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ND RADIO

JUNE 4, 1962

Fm's 15 million homes: new figures point up
spread of medium 23

FCC decrees CBS-TV program compensation
plan violates rules 36

Threat to tobacco ads?: revived talks about
health warnings cause concern 26

How three U. S. stations are being utilized
to counter Castro propaganda 70

MORNINGSIDE COLLEGE

LIBRARY
SIOUX CITY IOWA

COMPLETE INDEX PAGE 7



count 'em...the growing number of stations



who have already bought the more than



200 great features available in the



COLUMBIA POST-'48's!



AVAILABLE THROUGH

SCREEN GEMS, INC.

IN SIOUX CITY IT'S . . .



**KVTV, Channel 9 Celebrates it's 9TH Anniversary
as the LEADER in BOOMING SIOUX CITY, IOWA**

KVTV, Channel 9, has completed 9 action filled years providing television at its finest to Sioux City and the Siouxland area surrounding it. By providing sound local and regional programming and by providing effective community leadership, KVTV, Channel 9, has become a way of life in Sioux City. For 9 years,

people (761,000 of them*) have turned to KVTV, Channel 9, for television. People buy when it's seen on KVTV, Channel 9, Sioux City. See your Katz man for complete details.














*Source—Sales Management, Survey of Buying Power, 1962

THE KATZ AGENCY, INC.
National Representatives



PEOPLES BROADCASTING CORPORATION

KVTV	• • •	Sioux City, Iowa
WNAX	• • •	Yankton, South Dakota
WGAR	• • •	Cleveland, Ohio
WRFD	• • •	Columbus-Worthington, Ohio
WTTM	• • •	Trenton, New Jersey
WMMN	• • •	Fairmont, West Virginia

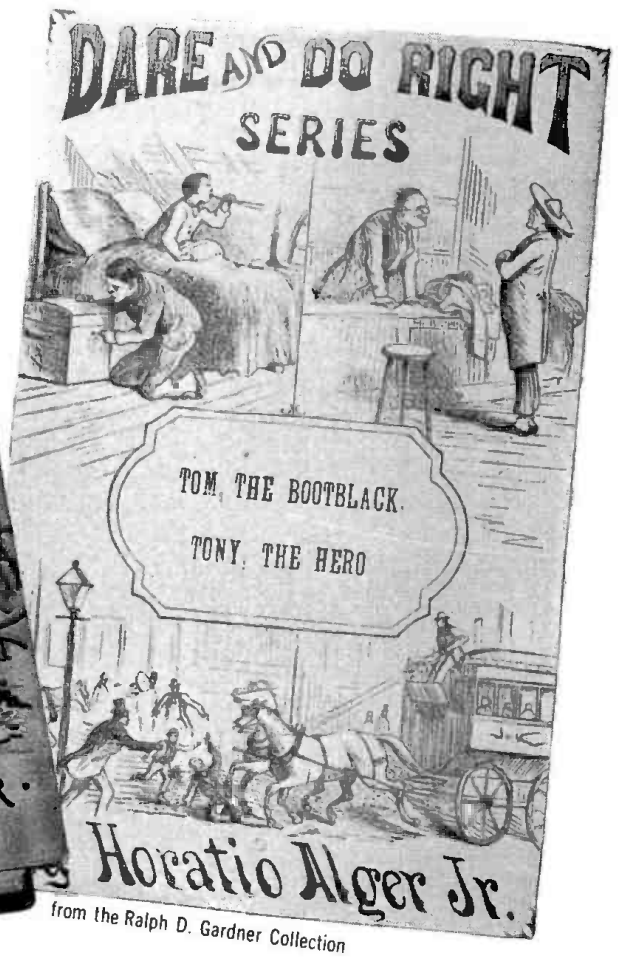
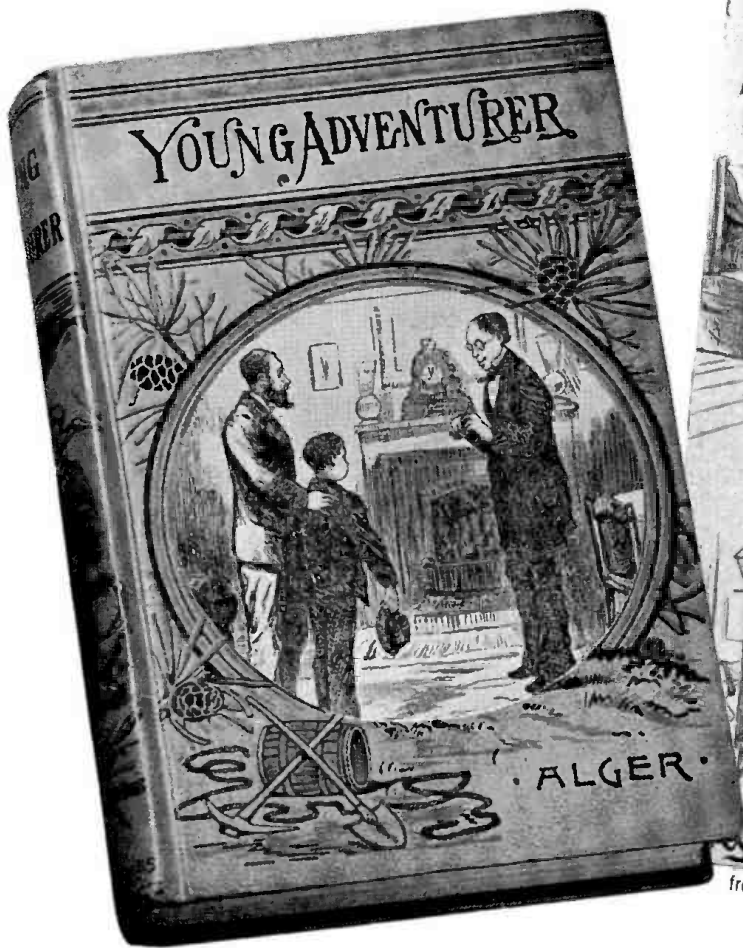
How does a station which has won the Peabody Award  and the Freedom Foundation  Medal and  Sigma Delta Chi's Florida Award and Green Eyeshade Award  and a Vigilant Patriot's Citation of merit cover a local primary  election in which there are 40 offices and 129 candidates? And how does this station do so in the tradition it has built over the past six years as the New Force in South Florida Television journalism? This is how: it mans 249 precincts with individual reporters  in three counties. It operates  cameras from three separate points in two counties. It organizes a news team of 450  people including commentators, analysts, technicians, precinct reporters, phone operators, tabulators, runners, floor crews, tote board operators, clerical personnel, reception committees, food dispensers, supervisors, and personalities. It builds a remote Election Central  that the candidates flock to for results. And it reports all the returns first and far ahead of all others, using the most effective  computer systems. All this in a breathless 3½ hour presentation of the fastest returns, the most candidate interviews, and the earliest predictions, accurate to within 1%. That is how a station dedicated to citizenship and showmanship  did it on Tuesday night, May 8th. One newspaper critic said —“Sharp Channel 7 reporting triumphs in TV vote race. While normally, it's nip and tuck in a contest between television stations to get the results of an election to viewers. . . . Channel 7 (WCKT) ran away with the event Tuesday Night. The Channel 7 reporting was direct, clean and effective.”

We thank him for saying so in print. It was so true.



BISCAYNE TELEVISION CORPORATION
 Miami Florida • WCKR Radio 61





from the Ralph D. Gardner Collection

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

WGAL-TV

Channel 8

STEINMAN STATION

Clair McCollough, Pres.

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

Renewal forms ready

New license renewal forms (plus logging requirements) are ready for FCC action. Although requirements, particularly as to logging, have been eased in detail, broadcasters are certain to regard documents as unduly drastic, if not illegal. Forms retain basic principle of programming categories and although definitions are altered, they still require measurement of commercial vs. sustaining in both radio and tv. Responsibility for seeking out community needs is specified.

Renewal forms, under consideration for several years, will implement program policy adopted by FCC in July 1960. NAB staff has been meeting with FCC staff group in refining provisions. Claim will be made that requirements are far less stringent than those originally proposed by FCC, but they nevertheless aren't calculated to satisfy broadcasters who expected less oppressive regulation. Consideration of new form is due at special FCC meeting June 11.

Craven-Cox prospects

Will FCC Broadcast Bureau Chief Kenneth A. Cox become member of commission before June 30, 1963? This is possibility under one provision of law governing compulsory retirements. Commissioner T. A. M. Craven, who reaches retirement age of 70 next Jan. 31, would terminate his tenure then unless President John F. Kennedy extends it to completion of his term on June 30, 1963. Commissioner Craven is known to be willing to serve until June 30, 1963 because of his active interest in space communications in which he is acknowledged expert.

In unlikely circumstance that waiver is not given Commissioner Craven, it is generally thought that Mr. Cox, who aspires to commissionership, would be given this appointment. This presupposes that Commissioner John S. Cross will be re-appointed by President Kennedy to begin next June 30. There was no further word last week from White House regarding Cross reappointment (CLOSED CIRCUIT, May 28).

Unexplained ferment

Dry organizations for as yet unexplained reasons are showing growing concern over what they believe is marked increase in liquor and beer-wine advertising on radio and tv. Check at NAB code sources indicates no such increase has taken place.

CLOSED CIRCUIT®

Liquor advertising, particularly, is described as non-existent at code stations and rare among non-subscribers to radio-tv code.

Foreign expansion

Theodore C. Streibert, vice president-general manager of WTCN-AM-TV Minneapolis-St. Paul, this week moves to New York headquarters of Time-Life Broadcast Inc. in international expansion activities, headed by Vice President Sig Mickelson. Twin Cities properties now are in process of being sold to group of Twin Cities businessmen for about \$3 million (CLOSED CIRCUIT, May 21). In interim they're being directed by Art Swift, manager of stations for past four years.

Time-Life Broadcast Inc. is expanding its external activities in station ownership through joint ventures, program syndication and personnel training under policy direction of Weston C. Pullen Jr., vice president of Time Inc., and Frederick S. Gilvert, vice president-general manager of T-LB. New management team of six, recruited from T-LB stations, also leaves this week for Latin America as part of company's survey of broadcast properties in both Europe and Latin America.

Clears and daytimers

House Commerce Committee is expected to give final consideration to two long-pending broadcasting bills in executive session this week. One (HR 8210) would block for one year FCC plans to duplicate 13 clear channels and authorize commission to grant such stations higher power. Second (HR 4749) would extend hours of operation by daytime broadcasters.

Truth about radio

Detailed analysis of code enforcement standards of radio stations in 50-odd markets, now under way at NAB, indicates marked progress in program and commercial operations, preliminary data indicates. Improvement has taken place since radio code went on paid subscription basis two years ago. Analysis will compare performance of subscribers with that of non-subscribers.

Joy in the jungle

CBS Films is reported to be enthusiastic over prospects of new half-hour syndicated series it is distributing

for fall season, *Tongalao* (earlier title: *Aba of the Jungle*). Though audition print will not be forthcoming until June 15, CBS Films already has completed more than \$200,000 in sales. Series is being produced in Central America by Albert Gannaway.

Bunker resigns

Edmund C. Bunker has resigned as executive vice president of Froedtert Malt Corp., Milwaukee. He joined company, subsidiary of Basic Products Corp., year ago after having served in executive capacities in sales and station management with CBS, his last post having been vice president in charge of Washington operations. Mr. Bunker shortly will re-enter broadcasting or allied field.

Down to basics

There'll be no headlong rush into problem of solving radio's overpopulation headaches when NAB's new nine-man Radio Development Committee holds its first meeting today (June 4) in Washington. First steps by group will be naming of subcommittees to handle special subjects and delegation of staff studies during summer period.

Sylvan summer

MGM Telestudios, New York, which experimented last summer with establishment of base of video-taping operations in Bucks County, Pa., plans to return to that area this year. Bucks County, less than two hours from New York, provides attractive scenery for on-location taping of commercials, and project is being re-activated because of reported financial success last summer. Kellogg has ordered first commercials to be taped by Telestudios on location this week.

A brain for FCC

FCC is preparing well in advance for installation of Univac equipment, still year away, with three dozen staffers spending all day Friday (June 1) at Remington Rand in Washington for first briefing. Univac 3, costing \$1 million, has been authorized for FCC to use in electronic processing of much of work now done by hand. Friday's session was first in program to thoroughly brief all FCC personnel involved before electronic brain is installed. Among those present were engineering assistants of commissioners.

ADD ACTION!



ADD COLOR!



For more audience reaction!

now available for first run off network

NORTHWEST PASSAGE

26 half-hour episodes of the exciting exploits of Rogers Rangers... Stars Keith Larsen, Buddy Ebsen and Don Burnett... Based on Kenneth Roberts' best-selling novel... Color quality is the finest... Tops for any time period.

Put more color in your schedule with a program the whole family will enjoy. A fresh, promotable and economical availability. Contact any MGM Television office for full details. (Also available in black and white)

NEW YORK, JU 2-2000 • CHICAGO, ILL., 467-5756 • CULVER CITY, UP 0-3311



WEEK IN BRIEF

The fight of fm broadcasters for recognition is bringing statistical support. Two surveyors—Pulse Inc. and Media Programmers Inc.—have produced new figures showing spread of this medium. See lead story . . .

FM'S 15 MILLION HOMES . . . 23

Should Uncle Sam demand that cigarette selling include health warnings? Inquiries into the extent of harm to health and what can be done are under way, causing concern to tobacco firms and media. See . . .

THREAT TO TOBACCO ADS? . . . 26

Broadcasting has been good to Peters, Griffin, Woodward for three decades. And H. Preston Peters, the rep firm's head, points to achievements of past years while looking ahead to what's coming in the future. See . . .

PGW'S FIRST 30 YEARS . . . 54

There's a lot more "personal listening" to radio than is generally believed, according to new research data. Some intimate looks inside the typical listener are provided in new motivational project. See . . .

RADIO'S WIDENING SCOPE . . . 30

It's just not fair, said ABC president Leonard Golden-son, for Sen. Dodd to blame ABC for program excesses its ex-employees might have perpetrated after leaving network to join competitors NBC and CBS. See . . .

GOLDENSON REPLY TO DODD . . . 42

Broadcasting stocks were no exception last week. They tumbled and then they came back as the Street had one of its most exciting weeks. Their average, however, still is running below last January's level. See . . .

BROADCAST STOCKS COME BACK . . . 23

There's no doubt about it—the FCC feels (6 to 1) the CBS-TV program compensation plan for affiliates violates its rules. Now network must undertake the job of negotiating new contracts. See . . .

CBS PAY PLAN UPSET . . . 36

While most everybody's worrying about radio's overpopulation, a California station in a competitive market has done something about it. The story of KGEE Bakersfield and how it has solved its problems. See . . .

PUSHBUTTONS PAY OFF . . . 58

The Spanish-oriented tv audience in Los Angeles will receive special programming next fall, when a new uhf station, KMEX-TV, takes the air. Bullfights, jai alai and other features planned. See . . .

BLEND OF UHF, SPANISH . . . 50

On the theory that Fidel Castro can't cope with the truth about Communist Cuba, three U. S. radio stations are broadcasting Spanish programs, mostly news, sponsored by Cuban Freedom Committee. See . . .

REPLY TO CUBAN PROPAGANDA . . . 70

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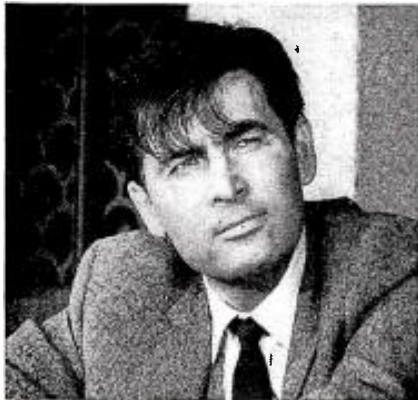
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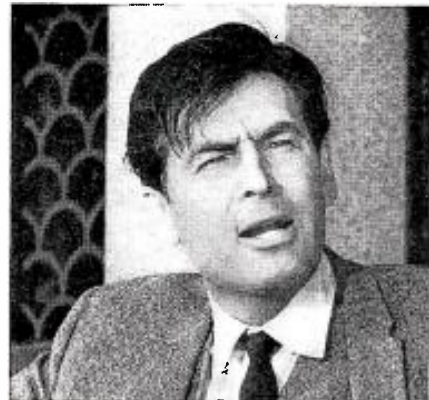
Subscription prices: Annual subscription for 52 weekly issues \$7.00. Annual subscription including Yearbook Number \$12.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number \$5.00 per copy.

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Can an earnest, honest young man from a small town make good as a Senator in Washington?



Yep.



Senator Smith comes on the Washington scene with some special qualities.

Like native wit and grassroots common sense. Like boyish charm and mature integrity. Like a comfortable feeling about people and an uncomfortable feeling about white ties and tails.

Above all, like dedication to the big ideal and devotion to the little man.

Thus armed, the Senator attacks with equal zeal the private problems of a Senate janitor and the public problems of the people's welfare.

The Senator, you'll recall, was first introduced to the nation in an Award-winning film. Overnight he became—and has remained—an all-time favorite.

In the part created by Jimmy Stewart, one Fess Parker bids fair to extend this popularity. (We seem to remember a previous role Fess Parker played with much the same qualities. And success.)

Mr. Smith's new term starts Saturday, Sept. 29 at 8:30 PM.

On the record, there is good reason to believe the Senator can represent your interests handsomely.

Coming on ABC-TV: "Mr. Smith Goes to Washington"

Tv outlets back Bates on product protection

ONLY SEVEN OF SOME 300 REFUSE 15-MINUTE BUFFER

Statements delineating product-protection policies of approximately 300 tv stations have been received thus far by Ted Bates & Co. in response to agency's canvass, Edward A. Grey, senior vice president in charge of media operations, said Friday.

He said all but seven gave assurances of maintaining "standard" 15-minute protection but that almost without exception they also stressed that this is becoming more difficult and that if network trend to "spot-carrier" selling continues they may have to lower their standards.

Pending completion of survey Mr. Grey declined to identify those seven broadcasters who did not promise 15-

minute separation between commercials for competing products. But he said they consisted of three who clearly did not make such promises, and four others whose statements need clarification.

It was understood that at least one of seven was a multiple-station operator. In addition it was known that Corinthian Broadcasting's stations regard 15-minute protection as unfeasible (CLOSED CIRCUIT, May 28). NBC-owned stations take similar tack as do Westinghouse Broadcasting's stations, whose announcement of break with 15-minute policy led Bates to cancel WBC business for several clients and launch current survey of all tv stations.

ment for interim operation, which spokesmen for group said will be filed with FCC "as soon as possible." Three of five remaining applicants for Grand Rapids are committed to participate in interim group with other two reportedly undecided.

FCC channel change argued before court

Whether FCC legally can change tv channel in Bakersfield, Calif., after rulemaking proceeding without giving licensee right to evidentiary hearing was argued Friday before three-judge panel of U. S. Court of Appeals in Washington.

Result, if favorable to FCC, is seen as giving commission powerful new weapon in deintermixture cases and other areas of federal regulation. FCC would have right to modify facilities of broadcast stations at termination of licenses, leaving licensees no standing to oppose. Up to now, when stations have objected to having their channels changed, most have been given hearings.

Bakersfield case involves Transcontinent Television Corp.'s KERO-TV, on ch. 10. After deintermixture rulemaking proceeding, FCC voted in March 1961 to delete ch. 10 and substitute ch. 23 to make Bakersfield all-uhf (there are two existing uhf outlets: KLYD-TV on ch. 17, and KBAK-TV on ch. 29).

Effective date of deintermixture was set for Dec. 1, 1962, when KERO-TV's license runs out.

FCC also ordered show cause proceeding to determine whether KERO-TV's license for ch. 10 should be modified before end of this year. Hearing examiner last October issued initial decision recommending denial of FCC proposal to change KERO-TV's channel before license period.

Key argument against FCC's action, made by Ernest W. Jennes, attorney for

FCC issues warning on 'teaser' spots

Broadcast licensees were again warned by FCC last Friday (June 1) that "teaser or come-on" commercials are violations of rules and will be treated as "serious matter." Warning was issued, FCC said, because it recently has received complaints that teaser spots are being aired across country despite previous notices of their illegality.

Agency defines teaser spot as "short and succinct announcement utilizing catch words, slogans, symbols, etc., designed to arouse the curiosity of the public as to the identity of the advertiser or product which is to be revealed in subsequent announcements."

Aired announcements which do not adequately identify sponsor are in direct violation of Sec. 317 of Communications Act and various sections of FCC's rules, agency said. In addition,

licensee may falsify logs to indicate that sponsorship announcement was logged, FCC said.

Those found guilty will be subject to fines, FCC said. KDAY Santa Monica, Calif., was fined \$5,000 for making teaser announcements (BROADCASTING, April 16). In 1959 FCC denied NAB petition for rulemaking to legalize commercials without identification of sponsor.

Eight ch. 13 seekers to form interim firm

Eight of ten commercial applicants for ch. 13 Rochester, N. Y., have agreed to organize Channel 13 of Rochester Inc., interim company to operate station pending outcome of comparative hearing.

Group announced it will file immediately for special temporary authority from FCC to operate ch. 13. Corporation reportedly is capitalized at \$1 million (BROADCASTING, May 14), costs to be shared equally by eight participating applicants. Target date for on-the-air operation: Sept. 1, 1962.

Interim group is formed by Citizens Tv Corp. of Rochester, Community Broadcasting Inc., Federal Broadcasting System, Flower City Tv Corp., Genesee Valley Tv Co., Heritage Radio & Tv Broadcasting Co., Main Broadcast Co. and Star Tv Inc.

Other Rochester applicants are Rochester Area Educational Tv Assn., Rochester Broadcasting Corp., and Rochester Telecasters Inc.

Applicants for Grand Rapids ch. 13 are reported to be working on agree-

Facts on cigarettes

Legislation requiring that cigarette packages specify amount of tar and nicotine in cigarettes was introduced in Senate Friday. (See story page 26).

Bill (S 3366), introduced by Sen. Alexander Wiley (R-Wis.), would also require filtertips package to state effectiveness of filter in reducing intake of tar and nicotine.

KFMB signs Chargers

KFMB San Diego announced Friday it has signed three year contract with San Diego Chargers, Western Division champions of American Football League, to broadcast team's games. According to Jack Keiner, manager of KFMB, regional radio network is being formed. Details are expected this week.

WEEK'S HEADLINERS



Mr. Matthews



Mr. Colihan

William E. Matthews, vp and director of media relations and planning, Young & Rubicam, New York, is retiring this summer. He's expected to leave agency at about mid-July, and reportedly will concentrate on writing book. His successor has not been named, but **William J. Colihan Jr.**, assistant to Y&R President George H. Gribben, has been named senior vp, and media, merchandising and research will report to him on management level. Mr. Matthews joined Y&R in 1944 as media buyer, moved up to assistant to director of media relations and finally as vp and director in January 1959. Mr. Colihan joined Y&R in 1936 and served mainly in creative areas of broadcasting and print. He was made copy director in 1959 and appointed assistant to president in 1961.

Edward H. Weiss & Co., Chicago, late Friday announced new executive

roster with **Edward H. Weiss** becoming board chairman and **Lee King**, senior vp succeeding Mr. Weiss as president. **Bernard Gross** continues as executive vp and **Ken Murrison**, vp, becomes senior vp. Mr. King joined agency in 1943. Mr. Weiss continues as chief executive officer of agency.

John L. Perry, assistant to NAB President LeRoy Collins, resigns, effective June 30, to establish his own Washington consulting service to provide representation and counsel in broadcasting, educational tv, publishing and federal-state government affairs, with office at 1330 New Hampshire Ave., N.W. He will, however, continue to assist Gov. Collins on parttime basis following his departure. Mr. Perry has been working with Gov. Collins in Florida and at NAB for seven years, during which time he was active in *Continental Classroom* (early morning NBC series) and Midwest Council on Airborne Television Instruction. Previously, he was reporter and editor of *Tampa Tribune* and *St. Petersburg Times*.



Mr. Perry

Both proposals are based on 1960 legislation which enabled radio and television stations to carry Kennedy-Nixon debates without having to make equal time available to splinter parties.

Advertising costs set for ANA talks

Cost factors in advertising—including influence of computers—and specific look at rising advertising costs are slated for Assn. of National Advertisers exploration June 20-21 at Water Tower Inn, Chicago.

Workshop sessions are grouped under single heading of "Advertising Administration and Cost Control" but they'll get off to noon start on June 20 with presentation on meeting challenge of rising advertising costs, prepared by Murray Hillman, vice president and chairman, marketing plans board, McCann-Erickson.

Still other topics relating to cost control will come up in discussion. Among them: controlling production costs of tv commercials, procedures employed when there are several divisions and agencies involved, setting up of estimate system for advertising production, co-op advertising mechanics, preparation of advertising budget, and sharpening of cost-saving techniques.

On computers: Herbert D. Manelovog, vice president, media director, BBDO; Kenneth C. Schonberg, president, Central Media Bureau; Alfred Boberg, National Biscuit Co. ad accountant. On "Advertiser-Agency Financial Relationship"; Kenneth R. Davis, Dartmouth professor (Amos Tuck School of Business Administration); auditing: Bradford Calmus, managing director, Institute of Internal Auditors.

Two-part presentation will be made on Shell Oil Co. and Ogilvy, Benson & Mather relationship. (Client and agency for some time has had fee system as compared to commission.) Title is "How Shell and Ogilvy Work Together for Effective Advertising Administration" and speakers are Raymond E. Wilson, Shell Oil, and Shelby Page, OB&M.

Sessions end with panel discussion on "Improvement Opportunities" in advertiser-agency financial relationship and will include: Jack A. Cunningham, assistant to director of advertising, Westinghouse Electric Corp.; Richard E. Day, advertising manager, consumer products, Morton Salt Co.; William N. Hesketh, manager of advertising and sales promotion, Xerox Corp.; Carl J. Ally, vice president-manager supervisor, Papert, Koenig, Lois; Charles M. Skade, senior vice president-administration, Fuller & Smith & Ross; John F. Whalley, financial vice president-secretary, Needham, Louis & Brorby.

For other personnel changes of the week see FATES & FORTUNES

TTC, was that Communications Act entitles KERO-TV to evidentiary hearing before its license can be modified.

Daniel R. Ohlbaum, assistant FCC general counsel, contended that after Dec. 1, there will be no ch. 10 assigned to Bakersfield; therefore, station has no basis for hearing. He was joined in this contention by J. Roger Wollenberg, attorney for ch. 17 KLYD-TV Bakersfield, and James E. Greeley, attorney for ch. 47 KJEO (TV) Fresno.

Argument was heard by Circuit Judges David L. Bazelon, Charles Fahy and Walter M. Bastian.

CBS o&o's give time to postmaster general

Proposed appearance of Postmaster General J. Edward Day on CBS's owned stations to defend plan to raise postal rate for publications was agreed to Friday (June 1) when Dr. Frank Stanton, CBS president, wired his delight in having Mr. Day on facilities.

Equal time was extended as Dr. Stanton's plan to editorialize on stations was disclosed (see story, page 56).

Taping for Mr. Day was set for June 6 and he'll be placed in same time slot selected for Dr. Stanton. Editorial and Mr. Day's comment will be on radio and tv.

Javits would suspend Sec. 315 for Congress

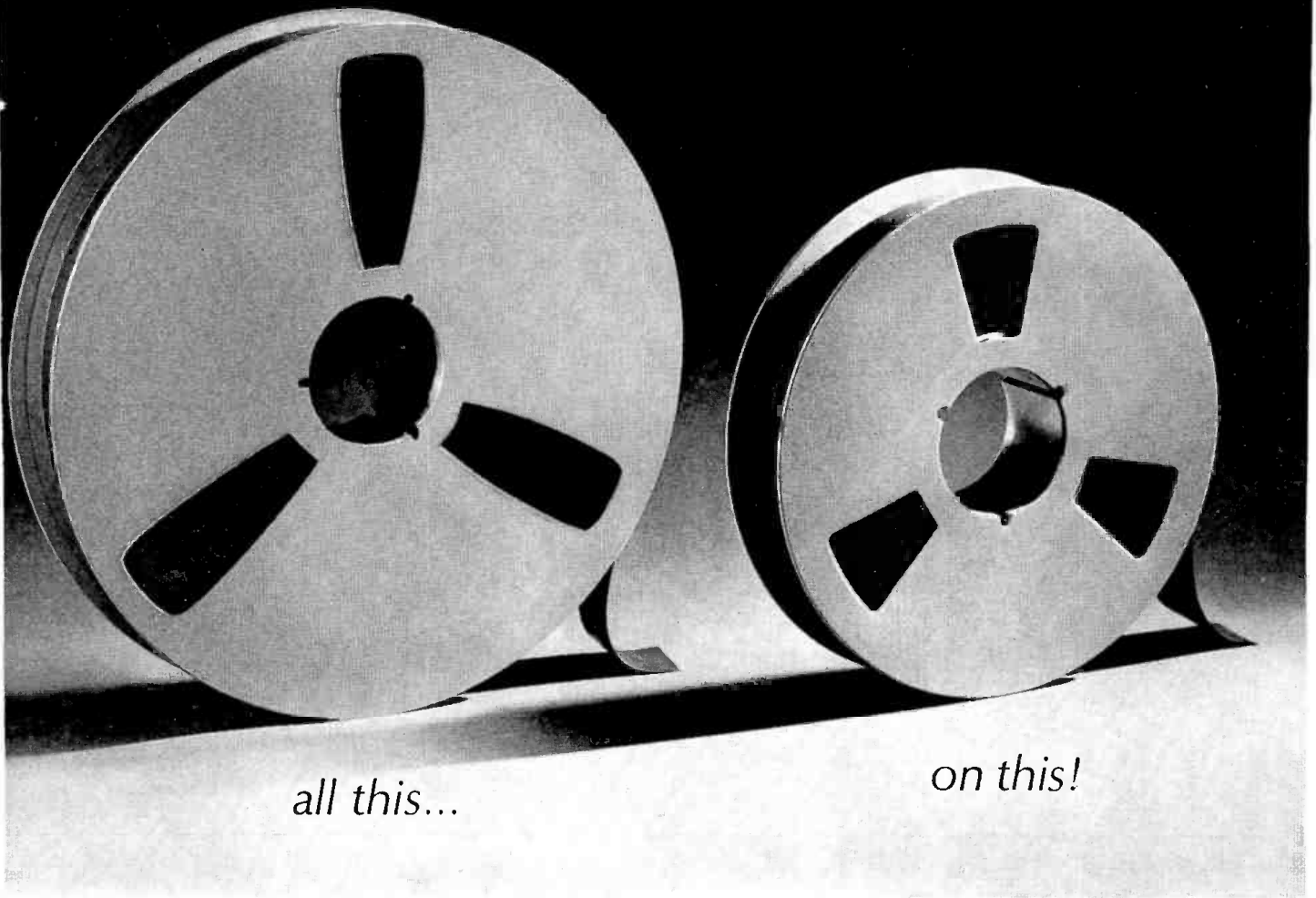
Legislation to make possible radio-tv debates between major party candidates for U. S. Senate and House next fall is expected to be introduced this week by Sen. Jacob K. Javits (R-N. Y.).

Sen. Javits announced plans yesterday (Sunday), after introduction of proposal (SJ Res 193) to suspend equal-time section of Communications Act for 1964 presidential campaign. Resolution was introduced by Sen. John O. Pastore (D-R. I.), chairman of Senate Communications Subcommittee, to implement President Kennedy's recommendation (see story, page 42).

Sen. Javits said his bill would suspend same section of law as it applies to candidates for senators and congressmen. It would be limited to 1962 campaign.

NOW...CUT YOUR TV TAPE COSTS IN HALF!

pack twice as much programming on a reel!

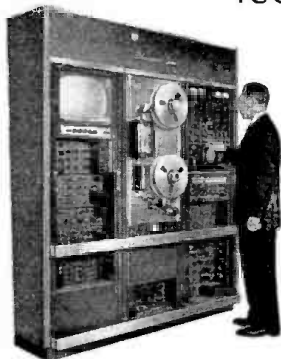


all this...

on this!

Photography Courtesy Reeves Sound Studios, Inc.

New RCA development enables you to operate any RCA recorder at 7½ or 15 ips — *without sacrificing compatibility*



- Permits 50% Cost Reduction in Tape Inventory
- Reduces Tape Storage Space
- Cuts Tape Distribution Expense

This new engineering advance, available only for RCA TV Tape Recorders, combines all the benefits of standard quadruplex recording with the savings of half-track recording. It provides for tape speed to be switchable from conventional 15 inches per second to half speed at 7½ ips.

Since this new approach uses quadruplex recording, tapes are interchangeable with other standard machines. Regular 2-inch tape is used. Standard editing techniques are employed. There are no picture discontinuities. And there is no discernible difference in resolution. *You get the same high quality that you are now getting from RCA recorders.*

HOW IT WORKS: A new RCA headwheel assembly and capstan motor make it possible to use half-track recording and to cut tape operating speed in half. The new recorded track is only 5 mils wide as compared with 10 mils for conventional recording. As a result, twice as many tracks can be recorded on the same length of tape—permitting twice as much programming to be packed on a standard reel.

See your RCA Broadcast Representative for complete details. Write RCA, Broadcast and Television Equipment, Dept. J-22, Building 15-5, Camden, N.J.



The Most Trusted Name in Television

GUEST STARS IN "PARADISE"

Lola Albright
Fay Bainter
Larry Blyden
Hans Conried
Yvonne De Carlo
Gloria De Haven
Dan Durkin
Eva Gabor
Paulette Goddard
Thomas Gomez
Skip Homeier
Glynis Johns
Kurt Kasznar
Elsa Lanchester
Viveca Lindfors
Julie London
Herbert Marshall
Raymond Massey
Marilyn Maxwell
Ricardo Montalban
Rita Moreno
Julie Newmar
Michael O'Shea
Luciana Paluzzi
Vincent Price
Juliet Prowse
Jan Sterling
Elaine Stritch
Gloria Vanderbilt
Betsy Von Furstenburg
Tuesday Weld
Teresa Wright

91 HOURS OF
JAMES MICHENER'S
"ADVENTURES IN PARADISE"
NOW AVAILABLE
FOR SYNDICATION

Get the full details today from

Twentieth Century-Fox TV, Inc.

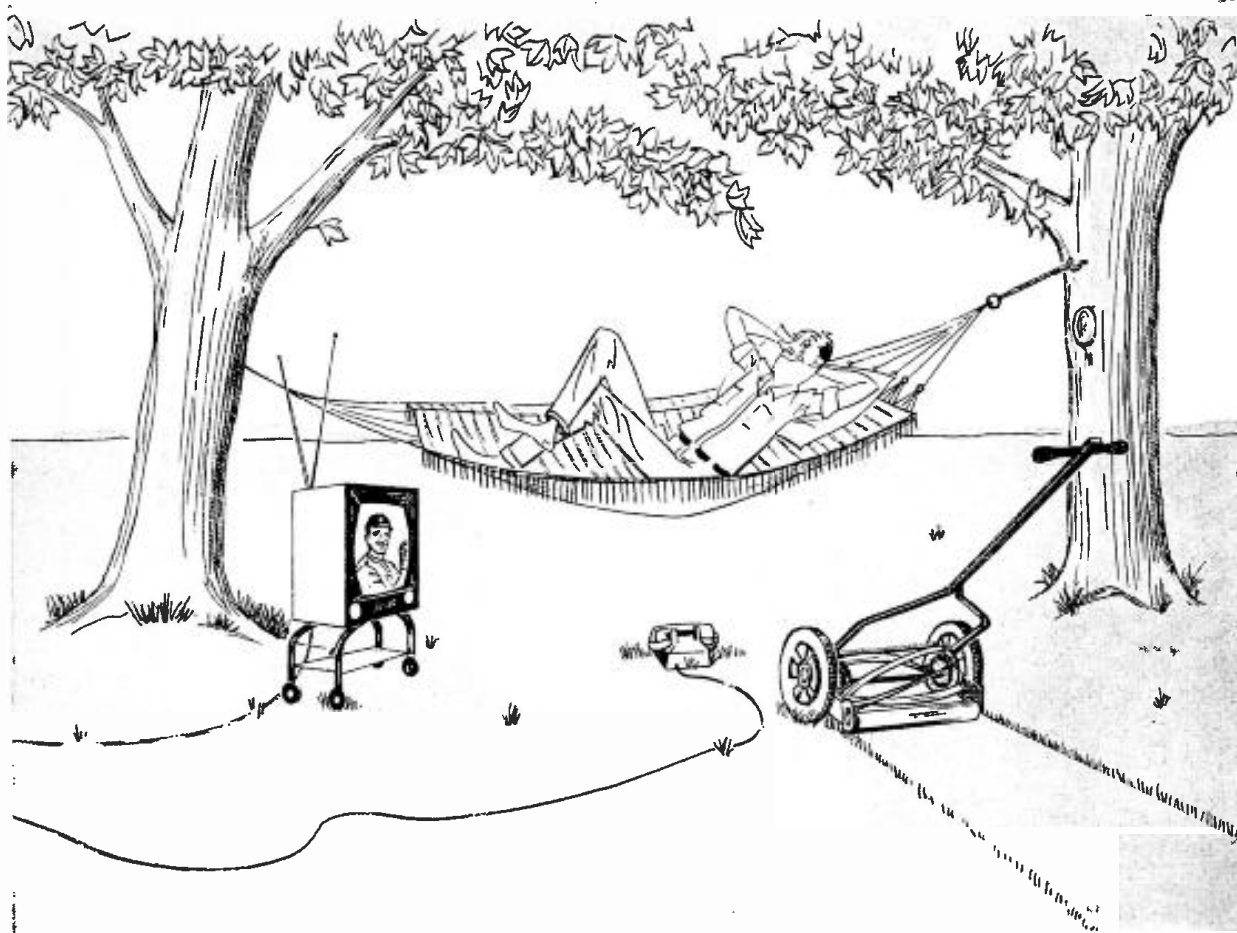
444 West 56th Street, New York 19, New York, Phone: CO 5-3320

PRE-ANNOUNCEMENT SALES INCLUDE
New York City WPIX-TV
Minneapolis KMSP-TV
Honolulu KGMB-TV
Los Angeles KHJ-TV
Dallas WFAA-TV
Phoenix KOOL-TV
Tucson KOLD-TV
Chicago WGN-TV
Mobile WALA-TV
Johnstown WJAC-TV



Starring GARDNER MCKAY

B. Teak



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.



