharply than 3% per year that has been average in recent years.

Plan, unveiled at CBS-TV affiliates convention (also see page 68), brought few cheers from stations and varying degrees of opposition. In some leading affiliates quarters plans were reported afend to retain legal and economic counsel to see what, if anything, could be done to upset plan or at least tone it down. Other affiliate sources, equally well placed, said counter-measures are not nearly that far-reaching, at least at this point, but indicated committee would be named by Affiliates Asn.'s board of directors to explore prospects.

Fear of possible antitrust problems in group action obviously restrained some affiliates, and extent to which affiliates may act as body presumably will be first question for any legal counsel who may be retained. CBS-TV is not required to get affiliate approval of plan before putting it into effect but obviously hoped to get their acceptance, at least. CBS-TV officials indicated they feel most affiliates have seen—or will see—for this move and accept it.

Afternoon Cuts • Compensation reduction, outlined by affiliates relations and engineering vice president, William B. Lodge, would be accomplished through approximately 22% or 23% cut in current gross time rates for afternoon hours, in effect, putting them at current net-rate levels but eliminating most current discounts for these periods.

Thus advertisers would pay—and and network receive—same dollars as now for equivalent time. Mr. Lodge explained, but affiliates would be getting paid on basis of lower time rates and thus receive, for these hours, 22% or 23% less than now.

Saving to CBS-TV would be about $4.1 million this year if new system were in effect this year, Mr. Lodge estimated. But, he added, because network expects 9% increase in business this year, stations would still have received more dollars than they received last year.

He noted that though it's a 22% or 23% reduction in compensation for hours involved, it amounts to about 6% on-all-day basis. And this, he said, is about 1.5% of average station's total revenues from all sources.

Hours covered by new plan are from noon to 5 p.m. Monday through Friday and from 10 a.m. to 1 p.m. on Saturdays. CBS-TV's time rates for these periods currently are 50% of nighttime rate, but Mr. Lodge emphasized that no network actually gets 50% of nighttime for daytime.

ABC-TV, NBC-TV Rates • He noted that ABC-TV prices daytime at one-third of nighttime, that NBC-TV has bonus plan that puts daytime at about 40% of nighttime, and that because of discounts and "program contributions" CBS-TV actually receives less than 50% of its nighttime rate for daytime periods. Even CBS-TV affiliates, he said, on average charge only about 42% of their prime rates for daytime.

But affiliates, he continued, have been paid as if CBS-TV received payment for afternoon hours at full 50% of nighttime rates. He noted that this system has also meant that increases in evening time rates automatically increase daytime rates. Now that this automatic carry-over is eliminated, he said, CBS-TV should be more free to raise individual station's evening rates more frequently.

For advertisers, new quarter-hour prices in periods involved in change will range from 15% to 9.4% of night-time hour rate, depending on volume. In dollars, it was stressed, these prices are equivalent to those actually charged now.

Mr. Lodge emphasized to affiliates that CBS-TV has "consistently" paid its stations more dollars than NBC-TV or ABC-TV pays—and said this will still be true after new plan takes effect.

Stressing rising volume of network's station payments, he said they totaled $19.3 million in first quarter of this year as compared to $16.7 million in first quarter last year.

Rising Expenditures • He also reviewed in detail rising network expenditures for programs and importance of network programs to affiliates, and pointed out that many millions of these dollars are not recovered from advertisers. He said CBS-TV's total program costs have grown from $72 million in 1956 to $210 million in 1961, and that in same period its unrecovered program costs increased by 65%.

Fact that CBS-TV, set next Jan. 1 as effective date for changes was believed to be in recognition of affiliates' urging that nothing be done to upset their budget forecasts for 1962. It was understood that network originally—in discussions earlier this year—had hoped to make changes effective in 1962.

Affiliate resolutions commended Tom Chauncey, KOOL-TV Phoenix, as chairman of affiliates board; network President James T. Aubrey Jr. and associates for their work, especially in programming; senior sales vice president William Hylan and his associates for maintaining high sales standards; CBS News and its president, Richard S. Salant, for outstanding performance in news; and affiliate relations department officials and members, especially Robert Wood, for their assistance.

Mack hospitalized

Richard A. Mack, former member of FCC whose activities triggered tv ex parte investigations, was admitted Friday to Broward General Hospital, Miami, for treatment of cirrhosis of the liver.

Mr. Mack was commissioner from 1955-1958 and his vote in five tv grants was disqualified in rehearings before FCC because he had discussed merits of case outside record. Mr. Mack and Miami attorney Thurman A. Whiteside were indicted for criminal conspiracy in Miami ch. 10 case. First trial ended in hung jury and Mr. Whiteside (who since has committed suicide) was acquitted in second trial. Mr. Mack was never tried again.

Dropout-option asked in Miami ch. 6 case

Remaining rivals for ch. 6 in South Miami-Perrine, Fla., Friday asked FCC to allow Coral tv Corp. to partially reacquire South Florida Amusement Co., dismiss latter's bid and grant ch. 6 to Coral.

FCC had favored South Florida for grant but opened subsequent proceedings on issue of that company's charac--
Richard H. Depew, director of programming, Cunningham & Walsh, New York, elected vp. Mr. Depew joined C&W in 1957 as tv account executive and was named director of programming in 1961. Before joining agency, he served with ABC for 10 years as tv director and assistant to national program director.

Howard Barnes, director of programs, Hollywood, CBS-TV Network, resigns, effective May 15, ending association with CBS that dates back to 1938, when he joined radio division in New York as producer-director. After 3½ years of naval service in World War II and tour as radio-vo vp of Dorland Adv. Agency, Mr. Barnes rejoined CBS in 1953 to create and develop new programs. He was program vp of CBS Radio from 1955 to 1960; when he assumed his present position with CBS-TV. Mr. Barnes resigned after declining to accept new post as general program executive following notification that position he now holds is to be eliminated. He is second west coast CBS-TV program executive to resign following appointment of Hubbell Robinson as senior vp-programs (WEEK'S HEADLINERS, March 12). Guy della Cioppa, vp-programs, Hollywood, is also leaving May 15 (WEEK'S HEADLINERS, March 26).

William A. Bates, general manager of WDAF - AM - FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego, and KERO-TV Bakersfield, both California; WNEP-TV Scranton-Wilkes-Barre, Pa., and WDOK-AM-FM Cleveland, Ohio). Mr. Bates' first association with WDAF was in 1946 as member of announcing staff. After three months he became assistant program director and, when WDAF-TV went on the air in 1949, was appointed program director of that outlet. Mr. Bates has served as general manager of WDAF properties since 1958.

Joseph Kotler, vp, Ziv-UA, joins Warner Bros. Pictures, New York, as vp and director of syndicated sales for company's new syndication division (see page 80). Mr. Kotler, who served with Ziv-UA since 1948, will be located at Warner Bros. home offices in New York.

Harvey L. Hudson, vp and general manager of WLEE Richmond, Va., becomes member of board of directors of parent Lee Broadcasting Co. and is simultaneously promoted to vp and managing director of station. Joe Mason, formerly with WPOP Hartford, Conn., named station manager with responsibility to Mr. Hudson.

For other personnel changes of the week see FATES & FORTUNES


Also named were Carter's agency, Sullivan, Stauffer, Colwell & Bayles, and account supervisor S. Heagan Bayles. FTC action affirmed 1961 initial decision by hearing examiner (BROADCASTING, Aug. 28, 1961).

Challenged commercial claimed superiority of Rise over "ordinary" shaving cream. Rise admitted "ordinary" brand was chemical substitute, chosen because it would come out of can "in a good puff and would disappear rapidly."

FCC's talk rubs off on its 'image'—Tatham

FCC "has done some pretty intimidating talking" and this affects agency's "image" as much as its regulatory actions, Arthur E. Tatham, board chairman of Tatham-Laird Inc., Chicago, said Friday at annual convention of American Women in Radio & Television. His observation was reply to question by Kenneth Cox, chief of FCC Broadcast Bureau, "Why is everybody afraid of the FCC??"

Mr. Cox said views of chairman or other FCC members are "only individual personal opinions." But Mr. Tatham said, "If you make statements like Mr. Minow you shouldn't be surprised at the reactions." Others taking part included NAB President LeRoy Collins, packagers Mark Goodson and Bill Tomman, Bell & Howell President Peter G. Peterson and Johnson's Wax Advertising Manager Douglas Smith.
MORE HOMES* 7-7:30 P.M.
THAN ANY OTHER NEWS PROGRAMS IN MARYLAND

*ARB March, 1962

In Maryland Most People Watch NEWS on
WMAR-TV
Channel 2 – Sunpapers Television – Baltimore 3, Md.
Represented Nationally by THE KATZ AGENCY, INC.
Meet The 3 Great

TOUCHE TURTLE

WALLY GATOR

HANNA-BARBERA'S GREAT NEW SERIES OF
New Stars of Television!

Knock on any of these doors and out comes a winner!

Join this fast-growing list of stations who have already signed up for these 156 hilarious cartoons—in color—52 each of Touché, Wally and Lippy!

WPIX, NEW YORK
WXYZ-TV, DETROIT
WGAL-TV, LANCASTER
WTVW, EVANSVILLE
WTIG, WASH., D.C.
KPTV, PORTLAND, ORE.
WTIC-TV, HARTFORD
WNDU-TV, SO. BEND
WOC-TV, DAVENPORT
KOVR, STOCKTON
KCPX-TV, SALT LAKE CITY
KPIX, SAN FRANCISCO
WBNS-TV, COLUMBUS, O.
WBZ-TV, BOSTON

Distributed Exclusively by SCREEN GEMS, INC.
A calendar of important meetings and events in the field of communications

**DATEBOOK**

*Indicates first or revised listing.

**MAY**

May 7 — New Mexico A.P. Broadcasters Assn. meeting, Albuquerque.

May 8 — Los Angeles Advertising Club luncheon meeting, 12 noon at Statler-Hilton.

May 9-11 — Public Utilities Advertising Assn. 40th conference. Queen Elizabeth Hotel, Montreal.

May 9-12 — Western States Advertising Agencies Assn., 12th annual conference. Theme of this year's conference is: "Advertising Achievements — East." Friday luncheon speaker will be Thomas C. Burrows, sales chief on Anheuser-Busch. Oasis 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 Sansing, McCann-Marschalk 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 Institutes Wisconsin Center, Madison.

May 10-12 — 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 Samuelson, CBS-TV, and head of Bob Banner Assoc., New York. Carl's Chop House, Detroit, 6 p.m.

May 11 — Deadline Club (New York professional chapter, Sigma Delta Chi) annual dinner. Commentator Lowell Thomas will be m.c.; William B. Arthur, Deadline Club president, will preside. Hotel Pierre, New York; 7:30 p.m.

May 11-12 — Sigma Delta Chi Region I convention. Highlights include panel on "Jobs and Journalism," with representatives of ABC, NBC, CBS, AP, UPI and the New York Times (Friday afternoon); session on "Interpretation: Fact or Fiction" with Jules Bergman, science editor, ABC; Ira H. Lurvey, news analyst, WBB, Boston, and others (Saturday). Columbia U., New York.

May 12 — California Associated Press Radio-

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**LEADS IN SERVICE**

"Stay tuned for the greatest spectacle in racing." This network cue, heard during the 4½ hour broadcast of the annual 500 mile auto race from Indianapolis, signifies the culmination of hundreds of man-hours of effort by WIBC staff members. Every Memorial Day since 1946 the world wide broadcast of the "500" has been produced, directed, announced and engineered by the WIBC team.

**LEADS IN ACCEPTANCE**

On May 30, for the 17th consecutive year, WIBC will originate the race broadcast to be heard on 450 stations of the Indianapolis Motor Speedway Network ... the world's largest radio network for a one-day event. The sounds of Indianapolis will be heard on stations in 47 states and around the world via Armed Forces Radio.

**LEADS IN AUDIENCE**

During the rest of the year this team ... administrative, announcing and engineering ... is at work maintaining for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana. This team is ready to go to work for you ... the national advertiser.

*Pulse 46-County Area Survey, April, 1961

*Pulse Metropolitan Area Survey, October, 1961

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**TVB sales clinics**

May 8 — Sheraton-Jefferson, St. Louis

May 10 — Mayo, Tula

May 15 — Sheraton-Dallas, Dallas

May 15 — Sheraton-Dallas, Dallas

May 17 — Roosevelt, New Orleans

May 17 — Sheraton-Gibson, Cincinnati

May 29 — Hillbrow, Tampa

May 31 — Dinkler Plaza, Atlanta

June 5 — Statler Hilton, Buffalo

June 5 — Sheraton-Belvedere, Baltimore

June 7 — Sheraton-Cleveland, Cleveland

June 7 — John Marshall, Richmond

June 19 — Tropicana Motel, Frame

June 21 — Benson, Portland, Ore.

June 23 — Vancouver, Vancouver

June 26 — Writers' Manor, Denver

June 28 — Sheraton-Fontenelle, Omaha

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**JOHN BLAIR & COMPANY**

National Representative

WIBC IS A MEMBER OF THE BLAIR GROUP PLAN

2835 N. Illinois Street Indianapolis 8, Indiana

50,000 WATTS WIBC 1070 KC

The Friendly Voice of Indiana

**BROADCASTING, May 7, 1962**
AS OF MAY 1, METRO BROADCAST SALES WILL REPRESENT WTTG, WASHINGTON, D.C. AND KMBC-TV, KANSAS CITY, MO.

SPECIAL EFFECTS. To take the best of broadcasting and turn it into a climbing sales chart, that's the operating philosophy behind METRO BROADCAST SALES, the nation's new, quality Station Representative.

To produce these striking effects, METRO BROADCAST SALES: represents a limited number of selected stations in major markets...offers you complete, in-depth coverage...and employs experienced salesmen to meet your every need.

Metro Broadcast Sales
A SERVICE OF METROPOLITAN BROADCASTING

Are you sure you're considering the whole ball of beeswax?

Your advertising plans for Inland California and Western Nevada are incomplete if you're forgetting about the best way to reach this entire vital market — BEELINE RADIO. It's a fact that the McClatchy stations reach more radio homes here than any other combination of stations — at the lowest c/M. (Nielsen Coverage Service Report #2, SR&D.)

McClatchy Broadcasting Company delivers more for the money in Inland California-Western Nevada:

KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO • KERN BAKERSFIELD

Tv Assn., annual meeting. Yosemite National Park.
May 13 — UPI Broadcasters of Illinois, spring meeting, Inn on the Veil, Champaign.
May 13-15 — Southwest Assn. of Program Directors for Television, annual meeting. Skirvin Hotel, Oklahoma City.
May 14 — Chicago Area Agricultural Advertising Assn., annual marketing seminar. 8:30 a.m.-10:30 p.m., Pick-Congress Hotel, Chicago.
May 16 — Georgia Assn. of Broadcasters and Atlanta Advertising Club sponsor Georgia Radio Day. Speaker will be RAB President Kevin B. Sweeney. Atlanta Athletic Club.
May 15-18 — Variety Clubs International, 35th annual convention, Dublin, Ireland.
May 16 — Deadline for comments on FCC proposal to charge fees for applications for new stations, renewal applications, transfers of control or major facilities changes, and other non-broadcast licenses.
May 16 — Composers & Lyricists Guild of America awards dinner at Sportman’s Lodge, Van Nuys, Calif. CLGA will honor the year’s best original dramatic score, original comedy score, original song and original “specialized material” in both theatrical films and television and radio and tv commercials for original score and original song.
May 16-17 — Kentucky Broadcasters Assn., spring meeting. Featured speakers will be Vincent Wastewski, NAB executive vice president; Kenneth Cox, FCC Broadcast Bureau Chief, and Chuck Tower, administrative vice president, Corinthian Broadcasting Corp. Sheraton Hotel, Louisville.
May 16-17 — Annual Medical-Dental TV Workshop, sponsored by the National Naval Medical Center. National Naval Medical Center, Bethesda, Md.
May 17 — Advertising Writers Club of St. Louis, first annual awards dinner. Men’s Grill, Stix, Baer & Fuller, St. Louis.
May 17 — Writers Guild of America, West, annual membership meeting, 8:15 p.m., Beverly Hilton, Beverly Hills, Calif. Election of directors of screen and radio-tv branches and presentation of awards to writers of winning tv and radio scripts of the 1960-61 season.
May 17 — Assn. of Broadcasting Executives
What’s wrong with this picture?

You’ve guessed it. Yet in television the problem of the cart before the horse isn’t always so apparent.

For example, it’s easy to be carried away by the glamor and glitter of a great show. But don’t forget the horse—the commercial that pulls the show to sales.

At Ayer, we are continually seeking and finding fresh new ways to keep the commercial up in front—compelling, persuading, moving the product with sales and profit. It’s this kind of money that makes the mare go.

The commercial is the payoff

N. W. AYER & SON, INC.
OPEN MIKE®

Limited circulation

EDITOR: I never doubted that BROADCASTING has wide readership and depth penetration, but never until now did I know it has a captive audience.

You may be interested in the following letter we received from an inmate of an Oklahoma prison.

"Dear Mr. Feinblatt: I note in this week's BROADCASTING your company has developed an 'availability presentation'—and is willing to show others your format of same [BROADCASTING, April 16]. At your pleasure I would enjoy seeing a copy and if possible specifically one for Boston. Thanking you in advance.

It would appear that BROADCASTING has far greater circulation than at least one of its readers.—Stan Feinblatt, director of research, Adam Young Inc., New York.

No news hunger

EDITOR: I AM AT LOSS TO UNDERSTAND HOW YOU CAN MAKE STATEMENT THAT STRIKE-BOUND NEWSPAPERS IN MINNEAPOLIS HAVE LEFT CITIZENS "HUNGRY FOR NEWS" [THE MEDIA, APRIL 30]. RADIO AND TELEVISION HAVE BEEN PRIMARY NEWS MEDIA IN OUR AREA FOR

June 1-15—Georgia Assn. of Broadcasters annual convention, Heart of America Motel, Kansas City.

June 12—North Carolina Assn. of Broadcasters annual convention, Heart of Charlotte Motel, Charlotte.

June 14-15—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.

June 16—American Federation of Musicians 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.


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

June 14-15—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 17-21—Annual convention of the National Community Television Assn., Shoreham Hotel, Washington, D. C.

June 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.

Civil War series

EDITOR: We would like to express our appreciation for the story you ran on our Civil War series, specifically the Battle of Shiloh, which we offered to stations at no charge [PROGRAMMING, April 16].

Frankly, the response was much greater than we had expected and we were hardly able to keep up with the requests.—Jack Buttram, production director, WMUU Greenville, S. C. (Bob Jones University)

Honors for Paulu

EDITOR: . . . [In your] item, "Sigma Delta Chi honors six in radio-tv field" [THE MEDIA, April 16] . . . there was no mention that among the winners of the 1961 awards for distinguished service in journalism to be given by SDX
who buys the most?
young adults buy the most!

young adults buy the most beverages...and most of almost everything

Young adults (under 50) buy 68% of all beverages. This means that when you buy young adult ABC Radio, you're buying beer, ale and soft drink advertising geared to the market that buys most of what you sell. That's because two years ago ABC Radio recognized the potent economic force inherent in your young adult market and did something about it. ABC Radio consistently programs for young adults; promotes to young adults; presents to the beverage advertiser (and virtually every other advertiser) its most compelling new "reason why" for network radio. It's young adults with Flair, Sports, The Breakfast Club, News and Special Events on ABC Radio. Remember, when it comes to beer, ale and soft drink young adults buy the most. Ask your ABC Radio sales representative for all the young adult fact...
on May 12 was Burton Paulu, who won an award. . . . in the field of research about journalism for his book, British Broadcasting in Transition . . . .


An alert competitor

EDITOR: I don't know whether it's a lack of a musical ear on the part of our competitors down the street, or a typo by your usually accurate magazine, but please be advised that the musical notes on KMPC [FANFARE, April 16] are not C-E-G-C as reported. . . . As one of the country's great ears, I can state unequivocally that the notes are C-E-G-E.—Red Blanchard, CBS Radio, Hollywood.

Cover to cover

EDITOR: I receive many magazines, but the only one that I read from cover to cover is BROADCASTING. . . .—J. James Moore, president, Ears International, Pittsburgh, Pa.

Goodwill ambassadors

EDITOR: I was greatly impressed by the stature and number of people from the broadcasting industry who were ambassadors on a goodwill tour to Latin America for the industry [BROADCASTING, April 9]. . . . This letter is to raise a question as to . . . selecting these ambassadors within the National Assn. of Broadcasters. . . . It is not their lack of experience or devotion to duty . . . but how many are able to communicate with our neighbors to the South. . . .

There are many broadcasters in this country who are conversant with the Latin mind and who can speak passably or fluently the Spanish language; to name a few: Jack Nobles, WMIE Miami; John Redfield, KIFN Phoenix; Edward Grieg, KLOK San Francisco; Levi (New York) Beatty, Bruce Robertson (Hollywood), Eleanor Warren, Barbara Kolar. Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

BROADCASTING's Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, Broadcasting Magazine. The News magazine of the Fifth Estate, Broadcasting Advertisers' was acquired in 1932; Broadcast Reporter in 1933 and Telecast* in 1953. Broadcasting Magazine was introduced in 1946.
Because people are different... markets are different. They require tailored programming to meet the difference. That's why Storer Broadcasting Company's formula is to have no single formula for its 9 key markets.
Instead, an individual format is created for each station to meet the needs and desires of that community. Small wonder a Storer Station gives you so much for your advertising dollar. *Important Stations in Important Markets.*
How Nesbitt's plans to make both consumers, bottlers happy

This is the story of how a small company among giants in the highly competitive soft drink field beats them to the punch—at least for a couple of 13-week schedules during the year—by coordinating newspapers, point-of-purchase and merchandising with the characters and story-line in broadcast spots, and by pounding hard on all promotional and publicity undertakings during the campaign in one market after the other.

Nesbitt Fruit Products Co. of Los Angeles, through its network of bottlers, is the largest seller of orange soft drinks in the United States—yet must operate with a company budget of under half a million dollars in a product category where it's estimated more than $300 million will be spent for advertising in 1962. Most of Nesbitt's promotional money is spread out in co-op funds among a variety of bottlers throughout the country.

For the spring and summer of 1962, Nesbitt's had to develop a program that would penetrate the great mass of advertising aimed at the six-to-sixteen-year-old market for soft drinks, and do it for a fraction of the funds spent in this market by the soda pop "majors" as well as candy makers, toy manufacturers, etc.

Furthermore, the program had to be adaptable to the varied markets North, South and East, as well as in Nesbitt's western home territory—and be operable at the bottler's convenience.

Considering all these elements, the agency recommended an approach by television spots on children's shows to capture the younger segment of the market, and by radio spots on teenage music programs to win the "older" element of Nesbitt's markets.

Maximum Effect * Since frequency for any Nesbitt's bottler would, at best, be relatively light, it was obvious that a highly memorable and penetrating message was needed. "The Children's Marching Song" was selected as the musical vehicle for both the radio and tv spots.

Changed to "The Children's Drinking Song," the jingle starts from this first stanza:

This young man, he drank one,  
He drank Nesbitt's just for fun,  
With a chug-chug, chug-a-lug,  
Have a happy drink:  
Happy Nesbitt's Orange Drink!

For the 60-second spot on both radio and tv, the tune goes for four stanzas and winds up with the group (six adults and six children) excitedly inviting each other to "Let's all go down to the store for more Happy Nesbitt's orange drink!"

The tune has a real swing for the teenager—recent recordings by artists such as Mitch Miller received excellent reception from this group—yet it remains a children's marching song with outstanding appeal over many, many years for the tots.

For the youngsters, however, tv seemed the answer; a one-minute animated dramatization of the four stanzas, two involving a small boy and two involving a girl. Naturally, at the end, all four get together to "go down to the store for more Happy Nesbitt's orange drink!" Both radio and tv 60-second versions allow a 30-second lift-out, using two of the stanzas and the tag, or the tag itself can become a 10-second i.d. Thus, complete flexibility is provided for the bottler who wishes to cut in with a local announcement.

Quick Recording * The adaptation was composed by Al Allen of Allen/Asher & Associates Inc. in Hollywood, who did a magnificent job of introducing his orchestra and vocalists to the song and getting the recording within two hours. He recorded for tv animation, handled by Quartet Films of Hollywood.

Nesbitt's national representatives were assembling at the plant in Los Angeles 24 hours after the radio recording was cut. A pressing was played for them, and we unfolded a giant story-board during the song, pointing to the frames for each line—and ending with a presentation that stretched completely across the room.

The district managers were enthusiastic. Provided with story-boards considerably reduced in size and pressings of the record, they began contacting bottlers across the country. At this writing, approximately 200 markets are scheduling the Happy Nesbitt's radio spots, and 25 or 30 will run the tv spots.

An important corollary to this story of getting the most out of a small co-op budget which must be adapted to individual bottlers' timing situations and other problems is the tie-in with point-of-purchase material.

Taking our cue from the first little character in the tv production, we carry the "Nesbitt's Boy" on in-store material such as banners, streamers and bottle collars—and on truck signs, posters, etc. His broad grin enhances the same theme repeated four times in the Nesbitt commercial.

Nesbitt's bottlers feel confident that store display will be obtained, particularly on summer weekends during the heaviest concentration of spots.

Joint Promotion * Typical of the market-by-market co-op approach to coordinating all promotional efforts around the spot broadcasting is the Los Angeles area, now in programming for the summer months. In this market, five bottlers and Nesbitt's are getting together for a 13-week tv purchase on leading children's shows.

Intensive efforts are planned for on-air demonstrations and audience participation with the product to support the spot programs.

In-store banners, truck signs and other collateral will be distributed to tie in with the programs. Newspaper ads also will display the tv character, and will run heaviest during the broadcast schedule.

This type of market concentration will be repeated in key markets throughout the country—San Francisco, Seattle, Minneapolis, Detroit, New Orleans, etc.

The client, Nesbitt Fruit Products Inc., and the agency, Charles Bowes Advertising, confidently expect the results to put a new face on the public image of this nearly 40-year-old favorite of all orange drinks.

Leo Pambrun started as a $5-a-week printer's devil 25 years ago in Chicago, wrote himself into a job with a mail order concern and eventually administered himself into advertising management with firms such as Stewart-Warner, Crosley and Majestic. He formerly handled commercial responsibility for Purex tv shows at another agency, but is now an account executive with Charles Bowes Advertising Inc., Los Angeles, a member of National Advertising Agency Network.
WKRG-TV Mobile—Channel 5—Pensacola

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

For Details Call

AVERY-KNODEL—Representatives

or: C. P. PERSONS, JR., General Manager
The 6 ABC Owned Radio Stations Have Won 6 Radio Free Europe Awards for Public Service Programming.

For millions of people behind the Iron Curtain freedom is a voice many miles away. The voice belongs to Radio Free Europe. It costs money, lots of money, to keep it going. That's why each of the six ABC Owned Radio Stations set out to win community support for Radio Free Europe in their own local markets. The General Manager of each station recorded a series of special messages to be beamed behind the Iron Curtain. In addition, the voices of a number of national celebrities were used to make direct fund appeals. In six of our largest cities, listeners got

the message. The result? They responded — most generously. So generously that all six stations received special awards from Radio Free Europe. This public service activity by the six ABC owned radio stations serves as an example of Radio Free America doing its utmost to strengthen Radio Free Europe.
North Carolina's Grade A World

where only one station provides Grade A Coverage of 14 cities ranging in population from 11,000 to over 120,000, and City Grade Service exclusively to the state's top metropolitan market-Winston-Salem, Greensboro, High Point

Call Peters, Griffin, Woodward, Inc.
SPOT CARRIERS CAUGHT IN SQUEEZE?

- Network participation shows attacked by representatives
- Top syndicated programs are made available for station use
- Too early to tell what pressure and new programs may mean

So-called “spot-carrier” programs on the television networks are the targets of a rising attack which is beginning to take the form of a pincers movement.

Station representatives, long opposed to the participating-program trend in nighttime tv networking, are becoming more aggressive in urging their stations to cut back their clearance of such shows. At the same time, the mounting volume of former network shows being released into syndication—now totalling more than 40 series (also see page 30)—is giving stations more and more programs of prime-time calibre to substitute as vehicles for national-spot and local sale.

Will It Hurt Clearances? • This combination of renewed insistence on and broader opportunity for local replacement of network participating programs appears to be too new, relatively, to permit an accurate appraisal of the extent to which it is cutting into clearances of these network shows.

The main target of the current attack appears to be next fall’s programming and the design is more to nibble away at participation shows than to cause their wholesale rejection by stations. Even the reps in many cases say it would be foolhardy, economically, for a station to reject network “spot-carrier” offerings indiscriminately—apart from option-time rules that still give networks first call on two and a half hours of their affiliates’ evening time.

Yet there appears to be increased willingness on the part of stations to substitute syndicated for network programs around the prime-time edges, and in one case that came to light last week a station—in a one-station market—disclosed that it plans to replace all of its network programming with feature films on one night a week.

How the Representatives See It • The gist of reps’ arguments to stations is this:

“The advertisers want the prime-time minutes. But you (stations) are giving them away by scheduling so many network participating shows in prime time. Many of these advertisers formerly were heavy in spot. There are only two ways we can get them back—one is by re-capturing some of the time given over

Educators win seven-year battle of federal funds for tv

This amiable gathering represents the conclusion of a seven-year battle to gain federal funds for the advancement of educational tv: President John F. Kennedy signs into law the House-Senate compromise bill authorizing $32 million government grants to etv (see story page 60). Behind the President stands Secretary of Health, Education & Welfare Abraham Ribicoff, whose office is in charge of disbursing the grants, with the FCC in consultant capacity.

Joining in the ceremony and awaiting one of the many souvenir pens with which the President signed the bill are prime movers of the etv legislation: (1 to r) Sen. Norris Cotton (R-N. H.); Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee; Rep. Hale Boggs (D-La.); Sec. Ribicoff; Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee; Rep. William Springer (R-Ill.) and Sen. John Pastore (D-R. I.).

The bill provides funds for establishment of new etv stations and expansion and improvement of existing facilities. Earlier measures to pass such legislation passed the Senate on two occasions but died in the House.
to network shows and the other is by extending the station break to 70 seconds."

A check of leading representatives by BROADCASTING last week confirmed that reps are concerned over the "spot carrier" problem and attempt in various ways to "propagandize" their stations at every opportunity. Most reps stressed that they are not exerting their stations to drop network shows, but are explaining that it is the most feasible method of obtaining increased revenue at this time.

Privately, they admit there is little likelihood that networks will agree in the near future to a general 70-second station-break in prime time, but hope that stations will maintain pressure on networks in this area.

Softening Process * One rep explained: "Our strategy is if stations keep pressing for an extended break, the networks will be 'softened up' and won't feel too unkindly toward a station that drops some of the network shows."

Participation or "spot carrier" selling is exerting its strongest impact during the current season, with "minute buys" having accounted for 75% of the prime time availabilities on ABC-TV; 55% on NBC-TV and 25% on CBS-TV. It has been estimated conservatively that time devoted to "minutes" in regular network series this season represents approximately $3.8 million each week in gross billing (one-time rate).

Representatives are convinced that this network minute sales approach can bring success to prime time that will expand before it contracts. Though sales formulas for all programs in the 1962-63 season are not yet firm, indications are that the minute trend will be as widespread as this year.

Dearth of 20's * Though representa-

New Warner syndications

New off-network product was placed in syndication last week by major film producer Warner Bros. The program load includes many hour series now out of network prime-time.

It is Warner's entry in syndication of shows which have had previous exposure in the U. S. (on ABC-TV).

In setting up this arm, Joseph Kotler, former vice president of Ziv-UA, joins Warner Bros. as vice president and director of syndicated sales.

Among the hour series: Maverick, Surfside 6, Sugarfoot, The Roaring 20's, Bronco, Bourbon Street Beat, The Alaskans (total of seven different series). New half-hour series: Lawman and Col. 45. Warner spokesmen said they could not reveal at this time the total number of episodes involved in each of the series.

Wrigley top brand name in '61 spot tv

P&G HEADS SPOT TV ADVERTISERS WITH $56.7 MILLION, TVB REPORTS

Wrigley chewing gum was the brand name most advertised in spot tv in 1961 with gross billings of $10,098,750. Procter & Gamble, accounting for more than $56.7 million in spot tv at gross rates, ranked as No. 1 national advertiser in the medium. Food and grocery products were the largest product category (nearly $171 million).

The spot billing figures come from Television Bureau of Advertising, which reported on N. C. Rorabough Co.'s estimated $617,398,000 in total national and regional spot in 1961, a yearly increase of 2.3%. TVB released the tabulation today (May 7).

Other leading brand advertisers in spot: Wonder Bread (more than $6.1 million), Coca-Cola (more than $5.8 million). Spot advertisers ranking after P&G include: Lever (more than $18.9 million), General Foods (over $17.8 million) and Colgate-Palmolive (nearly $15 million).

Other top categories by product: cosmetics-toiletries, over $59.8 million; alcohol-wine at $52.6 million, and household laundry, more than $48.1 million.

TVB also pointed out the spot television length used the most: the one-minutes accounted for $475 million or 77% of the total; IDs for $65.5 million, or 10.6%, and programs, more than $76.7 million, or 12.4%.

told stations that a spring sampling of the prime-time 20-second situation indicated there will be "a serious if not drastic dearth of 20-second prime-time advertisers this summer . . . there are just more good 20-seconds available in a market than there are advertisers who want them." He added pointedly: "Network minute participation carriers are sweeping prime-time spot advertisers away from us in an avalanche."

The report suggested that the most immediate moves can be made by television station management, and stressed that this summer and fall the station that shows national spot revenue gains of any substantial amount is going to be the station that programs nighttime minute spots (within local programs)."

Summer-Fall Problems * Warning that stations may be in for summer and fall billing problems of "alarming proportions unless these hard facts" are faced, the report suggested that stations exercise "Brinkmanship" in their business relationship with the networks.

"We must push the networks as close to the wall as we can," the report asserted. "We must strain every relationship with the networks, we must be willing to take great risks in our network relations. Admittedly, this will require toughness and finesse but, believe me, we will be rewarded if we are willing to face up to it and we will be in trouble if we don't. We will need not only half-hour syndicated films but also good one-hour vehicles as well as feature films in such prime time as 7:30-9 p.m. on weekdays and certainly less than 6-7:30 p.m. on weekends."

For the summer, 10 p.m. to 11 p.m. areas should be opened up."

The report conceded that a network
affiliation is valuable, but added: “By all means let us use the networks, but let’s not let them use us to the point where they endanger our revenue in our blue chip area—prime time.”

Oppose Campaign • Though other representatives agreed with the substance of this report, many believed they should not be campaigning openly for the dumping of network programs. They felt this was a decision that stations themselves must make, although they conceded that when stations complained about the lack of spot revenue, they invariably emphasized that additional billing could be forthcoming if more prime time were available for sale by reps.

A basic consideration to both stations and reps is this: if a station dropped some of its “weaker” network shows, could sufficient spot business be obtained to compensate for programming and station time? A station ordinarily receives about 30% of its network rate for a network program, while a locally inserted show brings in about 70% (after commissions for the rep and the agency).

A canvas of reps and leading film distributors indicates there is no unanimity of opinion, but in recent months there appears to be a stronger inclination on the part of some stations to replace network programs with syndicated films or feature films. Some reps believe it is too early to say that a trend in this direction is developing, but believe that a groundswell is here and could not be nurtured, provided that stations are willing to risk nurturing it.

Stronger Hand for Reps • One station representative, who espouses the more-prime-time-for-spot idea, said: “Reps are taking advantage of the currently favorable Washington climate which has been encouraging local stations to take a stronger hand in their programming. The tone being set by Washington offers sufficient justification for stations to preempt network programs, or to delay or re-schedule them. Network newscasts are deciding to put syndicated shows or movies in prime time.”

Some of the leading film distributors questioned replied there is “more interest” on the part of stations for feature films and for syndicated programs, particularly those of a documentary nature. They cited many individual instances of sales made to stations for nighttime scheduling, but noted these transactions were largely in markets of three stations or less. They said that in some instances they replaced network programs, but in others were on stations not ordered by the network client.

One unusual sale revealed to Broadcasting involves KEYT (TV) Santa Barbara. The station, a primary ABC-TV affiliate which also takes ABC-TV programming, is scheduling its Friday-night block from 7 p.m. to approximately 11:30 p.m. with two Warner Bros. feature films, purchased from Seven Arts Associated. An interesting sidelight is that each Saturday the features will be repeated, starting at 12 noon. Advertisers will be offered a package buy for both days. The features on Friday night will replace NBC-TV’s International Showtime, David Brinkley’s Journal, Chat Huntley and Tonight (a portion), and ABC-TV’s 77 Sunset Strip, it was reported. This move is slated to take effect on June 15.

