



# BRC

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## RADIO

NEWSPAPER

MAY 21, 1962

A showdown on spot tv product protection?  
Bates, Westinghouse square off . . . . . 27

A report on broadcasting's new bankroller—  
the small business investment firm . . . . . 76

ABC ran school for tv network sex, violence,  
charges Senate's Dodd . . . . . 44

Brewers & toy makers: a report on buying  
in television last year . . . . . 34

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HONORED AGAIN BY

# NATIONAL RECOGNITION

DEVOTED ALWAYS TO

# LOCAL ACHIEVEMENT

recipient of

## THE OHIO STATE UNIVERSITY AWARD FOR AN EDUCATIONAL TELEVISION SERIES...1961

# WBAL-TV

BALTIMORE, MARYLAND

MARYLAND'S BROADCAST CENTER

REPRESENTED NATIONALLY BY EDWARD BERT & CO.



# PUBLIC SERVICE IN ACTION



Recently, John J. Coyle, President of Radio Station **KVIK**, Dallas, broadcast an editorial challenge to the six Democratic gubernatorial candidates to get together under one roof and try to clear up the maze of charges and countercharges that had been hurled about amid the dust of the pre-primary activity. Governor Price Daniel, Marshall Formby, Don Yarborough and State Attorney General Will Wilson accepted. This highly interesting hour-long, live program has since been followed in rapid succession by debates between the two Republican gubernatorial candidates, Jack Cox and Roy Wittenberg; and the Democratic candidates for the office of state attorney general.

This is creative programming in the public interest carried to its most beneficial degree. Just another far-reaching, vital activity that makes Radio Station **KVIK**, Dallas, "the" good-music buy. Check your March-April Hooper and see what we mean.

**KVIK**  
**DALLAS**

**"The contemporary sound for young adults"**  
**AM-FM SIMULCAST**  
Represented nationally by The Bolling Company





Charles A. Roeder



John F. Lewis



John Katz



Jerry Mares



Bob Gneiser

# PREFERRED BY ADULTS



Toby Joyce



Eddie Fenton

# AROUND THE CLOCK!



Tom Cole



Lee Case



Bill Neal



Fred Neil



These men—members of WCBM's crack announcing staff—are constantly at work around the clock every day—from 5 A.M. to 1 A.M.—presenting the intensive news coverage, the pleasant-to-listen-to music and the special programming that adults in the Baltimore metropolitan area have long preferred.

These are the men who can sell your products or services to adult radio listeners

—the DECISION MAKERS—people with the power to buy and the money to spend—in this vast and rapidly growing market—the 12th largest in the nation!

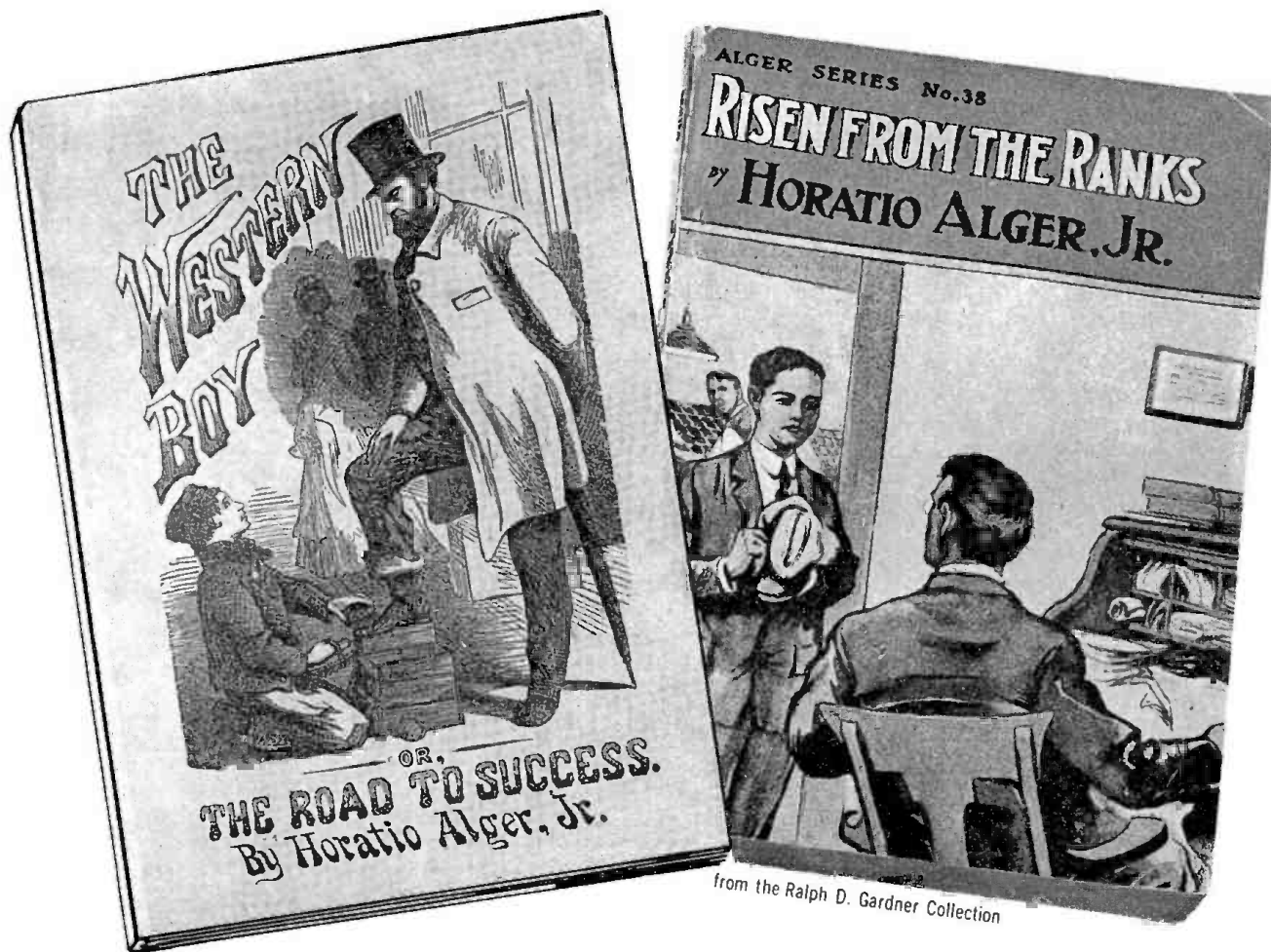
Get the most for your radio dollar by taking the direct route to the adults who mean the most in your sales picture in this area. For any product or service—make sure that WCBM is in the Number 1 spot on your radio schedule!



A CBS RADIO AFFILIATE  
10,000 WATTS ON 68 KC & 106.5 FM · Baltimore 13, Md.



PETERS, GRIFFIN, WOODWARD, INC.  
Exclusive National Representatives



WGAL-TV history reads like a Horatio Alger book. It is a story of years of successful striving, pioneering, and conscientious endeavoring to serve *all* listeners in the many cities and communities throughout its region. In this multi-city market, advertisers find an interesting success story. WGAL-TV delivers a vast and loyal audience because it is far and away the favorite of viewers throughout its coverage area.

# WGAL-TV

LANCASTER, PA. • NBC and CBS



STEINMAN STATION  
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco



## Sale of WTCN-AM-TV talked

Group of Minneapolis businessmen will acquire WTCN-AM-TV from Time-Life Broadcast Inc. if current negotiations jell. Price understood to be \$2.5-\$3 million. Group comprises Ed Cashin, who handled General Mills account for BBDO (account recently left agency for Needham, Louis & Brorby), Bert C. Gamble, of Gamble-Skogmo Inc. (food stores), Grady Clark of Investors Diversified Services Inc. and H. P. Skoglund, North American Life Insurance Co. Ch. 11 WTCN and am affiliate were purchased by Time-Life in 1957 as part of \$16,750,000 transaction that involved Indianapolis, Grand Rapids as well as Minneapolis stations. Both are independents but had been affiliated with ABC. Other Time-Life stations: KLZ-AM-TV Denver; WFBM-AM-FM-TV Indianapolis; WOOD-AM-TV Grand Rapids and KOGO-AM-FM-TV San Diego.

## Miami's ch. 7 status

Pending for several months has been unprecedented proposition whereby facilities of Miami's ch. 7 WCKT (TV) would be donated to U. of Miami by Biscayne Television Corp., now under FCC order to relinquish its license at date to be set because of "ex-parte" findings. Gift would be from James M. Cox Jr., John S. Knight and Niles Trammell, along with minority stockholders but, as of last Friday, no final arrangement had been reached. U. of Miami officials in turn have been in negotiation with Sidney D. Ansin, president of Sunbeam Television Corp., surviving applicant in "ex-parte" proceedings to whom FCC has assigned ch. 7. Sunbeam is awaiting FCC construction permit to begin building its own facilities.

*U. of Miami, it's understood, has proposed acceptance by Sunbeam of minority ownership in station but Sunbeam rejected this, insisting it is under FCC mandate as new licensee. Sunbeam had proposed an alternative, to lease entire WCKT plant, one of show places in southern Florida, along with assumption of NBC affiliation, film and other contracts. Gift of properties, worth several million, to non-profit educational institution would provide tax benefits to donors but figure would not be comparable to value of ch. 7 outlet as profitable going concern. If plan, subject to FCC clearance, is agreed upon, there would*

# CLOSED CIRCUIT®

*be no break in continuity of ch. 7 service. If, on other hand, it fails, Biscayne will resist FCC's deletion order in courts.*

## Product protection spreading?

On theory they may find clue to extent to which product-protection hassle may spread, observers are keeping eye on "other four" agencies of Colgate-Palmolive, which instructed them—along with Ted Bates & Co.—to withhold business from Westinghouse Broadcasting's tv stations because of new WBC protection policy (see page 27). Best information out of those shops indicates they aren't inclined to recommend cancellation to other clients. Bates' position is well known: It says it'll recommend all its clients get off stations with "sub-standard" protection policies. Other Colgate agencies will follow Colgate's instructions, of course, but point out they're not much involved because by far the bulk of Colgate's spot tv is handled by Bates.

*Similar situation exists—only more so—with Brown & Williamson, serviced by Bates and Keyes, Madden & Jones. B&W, reportedly prime enthusiast for Bates' move, has told Bates and KMJ to steer clear of Westinghouse in placing B&W business. But again Ted Bates is B&W's dominant spot handler; KMJ has no tv spot running or scheduled for B&W—or any other client—either now or for summer.*

## Protection probe by ANA

Though it's staying out of current product-protection hassle (see page 27), according to spokesmen, Assn. of National Advertisers' Broadcast Committee intends to investigate whole subject of competitive protection. It is No. 4 on list of six problems set down months ago for exploration by committee, composed of representatives of 34 leading tv advertisers. Thus far committee has concentrated on nos. 1 and 2, both dealing with so-called "clutter" between tv programs. No. 3 is pre-emptions and withholdings; nos. 5 and 6 are renewal rights and safe-guarding against increased program costs during initial term of contract (BROADCASTING, March 5).

## Rogers hits raw nerve

Rep. Walter Rogers touched at least one nerve when he criticized television broadcasters for failure to fight for their rights (BROADCASTING, May 14). Within few days after his free-swinging speech at Station Representatives Assn. luncheon, he was deluged with material from Television Information Office under covering letter expressing regret that TIO had failed to keep him informed of work it was doing on behalf of broadcasters. In his speech Rep. Rogers said he hadn't heard anything about TIO since it was founded to improve television's image. "No one has shown me any of the new images," he said.

## Sugg in Tampa

P. A. (Buddy) Sugg, executive vice president, NBC owned stations and NBC Spot Sales, is at his Tampa (Fla.) home recuperating from recent illness. He plans to remain in Tampa for several weeks but is in constant contact with his New York headquarters.


## Appeals Board seen

Creation of FCC Appeals Board, which would sit as junior commission in deciding cases but with right of appeal to FCC, is headed for favorable action—probably this week. Rules for creation of oft-proposed board have been prepared and embody changes made after meeting of FCC committee with committee of Federal Communications Bar Assn. Initial plan is for board of three members, although there's support for membership of five because of anticipated workload.

*Commission is expected to screen membership from senior echelons of its legal and professional staffs (although all members are expected to be lawyers). Among names mentioned are Daniel R. Ohlbaum and Dee W. Pincock, assistants general counsel; Joseph N. Nelson, chief, Renewal & Transfer Division; Donald J. Berkemeyer, chief, Office of Opinions & Review; Robert J. Rawson, chief, Hearing Division; Arthur L. Gladstone and Asher H. Ende, examiners; Philip S. Cross, legal assistant to Commissioner Bartley; Robert M. Koteen, legal assistant to Commissioner Craven; Evelyn H. Eppley, attorney, Rules and Standards Division, and Sylvia Kessler, attorney, Renewals and Transfer Division.*

*Philadelphia's*  
*Leading*  
*Citizen*  
*Salutes*  
**WIBG**



  
**CITY OF PHILADELPHIA**  
OFFICE OF THE MAYOR      JAMES H. J. TATE  
 April 23, 1962

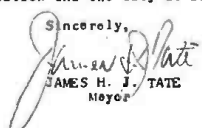
Mr. Joseph J. Conway,  
 Managing Director,  
 Station WIBG  
 Suburban Station Bldg.,  
 Phila. 7, Pa.

Dear Mr. Conway:

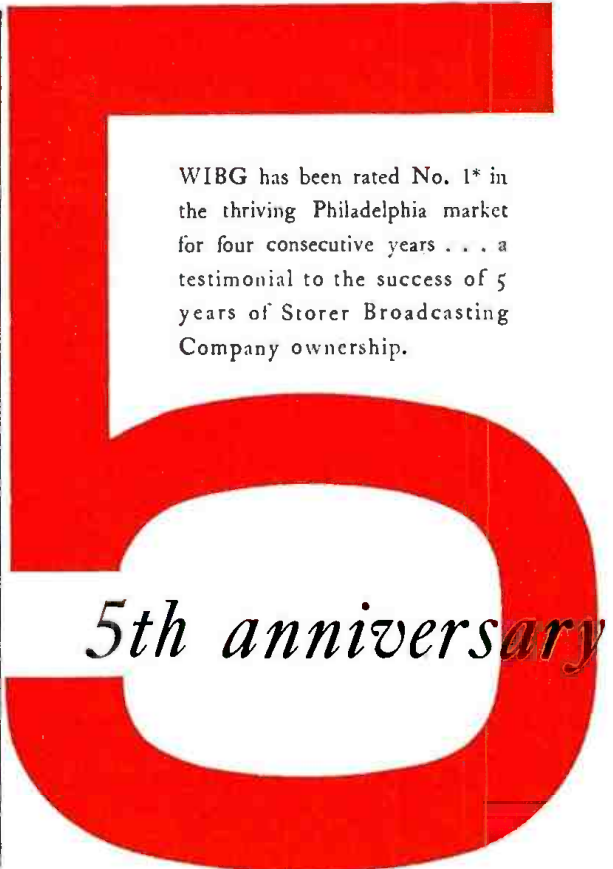
It is a distinct pleasure for me to extend congratulations to Station WIBG on its fifth anniversary as a Storer Broadcasting Company station in Philadelphia.

The past five years have been remarkable ones for Philadelphia, as the improvement program begun a decade ago steadily gains momentum. The teamwork of City Government, business enterprise and citizen effort has achieved a real working cooperation that has made an enormous change in our city.

WIBG can be justly proud of its contributions in service to the community and in its efforts to spur business. I am confident the next five years will see even greater progress both for your station and the city at large.

Sincerely,  
  
 JAMES H. J. TATE  
 Mayor

JHJT/TZ/bo



WIBG has been rated No. 1\* in the thriving Philadelphia market for four consecutive years . . . a testimonial to the success of 5 years of Storer Broadcasting Company ownership.

\*Pulse, Hooper, NCS

Represented by Katz Agency

|                     |                      |                     |                    |                   |                    |                                       |
|---------------------|----------------------|---------------------|--------------------|-------------------|--------------------|---------------------------------------|
| LOS ANGELES<br>KGBS | PHILADELPHIA<br>WIBG | CLEVELAND<br>WJW    | MIAMI<br>WGBS      | TOLEDO<br>WSPD    | DETROIT<br>WJBK    | <b>STORER</b><br>BROADCASTING COMPANY |
| NEW YORK<br>WHN     | MILWAUKEE<br>WITI-TV | CLEVELAND<br>WJW-TV | ATLANTA<br>WAGA-TV | TOLEDO<br>WSPD-TV | DETROIT<br>WJBK-TV |                                       |

# WEEK IN BRIEF

The problem of competitive adjacencies, or product protection, is due for a showdown. Westinghouse has reduced its time separation; NBC had switched earlier. Agencies are unhappy, of course. See lead story . . .

## PRODUCT PROTECTION FIGHT . . . 27

The beer that made Milwaukee famous is the beer that's using the most tv time, according to Television Bureau of Advertising. Schlitz tops industry's tv list with Anheuser-Busch as top all-media buyer. See . . .

## SCHLITZ TOP TV BREWER . . . 34

Another source of investment money is developing—small firms that supply funds for radio and tv stations. Some are publicly owned and must file reports with the Small Business Administration in Washington. See . . .

## NEW RADIO-TV ANGEL . . . 76

A new type of guidance service has been started by the Federal Trade Commission—advisory rulings to those who wonder if a business practice would be illegal. New rulemaking procedure also adopted. See . . .

## NEW METHODS AT FTC . . . 58

Business is looking up at ABC. Stockholders of parent company were told last week the second quarter will set a record for profits. Goldenson reviews long struggle to build network and its programs. See . . .

## RECORD QUARTER FOR ABC . . . 60

FCC's radio freeze drew a dim reaction from the communications bar. Some applicants and engineers are also unhappy. Seven applications were filed anyhow last week; 60 are in the processing line. See . . .

## BAR MILDLY BITTER . . . 48

NAB has named its radio development committee to work with the FCC in seeking an answer to the overpopulation problem. George C. Hatch, KALL Salt Lake City, named as chairman of nine-man committee. See . . .

## NAB RADIO UNIT NAMED . . . 48

Sen. Dodd has wound up his television probe convinced that networks order unsavory scenes inserted in programs to give them spice but he was unable to get any guilt pleas from officials of the networks. See . . .

## DODD WINDS UP PROBE . . . 44

Now a producer comes up with some thoughts on the way FCC is doing its job. Roy Huggins, 20th Century-Fox, says creativity doesn't thrive in an atmosphere of coercion, fear and censorship. See . . .

## MINOW DRIES UP CREATIVITY? . . . 80

There's nothing like experience in broadcasting, the FCC conceded when it granted firm with Frank Schreiber, formerly of WGN, a Moline, Ill., tv permit, disagreeing with recommendation of its examiner. See . . .

## EXPERIENCE PAYS OFF . . . 46

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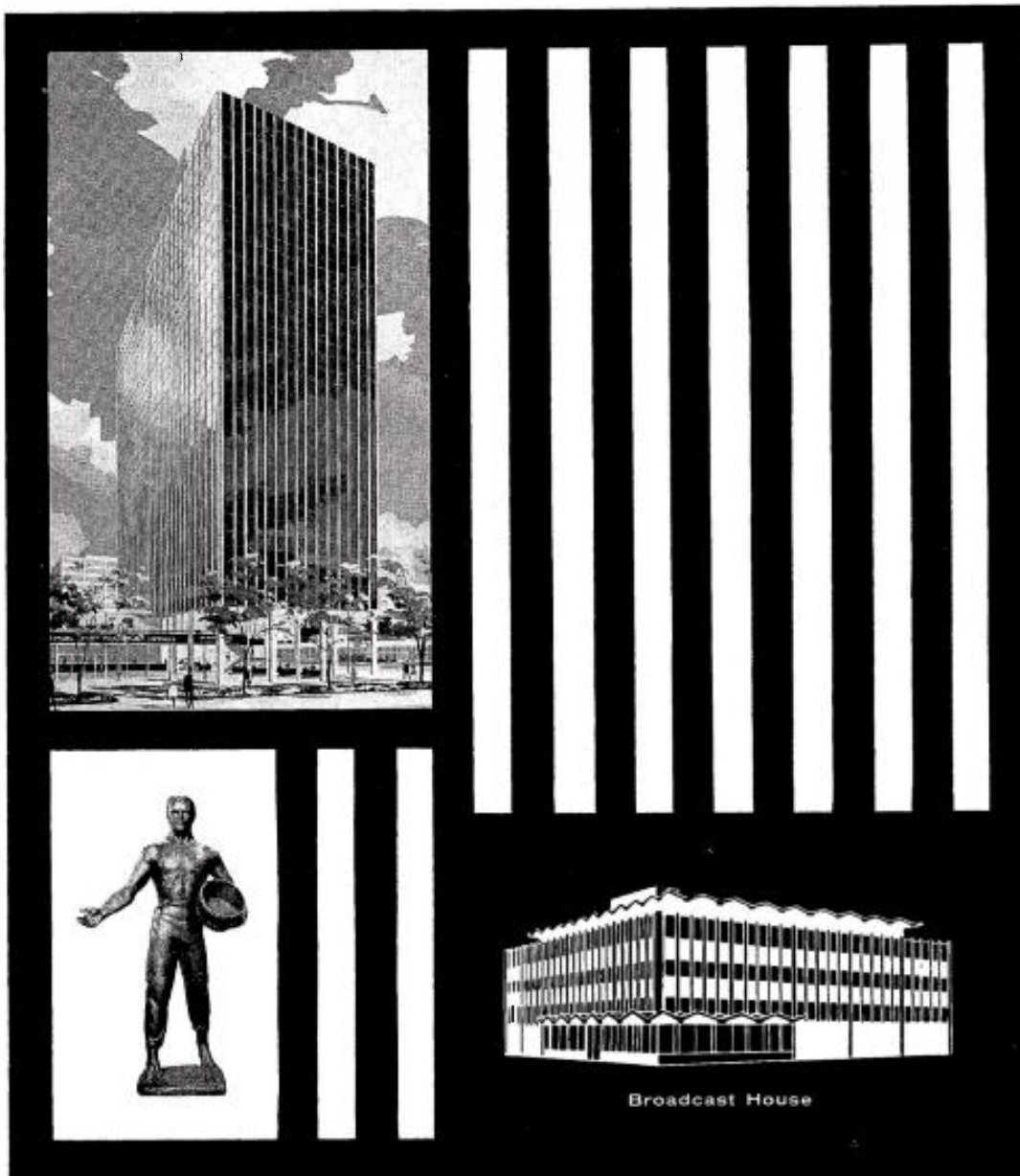
### **BROADCASTING** THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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## JUST ACROSS CONSTITUTION PLAZA!

Number One Hundred Constitution Plaza, a sleek onyx structure of eighteen stories, nears completion a few short paces across Constitution Plaza from Broadcast House. When completed, it will house yet another major Hartford office of the Hartford National Bank and Trust Company, an organization founded in 1792. Like Broadcast House, first of a complex of modern structures to be completed in Constitution Plaza, the Hartford National Bank and Trust Company is playing an important part in the urban rebirth of America's insurance capital by providing further stimulus to an already bustling market.

Burgeoning with Hartford is WTIC Television and Radio. Latest ARB and Nielson reports show WTIC-TV's clear leadership in southern New England. The superiority of WTIC Radio is delineated in the latest Alfred Politz Media Study of the Southern New England area.

### WTIC TV 3/AM/FM

Hartford, Connecticut

WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INCORPORATED  
 WTIC AM-FM IS REPRESENTED BY THE HENRY I. CRISTAL COMPANY



## All-channel bill to Senate floor

Senate Commerce Committee approved all-channel-receiver bill Friday (S 2109), and measure may be voted on in Senate this week.

Bill, requested by FCC as means of boosting uhf television, would require all sets shipped in interstate commerce to be capable of receiving both uhf and vhf signals. It has already passed House (BROADCASTING, May 7).

As approved by Senate committee, bill contains amendment requested by FCC to provide more assurance that manufacturers will build sets which can "adequately" receive uhf as well as vhf (CLOSED CIRCUIT, May 14).

Committee action was taken on 14-2 vote, and staff began work on report immediately in anticipation of Senate action on bill this week.

Voting against bill in committee's executive session were Sens. Norris Cotton (R-N.H.) and John Marshall Butler (R-Md.). They submitted minority report holding that bill "sets a dangerous and far reaching precedent" for government action in other areas.

"It is a forerunner of the consumer controls of the future," they said, "and opens whole new vistas of coercion and confusion."

They also said bill would add \$25 to cost of each set but would not help overcome "the basic disadvantage of uhf television, which can only be received at shorter distances" than vhf.

They warned bill "will lend new impetus to the drive to move all television to the uhf channels."

Several other committee members reportedly shared these views, at least to some degree. But they eventually swung over to support of bill after Sen. John O. Pastore (D-R.I.), chairman of Communications Subcommittee, urged its approval.

## Army moves with plans for protection of ams

First move in federal government's plans for fallout protection for key am radio stations (BROADCASTING, March 5) gets underway in two to three weeks when U. S. Army Corps of Engineers begins surveying about 200 standard broadcast stations to determine best method of protecting transmitter technicians.

Army engineers will recommend modifications of transmitter buildings

### Haas to KSL board

Shortly to be announced will be election of Saul Haas, president, chief owner and general manager of KIRO-AM-FM-TV Seattle, to board of KSL-AM-FM-TV Salt Lake City, owned by Mormon Church. Church, through parent Corporation of President, also controls KID-AM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho. Mr. Haas was elected president of Washington State Assn. of Broadcasters last month.

and will let contracts for purpose.

Department of Defense's Civil Defense division has \$700,000 for this purpose, has asked Congress for \$6 million more to cover basic 200 stations. Where broadcasters want to protect other personnel, government will modify plans so stations can, at own expense, expand protection.

### Test marketing merit stressed by Hilton

Test marketing in new product introductions was to be stressed in speech Saturday (May 19) at second district meeting of Advertising Federation of America at Pocono Manor, Pa.

Peter Hilton, president, Kastor, Hilton, Chesley, Clifford & Atherton agency, indicated belief in tests, noting that in one week last year his agency was involved in 54 test market operations for clients. He said most important element is selection of right man to "nurture" development.

Other AFA speakers included Malcolm A. McIntyre, president, Eastern Air Lines, who said there is "serious question" whether it would be "safe"

### Television did it

Crediting tv with making possible his election as mayor of Los Angeles, against opposition of both Democratic and Republican organizations and local newspapers, Samuel Yorty told National Press Club Friday that only by tv was he able to answer campaign charges against him. He quoted unidentified survey as evidence that 85% of citizens got most information about campaign from tv, 65% basing their vote on tv programs and 22% on newspaper accounts.

to air certain flight information in its spot radio "Flite-Facts" campaign (MONDAY MEMO, May 14). He said company decided "truth would pay" when telling public when planes are not flying.

Robert F. Draper, president, Schick Inc., discussed "How the President Looks at Advertising." He said company presidents must assume ultimate responsibility for success or failure of company advertising, and concluded that presidents also should have right to see freshest ideas—any valid idea that can sell, no matter how offbeat it may seem. Too often "all the boldness has been sifted out of a program before he sees it," Mr. Draper said.

### Data to rate ratings urged by Kentuckians

Industry system of ratings recognition was asked in resolution adopted late May 14 by Kentucky Broadcasters Assn. at Louisville meeting (see page 49).

Resolution called for revelation in surveys of full particulars about ways ratings are made so competitors and others interested can check their authenticity. Measure was introduced by Alvis Temple, WKCT Bowling Green. It was adopted 17-11.

Mr. Temple said rating studies have been conducted for as little as \$175, "too little to permit authentic surveys." He said broadcasters should have standard similar to that of Audit Bureau of Circulations in publication field.

### Poor again treasurer of Brand Names board

John B. Poor, vice president, RKO General, was re-elected treasurer of board of directors, Brand Names Foundation, New York. Broadcasting executives also serving as directors on board are CBS-TV president James T. Aubrey Jr., elected for one-year term, and Kevin B. Sweeney, president, Radio Advertising Bureau, and Norman E. Cash, president Television Bureau of Advertising, who were appointed by their organizations to represent them on the board.

### Kefauver space bill shelved by Senate unit

Senate Commerce Committee reportedly has shelved proposal for government-owned corporation to operate U. S. satellite communications system.

Sen. Warren G. Magnuson (D-

## WEEK'S HEADLINERS



Mr. Purcell



Mr. Blore



Mr. McCaffrey

**Robert M. Purcell**, president of Crowell-Collier Broadcasting Corp., and **Charles (Chuck) Blore**, vp in charge of programming, join headquarters staff of Crowell-Collier Publishing Co.,

parent organization. Both Messrs. Purcell and Blore, who are relinquishing their duties with broadcast-division, will be engaged in new Crowell-Collier project in audio-visual field. **E. J. McCaffrey**, vp and treasurer of publishing company, has been assigned responsibility for all Crowell-Collier broadcast operations. Mr. McCaffrey, who took part in negotiations leading to acquisition of corporation's three radio stations, is vp, treasurer and director of Crowell-Collier Broadcasting Corp. Mr.

Purcell, who has served as president of broadcast division since 1956, was elected vp of publishing company in 1960. Mr. Blore was elected vp in charge of broadcast programming in 1959.

C-C stations—KDWB Minneapolis, KFWB Los Angeles and KEWB San Francisco-Oakland—are having renewal troubles with FCC because of stations' programming (BROADCASTING, May 1, 1961) and KDWB was fined \$2,500 for technical violations.

**Donald Foley**, manager of trade and owned station advertising, NBC, New York, elected vp and director of advertising and promotion for broadcasting division of ABC, that city. He will be in charge

of all advertising and on-the-air promotion for all ABC divisions, both radio and tv. Mr. Foley started with NBC as page and guide in 1947 and was promoted to manager of playreading, script division, and coordinator of program promotion. He joined CBS in 1950 as director of promotion for WCBS New York, and was director of promotion for CBS-TV stations and director of advertising for CBS-TV Spot Sales. He rejoined NBC in 1956.



Mr. Foley

**Jack J. Bard**, former vp for marketing services and director of Edward H. Weiss & Co., Chicago, named director of media activities, effective July 1, at Tatham-Laird, that city. He takes over responsibilities of **John Singleton** and most of media responsibilities of **George A. Bolas**. He will report to Mr. Bolas, who continues as vp and management director of T-L. Mr. Singleton recently became account supervisor on Procter & Gamble soap division accounts handled by agency.

**Henry O. Pattison** elected chairman of executive committee of Benton & Bowles, New York. He succeeds **Ather-ton W. Hobler**, who was recently named founder chairman of agency (WEEK'S HEADLINERS, May 14). Mr. Pattison will continue as head of B&B's plans board. He joined agency in 1942 as copy group head after 10 years at J. Walter Thompson as copywriter and later copy group head. Mr. Pattison was elected vp at Benton & Bowles in 1943 and elected to board of directors in 1947. In 1952 he was named senior vp and chairman of plans board. He served as head of creative services until February 1956, when he was named vice chairman of board and management supervisor for number of agency's major accounts.

**Earle Ludgin**, board chairman of Earl Ludgin & Co., Chicago advertising agency, has been chosen "advertising man of the year" by Chicago Federated Advertising Club. He founded agency in 1927.

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

Wash.), chairman, made announcement after first closed session on legislation Friday. Others, however, indicated group voted to postpone S 2890, introduced by Sen. Estes Kefauver (D-Tenn.), indefinitely. Committee resumes work on legislation today (Monday).

### FCC staff to meet on revamping study

FCC staff evaluation of Booz, Allen & Hamilton report (CLOSED CIRCUIT, May 7) reaches climax today (Monday) with meeting of key bureau and office heads. Project was given top priority within agency and FCC's own evaluation to Budget Bureau is due June 1.

Bureau chiefs already have prepared

recommendations for their departments and Monday meeting will delve into overall evaluation for full FCC consideration.

Strongest opposition on both commission and staff level is being expressed against broad powers for chairman and proposed executive director. New rules to establish three-member employe review board are moving forward and will be ready for adoption by June 1.

### Bar opposes FCC fee plan

American Bar Assn. has joined opposition to FCC application fee plan (see page 50). ABA noted that in 1955 it urged repeal of Title V of Independent Offices Appropriations Act of 1952, upon which fee proposal is based.

### Examiner asks details on ch. 6 legal fees

Breakdown on legal services rendered for \$59,846.25 in fees (from 1957-62) was asked by FCC Chief Hearing Examiner James D. Cunningham Friday in South Miami-Perrine, Fla., ch. 6 case to determine if South Florida Amusement Co. "legitimately and prudently" spent \$65,000 prosecuting application.

South Florida, winning applicant, and Coral Tv Corp. have asked dismissal of South Florida and grant to Coral, Coral to pay expense of \$65,000 to South Florida (BROADCASTING, May 7). Mr. Cunningham said he was not suggesting any "impropriety" but just wants details.

# IMPACT IMAGE IMPETUS

Market baskets — and other consumer needs and desires — are filled at the rate of more than 2 billion dollars a year in the WOC-TV coverage area. To meet the demands of these Iowa-Illinois consumers, this has become a major regional distribution area for food, drugs, automotive and many other product classifications. There is also a growing recognition of this trade area as an excellent test market. WOC-TV is your best method of reaching this tremendously important market.



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

Such attention carries a tremendous impact on the 2 billion dollar market covered by the WOC-TV signal. The average household spends \$4,246 on retail sales and part of that expenditure has come about because they heard and saw it on WOC-TV.

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

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



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

DAVENPORT, IOWA

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



# *Sigma Delta Chi Award*

For distinguished service in the field of television reporting during 1961. Winning news film was entitled "Mississippi U.S.A.," produced by WKY-TV News.



# *Western Heritage Award*

For the best Western Documentary of 1961. Program was entitled "101 Ranch," produced by public affairs department of WKY-TV News.



# *Television History Award*

For the best documentary on state history produced during 1961, in competition co-sponsored by the American Association for State and Local History and BMI. Film was entitled "The Run," produced by public affairs department of WKY-TV News.



WKY-TV  
WINS  
3 MORE  
NATIONAL  
AWARDS

**WINNING AWARDS** doesn't make a station first in the market. It's the result of a station fulfilling its obligation to viewers by creating programs that inform in depth as well as entertain in breadth.

We have found that by thinking of community interests first . . . the community thinks of us first.

This is reaffirmed by latest ARB ratings. WKY-TV (in a three-station market) has 46% of the audience between 9:00 AM and Midnight, 7 days a week.

*Prime Communicators to 1½ Million Oklahomans*

# WKY-TV

## NBC CHANNEL 4

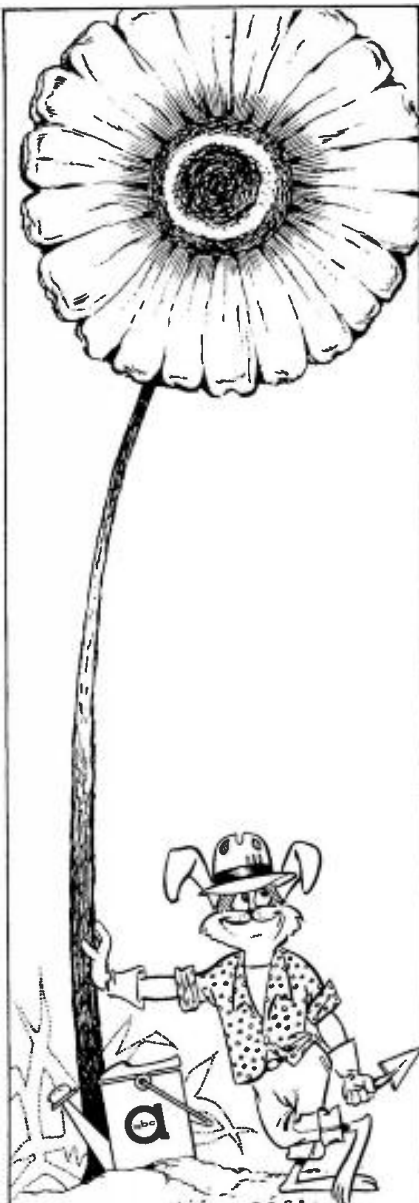
OKLAHOMA CITY

The WKY Television System, Inc. ■ WKY Radio,  
Oklahoma City ■ WTVT, Tampa-St. Petersburg,  
Florida ■ Represented by the Katz Agency

# 3 MORE EXAMPLES OF WKY-TV'S EMPHASIS ON SERVICE



# DATEBOOK



**Sales Are  
Blooming  
Down South!**

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

NATIONAL REPRESENTATIVE  
WEED TELEVISION CORP.

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

\*Indicates first or revised listing.

## MAY

May 20-22—Assn. of National Advertisers, spring meeting, Hotel Commodore, New York.

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

May 21-24—25th anniversary Electronic Parts and Distributors Show and Conference, Conrad Hilton Hotel, Chicago.

May 22—National Academy of Television Arts & Sciences, 14th annual Emmy Awards presentation. Originating in New York, Hollywood, and Washington, D. C.

\*May 23—Advertising Women of New York, 50th anniversary banquet, Hotel St. Regis Roof, New York.

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

\*May 24—Connecticut Broadcasters Assn. general spring membership meeting. Luncheon speaker is Ralph Daddio, advertising director, G. Fox & Co., Hartford; main evening speaker is Stephen B. Labunski, vp and general manager, WMCA New York. Grantmoor Motor Lodge, Berlin Turnpike, near Hartford.

May 24—Radio-Television-Recording & Advertising Charities: annual luncheon meeting at Michale's Restaurant, Hollywood, 12 noon.

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

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

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

\*May 29—Board of Broadcast Governors public hearings. Cathedral Hall, 425 Sparks St., Ottawa, Ont., Canada.

## JUNE

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

June 2-3—Oklahoma AP Radio-TV Assn. Tulsa.

June 10-16—American Women in Radio & Television "Century 21" seminar, on communications and broadcasting with a view toward space age living. Registration deadline May 15; registration fee \$150. World's Fair, Seattle.

June 11-12—North Carolina Assn. of Broadcasters annual convention, Heart of Charlotte Motel, Charlotte.

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.

June 11-15—American Federation of Musicians 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.

\*June 13-16—Florida Assn. of Broadcasters annual convention. International Inn, Tampa. Speakers include Kenneth Cox, Broadcast Bureau Chief, FCC; Charles A. Sweeney, chief, Div. of Food & Drug Advertising, Bureau of Deceptive Practices, Federal Trade Commission; John F. Meagher, NAB vice president for radio; George W. Thorpe, president, WVCG-AM-

FM Coral Gables, and Dr. David Schwartz, Georgia State College of Business Administration.

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

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

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

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

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

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

\*June 17—Wyoming AP Broadcasters meeting, Jackson Lake Lodge, Grand Teton National Park.

June 17-22—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.

\*June 19-21—Iowa Tall Corn Radio Stations, annual meeting, Crescent Beach Lodge, Lake Okoboji, Iowa.

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

June 20-22—American Marketing Assn., 45th annual conference. Netherland Hilton Hotel, Cincinnati.

June 21-23—Mutual Advertising Agency Network national meeting, Palmer House, Chicago.

June 22—Deadline for reply comments on FCC proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets.

June 22-23—Colorado Broadcasters Assn. annual convention, Harvest House, Boulder.

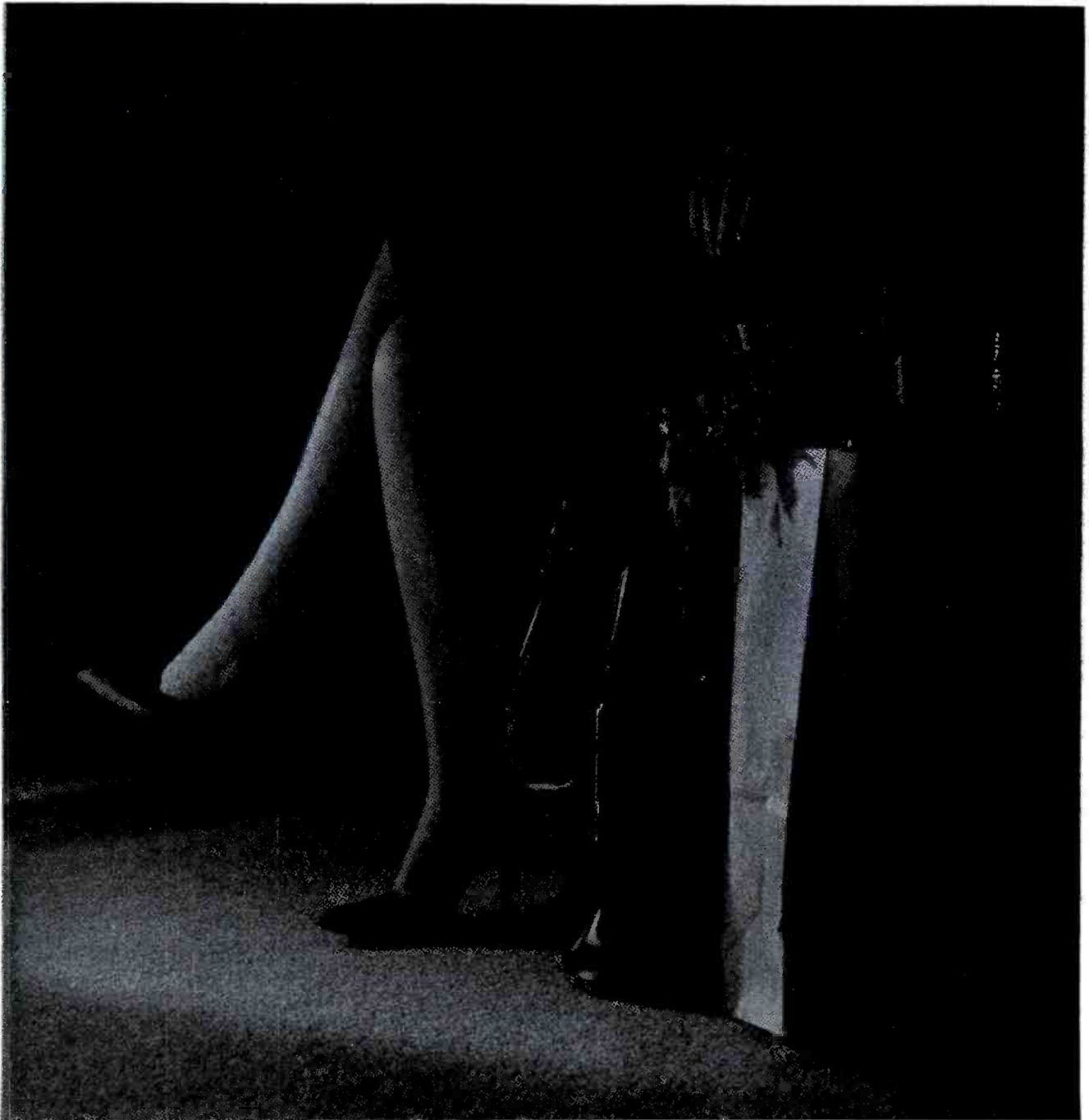
June 23-27—American Academy of Advertising, fourth national convention. Denver-Hilton Hotel, Denver.

\*June 23-28—Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Round-up." Denver-Hilton Hotel, Denver. Speakers include Mrs. Esthe Peterson, assistant secretary & director of Women's Bureau, U. S. Dept. of Labor; Max Banzhaf, director of advertising, Armstrong Cork Co.; Whit Hobbs, vp, BBDO; John Crichton, president, AAAA; David F. Bascom, board chairman,

### TVB sales clinics

May 29—Hillsboro, 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, Fresno  
June 21—Benson, Portland, Ore.  
June 22—Vancouver, Vancouver  
June 28—Writers' Manor, Denver  
June 28—Sheraton-Fontenelle, Omaha






## SHE APPRECIATES THE *QUALITY TOUCH!*

Audience is not only "numbers"; it's people — women like this one. She wants the best for herself and her family. She's sensitive to television programming and station responsibilities. She's our viewer and your customer, and we're loyal to both of you. It's the quality touch that delivers the audience for quality products.

# WFAA-TV dallas

AT COMMUNICATIONS CENTER 

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

Represented by  *The Original Station Representative*

**WIBC** The Friendly Voice of Indiana

*Another WIBC exclusive!*



**LEADS IN ACCEPTANCE**

Sid Collins, WIBC Sports Director and Chief Announcer for the WIBC-originated Indianapolis Motor Speedway Network, receives the key to the city from Indianapolis Mayor Charles H. Boswell, the first time this award has ever been made to a radio personality.

**LEADS IN SERVICE**

WIBC is pleased and proud of the recognition shown Sid Collins. This is the 17th consecutive year that WIBC has originated the famous 500 mile race broadcast and Collins has been Chief Announcer since the inception of the Speedway Network. He heads a 35-man broadcast team that will bring the Speedway race to an audience of 100,000,000 via the 450-station network and Armed Forces Radio.

**LEADS IN AUDIENCE**

WIBC devotes the same care and employs the same experienced air personnel in its daily broadcasting. This winning formula enables WIBC to offer you, the national advertiser, the largest Indiana radio audience morning, afternoon and night.\*

\*Pulse 46-County Area Survey, April, 1961

\*Pulse Metropolitan Area Survey, October, 1961

2835 N. Illinois Street  
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC  
*The Friendly Voice of Indiana*

**JOHN BLAIR & COMPANY**  
National Representative



WIBC IS A MEMBER OF  
THE BLAIR GROUP PLAN

Guild, Bascom & Bonfigli; Thomas B. Adams, president, Campbell-Ewald; Don Tennant, vp for tv, Leo Burnett Co.; William Tyler, New York advertising consultant, and Russell Z. Eller, advertising director, Sunkist Growers, Los Angeles.

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

June 25-29—Workshop on television writing, sponsored by Christian Theological Seminary. Featured guest will be tv writer John Bloch, Christian Theological Seminary, Indianapolis.

June 25-Aug. 18—Stanford U. 20th annual radio-tv-film institute, Stanford U., Stanford, Calif.

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

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

**JULY**

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

July 25-29—First International Sound Fair, Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.

July 31 — Radio & Television Executives Society's fourth annual Fun Day, Wykagil Country Club, New Rochelle, N. Y.

July 30-Aug. 4—Cornell U.'s fourth annual Public Relations Institute. Speakers will include Dr. Carl A. Menninger, chairman of the Board of Trustees and chief of staff of the Menninger Foundation, Topeka, Kan.; Clarence Randall, retired president and board chairman of Inland Steel Co. and former special assistant to President Eisenhower, and Edward Bursk, editor of *Harvard Business Review*, Ithaca, N. Y.

**AUGUST**

Aug. 5-7—Georgia Assn. of Broadcasters, annual convention, Holiday Inn, Jekyl Island, Ga.

Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena. Papers, abstracts and summaries due April 15.

Aug. 31-Sept. 9—1962 World's Fair of Music & Sound. An international exposition devoted to every area of the music and sound industries, McCormick Place, Chicago. Paper titles and abstracts due March 15.

**SEPTEMBER**

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

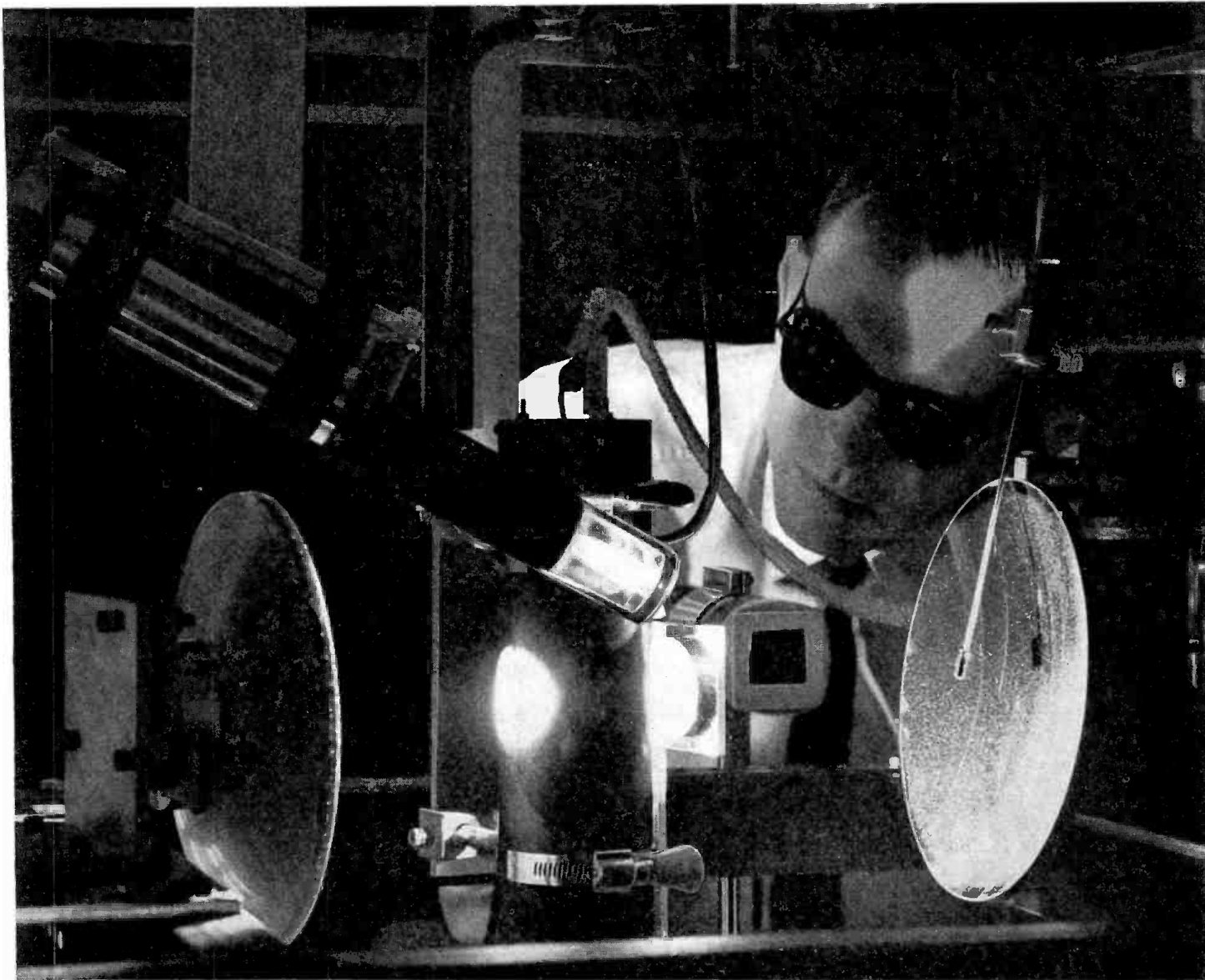
Sept. 12-13—CBS Radio Affiliates Assn. annual convention, Waldorf-Astoria Hotel, New York.

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

Sept. 14—Advertising Federation of America, first district meeting, Cape Cod area.

**\*NAB Fall Conferences**

- Oct. 15-16—Dinkler-Plaza, Atlanta
- Oct. 18-19—Biltmore, New York
- Oct. 22-23—Edgewater Beach, Chicago
- Oct. 25-26—Statler-Hilton, Washington
- Nov. 8-9—Sheraton Dallas, Dallas
- Nov. 12-13—Muelbach, Kansas City
- Nov. 15-16—Brown Palace, Denver
- Nov. 19-20—Sheraton-Portland, Ore.



**VOICES OVER A BEAM OF LIGHT.** Latest in a series of optical maser developments at Bell Telephone Laboratories, this new model is a solid state type using a ruby crystal and capable of continuous operation. The optical maser (or "laser") generates a kind of light beam that may some day transmit telephone calls, TV and data. Could conceivably carry far more communications than any radio system. Also a remarkably precise tool for study of atomic processes.

## The Constant Search for a Better Way

*Research and organization of the Bell System are vital factors in improving your communications services and holding down cost*

The zest for discovery is a powerful factor in the vitality of the Bell System and its far-reaching progress in communications.

Today there are more than four thousand scientists and engineers at Bell Telephone Laboratories. They conduct research in behalf of the Bell Telephone Companies and Western Electric, the manufacturing and supply unit of the Bell System.

Without the close co-operation of research, manufacture and operations

in one organization, your telephone service would surely cost you more and the quality would be less.

Behind the day-to-day research for communications is a program of basic scientific research into wholly new ideas, principles and materials.

Out of it have come far-reaching discoveries that have brought countless benefits not only to telephone users but to many other businesses and the defense of the nation.

It was the basic scientific research

of the Bell Laboratories that resulted in the invention of the transistor, one of the biggest technological advances of all time.

The electronic "brains" that are capable of guiding missiles first took form in bold adventuring along unknown paths by Bell Laboratories scientists.

Telephone research and development, which have brought so much to so many, have but touched the fringe of still greater progress to come.



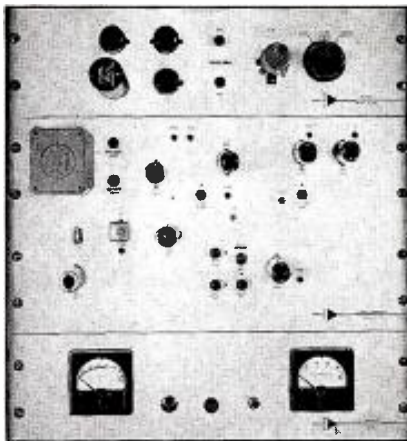
**BELL TELEPHONE SYSTEM**

*Owned by more than two million Americans*



# GO STERE-O

## IT'S PROFITABLE



Go Stereo now and earn greater stereo income with a tested, ultra-reliable GEL STERE-O Generator. Many stations have been quick to capitalize on the new rich area of Stereo Broadcasting. Radio KQAL-FM, on the air on November 23, 1961, — within 24 hours of receiving their GEL STERE-O Generator — reports, "Within a few days we were almost completely sold out on Stereo time through Christmas."

Find out how easy it is to go Stereo with GEL. NEW STERE-O DATA SHEET AVAILABLE — SEE COUPON BELOW.



**GENERAL ELECTRONIC**

**LABORATORIES, INC.**

195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.

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

TO: Mr. Sal Fulchino  
15 Broadcast Sales Manager  
General Electronic  
Laboratories, Inc.  
195 Massachusetts Ave.  
Cambridge 39, Mass.

Please send me your new Data Sheet containing complete product description, specifications and block diagram on the GEL STERE-O Sub-Channel Generator, Model SCX-B.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Station \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

OPEN MIKE ®

### Beats psychiatry

EDITOR: It's always a good feeling to get something off your chest, particularly when one unburdens himself to several thousand of his peers. I've discovered that a "Monday Memo" is better than a psychiatrist's couch for this purpose.

Please accept my thanks for the opportunity you gave me to vent my spleen [MONDAY MEMO, April 30].

From some of the comments I've received, it's apparent that many others would like the same opportunity. So I'm doubly grateful to you for giving me mine—*John K. Cole, director, radio-tv-films, Buchen Advertising, Chicago.*

### Qualitative progress

EDITOR: Maurie Webster is right, of course, when he says more must be learned about audiences, "not just their size, but who they are," and so on [THE MEDIA, May 7].

But in the over-all journalistic treatment, it comes out the way statements always seem to come out—sounding as though the need for qualitative information were not being met.

Actually, that need is being met to a far greater extent than the article suggests. Pulse has been conducting such studies (at the behest of individual stations) for quite a few years. So far, we have done over 100 qualitative audience analysis studies ranging from a simple age composition report to reports covering 40-50 audience characteristics and image factors. Scores of such projects are in the works now, and we expect to be doing more and more of them.

In addition, Pulse is now processing its national radio dimensions study, supported cooperatively by AM Radio Sales; H-R Inc.; The Katz Agency; Radio-Tv Reps; and Venard, Rintoul & McConnell Inc. And this week we have issued the first National-Total U. S. FM Report, showing the qualitative make-up of fm owners.—*Sydney Roslow, president, The Pulse Inc., New York.*

### Radio anniversary story

EDITOR: WNAC is the station that you should seek out for the 40th anniversary celebration [SPECIAL REPORT, May 14].

Although the facilities of 1260 kc are 40 years young, the original occupant—WNAC—moved to 680 kc a number of years back; thus, the birthday candle should glow for them.—*Arthur E. Haley, general manager, WEZE Boston.*

[The birthday candle does glow for WNAC in all other mentions in the 40 year report. Under the impression that WEZE's assump-



William H. Sylk, president of Station WPEN and broadcaster Frank Ford hold Citations of Merit presented to them by Reginald A. Beauchamp, president of the Poor Richard Club and James H. Tate, Mayor of Philadelphia. On left is Harry S. Sylk, chairman of the station's Board of Directors.

## "Typifying The Highest Ideals Of Public Service"

Mayor of Philadelphia and Poor Richard Club honor WPEN

ON April 6, 1962, Station WPEN was saluted by the great city it serves at a luncheon at the famous Poor Richard Club.

The tribute was to WPEN's popular daily "late night" show, a 3 hour period of free and open discussion, controversy, opinion and commentary now in its 15th year and to Frank Ford, its conductor for the last 6 years.

"It is only fitting," said Mayor James H. Tate, to William H. Sylk, president of the station, "that the City of Philadelphia extend this tribute to Radio Station WPEN for its abiding faith in the democratic process, its outstanding contribution in furthering good govern-

ment, human relations and civic endeavors, all typifying the highest ideals of public service."

The Citation of Merit for Frank Ford, presented by Reginald A. Beauchamp, president of the Poor Richard Club was "for his dedicated and courageous efforts resulting in a greater public understanding of racial, religious, civic and community affairs."

*We of the station are grateful for these inspiring awards and hold them high as a reminder of radio's first responsibility. We are proud too, of the dimensional image that permits WPEN to remain in the forefront as both an outstanding sales medium and for "typifying the highest ideals of public service."*

**WPEN PHILADELPHIA**

"THE STATION OF PERSONALITIES"

Represented nationally by Gill-Perna, Inc., New York





**TRICK OR TREAT?** *"Depending upon how you feel about Picasso, a lot of it looked more like trick than treat."*—Variety.

The subject: *"Picasso: An American Tribute"*—presented by WNBC-TV in cooperation with the Public Education Association on Wednesday, April 23. Repeated Sunday, April 29.

Variety also said it was *"wholly exhilarating."* Not everyone agreed. To the Herald Tribune it was *"anything but a happy harbinger."* The N.Y. Times noted that the *"artist's cubist period certainly provided something new in the way of test patterns."* The Newark Evening News, however, headlined the program as *"Brilliant" . . . and Newsday called it "a most thrilling experience."*

But more important than the tone of reviews: a program based on a representative collection of Picasso originals in full color, underscored by the comments of art authority Brian O'Doherty, was brought to the New York area. People interested, or just curious, could choose to tune in. It was not expected that all who watched (including the critics) would shout in praise.

Yet—so many did. Letters from viewers are still pouring in. *"A magnificent feat,"* writes a designer. *"A superb show,"* says a New York housewife. And from a young lady in the Bronx: *"Amazingly rewarding."* More letters from art teachers, librarians, university faculty members . . . all unanimous in their praise!

That's why many stations around the country have asked to show *"Picasso: An American Tribute"* to their audiences. That's why WNBC-TV has made it available through NBC Films.

This kind of response is not new to WNBC-TV—the station which devotes more hours to public affairs and informational programming than any other New York channel. Such varied programs as *Open Mind*, *Direct Line*, *Youth Forum*, *Invitation to Art*, *Library Lions*, *Modern Farmer*, *Recital Hall*, *Space Log*, *A Moment With . . .*, representing nine of the top ten among all regularly-scheduled local sustaining, community-service programs in New York.\* One picture is clear—WNBC-TV strives to provide programs to cover the wide range of interests of the New York television audience. **WNBC-TV**



*"Picasso: An American Tribute" will soon be seen on NBC-owned stations WRCV-TV, Philadelphia; WRC-TV, Washington; WNBQ, Chicago; and KRCA, Los Angeles. Available in other cities through NBC Films.*



**FIRST**  
in **Acceptance**

**FIDELIPAC**<sup>®</sup>

**AUTOMATIC TAPE  
CARTRIDGES by  
CONLEY**

The cartridge that made station  
automation possible



... Fidelitylipac Tape Cartridges by Conley. First and still best. Result: More successful broadcasters use Fidelitylipac Cartridges by Conley than any other.