**AMERICAN
RESEARCH
BUREAU**

DIVISION OF C-E-I-R INC.

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DATEBOOK

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

*Indicates first or revised listing.

JUNE

*June 4—NAB Radio Development Committee, NAB Hdqrs., Washington.

*June 7-8—Promotion and information services directors of CBS-owned tv stations, fifth annual meeting, New York City.

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 12-14, 1962 — Armed Forces Communications & Electronics Assn. annual convention and exhibition. Speakers will include Dr. Harold Brown, director, research and engineering, Dept. of Defense; Dr. Irvin Stewart, White House director of telecommunications management; Rep. George P. Miller (D-Calif.), chairman of the House Science & Astronautics Committee. Panel discussions will include Modern Trends in Data Communications, Command Control for Survival, Telstar Satellite, and Getting More for the Defense Dollar. Sheraton Park Hotel, Washington, D. C.

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.

TvB sales clinics

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 26—Writers' Manor, Denver
 June 28—Sheraton-Fontenelle, Omaha

NAB Fall Conferences

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

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—Southern California Broadcasters Assn. luncheon. Russell I. Hare, space buyer and research director, Tilds & Cantz, Los Angeles, will speak. Michael's Restaurant, Hollywood.

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

*June 21-23—Maryland-D. C. Broadcasters Assn., annual convention. Guest panelists to include Marshall Hawks, vice president, Emery Adv. Corp., Baltimore; George S. Wallace Jr., director of marketing for Mangels, Herold Co., Baltimore; Clayton R. Sanders, advertising director, Peoples Drug Stores, Washington, and Nella C. Manes, vice president and media director, Kai, Ehrlich & Merrick, Washington. Sea Scape, Ocean City, Md.

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, 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.

your key to more
Virginia homes

WRVA-RADIO's
Coverage Area Is
Equivalent to a Metro
Ranking of 15th In
Retail Sales*

*Sales Management
Survey of Buying Power—1961

WRVA-RADIO

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

WRVA-RADIO
CODE

National Representative:
PETERS, GRIFFIN, WOODWARD, INC.



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

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

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

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

**CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE**

The Katz Agency, National Representatives



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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office

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Michigan market story

EDITOR: Your article on the Michigan economy [SPECIAL REPORT, May 28] was an excellent and exceptionally comprehensive job. I'm sure it will be especially gratifying to the large numbers of Michigan leaders who have been concerned about adverse effects of widespread publicity given to some of our state's particular problems of late . . . —*Jack R. Harned, public relations staff, General Motors Corp., Detroit.*

EDITOR: Your special report on the Michigan market is an extremely well-written and accurate analysis of the current state of Michigan's burgeoning economy. . . —*Richard T. O'Reilly, vice president & Detroit manager, N. W. Ayer & Son, Detroit.*

[Reprints of the Michigan market story are available at 20 cents per copy.]

For those who missed

EDITOR: I want to commend BROADCASTING for clear and accurate reporting of our new approach to isolating the importance of time period factors in a programs' set rating ("To sponsors: don't play near those bad shows") [PROGRAMMING, April 30].

We believe the article would be of considerable interest to those advertisers, agency and media people on our mailing list who may have missed the original, and we would like permission to reprint and circulate it.—*Mina Block, Home Testing Institute Inc. (TvQ), Manhasset, L.I., N.Y.*

[Permission granted provided proper credit is given to this magazine.]

N.Y. etv contributions

EDITOR: . . . You reported a five-year installment contribution by WPIX to the new educational channel in New York and earlier contributions by the three networks [THE MEDIA, May 14]. Metro-media Inc. was the first contributor to the educational channel, and RKO General was also a contributor, our respective contributions being single payments of \$250,000 each. . . —*John W. Kluge, president, Metromedia Inc., New York.*

Church ownership

EDITOR: In a rumor respecting Saul Haas and KSL-AM-FM-TV Salt Lake City [AT DEADLINE, May 21] you represent that the Mormon Church, through the Corp. of the President, also controls KID-AM-FM Idaho Falls and KBOI-AM-FM-TV Boise. The fact is that the Corp. of the President controls KSL but is only a minority stockholder in KID and KBOI. The same mistake is carried in that issue in a story dealing with KID's application for 720 kc [GOVERN-



Community leadership by staff personnel heightens WHBF stature in Quad-City area

A recent survey of WHBF staffers revealed that 64 of them (over 2/3) devoted personal time to local civic affairs . . . as officers, directors, advisers, chairmen. This represents literally thousands of man hours to help build community progress and welfare.

The WHBF stations also consistently support every recognized civic, business, and charitable group in the Quad-Cities with radio and television time.

These contributions to community progress reflect beneficially on this station as a trusted, neighborly institution. This corporate image of solid substance has established for WHBF a deep and stature-producing root system in the Quad-City area.

"The deeper the roots, the stronger the tree." Here is a tangible and important WHBF plus factor to be weighed in the time-buying decision.

WHBF
RADIO • FM • TELEVISION

Call Avery-Knodel

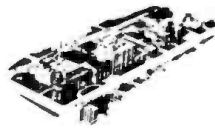


United Press International news produces!

WIBC The Friendly Voice of Indiana

*Aim—
service to
our
publics!*

METHODIST HOSPITAL
INDIANAPOLIS 7



May 9, 1962

Mr. Richard M. Fairbanks
WIBC Radio Station
2935 North Illinois
Indianapolis 6, Indiana

Dear Mr. Fairbanks:

Last night we conducted a disc jockey program for the benefit of the patients in the Psychiatric Unit here at Methodist Hospital.

As you probably know, Bouncin' Bill Baker conducted the program. His friendliness, sense of humor, and conviviality contributed greatly to the success of this worthwhile event. You certainly are fortunate in having Bill Baker as a member of your staff.

Wholesome entertainment of this sort provides a break in the dreary hospital routine and is thus a special treat for our patients.

We are deeply grateful to both you and Mr. Baker for making this opportunity available to us.

Sincerely yours,

James E. Gray
James E. Gray
Recreational Director

JEG/rd

LEADS IN SERVICE

What is a disc jockey? Perhaps we can't answer that question but we can describe WIBC air personalities. They are mature with out-going personalities, smooth and experienced salesmen on the air and expert entertainers off the air. Personal appearances are important to them and to WIBC because they carry the station's image . . . "The Friendly Voice of Indiana" . . . throughout the state.

LEADS IN ACCEPTANCE

It is noteworthy that WIBC disc jockeys spend much of their own time entertaining the less fortunate, fulfilling the role of public spirited citizens. The above letter is but one of many received at WIBC bespeaking work done for churches, PAL clubs, youth centers, schools for the handicapped and just plain schools, veteran hospitals and even penal institutions.

LEADS IN AUDIENCE

We think highly of disc jockeys at WIBC. We believe they are why we can proudly say WIBC has the largest audience morning, afternoon and evening in Indianapolis and Indiana.*

*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

MENT, May 21]. . . —Glen A. Wilkinson, Wilkinson, Cragin & Barker, Washington.

[Although the Mormon Church, as Mr. Wilkinson correctly states, does not hold control of KID and KBOI, the church, through its subsidiary organizations, owns more stock in each of the two stations than any other principal stockholder, according to available records.]

Radio anniversary issue

EDITOR: I would appreciate three reprints of your fine special article, "Radio's 40 years" [SPECIAL REPORT, May 14].—H. Duane Wadsworth, Stanford, Calif.

EDITOR: . . . In 1925 I was sent to Indianapolis from Chicago by Middle West Utilities Co., the then new Insull holding company where I was assistant manager of advertising and publicity.

On arriving, I learned that one of our newly acquired local companies, the Merchants Heat & Light Co., was licensed to operate this here newfangled thing called radio. The call letters were WFBM.

It seemed some Westinghouse engineers installing carrier current equipment for load dispatching purposes had enough parts left over to make a radio unit. . . . So we were in business, broadcasting when, as and if, and I was tagged station manager because nobody else wanted to bother with it.

I returned to the middle west offices after organizing the advertising activities and hiring a local manager, and the station was sold within a few years, as I recall. But that is how WFBM came into being.

On my first assignment to set up a studio, I went to the then leading local hostelry and arranged to broadcast their name band free from their dining room nightly. I returned proudly with this coup to the utility company manager, who informed me of the facts of Indianapolis life. There is no competition as you know in the electric utility business, except in a very few places. Indianapolis had not one, but two electric companies, with duplicate sets of wires. Our hotel-studio was on the competing utility lines.

Later we lined up the Indianapolis Athletic Club and were in business.—Ray Weber, advertising manager, Swift & Co., Chicago.

EDITOR: . . . The editorial content and layout of radio's 40th year stories are exceptionally good.

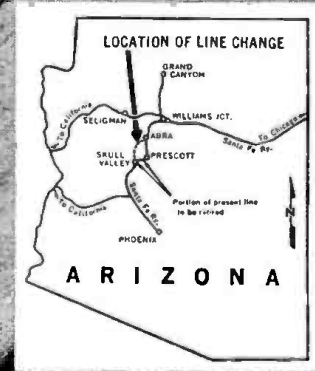
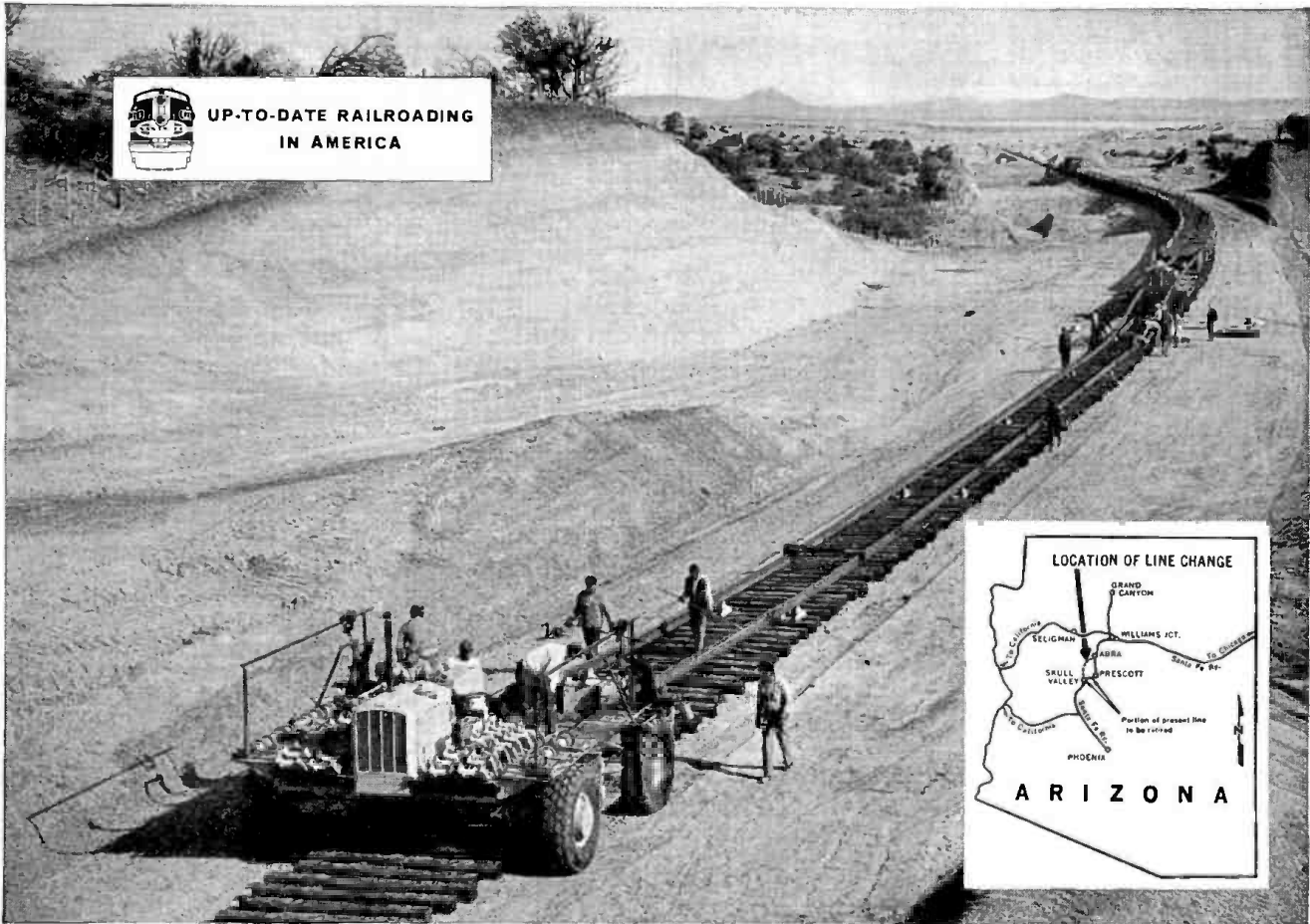
Only those who have at one time or another attempted to assemble a vast historical package can fully appreciate the effort which went into the BROADCASTING special radio report.

WSB Radio is tickled pink to be a part of this issue!—Phil Harrison, director of public relations, WSB Atlanta.

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



UP-TO-DATE RAILROADING
IN AMERICA



Santa Fe builds a short cut through Skull Valley

Building new improvements into the Santa Fe Railway never ends.

The latest project in Santa Fe's modernization program is the new 39-mile section of up-to-date, high-speed railroad track across the vast range lands of central Arizona.

The new line provides more efficient and dependable service, cuts 14 miles from the Ash Fork to Phoenix run, and connects two Arizona sites with the magical names of Abra and Skull Valley.

In eliminating steep mountain grades, it permits an appreciable reduction in the running time of passenger trains to and from Phoenix, and it saves time and allows the handling of additional tonnage on freight trains.

Santa Fe built 158 bridges and culverts to do this job. Poured six thousand yards of concrete. Moved

2,622,000 yards of dirt and rock. Touched off 170 tons of explosives. Designed and built a special "straddle buggy" to speed up the track-laying job. And anchored 39 track-miles of welded steel rail to 117,000 cross-ties with 936,000 spikes.

This multimillion dollar project is another example of how *progress pays its own way on the Santa Fe*—a part of a continuous program to provide better transportation for a growing America and to strengthen a vital part of our national defense *without costing you a single penny in taxes.*

The Story of Skull Valley

Skull Valley lies 113 miles north of Phoenix. As legend has it, a battle occurred there in the middle of the last century. The dead—either Indians or Mexican troops (no one

knows for sure)—were left to the bleaching sun. A later party discovered the skulls and bones, and named the spot Skull Valley.

The railroad that is always on the move toward a better way

SANTA FE SYSTEM LINES

Serving the West and Southwest



The astute agency knows when to bypass the rulebook

If you think back to your sandlot baseball days, as all of us are apt to do occasionally, you may come to this conclusion:

The game was more fun and we may have been better base runners before we were compelled to read the small print in Mr. Spalding's rule book.

I say this as a man who knows profoundly that there is much good in rules and not at all forgetting that I am the architect of Kenyon & Eckhardt's Book of Procedures, a document which undertakes the enormous task of assigning and spelling out each man's duties in the complex business of operating an advertising agency.

Therefore, since I am well on the record as a strong advocate of a set of standards, I presume I will not be entirely misunderstood if the theme of this MONDAY MEMO runs in what might be considered another direction.

Closed Minds ■ I will come to the point quickly, and it is this: I am fearful of the tendency of individuals in television to operate with closed minds on the types of media purchases which should be made for advertising.

You will find one broadcast executive irrevocably committed to his belief that the only sane way to use television lies in a scatter plan of minutes of high reach and frequency, regardless of client or type of product.

You will find another as incorrigible in his belief that the sponsor identification gained by full or at least alternate sponsorship is the only sensible avenue to sales gains.

At some juncture you meet the man dedicated to the belief that only the numbers game pays off in tv; or another who will not go into action shows.

In many instances, this closed-mind thinking goes beyond individuals and may dominate an entire agency.

If I did not have the belief that the tendency is extending itself, and developing into a trend, I would not bother to mention it here.

No Simple Rules ■ We simply cannot write hard and fast rules in television, even to the type of show acceptable or suitable to a specific product or classification of products. Or to the methods of buying. And of course there are exceptions to this statement, too, for obviously there are products in existence which by their nature eliminate certain shows on which they might be advertised.

After a quarter of a century in broadcasting and communications, I continue to retain the strong belief that an individual should be careful about com-

mitting himself to a rule-book, unless the frontispiece is dedicated to flexibility in thinking.

Frontal-lobe activity will continue to be our most valuable asset, stronger than any rule book we can write. And while we certainly talk among ourselves that what is good for one client may not be good for another, we sometimes forget it.

We know that the Minutemen did well at Lexington and Concord, but they probably would not do well at media meetings with Westinghouse, or U. S. Steel or Henry Kaiser.

Research ■ I am not for one moment suggesting that we give up or even relax our application of the valuable tools we have designed for measuring television's effectiveness and potential. Instead, we should use them more and learn to interpret their results. Research has given us a mountain of knowledge about television; yet not enough.

We know that a compass built to point north does not always point north. Hidden and mysterious factors can change the needle.

Even if we did have a needle pointing the way to a proper type of tv sponsorship, there are times when we might find it unfaithful.

There was a time in the early days of television when we at Kenyon & Eckhardt committed ourselves to the personal spokesman philosophy of commercial delivery. We recommended to all clients at the time, that, based on our experience, commercials delivered by a company spokesman were far and away ahead of all other types of commercial effectiveness.

If we had remained iron-clad and unshakable in this belief, we would have had our eyes opened, for one of our most successful clients today (the maker of Brylcreem) uses a jingle.

Other Formulas ■ I can recall other times when we were on a straight cost-per-thousand kick, either justifiably or unjustifiably. And we can point to many successes along this route.

But likewise we have done well with such programs as Leonard Bernstein, Winston Churchill, Shell's *Wonderful World of Golf*, *CBS Reports* and dozens of others.

I predicted a few years ago that public service programs eventually would be so priced that an advertiser could buy them as sole sponsor without surrendering his cost-per-thousand. In many ways, my prophecy has been fulfilled. During the season now ending, we purchased six NBC actuality specials. These shows achieved almost precisely the ratings we anticipated. And they will stand the slide-rule test for viewers per dollar if considered against other nighttime shows in the comedy, drama or action fields.

But equally important, the advertisers who became involved with such programming learned to their gratification that rewarding public reaction to the presentations performed a vital and measurable enhancement of corporate and product image and acceptance among the television public. High praise has been conferred upon several of these television program undertakings by the Academy of Television Arts & Sciences and the *Saturday Review* awards for advertising in the public interest.

If we had applied an agency rule-book to all these purchases, we would have missed valuable opportunities for our clients.

I am not suggesting that all rules are bad, or are made to be broken. But we certainly need "open minds" in the area of media purchases for our advertising.



William B. Lewis started with J. Walter Thompson in 1924, worked at Joseph Richards and three other agencies before joining CBS as commercial program director in 1935. In 1936 he became vice president in charge of programs. In 1941 he was named to head a Washington bureau which became the radio bureau of OWI. He re-joined CBS in 1943 and moved to K&E in 1944 as vice president in charge of radio. He was elected president in 1951 and board chairman in 1960.

The Exception To The Rule

W K R G • T V

Mobile—Channel 5—Pensacola

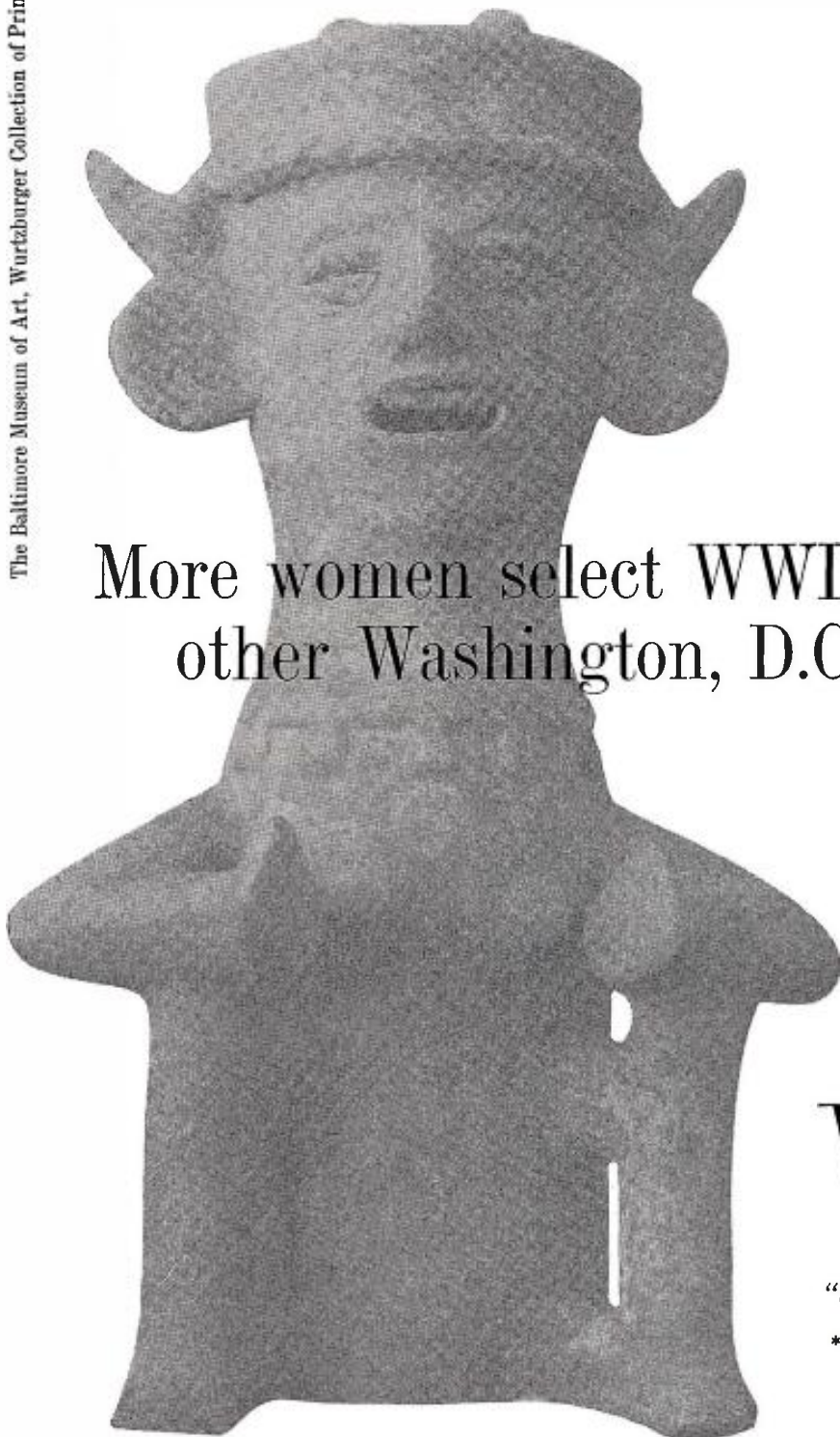


WKRГ-TV Mobile-Pensacola has enjoyed
50% or More Share of Audience in every March ARB
Measurement Since 1959 . . . From 9:00 AM to Midnight

For Details Call

AVERY-KNODEL—Representatives

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



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

One in a series on the fine art of broadcasting by

WWDC

RADIO WASHINGTON

"the station that keeps people in mind"

*Trendex, Washington, D. C. Study, Nov. 1961
Represented nationally by John Blair & Co.



FM'S FAMILY CIRCLE: 15 MILLION

- Newly collected data shows medium's new spread
- QXR Network and Pulse reveal high income level
- Upcoming figures to analyze brand-buying impact

Fm's emergence as a major vehicle for advertising, with a reach now extending into some 14 to 15 million homes and growing at a rate close to 2 million homes a year, is documented in independently conducted research projects disclosed last week.

The studies stressed fm's size and swiftly expanding growth rate but put primary emphasis on the "quality" of the fm audience as prospective customers for advertised products—for example, the extent to which fm homes have bigger incomes, more education, bigger families and bigger cash investments than non-fm homes [CLOSED

CIRCUIT, May 28].

Disclosure of the studies followed a new FCC push to divert would-be radio station operators from am into fm. In imposing a partial freeze on new station grants in the crowded am broadcast band last month, the FCC suggested that people thinking of applying for new am stations "give serious consideration to the greater coverage possibilities, both day and night, in the fm band" (BROADCASTING, May 14).

Two Long Looks ■ The new fm studies, which together represent one of the most extensive contributions yet made to national fm research, were con-

ducted by (1) Media Programmers Inc., New York, on behalf of QXR Network, which is launching a nationwide expansion program of its own, and (2) The Pulse Inc., a veteran in broadcast audience research.

MPI's material, gathered from a number of sources, analyzed and stored in a QXR "research bank," was released by QXR. Pulse's study encompassed fm material gathered in Pulse tv surveys and compiled in a special project for sale to broadcasters, agencies and advertisers. Although Pulse would not divulge the text of this report, it did make special compilations

Roller-coaster market

Like virtually all the rest, broadcast stocks took a tumble last Monday, with prices in many cases hitting new lows for the year. But again like the market as a whole, they began to rally on Tuesday, and on Thursday moved upward almost without exception.

The average of 14 broadcast stocks listed on the New York and American exchanges dropped \$2.10—from \$22.42 to \$20.32—between the close of business on Friday, May 25, and the closing on Monday, May 28, the markets' worst day. Their average advanced by \$0.46 on Tuesday and by \$1.10 on Thursday, after Wednesday's Memorial Day holiday. These gains brought them to within about half a point of their May 25 average.

Broadcast stocks as a group were still substantially below their first-of-the-year levels, however, reflecting a gradual slippage which, again, has been the trend in the market as a whole. Last Thursday's 14-stock closing average of \$21.88 compares with \$27.74 for the same stocks as of the first week of this year.

Broadcast stocks traded over the counter generally followed the patterns of slide, rally and gain which marked the behavior of those traded on the major exchanges.

Only one of 14 broadcast stocks listed on the New York or American exchanges showed a gain last Monday over its previous closing. Rollins Broadcasting, operator of radio and tv stations, closed Monday at 11¾ as against 11 on the preceding Friday. It slipped to 10¾ on Tuesday but rose to 12 on Thursday to better its opening position for the week.

Filmways, MPO Videotronics, Screen Gems, Taft Broadcasting and Walt Disney Productions also closed Thursday at prices higher than those at which they started

the week. Desilu Productions matched its week's opening figure with a return to 8 on Thursday.

In the over-the-counter market, Metromedia closed Thursday with bid-and-asked prices of 12¾ and 13¾, about half a point below its May 25 level. Official Films was off about three-eighths at 1¼ and 1½. Transcontinent was holding its own at 8½ and 9½. Comparable indicators for a number of other over-the-counter stocks were not immediately available.

The following table shows the performance of 14 broadcast stocks on the major exchanges at their closings last week as compared to May 25 and the week of Jan. 2:

Stock	Week of Jan. 2	Closed May 25	Closed May 28	Closed May 29	Closed May 31
AB-PT	45	31½	29¾	29	30¾
CBS	40½	36¼	32¼	35¾	35¾
RCA	53¾	53	47¾	49¾	50¾
Capital Cities	20	15¾	12½	13¼	13¾
Desilu	8¾	8	7¾	7¾	8
Filmways	6	6½	5¾	5¼	6¾
MCA	78¾	49	38¼	43½	44¾
MPO Videotronics	12¾	7½	6¾	7¼	7¾
Reeves Bcstg.	4¾	3½	3¼	3½	3¼
Rollins Bcstg.	12¾	11	11¾	10¾	12
Screen Gems	21¾	15¼	14¼	13	16
Storer Bcstg.	29	30	28	28¼	29¼
Taft Bcstg.	(see note)	16¾	16	15¾	16¼
Disney Prod.	37¼	31¼	31	28¾	32

NOTE: Taft Broadcasting was traded over-the-counter at the first of the year. In early January it was quoted at 17¾ bid and 19 asked.

NOTE: Of the foregoing stocks, AB-PT, CBS, RCA, MCA, Storer, Taft and Disney are listed on the New York Stock Exchange; the seven others are on the American Stock Exchange.

for BROADCASTING summarizing some of the highlights.

These indicated a relatively close correlation between results of the two studies, insofar as they are comparable. QXR officials estimated there are now 16 million fm sets in 14 million U. S. homes, and that the fm growth rate was running at about 2 million homes a year in 1961. Pulse's new study did not estimate the growth rate but placed the number of tv homes having fm sets at about 14,890,500 or 31.2% of all tv homes.

Moneyed Audience ■ Both studies found that fm homes have higher incomes than non-fm homes—by substantial margins. MPI's data for QXR indicated that the number of \$7,000-plus incomes is almost 72% higher among fm homes than among non-fm homes. Pulse's study approached the question from another direction, found the median income among fm families is \$7,090 as compared to \$5,810 among non-fm families, so that the average fm family has a 22% higher income than the average non-fm family.

MPI-QXR estimated fm's daily audience at 8,557,000 households.

The MPI-QXR research includes special IBM computer analysis of some 250 reports totaling 250,000 interviews in 77 listening areas by such organizations as the U. S. Census, Young & Rubicam, The Pulse (earlier studies), the Alfred Politz organization and others.

This research is one prong of a four-prong campaign by which QXR hopes both to expand its own operations and to establish "quality" fm as a major advertising medium. Other features of the campaign:

- Set up a nationwide spot sales organization, FM Spot Sales Inc., to represent fm stations.

- Develop new network programming and talent.

- Develop new engineering and technical standards for stereo and monaural transmission.

To keep the "research bank" up to date, the QXR Network is sponsoring a new research project by MPI to find the relationship between consumer media usage and brand buying decisions. QXR claims it will be the first comparative media study ever made containing fm data.

The network is appealing to what it calls the "class audience" with its programming heavily stressing classical music and talk programs. And it quotes the latest census figures to show that there are more than 15.3 million professional, executive, proprietor and technical workers in the U. S. or 25% of the civilian male working force.

More of Everything ■ Data from the QXR "research bank" shows that fm

Measuring the strong points of fm

These charts from QXR Network's research bank are based on information from studies by Young & Rubicam, Alfred Politz Research Inc. and The Pulse Inc. The studies were originally not fm-oriented, but by punching their data on IBM computer cards and comparing it with information from the U. S. Census and other sources, the computer arrived at these "hard numbers" comparing fm households with non-fm households. The figures are percentages of total fm homes and total non-fm homes, as projected by QXR.

OCCUPATION

Occupation-head of Household	Fm-Households	Non-Fm Households	Fm Advantage
Professional and semi-professional	14%	8%	+ 75.0%
Proprietors, managers and officials (non-farm)	17%	12%	+ 41.7%
Craftsmen, foremen	20%	20%	0%
Clerical, sales	11%	13%	- 15.4%
Operatives, kindred workers	13%	15%	- 13.3%
All others	25%	32%	- 21.9%

Source: 1959 Young & Rubicam Study

INCOME

Annual Household Income	Fm-Household	Non-Fm Household	Fm Advantage
\$7,000 or more	38.3%	22.3%	+ 71.7%
\$4,000 to \$6,999	47.0%	54.4%	- 13.6%
Under \$4,000	14.7%	23.3%	- 36.9%
	100.0%	100.0%	

Source: Politz 1960 Study

households have a higher percentage of professional and semi-professional workers and proprietors, managers and non-farm officials than do households without fm. The research (see tables) also shows that a bigger part of fm's audience has family income over \$7,000; high school education; college or other advanced education; larger families; charge accounts; new automobiles.

The "research bank" also shows that the fm households travel more by airline and take more steamship cruises than do their non-fm counterparts. Airlines were used by 21.6% of fm owners compared to 15.8% for non-fm, or a 36.7% advantage for fm. Steamship cruises were made by 5.1% of the fm audience against 1.8% of the non-fm audience, or a 183.3% fm advantage.

It naturally follows that the fmers travelled more to far away places: Europe (5.4% vs. 2.5% for fm advantage of 116%), West Indies (3.4% vs. 1.6% for 112.5% advantage) and South America (0.5% vs. 0.2% for 150% advantage).

Attention Wall Street ■ There's more interest too in the stock markets among the fm audience. Stocks or securities are

owned by 39%, compared to 25.7% for non-fm, a 51.8% fm advantage; 26.7% traded on the market last year, against 16.7% of the non-fm audience, for an fm advantage of 59.9%; 11.6% of the fm stockholders own 10 or more common stocks, compared to 7% of the non-fm stockholders, or a 65.7% advantage for fm.

The fm family is almost three times as likely to attend a musical event as a non-fm family. But even more of them attend sporting events and motion pictures.

On surveys reported, interviewees were asked whether, in the last month, someone in the household had attended a musical event (31.9% in fm homes had attended compared to 11.6% in non-fm homes for an fm advantage of 175%); a sporting event (47.9% vs. 27.9%, 71.7% more for fm) and a motion picture (60.8% vs. 40.7% for 49.4% fm advantage). The fm family, the study concludes, appears to be more active and with more varied interests.

The Little Lady ■ Data on the buying habits of the woman of the house show that those living in homes equipped with fm are twice as likely to have attended college as housewives in non-fm homes (25% vs. 12%, or an

EDUCATION

Education-Head of Household	Fm Households	Non-Fm Households	Fm Advantage
College or other advanced education	41.7%	29.8%	+ 39.9%
Finished High School	34.9%	32.9%	+ 6.1%
Did not finish High School	23.4%	37.3%	- 37.3%

Source: Politz 1960 Study

SIZE OF HOUSEHOLD

	Fm Households	Non-Fm Households	Fm Advantage
Have at least one child	50.4%	43.2%	+ 16.7%
Three or more in household	57.7%	46.4%	+ 24.4%

Source: Politz 1960 Study

BUYING HABITS of FM HOUSEHOLDS

I. Automobile Ownership

	Fm Households	Non-Fm Households	Fm Advantage
Two or more	31.9%	18.7%	+ 70.6%
One or more cars bought new	55.7%	41.0%	+ 35.9%
Only used cars	34.6%	40.4%	- 14.4%

II. Charge Accounts

	Fm Households	Non-Fm Households	Fm Advantage
Department store charge account (someone in household)	77.0%	55.1%	+ 39.7%

Source: Politz 1960 Study
New York State QXR Network Survey—1960
WQXR 5-year Pulse Study

fm advantage of 108.3%). The fm housewife also is more likely to use cosmetics (83.4% vs. 67.4% for fm advantage of 23.7%) and perfume (65.3% vs. 50.5% for fm advantage of 29.3%), and she is 67% more likely to buy wine (39.9% vs. 23.9%).

The QXR Network was acquired in April from Interstate Broadcasting Co., a subsidiary of *The New York Times*, by Novo Industrial Corp. The *Times* continues to own WQXR-AM-FM New York, which will be key station of the 36-station network. The network currently provides programming seven hours a day to 16 eastern stations, which are connected by on-the-air relay and telephone circuits. The other 20 stations, from Florida to California, receive nine hours of programming each week on tape.

QXR plans to increase to 50 stations by the end of this year and to 100 stations by the end of 1963.

Selling Record ■ James Sondheim, president of QXR Network, points out that businessmen and professional people are an audience that is "hard to reach." But, he claims, the network and its affiliates have the "type of programming that attracts that audience. Our format does sell people." To back

his claim, he points to the record of WQXR, which has "470 advertisers, which is more than any of the other 28 stations in the New York area." He stresses that what WQXR has done on a local level, the QXR Network "intends to do on the national level."

The network's spot sales organization will represent fm stations offering programming similar to that of the network. Central billing will be maintained to simplify agency buying. Sales offices are to be opened in New York, Detroit, Chicago, Los Angeles and San Francisco.

The network also plans to add to its present program schedule and will include multiplex stereo programming "as soon as advertiser and affiliate demand warrants it," according to Mr. Sondheim. Many QXR affiliates are already equipped with multiplex equipment and he is encouraging all QXR stations to begin stereo programming.

Lansdale & Munger formed

The Lansdale Co., Los Angeles advertising agency, has changed its name to Lansdale & Munger Adv., with the elevation of Robert L. Munger, executive vice president, to partner. The change was announced jointly last week

by Phil Lansdale, president of the agency, and Mr. Munger.

Under the new alignment, Mr. Lansdale continues to head the creative functions. Mr. Munger is responsible for administration and supervision of client contact.

The company will remain at 8330 West Third St., Los Angeles. A move to expanded quarters in the same building is planned for the near future.

Mr. Lansdale, who has been in advertising since 1929, established The Lansdale Co. in 1948.

Lahr sues Lestoil for imitating voice

Comedian Bert Lahr is suing Adell Chemical Co., makers of Lestoil, and Robert Lawrence Productions, New York, for \$500,000, charging they televised a series of cartoon commercials using an actor who mimicked Mr. Lahr's vocal delivery.

Mr. Lahr's complaint charges that Adell used a cartoon film of a duck and "as the voice of the aforesaid duck, an actor, who specializes in imitating the vocal sounds" of the comedian.

He charges that the "vast tv audience and the entertainment industry" believed "that the words spoken and the comic sounds made by the cartoon duck were supplied and made by the comedian."

As a result of the Lestoil commercials, Mr. Lahr's complaint says, his reputation was damaged, that they suggested his "abilities had deteriorated," and that it was "misappropriation" of his "creative talent, voice, vocal sounds and vocal comic delivery" as well as "trading upon his fame and renown."

Arnold Ostwald and Samuel J. Siegel, lawyers for Mr. Lahr, said that the voice used in the commercial was so like that of the comedian's that people had asked him, "What are you doing now? Anonymous commercials for Lestoil?"

Mr. Ostwald added that Mr. Lahr may also sue the Kellogg Co., sponsors of *Yogi Bear*, a syndicated weekly children's show. The comedian contends that a character in the cartoon show also is using an impersonation of his voice without his permission.