Representatives who had heard of the KEYT move called it “daring,” even though Santa Barbara is a one-station market. One official said: “I hope this wakes up some stations. As long as ABC-TV and NBC-TV are programming top-flight movies, there is no reason why the stations themselves can’t deliver a good movie and get more money than they’re getting from carrying network movies.”

![Network splits condemned](image)

Edward P. Shurick, executive vice president of Blair-TV, last week attacked network sales practices which permit an advertiser to “split down the middle the commercial time span of a minute into sales messages about two different and distinct products—and for the price of half-a-minute.”

He also took note of network offerings of regional markets “on a selective basis” comparing this to “going hunting into the back country with a Rolls Royce instead of a workhorse jeep” and adding that this applied also to national magazines “trying to localize.”

Mr. Shurick made his remarks May 3 at the Broadcasting Executives Club in Boston. As part of the program, Bill MacRae of the Television Bureau of Advertising, ran off a showing of Selectronic Marketing, a 15-minute presentation dealing with spot television.

![20. Nestle Co. 4,718,820](image)
21. Lestolit Products 4,692,670
22. Avon Products 4,650,145
23. Anheuser-Busch 4,535,130
24. Pepsi-Cola Co. 4,336,350
25. General Mills 4,272,080
26. Joe Schlitz Tobacco 4,257,890
27. Warner-Lambert Pharma. 4,183,090
28. Hunt Foods & Industries 4,166,380
29. Carter Products 3,872,170
30. Food Manufacturers 3,682,670
31. Pabst Brewing 3,508,490
32. Brown & Williamson Tobacco 3,464,940
33. Campbell Soup 3,366,570
34. Jim Schlitz Brewing 3,333,160
35. Ford Motor Co. 3,329,700
36. Canadian Brewers 3,216,180
37. General Motors Dealers 3,165,920
38. Sterling Drug 3,008,580
39. Carnation Co. 2,979,480
40. Welch Grape Juice 2,930,970
41. Hambly Oil & Refining 2,884,190
42. Simoniz Co. 2,846,300
43. Liggett & Myers Tobacco 2,843,350
44. Pharmacraft Labs. 2,767,730
45. Quaker Oats 2,754,440
46. United Vintners 2,731,060
47. U.S. Borax & Chemical 2,603,750
48. Richardson-Merrell 2,594,400
49. Falstaff Brewing 2,555,760
50. American Chloe 2,545,530
51. Hills Bros. Coffee 2,543,510
52. Andrew Jergens Co. 2,540,400
53. R. J. Reynolds Tobacco 2,299,740
54. E. & J. Gallo Winery 2,185,310
55. American Oil 2,134,330
56. Phillips Petroleum 2,064,900
57. Theo. Hamm Brewing 2,058,460
58. Pillsbury Co. 2,049,150
60. Norwich Pharmaceutical 2,070,100
61. Scott Paper 1,971,020
62. Ralston Purina 1,959,940
63. J. L. Marx & Co. 1,883,810
64. Maybelline Co. 1,866,060
65. Deluxe Reading Co. 1,841,780
66. Helene Curtis Industries 1,763,010
67. Pacific Tel. & Tel. 1,757,350
68. Vic Tanny Enterprises 1,722,070
69. Atlantic Refining 1,712,290
70. C. Schmidt & Sons 1,669,820

**'61 SPOT TV: BY QUARTERS**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Sales (dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January-March</td>
<td>$151 million</td>
</tr>
<tr>
<td>April-June</td>
<td>$161 million</td>
</tr>
<tr>
<td>July-September</td>
<td>$128 million</td>
</tr>
<tr>
<td>October-December</td>
<td>$178 million</td>
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</tbody>
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**'61 SPOT TV: BY DAY PARTS**

<table>
<thead>
<tr>
<th>Day Part</th>
<th>Sales (dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$163 million</td>
</tr>
<tr>
<td>Early evening</td>
<td>$128 million</td>
</tr>
<tr>
<td>Prime evening</td>
<td>$195 million</td>
</tr>
<tr>
<td>Late night</td>
<td>$131 million</td>
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Spot tv gains in 1961 hit by high talent costs—Cash

A strong condemnation of rising talent costs in the production of television commercials is being issued today (May 7) by Television Bureau of Advertising’s president, Norman E. Cash.

Mr. Cash says that for the "first time" in spot tv gains have been "negligible" in 1961 and this may be blamed mostly on increased talent charges. His statement was issued in reporting the annual national-regional tv billing breakdown by advertisers.

Concern over the effects on spot tv advertisers of new contracts with the American Federation of Television & Radio Artists and the Screen Actors Guild was expressed by top spokesmen of leading advertisers and agencies as early as the winter of 1960 (Broadcasting, Dec. 26, 1960, et seq.) For the first time in spot television, gains made over the preceding year have been negligible. One of the strongest influences in this is talent costs for commercials. No doubt, a few members of the involved unions had substantial incomes but many more who might have been employed regularly, have been priced out of work.

"Creative people have been forced to use other devices to sell an advertiser’s product or service. Agencies are reporting as much as a 50% increase in talent charge due to the high residual costs which can only reduce further the number of people employed in the making of television commercials.

"In the next negotiations, I hope the full membership of the unions involved will be heard to the extent that they can become involved again on the payroll of the advertiser."

<table>
<thead>
<tr>
<th>Company</th>
<th>CA 1960</th>
<th>CA 1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcoa's 'Qualities of Aluminum'</td>
<td>1,403,740</td>
<td>1,354,630</td>
</tr>
<tr>
<td>Maxwell House Coffee</td>
<td>4,204,090</td>
<td>4,179,950</td>
</tr>
<tr>
<td>Aka-Seltzer</td>
<td>4,053,340</td>
<td>4,031,400</td>
</tr>
<tr>
<td>Folger’s Coffee</td>
<td>3,733,050</td>
<td>3,711,830</td>
</tr>
<tr>
<td>Avon Cosmetics</td>
<td>3,650,460</td>
<td>3,646,550</td>
</tr>
<tr>
<td>Blue Cross</td>
<td>3,500,990</td>
<td>3,490,990</td>
</tr>
<tr>
<td>Dash Detergent</td>
<td>3,529,050</td>
<td>3,519,950</td>
</tr>
<tr>
<td>Pepsi-Cola</td>
<td>3,479,500</td>
<td>3,470,950</td>
</tr>
<tr>
<td>Yuban Coffee</td>
<td>3,470,950</td>
<td>3,460,950</td>
</tr>
<tr>
<td>Colgate Dental Cream</td>
<td>3,479,500</td>
<td>3,460,950</td>
</tr>
<tr>
<td>Kent Cigarettes</td>
<td>3,470,950</td>
<td>3,460,950</td>
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<tr>
<td>Tide</td>
<td>3,470,950</td>
<td>3,460,950</td>
</tr>
<tr>
<td>Borden</td>
<td>3,470,950</td>
<td>3,460,950</td>
</tr>
<tr>
<td>Mr. Clean</td>
<td>3,470,950</td>
<td>3,460,950</td>
</tr>
<tr>
<td>Post’s Dry Cereals</td>
<td>3,470,950</td>
<td>3,460,950</td>
</tr>
<tr>
<td>Clorox</td>
<td>3,470,950</td>
<td>3,460,950</td>
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<tr>
<td>Nescafe</td>
<td>3,470,950</td>
<td>3,460,950</td>
</tr>
<tr>
<td>Chase &amp; Sanborn Coffee</td>
<td>3,470,950</td>
<td>3,460,950</td>
</tr>
<tr>
<td>Budweiser Beer</td>
<td>3,470,950</td>
<td>3,460,950</td>
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<tr>
<td>Parliament Cigarettes</td>
<td>3,470,950</td>
<td>3,460,950</td>
</tr>
<tr>
<td>Bufferin</td>
<td>3,470,950</td>
<td>3,460,950</td>
</tr>
</tbody>
</table>

Mr. Cash

71. Sun Oil
72. Wander Co.
73. Ward Baking
74. Great Atlantic & Pacific Tea
75. John Morrell & Co.
76. Beech-Nut Life Savers
77. Golden Press
78. National Biscuit Co.
80. General Electric
81. Consolidated Cigar
82. National Federation of Coffee Growers of California
83. F & M Schaefer Brewing
84. Greyhound Corp.
85. Standard Oil of California
86. Pearl Brewing
87. Piel Bros.
88. National Dairy Products
89. Swift
90. Helena Rubinstein
91. M. J. B. Co.
92. Chrysler Dealers
93. General Motors
94. Safeway Stores
95. Chesebrough-Pond
96. Pan-American Coffee Bureau
97. Liebmann Breweries
98. Plough, Inc.
99. Ex-Lax, Inc.
100. Pet Milk Co.
101. Wrigley Chewing Gum
102. Wonder Bread
103. Coca-Cola
104. Kellogg Various Dry Cereals
105. Maxwell House Coffee
106. Aka-Seltzer
107. Folger’s Coffee
108. Avon Cosmetics
109. Blue Cross
110. Dash Detergent
111. Pepsi-Cola
112. Yuban Coffee
113. Colgate Dental Cream
114. Kent Cigarettes
115. Tide
116. Borden
117. Mr. Clean
118. Post’s Dry Cereals
119. Clorox
120. Nescafe
121. Chase & Sanborn Coffee
122. Budweiser Beer
123. Parliament Cigarettes
124. Bufferin

Tv commercials festival award winners

TOP AWARD TO FSR FOR ALCOA’S ‘QUALITIES OF ALUMINUM’ SERIES

BBDO emerged with the best entries in six different product categories at the third annual American Television Commercials Festival in New York last Friday (May 4). The biggest agencies, as in the past two years, walked off with the lion’s share of the “best” and “runners-up” commercials.

Out of 35 product categories, major agencies such as BBDO, Leo Burnett, Young & Rubicam, Benton & Bowles, J. Walter Thompson and N. W. Ayer had about two-thirds of the “best” ratings.

The No. 1 winner for a series of commercials, regardless of product, was Fuller & Smith & Ross for its “Qualities of Aluminum” commercials for the Aluminum Co. of America. On Film Inc. was the film producer. Runner-up to Alcoa was Johnson’s Baby Products’ “A Baby’s World,” via Young & Rubicam. Alcoa also topped the competition for best institutional commercial and for best black and white cinematography.

A special citation for best video-tape production, an award sponsored by Minnesota Mining & Mfg. Co., was presented for Chevrolet’s “Anniversary Album Offer,” which was taped at NBC-TV, Burbank. Campbell-Ewald was the agency. In other special citations, Eddie Adams was selected best spokesman for her Muriel Cigars commercials, and the festival judges voted cumulative recognition to Stan Freberg and the staff of Freberg Ltd. for their series of commercials for Chun King, Cheerios, Nutol and Ty Guide. Mr. Freberg was guest speaker at the awards luncheon at the Waldorf-Astoria.

This year’s winners were selected from a record 1,254 commercials entered. Winners of the various product categories were shown at the luncheon in color on a large screen. Regional awards will be announced at the Midwest Festival, May 11, in Chicago; Canadian Festival, May 16, in Toronto; Southwest Festival, June 7, in Dallas, and West Coast Festival, June 13, in Los Angeles.

The complete list, naming category, commercial, client, agency and producer:


Apparel (Office): Best—Kerox 914 Copier “Vend A Girl,” Xerox Corp.; Papeit, Ronig, Loiz, Elliot, Under & Elliot-Screen Gems, N.Y.

Automobiles: Best—Chevrolet Corvair “Swamp,” Chevrolet Div., General Motors; Campbell-Ewald, Woodburn & Walsh, Coral

32 (Broadcast Advertising)
In meaning and significance the coveted Seal of Good Practice is an unexcelled honor in broadcasting. WPIX-11 is singularly proud in being the only independent TV station in New York whose high commercial standards and practices has merited this emblem of the conscientious broadcaster. It is also your guarantee that this television station measures up.

*where are your 60-second commercials tonight?*


Clothing: Best—Levy's "Pigeon," Henry S. Levy & Sons; Doyle Dane Bernbach, Elliot, Unger & Elliot-Screen Gems, N.Y.


The surprise when an aluminum bell doesn't ring is registered on the faces of these youngsters in a commercial that won a "best," regardless of product, for Alcoa. Announcer, citing the lack of a bell sound as one of the few things Alcoa scientists have yet to overcome, then goes on to enumerate the many uses and versatility of aluminum products. Alcoa commercial also won best-institutional, and a special citation for best black and white cinematography during the past year.

Doyle Dane Bernbach, Los Angeles, FilmFair Inc., Hollywood.


Gift Items: Best—Kodak Film "Turn Around," Eastman Kodak Co.; J. Walter Thompson, Filmways Inc., N.Y. Runner-up: Polaroid Cameras "Funny Face," Polaroid Corp.; Film Fair Dataphoto, Inc., Elliot, Unger & Elliot-Screen Gems, N.Y.


D uctions Inc., N.Y.


Packaged Foods: Best—Lunch Box "Choc-Chow Mein Documentary," BBDO, Minne-

Packaged Foods, Oils & Dressings: Special Citation—"Hunt's Tomato Sauce" "Pot Roast," Hunt Foods; Young & Rubicam, Los Angeles, Television Commercials, N.Y.


Myers; Young & Rubicam, On Film Inc., Princeton & N.Y.

Public Service: Best—Southern California Cascade Center: "Footstep, Los Angeles, Cascade Pictures of California, Runner-up: NYC Dept. of Traffic "Loss At The Green," McCann-Erickson, Hankinson Studios Inc., N.Y.

Soft Drinks: Best—Pepsi-Cola "Masque-


Local Retail: (1) Best—Brady Oldmod-

o, Smallest Dealers, Minneapolis-St. Paul; Bosel & Jacobs, Minneapolis, Studio Productions, Inc.; Eleven Food Stores "Watermelons," Stan-

ford Advertising, Dallas, WFAA-TV, Dallas.

SPECIAL AREAS


Best-8 Second ID's—Culligan Water Softener: "Call Softy, Call Softy," North-


Program Cast Commercials: Best—State Farm Insurance; "Eat Your Wheaties," Wynn-

ham, Louis & Brophy, J.M. Productions, Beverly Hills. Runner-up: "American Dairy Ass'n, "Dinah 'n Milk America Dairy
“Charlotte’s WSOC-TV... really beefed up sales for Bunker Hill”
—Edward Acree, CW&A

"With a station like WSOC-TV, and a product like Bunker Hill Canned Beef, our heavy two-year tv schedule could really beef up sales. And it did. Today, Charlotte is one of the two biggest markets for Bunker Hill Canned Meats."

EDWARD ACREE, Vice Pres.
Cargill, Wilson and Acree, Inc.
Richmond, Charlotte

Take a good commercial about a good product, and schedule it on WSOC-TV. Your sales results are bound to be successful. WSOC-TV serves America’s 19th largest tv market. Sells it, too. Carolina viewers know they can look at WSOC-TV for the best programming available. That’s why you get more for your advertising money on WSOC-TV... one of the great area stations of the nation.

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

BROADCASTING, May 7, 1962
How Seaboard caught the warm sound and sight of cold cash

To effectively tell the story that "Seaboard rents money" to those who need it, Seaboard Finance Co. and its new advertising agency, Foote, Cone & Belding, Los Angeles, decided on the broadcast media. On television, they'd show gleaming silver money artistically piled on a studio floor or pouring in a dazzling stream before the camera. On radio, they'd have the sound of money, the happy tinkle, the satisfying ring of solid coins. What could be easier?

As it turned out, almost anything else would have been easier. First, for the tv ID's, a lot of money was needed — $78,000 in silver dollars, half-a-quarters and quarters that filled 85 sacks, each weighing more than 70 pounds. When the sacks had been delivered to the studio, escorted by two armed guards, and the coins carefully arranged, the effect was fine to the naked eye, but the cameraman looking through his lens saw only a shiny mass.

Try, Try Again • Then began hours of experimenting with backgrounds, lights and camera angles to turn the gleaming mound of silver into something identifiable as coins on the tv screen.

Meanwhile, sound engineers worked until they got the right mike placements to produce a sound on the tape recognizable as money. After more experiments, a track was developed that would deliver the tinkling sound of cold cash to the average home tv set.

But these problems were much smaller than those involved in producing the radio spots. Two of the three 1-minute spots which, along with their 20-second and 10-second versions, had been approved for production, featured calypso singers backed by appropriate musical instruments. The plan was to use coins for rhythm (obtained by shaking 26 silver dollars in a metal deep-fry basket) and for the sound of money pouring in a clinking cascade (recorded in the men's room where the tile floor enhanced the reverberating sound of the coins).

Eventually the producers were satisfied they had at last captured a realistic sound of money. But in an on-the-sir that the agency and recording people listening on their portables and auto radios heard only the voices and the musical instruments: the beautiful sound of money had vanished. Bud Davis, broadcast supervisor at FCB, learned from radio technicians that the valuable coins, shaken in a metal basket or spilled on a hard surface, produce a ringing sound that starts at 400-600 cycles per second and rises to 12,000-16,000 cps, some harmonics going even higher.

Frequency and Sets • But most am radio stations, unlike tv's fm sound, send out signals with an upper limit of about 10,000 cps. Further, the speaker in a typical compact am set measures no more than 5/16 inches and delivers no more than 3,500-4,500 cps. "In short," Mr. Davis related, "we were producing sound effects for hi-fi rigs and dogs, but not for radio sets in autos and kitchens."

The solution was found in re-recording the money sounds, selecting the best portion by equalization and raising the level to an intensity that would push the sound into the small receiver by brute force.

"If you listened to the Seaboard commercials on a turntable the hot money sounds might knock your ears off," Mr. Davis asserts. "When the master for the pressings was cut the sound was so high and so hot that three fuses protecting the cutting head blew out. . . . But over the air and out of the set the sound is friendly and tinkling. And it sounds like money."

Early in March, 35 tv stations began putting the Seaboard 1Ds on the air over 150 times a week. At the same time more than 230 radio stations started telling their listeners, at a rate of 3,390 times a week, that:

They're renting money at Seaboard,
Lots of money at Seaboard.
Come in—apply for a Seaboard loan.

Money! See Seaboard. . .
All to the sound of money, heard clearly, realistically and invitingly in the background.

Assn.; Compton Inc., Chicago, NBC-TV, Burbank.
Premium Offers: Best—Chevron Gasoline "Soap Box—Camera," Standard Oil of California; BBDO, Elektra Film Productions, N.Y. Bubno; Chevrolet "Anniversary Album," Chevrolet Div., General Motors; Campbell-Ewald, Detroit, NBC-TV, Burbank. Children's Market Special Citation: Best—Arnold Cookie Pops "Pop Goes The . . ." Arnold Bakers; Donahue & Coe, MGM Television, Burbank. Special Citation: 5th—Potato Chips "Nothing," Doyle Dane Bernbach, Elliot, Unger & Elliot-Screen Gems, N.Y.


"Will your Money's sake—to Stan Freberg and the staff of Freberg & London's series of commercials for Chun King, Cheerios, Nytol and TV Guide strongly on the festival's judges that they voted to accord them cumulative as well as individual recognition as well as the judges' decision on behalf and uninhibited concepts and technical excellence in execution, no doubts in the form to be hard-working, extremely effective advertising messages, with a new kind of "hilarious" story.

**WESTERN AD GROUP MEETS THIS WEEK**

**WSAAA Palm Springs conference features Lewis as keynoter**

*New Directions—Advertising West* is the theme of the 12th annual conference of the Western States Advertising Agencies Assn., to be held at the Oasis Hotel in Palm Springs, Calif., May 10-12. Daniel H. Lewis, president, Johnson & Lewis, San Francisco, will deliver the keynote address on the conference theme at the opening lunch on Thursday.

The business session starts at 10 a.m. Thursday with a discussion of the third annual WSAAA survey of advertisers, agencies and media, led by the chairman of the WSAAA media relations committee, Bob Lovett of Boylhart, Lovett & Dean. The ANA film, "The Advertiser's Viewpoint," will be shown. Allen McGinnis, vice president of BBDO, Los Angeles, will speak on "Do You Believe in Advertising." And Marv Saltzman, publisher of Media, Agencies, Clients, will discuss "New Directions—Media, Agencies, Clients."

Industrial advertising, public relations, production and printing will be discussed in Thursday afternoon sessions, each conducted by the appropriate trade organization. The same pattern will be followed Friday, with morning sessions on advertising art, newspapers, magazines and group insurance. Tom Burrows, sales vice president of Anheuser-Busch, will deliver the luncheon address on "What Advertisers Expect From Agencies in Marketing and Merchandising."

Thursday afternoon the broadcast media will have their turn on the conference podium. For example, president, Southern California Broadcasters Assn., will speak for radio; Elton Rule, vice president, KABC-TV Los Angeles, will represent television; Doug Anderson, Anderson-McConnell, will discuss "Time Buying and Marketing." "The Influence of Women—Advertising West" is the topic for three members of the Los Angeles Advertising Women. Marvin Cantz, Tilds & Cantz, will conclude the afternoon with a talk on "The Economic Significance of Advertising."

**Business briefly**

American Home Products Corp., New York, will sponsor the Huntley-Brinkley Report (Mon.-Fri., 6:45-7 p.m.) on alternate days next season, starting Oct. 2. The advertiser replaces Texaco Inc., which will not renew (Broadcasting, April 30). R. J. Reynolds Tobacco (Camel cigarettes) will continue its alternate-day sponsorship. Ted Bates, New York, is American Home's agency; William Esty, New York, is Camel's agency. Cott Beverage Corp., New Haven, has bought a spot tv campaign on seven
BENT ON SELF-DESTRUCTION?

Granted—you have a backlog of film product—but—is it good for broadcasting? Times change and yesterday's smart buy may strangle you today. Don't be determined to use film just because you have it. Sorting through it, trying to hold old and get new customers, you may end up so engulfed in second-rate product that self-destruction is inevitable. Nothing is as expensive as a product that just misses. We can tell you that Warner's "Films of the 50's" don't miss...145 stations* have bought them...they haven't missed for them...they won't miss for you either. Station after station that has bought smart has bought ratings, sponsors, and profits... These are the facts...these are the reasons why Seven Arts' "Films of the 50's" are "Money makers of the 60's."

*The list of 145 TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS "Spot TV Rates and Data."
year after year WCCO RADIO delivers record-breaking
Six times in the last 12 Nielsen reports, WCCO Radio has broken its own share of audience record. Now it is a mammoth 68.6%. This amounts to twice as many listeners as all other Minneapolis-St. Paul stations combined. And it is the greatest share reported for any station in the 32 major markets measured by Nielsen. Record-breaking acceptance is the direct result of today's concept of modern radio in action. At WCCO Radio, this means full-size programming that is keyed precisely to the tastes and needs of 1,085,370 radio families. Modern radio can also open the way to new sales records for you throughout the giant 124-county area served so well by WCCO Radio—one of the great stations of the nation!

WCCO RADIO

Minneapolis • St. Paul

Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by

CBS RADIO SALES

NEW YORK • CHICAGO • DETROIT • ST. LOUIS
LOS ANGELES • SAN FRANCISCO • ATLANTA
stations in the Northeast, beginning May 7 and running through the end of September. Agency: Riedl & Freede Inc., Clifton, N. J.

Colgate-Palmolive Co., Minnesota Mining & Mfg. Co. and Whitehall Labs, have bought The Jetsons, new half-hour situation comedy series which makes its debut Sept. 27 on ABC-TV (Sundays, 7-30-8 p.m. NYT). Agencies: Ted Bates & Co. (Colgate and Whitehall) and MacManus, John & Adams (MMM).


American Home Products, through Young & Rubicam, Los Angeles, on August 20 starts Across the Seven Seas, half-hour tv travel-adventure series produced by Jack Douglas Productions, in 10 west coast markets. Line-up includes: KRCA (TV) Los Angeles, KPIX (TV) San Francisco, KCRA-TV Sacramento, KFRE-TV Fresno, KOGO-TV San Diego, all Calif.; KGTV-TV Portland, Ore.; KOMO-TV Seattle, KHQ-TV Spokane, both Washington; KSL-TV Salt Lake City, Utah, and a station in Phoenix not yet selected.

John H. Breck Inc. (hair preparations), Springfield, Mass., is using a 13-week spot tv campaign to introduce two new aerosol hair sprays in New York, Los Angeles, Chicago, Philadelphia, Boston, Detroit, San Francisco and Cleveland. Agency: Reach, McClintock & Humphrey, Boston.

Trans World Airlines, New York, has expanded sponsorship of newscasts from New York to three more major markets—Chicago, Los Angeles and San Francisco. The airline bought 10-minute news shows on WBKB (TV) Chicago and KPIX (TV) San Francisco and a 15-minute show on KNXT (TV) Los Angeles. TWA sponsors late news on WNBC-TV New York and a five-minute news show on the Today Show. Agency: Foote, Cone & Belding, New York.

Hertz Rent-A-Car has purchased one-third of the new Jackie Gleason show beginning Sept. 29 on CBS-TV (Saturday, 7-30-8:30 p.m.). Agency is Norman, Craig & Kummel, New York. Hertz buy completes sponsorship of the show, which has also signed Drackett and Phillip Morris.


No-money settlement due in A.P.-reps case

A settlement order in the $16 million antitrust suit by A. P. Management Corp. against Young & Rubicam and 15 station rep firms was ready late last week for filing in U. S. District Court in New York. Qualified sources said an earlier settlement plan, under which A. P. Management would have received a payment from some of the defendants (CLOSED CIRCUIT, April 23), had been abandoned and that the new plan involves no transfer of money.

Instead, it was learned, the settlement calls for a permanent injunction against Y&R and the nine rep defendants named in the court's preliminary injunction; would award the plaintiff with no other relief, and would dismiss the case against those companies not parties to the preliminary injunction.

An indication that a settlement order was near came earlier last week when defendant Robert E. Eastman & Co. announced withdrawal of its counter-claim that sought a $250,000 judgment against A. P. Management, as well as dismissal of the complaint against the New York rep firm (BROADCASTING, Feb. 26). The Eastman firm said its counter-claim should be withdrawn "in order to cooperate with the other defendants and clear the way for settlement of the differences involved."

Besides Y&R, the permanent injunction would apply to Venard, Rintoul & McConnell; Robert E. Eastman; John Blair & Co.; Paul H. Raymer Co.; Select Station Representatives Inc.; Avery-Knodel Inc.; Devney-O'Connell; The Katz Agency and H-R Representatives.

A. P. Management, a Beverly Hills, Calif., radio programming and sales firm headed by direct salesman Al Petker, charged in its suit early this year that Y&R and 15 rep companies had conspired to destroy its business (BROADCASTING, Jan. 22). The complaint also named 22 radio stations as co-conspirators but not defendants.

Agency appointments...

- Alliance Mfg. Inc., subsidiary of Consolidated Electronics Industries, Alliance, Ohio, appoints Geyer, Morey, Madden & Ballard Inc., Chicago, to handle Alliance Tenna-Rotors (directional motors for tv antennas) among other products. Account was formerly with Dancer-Fitzgerald-Sample, which closed its Chicago office April 30.

- Circus Foods Inc., division of U. S. Tobacco Co., appoints Donahue & Coe, New York, as its advertising agency.

- The Borden Co. has appointed Young & Rubicam Inc., New York, as advertising agency for Ready-Diet in its northeast and southeast ice cream divisions.

- Adolph Kiefer & Co. (swimming pools and equipment) and Water World Inc. (Kiefer sales organization), both Northfield, Ill., appoint R. Jack Scott as their advertising agency.

- The Jel Sert Co. (gelatin deserts and instant drinks), Chicago, has appointed R. Jack Scott, that city, to handle its advertising.

- Pop-Ice Co. (frozen confections), Chicago, has appointed Walddie & Briggs, that city, as agency.

- Harvey Federal Savings & Loan Assn., Harvey, Ill., appoints Geyer, Morey, Madden & Ballard Inc., Chicago. The account was formerly handled by Dancer-Fitzgerald-Sample Inc., which has closed its Chicago office.

P&G, Pillsbury move foods to new agencies

Food advertisers (Pillsbury and Procter & Gamble brands) figured in a series of account changes last week.

P&G moved its Jif peanut butter (estimated gross billing in spot is more than $730,000) to Grey, and Duncan Hines cake mixes (most of its $3.5 million in billings in televisions) to Comp-ton. The appointments take effect Aug. 1. Gardner previously handled both these accounts. Cited were probable account conflicts at Gardner with other client or prospective food clients.

Pillsbury took its pancake mixes, gingerbread, pie crust mixes and brownies, with estimated billings of $2 million (nearly $1 million estimated in tv at gross rates) from Leo Burnett (which still continues with some Pillsbury business) and gave them to McCann-Marschalk, an Interpublic subsidiary and an agency that only last June picked up some $1.8 million in Pillsbury's Tidy House business. The Pillsbury appointments are effective Aug. 1.
Also in advertising...

Join forces • Street & Finney Advertising Inc., New York, and Carl Falkenhain Advertising Inc., Los Angeles, have agreed to a working affiliation providing S&F with a service office on the West Coast. Offices of the two companies will be at 435 South La Cienega Blvd., but S&P will have its own telephone: Bradshaw 2-1840.

Negro pr firm • Mortimer Matz Assoc., New York public relations firm, announced the formation of a subsidiary company, Jackot & Matz Assoc., for specialization in the Negro market. Harold Jackson, Negro broadcaster and public relations consultant, is executive vice president.

Agency service • Lou Jackobson, long time radio-tv producer and director, has opened his own firm, Commercial Broadcasting Services, which offers complete commercial broadcasting services to advertising agencies. The Chicago-based firm will provide creation, direction and production of radio-tv commercials both live or taped. The new firm also will provide agency representation in Chicago for agencies in other parts of the country.

AFA joins NAB • The NAB has affiliated with the Advertising Federation of America. The NAB and AFA have cooperated in the past on projects of mutual interest, including legislation and education. Currently, they are cooperating on the AFA-Advertising Assn. of the West Advertising Recognition Program.

Ideal buys 168 minutes on CBS-TV for next fall

Ideal Toy Co., New York, has ordered a total of 168 minutes in CBS-TV’s Saturday morning program line-up next fall. Spread over a 14-week period, starting Sept. 15, the campaign involves a weekly minimum of 10 commercial minutes divided among four programs between 10 a.m. and 12 noon: Alvin and the Chipmunks, Rin Tin Tin, Mighty Mouse and Roy Rogers.

Melvin Helitzer, Ideal’s director of advertising and public relations, last week said that the toy firm’s network tv schedule next fall, on CBS-TV exclusively, represents a marketing strategy goal that Ideal has been aiming at for two years. It means Ideal will have a solid block of programs in a prime children’s viewing period in which to present its messages during the critical selling weeks before Christmas. Credit for working out the four-program buy, plus an option on the 12:30-1 p.m. slot on the same day, is given to Larry Deckinger, media director of Grey Adv., Ideal’s agency. In its first use of network tv last year Ideal’s commercials were placed on three networks.

Besides the CBS-TV order, which will cover more than 180 markets, Ideal will use a schedule of one-minute spots in 55 markets. At a cost of under $1 million, Ideal will in many areas next fall be doubling or triplicating the amount of exposure of its 1961 pre-Christmas drive.

Consultant offers plan to uplift advertising

A long-range program that would encourage university-level marketing degrees, stimulate work in the field and then follow with state licensing of advertising practitioners was suggested in New York last week by an advertising consultant.

Lawrence G. Chait, who practices in New York and was at one time a director of the Advertising Federation of America, suggested before the Assn. of Advertising Men & Women that among the professional societies that can initiate a program for marketing degrees are the AFA, the Assn. of National Advertisers, and the American Assn. of Advertising Agencies.

Mr. Chait’s proposal in similar form has been made from time to time in the past by executives in the advertising field.

Newspapers’ sales plan worries TvB, RAB

RADIO-TV MUST WORK HARDER AGAINST COMPETITION

Broadcasting’s main sales arms, the Television Bureau of Advertising and the Radio Advertising Bureau, reacted with a mixture of concern and envy last week to the news that their chief competitor, the newspapers’ Bureau of Advertising, plans a 29% increase in its budget (Broadcasting, April 30).

TvB President Norman E. Cash said the newspapers, whose national billings dropped 4.1% last year—and some major advertising categories dropping as much as 25%—had a right to be concerned. But, he added, “it should also be the concern of the television industry that its sleeping competitors are arousing themselves and attempting to overcome their losses.”

Among the categories in which newspapers lost billing in 1961, he said, were automotive, down 6.3%; household supplies, down 11.8%; tobacco products, down 25.3%; toilet requisites, down 8.4%, and soft drinks and beverages, down 13.0%. In the same period, Mr. Cash noted, television registered gains and was the largest national advertising medium for the seventh straight year.

RAB’s Promotion Vice President Miles David said the contemplated increase in the Bureau of Advertising budget means that “every dollar radio spends to develop sales is going to have to work harder.”

“We have been calling on more top people with basic marketing presentations than the Bureau of Advertising for many years—even though the B of A has out-spent us for many years,” Mr. David said. “But as the dollar gap widens, RAB and others selling radio will have to move that much faster to maintain the competitive pressure.”

He thought radio’s cause would be helped by two major factors: (1) RAB’s new Radio Test Plan, “the built-in way we have to increase our selling effectiveness on a pay-as-you-go basis,” and (2) the record rate at which RAB currently is adding new members (see above).

“But,” he added, “we frankly feel that radio stations that are not now actively supporting radio’s major growth activities, RAB and RTP, ought to take a good hard look at what the B of A is doing with its two planned increases in dues and budget expansion.”

The Bureau of Advertising currently spends about $2.2 million a year in selling newspapers and hopes to increase this to $2,830,000 next year through two dues increases. RAB currently spends about $1.2 million a year, TvB about $1.1 million.
Only the sunshine covers South Florida better than WTVJ
Racing broadcasts under investigation

BOTH JUSTICE DEPT. AND FCC CHECKING POSSIBLE AID TO GAMBLERS

Full-scale inquiries into horse racing broadcasts by radio stations may be forthcoming from the Department of Justice and the FCC. Both agencies acknowledged last week that they have started inquiries about racing news on the air.

Under discussion between the Justice Department and the FCC is a plan to send questionnaires to all radio stations to determine the amount and frequency of horse race information broadcast a year ago and at present.

The purpose would be to determine which radio stations have increased the flow of news about turf activities since Public Law 87-216 went into effect last September. This is the law which prohibits the transmission in interstate commerce of information that can be used by bookies.

Ever since the law was enacted and the 10 regular horse race wire services went out of business, the Justice Department has been investigating to determine how bookies get track information they must have to remain in business. First results of this FBI investigation, government sources indicate, is that radio stations now are the single, most vital source of news for bookies.

The FCC, acting on the Justice Department's information, has already queried 30 radio stations in such track action cities as Boston-Providence, New York, Philadelphia, Washington-Baltimore, Detroit-Windsor, New Orleans, Cincinnati-Louisville and Hot Springs, Ark. The stations under suspicion are those which broadcast track information on a regular and consistent basis.

Rules on Racing • The Department of Justice has also told the FCC staff it hopes to recommend a series of rules the FCC should adopt to shatter bookies' reliance on radio broadcasts. The suggested rules would, it is learned, (1) prohibit broadcasts of race results until one hour after the race is completed, and (2) limit broadcast coverage of racing to tracks within 100 miles of the station.

FCC officials are dead set against the adoption of such rules. Although they agree and are determined that radio shall not be used to benefit gamblers, they are resisting the proposed regulation on the ground that this would be outright censorship, infringing Sec. 326 of the Communications Act.

The same FCC officials (the commissioners have not yet been brought into the problem) are not very sanguine about the projected, all-licensee questionnaire idea, either. They feel it would put too much of a burden on the commission, that it would require prior Budget Bureau approval, and that it would be too expensive. The FBI, they feel, could get the same information with less trouble through its field operations.

Staffs Meet • The subject was discussed early last week in a meeting between two Justice Department representatives and four FCC officials representing the Broadcast Bureau and the General Counsel.

In one radio case under investigation by the G-men, track data is sponsored by a local store whose owners, the FBI believes, are the wives of local gangsters.

Other stations under review are those recommended by the Armstrong Daily News Review, a "scratch" sheet published in five editions. Each of the Armstrong editions lists area radio stations carrying horse race programs.