Fidelitylipac assured dependability—its greater acceptance—result from these features:

- easily handled • easily stored
- easily reloaded • minimized tape breakage
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- increased tape life • varying sizes permit programming from seconds to hours on a single cartridge
- automatically cued and ready for instant use
- technical perfection in every detail.

Be sure every time... put efficiency, economy, quality into your broadcast operations by putting Fidelitylipac Cartridges by Conley to work for you... for spot announcements, themes, station breaks, and delayed broadcasts.

Standard Lengths  
In Three Cartridge Sizes:

- Model 300** —with up to 300 feet of single coated tape
- Model 600** —with up to 600 feet of single coated tape
- Model 1200** —with up to 1200 feet of single coated tape

Ask for  
FIDELIPAC "THE STANDARD OF THE INDUSTRY"  
from your regular source of supply



**CONLEY ELECTRONICS  
CORPORATION**

1527 Lyons Street • Evanston, Illinois

22 (OPEN MIKE)

tion of the original 1260 kc entitled it to mention, the editors added a brief capsule for that station.]

**EDITOR:** Your staff's collection of historical materials on radio [SPECIAL REPORT, May 14] is impressive.

If you have not already planned to do so I would recommend that you consider reprints in pamphlet form. Undoubtedly it would have use in this form in colleges and universities.—*Marlowe Froke, major in broadcasting, Pennsylvania State University, University Park, Pa.*

**EDITOR:** May we have 10 reprints of your very fine article. . . —*Sydney E. Byrnes, president & general manager, WADS Ansonia, Conn.*

**EDITOR:** I would like to purchase 12 reprints. We can use these to good advantage in our courses dealing with broadcasting history. . . —*Elmer G. Sulzer, director of radio & television communications, Indiana University, Bloomington.*

[Reprints of BROADCASTING's look back at 40 years of radio are available at 25 cents each.]

### Re-ranking Weiss

**EDITOR:** . . . In your Nov. 20, 1961, issue you published an estimated total broadcast billing for this agency of \$10.1 million. We have rechecked this figure, and we find that the billing was approximately \$9.8 million instead.—*Nathan Pinsof, vice president, media, Edward H. Weiss & Co., Chicago.*

[The recalculation of Weiss's 1961 billings changes the rank order of the agency from No. 41 to 43 among the top 50 agencies in radio and television volume.]

### Minow sympathizer

**EDITOR:** I have for a number of years now enjoyed your excellent coverage of broadcast news. However, I find myself increasingly irritated by your childish biased attitude toward FCC Commissioner Minow and everything he does. Your April 23 debacle, "Time to bury the Peabody," an angry, irrational outburst against the system because it disagrees with your editorial policy, is the last straw. . . I think Mr. Minow richly deserves his Peabody Award. . . —*Richard J. Scholem, general manager, WTIG Massillon, Ohio.*

### PTA approval

**EDITOR:** Everyone seems to have forgotten that the Parent-Teachers Assn. (PTA) magazine in its December 1961 issue approved and praised the [CBS-TV] *Route 66* television show. . .

It is inexcusable that both Dr. Stanton and Mr. Aubrey failed to mention this at the hearing [AT DEADLINE, May 14]. An editorial by BROADCASTING on the PTA magazine's review of the show would be most appropriate.—*Paul Rodriguez, New York City.*

[Mr. Aubrey did in fact read the PTA magazine review at the hearing, but it was not carried in BROADCASTING's AT DEADLINE coverage because of space limitations in that section.]

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**ASST. SEC.-TREAS.** . . . . . LAWRENCE B. TAISHOFF

## BROADCASTING

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Executive and publication headquarters:  
BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

**EDITOR AND PUBLISHER**  
Sol Taishoff

### Editorial

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Edwin H. James

**EDITORIAL DIRECTOR (New York)**  
Rufus Crater

**MANAGING EDITOR**  
Art King

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**VICE PRESIDENT AND SALES MANAGER**  
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**ASSISTANT PUBLISHER**  
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**DIRECTOR OF PUBLICATIONS:** John P. Cosgrove.

### Bureaus

**New York:** 444 Madison Ave., Zone 22, Plaza 5-8354.

**EDITORIAL DIRECTOR:** Rufus Crater; **BUREAU NEWS MANAGER:** David W. Berlyn; **ASSOCIATE EDITOR:** Rocco Famighetti; **STAFF WRITERS:** George W. Darlington, Richard Erickson, Diane Halbert, Larry Littman; **ASSISTANT:** Frances Bonovitch.

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**Chicago:** 360 N. Michigan Ave., Zone 1, Central 6-4115.

**SENIOR EDITOR:** Lawrence Christopher; **MIDWEST SALES MANAGER:** Warren W. Middleton; **ASSISTANT:** Barbara Kolar.

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

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

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

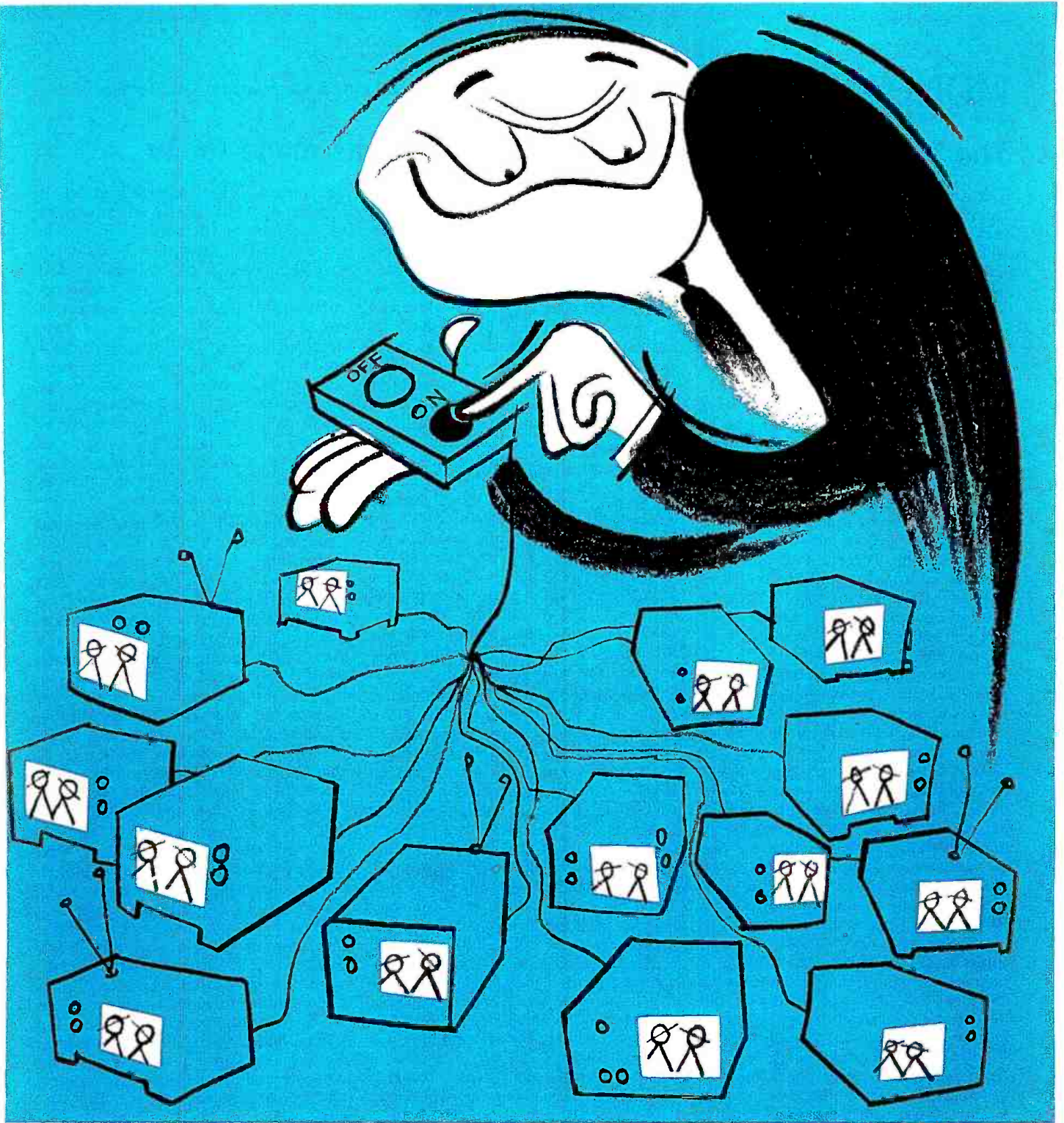
BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932, Broadcast Reporter in 1933 and Telecast\* in 1953. BROADCASTING-TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office

Copyright 1962: Broadcasting Publications Inc.

BROADCASTING, May 21, 1962





## TURNED A SET ON LATELY?

And if you have, is it tuned in on you? Only by top consistent programming can you get your audience...and if you don't keep them you don't keep sponsors either. In Cincinnati\* recently, Seven Arts' "Films of the 50's" demonstrated their strength again as Friday night (11:30 PM-1:00 AM) sets-in-use figures

jumped 40%! Further, the stations' share of audience increased from 17% in March 1961 to 59% in March 1962. Would you like to turn more sets on in your market? You can with "Films of the 50's—Money Makers of the 60's."

\*For the complete story of WKRC-TV increase of sets-in-use contact your nearest Seven Arts sales office.



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
 NEW YORK: 270 Park Avenue YUkon 6-1717  
 CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105  
 DALLAS: 5641 Charlestown Drive ADams 9-2855  
 L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

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



## The border was no barrier to the tea that was made for tv

If there is anything to be learned from launching an off-beat product, it is this: No one knows what the public will accept, and I don't believe there is any research that can provide an adequate yardstick for the performance or success of a new product.

About two years before *The Tea That Dares To Be Known By Good Taste Alone* (God bless it) was launched in Canada, we decided to have it researched by genius. Now genius is no more native to the U. S. than to Canada and it costs more down there, but because they have learned to sell the never land of marketing rather more efficiently than in Canada, I hurried off to Madison Avenue and a building containing 2,400 people and the ashes of Bruce Barton. There I told the story of *The Tea That Dares* to the president and an assortment of vice presidents. Boy! did they know I was crackers!

They said, You are wasting your time; there's no sense spending a lot of money on off-beat promotions that can't possibly appeal to the mass market; what you need, my friend, is a good stud horse advertising campaign with money off and gimmicks in the package.

**Too Good** ■ So we designed our hard-hitting stud horse advertising campaign and we gimmicked up a package of one of our standard items, and a hundred thousand dollars later we had no more volume than we had in the first place. Nobody had criticized this campaign. Nobody found any fault with it. And nobody noticed it.

Another gem you can well afford to forget is the talk about the fickle attitude of the consuming public and its complete lack of brand loyalty. I believe that if consumers are given nothing but space ships in their cornflakes, simulated pearls in their detergents, and free vacations in queer places in their beverages, they have every right to play fast and loose with their brand loyalty; advertisers should begin to look to their own house and wonder if they have any product integrity.

**Thine and Mine** ■ Having got the best advice that my idea was worthless, I knew that I would never be happy until we tried it out. Having been a peddler all my life and having never acquired the sophistication that allows me to look upon the consuming public as a mass market (I still think of the consuming public as your wife and my wife and the wife down the street), I thought we might appeal, not to the mass market, but to the individual, discerning people who make up the mythical, undiscerning mass market.

Because we had nothing except a product to market, we were able to start with our method of marketing and work back to the package and then to the excellent base product. We decided that practically nobody was using television with material created especially for television. So many commercials are extensions of newspaper ads or of radio commercials with picture added, and, yet, surely the greatest value of tv is in its visual presentation and the exclusivity of the screen while that presentation is being made. We decided that we would put together a package that came through well in black and white, was devoid of the type of circles that become so distorted on television and that would generally have appeal as a picture, the voice over becoming more correctly the voice under.

**Pure Maple Leaf** ■ The commercial for tv was put together by the J. H. Burley Advertising Agency and was directed by Bob Rose of Robert Lawrence in Toronto, and the talent, Doreen Hunt and Bruce Marsh, are, of course, Canadian. The only foreign contribution was the Mantovani music track. Jack Burley sent the completed commercial down to New York to compete in the Tv Academy Award contest with 2,800 others for 1961. Well, our commercial produced in Canada with Canadian creativity won all the marbles. It has run thousands of times. It consistently gets fan mail, and I have paid Bruce Marsh so much in residuals he is now sending me CARE parcels.

I could tell you how the product was test marketed in Regina and how it didn't achieve much success because the Regina market was not right for it,

and I could give you my third bit of experience which is that all you learn in a test market is what happened in the test market, and then I could tell you about going into Vancouver and British Columbia and in 16 weeks becoming the leading seller, competing successfully with two brands that have dominated the market 30 years, and I could tell you about winning perhaps 17% of the market in 12 weeks in the Ontario area we hit and holding it, and about redeveloping our product for the French market as *Le Thé Sans Nom Son Gout Dit Tout*, and how acceptance there has been perhaps greater than in Ontario or British Columbia.

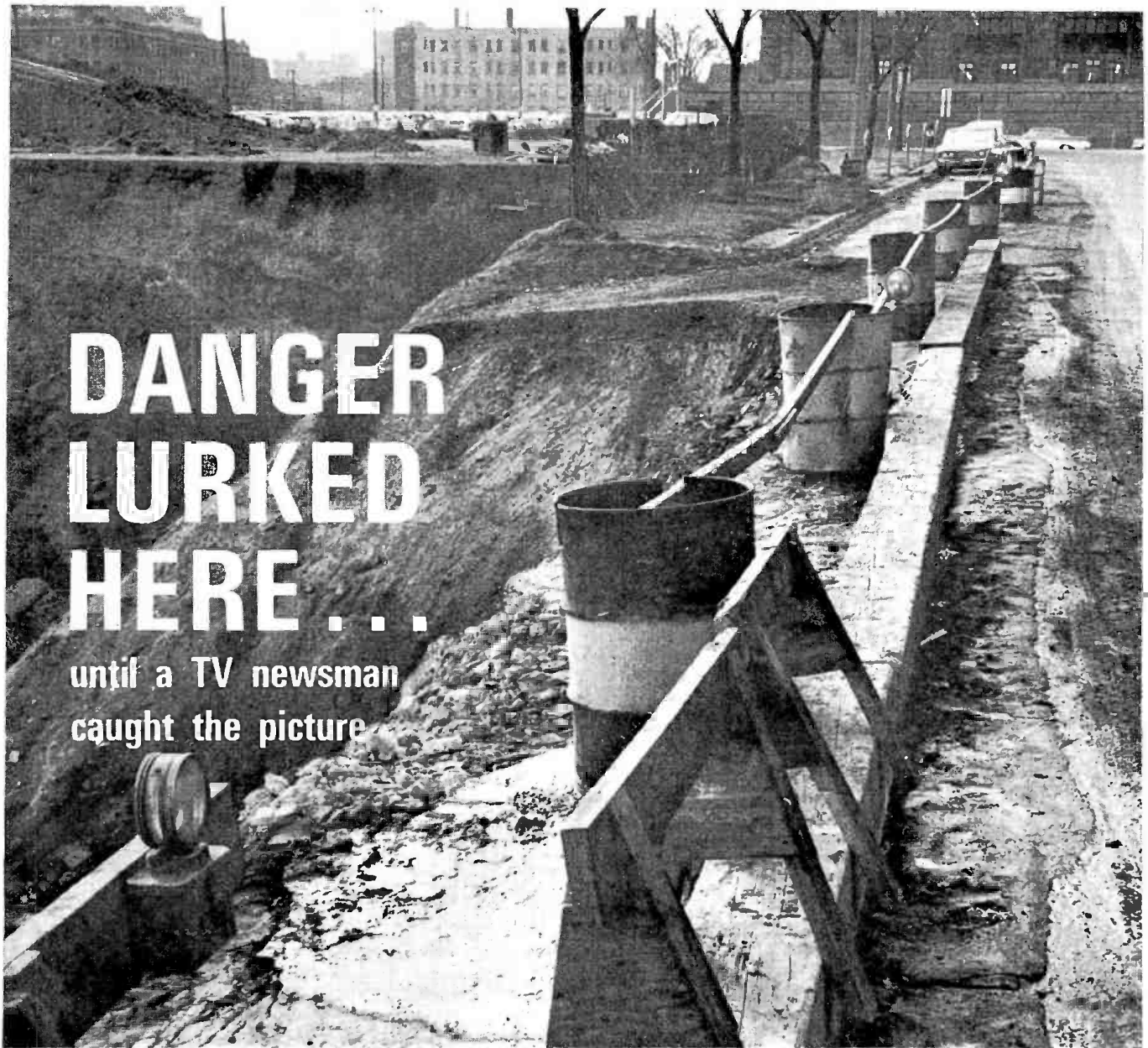
**The Redcoats** ■ To penetrate the Ontario market, it is necessary to buy advertising over tv stations in the country to the south of us whose name I forget. Four or five months after we started cramming tv messages into Canada from Buffalo the Loblaw and the A&P organizations in Buffalo came to us to buy our product. We pointed out that the product was the wrong shape, size, weight and price for Americans. Furthermore, we did not have tags on our bags—more important in the U. S. than putting tea in them. But they wanted it on their counters anyway.

We not only obtained a placing in Buffalo and the surrounding market, but A&P decided to move it into Rochester, and here we had to run after our product with advertising instead of using our advertising to introduce it.

We have now moved successfully into most of the northern New York market and I believe at last count we were the second leading seller. It is our intention to move farther into the U. S. Ever since George III lost the United States over something called the Boston Tea Party, there has been no duty on tea imported into that country, and we see great things ahead.



Mr. Gledhill was educated in England but returned to his native Canada in 1929. He sold across Canada and the far north. He entered the army and was farmed out to direct the War Assets Corp., selling corvette vessels to bootleggers and Fairmile craft to the Mounties to catch them. He worked on Madison Avenue a while, acquired a razor blade factory in Britain, then returned to New York and to Canada. Lyons is one of Canada's biggest tea and food merchandisers.



**DANGER  
LURKED  
HERE...**

until a TV newsman  
caught the picture

*more evidence that*

## Milwaukee reacts to WTMJ-TV

WTMJ-TV's news department not only reports what happens, it often *makes* things happen. News editor Jack Krueger saw this flimsy, poorly lighted barricade around a 50-foot deep excavation, had news films taken, contacted the Milwaukee Safety Commission. Immediate action was taken to strengthen the barricade, add more light.

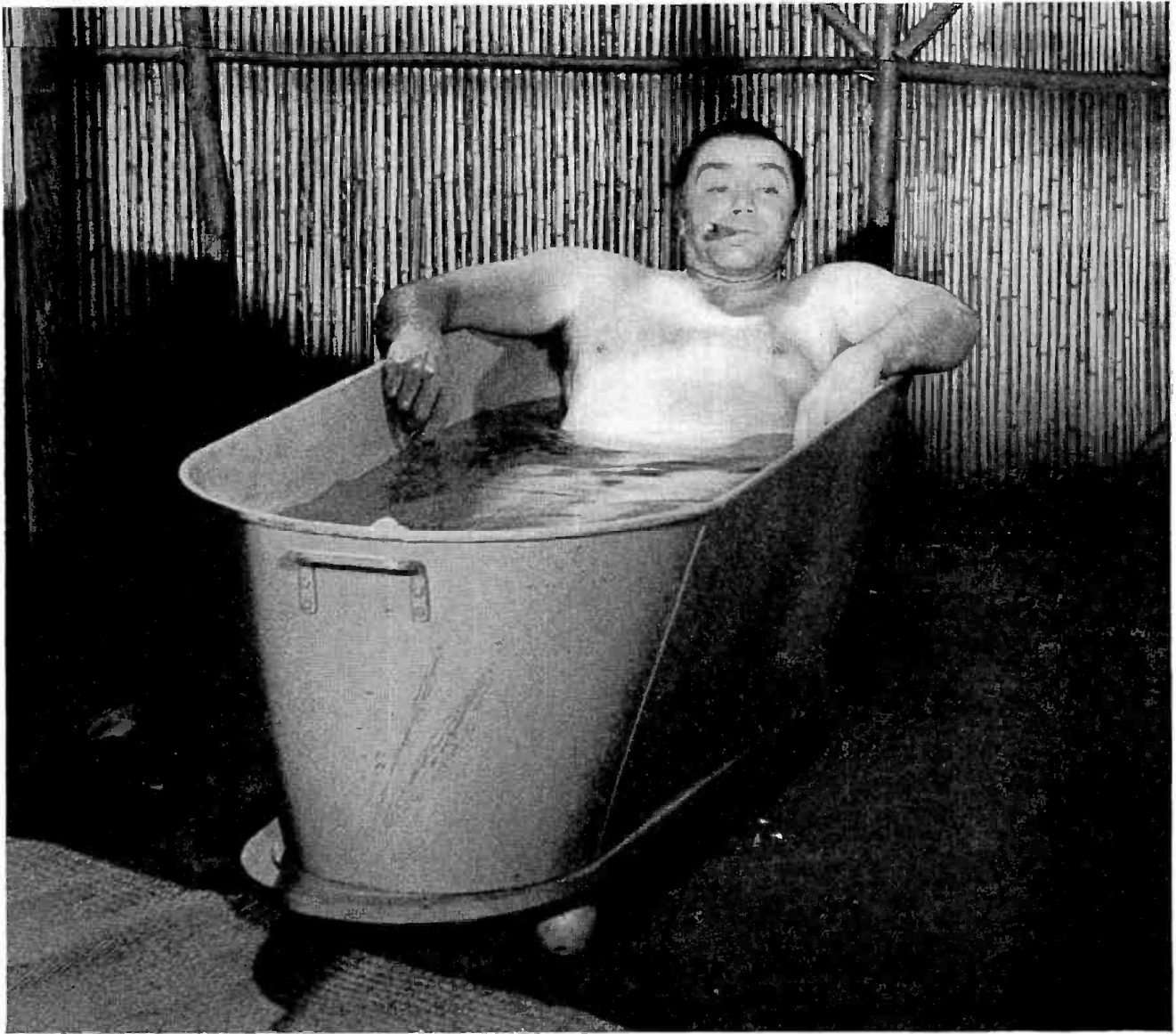
This WTMJ-TV newscast brought a deluge of compliments from viewers, even prompted several to report other safety hazards. It's typical of WTMJ-TV's ability to attract and *influence* viewing Milwaukee. Surveys show WTMJ-TV's award-winning newscasts frequently doubling the total audience of competing news presentations and topping the viewership of competing entertainment programs.

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

**WTMJ-TV**

THE MILWAUKEE  
JOURNAL STATION  
WTMJ-AM-FM

NBC in Milwaukee



## **Damn the torpedoes. Full speed ahead.**

This is Ernest Borgnine in another great role—the no-spit, no-polish skipper of a crazy PT boat crew in the South Pacific.

Don't be fooled by that old tub. When Lt. Commander McHale goes into action, he runs a tight ship.

But McHale—like many a Navy man whose unit was temporarily isolated by our island-skipping campaign in the South Pacific—has been left to do his fighting in highly improvised fashion.

Survival, let alone victory, under such conditions calls for heroism. And humor. In equal parts.

This is how it is with *McHale's Men*,

ABC's new breezy brawling action comedy. In it, Ernest Borgnine creates another of his believable masterpieces of great make-believe.

Whether *McHale's Men* are cooking up a potable jungle brew for their island hosts or dishing up a diet of homemade tinfish for the Japanese, the action is fast, the farce is furious.

It may be a funny way to fight a war, but it's a sure way to win an audience.

Get, as they say, aboard.

**COMING ON ABC-TV: "McHALE'S MEN"**



# PRODUCT PROTECTION BATTLE RAGES

- Biggest spot agency, Bates, demands full 15-minute separation
- Westinghouse gives notice of cut to 10-minute tv guarantee
- Other stations have cut standards; other agencies follow Bates

The battle lines were drawn last week for a showdown that may decide the fate of the ancient but thus far gradually tumbling structure of product protection in television advertising.

Irresistible force appeared headed for collision with immovable object on a scale whose potential breadth and impact may be measured from these developments:

■ One major group operator, subsequently identified as Westinghouse Broadcasting Co., gave official notice that the standard 15 minutes' separation between commercials for competing products was no longer feasible and would be cut to 10—and to zero for adjacencies to network "spot carrier" (participation) programs and to sports, public affairs, special events and news programs of indefinite length (see text of Westinghouse policy and explanation to agencies, page 29). Another major group operator, NBC, said its

stations had switched to the 10-minute protection base last fall.

■ Ted Bates & Co., No. 1 agency in spot television, said it would recommend that its clients place no business on tv stations which give less than 15 minutes' protection. Bates officials said they already had cancelled business on stations owned by one group operator—also identified later as Westinghouse—and were reassigning it to stations that have pledged to observe the 15-minute protection standard.

■ Bates planned to canvass all tv stations within the next few days asking for reassurance that the stations will give at least 15 minutes' protection. The threat to withdraw or withhold Bates business from stations not giving this assurance will be implicit in the letters.

■ Colgate-Palmolive Co. was reported authoritatively to be instructing its agencies to follow Bates' lead on cancellations for "sub-standard" protection.

Colgate's agencies include Bates and Lennen & Newell, D'Arcy, Norman, Craig & Kummel, and Street & Finney.

■ A number of stations appeared to be giving Westinghouse at least moral support by cutting back on the amount of product protection they give—but without notifying agencies of the cut-back.

■ Leading agencies gave Bates' insistence on full-15-minute protection varying degrees of support, ranging from solid to somewhat porous.

■ The prospect that the whole product-protection issue might flare into a widespread dispute with serious economic overtones led some sources to suggest a general conference to try to solve it. Others, especially on the agency side, thought it a problem for NAB or TvB. It is known to have been brought to the attention of the broadcast committee of the American Assn. of Advertising Agencies but the com-

## Radio freeze chills industry; NAB development group named



Hatch



Box



Goldberg



Holder



Johnson



Lee



Patt

Last week the impact of the FCC's radio freeze was felt in the grass roots. At least sixty prospective applicants on the verge of filing are affected (page 48). Federal Communications Bar Assn. plans to ask FCC to reconsider the freeze and seven new am applications were filed anyhow.

At weekend NAB announced composition of its Radio Development Committee. This nine-man group will plan strategy and confer

with the FCC (page 48). Members are: George C. Hatch, KALL Salt Lake City, chairman; John F. Box Jr., Balaban Stations; Melvin Goldberg, Westinghouse Broadcasting Co.; H. Randolph Holder, WGAU Athens, Ga.; Ray Johnson, KMED Medford, Ore.; Carl E. Lee, Fetzer Stations; John F. Patt, WJR Detroit; Loyd Sigmon, KMPC Los Angeles; Cecil J. Woodland, WEJL Scranton, Pa.

But Charles H. Tower, Corinthian



Sigmon



Woodland

Stations, warned of the implications of any formula dealing with "economic protection" of broadcasters.

## PRODUCT PROTECTION BATTLE RAGES continued

mittee members, while expressing concern, reportedly felt that for legal (presumably antitrust) reasons they should not become involved as a group.

Edward A. Grey, Bates' senior vice president in charge of media operations, who disclosed his company's stand against any watering-down of current protection policies, declined to identify the operator whose business already had been cut by Bates—except to say it was one whose stations had carried from \$2 million to \$3 million in Bates-placed billings in 1961.

**Statement Issued** ■ Subsequently the operator was identified by other sources as Westinghouse, and a WBC spokesman issued this statement late Thursday: "We regret the decision of the Ted Bates Agency, which has been a substantial buyer of the WBC stations for many years, to cancel business be-



Edward A. Grey  
Senior Vice President-Media  
Ted Bates & Co.

cause of our recently announced policy on product protection. This policy is a revision that reduces the amount of product protection but definitely does not eliminate it.

"There are substantial segments of the program schedule that will give advertisers as much protection as before, despite the revision in policy. This is due to WBC's standards on commercial content.

**Policies Change** ■ "However we believe after more than a year of thought and study of this matter that policies relating to product protection must evolve as the medium evolves. The growth of network spot carriers and the multiplicity of products advertised are changing facets of the industry that require this revision.

"WBC does not expect any increased revenue, nor will there be an increase in commercial frequency or volume or in the number of commercial positions.

WBC is making this change in order to afford equal opportunity to all categories of advertisers to buy comparably on the WBC stations. The effectiveness of the advertising will not be affected in any way."

Officials of NBC's owned-stations division confirmed that their stations individually went to the 10-minute protection base last fall at the beginning of the 1961-1962 program season. They said they did not officially announce the change but disclosed it to any agency that asked. They said that in the months since then they have encountered agency-advertiser resistance in only one case and that this was resolved satisfactorily.

**Long a Problem** ■ Product protection has been a recurring and steadily intensifying problem since the early days of radio, when sponsors were so few that a corporate advertiser could be virtually certain that no competitor would appear on the same network on the same night his own program was on. As the number of broadcast advertisers increased, first in radio and later in tv, the amount of protection was gradually shortened and made to apply only to advertising of competitive products, not to entire companies regardless of what products they were promoting.

For the past few years 15 minutes' separation, fore and aft, has been the generally accepted standard which networks and stations have tried to give. The first big crack developed in this edifice a year ago when NBC-TV announced it could no longer guarantee more than 10 minutes' separation (BROADCASTING, March 20, 1961).

Network as well as station authorities have made no secret—unofficially—of their belief that the growing magnitude and variety of advertised products will doom product protection in its present form, perhaps within a year or so, and usually they make it plain that they'll be happy when that time comes. Some of them foresee the day when product protection will forbid nothing more than (1) competing products within the same show, (2) handling of competing-product commercials by the same star, and (3) back-to-back scheduling of commercials for competing products.

Agencies and especially advertisers not only do not, for the most part, share this view but in many cases disagree vigorously. Yet a number of them—agencies perhaps more than advertisers—temper their disagreement by saying they can understand the broadcaster's problem—and that they make allowances for it when full 15-minute protection is clearly not possible. Some go so far as to acknowledge that their own buying practices sometimes con-

tribute to the broadcaster's problem.

**Bates' Charge** ■ At the other extreme are advertisers and agencies—including, obviously, Bates—who contend that while assuring 15-minute protection is clearly difficult, any shortening of that period would seriously dilute the effectiveness of the commercials involved and probably lead in time to commercial scheduling in publication fashion akin to that used in British television.

Mr. Grey said Bates decided to recommend against the use of stations having less than 15-minute protection policies because the agency was firmly convinced that any shorter period would weaken commercial impact and that "the line has to be drawn at this point." He said Bates has research supporting its contention that shorter separations reduce effectiveness "by a considerable percentage."

"We feel that our kind of clients would be hurt worst by this new and



Alexander W. Dannenbaum  
Vice President-Sales  
Westinghouse Broadcasting Co.

shorter protection policy," Mr. Grey asserted. "We buy a lot of run-of-station campaigns, as opposed to fixed positions. We must depend on the stations to schedule our announcements properly and give us the protection we need. Putting competitive copy less than 15 minutes away from our's or less than 15 minutes away from theirs, would diminish the effectiveness of our copy and the consumer awareness of our product claims.

**Strong Conviction** ■ "We believe very strongly that reduction of product protection from 15 minutes to 10 cannot help but have a vitiating effect on copy impact. The line has to be drawn somewhere, and we feel that this is the line—15 minutes—beyond which we dare not tread."

Mr. Grey made clear that as an agency, Bates can only recommend to its clients, and he said its recommendation did not necessarily mean that all clients would go along with the proposal to



## Text of Westinghouse announcement on product protection

Westinghouse Broadcasting's new product-protection policy which figured prominently in agency-broadcaster furore last week (see story, page 27), is printed below in text. It was distributed to agencies several weeks ago and came to light through agency sources after Ted Bates & Co. proposed to embargo business with all tv stations who drop below current 15-minute protection practices. Explanatory letter from Alexander W. Dannenbaum Jr., WBC sales vp, accompanied statement of new policy to agencies and is also reproduced here:

For some time it has been evident that a revision of Westinghouse Broadcasting Co.'s television product protection policy has been needed. As variations of advertiser usage grow in number, and as the medium itself becomes more flexible in accommodating the great variety of products seeking exposure, it

becomes increasingly difficult to adhere to product protection practices developed to meet the needs of the past. We have, therefore, felt it necessary to issue a new policy, a copy of which is attached, which we believe will enable our television stations to respond more efficiently to your advertising needs. This policy will apply to all WBC television stations: WBZ-TV Boston, Mass.; KDKA-TV Pittsburgh, Pa.; KYW-TV Cleveland, Ohio; WJZ-TV Baltimore, Md., and KPIX San Francisco, Calif.

Assuring you of our continued cooperation, we are

Sincerely,  
Alexander W. Dannenbaum, Jr.  
Vice President—Sales

### Westinghouse Broadcasting Company Product Protection Policy

Effective May 1, 1962

While the separation of directly

competitive product or service advertising is not a part of any contractual relationship, effort will be made by station to provide at least ten minutes separation of products or services that in the view of the station are directly competitive.

Advertisers are required to give minimum of two weeks' notice of desire to change products or services to be advertised in their existing schedules.

Nothing stated above should imply that protection of competitive products or services will be afforded in the following circumstances:

1. Advertising in or adjacent to end of sporting events, public affairs programs, or special events or news programs of indefinite lengths.

2. Advertising in or adjacent to non-regularly scheduled programs of the above nature.

3. Advertising in or adjacent to network spot carriers.

put an embargo on stations offering "sub-standard" protection. He said he assumed and hoped stations would continue to give 15-minute protection not only to Bates clients but to all advertisers, because Bates was convinced that all tv advertising would otherwise suffer.

He said the business which has been or will be cancelled by Bates on the group of stations involved will be placed on other stations in the same markets provided the other stations agree to give 15 minutes protection. He said business already withdrawn has already been reassigned on this basis, and that in every instance Bates was assured of full protection.

**It's 'Imperative'** ■ The letters going out over the past weekend or the first of this week to all television stations will stress Bates considers 15 minutes' separation "imperative" for both spot and network advertisers, Mr. Grey said.

"As an agency," he continued, "we are acutely aware of the help we have received from stations and their representatives. We don't want to do anything that might be interpreted as not being in their best interests.

"We feel that television, in terms of its long-range development, is certainly the most important medium for any advertiser. But anything that detracts from the efficiency of television is not in its best interests, and we are deeply convinced that any shortening of protection policies will work to tv's disadvantage as well as to the disadvantage of the advertisers using it."

**Various Needs** ■ Mr. Grey drew a

distinction between the degrees of need for protection in tv and print media. Most magazines, he said, generally put 10 or 12 pages between ads for competing products. But apart from the physical separation of ads, he continued, magazine readers are selective audiences, not the "captive" audiences that tv viewers are, and thus the need for adequate separation is even more imperative in tv than in magazines.

He acknowledged NBC-TV for some time has been following a 10-minute protection policy and said this might be a problem which Bates would have to confront, but that in practice it has not yet proved to be a problem "because in nighttime programming, where the situation is most acute, we have been able to arrange our buys so that we get the protection we need."

Mr. Grey said Bates' position on 15-minute separation applied to tv and not to radio because (1) as a rule, adequate separation is not hard to get in radio and (2) Bates is not currently heavy in radio.

**Collision Complete** ■ Although Mr. Grey declined to name names, and Westinghouse declined to comment beyond its statement, it was obvious that in their case the collision between the irresistible and the unmovable already had occurred.

It was apparent that Westinghouse had made its stand, and Bates its effort to upset it by cancellation of business, before either of these developments came to light. Both final decisions were believed to have been reaffirmed in a

head-to-head session between Bates and Westinghouse officials early last week.

Bates' decision to recommend an embargo on all stations defecting from 15-minute protection was disclosed shortly thereafter, meanwhile, copies of the general notice which Westinghouse had circulated to all agencies several weeks ago also became available from other agency sources.

Signed by Alexander W. Dannenbaum Jr., WBC sales vice president, it said that the growth in variations of advertiser usage of television and tv's own increasing flexibility in accommodating a greater variety of products made the old standards "increasingly difficult to adhere to" and that the new policy "will enable our television stations to respond more efficiently to your advertising needs" (see text, this page).

By virtually all accounts, agency and station, the "variations in advertiser usage" and television's "increasing flexibility" in accommodating more products all boil down to one thing: the growth in number of participation or "spot-carrier" programs on the tv networks.

**Rotation Problem** ■ These programs, which have reached the point where in the current season they represent close to 75% of ABC-TV's prime-time availabilities, 55% of NBC-TV's and 25% of CBS-TV's (BROADCASTING, May 7), carry a large number of advertisers—often with several advertised products per advertiser—and the commercials are rotated from week to week. Thus it has become increasingly diffi-



## PRODUCT PROTECTION BATTLE RAGES continued

cult for network affiliates to schedule national spot and local advertisers in adjacent periods with any assurance that these advertisers won't conflict with those in network participation shows.

The situation, according to affiliates, has been especially aggravated by NBC-TV's introduction this season, and ABC-TV's more recently, of two-hour feature films. These may carry as many as 20 different advertisers—and perhaps 50 or so different products—which are rotated through the movie. Many of them feel that simply stopping the rotation would give the affiliates a more dependable pattern of network product scheduling on which to base their own planning, though they see this more as a help than as any substantial cure.

**NBC-TV Argument** ■ To show the complexity on a simpler scale, NBC-TV stations recently made this argument to network officials: American Home Products, recently signed as a sponsor of the Huntley-Brinkley newscasts for next season, makes and presumably will advertise numerous products that almost inevitably will compete with those that affiliates insert in Huntley-Brinkley adjacencies.

Officials at all three networks have had this sort of problem called to their attention by affiliates—sometimes forcefully. And network officials have generally indicated they are sympathetic to the stations' problems. What solution, if any, they may be able to devise remains a moot question.

For their own parts, CBS-TV and ABC-TV say they try to assure their clients of at least 15 minutes' separation from directly competitive products within the network schedule, and try to encourage their affiliates to follow suit in protecting network advertisers against national spot and local insertions. When NBC-TV went to the 10-minute base last spring it also excluded irregularly scheduled news, sports and public affairs programs and programs of indeterminate length from its guaranteed-protection policy.

**Earlier Changes** ■ The same sort of policy changes of which Westinghouse formally notified agencies appear also to have been made by a number of other stations—but quietly, without notification to agencies. Moreover, leading agencies are aware that they're not always getting a full 15 minutes' protection from some stations, although some of the agencies appear to wink at the practice. Several said they knew of no broadcaster besides Westinghouse who had officially adopted a shorter-protection policy but they do frequently find instances of inadequate protection and when they do, they demand—

and are given—make-goods by the stations involved.

One broadcaster who acknowledged he had written off product protection several months ago—without notifying agencies—said he had not yet received a complaint. "Our way may have been chicken," he said, "but it has protected our business and I think our way was right."

A sampling of leading agency views found many executives who, like many broadcasters, preferred to remain anonymous. Some, however, spoke out. William E. Matthews, vice president and media director of Young & Rubicam, said he had protested Westing-

### Tv gains from newspapers

The top newspaper advertisers are investing more of their ad money in tv, according to Television Bureau of Advertising.

TvB arrives at this conclusion as follows: The top 100 newspaper advertisers spent 3.6% less for newspapers in 1961 than in the previous year (down from \$350.1 million to \$337.4 million). They increased their use of tv by 8.3% (up to \$763.4 million from \$704.9 million). TvB estimated the tv-to-newspaper spending ratio of the top 100 at 2 to 3. General Motors, the leading newspaper advertiser, cut its newspaper budget by \$10.7 million but increased tv spending, according to TvB, and 48 of the remaining 99 advertisers cut their newspaper expenditures.

house's new policy after he received notice of it. He said Y&R's position is that protection should be at least 15 minutes and that Y&R is almost constantly negotiating with stations about discrepancies.

**Understands Problem** ■ But he said he also could see that stations have problems, especially with respect to rotation of advertisers through network spot carriers and in some cases through advertiser purchases of so-called scatter plans. He said he also recognized that many stations feel that agencies aggravate the problem by encouraging these buying practices, but that Y&R reserves the right to protest and seek redress—not always in make-goods but, where possible by getting stations to move conflicting commercials.

Mr. Matthews also said he thought networks could help reduce the problem for their affiliates by informing stations as promptly as possible regarding

the products to be promoted in participating shows. In most cases, he noted, networks know two weeks in advance which products will be advertised.

Lee Rich, senior vice president in charge of media and programming at Benton & Bowles, said B&B holds the networks to their announced policies and that, in spot, if a station gives inadequate protection "we just don't pay them." He said B&B checks schedules carefully in search of protection lapses.

An associate media director at another major agency said his company seeks "maximum, reasonable protection," that the agency is "worried about the continual reduction in protection" but realizes it is hard to police.

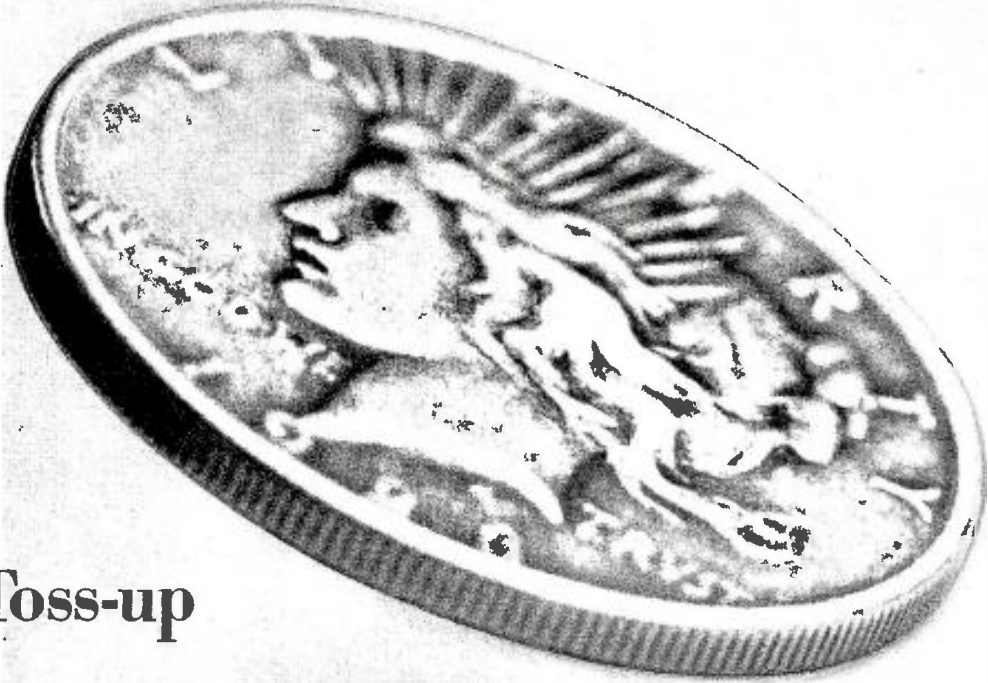
**Accept Deviations** ■ A top corporate executive at another leading tv agency said he and his colleagues had been deeply concerned about the product-protection situation for many months but occasionally accepted deviations from the 15-minute standard when deviations clearly were unavoidable. He also said his agency had devised a new way, "most efficient and not too costly," to police protection policies.

The media director at another large agency said he found the protection problem "worrisome" but without "easy solution." He reports that a study by his agency last year found that cigarette brands were on 54 of 128 network programs. "It would have been asking too much to have insisted on the accepted spacing of commercials in this situation," he asserted. "We do keep up a battle when we believe a station is too flagrant, but we understand the problem the stations are faced with, too."

Meanwhile, the suggestion by some agency officials that NAB and/or TvB might be well advised to seek a solution to the problem brought responses from both those organizations.

TvB President Norman E. Cash said TvB "sees nothing wrong" in cutting back protection time. Considered in context with other media, he said, a reduction by television is understandable and clearly defensible. "Print media," he said, "also have many competing products advertised in any given issue, but these are seen by a reader for a much shorter time than commercials on television. The trend is to less and less product protection in all media."

The NAB code authority noted that the television code contains no provision dealing with competitive adjacencies. Officials there said this had been pointed out to both stations and agencies who have inquired about the protection given to products. NAB, they said, has not entered this field since the code was adopted a decade ago, and hence a relaxation of competitive commercial practices is not in violation of the code.



## Toss-up

Both sides of the coin are the same when you compare the audiences of New York's top Network station and WPIX-11, New York's Prestige Independent. A. C. Nielsen has *proved* that the "content" of a rating point on both stations is *the same*: same income levels, home and automobile ownership characteristics, job occupations, etc. Moreover, 98% of WPIX-11 clients are national advertisers. Prime evening Minute Commercials, National Advertisers and "Network Look" programming night after night — a combination available to national spot advertisers in their number one market *only* on WPIX-11.

*where are your 60 second commercials tonight?*



# United's radio spots produced on the spot

To many advertisers a radio campaign originating in the sky might be merely a flight of fancy. But to United Air Lines, it's as natural as a jet flight to Los Angeles.

A believer in on-the-spot promotion, United records its radio spots in the air, from the terminal and in various vacation spots across the country. The airline is on a 52-week radio schedule in 18 major markets, with 30- and 60-second spot announcements supplemented in some cases by five-minute news programs. The markets are Atlanta, Chicago, Cleveland, Detroit, Denver, Honolulu, Los Angeles, Minneapolis, Milwaukee, New York, Pittsburgh, Philadelphia, Portland (Ore.), San Bernardino, San Diego, San Francisco, Seattle and Washington, D. C.

To relay its message, the airline uses the services of Rod Mitchell, a former radio announcer who is now an account executive for N. W. Ayer, advertising agency for United. Known as the "United Air Lines Reporter," Mr. Mitchell, with a recording engineer, hops from coast to coast, and sometimes a little farther, telling radio listeners why it's better to fly United.

The idea originated last year when United was worrying over how to effectively dramatize on radio that the Caravelle jet is "the quietest jet in the world." First, a conventional studio-type commercial, complete with orchestra, was recorded on the

ground. Then the Chicago office came up with its fanciful flight. Why not record the commercials in the air so the audience can actually hear how quiet the Caravelle is?

In the cabin of a Caravelle on a regular flight, Mr. Mitchell described the trip, a bi-lingual singer sang the United jingle in both French and English to accompaniment by a guitar and the recording engineer recorded.

**Off We Go** ■ A few times during the year, United pushes vacation travel, and often when Mr. Mitchell is not airborne, he is between flights,



recording his message from an unusual and colorful landmark in a featured vacationland. He recently completed 14 commercials from four islands in Hawaii, as part of United's upcoming campaign promoting travel to that state and Miami. One of the commercials was recorded aboard an outrigger canoe riding a wave in toward Waikiki Beach.

The commercials usually begin with Mr. Mitchell naming and describing some aspect of the vacation spot he is visiting. He then notes that the place is "only hours away by United Air Lines jet" and suggests that listeners plan their vacations soon. The local announcer, who delivers the commercial's live introduction, then takes over and tells when flights leave the local city for the place described.

United's "Just for Fun" vacation promotion, which ends this month, took Mr. Mitchell from San Francisco to New York. During his travels, he shared the magnetic tape with a talkative porpoise in Marineland of the Pacific in Los Angeles (picture). He described New York City from the 86th floor of the Empire State Building, during intermission from the theatre lobby of a hit show and amid sounds of the crowds and traffic in Times Square. He also recorded spots in Denver, Seattle, Boston, Philadelphia, Washington, Williamsburg, Va., New Orleans and Miami.

## More student ad study urged by Fla. AFA unit

Members of the 4th district of the Advertising Federation of America, meeting in Jacksonville, Fla., May 12, unanimously endorsed a resolution asking expansion of the advertising curricula in Florida schools.

The resolution recognized advertising's obligation to meet the productivity and social goals predicted for the next decade, stressing the state's three-point economic program—agriculture, tourism and industry.

Arno Johnson, vice president of J. Walter Thompson Co., who addressed the meeting, said, "Advertising will have to carry a heavy part of the burden, to overcome the inertia—the habit lag that slows down the needed upgrading of living patterns and consumption patterns if the added production and high employment goals are to be achieved."

Another opinion was given by Joseph

L. Brechner, WLOF-TV Orlando, treasurer and director of the 4th district. He said, "We can no longer fill our advertising needs in this state with the sick, the tired, the drunk and the incompetent who retire to Florida to dabble in advertising as if it were occupational therapy. We will have to develop more of our own talent."

## AFA-AAW merger plans appear dead for present

Plans for a merger between two advertising organizations, Advertising Federation of America and Advertising Assn. of the West, seem about dead, at least for the immediate future. Instead of the joint AFA-AAW convention in Denver next month voting on the merger proposal, present indication is that what will be offered for action is a plan whereby the two associations would maintain their present independent organizations but would cooperate on such mutual problems as legislation, education and public relations where

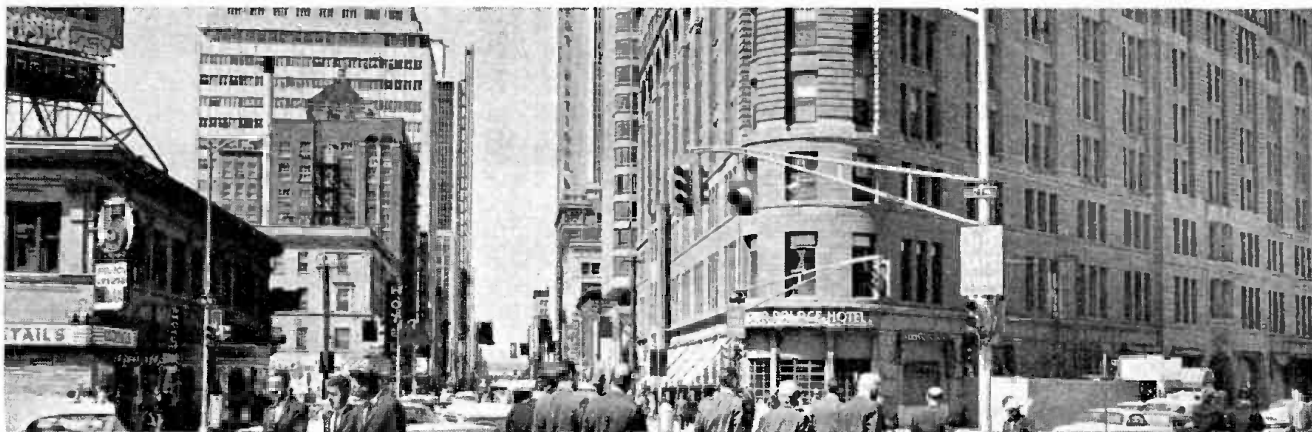
joint action may be desirable. The resolution to be submitted is expected to call for the establishment of a joint AFA-AAW commission to work out a plan for unifying the efforts of the two organizations toward mutually agreed-on objectives.

James S. Fish, vice president and director of corporate advertising, General Mills, is chairman of the AFA committee which has been studying merger plans; Robert Hemmings, president, Smith & Hemmings, Los Angeles, is head of a similar AAW committee.

## Rep appointments...

- KQV Pittsburgh: Ohio Stations Representatives, Cleveland, as exclusive representative in that state.
- KWIZ Santa Ana, Calif.: Forjoe & Co. as exclusive representative in all markets except Southern California.
- WTAFF-TV Marion, Ind., (which plans to start telecasting sometime this summer): Weed Tv Corp., New York.





*It's BROADWAY in DENVER...*

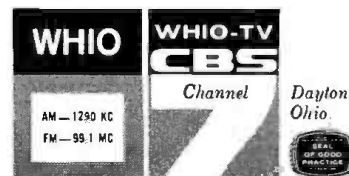


## It's MAIN STREET in Ohio's Third Market

Broadway in the Mile High City puts Denver shoppers about 4,000 feet over the heads of the people who spend their money along Main Street in Dayton and the 23 other main streets called just that in our primary viewing and listening area. And the difference is not just one of altitude, but of attitude—tastes and preferences, too. Not that Denver's are any loftier—just different. That's why we take very particular pains to keep our programing on a people-pleasing plane here in Ohio's Third Market. There's evidence aplenty that we succeed, too. Ask George P. Hollingbery about our rarefied ratings. And oh, yes—there's one thing piled mile-high here. Money.

**DAYTON, OHIO WHIO-AM-FM-TV**

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



# Top brewer in television is Schlitz

## TOTAL AD BUDGETS OF BREWERS ROSE 4.5% IN 1961, SAYS TVB

Jos. Schlitz Brewing Co. maintained its rank in 1961 as the leading tv advertiser among brewers, Television Bureau of Advertising said Friday (May 18) in a summary of the brewing industry's expenditures in all measured media. Schlitz, with tv gross time expenditures of \$5,409,558, and total ad expenditures of \$12,710,220, also replaced Anheuser-Busch as the No. 1 spender in the measured media last year.

Altogether, the nation's brewers increased their advertising investments by 4.5% in 1961, with more than one-half of the total going to network and spot tv. Measured advertising in tv, magazines, newspapers and outdoor was \$99,222,791 in 1961 against \$94,925,017 in 1960. Tv's gross time billings represented 52.2% or \$51,764,849 last year.

TvB noted that the nation's top 10 brewers continued to lead the industry in several respects. Their sales increased 4.1% in 1961 against the brewing industry's average of 1.3%; their sales

Top 10 brewers' advertising expenditures in major media (Ranked by 1961 sales—gross time or space) Distributors not included

|                              | 1961       |           |            |            |            | % Tv |
|------------------------------|------------|-----------|------------|------------|------------|------|
|                              | Total Tv   | Magazines | Newspapers | Outdoor    | Total      |      |
| Anheuser-Busch               | 5,228,468  | 1,930,851 | 910,175    | 4,416,289  | 12,485,783 | 41.9 |
| Jos. Schlitz Brewing         | 5,409,558  | 2,112,393 | 1,119,356  | 4,068,913  | 12,710,220 | 42.6 |
| Pabst Brewing                | 3,816,143  | .....     | 909,745    | 1,019,095  | 5,744,983  | 66.4 |
| Falstaff Brewing             | 3,948,868  | .....     | 75,036     | 1,657,221  | 5,681,125  | 69.5 |
| Canadian Breweries (Carling) | 3,350,379  | 702,172   | 353,808    | 485,063    | 4,891,422  | 68.5 |
| P. Ballantine & Sons         | 1,489,199  | 323,522   | 713,927    | 1,029,231  | 3,555,879  | 41.9 |
| Theo. Hamm Brewing           | 2,161,712  | 69,835    | 135,613    | 1,644,333  | 4,011,493  | 53.9 |
| F. & M. Schaefer Brewing     | 1,450,440  | .....     | 183,511    | 754,916    | 2,388,867  | 60.7 |
| Liebmann Breweries           | 1,325,700  | 76,204    | 1,501,889  | 557,151    | 3,460,944  | 38.3 |
| Miller Brewing               | 1,127,410  | 831,818   | 423,362    | .....      | 2,382,590  | 47.3 |
| Top 10 totals                | 29,307,877 | 6,046,795 | 6,326,422  | 15,632,212 | 57,313,306 | 51.1 |

|                              | 1960       |           |            |            |            | % Tv |
|------------------------------|------------|-----------|------------|------------|------------|------|
|                              | Total Tv   | Magazines | Newspapers | Outdoor    | Total      |      |
| Anheuser-Busch               | 4,361,873  | 1,905,241 | 984,469    | 4,464,876  | 11,716,459 | 37.2 |
| Jos. Schlitz Brewing         | 4,509,700  | 1,930,610 | 534,045    | 3,096,042  | 10,070,397 | 44.8 |
| Pabst Brewing                | 2,974,749  | 428,935   | 345,008    | 998,916    | 4,747,608  | 62.7 |
| Falstaff Brewing             | 3,639,929  | 107,587   | 263,373    | 1,418,583  | 5,429,472  | 67.0 |
| Canadian Breweries (Carling) | 3,603,849  | 536,623   | 244,722    | 372,787    | 4,757,981  | 75.7 |
| P. Ballantine & Sons         | 1,462,212  | 3,200     | 562,440    | 1,187,496  | 3,215,348  | 45.5 |
| Theo. Hamm Brewing           | 2,773,598  | 413,873   | 440,207    | 1,855,477  | 5,483,115  | 50.6 |
| F. & M. Schaefer Brewing     | 1,279,320  | .....     | 188,829    | 891,131    | 2,359,280  | 54.2 |
| Liebmann Breweries           | 523,717    | 174,013   | 1,668,233  | 849,365    | 3,215,328  | 16.3 |
| Miller Brewing               | 1,759,040  | 817,340   | 187,241    | 947,371    | 3,710,992  | 47.4 |
| Top 10 totals                | 26,887,987 | 6,317,422 | 5,418,567  | 16,082,044 | 54,706,020 | 49.2 |

## Toymakers spend \$15.3 million in tv in 1961, up 111.3%

Television's toy advertisers in 1961 surpassed their spending the previous year 111.3%, one of the medium's "most dramatic gains," Television Bureau of Advertising reports

today (May 21). Toy gross time billings in network and national spot tv rose from \$7,263,404 in 1960 to \$15,347,304 in 1961.

TvB reports spot tv billings went

from \$5,203,000 in 1960 to \$10,805,000 in 1961, while network tv billings climbed from \$2,060,404 to \$4,542,304.

Led by Mattel Inc., which TvB called the toy industry's pioneer user of the medium on a year-round basis, all of the top ten toy advertisers in measured media showed gains in 1961. Mattel spent \$2,365,536 in 1961, compared with \$1,471,270 the preceding year. DeLuxe Reading Co., in the most substantial increase by a single toy advertiser, spent \$2,023,850 in 1961 to move into second place. Louis Marx & Co. made a large increase to remain in third place, with gross time billings of \$1,883,810 in 1961, against \$483,990 in 1960.

Virtually all toy advertising was again concentrated in tv, the bureau says. TvB said only one toy advertiser was in the \$1 million class in 1960, but in 1961 five companies topped this figure.