The comedian first began legal proceedings against Adell in federal court in Boston in 1961. The case was dismissed by the court and then taken to the Court of Appeals, which said that the case could be tried for defamation and unfair competition.

The suits are not expected to go before juries until next fall. The Lestoil suit will go before the federal court in Boston while the action against Robert Lawrence Productions will be tried at the New York Supreme Court.

Spokesmen for Adell and Robert Lawrence Productions would not comment on Mr. Lahr's charges.

Does report threaten tobacco tv ads?

KENNEDY TO GET SPECIAL REPORTS AMID FLURRY OVER SMOKING, HEALTH

The controversy about the possible harmful effects of smoking cigarettes burned hotter in Washington last week and government agencies were preparing to report their findings directly to the President. The Public Health Service and the Federal Trade Commission, working together to determine if they think restrictions should be placed on cigarette advertising, backed off from their earlier predictions of sanctions that might be requested.

President Kennedy in his May 23 news conference declined to answer a reporter's question on the connection between smoking and cancer before receiving the Public Health Service report. That agency has been working at full speed to provide him its report by

the time of his next news conference, scheduled this week.

Sen. Maurine Neuberger (D-Ore.), who has been crusading to curb cigarette advertising, last week made public a letter from the FTC which said, "We have been informed by the Public Health Service that the scientific evidence now accumulated is such as to remove almost [FTC's emphasis] the last doubt that there are major health effects associated with smoking." But the FTC made it clear that agency wants to be on firm legal ground "to sustain findings that a causal relationship existed between cigarette smoking and hazards to health" before proceeding against any tobacco advertising. The FTC said it will not institute any case

or issue any restrictive orders until it has "the required evidence."

Hill Activity - The FTC letter was in response to Sen. Neuberger's request that the commission crack down on cigarette advertising as "misleading and deceptive" unless ads state affirmatively that cigarette smoking is unsafe. She has introduced a resolution in Congress to establish a commission to study the relationship of smoking and illness.

Bryan H. Jacques, director of the FTC's Bureau of Industry Guidance, emphasized that any decisions would be made at commission level. He acknowledged it is a possibility the FTC may require warning notices to be associated with cigarette advertising, such as those on certain types of fertilizer, plastic

1961 tv tobacco billing: \$114.6 million

Network television and magazines increased their share of tobacco advertising in 1961 but expenditures were down in all other measured consumer media, according to a Television Bureau of Advertising summary released Friday (June 1).

Tobacco advertisers boosted their tv gross time billings last year to \$114,605,184, an increase of 1.8% over 1960's total of \$112,598,694. Network tv's share jumped by close to \$8 million, and spot tv's share fell by nearly \$6 million. The network

total was \$84,868,184, compared with \$76,912,694 in 1960. Spot tv's total of \$29,737,000 compares with \$35,686,000 in 1960.

TvB reports that total tobacco advertising billings, gross time and space, were \$171,259,673 in 1961, a decline of 2.3% from 1960's \$176,034,976. R. J. Reynolds Tobacco Co., tv's leading tobacco advertiser last year, increased its spending by more than \$3 million on behalf of its Camel, Salem and Winston brands. P. Lorillard's Kent cigarette was tv's

leading brand with gross time billings of \$10,738,373 in network and spot.

TOBACCO COMPANIES TV GROSS TIME BILLINGS—1961 (BRANDS SPENDING MORE THAN \$1 MILLION)

	Network	Spot
American Tobacco	9,402,316	4,237,670
Lucky Strike	2,397,963	690,130
Pall Mall	5,057,224	119,970
Tareyton	1,947,129	2,841,930
Brown & Williamson	14,132,771	3,464,840
Belair	1,527,958	747,530
Kentucky King	820,157	198,160
Kool	3,136,130	917,020
Raleigh	2,436,946	123,050
Viceroy	5,050,613	1,313,930
Consolidated Cigar	3,379,060	1,484,540
Dutch Master Cigars	1,393,934	65,280
El Producto Cigars	1,088,989	529,260
Muriel Cigars	896,137	384,670
Liggett & Myers	11,059,411	2,845,350
Chesterfield	4,380,400	1,362,780
L & M Filter Tip	5,425,906	1,334,350
Oasis	1,130,951	71,500
P. Lorillard	13,606,870	8,003,050
Kent	6,706,973	4,031,400
Newport	2,379,540	1,887,450
Old Gold	2,548,014	1,007,880
Spring	1,624,033	641,570
R. J. Reynolds	21,740,922	2,299,740
Camel	6,751,925	708,510
Salem	6,165,435	870,720
Winston	8,591,332	685,710
Philip Morris	8,945,775	6,374,160
Alpine	989,213	104,710
Commander	1,217,985	1,089,000
Marlboro	3,766,781	1,725,290
Parliament	2,378,848	3,067,330
General Cigar	1,942,246	60,280
White Owl Cigars	1,278,544	500

LEADING TOBACCO ADVERTISERS Gross Time or Space Expenditures 1960

	Total TV	Magazines	Newspapers	Outdoor	Total	% tv
R. J. Reynolds	\$20,064,986	\$5,582,428	\$8,485,691	\$	\$34,133,105	58.8
American Tobacco	15,758,575	6,957,191	5,543,039	916,355	29,175,160	54.0
P. Lorillard	16,186,911	3,328,776	5,100,677	345,011	24,961,375	64.8
Philip Morris	14,639,966	4,301,963	5,482,360	123,427	24,547,716	59.6
Liggett & Myers	12,534,604	3,209,546	2,792,485	78,190	18,614,825	67.3
Brown & Williamson	20,319,349	427,381	4,316,227	25,062,957	81.1
Consolidated Cigar	3,594,970	9,023	949,251	4,553,244	79.0
General Cigar	2,356,424	295,767	708,041	3,360,232	70.1
Bayuk Cigars	5,705,471	102,063	5,807,534	98.2

1961

	Total TV	Magazines	Newspapers	Outdoor	Total	% tv
R. J. Reynolds	\$24,040,662	\$5,896,109	\$7,515,104	\$	\$37,451,875	64.2
American Tobacco	13,639,986	7,934,054	3,528,025	888,359	25,990,424	52.5
P. Lorillard	21,609,920	1,354,841	2,007,261	333,892	25,305,914	85.4
Philip Morris	15,319,935	5,847,192	2,444,681	106,025	23,717,833	64.6
Liggett & Myers	13,904,761	4,316,162	3,234,764	21,455,687	64.8
Brown & Williamson	17,597,611	33,050	3,052,480	18,000	20,701,141	85.0
Consolidated Cigar	4,863,600	39,098	333,176	5,235,874	92.9
General Cigar	2,002,526	801,484	854,780	3,658,790	54.7
Bayuk Cigars	820,670	42,775	1,035,908	1,899,353	43.2

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

Sources: Spot: TvB-Rorabaugh; Network: TvB/LNA-Bar.

GOOD MUSIC SETS THE MOOD ON WSB RADIO



Take the right music, schedule it at the right time and you've got good musical programming. That's how WSB Radio does it. Acceptable recordings are carefully auditioned and cataloged for the mood of the hour. This sets the mood for the advertiser's message, too. Music technique is another reason why WSB Radio enchants Atlanta's million. Ask Petry for details.



Represented by



Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

bags and insecticides, but he said strong medical evidence will be required to bring such a rule into existence.

Television Bureau of Advertising reports television gross time billings from tobacco advertisers in 1961 totaled \$114,605,184 (see story page 26). Radio got about \$15 million in 1961, according to estimates of industry sources. It was also believed that this figure may be increased in the current year.

Reaction from advertisers among the leading U.S. cigarette brands, reported in the June issue of *Television* magazine, indicates concern but not panic. The article traces the troubled history of cigarette-cancer "scares," emphasized currently by a report from Great Britain's Royal College of Physicians which finds definite links between smoking and cancer and by agitation in the U.S. Congress.

'Tar Derby' ■ Advertisers fear a return to the "tar derby" type of advertising, brought to a halt by the FTC in 1955, *Television* reports. This advertising, placing emphasis on effectiveness of filters and reduction of tars and nicotine, might be welcomed by certain filter-tip cigarette manufacturers but would be vigorously opposed by the non-filter cigarette makers. As to pending legislation aimed at cigarette advertising, *Television* quotes one company executive as saying: "We've had legislation before and nothing ever came of it."

The 1955 FTC cigarette advertising "guides," which continue in effect pending any revisions brought about by Public Health Service recommendations, frowns upon any claim which "refers to either the presence or absence of any physical effect . . . in smoking. . ." It stresses that filter claims came under this edict. The guide also proscribes claims of low tar, nicotine, resin or acids. Similarly prohibited are representations of "medical approval of cigarette smoking in general or the smoking of any brand of cigarettes."

Agitation for a ban on cigarette advertising has been more pronounced in Europe than in the U. S. since publication of the Royal College of Physicians report. Italy has banned all such advertising under threat of severe fines (although it has been speculated that this move was motivated by a desire to maintain the government's tobacco monopoly). The government of Denmark has received requests to follow suit.

The British government is considering such demands but no early decision will be made. This was announced last week by the Postmaster General, who said he has complete power to ban all cigarette advertising. He said he will make no rushed decision. Meanwhile the Independent Television Authority, which has regulatory power over Brit-

ain's commercial network, is discussing the problem with its advertising advisory committee. A recommendation from the committee for a complete ban would be binding on ITA.

Industry Stand ■ In this country the tobacco industry has maintained that there has been no proof of a connection between smoking and cancer or other diseases. The industry suggests that air pollution is a more probable cause.

The Public Health Service has been extremely guarded about its findings. But based on positions the agency has taken on the subject in the past, its report is unlikely to please tobacco men. The FTC has refused to speculate until it sees the report but has acknowledged it is unlikely to reach any final decision before prolonged and complicated proceedings.

Tanfastic plans radio for saturation drive

Tanfastic, quick tanning suntan lotion, has announced a heavy advertising campaign aimed primarily at the teenagers with spot radio as the key media.

According to Raymond C. Davis, broadcast supervisor of Foote, Cone & Belding, Los Angeles, a series of 20-, 30- and 60-second spots featuring teenage recording star Brenda Lee are being used in saturation schedules in 50 top markets and supplementary schedules are planned in 75 more markets.

Almost all stations being used have high teenage appeal, Mr. Davis said. Tanfastic is a division of Sea & Ski Co., Reno, Nev. The account is handled by FC&B's San Francisco office; all radio-tv production is handled by the agency's Los Angeles office.



William Randall, president of Sea & Ski Co., looks over the music of the company's Tanfastic jingles with recording star Brenda Lee who sings them. The spots started last week in 50 of the top markets across the country.

NBC research answers TvAR's 'Tilt' study

NBC research is firing back at station representatives' spot tv presentations which claim a high percentage of network shows fail to deliver as expected in certain markets. The primary target is Television Advertising Representatives (TvAR), though other reps have been taking up the cudgels, including Blair-Tv, which late last week gave an agency presentation that claimed audience percentages in markets gained by advertisers who participate in network programs fail to compare with the sales potential in the markets.

NBC-TV claims the so-called "tilt" TvAR study (BROADCASTING, Jan. 22) was itself inaccurate. The battle is on over statistics used, and this had led TvAR to conclude that when an advertiser uses network programs alone they limit him in applying market-regulated advertising pressure. NBC comes back with: "In their primary coverage area, the network affiliates do deliver audience in approximate proportion to their coverage" and "these markets actually deliver a bonus audience in relation to their costs."

Business briefly ...

Ford Motor Co., Dearborn, Mich., has purchased alternate-week sponsorship of *Ensign O'Toole*, new fall NBC-TV series (Sun. 7-7:30 p.m. EDT). Purchase completes sale of show which is also to be sponsored by Liggett & Myers Tobacco Co. Agency for Ford: J. Walter Thompson.

Procter & Gamble Co., Cincinnati, has bought minutes in NBC-TV's *Eleventh Hour* (Wed. 10-11 p.m.) and *Sam Benedict* (Sat. 7:30-8:30 p.m.), both starting this fall. In the former series, the buy is for a total of six minutes on alternate weeks, and in the latter a total of 15 on a scattered basis. Agency: Benton & Bowles, New York.

Agency appointments ...

■ **Rolls Royce Inc.** (automobiles), New York, has shifted billings estimated at \$300,000 from Ogilvy, Benson & Mather, New York, to Erwin Wasey, Ruthrauff & Ryan, that city. Account was resigned by former agency after four-year tenure.

■ **Boyer International Labs.**, Chicago, switches its \$1 million account for "H.A." hair arranger from R. Jack Scott Inc. to John W. Shaw Adv., both Chicago. Boyer spends most of its money in tv. Firm is currently introducing three new products in several markets.



LOOKING FOR A SPONSOR?

Well...Sponsors are looking too...looking for the best buy in TV time to sell their products and services...quality feature film programming is a proven way of accomplishing this...“Films of the 50’s” is an exciting new product, well balanced, with today’s top stars, in today’s pictures...Seven Arts’ “Films of the

50’s” sell Advertisers products and services from Erie* to San Diego*...to find and keep Sponsors...program the best...Program Seven Arts’ “Films of the 50’s — Money Makers of the 60’s.”

*For a complete rundown on these and other successful Sponsor case histories contact your nearest Seven Arts sales office.



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)

More tv used to sell wax, shoe polish

Television's grip on wax and shoe polish advertising was strengthened again in 1961, according to Television Bureau of Advertising's review of total gross time and space expenditures in consumer measured media, released today (June 4).

The wax and polish advertisers spent \$23.9 million for network and spot tv in 1961, or 84.9% of total expenditures of \$26.8 million. In 1960 tv's total was \$19.6 million.

TvB reports that floor and furniture polishes and waxes had billings of \$18,837,974 in 1961, up 11.5% from 1960's \$16,895,136; shoe polish billings jumped an impressive 85%, from \$2,733,328 in 1960 to \$5,057,842 in 1961.

Concentrating almost entirely on tv, S. C. Johnson & Son again outspent its competitors in both the wax and shoe polish fields. Tv's 97.4% share of the leader's expenditures for floor and furniture polishes and waxes was closely followed in 1961 by Simoniz Co.'s 95.4%. In the same category, Union Carbide and Continental Wax Corp. relied solely on tv. TvB claims Beacon Co. was the only leading wax advertiser not using tv in 1961, but that it has started using spot tv in 1962.

FLOOR AND FURNITURE POLISHES, WAXES Gross Time and Space Billings Leading Advertisers—1961

	Spot tv	Network tv	Total	Magazines	News papers	Total	% tv
S. C. Johnson & Son	\$ 726,090	\$7,812,971	\$8,539,061	\$222,785	\$ 5,541	\$8,767,387	97.4
Simoniz Co.	2,611,100	2,919,282	5,530,382	91,277	173,725	5,795,384	95.4
American Home Products	269,090	1,435,380	1,731,470	4,534	1,736,004	99.7
Beacon Co.	963,966	963,966
Union Carbide Corp.	145,570	631,957	777,527	777,527	100.0
E. I. du Pont	709,952	709,952	17,417	727,369	97.6
E. L. Bruce Co.	37,550	37,550	201,378	458,326	697,254	5.4
Continental Wax Corp.	441,600	117,999	559,599	559,599	100.0

1960

S. C. Johnson & Son	2,446,430	5,329,901	7,776,331	569,934	209,082	8,555,347	90.9
Simoniz Co.	2,190,030	2,191,797	4,381,827	306,375	524,413	5,212,615	84.1
American Home Products	76,780	1,474,294	1,551,074	24,140	1,575,214	98.5
Beacon Co.	875,660	875,660
Union Carbide Corp.	517,240	517,240	31,122	548,362	94.3
E. I. du Pont	907,574	907,574	39,695	947,269	95.8
E. L. Bruce Co.	33,550	33,550	232,215	265,765	12.6
Continental Wax Corp.	887,050	219,447	1,106,497	1,106,497	100.0

Sources: Spot: TvB-Rorabaugh, Network: TvB/LNA-BAR, Magazines: Leading National Advertisers, Newspapers: Bureau of Adv.

SHOE POLISHES

Gross Time and Space Billings Leading Advertisers—1961

	Spot tv	Network tv	Total tv	Magazines	News papers	Total	% tv
S. C. Johnson & Son	\$23,380	\$2,479,401	\$2,502,781	\$427,425	\$2,930,206	85.4
American Home Products	802,150	257,802	1,059,952	3,500	62,460	1,125,912	94.1
Corn Products	726,882	726,882	65,500	3,225	795,607	91.4
Revlon	191,860	514,124	705,984	39,201	745,185	94.7

1960

S. C. Johnson & Son	202,860	463,604	666,464	145,771	812,235	82.1
American Home Products	37,440	630,871	668,311	23,021	109,535	800,867	83.4
Corn Products	239,080	164,260	403,340
Revlon	585,480	611,796	1,197,276	345,511	1,542,787	77.6

A NEW INDICATION OF RADIO'S SCOPE

Chicago study shows listening 'larger than we believe'

Another study offers evidence that the "typical" radio listener may not be the media will-o'-the-wisp he's often made out to be.

The listener exists, though he's not always counted in boxcar numbers, and he usually has a radio set of his own, has programming preferences, and he apparently identifies stations by programming and personalities instead of by their call letters.

This information on patterns in radio listening comes today (June 4) from the Better Broadcast Bureau Inc., New York, in a summary of a pilot motivational research project. The research was conducted in Chicago last December for BBB by Barlow Survey Service Inc., Chicago. BBB turned over much of the data to the Station Representatives Assn. for a promotional campaign to stimulate spot radio business by automakers (BROADCASTING, Feb. 26).

At least one part of the findings is

reminiscent of a massive audience study made by Psychological Corp., an independent research firm, for WMCA New York (BROADCASTING, Feb. 5). That study indicated the listener in some cases spends more time with radio than he himself realizes. The WMCA-commissioned probing found that some people are able to display knowledge about radio programming even when they profess to listen little.

Bigger Than Believed - Emphasized by Clifford J. Barborka Jr., BBB's president, in releasing portions of the Chicago study, is that the "extent of personal radio listening on a daily basis is much larger than we believe, even though some of it is a daily accumulation of smaller doses."

He said many listeners don't consider themselves radio fans when first asked the question because they listen to radio in a more personal way than they watch tv. The facts, however, he

said, emerge through the technique of conducting lengthy individual or group interviews.

The BBB-commissioned survey selected a cross-section for its sample on a basis of people contemplating the purchase of an automobile in the preceding 12-14 months and thus ostensibly was not made with all radio listeners in mind. But, it is asserted, results would appear to be applicable in many areas to all radio listeners.

The technique used by Barlow consisted principally of depth interviews and employed tape recorders. The material had to be transcribed and edited. The method as a consequence proved costly and apparently would limit its use in surveying large numbers of people (it is reported that the cost per individual interview went as high as nearly \$40).

In the SRA presentation, material used from the study noted that it is a misconception that "creative" commercials cannot be devised for radio. Data now released goes further, contending:

▪ Irritating advertising, though perhaps a concern of many, is a powerful



They're still doin' the same as their grandmas did!

OUR wimmin out here in Red River Valley ain't changed at all in the forty years we've known 'em — they're still *mad* about WDAY.

They chased us in 1922, they're still hot on our wave length in 1962. And twenty years from

now, when our WDAY birthdays have increased from 40 to 60, you can bet your life they'll *still* be a-hungerin' for us. You see, *we give them what they want!*

If you want the details, ask PGW!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



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

influence, particularly over the longer period.

▪ Humor can be a potent force but must be used in a selling and not an entertaining-only framework.

Important Role ▪ As did the WMCA-psychological study, the Barlow survey found that many people, when first asked if they listen to radio, answered they didn't or at least "not too much." But once the interview was under way the pattern of exposure to media revealed radio representing an important part of the listener's day. Specifically, radio was relied upon for news and information, music they liked to hear and for a friendly and reassuring voice.

The survey also discloses the automobile as the "most universal listening location," and the BBB editorializes "how strange it is that this vast area of listening that gives radio one of its great media exclusivities is not properly accounted for in the selling and buying of the medium."

The question echoes that being asked by various radio executives and currently receiving concentrated study.

Interviewing uncovered a feeling among many listeners that they particularly resent "insincerity" in commercials (or in print, for that matter). The reaction in this sphere centered mainly on automobile advertising (the theme of the study project), car buyers noting they were at the mercy of an auto company, dealer and service station. The study pointed to a lack of assurance and credibility in many auto commercials and advertising.

Like the cows, people do come home—Roslow

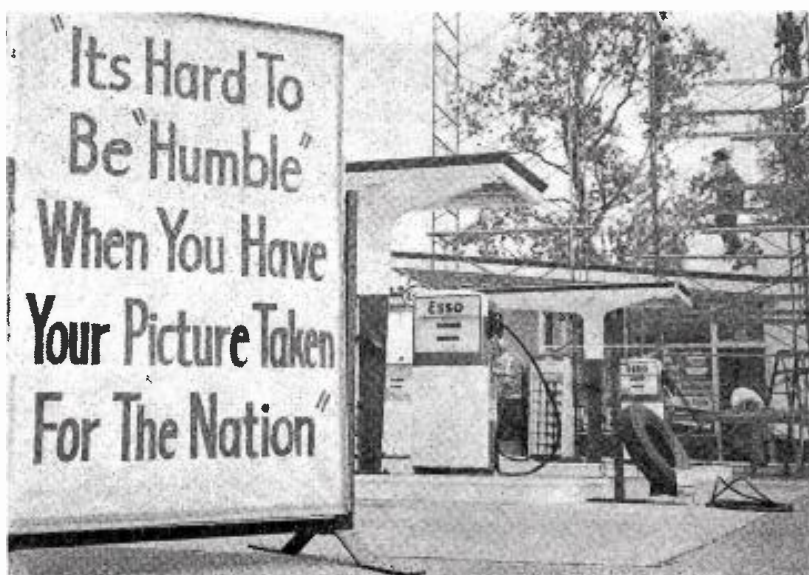
The Pulse Inc. last week said it has greeted the "news of a twice-a-year battery-radio survey" with a "yawn." Specifically, the broadcast audience measurement firm said the ho-hum reaction came from Dr. Sydney Roslow, president of The Pulse, and Claire Horn of the Daren F. McGavren Co., station representative.

Mrs. Horn was with WNEW New York and Dr. Roslow with Pulse at the

Advice to jewelers

Jewelry store owners have been advised to face up to increasing competition from wholesalers, department stores, discounters and drugs and variety chains by increasing their radio.

In a presentation aimed at jewelry stores, Radio Advertising Bureau says that only about one third of the 200,000 brides married this month will wear engagement rings and wedding rings purchased from retail jewelers.



When its hard to be 'Humble'

When the location crew from Dallas' Keitz & Herndon invaded a quiet Memphis neighborhood to do commercials for Humble Oil Co., Houston, and its agency, McCann-Erickson, the Esso station used for shooting hitched its own promotion wagon to the event. A sign at the entrance (see picture) called attention to the project.

The series of commercials, showing a 35-foot canvas bag at the serv-

ice station, is connected with Humble's "Happy Motoring Spectacular," a promotion that involves \$1 million in prizes and gifts. The commercials, narrated by Rex Marshall, will be used this month on Humble and Esso news shows as well as other spot tv programs.

Supervising the shooting for McCann-Erickson was John Wallace. Larry Herndon directed for Keitz & Herndon.

time they developed a technique to measure "the entire out-of-home audience" and Pulse has been reporting the figures of auto and battery sets in 266 markets "not once or twice a year, but regularly—as often as once a month in some markets."

The Pulse statement did not refer to A. C. Nielsen Co. by name but it made little attempt to disguise the reference, Dr. Roslow commenting: "People don't normally or easily carry diaries, meters or telephones about them but they do come home, and when they do, they can easily tell Pulse interviewers what they heard, on what kind of sets, and where."

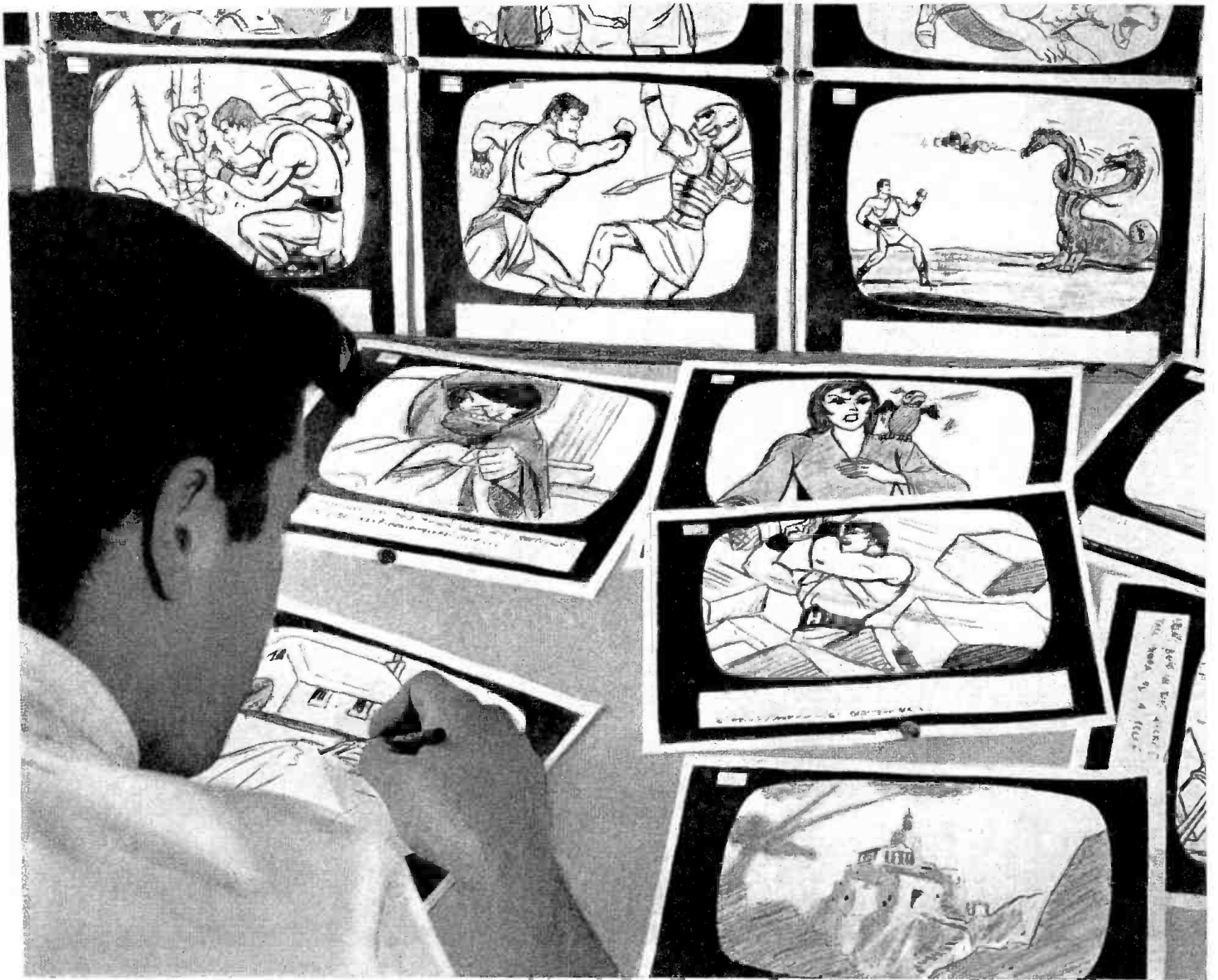
A. C. Nielsen Co. the week before had announced an expansion of its network radio measurement to include auto-radio and battery-portable listening figures (BROADCASTING, May 28). Dr. Roslow asserted that in the Pulse reports, "out-of-home audience is reflected in each station's rating—not as a lump sum for an entire market."

He said he and Mrs. Horn won an American Marketing Assn. award via AMA's New York chapter for the developed technique and that Pulse services 1,000 stations, advertisers and agencies with the data.

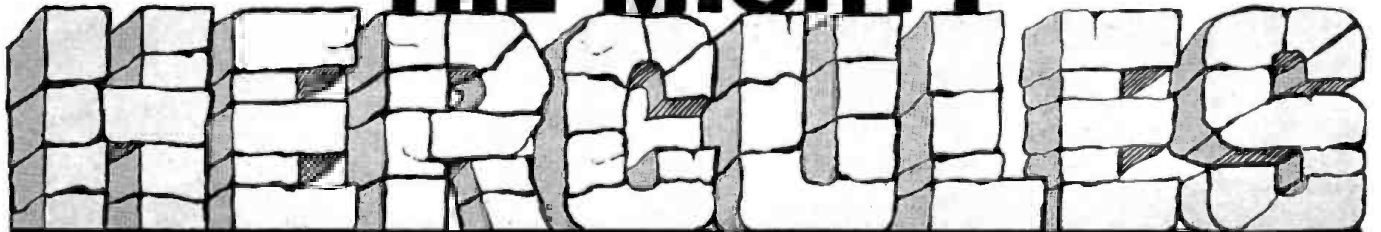
Also in advertising...

New 'Summary' ▪ The Katz Agency, New York, has released the 31st edition of its "Spot Television Advertising Cost Summary." It includes formulas to be applied to rates in a market-by-market cost summary to estimate most spot tv budgets. The summary shows that a one-time half-hour prime time program in the top 100 markets would cost \$74,582, and a 20-second spot would cost \$30,140. About one-third of this cost (\$23,247 per half-hour program, \$10,450 for 20-second spot) would be needed to cover the top 10 markets. Less than one-third additional (or total of \$96,165 for program and \$37,491 for 20-second spot) would extend coverage to 200 markets.

Forms new company ▪ William M. Ziegler Jr., vice president and account supervisor of Del Wood Assoc., New York, has formed a new company to provide marketing and advertising counsel and media assistance to advertisers with small or medium budgets. Mr. Ziegler will continue his association with Del Wood while maintaining offices under his own name at 1271 Avenue of The Americas, New York.



THE MIGHTY



TV's MIGHTIEST NEW CARTOON SERIES!

NOW IN PRODUCTION!

First group of the 130 exciting episodes are in animation—story boards on a dozen more are complete—scripts for a score of episodes are ready—and the word is: "Hercules' is the BIG ONE for 1963!"

If you're looking for a major share of the children's

audience look at "The Mighty Hercules"—and look before it's too late.

Ask to see the NEWEST EPISODES of the greatest cartoon series of them all! Then ask yourself—can you afford to pass up "The Mighty Hercules"?

Call or wire collect to: Richard Carlton, Vice President in Charge of Sales

TRANS-LUX TELEVISION CORP.

625 Madison Avenue, New York 22, New York • Plaza 1-3110

Chicago • Hollywood

"ENTERTAINMENT FOR MILLIONS—MILLIONS FOR ENTERTAINMENT"

MOE LEFF
© 1961 A.C.T. INC.

THE BEST IS YET

BEGINNING with experimental telecasts on March 4, 1947 and introducing regular daily programs on June 3 of that year, WWJ-TV is Michigan's first television station—now celebrating its Fifteenth Anniversary.

Following its 1947 debut, WWJ-TV—like that memorable June—was “bustin’ out all over” with television firsts in the Detroit market area:

FIRST WITH • Detroit Tiger Baseball • Boxing
• Auto Racing • Boat Racing • Soap Box Derby
• Wrestling • Detroit Lions Football • University
of Michigan Football • Red Wings Hockey
• Bowling • City Council Meeting • Detroit
Symphony Orchestra • Polo • Olympic Swim-
ming Trials • Community Chest Program
• Colorcasts in Detroit

TO COME...

Since those pioneer days, WWJ-TV has observed and participated in the notable cycles of television's progress—from Jerry Lester, Dagmar, Milton Berle to Robert Montgomery, Sid Caesar, Mr. Peepers to Bonanza, Bob Newhart, Mitch Miller. Paralleling them, WWJ-TV has nurtured and produced its own local dramas, audience participation shows, newscasts, documentaries.

WWJ-TV cameras, projectors, and monitors have seen the good things that fifteen exciting years of television have created. Each of those creations stands as a monument to its own era of entertainment, education, enlightenment.

WWJ-TV looks back proudly on those fifteen years, knowing full well the ingenuity, energy, and endless toil each year reflects. But with interest and anticipation, WWJ-TV looks forward to the eras that lie ahead, confident that television's resources are boundless, that even greater accomplishments are on their way, and that *the best is yet to come.*

WWJ-TV

THE
NEWS
STATION

Owned and Operated by The Detroit News • National Representatives: Peters, Griffin, Woodward, Inc.

Pay plan violates rules, CBS-TV told

FCC ORDERS NETWORK TO NEGOTIATE NEW AFFILIATION CONTRACTS

CBS-TV was told last week that its program compensation plan of affiliation violates the FCC's rules and was ordered to start negotiating new contracts with those affiliates who operate under the plan.

This decision was handed down by the FCC on a 6-1 vote, with a dissent by Commissioner Frederick W. Ford on the grounds no action should be taken until the Justice Dept. suit against CBS, which charges the same plan is an antitrust violation, has been decided.

"We believe that the effect of the CBS plan is clearly to hinder a station from clearing for other network and non-network programs and that it penalizes [financially] a station for so doing," the FCC order said.

The FCC found the CBS plan violates Sec. 3.658 (a) of its rules. The CBS plan was first questioned by the commission last fall (BROADCASTING, Oct. 30, 1961) on much the same grounds under which the affiliation contracts were declared illegal last week. CBS defended the compensation plan a month later and at the same time said that it did not fall under the section cited.

A copy of the FCC order was sent

to all affiliates under the controversial affiliation contract (put into effect a year ago [BROADCASTING, May 8, 1961]). CBS said Friday that there are 31 affiliates under the sliding plan but only 20 are operating under the contract. The network refused to release their call letters. Generally speaking, CBS compensates an affiliate by 10% of the station's network rate for each hour cleared up to a certain level, and 60% for each hour carried over the cutoff, according to the FCC. There are several variations to the compensation arrangement.

An important difference between the CBS plan and standard affiliation contracts is that stations must clear a maximum number of programs to achieve the same rates as under the old contracts, the commission said. This incentive clearly hinders affiliates from taking the programs of other networks, the agency continued, and penalizes them if they do so.

The FCC said it had carefully considered CBS' defense of the plan and found it inconsistent, not supported by the facts and unconvincing. Therefore, the commission said, it was adhering to the conclusions reached be-

fore the October challenge was issued.

Extreme System ■ Contrary to CBS contentions, the compensation plan is more extreme in the effects on affiliate payments than standard contracts. The agency countered. The significant difference, the commission pointed out, is that regular contracts compensate the same amount for each hour cleared, no matter how many hours involved, while the CBS plan pays affiliates on a sliding scale based on the number of hours cleared.

The effect of such a scale must be to hinder a station from bargaining freely for programs with other networks and syndicators, the FCC said. And, the order continued, the sliding scale permits CBS to apply the 60% compensation rate on marginal programs, when competition from other suppliers is greatest. This disparity in rates leaves a station no practicable choice but to take the CBS offering, the commission charged.

CBS' contention that ABC and NBC could meet successfully the compensation plan competition is not supported by the examples CBS offered, the FCC said. The only way the other two networks could counter would be

Truth is test of tv ad, says FTC officials

Tv demonstrations by advertisers must be more than just credible—they must be factual, the chairman and a top official of the Federal Trade Commission warned in separate speeches last week.

The fundamental responsibility of the tv advertiser is to see that his commercials demonstrate the advertised product, fairly and truthfully, FTC Chairman Paul Rand Dixon told the Executive Conference of the Wharton School of Finance & Commerce in Philadelphia Thursday (May 31). "There are many examples of tv commercial demonstrations which appear to indicate that business has not met its complete obligation in this area."

A commercial must be considered illegally deceptive if purchasers may be induced to buy a product because they have been led to believe they have seen a valid test on tv which actually is not truthful, Chairman

Dixon said. "Truth and reality must govern the claims made for the efficacy of a product, whether in tv advertising or in any other medium."



Mr. Dixon

Daniel J. Murphy, director of the FTC's deceptive practices bureau, speaking before an advertising group of the Special Libraries Assn. in Washington, referred to the FTC's famous sandpaper decision. He said it is quite obvious that Palmolive Rapid Shave was making claims for the efficacy of its product which were not true. "The product could not shave sandpaper in the manner and for the length of time depicted in the commercials and equivalently it could not, in the same manner and time, shave a beard as tough as sandpaper," he claimed.

The heart of the Rapid Shave commercials was the visual demonstration—which in reality was not a demonstration, Mr. Murphy said. "If the public is to be induced to purchase a product by demonstration, that demonstration must not exceed truth in reality," he emphasized.



CLOSE-UP: BALTIMORE-MARYLAND

Baltimoreans — and Marylanders — see close-up on Channel 2 a continuous flow of special programs devoted to the daily and future activities of this great city and state. WMAR-TV programming in the public service area runs the gamut of subjects important to the interested citizenry in this rapidly growing market!

Every week, in *THE SUN* and *THE EVENING SUN*, there is a WMAR-TV advertisement captioned "THESE ARE YOUR AFFAIRS". This includes a complete listing of the week's regularly scheduled and special feature public service programs created by the WMAR-TV pro-

duction staff plus many outstanding CBS informational programs.

Ever since WMAR-TV went on the air as Maryland's first television station, Baltimoreans — and Marylanders — have always looked to WMAR-TV for informative programming in the best tradition of service established by its parent organization, The A. S. Abell Company, for 125 years publisher of the Sunpapers of Baltimore.

No Wonder — In Maryland Most People Watch

WMAR-TV 

Channel 2 — Sunpapers Television — Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

through a similar plan with the same objectionable features and results, the agency continued.

Serious Concern ■ The plan also has serious effects on independent syndicators and program suppliers, the FCC said. Although this would not be a violation of the rule cited, it also is of serious concern to the commission.

The FCC said that it is not convinced, as maintained by CBS, that there has been an "alarming increase" in non-clearances. The network reason for the plan—to meet competitive conditions—does not obviate the violation of the rules which has occurred, the commission said. Additionally, the FCC said that the data CBS furnished in alleging the plan does not hinder affiliates or penalize them is not a convincing argument.