Until recently, the Armstrong organization listed a local telephone number to be called for race results. That was dropped three weeks ago today. The implication, according to government spokesmen, is that radio stations furnish the information previously given by the Armstrong service.

A check of two of three radio stations listed in the Washington-Baltimore edition of the Armstrong sheet indicates that one station carries nothing but the daily feature race at one of the local tracks. The second station carries a race results roundup at 5:30 p.m. daily and short reports on races from the major tracks in the country three times during the day. They are carried a full 30 or more minutes after the race, it was pointed out.

Form Sheet • The FCC earlier this year made up a detailed, printed questionnaire to be used in querying stations on horse race information broadcasts. The form (FCC Form 105) asks whether the station broadcasts horse racing information regularly and whether it is about local tracks or tracks other than local ones. It also asks for information on what type of information is broadcast (entries, scratches, jockeys, weights, selections, off time, post time, track conditions, mutuels, race results, post positions, etc.). The questionnaire asks whether such programs are sponsored, and whether the information comes to the station from regular news wire services or other services. This is the questionnaire that has already gone to the 30 stations under study.

Last November the FCC issued a policy statement on horse racing broadcasts which warned that it has a "continuing awareness" that broadcasts of horse race information may be used in illegal gambling.

The commission listed a series of guidelines on this type of programming, and said it would question any licensee which in the recent past or at present regularly broadcasts programs along the following lines:

• A full program of races from a race track simultaneously with their running.
• Race results, with or without mutuel prices, as soon as this information is available, or shortly thereafter.
• Detailed advance information about races, such as track and weather conditions, post positions, jockeys, weights, probable odds, scratches and post time.
• Sponsorship of this information by publishers of "scratch-sheets" or other publications disseminating detailed horse race information, by touts, or other persons whose activities may result in aiding illegal gambling or furnishing information to illegal gamblers or bookmakers.

A Warning • The FCC said it would continue to consider such facts on a case-by-case basis, particularly at renewal time, and concluded with this admonition:

"Each licensee or permittee is hereby reminded of his responsibilities to operate in the public interest. Programming consisting of information which appears likely to be of substantial use to, or is used by, persons engaged in illegal gambling activities cannot be considered to be broadcasting in the public interest. If the licensee or per-

Magnuson honored

Sen. Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee, on May 14 will receive the 1962 Ballington and Maud Booth Award, given annually by the Volunteers of America, for "outstanding service to the people of America." Sen. Magnuson's efforts in behalf of educational television were cited as a major reason for his selection.
The chairman goes on camera twice

FCC Chairman Newton N. Minow last week hailed a bill now moving through Congress and another that's been signed into law. He appeared on a National Educational Television program carried on WGBH-TV Boston Saturday (May 5) and released to other NET stations this week.

He said the all-channel-receiver bill, approved by the House last week (see page 50), would lead to "broader and more meaningful public service" by broadcasters. And the $32 million educational television bill signed by the President Tuesday (see page 60), he said, would be of considerable benefit to the public. He also pointed to the importance of communications satellites, commenting, "mass communications may prevent mass destruction."

Appearing with Mr. Minow (second from left) were John F. White, president of the National Educational Television & Radio Center (left), Mrs. Eleanor Roosevelt and Irving Gitlin, executive producer, creative projects, NBC News. The program "New Vistas for Television," was NET's ninth offering in its Prospects of Mankind series. Mrs. Roosevelt is moderator for the series.

Mr. Minow also appeared yesterday (Sunday) on CBS-TV's The Twentieth Century. The chairman told CBS News correspondent Walter Cronkite that "We're just throwing away the greatest opportunity ever given us" if communications satellites are not used "for achieving a greater understanding between us and the rest of the world."

Mr. Minow said it would be a "travesty" and "a terrible waste" if communication satellites are used to send overseas audiences "bad impressions of the U.S., if we fill it with private eyes and westerns and don't give the rest of the world an impression [of] . . . our better side."

WMOU charges Rust with trafficking

Charges of trafficking in station licenses were made against multiple owner William F. Rust Jr. last week at about the same time the FCC approved his $1.3 million purchase of WHAM and WHFM (FM) Rochester, N. Y. (see page 73).

WMOU-AM-FM Berlin, N. H., asked the FCC not to approve the proposed sale of WBRJ Berlin by Mr. Rust (60% owner) and Ralph Gottlieb. The Rochester purchase was conditioned by the FCC on Mr. Rust disposing of one of his am properties; he currently owns seven am stations, three fms and one tv.

Mr. Rust received the grant for WBRJ in November 1961 and applied to sell it in March 1962, WMOU said. He has sold four am stations within a three-year period, it claimed. Mr. Rust also has applied to sell WKBI Keene, N. H., and the prospective purchasers of WKBD and of WBRJ are all employees or relatives of employees of Rust-owned corporations, WMOU stated.

WMOU asked the FCC to deny the sale of WBRJ or to set a hearing on the transaction with trafficking as an issue. The prospective purchasers of the Berlin station are A. A. Dickey, J. L. Morello, W. G. and Royston Phillips.
Flaming pages of history come to life!
The sea conqueror who discovered San Francisco!
NOW ON TELEVISION!
MAGNIFICENT SCOPE—SUPERB PRODUCTION
TOP FEATURE MOTION PICTURE QUALITY
—CAST OF HUNDREDS!

SIR FRANCIS DRAKE
starring TERENCE MORGAN
"in the tradition of Errol Flynn."

The world's most famous adventurer...
swashbuckling pirate...master mariner...Queen's courtier...
thrilling historic action, greater than fiction, now re-created for
America's discriminating prime time
first run audiences. Exact replica
of Drake's flagship, The Golden Hind,
built to his own specifications!
Massive sets! Costly authenticity!

Be the first to see this fresh,
brand-new outstanding
quality production in
your market. Wire
or phone collect.

INDEPENDENT TELEVISION CORPORATION
NEW YORK: Plaza 3-2100 / TORONTO: Empire 2-1166 / SAN FRANCISCO: Glenwood 6-3240
HOUSE PASSES SET BILL

Prompt action in Senate, eventual approval seen, despite set manufacturers' hopes of heading it off

All-channel-receiver legislation appears headed toward enactment after its approval last week by the House on a 279-90 roll-call vote.

The measure (HR 8031), which the FCC has requested as a means of stimulating the growth of uhf television, now is up for Senate action, where its chances are good. The Senate's Communications Subcommittee, chaired by Sen. Warren G. Magnuson (D-Wash.), has expressed hope it can be stopped there, but signs of serious Senate opposition have not yet developed.

The Senate Commerce Committee is expected to act May 15 on the bill, which would require all tv sets shipped in interstate commerce to be capable of receiving both uhf and vhf signals. The committee's Communications Subcommittee has already held public hearings, and has been awaiting Senate action before considering the bill in executive session. Sen. John O. Pastore (D-R.I.), subcommittee chairman, has expressed confidence the bill could be piloted through the Senate once it cleared the House.

By Warren G. Magnuson (D-Wash.), chairman of the full committee, said there may be some opposition in the Senate but that he expected the bill to pass without too much trouble. He also said he expects "no difficulty" in having his committee approve the bill.

An important factor, he noted, was the President's signing into law of the educational television bill he sponsored (see story, page 60). Since most of the channels set aside for educational television are in uhf, he said, the all-channel bill would enable educators to make greater use of the medium. "The two go hand-in-hand," he said.

One of the bill's backers was buoyed by the size of the majority given it in the House. In looking for smooth sailing in the Senate, they are counting on the support President Kennedy has given the proposal in his message on consumer protection (BROADCASTING, March 19).

Amendments Defeated * Before voting, the House shunted down two amendments offered by Rep. J. Arthur Younger (R-Calif.) as a means, he said, of providing uhf programming for sets the public would be required to buy.

One, based on an EIA recommendation, would have authorized the FCC to "require" vhf stations to broadcast simultaneously on uhf. The other would have directed the commission to authorize multiple-station owners to own at least as many uhf as vhf outlets. Present FCC-set limits are five vhf and two uhf stations.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and floor manager for the bill, opposed both amendments. He said the dual-operation proposal could lead to single-ownership control of a small market's tv outlets. Instead of awarding a license, he said, "we'd be forcing an owner to take one."

In opposing the second amendment, Rep. Harris noted the FCC already has authority to determine the number of stations a licensee may own. As a result, the Younger proposal's only effect, he said, would be as an expression of congressional policy—which he didn't think was wise.

FCC Opposed * Rep. Younger offered his dual-operation amendment, though the FCC has strongly opposed such a requirement. This view is contained in a memorandum the commission has prepared in response to inquiries from members of Congress interested in the EIA proposal that the FCC require dual operation as a substitute for the all-channel-set legislation.

The memorandum, sent to Rep. Younger, concludes that the commission couldn't legally require dual operation since this would lead only to duplication of uhf programs on uhf channels. And a rule requiring this kind of service, the FCC said, would be "unreasonable and unnecessary."

The commission said it might be on sounder ground if it required not only dual operation but non-duplicating service. But here again, it said, serious questions would be raised which would probably have to be resolved by the Supreme Court.

In an accompanying letter to Rep. Younger, the commission said its feel-

How the House voted on the all-channel-set bill

YEAS—279
Abernethy, Adair, Albert, Alford, Anderson (III.), Anfuso, Arends, Aspinall, Atwood, Ayres, Bailey, Barder, Barfield, Barrett, Barry, Bass ( Tenn.), Bates, Biederman, Birkby, Billett, Bingham, Bishop (S.C.), Bishop (Ga.), Bishop (Mich.), Blatnik, Boggs, Boland, Bolling, Bolton, Bonner, Brademas, Bray, Breeding, Brewster, Broomfield, Brock, Bruce, Buckley, Burke (Ky.), Burke (Mass.), Byrne (Pa.), Byrne (Wd.), Cahill, Cannon, Ceder, Celler, Chamberlain, Chipperfield, Clokey, Clark, Coblenz, Colmer, Conte, Cook, Cooley, Corbett, Corman, Curtin, Cagle, Daniels, James C. Davis, John W. Davis (Tenn.), Dawson, Delaney, Derwinski, Denslow, Donehue, Dooley, Downing, Doyle, Dulski, Dwyer, Edmisten, Elliott, Everett, Evins, Fallon, Farbstein, Feighan, Fenton, Findley, Finegan, Fine, Flyn, Ford, Forres- ter, Frazier, Freidell, Fulton, Gallager, Garmatz, Gary, Gathings, Glamo, Gillette, Glenn, Gonzalez, Green ( Ore.), Green (Pa.), Griffin, Griffis, Hargus (Calif.), Haley, Hatfield, Hejper, Harding, Hardy, Harris, Harrison (Va.), Har- vey (Ind.), Hayes, Hibbert, Hechler, Hamp- hill, Herlong, Holland, Hosmer, Hull, Idaho, John, Joravsky, Johnson, John- son (Calif.), Johnson (Wd.), Joravsky, Karth, Kastenmiller, Kearns, Keith, Kelly, Kleczka, King (Calif.), King (Utah), Kirwan, Kitchin, Kluczynski, Klopfer, Kuehne, Kunkel, Landrum, Lane, Lankford, Lennon, Lea, Linda, Lofgren, McDowell, McFall, McIntire, McSweeney, McGee, Magnon, Mahon, Mallard, Marshall, Mathias, Meader, Merrow, Clem Miller, George P. Miller (N.Y.), Mills, Minshall, Mongan, Moore, Morehead (Ohio), Morse, Morgan, Morris, Morse, Molter, Moster, Moulder, Mulder, Murphy, Natcher, Nedzi, Nelsen, Nix, Norrell, O'Brien (III), O'Brien (N.Y.), O'Hara (Ill.), O'Hara (Mich.), O'Konski, O'Neil, Osmers, Osterberg, Pasamanick, Petty, Peterson, Philbin, Pike, Pitcher, Pollin, Pirnle, Poff, Powell, Price, Pucinka, Purcell, Randahl, Reese, Reuss, Rhode (Pa.), Riehman, Riley, Robison, Rodino, Rogers (Colo.), Rogers (Fla.), Rogers (T.C.), Rooney, Roosevelt, Rosenthal, Rostenkowki, Rouse, Rutherford, Ryan (Mich.), Ryan (N.Y.), St. George, St. Germian, Santagelo, Sayler, Schlesinger, Schermer, Schweiker, Schwegel, Scronson, Seelye, Shepard, Shriver, Shriver, Sikes, Slick, Slack, Smith (Iowa), Smith (Va.), Springer, Stafford, Sneed, Steed, Stratton, Stubbesfield, Sullivan, Thomas, Thompson (La.), Thompson (Tenn.), Thompson (Wd.), Thornhill, Toll, Trim- bie, Tuck, Tunner, Morris K. Udall, Ul- lman, Vanek, Van Pelt, Van Zandt, Vinson, Wallahausser, Waller, Watts, Wels, Whal- ley, White, Whittingham, Wimbush, Williams, Winstead, Wright, Yates, Young, Younger, Zablocki, Zelenko

NAYS—99

NOT VOTING—8
Addelson, Andrews, Ashley, Ashmore, Baring, Billott, Boykin, Brooks, Casey, Chell, Coad, Curtis (Mass.), Dand- dito, Dent, Diggis, Dowdy, Durno, Fase- cell, Flood, Fogarty, Gavrin, Granahan, Grant, Guber, Hansen, Healey, Hoffman (Mich.), Holfield, Buddleston, Indiana, Jennings, Johnson (Md.), Jones (Ala.), Kee, Keogh, Kilburn, Loser, McMillan, McVey, Macdonald, Mandell, Martin (Mass.), Matthew, May, Milliken, Montoya, Morrison, Murphy, Nassau, Pfitz, Raines (S.C.), Rob- erts (Ala.), Saud, Schenelle, Scott, Seldin, Smith, Milmoe, Pond, Bonder (Calif.), Teague (Texas), Thompson (Texas), Weaver, Whitten, Wickersham

50 (GOVERNMENT) BROADCASTING, May 7, 1962
There's no need to mill around, poring over tons of statistics on viewership in the Carolinas. Here are three simple facts that will clear up the confusion in a hurry. First: the Carolina Triad is the 37th U.S. television market*. Second: Only WLOS-TV covers the entire Carolina Triad. Third: WLOS-TV has a brand-new "Traveling Wave" antenna (airdate February 13) which means WLOS-TV covers the Triad better than ever! For more sales in the Carolina Triad see your PGW Colonel. *Television Magazine, April 1962

Dominant in The Carolina Triad

WLOS-TV

A Wometco Enterprises Inc. Station Serving
GREENVILLE • ASHEVILLE • SPARTANBURG

Represented by Peters, Griffin, Woodward, Inc. • Southeastern Representative: James S. Ayers Co.
What happens when Marketing & Advertising don't pull together?

Sophisticated marketing & advertising men know what these crazy mixed-up horses mean.

Marketing has taken a new direction; and advertising must head the same way, if they are both to pull in the same direction.

What direction? Today's most basic trend in marketing can be summed up in nine words: "The United States is becoming a nation of cities." Certainly, our big cities are spreading; are becoming, more and more, everyone's best markets. That's why well over half your sales come, or should come, from the top 20 TV markets alone (where 58% of the nation's income, and 55% of all TV homes, are now concentrated).

Money can be made only where the money is!

Tilt!

Are you getting as much as 50% of your advertising impact where you want more than 50% of your sales? That's worth checking because "national advertising" almost always tilts the wrong way; tilts away from your best markets, not toward them; reducing selling pressure where you want it most.

You never see this negative tilt in your "national figures." Yet look behind them, at the audiences you're actually getting in the concentrated "big half" of your selling areas. When you check the individual market audiences for your TV Network shows, in the top 20 selling areas, you'll see how much the distribution of your national advertising-impact can "fall short" in your best (and toughest) markets. 

That's why "national coverage" is no longer the adequate answer in itself, if you want your marketing and advertising really to pull together.

What's the answer?

Do you want to speed turnover? Challenge competition? Counteract competitive moves? Equalize marketing valleys? Bolster thin national advertising, where sales potentials are highest?

The most versatile answer to all these questions is already being used by 92 of the top 100 advertisers (and hundreds of others) exclusively, or to correct the "wrong-way-tilt" of their national coverage.

It's Spot TV — Individual Market Television — the most controllable, most flexible, most powerful, individual market selling-force in America today.

You'll find Spot TV offers a remarkable range of solutions to tough problems. Its versatility adapt to virtually every budget-size, campaign length, message-length, as well as to choice of markets, seasons, and all forms of program sponsorship,

If you've a marketing problem, large or small, let us show you how Spot TV can be tailored to your needs.

*If you would like to see a new detailed exclusive analysis of the marketing "tilt" of 65 different Network TV programs, entitled "TILT—The After-Math of Network TV", write us at 666 Fifth Avenue, New York (19) or call JUdson 2-3456.

TELEVISION ADVERTISING REPRESENTATIVES, INC.
Representing: WBTV Charlotte (Jefferson Standard Broadcasting Co.)
WTOP-TV Washington and WJXT Jacksonville (Post-Newsweek Stations)
WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX San Francisco (Westinghouse Broadcasting Company)
TvAR Offices In
New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta.
ings about requiring dual operation would be the same if the proposal were coupled with all-channel set legislation, instead of being a substitute for it.

The commission also indicated it wouldn't welcome congressional authorization for requiring dual operation. Such authorization, the letter to Rep. Younger said, "would have to [contain] very careful procedural safeguards in order to avoid constitutional pitfalls." Such safeguards, the letter went on, would have to take the form of common-carrier regulation—"a drastic step as to which we have serious reservations."

Serious Policy Drawbacks • In any event, the letter said, the proposal has serious drawbacks as policy. It would, the letter added, involve a considerable amount of spectrum space, thus hindering the development of educational television and the establishment of new commercial stations.

The commission restated its view that the all-channel bill would solve the basic allocations problem in an orderly and satisfactory fashion, and make possible the full utilization of all 82 channels. The letter, dated April 25, was signed by Commissioner Newton N. Minow and approved by all commissioners except Robert E. Lee, who did not participate.

The commission reminded Rep. 

Younger that its proposal on dual operation was intended to "permit" rather than require the practice. This proposal is part of the deintermixture rulemaking the FCC has agreed to shelve in return for congressional approval of the all-channel bill (At Deadline, March 19).

Spectrum Waste • Rep. Harris, in urging the House to approve the bill, said it's needed to avoid wasting the spectrum, which he regards as one of the nation's "most valuable resources." But he also warned unless the bill is passed, the commission might revive its policy of deintermixture and apply it all sections of the country.

"There has been an effort made over a long period of time" to remove vhf channels from commercial broadcasting and use them for some other purpose, he said. "That, in my judgment is behind this whole issue."

He said the commission, which has instituted 12 deintermixture cases in the past several years, was guiding toward an all-uhf system. He said this was the situation his committee faced in honoring the all-channel bill and in getting the FCC to suspend action on eight deintermixture cases it instituted last summer (Broadcasting, July 31).

Some opponents of the bill, however, were critical that Congress had made "a bargain" with the FCC. Rep. Paul F. Schenck (R-Ohio), a Commerce Committee member, said he doubted "the wisdom of bargaining with any government agency." He said the moratorium should be written into the bill.

FCC Told, Not Asked • But Rep. John B. Anderson (R-IU.1) declared, "We're not bargaining with the FCC. We're telling the FCC and making it perfectly clear by developing a legislative history on this bill that we want no action on deintermixture."

Opposition to the bill was centered mainly on the argument that Congress has no right to tell manufacturers what they must produce and the public what it must buy. Rep. Harold R. Collier (R-IU.), another member of the Commerce Committee, said the consumer shouldn't be required to purchase a uhf set if he can't use it.

But the drive generated by those congressmen supporting the bill as an alternative to deintermixture proved too strong. Rep. Harris was assisted in his support of the bill by a number of his committee members representing districts threatened by the commission's deintermixture proposal — William Springer (R-IU.1.), Abner Sibal (R-Conn.), Robert Hemphill (D-S.C.) and Vernon Thompson (R-Wis).

Reps. Walter Rogers (D-Tex.) and Peter Mack Jr. (D-IU.) also helped the bill's cause. Rep. Mack pitched in despite his disappointment in not getting ch. 2 Springfield included in the group of deintermixture cases on which the commission agreed to suspend action. Although still technically assigned to Springfield, the channel was moved several years ago to St. Louis in a deintermixture proceeding.

Harris, hands down

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, is virtually assured of re-election to a 12th term.

Rep. Harris, first elected to Congress in 1940, is unopposed for the Democratic nomination from Arkansas' new fourth district. The filing deadline for the primary passed Wednesday, and no one had entered against him. In Arkansas, the Democratic nomination is tantamount to election.

Rep. Catherine Norrell (D-Ark.), expected to be his major opposition, announced on April 29 she would not seek re-election. Her sixth district was combined with Rep. Harris' when Arkansas lost two congressional seats as a result of the 1960 census.
35 YEARS AT WIBW

...and we break to say, "Thank You"

May 8, 1927, Topeka, Kansas...the engineer threw the switch and WIBW was on the air. Listeners all over the Midwest and as far away as Hawaii reported tuning in its signal.

'27 proved to be quite a year. Radio was moving up from local shows to elaborate big-name talent. Chain broadcasts and special events were initiated. Even as radio tried its wings, successful television experiments were being conducted. Only 26 years later WIBW-TV was to bring Kansas the living picture as well as the story. Meanwhile, in radio the pattern of listening settled down and WIBW became and has remained the voice of Kansas.

At WIBW this month we are celebrating our 35 years in radio. The entire staff joins in our sincere thanks to the advertisers and the loyal listeners who have made it all come true.

They Were Sam 'n Henry
That was the name of this famous radio team, listed among the top shows of 1927. Later, as Amos 'n Andy they made the fresh air taxi America's best-known vehicle.

First Chain Broadcast
In May 1927 “Lindy” flew non-stop from New York to Paris. His reception in N. Y. and Wash., D. C., was covered by the first chain broadcast, a 50-station hookup with an audience estimated at 35 million.

Sports Were Big in '27
Most popular special events of the year were the Tunney-Dempsey return match in Chicago and the World Series—the Yanks beat the Pirates four straight. And Babe Ruth hit 60 home runs.

Advertisers who came early and stayed to profit:
Butternut Coffee • Camel Cigarettes • Chevrolet • DeKalb • Ford • Gooch Feeds Gospel Broadcasting • Granite City Steel • International Harvester • Massey-Ferguson • Merchants Biscuit • Oyster Shell • Pioneer Hybrid Corn • Ralston Purina • Schlitz • Standard Oil • Sterling Drug • Vicks.

5,000 Watts at 580 CBS RADIO NETWORK
Right From the First—First in Kansas

Broadcasting, May 7, 1962
FCC probes radio news; CBS protests

NETWORK CHALLENGES METHODS, QUESTIONS IN FRISCO INQUIRY

An on-the-spot FCC investigation of local news coverage offered by 14 radio stations in the San Francisco-Oakland area drew a protest from CBS Inc., licensee of KCBS San Francisco.

The investigation was made the week of April 5-12 by Bill Ray, former station manager and network newsman and now of the FCC's Complaints & Compliance Division. Results were discussed briefly at the commission meeting last week and are on the agenda for further discussion this week.

It is understood Mr. Ray concluded KCBS and other Bay Area stations do as good or better in local news coverage than stations in comparable markets. Of the 14 stations he monitored and visited, four had no local news staff, he reported.

CBS questioned the FCC's reason for requesting a script of all local news broadcasts last April and refused to furnish Mr. Ray such information when he visited the station a second time. In a letter to the FCC, CBS Inc. General Counsel Thomas K. Fisher also challenged the propriety of Mr. Ray's questioning of KCBS's news director, Don Mozley, about the views of the manager, Jules Dundes, and the relative merits of the area stations; and of Mr. Dundes about how he would compare his station's news department with those of the other CBS-owned stations.

**NABET Motivates** The San Francisco news investigation started after a complaint by NABET that area stations gave no local coverage of a severe snowstorm. The only reports were on network newscasts and motorists were not told that roads were impassable, NABET charged.

Information Mr. Ray sought of the 14 stations: time devoted to news and placement; size of news staff; autonomy given manager in scheduling of news; hours station is on the air; increase or decrease in amount of news during recent years; scripts of news programs for a given day; work schedule of news staff; how news is handled when staff is not on duty; remote units and how used, and length of service with station of manager and news director.

Mr. Ray visited KCBS April 9 when Mr. Dundes was in New York. According to the FCC, he first asked for Mr. Dundes and when told the manager was out of town, ask to see, and did, Mr. Mozley.

Mr. Ray returned to KCBS April 11 for copies of news scripts and the working schedule of the news staff. Mr. Dundes was then at the station and refused Mr. Ray's request on Mr. Fisher's advice.

The commission, over the signature of Acting Secretary Ben F. Waple, wrote CBS April 17 asking more information on KCBS's news operations. Mr. Ray's request for news scripts "was intended solely to provide him with a better conception of the amount and sources of local news broadcast by KCBS, and had no reference to content of news, since, as the commission has so often stated, it has neither the authority nor the desire to engage in any form of censorship," the FCC told CBS.

**CBS Replies** Mr. Fisher answered in his letter: "The meaning of the distinction drawn between amount and sources of local news broadcasts, and content of news, is difficult to comprehend. Indeed, can there be a valid distinction when a measurement of news performance would seem to be encompassed by the request...? Is not the quality of a broadcaster's news actually being measured?"

Mr. Fisher said he called Broadcast Bureau Chief Kenneth A. Cox and was told that Mr. Ray was indeed an FCC employee and that the agency had authorized the investigation. The CBS attorney said that, so far as the network has been able to ascertain, Mr. Ray made no attempt to get in touch with the KCBS manager and that Mr. Ray left the impression with Mr. Mozley that the FCC was conducting a general survey of radio news coverage rather than a specific investigation of San Francisco-Oakland coverage.

"I should have thought that we would have received a letter or call... indicating the reason for an investigation," Mr. Fisher protested. "I should have thought that Mr. Ray would have first asked to speak to the station manager. I should not have thought that the investigator would have gone directly to a subordinate... and asked... what the attitude of his boss was toward an important part of the station's operation."

"I should not have thought that he would have asked or discussed with Mr. Mozley the relative merits of sister radio stations in the same community. I should not have thought that he would have asked... how Mr. Dundes would compare his news department with those of other CBS-owned radio stations. I simply did not understand the propriety of Mr. Ray asking for the scripts of
In growing Jacksonville

WFGA-TV IS THE STATION TO WATCH

More and more advertisers are finding that WFGA-TV is the station that viewers are watching in Metropolitan Jacksonville. With a 50% share of audience (ARB, March 1962) WFGA-TV is becoming increasingly dominant in the $1,400,000.000 North Florida-South Georgia market.

Contact your PGW Colonel for details on how you can promote and profit in bustling Jacksonville!
all news programs broadcast by KCBS on April 5," Mr. Fisher said in his letter to the FCC.

Staff Breakdown - CBS did not send the news scripts to the FCC in the Fisher letter. Mr. Fisher said he understood from the commission's letter that Mr. Ray acquired sufficient information from personal monitoring of the KCBS news programming. On the work schedule of the KCBS news staff, Mr. Fisher said that from one to six newsmen are on duty Monday-Friday from 4:45 a.m. to 10:30 p.m. During other hours, the announcer on duty covers the news room and on Saturday and Sunday program staff personnel "who have had extensive news experience" cover the news room, he said.

What, if anything, the commission will do as a followup to the San Francisco investigation has not been decided. An FCC official said, however, that a San Francisco radio version of the Chicago TV hearings is not contemplated (Broadcasting, April 16).

Mr. Ray, who joined the commission staff several months ago, is a former station manager and director of news for NBC Central Division, Chicago. He had known Mr. Mozley while in the NBC post.

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FCC to probe Karig and associates

The character qualifications of Martin R. Karig and some of his associates in four New York am stations will be examined by the FCC in a hearing to be held at Saratoga Springs, N. Y.

The FCC last week ordered the hearing to determine whether Mr. Karig has been directly or indirectly associated with two stations in Saratoga Springs simultaneously; whether he lied under oath during a July 1960 FCC hearing for a new am station in Johnson town, N. Y.; whether he had interest in two successive applications in Hudson Falls, N. Y., allegedly filed to delay a grant to another party, and whether phone facilities of WSPN Saratoga Springs (partly owned by Mr. Karig) were used to transmit horse racing results to Albany bookmakers.

Mr. Karig was ordered by the FCC to show cause why his construction permit for WIZR Johnstown should not be revoked.

Quaal urges new Communications Act

A call for a new Communications Act based on the First Amendment of the U.S. Constitution was voiced Thursday in a talk to the Radio & Television Executives Club of Toronto by Ward L. Quaal, executive vice president and general manager of WGN Inc., licensee of WGN-AM-TV Chicago. "There are too many 'gray' areas emanating today from interpretation of our present Communications Act," he said.

"New legislation is urgently needed, not only to update the instant statute, but to define the limits of the involvement of the federal government establishment in broadcasting," Mr. Quaal said. He felt further "piecemeal" legislation would be futile.

Through the "population explosion" of radio stations in the U.S., "we have learned the hard way that in our business additional competition does not necessarily mean a better product for the consumer," Mr. Quaal said. The FCC, through its wholesale granting of licenses, he said, "has become the midwife of the rock-and-roll formula."

"This trashy programming has attracted to our industry the 'Johnny come Latelys', the 'experts of expediency' and the 'quick-capital-gains boys,'" he said.

Mr. Quaal complimented the Canadian Board of Broadcast Governors, "which is less liberal than our FCC in regard to the granting of licenses." He said he hoped Canada would "continue to hold inviolate the position of your six clear channels and that, in time, you will grant power beyond 50 kw to them."
Now San Diego is covered by Time-Life Broadcast

With the acquisition of KOGO-TV, KOGO Radio and KOGO-FM, Time-Life Broadcast now has a place in the sunny future of San Diego. We are proud to welcome Bill Goetze and the able staff of KOGO-TV-AM-FM to the Time-Life Broadcast family which includes: KLZ-TV-AM, Denver; WOOD-TV-AM-FM, Grand Rapids; WFBM-TV-AM-FM, Indianapolis; WTCN-TV-AM, Minneapolis/St. Paul. Time-Life Broadcast.
KENNEDY SIGNS ETV ASSISTANCE BILL

Educators feel money will help add 100-150 outlets

The final ribbon on the federal-aid-to-educational-tv package was tied last week as President Kennedy signed the compromise bill to provide $32 million to etv stations on a matching-funds basis (BROADCASTING, April 23).

FCC officials and educators predicted a boom in the etv birth rate—estimating the federal funds would help put 100-150 new stations on the air within five years. There are now 62 etv stations on the air. The conference report from the House-Senate group which ironed out compromise details of the bill said national surveys have indicated a minimum need for 1,197 educational assignments. The FCC has reserved 273 assignments for educational television, most of them in the uhf bands.

The President's approval culminated seven year's effort by educators to get federal funds. Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee and longtime advocate of the proposal, said President Kennedy himself voted in favor of the proposal. Magnason was among those who favored the compromise $32 million and modified an amendment by Rep. Robert P. Griffin (R-Mich.) that would deny aid to any group not supported by taxation. Under the revised bill a nonprofit group primarily engaged in etv is eligible.

Rep. Kenneth Roberts (D-Ala.) was the author of the House version of the etv bill.

The $32 million in etv funds will be appropriated by Congress and administered by the Secretary of Health, Education and Welfare. The maximum for any state is $1 million. The funds are available to state education officers, state educational tv agencies, colleges and universities and nonprofit groups organized primarily for etv. HEW can grant up to 50% of the cost of facilities on a 50-50 matching-funds basis.

The Secretary of HEW will decide whether to approve applications for funds and the amount of such grants (not to exceed $1 million per state) on the basis of some of the criteria used by the FCC in determining station grants. Among these are: prompt and effective use of all educational tv channel assignments remaining available; equitable geographical distribution of etv facilities throughout the U.S., and provision of etv facilities which will serve the greatest number of people in as many areas as possible and which are adaptable to the broadcast educational uses.

An etv group applying to HEW for funds should notify the state etv agency, if any, and HEW will inform that agency of its disposition of the request.

The FCC is authorized to provide such assistance in carrying out the terms of the bill as is requested by the Secretary of HEW. In turn, the Secretary will consult with the FCC on matters which affect commission functions.

The bill should serve as impetus to states which have asked the FCC to reserve channels for state and regional etv networks, it is believed. Among those seeking to establish such networks are Florida, Ohio, Maine, Kentucky and Georgia.

Expansion and improvement of equipment for existing stations as well as establishment of new facilities is provided for by the bill.

President Kennedy said the legislation "marks a new chapter in the expression of federal interest in education," recalling century-old federal aid to higher education through the land-grant act. He said the new law also makes "higher education a matter of national concern while at the same time, state operation and control is retained." "This act gives equal promise of bringing greater opportunities for learning . . . for personal and cultural growth to every American."

President Kennedy found "accomplishment and steady growth" in the first decade of etv although only 62 stations are now in operation and 215 of the etv reserved assignments remain unused. "Program quality has improved steadily," he said. "The contribution tv can make in extending educational opportunity and improving the quality of education is widely recognized."

Wide availability of quality education is vital to national growth and security, the President said, adding, "We must make effective use of all of our educational resources. This new legislation will provide needed stimulus and financial aid in the development of educational television's potential."

After his formal remarks, the President observed to the group taking part in the ceremony, "This is a needed stimulus, far more significant than you realize. It is the best stimulus to teaching that Americans can have. It will be a landmark influencing other countries."

The day Dad gives Jimmy his first shaving gear is a big one for both of them. The father in the background is one of the nation's adults, who receive and control 98% of the U.S. income.* In the WBT 48-county basic area, adults receive and control most of the $2,690,786,000 worth of spending money** ... and WBT radio has the largest number of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more adults . . . WBT RADIO CHARLOTTE. Represented nationally by John Blair & Company.

Jefferson Standard Broadcasting Company

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

GOVERNMENT

BROADCASTING, May 7, 1962
More men listen to WWDC than to any other leading Washington, D.C. station*

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

RADIO WASHINGTON

"the station that keeps people in mind"


Represented nationally by John Blair & Co.
SATELLITE BILL GETS HOUSE APPROVAL

Seen passing Senate in spite of opposition from Morse

A bill creating a private corporation to own and operate a communications satellite system began rising from its congressional launching pad last week when the House gave it a powerful upward thrust with a 354-9 vote of approval.

The Senate is expected to clear the bill also, but not without a fight from a small group of senators who favor government ownership. Sen. Wayne Morse (D-Ore.) has pledged an all-out effort to block the measure on the floor, and hinted this might include a filibuster (AT DEADLINE, April 2).

Efforts to amend the bill (HR 11040) were made on the House floor, but none affecting important provisions was accepted. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, who defended the bill through two days of debate, maintained complete control all the way.

He told the House the proposed space system, which will relay telephone and telegraph messages and eventually television programs around the world, is "revolutionary." But he said Congress must create the satellite corporation soon if the U. S. is to maintain its lead "in this area of world communications."

U. S. Must Be First • If the U. S. isn't first, he said, "we are again put behind the eight ball." As a result, he said, it's important "to create the right kind of organization which conforms to our way of life" and "to do it as expeditiously as possible."

Giving impact to what Rep. Harris said was a news bulletin, which he read to the House shortly before final passage of the bill Thursday, that the Air Force had transmitted a television signal coast to coast via Echo I (see story, this page).

Under the bill, a modified version of the measure sent to Congress by the administration, ownership of the corporation would be split 50-50 between the public and common carriers approved by the FCC, with stock selling for $100 a share.

The question of public participation had been one of the most controversial aspects of the administration bill, with many members of Congress favoring a corporation owned exclusively by the carriers. But the public-participation principle was retained at administration insistence.

The corporation would have a maximum of 15 directors, with three appointed by the President with the consent of the Senate, six elected by the public owners and six by the carriers.

Ground Station Issue • The ground stations which would send messages to, and receive them from, the satellite would be owned either by the corporation or the carriers. But the bill directs the FCC to "encourage" ground station ownership by the carriers.

Rep. John E. Moss (D-Calif.) sought to eliminate this language by amendment, declaring it would give unfair advantage to the carriers. But his proposal was defeated 116-33.

The question of ground-station ownership has become increasingly controversial in the past several weeks. Those sharing Rep. Moss' view say that the ground stations will actually produce the major share of the space system's revenue, and that the investing public will therefore be cut off from its share of the profits.