Shown here are the gross time and space billings of the top 10 advertisers of toys and games for the last two years (no figures are available on spot radio expenditures).

|                      | TOP TEN ADVERTISERS<br>1961 GROSS TIME AND SPACE BILLINGS |           |            |           |            |           |
|----------------------|---|-----------|------------|-----------|------------|-----------|
|                      | Magazines   | Spot tv   | Network tv | Total tv  | Newspapers | Total     |
| Mattel Inc.          | 11,386  | 954,210   | 1,399,940  | 2,354,150 | .....      | 2,365,536 |
| DeLuxe Reading       | 6,850   | 1,824,180 | 192,820    | 2,017,000 | .....      | 2,023,850 |
| Louis Marx           | .....   | 1,883,810 | .....      | 1,883,810 | .....      | 1,883,810 |
| Remco Toys           | 15,450  | 990,210   | 514,136    | 1,504,346 | .....      | 1,519,796 |
| Ideal Toy            | 6,290   | 526,000   | 694,032    | 1,220,032 | .....      | 1,226,322 |
| Eldon Industries     | .....   | 44,080    | 484,221    | 528,301   | .....      | 528,301   |
| Lionel Corp.         | 21,372  | 434,540   | 49,663     | 484,203   | .....      | 505,575   |
| American Doll & Toy  | 8,890   | 118,200   | 319,502    | 437,702   | .....      | 446,592   |
| Milton Bradley       | 151,570   | 120,400   | 153,600    | 274,000   | .....      | 425,570   |
| Kenner Products Mfg. | .....   | 332,680   | .....      | 332,680   | .....      | 332,680   |

|                      | TOP TEN ADVERTISERS OF 1961<br>1960 GROSS TIME AND SPACE BILLINGS |         |            |           |            |           |
|----------------------|---|---------|------------|-----------|------------|-----------|
|                      | Magazines   | Spot tv | Network tv | Total tv  | Newspapers | Total     |
| Mattel Inc.          | .....   | 198,580 | 1,272,690  | 1,471,270 | .....      | 1,471,270 |
| DeLuxe Reading       | 95,277  | 53,690  | 17,632     | 71,332    | 25,204     | 191,803   |
| Louis Marx           | .....   | 483,990 | .....      | 483,990   | .....      | 483,990   |
| Remco Toys           | .....   | 750,990 | 46,000     | 796,990   | .....      | 796,990   |
| Ideal Toy            | 32,014  | 618,760 | 37,790     | 656,550   | .....      | 688,564   |
| Eldon Industries     | .....   | .....   | .....      | .....     | .....      | .....     |
| Lionel Corp.         | 3,300   | 255,920 | 37,790     | 293,710   | .....      | 297,010   |
| American Doll & Toy  | .....   | 316,760 | 80,804     | 397,164   | .....      | 397,164   |
| Milton Bradley       | 168,544   | 204,850 | .....      | 204,850   | .....      | 373,394   |
| Kenner Products Mfg. | .....   | 150,170 | .....      | 150,170   | .....      | 150,170   |

Sources:

Television: TvB-Rorabaugh and LNA-BAR  
Magazines: Leading National Advertisers  
Newspapers: Bureau of Advertising  
Outdoor: Outdoor Advertising Inc.

when you think

NEW YORK  
RADIO

think  
**wmca**



**wmca**  
THE VOICE OF NEW YORK  
**570 kc**  
the straus broadcasting group  
Represented by AM Radio Sales





## **Record Breaker!**

### **"THE CAINE MUTINY"**

**Just shattered all ratings records...**

**NEW YORK CITY 34.2**

**PHILADELPHIA 31.1**

**SALT LAKE CITY 27.0**

Source: ARB, Trendex

#### **Now Sold In These Markets:**

WCBS-TV New York • WTCN-TV Minneapolis • WTMJ-TV Milwaukee • KCMO-TV Kansas City, Mo.  
WCAU-TV Philadelphia • KLZ-TV Denver • WBBM-TV Chicago • WLW-A Atlanta • KNXT Los Angeles  
WBTV Charlotte • WTIC-TV Hartford • WOAI-TV San Antonio • WKBW-TV Buffalo • WSYR-TV Syracuse  
WAPI-TV Birmingham • WTPA Harrisburg • WHBF-TV Rock Island • WOOD-TV Grand Rapids • WKRG-TV  
Mobile • WGAN-TV Portland, Me. • W-TEN Albany, N. Y. • WTVD Durham-Raleigh • KLAS-TV Las Vegas  
WTVJ Miami • WFGA-TV Jacksonville • WLOS-TV Asheville • KVOS-TV Bellingham • KMJ-TV Fresno  
KPHO-TV Phoenix • WNEM-TV Bay City-Saginaw • WRBL-TV Columbus, Ga. • WKBN-TV Youngstown  
KHVH-TV Honolulu • WBRE-TV Wilkes-Barre • KOIN-TV Portland, Ore. • KMOX-TV St. Louis • KTUL-TV  
Tulsa • KAVE-TV Carlsbad • WCCB-TV Montgomery • WREC-TV Memphis • WTVT Tampa • KCPX-TV  
Salt Lake City • WTOP-TV Washington, D. C. • KPLC-TV Lake Charles • WITN-TV Washington, N. C.  
KALB-TV Alexandria • KGGM-TV Albuquerque • WSAU-TV Wausau • KFVS-TV Cape Girardeau  
WKYT Lexington • WEAU-TV Eau Claire • KCTV San Angelo • WJHG-TV Panama City, Fla. • WALB-TV  
Albany, Ga. • WBAY-TV Green Bay • KKTU Colorado Springs • KFMB-TV San Diego • KSBW-TV Salinas  
KHSL-TV Chico • KGO-TV San Francisco • WTVW Evansville • WNDU-TV South Bend • WWL-TV New  
Orleans • WXYZ-TV Detroit • WBZ-TV Boston • KETV Omaha • WTAR-TV Norfolk





**Future Record Breaker!**

**"ON THE WATERFRONT"\***

When "The Caine Mutiny" records are broken, the odds are this will be done by another of the more than 200 great

**COLUMBIA POST-48's**

Exclusive Distribution by

**SCREEN  GEMS, INC.**

\*Available for telecasting January 1963

represented 52.9% of the industry total; their advertising was 57.8% of the total in measured media; their tv spending rose 9%, and tv's share of the top 10 budgets went from 49.2% in 1960 to 51.1% in 1961.

Of the brewers' total tv last year, \$45,977,000 was in spot and \$5,787,849 went to network tv. In 1960, spot billings were \$43,807,000 and network \$7,208,307.

The heavier use of spot tv, the bureau said, is explained by the fact that more brewers are regional than national. While a number of brewers use network tv on a national or regional basis, others concentrate in their own regions to match their distribution.

Falstaff Brewing Corp., which ranked in third place in total tv as well as in total ad spending last year, placed 69.5% of its major media expenditures in tv last year. Followed closely by Carling, this was the highest percentage share in tv.

Listed on page 34 are media expenditures by individual companies for the years 1960-61, and also the combined tv gross time billings of brewers and distributors for 1961 (no figures are available on spot radio expenditures).

## Gross time billings at tv networks

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

|        | February     |              | % Change | January-February |               | % Change |
|--------|--------------|--------------|----------|------------------|---------------|----------|
|        | 1961         | 1962         |          | 1961             | 1962          |          |
| ABC-TV | \$14,939,180 | \$15,757,364 | + 5.5    | \$30,837,490     | \$32,431,026  | + 5.2    |
| CBS-TV | 20,354,326   | 23,539,702   | +15.6    | 42,732,334       | 49,068,220    | +14.8    |
| NBC-TV | 19,286,372   | 21,971,653   | +13.9    | 40,385,625       | 45,550,232    | +12.8    |
| Total  | \$54,579,878 | \$61,268,719 | +12.3    | \$113,955,449    | \$127,049,478 | +11.5    |

|          | Month by Month 1962 |              |              |              |
|----------|---------------------|--------------|--------------|--------------|
|          | ABC                 | CBS          | NBC          | Total        |
| January* | \$16,673,662        | \$25,528,518 | \$23,578,579 | \$65,780,759 |
| February | 15,757,364          | 23,539,702   | 21,971,653   | 61,268,719   |

\*January 1962 figures revised as of May 8, 1962

## American Motors buys three-network coverage

American Motors Corp. purchased sponsorship on three radio networks—ABC, CBS and NBC—of coverage of the second U. S. manned orbital flight which is scheduled for Tuesday (May 22). The agency for the purchase was Geyer, Morey, Madden & Ballard Inc.

American Motors also bought international coverage (in English and

Spanish) on short wave station WRUL New York. RCA International signed to sponsor 5-minute newscasts on WRUL every hour during the flight.

Television sponsors announced by last Thursday: Standard Brands Inc., through J. Walter Thompson, on CBS-TV; and Gulf Oil Corp., through Young & Rubicam, on NBC-TV.

In addition, Whitehall Pharmacal and Colgate-Palmolive (both through Ted Bates & Co.) are scheduled for a special evening re-cap of the event on CBS-TV.

## Also in advertising...

**Producer-packager** ■ Brown & Assoc. Inc., New York, a new company for the production and packaging of radio-tv commercials and programs, has opened at 244 E. 48th St. The company has been formed by Arnold Brown, who has resigned his position as executive producer of the radio-tv department of Dancer-Fitzgerald-Sample Inc., New York. All phases of commercial production will be offered; program properties will be announced at a later date. Telephone: Plaza 2-6670.

**Drugstore round-up** ■ Television Advertising Representatives Inc., New York, has released an eight-market study entitled "Drugstore Spending and Viewing," the sixth in a continuing series of surveys designed to pinpoint the viewing habits of particular segments of the tv audience.

**Appoints pr firm** ■ Broadcast Clearing House, New York, spot radio-tv billing company, has appointed Jane Pinkerton Assoc., that city, as public relations and promotion counsel.

**Co-op ad book** ■ The National Research Bureau, Chicago, has announced the availability of its 1962 Directory of Cooperative Advertising Plans, a study containing the advertising practices of more than 600 American firms. Copies of the 100-page directory are available at \$5 per copy from the bureau at 415 N. Dearborn St., Chicago 10, Ill.



## Culligan, McDaniel, Murrow at RTES meeting

Change of name and of command at the Radio & Television Executives Societys' annual meeting in New York last week included a filmed report featuring (l to r) RTES retiring president, Matthew J. Culligan, general corporate executive, Interpublic Inc.; the newly elected president of the new International Radio & Television Society, William K. McDaniel, executive vice president of NBC Radio, and Edward R. Murrow, director of the U. S. Information Agency.

Mr. Murrow said that at the end of the year there were 2,000 transmitters and 54 million receivers in television outside the U. S. compared with 28 transmitters and one million receivers reported 10 years ago. He said overseas tv is expanding by two new transmitters coming into operation each day of the week. He emphasized the impact of U. S. tv programs sent abroad and suggested broadcasters "consider it not only in terms of the income you receive."



a new symbol  
a new company



This new symbol represents more than a new company. It represents a new standard of quality in station jingles, musical signatures and commercial jingles.

PFO RADIO AND TELEVISION PRODUCTIONS is the result of a merger of IMN Productions, Inc. and Target Jingles. It teams together two outstanding talents — Tom Merriman, Vice President, Creative, and Rod Kinder, Vice President, Business — each long recognized for their achievements in this field. Backing them is a greatly expanded creative staff of composers, lyricists, musicians and singers. All are headquartered in Dallas. Facilities include the finest recording equipment available anywhere.

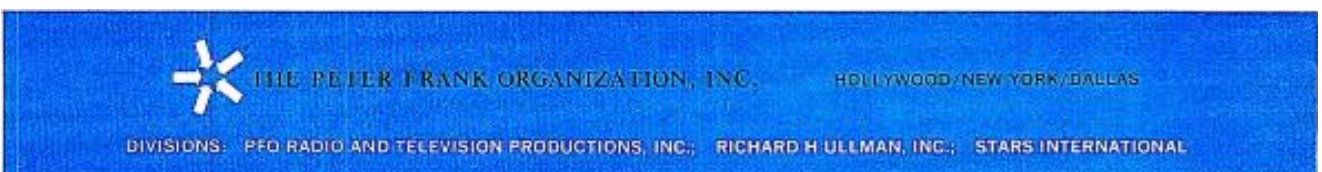
The Peter Frank Organization, Inc. is proud to introduce this, the newest member of its corporate family, to the broadcasting industry.

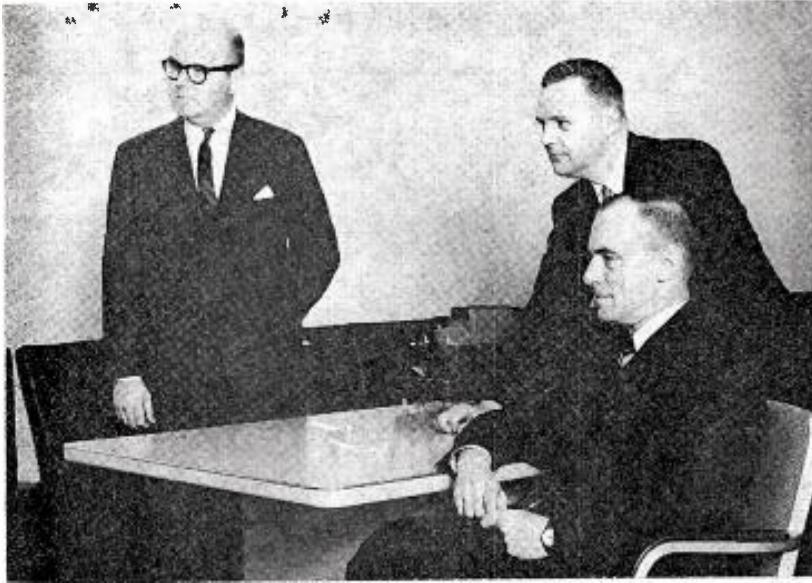
PFO RADIO AND TELEVISION PRODUCTIONS station and commercial jingles will be distributed exclusively by

## RICHARD **H**ULLMAN, INC.

*Marvin A. Kempner, Executive Vice President 1271 Avenue of the Americas, New York 20, New York PLaza 7-2197*  
*Richard Morrison, Vice President 3101 Routh Street. Dallas 4, Texas RIverside 2-3653*

DISTRIBUTORS OF  
THE BIG SOUND, DIMENSIONAL RADIO, FORMATIC RADIO, COUNTRY AND WESTERN RADIO, SPOTMASTER TAPE CARTRIDGE EQUIPMENT





### TvB, Avery-Knodel join in spot presentation

A team effort by Avery-Knodel and the Television Bureau of Advertising has enabled a sizeable group of advertisers to view TvB's new study, "Selectronic Marketing." Al Nelson (seated), spot supervisor of the Colgate-Palmolive Co., views the study, flanked by Bill MacRae of TvB (l) and Al Larson of Avery-Knodel (r). The study is intended to demonstrate that spot tv provides

advertisers with necessary "control" over their purchases in terms of product requirements. Other advertisers on the TvB-Avery-Knodel schedule are American Tobacco, American Home Products, P. Lorillard, Lever Bros., Carter Products, Beecham Products, Corn Products, National Assn. of Insurance Agents and Avon Cosmetics. First presentation was at last NAB convention.

### Business briefly...

**General Mills Inc. and Bristol-Myers Co.**, the latter a renewal only, have ordered sponsorship of NBC-TV news programs. General Mills, through Knox Reeves Adv., Minneapolis, will sponsor a new Monday through Friday five-minute *NBC News Morning Report*, which begins next season. It also renewed sponsorship of *NBC News Day Report*. Bristol-Myers, through Young & Rubicam, New York, has renewed *NBC News Afternoon Report*.

**American Tobacco Co., Glenbrook Labs and Edward Dalton Co.** will sponsor *The Gentle Persuaders*, a one-hour special to be telecast on NBC-TV Mon., July 30 (10-11 p.m. EDT). Agencies: Sullivan, Stauffer, Colwell & Bayles (American Tobacco); Dancer-Fitzgerald-Sample (Glenbrook), and Kenyon & Eckhardt (Dalton).

**Calgon Co.**, Pittsburgh, has bought a schedule of 60-second announcements on four ABC-TV daytime shows, to run May through November. Agency: Ketchum, MacLeod & Grove Inc., Pittsburgh.

**California Oil Co.**, Perth Amboy, N. J., is starting a spot radio-television cam-

paign tomorrow (May 22) to persuade the driving public to install auto seat belts. Both 20 second and one-minute spots will be used on radio stations in 75 markets and one-minute spots on tv stations in 18 markets in a 12-state area in the Northeast, extending from Maine to Virginia. Agency: BBDO, New York.

**Fel & Co.**, Philadelphia (detergents), will introduce Felsoft, a new fabric softener with a "sanitized" germ-fighter in Columbus, Ohio; Davenport, Iowa, and Scranton, Pa. Spot television will be used heavily to support other media in the campaign. Agency: Richard K. Manoff, New York.

**Ford Motor Co.** will sponsor a new musical color broadcast series, *The Lively Ones*, with Vic Damone as host, on NBC-TV. Starting July 26, the series will replace *Hazel* for eight weeks (Thur. 9:30-10 p.m. EDT). The programs will present contemporary jazz, comedy, dancing and singing taped at various locations in and around Hollywood. Ford agency is J. Walter Thompson, New York.

**Thomas Leeming & Co.**, New York, has bought participations in six NBC-TV daytime programs, beginning Oct.

8. Agency: William Esty & Co., New York.

**U. S. Time Corp.**, New York, for Timex watches, has purchased an animated cartoon version of Charles Dickens' "A Christmas Carol," entitled "Mr. Magoo's Christmas Carol," to be presented as a one-hour special on NBC-TV Tuesday, Dec. 18 (7:30-8:30 p.m. EST). Agency: Warwick & Legler Inc., New York.

**Star-Kist Foods Inc.**, Terminal Island, Calif., has signed to participate in eight ABC-TV prime time shows and eight daytime shows during the summer. Agency: Leo Burnett Inc., Chicago.

**American Tobacco Co., Glenbrook Labs, Edward Dalton Co. (Metrecal), Lehn & Fink Products Corp. and Singer Sewing Machine Co.** will participate in a series of 10 NBC-TV news specials to be presented Mondays (10-11 p.m. EDT) July 16 through Sept. 17. The series will include nine programs from the past season and one new program. Agencies: Sullivan, Stauffer, Colwell & Bayles (American Tobacco); Dancer - Fitzgerald - Sample (Glenbrook); Kenyon & Eckhardt (Dalton); Geyer, Morey, Madden & Ballard (Lehn & Fink), and Young & Rubicam (Singer).

**Minnesota Mining & Mfg. Co.**, St. Paul, Minn., has purchased a segment of *Sam Benedict* that starts next fall on NBC-TV (Saturday, 7:30-8:30 p.m.). The order placed through MacManus, John & Adams, New York, completes the advertiser list for the new series. The time segment purchased is an alternate weekly minute.

**United Motors Service**, a division of General Motors Corp., has purchased sponsorship of the 1962 All-Star football game from Soldiers Field in Chicago on ABC Radio, Friday, Aug. 3 at 10 p.m. EDT.

### 'Time' study rates tv well below magazine

A new management study prepared by Eros & Morgan Research Service was offered prospective advertisers of *Time* weekly newsmagazine in newspaper advertisements last week. The study covered a "cross section" of more than 4.1 million "managers and professionals" in industry.

While not overly anti-television, the research in effect points up "exposure" of magazine advertising on the basis of every day in the seven-day week, asserts tv does not have a cumulative effect beyond the individual program period sponsored, and places the period "exposed" for newspapers at 24 hours.

The *Time* study makes the point that magazines have the carry-over effects of



# Me older brudder's pretty hot, too!



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

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

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

## WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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



# IN MEMPHIS



# THE GOOD MUSIC STATION IS WMC

## TYPICAL PROGRAM SEGMENT

8:35-9:00 a.m., May 24, 1962

*The Parent Trap*

—Leroy Holmes

*Laughing On The Outside*

—Dinah Shore

*Josephine*

—Lawrence Welk

*Too Young*

—Snookie Lanson

*Sweet Sue*

—Randy Van Horne Chorus

*Poor Butterfly*

—Ray Ellis

- Distinctive programming . . . different from any other Memphis station!
- News every half hour . . . covered by Memphis' largest news staff!
- Weather casts . . . at every quarter past and quarter to the hour!
- No triple-spotting!
- More play-by-play sports coverage than all other Memphis stations combined!

## WMC/MEMPHIS

NBC

790 KC  
5,000 WATTS



"repeat-exposure" unlike the nature of other media. The weekly newsmagazine comparison in the study depicts *Time's* supremacy and figures also are shown drawing attention to the business-professional high magazine readership (vs. "blue collar" readership), and attempts to infer a reverse ratio in television. The same trends are shown for wives.

## Audience sits tight for commercials: TvB

Television Bureau of Advertising last week challenged the findings of a *New York Daily News* study which purportedly showed that the number of viewers watching station-break commercials is appreciably smaller than viewers watching the program before and after the commercials (AT DEADLINE, May 7).

TvB distributed to its membership a memorandum claiming that the *News* approach was to "show" that a very small proportion of all adults in the New York market (over 15 years old) say that they watch all station breaks without switching to another channel, sewing, talking or doing something else. TvB stressed that the base used for all of the percentages in the *News* presentation is the total adult population and not the average audience surrounding the station break.

The *News* study claimed there are

11.5 million adults in the New York market. During the average nighttime hour, 3.8 million (33.3%) are viewers. The number of viewers who turned off the set, switched channels or left the room before the station break, or who viewed tv following the station break, totaled more than 1.2 million. This left 2.6 million (22.5%) viewers with their sets on during part or all of station break.

TvB noted that by the *News'* own figures that average "before" and "after" station-break audience is approximately 3.2 million. Therefore, 82% of the program-viewing audience watched all or part of the station breaks, TvB claimed.

## Agency appointments...

- General Mills, Minneapolis, has appointed Doyle Dane Bernbach, New York, to handle advertising for unspecified new product category.
- Oregon Fryer Commission, Portland, has appointed Showalter Lynch Adv., that city, as its advertising agency.
- Broadcast Clearing House (centralized spot radio-tv billing company), New York, has appointed Jane Pinkerton Assoc., that city, as public relations and promotion counsel.
- North Woods Coffee Co., Chicago, has appointed Waldie & Briggs, that city, as its advertising agency.

## Heating firm revives wrestling in Pittsburgh

Three years ago WIIC (TV) Pittsburgh teamed up with a local sponsor, the American Heating Co., to present a weekly, Saturday-night wrestling show in the station's studio before a live audience. There was some trepidation about the project because Pittsburgh was considered by many as a "dead" town for wrestling attractions.

The results: over the past three years almost 100,000 persons have visited company branches to pick up tickets for the studio wrestling matches; American Heating, still the sponsor, reports the tv sponsorship has provided the company with "continuing traffic" beyond expectations, and Pittsburgh, according to well-known promoter Toots Mondt, has emerged as a "very live" wrestling town. Mr. Mondt credits the studio wrestling shows with having engendered so much enthusiasm for the sport that Mr. Mondt now stages regular wrestling cards at Forbes Field in Pittsburgh and at an arena in nearby Steubenville, Ohio. The agency for American Heating is Goldman & Shoop, Pittsburgh.



A sequence from WIIC (TV) weekly wrestling match staged in the station's studio before a live audience. The program has been sponsored continuously for three years by American Heating Co.



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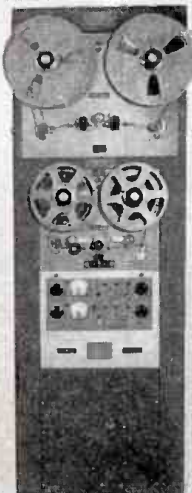
And that's not all: O-VATION Music is *precision-automated!* Superb Programatic equipment


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# ABC-TV acted as Fagin of tv—Dodd

## SENATOR PINPOINTS CHARGES, APPEARS MIFFED AT NETWORK DENIALS

Sen. Thomas J. Dodd (D-Conn.), chairman of the Senate Juvenile Delinquency Subcommittee, concluded hearings on television sex and violence last week an admittedly frustrated investigator. He is convinced networks have ordered scenes laced into their shows that he considers unsavory. Network officials not only have declined to acknowledge responsibility, they have denied his charges.

Despite the absence of confessions, however, he indicated without quite saying it, that he thinks responsibility rests with three men—James T. Aubrey, president of CBS-TV; Robert E. Kintner, president of NBC; and Oliver Treyz, former president of ABC-TV.

introduce legislation for government regulation of the networks. The subcommittee staff has prepared such a bill.

The heads of three radio-tv networks, final witnesses at the hearings, denied sex and violence were ordered for their own sake in network shows. In addition, President Frank Stanton of CBS, Mr. Kintner, and President Leonard Goldenson of American Broadcasting-Paramount Theatres, said the action-adventure show has passed the peak of its popularity and is occupying a decreasing share of their networks' schedule.

**Frustration** ■ Sen. Dodd, whose staff has produced a small mountain of doc-

a statement closing the hearings, which began last June as an inquiry in television's effect, if any, on juvenile delinquency. The statement was prepared in advance of the public session and copies were distributed to reporters as he read it.

"We have heard," he said, "such terms used as the 'Aubrey Dictum,' the 'Kintner Edict,' and what could be termed the 'Treyz Trend.'" All three men, he noted, were high officials at ABC in the late 1950s, during the "development of ABC's concept of how to entice an audience." And this concept, he added, "emphasized crime, violence, and sex."

"These men eventually became the operating heads of our giant networks," he said, "and the race for ratings was on." This race, he continued, "is not a philosophy but a hackneyed formula worn out by the pulp magazines years ago. The high regard it is given by the industry reflects a deep lack of imagination, but a deeper lack of responsibility."

Mr. Aubrey earlier had denied issuing a so-called dictum allegedly requesting more "broads, bosoms and fun" in CBS's *Route 66* (AT DEADLINE, May 14). Mr. Kintner said he never issued an "edict" demanding sex and violence in NBC shows. He also denied responsibility for starting the action-adventure trend when he was operating head of ABC-TV. He left that network for NBC in 1958.

**Unconfessed** ■ Sen. Dodd evidently hoped the top network brass would concede errors in the past and promise better performance in the future. But Dr. Stanton wouldn't agree that CBS ordered its shows pepped up with sex and violence, and would concede only that "there's always room for improvement in television."

He backed Mr. Aubrey in his denial he had ever asked for more sex and violence. He said neither Mr. Aubrey nor anyone else at CBS ever gave such an order. "No one did it," he said. "It never happened."

Dr. Stanton and Sen. Dodd got into a heated exchange about the way CBS handled a complaint from Chevrolet, one of the sponsors of *Route 66*. Sen. Dodd said a network memo indicated Chevrolet was sharply critical of separate scenes in one episode in which a teenager was chainwhipped and someone gave drinks to a striptease dancer.

When Dr. Stanton said he was unfamiliar with the memo, Sen. Dodd



Subcommittee as it questioned Dr. Stanton. Reading down the table are Paul Laskin, counsel; Carl Perian,

staff director; Sen. Thomas J. Dodd (D-Conn.), chairman, and Sen. Kenneth Keating (R-N.Y.)

He suggested they all learned to "entice" an audience with crime and sex at the same school, ABC. And he implied the three sparked the "race for ratings," which, he said reflects a lack of responsibility and imagination on the part of the networks.

But although he expressed dissatisfaction with network programming practices, he didn't say whether he will

umentary evidence which would show that network executives have urged sex and violence on producers of their shows, calls it "frustrating" to hear constant denials. The controversial material "is there, it's on the screen, but nobody will acknowledge being part of it," he said.

Sen. Dodd linked the names of Messrs. Aubrey, Kintner and Treyz in



said, "Isn't this the sort of thing that should be brought to your attention?"

"No," said Mr. Stanton, "CBS Inc. is more than a tv network. There must be 5,000 programs a year . . . I don't think I should get into each secretary's telephone notes about each show."

"I was hopeful some of the higher officials would say this should be brought to their attention," said Sen. Dodd. "But if you're going to take the attitude that your head is in the clouds, then I don't think there's any hope for us."

**Flag System** ■ Dr. Stanton insisted he has a "good system for being flagged" on important matters, "but I don't see how I could have taken steps to be flagged about this particular complaint."

He also said CBS has never had as many action-adventure type shows as the other networks and is now cutting back on the number it does carry. The public has been "surfeited" with that kind of programming, he said.

and the *Challenge* series. The charge was made last summer by Ivan Tors, a producer for Ziv-UA, which supplied the series. The reference to the Kintner Edict appears in a May 19, 1959, memorandum written by Joseph Bailey, of Doyle, Dane, Bernbach, to John L. Sinn, of Ziv-UA. Other officials of that company said the edict was a request for sex and violence.

**Unfactual** ■ This claim, said Mr. Kintner, "has no basis in fact." He said he and other network officials who considered the series felt "it needed more dramatic action and more romantic interest. We agreed that we should accept it with the addition of these elements. The meaning of the discussion had nothing to do with anything salacious, violent or otherwise improper."

He said he feels that all three networks "over-reacted" in pursuing the action-adventure format between 1958 and 1961. He said he now feels some NBC shows contained scenes in which

against "lapses" and he pointed to NBC's decision to strengthen its liaison with the NAB Code Authority. This closer cooperation with the code, which includes pre-broadcast screening, he said, will give NBC "the benefit of the Code Authority's views" in making programming decisions.

**For Children** ■ He also said the network is taking steps to use television's potential as a means of "contributing affirmatively to the development of children." He said the network will produce a one-hour weekly series next season for children 5 to 11. He described it as an entertainment vehicle to teach music, science, history and other subjects.

Mr. Goldenson said ABC is improving procedures to prevent improper programming from reaching the home screen. "Improvements can be made and will be made."

He said the question of whether there is "too much sex and violence" has to be considered in the context of



Dr. Stanton



Mr. Kintner



Mr. Goldenson

Mr. Kintner, who was a more conciliatory witness, conceded the networks may have suffered "lapses" in the production of some action-adventure programs. But he said there is "absolutely no truth in any statement that I have directed the inclusion of any improper elements of sex and violence in any NBC programs."

He specifically denied insisting on the inclusion of such elements as a condition for the acceptance of *The Man*

the sex interest "wasn't handled properly." He mentioned the series, *Five Fingers*.

But he denied that anyone at NBC ordered sex for its own sake "in a salacious way, or violence or sadism." The network, he said, "wanted programs that would attract an audience, and this requires romantic interest—boy-meets-girl—and action."

He said the network is taking steps to tighten up procedures to guard

particular programs. These elements sometimes are required by the plot, he said. "But if writers or producers take liberties, they should be watched."

All three network presidents praised Sen. Dodd's idea for a government-sponsored study of television's effect on children and said they are prepared to cooperate. Dr. Stanton, however, said any study of the causes of juvenile delinquency should deal with all possible factors, not just television.

# EXPERIENCE PAYS OFF

## Moline Tv Corp awarded ch. 8 grant as FCC majority notes Schreiber's extensive background

The past broadcasting experience of Frank P. Schreiber was the key factor in the FCC's grant last week, on a 3-2 vote, of Moline, Ill., ch. 8 to Moline Tv Corp.

Mr. Schreiber, president and 10% owner of Moline, is a former director of Mutual, spent 15 years with WGN-AM-TV Chicago and is a past director of WPIX (TV) New York. In granting Moline Tv Corp. the FCC majority upset and reached entirely different conclusions to those of Hearing Examiner Charles Frederick.

In an April 1960 initial decision, Mr. Frederick favored Community Telecasting Corp., as did Commissioners Frederick W. Ford, who issued a strong dissent, and John S. Cross last week. Voting for Moline Tv were Commissioners Rosel Hyde, Robert E. Lee and Robert T. Bartley while Chairman Newton N. Minow and Commissioner T. A. M. Craven did not participate.

Although receiving the grant, Moline Tv was prohibited from starting construction until long and protracted rule-making involving ch. 8 is finalized. In 1957, the FCC shifted ch. 8 from Peoria, Ill., to Davenport-Rock Island-Moline but that action was remanded in 1959 by the courts (BROADCASTING, May 18, 1959). The remand came when the court tied ch. 8 into the St. Louis-Springfield, Ill., ch. 2 ex parte case. Ch. 2 now is awaiting a new decision by the FCC, which has been instructed by the court to then reconsider the ch. 8 shift since both deintermixture actions were in the same general area.

Other ch. 8 losing applicants, in addition to Community, were Illiway Tv Inc., Midland Broadcasting Co. and Tele-View News Inc.

**Stormy Past** ■ The Moline ch. 8 contest has had a stormy past since the FCC issued staff instructions last summer favoring Moline Tv (BROADCASTING, July 3, 1961). Three of the applicants charged the action was "wholly incredible" since Moline Tv was the only party which did not survey local programming needs (BROADCASTING, July 24, 1961). (In its decision last week, the FCC said it could not grant a preference to any of the applicants for program proposals.)

A week later, Rep. Robert H. Michel (R-Ill.) charged Chairman Minow with "political favoritism" in the proposed grant to Moline Tv because the chairman had campaigned for stockholder Richard Stengel, a former Democratic state legislator (BROADCASTING, July

31, 1961). Chairman Minow replied that he did not participate in the staff instructions because of his former association with Mr. Stengel.

The FCC reversed its examiner's preferences for Community in several criteria, including civic participation, and past broadcast experience (where it rated Community fourth among the five applicants). Community was given a slight preference over Moline Tv in integration of ownership with management, diversification of mass media and local residence but said that these preferences do not outweigh Moline Tv's substantially better showing in past broadcast experience.

It is evident, the FCC said, that Mr. Schreiber's broadcasting background gives that applicant a strong favoritism in this criterion. The commission especially noted his contributions to programming during 15 years with WGN-AM-TV and as its general manager. His scope of broadcasting activity was broader than that of principals in the other applicants, the FCC ruled.

**Critical of Community** ■ The FCC was especially critical of a petition filed by Community charging that a Moline Tv principal had gained control of KROS-FM Clinton, Iowa, through an advertising contract. If the charges here against Moline were true, then every one-time buyer of a spot would have to be reported, the agency said.

Additionally, the commission said that the fact Moline Tv has lost its proposed site is not important and that it need not take into account the death of a stockholder who owned ½ of 1%



Mr. Schreiber

in answer to other questions raised by Community.

In a written dissent favoring Community, Commissioner Ford said the majority decision placed "an entirely unwarranted importance" to the past broadcast experience criteria. Therefore, he maintained it is not an adequate basis for a grant to Moline Tv. He noted the majority favored Community over Moline Tv in local residence, integration of ownership with management and diversification of mass media.

Factors favoring the winning applicant are not enough to outweigh those which point to Community, Mr. Ford said. The lack of experience is only a temporary handicap which can be corrected in time, he stressed.

Commissioner Cross also voted for Moline. Further, he said, the FCC should not make any grant until it has finally decided the ch. 8 allocation and related deintermixture cases.

In addition to Mr. Schreiber and Mr. Stengel (9%) other Moline Tv principals include Francis J. Coyle (12½%), Victor B. Day (10%), David Parson (10%) and over 15 others.

## Minow exhorts mayors to speak up about tv

Mayors of U. S. cities were urged last week to "speak out" both to the local broadcaster and the FCC when they feel the local tv station has "short-changed" the public or when they think it does a good job.

Addressing the Conference of Mayors in Miami, FCC Chairman Newton N. Minow advised them to "let the station owners know when you think they've defaulted on their public service responsibilities and you can mobilize support within the community for more responsible local programming." When a local broadcaster "breaks through the crust of conventional and routine programming," he said, let him know he has done a good job.

Mr. Minow said Congress approval of all-channel legislation will greatly expand local tv service to municipalities in education as well as entertainment. He urged the mayors to use the local broadcast facilities and make themselves available to broadcast newsmen. He said only 57 cities used radio-tv in 1960 to present programs about municipal government. "This means there are a lot of dead microphones," he said. "I would urge you to do better."

He predicted that with \$32 million in federal funds now available for educational tv, the country will have a "full-blown, non-commercial, high quality network" in a few years. Uhf, he said, offers great potentials for specialized services to municipalities.



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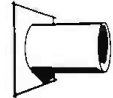
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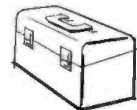
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# The bar found the taste mildly bitter

## AM FREEZE ALSO BRINGS SOUR REACTIONS FROM ENGINEERING CLIENTS

The Federal Communications Bar Assn. plans to file a petition this week asking the FCC to reconsider its am freeze order, issued 10 days ago (BROADCASTING, May 14). That is the judgment of the FCBA executive committee, which approved the establishment of a special committee on the am freeze last week. The committee is headed by Norman E. Jorgensen, Washington attorney.

Washington lawyers generally agree that the FCC's am freeze was imposed arbitrarily and capriciously. Most of the practitioners feel—like Commissioner Rosel H. Hyde—that the fairest thing the FCC can do is hold a public rulemaking hearing on an am freeze. This is in accord with the Administrative Procedures Act, they say.

At the least, and in justice, the lawyers feel, the FCC ought to permit a 30-day cutoff period to permit the filing of applications now in preparation before lowering the curtain on further am processing.

Seven applications for new am stations were tendered at the FCC last week—five seeking a waiver of the freeze. KODA Houston asked the commission to accept its application to increase power from 1 kw to 5 kw daytime on 1010 kc.

Gold-Sonics Inc., applying for 1510 kc in Midland, Tex., noted that Mid-Texas Broadcasting Co. has applied for the same frequency in Midland and stands to get the grant unopposed during the freeze. Portage Broadcasting Co. said its application for 1560 kc in Portage, Mich., was completed and mailed to Washington counsel on May

10—the same day the FCC adopted its freeze without warning.

The applicants seeking waivers all stressed that the FCC normally gives 3 to 30 days warning before taking such drastic steps and urged that the same consideration be applied in the freeze. They used such terms as "grossly unfair," "equity and fair play," "unlawful" and "procedural fairness dictates that. . . ."

**Frozen assets** ■ Almost 60 applications were in various stages of preparation in the offices of consulting engineers in Washington on the day the FCC imposed a freeze on further am applications for new facilities or major changes in existing facilities.

And those 60 clients, a survey of Washington consulting engineers indicated last week, had paid or obligated themselves to pay almost \$100,000 in engineering fees.

On the assumption that legal fees are about the same, this means that the 60 prospective applicants are out almost \$200,000 because of the FCC's freeze on am applications.

The consulting engineers, who are with the top firms in the field, were especially irked at the suddenness with which the standard broadcast ban was imposed.

"We've just come through 15 years of a freeze, to all practical purposes, on the clear channel frequencies," one engineer remarked, "and finally only three months ago the FCC lifted this freeze to some extent. Now here's another freeze. Any housewife knows you can't refreeze something that has begun to thaw."

Another engineer noted that on April 19, the FCC inaugurated its monthly am processing line which lists the applications ready to be processed beginning May 28. As usual, he said, the notice carried the warning that any prospective application competing with the listed applications would not be considered if not filed by May 25.

"And within a month, they [the FCC] come out with a new freeze which doesn't even take into account what the Broadcast Bureau had given as the deadline," he observed acridly.

The commission, a third engineer remarked, could have accomplished its purpose without a blackout on am applications by enforcing the technical rules it already has on its books. This could have kept matters in line without upsetting the whole works, he said.

## NAB NAMES PLANNERS

### Hatch heads strategy group for talks on 'birth control'

A new NAB Radio Development Committee to plan NAB's role in the upcoming radio birth-control discussions with the FCC was named May 18 by NAB President LeRoy Collins. George C. Hatch, KALL Salt Lake City, an active backer of the move to study the radio overpopulation problem, was named committee chairman. The committee will hold its first meeting in the near future (see pictures, page 27).

Named to serve with Chairman Hatch were John F. Box Jr., Balaban Stations; Melvin Goldberg, Westinghouse Broadcasting Co.; H. Randolph

## THE ASPIRANTS TO BE ON CLEARS

### Dozen duplication bids pend under controverted proposal

Although the FCC's decision to duplicate 13 of the 25 Class I-A clear channel radio stations may be blocked for at least a year by a bill pending in Congress (BROADCASTING, May 14), a dozen applicants for Class II-A stations on the specified frequencies have filed with the commission. Under terms of the FCC's recently announced partial freeze on am applications, requests for these frequencies are still being accepted.

The FCC announced which channels would be duplicated last fall (BROADCASTING, Sept. 18, 1961).

Most of the applications have been filed by existing radio stations

seeking a change of frequency to the clear channels, accompanied in most cases by requests for increased power.

Not unexpectedly, dominant stations on the duplicated channels have protested the applications. A repeated theme in the protests is: granting another station on the clear channel constitutes modification of the dominant station's license and may not be legally done without a full evidentiary hearing.

**CBS' Position** ■ In the case of the CBS-owned dominant stations threatened with another station on their frequency (WBBM Chicago, WCBS New York, KMOX St. Louis and WCAU

Philadelphia), the network has vigorously objected and demanded hearings. The applicants have replied that since CBS's licenses have not been renewed (pending settlement of antitrust and other matters), the network does not actually have licenses to be modified; that the FCC can make the modification a condition of any subsequent renewal.

To contentions by dominant stations that the FCC acted without due consideration, applicants contend that the 16 years of clear channel litigation, rulemaking, oral arguments and hearings gave the commission sufficient basis for amendment of its fundamental rules to legally decide to break down the clear channels.

The FCC has the right to effect allocation changes by adoption of rules, as in deintermixture proceedings, with-

## Ten questions regarding the FCC's proposal

Broadcasters should give critical thought to the implications of the FCC's radio "birth control" proposal, Charles H. Tower, administrative vice president of Corinthian Broadcasting Corp., told a meeting of the Kentucky Broadcasters Assn. in Louisville last Thursday (May 16).

Mr. Tower raised 10 questions regarding the issue: "(1) What is meant by 'economic protection' in broadcasting? (2) Why is 'economic protection' being advocated now? (3) What are the implications of the proposal? (4) What sort of formula for 'economic protection' is likely to be developed? (5) Will the proposal, if adopted, mean more control over programming?

"(6) Will it mean more supervision over station finances? (7) Will broadcasters support the proposal? (8) Will broadcasters be better off if the proposal is adopted?

(9) Will the public be better off? and (10) What are the implications for television?"

Mr. Tower asserted that many of those who advocate the policy "are not primarily concerned with saving your dollar but are concerned with what they regard as lack of the content quality of the service." He said that if "economic protection is given," broadcasters are "admitting that a competitive profit system does not provide a satisfactory service."

"Broadcasters should ask what is the 'quid pro quo' for economic protection," he continued. "Economic



Mr. Tower

protection will, in all likelihood, mean substantially more control over programming and a much closer supervision over the financial matters of broadcasting. Its chief impact will be in the smaller markets," Mr. Tower said.

Mr. Tower said the implications for television are "obvious and substantial," adding: "Expansion in television has been to some degree limited by a scarcity of spectrum space. If this barrier is broken, some expansion is likely, although nothing like the expansion that has occurred in am radio."

He urged broadcasters to speak out "intelligently and responsibly" about their beliefs, pointing out that "broadcasters know most about broadcasting" and, as a group, are "as ethical, just as public spirited and just as conscientious as any other group in society, in or out of government."

Holder, WGAU Athens, Ga.; Ray Johnson, KMED Medford, Ore.; Carl E. Lee, Fetzter Stations; John F. Patt, WJR Detroit; Loyd Sigmon, KMPC Los Angeles; Cecil J. Woodland, WEJL Scranton, Pa.

Messrs. Box, Johnson, Sigmon and Patt are members of the NAB Radio Board; Messrs. Hatch, Patt and Johnson served as a Radio Board steering committee that met April 25 with Gov. Collins and FCC Chairman Newton N. Minow to discuss the radio overpopulation problem.

Gov. Collins said the committee along with an NAB staff group headed by John F. Meagher, radio vice presi-

dent, will meet with FCC members and staff to plan studies and ultimately a conference seeking to set up clear lines for the future development of radio broadcasting.

"We have sought a cross-section of the radio industry," Gov. Collins said. "We will be entering this project with no preconceived solution in mind. The major areas to be studied will probably be engineering, economic and legal. We plan to set up further working groups to deal with specific areas. They will develop research data to be considered at a later conference of representative broadcasters and the FCC, to be held next autumn."

Chairman Minow proposed a joint NAB-FCC study of the radio development in his April 3 address to the NAB Chicago convention. Gov. Collins had offered a similar idea in an address last summer at a Northwestern U. forum.

Gov. Collins said the NAB group consists of highly capable and well-qualified broadcasters.

He added, "we hope that out of the conferences will come substantial lines of development of the radio industry upon which the industry and the Commission will be in agreement."

No date was announced for the first meeting of the new committee but it is expected in the near future.

out going through the hearing process, the applicants maintained.

CBS has replied that the hearings on clear channels were held in 1945 and that situations have changed drastically; that an FCC reappraisal is necessary. The network cited the Administrative Procedures Act, which rules that a license shall be continued in effect until the FCC has made final disposition on the renewal application.

**Who wants What** - Following are the 13 clear channels which the commission has opened for duplication, the dominant station on the channel and the applicants:

670 kc (WMAQ Chicago): No applications.

720 kc (WGN Chicago): KID Idaho Falls seeks change from 590 kc, 5 kw-D, 1 kw-N to 720 kc, 50 kw unl. Majority ownership of KID is held by the Church of Latter Day Saints.

750 kc (WSB Atlanta): to go to KFQD Anchorage, Alaska, which was required to shift from

Mexican clear 730 kc. WHA Madison, Wis., owned by the State of Wisconsin, U. of Wisconsin educational station, has applied to shift from 970 kc, 5 kw-D to 750 kc, 10 kw unl.

760 kc (WJR Detroit): to go to KFMB San Diego, which is required to shift from Mexican clear 540 kc.

780 kc (WBBM Chicago): KPTL Carson City, Nev., has applied to shift from 1300 kc, 5 kw-D, 500 w-N to 780 kc, 10 kw unl.; John E. Vernor owns KPTL. KORK Las Vegas, Nev., has asked to shift from 1340 kc, 250 w unl. to 780 kc, 50 kw, unl. Donald W. Reynolds owns KORK. Circle L. Inc., owned by Charles E. and E. L. Cord, has applied for a new station on 780 kc with 50 kw, unl. in Reno, Nev.

880 kc (WCBS New York): KMMJ Grand Island, Neb., owned by Don Searle and family, has asked for this frequency with 50 kw power. KMMJ is now on 750 kc with 10 kw. KRVN Lexington, Neb., wants to shift from 1010 kc, 25 kw-D, to 880 kc with 50 kw unl. KRVN is owned by Nebraska Rural Radio Assn., a nonprofit farm group. KOTA Rapid City, S. D., has requested a shift from 1380 kc, 5 kw, to 880 kc with 50 kw. Helen S. Duhamel is majority stockholder of KOTA. Mid-

continent Broadcasting Co. (owned equally by Joseph L. Floyd, N. L. Bentson and Edmond R. Reuben) has applied for a new station on 880 kc with 50 kw unl. at Rapid City.

890 kc (WLS Chicago): No applications.

1020 kc (KDKA Pittsburgh): Merrill B. Johns, Jr., has applied for a new station on 1020 kc with 10 kw unl. in Santa Fe, N. M.

1030 kc (WBZ Boston): No applications.

1100 kc (KYW Cleveland): KREX Grand Junction, Colo., owned by Rex G. Howell and family, has applied to shift to 1100 kc with 50 kw from 920 kc., where it operates with 5 kw-D, 500 w-N.

1120 kc (KMOX St. Louis): No applications.

1180 kc (WHAM Rochester, N. Y.): No applications.

1210 kc (WCAU Philadelphia): KWHK Hutchinson, Kan., seeks to shift from 1260 kc, 1 kw-D, 500 w-N, to 1210 kc with 50 kw unl. KWHK is owned by Lyle R. Foy, William L. Mitchell, David R. Mackey and George F. Stuckey, one-quarter each. Cletius E. Nelson and C. V. Edwards, who applied for a daytime 10 kw station on 1210 in Oklahoma City three years ago, have amended their application to seek fulltime 10 kw power.

# Nobody seems to like the FCC fee idea

## COMMISSION GETS 800 REASONS FOR JUNKING PLAN

Not a kind word was said for the FCC's proposal to charge fees for all applications in over 800 comments filed in that docket. The nearest thing to approval of the plan came in remarks from amateur operators, safety-services and educational broadcasters who feel that there might be some merit in charging commercial services—provided that the FCC doesn't demand payment from them.

The FCC contemplates charging \$150 for applications for new commercial stations, major changes, renewals, assignment of license, transfer of control for radio stations (both am and fm). The fee for such tv applications would be \$250. For other broadcast applications (including tv translators and *pro forma* transactions) the fee would be \$30 (BROADCASTING, Feb. 19). All other FCC licensees would be charged smaller amounts.

Commercial broadcasters tended to respond through state associations, communications law firms and other industry groups, rather than individually. Their comments constituted less than 10% of the total filed. The bulk of the protests came from amateurs, state and municipal governments, safety and special services. Industrial services also commented through organizations.

Objections to the application-fee plan were essentially uniform despite the diversity of sources. Perhaps the most often employed argument was that, by charging such fees on its own motion, the FCC would be usurping the taxation functions of Congress; that the FCC could at best ask Congress to pass enabling legislation for the fee schedule after hearings before congressional appropriations committees.

**NAB Cites History** ■ The NAB cited the history of FCC attempts to get Congress to approve such plans and pointed out such efforts always failed.

Another point stressed was that the FCC exists for the benefit of the public, not the industry regulated and it is therefore fitting that the public bear the agency's expense (through total tax support). Some stations added that the taxes paid by all profitable stations "constitute more than a fair contribution to the cost of regulation."

The fees proposed could make the difference between a small profit and a deficit for marginal or "borderline" operations, according to some comments. Several broadcasters said fees would inhibit development of uhf and fm broadcasting, which are currently not very profitable.

The National Assn. of Educational

Broadcasters and the Intercollegiate Broadcasting System emphasized that noncommercial stations operate on strict, rigid budgets and would be adversely affected by the fees.

The NAB and several state associations of broadcasters (among them Texas, Pennsylvania, Oklahoma, Maine, Michigan, and Florida) said that while the FCC would assess "what in some quarters may be considered a nominal fee, in reality adoption of said assessment could easily be used by opponents of free broadcasting to support proposals designed to deny it other privileges and rights guaranteed a free press. Broadcasting should not be placed in an embarrassing . . . or second-class position in relation to the print media." Several broadcasters said that publications, far from being charged additional fees, are in effect subsidized by government postal rates

**Public Service Mentioned** ■ Several complaints were based upon the value of time broadcasters devote to government public-service announcements; this value was said to exceed by far the proposed fee. Amateurs and safety radio groups unanimously mentioned the services they provide the public. Broadcasters just as strongly pointed to Conelrad expenses and suggested that fees might have a deleterious effect on programming and the number of noncommercial public-service announcements they could afford to carry.

Among communications law firms filing in joint statements for clients were Dow, Lohnes & Albertson; Smith & Pepper; Covington & Burling. These comments tended to stress that license

### FTC, Dormeyer sign

False advertising about a company's promotion was the basis on which a Federal Trade Commission consent order was obtained last week.

Dormeyer Corp., Chicago, and its agency, North Adv., there, agreed to refrain from falsely advertising in national trade magazines that its household electrical appliances have been featured as gifts or shown on each of 12 specified network television giveaway programs. The challenged trade ads also implied that arrangements were made for Dormeyer products to be shown on each of the shows and that Dormeyer would sponsor such programs, the FTC charged.

fee imposition is a function of Congress, not the FCC.

The Tri-State Tv Translator Assn., representing some 300 translator organizations, emphasized the public service it performs for sparsely settled areas. Furthermore, licensing of translators should not even be necessary, the group said.

Aeronautical Radio Inc. and the Air Transport Assn. of America said if the regulated must pay directly for regulation, they should have a voice and right of participation in regulatory budgets and other matters.

The American Trucking Assn. said the added cost of operation caused by the fees "is bound to be reflected in the rates the general public will pay."

The plan to charge fees was set for rulemaking on a 4-3 FCC vote, with Commissioners Robert Bartley, Frederick Ford and John Cross opposed. Commissioner Bartley issued a sharp dissent, embodying many of the objections cited above. Some parties in commenting said merely, "I agree wholeheartedly with Commissioner Bartley's dissent."

## SOMEONE GOOFED

### Pending Riverton decision printed as final in 'Register'

That consequential Riverton, Wyo., am radio case (BROADCASTING, May 14) took a turn for the comic last week when unbeknownst to the FCC commissioners—and in fact against their orders—the final decision appeared in the *Federal Register* of May 17.

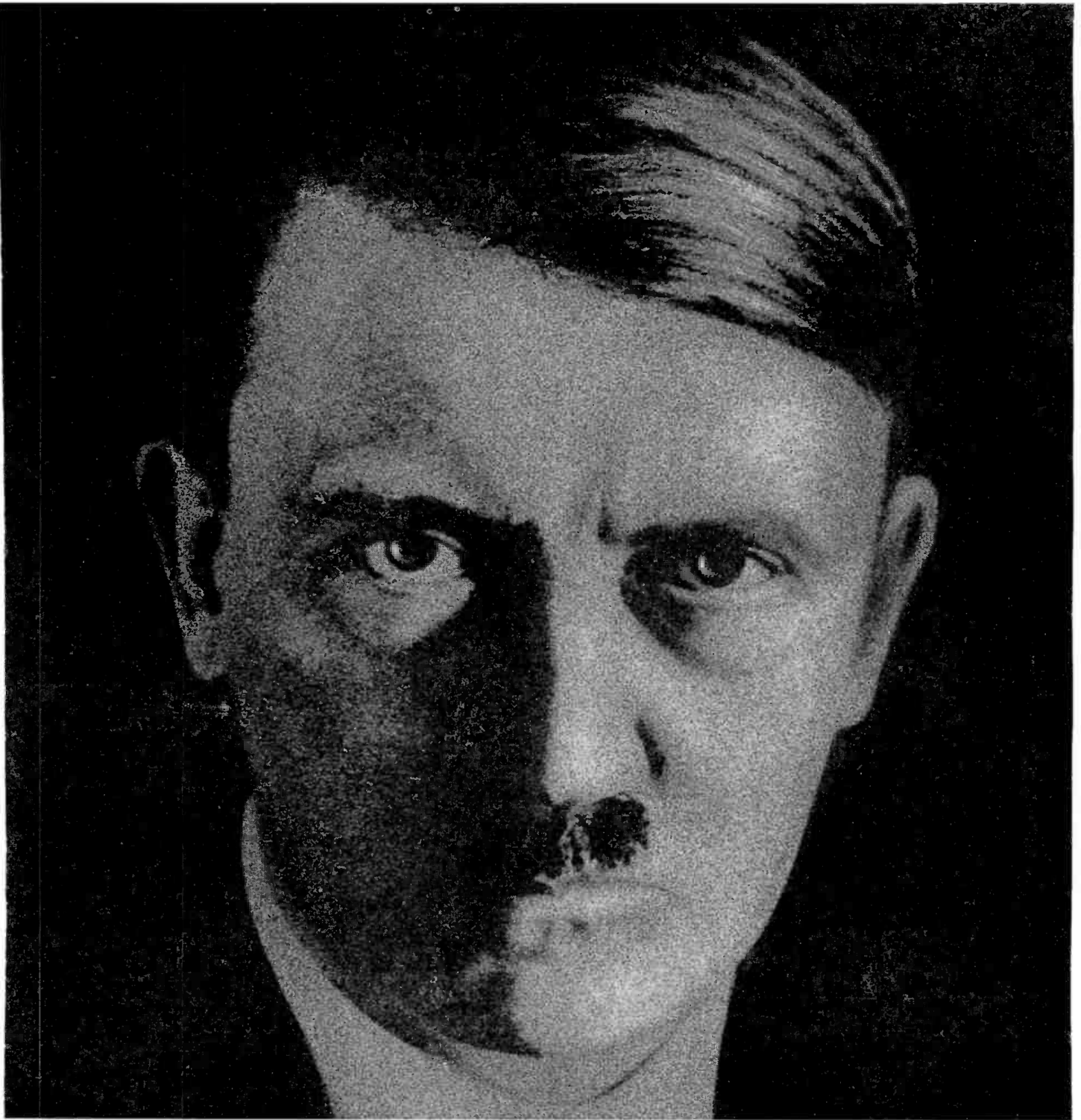
The FCC on May 9 adopted an order setting for hearing two applications for new radio stations in Riverton, with one of the issues the ability of Riverton to support more than one radio station. Commissioner John S. Cross vigorously dissented to this action on the ground that the commission was opening the door to public utility regulation of broadcasting. Commissioner Rosel H. Hyde was not present at this time.

The next day, Commissioner T. A. M. Craven moved to reconsider the Riverton decision. Although no vote was taken on this motion, the FCC decided to review the case again the following week and instructed its staff not to issue the final order.

At the regular Wednesday meeting last week the Riverton case was passed over due to the absence of Chairman Newton N. Minow. It is on the agenda for the regular meeting this week.

**Chain of Command** ■ Somewhere in the confines of the FCC the word didn't get through. This failure of communications resulted in the FCC's original order being published in the *Federal Register*. This still may be the final





## NOBODY COULD MAKE HIM UP

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**\*FIRST IN MARKET**

| City          | Station | Time        | Rating |
|---------------|---------|-------------|--------|
| New York      | WNBC    | 7-7:30 P.M. | 16.2   |
| San Francisco | KRON    | 7-7:30 P.M. | 17.0   |



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determination even after the commission this week mulls the question over for a second time.

**For Daytimers** ■ The two applications are for daytime stations. One is by William L. Ross for 1370 kc. The other is by Hugh Jordan Stock, for 740 kc. Both ask for 1 kw. The applications are opposed by the existing station in Riverton, KVOW, on economic grounds. Included in its opposition was a study of the market by Richard M. Allerton, former NAB research director, which purportedly showed that Riverton could not support two or three stations.

In the commission's published order (the one which wasn't supposed to see the light of day until the FCC had had another look at it), the commission majority had this to say about the salient issue:

"The commission has fully considered the contentions of KVOW and of the instant applicants and is of the opinion that a substantial question of fact exists as to whether Riverton, Wyo., and surrounding area can support two or more standard broadcast stations. Accordingly the instant applications will be designated for hearing to determine whether the licensing of a second, or a third, Riverton station would serve the public interest. . . . In determining whether the licensing of one, or two, additional stations in Riverton would result in a net degradation of service to the public, it will be necessary to examine both quantitative and qualitative aspects of the question—i.e., to determine not only whether one or more stations would actually be forced to close down owing to lack of revenue, but whether, short of that end point, competitive practices would necessarily be engendered which would degrade the sum total of programming available to the listening public. . . ."

The FCC said also that if it were found that Riverton can support two but not three stations, a comparative hearing would then become necessary between the two applicants.

**Year's Funds** ■ Mr. Allerton recommended that where there is a questionable economic base for additional stations, the FCC should require applicants for new stations to show they have sufficient resources to carry out a full year's operation. Under existing rule-of-thumb policies, Mr. Allerton pointed out, an applicant must show only that he can carry on for three months without income.

This proposal was vetoed by the FCC. The commission said, in effect, that it couldn't see where a new station's chance for survival would be increased substantially between holding out for three months without revenues or for a full year.

## Oral argument in ch.9 'ex parte' case

### INNOCENT OF INFLUENCE ATTEMPTS, GRANTEE SAYS

There are two distinct differences in the Orlando, Fla., ch. 9 *ex parte* case and others reheard by the FCC, counsel for Mid-Florida Tv Corp., winner of the 1957 grant, told the commission in oral argument last Thursday.

Attacking an initial decision which recommended that the grant to Mid-Florida be vacated and the applicant disqualified, attorney Marcus Cohn maintained that (1) neither opposing applicant WORZ Inc. nor the FCC's general counsel had contended that a Mid-Florida principal had off-the-record contacts with any commissioner and (2) the examiner rejected the contention that Mid-Florida principals had "secured or aided" the *ex parte* representations made by another.

Both Eliot Lovett, attorney for WORZ, and Assistant to the FCC General Counsel Hilbert Slosberg maintained that Mid-Florida (WLOF-TV) should be disqualified and the grant revoked because of the *ex parte* attempt. WORZ said that it should additionally be given a four-month grant, the same action taken by the FCC in two Miami tv *ex parte* cases.

In his decision last fall, Chief Hearing Examiner James D. Cunningham

found that Orlando attorney William H. Dial had discussed improperly the ch. 9 case with then Commissioner Richard A. Mack by attacking the application of WORZ Inc. (BROADCASTING, Sept. 25, 1961). He said that Mid-Florida "was not and could not" have been unaware of the Dial contacts and "ratified" them. The examiner placed no black mark against WORZ Inc. for *ex parte* activities. The case is one of six reheard by the FCC because of disclosures of *ex parte* contacts by the old House Legislative Oversight Subcommittee.

All seven commissioners were present for the argument and interrupted counsel frequently for questions.

**Dial Employment** ■ Mr. Cohn said that Mr. Dial had been employed by Mid-Florida following a 1955 initial decision favoring WORZ Inc. in connection with a letter written the FCC and purportedly signed by a Florida state bar official. The letter, it was brought out, had been sent by Hyman Roth, local attorney for Mid-Florida and a stockholder and officer of the company.