Sec. 3.658 (a) is not limited to preventing exclusive network affiliation contracts, as maintained by CBS, the FCC said. The section in question reads: "No license shall be granted to a television broadcast station having any contract, arrangement or understanding, express or implied, with a network organization under which the station is prevented, hindered from or penalized for, broadcasting the programs of any other network."

It is apparent from the broad, general language of the rule that it was adopted to meet not only existing contract provisions (in 1951) but also to apply to any new arrangements designed to achieve the prohibited result, the agency said. Any network plan, regardless of its label, which hinders, penalizes or prevents a station from carrying programs of other networks violates the above rule, the FCC said.

In reaching this conclusion, the FCC pointed out that it is not ruling that all incentive plans violate the rule.

CBS: No Comment ■ The text of the order had not been released publicly at the close of business last Thursday (May 31) and CBS-TV said it would have no comment until it had studied the order. Generally speaking, CBS affiliates contracted under the plan defended the method of compensation at the time of the FCC attack.

As presented to the commissioners by the staff last week, the outlawing of the CBS plan was in the form of a letter to the network—rather than a memorandum opinion and order. The FCC decided, however, that its action constituted a binding decision and that something more formal than a letter should be issued.

In dissenting, Commissioner Ford said he would prefer that no action be taken which might prevent the prosecution of the Justice Dept. antitrust case against the program compensation plan. Commissioner Ford cited the recent Supreme Court decision that the Fed-

White House fan

President Kennedy is a regular radio and television listener and viewer during the evening news periods, Pierre Salinger, news secretary, said Thursday at a White House news briefing session.

A reporter during a discussion of the President's newspaper reading asked Mr. Salinger how Mr. Kennedy keeps track of what television and radio say about him. "He watches television news shows and listens to the radio in the evening," Mr. Salinger said.

Asked to specify the President's specific favorites, Mr. Salinger said, "He makes an effort to watch Huntley-Brinkley (NBC) and I have had callbacks from him on a number of items from other television and radio shows."

eral Power Commission should not have acted on a merger proceeding until a Justice antitrust suit had been litigated.

Justice also declined comment until it has studied the order in light of effect it will have on the antitrust suit. It was pointed out, however, that the FCC order is against the CBS plan in particular while the Justice suit asks for an injunction against this plan and any other similar plan of affiliate compensation.

Examiner favors KOB in old 770 kc case

The 20-year-old 770 kc case went another step toward possible settlement last week when FCC Hearing Examiner Asher H. Ende recommended that KOB Albuquerque, N. M., be allowed to operate full-time on 770 kc with 50 kw power and specified directional antenna at night to protect clear channel WABC New York, also on that frequency.

The initial decision came as a result of a hearing on KOB's application to amend its license to specify a nighttime directional antenna. The initial decision at the same time suggested that the application of WABC for a straight renewal of its license (without directional antenna) be denied.

The case goes back to 1941 when KOB was shifted from 1180 kc to 1030 kc and later the same year to 770 kc under the North American Regional Broadcasting Agreement. ABC, the owner of WABC, opposed the move. In 1958 the FCC ruled that both stations should continue on 770 kc but that each should protect the other with nighttime directional antennas. ABC

appealed, but the U. S. Court of Appeals in Washington upheld the FCC's authority to make the change. Last week's initial decision is a result of the hearing held after the court's opinion.

Still pending is an application by KSTP Inc., licensee of KOB, seeking 770 kc in New York. Since this conflicts with WABC's present assignment there, a comparative hearing will be necessary. WABC has the right, however, to amend its renewal application to provide for a directional antenna at night to protect KOB.

National Airlines filing questioned

Three of the four new applications for ch. 10 Miami were accepted by the FCC last week to compete in a comparative hearing for the assignment with the current occupant, L. B. Wilson Inc. (WLBW-TV) (BROADCASTING, May 28).

But there was a question raised by the FCC about whether the remaining applicant, National Airlines' wholly-owned Public Service Tv Inc., is eligible to apply for the channel. Public Service received the original ch. 10 grant in 1957—and operated WPST-TV Miami for five years—but was disqualified three years later for *ex parte* contacts with the commission.

According to an FCC official, the question of Public Service's eligibility for ch. 10 rests on two issues: (1) Sec. 1.309 of the FCC's rules, which prohibits the filing of "repetitious" applications within one year after dismissal. The issue hinges on whether the original Public Service application is to be considered as dismissed in July 1960, when the FCC revoked the grant, or last fall, when the station was ordered off the air after unsuccessful court appeals; (2) whether the 1960 disqualification of Public Service in the original ch. 10 contest also makes the company similarly ineligible to be considered in a new comparative hearing for the same channel.

Both questions will be resolved on the commission level (by the seven FCC members) before the Public Service application is either accepted for filing or returned as unacceptable.

Two applicants, South Florida Tv Corp. and Civic Tv Inc., asked the FCC in separate petitions to waive its rules on antenna and transmitter sites in the "unique" Miami proceeding. Each said that although it has acquired rights to an antenna site, if successful, it wishes to negotiate with L. B. Wilson or Public Service to buy their existing structures. Miami Tv Corp., another applicant, indicated the same intention in its application.

TEEN-AGE GIRLS NEED MUCH BETTER HEALTH GUIDANCE

Our Young Women Eat Poor Diets And Pay In Loss of Natural Beauty And Vitality

Our failure to encourage our children to develop sane and sensible health habits early in life is one of the paradoxes of this age of increasing knowledge and affluence. This situation might actually be termed tragic in the case of millions of teen-age girls who have not learned that their failure to follow sound health habits makes it doubly hard, if not impossible, for them to achieve the physical appearance and the vitality which so many of them want. These girls crave this to the point where they readily adopt foolish and expensive, often dangerous, fads to try to achieve their goals.

Although we are often described as being a "child-centered" society, parental striving to provide a good life for our children does not necessarily mean that we are always doing those things which might provide true happiness for our youngsters. When we fail as badly as we have until now in teaching our daughters how to eat properly so that their chances of achieving good health would be improved, we can hardly claim to be the intelligent and enlightened parents we would like to think we are.

A number of studies conducted by State Agricultural Experiment Stations and by the Institute of Home Economics of the U. S. Department of Agriculture have been summarized in a booklet published in October 1959 by the California Agricultural Experiment Station. NUTRITIONAL STATUS U.S.A. reports that generally the nutritional status of the American people is fairly good, but "the diets of the teen-age girls presented the least favorable picture of all those examined."

Girls Often Ignore Sound Nutrition

This unfavorable picture in the nutritional status of teen-age girls cuts across the board so far as socio-economic levels are concerned. These girls don't have poor diets because they live in underprivileged homes or because their parents are uneducated. A large percentage of these girls have diets deficient in several very important food nutrients because in too many cases we parents and others who are responsible for guiding the health habits of our young people fail to fulfill our responsibilities. Boys apparently avoid most dietary deficiencies simply because they are often "bottomless pits" when it comes to food and eat enough food so that they experience few nutrient deficiencies.

Girls, however, become intensely interested in physical appearance early in their teens, and they also want enough vitality to keep up with their various groups. They do not understand in many cases that heredity, rather than any magic pills and potions, will determine the basic shape their bodies will take. There is much that can be done, of course, through following sound health habits, including a well balanced diet, to influence the young lady's physical development, as well as to assure her the energy and vigor she wants.

Weight control is extremely important in the lives of these young girls, and it is often pitiful to witness these

youngsters suffering through one crisis after another. If a young person has been allowed to develop those poor eating and exercise habits which lead to excess weight, then every effort should be made by sympathetic parents and others to help the teen-ager learn to adopt new life-time eating patterns rather than to stay on that fruitless treadmill of trying one fad diet after another, a plan that seldom accomplishes true weight control and which often leads to emotional problems of great magnitude.

They Must Learn From Adult Examples

Teen-age girls need our attention and well planned help. They must be guided toward sound health habits, including recognition of the need for adequate rest and for a program of physical activity that will help them develop their young bodies adequately. They must learn to eat for fitness as well as for enjoyment, and one eating goal here does not conflict with the other! They can easily learn to follow the Daily Food Guide, to select their foods from the four major groups: (1) milk and milk products; (2) meats, poultry, and fish; (3) fruits and vegetables; (4) grains and cereals.

Of course, all of us have to learn to balance total food intake with energy needs. For teen-agers obesity is often a tragedy, not only because it is physically unattractive but also because, in many cases, the obesity indicates that the young person is trying to solve some emotional problems by stuffing with food.

Most of us in this country believe that our children are our most precious resource. We spare little effort and few dollars to provide the very best for our children—new schools, more teachers, etc. Yet we often fail to realize how badly many of us fall down on the job of helping our children right at our own family dinner tables where we parents should be teaching our children some of the most important habits they will ever develop, including eating a daily diet that is satisfactory both in quantity and quality.

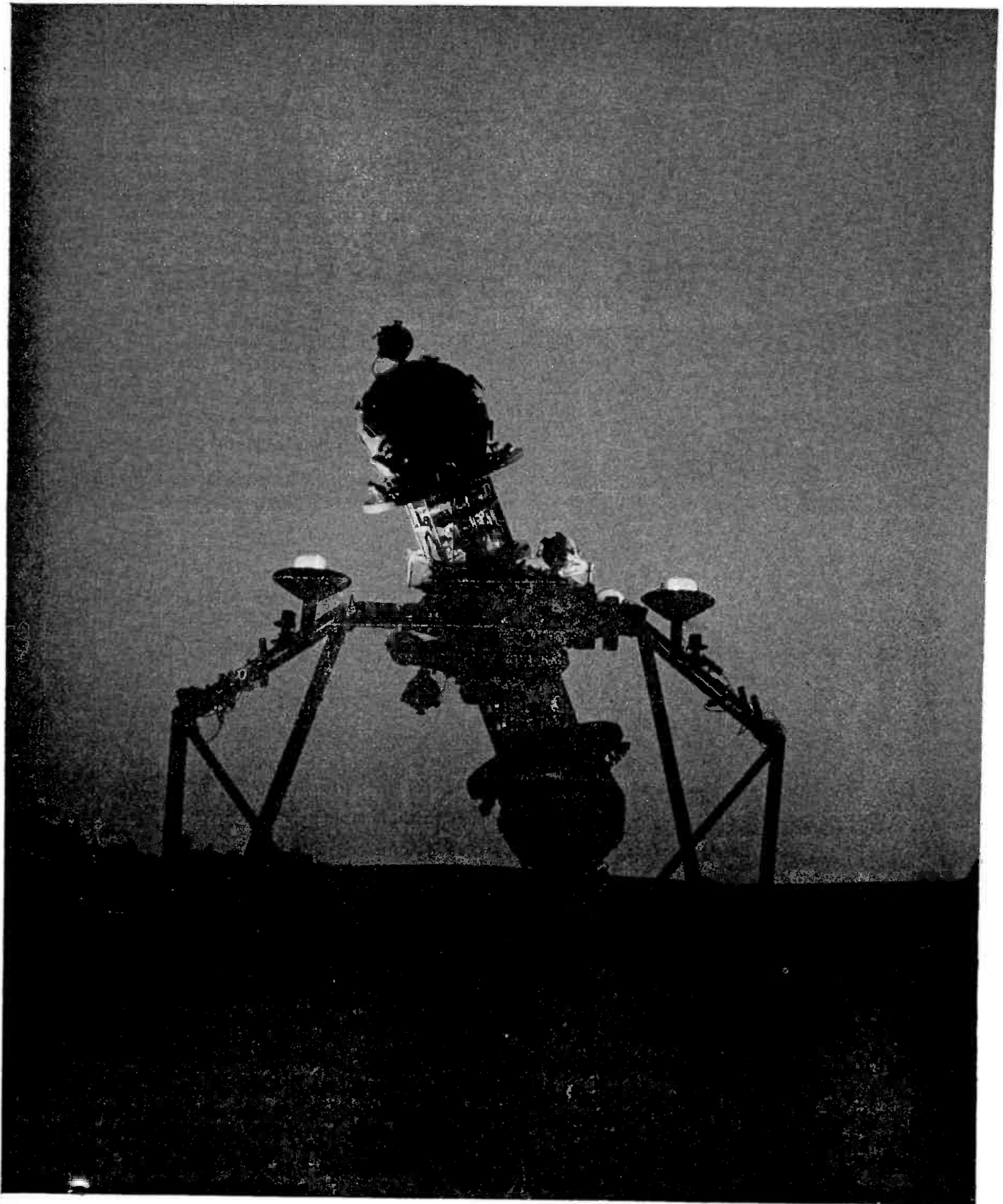
We might well keep in mind, too, that it is far more effective to teach by example rather than by preaching. Teen-age girls might overcome their calcium deficiencies if they were observing their mothers drinking milk as a regular part of the meal pattern. As a matter of fact, since the studies of nutritional status indicate that the mothers of teen-age girls aren't doing as well as they should in selecting adequate diets, perhaps we have here the makings of an excellent mother-daughter project for many years to come—to learn together how to eat in order to enjoy better health.



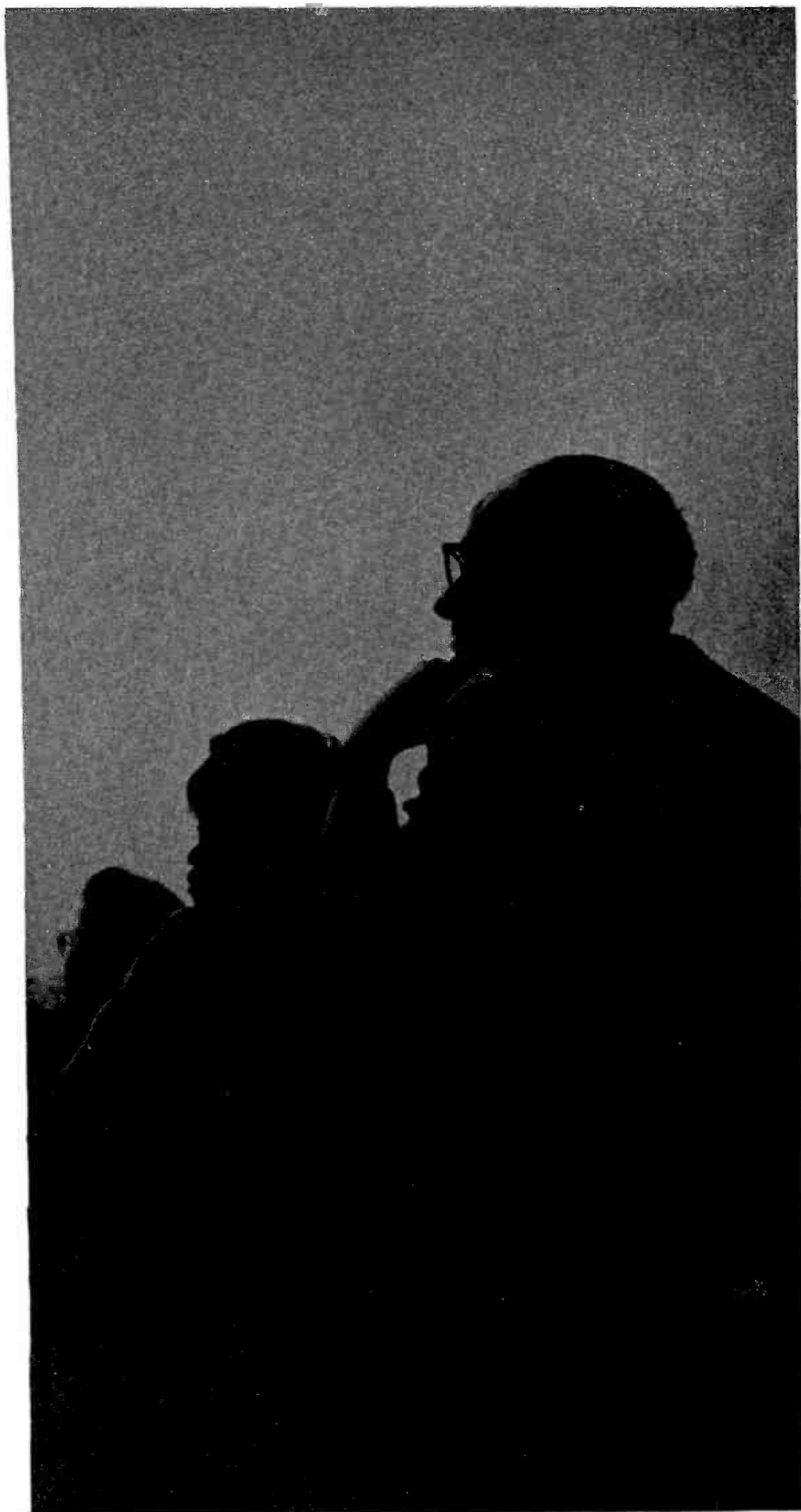
american dairy association

The Voice of the Dairy Farmers in the Market Places of America
20 North Wacker Drive
Chicago 6, Illinois

In Chicago



. . . the Adler Planetarium and Astronomical Museum is the first planetarium built in the Western Hemisphere and contains the world's finest collection of ancient astronomical instruments. Here, a lecturer can reproduce the majestic drama of the heavens—past, present and future—over a simulation of Chicago's famed skyline.



In Chicago

WGN

TELEVISION

*offers better
programming through dedicated
community service!*



—the most respected call letters in broadcasting

WGN IS CHICAGO

Goldenson asks Dodd not to blame ABC-TV

CBS, NBC RESPONSIBLE FOR OWN TV PROGRAMS, HE SAYS

Leonard Goldenson, president of American Broadcasting - Paramount Theatres, has asked Sen. Thomas J. Dodd (D-Conn.) not to blame ABC-TV for the programming "excesses" of NBC-TV and CBS-TV simply because former ABC executives now operate those networks. The responsibility for such programming, Mr. Goldenson suggested, rests with the management employing those executives.

Mr. Goldenson's comments were contained in a letter submitted for the record of Sen. Dodd's Senate Juvenile Delinquency Subcommittee hearing on televised sex and violence. Sen. Dodd, in a statement closing that hearing, singled out ABC for special blame.

He said the network had developed the action-adventure type show and that Robert E. Kintner and James T. Aubrey had learned to "entice" an audience with crime, sex and violence while they were high officials at ABC in the late 1950s. He hinted they applied the lessons they learned after becoming the operating heads of NBC radio-tv and CBS-TV respectively.

Rebuttal ■ Mr. Goldenson's four-page rebuttal dealt at length with ABC's struggle to become a third competitive network in television. With virtually no program suppliers available and only 15 affiliates which could be cleared on a live basis, he said, ABC turned to the use of film and the motion-picture industry as a program source.

The result, he said, was *Cheyenne*, the first hour-long western. Then came *Walt Disney Presents*, the *Danny Thomas Show*, *Maverick*, *77 Sunset Strip* and *The Untouchables*, among others. In addition, he noted, ABC has greatly strengthened its news and public affairs department.

Mr. Goldenson agreed there are "trends" in television programming. When a particular show becomes popular, he said, it may be imitated "with claimed over-abundance and emphasis." But these trends are not limited to action-adventure shows; they include situation comedies, children's programs, medical dramas and adult cartoon shows.

ABC's purpose, he said "was not to establish trends but to provide top quality programs which we feel have helped ABC to become a third competitive force in these formative years."

Useful Service ■ Furthermore, he said, ABC provided a useful service in bringing Hollywood into the production of television films and in "creating new program concepts of varied nature responsive to the desires of the viewing audience."

He said this was an "important

phase" in the development of ABC's program philosophy, then added:

"In this connection, may I respectfully suggest that rather than excesses in programming being attributable, as you have indicated, to the training at ABC of men who eventually became operating heads of the other networks, it is our belief that any such adoption of program concepts by the other networks is attributable to the furtherance of such program philosophies by the management of these other networks who employed these men."

Tv applicants claim illegal conspiracy

Two applicants for new tv stations have accused existing stations in separate markets of encouraging and financing educational groups to apply for the facilities as a means of blocking competition.

Redding-Chico Tv Inc. asked the FCC to add character and financial qualifications issues concerning Northern California Educational Tv Assn., in hearing with Redding-Chico for ch. 9 Redding, Calif.; Central Wisconsin Tv Inc., which seeks to sell its construction permit for ch. 9 Wausau, Wis., to Midcontinent Broadcasting Co. (which has asked additional time to construct a station), told the FCC that WSAU-TV there has entered an "illegal conspiracy under the antitrust laws" with the Wisconsin Citizens Committee for Educational Tv.

In California, Redding-Chico Tv charged that KHSL-TV Chico, and KVIP-TV Redding, collaborated with NCETA to block rulemaking to get the channel assigned there. The company said the educational group applied for ch. 9 for the purpose of hindering and blocking its application. It claimed KHSL-TV and KVIP-TV have donated a large part of the educational group's tv equipment and aided NCETA in preparing its applications; that KHSL-TV donated time to the educational group for fund raising appeals.

Redding-Chico Tv asked the FCC to explore NCETA's financial qualifications. The pledges for funds received by the association are not firm commitments, the applicant claimed, largely due to the method in which funds were solicited which it said "smacked of medicine-man tactics."

Redding-Chico Tv asked for another issue which would allow it to demonstrate that ch. 15 in Red Bluff, Calif., would be good enough for the educators' purposes.

NCETA has asked that issues be en-

larged in regard to Redding-Chico Tv: to determine if it can carry out its programming proposals and to learn what it has done to determine community needs.

Wausau Wrangle ■ The educational group in Wausau (WCCFET) has charged Central Wisconsin Tv with trafficking in licenses and has asked the FCC to forbid it to sell its ch. 9 construction permit to Midcontinent or to grant further time for construction. WCCFET has not applied for the channel but has announced its intention to do so.

Central Wisconsin Tv has asked the FCC to ignore the educational group's charges because it was organized and financed by WSAU-TV solely to block a potential commercial competitor.

WSAU-TV denies this. It said that other tv stations have also assisted WCCFET financially and that the FCC has indicated its approval of commercial stations helping educational outfits in the case of WNTA-TV New York (where the commercial tv stations provided funds for an educational group to buy one station from National Telefilm Assoc. BROADCASTING, Dec. 18, 1961).

WIBC, Crosley asks FCC delay on ch. 13

Crosley Broadcasting Corp. and WIBC Indianapolis jointly requested the FCC to withhold action on Crosley's petition which asks that the FCC reconsider its action on ch. 13 Indianapolis and reopen the record for rehearing (BROADCASTING, Dec. 4, 1961).

The commission has announced its intention to award ch. 13 to WIBC, taking it from Crosley which has operated the channel as WLWI (TV) since 1957.

The companies said they are negotiating for a settlement in the eight-year litigation and that FCC action on the Crosley petition at this time might adversely affect the chances of an agreement.

If the FCC will suspend action on the petition for 30 days, the companies said, they expect to present a solution to the commission which would bring the case to a conclusion.

Both parties refused further comment last week on the proposed agreement.

Kennedy proposes Sec. 315 suspension

President Kennedy last week recommended that the equal time provisions of Sec. 315 of the Communications Act be suspended for the 1964 political campaign for presidential and vice pre-

In waging its continuing fight for life against highway slaughter in Oklahoma, KWTV's approach is that of a dedicated public servant. During 1961, two special highway safety program series, "Where The Wheel Stops" and "G. Reaper, Collector," were produced and telecast.



The writer-producer team, Buz Gregg and Jim Pritchett, received 1961 Sloan Awards for unusual

'imagination and originality'

in highway safety programming. Their achievement spotlights the talent and thoroughness focused by KWTV on public service challenges—and on building viewer loyalty throughout the vast KWTV Community.

 **KWTV**
OKLAHOMA CITY

Represented nationally by
Edward Petry & Company, Inc.

sidential candidates. The suggestion was contained in a series of proposals mainly on campaign expenses submitted May 29 by the President to the Senate and the House.

Acting on recommendations from a bipartisan Presidential Commission on Campaign Costs (BROADCASTING, April 23), the President suggested a joint resolution to permit broadcasters to present presidential and vice presidential candidates on the air free of the requirement that they give equal opportunity to all such candidates.

In the 1960 presidential campaign Sec. 315 was similarly suspended, making possible the Kennedy-Nixon debate broadcasts. The proposed resolution does not relieve broadcasters of the "obligation imposed upon them under that Act to operate in the public interest." The Kennedy proposal also provides that the FCC may ask broadcasters to furnish information to enable the commission to report not later than May 1, 1965 on requests for time, amount of time made available, total charges, rates, editorializing, and other items concerning candidates or issues, as well as the role of broadcast stations

in other political campaigns during 1964.

The bulk of President Kennedy's recommendations would provide certain tax credits for individuals who contribute to political campaigns.

NBC board chairman Robert Sarnoff praised the President's suggestions. He said:

"President Kennedy's proposed legislation to suspend the equal time provision of Sec. 315 in the 1964 presidential campaign will enable broadcasters to pick up where they left off in 1960 in presenting unprecedented campaign coverage, including the Great Debates. Though the bill submitted by the President would not apply to the midterm elections of 1962 or offices other than president and vice president in 1964, I believe responsible broadcasters will join me in hoping for its passage as an important step in the right direction."

The FCC last week...

■ Invited comments by July 9 on rule-making to assign ch. 16 to Mayaguez, ch. 22 to Ponce and ch. 19 to San Juan, all Puerto Rico. Antilles Broadcasting

Corp. requested the uhf assignments and said it planned to apply for them if they are allocated to the three cities. Puerto Rico presently is not allocated any uhf channels.

■ Was asked by the Board of Education, City of Atlanta, to assign a second uhf etv channel there, for which the board will apply. The board now operates educational WETV (TV), ch. 30, and WABE-FM. It asked the FCC to reassign ch. 57 from Marietta, Ga., where it is idle and currently unsought, to Atlanta, which has need of a second etv outlet, according to the board.

Dutch firm signs antitrust decree

The first break in a four-year-old antitrust suit—which charges that one Dutch and two American electronics firms conspired to bar U. S. radio and tv receivers from the Canadian market—came May 24 when N. V. Philips Gloeilampfabrieken of Holland agreed to a consent decree in settlement of the antitrust charge. Philips agreed to refrain from any agreement that would hinder U. S. radio-tv sales in Canada.

views

Opinions vary. And KMOX-TV station management has opinions about what's best for St. Louis. Carefully documented Channel 4 editorials (22 in the past year!) take a firm stand—pro or con—on vital, local issues such as search and seizure laws, police salaries and manpower, pedestrian safety, civil defense and urban renewal. Judging from the local reaction—and action—St. Louisans appreciate KMOX-TV's interest in the community. And it's no secret that the community is interested in what it sees on KMOX-TV.

The American firms named in the 1958 antitrust suit brought by the Department of Justice are General Electric Co. and Westinghouse Electric Corp. The three companies are charged with setting up a patent pool in Canada in 1926 which prevented the export to that country of American radio and tv receivers. A trial for the other two defendants is scheduled for October.

WABC-TV power boost disapproved by FCC

Ch. 7 viewers in New York City will have to solve their own tv shadow problems. WABC-TV's request for more power was turned down by the FCC.

The station had asked the FCC to waive its maximum power rule and permit WABC-TV to increase power from 110 to 316 kw, using its present 1,378 ft. antenna. The increase was to provide a greater signal intensity to heavily built-up areas of New York which presently have serious shadow problems and which require use of outside antennas, WABC-TV said.

In denying the request last week, the commission said it feels the benefit that might result from the proposal would

not outweigh its ill effect. Competitive imbalance of facilities and erosion of the rules that would be caused by other stations seeking similar waivers, were mentioned as disadvantages.

FCC approves inquiry into WAVY-TV sale

A proposed staff inquiry of WAVY-TV Portsmouth-Norfolk, Va., was approved by the FCC last week seeking further information from the station regarding its \$4.5 million sale (along with WAVY-AM) to Gannett Co. (CLOSED CIRCUIT, May 28). Primarily, the commission wants to know what happened as regards two persons proposed as management personnel at the time of the original 1956 comparative hearing.

The FCC also made note of certain allegations by losing applicant, Beachview Broadcasting Co., and asked for more information on an agreement whereby Beachview is to be paid \$98,750 after the sale is consummated. In return, Beachview has agreed not to protest further. But it has not withdrawn its charges against the WAVY-TV operations.

Examiner finds against owner of WMOZ, WPFA

"It must inevitably and sadly be held" that Edwin H. Estes, 99% owner of WMOZ Mobile, Ala., has disqualified himself from holding an FCC license. Hearing Examiner Herbert Sharfman said last week in an initial decision. The examiner found Mr. Estes "knowingly and wilfully" submitted false and forged program logs to the FCC as days of the composite week in applying for renewal of WMOZ.

Mr. Sharfman recommended that the FCC deny renewal of the license of WMOZ and revoke Mr. Estes' license for WPFA Pensacola, Fla. A hearing was held in Mobile last December (BROADCASTING, Dec. 18, 1961).

Mr. Estes in his proposed findings charged that certain employees, led by his bookkeeper, had conspired to make him lose his license. The examiner found the employees were hostile and disloyal to Mr. Estes but also that they had worked to bring about his downfall when they learned he had, in fact, submitted false logs instead of submitting the forgeries themselves.

The Broadcast Bureau offered evi-

Source: Nielsen, April 1961

news

Fact is, more people get their news from KMOX-TV than any other St. Louis station. The "Ten O'Clock News," for example, scores a mighty 25.6 rating, almost half again the audience of its nearest competitor. It's the highest rated news strip, network or local, in all St. Louis! Also tops in its time period, with a meaty 15.2 early-evening rating, is KMOX-TV's "Six O'Clock Report." Community service! Superior news! Two things that have made KMOX-TV the number one station in St. Louis, year after year after year.

KMOX-TV

St. Louis • CBS Owned • Represented by CTS National Sales

dence that Mr. Estes held "practice sessions" at which his employes filled in program logs under his instructions. Mr. Estes testified he was teaching employes the proper way to fill out logs.

Mr. Sharfman felt the similarities between the days chosen by the station owner "at random" and those dictated by the FCC's composite week were too great to be mere coincidence. He took official notice that WMOZ has been challenged on previous license renewals about overcommercialization.

Mr. Sharfman included in his decision a short treatise on odds-making in which he figured the mathematical probability against Mr. Estes, "practice logs" duplicating times of actual logs accidentally as about 4 million to 1. As to Mr. Estes' claim that he was framed by his employes who doctored the logs to coincide with the real ones, submitted them to the FCC without his knowledge and then subsequently blew the whistle on him, "It is improbable that anyone within sight could have devised a plot of such medieval and involved ingenuity, which depended on so many intervening imponderables, for successful execution," the examiner said.

The examiner based his recommenda-

tion to strip Mr. Estes of his two licenses entirely on the issues involving false logs. He refused to find against the licensee on other issues.

Two v drop-ins asked

WCCA-TV Columbia, S. C., has urged the FCC not to drop in one additional vhf channel without adding a third in that city. It was a "counter-proposal" to a request by WIS-TV (ch. 10), WNOK-TV (ch. 19) and the state and federal officials of South Carolina that the FCC drop in ch. 8 in the state capital, since the FCC plan to deintermix the market is stymied by the agency's announced moratorium on vhf deletions.

WCCA-TV proposed that ch. 8 and ch. 5 be added to Columbia. This would necessitate a switch by WCSC Charleston, S. C., from ch. 5 to ch. 7 plus modification of offset assignments on ch. 5 in Atlanta and Nashville and on ch. 12 in Jacksonville and West Palm Beach, Fla.

The consequences to an existing (uhf) station would be "fatal" should only one vhf channel be added, WCCA-TV predicted.

WJRT asks dismissal of Lake Huron filing

WJRT (TV) Flint, Mich., has asked the FCC to dismiss Lake Huron Broadcasting Corp's application for ch. 12, which is now held by WJRT. The station said Lake Huron did not comply with FCC rules which require an applicant to publish notice of his application for a station within two weeks after the commission has announced a hearing. Lake Huron either has not published such a notice or has failed to inform the FCC of publication, WJRT charged. The hearing was set April 24 (BROADCASTING, April 29).

In a separate action, the FCC advised Lake Huron last week that, unless a hearing is requested within 30 days, that company's application for more time to construct WLPA (TV) (ch. 11) at Alpena, Mich., will be dismissed, its permit canceled and its call letters deleted. The commission said it is unable to find that Lake Huron was "diligent or was prevented from completing construction by causes beyond its control."

THE MEDIA

APRIL 1960 TV SATURATION: 87.3%

Radio figure 91.5%, Census Bureau says in advance report

Television saturation in the United States in April 1960 was 87.3%, or 46.3 million tv homes, according to advance reports of the decennial census issued by the U. S. Census Bureau. A later Census Bureau sample study for January 1962 showed a total of 48.9 million tv homes or 90% (including sets temporarily out of order).

Radio saturation in 1960 was 91.5%, or 47,504,429 sets, the bureau report said. However, the bureau conducted a later sample check that led to a correction of its radio saturation to 89.9% (BROADCASTING, April 16). This led Radio Advertising Bureau to charge the census radio figures are misleading.

Highest tv saturation in the nation, 92%, was shown in New England, ac-

ording to the 1960 census. Highest radio saturation, 94.5%, was found in the Middle Atlantic region.

Complete county-city listings of 1960 Census radio and tv circulation are being published by BROADCASTING, starting with the Dec. 18, 1961 issue (see publication dates by states page 80). The series is almost complete.

Following is regional data showing radio and tv homes by total homes saturation and homes with two or more sets (from 1960 U. S. Census):

NBC-TV unit reorganizes

A reorganization of NBC-TV's sales service department, involving five staff appointments, was announced Thursday (May 31) by Stephen A. Flynn, direc-

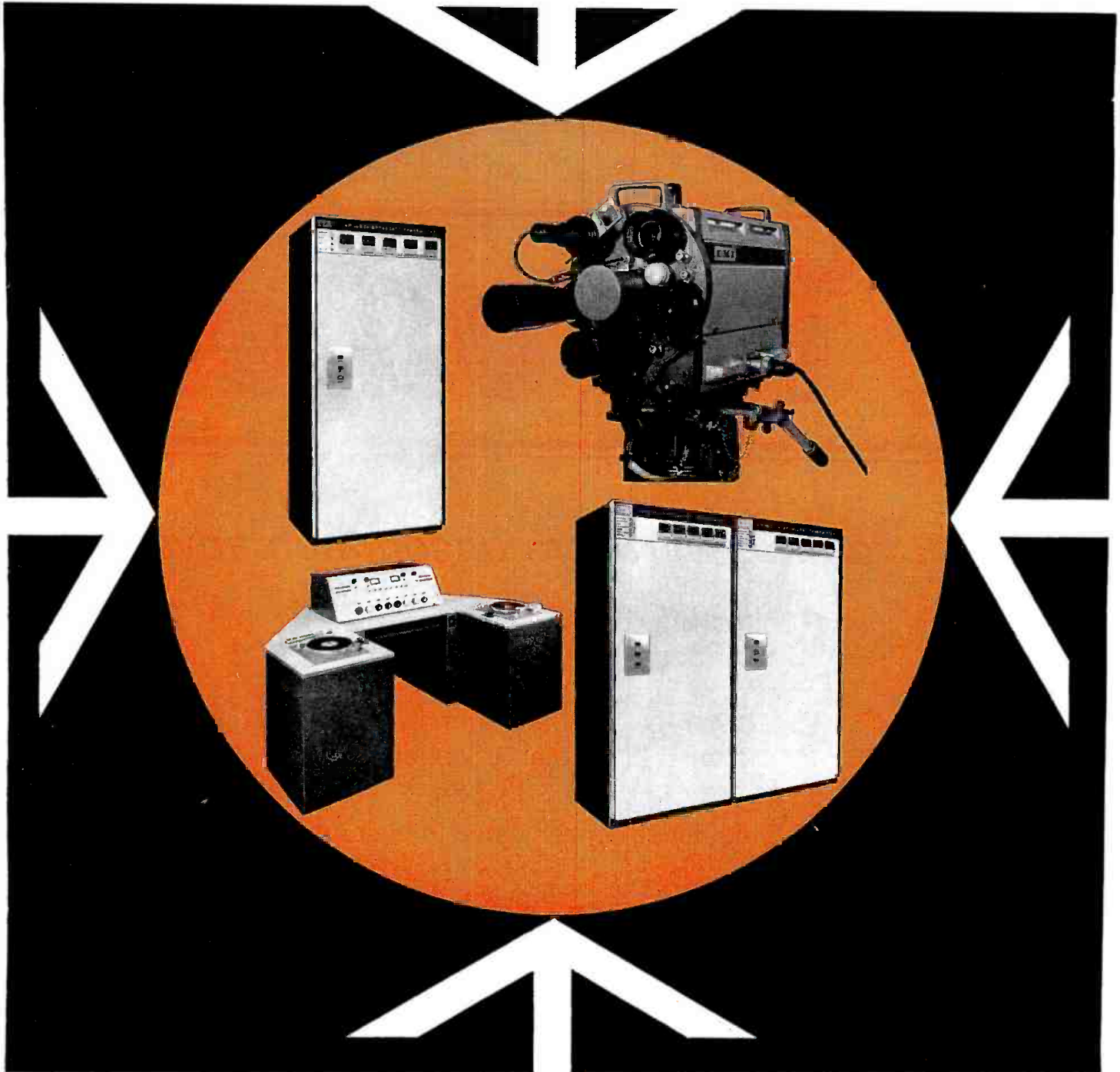
tor of sales services. The following appointments were made: Arthur J. Johnson, manager, co-op, station sales and clearance; George A. Hooper, manager, station sales and clearance; Theodore Reinhard, manager, co-op sales; Harvey Gannon, manager, special services, and James P. O'Brien, manager, station services.

Chris-Craft reports quarterly revenues up

First quarter revenues of Chris-Craft Industries (formerly Nafi Corp.) totaled \$17,860,000, slightly ahead of the \$17,380,269 for the like quarter of 1961, John G. Bannister, president, said last week in an interim report to stockholders. Earnings before taxes were down to \$859,240 this year compared with \$954,971 a year ago. Net earnings were \$469,240 (36 cents a share), versus \$544,771 (41 cents share last year).

Concerning the firm's three tv stations, Mr. Bannister reported that the company is awaiting FCC approval on the sale of KTVT (TV) Fort Worth, Texas, which is now operating on a profitable basis, to Oklahoma Publishing Co. (WKY-AM-TV Oklahoma City, WTVT [TV] Tampa, Fla.) for \$4 million. KPTV (TV) Portland, Ore., continued to operate profitably and "the losses of KCOP (TV) Los Angeles were somewhat less than during the same quarter a year ago."