The ground station's value as a potential money-maker wasn't denied on the House floor, but Rep. Harris, who opposed the amendment, said the bill wouldn't prevent the corporation from owning stations. On the contrary, he said, the amendment would be taken by the FCC as a directive to favor the corporation over the carriers.

Rep. John D. Dingell (D-Mich.), who supported the amendment, said it should be adopted as a matter of "fairness" to the public, which is being invited to invest in the corporation.

Rep. Emanuel Celler (D-N.Y.), who also supported the amendment, said that with the bill, as written, "you give with one hand and take away with the other."

"The very guts of this bill lies in the ground stations," he said. "That's where the money is. If the stations are given exclusively to the carriers, what's left to the investors in the corporation?"

Administration Shares View • The administration, through Deputy Attorney Gen. Nicholas Katzenbach, opposed the provision in the Senate bill (S 2814) on similar grounds. However, in testifying before the Senate Commerce Committee, he said the administration wouldn't strenuously object if the language were not changed (BROADCASTING, April 30).

A small group of liberals who opposed the bill failed to make any headway with their argument that the giant AT&T would dominate the corporation and that the FCC would be unable to perform the regulatory function assigned it under the bill.

Rep. William Fitts Ryan (D-N.Y.), calling the bill "the greatest give-away of the space age," offered an amendment placing the corporation under government ownership. But it was defeated by a voice vote.

He said the government has invested $25 billion in space research and added that the first fruits of this work shouldn't be turned over to AT&T, "the greatest monopoly in America."

Joelson Amendment Defeated • The House also defeated an amendment offered by Rep. Charles S. Joelson (D-N.J.) that would have required the corporation to repay the government over a 10-year period the $471 million he said the U. S. has spent on space communications development.

The House, however, also voted against amendments designed to give the corporation more of a private-enterprise coloration. Rep. J. Arthur Younger (R-Calif.) proposed eliminating authority the bill gives the President to approve the corporation's articles of incorporation and to name three directors.

The only substantive change approved increases the terms of the directors appointed by the President from one to three years. It was offered by Rep. Celler.

Another amendment approved, introduced by Rep. Younger, would require the corporation to reimburse the State Dept. for any assistance it provides in helping it negotiate agreements with communications firms in foreign countries.

2,700-mile bounce

Scientists working for the Air Force successfully bounced tv pictures from the two-year-old Echo I balloon over a 2,700 mile land distance—from Camp Parks, Calif., to Westford, Mass. The pictures—a sign, "MIT," for Massachusetts Institute of Technology, and of a horse—were recognizable but heavily marred by snow and distortion. The distortion resulted from the now badly deflated balloon satellite orbiting erratically 1,000 miles above the earth. The transmission was made at 8,350 mc, using a 20 kw transmitter. The communications satellites to be used for long distance relaying of tv pictures are expected to be active satellites capable of picking up, amplifying and retransmitting tv signals from the United States to Europe.
Whatever Frequency You Need... RCA Has the Microwave System to Do the Job

Here's a full line of equipment, excellent for all television microwave applications. Whatever use you have in mind, whatever frequency suits your need, you can get a complete system from RCA. It will be tailored to your own job specifications.


7 KMC-TYPE TVM-1B. This 7000 MC equipment is the standard of the industry. Now in use in over 700 installations. For color signals, STL, inter-city routes and remotes. Broadcast and common carrier applications.

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Rack mounted and portable systems are available. Also reversible, diversity, fault locating and reporting features. RCA has the experience and equipment to give you the greatest assistance and widest choice. Consult your RCA representative. Or write to RCA Broadcast and Television Equipment, Dept. H-22, Building 15-5, Camden, N. J.

RCA The Most Trusted Name in Television
South Carolinians ask ch. 8 for Columbia

The FCC can best promote competitive television in Columbia, S. C., by terminating its proceeding to delete ch. 10 (WIS-TV) and by dropping in ch. 8 at substandard spacing.

So petitioned South Carolina's governor, its entire congressional delegation, Columbia city officials and both tv stations in that city—WIS-TV and WNO-K-TV (ch. 19)—last week.

Since the FCC promised Congress a moratorium on deintermixture in exchange for all-channel set legislation, thus precluding deletion of ch. 10, it can provide high-quality tv service to the community of South Carolina's capital and largest city only by addition of another vhf assignment, the petition said.

The group, noting the FCC once denied a petition by WNO-K-TV for dropping in ch. 8, asked the agency to reconsider. The only co-channel interference would be with WGTV (TV) Athens, Ga., and the proposed ch. 8 assignment at Greensboro-High Point, N. C. An offset carrier designation and specification of directional antenna would protect the Athens station and since the Greensboro station has not yet been implemented, certain "tailoring" of the use of that channel would be permitted, the petition said.

No adjacent channel short spacing would be necessary, the petition claimed; no ch. 7 or ch. 9 station would be affected by the drop-in. Tv markets much smaller than Columbia have two vhf tv stations, the group said, and addition of ch. 8 would provide a fairer and more equitable distribution of tv services.

Philco charges NBC with delay tactics

NBC is using delaying actions and smokescreens to cover its own record of contempt for antitrust regulations, Philco Corp. charged last week in a rebuttal filed with the FCC in the five-year battle between the two firms.

The filing was Philco's reply to NBC charges that Philco has lost standing since merging with Ford Motor Co. (BROADCASTING, April 23).

NBC some two weeks ago asked the FCC to expedite NBC's proposal to swap its WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-TV Boston, consolidated in a comparative hearing with Philco's application for the ch. 3 facility through a subsidiary, Philco Broadcasting Co., to add issues to that hearing dealing with Ford's antitrust record and alleged misrepresentations by Philco; and to dismiss Philco's 1957 protest against renewal of licenses for NBC's Philadelphia stations.

Philco said it agrees the comparative hearing should be expedited and that NBC has engaged in tactics intended to delay the hearing. Issues should be confined to NBC's qualifications to be a licensee and the comparative merits of NBC and Philco, the company urged.

NBC claimed Ford's acquisition of Philco changed the nature of the protesting party and made the objections moot. The Ford-Philco reply said this is an attempt by NBC to obscure "a basic fact that must not be avoided: There must be a hearing on NBC's qualifications in light of facts occasioning NBC's conditional license [for WRCV-AM-TV] and Philco's allegations."

Precedent • Philco cited precedent seeking to prove the FCC cannot ignore public interest factors raised by a protest to license renewal, even if the protesting party seeks to withdraw its objections. NBC's motion to dismiss Philco's protest "raises an abstract, academic question, the answer to which can have no effect on the course of con-
“I’ve told you 10 times”

KETV has the greatest movies in Omaha!

Ten latest consecutive ratings*
show --
Movie Masterpiece 1st night movie
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For minutes in Omaha -- buy movies on KETV

Call Harrington, Righter and Parsons, Inc., NOW!

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Exclusive ABC-TV for Omaha, Council Bluffs and Lincoln

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NOW NUMBER

3

IN FLORIDA

ORLANDO-DAYTONA

Fastest growing market in Florida

Nat. Mkt. Homes* TV
Miami 26 566,300
Tampa 40 425,100
Orlando-Daytona 67 292,100
Jacksonville 75 257,700

*Television, May 1962

WESH-TV

Florida’s Channel 2

REPRESENTED BY AVERY-KNODEL

Covers more of Florida than any other TV Station

66 (GOVERNMENT)

duct which the Commission must follow.

In any case, said Philco, the protest has been transferred to the new Ford-merged corporation and cannot be considered moot.

As to the network's antitrust charges against Ford: We are more than willing to compare [our] conduct under the antitrust laws with that of NBC and its parent, RCA,” Philco-Ford said. Such a comparison will be readily available to NBC under the standard comparative issue at the hearing, Philco added. The company said it is prepared to refute NBC's charges but asked the FCC not to make them a qualification issue in reference to Philco, but to “leave the conjectural and speculative assertions of NBC for whatever use” the network may want in the hearing.

Philco said NBC’s charges that it misrepresented its financial qualifications are ridiculous; that NBC would have the FCC believe a company which sold its assets and liabilities in December 1961 for approximately $100 million was not financially qualified to build and operate a TV station in May 1961.

Harris group to hear FTC injunction bill

The House Commerce Committee will resume hearings May 22 on legislation to give the Federal Trade Commission new temporary cease and desist powers.

The bill (HR 8830) has aroused considerable opposition among advertisers and their agencies because it would empower the FTC to prohibit any contested advertising pending final agency findings.

Since the first round of House hearings last August (Broadcasting, Aug. 28, 1961), however, the Advertising Federation of America and FTC Chairman Paul Rand Dixon have sought to reconcile some of their differences.

The AFA has said that though it opposes empowering the commission to issue its own cease and desist orders, the federation wouldn’t object to legislation facilitating speedy action by the courts on such orders.

Under the pending bill, which has the President’s support, the FTC could issue cease and desist orders after holding its own hearing. The order, however, would have to be supported by the courts, which could direct compliance.

The commission feels it must be able to move without waiting for lengthy court proceedings. Under present conditions, it says, a small firm could be put out of business by an illegal activity, such as fraudulent advertising by a competitor, before the commission could act.

Grand Rapids applicants near interim agreement

Five of six applicants for Grand Rapids, Mich., ch. 13 moved last week toward tentative agreement on a plan for an interim operation pending a final grant. Near union came following a series of meetings the past 10 days in Grand Rapids among the principals and a Wednesday (May 2) meeting in Washington among counsel for the applicants.

The sixth applicant, Grand Broadcasting Co., also has attended the formation meetings of the interim corporation. Articles of Incorporation for the interim station were drafted in Grand Rapids last week and have been sent to all applicants for final ratification. Late last week, no signatures of final approval had been placed on the document and it was stressed there still are problems to be resolved.

ABC-TV has promised the interim station an affiliation contract and the network is understood to be pushing for a final agreement sometime this month. Applicants who have tentatively agreed to the interim operation include MKO Broadcasting Corp., Major TV Co., West Michigan Telecasters Inc., Peninsular Broadcasting Co. and Atlas Broadcasting Co.

The interim corporation currently is lining up Washington legal and engineering counsel and an application for approval will be filed shortly with the FCC if the deal goes through. The 10 applicants for Syracuse, N. Y., ch. 9 have agreed on an interim operation in that city and their application has already been approved by the commission (Broadcasting, April 16).

FCC asks KLMC-TV why construction’s delayed

KLMC-TV (ch. 12) Lamar, Colo., was ordered by the FCC last week to explain why the station has not been constructed and two other Colorado vhf permittees lost their permits and call letters after their authorizations expired.

The commission deleted KOUL (TV) (ch. 3) Alamosa, Colo., granted to Harrison M. Fuerst. The construction permit expired Dec. 19, 1961, and the station did not file for a replacement within the 30 days required. Also deleted was KHQL-TV Sterling, Colo., whose permit expired Jan. 2.

Televents Inc., permittee of KLMC-TV, was told by the commission to request a hearing within 30 days on its application for an extension of the construction permit or the request would be dismissed and the call letters deleted. The commission said KLMC-TV has demonstrated no reasons beyond its
control for delaying construction, that the postponement has been voluntary and that, therefore, a hearing is necessary on its application.

Bill Daniels, one-third owner of Televents, has contracted to buy KTVR (TV) Denver for $2 million from J. Elroy McCaw (Broadcasting, Feb. 5) and intends to use the station for a test of the Teleglobe pay TV system. Mr. Daniels also owns KLMF-AM-FM Denver. He heads a catv brokerage firm, and a company which manages over 30 catv systems in 12 states.

Uhf group charges FCC with lack of candor

The Committee for Competitive Television accused the FCC of making misrepresentations and showing a lack of candor in a rebuff last week.

The committee of uhf station operators was furious at the commission's promise to Congress that it will declare a moratorium on deintermixture in exchange for support for all-channel set legislation. Although the FCC paid "lip service" to the expansion of uhf, it refused to listen to those actually running uhf operations who insisted deintermixture is a necessary step to foster the upper band, CCT charged.

If the FCC wishes to show good faith, it should adopt "a uniform and unswerving policy" of making no new grants which would result in the extension of vhf service, CCT urged. The committee's request would freeze not only any new vhf station grants but also the improvement or extension of existing vhf stations. Anything which enhances the dependence of the public on vhf service puts off the establishment of uhf facilities, CCT claimed.

Reply comments on the FCC's eight deintermixture proposals are due June 22. Several requests that replies be suspended are pending.

Ch. 3 applicant withdraws

Tropical Telecasting Corp. (Corpus Christi Caller-Times) has withdrawn from the three-way contest for Corpus Christi, Tex., ch. 3 after its parent company purchased KENS-TV San Antonio (Broadcasting, March 12). Chief Hearing Examiner James D. Cunningham announced that he had dismissed Tropical's application, with prejudice, at the applicant's request.

Still remaining in the ch. 3 comparative contest, which is awaiting initial decision, are dark ch. 22 KVDO-TV Corpus Christi and Nueces Telecasting Co. Tropical asked for permission to withdraw because changed circumstances resulting from its purchase of KENS-TV would necessitate the reopening of the hearing record and a delay in ch. 3 service to Corpus Christi.
CBS HEAD TELLS AFFILIATES THAT PROPOSALS POINT TO CENSORSHIP

Stanton defiant on program screening

CBS authorities laid down sharp attacks on current proposals for screening television programs—one for U. S. programs, the other for U. S. programs to be shown overseas—as CBS-TV network affiliates opened their annual convention in New York last Thursday.

CBS President Frank Stanton criticized the idea, frequently advanced by government officials, that TV programs should be produced with an eye toward presenting a better national image overseas.

He also made clear that CBS-TV won't go along with the NAB's efforts to get the networks to submit programs to the NAB Code Authority for "pre-screening" before they are aired.

Dr. Stanton, speaking in a closed meeting, was said to have told affiliates that the NAB plan would provide the machinery for—and be only one step away from—possible government censorship of programs.

Joseph Ream, program practices vice president for the CBS-TV network, carried the criticism of the NAB plan further, rejecting it on both philosophical and practical grounds. He was quoted as telling the convention that code director Robert D. Swezey, invited to view the controversial program about abortion on CBS-TV's The Defenders, had issued an approval that "at best was timid and at worst was negative."

"Meaningful Drama" - Mr. Swezey's "approval" had said in effect that Mr. Swezey didn't find the program to be in violation of the code. CBS contends—and cites preponderant public and critical support of its position—that the program was "meaningful drama" and responsible television programming of the first order.

Mr. Ream reportedly cited this instance as proof of his contention that any centralized pre-screening authority would be inclined to "play it safe." He said he has the highest respect for Mr. Swezey based on more than 20 years of association, and that Mr. Swezey's lukewarm reaction to the Defenders episode reinforced his belief that nobody in a centralized clearing office could be expected to give more than minimum approval of controversial programming, no matter how well done.

He said the invitation to Mr. Swezey to see the program in advance of its April 28 broadcast was issued in the same way and for the same reasons that church leaders, welfare authorities and others were invited to see it ahead of time. Other CBS authorities said Mr. Swezey was invited as a courtesy and that they were surprised when he issued a statement on it afterward.

The Stanton and Ream speeches were among the highlights of the first day of the affiliates' convention. But the affiliates had to wait till Friday to hear the news that promised to affect their pocketbooks. The network's plan to equalize the so-called "economic imbalance" between network and station profits by reducing affiliates' compensation was slated for presentation Friday morning, and later in the day the affiliates were expected to come up with counter-proposals (see AT DEADLINE).

Details Secret * Details of the network's plan and the affiliates' counter-vice president for information services; Thomas K. Fisher, CBS Inc. vice president and general counsel, and Richard S. Salant, president of CBS News, as well as Dr. Stanton and Mr. Ream.

All sessions were closed, but portions of Dr. Stanton's talk were subsequently released and details of other portions of his talk and of Mr. Ream's leaked out through affiliates and other participants.

The idea that the potential effects on the U. S. image abroad should be considered in the production or selection of TV programs for export is one that has been advanced by a number of government officials, including former CBS newsman Edward R. Murrow, now director of the U. S. Information Agency.

Stanton Talk * Dr. Stanton said in portions of his talk released by network officials: "The implication is not only that we ought to avoid presenting disturbing problems in our society in informational programs, but also that what entertains us at home can adversely affect our reputation abroad and should in some cases be withheld from overseas audiences or not be produced in the first place."

"I dispute both aspects of this theory."

Dr. Stanton continued: "We cannot have a double standard of reporting. CBS will never be a party to a policy of concealment that directs us to hide from the rest of the world our imperfections. It is far more important to show people everywhere that the free press, in every form, has value because it is free to criticize as well as to praise, free to show shortcomings as well as strengths, free to document great needs as well as great achievements."

"The free world has no use for communist journalism because it tells us only what they want us to know. I have great hopes for American journalism—particularly electronic journalism in the new satellite era—because we are free to go before the world—not as the arm of a dictatorial government—but as wholly free to report and discuss the bad as well as the good. Nothing could be more disastrous to our cause before the world than for us to enter voluntary compacts to suppress informational programs dealing with problem areas in our society. For we would never thereafter be without suspicion when broadcasting informational programs that are favorable to our essential character as

Dr. Stanton
TALLEST TOWER PROVES SURVEY POWER

LATEST ARB FOR SHREVEPORT
(March 1962)
Average Homes Reached
Mon. thru Sun. 6:30-10 PM

KTAL 49,200
STA. B 42,300
STA. C 46,100

-AFTER ONLY 6 MONTHS OF TALL TOWER OPERATION-
KAY-TALL IS FIRST!

Channel 6 for SHREVEPORT-TEXARKANA
James S. Dugan, Sales Dir.

BROADCASTING, May 7, 1962
a free people who are moving forward.

"This holds true, too, of our entertainment programs. We ought to be concerned not with our reputation alone but with an honest, undoctored revelation of our character. CBS cannot agree that we ought to conceal the fact that we are diverted by mystery dramas or westerns or situation comedies any more than the fact that we are diverted by reading mysteries or reading westerns or going to musicals. Far more damage would accrue from attempts to represent ourselves abroad as something that we are not than by opening up our whole national life, its light moments, its darks and its follies, as well as its serious concerns, to the view of the whole world.

"Anything else is mischievous doctrine, not only because you would never know where to draw the line but because it is intrinsically wrong. We cannot stand for freedom of communications, and then qualify or departmentalize it. And our strength as a nation derives from what we are—not from what an arbitrator, whether set up by broadcasters or the government or someone else, says we ought to appear to be.

"CBS stands for wholly free, un-repressed communications with the rest of the world—excepting only those matters relating to the national security that are already subject to internal as well as external controls. It cannot participate in any plan to hold back all that is categorized as 'unfavorable' and to put forth only what is categorized as 'favorable.' We would fool no one but ourselves."

**Defies Code** • In addition to his views on tv programming for overseas audiences and his stand against submission of programs for clearance by the NAB with Code Authority which got a round of applause from the affiliates—Dr. Stan tolon also ranged across several other basic issues in his luncheon talk, according to members of his audience.

He was said to have called the recent "Yarborough Report" by the Senate Subcommittee on Freedom of Information (Broadcasting, April 23) a step backward for political broadcasting.

He also was quoted as reviewing CBS's position against denaturalization that would remove existing vhf stations from present locations and deprive fringe-area viewers of service, or that would allow drop-ins that break down the mileage separations currently provided in the FCC’s allocation plan. He also reviewed briefly the status of pending legislation affecting broadcasting but said he planned to give his views on this in greater detail at some future but as yet unspecified time.

Mr. Ream's talk was said to have dealt with standards and practices in both commercials and programming, but primarily programming.

**On Cluttering** • He reportedly said he felt there was some justification for a recent Assn. of National Advertisers committee's complaint that there is too much "clutter" between the entertainment portions of programming, and reported that CBS is engaged in an effort to reduce both the number and length of regular credits. But he noted that some credits are presented in a way that lends them entertainment value.

Mr. Ream was quoted as saying he felt that CBS-TV had made much progress in enforcing standards and especially in reducing the incidence of sex and violence in its programming and had in fact cut the number of sex or violence scenes more than 50% in the last two years.

CBS-TV insists that sex and violence be shown only when essential to development of characterization or plot, never for their own sake, he said. But he also warned that despite this policy the "sex and violence" charge will be heard for a long time and cited the continuing hearings of the Senate's Dodd Committee, the conferences sponsored by the Health, Education & Welfare Dept., etc.

Of the NAB's efforts to get networks to submit programs to the code authority for advance screening, he reportedly told affiliates that participation in such a project runs contrary to "everything we've ever stood for," including the FCC's Mayflower (editorializing) decision, Sec. 315 of the Communications Act (political broadcasting), and the First Amendment to the Constitution.

A 'Lighting Rod' • From a practical standpoint, he continued, the creation of a centralized screening authority "by its very nature would be a lightning rod" to attract criticism from "everybody who dislikes anything about programming"—to the point where the code director and much more staff than he now has would have to spend full time answering criticisms.

The pressures on the code authority director to "play it safe" in passing on programs under the conditions, Mr. Ream was quoted, "would be enormous and, in my opinion, irresistible."

But he said that while CBS firmly opposes pre-screening by the code authority, he isn't sure CBS would be in the majority: he said he knows that one other network (NBC) is agreeable to letting the code group pre-screen under certain conditions, but that ABC's position is not clear to him.

Mr. Ream told the affiliates that public reaction to the Defenders abortion episode taught him a lesson. He had expected a large number of complaints because people with complaints are more inclined to write or telephone than people who approve. The preponderant approval that followed the program, he said, showed him that he has been guilty of the same offense he has criticized others for—"under-estimating the television audience."

He was reported to have told the affiliates that he feels ABC-TV's decision to present the celebrated and widely criticized Fabian episode in its Bus Stop series helped generate a demand for some sort of centralized arbiter of certain programs.

He said he disagreed with ABC's decision to run the episode but that he felt firmly that the decision to run or not to run it was one that could be made only by ABC, its affiliates then deciding individually whether to carry it.

Mr. Ream also apparently undertook to raise the affiliates' spirits about the volume of criticism directed against television. "If the criticism ever dries up," he was quoted as saying, "then television will have dried up."

**WCIV-TV to join NBC-TV**

WCIV-TV Charleston, S. C., will be an NBC-TV affiliate when it begins operation about July 15, Harold E. (Hap) Anderson, president of WCIV-TV, and Tom Knode, NBC vice president for station relations, announced last week. The station, owned by the First Charleston Corp., will be on ch. 4 with 100 kw visual. Lee Gorman is executive vice president and general sales manager of WCIV-TV and William E. Lucas, program director of WSAV-TV Savannah, Ga., is station manager.
School Drop Out, a grave threat to our nation's future. What can be done about it? The ABC television station in Los Angeles has determined that much can be done about it. In cooperation with the City and County Schools, Channel 7 is spearheading a campaign to combat this serious loss to society. Specially created films for high school use, prepared material for high school newspapers, recorded spots for radio, theatre trailers, and round the clock on-the-air TV promotion are but a few examples of public appeals being made to teenagers and their parents... another community service by KABC-TV.

Owned and operated by American Broadcasting-Paramount Theatres, Incorporated Represented nationally by ABC-TV National Station Sales, Incorporated
WESTINGHOUSE BUYING WINS

Tells FCC it would relinquish WBZA Springfield if $10 million purchase from McCaw is approved

An application for FCC approval of the sale of 50 kw WINS New York by J. Elroy McCaw to Westinghouse Broadcasting Co. for $10 million was filed last week, following an earlier report of the transaction (CLOSED CIRCUIT, April 9).

Involved in the transfer is the future of WBZA Springfield, Mass. WBZA operates synchronously on the same frequency (1030 kc) with parent station WBZ Boston. Both are owned by WBC, which has its maximum number of seven radio stations.

Westinghouse told the FCC that it was ready to surrender the license of WBZA upon approval of the purchase of WINS. To that end it petitioned that the FCC approve the WINS purchase and at the same time allow the pending application for the license renewal of WBZA to be withdrawn.

WBC stations are, in addition to WBZ-AM-FM-TV and WBZA-AM-FM the following: KDKA-AM-FM-TV Pittsburgh, KEX-AM-FM Portland (Ore.), KYW-AM-FM-TV Cleveland, WIND Chicago, WOWO Fort Wayne, KPIX (TV) San Francisco, and WJZ (TV) Baltimore. WBC at one time contracted to buy KLAC-AM-TV Los Angeles, but this transaction was cancelled by mutual consent.

This is Westinghouse's second attempt to get into New York. Last year it agreed to pay $10 million for WMGM that city. But the deal was called off when Westinghouse's station licenses were held up pending an FCC determination of WBC's qualifications after its parent company had been found guilty of a price fixing conspiracy in the electric power equipment field. Actually, this is the second transaction for the sale of WINS too. Last year Storer Broadcasting Co. agreed to pay $10 million for the station, but the contract was cancelled because the WINS license renewal was in abeyance pending a study of alleged payola by employees of the station. The WBC licenses and the WINS license were subsequently renewed.

Mr. McCaw owns KTVR (TV) Denver which he is selling to Bill Daniels, Denver community antenna broker and management consultant, for $2 million. Mr. Daniels plans to test pay TV over KTVR using the Telleglobe system (BROADCASTING, April 2).

Mr. McCaw also owns KTVW (TV) Tacoma-Seattle and 50% of KELA Centralia, Wash.

Both WINS and KTVR are licensed to Gotham Broadcasting Corp. Gotham had gross sales of $2,168,300.83 in 1961, with almost $40,000 deducted for rebates and allowances. Operating expenses totaled $1,281,223.89, and operating profit, after depreciation, was $779,214.38. Net profit for the year was $722,545.57. Gotham's total assets were listed at $3,985,849.71, of which $1,282,250.45 were current assets. Current liabilities were recorded as $1,310,872.27 and net worth $673,498.38.

In stating his reasons for selling, Mr. McCaw pointed to losses in Denver and Tacoma, and the fact that family responsibilities made frequent trips to New York undesirable.

The breakdown of the $10-million purchase price includes $6,996,261.82 for “intangibles.”

Tauf Broadcasting stock goes on the exchange

Trading in the shares of Tauf Broadcasting Co. began Wednesday (May 2) on the New York Stock Exchange. The closing price Thursday was 18 3/4.

Listed on the exchange were 1,578,938 shares of common stock plus 15,137 shares reserved for bonuses and 15,624 shares under the company's stock option and bonus plan.

Tauf stock was formerly traded over-the-counter. The company owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, Ohio, WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.

Changing hands

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

• WINS New York, N. Y.: Sold by J. Elroy McCaw to Westinghouse Broadcasting Co. for $10 million (see story on this page).

• KYA-AM-FM San Francisco, Calif.: Sold by Bartell Family Radio Group to Clinton D. Churchill and others for $1.25 million in cash. Mr. Churchill is the former vice president and station manager of WKBW-AM-FM-TV Buffalo, N. Y., sold last year by the Churchill group to Capital Cities Broadcasting Corp. for $14 million. Associated with Mr. Churchill, who will own 27.5%, are Lewis Avery, of Aver-Knodel station representative firm,

the sales we reject... prove our worth

In selling or buying a broadcast property, one of your greatest protections is Blackburn's often demonstrated willingness to reject a sale rather than risk our reputation. For our business is built on confidence, and no single commission can be worth as much as our good name. Why hazard the risks of negotiating without benefit of our knowledge of markets, of actual sales, of responsible contacts?

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BROADCASTING, May 7, 1962
10%, and former stockholders of WKBW-TV: Edythe E. Churchill, Mr. Churchill's sister, 27.5%; Edward H. Kavinoky, 15%; the Stovroff family, 15% and Darwin Martin, 5%. Bartell stations include in addition to the San Francisco outlets, WOKY Milwaukee, KCBQ San Diego and WADO New York. The Bartells also are principal stockholders in Macfadden Publishing Co. and have agreed to back the Teleglobe pay TV test in Denver, Colo., over KTTR (TV) there (BROADCASTING, April 2). KYA operates with 5 kw daytime and 1 kw nighttime on 1260 kc. KYA-FM operates on 93.3 mc with 15 kw. Broker was Blackburn & Co.

- WFOX Milwaukee, Wis.: Sold by Howard Miller to Fox Broadcasting Corp. for $385,000. Fox Broadcasting includes Jack Raymond, present manager of station, and Marine Capital Corp., a small business investment company. Mr. Miller retains WGEZ Beloit, Wis. Station is a 250 kw daytime on 860 kc.

APPROVED * The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 79).

- WHAM, WHFM (FM) Rochester, N. Y.: Sold by Henry J. Christol Co. to Rust Broadcasting Co. for $1.3 million and agreement not to compete for five years. Rust Broadcasting is headed by W. F. Rust Jr. and Ralph Gottlieb who own WKBK-AM-FM Manchester, WTSN Dover, WKBK Keene, all New Hampshire; WNOW-AM-FM-TV York, WRAW Reading and WAEB Allentown, all Pennsylvania. FCC approval conditioned that transfer not be consummated until Mr. Rust disposes of one of his am interests.

- WACE Leesburg, Va.: Sold by William T. Stubblefield to James H. and Valeria H. Symington, John Gill and A. V. Tidmore for $121,356 and agreement not to compete for five years. Mr. Tidmore owns WPPA-AM-FM Pottsville, Pa., and WSBB New Smyrna Beach, Fla., and has an interest in WJEJ Hagerstown, Md. Commissioner Robert T. Bartley dissented.

- KTOB Petaluma, Calif.: Sold by Lloyd Burlingham to William T. Stubblefield for $115,612 and $5,000 for agreement not to compete for five years. Mr. Stubblefield is former owner of WACI Leesburg, Va. (see above) and former station broker. Commissioner Robert T. Bartley dissented.

ABC Radio count: 417

ABC Radio last week added 13 stations to its list of affiliates, bringing the network's total to 417.

The stations are KCTA Corpus Christi, Tex.; WAXX Eau Claire-Chippewa Falls, Wis.; WGEE Indianapolis, Ind.; WNBH New Bedford-Fall River, Mass.; WDUN Gainesville, Ga.; KINT El Paso, Tex.; KWRE Warren, Mo.; KWEL Midland, Tex.; WAMD Aberdeen, Md.; WAUB Auburn, N. Y.; WCJU Columbia, Miss.; WBEK Elk City, Okla., and WZKY Albermarle, N. C.

**Time-Life purchase of KOGO is closed**

Time-Life Inc., May 1 officially became the owner of KOGO-AM-FM-TV San Diego. Selling price was $6.125 million (BROADCASTING, March 26). The stations, a division of Time-Life Broadcast Inc., will continue to be under the direct supervision of William E. Goetze who will be responsible to Hugh B. Terry, president and general manager of KLZ-AM-FM-TV Denver.

The buy brings to five the number of broadcast properties owned by the magazine publication firm. The others are KLZ-AM-FM-TV; WTCN-AM-FM-TV Minneapolis; WBFR-AM-FM-TV Indianapolis; WOOD-AM-FM-TV Grand Rapids, Mich.

The KOGO stations were sold by the Washington Post Co. (Post-Newsweek stations), the private investment firm of Fox, Wells & Rogers and several individual minority stockholders. The deal includes an agreement by the sellers not to compete in radio or tv within 75 miles of the KOGO transmitters for a period of five years.

On hand for the ceremonies marking the change in ownership were Andrew Heiskell, Time Inc. board chairman; Weston C. Pullen Jr., vice president for broadcasting; Frederick S. Gilbert, vice president and general manager of Time-Life Broadcast Inc.

Commenting on the purchase, Mr. Heiskell said, "Time Inc. is proud to become a part of San Diego's future by our purchase of one of the city's outstanding communications facilities. We have watched the tremendous growth of San Diego over the past 10 years, and what we've seen has convinced us that the long-range outlook is one of the brightest any area in the U.S."
Labunski gives Minow sandpaper test

WMCA MANAGER CHARGES FCC CHAIRMAN WITH LOOSE TALK ABOUT RADIO

In the strongest attack yet made on FCC Chairman Newton Minow by a broadcaster, Stephen B. Labunski of WMCA New York charged last week that the chairman not only had "learned very little" about radio but had let his "initial innocence" become "contaminated by a few questionable facts which have led him to numerous improbable conclusions."

Mr. Labunski said Chairman Minow in his NAB convention speech last month misrepresented radio's audience, criticized radio for the same features he advocates for television, underestimated the motives of broadcasters and the services of many small stations, appeared inclined to discriminate in favor of radio networks and while disavowing censorship seemed to urge "unofficial censorship" through the NAB.

Mr. Labunski said he knows some broadcasters "who might really contribute something" to the forthcoming "shirtsleeves session" on radio, advocated by Mr. Minow and supported by NAB, but who "may not attend until Newton Minow starts to talk their language a little better than he has to date."

"I have a terrible feeling," Mr. Labunski said, "that I am on an airplane and Mr. Minow is the pilot. I see him walking up the aisle carrying a book under his arm with the title, 'How to Fly in Ten Easy Lessons.' The book looks as though it hasn't been opened. I wish us all a happy landing."

Mr. Labunski spoke at a luncheon meeting of the Advertising Club of Wilkes-Barre, Pa., last Wednesday. His speech was broadcast by WBRE and WILK, both Wilkes-Barre, and other stations in the area.

Distorted • The WMCA vice president and general manager said that Mr. Minow "greatly distorted the true picture of radio listening" when he reported that sets in use average 9% or 4.5 million homes in the daytime and 6% or 3 million homes at night.

He said "nobody seems to know" where Mr. Minow got these figures but that "most likely" they are Nielsen per-minute average and in any event they represent a fraction of radio's true dimensions: That Nielsen shows radio reaches more than 47.5 million different homes a week, or almost 39 million homes per day during daytime hours and 24.5 million each night.

"The one place radio, with its undeniably universal accessibility, has not reached is the hallowed halls of the FCC, judging by things which FCC spokesmen have periodically said about the medium," he asserted.

Mr. Labunski challenged the chairman's conclusions regarding the growth of radio from 996 stations in 1946 to 3,451 in 1960:

"Instead of concluding from this that the American people are currently being served by a great variety of radio programs and that the listener might therefore be richer in choice than he had ever been, Mr. Minow immediately went . . . to the conclusion that the quality of radio services had been seriously impaired by the over-abundance of radio stations."

"This is a strange conclusion for Mr. Minow, who has been a prime advocate of greatly expanding the number of television stations in this country for the express purpose of broadening viewer choices and improving programming through the pressure of competition."

"The situation he is advocating for television exists with a vengeance in radio; yet his conclusions about radio are largely couched in negative terms and critical stereotypes with hardly a reference to the industry's ability to flourish during the years of television's greatest expansion and without recognizing those qualities of the radio business which provide a seemingly endless supply of men and women who would like to get into radio despite the known economic hazards which cause one-third of the industry to swallow red ink every year."

Mystified • Mr. Labunski said the FCC chairman was "mystified" because "radio stations do not fade away; they just multiply." This, he said, "simply means that there are a large number of ambitious and interesting people in our country who are anxious to undertake one of the most exciting and potentially rewarding careers open to them—the radio broadcasting business—combining as it does the satisfactions of communicating with an audience, playing a vital role in one's community and engaging in a highly competitive business enterprise in which the financial rewards for success can be substantial."

He quoted Mr. Minow as referring to radio as "dull, dreary . . . wild . . . raunchy records . . . tasteless chatter . . . rip-snorting, inaccurate news reports."

"If this is Mr. Minow's total impression of radio, he said, then the chairman "has not done very much representative listening; instead, he has been content to let a well-known critic of radio supply him with his philosophy and, indeed, his choice of words."

The least Mr. Minow could do, he suggested, is invent his "own cliches."

He cited Mr. Minow's commendation of variety in programming, and said: "The fact is that in many major cities variety already exists when you take the radio service as a whole. If this is what the chairman meant, he didn't say so. Instead, he made broadcasters recall the discussion of some time ago about the need for 'program balance' on a station-per-station basis."

"I hope this doesn't mean that every station playing popular music must play some symphonies because, in all fairness, it will also mean that all stations playing symphonies will have to schedule some rhythm-and-blues every now and again. Or does 'program balance' really work only one way—as an instrument to force FCC tastes and preferences on the American people?"

Mr. Labunski agreed that children's programs would be desirable, "provided we find any evidence" that children will listen to this fare. But he cautioned against confusing "children" with "teenagers," whose musical tastes are often criticized. "Perhaps," he suggested, "Mr. Minow could be helpful by suggesting a cut-off age—11, perhaps 12—when 'children's programs' (a worthwhile project) become 'teenage' programs (a not-so-worthwhile project)."