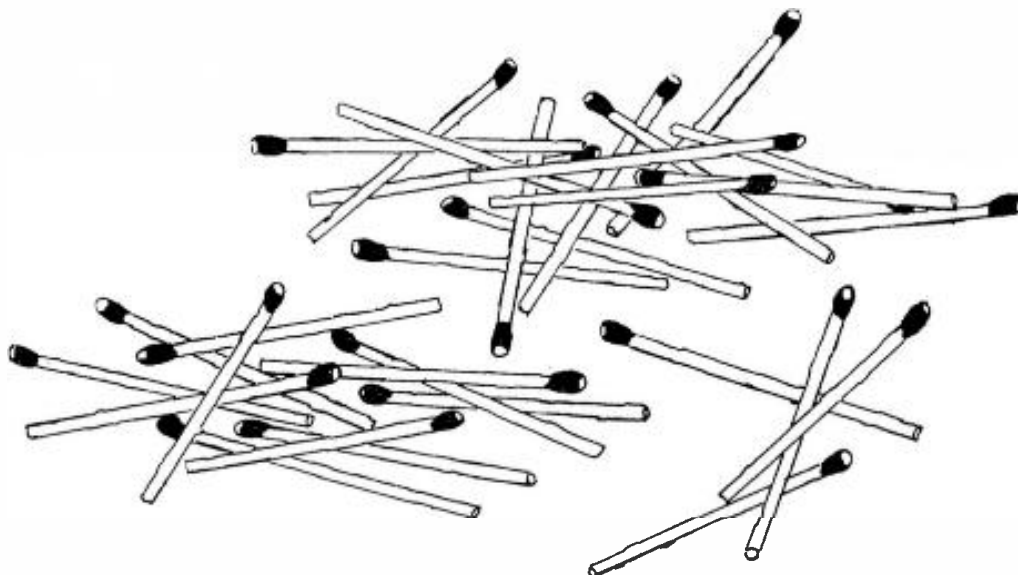
The examiner's conclusions are based on "circumstantial evidence" that one or more of the Mid-Florida principals



### Reprise of the Chicago show

FCC Commissioner Robert E. Lee (1) gets a kick out of watching Comr. Lee and witnesses on the television screen during a special showing of a two-hour resume of the FCC's Chicago tv hearing. Approximately 35 commission executives—including Chairman Newton N. Minow and Broadcast Bureau Chief Kenneth Cox—reporters and attorneys attended the "theatre party"

May 11 in the studios of WRC-TV Washington. Commissioner Lee chaired the two-week Chicago hearing (BROADCASTING, March 26, *et seq.*). Also shown was a film of a Chicago tv program featuring Commissioner Lee. Joseph Goodfellow, vice president and general manager of WRC-TV, served as host for the commission personnel at the showing of the film.



## HOW TO WIN AT MATCH STICKS (LEGALLY)

A pair of AE's were engrossed in the intricacies of the matchstick game.\*

"The rules are simple," said Wilson. "Take 30 matches and divide them into 3 unequal heaps. Let's try 14, 11 and 5. Now each of us alternately removes any number of matches from any one of the heaps. The player who is forced to draw the last match loses. Simple?"

"Very," answered Robinson eagerly. "I'll take the whole pile of 14. OK?"

"Fine—for me," replied his wily opponent. "Then I can take 6 from the group of 11, leaving 2 equal groups of 5. And any time you can arrange it so that there are two equal heaps, with the exception of 1 and 1, you are certain of a win. Any move your opponent makes in one heap, you can duplicate in the other. Let's start again and I'll prove to you that with this particular arrangement of 14, 11 and 5, assuming you make the first move and I make no errors, there is no way for you to defeat me."

Three bleary hours later Robinson was forced to agree.

Try it yourself and see if you can figure out the underlying mathematical basis for all winning plays. Correct analyses will earn a matchless reward. We'll provide a general solution upon request.

*\* In the intricacies of the media game, some facts emerge with unmistakable clarity. Like this one: WMAL-TV has the greatest share (31%) of the D. C. audience from 7:30 p.m. to 11:00 p.m., Sunday through Saturday (April '62 Nielsen). Contact your H-R representative to discuss availabilities.*

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knew that Mr. Dial had contacted Mr. Mack, Mr. Cohn argued. There is no evidence that the principals knew Mr. Dial had seen Mr. Mack during a trip to Washington at the request of Mid-Florida or that Mid-Florida knew the two were college classmates, he said.

Mr. Cunningham did not base his decision on the record but on what the examiner termed "human experience," according to Mr. Cohn. He said the examiner refused to face up to one issue—which permitted him to give a comparative demerit. The attorney pointed out that the FCC did just this in the Boston ch. 5 case when a third party made improper approaches to the commission.

**Significant** ■ Mr. Lovett thought that it was "significant" Mid-Florida briefed Mr. Dial on the entire case if it wanted him only to check one thing. He pointed out that Mr. Dial tried to call Mr. Mack twice, immediately after the original oral argument, and before staff instructions, and that Mr. Mack also tried to call Mr. Dial during this three week period in June-July 1956.

He said it was a "small wonder" the examiner reached his decision in light of the "vagueness" of Mid-Florida principals in testifying about the activities of Mr. Dial. He maintained the Mid-Florida principals knew of, aided and ratified the Dial off-the-record activities.

In answer to a question, he said there was nothing in the record to indicate that the Mid-Florida principals had personally made *ex parte* contacts.

Mr. Slosberg said the FCC must determine why the improper contacts were made and the stigma they attach to Mid-Florida. He said Mr. Dial not only argued against WORZ Inc. but also on behalf of Mid-Florida in at least two talks with Commissioner Mack.

The Dial contacts would not have occurred except for his relationship with Mid-Florida and "stimulation" from the applicant, the FCC counsel argued. To rule that Mid-Florida knew nothing about them leaves unanswered many questions, he said.

Mid-Florida stockholders at the time of the original grant included Joseph Breckner, John Kluge (now president of Metromedia Inc.), Mr. Roth, and approximately 15 others. Mr. Brechner purchased Mr. Kluge's interest (25%) in 1959 for \$350,000 and is now the largest single stockholder with 43% of the Class B stock.

#### More etv for South Dakota?

South Dakota's state superintendent of public instruction has asked the FCC to reserve two vhf channels for etv in that state. He asked ch. 11 for Rapid City and ch. 10 for Pierre. The two channels, ch. 8 at Brookings and the

state university's ch. 2 at Vermillion (KUSD-TV) would be the nucleus for a state-wide (80% coverage) and interstate etv network, he said.

In requesting ch. 11, the superintendent opposed a request by KOTA-TV Rapid City for assignment of ch. 11 to Lead, to be used as a satellite. Since Lead is only 35 miles from Rapid City, there would be overlap and waste of spectrum space and Rapid City would be deprived of a "badly needed" educational service, he said.

Midcontinent Bestg. Co. (KELO-AM-TV Sioux City and other properties) asked that ch. 11 be assigned commercially to Rapid City, or, as an alternative, ch. 12 to Rapid City and ch. 11 to Lead.

## Yarborough admits Estes money help

Sen. Ralph W. Yarborough (D-Tex.), chairman of the Senate Watchdog Subcommittee, has acknowledged accepting \$1,700 from Billie Sol Estes, the indicted Texas businessman, to defray part of the cost of his weekly radio broadcasts to Texas. He also said Mr. Estes contributed to several of his campaigns for office.

But in a statement issued by his office, Sen. Yarborough said there were "no strings" to these contributions from Mr. Estes, whose dealings with government officials is under investigation.

The Watchdog Subcommittee was created to oversee political broadcasts to assure their fairness.

He said the contributions were received at a time "when Mr. Estes was being feted by chambers of commerce as the ideal young American. I knew him as a devout lay church worker and a devoted family man."

Sen. Yarborough said he has been broadcasting to Texas since he entered the Senate in January 1959. The total cost of these programs, prepared in the Senate recording studio and carried over 100 stations, was \$24,400, he said.

"I have paid \$20,384 on this amount," he said, "and now owe the Senate studio \$3,982.90. Of this amount paid, Billie Sol Estes, who had contributed to several of my campaigns in Texas, has contributed \$1,700."

The senator said the last contribution from Mr. Estes was on Dec. 4, 1961, several months before Mr. Estes was indicted for fraud.

The senator issued his statement after a Texas newspaper reported that Mr. Estes' journal of expenditures listed a \$1,000 payment to Sen. Yarborough on May 23, 1961. An aide to the senator said the story was incorrect. He said the check was made out to the Democratic National Committee for tickets to a fund-raising dinner.

**RAPID TRANSIT?**

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\*ARB, Jan. '58-Mar. '62

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# TAX BILL HITS SELLERS, AIDS BUYERS

## Station deals affected by House-passed omnibus proposal

Broadcasters who are thinking of selling their stations in the next few years might be better off if they dispose of them now instead of later if an omnibus tax bill now before Congress is approved.

That's the opinion of some tax authorities who say that under the bill (HR 10650), at least some of the gain would be treated as ordinary income for tax purposes instead of capital gain, as now. That would mean a bigger tax bite out of the sales price.

The administration bill has passed the House and is pending in the Senate Finance Committee.

In general, the bill defines as ordinary income any gain on the sale of certain depreciable property to the extent of the depreciation taken. The bill wouldn't apply to station land and buildings, however; real estate is excluded.

The full effect of the bill wouldn't be felt for several years, since the provision would apply only to gains after Dec. 31, 1961. That means that gains before that date would still be taxed as capital gains.

Authorities cited as an example a

hypothetical station acquired in 1955 with physical property other than real estate valued at \$1 million. If this property were depreciated at \$50,000 a year and then sold in 1964 for \$1 million, the capital gain would be \$500,000. But the only gains to be taxed as ordinary income would be those realized between 1962 and 1964, or \$150,000. The capital gains tax would apply to the remaining \$350,000.

**Investment Credit** ■ Though this provision would reduce the amount a seller would realize, authorities noted that another section of the bill might encourage the purchase of stations.

This section—which is the heart of the bill and which is intended to stimulate investment—would provide tax credits of up to 7% of the purchase price of new or used property, exclusive of real estate. The credit would be applied against the purchaser's income tax liability.

In the case of used property, the credit could be claimed only on the first \$50,000 of the purchase price. The bill places some limits on the dollar amount of the tax credit that could be claimed in one year, but the purchaser

could carry over unused credits for up to five years.

The administration originally requested an 8% tax credit, and it will seek to have the Senate substitute this figure for the 7% credit approved by the House.

## Station insists FCC should rule on program

"You missed the point entirely," WDXI-TV Jackson, Miss., chided the FCC, in effect, petitioning the commission to reconsider its refusal to issue a declaratory ruling on whether the horse-racing program *Let's Go to the Races* constitutes a lottery (BROADCASTING, April 16).

The FCC refused to make a judgment on three grounds: (1) it might constitute censorship or prior restraint on the FCC's part (2) it is not the FCC's task to rule on matters of "propriety" or "taste" and would involve the FCC superseding the licensee's basic responsibility (3) issuing declaratory rulings in advance of programs would be too time-consuming in view of the many such requests that would undoubtedly ensue. Chairman Newton N. Minow would have made a ruling (see story on new Federal Trade Commission rules, page 58).

WDXI-TV said it had not asked for any judgment of the propriety or taste of the program and that it certainly did not wish to seduce the commission into censorship. But in view of FCC precedent on what constitutes a lottery conflicting possibly with a Supreme Court decision on the subject, WDXI-TV does want to know if the show is illegal. This is not a quest for the commissioners' "subjective judgment" but a desire not to violate federal statute, the station insisted.

If the FCC persists in refusing a ruling, WDXI-TV requests rulemaking which would reconcile the views of the FCC with court precedent on the matter of lotteries. Both FCC rules and federal law on the subject need clarifying, WDXI-TV claimed.

Attached to the petition was an affidavit from Walter Schwimmer, producer of the horse-racing program, stating that at least 50 stations are committed to broadcasting the program upon FCC declaration that it is not a lottery.

## Seaton, Scranton win in GOP primaries

Two men with broadcasting connections won the Republican nomination for governor in their respective states last week.

Former Secretary of the Interior Fred Seaton who with his brother Richard owns Seaton Stations, won in Nebraska. William W. Scranton, former owner of



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KLIX-TV Twin Falls

MONTANA — KXLF-TV Butte  
KFBB-TV Great Falls  
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# Skyline

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\*ARB average March, 1961

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#### OTHER RECENT AP PHOTO AWARDS:

GEORGE POLK MEMORIAL AWARD for news photography for the picture of cable cars after Alpine accident.

LOOK MAGAZINE ALL-SPORTS PHOTO CONTEST, a first place award to William C. Allen.

NEW YORK PRESS PHOTOGRAPHERS ASSOCIATION best-of-show award to John Rooney for picture of Soviet disarmament specialist Semyon Tsarapkin at U.N. meeting and for best sports picture to John Lent.

HEADLINERS CLUB award to Jack Harris for best sports picture.

1962 PULITZER PRIZE was awarded to picture (above) "Serious Steps," taken by Paul Vathis of The Associated Press Harrisburg, Pa., Bureau. President Kennedy and former President Eisenhower are walking along a path at Camp David on April 22, 1961, as they ponder the crisis resulting from the failure of the Cuban invasion. This is the fifth time an Associated Press staff photographer has won the Pulitzer Prize.

FOUR MAJOR AWARDS were won by this AP Photofax (right), "Leap to Freedom": The national Sigma Delta Chi award for news photography; The Overseas Press Club award for best photographic reporting from abroad; The Headliners Club award for best spot news picture; and the National Press Photographers Association first prize among spot news pictures. The picture was taken by Peter Leibing of Conti-Press, Hamburg, Germany, and distributed worldwide by The Associated Press.



THE ASSOCIATED PRESS

WARM-AM-TV Scranton and minority stockholder in Transcontinent Tv Corp., was successful in Pennsylvania.

Mr. Seaton, who was in former President Eisenhower's cabinet, easily beat out two primary opponents for the right to oppose incumbent Democratic Gov. Frank Morrison in the November election. Seaton Stations controls KHAS-AM-TV Hastings, Neb.; and KMAN Manhattan and KGGF Coffeyville, both Kansas.

Mr. Scranton, who is serving his first term in Congress, swamped his primary opponent and will oppose Democrat Richardson Dilworth, former Philadelphia mayor, in November.

In another development last week, Sen. Prescott Bush (R-Conn.), a former CBS director, announced he would not seek re-election. Mr. Bush, who was first elected to the Senate in 1952 and is now 67, said he doesn't feel he has the strength for the rigors of a campaign and another six-year term.

## Atlas dropping bid for Grand Rapids tv

Atlas Broadcasting Co., one of six applicants for Grand Rapids, Mich., ch. 13, announced last week that it plans to ask dismissal of its application. The company, which owns WMAX-AM-FM Grand Rapids, cited many uncertainties involved in the proposed ch. 13 operation in announcing its plans. An affidavit will be filed with the FCC that no consideration was received by Atlas from any of the other applicants in return for the withdrawal.

The Grand Rapids comparative hearing is scheduled to begin tomorrow (Tuesday) in Washington. Remaining applicants are West Michigan Telecasters Inc., MKO Broadcasting Corp., Peninsular Broadcasting Co., Grand Broadcasting Co. and Major Tv Co. West Michigan, MKO and Peninsular all have signed an agreement for an interim operation on ch. 13 (AT DEADLINE, May 14).

## Bid to further empower FTC faces Hill scrutiny

Legislation that would give the Federal Trade Commission new temporary cease and desist powers is expected to encounter rough going at hearings of the House Commerce Committee this week.

Representatives of national advertising associations are expected to be among those opposing the measure (HR 8830) which would, among other things, permit the FTC to halt a contested advertising campaign pending a final agency determination as to whether the campaign was fraudulent.

Bar associations, business groups and

at least one national corporation are also expected to appear in opposition. In all, some 20 witnesses are scheduled to appear Tuesday, Wednesday and Thursday.

FTC Chairman Paul Rand Dixon, who will testify on Thursday, and representatives of several small firms will support the bill. The FTC says it needs the injunctive power to enable it to move fast enough to protect a small business that might otherwise be put out of business by large competitor's illegal activity.

## Friedman drops out of contest for ch. 12

Applicant Thomas B. Friedman is out of a three-way contest for ch. 12 at Lompoc-Santa Maria, Calif. Mr. Friedman had asked for dismissal without prejudice, but Chief Hearing Examiner James D. Cunningham dismissed Mr. Friedman's application with prejudice last week, thus precluding him from reinstating it.

Mr. Friedman said demands on his time by his employer, Aerospace Corp., brought about his request for dismissal. The remaining applicants for ch. 12: Santa Maria Telecasting Corp. and Central Coast Television.

## Non-commercial tv proposed on 2000 mc

Rulemaking which would open up the 2000 mc band for specialized types of non-commercial tv is being prepared by the FCC staff, Commissioner Robert E. Lee told the Council on Medical Tv meeting in Bethesda, Md., last week.

The band, presently non-broadcast (uhf ends at 890 mc), would be used for instructional tv in various fields including medicine, Commissioner Lee pointed out. Present plans are for 20 channels, with the assignment of five to all major cities. Signals probably would be scrambled, he said, with transmissions not for home consumption since regular tv sets cannot receive that band.

Commissioner Lee proposed that teaching by tv could be made more effective through the use of two-way radio so that students could ask questions.

Long an advocate of uhf, he said that results of the FCC's uhf test on WUHF-TV will "open some eyes" when a final report is made late this year. He said the pictures are sharp and clean and, with more power, would compare favorably with vhf. He urged doctors to support financially local tv projects now that Congress has passed a bill for matching federal funds.

## NEW FTC METHODS

### Agency to offer opinions on proposed practices

Major changes in Federal Trade Commission practices were disclosed by the agency last week—including a new policy of issuing advisory rulings to businessmen who ask about embarking on certain courses.

The FTC will furnish "additional guidance" to business by issuing trade regulation rules covering specific unlawful practices.

The FTC in making the changes revises its adjudicatory processes, adopting a system of rulemaking and of exceptions-and-replies in hearing cases somewhat like the procedure currently followed by the FCC.

The new rules and policies, effective June 1, come in the wake of criticism of FTC methods; charges that the commission exposes businesses to unfavorable publicity by issuing complaints without warning and that the FTC does not give challenged companies adequate opportunity for defense.

Commissioner Everette MacIntyre told the Salesmen's Assn. of the Paper Industry last week, "Now that the commission has taken these important steps long advocated by businessmen, it is clearer that the commission is pro-business."

Commissioner Philip Elman dissented to that part of the rule under which the FTC would issue declaratory rulings to be binding until revoked. Any company acting on FTC advice that is later revoked would be given the opportunity to discontinue the practice without an FTC proceeding against him, the FTC said.

**Heavy Burden** ■ Commissioner Elman felt the rule is "administratively unrealistic and impracticable." The FTC, he said, would be obliged to divert substantial time, energy and personnel—"resources already in short supply"—from functions "not yet being performed with maximum efficiency and dispatch." In the past, FTC staff members gave informal advisory rulings not binding on the commission. The new rule would open the floodgates, Commissioner Elman indicated.

The FTC move came less than a month after the FCC denied a declaratory ruling to a station on whether a certain program was a lottery (BROADCASTING, April 16). Among the reasons given by the FCC majority for denying the request were those advanced by Commissioner Elman (see story page 56).

FTC Chairman Paul Rand Dixon explained the reason for the new rules: "Businessmen in general want to and do abide by the law, and one of our





**WHN WHN WHN**

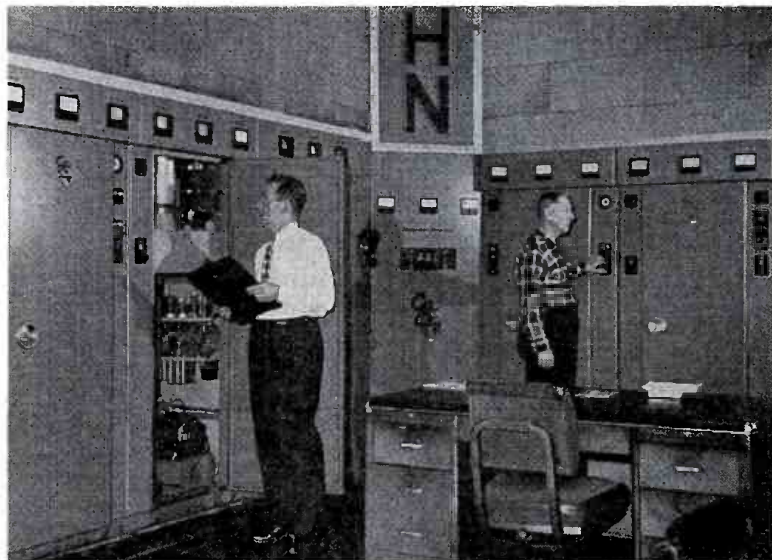
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primary functions is to show them as clearly as possible what activities are unlawful before and not after they are used."

The trade regulation rules will identify practices the FTC, from its factual knowledge, deems unlawful. They can be tailored to specific industries or to any type of business; they may have regional or nationwide significance.

**Double-Edged** ■ The rules cut both ways, however. Chairman Dixon explained they "will not only enable businessmen to avoid legal pitfalls but also expedite disposition of our cases in which such rules are applicable by eliminating the necessity of proving again and again that the particular practice is unlawful."

Like the FCC, the FTC may initiate rulemaking on its own motion or by request. Comments from all interested parties will be received. Then the FTC will formulate a tentative rule, to which protests may be filed. After considering the comments and protests (and the record of a public hearing, if necessary), the FTC will adopt a final rule to become effective in a specified time limit.

One of the new procedures for adjudicative proceedings concerns cases where the commission feels prohibitions should be broader than those recommended in the hearing examiner's initial decision or where the FTC ruling is substantially broader than the initial decision. In these cases, a "tentative commission decision" will be served on all parties. The respondent will have 10 days to file exceptions and FTC staff counsel 10 days to reply to the exceptions, after which the commission

will issue a final order.

The FTC has made staff and personnel arrangements to accommodate implementation of the new rules.

## House unit deletes piracy provisions

A House Judiciary Subcommittee last week struck provisions from a bill aimed at counterfeit-record makers that broadcasters feared might be applied to stations. But the key section, which provides heavy penalties for interstate trafficking in illicit records, was sent to the full committee.

The subcommittee, on Patents, Copyrights and Trademarks, also approved a bill (HJ Res 627) extending until Dec. 31, 1965, the life of copyrights existing before that date. This is intended to protect copyrights that would otherwise expire until Congress acts on a general revision of the Copyright Law. One contemplated change would extend the term of copyright renewals from 28 to 48 years.

The counterfeit-record bill would make anyone dealing in the interstate commerce of records bearing counterfeit labels subject to a \$10,000 fine or 10 years' imprisonment, or both. The proposal was urged by record makers and music publishers, who say counterfeiting has cost the record industry \$20 million (BROADCASTING, May 14).

The eliminated provisions were opposed by the NAB on the ground they could be applied to broadcasters who transcribe records onto tape systems. One would have made record piracy—the unauthorized duplication of records—punishable by the same penalties as those pertaining to counterfeiting. The

other section would have amended the Copyright Law to provide additional civil remedies for anyone injured by infringement of reproduction rights in copyrighted music.

Witnesses at the subcommittee's hearing also objected to the two provisions because, they said, they represent piecemeal changes in the Copyright Law. They said changes shouldn't be made in view of the study now being made of a general revision of the law.

## FCC should expedite drop-ins, says network

The addition of third vhf stations in eight markets at short spacing—the FCC's drop-in proceeding—is now more urgent than ever because of the abandonment of deintermixture, ABC told the commission last week.

The network urged the FCC to proceed without delay to assign the channels. ABC said it supposes the FCC will postpone the June 22 deadline for reply comments on the eight deintermixture proposals in light of the agency's promise to Congress of a moratorium; the FCC could not reasonably expect parties to prepare lengthy comments on an issue which may become moot. But the June 22 deadline for drop-in replies should be strictly adhered to, ABC said.

Drop-ins represent all the FCC can accomplish in tv allocations "for the foreseeable future," the network said. Even if the all-channel set legislation passes Congress, it will be seven or eight years before its effects become manifest, ABC said; in the meantime, drop-ins are needed to assure competitive conditions in markets which now have only two tv services.

## THE MEDIA

# Record second quarter seen for ABC

## GOLDENSON OPTIMISTIC IN REPORT TO STOCKHOLDERS ON RADIO, TV

The ABC Division of American Broadcasting-Paramount Theatres Inc. should have a "record second quarter in profits."

This optimistic view, voiced last week at AB-PT's annual stockholders meeting in New York, was indicative of the general tone set by AB-PT President Leonard H. Goldenson, who presided.

Mr. Goldenson kept matters under control and wound up the meeting in about 1½ hours despite scattered dissonance. (Most vocal were women stockholders who took exception to Mr. Goldenson's characterization of ABC Radio's point of view that it seeks to reach the "young housewife"—the stockholders implied that the young mothers of the country are not "swing"

or "jazz" fans.)

An earlier first quarter report for AB-PT had estimated net operating profit in the 1962 period, for all divisions, including broadcast operations, at \$3,042,000 or 70 cents a share compared with the record \$3,425,000 or 79 cents a share in the like period last year.

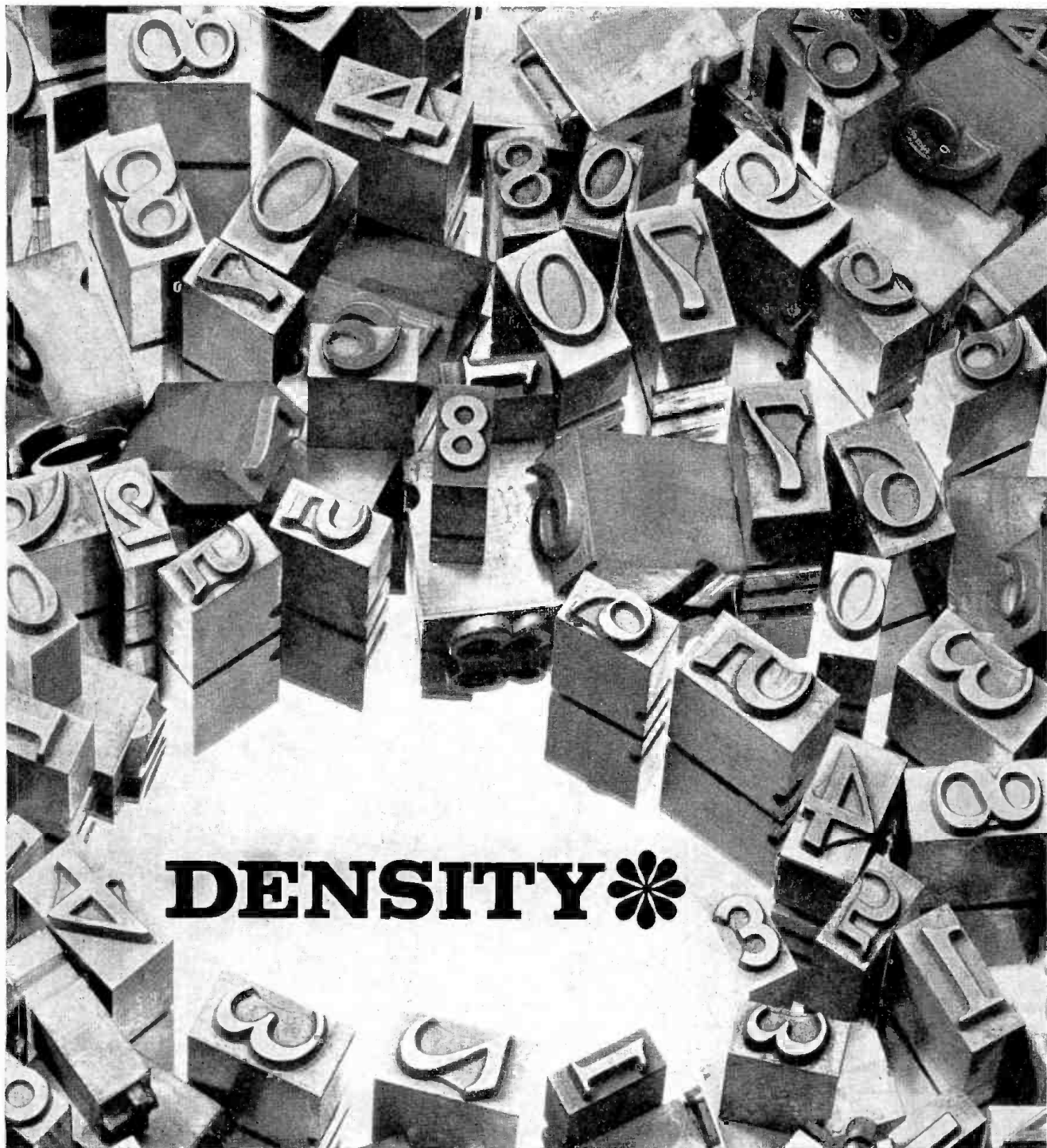
The first quarter results for the ABC Division alone, on the other hand, were said by Mr. Goldenson to have been at a record level, exceeding those of the comparable period in 1961, despite "the unusually high costs caused by the numerous delays of the orbital space flight which was telecast on Feb. 20." Thus, Mr. Goldenson's projection for the second quarter would continue the pace set in the first for the ABC Division.

**Glenn Coverage** ■ Mr. Goldenson was brought up sharply on that statement by stockholder Wilma Soss who demanded to be told why ABC-TV persisted in covering Lt. Col. John Glenn's orbital flight when the network knew that would be "financially embarrassing." AB-PT's president, admitting an ABC-TV cost of more than \$700,000, said he believed the three networks would work out "joint services" covering future manshoots.

Highlights of the meeting:

■ ABC Radio—The network, Mr. Goldenson admitted, is still operating at a loss but is improving. "Revenue is coming up," he said, "and a great improvement has taken place."

Asked by a stockholder to discuss



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Leonard Goldenson (r), president of AB-PT, fields stockholder's question. Interested "spectator" (l) during the



annual meeting is the new man in charge at ABC-TV, Vice President Thomas W. Moore.

attacks made in Washington on "sex and violence" in television programming, Mr. Goldenson denied the existence of an "excess" in violence and sex at ABC-TV and said they were emphasized only when necessary in the plot. ABC-TV opposes sex and violence in programming for their own sake, he said.

Mr. Goldenson told stockholders the Fabian episode telecast in the *Bus Stop* series was a "mistake" and that ABC officials so testified before the Dodd committee. "It was a mistake and I thought it was a mistake at the time," Mr. Goldenson emphasized.

**How ABC-TV competed** ■ In an explanation of programming philosophies at ABC, Mr. Goldenson during a question-and-answer period outlined to stockholders how ABC-TV in its competitive drive in the early 1950s had to enter many markets on a delayed basis and thus turned to Hollywood and film for its programming.

Despite such handicaps, Mr. Goldenson said, ABC-TV was able to innovate. Examples, he said, include *77 Sunset Strip*, which he commented brought "class to whodunits"; *Flintstones*, "cartoons for adults"; *Maverick*, "humor to westerns." He said ABC had hoped to establish trends, create its own stars and make its own image. In continuing the trend-setting subject further, Mr. Goldenson mentioned this season's *Ben Casey*; the Winston Churchill series; next season's *Going My Way* (starring Gene Kelly); and two World War II series, *The Gallant Men* and *Combat*.

Mrs. Soss said that as a woman she deplored Mr. Goldenson's mention of World War II stories, which she surmised would be full of "violence."

The stockholders meeting itself was non-violent. The stockholders by an overwhelming number of votes upheld management and defeated three proposals which would have given stockholders certain pre-emptive rights and

limited executive compensation.

Stockholders also heard these reports:

■ AB-PT is incurring costs in setting up its tv rep arm (national station sales subsidiary), acquiring a new recording subsidiary, Westminster Records, and in broadening tv investments overseas. Also mentioned as newly-financed: building of a "major news and public affairs department in our broadcasting division."

■ Recent moves by ABC-TV to shore up affiliations (competitively), new program plans, change in executives (President Oliver Treyz replaced by Thomas W. Moore, vice president in charge of ABC-TV) and colorcasting.

## Illinois group urges NAB 'freedom' fight

NAB would take firm steps to guarantee full protection of the First Amendment to the broadcasting industry under a resolution adopted May 12 by Illinois Broadcasters Assn. The move was led by Joe M. Baisch, vice president-general manager of WREX-TV Rockford, Ill., chairman of the IBA Freedom Committee.

IBA proposes a campaign to erase Sec. 315 (equal-time clause) of the Communications Act; to alert stations of the dangers in the Senate's Yarborough subcommittee reporting calling for curtailment of political editorializing rights; to prevent any more FCC "Chicago hearings" or "any inquisition such as that involving 14 radio stations in San Francisco," to oppose the principle of pre-screening by the NAB Code Authority.

Mr. Baisch called on NAB and LeRoy Collins, its president, to preserve the "inalienable right to speak—to shout or to whisper—as we continue to seek the truth." The resolution suggested that NAB employ the best constitutional counsel and, if necessary, raise funds for a freedom fight.

## Swezey criticizes BAR monitor plan

The proposal by Broadcast Advertisers Reports to rate tv code subscribers performance on a regular basis through its monitoring activities drew sharp criticism May 16 from Robert D. Swezey, NAB Code Authority director.

BAR monitoring reports have been used by the code authority in the past for NAB's review of station performance but the two groups split earlier in the year when Phil Edwards, BAR president, made public an irate letter to NAB (BROADCASTING, March 19, April 2, 9).

"The proposal that BAR engage in an independent program of fact-finding and evaluation, thereby substituting itself for the Code Authority, has never impressed as having the ring of reason or responsibility," Mr. Swezey said. "It can, of course, find and report facts but it has no proper place in interpretation."

Mr. Swezey conceded NAB's monitoring is expensive. "Quite frankly we have a long way to go before we can provide a frequent, regular and reliable monitor coverage of all of our subscribers," he said. "If the gratuitous efforts of BAR are effective they may well bring out facts which would otherwise escape the attention of our subscribers and at least prove helpful in that respect."

"I see no reason why we should be unduly sensitive about having somebody else point out the defects in our monitoring service that we know exist and which we are attempting to remedy."

Phil Edwards, chairman of BAR,

### NAB lists fall dates

NAB will return to its 1½-day agenda for the eight annual Fall Conferences when the 1962 series gets under way Oct. 15 in Atlanta. The one-day plan tested in 1961 did not leave time for separate radio and tv sessions, President LeRoy Collins said.

The conference schedule is based on meetings at key transportation centers, with members free to choose the most convenient city. The schedule:

- Oct. 15-16—Atlanta, Dinkler-Plaza.
- Oct. 18-19—New York, Biltmore.
- Oct. 22-23—Chicago, Edgewater Beach.
- Oct. 25-26—Washington, D. C., Statler-Hilton.
- Nov. 8-9—Dallas, Sheraton Dallas.
- Nov. 12-13—Kansas City, Mo., Muehlebach.
- Nov. 15-16—Denver, Brown Palace.
- Nov. 19-20—Portland, Ore., Sheraton-Portland.





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said in reply to Mr. Swezey:

"Bob Swezey is correct in stating that monitoring is expensive, and he is also correct in saying it is highly improbable that BAR would return to code monitoring because (1) the industry would have to face up to the honest cost of self-inspection and (2) the results would have to be made known to everyone involved. Mr. Swezey also suggests that BAR might 'evaluate' or 'interpret' facts in our upcoming bulletin concerning code compliance. In this case, however, he is in error. BAR has never and does not intend now to evaluate or interpret. Our job is counting and timing commercials—which is what we will do; subjective work is not our cup of tea. In fact, we intend to preserve these standards by offering our data to stations for their confirmation prior to publication."

## Telephones run third to radio, tv in homes

More U. S. homes had radios and tv sets than telephones in 1960, the U. S. Census Bureau announced May 17. Using previously published totals for radio-tv circulation, the bureau said: Of the 53 million households, 48½ million had radios and 46 million had tv sets when the 1960 census

was taken whereas only 42 million had telephones in or near their housing units.

The bureau said about 40½ million households had radios and 5 million had tv sets in 1950, showing an increase of 8 million radio homes and 41 million tv homes in the 1950-60 decade. Detailed radio-tv household breakdowns are being carried in BROADCASTING (see Texas by counties and cities, page 94 and list of state figures carried in past issues).

## NAB, educational group name liaison committee

A joint project to promote cooperation between commercial and educational broadcasting was set up last week by NAB and the Joint Council on Educational Broadcasting. Gov. LeRoy Collins for NAB and Dr. Robert C. Anderson, Auburn U., for JCEB, last week named a joint committee to carry out the program.

The NAB members are Rolland V. Tooke, Westinghouse Broadcasting Co., co-chairman; Robert Hyland, KMOX-AM-FM St. Louis. D. L. Provost, Hearst Corp.; Lee Ruwitch, WTVJ (TV) Miami; Harold P. See, KRON-FM-TV San Francisco.

Representing JCEB are James Robertson, National Educational Television

& Radio Center, co-chairman; Dr. Lawrence Derthick, National Education Assn.; Dr. J. W. Edgar, State Commissioner of Education, Austin, Tex.; Dr. Clifford M. Hardin, U. of Nebraska; William Harley, National Assn. of Educational Broadcasters.

## Changing hands

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

■ KEX Portland, Ore.: Sold by Westinghouse Broadcasting Co. to Golden West Broadcasters for a price reported to be \$900,000 (CLOSED CIRCUIT, May 14). Golden West, whose owners include Gene Autry, cowboy singing star; Robert O. Reynolds and Loyd C. Sigmon, owns KMPC Los Angeles, KSFO San Francisco and KVI Seattle-Tacoma. The corporation also owns the Los Angeles Angels baseball club. Mr. Autry holds controlling interests in KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona. Westinghouse, which has just purchased WINS New York for \$10 million (BROADCASTING, May 7), owns KDKA-AM-FM-TV Pittsburgh, WBZ-AM-TV Boston, WBZA Springfield (Mass.), KYW-AM-FM-TV Cleveland, WOWO Fort Wayne, WIND Chicago, WJZ-TV Baltimore and KPIX (TV) San Francisco. Westinghouse has offered to surrender WBZA if the FCC approves the WINS purchase. Last fall, WBC presented KEX-FM to the Oregon State Educational System. KEX is a 50 kw full-time on 1190 kc.

■ KXGO-TV Fargo, KNOX-TV Grand Forks, KNCD-TV Pembina, all North Dakota: Sold in series of transactions to Ferris Traylor, 46% owner of WTVW (TV) Evansville, Ind., for an aggregate of \$675,200. Mr. Traylor is buying 100% of the stock of Pembina Broadcasting Co. (KNCD-TV) from Harry Rice and Harry C. Lukkason group for \$190,200. Pembina is buying 95% of KNOX-TV. Mr. Traylor is buying KXGO-TV from John W. Boler and associates for \$390,000. Messrs. Rice and Lukkason will repurchase 20% of Pembina for \$38,050. They will also retain ownership of KNOX Grand Forks. After completion of these transactions, the group intends to re-site the transmitter of KXGO-TV between Fargo and Grand Forks and move ch. 10 from Grand Forks to Thief River Falls, Minn. The Thief River Falls and Pembina stations will be operated as satellites of KXGO-TV. KXGO-TV was established in 1959 and operates on ch. 11. KNOX-TV began in 1955 on ch. 10. KNCD-TV began operating in 1960 on ch. 12. All are affiliated with ABC.

■ KAVR Apple Valley, Calif.: Sold by

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### Shafto's three decades

At a surprise luncheon given by the staff of WIS-AM-TV Columbia, S. C., G. Richard Shafto, executive vice president of The Broadcasting Co. of the South, parent organization, was honored for his 30 years with the company and for his contributions to the industry. In photo, Mr. Shafto examines his award—a specially mounted radio tube that was used in WIS' first 5 kw transmitter in 1932.

Apple Valley Broadcasting Co. (Newton T. Bass, president) to BHA Enterprises for \$200,000. M. D. Buchen, president-26% owner of BHA, is general manager of KRKD Los Angeles and president of South Coast Broadcasting Co. (KNEZ Lompoc, Calif.). KAVR operates on 960 kc with 5 kw daytime. Alan B. Skuba, formerly station manager of KRML Carmel, Calif., and more recently with KFWB Los Angeles, will be station manager. Wilt Gunzendorfer & Assoc., Los Angeles,

■ KGB-AM-FM San Diego: Sold by Marion R. Harris to Willet H. Brown for \$71,500 plus assumption of obligations totaling \$78,500. No real estate is involved in the transaction. Mr. Brown was president of the Don Lee division of RKO General Inc. from 1950 to 1958 and is a 19.75% owner of KTVU (TV) Oakland-San Francisco. KGB is a fulltime station on 1360 kc with 5 kw daytime and 1 kw nighttime. KGB-FM operates on 101.5 mc with 80 kw. (Corrected version).

**APPROVED** ■ The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 90).

■ WEAU-TV Eau Claire, Wis.: Sold by Morgan Murphy group to Appleton (Wis.) Post-Crescent for \$2.1 million. V. I. Minahan, president of publishing company and others in buying group have interest in WJPG Green Bay, Wis. Murphy stations include WISC-TV

Madison, WLUK-TV Green Bay, both Wisconsin; WLUC-TV Marquette, Mich., and KVOL Lafayette, La. Mr. Murphy owns or controls the *Superior* (Wis.) *Telegram* and other newspapers in Wisconsin, Minnesota and Louisiana.

### Tv must progress or retrogress—Swezey

Television faces the hazard of falling into uniformity, Robert D. Swezey, NAB Code Authority director, said May 15 in an address to the Washington Ad Club. Should the medium settle into the patterns of its past performance and fail to strike out aggressively and vigorously toward a fuller maturity and toward a new and more significant attainment, he warned, the result will be retrogression.

Mr. Swezey said tv is now "approaching mechanical perfection." He added, "It has a tremendous and sophisticated, or spoiled, audience. It has been financially successful beyond all reasonable expectations and as a consequence, to some extent at least has spoiled operators. It has demonstrated its enormous strength in many particulars. No new technical development has yet emerged which threatens to succeed it."

Noting the progress in broadcast editorializing, he said, "Almost without ex-

ception stations who have editorialized competently, vigorously and fairly have found that the opposition and difficulties encountered were far less serious than anticipated and that their efforts were well rewarded in terms of increased acceptance and stature in the community and in the real satisfaction which is the inevitable consequence of accomplishment."

Mr. Swezey said he couldn't recall a single complaint from a sponsor in two years of editorializing at WDSU-TV New Orleans while he was general manager. Instead the policy brought praise from sponsors though many complaints from those displeased, who were offered air time to state what they thought of the station's position.

### Wilkey says parents should control tv set

"Television should be used effectively in the educational process for the benefit of children—not their detriment," Gene Wilkey, CBS-TV vice president and general manager of KMOX-TV St. Louis, said last week in a speech at Southern Illinois U.

Mr. Wilkey said the parent is responsible for how much television a child should watch. "To use television as a convenient baby-sitter, to allow free access to the on and off buttons before

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the child has achieved any ability to evaluate is not using good judgment."

The CBS vice president likened parent irresponsibility for a child's tv viewing to "letting an 8-year-old drive the family car." He said teachers need to know more about tv and that civic leaders should participate in this "new, vital means of community communications."

Citizens are responsible for keeping television programming free of government regulation, he said.

Mr. Wilkey said he is concerned over the "threat of program supervision through the federal government."

He said jeopardy exists for all media if freedom to communicate by one medium is government-controlled.

**Smith, Pinkham charge  
public caused wasteland**

Parents too lazy to discipline their children and communities unwilling to support an adequate police force are among those who have made television the whipping boy to compensate for their own inadequacies.

This was the charge levelled last week by ABC-TV commentator Howard K. Smith during his Wednesday night program that also featured appearances of Richard Pinkham, vice president in charge of radio, Ted Bates Co.; Harriet Van Horne, tv editor of the *New York World Telegram & Sun*, and writer Robert Alan Aurthur.

Mr. Smith conceded that violence on tv is "inexcusably excessive" but criticized the viewers who spend an average of five hours a day before their set, letting it set the spiritual climate of our civilization. "Unfortunately," he added, "this [climate] is tending toward mediocrity."

Mr. Smith said television's chief problem is its "wildly voracious appetite" for which it wolfs down program material as if its stomach were a bottomless pit. "There is not enough ingenuity or talent in this world to fill all the time that demands good material," he said.

Mr. Pinkham maintained that programming that would appeal to "any intelligent, educated person" is usually rejected by the public and this in turn influences the sponsor's choice. He cited the public demand for westerns as an example of how an excessive number of programs in a particular category is inspired.

**CBS-TV gets two Pa. uhfs**

WSBA-TV York and WLYH-TV Lebanon, both Pennsylvania, have joined CBS-TV as primary interconnected affiliates, according to Carl S. Ward, CBS-TV vice president and director of affiliate relations (CLOSED

CIRCUIT, April 9). WSBA-TV, owned and operated by Susquehanna Broadcasting Co., operates on ch. 43; WLYH-TV, owned and operated by Triangle Publications Inc., is on ch. 15.

**Reinsch cites impact  
of transistor radios**

The transistor radio in the long run will have a greater impact on this age than the invention of the printing press and the airplane. This is the conclusion of J. Leonard Reinsch, executive director of the Cox radio and tv stations, broadcast consultant to President Kennedy and chairman of the U. S. Advisory Commission on Information. Mr. Reinsch made these observations before a joint meeting in Los Angeles May 15 of the Los Angeles Advertising Club, the Hollywood Advertising Club and the Southern California Broadcasters Assn.

"In Africa today," he said, "you can see a native with a spear in one hand and a transistor radio in the other hand. This native cannot read or write, and often there is a language barrier so that he does not understand the programming he hears on his radio. The transistor radio, however, has shot him from the primitive age into the middle of the twentieth century. . . ."

Mr. Reinsch also called for a new communications act and the repeal of Section 315 of the present Communications Act.

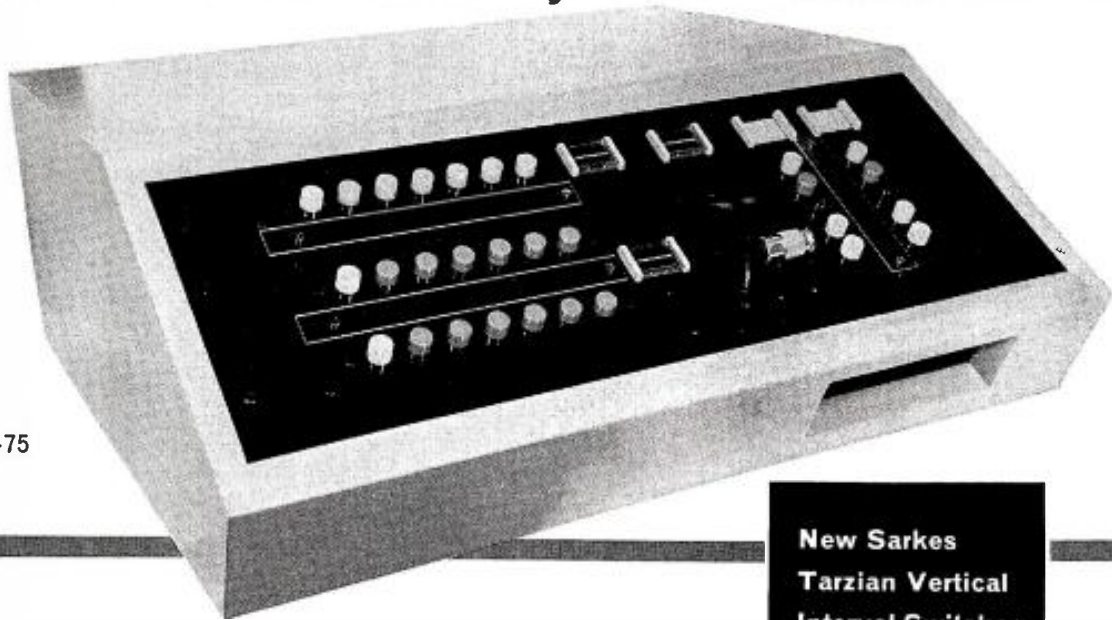
**Media reports . . .**

**New CBS-TV affiliate** ■ KAYS-TV (ch. 7) Hays, Kan., joins CBS-TV under the Extended Market Plan as an interconnected affiliate, effective Sept. 1. The station is owned and operated by KAYS Inc. Robert Schmidt is vice president and general manager.

**Enter KQV-FM** ■ KQV-FM Pittsburgh began broadcasting May 11, according to John D. Gibbs, vice president and general manager. The station broadcasts with a power of 55 kw on 102.5 mc. It is on the air from 6:00 a.m. to midnight, Monday through Sunday. It will simulcast much of the programming of sister station KQV.

**WMT scholarships** ■ Scholarships totaling \$3,000 have been awarded to two college students by the news and farm departments of WMT-AM-TV Cedar Rapids, Iowa. Both recipients will work in the news and farm departments, respectively, of the station during the summer months and will act as correspondents throughout the college year. The news award went to James L. Esmoil, a junior at the U. of Iowa. The Chuck Worcester farm broadcasting scholarship went to Greg Michel, Iowa State U.

# This VIS-75 Transistorized Switcher DOES MORE— IN LESS SPACE—Than Any Other Available



VIS-75

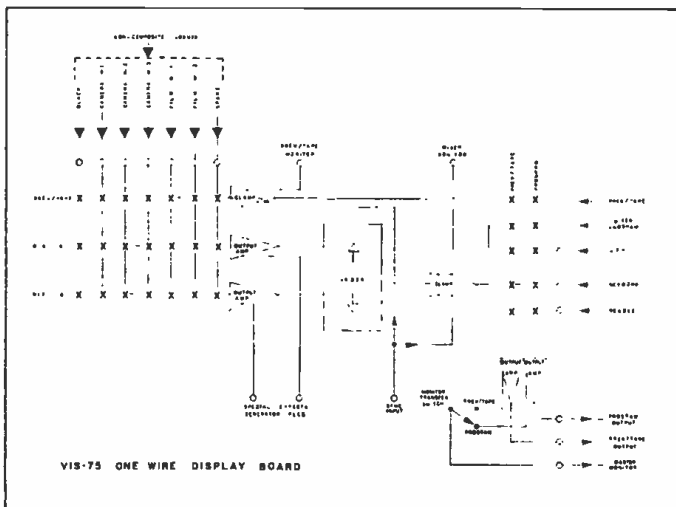
**New Sarkes  
Tarzian Vertical  
Interval Switcher  
(VIS-75) goes  
where you want  
it to—does what  
you want it to.**

Now, for the first time, you can get all the advantages of transistorized switching in a compact, low cost package. It's fully solid state—has amazing flexibility—is fully portable—only 19" deep, 17" wide, 3½" high.

Here are a few of the reasons the Tarzian VIS-75 made such a hit at the recent NAB show;

- No switching transients
- .1 microsecond switching
- 7 non-composite video inputs
- 5 composite video inputs
- Can feed special effects
- Can tape & program simultaneously
- Mounts in producer's table top, console, portable case
- Completely self-contained
- Exceeds color transmission requirements

We would be happy to arrange—at your convenience—a demonstration of the outstanding capabilities of the Sarkes Tarzian VIS-75.



## SPECIFICATIONS

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- Outputs** . . . . . One Preview Monitor;  
One Line Monitor;  
One Composite Program Line;  
One Composite Preview/Tape Line;  
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Seven Audio-follow-video Control Contacts
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call or write: broadcast equipment division



**SARKES TARZIAN INC**

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# WITNESSES SUPPORT FAULK CHARGES

Tv, admen colleagues cite pressure by Aware principal

A group of well-known advertising executives and television personalities testified last week in behalf of John Henry Faulk, former WCBS New York humorist-commentator, who is suing Aware Inc. and two other defendants for \$500,000 in libel damages.

The third week of the trial in New York Supreme Court produced testimony from various witness that an Aware bulletin written by research consultant Vincent Hartnett and circulated by Syracuse, N. Y., supermarket operator Laurence Johnson had been instrumental in Mr. Faulk losing sponsors on his program and ultimately losing his job. Mr. Faulk charges he was "blacklisted" from broadcasting after an Aware-published bulletin in 1956 accused him falsely of belonging to pro-communist organizations.

Charles Collingwood, CBS-TV newsman, testified that shortly after the bulletin was issued he heard rumors that Mr. Faulk was to lose his WCBS program. He said he and Edward R. Murrow, then a CBS newsman, talked to CBS officials in Mr. Faulk's behalf, and he added:

"I said the union (AFTRA) would take a very dim view, indeed, if as a result of the Aware bulletin, Mr. Faulk lost his employment with CBS," Mr. Collingwood testified.

He said performers who were denied work on radio or television were not informed of the nature of the charges against them. (Mr. Faulk remained with WCBS until 1957).

**Threats** - Thomas D. Murray, a senior account executive with Grey Adv., New York, in 1956, told the court that Mr. Johnson telephoned him in March of that year and threatened to remove displays of Hoffman beverages in his supermarkets unless Hoffman (a Grey client) withdrew its sponsorship of the Faulk programs. Mr. Murray said Mr. Johnson called Mr. Faulk "a communist," but the agencyman testified he replied: "I have no such knowledge. I have no intention of firing a man who is a first-rate salesman for our product."

**Amnident Account** - Samuel Dalsimer, executive vice president of Grey Adv. at the same time, corroborated Mr. Murray's testimony. He added that Mr. Johnson brought pressure on the agency in 1955 to remove "pro-communist" performers from tv shows sponsored by Amnident toothpaste, another of the agency's accounts.

Peter Hilton, president of Kastor, Hilton, Chesley, Clifford & Atherton, testified that in 1953 an agency he then operated lost the \$500,000 Seabrook

Farms account because of pressure exerted by Mr. Johnson. He said Seabrook sponsored a radio program, *The Private Files of Matthew Bell*, and one day he received a call from C. F. Seabrook, company president, who informed him that Mr. Johnson had sent him a letter on an American Legion post letterhead stating the program em-



Mr. Murray

Mr. Hilton

ployed "Stalin's little creatures, fellow travelers and pinks."

Mr. Hilton said that he, Mr. Seabrook and Joseph Cotten, star of the program, flew to Syracuse to talk with Mr. Johnson, but the latter could not be swayed from his stand that the program used actors who were "fellow travelers or un-American." The testimony did not bring out the names of performers to whom Mr. Johnson was referring.

Mr. Hilton testified that Mr. Seabrook later told him that because of the problem involved, he was no longer interested in sponsoring the program after its 13-week run. Shortly thereafter, he added, Seabrook dropped his agency. He said Mr. Seabrook made it clear that he "held us responsible for the incident and our relations deteriorated considerably."

Other witness who testified in behalf of Mr. Faulk were actor Tony Randall and actress Kim Hunter.

Mr. Faulk claims that after the publication and distribution of the Aware bulletin, sponsors began to drop his program, and invitations to appear on tv shows stopped.

## Illinois catv sold

Purchase of a catv system in Peru, Ill., serving 1,700 subscribers by Americantenna Corp., Denver, for over \$500,000 was announced last week. Americantenna is headed by Calvin G. Heisler, as chairman, and Wendall W. Fertig, president. The Peru system, Television Transmission Co., includes a microwave relay which feeds programs from Chicago tv stations. It is owned by Earle S. Nelson Sr. and his son, Earle S. Nelson Jr. Broker was Blackburn & Co.

# NEW TOWER

NEW  
COVERAGE  
WPBN-TV  
Traverse City, Mich.

You Also Buy  
**WTOM-TV**  
Cheboygan, Mich.

TOWER - 1,129 feet  
LOCATION - 35 miles  
south of Traverse City


EQUALS - More TV  
Homes.

LOWER COST PER  
THOUSAND.

BEFORE (Grade B)  
TV Homes 62,128  
Retail Sales -  
\$297,079,000

AFTER (Grade B)  
TV Homes-116,905  
Retail Sales -  
\$531,362,000

NEW BONUS (Grade C)  
TV Homes-216,909  
Retail Sales -  
\$916,497,000



Paul Bunyan Network

NB

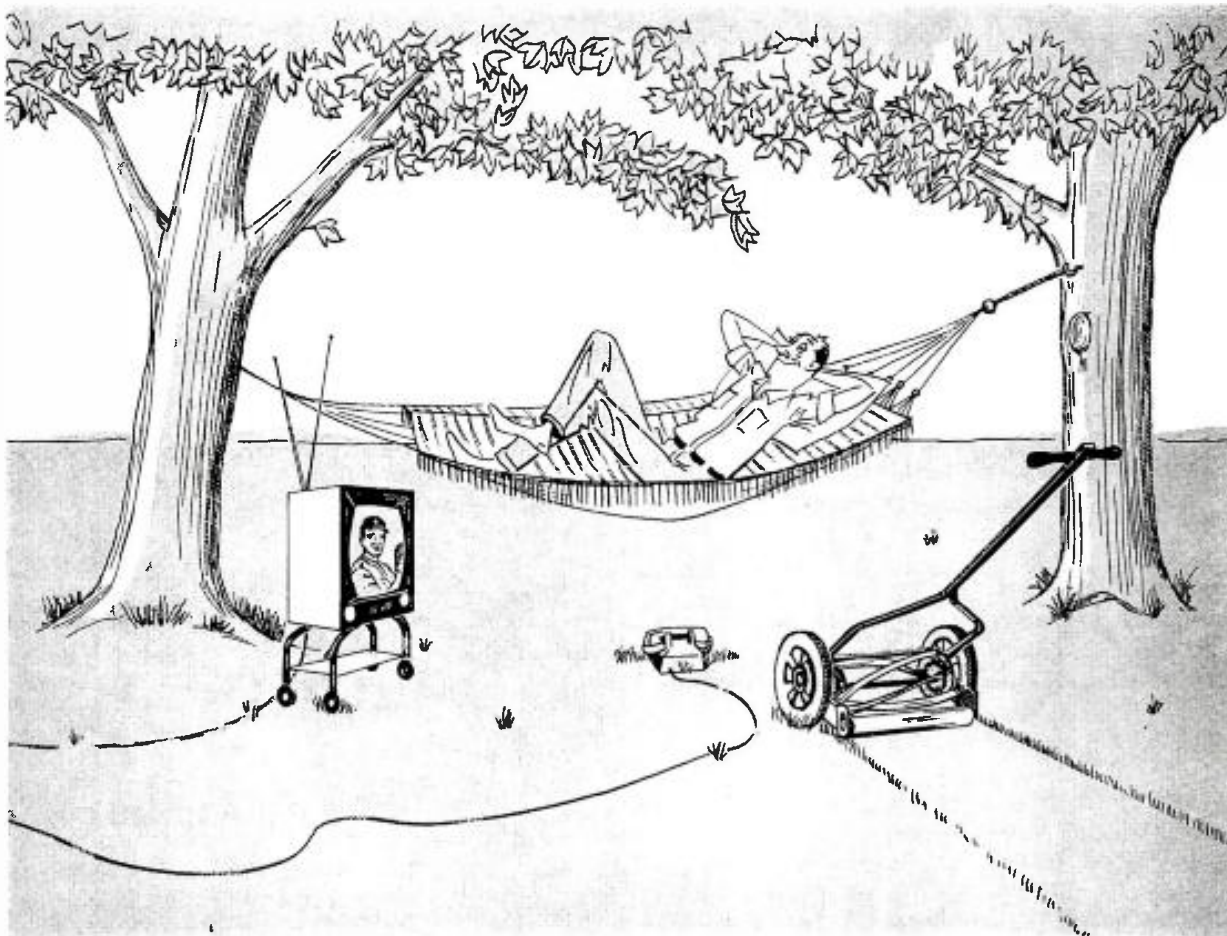
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a





## SUMMER TV VIEWING IS DIFFERENT!

Summertime is an 'easy living' time for television viewers . . . more daylight hours, more outside activity and vacations. *But the viewers are there . . . to baseball games, to new summer programs, to specials, even to re-runs.*

Audience size and reaction undergo some significant shifts. There are secondary effects too, on competitive programming and station shares . . . all varying from market to market. This is a time when broadcasters and advertisers need fast and accurate audience information to uncover these new patterns of TV viewing.

ARB's Overnight Coincidental Survey staff, well experienced in tracking down elusive audiences, is on constant standby to handle just such jobs. For example, they have devised a special 'baseball package' to help evaluate relative strengths and weaknesses of a given line-up. But, whether it's a single half-hour time period or a full week's hour-by-hour reporting of station shares, ARB's Telephone Coincidental Department is equipped and ready to provide the facts.

For complete details on pricing and delivery, call or write your nearest ARB office today. Be sure to request a copy of the new brochure *ARB Overnight Surveys*.