Area	Occupied Dwelling Units	Total Radio Homes	with radio		with television		
			Saturation	2 or more sets	Total Tv Homes	Saturation	sets 2 or more
U. S.	53,023,875	48,504,429	91.5%	18,416,149	46,312,320	87.3%	5,259,614
New England	3,116,163	2,935,901	94.2%	1,279,109	2,866,596	92 %	359,450
Middle Atlantic	10,405,988	9,834,126	94.5%	4,362,541	9,555,212	91.8%	1,508,859
East North Central	10,710,827	9,967,327	93.1%	4,149,058	9,779,992	91.3%	1,227,295
West North Central	4,667,922	4,340,475	93 %	1,444,339	4,044,830	86.7%	274,528
South Atlantic	7,266,636	6,294,889	86.6%	1,893,530	6,033,183	83 %	554,326
East South Central	3,307,354	2,881,455	87.1%	678,898	2,536,272	76.7%	170,118
West South Central	4,928,605	4,297,104	87.2%	1,204,401	4,044,432	82.1%	339,474
Mountain	1,975,576	1,815,445	91.9%	695,825	1,636,016	82.8%	138,609
Pacific	6,644,804	6,137,707	92.4%	2,708,448	5,815,787	87.5%	686,955



FIRST IN QUALITY BROADCAST EQUIPMENT

World's leading manufacturer of FM transmitters, ITA has earned an international reputation for creative broadcast engineering. Design concepts developed by ITA for use in its FM, AM, and TV transmitters and in studio equipment have established ITA as the "pace-setter" for the broadcast equipment industry. Now with EMI/US, manufacturers of TV cameras and accessories, ITA offers a full range of equipment from microphone to antenna systems for AM, FM, and TV.

ITA products are synonymous with dependability . . . *first* choice for quality and service.

ITA ELECTRONICS CORPORATION
BROADCAST DIVISION • LANSDOWNE, PENNSYLVANIA



ITA with EMI/US NOW SERVING BROADCASTING BEST

The *other* 3

*offer advertisers uncommon advantages
(that's why they sell and sell and sell)*

- ☆ Coverage of more than half the homes in counties doing 63% of total U.S. retail sales.
- ☆ Audience concentrated in major metropolitan areas.
- ☆ 100% color reception.
- ☆ No restriction on length of commercial message...you say all you want to say to sell your product.
- ☆ Tested "magazine" format prevents audience drop-off due to low-rated show.
- ☆ Unique device gives immediate provable response to special offers.
- ☆ Prime time always available at no premium, whether for one-time promotion or on regular cycle.

networks...

No electronic miracles, these other three networks . . . but the most powerful selling force in America, according to many leading advertisers.

They are the three big syndicated Sunday newspaper magazines, each offering a new spectacular every week-end, with no re-runs, even in Summer months.

Without counting cumes, the three syndicated Sunday magazines deliver your commercial to more than 25 million different homes every broadcast. They are viewed in the best time period of all . . . on Sundays, when next week's shoppers are relaxed and ready to take in what sponsors have to say . . . and more than half of this audience is in the top 50 markets.

Response? Just ask your audit survey to check a retail selling floor on Monday morning and watch merchandise advertised in Sunday magazines move out the front door! Or be in an advertiser's mail room when those bags of coupons start coming in!

The record shows that most big advertisers today agree that to make advertising dollars perform most efficiently, Sunday magazines should be part of the program. And when you start analyzing the efficiency of Sunday magazines you will quickly find you should start with Parade, reaching 11 million families all over America through their favorite Sunday newspapers.

Just remember that name . . . the call letters are PARADE, the basic buy of the other three networks, located at 733 Third Avenue, New York City.

THE BLENDING OF SPANISH AND UHF

New L.A. tv, others across the country to be in that pattern

Bullfights, jai alai games and soccer matches, together with dramatic programs and variety shows featuring top Latin American entertainers, taped in Mexico City and other Central and South American cities, will be added to the tv program fare of Los Angeles this fall. Bringing them will be a new tv station, KMEX-TV, differing in two major respects from the seven video stations already serving the area. First, it will be an all-Spanish station, programmed primarily to the 800,000 Spanish-speaking residents of the Greater Los Angeles area. Second, it will be a uhf station, operating on ch. 34.

"We expect that there will be a sizeable audience ready and able to tune in our inaugural programs on Sept. 15," Julian Kaufman, vice president of the Spanish International Network, owner of KMEX-TV, said last week in Los Angeles. "We've been talking to receiver distributors and they are extremely enthusiastic. One of them has ordered 40,000 converters which he expects to dispose of within 90 days of our air debut."

KMEX-TV does not intend to leave this to chance, Mr. Kaufman said. In cooperation with the set distributors,

the station will launch an all-media campaign in July to tell the Spanish-speaking public what is coming.

One reason for his optimism, Mr. Kaufman stated, is a survey made in March by the Family Panel, Los Angeles market research organization, which reported that personal interviews with a 150-family sample revealed an "overwhelming enthusiasm" for an all-Spanish station. The survey found that 98% of the families in the sample have tv sets now, 60% reasonably new, 26% fairly old and 14% quite old. More than half listen to Spanish-language radio and nearly three-quarters (73%) said that they watch the Spanish tv programs already in Los Angeles.

Another basis for Mr. Kaufman's enthusiasm about the Los Angeles outlook is the experience his organization had in San Antonio, Tex. "In February we took over KCOR-TV, ch. 41, which was virtually dormant. We renamed it KWEX-TV and put in new programming and within 90 days there were 25,000 conversions in the market. Of course, the situations are not completely comparable, but it's proof that people will convert if you give them something to convert for."

Storer outlets reply

Three Storer Broadcasting Co. television stations which carried the controversial April 28 episode of *The Defenders* series on illegal abortion (BROADCASTING, April 30) have kept their promise to present opposing viewpoints.

After they carried the episode, "The Benefactors," WJBK-TV Detroit, WAGA-TV Atlanta and WJW-TV Cleveland promised viewers that another program, representing opposing views, would be presented.

Last week the three stations presented "Reply to the Benefactors," a half-hour program video-taped at the studios of WJBK-TV featuring a group discussion taking an anti-abortion stand.

The Spanish International Network plans eventually to span the country with all-Spanish tv stations, programmed largely with shows taped below the border. "We plan to do local programming as well," he added.

In addition to KMEX-TV and KWEX-TV, the Spanish International Network has applied for a station in Paterson, N. J., and hopes to have one in the Chicago area. It will also include a number of affiliates from the Mexican side of the border, such as XEWT (TV) Tijuana, XEM-TV Mexicali and XEJ-TV Juarez. "Our U. S. stations are all u's," Mr. Kaufman said, "and our Mexican stations all v's." XEWT is the sister station of XETV (TV) Tijuana, English-language station serving the San Diego area. Mr. Kaufman is vice president and general manager of XETV, one of the Telesistema stations owned by Emilio Azcarraga.

Frank Fouce, Los Angeles theatre operator, is president of XETV and of the Spanish International Network, of which he is 45% owner. Rene Anselmo, in charge of video tape production and sales for Telesistema in Mexico City, holds 10% of Spanish International Network; Ed Noble, Mexico City advertising agency executive (nephew of the former ABC network owner), holds 20%; Mr. Azcarraga also holds 20% and Mr. Kaufman holds the remaining 5%.

Initial rate card of KMEX-TV has a base rate of \$400 an hour for AA time, \$200 for class C time, Mr. Kaufman said, adding that rapid rate increases may be expected. Carlos Franco, one-time top broadcast media man at Young & Rubicam, New York, has been appointed general sales manager for the network and its individual stations. He will operate from sales headquarters in New York.

To: All Radio Stations

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The "MAGNETIC DOOR OPENER," with franchises in many leading radio stations throughout the country

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WCAU-Philadelphia, Pa.	WEEI-Boston, Mass.
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WOW-Omaha, Neb.	KWHK-Hutchinson, Kan.
WPRO-Providence, R. I.	WAVZ-New Haven, Conn.
WANE-Ft. Wayne, Ind.	WKXY-Sarasota, Fla.
KWBB-Wichita, Kan.	WZIP-Cincinnati, Ohio
WTAG-Worcester, Mass.	WPIK-District of Columbia
WNDR-Syracuse, N. Y.	WROC-Rochester, N. Y.
WISM-Madison, Wisc.	WIKY-Evansville, Ind.
WMNI-Columbus, Ohio	KCRG-Cedar Rapids, Iowa

Have Availabilities Open

This "Musical Weapon" that makes heretofore unobtainable merchants, into satisfied clients, will account for, from \$10,000 to \$50,000 in new billing for your station in short order. And, this is accomplished by "YOUR SALES STAFF." Contact us . . . learn about the C.P.I. Guarantee, and get on the "NEW ACCOUNT BANDWAGON."

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Again WROC-TV is **FIRST** in Rochester!

FIRST in Facilities



The New WROC has the most modern broadcast facilities in the East. Announcer Studio D (Right) has 11 video monitors, intercom and switching equipment and provides both visual and audible contact between announcer and master control switches.



FIRST in Popularity

FOR THE SECOND CONSECUTIVE TIME
WROC-TV CARRIES 9 OUT OF 10 OF THE SHOWS YOU LIKE BEST

SHOW	RATING
No. 1 Hazel	52.5 Channel 5
No. 2 Dr. Kildare	51.5 Channel 5
No. 3 Bonanza	48.5 Channel 5
No. 4 Saturday Night at the Movies	44.8 Channel 5
No. 5 Sing Along with Mitch	44.75 Channel 5
No. 6 Flintstones	42.5 Channel 5
No. 7 Dick Powell	42.25 Channel 5
No. 8 Walt Disney's World	40.5 Channel 5
Perry Mason	40.5 Station B
No. 10 87th Precinct	39.75 Channel 5

March, 1962 ARB

BULLETIN: Nielsen for March agrees giving Channel 5 the seven most popular programs in town!

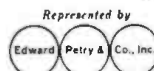
FIRST in Coverage

Each night the 6:30 news and weather with Tom Decker and Bob Mills tops the competition by 62,000 viewers according to ARB; by 68,000 according to Nielsen.

*Buy the station
more people watch*



TV 5
CHANNEL
BASIC NBC



Ohio etv group plans 26-station network

The Ohio Educational Television Network Commission is accepting applications for the newly-established position of executive secretary. Beginning salary is \$11,280. Applicants should address inquiries to Richard B. Hull, commission chairman, Room G-4, State Office Building, Columbus, Ohio.

The position of executive secretary is charged with the implementation of the commission's 26-station statewide educational television network plan. The commission is seeking a man with experience in television administration and programming, familiar with the technical aspects of network inter-connection and transmission.

Six units of the 26-station statewide etv network are to be in operation by the fall—Athens, Cincinnati, Columbus, Newark, Oxford and Toledo. Groups in Cleveland and Franklin County are expected to announce plans for additional etv stations this week.



KNOE's jump across the dial

Raymond Boyd, chief engineer for Noe Enterprises Inc. (KNOE Monroe, La.) flips the switch that changes the frequency of the 5 kw station from 1390 to 540 kc, a move that's been in the works for seven years.

Among those present at the May 8 changeover were (l to r): Edd

Routt, KNOE general manager; Jim Williams, Monroe Chamber of Commerce manager; Bobby Joe Oden, assistant manager of the chamber; James A. Noe Sr., president of Noe Enterprises; Mrs. James A. Noe, and Alan Norris, the mayor of West Monroe.

ACLU opposes NAB codes

The traditional stand of the American Civil Liberties Union against the NAB Radio and Television Codes was

reaffirmed by the union May 28 after a three-year review of the censorship issue as applied to allegedly obscene material. The ACLU board explained it

is neither urging the circulation or evaluating the merit of material charged with being obscene. The union took its stand against the radio-tv codes in 1952. It maintains a similar position in regard to the motion picture code.

you see more opportunities through our eyes...

And you are protected from the hazards of negotiating on your own by Blackburn's penetrating knowledge of markets. We do not send out lists; every sale is handled on an individual basis. Seeing the total picture through our eyes widens opportunities and narrows the risk for both buyer and seller.

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Jackson 5-1576

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9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

AB-PT buying Springs

American Broadcasting-Paramount Theatres Inc. last week contracted to enlarge its holdings in Florida tourist attractions. Already owner of Weeki-Wachee Springs, near Tampa, AB-PT will acquire the 3,900-acre Silver Springs in a purchase subject to a tax ruling.

Silver Springs was developed as a major tourist sight-seeing attraction, in 1924 by W. C. Ray and W. M. Davidson, who have been the owners and operators since that time. The area, located near Ocala, is famed for its scenic springs, an aquatorium, a Seminole indian village, Ross Allen's reptile institute, Tommy Bartlett's deer ranch and other attractions. More than 1,750,000 tourists annually visit the center. AB-PT also operates the food concessions in Disneyland Park in California under an agreement that runs for four more years.

Changing hands

APPROVED ■ The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 77).

■ WMRT-AM-FM Lansing, Mich.: Sold by Herbert Graham to Metropoli-

tan Radio Corp. for \$150,500 and agreement not to compete for five years plus \$50,000 consultant's fee for five years. Metropolitan is headed by Stokes Gresham, former Indiana broadcaster and president of Mercury Consultants, Indianapolis; and includes Luke Walton, Indianapolis advertising agency executive and sportscaster.

▪ WKYB-AM-FM Paducah, Ky.: Sold by Bruce Barrington to Arthur C. Schofield for \$140,000 and \$50,000 for agreement not to compete for eight years. Mr. Schofield is assistant to president of Peoples Broadcasting Corp. and formerly was vice president in charge of advertising and promotion for Storer Broadcasting Co. Mr. Barrington retains KCGM Columbia, Mo.

▪ KHAK-AM-FM Cedar Rapids, Iowa: Sold by Don-Lo Broadcasting Co. to Northland Broadcasting Corp. for \$115,113 and \$12,000 for agreement not to compete. Northland comprises Carroll E. Crawford and Kingsley H. Murphy Jr., both of whom also own KOTE Fergus Falls, Minn. Don-Lo principals include John D. Harvey and W. E. McKenehan.

Time donations listed by Conn. broadcasters

Connecticut broadcasters donated the equivalent of over \$10.5 million to public service causes during 1961, according to Howard W. Maschmeier, WNHC-TV New Haven, chairman of the publicity committee of Connecticut Broadcasters Assn.

Results of a statewide survey conducted by the accounting firm of Scovell, Wellington & Co. are based on reports from 33 stations. The donated time consisted of 453,555 spot announcements worth \$6,199,580 and 68,751 individual public service programs worth \$4,353,370, or a total value of \$10,552,950.

Compilations were taken from station logs, and employed standard FCC procedures for composite weeks and type designations. Types of broadcasts included educational and religious, public affairs, service to minority groups and political broadcasts, and disasters.

The survey figures were supplied to the CBA convention held May 24 (BROADCASTING, May 28). Sydney E. Byrnes, WADS Ansonia, CBA president, said the survey supplies "documented proof of the way Connecticut broadcasters met their obligations to program in the public interest."

Ralph Daddio, advertising manager of G. Fox & Co., Hartford department store, said media should study a store's policies, needs and objectives and then submit "constructive, soul-searching recommendations."

Mr. Daddio added, "Don't try to make a quick sale for today, but rather,

pace yourself and present the best possible thought-out package which will be given consideration in future plans if it has merit.

"Two or three alternate plans with a dollar sign will help the advertising director make your sales pitch to top management. Review your rate structure and maintain a one-price policy for all advertisers. Competition has become tougher and tougher in the retail field.

Tidewater radio group forms promotion arm

Radio broadcasters in the Tidewater area (Norfolk-Portsmouth-Newport News) of Virginia have formed a new association to promote radio as an effective advertising medium among advertisers and agencies.

The president of the new group, the Tidewater Assn. of Broadcasters, is Ambert Dial, WGH-AM-FM Newport News. Other officers: Jack Harris, WNOR Norfolk, vice president, and George Crump, WCMS Norfolk, secretary-treasurer. All will serve one-year terms.

Stations comprising the new association are WBOF Virginia Beach; WCMS, WNOR, WRAP, WYFI (FM), all Norfolk; WGH and WTID, both Newport News; and WHIH Portsmouth.

Defense begins case in Faulk vs. Aware

Testimony for the defense in the trial of tv humorist-commentator John Henry Faulk against Aware Inc. and two other defendants started last week as the \$1 million libel case went into its sixth week in New York Supreme Court.

Earlier testimony by witnesses for the plaintiff was designed to bolster Mr. Faulk's contention that publication of items in an Aware bulletin in 1956, assertedly linking him to pro-communist organizations, had the effect of "blacklisting" him from employment opportunities in radio-tv. Mr. Faulk had been a regular performer on WCBS New York between 1952 and 1957 and had appeared as a guest on various network tv shows during that period.

Paul R. Milton, a founder and director of Aware and former radio-tv writer, was on the stand last Monday (May 28) and Tuesday and will return today (June 4) after a court recess of six days. Mr. Milton denied that Aware ever had "blacklisted" any radio-tv performer or ever had asked sponsors, producers or advertising agencies to withhold employment from certain performers.

He testified that as chairman of

WHAT IS YOUR STATION WORTH?

During the past thirty days, we have formally appraised over \$14,000,000.00 worth of broadcast properties.

One appraisal was for the purpose of helping to settle an estate. Another for insurance reasons. A third as a basis for a sizeable bank loan—and two other appraisals because the owners wanted to establish sale prices.

We will be happy to provide you with a realistic evaluation of your holdings documented in an attractively bound report.

Our service is thorough and the price reasonable.

Hamilton-Landis

AND ASSOCIATES, INC.

John F. Hardesty, President

America's Most Experienced Media Brokers

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D. C.

Ray V. Hamilton
1737 DeSales St., N.W.
Executive 3-3456
Warren J. Boorum
New York

CHICAGO

Richard A. Shaheen
John D. Stebbins
Tribune Tower
DElaware 7-2754

DALLAS

Dewitt Landis
1511 Bryan St.
Riverside 8-1175
Joe A. Oswald
New Orleans

SAN FRANCISCO

John F. Hardesty
Don Searle
111 Sutter St.
EXbrook 2-5671

Peters, Griffin, Woodward reviews its first 30 years

For Peters, Griffin, Woodward Inc., station representatives, last week was a time for a review of accomplishments over the past 30 years and an expectation of even better times to come for the broadcast media.

In an interview, H. Preston Peters, PGW's president, who has spent 30 years in the rep business, summed up the role of the station representative in radio-tv:

Representation today, he said, bears strongly on "professionalism" in the selling of spot as well as the services which a rep must add to selling techniques.

Mr. Peters, who joined Free & Sleininger in Chicago in August 1932, said a station rep must allocate a "prodigious amount of study" to such important matters as stations' rate cards, programming, audience tastes in markets, time periods and even engineering plans. The objective, as he described it, is to place all of these facets in perspective so as to encourage "the best advertising value" in each market served.

A Different Look ■ The rep business and specifically the company Mr. Peters has led these many years has a different look today than in the 1930's when the firm had a single office in Chicago.

Now PGW has 12 offices, including Chicago and New York, and instead of the three salesmen it had in the 30s, it has 65. In the early years, sales functioned on a momentum unaided by other factors such as these—virtually all newly-instituted since the early years: sales service, traffic, research, promotion and accounting.

Free & Sleininger started in May 1932, and Mr. Peters opened a New York office in December 1933. A short period later the name of the firm was changed to Free & Peters, and reorganized to Peters, Griffin,

Woodward Inc. on March 15, 1956.

The rep business, Mr. Peters recalled, has thrived on vigorous, healthy competition since the days it was formed when it "did not have acceptance" in the advertising world.

Evaluating the history of his busi-



Mr. Peters

ness, Mr. Peters is proud that these charter stations remain under the PGW banner: WHO Des Moines, WOC Davenport, WMBD Peoria, WDAY Fargo and WBAP Fort Worth-Dallas (and their tv counterparts).

The nature of the rep business—volatile, personal and ever-changing (in circulation and subsequently in evaluation)—is fascinating to Mr. Peters who emphasizes the basis of a successful operation: adherence to honesty and integrity in dealing with clients and advertisers. These qualities enhance confidence.

A midwest station client back in the 30s in introducing Mr. Peters to a timebuyer of the then largest advertising agency in New York noted, "If Pete Peters promises you the moon with the fence around it, just tell me how high the fence should

be." It's this expression of confidence that has remained with Mr. Peters down through the years.

Next 30 ■ As he prepared for a private party in a New York hotel (attended by staff colleagues) on May 29, Mr. Peters spoke hopefully of the future for the rep business—the next 30 years should be prosperous for the broadcast industry and accordingly he fully expects his rep firm to keep pace.

PGW took its knocks. In July 1959 three tv and five radio stations in the Westinghouse Broadcasting Corp. group departed to join a WBC-owned rep firm and one radio and two tv clients of the Transcontinent stations left. By one year later PGW already had increased overhead "by design," was employing more people and within 25 months of the departure was at a profit level which showed an all-time high in billings, and, Mr. Peters recalled, "mostly from continuing supporting clients plus a few new clients who saw fit to appoint us."

Television, Mr. Peters asserted, is at a new high and radio's billing record is "encouraging." From his point of view, the years ahead indicate further broadcast highs.

Lloyd Griffin, PGW president for television, noted that Mr. Peters fashioned an organization that depends on accuracy, backed by research. "Pete always felt that the first call was the most important," but must be bracketed with the correct "follow up." As for competition from station group-owned rep firms, both Mr. Peters and Mr. Griffin (who as an Office of War Information deputy in India in World War II served with Mr. Peters who was then deputy director for the China-Burma-India Theatre) assert that more important is the question to the client of "what's my money going to build?"

Aware's information committee, he had written the part of the bulletin which said Mr. Faulk has entertained at communist-front affairs. Mr. Milton said he had obtained the information about Mr. Faulk from writer-lecturer-consultant Vincent W. Hartnett, who is a defendant in the suit along with Aware and Laurence A. Johnson, who is accused of circulating the bulletin to advertising agencies and sponsors. (Mr. Faulk earlier had denied appearing at any of the functions listed in the bulletin, except one, which he said was not sponsored by a pro-communist organization.)

Under questioning by Mr. Faulk's attorney, Louis Nizer, Mr. Milton acknowledged that the bulletin constituted "a serious attack" against Mr. Faulk but he insisted that it did not question Mr. Faulk's loyalty or patriotism.

Before the defense began its case last Monday, Justice Abraham N. Geller told the jury that the defendants must try to prove the truth of a publication already ruled libelous. He noted that on a pre-trial motion by Mr. Nizer, the appellate division of the court already had ruled the Aware bulletin was libelous *per se*, and added:

"The law also wisely provides that anyone who repeats a libelous charge cannot excuse himself by stating that he was merely repeating what he heard or read. . . . The fact that there may have been some newspaper advertisements or items referring to Faulk, or that the bulletin used the phrase, 'according to the *Daily Worker*,' is not what is meant by the truth of the charge."

Thomas A. Bolan, defense counsel, formally took exception to Justice Gellers' statement, claiming it had prejudiced his case.

all-transistorized New Sony Sterecorder 777



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

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

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

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

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

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

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

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

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

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

All Sony Sterecorders
are Multiplex ready!

SUPERSCOPE

The Tapeway to Stereo

Phonevision foes will try to block test

Opponents of RKO General-Zenith's phonevision pay tv test in Hartford, Conn., which will start service on June 29, will ask the U. S. Supreme Court to upset the FCC's authorization of the test.

Philip F. Harling, chairman of the Joint Committee Against Pay Tv, announced Thursday (May 31) that a writ of certiorari will be filed with the court tomorrow (June 5) by Marcus Cohn of the Washington law firm of Cohn & Marks. The writ will ask the court to review the decision issued last March by the U. S. District Court of Appeals in Washington, which upheld the FCC authorization of a three-year test on ch. 18.

The Supreme Court is not likely to act on the writ until its fall session, according to Mr. Harling. He said the court can either agree or refuse to hear the appeal. The former would result in hearing legal arguments at a later date;

WBUR to rescue of Boston and Bay State

Broadcasting students at Boston University's WBUR (FM) have accepted a challenge in producing "Boston is in a Great State," a 28-hour marathon which depicted the positive aspects of life in Boston and Massachusetts.

Recent scandals in both state and local government have resulted in unfavorable publicity, the station reported, and the student staff felt that the press failed to show the area's better side.

WBUR is stacking its program deck with recorded and live comments from Sens. Leverett Saltonstall (R-Mass.) and Benjamin Smith (D-Mass.), House Speaker John Mc-

Cormick (D-Mass.), Reps. Lawrence Curtis (R-Mass.) and Torbet MacDonald (D-Mass.), Massachusetts Gov. John Volpe and other state officials.

Also to be featured is a special concert by the Boston Symphony Orchestra and a re-broadcast of a concert by the Boston Civic Symphony Orchestra.

The idea for the program came from H. Paul Jeffers, faculty supervisor of the station, and a few students who were seeking a special project to challenge their professional training and provide a public service.

According to WBUR, many local officials have pledged their support.

the latter decision would in effect affirm the District Court's finding. Mr. Cohn's principal argument is expected to be that only Congress has authority over pay tv.

CBS ON POSTAL RATES

Stanton opposes increase; CBS stations to take stand

Dr. Frank Stanton, CBS Inc. president, last week promised that CBS radio and tv stations would air the issues over proposed legislation to raise the postal rates of newspapers and magazines, and that the stations would take an editorial stand.

It was disclosed also that Dr. Stanton is expected to appear personally on the owned and operated stations in about two weeks to deliver an editorial in opposition to the bill pending in Congress. It will be Dr. Stanton's third "editorial" appearance in about eight years.

Postmaster General J. Edward Day last Thursday (May 31) wired acceptance of the CBS offer to reply to the editorial.

An announcement is expected soon on formal details.

Dr. Stanton appeared on CBS-TV in 1954 to request equal treatment for tv with the press in covering news events and a few years later delivered an editorial on Sec. 315 of the Communications Act dealing with equal-time provisions for political candidates. The Stanton editorial on postal rates will run about five minutes.

Dr. Stanton, a fellow of the Sigma Delta Chi professional journalistic fraternity, told a New York chapter luncheon meeting that he opposes increased postal rates, which "cannot help but seriously cut back the pluralistic character of the free press in America."

He said that "those of us in communications who think we have no direct stake in this ought not to make the grievous mistake that it is someone else's battle.

". . . If a single publication in this



WOR-TV OFFERS MORE AND MORE COLOR AS NEW YORK GOES BIG FOR TINT TV

Robert J. Leder, WOR-TV General Manager: "Color has played an important part in gaining increased stature for WOR-TV. We believe Color TV will continue to grow, and that our experience as a Color pioneer will be invaluable. That's why we telecast more Color than any other independent in the nation, and why we're planning even more next season." More and more, the trend is to Color. Get the facts today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

KELO-LAND TV gives your product the right of way in the upper midcontinent's



The Sioux Falls—103 County Market. A mighty tempting target for sales managers. Natural distribution flow ties it together as one unified Common Market. Trucks and trains diesel-power their cargos through it handily.

But to keep *your* product rolling with them, you've also got to have an advertising medium that can reach out to all 103 counties — a medium that will cover the complete market. Only ONE television medium can do that. KELO-LAND TV. To be lured into buying a "package" of scattered, unattached stations (more out of the market than in it) is to

set up costly roadblocks against your conquest of this Common Market. Only KELO-LAND TV gives you full product exposure every mile of the way through this great salesland.

KELO-LAND TV now outdelivers the highest rated Des Moines station by 65.6%, the highest rated Denver station by 12.8%, the highest rated Duluth-Superior station by 60.3%, the highest rated North Dakota station by 110.6% (ARB Market Report, Average Quarter-Hour Homes Reached 9 a.m. to Midnight, 7 days a week — March 1962).

CBS • ABC

KELOLAND tv

Joe Floyd, Pres. • Evans Nord, Executive Vice Pres. & Gen. Mgr. • Larry Bentson, Vice-Pres.

MIDCO

Represented nationally by H-R In Minneapolis by Wayne Evans & Associates

Midcontinent Broadcasting Group KELO-LAND/tv & radio Sioux Falls, S.D.; WL0L/am, fm Minneapolis-St. Paul; WK0W/am & tv Madison, Wis.; KSO Des Moines

BROADCASTING, June 4, 1962

Pushbuttons pay off in a tough radio market

One answer to radio's overpopulation: semi-automation.

That's the formula used by C. Dexter Haymond, co-owner and manager of KGEE Bakersfield, Calif., to get out of the red in less than two years. And it's the secret behind successful operation in that highly competitive, eight-station market where total radio income in 1960 actually amounted to a \$230,000 loss.

Mr. Haymond and his father, pioneer broadcaster Carl E. Haymond, bought back KGEE 20 months ago from owners who had bought it from them in 1958. They originally purchased KGEE in 1956 when it was 10 years old. The elder Mr. Haymond once owned KMO Tacoma, Wash. He now lives in Los Angeles.

In 1958 the Haymonds sold KGEE for twice what they had paid for it in 1956. Two years later they bought it back from the distressed buyers, who shared Bakersfield's combined 1959 radio deficit of \$260,000, a lot of red ink for a market of 300,000.

The problem—how to get KGEE out of the red. After consulting Kenneth W. Aitken, president of Aitken Communications, Taft, Calif., Dexter Haymond came up with his semi-automation idea: in essence, automation at night and live staff in the daytime.

The Lineup ■ Mr. Haymond has only two fulltime and three parttime employes for his 24-hour operation (1230 kc, 250 w N, 500 w D). Fulltimers are Vance Jones, program director, and LaVerne Story, a teen-

age girl who operates the station Monday-Friday from 7 a.m. to 3 p.m. and doubles in traffic.

Mr. Jones coordinates inside operations, announces, writes copy and sells about two hours a day. Mr. Haymond is station manager and chief engineer of the NBC affiliate, and handles most of the sales and paper work.

Two college students push the buttons that start automatically cued music sources and McKenzie pro-



Program Director Vance Jones, loading the Aitken Automation unit for KGEE's fully automated "All Nite Show."

gram repeater cartridges used for all announcements after Miss Story quits for the day. They work 3-7:45 p.m. and weekends. From 7:45 p.m. until the next morning KGEE operates on complete automation, using Aitken equipment.

The bookkeeping is done in Sumner, Wash., by an accountant, Paul Benton, who handles accounts receivable and payable. He sends bills to Mr. Haymond who mails them to clients from Bakersfield.

"KGEE has a fine on-the-air sound," Mr. Haymond said. "We use announcers from our sister station, KIT Yakima, Wash., plus freelancers in the Bakersfield area. All cartridge recordings are timed to the split second, allowing operators to program with no dead air."

Different ■ He is convinced KGEE's success lies in community-information programming "that has made it distinctly different from seven competitors." Numerous talk programs are broadcast; the music is described as "grown-up." NBC news is carried on the hour and NBC *Monitor* on weekends, plus sporting events and community programs. Music comes from a tape library of 2,000 pop standards, 45 rpm records played on an automatically cued Seeberg player and long-playing records. The records are not introduced on the air.

Community programming includes full coverage of Monday night city council meetings via remote line. This requires no personnel on the scene. A department store and nursery are sponsors, though commercial

country goes under, solely because under revised postal rates it cannot afford either distribution or the solicitation of subscriptions, we have lost far more than we possibly gain."

Broadcasters' Battle ■ He related publishers' battle against restrictive legislation to that of the broadcasters, noting that both are part of an advocacy for "diversity and freedom."

Dr. Stanton said that in his and network executives' appearances before the FCC, ways have been sought "to help map out some of the avenues through which television might be strengthened as a force in American life." He said there is little doubt in their minds "that enlarging the arena of competition for the attention of the public is by far the most promising way to increase the contribution of tv."

Toward that end, Dr. Stanton com-

mented, the networks have favored more channels and more diversity, as, for example, through use of uhf in addition to vhf. He said all the economies "aspired to" in the bill (HR 7927) relating to the distribution and promotion of publications "amount to a fraction of 1% of the federal budget."

Omaha, Tucson outlets help polio shot drive

Mass immunization against polio has been reported overwhelmingly successful in Omaha and Tucson—radio and television contributing heavily to the outcome.

In Omaha, about 80% of the metropolitan area — 377,507 people — were immunized in one day after a marathon telecast by KMTV (TV), that city, provided the impetus. KMTV, the official

public information center, promoted the mass immunization with the seven-hour marathon show during which no commercials were run. Except for entertainment, all programming was devoted to reports on the campaign's progress and to appeals to the public to visit one of 70 clinic dispensing sites.

Dr. Albert Sabin, Cincinnati developer of the Sabin oral vaccine, reported last Monday that Omaha's results were the best yet attained in such a voluntary mass immunization.

The successful campaign against polio in Pima County, Ariz., resulted primarily from the efforts of that area's 16 radio and television stations which donated their time and facilities.

According to Harwood Adv., Tucson, agency for the Pima County Medical Society, more than 80% of the community's 300,000 population turned out

interruptions are not permitted.

A weekly quarter-hour *March of Medicine* is sponsored by California Physicians Service. It is based on medical news and interviews with doctors. Every Tuesday morning Mr. Haymond interviews the mayor from a restaurant. The first 13-week segment was sponsored by a newspaper and it was a cash sale.

A Thursday morning quarter-hour originates by remote line from the chamber of commerce. Mr. Haymond, incidentally, is 1962 president of the chamber. A used-car dealer and a tire store sponsor this series, which is repeated via tape the same evening. Prominent businessmen are interviewed in *Emphasis Kern County*, a twice-weekly series which has a trucking company and title-and-trust firm as sponsors.

Listener Calls - A popular feature, *What Do You Think*, is heard every weekday morning, featuring a local restaurant manager who keeps posted on national and world events. Listeners telephone in questions and comments while he is on the air. This, too, is sponsored.

Other specials include *Time for Music*, featuring the county school musical director (not available for sponsorship); special community conferences and talks by civic leaders.

All these programs have enhanced relations with businessmen. Gross monthly billings for KGEE in the last half of 1961 averaged \$8,000, over 20% of gross sales. The year before Mr. Haymond bought the station it lost over \$45,000. Sales pressure is minimized because there is enough steady month-to-month business to cover all anticipated for the month ahead.

for the first and second series of immunization "cubes."

The radio stations pushed the campaign heavily with spots (one reported donating 400 in a single day) where they could be worked in while television stations presented various shows depicting the simplicity of taking the Sabin oral vaccine.

Evidence of the broadcast media's help was acknowledged by Dr. Hugh Thompson, chairman of the steering committee for the Pima County Medical Society, who said: "Without the full cooperation of the broadcast media, our program would not have been the success it is. I am frankly overwhelmed by the public spirit displayed by our radio and television stations and am amazed by the reception to their saturation campaign."

Stations (all Tucson) taking part:

BROADCASTING, June 4, 1962

NEW! 1 KW Slim, trim, FM transmitter.
Offers exceptional performance
single-channel or multiplex.

NEW!
5 KW
Powerful FM transmitter.
HIGH in performance
—LOW in cost.

Unique SERRASOID Modulator CUTS FM Noise and Distortion

With the growing demand and inevitability of FM stereo multiplex, it becomes doubly important to produce clean signals at the transmitter.

Standard Electronics' exclusive SERRASOID modulator improves signal-to-noise ratio and linearity by shifting linear phase from 11°

to 150° through total modulation. Noise and distortion are drastically cut. FM noise is at least 65 db below 100% modulation and distortion less than 1% when modulating between 50 and 15,000 cps.

Look to STANDARD ELECTRONICS for the ultimate in performance, design and dependability.



standard electronics

PRODUCT LINE BY RADIO ENGINEERING LABORATORIES, INC.
Farmingdale New Jersey Division
Farmingdale, New Jersey

Send more information on the Standard Electronics 1 5 KW FM transmitter

NAME _____

STATION _____

ADDRESS _____

KGUN-TV, KOLD-TV, KUAT (TV), KVOA-TV, KAIR, KCEE, KCUB, KVET, KFIF, KFMM (FM), KMOP, KOLD, KSOM (FM), KTAN, KTKT, KTUC.

ABC-TV execs to meet with affiliates group

ABC-TV executives will meet Wednesday (June 6) with the board of governors of the ABC-TV Affiliates Assn. at the Savoy Hilton Hotel in New York, it was announced by Robert L. Coe, ABC vice president in charge of station relations.

Among the network executives to attend: Leonard H. Goldenson, president, AB-PT Inc.; Simon B. Siegel, executive vice president, AB-PT; Thomas W. Moore, vice president in charge of ABC-TV, and Julius Barnathan, ABC vice president and general manager of the tv network.

Officers and members of the board of governors who will attend: John F. Dille Jr., WSJV-TV South Bend-Elk-

hart, Ind.; Thomas P. Chisman, WVEC-TV Norfolk, Va.; W. W. Warren, KOMO-TV Seattle; Martin Umansky, KAKE-TV Wichita, Kan.; Norman Louvau, KCPX-TV Salt Lake City; Howard W. Maschmeier, WNHC-TV Hartford-New Haven; D. A. Noel, WHBQ-TV Memphis; Lawrence T. Rogers II, WKRC-TV Cincinnati; and Mike Shapiro, WFAA-TV Dallas.

Media reports...

Directory ■ The Kansas Assn. of Broadcasters has released a directory listing all member stations, telephone numbers and key personnel to contact. The directory is available at 25 cents per copy from the KAB, Box 119, Topeka, Kan.

New tower ■ Construction has started on a new 1,049 foot tower for WLBW-TV Miami located at the station's present transmitter site near Hallandale. Tentative completion date has been set for late August. It will cost an estimated \$350,000, and will feature a

traveling wave antenna manufactured by RCA. Consulting engineers for the project are Jorgensen & Schreffler of Miami.