First brush • He found it hard to reconcile Mr. Minow's "conception of low radio usage" with his observation that more people are apt to hear of a news event from radio than from any
guiding missiles through "Keyholes in the sky"

John Glenn's capsule had to pass through what space experts call a "keyhole in the sky." It did, because of the flawless performance of the Burroughs guidance computer system at Cape Canaveral.

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so many data processing problems end with B
other medium. "But let's be charitable," he said, "and assume that he has had his first brush with ratings and that he may learn to interpret them better in the future."

The WMCA vice president found it "inconceivable" that Mr. Minow would suggest that the station-ownership limits might be raised for networks to encourage them to stay in the news and programming business.

He called the idea "patently discriminating" and possibly beyond FCC's jurisdiction—although, he said, it obviously would entitle his own company, the Straus Broadcasting Group, to "a subsidy" for its Radio Press International, a voiced news service.

"In effect," he said, "Mr. Minow is proposing that the FCC bolster the radio networks, which it does not regulate, through the device of expanding their ownership of stations, which the FCC does regulate. Why not suggest that newspapers be allowed to own more radio stations? Many of them are in deep financial trouble and some profitable radio stations might keep them in business as well. I am afraid that Mr. Minow is a dreamer—he hopes that by increasing the size of the library reading room he is going to get more people to read the right books."

Of Chairman Minow's belief that there are too many commercials and that stations should join NAB and subscribe to its Code, he said: "Does this mean that no station which does not subscribe to the Code has standards which are at least as good—or better? . . . The NAB already has urged television networks to allow them to pre-screen upcoming programs, and from this point it's but a short step to suggesting something similar for radio stations.

"Mr. Minow keeps insisting that he is opposed to FCC censorship, yet he seems to be toying with a form of unofficial censorship through the NAB."

Mr. Labunski said that some broadcasters already have high standards and that "others, under pressure of increasing competition, will sooner or later recognize the need for them." He said "Mr. Minow can add his encouragement to this trend if he will but first come to know and understand the radio business as it really is and talk to radio broadcasters in radio terms. . . . This would be a perfectly proper role for the chairman of the FCC to play, but he must first establish an understanding and a rapport with broadcasters which are now so obviously lacking."

Reason for Being = He said the FCC chairman "may be right" in questioning whether tiny radio stations "with a staff of a combo man and the owner" can serve as a communications medium in the public interest. But, he added, "I

7 + 6 = 1

This little golf ball is destined for a place of prominence on the mantle of Walter J. Brown, president of WSPA-AM-TV Spartanburg, S. C. For it symbolizes the fulfillment of his and every other golfer's dream: a hole-in-one. Mr. Brown, a golfer for 40 years, made his ace with a No. 6 iron on the Spartanburg Country Club's No. 3 waterhole April 21. He also reports that he did it with a Titleist 7 ball ("I always use the ball with our TV channel number").

remind him that in 900 American communities served by radio stations, there is no daily newspaper service. Maybe the radio station is all that community has to keep in touch with the rest of the world. Some of these tiny am stations with a combo man and the owner, struggling to survive every new day, do an outstanding job in serving their communities.

"Does Mr. Minow propose that we obliterate small, struggling stations and depend on the networks and other industry giants to spread the word? Is it the purpose of a regulatory agency to encourage monopoly, permit mergers under which the strong gobble up the weak, all the while proclaiming undying dedication to private enterprise and the need for varied, diverse, community-oriented programming and news services?"

Mr. Labunski also challenged Chairman Minow's assertion that broadcasters are reluctant to face members of their audiences in local hearings:

"Alas, Mr. Minow is confusing audience with spokesmen . . . . Broadcasters are understandably leery about being put on the carpet by special-interest groups with their self-appointed and self-righteous spokesmen who, often without benefit of popular election or recognizable mandate, purport to speak for audience groups. It is at best a very superficial view of life, as any elected public official will tell you."

NAB committee reviews reorganization plans

Several plans for reorganization of NAB to cut the size of the board and simplify the association's structure have been reviewed at a meeting of the NAB Board Composition Committee, held in Washington.

Richard W. Chapin, KFOR Lincoln, Neb., was elected chairman of the group. Further study of the proposed reorganization plans will be made preparatory to the June 25-27 board meeting in Washington. It is not expected, however, that specific plans for board action will be offered at that time.

At its winter meeting the board rejected a proposal to reduce the size of the radio board from 29 to 18 and the tv board from 14 to 10 (Broadcasting, Feb. 5).

Members of the board composition committee besides Chairman Chapin are John S. Booth, WCHA Chambersburg, Pa.; Hugh O. Potter, WOMI Owensboro, Ky.; Ben Sanders KICD Spencer, Iowa; Ben Strouse, WWDC Washington; Henry B. Clay, KTHV (TV) Little Rock, Ark.; James D. Russell, KKTG (TV) Colorado Springs, Colo.; Eugene S. Thomas, KETV (TV) Omaha, Neb.; William B. Quarton, WMT-TV Cedar Rapids, Ia.; Joseph C. Drilling, WJTV-Cleveland. The committee was appointed at the winter board meeting.

WLIE soon to move to improved quarters

WLIE New York is spending approximately $100,000 to move its offices and studios from the Hotel Theresa to refurbished quarters at 310 Lenox Ave., New York. Operation in the new location is to begin the end of this month.

Harry Novik, WLIE president, said the station will have 50% more space than at present. New RCA broadcast equipment has been purchased, he said.

WLIE specializes in programming for the Negro audience except for 7½ hours of Polish and Spanish broadcasts on weekends. Mr. Novik noted that when he assumed ownership of the station in 1949, it broadcast in 16 languages and had a part-time staff of foreign language announcers and producers-directors. WLIE currently has a full-time staff of 32 announcers, newsmen, directors and sales and clerical employees.

WLIE has applied to the FCC for an FM station and for an increase in power to 10 kw. It now operates with 1 kw.
CHILDREN DESERVE BETTER TREATMENT FROM US

Our Oftentimes Flagrant Disregard For
Teaching Good Eating Habits Costs Dearly

It is very unfortunate that too often in the United States we let our concern about how we should manage our abundance of food blind us to the fact that millions upon millions of our people are malnourished—not necessarily under-nourished but, rather, poorly nourished.

Repeated studies of the nutritional status of the American people have pointed out that many of us simply have not learned how to eat sanely and sensibly to help maintain good health. Obesity is estimated to be a problem for one out of every five of us. Among our children, teen-age girls frequently are very badly nourished because of false ideas and fads they follow instead of learning sound health habits which could help them achieve their goals.

While many parents spend frustrating hours teaching their children proper table manners, often we completely overlook the fact that the lack of good eating habits among our children is one of the key factors which contributes to the generally low state of physical fitness among us. Physical exercise and adequate rest are also very important to fitness, of course, but the young person’s body must be built and it must be maintained with the right kinds and amounts of food.

BASIC EATING PATTERNS ARE LEARNED AT HOME

Parents cannot shun their responsibility in teaching their children how to eat properly—in terms of selecting the kinds and quantities of food that are needed. Most of our basic life-long eating patterns are established in our earliest years at the family dinner table. Our children learn much from our example. If parents eat sensibly, then it is much more likely that our children will eat sensibly.

Also, we should not overlook any early tendency toward using food to help alleviate the pains of psychological distress. The child who turns to stuffing food into his stomach whenever problems overwhelm him is learning a pattern that will be extremely difficult to change in later years. Obesity is likely to add to the child’s distress and become a problem throughout his life. Parents have an obligation to try to avoid this very unhappy situation in which food substitutes for psychological needs.

Children, as parents so rapidly learn, do go through stages, especially when they reach the teen years and when they are girls. Appearance is usually tremendously important. Having “vitality” and energy enough to keep up with the crowd are also urgent needs. It is very unfortunate that we adults have done such a poor job in teaching our children that good health habits will give them the maximum amount of help in achieving exactly what they want—good appearance, vitality, energy.

THE YOUNGSTERS TOO OFTEN TURN TO HARMFUL FAD IDEAS

Teen-age girls, especially, will turn to many different fads, unaware that sound nutrition through sane eating habits, adequate exercise, and sufficient rest will do more to help their appearance and to give them vim and vigor than any other things they might do. As a matter of fact, these unfortunate youngsters too frequently learn much later than they should that the fad diets and other “easy” approaches to beauty and vitality work against achieving their goals.

Nutrition scientists have done a highly competent job thus far in determining the kinds and amounts of foods we need for adequate nutrition. Daily Food Guides—based on servings from four major food groups: (1) milk and other dairy products; (2) meats, poultry, and fish; (3) fruits and vegetables; (4) cereals and grains—are readily available to all families who certainly ought to be using these guides as regularly as any other aid to building and maintaining the family’s health and happiness. The guides suggest simple yet tasty eating patterns. We dairy farmers will be happy to send one to you if you don’t have one at present.

Following sensible eating patterns—which vary by age and amount of physical activity—is not difficult. Eating a well balanced diet can be just as interesting and enjoyable as eating meals that contribute to obesity or other illness or lack of vigor. There is an abundance of highly nutritious and tasty foods available to the American people. Now we must concentrate on teaching ourselves and our children how to select from these foods the kind of diets that will keep us healthy.
ETV AID STIRS EDUCATORS

Annual IERT in Columbus hears Goldin, Nestigen explain mechanics, possibilities

The new $32 million educational television bill signed by President Kennedy (see story, page 60) highlighted most of the discussion last week at the 32nd Institute for Education for Radio-TV, sponsored by Ohio State U., in Columbus. Ohio. Optimism ran high for the opening of new frontiers of service to education through expansion of facilities in etv.

Hyman H. Goldin, chief of FCC Research & Education Div., told the institute Wednesday that the commission is cooperating with the National Assn. of Educational Broadcasters in a program to test various allocation techniques to find the most efficient system of allocation for major-market areas. He predicted uhf channels eventually will be in short supply in such areas.

Details of the new etv law were related by Ivan Nestigen, Undersecretary of the Dept. of Health, Education & Welfare. He appeared on the opening panel with Mr. Goldin.

The Canadian Broadcasting Corp. was the leading winner in the institute’s annual presentation of awards in radio and tv (see page 82). The CBC took 10 first-place awards.

J. W. Cook, vice president of American Telephone & Telegraph Co., Friday, told of the tremendous potential for etv by communications satellite. He explained that the AT&T Telstar, to be launched early this summer, and others to follow, “are just a natural extension of the services that the common carriers are providing across the country” (see story, page 86).

Once the barriers of language, customs, geography, economics and politics are overcome, Mr. Cook said, “knowledge can be brought to millions upon millions throughout the world, especially in the underdeveloped nations” with communications satellites.

Better Programs Needed = Samuel B. Gould, new president of Educational Television for the Metropolitan Area Inc., New York, speaking Thursday evening, indicated that the quality of educational tv programming “must be vastly improved” if etv is to play an increasingly vital role in meeting the challenge of the space age.

The impact of the technology on the field of education generally was discussed in a panel session Thursday morning by C. Walter Stone, director of the educational media branch, U. S. Office of Education; Charles F. Schuller, director of audio-visual center, Michigan State U.; and James D. Finn, professor of education, U. of Southern California.

Mr. Goldin explained to the institute that “while the uhf channel spectrum seems as wide open as space at the moment, the situation can change. It is easy to develop tightness and complications in the highly populated areas such as New York metropolitan area, and the other larger centers.”

This is the reason why the FCC has given its support to the allocations study project of the NAEB, Mr. Goldin explained, and for which NAEB is currently seeking federal funds. “The purpose of this study,” Mr. Goldin said, “is to try out a variety of different allocations techniques on a computer in the hope that a significant number of assignments can be found, at least in the uhf.”

The commission also has been giving some through to the institute of a rule-making proceeding to adapt some of the channels in the 2000 mc band for specialized instructional use, Mr. Goldin reported. He said this could be a “boon for in-school broadcasting.”

Other highlights of the institute included a live demonstration showing how radio can be used for medical briefing and instruction, a project currently in operation at WAMC (FM) Albany, N. Y.; an educational station operated by Albany Medical College.

The program helps keep doctors up to date on new developments without leaving their offices or hospitals. The demonstration, presented by Albert Fredette, WAMC manager, was broadcast on a special network of nine educational stations in the Midwest and East.

JANUARY NETWORK TV GROSS UP 10.4%

TvB reports rise for all three networks for the month

Network tv gross time billings for January of $65.5 million—an increase of 10.4%—were reported last week by Television Bureau of Advertising. Each network showed an increase for the month, CBS-TV scoring the largest gain of 13.9%, NBC-TV up 10.7% and ABC-TV was up 4.9%.

To compare 1962 figures with billings a year ago, the bureau for the first time released a month-by-month revision of 1961 figures. The newly revised

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**NETWORK TELEVISION GROSS TIME BILLINGS**

<table>
<thead>
<tr>
<th>January 1961</th>
<th>January 1962</th>
<th>Percent Changes</th>
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<tbody>
<tr>
<td>American</td>
<td>$15,898,310</td>
<td>$16,673,662</td>
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<tr>
<td>Columbia</td>
<td>22,378,008</td>
<td>25,498,117</td>
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<tr>
<td>National</td>
<td>21,099,253</td>
<td>23,358,679</td>
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<tr>
<td>Total</td>
<td>$59,375,571</td>
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**1961 ADJUSTED GROSS TIME BILLINGS**

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<tr>
<th>DATE</th>
<th>TOTAL</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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<tr>
<td>January</td>
<td>59,375,571</td>
<td>15,898,310</td>
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<tr>
<td>February</td>
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<td>15,791,220</td>
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<td>21,444,509</td>
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<td>June</td>
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<td>20,823,987</td>
<td>20,731,592</td>
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<td>July</td>
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<td>14,296,970</td>
<td>21,194,926</td>
<td>19,876,871</td>
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<td>August</td>
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<td>September</td>
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<td>21,459,225</td>
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<td>October</td>
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<td>November</td>
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Source: TvB/LNA-BAR

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**BROADCASTING, May 7, 1962**
NAB-RTNDA readies court coverage plan

A score of test cites for demonstrations of broadcast coverage of court trials will be selected by a joint committee of NAB and Radio Television News Directors Assn. representatives for submission to the American Bar Assn.

Details of the plan were worked out at a May 1 meeting of a joint NAB-RTNDA planning group. It contemplates inviting stations in markets all over the country to serve as local coordinators for proposed court coverage tests. The final draft is to be submitted to ABA by the end of May, ABA selecting test cities under a proposal submitted to it Feb. 18 by Richard Cheverton, WOOD-AM-TV Grand Rapids, Mich., as RTNDA president (BROADCASTING, Feb. 19).

Handling ABA's participation is a special committee headed by John Yauch Sr., Newark, N. J.

Taking part in the May 1 session at NAB were Mr. Cheverton; Howard H. Bell, NAB public affairs vice president; Jim Bormann, WCCO Minneapolis, also representing RTNDA; Frank P. Fogarty, WOW-AM-TV Omaha, Neb., chairman of NAB's Freedom of Information Committee; Douglas A. Anello, NAB general counsel, and Dan W. Shields, NAB special assistant for tv.

Sarnoff asks removal of Sec. 315 restraints

Robert W. Sarnoff, NBC board chairman, asked for speedy legislation Friday (May 4) to permit broadcasters to program face-to-face debates by candidates in next fall's mid-term elections.

Mr. Sarnoff said existing law discourages tv and radio debates in some major contests where more than two candidates are expected to run for each office.

He made his proposal in a speech accepting the first award by the League of Women Voters of the United States in 42 years. The award, citing an American government course on NBC-TV's Continental Classroom, honored him for "outstanding contribution to public enlightenment and good citizenship." The league also cited Dr. Peter H. Odgaard, who conducts the course.

Mr. Sarnoff noted that appearances of presidential candidates on the "great debate" programs in 1960 were made possible by temporary lifting of the "equal time" restriction of Sec. 315 of the Communications Act.

"In my view, the responsible performance of broadcasters in 1960 fully justifies a prompt end to the "equal time" penalty in campaigns for every office," he said.
Radio selective, Pennsylvanians told

WEBSTER EMPHASIZES NEED FOR AUDIENCE DATA

Radio will prove to be the most selective medium in all advertising because most stations attract their own special audiences, Pennsylvania Assn. of Broadcasters was told at its April 29-May 1 meeting by Mauie Webster, CBS Radio Spot Sales vice president. The PAB meeting was held at Pocono Manor Inn, Pocono Manor, Pa.

Mr. Webster warned, however, that more must be learned about audiences, "not just their size but who they are. . . "Are they in the low, middle or high income categories; young or old; high school or college graduates? Are they light or heavy product users?"

Radio Advertising Bureau, he said, has employed this type of information in its "On Target" research studies and department store advertising techniques.

Advertisers can't substitute gross rating points for sales dollars in a profit and loss statement, he explained, noting that selection of radio stations requires as much attention to editorial content as the selection of magazines.

Julian Goodman, NBC News vice president, said that with the growth of broadcast news and public affairs, there is an increasing responsibility for all concerned, including station managers, to see that stations hire competent news directors, give them adequate money and support, and have them report directly to top management.

Robert E. Eastman, president of the New York radio rep firm of that name, talked about "Making Radio Easier to Buy."

He contended the paper work involved in buying radio is "really not very complicated," just one piece of paper—the confirmation contract—serving as "the principal instrument for the execution of a spot radio single market transaction."

Regardless of product advertised, Mr. Eastman said, radio advertising should be purchased primarily for maximum circulation and, secondarily, for unduplicated audience. Radio will be easier to buy, he concluded, "when creative people once more realize the power of words and sounds and how they can be skillfully applied to paint vivid pictures and stir consumer desire."

Meredith almost doubles net

Meredith Publishing Co. almost doubled its net earnings for the first nine months of its fiscal year, ending March 31, on overall revenue that was up by almost $9 million over the same period last year.

Revenue for the nine fiscal months totaled $52,845,770 compared to $43,961,618 for the same period the previous fiscal year. Net earnings were $2,413,174 ($1.81 per share on 1,331,- 212 shares) compared to last year's $1,347,503 ($1.02 per share on 1,323,- 866 shares). The largest part of the increase came from current reporting of a full nine month's earnings of the Textbook Publishing Division, whereas the 1961 figures included this division's earnings only after acquisition.

Meredith stations are KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, WOW-AM-FM-TV Omaha and WHEN-AM-TV Syracuse.

ABC-TV acquires two new primary affiliates

ABC-TV last week announced the addition of two primary affiliates: WRAL-TV Raleigh, N. C., and ch. 9, Syracuse, N. Y.

WRAL-TV will become an ABC-TV affiliate on Aug. 1, according to A. J. Fletcher, president of Capitol Broadcasting Co., licensee of the station, and Robert L. Coe, ABC vice president in charge of tv station relations. WRALTV is on ch. 5 with 100 kw. The station has been a primary NBC-TV affiliate.

The new Syracuse station joins ABC-TV effective Sept. 15, according to Mr. Coe and Asher S. Markson, president of Channel 9 Syracuse Inc., an interim group of 10 applicants for the Syracuse channel who will operate the station until the FCC awards the facility to one of them. The interim station will operate with 100 kw.

Ziv-UA no longer to film own shows

EXPERIMENT TRIED LAST YEAR TO BE MADE PERMANENT

Ziv-United Artists is changing to a fully-independent television production operation and thus will not renew a lease it has held on a Hollywood studio, the company announces.

Until last year Ziv-UA produced program series with its own staff producers and directors. In 1961, on an experimental basis, the company signed several outside producers, including Chrislaw Productions, David Wolper Productions and Jack Douglas, to create series for Ziv-UA distribution. Arthur B. Krim, United Artists president, and John L. Sinn, Ziv-UA president, said this policy had brought "many outstanding artists into the Ziv-UA fold" because it provided "complete creative freedom."

Among the series scheduled for independent production are Stoney Burke, set for showing on ABC-TV next fall (Daystar Productions); Howie (Chrislaw Productions); The Story Of . . . a syndicated series (David Wolper Productions); Keyhole, a syndicated series (Jack Douglas); Dreams of Glory (Jaguar Productions) and Quick on the Draw (Jerry Hammer Productions).

Ziv-UA's office in Hollywood will remain fully staffed, it was said, and will continue to function for the coordination of productions for Ziv-UA distribution to both network and syndication outlets.

Goodson-Todman reaches 32 weekly on networks

Goodson-Todman, tv game show specialist, will have a record 32 half-hours weekly on network tv when re-runs of its non-game program, The Rebel, start June 27 on NBC-TV (Wed. 8:30-9 p.m. EDT).

Under recent transactions, Goodson-Todman's Play Your Hunch, a successful daytime entry since 1959, next month will go on NBC-TV Wednesday at 10-10:30 p.m., a time currently occupied by Bob Newhart. Merv Griffin will continue as m. of both the daytime and nighttime versions of Play Your Hunch.

At CBS-TV, G-T has signed a two-year contract for the nighttime version of To Tell the Truth, effective December 1962. Truth will have a daytime version starting June 18 under a firm 52-week deal. Bud Collyer will be host of both versions, but current plans call for an entirely new panel of players for the daytime show.

Next fall, Goodson-Todman will add a Sunday evening edition of its new daytime show, Password, to NBC-TV's schedule, putting it in the early evening 6:30-7 p.m. slot.
For the convenience of those interested in the "Iowa Breakfast Studies," 2000 copies of this carefully prepared 50-page Summary were sent to professional men and women. It covered the 20 scientific papers published through 1956. The plans of the experiment, techniques employed, data collected, and an interpretation of their meaning were presented. Since additional scientific papers have been published, a second edition of this Summary will be prepared as a further convenience and professional service to those interested in the "Iowa Breakfast Studies."

CEREAL INSTITUTE, INC.
135 South LaSalle Street, Chicago 3
A research and educational endeavor devoted to the betterment of national nutrition
The IERT choices in radio-tv programs

The annual awards of the 32nd annual Institute for Education by Radio-Television in Columbus, Ohio (see story, page 78), were announced last week.

The awards (breakdown shows radio-television first place winners, television honorable mention and radio honorable mention):


Programs designed for use in primary grades: (national) Radio: No entries; (national) Television: "What's in the News" KSLM St. Louis.


Programs designed for use in junior and senior high school: (national) Radio: "Canada Turns 100" CBC; (regional) Radio: "The Challenge of Space Flight" WNYC and WUFT Television Unit; (local) Radio: "Let's Look at the News" WNYE Board of Education of New York City.

Programs designed for use in junior and senior high school, open or closed circuit: (national) Television: "Make a Video" KSLM St. Louis; (national) Radio: "The Challenge of Space Flight" WNYC and WUFT Television Unit; (local) Radio: "Let's Look at the News" WNYE Board of Education of New York City.


Programs designed for use in senior high school, open or closed circuit: (national) Television: "What's in the News" KPIX(TV) San Francisco; (national) Radio: "The Challenge of Space Flight" WNYC and WUFT Television Unit; (local) Radio: "Let's Look at the News" WNYE Board of Education of New York City.


Special one-time broadcasts: (national) "An Age of Kings" WNYE Board of Education of New York City. Television: "Physical Education for Fifth and Sixth, Columbus Board of Education and the Canadian Broadcasting Corp.; (local) Radio: None; Television: "What's in the News" KPIX(TV), School Programs Dept., St. Louis.

Systematic instruction for elementary school levels, open or closed circuit: (national) Comparisons. WDBJ Roanoke, Ted Rogers; WDBJ Roanoke, Dave Robinson and Frank O'Roark.


Systematic instruction for college and adult levels, open or closed circuit:

Virginia AP group makes 27 news awards

The Virginia Associated Press Broadcasters last week presented 27 awards for outstanding achievement in the broadcasting and telecasting of news in an annual competition. A total of 41 entries were judged from 10 radio stations and 24 entries from five television stations.

A cup was accepted for WCYB-AM-TV Bristol by Walter Crockett, news director, for furnishing the best news protection to the AP. It was the third consecutive year the station has won the award.

Radio news contest rules were revised for 1961 to provide for entries in two divisions—large news staffs and small news staffs.

The awards:

TELEVISION
Best regularly-scheduled comprehensive news program—WCYB-AM-TV Bristol, Art Counties and Evelyn Booher.
Best regularly-scheduled local and state news coverage—WSLS-TV Roanoke, Jim Shull.
Best regularly-scheduled sports program—WTAN-TV Norfolk, Frank Vespy.
Best coverage of a spot news story—WDBJ-TV Roanoke, Bette Shoffner.
Best foreign news story—WDBJ-TV Roanoke, John Johnson.
Best foreign news story—WDBJ-TV Roanoke, Roy Bullard.
Best documentary reporting story—WDBJ-TV Roanoke, Joe Moiffat.
Best radio journalism comprehensive, 5 minutes—WSVA Harrisonburg, Wip Robinson and Alvin Mullen.
Best radio journalism, over 5 minutes—WUPV Pulaski, Larry Schoenfeld; WJWS South Williamsport, Ted Kiernan.
Best news report, over 5 minutes—WJWS South Williamsport, Ted Kiernan.
Best news report, 5 minutes—WSVA Harrisonburg, Wip Robinson.
Best news writing—WSVA Harrisonburg, Wip Robinson.
Best news story—WUPV Pulaski, Tubby Walthall.
Best news story, over 5 minutes—WUPV Pulaski, Tubby Walthall.
Best news story—WUPV Pulaski, Tubby Walthall.
Best news story—WUPV Pulaski, Tubby Walthall.
Best news story—WUPV Pulaski, Tubby Walthall.
Best news story—WUPV Pulaski, Tubby Walthall.
Best news story—WUPV Pulaski, Tubby Walthall.
BROADCASTING, the Pennsylvania Associated Press outstanding Dept. of Broadcasting; (regional) "Mike Small of New Mexico, Calif.; (local) "Chinese Classical Literature, etc:" (national) "Television Dental Programs designed for problems:" (national) "Soundings. Canadian Broadcasting Corp.; (regional) "Proctor (local) "Television. WGST Atlanta, Ga.; (local) "Meet the Artist. CTV and The French Van Quebec. "Programs dealing with personal and social issues: (regional) "WSB and Associated Press (national) "Soundings. Canadian Broadcasting Corp.; (regional) "WEI Editorialists, WBOI: "(local) "Legal and Social Problems and the American Negro. WDE, Wayne State U., Detroit. "Public affairs programs: forums, round tables, news conferences, etc: (national) "UN Documentaries, United Nations: (regional) "World in Perspective, WPX Philadelphia; (local) "Space Symposium. WCKR Miami, Fla. "Special one- day broadcasts: (national) Chinese Classical Poetry, Pacifica Foundation's Station KPFA (FM) Berkeley, Calif; (regional) "Special Report on Juvenile Delinquency, WMCA New York; "Outstanding programs or maintenance of WGST Atlanta, Ga.; (local) "The New Rochelle Story, WNEW New York. "Programs designed for use in primary grades: (national) "No entry, (regional) "Story Time, Ohio School of the Air, WOSU, Ohio State U., Columbus: One Swatch Watch With St. Louis Public Schools: (local) "It's Storytime. WFBF Flint, Mich.; Public Schools. "Programs designed for use in intermediate grades: (national) "Voices of the World, Canadian Broadcasting Corp.; National Advisory Council on School Broadcasting: (national) "Once Upon a Time in Ohio, Ohio School of the Air, WOSU, Columbus, Ohio; (local) "Mike Cable, Special Correspondent, WFBF, Flint (Michigan) Public Schools. "Prepared for use in junior and senior high schools: (national) "Cries in Canadian History, Canadian Broadcasting Corp. and National Advisory Council on School Broadcasting (national), "One Phone Call, Youngstown, Ohio, "National Educational Film Distribution (Fri., 7:30-8:30 p.m. EDT). Mr. Arnold wrote two original teleplays for Rawhide this season. "Research grants: Three U. of Wisconsin professors will serve as a selection committee for research grants on studies of the new children's show, Discovery '62, which begins on ABC-TV Monday, Oct. 1 (Mon.-Fri., 4:30-4:50 p.m. NYT). The basis for the issuance of the grants, which total $20,000, will be the qualifications of the applicants and the committee's evaluation of the merit of the proposed research projects. "Star signed: Mike Connors has been signed as star of a new dramatic series planned for the 1963-64 season by Screen Gems Inc., New York. The pilot script, called "Turning Point," is being prepared by Russell Rouse and Clarence Greene. Mr. Connors will play a science teacher and basketball coach at a metropolitan-area high school.
Here are the next 10 days of network color shows (all times are EDT):

**NBC-TV:**
May 7-11, 14-16 (6-6:30 a.m.) Continental Classroom, probability and statistics.
May 7-11, 14-16 (6:30-7 a.m.) Continental Classroom, American government.
May 7-11, 14-16 (10:30-11 a.m.) Play Your Hunch, part.
May 7-11, 14-16 (11-11:30 a.m.) The Price Is Right.
May 7-11, 14-16 (12-12:30 p.m.) Your First Impression, part.
May 7-11, 14 (2:25 p.m.) Jan Murray Show, part.
May 7, 11 (4:30 p.m.) The Right Stuff: Our American Youth.
May 7, 11, 14, 16 (8:30-9 p.m.) The Price Is Right, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.
May 8, 15 (7:30-8:30 p.m.) Laramie, part.
May 9, 12, 15, 16 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.
May 9, 16 (10-10:30 p.m.) Bob Newhart Show, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.
May 9, 16 (10:30-11 p.m.) David Brinkley's Journal, Douglas Fir Plywood Assn., through Cunningham & Walsh; Pittsburgh Glass through Maxon.

**COLORCASTING**

**NAFRAT AWARDS**
3 of 6 radio honors to CBS; Los Angeles stations cited

NBC-TV won top honors in the annual television awards of the National Assn. for Better Radio and Television, presented Monday (April 30) at an awards dinner in Hollywood. Of the 18 national television programs awards as outstanding by NAFBRAF, 10 went to shows on NBC-TV, six to CBS-TV shows, one to an ABC-TV series and one to a syndicated program.

In radio, CBS collected three of the six awards. ABC, MBS and NBC taking one each.

Mrs. Clara Logan, in announcing the awards said: "These programs not only represent the best radio and television fare available to the American public, but are indicative of an improvement in the quality of radio and television programs being broadcast today."

Her words were promptly contradicted by Al Capp, newspaper cartoonist and columnist, who described commercial television as "doomed" because of an original "irreparable mistake" which turned what could have been "the greatest force for man's enlightenment" into an advertising medium controlled by "the makers of beer and brassieres."

These men, he assured his audience, have no qualifications as educators, yet "they have more real control over the minds of your children than all the college presidents and all the school superintendents."

Network tv awards were presented as follows: best dramatic program: U.S. Steel Hour, CBS-TV; best entertainment program: Bell Telephone Hour, NBC-TV; best daytime program: Today, NBC-TV; best family situation program: American Girl, ABC-TV; best light drama: Tennessee, CBS; best adventure and travel program: Bold Journey, syndicated; best musical program: Sing Along With Mitch, NBC-TV; best comedy program: Honeymooners, CBS; best children's program: Captain Kangaroo, CBS-TV; best dramatic series: Firestone; best talk show: Dr. Kildare, Dragnet; best musical-variety show: Polly Bergen, ABC.

May 10 (10-11 p.m.) Sing Along With Mitch, Ballantine through William Esty; Puick through Burnell; R. J. Reynolds through Esty.
May 11 (9:30-10:30 p.m.) Dinah Shore Show, American Dairy through Compton; S&H Stamps through Sullivan, Staufer, Colwell & Bayles.
May 12 (9:30-10 p.m.) Pig the Piper, General Mills through Dancer-Fitzgerald-Sample.
May 12 (10:10-11 p.m.) Shari Lewis Show, Nabisco through Kenyon & Eckhardt.
May 12 (10-11 p.m.) King Leonard and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.
May 12 (5-6 p.m.) All-Star Golf, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.
May 12 (7:30-8:30 p.m.) Tale of Wells Fargo, American Tobacco through Sullivan, Staufer, Colwell & Bayles, and part.
May 13 (5-5:30 p.m.) Patterns in Music, suit.
May 13 (6-6:30 p.m.) Meet the Press, co-op.
May 13 (7-7:30 p.m.) Butlinwick, part.
May 13 (9-10 p.m.) Bonanza, Chevrolet through Campbell-Ewald.
May 13 (7:30-8:30 p.m.) Walt Disney's Wonderful World of Color, Kodak and RCA through L. Walter Thompson.
May 13 (10-11 p.m.) DuPont Show of the Week, DuPont through B800.

**Film sales...**

**Dragnet (MCA-TV):** Sold to KTLA (TV) Los Angeles; WMAR-TV Baltimore; WILX-TV Jackson, Mich.; KETV (TV) Omaha; WSM-TV Nashville, and WDAM-TV Hattiesburg, Miss. Now in 50 markets.

**Superman (Flamingo Films):** Sold to KTVI (TV) St. Louis, WAFB-TV Baton Rouge, KLZ-TV Denver, KVOO-TV Tulsa, WTCN-TV Minneapolis, KENS-TV San Antonio, KGBM-TV Honolulu, KVTV (TV) Buffalo, WMRT (TV) Polnad Spring, Me., and WEEK-TV Peoria, Ill. Now in 80 markets.

**Pick A Letter (Screen Gems Inc.):** New series of five-minute children's programs sold to WINS-TV Columbus, Ohio; WDAF-TV Kansas City, and KCPT-TV Salt Lake City. Now in 3 markets.

**Hong Kong and Five Fingers (20th Century-Fox):** Sold to JOIN-TV Portland, Ore.; WNAC-TV Boston; WBIR-TV Knoxville, Tenn.; WTVM (TV) Columbus, Ga.; WDSU-TV New Orleans; WTVC (TV) Chattanooga, Tenn., and KBTB-TV Denver. Both series now in over 60 markets.

**Big Time Wrestling from Calgary (Foothills Athletic Club, Calgary):** Sold to CICH-TV Halifax, Nova Scotia. Now in 8 markets.

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

**Taylor/Nodland plans six radio-tv projects**

Taylor/Nodland Ltd., Chicago and New York, is expediting its television-radio program production schedule to include three taped television series, two radio programs and a radio station record that can be sold at cost.

Sherril Taylor, partner in the company with Jody Nodland, said that a second-year cycle of the five-minute Kukla & Ollie program, now a Monday-through-Friday daytime show on NBC-TV went into production in New York April 30. He said other five-minute program series definitely scheduled by Taylor/Nodland Productions, Taylor/Nodland's tv arm, are The Roger Williams Show, spotlighting the well-known pianist, which will be produced in

84 [PROGRAMMING]
Hollywood, starting in August, and a five-minute fashion series, featuring Marilyn Van Der Bur, Miss America of 1958. The Williams program will be offered for syndication and the fashion series for network sales, he said.

RTN/Productions, the radio subsidiary of Taylor/Nodland, has produced 30 five-minute episodes of Personally Speaking, presenting syndicated columnist Sydney Harrison in a program of personal reflections on a variety of subjects. The first sale of this program was completed two weeks ago to WJR Detroit.

In addition, RTN will syndicate a radio version of the Williams TV program. A new project of RTN is the station album, a 40-minute record of the story of a radio outlet and its market, relating the history of a station and the city in terms of significant events, people, and traditions, with musical background accompaniment. Records already have been completed for WMT Cedar Rapids, Iowa, and WMID Peoria, Ill., which are offering the records to listeners at cost.

WBC to drop ‘PM,’ plans Allen program

Westinghouse Broadcasting Co.'s syndicated PM, 90-minute late-night weekday taped interview program, will be terminated June 22. Mike Wallace, who has been m.c. on the show (first known as PM East) for the past year, also announced during the May 1 telecast that his departure is imminent.

It is expected that Westinghouse will replace PM with a new program that will feature Steve Allen beginning June 25. The new series also would be offered for syndication as was PM.

Mr. Wallace's contract, it's understood, ran to last March but was renewed on a short-term basis. He'll continue to be associated with WBC and plans are underway for him to make a reporting tour of Latin America similar to the Closeup U.S.A. series syndicated on radio in 1960 to more than 30 stations and carried on Westinghouse-owned tv outlets.

PM West, which originated in San Francisco, was discontinued in February but the Mike Wallace segment continued with the present title. The series now is seen in 14 markets.

Mr. Wallace indicated he would also be associated with some of the Intertel documentary series in which WBC participates but that his nightly stint "has been a full-time and completely absorbing occupation."

Westinghouse said its new late-night series with Steve Allen will be taped.

The series on Latin America reportedly will be for radio and tv, and made up of half-hours and perhaps two specials.

This family will help spend $39,000,000 on automotive purchases this year!

They are some of the quarter million people who live in the Hattiesburg-Laurel television market. As a group, these people spend $188,000,000 in annual retail sales, $39,000,000 of which goes toward the purchase of automobiles.