*Preparing today for the television industry of tomorrow.*



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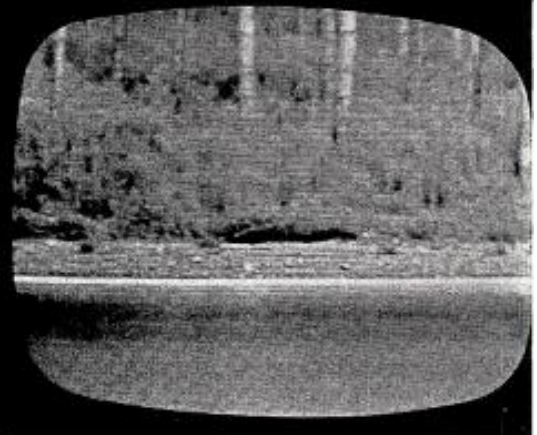
# FAST, SMOOTH ROAD TO

## SCOTCH® BRAND VIDEO TAPE COMBINES VISUAL ELEMENTS INSTANTLY FOR "RIGHT-NOW" VIEWING!

On "SCOTCH" BRAND Live-Action Video Tape, you can electronically mix free-wheeling visual ideas with unequalled speed! No sweating out the lab wait for costly, time-consuming processing! Video tape plays back the picture moments after the latest "take"—helps conserve precious production time.

**The sky's the limit** on special effects you can achieve with "SCOTCH" Video Tape. The automotive "teaser" commercial at right, for example, matted the man, seat, steering wheel into a previously taped highway scene. It dramatized the performance but kept secret new car styling. With video tape and today's versatile electronics equipment, you can combine different backgrounds and foregrounds . . . put live-action on miniature sets or in front of stills or movies . . . combine several images of the same person. You can introduce pixies and giants . . . do split-screen comparisons . . . create special-pattern wipes . . . combine photos, drawings, cartoons, movies, live-action—you name it! Video tape shows how you're doing immediately when improvements are easy, corrections economical!

**And that's not all!** "SCOTCH" Video Tape achieves "presence" extraordinary, makes recorded pictures look live. Editing's easier than ever. And "SCOTCH" Video Tape records in either black-and-white or color, with no lab processing. Ask your nearby video tape production house for details on all the advantages of tape. Or send for *free* booklet, "Techniques of Editing Video Tape," which includes several examples of special effects. Write Magnetic Products Division, Dept. MBX-52, 3M Company, St. Paul 1, Minn.

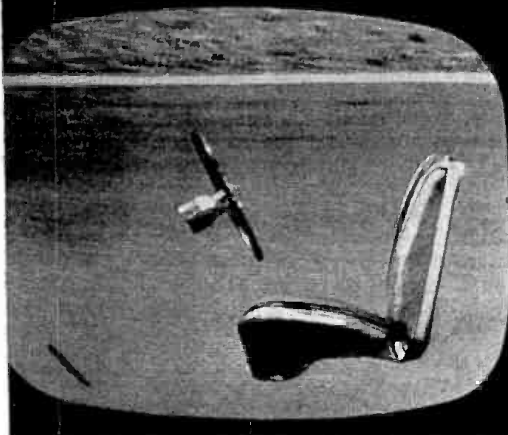


1. For this automotive commercial, highway scenes were first video-taped, using pre-recorded sound track to cue zooms, other camera angles.



4. Now dolly in for a close-up. Sound track that cued the highway scenes assured proper background perspective for the close-up.

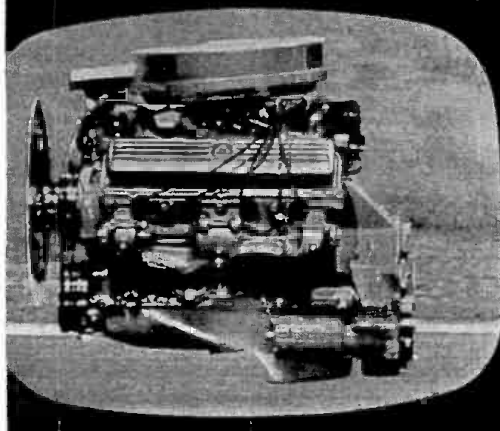
# SPECIAL EFFECTS—NO LAB DETOUR!



2. Seat, steering wheel, gas pedal were added at the studio, using VideoScene, a high-quality electronic matting process.



3. Presto! The driver's in the picture, too. VideoScene process masked out supporting platform, steering column, other unwanted elements.



5. A close-up of the engine, shot in the studio and matted against highway background, was no problem with VideoScene.



6. A superimposed slide completes the teaser commercial, which shows the ride, but keeps new-car styling a well-guarded secret.



## WPIX to add 'Allen' to revamped schedule

WPIX (TV) New York is spending more than \$3 million to revamp its program schedule and to increase its operating schedule 35 hours a week, Fred M. Thrower, executive vice president and general manager of the station, announced last Wednesday (May 16).

The most immediate change will be the acquisition of the new Westinghouse Broadcasting Co. series, the 90-minute *Steve Allen Show*, which will go on the air June 25, starting at 11 p.m., on a Monday-through-Friday basis. Other programs, including those in the news and public affairs, documentary and children's areas, will begin in the fall.

WPIX reportedly, will pay Westinghouse about \$10,000 a week for the Allen series. The Allen program is Westinghouse's replacement for *PM*, featuring Mike Wallace, which terminates June 22 and which has been broadcast in New York on WNEW-TV. The Allen show reportedly will cost three times more than *PM*. The contract for the Allen program with WPIX provides for five new shows a week until the end of this year. During the first three months of 1963, one re-run

of the program will be telecast every two weeks, and from April through June 1963, there will be one re-run a week.

The expansion in the WPIX schedule will be largely in daytime, now completely occupied by telecasts by the University of New York State Board of Regents, which has been leasing the station's daytime schedule to carry both in-school programs and educational telecasts for the public. The board's leasing project will end next month and its telecasts are headed for the new educational tv station in New York, WNBT (TV), which goes on the air in the fall. The new WPIX schedule will begin at 9 a.m. and end at 1 a.m. on a seven-days-a-week basis.

In the news and public affairs area, WPIX will add short news programs during daytime and will schedule these weekly half-hour series—*Local Issues*, spotlighting civic and political personalities; *Great Teachers of Our Time*, featuring educators from the New York area, and *Great Theologians of Our Time*, presenting outstanding spiritual leaders; *Sea War*, which depicts Britain's battle for survival during World War II and *Frontiers of Knowledge*, which explores scientific developments.

In addition, WPIX plans to utilize a one-time documentaries plus new children's programs and off-network tv film series.

## Settlement proposed in Macfadden-Bartel dispute

A proposal to settle the litigation arising out of the merger of Macfadden Publications and Bartell Broadcasting Co. was placed before the New York Supreme Court last Tuesday (May 15) by the corporation and a group of minority stockholders, who had sought to hold up the consolidation.

Minority stockholders had attempted to prevent the mingling of funds of Macfadden and Bartell. Under the proposed settlement, which is subject to court approval, certain principal stockholders would contribute 175,000 shares of outstanding stock to the Macfadden-Bartell Corp.

## WJRZ asks to cover hearings

WJRZ-AM-FM has requested the New York joint legislative committee studying the Alcohol Beverage Control Act to allow the station to broadcast next month's public hearings on raising the minimum drinking age in that state from 18 to 21 years.

The hearings are scheduled for June 12-13 in Suffern and June 27 in Staten Island. Additional dates for further hearings are tentatively set as July 10 in Portchester, July 31 in Binghamton and Aug. 14 in Albany, all New York.

## Editorializing advice given at Ill. clinic

If broadcasters are too timid to exercise the rights they have and if they fail to stand up to their journalistic role "like men, with aggressive reporting and blunt editorializing, then we won't have the right to be too critical of the FCC for taking our rights away."

The warning was voiced May 12 by William B. Monroe Jr., Washington news director of NBC and board chairman of the Radio-Television News Directors Assn. He spoke before a radio-tv news clinic sponsored jointly by the U. of Illinois College of Journalism and Communications, the Illinois News Broadcasters Assn. and RTNDA.

Mr. Monroe said the FCC actually has been encouraging broadcasters to "use our rights and to assert them." But he thought the commission also has been "working against its own advice by increasing the fear that broadcasters have of the government."

No broadcaster, however, "is going to lose his license from the present commission by doing a good hard-hitting job in the area of news and

# REACH OUT

KFMB RADIO lets you reach out, into a four county primary area where, according to Pulse, more adults listen to KFMB than any other station. Bonus audience in four additional counties, too!

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In Television: WGR-TV Buffalo  
• WDAF-TV Kansas City • KFMB-TV San Diego • KERD-TV Bakersfield  
• WNEP-TV Scranton-Wilkes Barre

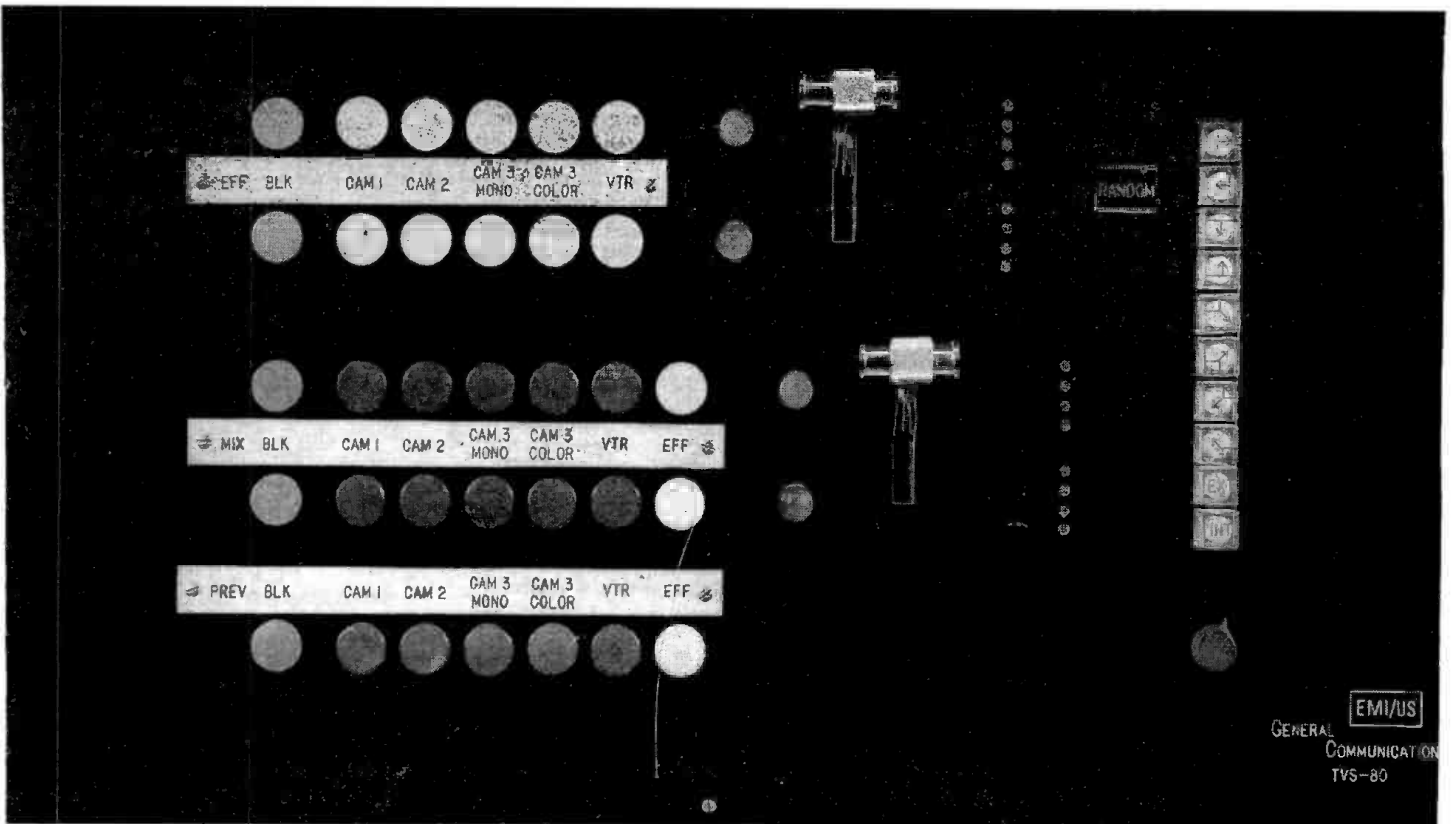
Represented by



The Original Station Representatives

In Radio: KFMB & KFMB-FM San Diego • WDAF & WDAF-FM Kansas City • WGR & WGR-FM Buffalo

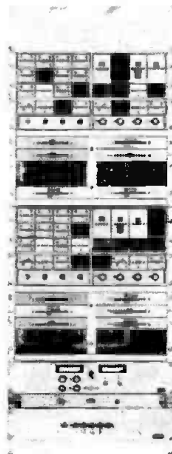
380 MADISON AVENUE • NEW YORK 17, NEW YORK



## business end of the most flexible switcher ever made: EMI/US TVS-80

And, this vertical interval switching system is all business. Solid-state. Simple. Reliable. Modular. Easy to maintain.

Five basic solid-state modules assemble in almost limitless variety to meet your precise requirements. They make a system you can readily expand—at any time—up to 70 inputs and 80 outputs. Transientless, high-level switching takes less than 1/10 microsecond during vertical interval. Switch functions are controlled by D. C. only. All modules are completely shielded in



heavy aluminum cases to minimize cross-talk. "Blue Ribbon" connectors and point-to-point wired epoxy boards typify the quality designed into this system to give maximum reliability. And, no other switcher is so easy to maintain.

TVS-80 switchers, like all EMI/US camera chains and terminal equipment, are backed by 24-hour availability of parts and service throughout North America. For full details, call your EMI/US representative or your nearest ITA Electronics sales office—or write:

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1750 No. Vine St., Los Angeles 28, Calif.

# WHBF studies audience attitudes in 'Quad Cities'

Television is the "most enjoyed form of entertainment." Radio, while less highly regarded as an entertainment form, ranks No. 1 as a source of news and other types of information.

This is the way the people of the "Quad Cities" area of Illinois and Iowa evaluate media's importance in their lives, according to a study released last week by WHBF-AM-TV Rock Island-Davenport. The study was made for the WHBF stations by Frank N. Magid Assoc., independent research firm of Cedar Rapids, and was based on 500 personal interviews averaging 45 minutes each among residents of the Davenport, Iowa, and Rock Island-Moline-East Moline, Ill., areas.

Here are some of the highlight findings as reported in a brochure being distributed by WHBF-AM-TV and their national sales representatives, Avery-Knodel:

- More than nine out of 10 homes (95.8%) have tv sets; almost 16% have more than one.

- Two-thirds of the homes watch tv news at least once a day; almost three-fifths listen to radio news regularly. More than one-third list radio as their main news source (37.7% as compared with 35.7% who named newspapers as their main source and 16.6% who named tv).

In terms of tv viewing time, the largest group (36.8%) qualified as "heavy viewers" by averaging three or four hours with their tv sets each day. The second largest group (23.4%) fell into the "moderate" viewing class (about two hours per day), while the groups at the two extremes—"very heavy" and "light"—were about equal in size: 16% said they watch five hours or more on the average day, while 16.6% said they average an hour or less each day (see accompanying tables).

Asked which of three major media they would give up if they "had to," the respondents as a whole seemed to consider radio somewhat more expendable (named by 35.4%) than television (30.3%) and newspapers (30.1%). But women showed a different order of preference, tending to cling more to television (28.8% thought it expendable, if necessary) and somewhat more to radio (33.5%) than to newspapers (34.2%).

Asked what program types they would miss if their television sets were out of order, the largest number (16.3%) named news. Ranked second in the most-missed category were variety programs (named by 14.5%), followed by sports events (11.4%), daytime serials and westerns (7.8% each), comedy (4.8%),

educational programs (3.6%), and musicals (3.2%).

Approximately 30% of the respondents said they watch movies on television at least once a week: 13.1% said they see two to four movies weekly on tv; 10.4% said one, and 6% said five or more. Their movie preferences run to drama (named as first choice by 12%), westerns (8.2%), adventures (7%), comedies (6.2%) and musicals (5%).

Most radio listening takes place in the mornings, when 38.7% of the respondents said they are tuned in, but approximately 20% said they listen "all day." A total of 7.4% said they listen in the evening, 6.2% "in the car" and 5.2% at mealtime. The number who "hardly ever listen" came to 8.6%.

Almost 60% said they listen regularly to radio news, and 45% said they listen regularly to music via radio.

For the farm population, the report found, radio and television perform clearly different functions: Radio is used primarily as an information medium, television mainly for entertainment.

## WHAT WOULD BE MISSED IF TELEVISION SET OUT OF ORDER

|                           |       |
|---------------------------|-------|
| News                      | 16.3% |
| Political programs        | 1.8%  |
| Sports events             | 11.4% |
| Daytime serials           | 7.8%  |
| Westerns                  | 7.8%  |
| Family situation comedies | .8%   |
| Quiz shows                | 1.6%  |
| Panel shows               | 2.2%  |
| Children's programs       | 1.4%  |
| Musicals                  | 3.2%  |
| Movies                    | 1.6%  |
| Detective                 | .8%   |
| Adventure                 | 1.6%  |
| Mystery                   | .8%   |
| Comedy                    | 4.8%  |
| Variety programs          | 14.5% |
| Drama                     | 1.4%  |
| Television specials       | 1.8%  |
| Educational programs      | 3.6%  |
| Daytime programs          | 1.8%  |
| Evening programs          | .8%   |
| Weekend viewing           | 1.8%  |
| Everything                | .8%   |
| Nothing                   | 3.6%  |
| Other                     | 2.4%  |
| No answer                 | 2.4%  |
| Total                     | 99.8% |

## DAILY AVERAGE TELEVISION CONSUMPTION BY SEX

|                    | BY SEX |        | BY AGE   |        |         |
|--------------------|--------|--------|----------|--------|---------|
|                    | MALE   | FEMALE | UNDER 34 | 35-54  | OVER 55 |
| Light viewers      | 20.3%  | 13.2%  | 14.4%    | 22.1%  | 11.3%   |
| Moderate viewers   | 25.4%  | 21.7%  | 24.2%    | 25.6%  | 19.7%   |
| Heavy viewers      | 35.2%  | 38.4%  | 38.6%    | 35.2%  | 37.3%   |
| Very heavy viewers | 10.2%  | 21.3%  | 16.3%    | 10.6%  | 23.2%   |
| No answer          | 8.9%   | 5.3%   | 6.5%     | 6.5%   | 8.5%    |
| Totals             | 100.0% | 99.9%  | 100.0%   | 100.0% | 100.0%  |

## MAIN NEWS SOURCE BY AGE

|                          | BY AGE   |       |         |
|--------------------------|----------|-------|---------|
|                          | UNDER 34 | 35-54 | OVER 55 |
| Newspaper                | 31.8%    | 36.9% | 38.7%   |
| Television               | 22.1%    | 13.6% | 14.8%   |
| Radio                    | 40.2%    | 37.4% | 35.9%   |
| Newspaper and television | 1.3%     | 4.5%  | 1.4%    |
| Newspaper and radio      | 1.9%     | 1.5%  | 3.5%    |
| Television and radio     | 1.9%     | 5.0%  | 1.4%    |
| All three                | .0%      | 1.0%  | 4.2%    |
| Other                    | .6%      | .0%   | .0%     |
| Total                    | 99.8%    | 99.9% | 99.9%   |

editorials," he reminded.

J. R. Livesay, WLBH Mattoon, Ill., told the clinic he has been editorializing for a dozen years. He said editorials must give background to a situation so the audience understands how an opinion was reached. He also urged extensive files, because without them

"it makes editorializing a monster."

Charles E. Wright, WBYS Canton, Ill., said it takes at least nine months to get ready to editorialize, compiling documentation material, ordinances, rules of local government, market data and so forth. It can't be done overnight by a 19-year old disc jockey who knows

only the "kind of hair tonic Fabian uses," he warned.

William G. Ellison, WHBF Rock Island, Ill., reported that both station mail and phone calls indicate a heavy interest in the editorials by listeners. Even those who disagree are glad the editorials are aired, he said.



## WMBR editorials helped affect vote

An editorial campaign by WMBR Jacksonville, Fla., on behalf of a state senatorial candidate was described as a factor in his victory at the May 9 Florida primaries.

John E. Mathews Jr. received WMBR endorsement in a month-long series of 60-second editorials, about 12 a day. The pre-primary favorite, incumbent Wayne E. Ripley, and a third candidate, Benedict M. Kotecki, were offered free time for reply. Sen. Ripley, through Harry Radcliffe Adv., bought 18 60-second announcements on WMBR and used free time on seven days. The third candidate didn't reply to the station's offer.

Editorials were voiced by Sidney L. Beighley Jr., WMBR vice president-general manager. Mr. Mathews received over half the votes cast and a runoff is not required. Donald R. Smith, WMBR station manager, said the station had editorialized against some of Sen. Ripley's legislative acts earlier in the year and supported some of the legislation favored by Mr. Mathews.

The three candidates appeared in local broadcasts, including a one-hour program, *Jacksonville Forum*, on WJXT (TV), where they answered questions from three newsmen. A statement on the program by Sen. Ripley, cited as an element in the final vote, dealt with the school problem. He is quoted as observing on WJXT, "All I know is what I read in the newspapers." The quotation was repeated frequently and derisively during the campaign.

Broadcast and newspaper reports of the candidates' sharply differing views on key campaign issues were factors in the voting.

In a post-election statement Mr. Mathews paid tribute to WMBR, saying, "You have rendered a great public service. May your efforts be recognized. May others accept responsibility now that a courageous station has led the way." The two Jacksonville newspapers took no stand on behalf of any of the three candidates, Mr. Smith said. WMBR began editorializing in September 1958 when it came under the ownership of Ben Strouse, operator of WWDC-AM-FM Washington.

## Kops hits restrictions on broadcast editorials

Restrictions on broadcast editorializing in political campaigns, proposed in the Senate's Freedom of Communications Subcommittee report, would reduce stations from journalists to carriers, according to Daniel W. Kops, WAVZ New Haven, Conn., chairman

of the NAB Committee on Editorializing.

In a May 17 address to the New Jersey Broadcasters Assn., meeting at New Brunswick, Mr. Kops said the report of the subcommittee, of which Sen. Ralph W. Yarborough (D-Tex.) is chairman, had proposed ground rules that would take much of the editorial judgment away from licensees, giving some to a candidate and some to the commission (BROADCASTING, April 23). "Free broadcast journalism would never be the same," he said.

Also appearing at the New Jersey meeting was Jerry Boros, of the communications law firm of Fly, Shuebruk, Blume & Gaguine, who spoke on "The Broadcasting Climate in Washington." Mr. Boros warned that the proposed "birth control" plan relating to am broadcasting might bring several problems with it including the possibility of economic regulations and the probability that more applications would be filed against existing stations at renewal time.

Mr. Boros said the FCC would probably increase the emphasis placed on field inquiries which would lead to hearings on such matters as illegal transfers of control; rigged contests, lack of first class engineers and technical violations.

## KWTV editorial brings acclaim from citizens

An election editorial carried by KWTV (TV) Oklahoma City brought an endorsement signed by 377 residents of Midwest City, a suburb. The editorial, broadcast election eve (April 30), disagreed with front-page editorials carried April 29-30 by the *Daily* and *Sunday Oklahoman*, owned by Oklahoma Publishing Co. (WKY-AM-TV Oklahoma City).

The newspapers had criticized the campaign methods of W. P. (Bill) Atkinson, one of 15 gubernatorial candidates, charging him with "deceit" and adding that "forgery of another candidate's name is despicable trickery." The latter was in reference to handbills circulated in a past campaign. Mr. Atkinson sued the newspapers for \$10 million.

Bruce Palmer, KWTV news editor who writes and voices the station's editorials, stated on the air the newspaper attacks were "based on great personal animosity that goes far beyond the usual reasons of political difference" and said the charges deserve "a full judicial airing." Mr. Palmer and Edgar T. Bell, KWTV general manager, received phone calls after the broadcast endorsing the station for its courage and appeal for fairness.

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# RADIO-TV'S NEW ANGEL: THE SBIC

## Small business loan firms find broadcasting good investment; some become station stockholders through financial dealings

A new source of investment capital for radio and tv stations is available and growing—small business investment companies which have sprung up in the past two years.

Not only are these SBICs (as they are known) a reservoir of funds for broadcasters, but they also seem to be on the verge of becoming substantial stockholders in broadcast properties.

Most SBICs are privately owned and their financial affairs are not disclosed. But some are publicly owned and must report their investments annually to the Small Business Administration in Washington. Four SBICs in this category have significant investments in radio and tv.

Allied Capital Corp., Bethesda, Md., has financial interests in WPET Greensboro and WSSB Durham, both North Carolina; in WAGE Leesburg, Va., and in WYPR Danville, Va.

Small Business Investment Co. of New York, New York City, has invested in two tv permits, WBJA-TV Binghamton, N. Y., and WEPA-TV Erie, Pa.

Narragansett Capital Corp., Providence, R. I., has put money into Tele-Broadcasters Inc., owner of four radio stations (KALI Los Angeles, KOFY San Francisco, KUDL Kansas City and WPOP Hartford, Conn.) and more recently has invested in two community antenna systems in California.

Marine Capital Corp., Milwaukee, Wis., made its first investment in radio last month when it joined Jack Raymond, general manager of WFOX Milwaukee, in joint ownership of Fox Broadcasting Corp. which is buying WFOX for \$385,000 (CHANGING HANDS, May 7).

These are not the only known invest-

ments in radio. When Communications Industries Corp. earlier this year bought WNTA-AM-FM Newark, N. J., for \$2.5 million, a group of 20 SBICs put up \$600,000 of the purchase price. Interestingly enough, CIC is largely owned by people who are also principals of Communications Fund Inc., New York, a privately owned SBIC.

**Convertible Debentures** ■ In all instances the radio and tv stations have obtained substantial loans from the SBICs, which have received convertible subordinated debentures in return. The latter on conversion gives the SBIC a stock interest in the licensee.

Allied, for example, loaned WPET \$21,500 and took convertible debentures for \$20,000. When converted this will give Allied a 49% interest in WPET. The same SBIC loaned WSSB \$97,346.90 and took convertible debentures amounting to \$6,250. When converted this will give Allied a 50% interest in the station. Allied also paid \$43,750 for a 6% interest in cumulative preferred stock.

In the WYPR case, Allied loaned the licensee \$60,000, which includes stock purchase rights of up to 50% ownership.

The WAGE transaction is a simple loan of \$6,851.04.

The New York SBIC bought a 25% interest in the Binghamton and Erie tv stations—uhf grants not yet on the air—paying \$2,500 for each interest. The company also loaned Alfred E. Anscombe, the principal owner of the two stations, \$125,000 for each station. The loans are subordinated debentures, running 5½ years, but have no conversion rights.

Narragansett has \$747,500 invested

in Tele-Broadcasters. This breaks down to \$170,000 for 170,000 shares of common stock, an 18% interest in the group broadcaster, and \$577,500 for a 10% ten-year note due in 1971 (this loan was originally \$630,000 but Tele-Broadcasters has reduced this indebtedness \$52,500).

The Rhode Island SBIC had \$130,000 invested in WICE Providence and WYCE (FM) West Warwick in that state, but these stations changed hands earlier this year (CHANGING HANDS, April 16). The investment for \$75,000 was an 8%, ten-year note with warrants to purchase 292 shares of common stock (30%). With the sale of these stations, Narragansett no longer has any financial interest in the stations.

Narragansett recently made two investments in catv systems. The company paid \$40,800 for 80% of the common stock of Western Video Inc., Barstow, Calif., and loaned the system \$437,000 at 8% on a ten-year note. Narragansett paid \$40,000 for 80% of the common stock of Laguna Video Inc., Laguna Beach, Calif., and loaned that catv operator \$160,000 also at 8% for ten years.

**Financial Data** ■ Although the complexion of most SBICs is clothed in the usual banker's reticence, information on principals, earnings, and investments is available for the publicly-held firms.

Allied Capital, for example, has assets of over \$1.9 million and has committed over \$1.8 million of these funds in loans and investments. Net earnings for the fiscal year ended March 31 ran \$79,729, and \$71,479 was set aside as a reserve for losses.

The company has a close relationship with Frederick W. Berens Inc., a Washington real estate, insurance and management firm. Allied's president, George W. DeFranceaux, is also president, chairman and chief executive officer of the Berens company.

**Bank Combination** ■ The Small Business Investment Co. of New York, organized by a group of 28 New York state banks, is one of the largest in the field. Its assets amount to \$18 million and outstanding commitments total \$3.5 million. New York City's Morgan Guaranty and the Bank of New York are its two biggest members.

Two of the larger SBICs are Narragansett and Marine.

Narragansett has assets of over \$10 million and commitments of over \$3.8 million (as of May 15, 1961). It is headed by Royal Little, former Textron

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Marine, which is headed by Sheldon B. Lubar, has assets of \$10.2 million, with commitments of \$3.5 million.

The four are among the publicly held SBICs. In the private sector is Communications Fund Inc., New York, headed by Lazar Emanuel, an attorney, as chairman. Blair Walliser, executive vice president of Mutual Broadcasting System until 1959, is president.

CFI is related to broadcasting interests through the interlocking ownership of Communications Industries Corp. by Messrs. Emanuel and Walliser, who are CIC president and chairman, respectively. George Weiss, general manager of CFI, is the owner of WBBQ Augusta, Ga. CIC stations are WEOK Poughkeepsie, N. Y.; WACE Chicopee, Mass.; WNTA-AM-FM Newark, N. J.; WKST New Castle, Pa.; and WKST-TV Youngstown, Ohio.

The \$600,000 CIC received from the 20 SBICs for the Newark purchase included debentures which, when converted, will aggregate a 15% interest in the licensee. This interest will be prorated among the 20 SBICs which put up the money. CFI did not advance funds to its sister CIC because an SBA rule prohibits an SBIC from advancing funds to a company in which any of the SBIC officers or directors have an interest.

**Others in Broadcasting** ■ Other privately-held SBICs that have broadcasting relationships and are known to be interested in radio and tv investments

■ Upstate Small Business Investment Co., Ithaca, N. Y., headed by broadcaster Roy H. Park, who recently bought WNCT (TV) Greenville, N. C. WNCT has a 30% interest in WECT (TV) Wilmington, N. C. Upstate has \$300,000 in capital and has committed \$240,000 in loans and investments.

■ Gibraltar Capital Corp., San Francisco, which has assets of \$300,000 and commitments of \$227,100, is headed by W. R. (Ike) Twining, former radio-tv and newspaper broker.

■ Capital Resources Corp., Miami, Fla., is headed by Jack C. Stein. Mr. Stein was president of South Florida Inc., an unsuccessful applicant for Miami's ch. 7 and one of the applicants disqualified by the FCC in reconsidering the ch. 7 case involving alleged *ex parte* dealings with the former FCC commissioner, Richard A. Mack. Capital Resources, whose capital assets are \$302,500, circularized Washington communications lawyers a month ago. The letter was signed by Labe B. Mell. A post office box in Atlanta, Ga., was given as the return address.

The Small Business Administration was established in 1953 to make direct loans to small businesses unable to obtain long-term financing from regular banking or investment institutions.

Small business is considered to be a company with less than \$5 million in assets and under \$5 million in wholesale or under \$1 million in retail sales.

Proscribed from receiving direct federal financial assistance are newspapers, magazines, and radio-tv. This regulation, carried over from SBA's predecessor organization, the Reconstruction Finance Corp. (RFC), was placed into effect to obviate the possibility that government money might be used to propagandize through media of communications.

The small business investment company program was established in 1958. SBICs may be formed by anyone. They must be chartered by their state, but are licensed to engage in this business by SBA. The incorporators of an SBIC must raise a minimum of \$150,000 from private sources, after which SBA will lend it the same amount. As the company's investments grow, so does its borrowing power from the SBA. At the present time an SBIC can have assets of \$1.2 million with only \$400,000 of private funds.

**Long-Term Investments** ■ The SBIC's purpose is to provide long-term loans, or the purchase of securities, in small businesses. That it has met a particular need is self-evident; today there are more than 500 SBICs in existence with available capital of over \$500 million. Some \$200 million was committed in

loans or investments in 1961. Loans may not be for a shorter period than five years; many run for 15, 20 and even 30 years. SBICs are permitted also to furnish managerial and counseling services to their borrowers at prevailing fees.

What is the long-term business outlook for this new and growing influence in broadcasting? One approach was given by Kenneth McIlraith, president of the SBIC of New York, who expressed what undoubtedly is the consensus of investment men who have portfolios that include radio and tv.

"Our feeling is that radio and tv are good investments. We are helping a small broadcaster get his 'seven and seven' (the maximum number of radio or tv stations permitted to a single entity) and then the licensee can go public and we can withdraw our funds. We are not in the business of owning property."

### Calif. stations honored

A total of 66 certificates and citations were awarded California radio and tv stations for news excellence in the 10th annual competition sponsored by the California Associated Press Radio-TV Assn. which met May 12 at Yosemite National Park. Nearly 100 programs covering all phases of news and features were judged.

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## VIEWING PATTERNS IN GREAT BRITAIN

### BBC-TV, commercial network seen equal in audience pull

The British Broadcasting Corp. reports that average tv audiences during January-March were shared equally between BBC-TV and the commercial network.

Viewers who can receive both channels spent 48% of their time with BBC-TV and 52% with the commercial network, compared with 39% and 61% respectively in the same quarter a year ago. BBC-TV's share of viewers' time was larger than a year earlier in each of the six winter months.

Viewing of the commercial network was reduced by the actors' strike, but this did not start until November and its effects were not apparent for some time after that, the report says. The BBC's percentages had already begun increasing in October.

There was a distinct change in the pattern of the public's use of tv between the first quarters of 1961 and 1962. On the average day, the number viewing only BBC-TV rose 7% to 10.7 million; the number who saw programs on both networks rose 11% to 14.9 million; and the audience which watched only the commercial network

fell 12% to 9.4 million. A total of 35 million watched tv on the average day in the first quarter of this year. The number who saw any BBC-TV program was 25.6 million and the number who saw any commercial network tv was 24.3 million.

BBC's share of the Saturday afternoon audience fell compared with a year ago, but at all other times it increased and BBC's Sunday afternoon audience rose over the year from 48% to 69%. Taking all viewers and viewing hours over the whole quarter, the average audience for BBC-TV programs was 7.5 million and for the commercial network 7.4 million.

The averages represent a BBC-TV increase of 900,000 compared with a year ago and a decrease of 400,00 for the commercial network.

Other points in the report, based on interviews of 4,000 persons a day, show that:

Over a million more people installed tv sets in their homes in the past year and viewers now total nearly 86% of the population.

The time given to viewing each week was 16½ hours of a possible 47 per viewer.

There was a slight increase in total listeners for radio, though over a million fewer people had *only* radios.

BBC radio programs had average audiences of 26.3 million a day—an increase of nearly a million.

### CBC offers 26 hours to political parties

Canadian Broadcasting Corp. offered the four major Canadian political parties 26 hours of free time on its stations and networks for campaigning in the forthcoming federal election, which takes place June 18.

Because the parties could not get together on division of the time offered, the Board of Broadcast Governors divided the time on the basis of representation by the parties in the House of Commons. The split is nine quarter-hour periods for the Progressive-Conservatives, which held the majority in the now dissolved Parliament; seven for the Liberal Party; five for the New Democratic Party, composed of socialist and labor groups; and three for the Social Credit party.

In the settlement the Progressive-Conservatives gained a quarter-hour and

the Social Credit party lost a quarter-hour from the arrangements made by the CBC and the parties. The 9-7-5-3 formula will be used on the CBC's English and French-language radio and tv networks, accounting for 24 hours (six hours on each network) and two hours on the Dominion radio network.

### Canadian tv homes seen near saturation

Spring 1962 estimates of the number of television households in Canada show that 89% of the country is covered with tv homes. The estimate, made from a survey by the industry co-operative Bureau of Broadcast Measurement, Toronto, Ont., shows a total of 4,101,100 tv homes in a total of 4,607,500 households and a total Canadian population of 18,467,500.

The breakdown shows Quebec province has 93% of tv homes with 1,134,200; Ontario with 93% tv homes with 1,530,800; Nova Scotia with 91% with 158,300; New Brunswick 87% tv homes with 117,800; Manitoba 84% with 198,000; Prince Edward Island 84% with 20,600; Saskatchewan, Alberta and British Columbia all with 80% tv homes with 203,100 for Saskatchewan, 290,600 for Alberta, and 386,100 for British Columbia; Newfoundland 65% with 61,600 tv homes.

### Bishop says U. K. uhf would take 18 months

It would take at least 18 months to complete the first uhf tv transmitter once the government gave the British Broadcasting Corp. its hoped-for permission to start building them.

This point was made by Sir Harold Bishop, BBC director of engineering, speaking May 8 to the annual conference of the Radio and Television Retailers' Assn. The cost of providing both 625-line television and audio on uhf bands would be very high, he stressed, and this possibly means that the BBC would need all the proceeds of a yearly \$14 or \$16.80 tax on tv sets.

At present each household with tv and radio pays \$11.20 a year, most of which goes to finance the BBC.

Pat Bevan, director of engineering for the Independent Television Authority, which has regulatory powers over Britain's commercial tv network, told the dealers the BBC and the ITA plan to spend \$112,000,000 jointly on transmitting towers, which would be shared, to beam uhf programs.

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## Swedes win Montreaux honor

The Golden Rose of Montreaux, top prize of the Montreaux International Television Festival, went to the Swedish national network for its *Cascade* variety show. With it goes a \$2,000 check.

Second prize, the Silver Rose, was awarded to the Czechoslovakian state network and the third place Bronze Rose went to the Munich station of the West German network.

BBC-TV gained a special mention for its *Big Band Concert*. The other

entry from Britain, Associated Television's *Jo Stafford Show*, had a poor reception from the 180 tv experts and 80 tv journalists who followed the competition at the Swiss lakeside resort.

A French machine which applies juke box principles to tv was shown at the exhibition of equipment.

The machine, called a *Telescopitone*, contains 36 four-minute films which can be selected by push button for instant transmission as fillers between main programs or commercials. Its cost is given as about \$28,000.

## PROGRAMMING

### Target Jingles, IMN Productions in merger

#### FORM ENLARGED JINGLE FACTORY FOR FRANK COMPANY

A merger of IMN Productions Inc., Boise, Idaho, and Target Jingles, Hollywood, has produced PFO Radio & Television Productions, Dallas, a wholly owned subsidiary of The Peter Frank Organization.

The new company will specialize in the production of station jingles, commercial jingles and musical signatures.

Peter Frank is president; Tom Merriman and Rod Kinder are vice presidents of the company, which has been expanded by the addition of a large group of composers, lyricists, musicians and recording engineers.

Exclusive sales representative for PFOP jingles is Richard H. Ullman Inc., New York, another Frank subsidiary.

Mr. Merriman formerly was musical director of Liberty Broadcasting System. Mr. Kinder was IMN Production president until it merged into the new firm.

#### CBS buys Skelton studios

For an undisclosed sum and after lengthy negotiations, Columbia Broadcasting System has bought the Red Skelton Studios in Hollywood. The former Charles Chaplin Studios on La Brea Ave. was purchased by Skelton in early 1959. CBS is contemplating using the studios as production headquarters for the 1962-63 season *Perry Mason* series.

## COLORCASTING

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

### NBC-TV:

May 21-25 (6-6:30 a.m.) Continental Classroom, probability and statistics.

May 21-25 (6:30-7 a.m.) Continental Classroom, American government.

May 21-25, 28-30 (10:30-11 a.m.) Play Your Hunch, part.

May 21-25, 28-30 (11-11:30 a.m.) The Price Is Right, part.

May 21-25, 28-30 (12-12:30 p.m.) Your First Impression, part.

May 21-25, 28-30 (2-2:25 p.m.) Jan Murray Show, part.

May 21-25, 28-30 (11:15 p.m.-1 a.m.) Tonight, part.

May 21, 28 (8:30-9 p.m.) The Price Is Right, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

May 22, 29 (7:30-8:30 p.m.) Laramie, part.

May 23 (8:30-9 p.m.) Joey Bishop Show, American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

May 23, 30 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.

May 23, 30 (10-10:30 p.m.) Bob Newhart Show, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

May 23, 30 (10:30-11 p.m.) David Brinkley's Journal, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

May 24 (10-11 p.m.) Sing Along With Mitch, Ballantine through William Esty; Pulck through Burnett; R. J. Reynolds through Esty.

May 26 (9:30-10 a.m.) Pip the Piper, General Mills through Dancer-Fitzgerald-Sample.

May 26 (10-10:30 a.m.) Shari Lewis Show, Nabisco through Kenyon & Eckhardt.

May 26 (10:30-11 a.m.) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.

May 26 (7:30-8:30 p.m.) Tales of Wells Fargo, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

May 27 (5:5-30 p.m.) Patterns in Music, sust.

May 27 (6-6:30 p.m.) Meet the Press, co-op.

May 27 (7-7:30 p.m.) Bullwinkle, part.

May 27 (7:30-8:30 p.m.) Walt Disney's Wonderful World of Color, Kodak and RCA through J. Walter Thompson.

May 27 (9-10 p.m.) Bonanza, Chevrolet through Campbell-Ewald.

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RADIO 138

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**WWNR**

RADIO 62

Beckley - W. Virginia..

1000 WATTS. No. 1 Hooper and Pulse surveys, serving 9 big counties in heart of West Virginia. Lowest cost per thousand audience... featuring great personalities.

**WNAR**

RADIO 111

Philadelphia Area

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**WQTY**

RADIO 122

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## Minow only makes 'wasteland' drier, tv producer says

Creativity and imagination in television programming do not flourish in a climate of coercion, fear and government censorship.

Consequently, the reform campaign of FCC Chairman Newton N. Minow has had just the opposite result from that desired, according to 20th Century-Fox tv producer Roy Huggins.

"In the year since Minow launched his ambitious campaign to reform American tv, most indications have been that the elevated goals he set are not being met," Mr. Huggins told the San Francisco State College annual banquet for broadcasters. "For the first time in the brief history of television, a decline in quality and spirit is underway."

Chairman Minow has made several mistakes in his continuing attacks on programming, according to Mr. Huggins, but his chief error was his failure to understand "that the single, compelling reaction among broadcasters to the enormous success [publicity-wise] of his program would be fear. Fear of renewal difficulties in the case of licensees, fear of excessive regulation in the case of networks."

**Freedom Rescinded** ■ Mr. Huggins cited two personal examples to

demonstrate how program creativity is being stifled. He said that last December "my freedom to produce as I saw fit . . . was abruptly withdrawn in mid-season" by a tv network program chief. "Before, during the early period of reaction to Minow's attack [the "vast wasteland" speech], I had been advised to create freely," he said.

The network spokesman told him to avoid all controversial matters in the future and three scripts were "immediately taken off the schedule," Mr. Huggins said. "This was my first direct experience with actual censorship. . . . The network had responded to its own fear of government regulation and to pressures from frightened licensees."

Just a month ago, Mr. Huggins said he was told by a network vice president that the really creative producers are being forced to lower their standards to get past continuity acceptance and the "general jitteryness" among stations and advertisers. In a recent network purchase of a package of post-1948 motion pictures, four of the films were rejected on orders of the network's continuity acceptance department. The four titles considered unsuitable for tv "would shock and astonish

you," Mr. Huggins told his audience. All had been granted seals of approval by the movie industry and had received several Academy Award nominations. "But they were also provocative, controversial, violent or in some other way regarded as dangerous," he said.

**Minow Violation** ■ The idea that broadcasting is uniquely marked for government control cannot be allowed to stand, Mr. Huggins told his audience of broadcasters. The main concern is the wisdom of government control over the greatest outlet for the arts and for public information and orientation, he said.

Newton Minow's policies have proved dysfunctional and are in violation of both the spirit and content of the Communications Act, Mr. Huggins charged. He agreed with the chairman that rating censorship now exists and said this is the same kind of censorship exercised by the FCC "occurring only after the fact and constituting censorship because it affects the kind of programming that follows."

The "critical weakness in Minow's position [that the FCC is not censoring] is not a failure of logic but a failure of awareness of the realities of the business of broadcasting,"

### Goodson-Todman plans taped tv drama series

Goodson-Todman, tv program packager, last week announced plans for a new series of 90-minute taped dramas which will be available for tv in the spring of 1963. Called *Broadway Preview*, the project now in the development stage at G-T's Hollywood office also would include a Broadway production of one play in the series.

Philip Langner, executive producer of the new series, has started talks with various leading dramatists to write plays for *Broadway Preview*. The play considered by a panel of judges as the most popular of the season would receive the "Goodson-Todman Award," a production of the play on Broadway. G-T will not share in the subsidiary rights of any of the plays produced for tv, with the exception of the one which will receive a subsequent Broadway production.

### Program notes . . .

**New production firm** ■ Three former executives of National Screen Service, Hollywood, have formed BLH Productions, that city, which will concentrate

on the production of tv commercials, industrial films and theatrical services. Bud Brody is president of the new firm. Sid Hecht and Harold Lewis are vice president and secretary-treasurer, respectively.

**Teens trouble** ■ WEWS (TV) Cleveland presented a three-part (half-hour each) series called *Teens in Trouble*, which depicted varying views of opinion as to television as a cause of juvenile delinquency. The general opinion of those interviewed showed that juvenile delinquency is a complex problem in which . . . "the blame cannot be laid on any doorstep." The programs showed, however, that television can influence behavior in some degree.

**Co-production deal** ■ Ziv-United Artists and Latimer Productions, headed by actor Lee Marvin, are co-producing a half-hour dramatic series, *Lawbreaker*, based on stories in the files of police departments of cities throughout the country. Mr. Marvin will serve as host and star of the series, which will be offered either for network sale or syndication. It will be filmed on location. The first program has been completed in Seattle.

**University tapes** ■ The U. of Denver is currently producing tapes in accounting and biology to be used in the closed circuit tv instruction of freshman students next fall. The university, which has recently completed a \$200,000 radio-tv center, is planning more closed circuit instruction.

**Hockey rights** ■ The American Hockey League has granted Pan-Video Productions Inc., New York, exclusive rights to the production and sale of a weekly hockey telecast to be known as the *Hockey Game of the Week*. The telecasts will be presented during the fall and winter on a minimum of eight stations. The eight-team league has franchises in Cleveland; Pittsburgh; Buffalo; Hershey, Pa.; Rochester, N. Y.; Springfield, Mass.; Providence, R. I., and Quebec, Canada.

**Screen Gems in Portugese** ■ Screen Gems and Telesistema Mexicano, S. A., have jointly purchased a half-interest in Estudios Gravason, a major film dubbing firm in Sao Paulo, Brazil. In announcing the new venture, Jerome Hyams, vice president and general manager of Screen Gems, reported that Gravason has dubbed more than 1,000



Mr. Huggins said. He pointed out that networks or syndicators provide practically all the prime time tv programming and they have made no pledges by which the FCC can compare promises vs. performance—"the factor on which Minow based his argument."

To the charge that sponsors censor programming, Mr. Huggins said their influence is decreasing rapidly with every season. "The broadcasters can say no to a sponsor," he said. "I have heard them do it. They cannot say no to a federal agency armed with censorial powers."

He "urgently suggested" an amendment to the Communications Act clarifying and limiting the power of the FCC over programming. "Once the FCC removes itself, or is removed, from its dysfunctional role of public scourge, it could do much to stimulate others to take up the task of maintaining public responsibility in broadcasting," Mr. Huggins said.

Broadcasting may never attain its great potential for cultural enrichment if the "many sensitive, articulate Americans who uncritically support Newton Minow's policies do not take a hard look at their position," he said. "If television is to remain free to be good, it must remain free to be bad."

half-hour Screen Gems' programs into Portugese. Gravason will be reorganized to handle expanded activities in dubbing for theatrical pictures as well as tv films, he said.

**\$600,000 re-run sales** ■ 20th Century-Fox Television reports that *Adventures in Paradise*, which has completed a three-year run on ABC-TV, has been offered for sale to stations. The package of 91 one-hour episodes has achieved more than \$600,000 in sales during the first week of its release, according to Howard Anderson, 20th Century-Fox manager of syndication, and has been bought in New York, Los Angeles, Dallas, Minneapolis, Phoenix, Tucson, Mobile and Honolulu.

**Tv news show** ■ Television industry news of interest to the public is the subject of a four-and-a-half minute program on KRNT-TV Des Moines, Iowa. To be seen at 5:40 p.m. daily, the show will feature information on major FCC hearings, local program ratings, manufacturing developments in home receivers, guest stars, and last-minute program changes.

'Open End' continues ■ *Open End*, a two-hour weekly discussion program

with David Susskind as host, has been renewed for the 1962-63 season, according to Metropolitan Broadcasting Television, which owns the syndicated series. The program is televised by the six Metropolitan Broadcasting stations (WNEW-TV New York; WTTG [TV] Washington, D. C.; KMBC-TV Kansas City; KOVR [TV] Stockton-Sacramento, Calif., and WTVH [TV] Peoria and WTVP [TV] Decatur, both Illinois). *Open End* is syndicated to other stations by National Telefilm Assoc.

**Arlene Francis** ■ Universal Entertainment Corp., New York, has produced a new informational-interview show starring Arlene Francis. Titled *Arlene Calling*, the show is being offered for syndication as a daytime series of 130 ten-minute programs which can be used as a daily strip or programmed within an existing women's show. The show will feature Miss Francis interviewing prominent guests.

### Film sales...

*MGM Post-1948 features* (second package of 30 feature films) (MGM-TV): Sold to WIIC (TV) Pittsburgh, WMAL-TV Washington, D. C., WFAA-TV Dallas, WKRC-TV Cincinnati, WJZ-TV Baltimore, WHAS-TV Louisville, WBIR-TV Knoxville, WHEN-TV Syracuse, WJXT (TV) Jacksonville, KOMO-TV Seattle, KCMO-TV Kansas City, WCKT (TV) Miami, WBEN-TV Buffalo, KOLD-TV Tucson. Now in 48 markets.

*Dragnet* (MCA-TV): Sold to WRGP-TV Chattanooga, Tenn.; KHSL-TV Chico-Redding, Calif.; KID-TV Idaho Falls; WPSD-TV Paducah, Ky.; KOIN-TV Portland, Ore.; XETV (TV) Tijuana-San Diego; WSPA-TV Spartanburg, S. C.; and KVOO-TV Tulsa. Now in 61 markets.

*M-Squad* (MCA-TV): Sold to WAST (TV) Albany, N. Y.; KOMU-TV Columbia, Mo.; KRLD-TV Dallas; KLRJ-

TV Henderson, Nev.; KMBC-TV Kansas City; WATE-TV Knoxville, Tenn.; WVEC-TV Norfolk, Va.; WHYN-TV Springfield, Mass.; WSPD-TV Toledo, Ohio, and WITN (TV) Washington, N. C. Now in 97 markets.

*Love That Bob* (MCA-TV): Sold to KID-TV Idaho Falls, Idaho; KETV (TV) Omaha, Neb., and KPTV (TV) Portland, Ore. Now in 25 markets.

*Big Time Wrestling from Calgary* (Foothills Athletic Club, Calgary): Sold to CFCF-TV Montreal. Now in 9 markets.

*Films of the 50's* (Seven Arts Assoc.): Vol. 3 sold to WMAR-TV Baltimore; KDUB-TV Lubbock, Tex.; KMBC-TV Kansas City; WFIE-TV Evansville, Ind.; WSLs-TV Roanoke, Va., and KEYT (TV) Santa Barbara, Calif. Vol. 3 is now in 43 markets. Vol. 2 has been sold to WMAR-TV, KDUB-TV and KEYT (TV) and is now in 90 markets. Vol. 1 was also purchased by KEYT (TV) and is now in 123 markets. To date, 30 stations have purchased all three volumes of post-'50 Warner Bros. features; 43 have bought Vols. 1 and 2; one purchased Vols. 1 and 3; and seven bought Vols. 2 and 3; 49 bought Vol. 1 only; 10 bought Vol. 2, and five bought Vol. 3. Three packages are now on 145 stations in 124 markets.

*Maverick* (Warner Bros. Tv): Sold to WOR-TV New York, WGN-TV Chicago and KHJ-TV Los Angeles. Now in 3 markets.

*Surfside 6* (Warner Bros. Tv): Sold to WOR-TV New York and WGN-TV Chicago. Now in 2 markets.

*The Roaring 20's* (Warner Bros. Tv): Sold to WNEW-TV New York, WGN-TV Chicago and KTLA (TV) Los Angeles. Now in 3 markets.

*Sugarfoot* (Warner Bros. Tv): Sold to WNEW-TV New York and KHJ-TV Los Angeles. Now in 2 markets.

### TvQ's top ten for April by age

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

| Rank | Program               | Total Audience | 6-11 | 12-17 | 18-34 | 35-49 | 50+ |
|------|-----------------------|----------------|------|-------|-------|-------|-----|
|      |                       | TvQ            | TvQ  | TvQ   | TvQ   | TvQ   | TvQ |
| 1    | Bonanza               | 57             | 67   | 68    | 55    | 56    | 50  |
| 2    | Ben Casey             | 53             | 59   | 63    | 52    | 49    | 51  |
| 3    | Saturday Night Movies | 50             | 69   | 71    | 47    | 41    | 35  |
| 4    | Doctor Kildare        | 48             | 69   | 56    | 44    | 40    | 46  |
| 5    | Andy Griffith         | 46             | 62   | 46    | 42    | 40    | 49  |
| 6    | Hazel                 | 45             | 62   | 45    | 37    | 40    | 50  |
| 6    | Red Skelton           | 45             | 68   | 60    | 38    | 39    | 41  |
| 8    | Wagon Train           | 44             | 49   | 49    | 38    | 37    | 52  |
| 9    | Gunsmoke              | 43             | 62   | 40    | 39    | 43    | 42  |
| 10   | My Three Sons         | 42             | 67   | 64    | 32    | 34    | 32  |
| 10   | Perry Mason           | 42             | 44   | 24    | 39    | 43    | 51  |

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## FANFARE

### ABC's growing success in merchandising

#### CLIENT PROMOTION, PERSONALIZED IDEAS HYPO SALES

Recently the William Underwood Co. (canned foods) bought a participation schedule in ABC Radio's *Breakfast Club*, requesting the network's help in impressing the company's brokers and their sales staffs of the investment made by the parent company. After consultations, special materials for the client's use were created by ABC's sales development department, which has just ended a year of intensified participation in the merchandising projects of many ABC Radio advertisers.

The practice of the department, according to Don Schlosser, who is in charge of the promotion projects, has been to supply a product specifically geared to a single client. In Underwood's case, the material consisted of an illustrated sales brochure featuring program host, Don McNeill, and the program itself, with the Underwood logo. The brochure was designed to acquaint the brokers with the program and explain what the program could accomplish.

In addition, Mr. Schlosser said, “we took the key points from the presentation and reprinted them on 17 by 22 inch cards to accompany talks at sales meetings. We also produced a pocket calendar illustrating Underwood broadcast days on *Breakfast Club*, both for information and as a sales tool to show its clients the kind of schedule the company had placed on radio.”

The Underwood project was typical of the support now provided by the sales development department, which utilizes the creative resources of the network's art department. The varied promotion efforts have included three-staged sales missiles (mailings of three different brochures supporting S. C. Johnson's new association with network newscasters Alex Dreier and John Cameron Swayze); and 52-page doodle pads, with a border of cartoons dealing with various types of automobile customers (in support of Rambler's weekend newscasts, and sent to 3,000 Rambler dealers).

A project created for Pacquin Corp. involved a leather-bound-plastic book with each Pacquin salesman's name stamped in gold, with the Pacquin product visually silk-screened on the back page and the ABC Radio story printed on the inside pages.

A current promotional effort is a contest among 20 divisional managers of Canada Dry, a *Flair* sponsor. The managers will be asked to guess the total number of people Canada Dry reaches through its *Flair* campaign,

which at the same time will be showing what ABC Radio can do for the client.

A separate and regular project in connection with the *Flair* programs is the production and free distribution to 10,000 subscribers of *Flair Pin-Ups*, a monthly magazine featuring articles by regular personalities in the daytime show. *Flair* advertisers are given space in the publication, too.

One of the most effective promotion aids, according to Mr. Schlosser, is the use of network closed-circuit facilities. He cited the experience of Rexall Drug which was running a one-cent sale on four radio networks. Accepting ABC's offer of its closed circuit for special messages to stations, Rexall received nearly \$100,000 worth of spots from Rexall dealers sold through ABC Radio affiliates. As a result of this success, Rexall will again promote its sale on ABC this year.

### KMBC-TV plea gets children a bus

Last month KMBC-TV Kansas City undertook a project to raise \$2,800 for the purchase of a small bus for the city's Crippled Children's Nursery. Because of the lack of transportation, many children could not regularly attend the school—the reason for KMBC-TV's role in the project.

The station's secretaries, mail room boys, film editors, artists, engineers, studio crew and traffic girls all went before the cameras asking for contribu-

### WBKB's 'FCC hearing'

WBKB (TV) Chicago “subpoenaed” midwest agency and advertising executives to an “FCC (food, cocktails and conversation) hearing” last Wednesday evening. Presiding officers were “chairman” Sterling C. (Red) Quinlan, WBKB vice president-general manager, and “commissioner” Robert F. Adams, WBKB director of sales. “Special witness” was the central time zone winner of WBKB's Timebuyers' Contest in the station's *Award Movie*, Larry Claypool, J. Walter Thompson. Other winners announced included: Catherine Noble, McCann-Marschalk, New York; Len Stevens, Weightman Inc., Philadelphia, and Jane Dahlgren, Honig, Cooper & Harrington, San Francisco.

tions while air personalities plugged the plea on their respective shows.

Early contributions were small—mostly from children—but the project soon took root. When the second and final week of the campaign was near completion, enough money was raised for the bus—thanks to The Kansas City Life Insurance Co's offer to "make up the difference" which amounted to about \$750.

## KDKA-TV telethon nets \$100,000 for charity

KDKA-TV Pittsburgh staged its 11th annual Variety Club Telethon May 5-6 and added more than \$100,000 to Tent No. 1's treasure chest for crippled and otherwise handicapped children.

Successfully blending personalities from all three networks into the show, the CBS-TV affiliate featured its biggest lineup of local and national stars in the history of the telethon, it reported, with the list being headed by E. G. Marshall (*The Defenders*), Lorne Greene (*Bonanza*), Kathy Nolan (*The Real McCoys*), and Bob Denver (*Dobie Gillis*) heading the cast.

This year's show was held in Pittsburgh's new civic auditorium which allowed thousands of youngsters and their parents to visit with the various assembled stars.

## Drumbeats...

**Young writers** ■ WABC-TV New York has launched its second annual "Youth Tv Writer" script competition for public, private and parochial high school students in the metropolitan New York area. The students, ages 16 to 18, are invited to submit a 500-word outline of an original story idea which they believe would have appeal for young people. The two winners, a boy and a girl, will observe the station's operations during the eight-week summer period; and each will receive a \$200 fee for the development of their outlines into actual tv scripts. An additional award of \$100 will be given for the script which is used by the station later in the year.

**Bowling champs** ■ The winners of the national *Beat The Champs* (bowling series) duckpin competition, recently concluded throughout the U. S., were determined on a special show Saturday (May 12) over WMAL-TV Washington. The competition was sponsored by the Bowling Proprietors Assn. of America and the American Cancer Society. All participants in the *Beat The Champs* contests contributed a fee to the American Cancer Society.

**Ticket agent** ■ WEBB Baltimore has been granted a franchise to sell tickets to all Baltimore Oriole home baseball games for 1962, unique by the fact that

BROADCASTING, May 21, 1962

## WJBK-TV's Ideal Home contest

Groundbreaking ceremonies mark the start of construction of the first of four WJBK-TV Detroit Idea Homes now being constructed in the city's suburbs. The homes, composite idea of WJBK-TV's viewers through an audience participation program, are the key feature of a four-month real estate campaign the station is promoting in conjunction with a local builder, realty firm and the Zenith Corp.