Taft adds ■ Taft Broadcasting Co. has purchased a second bowling center in Cincinnati for an estimated price in excess of \$700,000 plus option to buy land and building. The bowling center includes 38 lanes with automatic pin-setters, two restaurants and a night club. Taft Broadcasting bought its first bowling center, also in Cincinnati, two years ago. Roger B. Read, Taft Broadcasting executive, is president of both bowling subsidiaries. Taft Broadcasting owns radio and tv stations in Cincinnati, and Columbus, Ohio, Birmingham, Ala., and Lexington, Ky.

Agency appointment ■ Bishopric/Green/Felden, Miami, has been appointed advertising agency for WCKT (TV) and WCKR, both that city.

WFAA agency ■ Taylor-Norsworthy, Dallas, has been appointed advertising agency for WFAA-AM-FM-TV, that city. The appointment is effective July 1.

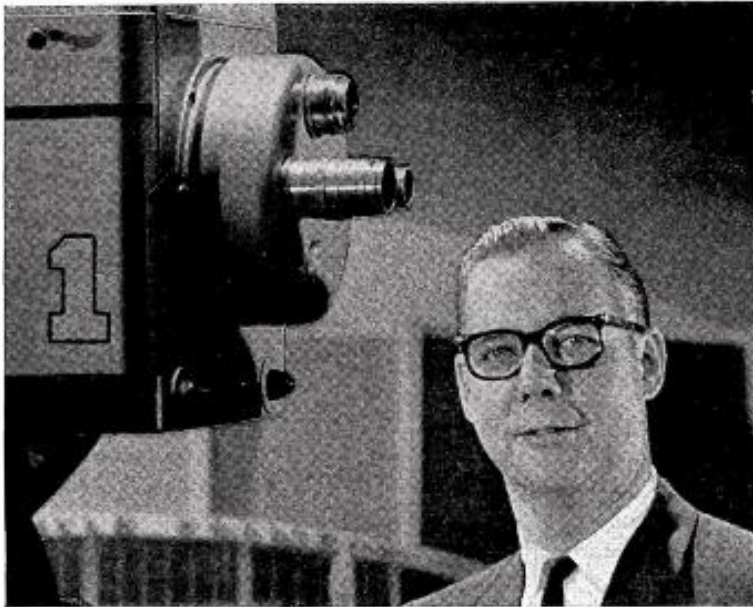
Scholarships ■ For the second straight year six scholarships totaling \$1,400 will be awarded to area high school seniors by WTKO Ithaca, N. Y. According to Robert Newman, manager, the awards are given to promising seniors who indicate an ability to make their own way in the best traditions of American citizenship.

WOC-TV equips ■ WOC-TV Davenport, Iowa, has ordered more than \$500,000 in RCA broadcast equipment for its new studio building now under construction. The contract covers two transistorized color tv tape recorders, four monochrome cameras, color and black and white film chains and a complete switching system.

Programming seminar ■ To broaden its programming service in its area, WTAE (TV) Pittsburgh was host to a group of 24 business and civic leaders in a special seminar to determine television's role in promoting area renewal and redevelopment. The project was under the chairmanship of WTAE's news and public affairs director, Dave Murray.

KAOR to start ■ KOAR Oroville, Calif., last week announced it planned to go on the air on July 1. The station, transmitting on 1340 kc with a power of 250 w, is owned by James E. Walley, formerly general manager of KAGR Yuba-City-Marysville, Calif. The station will operate daily from 5:15 a.m. to 11:15 p.m. and 6:30 a.m. to 11:15 p.m. on Sundays. Al Sumbler is the station manager.

Starts broadcasting ■ WXVA Charles Town, W. Va., began broadcasting last



COLOR TV PICTURE IN FLORIDA BIG AND BRIGHT FOR WFGA-TV

Jesse Cripe, WFGA-TV General Manager: "Color TV is paying off with the rapid growth of Color sets and viewer interest in Jacksonville. Climbing circulation has brought more and more advertiser requests for Color, and our revenue is growing. Added prestige and audience loyalty are two more WFGA benefits from Color. Now, we're adding to our Color facilities and programming." Color TV can pay off for you, too. Find out how today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

Monday (May 28) with 50 kw on 1550 kc. Under the ownership of Arthur W. Arundel, who also owns WAVA-AM-FM Arlington, Va., the new am outlet is reportedly the first radio station ever built in Jefferson County.

New NRN affiliate ■ WCGR Canandaigua, N. Y., a 250 watt on 1550 kc under the management of Westley G. Kimble, becomes an affiliate of the Northeast Radio Network today (June 4), it was announced by the recently appointed network general manager, Frederick W. (Ted) Hodge. Northeast Radio Network, a subsidiary of Ivy Broadcasting Co., numbers 33 am and fm outlets in New York and Pennsylvania.

Connecticut clearing house ■ The Connecticut Broadcasters Assn. has announced the formation of a clearing house in which radio and tv stations would pool information concerning job applicants and availabilities. Under actual practice, a broadcasting station, if it had no immediate opening, would refer a job applicant to the clearing house. The applicant then would be able to determine available positions within the state without visiting all of the stations. The plan is similar to one created by the California Broadcasters Assn. (BROADCASTING, May 14).

Fallout booklets ■ To combat public indifference and lethargy concerning many aspects of civil defense, WFMY-TV Greensboro, N. C., is using spots offering a fallout booklet of the Office of Civil Defense. As of last week, more than 1,000 copies had been mailed viewers in the North Carolina-Virginia area, according to the station.

ABC-TV schedules promotion clinic

ABC-TV's fifth annual Promotion Clinic will be attended by promotion managers representing 115 ABC-TV affiliates. The meetings, to be headed by Michael J. Foster, ABC vice president, press information, will be held in New York (June 18-19), Chicago (June 21-22) and San Francisco (June 25-26).

The clinics will include discussion of the network's advertising, on-air promotion, publicity, exploitation, and plans for promoting new fall programming.

Also participating in the clinics will be Donald Foley, newly appointed vice president and director of advertising and promotion; Andre Gebstaedt, manager of advertising and promotion; Jerry Bredouw, director of on-the-air promotion, tv network; Sid Mesibov, ABC-TV exploitation director; Ell Henry, West Coast press information

director, and Jerry Zigmund, West Coast exploitation director.

Assurances given on Negro portrayals

A more realistic tv portrayal of the American Negro's part in the contemporary scene has been promised by the networks.

Pledges to that effect were given last week by CBS-TV and NBC-TV. There have been pressures from minority groups for the tv networks and motion picture companies to employ more Negroes and for a more accurate depiction

of the Negro in these media.

Letters were distributed last week to producers and production companies which supply programs to CBS-TV and NBC-TV urging that Negroes be used in tv programs so as to reflect more accurately how they live today. It was suggested that Negroes are in many occupations and that they should be used in roles that appear "natural" for a Negro.

ABC-TV, citing leading roles by Negroes in its network programs, said that it has been a long standing policy to encourage the hiring of the "best talent available" regardless of color.

New Satellite Now Helps You Cover ALL of "UPSTATE MICHIGAN"!

WWTV, Cadillac-Traverse City, has always brought you the top television audiences in Central and Northern Lower Michigan.

Now WWUP-TV, Sault Ste. Marie— a Channel 10 satellite of WWTV— adds coverage of 55,900 households (\$235,382,000 in retail sales) in a great and fast-growing industrial area in and around the American and Canadian cities of Sault Ste. Marie.

Ask Avery-Knodel, Inc. for full information on this new opportunity to cover the combined WWTV/WWUP-TV area, which is more important to you than several complete U. S. states.

POPULATION	874,100
HOUSEHOLDS	244,000
EFF. BUY. INCOME	\$1,304,149,000
RETAIL SALES	\$996,511,000

The Feltzer Nations
RADIO
WKZZ-KALAMAZOO-BATTLE CREEK
WIEP-GRAND RAPIDS
WIEP-FM-GRAND RAPIDS-KALAMAZOO
WWTV-FM-CADILLAC

TELEVISION
WKZZ-TV-GRAND RAPIDS-KALAMAZOO
WWTV/CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
/KSTN-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

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CHANNEL 9 / CHANNEL 10
ANTENNA 1640' A. A. T. / ANTENNA 1214' A. A. T.
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Avery-Knodel, Inc., Exclusive National Representatives



IN FLORIDA
ORLANDO-DAYTONA
Fastest growing market in Florida

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

*Television, May 1962

WESH-TV

Florida's Channel 2

REPRESENTED BY AVERY-KNODEL



Covers more of Florida than any other TV Station

Speakers bureau started by KGO-TV executives

To acquaint people in the Bay Area with the television industry and with its own facilities, KGO-TV San Francisco has established a speakers bureau, composed of the station's executive personnel and personalities.

The speakers will be available to all clubs, fraternal, service and government organizations. Each executive will speak on his particular specialty and its relation to the overall function of a television station and its place in the community and the industry.

In announcing the formation of the bureau, David M. Sacks, general manager of KGO-TV and vice president of ABC-TV, said . . . "this new effort is our public relations endeavor on behalf of the television industry as a whole. We're not only interested in informing the community of the operation of ch. 7 [KGO-TV], but we also want to enlighten as many people as possible on the goals and direction of the industry."

Unexpected boost for radio-tv

New York City radio and television stations are getting an unexpected promotional assist from the city's police department. The department's office of community relations is now publishing a weekly bulletin listing radio and tv programs "which may be of interest to members" of the police force. The first bulletin listed programs which included appearances by the city's traffic commissioner, the chairman of the city's housing and redevelopment board and the federal narcotics commissioner.

Shell game

Hundreds of Chesapeake Bay oysters — many with cultured pearls inside—soon will be hitting the desks of broadcast advertising agency personnel throughout the country, a feature of WFBR Baltimore's 40th anniversary celebration.

In two of the oysters, WFBR has placed rubies—each weighing more than one carat—one among those to be sent nationally and the other a prize for a local agency person.

Drumbeats . . .

Joint effort ■ Five Altoona, Pa., area radio stations combined their efforts and talents to raise \$1,577 for the American Cancer Society by staging a giant twist party for area teenagers. The stations sent 13 disc jockeys who stimulated a little competitive interest by staging various contests as an added attraction. Participating stations: WFBG, WRTA, and WVAM, all Altoona, WTRN Tyrone, and WKMC Roaring Springs.

Beautiful music ■ To celebrate the second anniversary of its "beautiful music" format, WJW Cleveland gave away over 300 albums, hundreds of silver dollars and portable transistor radios to listeners. To couples whose second anniversary falls in May, WJW awarded a clock radio—one each day to those selected at random from post cards sent to the station.



Fm Week in Philadelphia

Philadelphia Mayor James H. J. Tate (third from l) presents a proclamation designating May 6-12 as fm week to Abe Vornon, general manager of WQAL (FM) Philadelphia and treasurer of the National Assn. of Fm Broadcasters, while other fm managers watch.

From left in foreground: Blake Ritter, WBPS (FM) Philadelphia,

Max Leon, WDAS-FM Philadelphia, Mayor Tate, Mr. Vornon, William Banks, WHAT-FM Philadelphia, Bob Franklin, WJBR (FM) Wilmington, Del. In rear: William Fox, WIBF (FM) Philadelphia; Murray Arnold, WPEN-FM Philadelphia, Joseph Winkler, WFIL-FM Philadelphia, and Blayne Butcher, WXUR (FM) Media, Pa.

Video taped ■ WTVN-TV Columbus, Ohio, entertained 100 advertiser and agency personnel at a cocktail party in which the station demonstrated its new video tape equipment. Each guest was video taped when he or she entered the studio, but none was aware of it until the station played the tapes back as the highlight of the party.

Shoe promotion ■ To help needy people in its area, the Cullman, Ala., fire department enlisted the aid of WKUL, that city, to start a drive asking its listeners to turn in their old shoes. Each pair of shoes represented 100 points in a contest to determine which individual or group could turn in the most pairs of shoes. As a prize the station offered \$3,000 to the top winners. WKUL reported the campaign accounted for 30,534 pairs of shoes. The population of Cullman is 10,883.

Springtime ■ WIL St. Louis is reminding local advertiser and agency personnel that spring is in the air by sending them live parakeets which say "Wonderful WIL."

'Talking Yearbook' ■ First of an annual series of "Talking Yearbooks" for the class of 1962 at Mt. Carmel H. S., Mt. Carmel, Ill., was broadcast May 31. The program featured an hour of interviews with students and included greetings from various businesses. The school band, orchestra and choral groups provided music.

IRTS cocktail contest

Madison Avenue cocktail experts have been invited to enter recipes for international flavored cocktails in the International Goodmixer Contest of the International Radio & Television Society, New York, (formerly Radio & Television Executives Society). Entries may be tried-and-true or totally new concoctions. Entries should include the cocktail's name and its basic ingredi-



Timebuyer wins Wometco contest

Jim Alexander (l), Colgate-Palmolive Co. timebuyer at Lennen & Newell, New York, is congratulated by Ted Van Eck of Peters, Griffin, Woodward on winning the Wometco stations' "Time of Your Life" contest. Mr. Alexander receives an all expense-paid trip for two to the Seattle World's Fair. The timebuyer, before April 15, had guessed the exact number of national spot adver-

tisers who would use individual Wometco stations during the month of April . . . 393. Wometco reportedly received 542 entries in the contest, which was restricted to the 2,075 names on the PGW agency list.

The Wometco stations are WTVJ (TV) Miami; WLOS-TV Asheville, N. C.; WFGA-TV Jacksonville, Fla., and WVOX-TV Bellingham, Wash.

ents. Winners will be announced and rewarded at the group's annual Funday

July 31 at Wykagil Country Club, New Rochelle, N. Y.

A rose by any other name

WLS Chicago commemorated the second anniversary of its "bright sound" in Chicago radio by distributing 7,500 yellow roses in 158 agencies to the timebuying fraternity across the country. For men, the station sends a boutonniere, for the ladies a rose bud and for the reception room, a bouquet of two-dozen long-stemmed roses.

In photo, Sy Frolick (l), senior vice president and director of radio-tv of Fletcher, Richards, Calkins & Holden, receives his boutonniere from Jo Aufiero as Tucker Scott (r) of John Blair & Co. watches.






Portable video tape rig uses one-inch tape

Mach-Tronics Inc., Mountain View, Calif., has announced a portable video tape recorder, the MVR-10, which uses an inch-wide tape, compared with the two-inch tape used on conventional recorders. Thus, an hour's programming can be recorded on a 10½-inch reel.

The unit is self-contained, weighs less than 100 pounds and takes up only 2.3 cubic feet, including a built-in eight-inch video monitor with integrated audio channel. According to Mach-Tronics President Kurt R. Machein, a press demonstration of the MVR-10 will be held this month in San Francisco where specifications, availability and price information will be released.

Mr. Machein said that the present unit was designed primarily for closed circuit use and is not of broadcast quality. However, by redesign of the circuitry the recorder can be raised to broadcast standards. Some of the tv networks have expressed interest in using the MVR-10 in combination with their present vtr equipment, the Mach-Tronics executive reported. The MVR-10 is priced below \$10,000, compared to around \$40,000 for the full-scale tv tape recorders already on the market.



Our Research Department has just completed a significant report on today's radio-television industry. It examines the growth potential of the three major networks—and submits our opinion of the investment opportunity offered by each of these communications giants.

Is this the right time to invest in broadcasting common stock? Which network offers the most encouraging prospects? Our Report answers these questions for you.

Listen to "Today's Business"—WOR. 7:15 P.M., Mon.-Fri.

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36 Wall Street, New York 5.—Tel. Digby 4-3600
Address replies to: Box 400, Wall St. Station, New York

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City

Telephone B-21

Technical topics...

Ampex appointments ■ Ampex Corp., Redwood City, Calif., has appointed three new manufacturer's representatives to handle sales of professional and consumer audio equipment and magnetic tape in the East and Midwest. Appointed were Herb W. Knaggs Co., Belleville, Ill.; Stinson-Platt Co., Narberth, Pa.; and R. W. Mitscher Co., Buffalo, N. Y. Knaggs represents Ampex in Nebraska, Iowa, Missouri, northern Kansas and southern Illinois; Stinson-Platt in Pennsylvania, southern New Jersey and Mitscher in New York State.

Miratel report ■ Miratel Electronics Inc., New Brighton, Minn., last week released its report to stockholders for the fiscal period ending Feb. 28, 1962. Revenue for the year was \$958,693 compared with \$515,826 for the similar period in 1961, an increase of 86%, the firm reported. Earnings after taxes were \$42,092 (10.5 cents per share) compared with last year's \$25,052 (6.3 cents per share). Per share earnings are based on 399,620 shares outstanding on Feb. 28.

Oscilloscope camera ■ Allen B. DuMont Labs, Clifton, N. J., has announced a completely new version of its versatile 450 oscilloscope record camera with the introduction of the 450A camera. It features a dark slide so that the backs are easily changed without fogging the film. Basic list price with Polaroid back and f 1.9 lens

is \$560. For specifications and complete accessory prices contact Instrument Sales Dept., Allen B. DuMont Labs, 750 Bloomfield Ave., Clifton, N. J.

Miniature rectifier ■ Solitron Devices Inc., Norwood, N. J., has announced the development of a new 60 KV high voltage rectifier in a sub-miniature package measuring only 1-13/16" x 2 1/2". It is capable of withstanding 50 amp surges and 12 amp peak recurrent current and can be mounted to a grounded surface. For further information and a copy of the high voltage report, write to the company at 500 Livingstone St., Norwood, N. J.

Sampling plug-ins ■ Two new sampling plug-ins designed by Tektronix Inc., Beaverton, Ore., will extend the range of Tektronix 4 megacycles oscilloscopes to 875 megacycles, according to the Beaverton, Ore., instrument firm. The Type 3S76 and the Type 3T77, priced, respectively, at \$1,100 and \$650, are reported to permit observation of recurrent pulses with risetimes as brief as 0.4×10^{-9} seconds, when combined with a 561 CRT indicator. Further information may be obtained from Tektronix Inc. by writing to Stuart Sneed, Advertising Dept.

Updated manual ■ General Electric Co. has announced publication of the sixth edition of its *Transistor Manual*. Among the book's topics are basic semiconductor theory, interpreting transistor specification sheets, guidelines for basic computer circuits and transistor measurements. Copies of the book, priced at \$2, may be obtained from GE semiconductor distributors or by writing to the company at Bldg. 7, Electronics Park, Syracuse, N. Y.

Transistorized recorder ■ An all-transistorized professional magnetic tape recorder-reproducer has been developed by Vega Electrics Corp., Cupertino, Calif. The new unit has a signal-to-noise ratio equal to or better than tube-type professional recorders, the company said. The unit is priced at about \$1,700. It is available in various combinations of speed.

Not a threat ■ Japanese transistors and semiconductors, imported into the United States in growing quantities in the last few years, are not a threat to national security, the Office of Emergency Planning ruled last week. OEP, acting on a petition filed by the Electronic Industries Assn. in 1959, said the domestic industry would continue to receive the bulk of military orders involving high quality components. It also stated that it would keep the transistor market under surveillance and review the situation from time to time.

Semiconductor guide ■ A new 12-page semiconductor product guide has been released by RCA's semiconductor and

materials division, Somerville, N. J. The guide provides latest data on RCA's full-line of silicon and germanium transistors, silicon rectifiers, special computer diodes, tunnel diodes and varactor diodes.

Beat frequency oscillator ■ The Kilo Sweep 131-B, providing waveshapes from 100 cps to 2 mc, has been developed by Kay Electric Co., Pine Brook N. J. The new beat frequency oscillator provides continuous variable wide sweeps to cover tape recorder applications and stable, narrow sweeps for filter alignment. The company, which

designs and manufactures electronic test and measuring instruments, announces fixed pulse-type markers are also available at customer specified frequencies.

Multiplex brochure ■ RCA Industrial Electronics Products Div., Camden, N. J., has announced the availability of a new 16-page brochure on its CT-42 solid state tone multiplex equipment. The CT-42 can be used with existing microwave, carrier, or wireline circuits to provide am or frequency shift data transmission, teletype, telemetering, remote control and signaling functions.



This woman will help spend \$7,000,000 in Mississippi drug stores this year!

She is one of the quarter million people who live in the Hattiesburg-Laurel television market. As a group, these people spend \$188,000,000 in annual retail sales, \$7,000,000 of which goes to the neighborhood druggist.

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

*Who is watching your commercial
in Southern Mississippi tonight?*

WDAM-TV Channel 7

NBC - ABC
HATTIESBURG-LAUREL, MISSISSIPPI

Represented nationally by Weed Television Corporation

'BIOGRAPHY' PLANS ITS SECOND YEAR

Official-Wolper series plans more use of foreign film

Coincident with the announcement last week that a second year production of the *Biography* series will be undertaken, Official Films Inc., New York, disclosed that its world-wide sources of film supply for the actuality programs will be broadened to obtain added footage from the Far East and Australia.

Seymour Reed, president, reported that 26 of 39 half-hours of the first year of the series already have been co-produced by Official in conjunction with David L. Wolper Productions, Hollywood, and the remaining 13 are in various stages of production. A second-year cycle, he said, resulted from "the tremendous response from sponsors and viewers," adding that the series already has been sold in 78 markets.

Mr. Reed said that Sherman Grinberg of the Wolper staff currently is in the Far East, arranging to employ researchers in Manila, Tokyo and Sydney. Other researchers have been at work since the start of production last year in Paris, London, Berlin and Rome, searching through film libraries of independent distributors and government agencies to locate "the appropriate and the unusual film sequences" dealing with the lives of world personalities, according to Mr. Reed.

"To give you an idea of the work



Film excerpts from all parts of the world are viewed in a movieola by Jack Haley Jr., producer-director of "Biography," to select footage to be used in the actuality series on well-known personalities.

involved in getting together the *Biography* series," Mr. Reed commented, "here are just a few of the organizations we have dealt with to obtain film footage. In England—the British Museum, the Imperial War Museum and the British Admiralty. In Russia—Artkim Films and Sovexport Films. In Italy—the Vatican film archives and Orbis Films. And similar groups in Norway, Sweden, France, Germany, Austria, India and other countries in addition to the U. S. and Canada."

Among the *Biography* episodes already telecast are those on Fiorello H. LaGuardia, Amelia Earhart, Charles A. Lindbergh, Adolf Hitler, Gen. Douglas MacArthur and Babe Ruth. Among those to be shown are segments on Knute Rockne, Gen. John Pershing and Woodrow Wilson.

Cost Per Episode ■ Mr. Reed reports that the average one-half hour episode costs in the vicinity of \$35,000 because of "fairly high cost of seeking and buying the film, extensive editing and restoration work on much of the footage." He pointed out that for each 20 feet bought, approximately one foot is actually used in the series.

Among the noteworthy sequences obtained by the producers, according to Mr. Reed, were one showing the voyage of the refugee-laden ship *Exodus* bound for Israel; another of Thomas Edison as a young man and a photograph of Hitler as a child.

Official and Wolper both decide on the personalities to be depicted, and they are now in the process of selecting individuals for the second-year cycle. In the developmental stages are programs on Churchill, Roosevelt, Truman and Stalin.

Jack Haley Jr. will continue as producer-director of the second-year cycle of *Biography*. Mike Wallace remains as narrator.

Baum, Lewis appointed by General Artists

General Artists Corp. held a series of meetings in its New York and Beverly Hills offices over the weekend and announced the promotion of key executives, the establishment of bonus and stock option plans and an expansion in network tv programs for the 1962-63 season.

Martin Baum, president of GAC's motion picture division, was named general manager in charge of west coast operations, and Larry Lewis,

Jet-flown tapes

A regularly-scheduled tv network news show, for the first time will be presented in the Hawaiian Islands the same day it is viewed on the mainland when *CBS News With Walter Cronkite* begins a daily broadcast on KGMB-TV Honolulu June 11.

The news show originating in New York will now be seen in every state but Alaska. Tapes of the program will be made in Los Angeles and flown by jet liner to Honolulu where they will be broadcast at 10 P.M. Hawaiian time.

comptroller and assistant treasurer, was advanced to treasurer. A new board of directors was elected to include Herbert J. Siegel, board chairman; Larry Kanaga, president; Buddy Howe, president of the personal appearances division; Don W. Sharpe, president of GAC-TV, and Mr. Baum.

Mr. Siegel reported that during 1961-62 GAC was represented on the networks by eight hours of programming each week and this will rise to 10½ during the new season. This will include: *The Perry Como Show*, *The Jackie Gleason Show*, *Fair Exchange*, *The Lucy Show*, *Mr. Smith Goes To Washington*, *Dobie Gillis* and *Captain Kangaroo*.

Baptist group offers taped radio features

The Radio & Television Commission of the Southern Baptist Convention, Fort Worth, is offering *Patterns*, a series of 30 taped weekly radio features, all less than 1½ minutes.

The denominational agency's "electronic evangelism" policies make the series available to stations free if the station also agrees to run 10 other short inspirational weekly features. According to BRTC, 51 stations in 24 states have accepted.

Patterns features various name personalities who discuss their specialties. Among them are Wendell Corey (motion pictures), Andy Griffith (humor), Frankie Avalon (rock-and-roll) and Jill St. John (teen tips).

The devotional vignettes are all non-denominational but are identified as being produced by the Southern Baptists' Radio-Tv Commission. Some 520 different devotional messages will be available by the end of the year, the commission said.

Bergmann organizes Charter Producers'

Charter Producers' Corp., New York, has been formed by Ted Bergmann,, who recently resigned as vice president in charge of advertising for Revlon. Mr. Bergmann describes the new organization as "a producers' company" whose members will "individually and collectively" create, produce, acquire and manage program properties.

A revolving fund will be available to a selected group of producers to prepare tv series and specials. Mr. Bergmann will handle all business arrangements with the producers concentrating on the creative aspects of the business.

Radio network covers Seattle World's Fair

A special network of Washington state radio stations is providing frequent news and announcements about the Seattle World's Fair. Cooperating with the Washington State Assn. of Broadcasters, 28 stations in Washington and one in Idaho provide coverage of the fair.

"The regularly scheduled 4½ minute service four times daily covers weather, attendance, performing arts, special events and interview material," according to James A. Murphy, WSAB executive vice president. "Motorists are given information about lodging facilities, parking and other fair topics."

Closed-circuit hookups to stations

provide special interviews and announcements of longer duration than the regularly scheduled service. Stations provide for the line charges. The fair provides the voice, David Robinson, on loan from KOMO-AM-FM-TV Seattle. The network will continue until the end of the fair, Oct. 21.

Stations on the network are: KARI Blaine; KPUG Bellingham; KBRC Mount Vernon; KBRO Bremerton; KRKO and KQWZ Everett; KAYO and KOMO Seattle; KFKF Bellevue; KASY Auburn; KMO, KTAC and KTNT Tacoma; KGY and KITN Olympia; KBKW and KXRO Aberdeen; KELA Centralia; KEDO Longview; KXLE Ellensburg; KIMA and KUTI Yakima; KULE Ephrata, KORD Pasco, KALE Richland, KHIT Walla Walla, KXLY Spokane, KOZE Lewiston, Idaho. Several Oregon stations have indicated they plan to join the network.

Skelton equipment to PTP

The mobile color equipment of the Red Skelton Studios has been purchased by Paramount Television Productions to augment PTP's black and white production and recording equipment. The Skelton studios were recently taken over by CBS-TV. The equipment is housed in three 40-foot air conditioned buses and will be stationed at PTP's Hollywood lot adjoining the company's tv station, KTLA (TV).

Price paid by PTP for the color equipment was not announced.

Speedway radio network feeds 657 outlets

The Indianapolis Motor Speedway Radio Network broke its own record for size in covering a single sporting event in last Wednesday's motor classic by feeding 477 stations in the United States, plus 180 stations in the Armed Forces radio network. The 46th running of the 500-mile race marked the 11th year the 4½-hour special has been fed to an independent network.

There was no direct television pickup of the event but half-hour film condensations were carried on all four Indianapolis stations. For the four days of qualifying runs preceding the event, one-hour films were originated by WFBM-TV Indianapolis and fed to six stations in Indiana and Illinois, through arrangement with William F. Kiley, of the Kiley & Nicholas advertising agency, Indianapolis.

Remotes, available for local sponsorship, were sold on the basis of the participating station's one-hour class B rate, plus line charges. WFBM-TV has originated the video series for the

past four years. It uses a 20-man crew including Tom Carnegie, director of sports, Jim McIntyre and Freddy Agabashian, former "500" driver.

The live radio pickup was directed as a personal venture by Gil Berry, vice president-sales manager of WIBC Indianapolis. The program ran 4½ hours beginning at 10:30 a.m. EST. Although Mr. Berry's network has handled the race 11 straight years, it was the 17th year for WIBC as the originating station.

The charges for the domestic network, Mr. Berry said, approximated \$65,000 and line charges added another \$30,000.

Working under Sid Collins, chief announcer of WIBC, were 35 men, including 12 announcers recruited from Indianapolis stations and assigned to vantage points along the 2½-mile track. The speedway is owned by Anton Hulman Jr., licensee of WTHI-AM-FM-TV Terre Haute, Ind.

WPTR

No. 1

*in the
Albany
Troy*

*Schenectady
Market**

6 A.M. to Midnight
MONDAY thru FRIDAY

*Sources: Pulse 1962, Hooper April-May '62

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**LIBEL, SLANDER,
INVASION OF PRIVACY, PIRACY,
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BUSINESSPAPERS
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In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

COLORCASTING

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

NBC-TV:

June 4-8, 11-13 (10:30-11 a.m.) *Play Your Hunch*, part.

June 4-8, 11-13 (11-11:30 a.m.) *The Price Is Right*, part.

June 4-8, 11-13 (12-12:30 p.m.) *Your First Impression*, part.

June 4-8, 11-13 (2-2:25 p.m.) *Jan Murray Show*, part.

June 4-8, 11-13 (11:15 p.m.-1 a.m.) *Tonight*, part.

June 4, 11 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

June 5, 12 (7:30-8:30 p.m.) *Laramie*, part.

June 6 (9-10 p.m.) *Perry Como's Kraft Music Hall*, Kraft through J. Walter Thompson.

June 6, 13 (10-10:30 p.m.) *Bob Newhart Show*, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

June 6, 13 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

June 7 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

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

June 9 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

June 9 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

June 9 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

June 9 (9-11:15 p.m.) *Saturday Night At the Movies*, part.

June 10 (6-6:30 p.m.) *Meet the Press*, cop.

June 10 (7-7:30 p.m.) *Bullwinkle*, part.

June 10 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

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

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

June 13 (8:30-9 p.m.) *Joey Bishop Show*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

Banner Foundation offers tv fellowships

A series of fellowships offering college seniors and graduate students interested in television an opportunity to observe the production of tv shows and discuss questions with members of the industry has been set up by the Banner Foundation, New York.

The fellowships will cover transportation costs and living expenses for selected students who will be brought to New York for an eight-week period, according to Bob Banner, president of Bob Banner Assoc. and founder of the fellowship program.

An applicant must be a senior or graduate student of a recognized U.S. college or university and be recommended by the head of his department, division or school.

The fellows will attend in-studio re-

hearsals, performances and meetings and will discuss tv production with producers, directors and other experts.

Applicants will be selected twice a year. Those who apply for the fall 1962 period should write to the foundation before June 30. Applications for the spring 1963 period must be received by Sept. 1, 1962. All letters should be addressed to the Television Fellowship Committee, The Banner Foundation, P.O. Box 2220, Grand Central Station, New York 17, N. Y.

Sicily 'White Paper' to be aired by NBC-TV

NBC-TV now expects its "White Paper" report on Sicily to be telecast next fall. Spokesmen acknowledged last week that the network has had its troubles with the film but denied the program was being kept off the air by

outside pressures. The program apparently explores areas where the Mafia, an underworld organization in Italy, flourishes.

The program has been subject to postponement (it initially was to be seen on May 18). Network people associated with the program said emphatically that the only reason the report has been held back is that the film story as now put together lacks "polish" and the producers (Irving Gitlin is executive producer) are not satisfied. Additional editing will be made. The program received added notoriety in April when cans containing some 2,300 feet of film shot in Sicily for the report disappeared from a truck transporting the film in Manhattan. New film was shot subsequently.

Film sales...

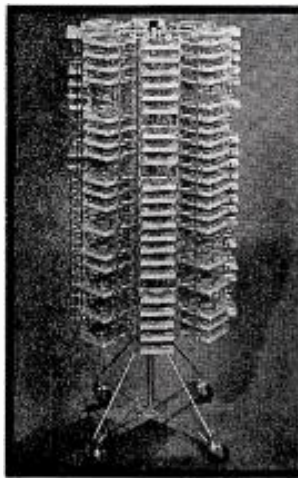
Eugene Ormandy's Sound of America (CBS Films): Special one-hour program of music by leading American composers, newly syndicated, has been sold to WSB-TV Atlanta, WBAL-TV Baltimore, WGR-TV Buffalo and WBNS-TV Columbus, Ohio. Now in 4 markets.

Cavalcade of the '60's (Allied Artists Television Corp.): Package of post-'48 features sold to WCBS-TV and WABC-TV New York; WHEN-TV Syracuse, N. Y.; WHNB-TV New Britain, Conn.; WWLP (TV) Springfield, Mass.; WMTW-TV Portland, Me.; WSAV-TV Savannah, Ga.; WPTV (TV) Palm Beach, Fla.; KBMT (TV) Beaumont, Tex.; WBAP-TV Ft. Worth; WKZO-TV Kalamazoo, Mich.; WGN-TV Chicago; KMBC-TV Kansas City; KTVI (TV) St. Louis; WCCO-TV Minneapolis; KTVK (TV) Phoenix, Ariz.; KGUN-TV Tucson, Ariz.; KLZ-TV Denver; KSHO-TV Las Vegas; KBAK-TV Bakersfield, Calif., and KGO-TV San Francisco. Now on 43 stations.

Films of the Fifties (Seven Arts Assoc.) Warner Bros. post-'50 motion pictures. All three volumes (120 pictures) sold to KOAT-TV Albuquerque, N. M., and WALA-TV Mobile, Ala. WNAC-TV Boston purchased the 82 titles in vols. 2 and 3, and WEEK-TV Peoria, Ill., vol. 3, plus 17 Seven Arts' special features. Vol. 1 is now in 125 markets, vol. 2 is in 96 and vol. 3 is in 54.

The Lone Ranger (TeleSynd): Sold to WLBW-TV Miami; and WTTV (TV) Indianapolis. Now in 52 markets.

Yoga For Health (Ross-Danzig Productions): Sold to KTNT-TV Seattle, KHQ-TV Spokane, KNDO (TV) Yakima, all Washington, and KLAS-TV Las Vegas, Nev. Now in five markets.



THE NEW REVOLVING TAPE CARTRIDGE RACK

The RS-200 LAZY SUSAN revolving rack holds 8 removable rack sections providing storage for 200 cartridges. Each rack section (RS-25) holds 25 cartridges and is available in single units for wall mounting. Compact Lazy Susan is 51 1/4" high and 20 1/2" in diameter, of all steel construction with four heavy duty casters for easy mobility.

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Mars offers full day of radio programming

A new service, called "Demand Radio," actually offers a full day's programming for a radio station. It is the creation of Mars Broadcasting Inc., Stamford, Conn., which last week announced that WTOL Toledo has become the second station to adopt the programming (KTHH Houston was the first).

As conceived by Mars Broadcasting, a station in a radio market receives specially-selected commercial records, pre-taped choral and instrument music, community and public service features, and ID's, promos and background sounds. The client station gets tapes, scripts and records and programming, technical and promotional material and instructions.

The service attempts to maintain a local community flavor and toward this end, its programmers rely on information received from the station and independent research made of the community and its area. Included, for example, are a wide variety of community, public service and general information features.

The packaging even extends to news shows to this extent: Station announcers are given instruction on how to write the news for terseness, and are provided with taped sounds (teletype, musical and voice-over introductions and closings, etc.).

As noted by one associate of "Demand Radio" the service is intended to provide a sound for a particular station that connotes "modern radio" for the "young adult listener" as contrasted to the "teen-age listener," by presenting lively sounds but no "rock and roll."

To obtain a diversity on the station served, the programming service makes liberal use of different announcer voices.

As explained by Mars executives: A team of researchers continually study a listening area to determine interests and needs and, according to Bob Whitney, who is executive vice president, "We are able to integrate our programming into the area's personality." A sound of "immediacy" is created, Mr. Whitney said, making it appear that origination is "live."

The programmers note that they can service a station on a 24-hour day basis. During an average hour, "De-



Mars Executive Vice President Robert V. Whitney (top) and National Program Director Don Bruce Whitney during the production of a Demand Radio sequence.

mand Radio" has a newscast, several news and community features, time and weather information.

Program notes...

Little theater contest ■ KRON-TV San Francisco is undertaking a new approach to locate new talent and better programming, turning to that area's little theater groups for both. The station has announced a contest for original half-hour television scripts, lasting from now until August 15. Winners will receive a cash award and selected scripts will be produced as television shows for viewing on KRON-TV. Casts for the plays will be chosen from among members of the little theater group with which the author is associated.

TAC adds members ■ Television Affiliates Corp. has added three new stations as subscriber members to its organization. The new members are KOTA-TV Rapid City, S. D., and its satellite KDUH (TV) Hay Springs, Neb., and WSJS-TV Winston-Salem, N. C.

Spanish films released ■ Hollywood Television Service, Hollywood, syndication division of Republic Corp., has released over 800 films with Spanish titles for world-wide distribution. Half of the series are post-'48s. Sale of 389 of the films was recently made to WKAQ-TV San Juan, Puerto Rico.

Sullivan honored ■ The *Ed Sullivan Show* (Sunday, 8-9 p.m. EDT) will celebrate its 14th anniversary Sunday,

Newspapers? Magazines? Broadcasting?

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COLUMBIA JOURNALISM REVIEW

Professionally staffed, the *Review* draws on a nationwide roster of editors, scholars, correspondents, reporters, broadcasters and friends of Columbia University's Graduate School of Journalism for information and reports.

Leaders in communication have hailed the *Review* as a "publishing event."

Here are some typical comments:

"... Well organized and well written. Moreover, it strikes me as taking several substantial strides toward filling an informative professional void."

Alan Gould, Executive Editor,
The Associated Press

"I like it. It is stirring. Suggests wide open opportunity for healthy controversy within the profession."