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

Who is watching your commercial in Southern Mississippi tonight?

WDAM-TV Channel 7
HATTIESBURG-LAUREL, MISSISSIPPI

Represented nationally by Weed Television Corporation

United Press International Facsimile Newspictures and United Press Movietone Newsfilm

Build Ratings
EQUIPMENT & ENGINEERING

Telstar tv weeks away, engineers told

BELL LABS EXPERT SAYS GROUND STATIONS NEARLY READY TO GO

The first transatlantic exchange of tv programs via a communications satellite is only weeks away. It will probably occur shortly after the launching of AT&T's experimental satellite Telstar, scheduled for next month, Doren Mitchell of Bell Telephone Labs said Wednesday.

Speaking at a news conference preceding his delivery of a paper at the 91st semiannual convention of the Society of Motion Picture & Television Engineers in Los Angeles, Mr. Mitchell said ground stations are well along in England, France and Germany and they should be able to receive tv programs from America and send programs back across the ocean about the time Telstar is put into orbit.

The Bell System experimental satellite will be in effect a microwave relay station in the sky. Radio relay stations about 30 miles apart (line of sight) transmit tv programs across the country but this would be difficult to duplicate over the ocean.

Telstar is a globe about 34 inches across, weighs 175 pounds and is powered by 3,600 solar cells mounted on its surface. Rl will pick up tv signals (also telephone conversations) from ground stations and relay them to other ground stations in the U. S. and abroad. AT&T's ground terminal at Andover, Me., the principal earth station in the U. S., is equipped with the world's largest horn antenna, more than 175 feet long and weighing 340 tons. It is "designed to scoop up as much as possible of the faint radio signals received from Telstar and amplify them millions of times," Mr. Mitchell said.

"Telstar will be launched into an elliptical orbit inclined about 45 degrees to the equator," he said. "It will travel from 600 miles to 3,000 miles from the earth at a speed of almost 16,000 miles an hour."

Time Limits • Communications between ground stations will be limited to times when both the transmitting and the receiving station are in direct line-of-sight contact with Telstar, which means 10 to 30 minutes for transmission between Maine and Europe, the Bell Labs' scientist explained. Contrary to some reports, home tv sets cannot pick up signals direct from Telstar any more than they can from the regular microwave relay stations, he said. Foreign tv programs arriving via this satellite will be fed to U. S. tv stations for broadcast to home sets in the usual manner.

Home reception should be good for black-and-white tv programs arriving via Telstar, Mr. Mitchell said. Color quality wouldn't be as good because the satellite's bandwidth is only 3 megacycles. The narrow band also restricts tv transmission to one program in one direction at one time, although two-way telephone conversations are transmittable. The British, French and German ground stations can handle both telephone and television communications; stations under construction in Italy and Brazil will be for telephone transmission only.

Telstar was not the only new means of long-distance message transmission discussed at the five-day SMTE convention, at which more than 70 papers were presented and more than $1 million worth of motion and tv equipment exhibited for the more than 1,000 engineers in attendance. I. J. D'Hannens and D. A. Buddenhagen of Hughes Aircraft Co.'s research labs on Monday presented a paper on the laser, an instrument which creates a pencil-thin beam of light described as more brilliant than that of the sun.

Potential • The laser offers possibilities for transmitting on a single carrier frequency all coast-to-coast communications for radio, television, telephone and military intelligence, when adequate modulation and detection systems have been perfected, the Hughes scientists stated. It can also be used as a space age spotlight to signal stars 10 light years away, to photograph distant areas at night and to aid miniaturization by micro-machining circuit components, they said, when the necessary techniques have been developed. The team demonstrated that already the laser can be focused to drill holes through wood and metal at short distances and to light matches at longer range. They used the laser to cut the ribbon across the entrance in the ceremonies formally opening the exhibit area.

Research that may lead to better methods of recording information relayed from satellites via tv was described Tuesday by Charles H. Evans and Andrew Tarnowski of the Kodak

Ampex introduces electronic tape editor

Electronic editing of tv tapes without cutting or splicing was demonstrated last week at the Ampex exhibit at the convention of the Society of Motion Picture & Television Engineers in Los Angeles (see story, this page). Bob Day, manager of video sales development, produced a one-minute commercial comprising 12 individual shots at the exhibit, taped it, added sound and played it back complete in less than 12 minutes.

The demonstration commercial, advertising "instant money," opened with a cover shot of a fashionably dressed young lady about to go shopping. She has a new hat, new shoes, new gloves and a new purse (each seen in closeup), but the purse is empty. An idea strikes. She turns to the instant money jar, ladles a little of its liquid contents into a glass measuring cup, fills it with water, stirs the mixture, then extracts several bills from the glass and departs happily as the commercial ends with a closeup of the instant money jar, while Mr. Day's voice urges viewers always to keep one on hand for family emergencies.

Mr. Day posed and rehearsed each shot before taping it. Lighting and camera changes were made between shots and he played back all earlier shots before taping a new one, permitting spectators to watch the commercial grow, step by step, in a sort of "Old McDonald had a farm" process. When the video record was completely taped, he played it back in full as he recorded the audio track on the tape, then played the commercial a final time, with the synchronized sight and sound.

Ampex's electronic editor is an improved version of a device first introduced last year as a regular accessory for the Ampex Videotape Recorder. Used in conjunction with Intersync, Ampex's tv signal synchronizer, the electronic editor makes tape editing a push-button operation and all cuts and splices done electronically rather than physically.

Improved versions of Intersync and Colorotec, color conversion unit for the Ampex VTR machine, were displayed and demonstrated at the exhibit, at which Ampex also gave the first west coast demonstration of its own television tape, designed specifically for use with the Ampex recorders.
RCA RECORD FIRST THIRD

Company heading toward all-time high first half; research to mean even higher payoff, meeting told

RCA stockholders were told Tuesday (May 1) that the first third of 1962 produced the highest sales and earnings for such a period in the company's 43-year history. Brig. Gen. David Sarnoff, RCA board chairman, said the company expects "the upward curve of sales and earnings will continue" for a record first half. RCA announced record first-quarter figures in mid-April (Broadcasting, April 23).

Dr. Elmer W. Engstrom, RCA president, termed the company's present situation as one of "profitability, progress and potential." He predicted increased profits as a result of "our major down payment on the future" through research and development in five main areas of RCA activity: color television, electronic data processing, defense and space, electronic components and circuitry, and national and worldwide communications services.

Robert W. Sarnoff, board chairman of NBC told the stockholders 1961 was "the best year" in that company's 35-year history, the networks registering "our highest dollar volume and our largest profits." NBC Radio, he said, operated throughout 1961 at a profit, and "the profit trend is continuing in 1962." Color programming in the fall will be increased from its current 56% of prime-time programming to 65%. He concluded 1962 is expected to be "NBC's biggest year of all."

Dr. Engstrom noted that RCA is "a major contributor to at least seven space projects," two of which are classified military programs. The others are projects of the National Aeronautics & Space Administration and include the Nimbus weather satellites and the Ranger moon vehicles.

A feature of the meeting was an exhibit of the Relay experimental communications satellite that RCA is designing and building for NASA. It is to be launched this summer.

The stockholders re-elected the 16 directors and approved the selection of independent auditors.

when the pictures photographed at 3,450 degrees Kelvin are reproduced on color sets manufactured for a 10,000-degrees Kelvin rating. "Whatever subtlety he has attempted in his use of color has been taken away by this extreme boost," Mr. Ames asserted.

New color camera chain displayed by EMI/US

A lightweight, low-cost color tv camera chain, able to pick up both live and filmed programs, was featured at the EMI/US exhibit at last week's convention of the Society of Motion Picture & Television Engineers in Los Angeles (see main convention story, page 86). Described as "the camera chain that will let the small-market tv station get into color," the EMI/US vidicon camera chain is priced at $40,000, about 25% less than a competitive orthicon color chain usable only for live programs. Its tube replacement cost is $250, compared with $500 for the orthicon, and its operating cost is 60 cents an hour, as against $10, an EMI/US spokesman said. The camera has push-button signal selectors, controls centralized off-camera and one-hand combined turret and focus operation.

EMI/US also displayed a new modular, solid-state video monitor, said to be the first of its kind to go into regular production, and a solid-state tv distribution and switching system designed for use with video tape as well as with conventional signal originating equipment. This switching system, which can be expanded to handle 70 inputs and 80 outputs, has already been installed at WNEW-TV New York and at WCCO-TV Minneapolis.
BBG TIGHT ON NEW STATION GRANTS

Says Vancouver conditions don't warrant new stations

One new television station and six new radio stations have been recommended for licenses by the Board of Broadcast Governors following its public hearings at Winnipeg, Man., early in April. In Vancouver, B. C., no new am or fm stations were recommended as “the existing conditions in the Vancouver market do not justify at this time the establishment of any additional stations” in the opinion of the BBG.

At Terrace, B. C., a new tv station was licensed for ch. 3 with 4.1 kw visual and 2.1 kw aural to Skeena Broadcasters Ltd., with the stipulation that the station operates as part of the Canadian Broadcasting Corp. network. The same licensee was recommended for a satellite station at Prince Rupert, B. C., to rebroadcast its programs on ch. 6 with 480 w visual and 240 w aural.

A repeater tv station was recommended for the Squamish T v Society at Squamish, B. C., on ch. 7 with power of 5 kw to retransmit programs of CHEK-TV Victoria, B. C. Repeater was recommended for CKRN-TV Rouyn, Que., to rebroadcast its programs at Senneterre, Que., with 5 kw on ch. 7.

New am stations were recommended in the province of British Columbia at Langley Prairie to J. E. Chesney, with 1 kw on 850 kc; at Abbotsford to CHWK Chilliwack, on 1240 kc with 250 w to rebroadcast its programs; and at Fort St. John to John Skelly with 1 kw day and 500 w night on 970 kc.

Fm stations were approved at Calgary, Alta., for Allan J. Barker on 95.1 mc with 11 kw power; at Altona, Man., to CFAM Altona, with 332 kw on 98.3 mc, and to be programmed separately; and at Winnipeg, Man., to CKY Winnipeg, on 92.1 mc with 360 kw.

In granting the new fm station at Calgary, BBG stated it will “follow with interest development of independent fm broadcasting in the special conditions of the Calgary market.” CFVN Calgary had had its application for an fm station turned down. The station at Langley Prairie, B. C., was recommended “to protect the use of the proposed frequency in Canada.”

Power increases were recommended for CKBC Bathurst, N. B., from 250 w on 1400 kc to 10 kw on 1360 kc; to CJFP Riviere-du-Loup, Que., for day-time power boost from 1 kw to 5 kw, with retention of 250 kw night-time power on 1400 kc; to CHAT Medicine Hat, Alta., from 1 kw to 10 kw on 1270 kc; to CBWT (TV) Winnipeg, from 57.8 kw to 100 kw visual and from 34.7 kw to 50 kw aural power, with change from ch. 3 to ch. 6, and antenna height increase from 196 ft. to 1,027 ft. above average terrain; to CKSA Lloydminster, Alta., from 1 kw to 10 kw on 1150 kc; to CBWFT (TV) Winnipeg, from ch. 6 to ch. 3, with power from 2.87 kw to 59 kw visual and 1.72 kw to 35.2 kw aural, with antenna height from 196 ft. to 930 ft. above average terrain.

Ownership and share transfer changes were approved for CKOT Tillsonburg, Ont.; CHFI-TV Toronto, Ont.; and CJBR-AM-FM-TV Rimouski, Que., and CJBR-TV-1 Edmundston, N. B.

U.S.-Mexico agree on border drop-ins

A new U. S.-Mexico agreement on the allocation of vhf channels within 190 miles of the border was announced by the FCC last week. The new plan will permit dropping in vhf assignments in several cities in four states touching the Mexican border but does not delete any existing allocations, an FCC spokesman said.

Eight Texas cities are eligible for new vhf assignments under the agreement, Arizona getting two, New Mexico one and California two. The Texas additions: Boquillas, ch. 8; Brady, ch. 13; Del Rio, ch. 10; Ft. Stockton, ch. 5; Marfa, ch. 3; Presidio, ch. 7; San Angelo, ch. 6 (chs. 3 and 8 already are assigned there); and Silver City, ch. 11. If the Mexican side of the border agrees, Alamosa, Col., would pick up ch. 3-5, while Nogales and Prescott, both Arizona, ch. 11 and ch. 7, respectively. El Centro, Calif., would be assigned chs. 7 and 9 and ch. 12 would go to the Bakersfield-Santa Barbara, Santa Maria and Lompoc, Calif., area. (Note: the FCC has made Bakersfield an all-uhf by deleting ch. 10 there.)

Under the new agreement, several Mexican cities also will be eligible for new vhf assignments. It replaces a 1951 allocations plan between the two countries. The FCC will shortly change its table of allocations to effect the new assignments in the U. S., a commission spokesman said.

Canadian firm 'satisfied' with pay-tv experiment

High income homes have been poorer customers than low-income homes in the Canadian Telemeter pay-tv experiment in the Etobicoke suburban area of Toronto, Ont., it was revealed at the annual meeting of Famous Players Canadian Corp., on April 24 at Toronto. J. J. Fitzgibbon, corporation president, said the company is satisfied with the experiment with about 6,000 subscribers. Canadian Telemeter is not showing a profit, however. Next winter, the firm will pipe in Toronto Maple Leaf out-of-town hockey games.

Canadian Telemeter has expanded operations into the adjoining Mimico suburban area, but despite this expansion, the number of subscribers remains fairly constant at 6,000. Famous Players Canadian Corp. announced it will construct a new large motion picture theater in Toronto, since it felt the impact of tv has hit its peak with 90% of Canadian homes now having tv sets. As a result of tv, 1,000 movie theaters have closed across Canada since 1954, with 66 closing last year.

Second Italian channel gets commercials

The first advertising commercials on Italy's second television service began May 1, with four “messages" permitted in the first interval of the evening program just after 10 p.m. The rate is about $4,000 for a single spot, of 30-40-second duration. Italy's second tv channel began last October and is designed to supplement the first tv service which now serves over 2.7 million tv homes. T v viewers have to adapt their receivers for the second service, although many have already bought new receivers which included the second channel.

Commercials in Italian tv operate on a rotating basis because the government-owned broadcast service permits only a limited number of advertising messages during the program day. The usual schedule is 15 transmissions over a four-month period, with the spot broadcast every sixth day.

In the new service, the advertiser must furnish an entertainment film of two minutes, 15 seconds, with only 35 seconds of each film permitted to be used for advertising. This is the same as the first channel's "Carosello" segment which presents four brief advertising films just prior to the beginning of the evening feature program. In tv, commercials are permitted after the first news report, at 6:30 p.m., and again at 8:30 p.m.
The West's leading independent shopped the market for 4½-inch image orthicon cameras. EMI/US got the order. No wonder. EMI's 4½-inch i.o. is the latest and most advanced design. With nearly two hundred in use throughout some sixteen countries, the bugs are out. Fire this one up and it works. Every day.
Radio Month events announced by GAB

A seven-event promotion in conjunction with Radio Month (this month) has been announced by the Georgia Assn. of Broadcasters.

Headlining the activities will be the first Georgia Radio Day to be held May 14 in cooperation with the Atlanta Advertising Club. Kevin B. Sweeney, president of RAB, will be the featured speaker.

Through its central offices in Atlanta, the GAB has distributed to 135 radio members special congratulatory messages from Senators Richard Russell and Herman Talmage and Governor Ernest Vandiver.

The annual GAB safety-thon weekend will be held May 25-27 with the theme “Lights on, and Live.” Georgia’s senators and governor also will promote the safety-thon with special tapes.

On May 15, the association will make a special radio presentation to the Georgia Retail Furniture Dealers Assn. annual convention in Atlanta.

Other GAB radio promotions include: Announcement of a new annual broadcast-education award by the state superintendent of schools to be awarded at the GAB summer convention in August; production of a special “Myth vs. Truth” series of radio spots on Americanism for the Georgia State Chamber of Commerce; and 12 speeches throughout the state by GAB executive secretary Jack Williams.

WLEE helps to aid stricken families

A simple community service promotion by WLEE Richmond to help aid many persons from the storm-battered town of Chincoteague, Va., has blossomed into one of the finest projects ever undertaken by the station.

Now, a month and a half later and the promotion virtually a thing of the past, WLEE reports that contributions are still coming in.

The station’s original idea was to raise enough money so that the local Salvation Army could “adopt” one of the stricken families. The money was to be used for food, clothing and medical aid.

WLEE used its facilities for the plea for financial assistance. And it came from all directions. Within a week and a half, enough money was raised to “adopt” 12 families and furnish partial help to several others. Money is still trickling in, WLEE said, despite the fact that it has not asked for any on the air since the end of March.

WPIX kid shows ‘adopt’ New York departments

Five children’s programs of WPIX (TV) New York are “adopting” various municipal departments of the City of New York to inform the youngsters about their city government.

The Dept. of Sanitation has been adopted by “Laurel-Hardy and Chuck.” This program will instruct its viewers on proper use of litter cans placed around the city, and the correct procedure for covering garbage cans.

Bozo The Clown has adopted The Dept. of Health for hints on proper dental habits and care and treatment of cuts and burns. The Dick Tracy Show has adopted, quite naturally, the Police Dept. The Traffic Dept. is joining hands with Popeye and The Fire Dept. is being adopted by The Three Stooges Firehouse.

When informing municipal departments of the WPIX project, New York Mayor Robert F. Wagner termed the adoption plan “a worthy vehicle for informing our young citizens on city government.”

Drumbeats . . .

KEWB’s Las Vegas trip: John McRae and Dick Ullman, station and sales manager, respectively, of KEWB San Francisco, were co-hosts of a weekend party the station gave for 65 agency people in the San Francisco Bay area. Theme of the junket was a “Personality Posse” with agency personnel acting as KEWB honoray sheriffs whose object it was to locate the station’s “Most Wanted” disc jockey. Bill Vernon, Vernor Adv., spotted the disc jockey, Don MacKinnon, disguised as a newsboy. In honor of 910 kc (KEWB), Mr. Vernon received an award of 91 silver dollars.
Radio to Vademecum's rescue

Vademecum, the new Swedish toothpaste, exists today because radio finished the job that newspapers and television couldn't do—introduce the product.

When the initial campaign last summer in the Minneapolis-St. Paul area failed to produce desired results, KMNS Sioux City, Iowa, sold Olson National Co., the importer, a radio plan.

After the first month of an adult type approach on KMNS, Vademecum reported its sales had increased 12% over the previous two months combined.

And sales continued to climb. By November, one wholesale drug firm reported Vademecum sales had surged 290%.

Olson National, following the successful format introduced by KMNS, purchased similar radio campaigns in other markets with much the same results.

Originator of the KMNS plan for Vademecum was Ted Holtgrewe, a salesman at the station. He still services the toothpaste account, now a big radio spender.

Youth salute = WIL St. Louis has started a "Salute to Youth" campaign, in which it is inviting listeners to send in the name of a teenage citizen and explain why he or she should be saluted.

A panel of civic leaders will select 10 finalists at which time a city-wide vote will be taken. The winning boy and girl will receive numerous gifts and their respective high schools will be treated to a "Coronation Ball."

Ant farms = A total of 350 ant farms, complete with live ants, are in the mail to timebuyers and advertising managers across the country as part of the current direct-mail advertising campaign by the A-Buy in California radio group.

According to Bob Blum, group president, the ant farms were chosen to dramatize the point that nothing works harder than an ant—"except radio dollars spent on A-Buy in California." This is the third mailing in a series of six. The first was a model of a Mercury space capsule and the second was a passport to Vimland (Very Important Markets covered by the 11 A-Buy stations).

WEBB survey = WEBB Baltimore has published a brochure, "The Baltimore Negro Market—Consumer Panel Survey, 1960-61," which details many marketing habits of the city's 336,000 Negroes. The survey was compiled, analyzed and edited by Dr. Winfred O. Bryson Jr., head of the department of Economics and Business at Morgan State College.

To the rescue = When the Washington chapter of the National Press Photographers Assn. got too involved in its coverage of President Kennedy and other major national events in the Nation's Capital, the group found there was virtually no time left to select its annual queen to compete in the National Press Photographer's convention in Charleston, S. C., next month. So the photographers turned to WEAM Arlington, Va., for help. Result: the biggest contest in the photographers' history and in the shortest time. And a pretty queen.

Radio-tv fans = Visits to broadcast stations were the first choice of more than one third of 1,600 Youngstown, Ohio, area high school teachers during that city's Business-Education Day sponsored by the Chamber of Commerce.

From a list of 150 businesses, 567 teachers chose radio-tv operations as the place they would most like to spend the day. Ten teachers drew broadcast assignments and were guests of Philip Richtscheidt, general manager of WKST-TV Youngstown, who showed them the station's operations.

Old cars = A collection of 70 priceless antique automobiles restored to almost perfect shape provided a community service project for WJRT (TV) Flint, Mich. The station, with co-sponsor, the Flint Chapter of the Veteran Motor Car Club, gave residents an opportunity to view a portion of automotive history in an interesting manner.

Proceeds from the show went to a community college and cultural fund to be used for the construction of an automotive museum.

Local selling = KMHL Marshall, Minn., has distributed a booklet to local advertisers and agencies describing the effects of local sales on radio. A Broad-casting editorial, "Local is Vocal" (EDITIONS, Nov. 20, 1961), was the keynote item.

Maps = CKGM Montreal offered all foreign affairs classes in city colleges and high schools copies of a one-dollar world map showing the routes of U. S. and Russian astronauts and the 20 world tension points for 25 cents. The station reported 10,000 requests in the first week.

Homework help = As a timely service to high school students who listen to the radio while doing their homework, WWDC Washington is inaugurating a "House of Homework" on the nightly Earl Robbins Show. Special telephone lines have been installed and students are invited to call in any homework question for which they cannot find the answer. Mr. Robbins will announce the question on the air and anyone knowing the answer is asked to call it in.

WCKY food contest draws 78,000 participants

WCKY Cincinnati has just completed an eight-week contest with the 36 Albers Colonial food stores in the area in which 78,233 entries were reported.

The Carload of Quality Foods contest was touched off by WCKY during the two-month span with 512 one minute spots plus window banners and deposit boxes.

Each day, a winner was chosen by a drawing with a $15.30 gift certificate (WCKY's spot on the dial) redeemable for groceries as the prize.

The WCKY grand prize—a 1962 Dodge Lancer packed with Albers groceries—was awarded to the entrant who guessed the exact retail value of the foodstuffs in the car and, as a tiebreaker, the number of grocery items. (The groceries were worth $166.31, and there were 627 items).
BROADCAST ADVERTISING

Roy J. Smith, vp, account and creative supervisor on Wallace Labs account, Ted Bates & Co., New York, elected senior vp. Mr. Smith joined Bates in 1959 as creative supervisor and was elected vp in October of that year.

C. Duffield Clarke, former vp and general manager of McCann-Erickson's sales communications division in Chicago, joins J. M. Mathes Inc., New York, as vp and marketing director.

Raymond A. Betuel, senior art director, Foote, Cone & Belding, New York, elected vp. Erwin Fishman, research manager, promoted to associate director of research.


Harry Kinzie Jr., vp and member of plans board, Needham, Louis & Broby, joins MacFarland, Aveyard & Co., Chicago, as vp, creative director and member of agency's marketing committee. Previously, Mr. Kinzie was with Tatham-Laird as copy chief and creative committee chairman. Mary Ann Schatz, MA traffic manager, promoted to business manager of radio-tv department.

Roy Drushall, former national sales manager of KABC Los Angeles, joins Frank B. Sawdon Inc., New York-based advertising agency, as manager of west coast activities, with headquarters in Hollywood.

Matthew J. Lambert Jr., account supervisor and member of executive committee, Arnold & Co., Boston advertising agency, elected vp.

William J. Curran and Jack Beauvais, account supervisors, elected to agency's executive committee.

Robert J. Mohr, director of advertising and sales promotion, Phillips-Van Heusen Corp., named director of advertising, Shulton Inc., New York. He will supervise toiletries firm's over-all advertising program.

Robert L. Cornish, account supervisor, Compton Adv., New York, joins

Chicago's AAAA officers


Morse International Inc., that city, as account supervisor for Lavoris, Vicks Formula 44 and Vicks proprietary products.

Charles B. Shank, vp and creative director, Foote, Cone & Belding, Los Angeles, and John W. Connor, creative director, Knox-Reeves Adv., Minneapolis, elected vps of Needham, Louis & Broby. Mr. Shank, who will serve as copy supervisor in NLB's Chicago headquarters, joins agency after 15 years with Foote, Cone & Belding. Mr. Connor, who previously held creative posts with Cunningham & Walsh and McCann-Erickson, will serve as copy director of NLB's New York office. Before entering agency business, Mr. Connor was copy chief of Shell Oil's advertising department on West Coast.

William D. Morrissey, formerly with Ketchum, MacLeod & Grove, Pittsburgh, joins Lando Adv. Agency, that city, as account manager in consumer advertising division.

Laurence E. Babb Jr., account executive and assistant to president, Reilly, Brown & Tapply, Boston, joins Daniel F. Sullivan Co., that city, as account executive. Previously, Mr. Babb served as advertising manager for Commercial Filters Corp., Melrose, Mass.

Bergen F. Newell joins Louis Benito Adv., Tampa, as account executive.

Hendrik Booraem Jr., vp in charge of broadcasting, Ogilvy, Benson & Mather, joins Lennen & Newell, New York, as tv program supervisor.

Ben Colarossi, executive producer-art director for past five years at Warwick & Legler, joins creative services division of Kenyon & Eckhardt, New York, as tv production supervisor.

G. Murray Greer, manager of sales promotion department, Rexall Drug Co., Los Angeles, promoted to advertising director, succeeding John Hart, recently elected vp in charge of merchandising. In his new post, Mr. Greer will report to Edwin Ramsey, Rexall vp in charge of marketing and sales, and will be responsible for supervision and execution of company's complete national and local advertising and sales promotion. Mr. Greer joined Rexall in 1957.

Eloise Gibson, formerly with Compston Adv., New York, joins The Wesley Assoc., that city, as copy supervisor.

Marion Harper Jr., board chairman and president of Interpublic Inc., New York, named 1962 Marketing Statesman of the Year by Sales Executive Club of New York. In presentation last Thursday (May 3), Mr. Harper was cited for significant contributions to development of marketing strategy as a science.

Ronald L. David, vp, Bartlett Research Inc., Detroit, joins Zimmer,

League elects new slate

Leonard Ruben, former art director at Young & Rubicam, joins Compton Adv., New York, as art supervisor.

Colleen Mattice, formerly with Cole & Weber Inc. and Guild, Bascom & Bonfigli, both Seattle, joins West-Pacific Agency, that city, as media-marketing director.

David K. McCourt and Robert D. Singer join Foote, Cone & Belding’s San Francisco office as account executives on Nalley’s group (food products) under Byron Mayo, vp and group supervisor. Mr. McCourt, former advertising manager of Carnation Co.’s fresh milk and ice cream division, Los Angeles, joins FC&B after three years with BBDO, San Francisco, on Foremost Dairies group and Gallo Wines. Prior to BBDO, Mr. McCourt was account executive on Pillsbury account at Campbell-Mithun, Minneapolis. Mr. Singer, who transfers from FC&B’s Los Angeles office, joined agency in 1952 after eight years with Erwin Wasey and Doyle, Dane, Bernbach.

H. W. Grathwohl, vp and director of advertising, Noxzema Chemical Co., Baltimore, Md., elected to company’s board of directors.

Bryant Miley, controller and office manager, Cunningham & Walsh, San Francisco, joins Johnson & Lewis, that city, as controller.

THE MEDIA

Robert L. Brown, national sales manager, Mullins Broadcasting Co. (KBTV [TV] and KBTR, both Denver), assumes duties as KBTV’s general sales manager. Mr. Brown will be responsible for over-all sales of Denver tv outlet while James D. Paris continues as local and regional sales manager. Mr. Brown joined KBTV’s sales staff in 1952.

Saul Haas, president of Queen City Broadcasting Co. (KIRO-AM-FM-TV Seattle), elected board chairman of Washington State Broadcasters Assn. Jim Agostino, KXLY Spokane, re-elected to board. New members include: Miller C. Robertson, KUEN Wenatchee; B. O. Beckley, WBRC Mt. Vernon; and Max Bice, KTNT-AM-FM Tacoma.
Charles Ayres, eastern sales manager, ABC-TV, New York, elected vp and associate sales director. Peter Reinheimer, assistant daytime sales manager and network account executive, replaces Mr. Ayres as eastern sales manager. Stanley Chase, Broadway and off-Broadway producer, joins ABC-TV as director of program development. He replaces Robert Rafelson who has joined Revue Productions.

Michael J. Foster, vp in charge of press information, ABC, New York, elected to board of directors of Kleer-Vu Industries Inc., that city. Mr. Foster has headed ABC’s press activities since 1956. Previously, he was press information director for CBS-TV.

Gerard Flesy, account executive, KOL-AM-FM Seattle, joins KOFE Inc. (KOFE Pullman, Wash.), as vp and general manager of station’s Moscow, Idaho, studio and office.

Todd R. Gaulocher, formerly with WCBS-TV New York, joins E. S. Sumner Corp., pr firm, that city, as vp in charge of sales. David Brydon, formerly with CHICH-TV Hamilton, Ont., joins Sumner as account executive.

Sal Butera, station manager, WCNS, WCNQ (FM) Canton, Ohio, named general manager in charge of programming and editorial policies for Dover Broadcasting Co. (WCNS, WCNQ [FM] Canton, and WJER Dover-New Philadelphia). Mr. Butera, who will continue as station manager of two Canton radio outlets, assumes duties formerly held by W. B. Stels, vp and general manager of Greater Stations, who will assume more direct responsibility with operations of WKIF (FM) Pittsburgh, and WAJR-AM-FM Morgantown, W. Va.

Lawrence J. Pollock, director of research and sales development, WABC-TV New York, appointed director of research and advertising services. Before joining WABC-TV in March 1958, Mr. Pollock was manager of research department of ABC Radio.


E. James McEnaney, formerly with WHIM-AM-FM and WJAR-AM-TV, both Providence, R. I., joins WICE-AM-FM, that city, as station manager. Art Knight, program director, and Jack Murphy, production manager, WARM Scranton, and Blaine Harvey, air personality and production assistant, WSBA-AM-FM-TV York, both Pennsylvania, join WICE, in similar capacities. Jerry Dyer and Kerby Scott appointed news director and production manager, respectively, of WARM. Paul Roberts, formerly with WSBA, to WARM as air personality. Susquehanna Broadcasting Stations: WSBA-AM-FM-TV York and WARM Scranton, both Pennsylvania; WICE-AM-FM Providence, R. I., and WHLO Akron, Ohio.


Mel Trauner, radio-television research director, The Bolling Co., New York, appointed director of research for Edward Petry & Co., that city. Previously, Mr. Trauner served as research director.

WGBS's Bill Durney returns 'Marlins' to Miami

Baseball is here again, but to veteran sportscaster, coach and commentator Bill Durney, sports director of WGBS-AM-FM Miami, Fla., it's just another season. Mr. Durney (l), who was granted a franchise by the Florida State League to operate a professional baseball team in Miami, is shown discussing strategy with team manager Andy Seminick at the opening game in Miami last week. Mr. Durney, vp and general manager of the new ball club, announced that the team would be called the "Miami Marlins" in tribute to the original city favorites by that name, of which he was assistant general manager, and that have since given up their AAA franchise in Miami to move to Atlanta, Ga., where they are now known as the "Atlanta Crackers."
Coison Jones, engineering department manager, WBFG-TV Altoona, Pa., promoted to producer-director, succeeding Harlen Singer, who resigned to join WTAE (TV) Pittsburgh in similar capacity. Gil Fryer, formerly with WSBA York, Pa., to WFBG announcing staff.

C. Howard McDonald, announcer and traffic manager, KGVO Missoula, Mont., promoted to program director.

Robert Huber, public affairs director, WJW-TV Cleveland, promoted to program director.

James C. McAleer named program manager of WOR-AM-FM New York. Mr. McAleer joined station's traffic department in 1954, subsequently was appointed night production supervisor, and for past six months has served as acting program manager.

James H. Ferguson, program director, WMCT (TV) Memphis, joins Storer Broadcasting Co.'s WAGA-TV Atlanta as program manager, replacing Horace P. (Buddy) Ray, who transfers to Storer Programs Inc., New York production subsidiary, as operations manager.

Edward L. Doyle, program manager, WNDU-TV South Bend, Ind., appointed assistant program manager of WJAC-TV Pittsburgh as successor to John (Jack) Wiley, recently promoted to sales manager of NBC-owned Philadelphia tv outlet.

James R. Parker, formerly on sales staff of WBBM-TV Chicago, joins Peters, Griffin, Woodward, that city, as tv account executive.

Willard T. Wadelson, advertising representative, This Week magazine, joins CBS Radio as account executive.

Merlin Knittel appointed chief engineer of KHJQ (FM) Sacramento, Calif.

Ralph Wilson joins engineering staff of KNX-AM-FM Los Angeles as audio technician. Roger Gallagher assumes KNX announcing duties for summer as vacation relief.

Charles Murdock, program director, WQAM Miami, promoted to station operations manager.

PAPBA elects officers

Sam M. Alt doerffer, general manager, WLAW-AM-FM Lancaster, elected president of Pennsylvania Associated Press Broadcasters Assn., succeeding Ed K. Smith, vp and general manager, WCMB Harrisburg, who becomes member of board of directors. Other new officers: Al Ringler, news director, WCAU-AM-FM Philadelphia, elected vp, and Joseph Snyder, Philadelphia AP bureau chief, was re-elected secretary. Board of directors: Bill Williams, WNEP-TV Scranton; Roy Morgan, WILK Wilkes-Barre; Les Rollins, KDKA-AM-FM Pittsburgh; Paul Cerula, WAZL-AM-FM Hazleton; Pat Stanton, WJMJ Philadelphia; Elwood Anderson, WORK York, and Mr. Smith.

Mr. Denison

Mr. Alt doerffer

Amusement chairman

Ben Hoberman, vp and general manager, KABC-AM-FM Los Angeles, elected chairman of radio-television division of amusement industry section of United Jewish Welfare Fund. Other division heads are: Jerome H. Stanley, director of film programming, NBC-TV, West Coast; Alan Livingston, Capitol Records; Albert Dorskind and George Stern, Revue Productions; Lewis J. Rachmil, Ziv-UA, and Walter M. Mirisch, producer.

Mr. Hoberman

Mr. Guild

BROADCASTING, May 7, 1962

spectsively, WSEB Sebring, Fla. Jim Hart, former program director, WYAK (FM) Sarasota, joins WSEB as director of news, sports, and special events.

Spencer Denison, station and sales manager, WVIP Mt. Kisco, N. Y., joins National Assn. of Broadcasters, effective May 14, as field representative in Colorado, Idaho, Minnesota, Montana, New Mexico, North and South Dakota, Utah and Wyoming. Previously, Mr. Denison served as salesman and sports director of WHLS-AM-TV Port Huron, and sales manager and general manager of WMDN Midland and WBRN Big Rapids, all Michigan.

Barrie Matthews, formerly with WROV Roanoke, Va., joins news department of KALL Salt Lake City, succeeding Robert Craig, who was called to active reserve duty.

Bill Hampton, news editor, WMBR-AM-FM Jacksonville, Fla., joins news staff of KEX-AM-FM Portland, Ore.

Bob Vandergriff, former news director, WBIR-AM-FM-TV Knoxville, joins staff of WPFA-AM Jacksonville as news editor.

Martin McNeely joins news staff of WXYZ-TV Detroit.

Bob Lewis, news director, KBST Big
Paul D. P. Spearman dies at 63

Paul D. P. Spearman, 63, first general counsel of the FCC and a leading Washington communications attorney until illness forced his retirement in 1953, died May 2 in Washington. Funeral services and interment were held May 5 in his home town of Hamilton, Miss. He leaves four daughters.

After a notable record as a trial attorney in his native state and service as executive secretary of the Mississippi Railroad Commission and the State Forestry Commission, Mr. Spearman joined the Federal Radio Commission in 1929. He was assistant general counsel of the FCC when he resigned to enter private law practice in 1931 with the late Thomas P. Littlepage. When the FCC was organized he was appointed general counsel and served in that capacity until 1935 when he returned to private practice. Associated with Mr. Spearman in his communications law practice were the late Sen. Hubert D. Stephens of Mississippi, the late E. O. Sykes, former FCC and FCC member and chairman, and the late Frank Roberson, both also of Mississippi. During his private practice, Mr. Spearman represented for many years the Regional Broadcasters Committee in the clear channel case. The Spearman & Roberson law firm is now carried on by Frank U. Fletcher, Robert L. Heald, Russell Rowell, Edward F. Kenehan and Richard Hildreth.