Last month WJBK-TV viewers were asked to send in by categories (how many bedrooms, what kind of appliances, etc) a description of their "ideal home." The station tabulated the results which were turned over to Craftsman Construction Co. and Bernard Paske, an architect, who drew up the model home, according to the viewers' desires.

Thompson-Brown realty firm donated four suburban properties which will house four model homes built by Craftsman. WJBK-TV on its daily *Morning Show* and *Evening Show* programs will promote the real estate ventures and in addition will conduct a contest to whet the viewers' interest.

WJBK-TV will have a door, behind which it is placing 15 building material products (kegs of nails, tools, shingles, etc.). Contestants are asked to guess the combined weight of the products. The winner will receive a duplicate WJBK-TV Ideal Home to be built on his lot or \$20,-



000 in cash. Zenith, to those whose weight predictions are not accurate enough, will award nine television sets as consolation prizes.

The contest, which started last week and is expected to be terminated early in July.

In the photo are (l to r): Bernard Paske, the architect; William Bowman, vice president, Thompson-Brown Co., Nancy Thomas, WJBK-TV Miss Fairweather, Les Taubman, Craftsman Construction Co., and Bob Murphy, host on WJBK-TV's *Morning Show*.

WEBB does not broadcast the team's games for 1962. WEBB's executive vice president and general manager Samuel Feldman said the station's role in handling the ticket sales would be a community service effort. By serving as a ticket agent, Mr. Feldman said many fans who live in inaccessible areas now would be able to buy tickets with mini-

mum difficulty.

**What does it all mean?** ■ WNEW New York is finding out what radio means to its listeners—in 25 words or less. For the best explanation of "What Radio Means To Me," the station is giving a three-bedroom split level home in New Jersey.

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BROADCAST ADVERTISING

**W. B. (Ben) Franklin** and **John H. Rolfs** elected vps of Guild, Bascom & Bonfigli Inc., San Francisco. Mr. Franklin, general manager of agency, joined GB&B in 1955 as assistant account executive. Mr. Rolfs, secretary-treasurer, joined agency in 1954 as assistant general manager.



Mr. Franklin

**William Free**, vp and executive art director, McCann-Marschalk, New York, elected senior vp. **Donald Coleman**, account executive, elected vp. Mr. Free, previously with Foote, Cone & Belding, J. Walter Thompson and N. W. Ayer, joined McCann-Marschalk in 1960. Mr. Coleman joined agency in 1958. He was formerly with Campbell-Mithun Inc.



Mr. Rolfs

**Stanley Leifer** elected vp and director of sales for Jeffrey Martin Laboratories, New York drug manufacturer.

**Robert J. Misch**, vp, Al Paul Lefton Co., joins Albert Frank-Guenther Law, New York, as vp and account executive.



Mr. Chira

at Mogul Williams & Saylor, New York. Appointment of Mr. Chira to key executive post, according to MW&S president Emil Mogul, represents major

**Joseph Chira**, vp and director of advertising, Lanolin Plus Inc., and former agency account executive, re-enters agency field as vp, account group supervisor and director of drug, toiletries and cosmetics division

move in agency's expansion program. While at Lanolin Plus, where he also was member of executive marketing committee and was responsible for coordinating new product testing, Mr. Chira guided introduction of such new products as Color Plus nail polish. In past, he was on Max Factor account at Kenyon & Eckhardt.

**Clark George**, WBBM-TV Chicago; **Edward Wallis**, WIND Chicago; **Lee Bland**, Leo Burnett Co.; **Harold Shepard**, Edward H. Weiss & Co., and **Alan Axtell**, The Katz Agency, were elected directors of Broadcast Advertising Club of Chicago last week for two-year terms.

**Don Menke**, station manager of WFBM-TV Indianapolis, elected president of Advertising Club of Indianapolis for 1962-63.

**James A. Norris**, formerly with MacManus, John & Adams, joins Doremus & Co., New York, as account executive.

**Thomas K. Denton**, vp and director of merchandising, Dancer-Fitzgerald-Sample, Chicago, resigns to join Chicago headquarters staff of Clinton E. Frank Inc. While with D-F-S, Mr. Denton was also supervisor of both Swift & Co. and First Federal Savings & Loan Assn. of Chicago accounts. He joined agency in 1946, leaving for two years to work for Casler-Hempstead Co., Chicago, as creative director, working primarily on Eureka vacuum cleaner and Williams automatic furnaces accounts. Mr. Denton returned to D-F-S in 1950.



Mr. Denton

**Charles W. Riley**, formerly with Merrill Anderson Co., joins Donahue & Coe, New York, as account executive.

**Harvey Pool**, formerly with N. W. Ayer & Son, Chicago, joins Charles

Bowes Adv., Los Angeles, as account executive.



Mr. Reed

New York.

**Elliott W. Reed**, formerly with Grey Adv., Erwin Wasey, Ruthrauff & Ryan, and Needham, Louis & Brorby, elected senior vp and coordinator on Colgate-Palmolive account at Lennen & Newell,

**Robert S. Rogers Jr.**, radio-tv department, McCann-Erickson, joins Needham, Louis & Brorby, Chicago, as tv account executive. **Barry McKinley**, executive producer-director with Frank Atlass Productions, Los Angeles, to NL&B's Hollywood office as radio-tv producer.

**James P. Roos** and **Gilbert E. Banks** join Leo Burnett Co., Chicago, as account executives. Mr. Roos served in similar capacity at Needham, Louis & Brorby for seven years, and earlier worked in production department of Henri, Hurst & McDonald. Mr. Banks was account executive with Cunningham & Walsh from 1960 to 1962, and for seven years before that he held variety of marketing and advertising positions with Armour & Co.'s grocery products division.

**Kathryn Algyer**, for past 2½ years head of her own advertising and pr firm in Los Angeles, joins David E. Larson Adv., that city, as account executive.



Mr. Cogan

**Eugene J. Cogan**, vp and media director of McCann-Marschalk, Atlanta, elected president of newly created Atlanta Media Planners' Assn. Other officers elected: **George Bailey**, Burke Dowling Adams, first vp; **Pamela Tabberer**, Liller, Neal, Battle & Lindsey, secretary-treasurer. Elected to executive committee: **Anne Benton**, Tucker Wayne & Co.; **Lidie Walters**, D'Arcy Adv.; and **Bob Dulaney**, Bearden - Thompson - Frankel & Eastman Scott. Mr. Cogan is past president of similar groups in New York and Philadelphia.

**Arnold Brown** resigns as executive producer in radio-tv department at Dancer-Fitzgerald-Sample, New York, to open his own agency at 244 E. 48th St., New York.

**Klaus Werner**, associate producer and casting director, Doherty, Clifford, Steers & Shenfield, New York, joins

a smart addition to any newsroom

UNITED PRESS INTERNATIONAL

National Export Advertising Service, that city, as radio-tv director.

**Mary K. Kallgren**, space buyer, Wenger-Michael, San Francisco advertising agency, joins media department of Garfield, Hoffman & Conner, that city.

**Mel Novicoff** named media assistant with Hal Phillips Adv., Los Angeles, division of Hal Phillips & Assoc.

**John H. Chase**, executive on Transamerica Corp. account, Fuller & Smith & Ross, San Francisco, resigns to join Transamerica Corp. as director of advertising and pr.

**John F. Falcetta**, former national director of promotion-publicity-advertising, The Bolling Co., New York, named sales promotion officer in New York office of Irish International Airlines.

**Lawrence Wechsler**, for last two years merchandise manager of Helena Rubinstein Inc., appointed director of product marketing of Revlon Inc., New York.



Mr. Prochazka

**Otto Prochazka**, vp and copy supervisor, Dancer - Fitzgerald - Sample, New York, elected vp and creative director, Foote, Cone & Belding, Los Angeles.

**Charles M. White**, service manager, Leo Burnett Co., Chicago, named production manager of Clay Stephenson Assoc., Houston.

**W. Price May** joins U. S. Borax & Chemical Corp. as sales representative in Ames, Iowa, area.

**Lee Bergman**, former publicist at Bob Perilla Assoc., New York, appointed publicity director at Ideal Toy Co., that city.

**S. Kelsey Denton**, former vp and account supervisor, J. Walter Thompson, New York, joins Garfield, Hoffman & Conner, San Francisco, as member of agency's food products marketing group.

**William K. Peterson**, presentation and promotion writer, Radio Advertising Bureau, New York, named copy chief.

**Edward Goldman**, publicity director and sportscaster of Marvel Sports Features of Philadelphia, joins copy and planning staff of John Beck Assoc., advertising and sales promotion firm, Audubon, N. J.

**Frank Toth**, art director, Young & Rubicam, New York, joins MacManus, John & Adams, Los Angeles, as art

## Ad club elects officers



Miss Moeller

**Helen Moeller**, vp and secretary, Allen & Reynolds Inc., elected president of Omaha Advertising Club. Other officers elected: **Daniel D. Kelly**, Omaha Public Power District, first vp; **J. H. (Jack) Dow**, Savage-Dow Adv., second vp; and **John Henry**, Better Business Bureau, secretary-treasurer. New board members: **Robert Byrne**, Carpenter Paper Co.; **Marge West**, Philips Department Store; **Russell Hounshell**, Bozell & Jacobs; **William J. Newens**, Hutcheson Displays Inc.; **E. R. Morrison**, KFAB-AM-FM Omaha, and **Warren Swisher**, *Omaha World Herald*. Miss Moeller is first woman president in 56-year history of Omaha Ad Club.

director in agency's creative department.

**Elizabeth Hogan**, copywriter, John C. Down Agency, Boston, joins Kenyon & Eckhardt, that city, as food publicist.

**Patricia Fitzgerald**, free lance publicist, joins The Pat McDermott Co., New York and Los Angeles, as head of talent division.

**Robert J. Mohr**, director of advertising and sales promotion for Phillips-Van Heusen Corp. for last 13 years, appointed director of advertising of Shulton Inc., toiletries and cosmetics firm.

## THE MEDIA

**Donald K. Heller**, timebuyer, N. W. Ayer & Son, Philadelphia, joins Peters,

Griffin, Woodward Inc., that city, as manager of rep firm's newly opened sales office. Location is 12 South Twelfth St., Philadelphia. Telephone: Walnut 3-0455.

**Al Kahane** elected vp and station manager of WWIL-AM-FM Fort Lauderdale, Fla. **Jack Swart** appointed director of stations' program and news departments.

**Russ Pigott**, WLBK Dekalb, elected president of Illinois Associated Press Broadcasters Assn. at annual meeting May 12. He succeeds **Don Yaeger**, WSMI Litchfield. **Al Schmidt**, WIBV Belleville, was elected vp and **Dave Davis**, WKRS Waukegan, was named continuing study chairman.

**Bill Andrews**, for last three years general sales manager of KTVT (TV) Dallas-Fort Worth, resigns to become general sales manager of KCOP (TV) Los Angeles, replacing **Amos T. Baron**, vp and general sales manager, who terminates seven-year association with station to pursue personal interests. Mr. Andrews, well-known sales executive in broadcasting industry, formerly served as regional sales manager of KFJZ-TV (now KTVT), and for several years previous worked in local and national sales of KBET-TV (now KXTV [TV] Sacramento. Mr. Baron is former general manager of KABC-AM-FM-TV Los Angeles.



Mr. Andrews



Mr. Baron

**Richard Shireman** resigns as station manager of KBTR Denver, Colo.

**Harry Talbert**, formerly associated with WMBR-AM-FM and WIVY, both Jacksonville, Fla., joins WPDQ, that city, as sales manager.

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**Paul Blakemore**, advertising manager of John Blair radio and tv station representation companies (John Blair & Co., Blair-TV and Blair Television Assoc.), New York, is recuperating in Iowa Methodist Hospital, Des Moines, after heart attack suffered while on vacation in that city.

**Earl Morgenroth**, member of KGVO Missoula, Mont., sales staff since 1959, promoted to sales manager.

**Ralph Guild**, executive vp, Daren F. McGavren Co., New York, named national sales manager.

**William C. Reitz**, former special project salesman, KTTV (TV) Los Angeles, joins sales staff of Adam Young Companies in Los Angeles.

**Barry Marks**, formerly with Benton & Bowles and Mutual Broadcasting System, and **Bruce Collins**, formerly of American Broadcasting Co. and WINS, all New York, join WAME Miami as account executives.

**Roy Miller**, vp and manager of Chicago office and radio sales manager, The Katz Agency Inc., is retiring June 1 after 20 years with rep firm. **Alan T. Axtell**, Katz' Chicago tv sales manager, succeeds Mr. Miller as manager of Chicago office. Mr. Axtell joined Katz in 1955. He opened firm's St. Louis office in 1957 and managed it until 1960 when he became tv sales manager of Chicago office.



Mr. Miller



Mr. Axtell

**Gene Linder**, former operations manager of KFDA-TV Amarillo, Tex., appointed operations director of KOA-TV Denver.

**Ruth Patrick**, account secretary, Tool & Armstrong Adv., Denver, and former national sales secretary for KTVR (TV), that city, returns to Denver tv outlet as member of sales department.

**F. A. (Mike) Wurster** and **Samuel F. Jackson** join John E. Pearson Co., New York, as account executives. Mr. Wurster is rejoining Pearson after three years with Weed Television. Mr. Jackson was formerly with Headley-Reed, Avery-Knodel and Weed.

**Thomas C. McCray**, NBC vp and general manager of KRCA (TV) Los Angeles, unanimously elected to board of directors of Braille Institute of America.

**Edward M. Shea**, sales executive, WEAW Evanston, Ill., joins Select Sta-

## Kansas broadcaster cited



Mr. Sandstrom

**Thad M. Sandstrom**, general manager of WIBW-AM - FM - TV Topeka, was recipient of annual Kansas broadcaster award at radio-tv-film honors banquet at U. of Kansas May 7. The award, presented by Dr. Bruce A. Linton, chairman of Kansas' Radio-TV Department, was "in recognition of the constant search for and devotion to the highest standards of broadcasting in the public service, as a station manager, state association president, and a prominent industry spokesman." Mr. Sandstrom was one of 17 U. S. broadcasters invited to visit government, business and broadcasting leaders during 20,000-mile tour through Latin America last February.

Thad M. Sandstrom, general manager of WIBW-AM - FM - TV Topeka, was recipient of annual Kansas broadcaster award at radio-tv-film honors banquet at U. of Kansas May 7. The award, presented by Dr. Bruce A. Linton, chairman of Kansas' Radio-TV Department, was "in recognition of the constant search for and devotion to the highest standards of broadcasting in the public service, as a station manager, state association president, and a prominent industry spokesman." Mr. Sandstrom was one of 17 U. S. broadcasters invited to visit government, business and broadcasting leaders during 20,000-mile tour through Latin America last February.

tion Representatives, Chicago, as sales account executive.

**Bill G. Newman**, manager, NBC-TV Film Program Services, Hollywood, joins ABC Radio Western Division sales service, that city.

**William W. Edwards**, assistant to director of tv network film department, ABC-TV, Hollywood, appointed manager of ABC-TV network on-the-air promotion, western division.

**Thomas W. Thuman**, managing director of WORD Spartanburg, S. C., promoted to general manager, elected vp of WORD's parent company, Belk Broadcasting Co. of South Carolina, and named national sales manager of Belk Radio Stations: WORD and WIST Charlotte, N. C. **C. B. (Rik) Rogers Jr.**, local sales manager of WIST Charlotte, appointed general manager. **James H. Daniels III**, comptroller, elected assistant treasurer. New appointments are result of resignation of **Ray M. Stanfield** as vp and general manager of Belk Radio Stations (FATES & FORTUNES, May 14).



Mr. Thuman

**P. A. (Buddy) Sugg**, executive vp, NBC-owned stations and NBC Spot Sales, elected to board of directors of Deafness Research Foundation, only

lay organization devoted to furthering research into causes, prevention and cure of deafness.

**Jack Fenster**, account executive, WQXR-AM-FM New York, joins Good Music Broadcasters, rep firm, that city, in similar capacity.

**Lloyd Chappel**, news director of KYNO Fresno, elected state chairman of California Associated Press Radio-TV Assn., succeeding **Pat Higgins**, news director of KOGO-AM-TV San Diego, at association's fifteenth annual meeting at Yosemite National Park last week. **Milt Cook**, KACE-AM-FM Riverside, was elected vice chairman of California group.

**Rob Townsend**, formerly with Commercial Recording Corp., Dallas, named program director of KLAC Nashville, Tenn.



Mr. Howard



Mr. Carnegie

Kansas City outlets. Mr. Howard joined Public Radio last year in his present capacity. Public Radio Stations are: KBEA, KBey (FM) Kansas City, Mo.; KXYZ-AM-FM Houston, Tex., and KAKC Tulsa, Okla.

**Ken Knox** appointed program director of KEWB Oakland-San Francisco, succeeding **Don French**, who was recently named station manager of KDWB Minneapolis-St. Paul. Both stations are owned by Crowell-Collier Broadcasting Co.

**Bob Allen**, former program director, WWOW Conneaut, joins WNCO-AM-FM Ashland, both Ohio, in similar capacity.

**Ed Greaney**, production manager, WMCT (TV) Memphis, appointed program director, replacing **Jim Ferguson**, who resigned to join WAGA-TV Atlanta. **Phil Slavick** succeeds Mr. Greaney as production manager.

**Derk Zimmerman**, former executive producer of WEWS (TV) Cleveland,



joins programming staff of KDKA-TV Pittsburgh as producer-director.

**James Hamstreet**, general manager of KGMI-AM-FM Bellingham, Wash., named general manager and director International Good Music Stations. **Gene Wagner**, former manager of KSEM Moses Lake, Wash., named station manager of KGMI-AM-FM. International Good Music Stations are: KBAY (FM) San Francisco, KFMW (FM) San Bernardino, and KFMU (FM) Los Angeles, all California; KGMG (FM) Portland, Ore., and KGMJ (FM) Seattle, and KGMI-AM-FM Bellingham.



Mr. Hamstreet

**Richard J. Mileta**, former manager of broadcast research and project director, Fuller & Smith & Ross, New York, joins WPLX (TV), that city, as research and sales development manager.

**Howard Selger**, sales development specialist, NBC Spot Sales, New York, appointed research manager.

**Andrew C. Erish**, continuity director, WTVO (TV) Rockford, Ill., joins WJIM-AM-FM-TV Lansing, Mich., in similar capacity.

**Elroy Hirsch**, general manager of Los Angeles Rams of National Football League, joins KNX-AM-FM Los Angeles as sportscaster. Mr. Hirsch's first duties which will begin on Monday, May 28, will be 5:30-5:45 p.m. DST broadcasts of *Elroy Hirsch Sports Final*, Mondays through Friday. His new position will in no way effect his job as general manager of Los Angeles Rams. **Al Downs** and **Jim Zaillian**, members of KNX news department, promoted to supervisors of daytime and nighttime news, respectively.

**Donovan Edwards**, formerly with WNEM-TV Saginaw-Bay City, and **George J. Hoffman**, formerly with WFDF Flint, all Michigan, join news staff of WTOL-TV Toledo, Ohio.

**Olaf Thorvaldsen**, formerly with UPI in New York City, joins WGR-TV Buffalo as news writer.

**Bennett Strange**, professor of radio-tv at U. of Southern Mississippi, appointed news director of WDAM-TV Laurel, Miss. He will continue his teaching schedule in addition to his new duties. **Charles Stogner** named news reporter-cameraman. **Billy Monti**, chief cameraman, promoted to director of live production, replacing **Jim Bumgardner**, resigned.

**Ed Rickey**, promotion director of KDAY Santa Monica, Calif., named assistant director of promotion and advertising of KTLA (TV) Los Angeles. He succeeds **Bob Tolliver** who resigned to become director of promotion for KBTB (TV) Denver.

**Robert M. Newhook**, community relations manager for Eastern Airlines in Miami, joins WBZ-AM-FM Boston as pr manager.



Mr. Pointel



Mr. Ulrich

**F. O. Carver**, director of news and public affairs, WSJS-AM-FM-TV Winston-Salem, N. C., appointed to newly created post of director of pr. **Max Ulrich**, member of WSJS stations since 1950, and **Charles H. Pointel**, former radio department manager, named manager of WSJS radio program department, and manager of WSJS news central, respectively. Mr. Pointel, as news central manager, will be responsible for entire radio-tv news operation.



Mr. Carver

**Ruth Franklin Dixon**, San Francisco newspaperwoman, joins KRON-TV, that city, to promote and publicize locally produced news and public service programs. **Carol Fogle**, former secretary with KPIX (TV) San Francisco, replaces **Marie L. Nilsen**, on leave of absence, as secretary of KRON-TV's promotion department.

**Warren Hull**, co-star of *Get Together* program on WTAR-TV Norfolk-Newport News, Va., leaves ch. 3 outlet this month for three-month CBS Network assignment in Hollywood with **Ralph Edwards**, producer of *Face to Face*. Mr. Hull will return to WTAR-TV next fall.

**Roy (Snooky) Lanson**, formerly singing personality on *Your Hit Parade*, *Chevrolet on Broadway* and *Five Star Jubilee*, joins WLWA (TV) Atlanta as host of his own show, which begins in mid-June.

**Arthur Einhorn**, merchandising representative, WNHC-TV New Haven, Conn., promoted to merchandising director.

**Chet Whiteside** joins WQSR Solvay, N. Y., as d.j.

**Shirley (Sie) Holliday**, former U. of Texas student radio personality, joins KRLA Pasadena, Calif., as d.j.

**Don Weeks** joins WTRY Troy, N. Y., as air personality, succeeding **Jack Ryan**, resigned.

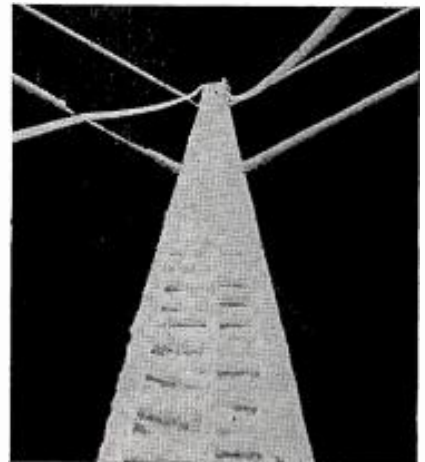
**Don Rhea**, formerly with KENS San Antonio, Tex., joins KCKN Kansas City, Kan., as air personality.

**James Shumaker**, assistant promotion director, WBNS-TV Columbus, Ohio, promoted to program promotion director, replacing **Jack Dorr**, resigned.

**Cecil Woodland**, general manager of WEJL Scranton, Pa., appointed radio-tv chairman of Middle Atlantic area for 1962-63 Radio Free Europe fund drive.

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Announcement was made by Leslie B. Worthington, president of U. S. Steel Corp. and regional chairman of Radio Free Europe Fund. National goal for RFEF is \$11,000,000.

**James E. Bailey**, vp and managing director of WJW-AM-FM Cleveland, joins Taft Broadcasting Co. as general manager of WBRC-AM-FM Birmingham, Ala. Mr. Bailey, who formerly served as manager of WBRC stations in 1953, replaces **Lloyd B. Taft**, who resigned to enter investment business in New York City.



Mr. Bailey

**H. Meade Alcorn**, former chairman of Republican National Committee, named political consultant to CBS News election unit, New York.

**Al Hanna**, former air personality, KHAK Cedar Rapids, joins KMUS Muskogee, Okla., as program director.



Mr. Hamilton

**G. E. (Doc) Hamilton**, assistant manager, KVOA-TV Tucson, Ariz., promoted to station manager, succeeding Fred L. Vance, who last month was appointed general manager of Alvarado Television Co. (KVOA-TV and KOAT-TV Albuquerque, N. M.). Mr. Hamilton, who formerly served in production, programming and sales capacities with WFAA-TV Dallas, joined KVOA-TV in August 1958.

**Charles L. Anderson** named instructor in U. of Detroit's Communication Arts Dept. Mr. Anderson, whose appointment will become effective Sept. 1, will teach radio and tv courses.

## PROGRAMMING

**Guy della Cioppa**, former Hollywood program vp, CBS-TV Network, whose resignation became effective May 15, has joined Van Bernard Productions as executive producer, it was announced last week by Red Skelton, president of Hollywood production company. Mr. della Cioppa, in addition to his functions on *The Red Skelton Show* which Van Bernard in association with CBS-TV will produce, will work with Mr. Skelton on development of new tv properties. Four projected series are reportedly on Van Bernard's storyboards for 1963-64 season.



Mr. della Cioppa

## Alumni Award winner

**Lawrence White**, vp-daytime programs, CBS-TV Network, was selected by the Syracuse U. Radio & Tv Center as winner of the university's 1962 Alumni Award, which he received last Saturday (May 12) at the annual presentation luncheon where he delivered a talk on "The Challenge of Daytime Television." The awards are presented each year to those graduates who, in the judgment of the faculty, have brought credit to the center through their professional careers. Mr. White joined CBS-TV Network as director of daytime programs in September 1959 after eight years with Benton & Bowles. He was elected vp in February 1961.



Mr. White

**Claude A. Giroux**, president of Prudential Investment Corp., privately held Canadian investment company, and president and board chairman of D. Kaltman & Co., eastern drug distributors, elected to board of directors of Allied Artists Pictures Corp., Hollywood. Mr. Giroux fills vacancy created by resignation of **Norton V. Ritchey**, who remains as president of Allied Artists International Corp.

**Robert W. Selig**, vp in charge of theatre operations, National General Corp. (formerly National Theatres & Tv Inc.), elected to board of directors. Mr. Selig, who is currently president of Fox Inter-Mountain Inc. and Fox Midwest Theatres Inc., was appointed general manager of NGC's theatre operations last July and elected vp following month. He makes his headquarters in Beverly Hills, Calif.

**Jim West**, recent featured performer with Jack Ross Sextette in Las Vegas and Reno, joins PAMS Productions, recorded jingles and commercials production firm, Dallas, as western sales manager.

**Leonard E. Strobel**, traffic manager, ABC Films Inc., New York, appointed director of film operations, succeeding **Gilbert S. Cohen**, who was named assistant director of international sales. Mr. Strobel will also retain duties as traffic manager. **Walter Weiler** was elevated to head booker of films, and **Mrs. Sandy Edelson** is new international booker.

**Norman Powell** named associate producer of *Saints and Sinners*, full-hour series being produced by Four Star for presentation on NBC-TV this fall. **Marc Daniels** is producer.

**Buck Houghton**, for past three years producer of *Twilight Zone*, signs long-term contract with Four Star Television as producer of unspecified number of *The Dick Powell* episodes for next season, as well as work on development of new properties for 1963-64 season.

**Mel Karl**, field representative, Screen Actors Guild, New York, appointed executive secretary of SAG's newly formed Florida branch. Mr. Karl will make his headquarters at Guild office to be opened in Miami.

**David B. Wallerstein**, president of Balaban & Katz Corp., Chicago, theatre subsidiary of AB-PT, elected to board of directors of American Broadcasting - Paramount Theatres Inc., New York. Mr. Wallerstein began his career in 1926 with Balaban & Katz Corp. He was elected vp and general manager in 1950 and has served as B&K's president since 1957. Directors re-elected: **A. H. Blank**, **Alger B. Chapman**, **John A. Coleman**, **Everett H. Erlick**, **E. Chester Gersten**, **Leonard H. Goldenson**, **Jack Hausman**, **Robert H. Hinckley**, **Robert L. Huffines Jr.**, **Walter P. Marshall**, **Joseph A. Martino**, **James G. Riddell** and **Sigmon B. Siegel**.



Mr. Wallerstein

**Ken Morgan**, publicity and pr director, Desilu Productions, Hollywood, terminates 11-year association with production firm which he joined in 1951 to handle publicity on *I Love Lucy* tv series. Mr. Morgan will depart shortly on extended vacation to Mexico City and is scheduled to return in August.

**John Murphy**, owner of Murphy Motion Picture Studios in Mount Pleasant, Pa., returns to studios after spending last two years in Army at Signal Corp. tv studios at Fort Gordon, Ga.

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## GOVERNMENT



Mr. Harris

**Weston J. Harris**, program director, WRC-TV Washington, appointed manager of U. S. Information Agency's tv service. He will assume his new post at USIA on June 4. Prior to joining WRC in present capacity in October 1957, Mr. Harris was member of program department of WTTG (TV), also in



Washington, from 1952 to 1957, serving latter two years as outlet's program director.

**Donald L. Rushford**, attorney in Hearing Div. of FCC Broadcast Bureau, Washington, appointed assistant to Federal Power Commissioner Charles Ross.

## ALLIED FIELDS

**George H. Johannessen**, former director of research for Edward Petry & Co., New York, joins American Research Bureau as account executive in ARB's New York sales office.



Mr. Johannessen

**C. Alexander Howard** elected vp of R. C. Crisler & Co., Cincinnati brokerage firm specializing in radio and tv station properties. He formerly was with Fifth Third Union Trust Co., Cincinnati, and Hanover Bank of New York.



Mr. Howard

Mr. Howard will specialize in field of financing and sales of industrial properties, and will also serve as assistant to company President R. C. Crisler.

## EQUIPMENT & ENGINEERING



Mr. Strong

**Dr. S. Dean Wannlass**, president of Packard-Bell Computer Corp., Los Angeles, elected to board of directors of Packard-Bell Electronics Corp., parent company, succeeding **Lowell R. Day**, retired.

**James C. Callaghan**, general manager of technical products division, elected vp. **Robert J. Haldeman**, company controller, elected treasurer. **William L. Strong**, former treasurer and chief financial officer of Consolidated Freightways Inc., joins Packard-Bell Electronics as vp in charge of finance.



Mr. Aram

**Nathan W. Aram**, assistant vp and chief engineer, Zenith Radio Corp., Chicago, elected vp-chief engineer. Mr. Aram joined company's engineering staff in June 1939, working in tv and fm transmitter development and later on radar and other military electronic projects. More recently, he has directed development of stereophonic fm broadcast service as intro-

## Hoover elected president

**Herbert Hoover Jr.**, consulting engineer in Los Angeles, was elected president of American Radio Relay League, national society of amateur radio operators in U. S. and Canada, at annual board of directors meeting Friday (May 11) in Hartford, Conn. All other officers were re-elected: **Wayland M. Groves**, Odessa, Tex., first vp; **Alex Reid**, Montreal, Canada, and **Francis E. Handy**, West Hartford, vps; **John Huntoon**, East Hartford, secretary, and **David H. Houghton**, West Hartford, treasurer. In other actions, the League's board voted to oppose the FCC proposal to charge fees for license applications. Also, the board designated Mr. Huntoon, League general manager, as its representative to ceremonies in Geneva, Switzerland, in June, when new headquarters for International Telecommunications Union will be dedicated.

duced commercially in June of 1961. Mr. Aram has served as assistant vp-chief engineer since August 1958.

**Samson M. Mittelman**, district sales manager, Sylvania Electronics Corp., New York, joins Sony Corp. of America as district manager for New York and New Jersey.

**Ray C. Evans**, chief engineer, WNOX Knoxville, Tenn., appointed broadcast sales engineer for Collins Radio Co.'s southern regional sales area covering Arkansas, Mississippi, Louisiana and Alabama.

## INTERNATIONAL

**N. A. Taylor** elected president of Meridian Films Ltd., Toronto. Other

officers elected: **David Griesdorf** to executive vp; **John Winter** to vp and general manager, and **Sid Roth** to assistant general manager. **Henry S. White**, former vp and general manager of WNTA-TV Newark, N. J., named manager of Meridian's New York office. Mr. White was also appointed by Paramount Pictures Corp. as eastern sales consultant for taped program and commercial production facilities of PPC's Sunset Studios in Hollywood. He will make his headquarters in New York.



Mr. Taylor



Mr. White

**B. D. Alloway**, general sales manager of CFRN Edmonton, Alta., named manager of CFRN-TV, that city.

**Len Smith** named western Canada sales manager of MCA (Canada) Ltd., Toronto.

**Glen MacKay**, vp, Canadian Adv. Agency, Montreal, appointed manager of new Montreal office of CTV Television Network Ltd., Toronto.



Mr. Browne

**Burton Browne**, head of his own Chicago advertising agency and founder of Gaslight Clubs, announced formation of new agency in Paris in partnership with **Jerome Hanan** to serve international clients and American firms interested in common market. Mr. Hanan was formerly on advertising staff of international edition of *New York Times*. **Burton Browne & Hanan** is located at 41 Rue de Colisee, Paris, France.

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Mr. Klein

Corp.

Lloyd Colthrop, traffic manager, CHCH-TV Hamilton, Ont., appointed program manager of CHAN-TV Vancouver, B. C.

Stuart Hood, chief editor of tv news, British Broadcasting Corp., named controller of programs, BBC-TV, succeeding Kenneth Adam, who was promoted to director of tv.

Neil Morrison, former director of talks and public affairs of Canadian Broadcasting Corp., Toronto, named dean of new Joseph E. Atkinson Evening College of York University, that city.

### DEATHS

Allen C. Anthony, 55, director of air personnel, WAGA-TV Atlanta, died May 10 in Georgia Baptist Hospital,

Joseph M. Klein, director of Remington Rand International, joins NBC International as director. Before his association with Remington Rand, Mr. Klein was vp in charge of international operations of Clary

that city. Mr. Anthony, from 1938 to 1950, was producer-director of Dr. I.Q., one of radio's more successful shows in medium's earlier days, and appeared as Jonathan Blake on tv's The Web as well as other radio and tv network shows. He is survived by his wife and three children.



Mr. Martin

representative for KHJ Los Angeles, and prior to that served as station's general sales manager.

Charles Farrell Fiedler [known professionally as Charles (Skip) Farrell], 43, radio-tv singer, died May 8 of heart attack in North Hollywood, Calif. Associated with Walt Disney Studios since 1955, Mr. Farrell appeared in Elfego Baca tv series and as off-stage singing voice in other shows. After operating out of Chicago for many years, he moved to Hollywood in 1952 as performer on Tennessee Ernie Ford's daytime tv

Paul H. Martin, 50, general sales manager of KGB-AM-FM San Diego, Calif., died May 14 of heart attack. Before moving to San Diego, Mr. Martin was with RKO General, New York, as national sales rep-

show.



Mr. Roberts

Barnes Hospital in St. Louis. Mr. Roberts became publisher of The Star in 1916, purchased The Times in 1932 and consolidated them. In 1951 he sold name and publishing equipment to St. Louis Post-Dispatch, retaining building, now known as Roberts Bldg., and KXOK of which he was board chairman. Surviving him are his widow, former Isabella Wells; Elzey Jr., president and general manager of KXOK, and daughter, Mrs. Jacques P. G. Veeger.

Gloria Breneman Clark, 33, record librarian of KFWB Los Angeles, died in Encino (Calif.) hospital on May 8 of cerebral hemorrhage. Miss Clark was daughter of late Tom Breneman, who was mc of daily Breakfast in Hollywood program on ABC Radio at time of his death in 1948.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 9 through May 16, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—

transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. \*—educational. Ann.—Announced.

### New tv stations

#### ACTIONS BY FCC

\*Columbus, Ga.—Georgia State Board of Education. Granted uhf ch. 28 (554-560 mc); ERP 219 kw vis., 110 kw aur. Ant. height above average terrain 1519 ft., above ground 1083 ft. Estimated construction cost \$476,624; first year operating cost \$82,000; P. O. address, c/o E. A. Crudup, 229B State Office Bldg., Atlanta 3, Ga. Studio and trans. location Warm Springs, Ga. Geographic coordinates 32° 51' 26" N. Lat., 84° 41' 58" W. Long. Trans. GE TT-25-A; ant. GE TY-25-C. Legal counsel Harry M. Plotkin.

Washington, D. C.: consulting engineer A. Earl Cullum Jr., Dallas, Tex. Commission waived principal city signal and main studio location requirements of Secs. 3.685 and 3.613 of rules. Georgia State is also permittee of \*WEGA-TV (ch. 9) Savannah, and \*WXGA-TV (ch. 8) Waycross. Action May 16.

Moline, Ill.—Moline Tv Corp. Granted uhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 1,000 ft., above ground 1065 ft. Estimated construction cost \$772,363; first year operating cost \$825,000; revenue \$765,000. P. O. address 3100 Coaltown Rd., Moline. Studio location Moline; trans. location near Orion, Ill. Geographic coordinates 41° 18' 44" N. Lat., 90° 22' 47" W. Long. Trans RCA TT-25BH; ant. RCA TW-18A8. Legal counsel Hogan & Hartson, Washington, D. C.; consulting engineer A. Earl Cullum Jr., Dallas 9, Tex. Principals: Francis J. Coyle (12.5%), Frank P. Schreiber, Victor B. Day, David Parson (each 10%), Richard Stengel (9%), Charles G. Agnew, L. S. Helfrich M.D., Harry McLaughlin, Thomas M. Thomas, Paul M. Versluis, Richard Waxenberg, Samuel M. Gilman (each 5%), George Young (4%) and others. Messrs. Coyle, Parson, Stengel, Thomas and Gilman are attorneys; Mr. Schreiber is former manager of WGN Chicago; Mr. Day owns automobile alignment shop; Mr. Agnew owns hobby shop; Mr. McLaughlin owns stock in real estate corporation; Mr. Versluis owns real estate development firm; Mr. Waxenberg is president of super market corporation; Mr. Young owns insurance agency. Grant is conditioned that no construction be commenced prior to further order of commission to be issued in event that ch. 8 is retained in Davisport, Iowa-Rock Island-Moline, Ill., and to further condition that permit be automatically rescinded if channel is not so retained. Comrs. Ford and Cross dissented, former with statement; Comr. Craven not participating. Action May 16.

#### ACTION BY BROADCAST BUREAU

\*Hartford, Conn.—Connecticut Educational Tv Corp. Granted uhf ch. 24 (530-536 mc); ERP 204.2 kw vis., 98 kw aur. Ant. height above average terrain 902 ft., above ground 503 ft. Estimated construction cost \$253,289; first year operating cost \$150,000. P. O. ad-

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dress c/o Trinity College, Hartford. Studio location to be determined; trans. location Avon, Conn. Geographic coordinates 41° 46' 29" N. Lat., 72° 48' 20" W. Long. Trans. GE TT-25-A; ant. GE TY-25-B. Legal counsel Dow, Lohnes & Albertson, Washington, D. C.; consulting engineer A. D. Ring & Assoc., Washington, D. C. Action May 8.

#### APPLICATIONS

Durango, Colo.—Jeter Telecasting. Vhf ch. 6 (82-88 mc); ERP 194 w vis. 97 w aur. Ant. height below average terrain 720 ft., above ground 130 ft. Estimated construction cost \$48,810; first year operating cost \$31,000; revenue \$44,000. P. O. address box 592, Walsenburg, Colo. Studio and trans. location Durango. Geographic coordinates 37° 17' 13" N. Lat., 107° 52' 52" W. Long. Trans. RCA TTL-100AL; ant. RCA TF-2EM. Consulting engineer Guy C. Hutcherson, Arlington, Tex. Principals: Floyd Jeter and Lieselotte Jeter (each 50%). Mr. Jeter owns KFJL Walsenburg, Colo.; Mrs. Jeter is assistant manager of KFJL. Ann. May 16.

Chicago, Ill.—Weigel Bestg. Co. Uhf ch. 26 (542-548 mc); ERP 250 kw vis., 125 kw aur. Ant. height above average terrain 548 ft.; above ground 580 ft. Estimated construction cost \$325,000; first year operating cost \$250,000; revenue \$150,000. P. O. address 1275 N. Waukegan Rd., Lake Forest, Ill. Studio and trans. location Chicago. Geographic coordinates 41° 51' 56" N. Lat., 87° 38' 22" W. Long. Trans. GE TT-25-A; ant. GE TT-25-C. Legal counsel Hogan & Hartson, Washington, D. C.; consulting engineer David Steel & Assoc., Washington, D. C. Principals: Daniel J. McCarthy, Adam Riffel (each 44%), John Weigel (11%) and John M. Duffy (1%). Messrs. McCarthy and Duffy are attorneys; Mr. Riffel is grain broker and bank director; Mr. Weigel is radio and tv announcer. Ann. May 16.

#### Existing tv stations

##### CALL LETTERS ASSIGNED

KTRG-TV Honolulu, Hawaii—Hawaiian Paradise Park Corp.

#### New am stations

##### ACTIONS BY FCC

Rantoul, Ill. — Regional Radio Service. Granted 1460 kc, 500 w D, DA. P. O. address box 294, Urbana, Ill. Estimated construction cost \$29,191; first year operating cost \$50,286; revenue \$54,000. Principals: John Coleman, William R. Brown and Donald R. Williams (each one-third). Messrs. Brown and Williams are employees of WDWS Champaign, Ill.; Mr. Coleman is employee of WCIA Champaign. Grant is conditioned that pre-sunrise operations with daytime facilities be precluded pending decision in Doc. 14419 and program tests not to be authorized until permittee has submitted evidence that Messrs. Brown and Williams have severed their connections with WDWS. Action May 16.

Iowa Falls, Iowa—Iowa Falls Bestg. Corp. Granted 1510 kc, 500 w D. P. O. address, c/o H. A. Preston, 114 Highland Ave., Newcastle, Wyo. Estimated construction cost \$22,458; first year operating cost \$55,000; revenue \$65,000. Principals: H. A. Preston (60%), Dwight M. Brown, Richard D. Petersen, E. S. Tompkins, R. A. Schneider and C. M. Price (each 8%). Mr. Preston is general manager of KASL Newcastle, Wyo.; Mr. Brown owns dairy; Mr. Petersen is manager of department store; Mr. Tompkins is theatre manager; Mr. Schneider owns sewing machine company; Mr. Price owns hatchery. Action by Chief Hearing Examiner James D. Cunningham May 14.

##### APPLICATIONS

Golden Meadow, La.—KLFT Radio Inc. 1600 kc, 1 kw D. P. O. address 1614 S. Bayou Drive, Golden Meadow. Requests facilities of KLFT for \$30,000; first year operating cost \$40,000; revenue \$50,000. Principals: Edward T. Diaz, Clerville Kief Sr. (each 48%) and others. Mr. Diaz is attorney; Mr. Kief owns shrimp processing, ice producing, and hardware companies. Ann. May 14.

Slidell, La.—Bill Garrett Chevrolet Inc. 1560 kc, 1 kw D. P. O. address 3401 Pontchartrain Bridge Rd., Slidell. Estimated construction cost \$26,890; first year operating cost \$28,780; revenue \$32,000. Principals: W. C. Garrett (99.8%) and others. Ann. May 10.

Midland, Tex.—Gold Sonics Inc. 1510 kc, 500 w D. P. O. address 914 ABC Bldg., Odessa, Tex. Estimated construction cost \$17,403; first year operating cost \$36,000; revenue \$48,000. Principals: Harry S. Goldsborough (40%), Robert Goldsborough (35%),

Jack Lambert (15%) and Walter Banisky (10%). Messrs. Lambert and Harry Goldsborough own interest in oil field equipment rental business, package store and pipe inspection company; Robert Goldsborough is former program director for KOSA Odessa, and is owner of accounting firm; Mr. Banisky is partner in accounting firm. Ann. May 16.

#### Existing am stations

##### ACTION BY FCC

WMGW Meadville, Pa.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 16.

##### APPLICATIONS

KBUC Corona, Calif.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. and change from DA-N to DA-D-N (DA-2). Ann. May 15.

WQIK Jacksonville, Fla.—Cp to change hours of operation from D to unl., using power of 5 kw and install DA-N. Ann. May 14.

WLAM Lewiston, Me.—Petition for waiver of Sec. 3.117 of rules filed May 4, to permit identification of station location as Lewiston-Auburn, Me. (dual location). Ann. May 10.

KROC Rochester, Minn.—Cp to change daytime operation from DA to non-DA. Ann. May 11.

KQEN Roseburg, Ore.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 16.

WNEL Caguas, P. R.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. May 15.

##### CALL LETTERS ASSIGNED

WAGC Centre, Ala.—Radio Centre.

KALF Mesa, Ariz.—Maricopa County Bestrs. Inc.

KCKW Jena, La.—LaSalle Bestrs.

WRST Jackson, Mich.—Tv Corp. of Michigan Inc.

WHWH Princeton, N. J.—Nassau Bestg. Co.

WBRW Brewster, N. Y.—Taconic Bestrs.

KPBR El Paso, Tex.—Pacific Bestg. Assoc.

KVWG Pearsall, Tex.—McKinley-Pilant Bestg. Co.

WXVA Charles Town, W. Va.—Arthur W. Arundel.

#### New fm stations

##### ACTIONS BY BROADCAST BUREAU

South Bend, Ind.—Michiana Telecasting Corp. Granted 92.9 mc, 20 kw. Ant. height above average terrain 486 ft. P. O. address box 989, South Bend. Estimated construction cost \$27,565; first year operating cost \$10,000; revenue none in addition to am operation. Permittee is owned by U. of Notre Dame du lac, licensee of WNDU-AM-TV. Action May 15.

Hickory, N. C.—Foothills Bestg. Inc. Granted 95.7 mc, 11.3 kw. Ant. height above average terrain 352 ft. P. O. address box 484, Hickory. Estimated construction cost \$24,344; first year operating cost \$7,000; revenue \$5,200. Principals: Edmond H. Smith Jr. (57.61%), Joseph A. Moretz Jr. (20.99%), Mrs. Margaret A. Smith (5.58%) and others. Applicant is licensee of WIRC Hickory. Action May 8.

Manchester, Tenn.—Manchester Bestg. Co. Granted 99.7 mc, 18.8 kw. Ant. height above average terrain 172 ft.; remote control permitted. P. O. address, c/o Radio Station WMSR, Manchester. Estimated construction cost \$19,021; first year operating cost \$10,000; revenue \$12,000. Murray Chumley, sole owner, is licensee of WMSR Manchester. Action May 15.

##### APPLICATIONS

Hagerstown, Md.—Regional Bestg. Co. 95.7 mc, 3.29 kw. Ant. height above average terrain 160 ft. P. O. address 1250 Downsville Pike, Hagerstown. Estimated construction cost \$9,292; first year operating cost \$5,000; revenue \$6,000. Applicant is permittee of WHAG Halfway, Md. Ann. May 11.

Ponce, P. R.—Voice of Porto Rico Inc. 92.9 mc, 3.28 kw. Ant. height below average terrain 235.6 ft. P. O. address box 430, Ponce. Estimated construction cost \$4,600; first year operating cost \$10,000; revenue undetermined. Applicant is licensee of WPRP Ponce. Ann. May 10.

Clarksville, Tenn.—Campbell and Sheftall. 94.5 mc, 5.67 kw. Ant. height above average

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terrain 159 ft. P. O. address box 669, Clarksville. Estimated construction cost \$14,400; first year operating cost \$10,000; revenue \$12,000. Principals: John Parry Sheftall (5%), Gladys W. Campbell (38%) and John H. Bailey (5%). Applicants own WJZM Clarksville, Ann. May 16.

Lake Jackson, Tex.—Texas Audio Electronics Co. 92.3 mc, 3.65 kw. Ant. height above average terrain 192.1 ft. P. O. address 116 Persimmon, Lake Jackson. Estimated construction cost \$15,510; first year operating cost \$248,000; revenue \$25,000. Principals: James A. Hairgrove (61%), Garfield Kiel, Stanley McKenzie (each 17%) and Sue B. Hairgrove (5%). Applicants own KBRZ Freeport, Tex. Ann. May 16.

Danville, Va.—Piedmont Bcst. Corp. 99.9 mc, 5 kw. Ant. height above average terrain 86 ft. P. O. address 710 Grove St., Danville. Estimated construction cost \$22,302; first year operating cost \$20,000; revenue \$40,000. Applicant is licensee of WBTM-AM-TV Danville, Ann. May 11.

### Existing fm stations

#### APPLICATIONS

WOIA-FM Saline, Mich.—Mod. of license to change station location from Saline, Mich. to Ann Arbor, Mich. (Request for continued use of call letters WOIA-FM and waiver of any commission rule or policy which may prohibit such use.) (Provisions regarding assignment of call letters are set forth in public notice of Jan. 13, 1949 [14 F.R. 604]). Ann. May 16.

WPBB(FM) Princeton, N. J.—Cp to change frequency from 103.5 mc to 103.3 mc. Ann. May 11.

KTQM-FM Clovis, N. M.—Cp to replace expired permit which authorized new fm station on 99.9 mc, ERP 8.6 kw and ant. height above average terrain 125 ft. Ann. May 10.

KSEO-FM Durant, Okla.—Cp to change frequency from 107.3 mc to 107.1 mc, decrease ERP from 2.9 kw to 684 w and install new trans. Ann. May 16.

#### CALL LETTERS ASSIGNED

WELL-FM Battle Creek, Mich.—Southern Michigan Bcstg. Corp.

WKHM-FM Jackson, Mich. — Jackson

Bcstg. & Tv Corp.

WRKB-FM Kannapolis, N. C.—Foy T. Hinson.

WLKR-FM Norwalk, Ohio—Radio Norwalk Inc.

\*WJSC-FM Wilberforce, Ohio—Central State College.

WGCA-FM Ephrata, Pa.—Garden Spot Bcstrs. Inc.

WICU-FM Erie, Pa.—Gibraltar Enterprises Inc.

WEDA-FM Grove City, Pa.—James V. Perry.

WCOR-FM Lebanon, Tenn.—The Lebanon Bcstg. Inc.

WLWM (FM) Nashville, Tenn.—Barlane Bcstg. Corp.

KAEI-FM Dallas, Tex.—Automated Electronics Inc.

KGTV Belgrade, Mont.; KGLE Glendive, Mont., King's Garden Inc.—Granted assignment of license and cp to Christian Enterprises Inc. (KURL Billings); transaction includes \$5,000 cash, assumption of \$33,899 liability and other monetary consideration. Action May 16.

KTCL Terry Carpenter Inc., Terrytown, Neb.—Granted (1) renewal of license and (2) assignment of license to Jack Gilbert and Robert T. Marland, d/b as Western Nebraska Bcstg. Co.; consideration involves \$600 monthly rental for lease of physical assets for five years, \$7,200 for fifth year rent, and provision that assignee may purchase same for \$80,000 any time during first 2 years or for \$65,000, \$70,000 or \$75,000 during third, fourth or fifth years, respectively. Action May 16.

WKBK, The KBR Stations Inc., Keene, N. H.—Granted assignment of license from William F. Rust Jr., to Monadnock Bcstg. Corp. (Albert L. Auclair, president and 52% owner); consideration \$77,500. Comr. Bartley dissented. Action May 16.

KQDI, Dakota Musicasters, Bismarck, N. D.—Granted (1) renewal of license and (2) assignment of license from Darrel W. Holt, D. Gene Williams and Delbert Berthoff to Weldon T. and Betty S. Heard; consideration \$70,000. Comr. Bartley dis-

sented. Action May 16.

KUDY, Paul Crain, Spokane, Wash.—Granted assignment of cp to Delbert Berthoff; consideration \$1,763; conditioned on Mr. Berthoff disposing of his creditor interest in KLYK Spokane, without recourse, prior to consummation of assignment. Mr. Berthoff has 50% interest in KOYN Billings, Mont., KUTT Fargo, N. D., and KHDH Hardin, Mont., and 25% interest in KQDI Bismarck, and KQDY Minot, N. D. Comr. Bartley dissented. Action May 16.

WEAU-TV (ch. 13), Central Bcstg. Co., Eau Claire, Wis.—Granted assignment of licenses to Post Bcstg. Corp. (owned by Post Publishing Co.); consideration \$2,100,000. V. I. Minahan, assignee president, and other officers have interest in WJPG Green Bay. Action May 16.

#### APPLICATIONS

WAIP Prichard, Ala.—Seeks assignment of license from Prichard Bcstg. Inc., to Charles W. Holt (55%), Robert N. Robinson (30%) and Connie I. Holt (15%), d/b as Broadcast Service of Mobile Inc.; consideration \$92,500. Mr. Holt owns 70% of WHHY Montgomery 60% of WHNY McComb, and 51% of WHSY Hattiesburg, all Mississippi; Mrs. Holt owns 24.5% of WHSY and 10% of WHHY; Mr. Robinson owns 24.5% of WHSY and 20% of WHHY. Ann. May 10.

KWUN Concord, Calif.—Seeks transfer of 75% of all stock in Service Bcstg. Co. from Frank M. Helm Co., to Frank M. Helm and Frank M. Helm Jr. trust. Ann. May 11.

KGB-AM-FM San Diego, Calif.—Seeks transfer of all stock in KGB Inc. from Marion R. Harris to Willet H. Brown; consideration \$71,500 and assumption of liabilities. Mr. Brown owns automobile sales and service agency. He has been president of General Teleradio Inc. (RKO General Inc.), Don Lee Div., and owns 19.75% of KTVU (TV) Oakland, Calif. Ann. May 16.

KYSN Colorado Springs, Colo.—Seeks transfer of all stock in KYSN Bcstg. Co. from WKID Bcstg. Co., to Donald T. Harding Jr.; consideration \$20,000 and 23.8% of WKID Bcstg. Co. Ann. May 16.

KWSL Grand Junction, Colo.—Seeks assignment of license from G & P Enterprises, to V. A. Buckmaster (two-thirds) and Joe B. Sullivan (one-third), d/b as Mesa Bcstg. Co.; consideration \$26,000. Mr. Buckmaster is building contractor; Mr. Sullivan is supermarket clerk. Ann. May 15.

WDSP DeFuniak Springs, Fla.—Seeks assignment of license from Euchee Valley Bcstg. Co., to Cal Perley, Ken Collins (each 18.9%), Dan W. Holloway M.D. (18.1%), E. H. Myers M.D. (17.2%) and others, d/b as Collins, Perley & McDermott Inc.; consideration \$90,000. Mr. Perley has been general manager of KXYZ Houston, Tex.; Mr. Collins has been program director of KXYZ. Assignee corporation owns 10% of WDSP. Ann. May 16.

KVIM New Iberia, La.—Seeks assignment of license from Queen City Bcstg. Inc., to David W. Wagenvoord (two-thirds) and Fred P. Westenberger and Mrs. Myrtle Robbert Westenberger (one-third); consideration \$95,000. Mr. Wagenvoord is vice president and less than 1% stockholder in Franklin Bcstg. Co.; Mr. Westenberger is attorney; Mrs. Westenberger is housewife. Ann. May 16.

WOSC-AM-FM Fulton, N. Y.—Seeks transfer of all stock in Cassill Radio Corp. from Richard C. Mitchell to Anamae Mitchell; no consideration involved. Mrs. Mitchell owns 60% of children's clothing store. Ann. May 16.

WMSJ Sylva, N. C.—Seeks transfer of 75% of all stock in WMSJ Inc. from Harold H. Thoms, Meredith S. Thoms and Matlann Thoms Gennett to James B. Childress (present owner 25%); consideration \$42,405. Ann. May 15.

KXGO-TV Fargo, N. D.—Seeks assignment of license from North Dakota Bcstg. Inc., to Pembina Bcstg. Inc. (see application for transfer of control of KCND-TV below); consideration \$390,000, Ann. May 14.

KNOX-TV Grand Forks, N. D.—Seeks transfer of 96.4% of all stock in Community Tv Corp. from Community Radio Corp., to Pembina Bcstg. Inc.; consideration \$225,000. (see application for transfer of control of Pembina Bcstg. Inc. below). Ann. May 14.

KCND-TV Pembina, N. D.—Seeks transfer of all stock in Pembina Bcstg. Inc. from Harry F. Rice et al, all stockholders, to Ferris E. Traylor; consideration \$190,200. Mr. Rice and Robert C. Lakkason (present stockholder) will each repurchase 9.8% of permittee's stock. Mr. Traylor owns 47% of WTVW(TV) Evansville, Ind. Ann. May 14.

WJWS South Hill, Va.—Seeks transfer of 16.9% of all stock in Old Belt Bcstg. Corp. from W. Brown Hoffer (present owner of 51.2%), to John T. Riel (34.3%); consideration \$9,300. Ann. May 11.

WRVB-FM Madison, Wis.—Seeks assign-

### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 16

|    | ON AIR           |      | CPS        |                  | TOTAL APPLICATIONS |  |
|----|------------------|------|------------|------------------|--------------------|--|
|    | Lic.             | Cps. | Not on air | For new stations |                    |  |
| AM | 3,650            | 78   | 148        | 664              |                    |  |
| FM | 931              | 62   | 197        | 152              |                    |  |
| TV | 484 <sup>1</sup> | 78   | 85         | 108              |                    |  |

### OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 16

|                | VHF        |                | UHF        |                | TOTAL TV |
|----------------|------------|----------------|------------|----------------|----------|
|                | Commercial | Non-Commercial | Commercial | Non-Commercial |          |
| Commercial     | 471        |                | 91         |                | 562      |
| Non-Commercial | 42         |                | 16         |                | 58       |

### COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

|   | AM    | FM    | TV               |
|---|-------|-------|------------------|
| Licensed (all on air)                           | 3,646 | 937   | 484 <sup>1</sup> |
| Cps on air (new stations)                       | 80    | 51    | 75               |
| Cps not on air (new stations)                   | 145   | 196   | 83               |
| Total authorized stations                       | 3,871 | 1,184 | 653 <sup>2</sup> |
| Applications for new stations (not in hearing)  | 418   | 99    | 43               |
| Applications for new stations (in hearing)      | 164   | 22    | 65               |
| Total applications for new stations             | 582   | 121   | 108              |
| Applications for major changes (not in hearing) | 459   | 92    | 35               |
| Application for major changes (in hearing)      | 46    | 4     | 12               |
| Total applications for major changes            | 505   | 96    | 47               |
| Licenses deleted                                | 1     | 1     | 0                |
| Cps deleted                                     | 1     | 2     | 0                |

<sup>1</sup>There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. <sup>2</sup>Includes one STA.



ment of license from Paul A. Stewart Enterprises, to Paul A. Stewart Enterprises Inc., and transfer of stock from Paul A. Stewart (100%), to Paul A. Stewart (80%), Helen E. Stewart (15%) and Warren Hopeman (5%); no consideration involved. Ann. May 16.

WHJC Mauston, Wis.—Seeks assignment of cp from John D. Rice to Radio Juneau County Inc., new corporation owned by Mr. Rice. Ann. May 15.

## Hearing cases

### FINAL DECISIONS

■ By decision, commission granted application of Moline Tv Corp. for new tv station to operate on ch. 8 in Moline, Ill., conditioned that no construction be commenced prior to further order of commission to be issued in event that ch. 8 is retained in Davenport, Iowa-Rock Island-Moline, Ill., and to further condition that permit be automatically rescinded if channel is not so retained; and denied competing applications of Community Telecasting Corp., Tele-Views News Inc., Midland Bcstg. Co., and Illway Tv Inc.; also granted petitions to amend applications of Illway to substitute Helen Louise Madison for J. Paul Madison as stockholder and stock subscriber and by Moline Tv to substitute estate of William T. Leonard, sub nom. Audrey Leonard, executrix, as stockholder, and denied petition and supplement by Community Telecasting to reopen record. Comrs. Ford and Cross dissented, former with statement; Comr. Craven not participating. April 28, 1960 initial decision looked toward granting Community Telecasting Corp. and denying other applications. Action May 16.

■ By decision, commission granted application of John Coleman, William R. Brown and Donald R. Williams d/b as Regional Radio Service for new am station to operate on 1460 kc, 500 w, DA, D, in Rantoul, Ill., conditioned that pre-sunrise operations with daytime facilities be precluded pending decision in Doc. 14419 and program tests not to be authorized until permittee has submitted evidence that Messrs. Brown and Williams have severed their connections with WDWS Champaign. Dec. 6, 1961 initial decision looked toward this action. Action May 16.

### INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Ridge Radio Corp. for new am station to operate on 1350 kc, 1 kw, D, in Windber, Pa., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in doc. 14419, and denying application of Windber Community Bcstg. System for same facilities. Action May 15.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Boca Broadcasters for new am station to operate on 740 kc, 1 kw, DA, D, in Boca Raton, Fla., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action May 15.

### OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition by Sunshine State Bcstg. Inc., for reconsideration of Feb. 6 decision which denied its application to change facilities of WBRD Bradenton, Fla., so as to operate nighttime hours with 500 w, continued operation on 1420 kc, 1 kw, DA, D. Action May 16.