W. M. Kiplinger, President,
Kiplinger Washington Editors

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John Fischer, Editor,
Harper's Magazine

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U.S. outlets answer Cuban propaganda

COMMITTEE'S PROGRAMS REACH AS FAR SOUTH AS ARGENTINA

"*Sin libertad la vida nada vale*"—without liberty life is worth nothing. This message, heard daily over WGBS Miami, WKWF Key West and WWL New Orleans, signals the start of Spanish-language programs that constitute what is probably an unprecedented effort involving U. S. broadcasters to rebut Communist propaganda emanating from Cuba.

Technically, the broadcasts—filled with news of Cuba and Latin America, commentary, interviews with Cuban refugees and Spanish music—are intended for the very considerable Spanish-speaking audience in those stations' service areas. And the heavy volume of mail the stations get from mainland listeners indicates the programs are providing a valued service.

But because of the stations' proximity to the Caribbean area and their power—WWL operates on 50 kw; WGBS, 10 kw at night, when it carries the programs; and WKWF, 500 watts—the broadcasts are heard throughout Latin America as far south as Argentina.

Cuban Freedom Committee. ■ This is what concerns the Cuban Freedom Committee, a small group of American citizens who buy the time for the programs and provide the professional staff—composed of Cuban refugees with broadcast experience—to put them on the air.

Rep. Roman Pucinski (D-Ill.), one of the founders of the committee and a member of its advisory board, sees the special programming as a unique effort to break through the "Castro curtain" and provide the Cuban people with the "unadulterated truth."

Committee staffers are assigned to each of the stations carrying the broadcasts. Much of their material is provided by the committee's office in Washington, but the most important part of the broadcasts is straight news, prepared from the AP and UPI news teletype machines. "The

Cubans don't really know what's really going on in their country," Rep. Pucinski says. Refugees are interviewed soon after their arrival in Miami, Key West or New Orleans, and replies to Castro propaganda blasts are put on the air promptly, sometimes while the Cuban leader is still in the midst of a marathon speech. But no effort is made to incite the Cuban people to revolt.

The three U. S. stations themselves are enthusiastic about the programming. They say the mail response from listeners in this country and Latin America, including Cuba,



Mrs. Mariada C. Arensberg, executive secretary of the Cuban Freedom Committee, helps carry out the committee's programming policies from Washington.

has been gratifying. The stations have even been praised for "imaginative public service programming."

Radio Americas. ■ Actually, four U. S. stations are carrying the committee's broadcasts. The fourth—

and the first one used by the committee—is Radio Americas, a 50,000-watt station on U. S.-claimed Swan Island, off the coast of Honduras. This station, previously known as Radio SWAN, achieved notoriety during the abortive Cuban invasion last year when it was widely reported as being a Central Intelligence Agency cover operation.

Since then, the station has changed hands. The owner of record had been Gibraltar Steamship Co. It's now Vanguard Co., of Miami, Fla. But FCC officials, who say the station is not licensed by the commission, are still reluctant to talk about it.

The Cuban Freedom Committee, and its vest-pocket version of the Radio Free Europe operation, is largely the brainchild of Rep. Pucinski, who began speaking of the need for such a program almost two years ago. He said then that Cubans were being "brainwashed with the most bitter hate-America campaign ever staged" and that there was an immediate need for a "counterforce which will tell our traditional allies and friends in Cuba the truth about Castro."

People-to-People ■ He felt then—and still does—that an organization of U. S. private citizens would, by its very nature, have a value denied a government agency, such as the Voice of America. He also saw an advantage in medium-wave broadcasts, since Cuba is believed to have the highest per-capita ownership of standard am receivers in any country outside the U. S. The VOA broadcasts shortwave programs to Latin America, too.

Rep. Pucinski originally asked Radio Free Europe to undertake the mission. But RFE officials said their hands were full in Europe; that they feared the East Europeans would feel the U. S. was losing interest in them if the organization opened a

June 24 with a special tribute to its master of ceremonies by a galaxy of show business stars. Among the guests scheduled to perform on the CBS-TV show are Steve Allen, Jack Benny, Red Buttons, Jerry Lewis, Phil Silvers and Kate Smith. There will be no master of ceremonies for the show. Mr. Sullivan will be seated in the audience except for two or three minutes during

the the hour when he will be called on stage.

Animal life series ■ Storer Programs Inc. last week announced release of a new family program series entitled *B'Wana Don in Jungle-La*. It is recorded on tv tape. Production arrangements have been made with Don Hunt (who is "B'Wana Don") of Detroit.

The series will consist of 130 half-hour programs available for daily stripping or once-a-week programming. The program, which features animal life, has been on tv in Detroit and Cleveland.

Agreement over ■ Herbert B. Leonard, creator and executive producer of *Naked City* and *Route 66* series, last week announced that his company is terminating its eight-year agreement

Latin American front.

So, the congressman began organizing the Cuban Freedom Committee. Today its advisory board lists a number of prominent Americans—Mrs. Oveta Culp Hobby, former secretary of Health, Education and Welfare; Edward J. Miller, former assistant secretary of state for Latin American affairs; Walter Williams, former undersecretary of commerce; Sen. Claiborne Pell (D-R. I.); Rep. Donald C. Bruce (R-Ind.); Samuel W. Meek, vice chairman, J. Walter Thompson; and Harold Russell, national commander, Amvets.

Others on the board are Dr. James McCracken, refugee specialist; Peter O'Donnell, Dallas businessman; Serafino Romualdi, inter-American representative, AFL-CIO; George C. Schuyler, associate editor, *Pittsburgh Courier*; and John B. McClatchey, a Philadelphia realtor, who is honorary chairman.

Washington Office ■ The committee, which says it has no ties with any of the Cuban refugee groups and scrupulously avoids playing favorites among them, operates from a small suite of offices in Washington. The key official there is Mrs. Mariada C. Arensberg, the committee's executive secretary. Mrs. Arensberg, a native of Pittsburgh, is herself a Cuban refugee. She lived in Havana 15 years before leaving the country two years ago. With her help, the committee gathered a professional staff, which now numbers about 10 full-time employes and several freelance writers, and began buying time.

The Cuban Freedom Committee was first heard late in 1960 over Radio Americas, which was still Radio SWAN at the time. In January 1961 it began broadcasting over WGBS. Later, WKWF was added to the network. Last December time was purchased on WWL. In all, the committee broadcasts 9½ hours a day, most of it over WKWF.

The committee's money has come from various private foundations and several large corporations. In addition, the Advertising Council of America last year prepared a radio-

tv fund-raising campaign which brought in contributions from each of the 50 states.

Encouraged ■ Despite its hand-to-mouth existence, the committee feels its effort to date has been highly successful. It points to the letters the stations have received, not only from Cuba, which had to be mailed past censors or smuggled out of the country, but from residents of other Latin American countries.

"I do not know if this letter will ever reach you," says one letter to WGBS from Cuba, "but I pray God it does, as it would be of encouragement to you as well as to me to know that I have done a little to help my country in sending you these words of encouragement and urging you to continue with your effort

anti-Communist campaign." A Peruvian school teacher, worried about intensive Communist propaganda in that country, writes to ask for literature "to fight back."

The committee's main concern isn't money, although it never can plan more than a few months ahead. It's finding time on additional stations, particularly clear channels, to expand the operation. Some stations, reportedly, are interested in participating but are reluctant because of the lack of a Spanish-speaking audience in their areas.

But Rep. Pucinski is optimistic. An outspoken opponent of the FCC's proposal to duplicate 13 of the country's clear channels, he regards such facilities as a potentially "important link" in uniting all countries



Cuban refugees do a broadcast over WKWF Key West heard not only in the station's immediate listening area, but in their homeland. The

Cuban Freedom Committee staff members are, from the left, Joe Perez, Luis Dulzaides, and Jose Manuel Coton.

every night as if I were doing a part of it."

A letter from Colombia praises the station's program and concludes, "You may rest assured that you are really doing a good work in your

of the hemisphere. He believes operators of such stations will realize this some day. When they do, and act on this conclusion, he says, "they will be of tremendous help to their country."

with Screen Gems. While Mr. Leonard's future operations will be divorced from Screen Gems, he will continue on a non-exclusive basis as executive producer for both series.

New contract ■ Cecil Barker, producer of CBS-TV's *Red Skelton Show* (Tuesdays, 9-9:30 p.m. EDT), has signed a new two-year contract with the network. His initial assignment will be

production of the *Skelton Show*, which is being expanded to a full hour in the fall. Mr. Barker's new contract also permits him to develop new properties.

Medicare views ■ WJZ Newark, N. J., last week began a special 11-program series on the King-Anderson bill for medical care for the aged. Proponents and opponents of the measure are appearing in a 15-minute program which

will be carried until Friday (June 8). Among those who have appeared have been several geriatric (old-age) specialists, community and labor leaders and Rep. Bruce Alger (R-Tex.). Others scheduled to be heard include Sen. Clifford P. Case (D-N.J.) and Sen. Harrison Williams (R-N.J.) and Assistant Secretary of Health, Education & Welfare James M. Quigley.

McDonald survey measures spot reach

TIMEBUYING TO BE MADE MORE EFFICIENT UNDER PLAN

A new audience survey system which shows advertisers how many people are reached by a spot announcement campaign, has been developed by McDonald Research Ltd., headquartering in Toronto, Ont.

The new "radio reach frequency report" breaks the radio day into three-hour segments between 6 a.m. and 6 p.m., and into a six hour segment from 6 p.m. to midnight. The reports are broken up into two segments, one for single stations in a market reported by single or combination three-hour segments; the second for combinations of two or more stations over a variety of time segments.

The objective of the report is to make time buying easier and more efficient, to show the cumulative nature of radio, to provide almost all usable

combinations of stations and time segments in each market, to show the advantage of buying more than one station, and to show the value of low-rated periods in reaching new sections of the audience.

Abroad in brief...

Getting ready ■ CHFI Toronto, Ont., new 50 kw station on 1540 kc, expects to go on the air early in August. It is the first case in Canada of an am station being licensed to a company holding a fm license. CHFI-FM Toronto, has been on the air for about five years. Programs for the two stations will be the same and commercials on the am affiliate will be on the same basis as those used on the fm station. Programming will be from the CHFI-FM studios, with an operation to promote

audience for the fm station.

Frontier connected ■ Canada's northern frontier is now connected by landline and microwave service to the Canadian Broadcasting Corp.'s national Trans-Canada radio network. Operation began early in May when CFYK Yellowknife, Northwest Territories, was connected by microwave service and landline to Grande Prairie, Alta. CFYK feeds the Trans-Canada network via unmanned low-powered relay transmitters to Hay River and Fort Smith in the Northwest Territories, and later will connect CBDH Uranium City, Sask., to the network.

Canadian football rights ■ O'Keefe Brewing Co. Ltd., Toronto, Ont., has bought radio rights for the Canadian Big Four Football games next fall on an Ontario network of 12 radio stations. Games will originate from CHML Hamilton or CFRA Ottawa.

European group to meet American broadcasters

A special meeting of the European Broadcasting Union, which comprises radio and television organizations of every European country in the Free World, will be held in New York City Oct. 22-27, to discuss programming, technical and legal matters.

The EBU delegation is coming to New York at the invitation of the group's associate members in America—ABC, CBS, NBC, the National Educational Television & Radio Center and the U. S. Information Agency. The meeting will consider the use of satellites in communications, general exchange of programs, the problems connected with the exchange of video tapes, television news and coverage of important international events and children's programs.

Canadian Board limits radio station contests

To cut down on the number of contests conducted by Canadian radio stations, the Board of Broadcast Governors at Ottawa, has ruled that stations are to be limited to \$100 a month in prize money or merchandise for station-sponsored contests. The BBG has given the stations one out, an exception being made in the new regulations to permit one station-sponsored contest a month with prizes up to \$5,000 in value. There is no change in the regulations permitting advertiser-sponsored contests on any stations.

BBG has also amended its regulations to permit Canadian broadcasters to present programs dealing with birth control and venereal disease.



WBAP-TV RIDING HIGH AS COLOR ENTHUSIASM GROWS TEXAS-SIZED

Roy Bacus, WBAP-TV Station Manager (with Linda Loftis, Miss Texas): "Color TV is the ultimate in home entertainment, education and advertising, and the Dallas-Fort Worth market is enthusiastic. Our Color shows are scoring high ratings, and we plan increases to our 42-hour Color week. More and more advertisers are enjoying Color TV's advantages and prestige." Color TV can do Texas-sized things for you, too. Find out how today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Meyer

Philip Meyer, group head art director, Cunningham & Walsh, New York, elected vp. Mr. Meyer joined C&W in 1956 after two years as art director at Conklin Mann Agency.

R. Allan Gardner, account supervisor, Young & Rubicam, New York, elected vp.

Earl Davis, vp, Purex Corp., Lake-wood, Calif., elected board chairman of Holt Manufacturing Co., Tampa, Fla., newly acquired subsidiary. **W. D. Rhodes**, Purex executive, elected executive vp and general manager of all Holt operations, with headquarters in Tampa. **W. E. Holt** will serve as consultant and honorary board chairman. Holt is manufacturer of floor maintenance machines and built-in vacuum cleaners.

Edward LaGrave Jr., veteran agency executive, has formed LaGrave Adv. Agency at 924 Des Moines Bldg., Des Moines, Iowa. **Mrs. Pat Rex**, formerly in merchandising and sales promotion department of Wallaces Farmer, and **Bill Ogg**, former promotion manager of *Look* magazine, join LaGrave as radio-tv copy director and account executive, respectively. LaGrave Adv. was recently appointed to handle advertising for United Federal Saving & Loan Assn., that city.

Robert L. Munger, who joined The Lansdale Co., Los Angeles advertising agency, as executive vp in February, named full partner in agency, now named Lansdale & Munger Adv.



Mr. Masterson

John A. Masterson, account supervisor, Tatham-Laird, Chicago, elected vp, MacManus, John & Adams, New York. Before entering agency field, Mr. Masterson was president of Masterson, Reddy & Nelson, radio-tv production firm, which produced such shows as *Bride and Groom*, *Breakfast in Hollywood* and *Live Like A Millionaire*.

Walter E. Terry, vp and general manager of Johnson & Lewis, San Francisco advertising agency, elected chairman of agency's newly created executive committee. Other Johnson & Lewis vps appointed to executive committee were: **Haiden Ritchie** and **Robert Footman**. In other board actions, Mr. Terry was

named supervisor for Bank of America account, replacing Mr. Footman, who becomes agency's marketing director. Mr. Footman will, however, continue as account supervisor for Blitz-Weinhard beer. **Fred Manley**, vp and copy chief, elected to board of directors. **Gene Thompson**, who joined J&L's copy department year ago, appointed radio-tv director. He replaces **Alan Alch**, who resigned to establish his own radio-tv consultant firm in Los Angeles.

James K. Richter, elected vp of Storm Adv., Rochester, N. Y. Mr. Richter, who joined Storm last year as art director, formerly was president of Art Services, St. Louis art studio.

Stanley Newman, media director, Richard K. Manoff Inc., New York, joins Hicks & Greist, that city, as vp and media director. Mr. Newman will direct newly combined all-media department, responsible for planning, evaluation and purchase of print and broadcast media. Radio-tv production and programming departments continue under supervision of Hicks & Greist vp, V. J. Daraio.



Mr. Newman



Mr. Rossell

Warren C. Rossell, manager of tv-radio department, Ketchum, MacLeod & Grove, Pittsburgh, named tv-radio production supervisor in agency's New York office.

Eugene Austin, director of affiliate operations and creative supervisor, Foote, Cone & Belding, Paris, France, joins McCann-Erickson, Los Angeles, as account executive. Before joining FC&B, Mr. Austin was vp and managing director of Y&R's Puerto Rican office.

Alex Corson, former member of pr staff of Gray & Rogers, Philadelphia, joins John Beck Assoc., promotion and advertising firm, Audubon, N. J., as vp and creative director.

Robert W. Rawson, vp and general sales executive, Advertising Radio & Television Services, New York, named vp in charge of sales and sales development.

David Hanson, senior buyer in media department, Dancer-Fitzgerald-Sample, New York, joins Liggett & Myers Tobacco Co., as assistant advertising manager.

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TIME-AND-TEMPER-SAVING IN-HOTEL GARAGE

Donald E. Goerke, product advertising manager, heat-processed soups, Campbell Soup Co., Camden, N. J., named product marketing manager for Campbell's Franco-American products.

Robert N. Wold, formerly with Campbell - Mithun, Minneapolis, joins N. W. Ayer & Son, San Francisco, as account representative. **Ferrill T. Robinson**, formerly with Gardner Adv. joins staff of media-radio-tv department at Ayer's Philadelphia office.

James L. Dodd Jr., former account executive with WLWA (TV) Atlanta, and recently with Conway Publishing Co., joins Mead Packaging Div., Mead Corp., Atlanta, as manager of sales promotion.

Sheldon Roseman, formerly with Al Paul Lefton Inc., joins Philadelphia office of W. B. Doner & Co. as production manager.

Herbert Yager, account executive with Coleman-Parr, Los Angeles, joins Nides-Cini, that city, in similar capacity.

Dan Content, former tv creative coordinator, Ted Bates & Co., named head art director of corporate tv, Fuller & Smith & Ross, New York. **Betty Williams**, commercial producer, N. W. Ayer & Son, named tv commercial producer in F&S&R's corporate tv department.

John J. Sedelmaier, art director on Borden milk and International Harvester accounts at Young & Rubicam, Chicago, joins Clinton E. Frank Inc., that city, as art director.

Stewart McCormack, former executive art director of D'Arcy Adv., and **Paul D-B. Davis**, head of his own pr firm, join Hart Adv., St. Louis, as art director and copy department head, respectively.

William (Pete) Campbell, executive vp and general manager of May's Drug Co., subsidiary of Consolidated Food Corp., Chicago, joins Drug Fair Corp., Washington, as merchandise manager.

Pat Rossi, sales manager of L. Herman Lavit Inc., Bridgeport, Conn., wine

SCBA elects chairman

Charles E. Hamilton, station manager of KFI Los Angeles, elected board chairman of Southern California Broadcasters Assn. for 1962-63, succeeding **Norman Boggs**, president and general manager of KGIL San Fernando, who remains as *ex officio* member of board. Other officers elected: **Robert P. Sutton**, vp and general manager of KNX-AM-FM Los Angeles, vice chairman; **Fred Custer**, general manager of KPOL-AM-FM Los Angeles, secretary, and **Cliff Gill**, president and general manager of KEZY-AM-FM Anaheim, treasurer. Board of directors: **Bill Beaton**, president and general manager, KIEV Glendale; **Robert M. Forward**, vp and general manager of KLAC-AM-FM Los Angeles; **Ben Hoberman**, vp and general manager of KABC-AM-FM Los Angeles; **Loyd Sigmon**, executive vp of KMPC Los Angeles; **Calvin J. Smith**, general manager of KFAC-AM-FM Los Angeles, and **Ernest L. Spencer**, president of KWIZ-AM-FM Santa Ana. **Robert M. Light** continues as president of the association.

and liquor wholesaler, joins Schenley Import Co., New York, as assistant to national marketing director.

THE MEDIA

Thomas C. Crosnoe, chief engineer of Golden West Broadcasters, elected vp and director of engineering. Mr. Crosnoe joined GWB's KMPC Los Angeles engineering staff in 1950. He was appointed transmitter supervisor in 1952 and has served as chief engineer since 1960. Golden West Stations are: KSFO San Francisco; KMPC Los Angeles; KVI Seattle, and KEX-AM-FM

Portland, Ore., purchase of which is pending FCC approval.

Salvatore J. Iannucci, director of business affairs, CBS-TV, elected vp, business affairs. Mr. Iannucci joined business affairs department in 1954, and has been in present position for two years. Prior to that, he was, for one year, director of contracts—talents and rights. Before joining CBS, Mr. Iannucci was with legal departments of ABC and RCA.



Mr. Iannucci

Robert G. Fincannon, general manager of WMRI-AM-FM Marion, Ind., elected vp and general manager of WTAF (TV), ch. 31, that city. Station is under construction with operations expected to start late this summer.

Robert G. Miller, assistant manager of WFLM (FM) Fort Lauderdale, Fla., promoted to general manager. **Joan Z. Baldwin** succeeds Mr. Miller as assistant manager.

Nicholas C. Gilles and **Herbert S. Schlosser** elected vps of NBC. Mr. Gilles, director of business affairs, becomes vp in charge of business affairs of NBC-TV. Mr. Schlosser, director of talent and program administration, NBC-TV, becomes vp in charge of talent and program administration of NBC-TV.

Wayne F. McNulty, assistant general manager and sales manager, WEAU-TV Eau Claire, Wis., named general manager of KXLY-AM-TV Spokane, Wash.

M. E. (Doc) Fidler, manager of member development department, Radio Advertising Bureau, New York, joins Rounsaville organization in Atlanta, Ga., effective June 18, as vp in charge of sales of R. W. Rounsaville Radio Stations: WCIN Cincinnati; WLOU Louisville, Ky.; WVOL Nashville, Tenn.; WYLD New Orleans; WTMP Tampa, and WFUN Miami, both Florida.

Frank Dusenbury, station manager, KJET Beaumont, Tex., elected vp and general manager of Golden Triangle Broadcasting Corp., licensee of KJET. Mr. Dusenbury, former manager of KPAC Port Arthur, joined Beaumont outlet in March 1960.

Howard A. Kalmenson, former general manager of KLAS-TV Las Vegas, has assumed management of KWKW Pasadena, Calif., as president of Lotus Theatre Corp., owner of station.

Buxton L. (Buck) Johnson, account executive, WPAT-AM-FM Paterson, N. J., appointed New York sales manager. **John F. Sloan**, with WPAT since 1956, named director of client relations. In addition, Mr. Sloan will be

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responsible for sales in Philadelphia. **Donald F. Maguire**, national account executive, New York Subway Advertising, joins WPAT as account executive.

Norman R. Prouty, former president of Norman R. Prouty Assoc., joins Advertising Time Sales, New York, on radio sales staff.

Richard H. Hughes, previously with NBC-TV's sales service department, joins tv sales department of Avery-Knodel, New York.

Don LeBrecht, announcer and director of special events, KHMS (FM) El Paso, Tex., joins KNDX (FM) Yakima, Wash., as general manager-sales manager.

Dan Speare, president of Frederick H. Speare Professional Radio & Tv School, Hollywood, named manager of KGEE Bakersfield, Calif.

Leslie H. Read, manager, Elmira Video Inc., Elmira, N. Y., catv system, appointed manager of Community Tv Cable Co., Great Falls, Mont. Both catv systems are owned by TelePromp-ter Corp., New York.



Mr. Lowenthal



Mr. Lawrence

Leon H. Lowenthal, general manager of Taft Broadcasting Co.'s fm outlets (WKRC-FM Cincinnati, WTVN-FM Columbus, and WBRC-FM Birmingham), appointed to newly created position of director of sales development. Mr. Lowenthal, who will report to Kenneth W. Church, senior vp, will be responsible for research, presentations, and commercial production in support of all Taft Broadcasting properties. **John T. Lawrence Jr.**, account executive with WKRC-TV Cincinnati, replaces Mr. Lowenthal as general manager of Taft's fm properties, effective June 15. Both Messrs. Lowenthal and Lawrence joined Taft Broadcasting Co. in 1958.

Joe Fielding Embser, assistant director of speech department, College of the Ozarks, appointed station manager of KSOZ (FM) Point Lookout, Mo. Other appointments: **Mary Ann Groves**, program director; **Chris Norton**, news director and air personality; and **David Hainsworth** and **Gary Mendal**, air personalities.

Gene MacLean Jr., formerly of WTEN (TV) Albany, N. Y., and **Lynn Hall**, previously with The Bolling Co. and WCAU-TV Philadelphia, join The Meeker Co., New York.

Donald H. McGannon, president of Westinghouse Broadcasting Co., New

Maryland broadcaster nominated to legislature

The youngest candidate for the Maryland House of Delegates is **Brenda C. Satterfield**, WCBM - AM - FM Baltimore, who won't be 21 until September 19. She was nominated on the Republi-



Miss Satterfield

can ticket at the recent state primaries.

Known as Claudette on the air, Miss Satterfield is assistant to Charles A. Roeder, WCBM vp in charge of operations and public affairs. She led a field of seven candidates. During the campaign, Miss Satterfield relinquished her on-the-air duties as co-moderator of the *Family Forum*, as well as special features, because of the restrictions of the equal time principle.

York, named chairman of steering committee for National Library Week (April 21-27, 1963).

Dick Williams, former director of sales, N. C. Rorabaugh, joins Select Stations Representatives, New York, as sales account executive.

Herbert A. Claassen, assistant sales manager, H-R Television, appointed account executive, ABC International Television, New York.

James S. Morgan, member of sales department of WOOD-TV Grand Rapids, Mich., joins sales staff of WWJ-AM-FM Detroit.

Alex M. Victor, general manager of KTOO Henderson, resigns to become operations manager of KORK-FM Las Vegas, both Nevada.

Carlos Franco, agency and broadcasting executive formerly with Young & Rubicam, Kudner Adv. and Crosley Broadcasting Corp., elected vp and general manager of newly organized Spanish International Network Sales, which will be headquartered in New York City at 247 Park Ave. Other SINS officers are: **Emilio Azcarraga**, president, and **Rene Anselmo**, executive vp. Spanish International will serve as national sales rep



Mr. Franco

for seven tv stations along Mexican border, covering U. S. markets with minimum audience of three million Spanish speaking people.



Mr. Crump

Harold C. Crump, local sales manager of WLAC-TV Nashville, Tenn., promoted to general sales manager. Mr. Crump joined WLAC in 1956 as account executive. He was appointed local sales manager in 1959. Previously, Mr. Crump served as assistant advertising manager for *Blytheville (Ark.) Courier News Journal*.

William Kennedy, formerly with WESX Salem, joins WLYN Lynn, both Massachusetts, as program manager, replacing **Stephen Smith**, who has been appointed news editor. **Norman Lewis** joins WLYN as announcer.

Jack Hewett, announcer, WHAM Rochester, named program manager of WTKO Ithaca, both New York.

Ed Heffington, air personality, WHAP Hopewell, Va., promoted to program director.

Bob Badger, former program director and chief engineer, WPCF Panama City, appointed chief engineer and air personality of WMEN Tallahassee, both Florida.

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Jack Marino, music director, WGLI Babylon, N. Y., promoted to program director. **Ray Mineo**, staff announcer, replaces Mr. Marino as music director. **Fred Facey**, formerly with WQMR and WGAY (FM), both Washington, D. C., joins WGLI's news staff.

George Taylor joins KFSA Fort Smith, Ark., as program director and air personality.

Ernest Feriby and **Susan La Combe** named program director and office manager, respectively, of WDOG Marine City, Mich.

John Quigley, formerly with U. S. Department of Defense, joins WJZ-TV Baltimore as assistant program manager. **Randy Greer** to WJZ as news-cameraman.

George Schwartz, production department, WTVJ (TV) Miami, joins directing staff, replacing **Bud Weil**, resigned. **Jim Reynolds** succeeds Mr. Schwartz in production.

James Harper named production supervisor of WINZ Miami, Fla.

Jere D. Witter, director of public affairs programming, KPIX (TV) San Francisco, joins production staff of news, programming and public affairs department of KNXT (TV) Los Angeles.

Allen Sternberg, executive producer, WCKT (TV) Miami, promoted to production manager, effective June 18, succeeding **Gene Walz**, who resigned to become program manager of WRC-TV Washington.

Jeff Dane, sports personality, named commercial production manager of WTAR-TV Norfolk, Va. Other appointments to tv production staff: **John Loizides**, cameraman, and **Earl Johnston**, **Jerry Horstmann** and **James Sheriff**, production trainees.

Carol Ann Young joins continuity department of WDBJ-AM-FM Roanoke, Va., as copywriter.

Dayle C. Stephens, supervisor of office services, Barga Co. of Los Angeles, joins KNX-AM-FM, that city, in similar capacity.

John Schubeck, reporter-newscaster, WJR-AM-FM Detroit, joins news staff of WRCV-AM-TV Philadelphia.

Bob Walker and **Walter Evans**, members of WFAA-AM-FM-TV Dallas news department, promoted to tv and radio news directors, respectively.

John Fraim, news editor, WTVN-AM-FM Columbus, Ohio, promoted to news director.

Thomas R. Kammer joins news staff of WTMJ-AM-FM-TV Milwaukee.

Dave C. Evans, former program and

operations manager, KCKC San Bernardino, Calif., joins KWBY Scottsdale, Ariz., as news director.

Patricia C. Humphrey, production assistant, WRC-TV Washington, named pr coordinator. Mrs. Humphrey will report to Ned Ryan, manager of advertising, promotion and pr.

Don Anderson, account executive with Richards Assoc., Washington pr firm, named director of information for National Community Tv Assn. Before moving to Washington, Mr. Anderson was assistant director of audio-visual education for Massachusetts Dept. of Education.

Henry Clark joins WEAV-AM-FM Plattsburgh, N. Y., as staff announcer.

Rose Frocillo, secretary-assistant to sales service and traffic manager, WJR-AM-FM Detroit, promoted to traffic manager.

PROGRAMMING

Henrietta (Hank) Jordan elected vp in charge of western sales of Format Films, North Hollywood, Calif.

John Maxon, account executive with Advertising Radio & Tv Service, New York, promoted to sales manager. **Ernst Lutz**, formerly with Modern Talking Pictures Service, joins Advertising Radio's sponsor film service division as account executive.

Charles Bole resigns as vp in charge of business administration of Four Star Television, Hollywood.

Robert Boehmer, regional sales representative, Lang-Worth Feature Programs, Hempstead, N. Y., named sales manager.

Phillip Conway, formerly with MCA-Tv Ltd., New York, joins ABC Films, New York, as account executive for northeastern sales division.

Vernon P. Becker, former president of Magic Screen Pictures, named executive producer at Pathe News Inc., New York. He will supervise production of four new tv series: *Wonderful Planet Earth*, *Yankee Doodle Tales* and *Science Scouts*, children's programs, and documentary series, *Our Changing World*.

Hy Averback signed by Four Star Television to produce company's new half-hour series, *Ensign O'Toole*. **Robert Claver** and **William Davenport** named associate producer and head writer, respectively. Series, slated for 7 p.m. Sunday time slot on NBC, will begin production in mid-June.

Richard Kinon signed to direct American sequences of *Fair Exchange*, full-hour comedy series now in preparation at Desilu Productions for fall showing on CBS-TV. Cy Howard, executive

producer, said that director of British sequences will be appointed shortly. American and British casts will perform on adjoining sound stages at Desilu studios, but will not be filmed together.

Hugh Downs, member of NBC-TV's *Tonight* show since 1957, will leave in September to become host of network's daily morning *Today* program, replacing **John Chancellor**, who receives new assignment with NBC News. Mr. Downs will continue as star of NBC-TV's daytime game show, *Concentration*.

Richard C. Baur, producer-director, WLWI (TV) Indianapolis, joins Television Broadcasting Service, New York, as video tape director, effective June 11.

GOVERNMENT

Kenneth Youel, pr consultant, joins U. S. Information Agency, Washington, as liaison with Public Relations Society of America. Mr. Youel, past president of PRSA, retired last year as pr executive of General Motors Corp.

ALLIED FIELDS

Haan J. Tyler, in tv film sales for past 10 years and former general manager of KFI-AM-FM-TV (now KHJ-AM-FM-TV) Los Angeles, joins *Western Advertising*, west coast advertising publication, as southern sales manager.

Mrs. Phyllis Geiss, supervisor of copy research and research operations, Kenyon & Eckhardt, joins Market Facts New York Inc.

Ellen M. Johansen, former promotion manager of Storer Programs, joins *Volume Feeding Management*, Conover-Mast publication, New York, as sales promotion manager.

Victor Best, New England newscaster, elected president of Northeast Broadcasting School, Boston.

Prof. Stanley Donner appointed associate head in charge of broadcasting and film unit of Dept. of Communication & Journalism at Stanford U., Stanford, Calif.

INTERNATIONAL

Dr. B. K. Byram, former director of research and development, CFTO-TV Toronto, named general manager of CHF1-FM, that city.

Edgar A. Post, manager of radio and weather sciences laboratory, Stanford Research Institute, Menlo Park, Calif., appointed to institute's European office in Zurich, Switzerland.

Eamonn Andrews, chairman of Irish tv network and popular BBC-TV personality, signs exclusive two-year con-

tract with BBC-TV. Mr. Andrews will continue as head of Irish tv.

EQUIPMENT & ENGINEERING



Mr. Knapp

Stanley W. Knapp, vp of Martin & Roberts Adv., Fort Wayne, Ind., and director of Public Relations Counselors, M&R subsidiary, joins Bowmar Instrument Corp. as corporate advertising manager, newly created position. Mr. Knapp will direct Bowmar advertising and pr from company's headquarters in Fort Wayne. His responsibilities will also include Bowmar's TIC Div., and two wholly

owned subsidiaries, Acton Laboratories, Acton, Mass., and TIC of California, Newbury Park.

DEATHS

Howard B. Anderson, 59, vp and director of pr, Ketchum, MacLeod & Grove, Pittsburgh, died May 27 of heart attack while on vacation with his wife on cruise ship *Kritti* in Aegean Sea. Mr. Anderson joined KM&G in 1943 and was named director of pr department following year. He was elected vp in 1948 and director in 1956.

William Hillman, 66, veteran news commentator and newspaper man and since 1945, roving correspondent for North American Newspaper Alliance,

died May 30 of heart ailment in St. Vincent's Hospital in New York. Mr. Hillman was author of *Mr. President*, collection of former President Harry S. Truman's letters, papers and opinions, which was published in 1952.



Mr. Mogge

Norton W. Mogge, 70, senior vp of Wade Adv., Los Angeles, died May 28 of heart attack. Before joining Wade Adv. last fall, Mr. Mogge had been president of Atherton Mogge Privett, that city, since 1958, and prior to that had his own agency in Los Angeles since 1947.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 23 through May 29, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power, vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis—visual kw—kilowatts. w-watts. mc—megacycles D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

*Greenwich, Conn.—Board of Education. Uhf ch. 55 (716-722 mc); ERP 800 w vis., 400 w aur. Ant. height above average terrain 242 ft., above ground 218 ft. (Request for waiver of Sec. 3.885 of rules). Estimated construction cost \$140,480; first year operating cost \$40,000. P. O. address, c/o Dr. John Blackhall Smith, Superintendent of Schools, Havemeyer Bldg., Greenwich. Studio and trans. location Greenwich. Geographic coordinates 41° 03' 30" N. Lat., 73° 31' 00" W. Long. Trans. Adler UT-100; ant. Alford 1044-U. Legal counsel A. William Mottolese, asst. town counsel; consulting engineer Edward Galuska, Adler Electronics, New Rochelle, N. Y. Ann. May 25.

*St. Paul, Minn.—Twin City Area Educational Tv Corp. Uhf ch. 17 (488-494 mc); ERP 23.8 kw vis., 11.9 kw aur. Ant. height above average terrain 490 ft., above ground 556.5 ft. Estimated construction cost \$142,289; first year operating cost \$130,000. P. O. address, c/o Dr. John C. Schwarzwalder, 1640 Como Ave., St. Paul 13, Minn. Studio location St. Paul; trans. location Falcon Heights, Minn. Geographic coordinates 44° 59' 54" N. Lat., 93° 11' 17" W. Long. Trans. RCA TTU-1B; ant. Alford 1044-S. Legal counsel Faegre & Benson, Minneapolis. Ann. May 28.

Jenkintown, Pa.—William L. Fox Uhf ch. 29 (560-566 mc); ERP 21.88 kw vis., 11.75 kw aur. Ant. height above average terrain 272.5 ft., above ground 203 ft. Estimated construction cost \$78,156; first year operating cost \$120,000; revenue \$150,000. P. O. address Benson-East, Jenkintown. Studio and trans. location Jenkintown. Geographic coordinates 40° 05' 16" N. Lat., 75° 07' 43" W. Long. Trans. GE TT20-A; ant. RCA TFU-24-DL. Legal counsel Kirkland, Ellis, Hodson, Chaffetz, Washington, D. C.; con-

sulting engineer Joseph A. Pelletier, Philadelphia. Mr. Fox is attorney and owner of WIBF-FM Jenkintown. Ann. May 28.

Existing tv stations

ACTION BY FCC

WLPA(TV) (ch. 11), Lake Huron Bestg. Corp., Alpena, Mich.—By letter, advised permittee that, unless it requests hearing within 30 days, its application for additional time to construct will be dismissed, permit will be cancelled and call letters deleted. Commission is unable to find permittee diligent or was prevented from completing construction by causes beyond its control. Action May 29.

New am stations

ACTION BY BROADCAST BUREAU

Poplarville, Miss.—Ben O. Griffin and Henry C. Hunter. Granted 1530 kc, 1 kw D; condition. P. O. address Picayune, Miss. Estimated construction cost \$21,444; first year operating cost \$24,000; revenue \$36,000. Principals: Ben O. Griffin (65%) and Henry C. Hunter (35%). Mr. Griffin owns 50% of retail pharmacy; Mr. Hunter is engineer for WNOE New Orleans. Action May 23.

APPLICATIONS

Bismarck-Mandan, N. D.—Capital Bestg. Inc. 1270 kc, 1 kw D, 250 w N; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address box 539, Bismarck. Applicant seeks facilities of KBOM for \$850 per month and option to buy. Principals: Carol J. Culver, F. E. Fitzsimonds (each 49.05%) and others. Messrs. Culver and Fitzsimonds are station manager and general manager, respectively, of

KBOM. Mr. Fitzsimonds owns 18.9% of KABR Aberdeen, S. D. Ann. May 29.

Wichita Falls, Tex.—Reuben B. Knight. 1110 kc, 1 kw D; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address First Wichita National Bank Bldg., Wichita Falls. Estimated construction cost \$29,793; first year operating cost \$80,000; revenue \$65,000. Mr. Knight is independent oil and gas producer. Ann. May 24.

Keyser, W. Va.—Keyser Bestg. Corp. 1390 kc, 1 kw D; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address Berkeley Springs, W. Va. Estimated construction cost \$19,800; first year operating cost \$40,000; revenue \$55,000. Principals: Thomas B. Butscher, Gary L. Daniels, Kenneth E. Robertson (each 22.59%) and others. Messrs. Butscher, Daniels and Robertson own interest in WCST Berkeley Springs. Ann. May 28.