Springs, Tex., joins news department of KPUC-TV Houston.

Jerry Boynton named news director of KFDM Beaumont, Tex.

Allan L. Wester, former sports announcer, WVUE (TV) New Orleans, named sports director of KSTF-AM TV Minneapolis-St. Paul.

Bruce (Michaels) Micek, former program director-air personality, WNWY (FM) Arlington Heights, Ill., to WKFM (FM) Chicago as air personality.

Ken Dowe and Gary 'D'Shea join KBOX Dallas as air personalities.

Keith Allgood and Loren (Mike) Lunde join KYOS Merced, Calif., as air personalities.

Johnny Towne and Carl Wade join WTAO Cambridge, Mass., as air personalities.

Garrett D. Blanchfield, assistant sales promotion director and research coordinator, WNAC Boston, joins WEEI-AM-FM, that city, as sales promotion assistant.

John W. Kiermaier, director of pr, CBS News, New York, elected vp. Mr. Kiermaier joined CBS News in August 1959 as assistant director of pr and was promoted to director following year.

Dave Goldman, director of radio-tn, Woodard, Voss & Hevenor, Albany, N. Y., advertising agency, joins WPTR, that city, as sales promotion director.

Mrs. Zoe Niarchos, WPTR sales service director, promoted to office manager.

Victor Love, advertising manager for Denver TV Guide magazine for past five years, joins KBTI TV( TV), that city, as account executive.

S. Donald Urban, publicity and special events director, H & S Pogue Co., Cincinnati, joins WKRC-AM-FM, that city, as director of promotion and pr.

John Hokom, research coordinator, KNX-AM-FM Los Angeles, named research and promotion manager. Mattie Carline, formerly with KNX's sales department, transfers to department of information services as Mr. Hokom's assistant.

Parker Jackson, former promotion manager, KFMB-AM-FM-TV San Diego, joins promotion department of KHI-TV Los Angeles.

Joe Klaas, sales department, KYAM-FM San Francisco, resigns to become campaign manager for John L. Stevenson, democratic candidate for 9th Congressional District of California. Mr. Klaas is succeeded by Deon Routh of KGO-AM-FM, that city.

Harlan S. Singer, formerly with directing staff of WFBG-TV Altoona, Pa., joins WTAQ (TV) Pittsburgh, in similar capacity.

PROGRAMMING

Richard Brandt, vp, Trans-Lux Corp. and president of production firm's entertainment division, elected president of Trans-Lux Corp. Aquila Giles, Trans-Lux vp, elected executive vp. Percival Furber continues as T-L's board chairman and chief executive officer.

Al Drobber, research manager, NBC Spot Sales, named to dual posts of director of research for Metro-Goldwyn-Mayer Inc. and research director of MGM-TV. He succeeds Herman Keld who has been named sales coordinator for MGM-TV.

Vernon A. Christian appointed Desilu Sales Inc. representative for southwestern region with headquarters in suite 118, Lone Star Life Bldg., Dallas, Tex.

Mann Scharf, vp, Stars International, and associate of The Jerry Franken Co., production subsidiary and pr arm, respectively, of The Peter Frank Organization, Hollywood and New York, resigns. Mr. Scharf will announce new association after brief vacation.

John Chancellor, host of NBC-TV's Today show, resigns, effective in October, to return to network's news department in reportorial capacity. Mr. Chancellor's successor has not as yet been selected. Before joining Today program last July, he had been NBC correspondent in Moscow.

Bob Farrar, former vp and creative
director, Cinema Recording Corp., New York, appointed director of custom production, PAMS Syndicated Productions, Dallas.

Vincent M. Fennelly, Emmy-winning producer, terminates five-year association with Four Star Television to enter independent tv production with his own Malcolm Enterprises. In preparation are hour-long anthology series, Escape, and half-hour comedy, No Man's Land.

Boris Sagal, stage and film director who directed pilots of current Dr. Kildare series and upcoming Sam Benedict series, both produced by MGM-TV for NBC-TV, signed to long-term contract at MGM, for tv and theatrical productions.

Lou Derman, creator and head writer of Mr. Ed series, resigns to become head writer of new Four Star series, McKeever and the Colonel, to be viewed on NBC-TV this fall.

Hy Hollinger, publicist, International Telemeter Co., pay tv subsidiary of Paramount Pictures, promoted to public relations manager of parent company.

Louis Morheim named associate producer of Combat, new hour-long series to be filmed at MGM Studios, starting in June, and which will make its debut on ABC-TV October 2.

William Lieb of Bill Burrud Productions, Hollywood, promoted to supervising editor of production company's True Adventure series. Peter Good joins Burrud staff as film editor on same production.

**EQUIPMENT & ENGINEERING**

Edward O. Praeger elected vp and general manager of Roberts Electronics Inc., Los Angeles, stereo tape recorder manufacturer. For past five years, Mr. Praeger was associated with Thomas Organ Co., Sepulveda, Calif. As assistant to president, he was responsible for Thomas' national and international sales, product development, sales promotion and marketing research.

Ralph M. Spang, controller, Zenith Radio Corp., Chicago, elected vp and controller. Mr. Spang joined Zenith in March 1959. Previously, he was associated with Hotpoint Inc. in Chicago since 1946 where he held various positions of controller, treasurer and general manager of home laundry department.

Gordon L. Fullerton, vp and general manager of parts division, Sylvania Electric Products, Warren, appointed vp and general manager of receiving tube operations of Sylvania's electronic tube division, Emporium, both Pennsylvania. Eugene E. Broker replaces Mr. Fullerton as general manager of parts division. Raymond P. Guion named assistant regional manager, Pacific region, distributor sales for electronic tube division.

Charles H. Odom, vp in charge of sales, Television Utilities Corp. of New York, joins Conrac Div., Ginnani Controls Corp., Duarte, Calif., as senior project engineer. Mr. Odom, who will be responsible for design and development of Conrac's educational tv monitors and receivers, is former TV Utilities Corp. vp in charge of engineering.

Richard J. Thorman, advertising and sales promotion manager, Nortronics Div., Northrop Corp., Needham, appointed manager of advertising and sales promotion for Raytheon Co.'s microwave and power tube division, Lexington, both Massachusetts. He succeeds Alan D. Maier who has been appointed to similar post at Raytheon's semiconductor division.

**INTERNATIONAL**

John T. Ross, president, Robert Lawrence Productions (Canada) Ltd., Toronto, elected president of Assn. of Motion Picture Producers & Laboratories of Canada, succeeding Henry Michaud, vp, Omega Productions Inc., Montreal.

Dorca Ballentine, formerly with CFPL and CKSL London, to hostess of Homemaker Service morning program on CHLO St. Thomas, all Ontario.

John Bassett, president, CFTO-TV Toronto, is Progressive-Conservative candidate in Toronto-Spadina riding in June 18 Canadian general election.

**DEATHS**

Herbert Taylor, 64, vp and general manager of Harte-Hanks Newspaper Group (part owners of KCTV (TV) San Angelo, and of KENS-AM-TV San Antonio, both Texas), died of heart attack April 29 at his home in Dallas. Mr. Taylor became general manager of the

**whats a Concierge?**

A friendly, philosophical, courteous, lovable man, immensely practical in solving problems for Summit guests. His helpful, personal attitude is typical of the entire staff at New York City's newest hotel.

**the SUMMIT**

East 61st Street at Lexington Avenue - Plaza 2-7000
A LOEW'S HOTEL

SINGLE ROOMS FROM $14; DOUBLES FROM $16
TIME-AND-TEMPER-SAVING IN-HOTEL GARAGE

BROADCASTING, May 7, 1962
Harte-Hanks Group 12 years ago after extended service with San Angelo Standard-Times and related enterprises.

Edgar M. Kluge, 60, secretary-treasurer, Krupnick & Assoc., St. Louis advertising agency, died April 27 as result of heart attack suffered last July. Mr. Kluge had been officer and member of agency’s board of directors since firm was incorporated in 1947, and had been associated with Krupnick since 1935.

Joseph D. Probst, 63, production manager, Probst & Morr Adv., Chicago, died April 30 of heart ailment at Wesley Memorial Hospital, that city.

Bailey Goss, 49, popular Maryland sports announcer with WBAL-AM-FM-TV Baltimore, died May 1 at Union Memorial Hospital in that city of injuries suffered several hours earlier when his automobile collided with another vehicle as he was returning home from radio-tv-press dinner sponsored by Baltimore Colts. Mr. Goss joined WBAL in 1940, broadcasting games of Baltimore Orioles, Baltimore Colts, Washington Senators and Baltimore Bullets. He was also favored for his coverage of harness and boat racing, bowling, Eastern Open golf tournament, polo matches and wrestling.

Henry Carl Bonfig, 66, retired president of CBS-Columbia, manufacturing division of Columbia Broadcasting System, died April 29 in Evanston (Ill.) Hospital after short illness. Born in St. Louis, Mr. Bonfig began his career as radio distributor in Kansas City, Mo., in 1922. He served as executive with RCA Victor in Camden, N. J., and in 1944 resigned as commercial vp of RCA to become vp of Zenith Radio Corp. in charge of household radio sales. Mr. Bonfig was an advocate of pay tv in form of subscription tv or Phonevision as developed by Zenith Corp. Mr. Bonfig was elected president of CBS-Columbia in 1955. After retirement in 1961, he returned to Chicago and recently was named director of Wells-Gardner Co., manufacturers of radio and tv sets.

Elizabeth Burns Powell, 46, broadcast buyer with BBDO, New York, died April 29 in New York. Mrs. Powell joined The Biow Agency in 1942 as time buyer and worked in similar capacity at BBDO from April 1946 through January 1950. She then became broadcast media supervisor at Geyer, Morey, Madden & Ballard and rejoined BBDO in January 1961.

Henry J. (Hank) Sanders, 24, commercial sales manager, KFOY-TV Hot Springs, Ark., and formerly with KBLO, that city, in similar capacity, died April 29 in Little Rock, Ark., hospital.

Milton Allan Chambers, 46, consulting radio engineer, died of heart attack April 29 at Circle Terrace Hospital in Alexandria, Va.

Douglas Pepin la Chance, 41, correspondent of Canadian Broadcasting Corp. in Paris, France, since 1952, died in Rome March 1. Mr. la Chance, who was living in Majorca and had been ill for some months, was credited by CBC with making first broadcasts of revolt in Algeria. He also covered Eichmann trial in Israel.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, April 25 through May 2, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant—antenna. aural—voice. kw—kilowatts. watts—watts. mc—megacycles. d—day. n—night. ls—local sunsets. mod—modification. trans—transmitter. unl—unlimited hours. ke—kilo-


New tv stations

ACTION BY FCC


APPLICATION


Edwin Tornberg & Company, Inc.
Negotiators For The Purchase And Sale Of Radio And TV Stations
Appraisers • Financial Advisors

EDWIN TORNBERG & COMPANY, INC.

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 15th St., N.W., Washington, D.C. • DI 7-8531

BROADCASTING, May 7, 1962

ACTIONS BY BROADCAST BUREAU

Honolulu, Hawaii—Hawaiian Paradise Park Corp. Granted uhf ch. 15 (210-216 mc); ERP 36.7 kw vswr, 15.4 kw sur. Ant. height above average terrain 90 ft.; above ground 378 ft. Estimated construction cost $153,239; first year operating cost $100,000; revenue $210,000. P. O. address 1307 Kalakaua Ave., Honolulu 15. Studio and trans. location Honolulu. Geographic coordinates 21° 17' 06" N., 157° 30' 22" W. Long. Trans. GB TV-208B; ant. BC TV-2 TL-8. Counsel F. J. Geyer, Morey, Madden & Ballard, Kansas City, Mo. 64106. Fathers: David Watumull (36%), Radha Watumull (34%), homayou Watumull Sabney (each 15%). Ellen Jensen Watumull (20%). Hawaiian Paradise Park Corp. is a real estate development corporation and is applying to buy KOOD Honolulu, Action April 26.


APPLICATION


Stations deleted

Commercial tv authorizations cancelled and letters deleted where expired and no replacements filed:

KOUL(TV), Harrison M. Fuesz, d/b/v Alamosa Telecasting Co., Alamosa, Colo.—Vhf ch. 3 (60-66 mc); ERP 1.4 kw vswr, 681 w sur. Ant. height above average terrain
New stations

**APPLICATIONS**

**ACTIONS BY FCC**


Ashatabula, Ohio—Questa Inc. Granted 1600 kc, 1 kw D, P, O. address box 81 Lake St., Cleveland, Ohio. Estimated construction cost $34,712; first year operating cost $60,000. Principals: Kenneth S. Mapses (67%), Robert and Robert J. Butler (5%), Martin John Rini, Robert David Bixel (each 8.75%) and others. Mr. Mapses is commercial greenhouse grower; Mr. Stoter is plumber; Mrs. Stoter is housewife; Mr. Bixel is chiropractor. Applicants are minority stockholders in applicant for new station in Willoughby, Ohio. Action April 30.

St. George, S. C.—Clarence Jones. Granted 1560 kc, 75 kw, 1000 ft. Ant. height above average terrain 550 ft. P. O. address 228 W. 11th St., St George. Estimated construction cost $15,835; first year operating cost $28,115; revenue $38,032. Grant was reported Approved By FCC on the recommendation of a Technical Tren. Mayor Jones of St. George. Mr. St. George is the president of the Tren. as well as principals. Messrs. Brown and Green disagree on the issue of the assignment of the applicants. Mr. Jones is former partner in WDBO (now WORC) Orangeburg, S. C. Action April 23.

**APPLICATIONS**

Cocoa, Fla.—Blue Crystal Best, Corp. 1310 kc, 250 w D, P, O. address box 712, Vero Beach, Fla. Estimated construction cost $25,394; first year operating cost $71,500; revenue $112,000. Principals: William P. Earman (60%), Joseph S. Earman (39%) and others. William Earman is operations manager for WPDR Jacksonville, Fla.; Joseph Earman has interest in ice & storage company, oil distributors, insurance and investment companies. Application for new station in Cocoa, May 1.

Atlanta, Ga.—Metropolitan Gadsden Best, Corp. 1240 kc, 250 w un. P. O. address c/o Samuel J. Simon box 2222, Atlanta, Ga. Estimated construction cost $18,594; first year operating cost $35,200; revenue $54,000. Principals: William S. Simon (80%), Joseph S. Earman (20%) and others. William Earman is the operations manager for WPDR Jacksonville, Fla.; Joseph Earman has interest in ice & storage company, oil distributors, insurance and investment companies. Application for new station in Atlanta, May 3.

Mt. Vernon, Ill.—King City Best, Inc. 1460 kc, 250 w P, O. address 404 N. 11th St., Mt. Vernon, Ill. Estimated construction cost $14,424; first year operating cost $28,850; revenue $45,000. Principals: James S. Simon, Fred Rosene, and Stanley Beeler (each 33%). Simon is officer and 15% stockholder in present station in Mt. Vernon; Rosene is the owner of a wholesale optical supply company; Beeler is partner in wholesale optical supply company. Application for new station in Mt. Vernon, May 30.

Tucumcari, N. M.—R-MEX Best, Co. 1350 kc, 1 kw D, P, O. address 114 E. Main St., Tucumcari. Estimated construction cost $21,994; first year operating cost $44,244; revenue $68,000. Principals: Ivan H. Cox (subscribed 50% of authorized stock) and others. Mr. Cox is Mayor of Mt. Vernon and retired automobile dealer. Application for new station in Tucumcari, May 3.


**BROADCASTING**, May 7, 1962

Existing am stations

**APPLICATIONS**

**ACTIONS BY FCC**


WHKX, Hillsboro, N. C.—Walton sec. 3,188 (d) of rules and granted mod. of cp (1330

**SUMMARY OF COMMERCIAL BROADCASTING**

Compiled by BROADCASTING, May 2

<table>
<thead>
<tr>
<th>On Air</th>
<th>CPS</th>
<th>TOTAL APPLICATIONS</th>
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<tbody>
<tr>
<td>AM</td>
<td></td>
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<tr>
<td>FM</td>
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<tr>
<td>TV</td>
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**OPERATING TELEVISION STATIONS**

Compiled by BROADCASTING, May 2

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<th>VHF</th>
<th>UHF</th>
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<tr>
<td>Commercial</td>
<td>470</td>
<td>91</td>
<td>561</td>
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<tr>
<td>Non-Commercial</td>
<td>42</td>
<td>14</td>
<td>56</td>
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**COMMERCIAL STATION BOXSCORE**

Compiled by FCC, March 30

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<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>Licensed (on air)</td>
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<td>937</td>
<td>484</td>
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<tr>
<td>Cps on air (new stations)</td>
<td>67</td>
<td>45</td>
<td>75</td>
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<tr>
<td>Cps not on air (new stations)</td>
<td>153</td>
<td>189</td>
<td>83</td>
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<tr>
<td>Total authorized stations</td>
<td>3,800</td>
<td>1,126</td>
<td>463</td>
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<tr>
<td>Applications for new stations (not in hearing)</td>
<td>4</td>
<td>18</td>
<td>43</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
<td>174</td>
<td>20</td>
<td>63</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>592</td>
<td>119</td>
<td>106</td>
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<tr>
<td>Applications for major changes (not in hearing)</td>
<td>459</td>
<td>92</td>
<td>33</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>149</td>
<td>71</td>
<td>220</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>608</td>
<td>163</td>
<td>76</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Cps deleted</td>
<td>0</td>
<td>4</td>
<td>0</td>
</tr>
</tbody>
</table>

*There are in addition, 10 tv stations which are no longer on the air, but retain their licenses.*

*Includes one SFA.*
and T. Granted

through Bartley

not sole owner has been in production departments of KOAK-FM-TV and KEKA-

T-FM-TV, both 10 kw, 4.5 miles of oil investment firm. Ann. April 28.

Existing fm stations

APPLICATION


Ownership changes

APPLICATIONS TO FCC

KUTY, Palmdale Bests., Palmdale, Calif.—Grant of ownership and license from Harold C. Singleton to Florence J. Tarlow; consideration $80,000 including the assumption of any-liability that assignee construction costs $8,300; first year operating cost $9,000; for five years, $35,000. Consideration $100,000 and agreement not to compete in a radio station within 20 miles of KUTY. Applications in the interests of WHIL-AM-FM Medford, and WHIL-FM May 5, Portland, N. C.; WLOB-AM-FM Portland, Me. Comr. Bartley dissented. Application May 2.

KOLE Pacific, Portland, Ore.—Seeks transfer of 50% of all stock in PMO, Inc. from Willard D. Archie, to G. E. Whitehead (present owner of other station); consideration $15,000. Ann. April 27.

KANE NOEM, Ithaca, La.—Seeks assignment of license for WLOD-FM to Edward H. Nollet, who also owns 50% interest in WFFO (Columbia); consideration $100,000 and agreement not to compete in a radio station within 25 miles of WLOD-FM until remaining 50% interest is purchased at $50,000. Ann. April 19.

WFCR, Sheridan Inc., Hattiesburg, Miss.—Agreed assignment of licenses to Newferte Inc., the owner, by the beneficiary, who also owns 50% interest in WFFC (Columbia); consideration $5,000 and agreement not to compete in radio within 25 miles of Hattiesburg until remaining 50% interest in said station is purchased at $50,000. Ann. April 22.

WHAM, WHMFM(FM), Geneves Best. Corp.—Request (1) granted transfer of control from Henry J. Christal Inc. to five years ago. (2) consideration $1,000,000 and agreement not to compete in radio broadcasting within 45 miles of Rochester for five years; conditioned that the transferee cannot be dissolved until William F. Rust Jr., transference president, divides one of his own interests, Mr. Rust has interest in the stations. (3) consideration $100,000, and agreement not to compete within 20 miles of Rochesther; APPLICATIONS TO FCC

KUTY, Palmdale Bests., Palmdale, Calif.—Grant of ownership and license from Harold C. Singleton to Florence J. Tarlow; consideration $80,000 including the assumption of any-liability that assignee construction costs $8,300; first year operating cost $9,000; for five years, $35,000. Consideration $100,000 and agreement not to compete in a radio station within 20 miles of KUTY. Applications in the interests of WHIL-AM-FM Medford, and WHIL-FM May 5, Portland, N. C.; WLOB-AM-FM Portland, Me. Comr. Bartley dissented. Application May 2.

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<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Details</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Offices &amp; Laboratories 1339 Wisconsin Ave., N.W. Washington 7, D.C. Federal 3-4800</td>
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<tr>
<td>COMMERCIAL RADIO</td>
<td>EQUIPMENT CO. 527 Munsey Bldg. Sterling 3-011 Washington 4, D. C. Member APCOE</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>711 14th St., N.W. Sheraton Bldg. Washington 5, D. C. Republic 7-3984 Member APCOE</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>P.O. Box 32 Crestview 4-B721 1100 W. Abram ARLINGTON, TEXAS</td>
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<tr>
<td>HAMMETT &amp; EDISON</td>
<td>CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco 28, California Diamond 2-5208</td>
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<tr>
<td>J. G. ROUNTREE</td>
<td>CONSULTING ENGINEER P.O. Box 904 Austin 17, Texas Clendale 2-3073</td>
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<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER 622 Hawkins Street Lufkin, Texas Neptue 4-4242 Neptue 4-9558</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer National Press Bldg., Wash. 4, D. C. Telephone District 7-1205 Member APCOE</td>
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<tr>
<td>A. D. Ring &amp; Associates</td>
<td>30 Years' Experience in Radio Engineering 1710 H St., N.W. Republic 7-2347 WASHINGTON 6, D. C. Member APCOE</td>
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<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>1405 G St., N.W. Republic 7-6566 Washington 5, D. C. Member APCOE</td>
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<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY 14, MISSOURI</td>
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<tr>
<td>VIR N. JAMES</td>
<td>SPECIALTY DIRECTIONAL ANTENNAS 232 S. Jasmine St. Dexter 3-5562 Denver 22, Colorado Member APCOE</td>
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<tr>
<td>JOHN H. MULLANEY &amp; ASSOCIATES</td>
<td>2000 P St., N.W. Washington 6, D. C. Columbia 5-4666 Member APCOE</td>
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<tr>
<td>JOHN H. MULLANEY &amp; ASSOCIATES</td>
<td>CONSULTING RADIO ENGINEERS 10412 Jefferson Highway New Orleans 23, La. Phone: 721-2661</td>
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<tr>
<td>L. J. N. du TREIL &amp; ASSOCIATES</td>
<td>CONSULTING RADIO ENGINEERS 430 Wyatt Bldg. Washington 5, D. C. Phone: 347-9061 Member APCOE</td>
</tr>
<tr>
<td>E. HAROLD MÜNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT Box 320 Coldwater, Michigan Phone: Broadway 8-6733</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS RADIO &amp; TELEVISION 577 Munsey Bldg. Sterling 3-011 Washington 4, D. C. Member APCOE</td>
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<tr>
<td>A. E. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS Member APCOE</td>
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<tr>
<td>WALTER F. KEAN</td>
<td>CONSULTING RADIO ENGINEERS Associate George M. Sklom 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb) Member APCOE</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4386 Member APCOE</td>
</tr>
<tr>
<td>A. E. Towne Assoc., Inc.</td>
<td>TELEVISION and RADIO ENGINEERING CONSULTANTS 420 Taylor St. San Francisco 2, Calif. PR 6-0100</td>
</tr>
<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineer AM—FM—TV Microwave P. O. Box 13287 Fort Worth 18, Texas Bütten 1 1551</td>
</tr>
<tr>
<td>E. HAROLD MÜNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT Box 320 Coldwater, Michigan Phone: Broadway 8-6733</td>
</tr>
<tr>
<td>PAUL DEAN FORD</td>
<td>Broadcast Engineering Consultant 4341 South 8th Street Terre Haute, Indiana Wabash 2643</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave., Cambridge 3B, Mass. Phone 828-6210</td>
</tr>
<tr>
<td>COLLECTIONS</td>
<td>For the Industry ALL OVER THE WORLD TV—Radio—Film and Media Accounts Receivable No Collection—No Commission STANDARD ACTUARIAL WARRANTY CO. 220 West 42nd St., N. Y. 36, N. Y. LO 5-5590</td>
</tr>
<tr>
<td>BARKLEY &amp; DEXTER LABS., INC.</td>
<td>Donald P. Wills James M. Moran Consulting, Research &amp; Development for Broadcasting, Industry &amp; Government 50 Franklin St, Diamond 3-3716 Fitchburg, Massachusetts</td>
</tr>
</tbody>
</table>
such condition should be imposed on grant to Laramie. Laramie Community proposes to operate a noncommercial educational service to which would not duplicate programs broadcast by other stations. Should Laramie Community in future file application proposing duplication of KFBC-TV programs, latter shall not be granted. Action May 2.


1. By memorandum opinion & order, commission granted Petition by Redding-Chico applicant for new station on 910 kc, 1 kw, day power and 1 kw, night power, application for consolidated proceeding in docs. 969 et al. with applications of California Educational Bcstg. Co. (WJCA); Xrmn.,; Chmn., and Park Press Inc. (WJLK) Asbury Park, N. J., for consolidated proceeding in docs. 969 et al. with applications of Delaware Valley Bcstg. Co. (WCB) and Philadelphia, Pa., for consolidated proceeding in docs. 969 et al. with applications of WCB.

1. By memorandum opinion & order, commission dismissed Petition by Rapid City, S. Dak. applicant for new station on 1310 kc, 250 w, day, 50 w, night power, on 1310 kc, 250 w, and consolidated proceeding in docs. 14510 et al. with applications of Delaware Valley Bcstg. Co. (WCB) and Philadelphia, Pa., for consolidated proceeding in docs. 969 et al. with applications of WCB.


1. By memorandum opinion & order, commission dismissed Petition by Rapid City, S. Dak. applicant for new station on 1310 kc, 1 kw, day power, 1 kw, and consolidated proceeding in docs. 14510 et al. with applications of Delaware Valley Bcstg. Co. (WCB) and Philadelphia, Pa., for consolidated proceeding in docs. 969 et al. with applications of WCB.


BROADCASTING, May 7, 1962

Mo. WMINZ Montezuma, Ga.

* Following stations granted mod. of cps covering to change type trans.: WNWR Grundy, Va., and WGW Guildford, Pa.

* Following stations granted licenses covering increase in daytime power and installation of new trans.: WMAZ Madison, Fla.; WCQS Alma, Ga.; WBBB Fitzgerald, Ga., and WOTP Bristol, Tenn.; KGPC Grafton, N. D.

* Following stations granted extensions of construction permit: K4WY Anderson, S. C., to Nov. 1; KATR Eugene, Ore.; KDCH Devils Lake, N. D., to Sept. 30; WBL Baltimore, Md., to June 7; KAVK West Palm Beach, Fla., to Jan. 1; KAUH Waipahu, Hawaii, to July 31; KELR El Paso, Texas., to Oct. 3; WJAG Jackson, Miss., to Nov. 3; WMC Altus, Okla., to Aug. 2; WCHI Chillicothe, Ohio, to July 15; WNFR Ohio, to July 15; and WTLK Taylorsville, N. C., to Oct. 1.

Actions of April 30

La Veta TV Assn. La Veta, Colo.—Granted cps for new vhf tv station trans.; May 20.

WAKQ Welland, Ont., to Grant the following stations: KGDL, Salt Lake City, Utah.; KCMC Missoula, Mont.; KGGG Indiana, Ind.; KXGW Garden City, Kans.; KZIM Fort Smith, Ark.; KFRB West Covina, Calif., to Grant the following stations: WFOX Detroit, Mich., to Recapitalize and to install new trans.; and WPTC Fort Wayne, Ind., to Waive the following rules: 13(b) and (f).

* Following stations granted renewal of license: KAKZ Lajumon, Col.; KCMK-FM Phoenix, Ariz.; KGFC Kansas City, Mo.; KGCA Rugby, N. D.; KGWN Great Falls, Mont.; KOMC Columbus, Ohio.; KBRB Madison, Wis.; KGMB Honolulu, Hawaii.; KGMD Alder, Mont.; KCMC Missoula, Mont.; KFCM Englewood, Colo.; KXKO Little Rock, Ark.; KCLC Lima, Ohio.; KOEY-FM St. Paul, Minn.; KRIB Big Bear Lake, Calif.; K6WY Dakota, S. D.; KDOW Cheyenne, Wyo., to July 30; KGSA Ephrata, Pa., to July 30; WMNI-FM Columbus, Ohio., to June 15; KEKB(FM) Sacramento, Calif., to June 30; KIAC Anchorage, Alaska., to July 2; and KFMF San Diego, Calif., to July 30.


Following were granted extensions of completion dates as shown: WGET-TV; on a case by case basis, to June 30; K2AB-FM San Diego, Calif., to July 30; KFRC Hudson, Ohio., to July 30; KGSA Ephrata, Pa., to July 30; WMNI-FM Columbus, Ohio., to June 15; KEKB(FM) Sacramento, Calif., to June 30; KIAC Anchorage, Alaska., to July 2; and KFMF San Diego, Calif., to July 30.

* Following stations granted authority to make changes in ant. system; and install new trans.: WAIM-TV, Erie, Pa.; WAIM-TV, Bakersfield, Calif., to Grant the following stations: LYNNE-YVETTE BEISG., CO., ALBANY, N. Y., and WDRA FM St. Louis, Mo.

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CLASSIFIED ADVERTISEMENTS

(Rate in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 30¢ per word—$2.00 minimum.
- HELP WANTED 25¢ per word—$2.00 minimum.
- DISPLAY ads $20.00 per inch—STATIONS FOR SALE advertising require display space.
- All other classifications 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

RADIO

Help Wanted—Management

Salesman, with ideas, ready to take over manageable East Coast Eastern Minnesota station market. $125 weekly base plus attractive commission. Box 700K, BROADCASTING.

General manager: General manager for mid-west full time station. Perhaps you are a successful salesman manager now looking for the next step. Multiple ownership with real opportunities. Box 700K, BROADCASTING.

Radio station WOLF, a top rated station in Syracuse, New York has opening for Assistant Account Young. Call or write for appointment. Call Manager, Harrison 2-7211. Fine opportunity for young proactive person. Right here and now.


Sales

Your best dollar potential is in booming Atlantic... Excellent facility... Great potential... Interested? Write Box 722K, BROADCASTING.

BALTIMORE—Good salary plus... For good salesman (management ability) with growing multiple chain. Complete resume to Box 805K, BROADCASTING.

Radio time salesman or salesman-announcer wanted. $100.00 weekly guaranteed. Send complete resume with references. Box 900K, BROADCASTING.

Florida, West Palm Beach. Excellent salary plus commission, vacation and car allowance. Absolute minimum two years fulltime selling radio. Don’t put your family through another cold winter. Send complete resume to Box 810K, BROADCASTING.

W-WOW, Conneaut, Ohio. Salary—limited possibilities. Commission plus... send resume, 1st letter. Experienced go-getter only.


Experienced radio salesman wanted—WBIK, 540 kc, Long Island, N. Y. Salary plus commission. Write for appointment. Box 5-0540, 1 E. Main St., Bayshore, N. Y.

Salesman-Announcer with at least 2 years experience, plus commission, vacation and car allowance. Established Michigan daytimer with revolutionary new equipment to help increase ratings. Must have excellent public relations and group promotion. Contact J. F. Butler, Manager, WKZL, Kalamazoo, Michigan. $12,000.00 year guarantee, top salesman with radio promotional ideas, other benefits. Contact... Walton Radio Chain, Box 1721, Monroe, Louisiana.

Choice positions, radio or TV sales and management in east and national. Better your own—write Walker Employment 83 So. 7th St., Minneapolis 2, Minnesota. Free registration, professional service.

Help Wanted—(Cond’t)

Announcers

Announcer: DJ for fast moving modern radio. Wireless sale of single station market. Multiple owner operations, many opportunities. Box 700K, BROADCASTING.

Adult 5000 watt near New York City has opening for reliable and experienced announcer with potential. Advancement opportunities for creative men. Send tape, resume, picture and salary requirements to Box 715K, BROADCASTING.

Announcer, Pennsylvania station. Small market. Versatile, all around worker. Promotion experience a must. Full resume, salary requirements first letter. Box 800K, BROADCASTING.

Top Chain continually on lookout for Top Airmen with format experience. Believable personality plus creativity—important qualifications. To be considered send tape and resume to Box 804K, BROADCASTING.

Opening for Bright Morning-DJ at upstate New York 5000 watt, $80 per week. Rush tape, photo and resume! Box 845K, BROADCASTING.

Now! Now! Bright, imaginative morning man wanted at number one modern New York state operation. Hurry—pic, tape and resume! Start first week. Send Box 851K, BROADCASTING.

Creative c&w dj wanted for Northeast metropolitan market. Send tape, resume. Box 871K, BROADCASTING.

Growing Eastern market modern radio group has immediate openings for experienced personalities and/or personality newcomer. Modern radio experience is a must. As we grow you will have the opportunity to grow and advance with us. Send tape and resume to Box 888K, BROADCASTING.

Opening for two quality announcers. Top salaries on coast to coast station. Send air check tape—detailed information. Box 908K, BROADCASTING.


Announcer-Salesman: To handle branch studio operation. Must have successful sales background and good air ability. Pays $500 to $700 or more monthly depending on ambition and ability. Wallace Stangland, Manager, KIWA, Sheldon, Iowa.

Adult announcer-salesman for the newest format in radio. Send tape, resume, photo to KXCV, Price Tower Studios, Bartlesville, Oklahoma.

Immediate opening for morning man, capable on new formats and announcing. Send tape and resume to WDDY, Gloucester, Va.

WBOK, Poughkeepsie, N. Y., needs 1st ticket announcer, heavy announcing, no maintenance. 75 miles from New York City.

First phone announcer for new daytimer just opened in Eastern Pennsylvania. Mail tape and resume to P. O. Box 115, Palmerston, Pennsylvania.

Bright sounding dj for 1000 watt between Rochester and Syracuse, New York, Rush tapes to P. O. Box 22, Geneva, New York.

Help Wanted—(Cond’t)

Announcers

We need a combination disc jockey-newsman- and a small market. Ray Blomquist, WMAB, Munising, Michigan.

Need first phone announcer now! WMHI, Route 3, Frederick, Md. Good station... Good music... Limited commercials... surveyed $1. No maintenance. Salary open to experience. Rush tape, resume to above address now!

Good music community-minded station needs experienced mature voice. Above average salary. Send resume, ad copy to view necessary. WPVL, Painesville, Ohio.

Immediate opening for announcer with good music and station exposure. Send air check tape and resume to WTAZ, Parkersburg, West Virginia.

W-WOW, Conneaut, Ohio—experienced dj for vibrant progressive station. Tape, resume, photo, first letter.

Expanding staff—Dallas station, not top 40, has opening for top notch announcer with bright mature delivery. Some production experience desired. Send tape, picture, complete resume, and personal references, Box 919K, BROADCASTING.

Personality dj for middle of road pop and standard music format, fast, tight production. Send tape, resume, photo. Tapes returned. WHIO, 659 Third Street, Wausau, Wisconsin.

Announcers and combination men, get a better radio or TV job. 650 stations in Midwest and East Coast. Free review, free instruction, free application. Walker Employment, 83 So. 7th St. Minneapolis 2, Minnesota.

Technical

Sell and service broadcast equipment. Need engineers for local territories. Use spare time. Excellent commission arrangement. Quality product line. Box 781K, BROADCASTING.

Northern New Jersey station needs chief engineer, with AM-FM experience and full-time announcer. Fully-paid pension plan—Hospitalization. For interview contact Box 866K, BROADCASTING.

Broadcast technician—Baltimore radio and tv station, 1st class license. Excellent opportunity. Box 888K, BROADCASTING.

Western Black Hills quality network affiliate has immediate opening for chief engineer and general manager. Open construction, some announcing and perhaps sales. He must be married, sober and like to work. This multiple ownership operation offers pleasant location, satisfaction, security and good pay. Salary open. Write, wire or phone manager, KASL, Newcastle, Wyoming. 746-2721.