■ By memorandum opinion & order, commission denied petitions by Smackover Radio Inc., Smackover, Ark., and Magnolia Bcstg. Co. (KVMA), Magnolia, Ark., for reconsideration of Jan. 19 order which added "good faith" issue in hearing proceeding on their am applications; also denied Smackover's petition to supplement its petition for reconsideration. Comr. Cross dissented. Action May 16.

■ By memorandum opinion & order, commission denied petition by Tenth District Bcstg. Co., McLean, Va., for reconsideration of Feb. 6 action which reopened record in proceeding on its application and that of Seven Locks Bcstg. Co., Potomac-Cabin John, Md., for new am stations and which remanded proceeding to examiner for further hearing on revised "community" and contingent comparative issues. Comr. Ford not participating. Action May 16.

■ By memorandum opinion & order, commission denied petition by Laramie Com-

munity Tv Co. seeking (1) deletion of Issues 1 through 7 in hearing proceeding on its applications for new vhf tv translator stations in Laramie and Tie Siding, Wyo., which are in consolidated hearing with applications of Albany Electronics Inc., for similar stations in Laramie in Docs. 14452-6, (2) shift of burden of proceeding and proof to Albany Electronics or enlarge issues to inquire into character qualifications of latter, and (3) severance and grant without hearing its Tie Siding application. Action May 16.

Mineola Bcstg. Co., Mineola, Tex.; Center Bcstg. Inc.; Pittsburg, Tex.—Designated for consolidated hearing applications for new daytime am stations to operate on 1510 kc—Mineola with 250 w, and Center with 1 kw (500 w-CH). Comr. Bartley concurred. Action May 16.

## Routine roundup

■ As first step toward re-examination of rules governing broadcast assignments, commission called partial halt to accepting new am applications, effective May 10. By report and order, it established interim criteria to permit acceptance of additional applications for new stations and major changes in existing stations that will bring service to "white" areas and which will cause no objectionable interference to existing stations; also most applications for power increases of class IV (local) stations, and for new class II-A stations specified in clear channel decision. Interim criteria will not directly affect processing of applications now on file; Comr. Hyde dissented; favored rulemaking. Action May 10.

WRUL Scituate, Mass.—Granted waiver of rules and authorized change in schedule of international broadcast station to extend operating hours on two frequencies by two hours each for balance of May schedule to Sept. 2; also to make special broadcasts of manned space shot presently scheduled for May 15. Action May 11.

### ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Broadcast Bureau and extended to May 3 time to respond to "Petition for Review" filed by Delaware Bcstg. Co. (WAAT), Trenton, N. J., in am consolidated proceeding in Docs. 14510 et al. Action May 10.

■ Granted petition by Huntington-Montauk Bcstg. Inc. and Fifth Market Bcstg. Inc., and extended to May 21 time to file memorandum briefs in proceeding on applications of Huntington and The Riverside Church in City of New York for new fm stations in Huntington and New York, N. Y., respectively. Action May 8.

■ Granted petition by Mandan Radio Assn. Inc. (KBOM), Bismarck-Mandan, N. D., to extent of extending to June 4 time to file exceptions to initial decision; and referred to commission en banc that part of petition which requests stay of effective date of revocation in proceeding on its am application. Action May 8.

■ Granted petition by Broadcast Bureau and extended to May 18 time to file exceptions to initial decision in proceeding on am application of Stratford Bcstg. Corp. (WVNH), Rochester, N. H. Action May 8.

■ Granted petition by WJMJ Bcstg. Corp., and extended to May 18 time to file exceptions to supplemental initial decision in proceeding on its application for new fm station in Philadelphia, Pa., et al. Action May 8.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing and hearing conferences in following proceedings on dates shown: June 13 and July 23—vhf tv translator station application of Goodland Chamber of Commerce, Goodland, Kan.; June 21 and July 25—am applications of Bay Shore Bcstg. Co., Hayward, and Fairfield Publishing Co., Fairfield, both California; June 22 and July 25—Olnley Bcstg. Co., Olnley, Texas, and James R. Williams, Anadarko, Okla.; June 15 and July 19—Salem Bcstg. Co. (WJBD), Salem, and Leader Bcstg. Co., Edwardsville, both Illinois; June 15 and July 23—The Tuscarawas Bcstg. Co., Uhrichsville, The Niles Bcstg. Co., Niles, both Ohio, and Punxsutawney Bcstg. Co. (WPME), Punxsutawney, Pa.; June 19 and July 11—WEZY Inc. (WEZY), Cocoa, Fla.; June 13 and July 13—CHE Bcstg. Co., Albuquerque, N. M. Action May 14.

■ Granted joint requests by applicants Iowa City Bcstrs. Inc., Iowa City, Iowa, WKAI Bcstg. Co. (WKAI), Macomb, Ill., and Iowa Falls Bcstg. Corp., Iowa Falls, Iowa, and approved agreement whereby Iowa City will be paid \$2,391.33 as reim-

bursement of expenses incurred in connection with its application in return for withdrawal; application dismissed with prejudice; granted WKAI Bcstg. Co. application to change facilities of WKAI from 1510 kc, 250 w, D, to 1510 kc, 1 kw, 250 w (CH), D, and application of Iowa Falls for new daytime am station to operate on 1510 kc, 500 w. Action May 14.

■ Scheduled prehearing and hearing conferences in following proceedings on dates shown: June 12 and July 23—applications of Redding-Chico Tv. Inc., and Northern California Educational Tv Assn. Inc., for new tv stations to operate on ch. 9 in Redding, Calif. (Northern for noncommercial educational station); June 15 and July 26—am application of Hawkeye Bcstg. Inc. (KOEL), Oelwein, Iowa; June 13 and July 18—am applications of Franklin Bcstg. Inc. (WCEF), Parkersburg, W. Va., et al.; June 11 and July 16 in Saratoga Springs, N. Y.—matter of revocation proceeding against Martin R. Karig (WIZR), Johnstown, N. Y., et al. Action May 10.

■ Granted joint petition by Newhouse Bcstg. Corp. and George Voron Co. applicants for new fm stations in Harrisburg, Pa., and approved agreement whereby Voron will be paid \$2,250.50 as reimbursement of expenses incurred in connection with its application in return for withdrawal; application dismissed with prejudice; granted Newhouse application to operate on 104.1 mc; ERP 2 kw; ant. height 700 ft.; terminated proceeding. Action May 10.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau and extended from May 14 to May 25 time for filing proposed findings in proceeding on am application of Virginia Regional Bcstrs., Chester, Va. Action May 11.

■ Scheduled hearing for May 15 in Council Chambers, City Hall, Torrington, Conn., in proceeding on am application of Pioneer States Bcstrs. Inc., West Hartford, Conn. Action May 9.

By Hearing Examiner Asher H. Ende

■ Issued order following May 9 prehearing conference specifying certain procedural steps and dates in proceeding on vhf tv translator station applications of Laramie Community Tv Co., Laramie, Wyo., et al in Docs. 14552-6; continued June 20 hearing to July 19 in Laramie, Wyo. Action May 9.

By Hearing Examiner Charles J. Frederick

■ Denied petition by Grand Valley Bcstg. Co., Saranac, Mich., for leave to amend its am application to reflect financial changes. Action May 14.

By Hearing Examiner Millard F. French

■ Granted petition by Elbert H. Dean and E. L. Golden, applicants for new am station in Lemoore, Calif., and reopened record for purpose of receiving evidence relative to issue 5 of Sept. 29, 1961 order of designation; continued May 14 date for proposed findings to date to be set by subsequent order; and scheduled further hearing for June 25. Action May 14.

■ Granted petition by Russell H. Morgan, Chestertown, Md., and extended from May 14 to May 24 time for final exchange of engineering exhibits in proceeding on its am application, et al. Action May 11.

By Hearing Examiner Walther W. Guenther

■ Granted request by respondents in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., and scheduled further prehearing conference for May 15. Action May 14.

■ Granted petition by Broadcast Bureau and extended from May 15 to May 29 time for filing proposed findings and from May 25 to June 6 for replies in proceeding on am application of W. E. Baysden, Jacksonville, N. C. Action May 14.

By Hearing Examiner Isadore A. Honig

■ Upon request by Broadcast Bureau advanced May 22 hearing to May 21 in proceeding on am applications of Don L. Huber, Madison, and Bartell Bcstrs. Inc. (WOKY), Milwaukee, both Wisconsin. Action May 10.

■ Granted in part motion by Higson-Frank Radio Enterprises and corrected transcript of record in proceeding on its application for new am station in Houston, Tex.; on own motion, corrected in various respects transcript. Action May 10.

■ Granted petition by Broadcast Bureau and extended from May 10 to May 17 time for filing proposed findings in proceeding on am application of Higson-Frank Radio Enterprises, Houston, Tex.; on own motion, extended from May 21 to May 28 time for filing replies. Action May 10.

**By Hearing Examiner Annie Neal Hunting**

■ Denied request by Rochester Area Educational Tv Assn. Inc. for ruling by Hearing Examiner that programming showing required by issue 7(d)(1) need not include existing programming from tv stations located in Canada which place an interference-free grade B signal in proposed service area of its application in Rochester, N. Y., Tv ch. 13 proceeding. Action May 14.

**By Hearing Examiner H. Gifford Irion**

■ Granted petition by KWEN Bcstg. Co., Port Arthur, Tex., for leave to amend its an application to reflect change in ownership of KWLD Bcstg. Co. (KWLD), Liberty, Tex. Action May 14.

■ Granted petition by Broadcast Bureau and extended May 14 hearing to June 18 in proceeding on an applications of Jefferson Radio Co. (WIXI), Irondale, and Voice of the Mid South, Centreville, both Alabama. Action May 10.

**By Hearing Examiner Forest L. McClenning**

■ Pursuant to request of all applicants in Grand Rapids, Mich., tv ch. 13 proceeding, scheduled further prehearing conference for May 17. Action May 10.

■ Granted motion by Nueces Telecasting Co. and extended from May 3 to May 11 time for filing proposed findings from June 4 to June 12 for conclusions of law; and from June 21 to June 29 for replies in Corpus Christi, Tex., tv ch. 3 proceeding. Action May 9.

■ Scheduled hearing conference for May 16 and hearing for May 28 in proceeding on an applications of Putnam Bcstg. Corp., Brewster, and Port Chester Bcstg. Co., Port Chester, both New York; and denied petition by Putnam for enlargement of issues to include an issue directed to the sufficiency of funds allocated by Nicholas J. Zaccagnino, tr/as Port Chester Bcstg. Co. Action May 8.

**By Hearing Examiner Herbert Sharfman**

■ Upon request of Hayward F. Spinks and Greenville Bcstg. Co., applicants for new am stations in Hartford and Greenville, Ky., respectively, continued May 14 hearing to May 28. Action May 10.

■ Denied joint petition by Delaware Valley Bcstg. (WAAT), Trenton, and Asbury Park Press (WJLK), Asbury, Park, both New Jersey, for severance of their applications in am proceeding in Docs. 14510 et al. Action May 9.

**By Hearing Examiner Elizabeth C. Smith**

■ Granted petition by Melody Music Inc., and continued May 28 hearing to June 11, and from May 21 to May 28 for exchange of exhibits in proceeding on renewal of license of WGMA Hollywood, Fla. Action May 11.

■ Pursuant to agreement reached at May 10 further hearing conference in proceeding on an applications of Seven Locks Bcstg. Co., Potomac-Cabin John, Md., and Tenth District Bcstg. Co., McLean, Va., scheduled further hearing for July 9. Action May 10.

**BROADCAST ACTIONS  
by Broadcast Bureau**

**Actions of May 15**

WERI-FM Westerly, R. I.; The Willie Bcstg. Co., Willimantic, Conn.—Designated for consolidated hearing fm applications: WERI for change of frequency from 103.7 mc to 94.9 mc, continued operation with 17.5 kw; ant. height 24 ft. The Willie Bcstg. Co. for new station on 94.9 mc; ERP 3.36 kw; ant. height 350 ft.

KJML(FM) Sacramento, Calif.—Granted cp to change ERP to 20 kw; ant. height to 360 ft.; install new trans., new ant., change ant.-trans. location, and make changes in ant. system.

WCMS-FM Norfolk, Va.—Granted mod. of cp to increase ERP to 20 kw; change type trans., type ant., and ant. height to 210 ft.; conditions.

WDSR, WDSR Bcstg. Inc., Lake City, Fla.—Granted involuntary transfer of control from James M. Wall to Myrtle B. Wall, guardian of James M. Wall.

KECK, Radio Industries Inc., Odessa, Tex.—Granted involuntary transfer of control from Ben Nedow to Betty Nedow, executrix of estate of Ben Nedow.

WXCN(FM) Providence, R. I.—Granted mod. of cp to change ERP to 15 kw (horizontal) and 13.5 kw (vertical).

KVEC-FM San Luis Obispo, Calif.—Granted mod. of cp to change type trans. and type ant.

WISK Americus, Ga.—Granted mod. of cp to change type trans. and studio location; remote control permitted.

Robert N. Pinkerton Brownsville, Tex.—Granted authority to transmit Pony League regional playoffs, annual pre-Lenten fiesta

**RADIO-TV SET COUNTS**

**1960 U.S. CENSUS OF HOUSING**

**TEXAS**

| Area                 | Population | Occupied Dwelling Units | Total Radio Homes | Radio Percent Saturation | 2 or more sets | Total Tv Homes | Television Percent Saturation | 2 or more sets |
|----------------------|------------|-------------------------|-------------------|--------------------------|----------------|----------------|-------------------------------|----------------|
| State totals         | 9,579,677  | 2,778,116               | 2,451,970         | 88.3                     | 767,250        | 2,307,626      | 83.1                          | 214,610        |
| <b>COUNTY TOTALS</b> |            |                         |                   |                          |                |                |                               |                |
| Anderson             | 28,162     | 8,909                   | 7,526             | 84.5                     | 1,291          | 6,645          | 74.6                          | 247            |
| Andrews              | 13,450     | 3,766                   | 3,213             | 85.3                     | 938            | 3,196          | 84.9                          | 194            |
| Angelina             | 39,814     | 12,122                  | 10,172            | 83.9                     | 2,312          | 9,758          | 80.5                          | 730            |
| Aransas              | 7,006      | 2,120                   | 1,761             | 83.1                     | 445            | 1,822          | 85.9                          | 66             |
| Archer               | 6,110      | 1,931                   | 1,828             | 94.7                     | 423            | 1,772          | 91.8                          | 125            |
| Armstrong            | 1,966      | 654                     | 629               | 96.2                     | 218            | 557            | 85.2                          | 48             |
| Atascosa             | 18,828     | 4,919                   | 4,152             | 84.4                     | 805            | 3,590          | 73.0                          | 125            |
| Austin               | 13,777     | 4,545                   | 4,084             | 89.9                     | 736            | 2,915          | 64.1                          | 58             |
| Bailey               | 9,090      | 2,633                   | 2,535             | 96.3                     | 639            | 1,073          | 40.8                          | 16             |
| Bandera              | 3,892      | 1,388                   | 1,268             | 91.4                     | 255            | 1,154          | 83.1                          | 97             |
| Bastrop              | 16,925     | 5,278                   | 4,553             | 86.3                     | 840            | 3,639          | 68.9                          | 196            |
| Baylor               | 5,893      | 2,029                   | 1,923             | 94.8                     | 493            | 1,848          | 91.1                          | 39             |
| Bee                  | 23,755     | 6,059                   | 5,234             | 86.4                     | 1,294          | 4,359          | 71.9                          | 381            |
| Bell                 | 94,097     | 25,462                  | 21,924            | 86.1                     | 6,529          | 22,187         | 87.1                          | 1,117          |
| Bexar                | 687,151    | 181,952                 | 161,088           | 88.5                     | 54,554         | 153,996        | 84.6                          | 16,770         |
| Blanco               | 3,657      | 1,191                   | 1,101             | 92.4                     | 222            | 901            | 75.7                          | 19             |
| Borden               | 1,076      | 307                     | 307               | 100.0                    | 91             | 235            | 76.5                          | —              |
| Bosque               | 10,809     | 3,841                   | 3,468             | 90.3                     | 927            | 3,051          | 79.4                          | 206            |
| Bowie                | 59,971     | 18,586                  | 16,071            | 86.5                     | 4,173          | 15,513         | 83.5                          | 1,081          |
| Brazaria             | 76,204     | 20,369                  | 17,704            | 86.9                     | 4,988          | 17,929         | 88.0                          | 914            |
| Brazos               | 44,895     | 12,166                  | 10,596            | 87.1                     | 3,432          | 9,687          | 79.6                          | 621            |
| Brewster             | 6,434      | 1,823                   | 1,598             | 87.7                     | 518            | 982            | 53.9                          | —              |
| Briscoe              | 3,577      | 1,061                   | 905               | 85.3                     | 199            | 901            | 84.9                          | —              |
| Brooks               | 8,609      | 2,155                   | 1,746             | 81.0                     | 474            | 1,553          | 72.1                          | —              |
| Brown                | 24,728     | 8,507                   | 7,806             | 91.8                     | 2,360          | 5,997          | 70.5                          | 89             |
| Burleson             | 11,177     | 3,537                   | 2,027             | 57.3                     | 481            | 2,070          | 58.5                          | 65             |
| Burnet               | 9,265      | 2,991                   | 2,489             | 83.2                     | 716            | 2,555          | 85.4                          | 187            |
| Caldwell             | 17,222     | 5,141                   | 4,365             | 84.9                     | 964            | 3,838          | 74.7                          | 81             |
| Calhoun              | 16,592     | 4,189                   | 3,700             | 88.3                     | 809            | 3,136          | 74.9                          | 46             |
| Callahan             | 7,929      | 2,762                   | 2,478             | 89.7                     | 738            | 2,341          | 84.8                          | 100            |
| Cameron              | 151,098    | 35,663                  | 29,888            | 83.8                     | 7,437          | 24,894         | 69.8                          | 2,053          |
| Camp                 | 7,849      | 2,513                   | 2,028             | 80.7                     | 320            | 1,659          | 66.0                          | 36             |
| Carson               | 7,781      | 2,235                   | 2,059             | 92.1                     | 722            | 2,110          | 94.4                          | 194            |
| Cass                 | 23,496     | 7,014                   | 5,855             | 83.5                     | 883            | 5,490          | 78.3                          | 297            |
| Castro               | 8,923      | 2,335                   | 2,144             | 91.8                     | 787            | 1,859          | 79.6                          | 161            |
| Chambers             | 10,379     | 3,009                   | 2,562             | 85.1                     | 721            | 2,615          | 86.9                          | 174            |
| Cherokee             | 33,120     | 9,785                   | 7,846             | 80.2                     | 999            | 6,742          | 68.9                          | 245            |
| Childress            | 8,421      | 2,838                   | 2,638             | 93.0                     | 736            | 2,219          | 78.2                          | 17             |
| Clay                 | 8,351      | 2,781                   | 2,426             | 87.2                     | 770            | 2,480          | 89.2                          | 186            |
| Cochran              | 6,417      | 1,777                   | 1,487             | 83.7                     | 381            | 1,514          | 85.2                          | 141            |
| Coke                 | 3,589      | 1,134                   | 1,047             | 92.3                     | 211            | 951            | 83.9                          | 24             |
| Coleman              | 12,458     | 4,380                   | 4,150             | 94.7                     | 1,026          | 3,621          | 82.7                          | 88             |
| Collin               | 41,247     | 13,024                  | 11,683            | 89.7                     | 2,604          | 10,901         | 83.7                          | 443            |

Continued on page 96

**Radio-tv set counts previously published:**

|                      |                |                             |               |
|----------------------|----------------|-----------------------------|---------------|
| Arkansas             | April 16, 1962 | Nebraska                    | Feb. 19, 1962 |
| Alabama              | Mar. 5, 1962   | Nevada                      | Jan. 1, 1962  |
| Arizona              | Mar. 5, 1962   | New Hampshire               | Jan. 22, 1962 |
| Colorado             | Jan. 1, 1962   | New Mexico                  | Jan. 22, 1962 |
| Connecticut          | Mar. 5, 1962   | North Carolina <sup>1</sup> | Jan. 1, 1962  |
| Delaware             | Mar. 19, 1962  | North Dakota <sup>2</sup>   | Feb. 19, 1962 |
| District of Columbia | Mar. 5, 1962   | Ohio                        | April 9, 1962 |
| Florida              | Mar. 19, 1962  | Oklahoma                    | Feb. 5, 1962  |
| Georgia              | Feb. 12, 1962  | Oregon                      | Feb. 12, 1962 |
| Hawaii               | Jan. 22, 1962  | Rhode Island                | Mar. 5, 1962  |
| Kansas               | April 10, 1962 | South Carolina              | Feb. 5, 1962  |
| Kentucky             | April 2, 1962  | South Dakota                | Feb. 5, 1962  |
| Louisiana            | Dec. 25, 1961  | Tennessee                   | Jan. 8, 1962  |
| Maine                | Dec. 18, 1961  | Utah                        | Jan. 22, 1962 |
| Maryland             | Mar. 19, 1962  | Vermont                     | Jan. 22, 1962 |
| Massachusetts        | Feb. 19, 1962  | Virginia                    | April 9, 1962 |
| Minnesota            | Jan. 29, 1962  | Washington                  | Mar. 5, 1962  |
| Mississippi          | Jan. 22, 1962  | West Virginia               | Mar. 19, 1962 |
| Michigan             | April 16, 1962 | Wisconsin                   | Jan. 22, 1962 |
| Montana              | Jan. 1, 1962   |                             |               |

<sup>1</sup>Also see Feb. 5, 1962, issue for corrections in Hawaii figures.

<sup>2</sup>Also see Feb. 19, 1962, issue for corrections in South Carolina and South Dakota figures.

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**RADIO-TV SET COUNTS continued from 94**

| Area          | Population | Occupied Dwelling Units | Total Radio Homes | Radio Percent Saturation | 2 or more sets | Total Tv Homes | Television Percent Saturation | 2 or more sets |
|---------------|------------|-------------------------|-------------------|--------------------------|----------------|----------------|-------------------------------|----------------|
| Collingsworth | 6,276      | 2,006                   | 1,955             | 97.5                     | 472            | 1,153          | 57.5                          | 19             |
| Colorado      | 18,463     | 5,655                   | 4,982             | 88.1                     | 1,294          | 3,838          | 67.9                          | 147            |
| Comal         | 19,844     | 5,746                   | 5,338             | 92.9                     | 1,721          | 4,696          | 81.7                          | 140            |
| Comanche      | 11,865     | 4,373                   | 4,061             | 92.9                     | 1,056          | 2,815          | 64.4                          | 57             |
| Concho        | 3,672      | 1,192                   | 1,016             | 85.2                     | 288            | 972            | 81.5                          | —              |
| Cooke         | 22,560     | 7,079                   | 6,391             | 90.3                     | 1,590          | 5,963          | 84.2                          | 346            |
| Coryell       | 23,961     | 5,806                   | 5,014             | 86.4                     | 1,182          | 4,987          | 85.9                          | 158            |
| Cottle        | 4,207      | 1,356                   | 1,304             | 96.2                     | 372            | 966            | 71.2                          | 43             |
| Crane         | 4,699      | 1,382                   | 1,204             | 87.1                     | 417            | 1,279          | 92.5                          | 86             |
| Crockett      | 4,209      | 1,189                   | 1,083             | 91.1                     | 292            | 802            | 67.5                          | 56             |
| Crosby        | 10,347     | 2,937                   | 2,530             | 86.1                     | 614            | 2,597          | 88.4                          | 136            |
| Culberson     | 2,794      | 767                     | 700               | 91.3                     | 202            | 511            | 66.6                          | —              |
| Dallam        | 6,302      | 2,058                   | 1,881             | 91.4                     | 512            | 1,618          | 78.6                          | 56             |
| Dallas        | 951,527    | 290,649                 | 263,016           | 90.5                     | 106,705        | 262,052        | 90.2                          | 38,598         |
| Dawson        | 19,185     | 5,505                   | 4,842             | 88.0                     | 1,289          | 4,448          | 80.8                          | 202            |
| Deaf Smith    | 13,187     | 3,643                   | 3,306             | 90.7                     | 1,160          | 3,133          | 86.0                          | 295            |
| Delta         | 5,860      | 2,007                   | 1,865             | 92.9                     | 375            | 1,395          | 69.5                          | 53             |
| Denton        | 47,432     | 14,117                  | 12,682            | 89.8                     | 4,243          | 12,358         | 87.5                          | 1,060          |
| De Witt       | 20,683     | 6,465                   | 5,843             | 90.4                     | 1,345          | 4,229          | 65.4                          | 127            |
| Dickens       | 4,963      | 1,631                   | 1,419             | 87.0                     | 285            | 1,337          | 82.0                          | 24             |
| Dimmit        | 10,095     | 2,272                   | 1,978             | 87.1                     | 396            | 938            | 41.3                          | 43             |
| Donley        | 4,449      | 1,558                   | 1,490             | 95.6                     | 566            | 1,107          | 71.1                          | 78             |
| Duval         | 13,398     | 3,382                   | 2,469             | 73.0                     | 412            | 1,925          | 56.9                          | 140            |
| Eastland      | 19,526     | 7,131                   | 6,420             | 90.0                     | 1,078          | 5,347          | 75.0                          | 88             |
| Ector         | 90,995     | 25,883                  | 22,536            | 87.1                     | 8,180          | 23,046         | 89.0                          | 2,841          |
| Edwards       | 2,317      | 742                     | 716               | 96.5                     | 218            | 370            | 49.9                          | 53             |
| Ellis         | 43,395     | 13,275                  | 11,560            | 87.1                     | 3,147          | 11,071         | 83.4                          | 608            |
| El Paso       | 314,070    | 78,270                  | 71,259            | 91.0                     | 25,955         | 69,124         | 88.3                          | 8,903          |
| Erath         | 16,236     | 5,718                   | 5,262             | 92.0                     | 994            | 4,887          | 85.5                          | 333            |
| Falls         | 21,263     | 6,651                   | 5,757             | 86.6                     | 1,234          | 4,927          | 74.1                          | 215            |
| Fannin        | 23,880     | 8,162                   | 6,803             | 83.3                     | 1,035          | 5,883          | 72.1                          | 182            |
| Fayette       | 20,384     | 6,758                   | 6,095             | 90.2                     | 1,366          | 3,809          | 56.4                          | 144            |
| Fisher        | 7,865      | 2,491                   | 1,973             | 79.2                     | 426            | 1,978          | 79.4                          | 39             |
| Floyd         | 12,369     | 3,615                   | 3,282             | 90.8                     | 1,087          | 3,216          | 89.0                          | 138            |
| Foard         | 3,125      | 1,031                   | 928               | 90.0                     | 294            | 884            | 85.7                          | —              |
| Fort Bend     | 40,527     | 10,330                  | 9,069             | 87.8                     | 1,726          | 8,310          | 80.4                          | 356            |
| Franklin      | 5,101      | 1,750                   | 1,533             | 87.6                     | 295            | 1,213          | 69.3                          | —              |
| Freestone     | 12,525     | 4,052                   | 3,453             | 85.2                     | 683            | 2,773          | 68.4                          | 88             |
| Frio          | 10,112     | 2,540                   | 2,047             | 80.6                     | 283            | 1,527          | 60.1                          | 40             |
| Gaines        | 12,267     | 3,448                   | 3,150             | 91.4                     | 938            | 3,044          | 88.3                          | 136            |
| Galveston     | 140,364    | 42,267                  | 36,505            | 86.4                     | 10,868         | 36,145         | 85.5                          | 2,631          |
| Garza         | 6,611      | 1,935                   | 1,671             | 86.4                     | 427            | 1,631          | 84.3                          | 115            |
| Gillespie     | 10,048     | 3,314                   | 3,273             | 98.8                     | 917            | 1,869          | 56.4                          | 37             |
| Glasscock     | 1,118      | 352                     | 330               | 93.8                     | 132            | 330            | 93.8                          | —              |
| Goliad        | 5,429      | 1,633                   | 1,456             | 89.2                     | 351            | 1,051          | 64.4                          | 36             |
| Gonzales      | 17,845     | 5,395                   | 4,744             | 88.0                     | 870            | 3,929          | 72.8                          | 125            |
| Gray          | 31,535     | 9,943                   | 8,959             | 90.1                     | 3,428          | 9,001          | 90.5                          | 585            |
| Grayson       | 73,043     | 23,557                  | 20,846            | 88.5                     | 5,535          | 19,657         | 83.4                          | 964            |
| Gregg         | 69,436     | 21,634                  | 17,885            | 82.7                     | 4,863          | 17,998         | 83.2                          | 1,294          |
| Grimes        | 12,709     | 3,923                   | 3,228             | 82.3                     | 511            | 2,466          | 62.9                          | 60             |
| Guadalupe     | 29,017     | 8,179                   | 7,455             | 91.1                     | 2,009          | 6,214          | 76.0                          | 297            |
| Hale          | 36,798     | 10,462                  | 9,524             | 91.0                     | 3,451          | 8,913          | 85.2                          | 431            |
| Hall          | 7,322      | 2,402                   | 2,241             | 93.3                     | 401            | 1,516          | 63.1                          | 16             |
| Hamilton      | 8,488      | 3,077                   | 2,959             | 96.2                     | 705            | 2,267          | 73.7                          | 42             |
| Hansford      | 6,208      | 1,828                   | 1,574             | 86.1                     | 522            | 1,649          | 90.2                          | 127            |
| Hardeman      | 8,275      | 2,780                   | 2,449             | 88.1                     | 693            | 2,064          | 74.2                          | 140            |
| Hardin        | 24,629     | 7,133                   | 5,457             | 76.5                     | 931            | 5,654          | 79.3                          | 300            |
| Harris        | 1,243,158  | 367,618                 | 326,725           | 88.9                     | 117,629        | 323,617        | 88.0                          | 39,337         |
| Harrison      | 45,594     | 13,119                  | 10,428            | 79.5                     | 2,375          | 10,057         | 76.7                          | 901            |
| Hartley       | 2,171      | 672                     | 634               | 94.3                     | 351            | 617            | 91.8                          | 55             |
| Haskell       | 11,174     | 3,628                   | 3,142             | 86.6                     | 290            | 2,889          | 79.6                          | 110            |
| Hays          | 19,934     | 5,181                   | 4,727             | 91.2                     | 1,302          | 4,080          | 78.7                          | 86             |
| Hemphill      | 3,185      | 1,040                   | 971               | 93.4                     | 301            | 839            | 80.7                          | —              |
| Henderson     | 21,786     | 6,958                   | 5,992             | 86.1                     | 1,139          | 5,162          | 74.2                          | 147            |
| Hidalgo       | 180,904    | 40,963                  | 34,171            | 83.4                     | 7,421          | 27,165         | 66.3                          | 1,933          |
| Hill          | 23,650     | 8,098                   | 7,018             | 86.7                     | 1,239          | 6,457          | 79.7                          | 163            |
| Hockley       | 22,340     | 6,182                   | 5,769             | 93.3                     | 1,989          | 5,698          | 92.2                          | 516            |
| Hood          | 5,443      | 1,881                   | 1,777             | 94.5                     | 263            | 1,579          | 83.9                          | 100            |
| Hopkins       | 18,594     | 6,385                   | 6,162             | 96.5                     | 1,412          | 4,876          | 76.4                          | 166            |
| Houston       | 19,376     | 5,456                   | 4,691             | 86.0                     | 525            | 3,232          | 59.2                          | 64             |
| Howard        | 40,139     | 11,292                  | 10,140            | 89.8                     | 3,948          | 10,340         | 91.6                          | 915            |
| Hudspeth      | 3,343      | 869                     | 785               | 90.3                     | 218            | 456            | 52.5                          | 28             |
| Hunt          | 39,399     | 12,850                  | 11,492            | 89.4                     | 2,778          | 10,303         | 80.2                          | 342            |
| Hutchinson    | 34,419     | 10,240                  | 9,486             | 92.6                     | 3,555          | 9,462          | 92.4                          | 617            |
| Irion         | 1,183      | 398                     | 398               | 100.0                    | 159            | 270            | 67.8                          | —              |
| Jack          | 7,418      | 2,574                   | 2,206             | 85.7                     | 461            | 2,217          | 86.1                          | 149            |
| Jackson       | 14,040     | 3,916                   | 3,388             | 86.5                     | 809            | 2,779          | 71.0                          | 21             |
| Jasper        | 22,100     | 6,336                   | 5,039             | 79.5                     | 760            | 4,739          | 74.8                          | 179            |

Continued on opposite page

and Charro Days celebration and similar types of programs to XEO Matamoros, Mex. for period ending May 15, 1963.

Following stations were granted extensions of completion dates as shown: WISK Americus, Ga., to Sept. 7; WJBT Wheeling, W. Va., to Oct. 15; KBGO Waco, Tex., to Aug. 24; WROW-FM Albany, N. Y., to Aug. 26; WBAY-FM Green Bay, Wis., to Sept. 10; KLLZ-FM Denver, Colo., to July 1; KVEC-FM San Luis Obispo, Calif., to June 29; KFBK-FM Sacramento, Calif., to Nov. 1; K09CF, K11CJ, K13CI, Leavenworth Non-Profit Tv Assn., Leavenworth, Wash., to Nov. 15; K09CH, K11CM, K13CJ, Dryden Tv Coop. Inc., Dryden, Wash., to Nov. 15.

**Actions of May 14**

Granted cps for following new vhf tv translator stations: Lake George Volunteer Fire Dept. on ch. 13, Lake George and Florissant, Colo., to translate programs of KOA-TV (ch. 4) Denver, Colo.; Beatty Tv Maintenance District on ch. 12, Beatty, Nev.; KLRJ-TV (ch. 2) Henderson, Nev.

**Actions of May 11**

Quinn River Tv Maintenance District, Orvada, Nev.—Granted cps for new vhf tv translator stations on chs. 13 and 6 to translate programs of KTVB (ch. 4) and KBOI-TV (ch. 10) both Boise, Idaho, via intermediate translators.

Granted following stations renewal of license: KAYS Hays, Kan.; KBEL Idabel, Okla.; KBRL McCook, Neb.; KBYE Oklahoma City, Okla.; KETV (TV) Omaha, Neb.; KJEM-AM-FM Oklahoma City, Okla.; KLCO Poteau, Okla.; KMDO Fort Scott, Kan.; KMUS Muskogee, Okla.; KNCK Concordia, Kan.; KOGA Ogallala, Neb.; KRNY Kearney, Neb.; KRSL Russell, Kan.; KSEO Durant, Okla.; KSIR Wichita, Kan.; \*KUON-TV Lincoln, Neb.; KUVR Holdrege, Neb.; KWOE Clinton, Okla.; KWRW Guthrie, Okla.; \*KOSU-FM Stillwater, Okla.; \*KWGS (FM) Tulsa, Okla.; KHPL-TV Hayes Center, Neb.; KMTV (TV) Omaha, Neb.; KOKL Okmulgee, Okla.; KOTV (TV) Tulsa, Okla.; KVSQ Ardmore, Okla.; KWHY-TV Goodland, Kan.; WBBZ Ponca City, Okla.; WJAG Norfolk, Neb.; WOW and auxiliary, WOW-FM and SCA, Omaha, Neb.; KCMS Manitou Springs, Colo.; KEYL Long Prairie, Minn.; KFBB-AM-TV, KMOM and auxiliary, Great Falls, Mont.; KROC-TV Rochester, Minn.; KSCJ and auxiliary, Sioux City, Iowa; KUDI Great Falls, Mont.; KXIC (auxiliary only) Iowa City, Iowa; WCCO and auxiliary, Minneapolis, Minn.; WDLT Indianola, Miss.; WELY Ely, Minn.; WFDF and alternate main, Flint, Mich.; WGIV Charlotte, N. C.; WING and auxiliary, Dayton, Ohio; WKID Urbana, Ill.; WKMH and auxiliary, Dearborn, Mich.; WKYW Louisville, Ky.; WLCX La Crosse, Wis.; WMBD and alternate main, Peoria, Ill.; WNPT Tuscaloosa, Ala.; WOSH Oshkosh, Wis.; WOVE Allegan, Mich.; WPNF Brevard, N. C.; WRBC Jackson, Miss.; WRGS Rogersville, Tenn.; WSET Glens Falls, N. Y.; WTYC Rock Hill, S. C.; KDEX Dexter, Mo.; K72AU, Truckee River Civic Tv Inc., Verdi, Nev.; K76AF, Eureka Tv District, Eureka, Nev.; K78AJ, Broadbent Tv Translator Inc., Broadbent, Ore.; K73AJ, K80AP, K75AI, K72AV, K70AC, K78AC, K82AA, K74AN, K77AM, K76AQ, Mohave County Board of Supervisors, Mohave County, Ariz.; Peach Springs, Big Sandy Valley, Kingman, Chloride, Gas City, Bullhead City and Davis Dam, Ariz., and Needles, Calif.

WHDF, The Upper Michigan Bcstg. Co., Houghton, Mich.—Granted involuntary transfer of control from George L. Burgan to Irma O. Burgan, executrix of estate of George L. Burgan.

KGHT, Trotter and Godfrey, Hollister, Calif.—Granted assignment of cp to Hollister Bcstg. Inc.

KCAS, Star of the Plains Bcstg. Co., Slaton, Tex.—Granted assignment of cp to Kermis S. Ashby trading under same name.

WSHP, Town Radio Inc., Shippensburg, Pa.—Granted assignment of cp to company of same name (a Pennsylvania corporation).

KGMO Cape Girardeau, Mo.—Granted license covering change frequency; increase power; install DA-D; make changes in ground system; and install new trans.; change studio location and delete remote control.

WMAQ Chicago, Ill.—Granted mod. of licenses to operate main and auxiliary trans. by remote control; condition.

KUFM(FM) El Cajon, Calif.—Granted extension of authority to remain silent for period ending June 30.

KTHE Thermopolis, Wyo.—Granted extension of authority to sign-off at 7:00 p.m., except for special events, for period ending Oct. 1.

WRBL-FM Columbus, Ga.—Granted cp to decrease ERP to 5.5 kw; increase ant. height

to 1520 ft.; make changes in ant. system.  
 WTPA Harrisburg, Pa.—Granted cp to change ERP to 426 kw vis.; 213 kw aur.; install new ant. system; make changes in equipment and change ant. height to 1120 ft.  
 Somers Tv Translator Club, Somers, Mont.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of KXLY-TV Spokane, Wash., via intermediate translator.  
 WENC-AM-FM, Whiteville, N. C.—Remote control permitted.  
 KJAZ(FM) Alameda, Calif.—Granted mod. of cp to change type trans.  
 WFAB, WFAB Inc., Miami-South Miami, Fla.—Granted mod. of cp to change name to United Bcstg. Co. of Florida Inc.  
 ■ Following stations were granted extensions of completion dates as shown: WYNE Baton Rouge, La., to July 3; WFGW Black Mountain, N. C., to June 8; KDEF Albuquerque, N. M., to June 15; WZUM Carnegie, Pa., to June 15; WTIK New Orleans, La., to Oct. 1; KRNV-FM Lexington, Neb., to Aug. 1; WIL-FM St. Louis, Mo., to June 15; KJAZ (FM) Alameda, Calif., to Aug. 15; WETT Ocean City, Md., to June 15.

**Actions of May 10**

■ Granted following stations renewal of license: K72AA, K70BU, The Anaconda Co., Weed Heights, Nev.; K72AF, Battle Mountain Tv Club, Battle Mountain, Nev.; W78AB, Binghamton Press Inc., Parts of Vestal and Endwell, N. Y.; W81AB, Binghamton Press Inc., Hillcrest and Chenango Bridge, N. Y.; K73AL, Board of Education Truth or Consequences, Municipal Schools District 6, Truth or Consequences, N. M.; K78AL, Canby Tv Club, Canby, Calif.; K70AQ, K74AT, K77AU, Likely TV Club, Likely, Calif.; K80AD, Lone Pine Tv Inc., Lone Pine, Calif.; K70BC, K76AJ, Morongo Basin Tv Club Inc., Twentynine Palms and Marine Corps Base, Calif.; K72AE, K80AQ, Needles Community Tv Club Inc., Needles, Calif. and Gas City, Davis Dam and Bullhead, Ariz.; W73AC, Northeastern Pennsylvania Bcstg. Inc., Clarks Summit, Dalton and Waverly, Pa.; K71AB, K75AD, K79AA, Palo Verde Valley Tv Club, Blythe, Calif.; K70AH, Parker Chamber of Commerce Inc., Parker, Ariz.; W71AB, W80AA, Southeastern Ohio Tv System, Coshocton and Cambridge, Ohio; W83AA, W73AA, Upper Lehigh Translator Service Corp., Slatington, Palmerton and Slatedale, Pa.; W79AC, WBRE-TV Inc., Clarks Summit, Dalton and Waverly, Pa.; K70AT, K75AF, K80AI, White Pine Tv District 1, Ely, Nev.; K73AH, K83AD, White Pine Tv District 1, McGill, Nev.; W70AD, The Zanesville Publishing Co., Marietta, Ohio.

WATZ Alpena, Mich.—Granted cp to install auxiliary trans. at main trans. site.  
 WTIC-FM Hartford, Conn.—Granted cp to install new trans.; new ant.; make changes in ant. system (increase height); decrease ERP to 5.5 kw; increase antenna height to 810 ft.; condition.

American Bcstg.-Paramount Theatres Inc., New York, N. Y.—Granted mod. of authority to transmit programs to certain Canadian stations to include CKFH Toronto.

WYNK Baton Rouge, La.—Granted extension of authority to remain silent for period ending June 20.

KRPM(FM) San Jose, Calif.—Granted extension of authority to remain silent for period ending Aug. 7.

KELY Ely, Nev.—Granted authority to sign-off at 6 p.m. for period ending Sept. 2.

KCLB(FM) Carlsbad, Calif.—Granted mod. of cp to change ant.-trans. location (studio location); delete remote control; make changes in ant. system; change type ant. and type trans.; increase ERP to 1 kw; cange ant. height to -63 ft.

■ Following stations were granted extensions of completion dates as shown: KGUD-FM Santa Barbara, Calif., to July 12; KCLB (FM) Carlsbad, Calif., to July 31.

■ Granted change in remote control authority for following stations: WNID Chicago, Ill.; WLAD Danbury, Conn.

■ Granted cps for following vhf tv translator stations: City of Otis on ch. 11, Otis, Colo., to translate programs of KOA-TV (ch. 4) Denver, Colo.; City of Yuma on ch. 13, Yuma, Colo., to translate programs of KOA-TV (ch. 4) Denver, Colo., condition; Silver Peak Tv District on ch. 5, Silver Peak, Nev., to translate programs of KOLO-TV (ch. 8) Reno, Nev.

**Actions of May 9**

WVEC Hampton, Va.—Granted cp to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N;

Continued from opposite page

| Area        | Population | Occupied Dwelling Units | Total Radio Homes | Percent Saturation | 2 or more sets | Total Tv Homes | Television Percent Saturation | 2 or more sets |
|-------------|------------|-------------------------|-------------------|--------------------|----------------|----------------|-------------------------------|----------------|
| Jeff Davis  | 1,582      | 446                     | 347               | 77.8               | 150            | 198            | 44.4                          | —              |
| Jefferson   | 245,659    | 72,577                  | 63,139            | 87.0               | 18,742         | 65,615         | 90.4                          | 6,419          |
| Jim Hogg    | 5,022      | 1,262                   | 1,136             | 90.0               | 113            | 695            | 55.1                          | —              |
| Jim Wells   | 34,548     | 8,642                   | 7,062             | 81.7               | 1,426          | 6,349          | 73.5                          | 287            |
| Johnson     | 34,720     | 11,065                  | 9,897             | 89.4               | 2,735          | 9,705          | 87.7                          | 718            |
| Jones       | 19,299     | 6,314                   | 5,730             | 90.8               | 1,811          | 5,417          | 85.8                          | 194            |
| Karnes      | 14,995     | 3,934                   | 3,210             | 81.6               | 606            | 2,785          | 70.8                          | 83             |
| Kaufman     | 29,931     | 8,497                   | 7,231             | 85.1               | 1,409          | 6,604          | 77.7                          | 321            |
| Kendall     | 5,889      | 1,899                   | 1,773             | 93.4               | 610            | 1,285          | 67.7                          | 46             |
| Kenedy      | 884        | 199                     | 120               | 60.3               | 40             | 159            | 79.9                          | 20             |
| Kent        | 1,727      | 559                     | 535               | 95.7               | 162            | 559            | 100.0                         | —              |
| Kerr        | 16,800     | 5,108                   | 4,685             | 91.7               | 1,681          | 3,537          | 69.2                          | 196            |
| Kimble      | 3,943      | 1,343                   | 1,286             | 95.8               | 388            | 631            | 47.0                          | 18             |
| King        | 640        | 186                     | 167               | 89.8               | —              | 111            | 59.7                          | —              |
| Kinney      | 2,452      | 696                     | 614               | 88.2               | 205            | 246            | 35.3                          | 18             |
| Kleberg     | 30,052     | 7,490                   | 6,231             | 83.2               | 1,768          | 6,029          | 80.5                          | 499            |
| Knox        | 7,857      | 2,516                   | 2,279             | 90.6               | 468            | 1,933          | 76.8                          | 20             |
| Lamar       | 34,234     | 11,419                  | 10,321            | 90.4               | 2,191          | 6,418          | 56.3                          | 245            |
| Lamb        | 21,896     | 6,474                   | 5,902             | 91.2               | 1,454          | 5,683          | 87.8                          | 198            |
| Lampasas    | 9,418      | 3,095                   | 2,939             | 95.0               | 769            | 2,568          | 83.0                          | 77             |
| La Salle    | 5,972      | 1,517                   | 1,246             | 82.1               | 296            | 843            | 55.6                          | 42             |
| Lavaca      | 20,174     | 6,361                   | 5,733             | 90.1               | 762            | 3,026          | 47.6                          | 44             |
| Lee         | 8,949      | 2,818                   | 2,678             | 95.0               | 324            | 1,940          | 68.8                          | 78             |
| Leon        | 9,951      | 3,154                   | 2,396             | 76.0               | 400            | 1,707          | 54.1                          | 42             |
| Liberty     | 31,595     | 9,206                   | 7,623             | 82.8               | 1,812          | 7,032          | 76.4                          | 621            |
| Limestone   | 20,413     | 6,159                   | 5,272             | 85.6               | 908            | 4,373          | 71.0                          | 41             |
| Lipscomb    | 3,406      | 1,075                   | 984               | 91.5               | 310            | 686            | 63.8                          | —              |
| Live Oak    | 7,846      | 2,071                   | 1,946             | 94.0               | 418            | 1,546          | 74.6                          | 69             |
| Llano       | 5,240      | 1,900                   | 1,765             | 92.9               | 498            | 1,407          | 74.1                          | 63             |
| Loving      | 226        | 66                      | 66                | 100.0              | —              | 66             | 100.0                         | —              |
| Lubbock     | 156,271    | 44,074                  | 40,260            | 91.3               | 15,031         | 39,215         | 89.0                          | 4,840          |
| Lynn        | 10,914     | 3,127                   | 2,768             | 88.5               | 946            | 2,672          | 85.4                          | 343            |
| McCulloch   | 8,815      | 3,014                   | 2,657             | 88.2               | 768            | 1,701          | 56.4                          | 62             |
| McLennan    | 150,091    | 45,577                  | 40,650            | 89.2               | 13,032         | 39,386         | 86.4                          | 3,504          |
| McMullen    | 1,116      | 352                     | 329               | 93.5               | 142            | 259            | 73.6                          | 47             |
| Madison     | 6,749      | 2,098                   | 1,631             | 77.7               | 265            | 1,292          | 61.6                          | 41             |
| Marion      | 8,049      | 2,396                   | 1,924             | 80.3               | 329            | 1,620          | 67.6                          | 92             |
| Martin      | 5,068      | 1,443                   | 1,268             | 87.9               | 376            | 1,286          | 89.1                          | 65             |
| Mason       | 3,780      | 1,317                   | 1,246             | 94.6               | 283            | 660            | 50.1                          | —              |
| Matagorda   | 25,744     | 7,410                   | 6,075             | 82.0               | 1,651          | 5,607          | 75.7                          | 391            |
| Maverick    | 14,508     | 3,264                   | 2,755             | 84.4               | 557            | 1,113          | 34.1                          | 41             |
| Medina      | 18,904     | 4,948                   | 4,415             | 89.2               | 792            | 3,641          | 73.6                          | 144            |
| Menard      | 2,964      | 997                     | 997               | 100.0              | 329            | 284            | 28.5                          | —              |
| Midland     | 67,717     | 19,544                  | 17,480            | 89.4               | 7,610          | 17,578         | 89.9                          | 2,585          |
| Milam       | 22,263     | 7,085                   | 6,187             | 87.3               | 1,160          | 4,965          | 70.1                          | 167            |
| Mills       | 4,467      | 1,633                   | 1,608             | 98.5               | 234            | 1,078          | 66.0                          | 25             |
| Mitchell    | 11,255     | 3,422                   | 3,015             | 88.1               | 939            | 2,728          | 79.7                          | 106            |
| Montague    | 14,893     | 5,258                   | 4,730             | 90.0               | 834            | 4,399          | 83.7                          | 83             |
| Montgomery  | 26,839     | 8,025                   | 6,553             | 81.7               | 1,060          | 6,025          | 75.1                          | 250            |
| Moore       | 14,773     | 4,139                   | 3,757             | 90.8               | 1,159          | 3,771          | 91.1                          | 402            |
| Morris      | 12,576     | 3,606                   | 3,020             | 83.7               | 477            | 2,917          | 80.9                          | 134            |
| Motley      | 2,870      | 947                     | 903               | 95.4               | 306            | 529            | 55.9                          | —              |
| Nacogdoches | 28,046     | 8,534                   | 7,373             | 86.4               | 1,232          | 5,723          | 67.1                          | 220            |
| Navarro     | 34,423     | 11,384                  | 9,794             | 86.0               | 2,383          | 8,512          | 74.8                          | 437            |
| Newton      | 10,372     | 2,847                   | 1,883             | 66.1               | 161            | 1,745          | 61.3                          | 69             |
| Nolan       | 18,963     | 6,014                   | 5,400             | 89.8               | 1,603          | 5,259          | 87.4                          | 236            |
| Nueces      | 221,573    | 57,996                  | 49,816            | 85.9               | 14,849         | 48,706         | 84.0                          | 4,674          |
| Ochiltree   | 9,380      | 2,784                   | 2,571             | 92.3               | 761            | 2,372          | 85.2                          | 235            |
| Oldham      | 1,928      | 522                     | 470               | 90.1               | 182            | 443            | 84.9                          | —              |
| Orange      | 60,357     | 16,259                  | 13,780            | 84.8               | 3,231          | 14,324         | 88.1                          | 1,413          |
| Palo Pinto  | 20,516     | 6,834                   | 6,096             | 89.2               | 1,577          | 5,385          | 78.8                          | 394            |
| Panola      | 16,870     | 5,031                   | 4,160             | 82.7               | 897            | 3,785          | 75.2                          | 211            |
| Parker      | 22,880     | 7,448                   | 6,859             | 92.1               | 1,681          | 6,473          | 86.9                          | 440            |
| Parmer      | 9,583      | 2,697                   | 2,546             | 94.4               | 917            | 2,250          | 83.4                          | 79             |
| Pecos       | 11,957     | 3,272                   | 2,743             | 83.8               | 598            | 2,603          | 79.6                          | 68             |
| Polk        | 13,861     | 4,107                   | 3,363             | 81.9               | 505            | 2,644          | 64.4                          | 18             |
| Potter      | 115,580    | 34,029                  | 31,257            | 91.9               | 12,228         | 30,697         | 90.2                          | 3,852          |
| Presidio    | 5,460      | 1,486                   | 1,214             | 81.7               | 234            | 614            | 41.5                          | —              |
| Rains       | 2,993      | 1,048                   | 962               | 91.8               | 92             | 793            | 75.7                          | —              |
| Randall     | 33,913     | 9,708                   | 9,408             | 96.9               | 5,028          | 9,314          | 95.9                          | 1,709          |
| Reagan      | 3,782      | 1,090                   | 1,038             | 95.2               | 330            | 1,029          | 94.4                          | 52             |
| Real        | 2,079      | 655                     | 575               | 87.8               | 103            | 226            | 34.5                          | —              |
| Red River   | 15,682     | 5,091                   | 4,344             | 85.3               | 532            | 3,003          | 59.0                          | 117            |
| Reeves      | 17,644     | 4,623                   | 3,803             | 82.3               | 1,184          | 3,610          | 78.1                          | 213            |
| Refugio     | 10,975     | 3,045                   | 2,458             | 80.7               | 766            | 2,913          | 95.7                          | 70             |
| Roberts     | 1,075      | 353                     | 334               | 94.6               | 99             | 333            | 94.3                          | —              |
| Robertson   | 16,157     | 4,951                   | 3,940             | 79.6               | 632            | 3,594          | 72.6                          | 108            |
| Rockwall    | 5,878      | 1,794                   | 1,491             | 83.1               | 416            | 1,417          | 79.0                          | 20             |

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# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.
- All other classifications 30¢ per word—\$4.00 minimum.

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Tell us why you can manage a successful fulltime AM-FM in a ninety million 3 station market in the East. You must be experienced; ann.—PD—news—sales—supervision—know costs and how to control them. Highly desirable area in which to live with many advantages. Earnings in five figures. Top Pulse—Top reputation—so we want a top man. Tell us all—your employment record—your successes (and failures)—your civic endeavors—your family your church and send a pic. Box 956K, BROADCASTING.

\$7,500 plus, plus to an executive salesman in a competitive but thriving New England medium size market. Must be self starter with ideas. Rush a brief resume and snapshot. This is a definite long range management opportunity. Lets talk. Box 981K, BROADCASTING.

Wanted: Manager for new Texas daytimer in small exclusive market. Confidential. Address Box 991K, BROADCASTING.

Executive salesman, management experience, proven sales and promotion background. Full-time travel, protected localized territory. Residence in territory required; preference given residents of four available territories: Georgia-Florida-Alabama; New England; Texas-New Mexico; Illinois-Iowa-Missouri. Openings immediate. Personal interviews required. Extensive field training provided. Salary, commission—incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pic; Community Club Awards, Westport, Connecticut.

We're putting second FM station on air soon. Excellent opportunity for man with successful sales record to manage both stations. Salary open. Write complete details (no phone calls, please). President WRWR-FM, Port Clinton, Ohio.

### Sales

Baltimore—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

Florida, West Palm Beach. Excellent salary plus 15% commission and car allowance. Absolute minimum two years fulltime selling radio. Don't put your family through another miserable cold winter. Send complete resume to Box 910K, BROADCASTING.

Boston—Prefer Boston market experience and strong on direct sales. Guarantee of \$175.00 weekly. Box 51M, BROADCASTING.

Immediate opening for radio time salesman in Mid-Michigan market. Salary plus commission. Excellent potential. Write Box 55M, BROADCASTING.

Small market middle Atlantic station needs experienced salesman. Prefer family man. Please send resume and photo to Box 63M, BROADCASTING.

Sales manager, wanted immediately. Exceptional high commission. Brand new operation in midwest. Plenty of newspaper promotion. List of good leads now ready. No house accounts. You run the department. Commission paid weekly on business written, same commission on renewals. Write Box 67M, BROADCASTING.

Northeast—Experienced salesman wanted for top station in medium market. Adult format. Good guaranteed salary to get started. Station part of group of am-tv operations. Send complete resume to Box 80M, BROADCASTING.

Southern—top-rated Metro station—seeks 2 experienced salesmen of management calibre. Interested area applicants only—30-40, married with excellent references. Guarantee—share moving expenses—rapid advancement for producer. Send photo—resume. Box 93M, BROADCASTING.

## Help Wanted—(Cont'd)

### Sales

Independent Fresno area TV with unlimited growth potential has opening for two young, aggressive salesmen, with option to produce and/or announce what you sell, depending on ability. Rates slightly above radio. Write or contact Harold Gann, KDAS-TV, Box 321, Hanford, Calif.

Las Vegas, Nevada top station opening for aggressive salesman. Opportunity unlimited. Contact KLAS Radio, R. Fleming.

Unusual opportunity in best FM radio time sales market for strong closing, aggressive salesman, age 24-35. Quality programming format with one of Chicago area's top FM stations. Draw against 30% commission. Phone collect. Uptown 8-7900 or write WXFM, 4440 N. Clark St., Chicago, Illinois.

Salesman. sales manager—travel, sell businessmen radio features. \$100-\$500 week commission, phone: Syracuse, New York—422-0924; East Hampton, Conn.—Andrew 7-9092.

Choice positions, radio or TV sales and management, midwest and national. Better yourself—write Walker Employment 83 So. 7th St. Minneapolis 2, Minnesota. Free registration, professional service.

### Announcers

Progressive single market station in Texas needs a good combination announcer-engineer. Good working conditions with new equipment. Some maintenance but emphasis on announcing. No drifters please. Box 953K, BROADCASTING.

Experienced announcer wanted for morning show at good music Ohio station. Mature and pleasant personality desired. Send tape and resume to Box 935K, BROADCASTING.

Aggressive salesman/mature announcer combo man wanted. Must be top flight in both departments. First class ticket preferred but not essential. Live and work in ideal weather and working conditions in beautiful Southern California coastal city, at top-rated good music station. Permanent job in good radio market. Reply Box 970K, BROADCASTING.

Opening engineer-announcer—no maintenance. 500 watt daytime, \$275, send resume, tape. Box 980K, BROADCASTING.

Newsmen to gather, write and air local news. \$90.00—Illinois. Send tape and resume. Box 987K, BROADCASTING.

1st phone announcer. No maintenance. New Jersey daytimer. Box 5M, BROADCASTING.

Community Station, with community programming in South Alabama has immediate need for announcer—first phone; \$90.00 to \$100.00 for 40 hour week. Box 25M, BROADCASTING.

Good morning personality for top station in two station market. Must have first phone. Good job with major group in the state. Outdoorsman's paradise. Box 56M, BROADCASTING.

Experienced capable announcer needed by Maryland independent. Mature voice, good board work essential. Box 64M, BROADCASTING.

Upper midwest CBS station needs experienced night man. Pleasant surroundings, added benefits. Please send tape, picture and resume first letter. Box 68M, BROADCASTING.

Experienced country & western dj. Strong on promotions for full time country music station. Send full resume and tape. Good pay for right man. Reply to Box 69M, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Immediate opening for radio announcer. Smooth professional delivery. Resonant voice preferred. Adult good music station, Michigan. Many benefits. Send tape, resume, photo. Box 91M, BROADCASTING.

East coast major modern radio station has opening for top flight dj-newsman. Unusual opportunity. Send air check and background info. Box 96M, BROADCASTING.

Small market Virginia station needs announcer-copy writer. Please send tape, resume and photo to Box 104M, BROADCASTING.

Dixie station has opening for beginning staff announcer. Rush tape and resume to Pete Sanders, KDLA, DeRidder, Louisiana.

Experienced announcer, can also sell. Prefer family man . . . contact Dr. F. P. Cerniglia—KLIC, Monroe, Louisiana.

Announcer, first phone, no maintenance—immediate opening. KSJE 5000 watt 600kc, Jamestown, North Dakota. \$100.00 per week to start, for the right man.

America's first all-farm station — needs combo man—1st ticket—maintenance—announcing—Contact Jack Moran at once—WDMV, Pocomoke City, Maryland.

News Personality wanted. Must be experienced in beat work, mobile, features, and reporting. Starting salary \$115 a week. Send tape, photo & resume to Jack Hurst, Program Director, WGST, Atlanta, Ga.

Need first phone announcer now! WMHI, Route 5, Frederick, Md. Good station . . . Good music . . . Limited commercials . . . surveyed #1. No maintenance . . . Salary open to experience. Rush tape, resume to above address now!

50,000 watt opening for top-notch, first phoner on midnight to 6 am show, must be bright engineer and brighter personality to swing shift our brightest ratings. Salary open. Contact: Don Kelly, Program Director, WPTR, Albany, N. Y. UN-9-9271.

Announcers, steady employment, excellent salary. Tape resume to: First Aids for Radio, P. O. Box 385, Algonquin, Illinois.

Announcers and combo-men, get a better radio or TV job. 650 stations in midwest and nation. Free registration. Write today for application. Walker Employment, 83 So. 7th St. Minneapolis 2, Minnesota.

Announcer-Combs needed. New 5000 watt full time directional Princeton, N. J. am station under construction. If you have 1st class ticket, want to work at class, non-rock station with exciting future. Contact: Herbert W. Hobler, 295 Mercer Rd., Princeton, N. J.

### Technical

Sell and service broadcast equipment. Need engineers for local territories. Use spare time. Excellent commission arrangement. Quality product line. Box 781K, BROADCASTING.

Opening engineer-announcer—no maintenance. 500 watt daytime, \$275, send resume, tape. Box 979K, BROADCASTING.

First class engineer for extremely well equipped, modern progressive Virginia station. Must be thoroughly familiar with audio and transmitter work. Small amount of announcing required. If you want to work with the best equipment and the best people and have the know-how to keep things going, then you can join the staff of this old established station. Send resume with picture, salary requirements and tape to Box 10M, BROADCASTING.



## Help Wanted—(Cont'd)

### Technical

Florida metropolitan 5000 watt, daytimer needs chief engineer. Complete maintenance required, must have experience. Send complete resume, photo, and salary requirements to Box 86M, BROADCASTING.

Wanted: A first class Radio-Television operator. Beginning salary between \$375-\$425 depending upon ability. Contact Mike Donovan, Box 727, Radio Station K-ANA, Anaconda, Montana.

Our chief engineer for the past seven years will get his degree from Kansas University in August. We want his replacement by July first, an experienced, qualified chief, who wants an engineering degree. Be our chief and attend KU. Write Arden Booth, KLWN, Lawrence, Kansas.

KMAE McKinney, Texas, has opening for announcer-engineer. Must be capable maintenance studio and transmitter equipment. Prefer "Amateur" operator with first phone and good voice. Send complete resume, tape, and snapshot to Geo. W. Smith Jr., KMAE McKinney, Texas.

Immediate opening first-class engineer-announcer combo. Send photo, resume, and tape to KOKO Radio, Warrensburg, Missouri.

There must be someone with a 1st class ticket and announcing experience who wants a good permanent job at a smooth-sound, daytime only station. Masculine or feminine applicants acceptable; must be able to read news intelligently. Send resume, tape and salary required to WCNL, Newport, New Hampshire.

Are you a competent engineer who likes the work and would like an owner-boss who appreciates above-average interest and ability? 5 kw full-time AM near Philadelphia. WCOJ, Coatesville, Pennsylvania.

Transmitter operator first phone, am and fm, car necessary. WEOL, Elyria, Ohio.

1 kw daytime station . . . remote control transmitter . . . looking for young engineer who has the necessary background but no opportunity to be a Chief. Group operation Fringe benefits. Real growth opportunity. Write to Benjamin M. Turnbull, General Manager, WDOJ, Oneonta, New York, stating minimum salary requirements.

Good engineers and combo-men needed now in radio and TV. Write for Free application. Over 650 stations contacted. Walker Employment, 83 So. 7th St. Minneapolis, 2, Minnesota.

### Production—Programming, Others

Girl Friday. Emphasis on continuity-writing. Some air work. Send tape, photo, resume to KHAS Radio, Hastings, Nebraska.

Program director-announcer. Experience and judgement will determine amount of responsibility. Opportunity to write editorials if qualified and to express self in programming within certain controls. Good sounding station now, want to keep it that way. Lovely recreational and university community. Lowell Jack, KMAN, Manhattan, Kans.

Newsman, Michigan, experienced to gather, write and deliver news. Contact Leo Jylha, WBCM, Bay City, Michigan.

Want immediately qualified, mature newsman to head news department. News gathering and reporting more important than announcing ability. Send all information, references, requirements first letter. WDEC, Americus, Georgia.

### RADIO

#### Situations Wanted—Management

Manager—strong personal sales. Twelve years management. Highest character and owner references. Responsible, qualified. Area \$10,000. Box 854K, BROADCASTING.

Mr. Absentee Owner: Don't give up! Try, one more manager! Mel Age 40, sober, married, dependable, sell—prefer southeast. Box 931K, BROADCASTING.

Manager, strong sales, first phone, experience, small or medium market. Will buy small interest. Box 967K, BROADCASTING.

## Situations Wanted—(Cont'd)

### Management

Manager—seasoned broadcaster with experience and knowhow to tackle any situation. Any size market. Excellent record and references. Write Box 982K, BROADCASTING.

Want station to manage in East with opportunity to purchase. Box 28M, BROADCASTING.

General Manager seeks new challenge. Strong on sales and programming. Sixteen years experience, 10 years management. Family man with excellent references. Midwest or east preferred. Box 45M, BROADCASTING.

Experienced Station Manager, both Radio & TV. Presently General Manager midwest CBS-TV affiliate. Started in sales, know all phases of operation except engineering. Very cost conscious, steady, 9 years present station, family man, best references, including present employer. Want management position. Will handle key accounts. Can arrange for personal interview. Presently earning \$10,000. Available in about 30 days. Box 57M, BROADCASTING.

Can sell too. Mature fully experienced. Presently located southwest. Box 61M, BROADCASTING.

Here's a 3 year record: 1960 from scratch, made 17,000 on straight commission as salesman. In 5 months as sales manager, increased monthly gross from 12,000 to 30,000. First quarter 62 personal billing averaged 2,500 weekly. Over \$240,000 in local sales last 9 months. Station rated last in market of 350,000 with 9 competitors. Successful showman, innovator, believer in visuals. All statements verified with company record. Have brand new sales idea for you. Box 62M, BROADCASTING.

Executive team, two experienced men. Composite twenty-two years experience. Sales, programming and production, management. Top team for top market. Box 73M, BROADCASTING.

Illinois career broadcaster with 17 years managerial experience seeks change to post that might include part ownership. Illinois or surrounding area. Creative, versatile, able to produce more sales while improving station's community image. Box 79M, BROADCASTING.

Late on top pop records? Does your competition have you beat on latest top 40 releases? Then be first, really first on your market. All labels all artists. Mailing 3 times weekly, 10 day trial, no obligation. Write: T. R. Productions, 830 Market, San Francisco, California.

### Sales

Sales-News; 10 years experience, good, sober, family man wants change from Florida in June. Box 16M, BROADCASTING.

Mature, excellent appearance, leaving Mike side to enter sales. Must have guarantee, large market. Top price, gets top man. Box 46M, BROADCASTING.

Mature, experienced, every phase except engineering—radio & tv. Presently located southwest. Box 58M, BROADCASTING.

Solid background—6 years successful selling of television film. Seeking local radio or television sales position where experience, creative ability and productivity would be commensurate with earnings. Box 74M, BROADCASTING.

9 years-announcing-sales — everything-first phone-family-wants sales-opportunity for management—Georgia-Florida-Alabama—Herbert Strickland, 1300 Conger Dr., West Bainbridge, Ga. Cherry 6-2224.

### Announcers

Announcer—pleasant dj. Tight board. Not a prima donna. Authoritative news. Want to settle. Box 779K, BROADCASTING.

Announcer; fast production; mature voice; experienced; dependable—want steady position. Box 943K, BROADCASTING.

2½ years fast format dj experience. A.B. degree, single, 5A. Box 984K, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Experienced, capable, newsman, staff announcer, single, veteran, enthusiastic—available immediately. Box 2M, BROADCASTING.

Announcer—Account Executive (combo). Experienced: Air, sales, production-voices, college. Box 8M, BROADCASTING.

Announcer—pleasant dj. Tight board. Not a prima donna. Authoritative news. Want to settle. Box 779K, BROADCASTING.

Experienced Staff Announcer desires summer replacement work as personality or newsman. Experienced in gathering, editing, and delivering news. 3 years as sportscaster. Available June 7th. Box 41M, BROADCASTING.

Announcer—dj; draft free; good news—production; St. Louis area experience; wants to develop as air personality in small or medium market; midwest preferred. Box 50M, BROADCASTING.

Wanted: A move up. Fast tight board, personality, first class ticket; if you can't pay at least \$125.00 please don't answer. Box 54M, BROADCASTING.

Mature, strong news, creative copy, all round man, creative. Long experience radio & tv. Presently located southwest. Box 59M, BROADCASTING.

News director. Can do the job for news. Strong national and international experience as correspondent, newscaster and administrator. Can work anywhere when challenge and compensation are right. Married, American, 42, 16 years all West European Capitals; heard domestically CBS, ABC, MBS networks. Wire service and magazine feature writing. Box 71M, BROADCASTING.

Announcer-dj. Experienced, versatile, ambitious young man. Copy, production. Prefer midwest. Box 81M, BROADCASTING.

June grad, married, two years experience in radio. News, sports. Seeks opportunity to learn, advance in either field. Desire salary suitable to family of three. Presently employed, top references from employer. Box 83M, BROADCASTING.

Well trained announcer seeks first position. Some college, third phone. Box 85M, BROADCASTING.

Disc jockey announcer, tight board, fast pace. Married, 2 children. Box 86M, BROADCASTING.

Announcer—6 years am-fm. Interested in am-fm-tv combination. Prefer Florida, California, or southwest. Thorough knowledge of newscasting and adult music including classics. High calibre production. Married, college education, dependable, versatile. Immediately available. Box 87M, BROADCASTING.

Combination engineer-announcer: first ticket, experienced c&w dj and engineering. \$120.00 minimum weekly, southeast only. Now employed. Box 88M, BROADCASTING.

Production, good music, or top fifty? Experienced, 21, and eager to learn more. References, tight board, prefer southwest. Box 92M, BROADCASTING.

Working morning man, 1000 watter—young, ambitious—seeks night dj show, east coast, news, continuity. Box 97M, BROADCASTING.

Bright sounding dj announcer, authoritative news, married, want to settle down. Box 98M, BROADCASTING.

10 years as gimmick and humor morning man. Want bigger market. Will boost ratings. Can also do play-by-play sports. Tape and resume. Box 102M, BROADCASTING.

Experienced announcer, c&w and straight. Go anywhere. Box 105M, BROADCASTING.

Good music dj—news director, now employed—seek advancement—college—will consider tv—2 years radio, married, need \$95. P. O. Box 176, Louisville, Ky.

## Help Wanted—(Cont'd)

### Announcers

Have car—will travel, work for peanuts. Good on maintenance—tight board, college. Desire experience. Box 109M, BROADCASTING.

Deejay: first phone, top fifty experience. Johnny Bowles, 447-2779, Louisville, Ky.

Country-Western deejay personality with passel of kids, talent and 1st class ticket wants to locate Intermountain-west coast. Sales management potential. Ray Petersen, 13312 Alanwood Rd., LaPuente, Calif. Gilbert 3-2307.

Announcer—first phone, experience in announcing, production and engineering country music background. Desires job preferably with country music station and limited maintenance. Odie Perry, Route 3, Zebulon, North Carolina. Phone AN 9-3066.

If you are in need of an announcer-newsman with 5 years experience in radio and television, please write D. B. Simmons, RT 5, Box 152, Columbus, Miss. Or call FAirfax 8-5631. Now employed; all references excellent.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

### Technical

Engineer—wants return broadcast engineering. 19 years combined broadcast and communications experience. Desire Chief Engineer job Southwest or southern station. Sober, reliable, good maintenance, installation. 1st phone. Box 43M, BROADCASTING.

2½ years experience. Trans., m.w., and const. Desire position, Florida or nearby state. Box 49M, BROADCASTING.

Chief engineer familiar am, fm construction seeks position in southern USA. Box 65M, BROADCASTING.

Chief engineer—experienced am/fm construction — maintenance — directionals—proofs to 50kw. Box 100M, BROADCASTING.

Summer replacement, engineering only. First phone just graduated from high school entering college this fall. 1 year part time experience. Will travel anywhere in U. S. Contact Quincy Murphree, Wedowee, Alabama, phone number 3436.

Experience chief engineer-announcer. Mid-Atlantic or Florida. \$100. Write: Room Two, Bayard Hotel, Dover, Delaware.

First phone, former chief at directional. Available now. Operate board. Illinois or nearby, family. Randall Moody, 658 A St., Charleston, Ill.

Chief engineer 4 years. No announcing. 1 and 5 kw daytimers, remote control. Anthony Ostopoff, Box 6876, Towson, Maryland. Phone 621-9420.

### Production—Programming, Others

Florida. Seeking position as program director, now employed in large south Florida market. 26, married. Box 930K, BROADCASTING.

16 years experience all phases, including PD 50,000 watt indie and net affiliate, on-camera TV. Interested in radio-tv with opportunity to advance. No top 40. 36 years old, family man, dependable. Box 40M, BROADCASTING.

Fast creative copy. Can double in brass. Radio & tv. Plenty experience. Presently located southwest. Box 60M, BROADCASTING.

Program Director top 50 market. Number one station—personal Hooper 50% share. Move to larger market imperative. Box 70M, BROADCASTING.

Programming-promotion — Professional announcer looking for program position at progressive operation or station needing format overhaul and ideas. Sales-budget minded. Know music, news, station administration. College. Ten years experience first station top ten market. Box 82M, BROADCASTING.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

Assistant manager-program director . . . Texans are tough! They've lived under six flags, a petticoat and a flour sack. I'm not that hardy. Ah shore would like to find a job with an adult station in Rocky Mountain or northwest medium market and lose this accent again. Solid radio background includes station management, sales, sales-management. Married, civic minded, active in my church. Also play golf. TV experience news, sports, sales, announcing. Box 91M, BROADCASTING.

### TELEVISION

#### Help Wanted—Sales

General Manager for KWWL-TV, NBC outlet for Cedar Rapids-Waterloo, Iowa. This position calls for emphasis on local-regional sales. Excellent top management position for the right party.

Top executive position in multiple ownership operation to head national sales for two TV stations. Excellent opportunity for person with national background. Box 961K, BROADCASTING.

Independent Fresno area TV with unlimited growth potential has opening for two young, aggressive salesmen, with option to produce and/or announce what you sell, depending on ability. Rates slightly above radio. Write or contact Harold Gann, KDAS-TV, Box 321, Hanford, Calif.

### Announcers

TV newsman for large Florida market. Experience or good potential as reporter-writer, on-camera performer, able to handle 16mm cameras. Send short VTR or SOF. Box 950J, BROADCASTING.

Wanted: Seasoned newscaster and reporter for Southern California area. TV experience desirable but not a must. Send resume. Box 47M, BROADCASTING.

TV staff announcer wanted at group owned midwest station. Base plus talent with paid medical insurance—contact Program Director, WANE-TV, Fort Wayne, Indiana.

### Technical

Engineer, first class, experienced VHF-UHF-Radio maintenance and installation. Box 821K, BROADCASTING.

South Florida VHF has opening for first class licensed man. Box 949K, BROADCASTING.

Fresno area TV needs combination board operator-announcer with 1st class ticket. Remote controlled film system. This job easier than disc-jockeying, \$125 per week start. Contact Harold Gann, KDAS-TV, Hanford, Calif.

Engineer with 1st phone to work all phases of engineering in tv station in Central South Dakota. Contact John Gort, C. E. KDLO-TV, Garden City, South Dakota.

Experienced maintenance supervisor needed for TV-AM-FM. Installation experience desirable. Include salary requirement with resume. Reply to Jim Garner, Chief Engineer, KLRJ-TV, P. O. Box 550, Las Vegas, Nevada.

Need transmitter operator, must have 1st phone license, no experience necessary. Also need one experienced transmitter engineer to work shift and do maintenance work on RCA TT-25-BL transmitter. Send picture and salary with first letter to Jerry E. Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

Immediate opening for Television engineers experienced in studio maintenance & operation. VTR experience desired. Permanent position with automatic salary increases. Send resume to Director of Engineering, WGBH-TV, Ch. 2, 25 Granby Street, Boston 17, Mass.

Assistant Chief Engineer to supervise studio operations. Prefer man with microwave, videotape and transmitter experience. Send resume of education, salary requirements, industry references, and experience to B. L. Patton, Chief Engineer, WJAR-TV, Providence, R. I.

## Help Wanted—(Cont'd)

### Production—Programming, Others

Program Manager—Television, Major Eastern market. Description of experience in production, direction, cost factors and personnel supervision mandatory. Creative leadership required. Reply Box 957K, BROADCASTING.

Southern CBS VHF station has need for Program Director with announcing and promotion background. Thriving market and splendid opportunity for man of good overall program qualifications. Profit sharing, major medical insurance and splendid city and area for rearing family. Write Box 106M, BROADCASTING.

Production Director needed immediately. Must have switching experience and ability to supervise entire production activities and crew. Reply immediately to Don Stone, KTIV, Sioux City, Iowa.

Program director—leading vhf has opening for pd with proven administrative ability. The man we are seeking must be well grounded all phases of TV program operation and capable doing limited performing including one important weather show daily. Send complete information, photo, SOF and/or tape to WSAV-TV, Savannah, Ga. All replies confidential.

### TELEVISION

#### Situations Wanted—Management

A fine Salesmanager is now available. What more can be said: Box 807K, BROADCASTING.

Station Manager's assistant or business manager, 14 years experience, responsible family man, highest references, available immediately. Box 920K, BROADCASTING.

Operations manager with major market TV experience in Production, Programming, Film Buying, Promotion, Sales, and VTR-Film Production. Prefer West or Southwest. Box 942K, BROADCASTING.

National Sales Manager with excellent record of sales requiring broker, company and agency contacts. Over ten years in radio and television sales including national representative sales management. Western states only. Box 946K, BROADCASTING.

10 years experience able administrator employed as sales manager—37 years—married—family. Box 998K, BROADCASTING.

Sales manager for past 9 years at one television station now desires to make a change. Outstanding ability in local and regional sales. Will consider opportunity first, compensation second. Box 76M, BROADCASTING.

TV Sales manager or station manager job desired by successful tv salesman with over 10 years as switcher, director, producer, pgm/prod mgr., head of operations now selling. BA degree, mature, family, vet, healthy, Lion, Elk, interview possible west or midwest. Will consider agency. Box 72M, BROADCASTING.

### Sales

Sales Manager—Well known and regarded in the Southwest. History. Box 939K, BROADCASTING.

Solid background—6 years successful selling of television film. Seeking local radio or television sales position where experience, creative ability and productivity would be commensurate with earnings. Box 75M, BROADCASTING.

Experienced national and regional salesman with excellent New York agency-advertiser-network contacts wishes station job in national capacity. Background includes experience with agency in top ten, hard selling with leading national representative firm in N. Y. and local station programming. College graduate with major in tv, married, one young child. Army service behind me. Salary secondary to opportunity with progressive management. Solid references. Available immediately. Box 77M, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Professional Announcer. Nearly 20 years broadcasting including 3 years TV. College graduate with community theatre experience. Seeking employment at creatively managed TV station where I can use present skills and develop new ones. Box 760K, BROADCASTING.

Fully qualified tv performer desires a return to tv. Can do an outstanding job in all phases of tv. On-camera announcing, news, sports and special events. 10 years experience. Wire service writer, contributor to network programs. Best references. Married and college. West or Southwest preferred, but will move anywhere with the right permanent deal. Box 44M, BROADCASTING.

Will deliver network sound to your radio and television news, commercials, etc. 20 years both media, major markets. Associated Press Award. Desire prime situation. Box 52M, BROADCASTING.

Top twenty take notice. Tremendously talented tv announcer and/or program director, eight years experience, now available. Prefer to move family to west coast or Miami Florida area, but all replies considered. Real idea-man. \$12,000 minimum. Box 89M, BROADCASTING.

### Technical

First phone, tech. school grad. familiar all phases broadcasting, prefer east. Box 90M, BROADCASTING.

### Production-Programming, Others

News director, offering aggressive local reporting, authoritative TV newscasts (top-rated every survey since 1953). I'm 37, SDX, RTNDA, 14 years radio-tv (past nine with same CBS affiliate). Phone tonight: 404-323-2939. Box 964K, BROADCASTING.

Attractive young woman seeks TV opportunity . . . over 650 hours live on-camera experience . . . interviews . . . commercials . . . demonstrations . . . 4 years radio background, all phases. Box 53M, BROADCASTING.

Young producer-director. President of independent film corporation—27, 7 years experience, college degree—ready to go in any capacity in TV or film production. Box 101M, BROADCASTING.

Station operations, or program manager. 13 years small, medium, large market tv experience commercial and public affairs program development, film buying, personnel, sales, administration, reps, networks, promotion, FCC requirements. Dependable, personable, mature. Available immediately. Excellent references. Salary negotiable. Box 103M, BROADCASTING.

Experienced professional available—network and local am—tv experience. Strong voice, good personality. 14 years play-by-play, 5 years news, 4 years sales. Good public speaker. Interested in any reasonable offer—management, featured news, or sports. Preference Midwest or Southwest. Box 108M, BROADCASTING.

## FOR SALE

### Equipment

For Sale: 6 Gray 212-SX 16 inch arms, with 8 GE VR-11 diamond 1 mil cartridges. One year old. Original cost \$328.00 will sell as package only at \$185.00. Excellent for monoaural pickup, not satisfactory for stereo. Box 945K, BROADCASTING.

New Western Electric transmitter tubes—most of them in sealed boxes—242-c Western Electric, 12 @ \$33.00, 242-c General Electric, 8 @ \$33.00, 271-A Western Electric 4 @ \$7.50, 244-A Western Electric 7 @ \$4.00, 247-A Western Electric 10 @ \$4.00, 262-B Western Electric 4 @ \$4.00, 837 General Electric 7 @ \$10.30. Box 140M, BROADCASTING.

Large screen tv projector—RCA PT-100. Excellent condition—portabilized—original cost \$20,000—bargain at \$7,950.00. Gives brilliant picture up to 35 ft. wide. Box 99M, BROADCASTING.

## For Sale—(Cont'd)

### Equipment

Gates 250W AM Transmitter, good condition, just removed from service. WANE—Fort Wayne, Indiana.

Berlant Studio Recorder model 31—used. \$300 or best offer. Contact Erny Tannen, WDMV, Pocomoke City, Maryland.

Collins 300 G-250 watt AM transmitter and monitors, some spare tubes, WMBH, Joplin, Missouri.

RCA 1-DB transmitter. Used nine years as main and last 16 as auxiliary. Complete with tubes and one crystal. \$500 FOB. WSBT, South Bend, Indiana.

New & Used towers—3 self-supporting 300 ft. FM-TV-AM. Ace High Tower Erector Co. Greenville, North Carolina.

H-P noise and distortion analyzer 330D and H-P Audio Signal Generator 206A. perfect condition. \$750 for both. Richard Pooley, 3153 N. E., 83rd, Portland 20, Oregon.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; 3/8" ditto, 90' foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydrators, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Presto 6-N, 45 and 33 1/3 rpm disc cutter with I-D cutterhead and 93-A amplifier cost \$2010.00 two years ago, sell for \$1300.00 or trade for Ampex 300 or 351 or make offer to P.O. Box 93, Roanoke Rapids, N. C.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Tapes. 1200' 99¢; 1800' \$1.29. Free catalog. Box 3095, Philadelphia 50.

Neumade DS-16D Synchronizer \$90.00 KHS Viewer \$90.00. Concertone \$150.00 Hollywood Jr. Printer \$60.00. TSI Projector \$180.00. Mrs. Katherine MacAllister, 717 Erie Ave., San Antonio, Texas.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

## WANTED TO BUY

### Equipment

Wanted in good condition current Schafer automation, Ampex 350 and 352, H-P FM monitor, console and T. T. 300 ft. 1 1/2" Heliac line, 1/2" Heliac line, 6 ft. Parabolic for 950 mc. Box 42M, BROADCASTING.

Field meter—RC A WX2. Harry J. Daly, Pennsylvania Bldg., Washington, D. C.

Wanted for cash—used water cooled tubes. Types: 892, 6333, 5606, etc. In good condition or surplus new tubes. Advise type, quantity, condition, make and price. Electronic Laboratories Supply Co., 7208 Germantown Ave., Philadelphia 19, Pennsylvania. Phone Chestnut Hill 8-2700.

Wanted: Approved frequency monitor, modulation monitor and limiting amplifier in working condition. Radio station WONN, Lakeland, Fla.

## WANTED TO BUY

### Stations

Electronics Components manufacturing company seeks entry AM or TV ownership through purchase profit making Eastern properties. Principals only. Box 986K, BROADCASTING.

I'm interested in a local station in the south or east—one or two station mkt. No brokers. Must be billing at least \$7,000 monthly. Send details, first letter. Anxious to move fast. Box 78M, BROADCASTING.

Experienced broadcaster looking for full time property—size of market or power immaterial—distressed or profitable, but you must want to sell—and worth the price (negotiations must be confidential). Send details to Box 84M, BROADCASTING.

## Wanted to Buy—(Cont'd)

### Stations

Want to find profitable am owner interested in selling 100% to veteran am manager/chief engineer on realistic terms. Can take over management immediately pending FCC approval—No Brokers. Box 107M, BROADCASTING.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

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.

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.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts June 4—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start June 12, July 31, and Sept. 18.

## MISCELLANEOUS

Increase ratings with 100 recorded excerpts 5 seconds each, taken from pop records . . . Quick answers . . . Send \$3.00 to Andrews. Box 15M, BROADCASTING

ATC and similar cartridges reword and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Tomco Tower Paint," a time tested and approved tower finish used by discriminate stations, coast to coast. #300 Primer, #301 White, #302 International Orange—\$7.50 per gallon prepaid. Tower Maintenance Co. Inc., Post Office Box 246, Phone 301-766-0766.

Australian 1962 Broadcasting/Television Year Book, 420 pages, hard bound. For employment, new sales territories or Australian contacts. 110,000 facts on Australian radio-tv stations, advertising agencies, casting agencies, research organizations, program and equipment suppliers etc. Send \$7.95, South Pacific Trading Co., Box 4570, GPO Sydney, Australia.



## BUSINESS OPPORTUNITY

Investors—Capital wanted for new Miami Beach, Florida maximum power full-time radio station. Contact Box 762K, BROADCASTING.

## RADIO

### Help Wanted—Management

#### MANAGER WANTED

Position open for experienced radio station manager in Denver, Colorado—5000 watt, 710 frequency, KBTR—affiliated with ABC and Intermountain Networks—owned and operated in conjunction with KBTB by Mullins Broadcasting Co. The man who will fill this position probably has at least five years managerial experience; is presently employed; is seeking to better himself. Apply to: Gil Lee, assistant to the president, KBTR-KBTB, phone, 266-3601, 1089 Bannock Street, Denver, Colorado.

## Sales

#### SALES MANAGER

Outstanding career opportunity to take responsibility for 5-man sales department in major Midwestern market. Exceptionally well-programmed popular music station with large local news department. Clear No. 1 Pulse and Hooper. Sales potential over \$1 million. Should have successful large market selling experience combined with ability to help build strong station image of prestige and integrity. Attractive compensation plan and opportunity for stock options.

Box 999K, BROADCASTING

## Technical

#### OVERSEAS OPPORTUNITIES EUROPEAN AREA

##### RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

##### PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given. Submit experience and earnings to

Box 841K, BROADCASTING

## Situation Wanted

### Announcers

#### TOP PERSONALITY

MC-DJ Top Radio-TV stations. L.A. 8 CHI. Powerful single or dynamic husband-wife team.

Box 94M, BROADCASTING

## Situations Wanted—(Cont'd)

### Production-Programming, Others

#### PROGRAM MAN

Innovator with new ideas. Not the same old contests, not the same old rock & roll. New Approach, new format. Better results. Wire

Box 95M, BROADCASTING

## TELEVISION

### Help Wanted

### Production-Programming, Others

#### TELEVISION PROGRAM MGR.

Immediate opening—large Eastern network affiliate. Must be strong on film buying, all phases contract negotiations, station production and talent supervision. Send complete resume and photograph. Replies in confidence. SALARY OPEN.

Box 33M,  
BROADCASTING

## MISCELLANEOUS

#### ATTENTION: STATION MANAGERS! NOW YOU CAN:

- INCREASE BILLINGS
- BUILD RATINGS . . . AND

#### CUT DOWN OVERHEAD AT THE SAME TIME

Your local station can have an air staff second to none! Top announcers, deejays, radio personalities and vocal groups from Hollywood . . . will record expertly produced to your specifications:

- COMMERCIALS
- CUSTOM JINGLES AND IDs
- STAR BREAKS AND VARIED PROGRAM MATERIAL

All designed for your kind of radio at a low one-time cost for unlimited use. PLUS . . . a great new station promotion! At last the modern broadcast service with a "local feel" that can fill all your needs because we understand them.

WRITE RIGHT NOW FOR FACTS, AUDITION TAPES, PRICES TO:

#### PREVIEW PRODUCTIONS INC.

"New Concepts and Ideas to See and Hear"

6927 Varna Avenue  
Van Nuys, California  
POpular 5-9658

Now producing PREVIEW RECORDS [audio intermission trailers] for theatres throughout the U. S. distributed by National Screen Service.

## Miscellaneous—(Cont'd)

#### ATTENTION!

Announcing a new service for radio stations, large or small. FIRST AIDS FOR RADIO will produce custom tailored commercials, contests, station breaks and news openings for your station at low cost to you. SEND TODAY, for your audition tape. Write to: FIRST AIDS FOR RADIO, P. O. Box 385, Algonquin, Illinois.

## MOVING?

## SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, worksaving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,  
Burnham Van Service,  
1634 Second Avenue,  
Columbus, Georgia

## EMPLOYMENT SERVICE

#### EXPERIENCED TELEVISION APPLICANTS

Immediate Openings  
Various positions

BROADCAST PERSONNEL AGENCY  
16 East 52nd Street  
New York 22, N. Y.

## FOR SALE

### Stations

|      |        |          |        |        |
|------|--------|----------|--------|--------|
| Ala  | single | daytimer | \$ 85M | terms  |
| Ky   | single | daytimer | 75M    | \$29M  |
| Fla  | medium | fulltime | 275M   | \$110M |
| Ca   | metro  | fulltime | 137M   | 29%    |
| Mass | metro  | daytimer | 225M   | terms  |
| La   | metro  | daytimer | 135M   | 29%    |

and others; also newspapers & trade journals

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

#### THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHMENT 1946

Negotiations Management  
Appraisals Financing

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W.  
Washington 7, D. C.

## STATIONS FOR SALE

FLORIDA. \$5,000 down.  
CALIFORNIA. Exclusive. Full time. \$50,000. 29% down.  
SOUTHWEST. Gross \$60,000. Exclusive. Daytime. Asking \$65,000. \$25,000 down.  
ROCKY MOUNTAIN. Gross \$42,000. Full time. Asking \$55,000. \$12,000 down.  
SOUTHWEST. Full time. Asking \$80,000. Very excellent terms to qualified buyer.

#### JACK L. STOLL & ASSOCS.

Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279

Continued from page 97

install new trans.; make changes in ant. system (increase height); change ant.-trans. and studio location; remote control permitted; condition.

WKDN-FM Camden, N. J.—Granted mod. of SCA to change frequency to 41 and 67 kc.

KWBB-FM Wichita, Kan.—Granted mod. of cp to change trans. site; change ERP to 10.5 kw; increase ant. height to 440 ft.; change type trans.; type ant.; and make changes in the ant. system.

WJRD, John C. Cooper Jr. Tuscaloosa, Ala.—Granted assignment of licenses to Cooper Radio Inc.

KUXL, C. J. Lanphier Inc., Golden Valley, Minn.—Granted license for new am station.

WSDC, Will P. Erwin, Mocksville, N. C.—Granted assignment of cp to Davie Bcstg. Inc.

KBLE, East Side Bcstg. Co., Bellingham, Wash.—Granted assignment of cp to Birch Bay Bcstg. Inc.

WMAX Springfield, Ill.—Granted cp to make changes in daytime DA pattern.

WDHA-FM Dover, N. J.—Granted mod. of cp to change ant.-trans. location to Grey-stone Park, N. J.; change type trans.; install ant.; decrease ERP to 320 w; increase ant. height to 420 ft.; remote control permitted.

Following stations were granted extensions of completion dates as shown: WDHA-FM Dover, N. J., to Sept. 9; KKBB-FM Wichita, Kan., to Oct. 30; WCMR-FM Elkhart, Ind., to Aug. 11; KFIN Seattle, Wash., to Aug. 15.

Action of May 8

Hobes Radio & Electronics, Burnside and Somerset, Ky.—Granted cp for new vhf tv translator station on ch. 12 to translate programs of WKYT-TV (ch.27) Lexington, Ky., condition.

Rulemakings

PETITIONS FILED

Sec. 3.606: Chicago Educational Tv Assoc. WTTW(TV), Chicago, Ill. (5-4-62)—Requests amendment of rules so as to reserve ch. 20 at Chicago, Ill., for non-commercial educational use.

Parts 4 and 11: National Educational Tv & Radio Center, Washington, D. C. (5-4-62)—Requests amendment of parts 4 and 11 of rules so as to permit educational broadcast microwave facilities (including STL circuits) to be used secondarily for closed circuit educational purposes, and to permit educational closed circuit microwave facilities to be used secondarily for educational tv broadcast purposes.

For Sale

Stations—(Cont'd)

Tex. metro regional, absentee owned, 1961 cash flow \$60,000. \$250,000 with \$50,000 down—Tex. major FM. \$75,000 with 10% down—Tex. regional single \$70,000—Tex. f.t. single \$70,000—Tex. medium f.t. \$160,000—Ark. medium regional \$150,000—Ark. regional single \$78,750—Ark. major f.t. regional \$180,000—La. regional single \$45,000—Colo. regional single \$50,000—Okla. single, making money \$95,000—Tenn. major power, billed over ¼ million yrlly past several yrs. \$350,000 23% down—Ga. regional single \$50,000—Ca. regional single f.t. \$75,000 with \$15,000 down—Fla. f.t. single \$45,000 with \$10,000 down—Fla. medium regional \$95,000—Fla. medium f.t. power \$175,000—Fla. medium regional \$145,000—Miss. single \$45,000—Tex. major regional \$200,000, just \$25,000, bal. 10 yrs. no interest! Contact: PATT McDONALD CO. Box 9266—GL 3-8080 AUSTIN 17, TEXAS

NEVADA

Top fulltimer in a top Nevada market. \$150,000 plus potential. No money down to buyer who will loan corporation \$50,000. Attractive price and terms.

Box 904K, BROADCASTING

(Continued from page 97)

| Area                  | Population | Occupied Dwelling Units | Total Radio Homes | Radio % Saturation | 2 or more sets | Total Tv Homes | Tv % Saturation | 2 or more sets |
|-----------------------|------------|-------------------------|-------------------|--------------------|----------------|----------------|-----------------|----------------|
| Runnels               | 15,016     | 4,739                   | 4,526             | 95.5               | 880            | 3,932          | 83.0            | 84             |
| Rusk                  | 36,421     | 11,250                  | 9,162             | 81.4               | 1,820          | 8,878          | 78.9            | 437            |
| Sabine                | 7,302      | 2,187                   | 1,820             | 83.2               | 88             | 1,183          | 54.1            | 21             |
| San Augustine         | 7,722      | 2,220                   | 1,686             | 75.9               | 260            | 1,262          | 56.8            | —              |
| San Jacinto           | 6,153      | 1,828                   | 1,502             | 82.2               | 238            | 862            | 47.2            | 61             |
| San Patricio          | 45,021     | 11,112                  | 8,560             | 77.0               | 1,846          | 8,472          | 76.2            | 596            |
| San Saba              | 6,381      | 2,168                   | 2,103             | 97.0               | 601            | 1,563          | 72.1            | 87             |
| Schleicher            | 2,791      | 858                     | 790               | 92.1               | 199            | 640            | 74.6            | 52             |
| Scurry                | 20,369     | 5,941                   | 5,369             | 90.4               | 1,707          | 5,052          | 85.0            | 283            |
| Shackelford           | 3,990      | 1,417                   | 1,202             | 84.8               | 237            | 1,105          | 78.0            | 60             |
| Shelby                | 20,479     | 6,385                   | 5,468             | 85.6               | 738            | 4,296          | 67.3            | 178            |
| Sherman               | 2,605      | 813                     | 793               | 97.5               | 275            | 694            | 85.4            | 22             |
| Smith                 | 86,350     | 26,127                  | 21,586            | 82.6               | 6,025          | 21,471         | 82.2            | 1,478          |
| Somervell             | 2,577      | 917                     | 674               | 73.5               | 138            | 770            | 84.0            | —              |
| Starr                 | 17,137     | 3,680                   | 2,998             | 81.5               | 387            | 1,689          | 45.9            | 39             |
| Stephens              | 8,885      | 3,151                   | 2,719             | 86.3               | 452            | 2,396          | 76.0            | 121            |
| Sterling              | 1,177      | 374                     | 300               | 80.2               | 75             | 274            | 73.3            | —              |
| Stonewall             | 3,017      | 971                     | 864               | 89.0               | 257            | 874            | 90.0            | 90             |
| Sutton                | 3,738      | 1,097                   | 953               | 86.9               | 205            | 534            | 48.7            | 18             |
| Swisher               | 10,607     | 3,089                   | 2,853             | 92.4               | 781            | 2,833          | 91.7            | 126            |
| Tarrant               | 538,495    | 164,265                 | 146,925           | 89.4               | 56,125         | 147,844        | 90.0            | 18,531         |
| Taylor                | 101,078    | 29,052                  | 26,489            | 91.2               | 11,229         | 25,904         | 89.2            | 3,081          |
| Terrell               | 2,600      | 766                     | 694               | 90.6               | 219            | 384            | 50.1            | —              |
| Terry                 | 16,286     | 4,625                   | 4,061             | 87.8               | 1,213          | 3,935          | 85.1            | 354            |
| Throckmorton          | 2,767      | 975                     | 896               | 91.9               | 273            | 720            | 73.8            | —              |
| Titus                 | 16,785     | 5,453                   | 5,013             | 91.9               | 963            | 4,080          | 74.8            | 115            |
| Tom Green             | 64,630     | 19,494                  | 18,199            | 93.4               | 6,136          | 16,620         | 85.3            | 1,150          |
| Travis                | 212,136    | 59,056                  | 41,580            | 70.4               | 19,667         | 50,064         | 84.8            | 4,231          |
| Trinity               | 7,539      | 2,493                   | 1,902             | 76.3               | 341            | 1,329          | 53.3            | 36             |
| Tyler                 | 10,666     | 3,207                   | 2,263             | 70.6               | 306            | 2,101          | 65.5            | 20             |
| Upshur                | 19,793     | 5,950                   | 4,743             | 79.7               | 735            | 4,626          | 77.7            | 105            |
| Upton                 | 6,239      | 1,779                   | 1,613             | 90.7               | 662            | 1,437          | 80.8            | 134            |
| Uvalde                | 16,814     | 4,656                   | 4,040             | 86.8               | 715            | 3,098          | 66.5            | 41             |
| Val Verde             | 24,461     | 6,149                   | 5,671             | 92.2               | 1,462          | 3,612          | 58.7            | 157            |
| Van Zandt             | 19,091     | 6,474                   | 5,646             | 87.2               | 900            | 4,807          | 74.3            | 152            |
| Victoria              | 46,475     | 12,867                  | 11,885            | 92.4               | 3,829          | 9,612          | 74.7            | 272            |
| Walker                | 21,475     | 5,019                   | 4,185             | 83.4               | 1,290          | 2,979          | 59.4            | 118            |
| Waller                | 12,071     | 3,102                   | 2,614             | 84.3               | 497            | 2,170          | 70.0            | 117            |
| Ward                  | 14,917     | 4,167                   | 3,671             | 88.1               | 1,004          | 3,584          | 86.0            | 217            |
| Washington            | 19,145     | 6,062                   | 5,265             | 86.9               | 1,330          | 3,271          | 54.0            | 136            |
| Webb                  | 64,791     | 14,949                  | 12,668            | 84.7               | 2,489          | 11,160         | 74.7            | 630            |
| Wharton               | 38,152     | 10,710                  | 9,511             | 88.8               | 2,057          | 8,074          | 75.4            | 358            |
| Wheeler               | 7,947      | 2,671                   | 2,444             | 91.5               | 719            | 1,662          | 62.2            | —              |
| Wichita               | 123,528    | 35,846                  | 32,097            | 89.5               | 11,132         | 33,107         | 92.4            | 3,838          |
| Wilbarger             | 17,748     | 5,718                   | 5,270             | 92.2               | 1,659          | 5,274          | 92.2            | 346            |
| Willacy               | 20,084     | 4,573                   | 3,741             | 81.8               | 574            | 3,076          | 67.3            | 157            |
| Williamson            | 35,044     | 10,699                  | 9,481             | 88.6               | 2,246          | 8,433          | 78.8            | 401            |
| Wilson                | 13,267     | 3,592                   | 3,110             | 86.6               | 298            | 2,374          | 66.1            | 89             |
| Winkler               | 13,652     | 3,898                   | 3,378             | 86.7               | 1,043          | 3,320          | 85.2            | 311            |
| Wise                  | 17,012     | 5,500                   | 5,165             | 93.9               | 948            | 4,749          | 86.3            | 248            |
| Wood                  | 17,653     | 5,814                   | 5,078             | 87.3               | 1,006          | 4,534          | 78.0            | 83             |
| Yoakum                | 8,032      | 2,258                   | 2,090             | 92.6               | 766            | 2,054          | 91.0            | 99             |
| Young                 | 17,254     | 5,807                   | 5,294             | 91.2               | 1,124          | 4,896          | 84.3            | 280            |
| Zapata                | 4,393      | 1,047                   | 775               | 74.0               | 103            | 347            | 33.1            | —              |
| Zavala                | 12,696     | 2,800                   | 2,393             | 85.5               | 298            | 1,196          | 42.7            | —              |
| Metropolitan Areas    |            |                         |                   |                    |                |                |                 |                |
| Abilene               | 120,377    | 35,366                  | 32,219            | 91.1               | 13,040         | 21,321         | 60.3            | 3,275          |
| Amarillo              | 149,493    | 43,737                  | 40,665            | 93.0               | 17,256         | 40,011         | 91.5            | 5,561          |
| Austin                | 212,136    | 59,056                  | 52,580            | 89.0               | 19,667         | 50,064         | 84.8            | 4,231          |
| Beaumont-Port Arthur  | 306,016    | 88,836                  | 76,919            | 86.6               | 21,973         | 79,939         | 90.0            | 7,832          |
| Brownsville-Harlingen | 151,098    | 35,663                  | 29,888            | 83.8               | 7,437          | 24,894         | 69.8            | 2,053          |
| San Benito            | 221,573    | 57,996                  | 49,816            | 85.9               | 14,849         | 48,706         | 84.0            | 4,674          |
| Corpus Christi        | 1,083,601  | 331,065                 | 298,941           | 90.3               | 116,699        | 296,382        | 89.5            | 40,709         |
| Dallas                | 314,070    | 78,270                  | 71,259            | 91.0               | 25,955         | 69,124         | 88.3            | 8,903          |
| El Paso               | 573,215    | 175,330                 | 156,822           | 89.4               | 58,860         | 157,549        | 89.9            | 19,249         |
| Fort Worth            | 140,364    | 42,267                  | 36,505            | 86.4               | 10,868         | 36,145         | 85.5            | 2,631          |
| Galveston-Texas City  | 1,243,158  | 367,618                 | 326,725           | 88.9               | 117,629        | 323,617        | 88.0            | 39,337         |
| Houston               | 64,791     | 14,949                  | 12,668            | 84.7               | 2,489          | 11,160         | 74.7            | 630            |
| Laredo                | 156,271    | 44,074                  | 40,260            | 91.3               | 15,031         | 39,215         | 89.0            | 4,840          |
| Lubbock               | 67,717     | 19,544                  | 17,480            | 89.4               | 7,610          | 17,578         | 89.9            | 2,585          |
| Midland               | 90,995     | 25,883                  | 22,536            | 87.1               | 8,180          | 23,046         | 89.0            | 2,841          |
| Odessa                | 64,630     | 19,494                  | 18,199            | 93.4               | 6,136          | 16,620         | 85.3            | 1,150          |
| San Angelo            | 687,151    | 181,952                 | 161,088           | 88.5               | 54,554         | 153,996        | 84.6            | 16,770         |
| San Antonio           | 91,657     | 28,186                  | 23,951            | 85.0               | 5,495          | 23,113         | 82.0            | 1,589          |
| Texarkana             | 86,350     | 26,127                  | 21,586            | 82.6               | 6,025          | 21,471         | 82.2            | 1,478          |
| Tyler                 | 150,091    | 45,577                  | 40,650            | 89.2               | 13,032         | 39,386         | 86.4            | 3,504          |
| Waco                  | 129,638    | 37,777                  | 33,925            | 89.8               | 11,555         | 34,879         | 92.3            | 3,963          |
| Wichita Falls         |            |                         |                   |                    |                |                |                 |                |



## Emblem of Excellence

Every day, across the country, scores of truck drivers are awarded this silver pin for having driven a year without an accident. And each year, thousands of former 1-year winners, striving for excellence on the highway, receive pins for 2, 3, 5,

10, even 30 years without an accident . . . Truck fleets go all out to train their drivers in safe driving practices, and drivers exercise courtesy as they obey the rules of the road. As a result, these professional drivers have the best safety records.



## AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE





## OUR RESPECTS to Hildred Evelyn Sanders, vp, Honig-Cooper & Harrington, L.A.

### Each agency department should be a creative one

Last Tuesday, Hildred Evelyn Sanders celebrated her 14th anniversary with Honig-Cooper & Harrington, Los Angeles. It was Dan B. Miner Co. when she joined the agency as radio-tv director on May 15, 1948, and the intervening years have seen the agency change its name twice through expansion and merger. Her title has advanced to vice president in charge of radio and television.

One reason for her longevity in a business in which frequent change is more typical might be that she sincerely loves what she is doing and enjoys every (well, almost) moment of each working day. "There never was a time when I didn't know that whatever I did would be connected with selling," Hilly declares. "I was selling Cloverine Salve door-to-door back home in Benton, Ill., when I could barely read what it said on the label and before I had finished grammar school I had a crew of six or eight other kids working for me."

**One-Girl Agency** ■ In Benton Township High School, Hilly was advertising manager of the school paper, a job that consisted chiefly of selling ads to local merchants, and which entailed writing the copy for many of them. Even at that tender age, Hilly had a way with words, particularly when the words were concerned with selling something. Before long, she was writing and laying out the ads several of the stores ran in the Benton newspaper. "I got paid a few dollars for the job," she recalled, "so I guess you could say that I was a sort of one-girl agency."

At the U. of Illinois, which she entered in 1936, Hilly carried a full scholastic load, majoring in advertising and selling in the College of Commerce. She also worked as a bookkeeper, sold clothes and accessories shown at fashion shows she put on at the sorority house, and was continuity editor at WDWS Champaign, Ill., and time and space salesman for the station and the *News Gazette* which owned it. Evenings she sang for her supper with a local band.

For two years, Hilly got along on four hours of sleep a night. When she was only one jump away from a nervous breakdown she quit college and headed for Chicago, sure that fame and fortune were waiting for her there. "But someone must have neglected to let Chicago know I'd arrived," she says, "for I had to live through months of 'Sorry, come back when you have some agency experience' before H. W. Kastor & Sons hired me as a copywriter."

After a year with Kastor, Hilly moved to Mitchell Faust Adv. Agency.

"Here I learned about broadcasting," she says. In 1940 she became radio copy chief; the following year associate radio director and in 1945 vice president in charge of radio. "My fondest memory of Mitchell Faust," she recalls, "is convincing Peter Hand Brewery Co. to drop its full-color newspaper pages for Meisterbrau beer and put the entire budget into a strip of half-hour mysteries, musical and public service programs on WGN Chicago. Meisterbrau went from seventh to first place in sales and we all agreed that radio was wonderful."

**A Tv First** ■ In 1947, Hilly joined Dancer-Fitzgerald-Sample. "The money was just too good to turn down, but the move was a mistake as it put me back into copy and I'm not that good a copywriter. I had to work like the devil to earn my salary. I earned it, but I was glad to leave after a year." At D-F-S, Hilly wrote and supervised copy for a number of General Mills products. She also had charge of GM's early experiment with television. Most memorable was Chicago's first tv premium offer from Softasilk Cake Flour. "At that time there were not quite 5,000 tv sets in the city, mostly in bars, so we were pretty well pleased when our tv offer of a 14-piece cake set for a box-top and a dollar had 14,000 takers. Now it was tv that was wonderful."

The next move was to Los Angeles, where 14 years ago Hilly started what looks like a permanent association with H-C&H. As vice president in charge of

the broadcast media, she is in on the planning of every radio and tv campaign for each of the agency's Southern California clients and after the plans are approved she does a lot of the production work herself on both programs and commercials. She handles all talent negotiations for the agency and represents all advertising in a similar way on the standing television administration committee of the American Assn. of Advertising Agencies. The only woman ever appointed to this committee, Hilly has been a member for 11 years, and vice chairman for the past six years. She has just been named as the West Coast representative on the new ANA-AAAA joint tv policy committee.

**The Right Spot** ■ Hilly's credo is that every department of an agency should be a creative department. "Timebuying can be just as creative as copywriting," she says.

Her pet peeve (years ago she stopped wincing at mail addressed "Mildred") is having to do as a buyer the work she feels should be done by the seller. "That happens all too frequently in radio," she says. "Just a few weeks ago we received an individual rate card from a station and upon examination we discovered a paragraph of fine print offering a rate-holder deal that enabled us to get 10% more spots over a year's period for the same money by buying one spot a week between saturation campaigns. No one from the station told us about it and it isn't printed in *Standard Rate*. I don't call that good sales service by the station or their rep. Many times we can—and do—show a salesman or rep how we can use his station to a better advantage than he has shown us, frequently by buying a time of day that's normally hard for him to sell and relieving him of the problem of trying to clear prime time for us. It's all a matter of studying rates and ratings, and if we can do it, I don't see why the salesmen can't."

Hilly and her husband, tv producer Fred R. Levings, live on a hilltop in North Hollywood, with a view of the whole San Fernando Valley. Their daughter, Sande, is a student at Stephens College in Columbia, Mo. Hilly's hobbies are swimming, bowling and cheering at baseball and football games and horse races. She plays a good game of poker, enjoys hi-fi and stereo and likes to edit tapes herself. She loves dogs. The family Dalmatian, "Jim Hawkins of Treasure Isle," amassed a fine collection of blue ribbons before he got too old to show.



Hildred Evelyn Sanders  
Selling is a way of life

Roger, Rogers!

**B**ROADCASTERS should do more than applaud Rep. Walter B. Rogers (D-Tex.) for his exhortation that they stand up and fight for their rights, as reported in last week's issue of this journal. They should do what he asked them to do.

Rep. Rogers, a senior member of the House Commerce Committee and its communications subcommittee, criticized broadcasters for "lack of courage, lack of willingness to fight for the things in which you believe and to fight for them effectively." His forum was the annual awards luncheon in New York of the Station Representatives Assn. It should have been the NAB national convention.

The Texas congressman said what needed to be said. Unlike some of his colleagues who rail about programming and who have fallen for the FCC's arrogation of program control, he has done his homework and knows whereof he speaks.

Mr. Rogers said what every broadcaster knows but most hesitate to admit—that they are intimidated by the FCC. "I do not want any member of the FCC or its staff dictating programming tastes to me, even though their taste and mine may coincide," he said. And he said much more that should encourage broadcasters to assert their rights.

How can licensees assert those rights without falling in the bad graces of the licensing authority? Mr. Rogers offers this counsel:

"I feel very deeply that the members of Congress will always lend a sympathetic ear to even the remotest possibility of an injustice."

In all deference to Mr. Rogers, we suggest that more than a "sympathetic ear" is needed.

Broadcasters can carry their complaints to members of Congress. But Congress must prescribe the remedy. Simple amendments to the 35-year old Communications Law will not do it. A new law is needed. It should spell out the limits of the FCC's authority and foreclose it from exercising control over programs, as the framers of the original law intended.

Rep. Rogers' forthright observations should encourage broadcasters to support the effort for the drafting of a new communications law. He has the answer for those who say the climate isn't right in Congress. The climate is what broadcasters, working together, can make it. Congress, not the FCC, writes the law. The FCC works for Congress.

Wynken, Blynken and Dodd

**T**HE Senate Juvenile Delinquency Subcommittee closed its hearings on television sex and violence last week, and its staff now turns to the job of writing a report. If the report adheres to the standards that were set during the conduct of the hearings, it will be inexpert, inconclusive and slanted to smear the television networks. And it will do nothing at all to affect, let alone solve, the problem that the subcommittee was created to study.

As one of the nation's serious social disorders, juvenile delinquency deserves more thoughtful consideration than the Senate subcommittee seems capable of giving it. Under the chairmanship of Sen. Thomas J. Dodd (D-Conn.), the subcommittee has lacked direction. Its staff spent more than a year rummaging through television films in a search for information that any reasonably diligent television viewer could have supplied from memory.

What the subcommittee staff discovered was that some action-adventure series have contained episodes of violence and appearances of girls unlike the one that married dear

old dad. Bits of footage from the miles of film that had been reviewed were shown during the subcommittee hearings—all in the interest of academic research, of course, as archeologists might display selected samples of the murals at Pompeii.

But the Dodd collection was tame stuff: here a fist fight, there a broad—er—young lady in tight pants. To jazz it up some sexy dialogue was needed. The Dodd investigators thought they had it in inter-office memos written in the idiom of the theatrical world.

It turned out the memos needed translating. In Hollywood, the subcommittee learned from witnesses, sex is loosely used, the word "sex," that is. As network witnesses painstakingly explained, an order to inject sex into a program may mean nothing more than a suggestion that the hero turn his gaze from his Corvette to a girl. Like the films, the Dodd collection of memos failed to generate much heat. They were smothered in semantics.

It is hard to know just what Sen. Dodd and his subcommittee have hoped to attain in the more than a year of expensive exploration of television film vaults—discounting, of course, the wild notion that they had headlines on their minds. They have failed totally to show any connection between any television show and any act of juvenile aberration. Their failure is explainable. It occurred because no answers to the problem are to be found where the subcommittee looked.

The Dodd approach is simply not the way to get at the tangled roots of juvenile disturbances. A better approach is promised in the forthcoming conferences sponsored by the Dept. of Health, Education and Welfare. According to present plans, the conferences will seek to chart ways of scientifically investigating the effects television may have on juvenile viewers.

At this point no one knows whether there is a causal relationship between juvenile crime and television or between juvenile crime and movies or books or newspapers or any other mass medium. And there is no easy way of finding out.

Only through extensive research, scientifically conducted in an academic atmosphere, is there any hope of getting at the problem. As now constituted, the Dodd subcommittee lacks the qualifications to do the job.

It didn't require a Dodd subcommittee to prove that tasteless episodes have occurred in television schedules. But from present knowledge it cannot be assumed that tastelessness has any effect whatever on juvenile behavior.



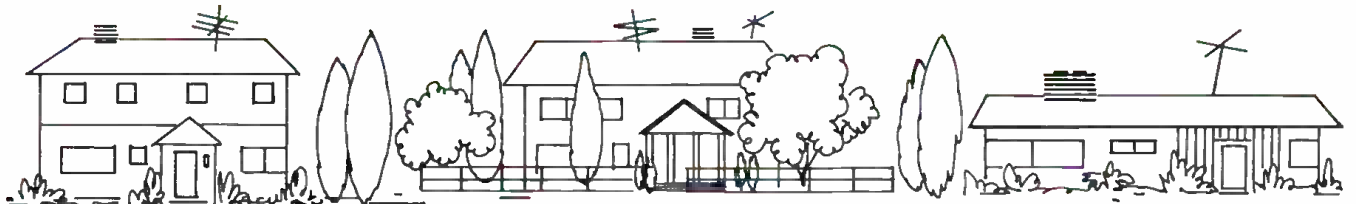
Drawn for BROADCASTING by Sid Hix  
 "Harry, you're favorite maid is on!"



**During the average quarter-**



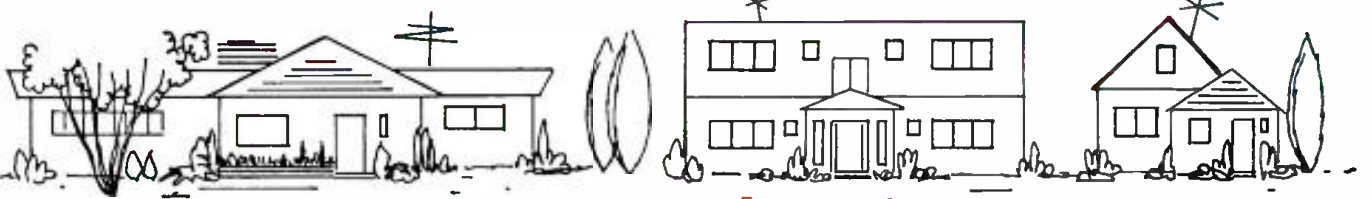
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**its nearest competitor\***

\*NIELSEN STATION INDEX, February, 1962

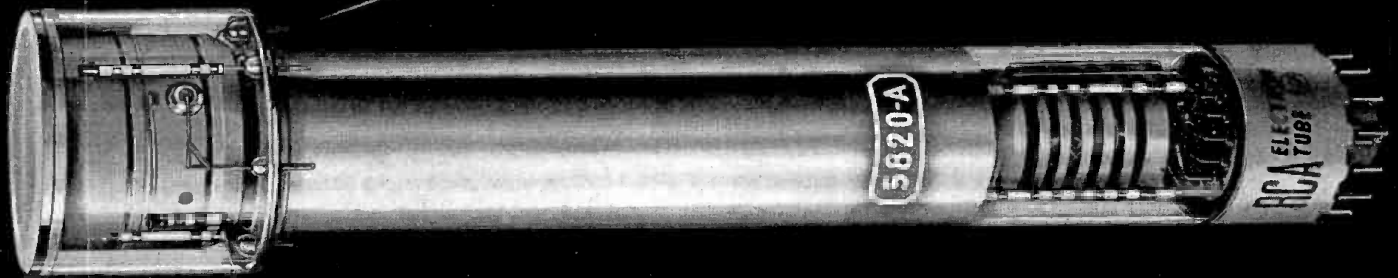
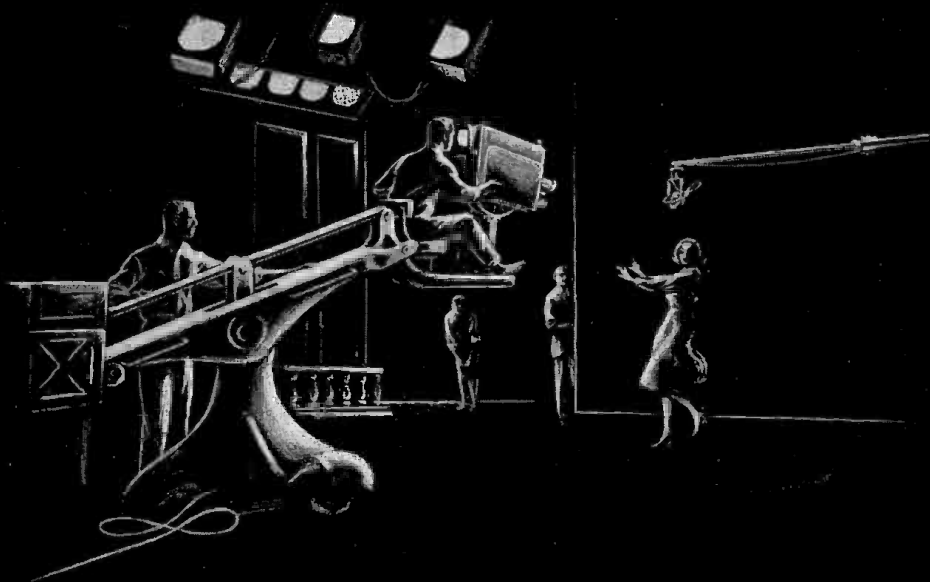


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