Our Chief Engineer going in the Marines. Need a first phone combo man to take over in mid-May. Want a young energetic combo. Local new station. Write KYVA, Gallup, New Mexico, at once.
Help Wanted—(Cont’d)

Technical

Part time television engineer wishing to earn master’s degree in communication arts. Tuition plus stipend. Boston University. Write: Dean, School of Public Relations and Communications, 125 Commonwealth Avenue, Boston, 15, Massachusetts.

There must be someone with a 1st class ticket-General announcing experience who wants a good permanent job at a smooth sound, daytime only station. Male or female a person with imagination and 20 years of radio background please contact us in the Chicago area. Experience totals 7 years. Interested in progressive medium—large market. Write: Box 869K, BROADCASTING.

Engineer-Announcer: 1st class license, to take over transmitter maintenance. Several hours weekly light announcing. J. B. Dolzell, Manager, WQTN, Georgetown, South Carolina. No contact phone.

Wanted. First class engineer for chief and limited air. Work: WJWJ, Georgetown, Delaware.

Good engineers and combo-men needed now in radio and TV. Write for Free application. Over 600 stations contacted. Walker Employment, 83 So. 7th St. Minneapolis, 2, Minnesota.

Production—Programming, Others

Program manager: Top station with both Nielsen and Pulse seeking program manager. Should call us if you have a high ground of rating success. Multiple ownership in midwest. Box 746K, BROADCASTING.

Production man—Need immediately! Outstanding "idea" man can create, write, produce and announce selling commercials. Unusual opportunity to grow with outstanding Midwest. N. W. work only—Rush resume, picture and tape samples to Box 831K, BROADCASTING.

Immediate position for: Energetic! Proving! Knowledgeable! A Newscaster-Writer! at number one modern operation in upstate New York. Rush resume and resume! Box 865K, BROADCASTING.

RADIO

Situations Wanted—Management

Manager, not family. 35, family. 13 years experience—$10,000.00. Box 727K, BROADCASTING.

Manager team (husband and wife), currently owners of radio property at college. Desires with local managers, are available to own coast to coast property. (New England—Mid-Atlantic States). Highest financial and business references available. Box 725K, BROADCASTING.

Ex-Manager metro market, 10 years sales, programming, administrative experience. Prefers southeast. Opportunity foremost, salary secondary. Box 853K, BROADCASTING.

Manager—strong personal sales. Twelve years management. Highest character and owner responsibility, qualified. Area $10,000. Box 854K, BROADCASTING.

Currently General Manager of regional station chain with growth minded owner. Outstanding record of National, Regional and local sales. Top references. Box 855K, BROADCASTING.

Radio-tv executive. One of nation’s best. Outstanding 18 year record in station—sales market and general manager top 60 market. Sales leader, heavy on promotion, character and ability stands full investigation. Box 856K, excellent organizer, prefer new operation. Box 877K, BROADCASTING.

I don’t believe in rock and roll—I do believe in solid radio programming. If you have a radio property in the Eastern United States that has any imagination and 20 years of radio background please contact us in the Midwest. Your experience totals 12 in management. Age 41, married, family and no skeletons to hide. Presently part owner and manager in city of 14,000. Want larger, fulltime market, or present market siz 16 interest is available. Presently in Midwest but will consider all locations. Awaiting this summer. Box 869K, BROADCASTING.

Relocate by June 1. Seven years experience as manager. XA. Owner Winona, Minnesota. College grad, family. Desire management, sales manager. Prefer experience, some investment. Frank Haas: Gilmore Valley Road, Winona, Minn.

Late on top pop records? Does your competition have you beat on latest top 40 releases? Then be first, really first on your market. Timely articles, Mailing 3 times weekly, 10 day trial, no obligation. Write: T. B. C., 330 Market, San Francisco, California.

Steady salesman interested future community minded outlet building basic business. Box 709K, BROADCASTING.

Disc jockey—newcaster, young experienced, immediate availability. Box 703K, BROADCASTING.

Announcer—available May 21st thru September. Write or phone simultaneously. First phone: Box 749K, BROADCASTING.

DJ: tight board, experienced, resonant voice; veteran: willing to relocate. Box 745K, BROADCASTING.

Summer Replacement: Top market only. Can fill any need: 15 years experience: Personality dj, announcer, interviewer, station manager, pd and production head. Top market. Previously #1 in million market. Demand good salary. Want out of NYC for a few months. Box 756K, BROADCASTING.

Top 40, personality dj; 8 years experience, family man. Looking for major market location. Box 776K, BROADCASTING.

Conservative announcer and/or program director. Strong reading. Knows music, production. Excellent background. Prompt secure response. box 831K.

Want rhythm and blues. Can hold both colored and white audience. Good R&B references. Box 823K, BROADCASTING.

Top quality model 49 Baltimore market. Want permanent to any market. Box 830K, BROADCASTING.

Good announcer. Experienced . . . versatile, desires position where ability plus experience will be utilized. Box 831K, BROADCASTING.

Announcer-DJ—Steady, dependable mature sound. Experience, married—Negro. Box 835K, BROADCASTING.

Top 40 disc jockey. Good with production ideas. Wants a challenge. Three years experience. Has built strong listening audience. Excellent success with teens and young adults. Do you have a challenge? Box 859K, BROADCASTING.

Disc jockey, Production, continuity, program ideas. Experienced, polished professional, family man, excellent references. Box 838K, BROADCASTING.

Negro announcer will offer experience, personal references. Box 843K, BROADCASTING.

Attention Midwest top 40 outlets—personality dj desires permanent position with midwest top 40 station. Graduate of top big city school. Top broadcasting experience. Tight board, good voice, authoritative. Resume, Box 839K, BROADCASTING.

Want opportunity as sportscaster with play-by-play of any/all sports. Married, 32, MA experience, high school grad. Box 851K, BROADCASTING.

Experience writer-man, 20 years experience. Player, coach, official in many sports for 15 years, Willing to do anything for opportunity in this field. Box 852K, BROADCASTING.


Summer only. Experienced 1st phone. Strong news, commercials, interviews. Will work watch. Box 909K, BROADCASTING.

Announcer, dj, experienced good voice, authoritative. Experienced sales. Married, college. Box 854K, BROADCASTING.

Five years experience—draft exempt—strong reading, some writing. Outstanding voice can write copy—strong on news—looking for permanent position. Box 900K, BROADCASTING. Esther Announcer. Box 901K, BROADCASTING.

First phone—young, married, veteran 15 years experience. Prefer top 40, Tops. Want permanence. Good references. Will relocate. Box 907K, BROADCASTING.


Young top 40—looking for permanent position in medium market. Box 850K, BROADCASTING.

Announcers

Disc Jockey—Production, continuity, program ideas. Experienced, polished professional, family man, excellent references. Box 838K, BROADCASTING.

Negro announcer will offer experience, personal references. Box 843K, BROADCASTING.

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First phone—young, married, veteran 15 years experience. Prefer top 40, Tops. Want permanence. Good references. Will relocate. Box 907K, BROADCASTING.
**Announcers**

Wanted—TV newscaster who can write, who can dig for news when necessary, who can do a spot report and who wants to make a place for himself in the area. We are adding, not replacing. Send full details first, including salary requirements, kine if possible, audio tape if not available to Box 789K, BROADCASTING.

**Help Wanted**

Immediate opening for experienced on-camera newswoman strong on news, weather and commercial presentation. Send photo, background information, references and audio tape to: Harry C. Barfield, WLEX-TV, Lexington, Kentucky.

**Technical**

Wanted: Asst. Chief Engineer with switching and mixing experience, strong on maintenance, NHK affiliate northwest. Box 913K, BROADCASTING.

Work both Radio-TV. Require bright sound, good production, neat appearance. Good opportunity and fringe benefits if new required. Contact KAUS-KMMT-TV, Austin, Minnesota.

**Production-Programming, Others**

Wanted: Announcer-programmer, strong on commercials and production. Michigan ANGR. Box 398K, BROADCASTING.

**Situation Wanted—(Cont’d)**

**Announcers**

Would like to put my 8 years AM, TV experience to good use. Deep voice, mature, good vision and hearing, no goatee. No Sincere, straight forward, stable, $518 minimum. Box 921K, BROADCASTING.

Bright personality—Program, sales, copy writing. As a TV, Newspaper, Radio grad, discovering my love for the business, I'm looking for a chance to grow with a company that wants to be a leader in the industry. I'm willing to learn! Box 922K, BROADCASTING.

**Situation Wanted—(Cont’d)**

Sincere, straight forward, stable, $518 minimum. Box 921K, BROADCASTING.

Sincere, straight forward, stable, $518 minimum. Box 921K, BROADCASTING.

**Announcer—** versatile, industrious and young. Can do dj shows and authorative work. The future is blue. Robin Burn, 3360 N. Haussen Cl, Chicago 18, Illinois. M 5-0287.

Available now—first phone—experienced married—family man—radio or television. No offers. Contact—Bill Cordell, 319 Bayview Drive, Georgetown, South Carolina. Phone 2168.

Attention Florida, California, Southwest. [Continued]...
Help Wanted—(Cont’d)

Production—Programming, Others

Two good jobs expanding Southwestern NBC-VHF in thriving 3-station medium market. One a large station’s Director of Production. Must have top air work and supervision of department and personnel. Production Manager to oversee local operations including tape. Must be experienced, ready for this market, and not expecting an easy fortunate job. Box 871K, BROADCASTING.

TELEVISION

Situations Wanted—Management

Don’t confuse the forest for the trees. Hire an expert sales manager. Box 860K, BROADCASTING.

Experienced station manager small or medium market available September 1st. Twenty years successful management and tv. Can work all phases except engineering. College graduate, family man. Working in location with a $10,000 minimum. Box 896K, BROADCASTING.

Commercial Manager—Sales Manager—excellent management background. High production records of local and regional business. Will consider UHF or VHF. Box 870K, BROADCASTING.

Station Manager’s assistant or business manager, 14 years experience, responsible family man, highest references immediately. Box 920K, BROADCASTING.

Sales

Experienced, successful research executive has the creative flair and instinct for good programming, and knows facts sing newspaper columnist and big-agency copywriter. Has written in tough disciplines of serving blue ribbon clients. Help in marketing—creative persuasive presentations have developed millions. Currently serving well-known research service. Formulates own plans, designs questionnaires for pretest, writes and delivers excellent reports. Excellent boardroom and platform personality. Sense of humor, a hard worker, no ulcers. No tedious shuffling—returns at the point please—but full documentation and references upon meeting. New York area only. Box 215K, BROADCASTING.

I’m not just another salesman: I’m ambitious and have 10 years experience in television. The production manager, agency, film sales. Presently employed but want move. I’ll work in metropolitan market, in mid-west or east. Box 298K, BROADCASTING.

AGENCY-ADVERTISER

Creative account executive 10 years experience: ad mgr & AE with major 4A agency. Imaginative, flexible, good administrator—responsible for merchandising & presentations. Know print, TV, films. Experience includes packaging, advertising, sales, personnel, sales force, budgets. Experienced on request. NY preferred. Box 837K, BROADCASTING.

Announcers

Thoroughly experienced TV and Radio announcer. WANTS TV and Radio news and commercials. Also interview, commercial delivery. Excellent with people & budgets. Resume on request. N.Y. preferred. Box 582K, BROADCASTING.

Experienced announcer wants to relocate in medium to major market. Have extensive radio and television experience which includes sports, news: Excellent on camera commercials. Some directing. University graduate, married, late twenties. For information—write Box 628K, BROADCASTING.

Mature sports announcer. Excellent on camera presentation. Experienced play by play, college degree. Box 872K, BROADCASTING.

Situations Wanted—(Cont’d)

Announcers

7 years radio, tv. 31. Reliable, white: working Oklahoma; dissatisfied. Box 576K, BROADCASTING.

______________________________
Box 879K, BROADCASTING.

______________________________
Box 897K, BROADCASTING.

Technical

15 years experience all phases of radio and TV studio operations, produces television presentations. Prefer combination engineering and programming medium Southeastern market but will consider other areas. FCC first class license. Box 786K, BROADCASTING.

Engineer, first class, experienced video-UHF-Radio maintenance and installation. Box 821K, BROADCASTING.

Chief Engineer or good Xmr position. 12 years TV AM experience, 6 as chief. Know RCA, Dumont, some GE. Available immediately. Box 925K, BROADCASTING.

Experienced lst phone all around studio/ xmr, technical manager. Will consider summer relief spot. Box 864K, BROADCASTING.

Television transmitter engineer. Supervises television transmitter. West Coast preferred will consider other locations. Government experience for Phase II. Technical education. Box 152, El Dorado, California.

Production-Programming, Others

Radio-Television newsmen, 8 years. Experienced in reporting, writing, broadcasting. Box 901K, BROADCASTING.

Director-producer, 38, wants challenging job with progressive station. Can offer abundance of experience in all areas of station. Must have experience with major station in large Midwest or West Coast market. Box 528K, BROADCASTING.

Sports Director, former News Director, desires change, either television or radio. Family. Box 842K, BROADCASTING.

TV director—5 years of live remote network commercial and news experience. Available in 30 days. Will travel. Personal interview, resume and phone upon request. Box 857K, BROADCASTING.

TV Artist—BFA, Degree, Advertising design. Eleven years experience visual communications, creative ideas, understanding black and white, design, graphics. Famous Agency, New York, S.S. 221 Fairfield St., St. Albans, W. Virginia. Phone 727-1100.

FOR SALE

Equipment

Western Electric 503 B-2 FM 1 kw transmitter. Best offer takes. Box 741K, BROADCASTING.

1000/250 kw AM transmitter. Used three months. First cash offer over $3500.00 takes. Box 782K, BROADCASTING.

Jerrold 704 calibrated field strength meter and Heath Signal Generator; best offer above $175.00 takes both. Disc-cutting machine with Audax inside out lathes for best offer or trade for broadcast quality 3 speed turntable; you pay freight. RCA Model 66-A Modulation monitor $200.00 RCA 311-A Frequency Monitor 1340KC $450.00. Both for $650.00. In good operating condition with tubes and manuals. Crating and freight F.O.B. KATL, Miles City, Montana.

Ampeg 600 Tape Recorder. Perfect condition. Rack mount or with portable case... $360.00. —WCRA, Box 966, Elgin, Illinois.

Model 68 RCA modulation monitor. Good condition FCC approved—$175.00. KFRO, Longview, Texas.

For Sale—(Cont’d)

Equipment


Sale: All equipment to put 250-Watt AM station in operation! Everything from tower and poles all the way. Take $20,000 quick sale or consider any reasonable offer. Inventories available. Box Koury, Station KVIN, Coeur d’Alene, Idaho. MO- hawk 4-2116.

Gates BC-250GY 250 watt transmitter in great condition complete with one set of spare tubes and wired for remote control. NWLC, Decorah, Iowa.

Now available—tremendous savings. 25 kw notch diodeler, Alcoa Model 104X. Used one year. Ch. 11: RCA vestigial sideband filter RCA M10808B Ch. 31, 10 kw diplexer RCA M10506, 1500-2500 cox complete with hangers and connectors. 6 6-1/4 ft. wire hangers. TS-10A RCA video switcher. 2 RCA high voltage transformers for RCA 25 kw transmitter. WLUK-TV, Green Bay, Wise.


KERC type 560-T FM exciters 15 watts at carrier or 1/4 carrier frequency, includes 1 kw power pack, cabinet, control box, 3 years cost. Old, $4700; excellent condition. Will consider reasonable offers—WGLI, New York, N. Y.


250 watt AM transmitter—RCA 250L. Good condition. Maxon Electronics Corp., San Carlos, California.


Am, fm, tv equipment including transmitters, orthiconos, isolomoses, audio, monitors, cables. Electrofilm, 440 Columbus Ave., N.Y.C.

Commercial crystals and new or replace- ment crystals for RCA, Bell, Western Electric, J-K holders, regrinding, repair, etc. BC-664 crystals and Conrad. Also A. M., 300. National Line. Solicit testimonials praise our products and fast service. Flavon Electronic Company, Box 31, Temple, Texas.

Thermometer, remote electrical; enables announcer to read the correct outside tempera- ture from inside automobile. New. 180 deg. F. Installed in less than an hour. Send for brochure. Electra Temp. Co., Box 611, San Diego 6, Calif.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by spring time; can too. RCA video, 905 Palmer Ave., Mamaroneck, N. Y. OW 8-6666.


16mm Reversal Film Processor—Algonne. Model America—Automatic daylight film processing equipment. Reversal film equipment. Heads itself automatically, high speed resolution reclipping, replenishing system, temperature controls, imprints, etc. New condition. $5800 plus freight. WHO-TV Des Moines, Iowa.

Unused transmission equipment 5/6" Anode; 51.5 OHM Teflon feed, $60.00 for 20’ length; 1/2” ditto, 90 foot; 6’ feet. Diesel storage with hardware. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for stock list. S-W Electronic Company, 1401 Middle Harbor Road, Oakland 30, Calif.
For Sale—(Cont’d)

Equipment
Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Turbide St., Laredo, Texas.

WANTED TO BUY

Equipment
Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magne- cord, Presto, etc. Audio equipment for sale. 1963 radio, 193 Pennsylvania, Tuckahoe, N. Y.

Wanted for cash—used water cooled tubes. Types 888-150, 606, etc. in good condition or surplus new tubes. Advise type, quantity, condition, make and price. Electronic Laboratories Supply Co., 7228 Germantown Ave., Philadelphia 19, Pennsylvania. Phone Chestnut Hill 8-2700.

WANTED TO BUY

Stations
Management team (husband and wife), currently owners of successful radio properties 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 753K, BROADCASTING.

Experienced program, news, play-by-play sports, and features desire interest in full time operation. Box 846K, BROADCASTING.

Fla. Only! Small station preferred. 1 station market, but not essential. Terms desirable. Please give full particulars. No brokers! Box 897K, BROADCASTING.

Wanted—small market station or controlling interest in medium market. $15,000 to invest and 22 years experience in broadcasting. Box 899K, BROADCASTING.

INSTRUCTIONS

FCC first license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our 16-page brochure. Grantham School of Electronics, 3121 Gilham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 25, Texas.


Instructions—(Cont’d)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License, 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting May 8, July 11, September 1, 1962. For information, references and reservations, write William E. Greenberg, Elkins Radio Engineering School, 1150 West Olive Avenue, Burbank, California.


MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1962, Atlanta 1, Georgia.

We guarantee increased ratings with fantastic Lange (one)—Lineart Demonstration record free! Lange, 5880 Hollywood Blvd., Hollywood, California.

26,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introduction and catalog. Orben Comedy Books, Hewlett, N. Y.

BUSINESS OPPORTUNITY

Investors—Capital wanted for new Miami Beach, Florida power FM radio station. Contact Box 763K, BROADCASTING.

BROADCAST SALES ENGINEERS WANTED

Immediate opportunity for sales engineers to manage broadcast equipment sales in the following territories:

Midwest States
Middle Atlantic States

The main requirement is a broad background in radio, combined with some sales experience. Also, must be aggressive, responsible, and with a deep desire to sell equipment. Excellent starting salary with an attractive incentive program and all travel expenses paid. Become part of the dynamic expanding sales organization of a nationally known Midwest broadcast equipment manufacturer. Send resume immediately to Box 881K, BROADCASTING.

HELP WANTED—SALES

BROADCASTING

ANNOUNCERS

MAJOR EASTERN METRO MARKET

Opportunity for creative, mature personality (with accent on personality) for Wake Up show on station with "middle market" format. Send tape, complete resume, minimum salary requirements, immediately. Replies confidential. Box 860K, BROADCASTING.

HELP WANTED—(Cont’d)

Technical

OVERSEAS OPPORTUNITIES
EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge of tube and solid state electronic engineering helpful. Travel and housing allowances given. Submit experience and earnings to Box 841K, BROADCASTING.

RADIO

Situations Wanted—Management

GENERAL MANAGER

At present operating combined TV and radio property. Want to devote full efforts to either TV or radio management. Extensive experience. Prefer dry climate but will consider all areas. Box 866K, BROADCASTING.

SELLING GENERAL MGR.
AVAILABLE

15 years successful background in broadcasting with accent on sales after career as Program Director and air personality. Currently head man of small group with stations in major and minor markets. Available for general management of strong major facility or can make small investment of money and large investment of time to operate and live with your absentee owned station. Interviews at your convenience in NYC, Dallas or San Francisco. If interested please reply: Box 923K, BROADCASTING

Production—Programming, Others

ROD RODDY Exec Store—ABC—Wast- inghouse personality available for short term major market vacation engagements starting May 1 after closing in Chicago. This summer hire a name, the cost is the same, contact ROD RODDY "RADIOS PORTABLE PROFESSIONAL."

Box 890K, BROADCASTING

NEWSMAN

Young, experienced, newsmen with college degree in radio & TV available for staff of top-notch news dept. in major market. Box 915K, BROADCASTING
MISCELLANEOUS

MOVING?
SEND FOR BOOKLET
A free, 16-page booklet prepared by Burtnam Van Service, Inc. can give you helpful, working, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Check Swann, Burtnam Van Service, 1634 Second Avenue, Columbus, Georgia.

For Sale—(Cont'd)

Stations

NEVADA
Top fulltimers in a top Nevada market. $150,000 or better, No money down to buyer who will loan corporation $50,000. Attractive price and terms. Box 904K, BROADCASTING

FOR SALE

Colorful RADIO MARKET SHEETS and COVERAGE MAPS
Address Radio Dept., on your letterhead for FREE information and samples.
EVEREADY ADVERTISING
1817 Broadway, Nashville 4, Tenn.

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS
Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

SELECTED ANNOUNCERS AVAILABLE
Trained, reliable men and women, graduates of the Detroit School of Announcing and Speech are interested in acquiring experience. Complete information including audition tape sent on request. Let us help you find the right person for your staff. There is no charge for this service. Write DETROIT SCHOOL OF ANNOUNCING AND SPEECH 138 Duffield, Detroit 1, Mich.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling RADIO and TV STATIONS in the eastern states and Florida W. B. CRIMES & CO. 2000 Fillmore Avenue, N.W. Washington 9, D. C. Decatur 2-2311

FOR SALE

Stations

TEXAS SOUTH PLAINS
Top daytimer, single station market, ideal for owner-operator. Selling $60,000; priced at $77,500. Terms. Excellent facilities, growing market. Good earning record. Box 639K, BROADCASTING

Continued from page 103

Actions of April 24

KOAP-FM Portland, Ore.—Waived sec. 3.261 of rules and granted authority to operate Sunday, Tuesday and Thursday, remain- ing silent on Saturday and Sunday, for period ending July 31.

KBCO-FM San Francisco, Calif.—Granted extension of completion date to July 16.

* Granted a for following new vhf tv transmitter stations: To operate on chs. 11 and 15, Grand Lake, Colo., to transmit a program of KTV-2; for a station on ch. 4 both Denver, Colo.: Spray Community TV Inc. on ch. 4, Elko, Nev.: Twinckenham, Ore., to transmit programs of KTVN-2 (chs. 3 and 6), ch. 3 intermediate transmitters in Ore.; conditions on all; McArtor & Sutton TV on ch. 3, Chapter, Nev.: to transmit programs of KSTF (ch. 10) Scottsbluff, Neb.

License renewals


Rulemakings

* Commission invited comments by June 11 to proposal to amend its rules (part 4, subpart E) to permit operation of two trans. on single studio-trans. link channel for transmission of periodic programs from studio to trans. of fm sta- tion. Transmission of "stereo" requires two audio signals. Where a trans. is em- ployed, this poses no problem. In cases where fm station relies upon a radio circuit to link its studio and trans., some difficulties have been encountered. Rules prohibit use of more than one channel for a radio link. However, method of operating two separate SST trans. on single studio channel seems practicable. Action May 20.

* Following application is mutually exclusive with application of WALD, Mioch., for renewal of license. Thus, in order to expedite action on the applications, commission on own motion waived sec. 11.304(C) of its rules and approved an application of WALD for station WJML.

BP-14120: WMPL Hancock, Mich., Copper County Bestco. Has: $52,000, 1 kw, D. J. Hutton, 2806 S. Main St., Hancock 3.

* By commission action March 16, 1962, li- cense of KJPT Golden Meadow, La. (1000 kc, 1 kw, D.) revoked. On April 15, 1962, commission by board action stayed effective date of revocation until June 15, 1962. Since this station was the only local broadcast station serving Golden Meadow, commission has waived power of the rules to permit early consideration of follow- ing application.

BP-14748: NEW Golden Meadow, La., John E. Regie. Eq. 1000 kc, kw, D.) According to notice in FCC's filing, that on June 4, 1962, preceding applications will be considered as ready according to preced- ing, and that pursuant to sec. 11.106(b)(1) and sec. 11.106(c) of commission rules, applica- tion, in order to be considered with these applications or with any other application on file by close of business on June 1, 1962, which involves conflict necessitating hearing with these applications, must be substantially complete and tendered for filing at offices of commission in Washington, D. C., by which- ever date is earlier: (a) close of business on June 1, 1962 or (b) earlier effective cut-off date which these applications or any other conflicting application may have by virtue of conflicts necessitating hearing with applica- tions appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application, pursuant to sec. 309(d) (1) of Communications Act of 1934, as amended, is directed to sec. 309(d)(1) of commission rules for provisions governing time of filing and other requirements relat- ing to such pleadings. Adopted April 26.

PETITION FILED

Sec. 3.406: Antilles Bestco. Corp, San Juan, P. R. (4-26-E). Requests amendment of rules so as to add following assignments for communities located in Puerto Rico:

Precedent

Mayaguez, P. R. 4-7, 5, 10
San Juan, P. R. 2-3, 4, 5, 6, 7, 9, 10, 14
Ponce, P. R. 1-7, 9, 10, 14

FOR THE RECORD) 109
a new American Ace

When the sky was first used for war, the job of aerial interception could be handled by dare-devil youths with 30 caliber machine guns and canvas-covered biplanes. Today, interception is a job that has to be handled by a different kind of Ace, a machine that is half electronic brain and half bomb—the Nike-Zeus. It’s a supersonic Ace that can intercept an airplane or a missile traveling at thousands of miles an hour. To build it, American missile men needed a light but exceptionally strong metal for the motor case. United States Steel research scientists provided the material—an alloy steel rolled into wider, longer, thinner sheets than any ever rolled. In a new process called “sandwich rolling” the alloy steel is placed between two heavier plates of carbon steel, heated, then rolled into the strong, lightweight sheets needed for a missile’s skin. This is one example of why steel is the most vital material in our growing missile program. America grows with steel.

United States Steel
OUR RESPECTS to Joseph Stamler, vp, general manager, WABC-TV New York

Contribution to the community is the first consideration

A five-year plan may be old hat in world economics. But in television, a business of sudden change, it's worth watching. This is true especially when the market involved is Greater New York, the world's largest.

The author of this particular plan is Joseph Stamler, vice president of ABC and general manager of the network's WABC-TV New York. The objectives were laid down about three years ago (August 1959) in the office of a top AB-PT executive. Mr. Stamler, then newly appointed as general manager of WABC-TV and elected to a vice presidency, told the ranking officer of the company that the objective was threefold:

To make ch. 7 New York (WABC-TV) No. 1 in (1) contribution to the community (i.e., in station image); (2) ratings, and (3) company earnings.

This would be a tall order for most men. But Joseph Stamler, a New York University graduate, raised on the East Side, is a competitor—in business as well as on the athletic field. He was a middleweight boxer in college, and he still works out at the nearby YMCA once each week.

Mr. Stamler was born Sept. 2, 1923, and had completed two years at the City College of New York, when World War II interrupted. He flew A-26 attack bombers, as well as B-24s and B-25s in the Pacific Theater. He later took a tour of duty as a personnel officer, spending four years in all in the Air Corps.

At Sampson College in Geneva, N.Y., Mr. Stamler majored in advertising, and in February 1949 he graduated from Syracuse U. (to which he had transferred in August 1947) with a bachelor's degree.

It Rained Dollars • While at Syracuse, Joe Stamler and two other students were partners in their own agency. Campus Information & Services dealt in promotion, research and advertising for clients in the area. He recalls selling radio announcements at Christmas time for 25 cents each (10-word greetings) that were placed on the air four or five days a week. They worked on a commission basis.

Then there were the chemical warfare covers—two gross of them from war surplus—which they planned to sell to football spectators to protect them from the rain. The only trouble was that Syracuse football that year had a dry season and the three were "piled up" with covers. But then came the big Colgate game and also—to the partners—a blessing in the form of heavy rain. The covers they had purchased for about 12½ cents each sold for about 50 cents per person.

Mr. Stamler dryly calls this a lesson in "supply and demand," and he adds: "I learned about the importance, too, of pre-testing and market research." The window-faces of the covers would cloud up from breath and viewing was hopeless until someone discovered how to punch a hole through the window and everyone followed suit. That pre-testing failure but commercial success made the newspapers.

After college, Mr. Stamler stayed on with WNDR Syracuse, for which he had sold some time, as a regular local salesman. A year and a half later (1951) he became sales manager at the ripe-old age of 26. In August 1951, he joined WMGM (now WHN) New York as a salesman. In the meantime he had married: the former Ruth Greene of Jersey City, and also a Syracuse student, became Mrs. Stamler in December 1950.

The Stamlers, who live in Port Washington, Long Island, have two sons, ages 10 and 8, and a daughter, 4.

After two years of selling at WMGM, Joe Stamler, a man of imagination, created a double-threat in the air: he sold sky-writing and radio time in combination.

He sold radio spot and in the package deal, via Skywriting Corp. of America, the advertiser could get both radio exposure and sky-writing at the cost of radio alone. Canada Dry bought in and some local accounts signed, but the plan never got too far off the ground. The reason: "Undercapitalized."

In May of 1953, Mr. Stamler joined the sales staff of WABC-TV. He was its sales manager by 1955, and on Dec. 8, 1958, he assumed his present position.

In Mr. Stamler's opinion, there's a cumulative effect in heads-up broadcasting. He speaks, for example, of the station's "youth project" as a highpoint of the years he's been manager of WABC-TV.

The purpose of the project, he says, is to "improve the mental, moral and physical climate" for the youth on whom the future of the nation depends.

This effort has included Expedition! New York essay contests in connection with that program, high school sports events, jobs for high school youngsters and script competitions.

But, he says, it's not just what you do—it's how you do it. He is careful to stress the importance of scheduling of such programming properly, carrying it when it should be carried, even though less salable or commercial than others. In fact, he says, WABC-TV carried a total of $2.7 million in free air time in 1961—a record for the station.

The Plan Takes Shape • Add to this the 19-week, Mon.-Fri. coverage of the Eichmann trial which cost some $35,000 in advertising and promotion beyond the out-of-pocket and above time costs, and aside from pre-emptions, and you have that image-building which is Part 1 of Mr. Stamler's five-year plan.

Here's how the other two parts are shaping up: 1961 was WABC-TV's highest earning year and sales and earnings continue to climb. As for ratings, Mr. Stamler can cite them in detail.

As a man who takes pride in growth and stature in such community projects, he's just announced still another expansion: a newly created plans board that will provide liaison among sales, programming, business affairs, research and advertising services.

Overnight camping trips with his two boys, community service, able service in industry-advertising trade groups and ability to talk c-p-m as well as public service, almost complete the picture of Joseph Stamler.

But not quite. A year ago during a railroad strike, Mr. Stamler commissioned a speedboat captain, who'd often taken him fishing or water-skiing, to carry him from Port Washington through Hell's Gate and up the East River to 23d St. The trip took 35 minutes, "moving quickly despite debris and strong waves"—or six minutes better than by railroad, Mr. Stamler says.
EDITORIALS

Paper bullets

If you thought that newspapers played rough before, wait till you see what they're up to now. Their sales arm, the Bureau of Advertising of the American Newspaper Publishers Assn., is seeking a 29% increase in its dues revenues (Broadcasting, April 30), and you have one guess as to how they plan to spend the money.

The bureau has named a few of its targets, notably Procter & Gamble, television's biggest customer. By coincidence, elsewhere in this issue we can offer a virtually complete target list. These are spot television's top 100 advertisers. Add to them the few leading network spenders who are not also in spot's top 100 and you have the primary accounts that the newspapers are gunning for.

The Bureau of Advertising already is spending almost twice as much ($2.2 million a year) as either the Television Bureau of Advertising ($1.1 million) or the Radio Advertising Bureau ($1.2 million), or almost as much as TVB and RAB together. It is inconceivable that with $630,000 more in their war chest the newspapers will fail to win some defections from the broadcast media, at least until experience has shown that radio-tv do better jobs. And although their first targets may be television, it is inevitable that radio will come under the gun, too.

Television and radio have one advantage which makes it understandable that newspapers have to spend more to make sales: radio and tv are much more efficient advertising media. But when the newspapers' sales outlay more than matches radio's and television's combined, a real scramble for the advertising dollar is certain. Broadcasters had better shore up the ramparts and get ready for the biggest donnybrook they've faced.

Fatal five-year plan

At its annual meeting the American Assn. of Advertising Agencies was given a piece of intelligence that confirmed what a lot of advertising men have suspected but have been reluctant to say for fear of being branded extreme reactionaries. The AAAA was told that a high official of the government had predicted that advertising would be the "most regulated industry in the U. S. in five years."

The deliverer of the intelligence was Marion Harper Jr., chairman of the AAAA and president of Interpublic Inc. Mr. Harper was quoting a remark made by J. Kenneth Galbraith, U. S. ambassador to India, during a private conversation with Mr. Harper (At Deadline, April 30).

Because of the background and present status of the man who made it, Mr. Galbraith's remark takes on alarming significance. As a Harvard professor, Mr. Galbraith often criticized advertising as a wasteful drain on the economy. Now on leave from his Harvard job, Mr. Galbraith is a trusted member of the Kennedy inner circle. His appointment to the sensitive post of emissary to India was a mark of the esteem in which he is held. If the prediction he made to Mr. Harper were not a statement of government policy, it was the next thing to it. At the very least it must reflect an attitude with which the policy-making centers of the administration are in sympathy.

Analyzed in context with actions that have been taken since the Kennedy administration came to power, the Galbraith remark is not at all surprising. From all the executive departments and administrative agencies that have any regulatory power over advertising or advertising media, the industry has been subjected to mounting pressures.

To readers of this magazine the FCC's intensifying program of harassment of radio and television is familiar.

Coincidentally, but not by coincidence, the Federal Trade Commission has extended its surveillance and tightened its controls over advertising, advertisers, advertising agencies and advertising media.

The Post Office Dept. is trying its best to get Congress to raise the mailing rates for magazines, newspapers and some kinds of direct mail advertising. Publishers and direct mail advertising companies have submitted projections showing that the mailing cost increases would be fatal to some operations and damaging to almost all.

The Internal Revenue Service has already ruled out some kinds of institutional advertising as deductible business expense. The tax bill that the administration is now urging on the Congress would add to the restrictions on advertising by formalizing, in law, some of the IRS rulings that have stretched the present law at least to the limits of its elasticity.

The evidence of action proves that the administration is operating from a basic belief in Mr. Galbraith's theories of advertising wastefulness. When Mr. Galbraith made his remark to the chairman of the association that includes most of the country's biggest advertising agencies, he wasn't really passing on a confidence. The only real news in his statement was that the administration had set a deadline of five years in which to achieve its goal.

Etv's federal windfall

The $32 million federal aid bill that President Kennedy signed last week ought to provide the push for a tremendous expansion of educational television facilities. It is all to the good that the non-commercial, educational system now has so promising a future.

This ought to provide a network of educational outlets covering all the population centers of the country. The question that will then confront the educators is where to get the substantial money that will be needed to program so extensive a physical system. By that time we must hope that sources of continuing revenue will be developed among state and local school systems and private foundations.

There is apt, however, to be a financial pinch for operating funds. And if that develops, the natural inclination will be to search for means of obtaining revenue through some form of commercial operation. Commercial broadcasters must then be ready to protect themselves on the utterly reasonable grounds that the educators have been given special privilege that does not entitle them to compete with commercial stations, except for audience.

"You've temporarily lost your picture!"
"Hey Charlie, Lend A Hand . . ." Charlie Harville, WFMY-TV sports director, is a next neighbor to the folks in some 466,640 TV households. Next neighbor to the Little Leaguer in Winston-Salem, to the elderly teacher in High Point ("...he's a High Point boy, you know"), to the factory worker in Danville. Next neighbor to folks of all ages in over 100 cities and towns in the prosperous Piedmont. Charlie's persuasiveness comes in part from his participation in community affairs throughout the nation's 44th television market. A guest appearance at the Rotary dinner in Asheboro, a beauty contest in Reidsville, the high school boosters' club in Thomasville. The Charlie Harville habit is such a part of Piedmont living, even small town papers spell his name right . . . and often.

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