Existing am stations

ACTIONS BY FCC

KBIQ(FM) Avalon, Calif.—Granted mod. of license to specify station location at Los Angeles. No physical change in operation. Action May 29.

KABL Oakland, Calif.—Granted increased power on 960 kc, unl., from 1 kw to 5 kw, with DA-1; conditions. Action May 29.

WSDR Sterling, Ill.—Granted increased daytime power on 1240 kc from 100 w to 500 w, continued nighttime operation with 100 w; remote control permitted; conditions. Action May 29.

KWLC, KDEC Decorah, Iowa—Granted increased daytime power of sharetime stations on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 29.

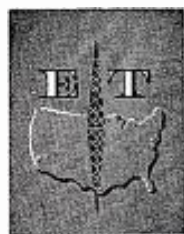
WATT Cadillac, Mich.—Granted increased daytime power on 1240 kc from 250 w to 1

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New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242;
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Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

kw, continued nighttime operation with 250 w; conditions. Action May 29.

KYSM Mankato, Minn.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 29.

KWNO Winona, Minn.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 29.

WMSR Manchester, Tenn.—Waived Sec. 3.41 of rules and granted cp to install 5 kw trans. for use at 1 kw power output; condition. Action May 29.

WHBY Appleton, Wis.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions and without prejudice to any action commission may deem necessary as result of final determination of application for renewal of license of WBAY Green Bay. Action May 29.

WOMT Manitowoc, Wis.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 29.

WIBU Poynette, Wis.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 29.

WHVF Wausau, Wis.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 29.

APPLICATIONS

WROB West Point, Miss.—Cp to increase daytime power from 250 w to 1 kw and

install new trans. (Petition for reinstatement of BP-13592 and assignment of that file number to the new application and for immediate processing). Ann. May 24.

KOKL Okmulgee, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 29.

New fm stations

ACTIONS BY FCC

Greenville, Ky.—Greenville Bcstg. Co. Granted 101.1 mc, 2.624 kw. Ant. height above average terrain 90 ft.; conditions. Estimated construction cost \$17,925; first year operating cost \$13,000; revenue \$17,520. Principals: Charles P. Stovall Sr. and Charles P. Stovall Jr. (each one-half), Charles Stovall Sr. is partner in oil distributing company; Charles Stovall Jr. is employe of WLCK Scottsville, Ky. Stovalls are applicants for new am station in Greenville. Action May 29.

Dallas, Tex.—Radio Station KBOX. Granted 100.3 mc, 7.8 kw. Ant. height above average terrain 185 ft.; remote control permitted; without prejudice to any action commission may take on renewal application of WTVO (TV) Rockford, Ill. Estimated construction cost \$15,255; first year operating cost \$20,000; revenue \$25,000. Principals: H & E Radio Corp. (H & E Balaban Corp.), Atlantic Brewing Co. (each 31.66%), and others. H & E Balaban Corp. owns 50% of WICS (TV) Springfield, WICD Danville, WCHU (TV) Champagne, all Illinois; 47.5% of WTVO (TV) Rockford, Ill.; 50% of WBMG (TV) Birmingham, Ala.; 50% of WMCN (TV) Grand Rapids, Mich. and 31.66% of WIL-AM-FM St. Louis. Atlantic Brewing owns 31.66% of WIL-AM-FM. Applicant owns KBOX Dallas. Action May 29.

ACTION BY BROADCAST BUREAU

Greensburg, Ind.—Clear Tone Bcstg. Inc. Granted 107.3 mc, 2.886 kw. Ant. height above average terrain 180 ft.; remote control permitted. P. O. address Route 5, Greensburg. Estimated construction cost \$14,991; first year operating cost \$24,000; revenue \$30,000. Principals: Lloyd E. Kanouse (50%), Vivian M. Kanouse (49%) and M. Norman Kanouse (1%). Messrs. Kanouse each own 23% of electrical radiant oven manufacturing firm; Mrs. Lloyd Kanouse is housewife. Action May 23.

APPLICATIONS

Winter Haven, Fla.—Angelo L. Fazzari. 97.5 mc, 19.5 kw. Ant. height above average terrain 139.2 ft. P. O. address box 568, Winter Haven. Estimated construction cost \$18,398; first year operating cost \$15,540; revenue \$18,725. Mr. Fazzari owns WINT Winter Haven. Ann. May 25.

Port Huron, Mich.—Stevens-Wismer Bcstg. Co. 99.9 mc, 20 kw. Ant. height above average terrain 160 ft. P. O. address 932 Military St., Port Huron. Estimated construction cost \$28,780; first year operating cost \$181,000; revenue \$204,000. Principals: Harmon LeRoy Stevens and John F. Wismer (each one-half). Applicant is licensee of WHLF Port Huron. Ann. May 28.

Stroudsburg, Pa.—Pocono Bcstg. Inc. 96.9 mc, 2 kw. Ant. height above average terrain 795 ft. P. O. address 22 S. Sixth St., Stroudsburg. Estimated construction cost \$19,100; first year operating cost \$5,977; revenue \$7,020. Pocono Bcstg. Inc., owned by Ottoway Newspapers-Radio Inc., is licensee of WVPO Stroudsburg. Ann. May 24.

San Juan, P. R.—Merced's Hilltop Bcstg. Corp. 97.1 mc, 5 kw. Ant. height above average terrain 173 ft. P. O. address box 775, Roosevelt, P. R. Estimated construction cost \$19,672; first year operating cost \$12,000; revenue \$30,000. Principals: Salvador Merced (99.23%) and others. Mr. Merced owns advertising firm. Ann. May 28.

Columbia, Tenn.—The Middle Tennessee Bcstg. Co. 94.5 mc, 20 kw. Ant. height above average terrain 490 ft. P. O. address box 71, Columbia. Estimated construction cost \$36,395; first year operating cost \$10,800; revenue \$24,300. Principals: R. M. McKay Sr. (70%), R. M. McKay Jr. (28%) and others. Applicant is licensee of WKRM Columbia; R. M. McKay Sr. is vice president of bank; R. M. McKay Jr. is president of WKRM and applicant for new am stations in Brownsville and Waverly, both Tennessee. Ann. May 24.

Columbia, Tenn.—Middle Tennessee Enterprises Inc. 97.1 mc, 3.55 kw. Ant. height below average terrain 21 ft. P. O. address 712 Woods Dr., Columbia. Estimated construction cost \$7,245; first year operating cost \$15,000; revenue \$18,000. Principals: W. J. Webster, Carlton D. Swafford and James T. Johnson (each one-third). Mr. Webster owns beer distributing company; Mr. Swafford is commercial manager of WMCP Columbia, and former applicant for new am station in Selmer, Tenn.; Mr. Johnson is retail service store manager. Ann. May 24.

Nashville, Tenn.—Second Thursday Corp. 97.1 mc, 20 kw. Ant. height above average terrain 51.5 ft. P. O. address Life & Casualty Tower, Nashville 3. Estimated construction cost \$19,690; first year operating cost \$12,000; revenue \$12,000. Principals: Samuel J. Simon (80%) and Harold Seligman (20%). Dr. Simon is optometrist and 30% owner of WRBS Centerville, Tenn.; Mr. Seligman is attorney. Applicant is permittee of new am station in Nashville. Ann. May 25.

Existing fm stations

STATIONS DELETED

■ Cps forfeited and call letters deleted: KEBJ Phoenix, Ariz.—E. Edward Jacobson. 103.5 mc, 25 kw. Ant. height above average terrain 1,546 ft. Ann. May 28.

KTAP Tucson, Ariz.—E. Edward Jacobson. 96.1 mc, 2.5 kw. Ant. height below average terrain 76 ft. Ann. May 28.

Ownership changes

ACTIONS BY FCC

KSVA, Richard D. Grand, Sierra Vista, Ariz.—Granted assignment of cp to Joseph E. Stern and Lloyd Fuller; consideration \$2,500. Action May 29.

WWCC, Southwest Alabama Bcstg. Inc., Bremen, Ga.—Granted assignment of license to James Harold Shedd and Ross Willard Long, d/b as Bremen Bcstg. Co.; consideration \$70,000. Action May 29.

WTGA, Radio Georgia, Thomaston, Ga.—Granted assignment of cp from John P.



“COLOR IS KEY TO MARKET LEADERSHIP,” SAYS WSAZ-TV

C. Thomas Garten, WSAZ-TV General Manager: “Color TV enthusiasm is growing fast in the Charleston-Huntington area. Color is greatly influencing program selectivity. It has proven promotional advantages. We’re the leader in this market, and one sure way to stay in the lead is with more and more Color.” Have you looked into Color TV? It pays. Find out how it can pay off for you from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

and Elizabeth H. Frew, Stephens B. McGarley and Leslie E. Gradick Jr., to Radio Georgia Inc. (Mr. Gradick and Sylvia D. and George M. Strickland); transaction involves sale by three out-going partners of their 65% interest to Mr. Gradick for \$750; newcomers to pay \$8,400 for 50% interest. Chmn. Minow and Comr. Bartley dissented. Action May 29.

KHAK-AM-FM, Don-Lo Bestg. Inc., Cedar Rapids, Iowa—Granted assignment of licenses to Northland Bestg. Corp. (KOTE Fergus Falls, Minn.); consideration \$115,113 and \$12,000 for agreement not to compete in radio for 5 years within 50 mile radius of station. Comr. Bartley dissented. Action May 29.

WMRT-AM-FM, Herbert T. Graham, Lansing, Mich.—Granted assignment of licenses to Metropolitan Radio Corp. (Stokes Gresham Jr., president); consideration \$95,500 for WMRT and \$55,000 for WMRT-FM and agreement not to engage in broadcasting for 5 years within 100 miles of station, also Mr. Graham to be employed as consultant for 5 years to \$50,000. Action May 29.

KHMS(FM), H-M Service Co., El Paso, Tex.—Granted assignment of license from Albert C. Hynes and Logan D. Matthews to Rio Grande Bestg. Co. (KSET El Paso); consideration \$12,000. Action May 29.

APPLICATIONS

KEOS Flagstaff, Ariz.—Seeks transfer of all outstanding stock in Plateau Bestg. Inc. from John W. Ross and Alica F. Ross, to Jack P. Bird; consideration transfer of land. Mr. Bird owns investment firms and has interest in land development company. Ann. May 29.

KTHS Little Rock, Ark.—Seeks assignment of license from Radio Bestg. Inc., to KAAV Inc., wholly owned subsidiary of LIN Bestg. Inc.; consideration \$500,000 and agreement not to compete in am broadcasting within 75 miles of Little Rock. Ann. May 28.

WJDL Homewood; WJLN(FM) Birmingham, both Alabama, and WDEB Pensacola, Fla.—Seek involuntary assignment of licenses from George Johnston Jr. (80%) and Rose Hood Johnston, a partnership, d/b as Johnston Bestg. Co., to Rose Hood Johnston, individually and as executrix of estate of George Johnston Jr. Ann. May 24.

KAVR Apple Valley, Calif.—Seeks assignment of license from Apple Valley Bestg. Corp., to M. D. Buchen (25%), Gerald F. Hicks (25%), Joyce Evans, Charles A. Clifton, Gerald Laska, Lee B. Hutchinson, Herbert C. Mayfield (each 8%) and others, d/b as BHA Enterprises Inc.; consideration \$200,000. Mr. Buchen is general manager of KRKD Los Angeles, and one-third owner of KNEZ Lompoc, Calif.; Rev. Hicks is minister and 19% owner of KNEZ; Joyce Evans is employe of KRKD; Messrs. Clifton and Mayfield are employes of KRKD; Messrs. Laska and Hutchinson own interest in KNEZ. Ann. May 24.

KHBC-AM-TV Hilo; KGMB-AM-TV Honolulu, and KMAU-TV Wailulu, all Hawaii—Seek (1) assignment of licenses from Hawaiian Bestg. System Ltd., to Honolulu Star-Bulletin Ltd., and (2) assignment of licenses from Honolulu Star-Bulletin Ltd., to Hawaiian Publishing Holding Corp., contingent on grant of assignment of license listed above; no financial consideration involved. Ann. May 24.

WDOK-AM-FM Cleveland, Ohio—Seek assignment of licenses from The Civic Bestrs. Inc., to Northeastern Pennsylvania Bestg. Inc.; no financial consideration involved. Assignor is controlled by assignee. Ann. May 29.

KELR El Reno, Okla.—Seeks assignment of cp from Charles L. Cain, to Joseph Maurice Price (50%), Charles L. Cain (49%) and Jessi Mae Cain (1%), d/b as CP Corp.; no financial consideration involved. Ann. May 28.

KARY Prosser, Wash.—Seeks transfer of 80% of all stock in Prosser-Grandview Bestrs. Inc. from 33 minority stockholders, to Jack L. Quinn (present owner of 17.29%) and Robert D. Wilson. Mr. Quinn will own 51.2% and Mr. Wilson will own 46.1%; total consideration \$15,167. Mr. Quinn is station manager and Mr. Wilson is sales manager for KARY. Ann. May 29.

WXVA Charles Town, W. Va.—Seeks assignment of cp from Arthur W. Arundel, to WXVA Bestg. Corp., new corporation owned by Mr. Arundel. Ann. May 29.

WFOK Milwaukee, Wis.—Seeks transfer of all stock in Wisconsin Bestrs. Inc. from Howard A. Miller, Milton T. Salston and Marvin McDermott, to Jack T. Raymond and Marine Capital Corp. (each, 50%), d/b as Fox Bestg. Corp.; consideration \$385,000.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING May 29

	ON AIR		CPS	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,659	73	146	671
FM	933	63	200	157
TV	484*	78	85	113

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 29

	VHF	UHF	TOTAL TV
	Commercial	471	91
Non-Commercial	42	16	58

COMMERCIAL STATION BOXSCORE

Compiled by BROADCASTING May 29

	AM	FM	TV
Licensed (all on air)	3,646	937	484*
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*
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

*There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. *Includes one STA.

Mr. Raymond is general manager of WFOX; Marine Capital is small business investment corporation. Ann. May 24.

Hearing cases

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward affirming Oct. 17, 1961 initial decision which would grant application of New Bestg. Inc., for new class B fm station to operate on 107.5 mc in New York, N. Y., and deny applications of Herbert Muschel and Independent Bestg. Co. for same facilities. Action May 28.

■ Commission directed preparation of document looking toward affirming Oct. 11, 1961 initial decision which would grant application of Robert E. Podesta and Marcella Podesta for new class B fm station to operate on 103.3 mc; ERP 1.67 kw; ant. height 568 ft., in Santa Clara, Calif. Action May 29.

■ Commission directed preparation of document looking toward affirming June 7, 1961 initial decision which would grant applications of G. Stuart Nixon for new class B fm station in San Jose, Calif., to operate on 106.5 mc with ERP 18 kw and ant. height 272 ft., and Franklin Mieuli to increase power of KHIP San Francisco, Calif., from 40 kw to 80 kw, continued operation on 106.9 mc with ant. height 1,140 ft. Action May 29.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward (1) denying application of WMOZ Inc., for renewal of license of WMOZ Mobile, Ala., and (2) revoking license of Edwin H. Estes for WFFA Pensacola, Fla. Action May 28.

■ Hearing Examiner Asher H. Ende issued initial decision looking toward granting application of KSTP Inc., for mod. of cp for KOB Albuquerque, N. M., so as to permit it to operate full time on 770 kc with 50 kw power, using specified DA-N and denying

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RADIO-TV SET COUNTS

INDIANA

1960 U.S. CENSUS OF HOUSING

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	4,662,498	1,387,878	1,278,448	92.1	406,344	1,250,009	90.1	107,871
COUNTY TOTALS								
Adams	24,643	7,010	6,610	94.3	2,947	6,170	88.0	401
Allen	232,196	68,743	62,421	90.8	26,058	62,734	91.3	6,401
Bartholomew	48,198	14,283	12,771	89.4	4,201	12,889	90.2	1,159
Benton	11,912	3,446	3,113	90.3	859	3,049	88.5	125
Blackford	14,792	4,637	4,240	91.4	1,124	4,181	90.2	114
Boone	27,543	8,570	7,623	89.0	2,314	7,917	92.4	645
Brown	7,024	2,021	1,640	81.1	286	1,831	90.6	96
Carroll	16,934	5,286	4,816	91.1	1,493	4,816	91.1	325
Cass	40,931	12,362	11,405	92.3	3,840	10,767	87.1	485
Clark	62,795	17,812	15,702	88.2	4,301	16,054	90.1	1,476
Clay	24,207	8,113	6,660	82.1	1,250	7,352	90.6	317
Clinton	30,765	9,839	8,679	88.2	2,035	9,030	91.8	515
Crawford	8,379	2,630	2,158	82.1	346	1,962	74.6	—
Daviess	26,636	8,045	6,642	82.6	1,806	6,555	81.5	246
Dearborn	28,674	8,374	7,702	92.0	1,983	7,610	90.9	492
Decatur	20,019	5,991	5,045	84.2	1,336	5,280	88.1	259
De Kalb	28,271	8,479	7,693	90.7	3,227	7,885	93.0	574
Delaware	110,938	33,120	29,023	87.6	9,061	30,439	91.9	2,388
Dubois	27,463	7,360	6,740	91.6	1,386	6,009	81.6	187
Elkhart	106,790	31,987	28,746	89.9	11,614	27,730	86.7	2,526
Fayette	24,454	7,394	6,306	85.3	2,186	6,678	90.3	549
Floyd	51,397	15,378	13,777	89.6	3,881	14,168	92.1	1,606
Fountain	18,706	5,994	5,195	86.7	1,453	5,369	89.6	327
Franklin	17,015	4,516	4,180	92.6	902	3,723	82.4	159
Fulton	16,957	5,455	4,954	90.8	1,439	4,861	89.1	236
Gibson	29,949	9,507	8,475	89.1	1,962	8,264	86.9	336
Grant	75,741	22,350	19,971	89.4	5,929	19,790	88.5	1,274
Greene	26,327	8,971	7,232	80.6	1,461	7,774	86.7	262
Hamilton	40,132	11,966	11,014	92.0	4,208	11,162	93.3	1,619
Hancock	26,665	8,039	7,318	91.0	2,240	7,466	92.9	641
Harrison	19,207	5,521	5,086	92.1	1,218	4,788	86.7	248
Hendricks	40,896	11,913	10,886	91.4	3,464	11,165	93.7	1,459
Henry	48,899	14,810	13,102	88.5	4,169	13,505	91.2	943
Howard	69,509	20,808	18,318	88.0	6,268	19,068	91.6	1,853
Huntington	33,814	10,383	9,454	91.1	3,587	9,539	91.9	468
Jackson	30,556	9,249	8,467	91.5	1,975	8,334	90.1	386
Jasper	18,842	5,214	4,796	92.0	1,200	4,583	87.9	210
Jay	22,572	7,230	6,460	89.3	2,018	6,140	84.9	243
Jefferson	24,061	6,649	6,042	90.9	1,415	5,778	86.9	203
Jennings	17,267	4,411	3,839	87.0	658	3,821	86.6	148
Johnson	43,704	12,378	11,206	90.5	3,553	11,784	95.2	1,129
Knox	41,561	13,447	11,704	87.0	3,198	11,853	88.1	602
Kosciusko	40,373	12,463	11,385	91.4	4,490	10,997	88.2	577

Continued on opposite page

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	Jan. 1, 1962
Delaware	Mar. 19, 1962	North Dakota	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 ¹	Jan. 22, 1962	Rhode Island	Mar. 5, 1962
Kansas	April 10, 1962	South Carolina ²	Feb. 5, 1962
Kentucky	April 2, 1962	South Dakota ²	Feb. 5, 1962
Louisiana	Dec. 25, 1961	Tennessee	Jan. 8, 1962
Maine	Dec. 18, 1961	Texas	May 21, 1962
Maryland	Mar. 19, 1962	Utah	Jan. 22, 1962
Massachusetts	Feb. 19, 1962	Vermont	Jan. 22, 1962
Minnesota	Jan. 29, 1962	Virginia	April 9, 1962
Mississippi	Jan. 22, 1962	Washington	Mar. 5, 1962
Michigan	April 16, 1962	West Virginia	Mar. 19, 1962
Montana	Jan. 1, 1962	Wisconsin	Jan. 22, 1962

¹Also see Feb. 5, 1962, issue for corrections in Hawaii figures.

²Also see Feb. 19, 1962, issue for corrections in South Carolina and South Dakota figures.

the application of American Broadcasting-Paramount Theatres, Inc., for renewal of present license of WABC New York City, which authorizes unli., non-DA operation on same frequency with same power. Action May 29.

OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition by Concert Network Inc., for reconsideration of Feb. 14 decision which granted application of David L. Kurtz for new class B fm station to operate on 101.1 mc, ERP 9.4 kw, ant. height 128 ft., in Philadelphia. Action May 29.

■ By memorandum opinion & order, commission (1) readopted its Jan. 3 decision granting application of Wilmer E. Huffman for new am station to operate on 1290 kc, 5 kw-D, 500 w-N, DA-2, in Pratt, Kan., and denied applications of Pier San Inc., and Francis C. Morgan Jr., for new stations on 1290 kc, 500 w, D, in Larned, Kan., and (2) denied petitions for reconsideration filed by Mr. Morgan and Pier San. Comr. Bartley abstained from voting; Comr. Lee dissented; Comr. Cross concurred in part and dissented in part and issued statement. Action May 29.

■ By memorandum opinion & order in am proceeding in Docs. 14510-4, the Commission (1) denied petitions by applicants Rockland Radio Corp. and Rockland Bcstrs. Inc., both Spring Valley, N. Y., to amend or delete certain hearing issues, and (2) on own motion, delted present Issues 14 and 15 and substituted standard 307(b) and contingent standard issues, also added Sec. 3.30 (a) waiver issue. Comr. Ford concurred in part and dissented in part and issued statement. Action May 29.

■ By memorandum opinion & order in Rochester, N. Y., tv ch. 13 comparative proceeding in Docs. 14394 et al., commission denied petitions by applicants Star Tv Inc., Heritage Radio and Tv Bcstg. Inc., and Rochester Bcstg. Corp., insofar as they seek review of chief hearing examiner's denial to add financial issue with respect to applicants Federal Bcstg. System Inc. and Rochester Telecasters Inc. Chmn. Minow and Comr. Bartley dissented. Action May 29.

■ By memorandum opinion & order in consolidated am proceeding in Docs. 14510 et al., commission denied petition by Delaware Valley Bcstg. Co. for review of examiner's ruling denying its petition to amend its application to change nighttime DA system of WAAT Trenton, N. J., by reducing its overall efficiency; also denied request for waiver of Sec. 1.311(b) of rules. Action May 29.

Routine roundup

■ By letter, commission denied request by American Bcstg.-Paramount Theatres Inc., for waiver of maximum power limitations of Sec. 3.614(b) of tv rules for Zone 1, and dismissed its related application to increase radiated power of station WABC-TV (ch. 7) New York City, from 110 kw to 316 kw at its existing ant. height of 1,378 ft. Action May 29.

■ By memorandum opinion & order, commission granted mod. of cp of WSTE-TV Inc., to change trans. site of WSTE-TV (ch. 13) Fajardo, P. R., from Sardiniera Barrio, 1½ miles N. of Fajardo, to top of El Yunque Mountain, 8½ miles west of that city, increase vis. ERP from 2.82 kw to 31.6 kw, and increase ant. height from 350 ft. to 2,900 ft.; denied opposing petitions by Ponce de Leon Bcstg. Inc., of Puerto Rico (WAPA-TV ch. 4) and El Mundo Inc. (WKAQ-TV ch. 2), both San Juan. Action May 29.

■ By order, commission extended from June 22 to July 23 time for filing reply comments in proceedings on deintermixture of Madison, Wis., Rockford, Ill., Hartford, Conn., Erie, Pa., Binghamton, N. Y., Champaign, Ill., Columbia, S. C., and Montgomery, Ala., and on short-spaced "drop-in" assignments in Oklahoma City, Okla., Johnstown, Pa., Baton Rouge, La., Dayton, Ohio, Jacksonville, Fla., Birmingham, Ala., Knoxville, Tenn., and Charlotte, N. C. Action May 23.

■ By separate memorandum opinion, commission gave notice that June 22 date still governs time for reply comments in proceedings looking toward fostering expanded use of uhf tv chs. and proposals for additional reservations in Florida, Kentucky and Georgia. Action May 23.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted joint petition by The Riverside Church in City of New York and Huntington-Montauk Bcstg. Inc., applicants for new

fm stations in New York, and Huntington, N. Y., respectively, in Docs. 12107, 12222, and extended to May 28 time to file memorandum briefs on questions presented by March 9 order of United States Court of Appeals for District of Columbia Circuit, in case of *Huntington-Montauk Bcstg. Co., Inc. v. FCC.* Action May 22.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petition by Atlas Bcstg. Co. for dismissal of its application for new tv station to operate on ch. 13 in Grand Rapids, Mich., but dismissed application with prejudice. Application was consolidated for hearing in Docs. 14407 et al. Action May 25.

■ Granted joint petition by John E. Grant and Allen C. Bigham Jr., applicants for new am stations to operate on 980 kc. 1 kw, DA, D in Salinas, Calif., for approval of agreement whereby Mr. Bigham would pay Mr. Grant \$3,500 for partial reimbursement of expenses incurred in connection with his application in return for its withdrawal; granted petition by Mr. Grant for dismissal of his application but dismissed it with prejudice, and retained in hearing status Mr. Bigham's application. Action May 25.

■ Granted request by Radio Assoc. Inc. (WEER), Warrenton, Va., and extended from May 23 to May 29 time for filing reply findings in proceeding on its am application and that of WNOW Inc. (WNOW), York, Pa. Action May 23.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreement reached at May 22 prehearing conference, continued June 12 evidentiary hearing to July 10 in proceeding on am application of Bootheel Bcstg. Co., Kennett, Mo. Action May 23.

■ Granted petition by Broadcast Bureau and extended from May 25 to June 8 time for filing proposed findings in proceeding on am application of Virginia Regional Bcstrs., Chester, Va. Action May 23.

By Hearing Examiner Millard F. French

■ Granted petition by Fifth Market Bcstg. Inc. (WGSM), Huntington, N. Y., to extent of continuing May 23 date for exchange of exhibits to June 13, in proceeding on its am application, and continued June 4 hearing to June 27. Action May 24.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreement of parties at May 22 prehearing conference, scheduled certain procedural dates in proceeding on fm applications of Christian Bcstg. Assn. of New England Inc., Providence, R. I., and North Attleboro Bcstg. Co., North Attleboro, Mass.; continued June 12 hearing to July 17. Action May 22.

By Hearing Examiner Isadore A. Honig

■ Upon request by applicant and with consent of Broadcast Bureau, extended time for filing reply pleadings from May 28 to June 4 in proceeding on am application of Higson-Frank Radio Enterprises, Houston, Tex. Action May 28.

■ On own motion, scheduled conference for May 29 in proceeding on applications for new am stations of WEXC Inc., Depew, N. Y., et al., to consider proposals filed since hearing in light of commission's Jan. 4 memorandum opinion & order (footnote 3) in Kent-Ravenna Bcstg. Co., et al. Action May 28.

■ Formalized by order certain agreements and rulings made at May 25 prehearing conference in Wilmington, N. C., tv ch. 3 proceeding; and continued June 18 hearing to Sept. 17. Action May 25.

By Hearing Examiner Annie Neal Hunting

■ On own motion, scheduled further hearing for Oct. 1 in proceeding on am applications of La Fiesta Bcstg. Co., and Mid-Cities Bcstg. Corp., both Lubbock, Tex. Action May 22.

By Hearing Examiner H. Gifford Irlon

■ Continued June 20 hearing to July 11 in Flint, Mich., tv ch. 12 proceeding. Action May 25.

■ Continued June 13 hearing to July 24 in proceeding on am applications of D & E Bcstg. Co., and Great State Bcstrs. Inc., both San Antonio, Tex. Action May 24.

■ Continued June 18 hearing to July 5 in proceeding on am applications of KWEN Bcstg. Co., Port Arthur, Tex., et al. Action May 23.

■ Scheduled further prehearing conference for May 28 in proceeding on am applications of Jefferson Radio Co. (WIXI), Irondale,

Continued from opposite page

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
Lagrange	17,380	4,716	3,676	77.9	1,148	3,409	72.3	121
Lake	513,269	143,688	129,744	90.3	45,771	132,712	92.4	13,207
La Porte	95,111	27,037	24,775	91.6	8,942	25,249	93.4	2,302
Lawrence	36,564	11,301	9,985	88.4	1,961	10,043	88.9	275
Madison	125,819	38,137	33,212	87.1	10,217	35,459	93.0	3,417
Marion	697,567	211,798	188,917	89.2	67,456	194,576	91.9	26,157
Marshall	32,443	9,762	8,495	87.0	3,119	8,664	88.8	349
Martin	10,608	2,923	2,383	81.5	415	2,478	84.8	92
Miami	38,000	11,143	10,012	89.9	3,324	9,879	88.7	675
Monroe	59,225	16,816	14,883	88.5	4,680	13,965	83.0	1,188
Montgomery	32,089	10,151	9,097	89.6	2,688	9,337	92.0	827
Morgan	33,875	9,707	8,530	87.9	2,185	8,876	91.4	700
Newton	11,502	3,510	3,159	90.0	766	3,123	89.0	157
Noble	28,162	8,420	7,811	92.8	2,974	7,413	88.0	402
Ohio	4,165	1,304	1,154	88.5	195	1,221	93.6	32
Orange	16,877	5,134	4,414	86.0	1,073	4,280	83.4	97
Owen	11,400	3,665	3,262	89.0	788	3,244	88.5	182
Parke	14,804	4,764	4,078	85.6	769	4,350	91.3	365
Perry	17,232	4,950	4,154	83.9	973	4,008	81.0	157
Pike	12,797	4,216	3,605	85.5	443	3,397	80.6	20
Porter	60,279	16,707	15,361	91.9	6,119	15,401	92.2	1,415
Posey	19,214	5,856	5,214	89.0	1,049	4,680	79.9	229
Pulaski	12,837	3,821	3,589	93.9	1,039	3,093	80.9	20
Putnam	24,927	6,884	5,950	86.4	1,548	6,185	89.8	316
Randolph	28,434	9,082	7,966	87.7	2,695	8,082	89.0	367
Ripley	20,641	5,988	5,317	88.8	1,355	5,099	85.2	168
Rush	20,393	6,089	5,322	87.4	1,715	5,687	93.4	424
St. Joseph	238,614	69,921	62,922	90.0	23,708	64,515	92.3	6,350
Scott	14,643	4,163	3,407	81.8	618	3,386	81.3	275
Shelby	34,093	10,454	9,482	90.7	2,903	9,679	92.6	849
Spencer	16,074	4,646	4,067	87.5	521	3,912	84.2	72
Starke	17,911	5,228	4,495	86.0	1,184	4,570	87.4	269
Steuben	17,184	5,301	4,896	92.4	1,572	4,815	96.8	113
Sullivan	21,721	7,334	5,790	78.9	1,429	6,462	88.1	392
Switzerland	7,092	2,237	2,096	93.7	416	1,798	80.4	126
Tippecanoe	89,122	24,928	23,246	93.3	9,242	21,225	85.1	1,370
Tipton	15,856	4,910	4,338	88.4	1,123	4,555	92.8	420
Union	6,457	1,925	1,740	90.4	569	1,621	84.2	227
Vanderburgh	165,794	50,633	44,169	87.2	13,488	44,465	87.8	3,742
Vermillion	17,683	6,000	5,042	84.0	983	5,412	90.2	141
Vigo	108,458	34,440	30,068	87.3	8,189	30,896	89.7	2,501
Wabash	32,605	9,871	8,819	89.3	3,373	8,348	84.6	400
Warren	8,545	2,587	2,289	88.5	730	2,196	84.9	99
Warrick	23,577	6,959	5,983	86.0	1,290	5,975	85.9	275
Washington	17,819	5,351	4,786	89.4	896	4,357	81.4	59
Wayne	74,039	22,318	20,577	92.2	8,103	20,092	90.0	1,415
Wells	21,220	6,504	5,946	91.4	2,564	5,740	88.3	319
White	19,709	6,169	5,664	91.8	1,795	5,453	88.4	140
Whitley	20,954	6,276	5,965	95.0	1,900	5,767	91.9	447
Metropolitan Areas								
Evansville	199,313	60,737	52,718	86.8	15,370	52,682	86.7	4,173
Fort Wayne	232,196	68,743	62,421	90.8	26,058	62,734	91.3	6,401
Gary-Hammond-East Chicago	573,548	160,395	145,105	90.5	51,890	148,113	92.3	14,622
Indianapolis	697,567	211,798	188,917	89.2	67,456	194,576	91.9	26,157
Louisville	725,139	211,382	190,756	90.2	59,959	192,065	90.9	22,379
Muncie	110,938	33,120	29,023	87.6	9,061	30,449	91.9	2,388
South Bend	238,614	69,921	62,922	90.0	23,708	64,515	92.3	6,350
Terre Haute	108,458	34,440	30,068	87.3	8,189	30,896	89.7	2,501

IOWA

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	2,757,537	841,357	795,728	94.6	288,503	750,216	89.2	40,349
COUNTY TOTALS								
Adair	10,893	3,614	3,427	94.8	969	3,287	91.0	58
Adams	7,468	2,422	2,329	96.2	725	1,935	79.9	56
Allamakee	15,982	4,546	4,426	97.4	1,670	3,956	87.0	20
Appanoose	16,015	5,583	5,162	92.5	1,337	4,593	82.3	44
Audubon	10,919	3,373	3,296	97.7	905	3,073	91.1	57
Benton	23,422	7,215	6,855	95.0	2,592	6,655	92.2	427
Black Hawk	122,482	35,498	33,586	94.6	14,187	32,868	92.6	2,580

Continued on page 82

RADIO-TV SET COUNTS continued from page 81

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
Boone	28,037	8,493	7,965	93.8	2,899	7,780	91.6	365
Bremer	21,108	6,116	5,849	95.6	2,327	5,402	88.3	357
Buchanan	22,293	6,029	5,683	94.3	2,004	5,338	88.5	239
Buena Vista	21,189	6,644	6,385	96.1	2,438	5,940	89.4	262
Butler	17,467	5,408	5,118	94.6	1,644	4,612	85.3	100
Calhoun	15,923	5,034	4,965	98.6	1,684	4,453	88.5	42
Carroll	23,431	6,635	6,503	98.0	1,643	6,139	92.5	168
Cass	17,919	5,996	5,770	96.2	2,128	5,312	88.6	177
Cedar	17,791	5,504	5,317	96.6	2,055	5,021	91.2	156
Cerro Gordo	49,894	15,347	14,520	94.6	5,425	13,945	90.9	945
Cherokee	18,598	5,304	4,988	94.0	1,621	4,708	88.8	261
Chickasaw	15,034	4,317	4,087	94.7	1,341	3,781	87.6	92
Clarke	8,222	2,816	2,701	95.9	784	2,427	86.2	37
Clay	18,504	5,698	5,559	97.6	2,442	4,773	83.8	18
Clayton	21,962	6,690	6,534	97.7	2,292	5,481	81.9	135
Clinton	55,060	16,536	15,689	94.9	5,561	15,386	93.0	1,067
Crawford	18,569	5,668	5,428	95.8	1,550	5,129	90.5	101
Dallas	24,123	7,776	7,280	93.6	2,803	7,058	90.8	166
Davis	9,199	2,913	2,702	92.8	497	2,537	87.1	—
Decatur	10,539	3,336	3,128	93.8	794	2,480	74.3	21
Delaware	18,483	5,174	4,931	95.3	1,694	4,567	88.3	63
Des Moines	44,605	14,286	13,321	93.2	4,676	12,806	89.6	711
Dickinson	12,574	3,984	3,866	97.0	1,347	3,287	82.5	111
Dubuque	80,048	21,142	20,393	96.5	7,671	18,058	85.4	1,023
Emmet	14,871	4,424	4,154	93.9	1,306	3,324	75.1	67
Fayette	28,581	8,533	8,327	97.6	3,444	7,503	87.9	286
Floyd	21,102	6,524	6,102	93.5	2,637	5,755	88.2	212
Franklin	15,472	4,884	4,686	95.9	1,862	4,471	91.5	89
Fremont	10,282	3,395	3,188	93.9	696	3,140	92.5	69
Greene	14,379	4,730	4,563	96.5	1,713	4,386	92.7	192
Grundy	14,132	4,461	4,297	96.3	1,632	4,136	92.7	124
Guthrie	13,607	4,483	4,294	95.8	1,305	3,951	88.1	188
Hamilton	20,032	6,292	5,976	95.0	1,742	5,676	90.2	285
Hancock	14,604	4,394	4,166	94.8	1,128	3,895	88.6	116
Hardin	22,533	7,365	7,108	96.5	2,560	6,632	90.0	213
Harrison	17,600	5,519	5,082	92.1	1,409	4,903	88.8	160
Henry	18,187	5,506	5,173	94.0	1,577	4,381	79.6	79
Howard	12,734	3,763	3,521	93.6	1,093	2,871	76.3	43
Humboldt	13,156	3,981	3,926	98.6	1,570	3,434	86.3	129
Ida	10,269	3,276	3,076	93.9	1,054	2,958	90.3	38
Iowa	16,396	4,950	4,661	94.2	1,791	4,326	87.4	335
Jackson	20,754	6,077	5,724	94.2	1,673	5,235	86.1	166
Jasper	35,282	11,050	10,624	96.1	3,925	10,110	91.5	659
Jefferson	15,818	4,958	4,705	94.9	1,595	4,217	85.1	159
Johnson	53,663	15,071	14,302	94.9	6,047	12,459	82.7	609
Jones	20,693	5,874	5,590	95.2	2,166	5,369	91.4	228
Keokuk	15,492	4,975	4,606	92.6	1,256	4,097	82.4	113
Kossuth	25,314	7,186	6,899	96.0	2,897	6,551	91.2	116
Lee	44,207	13,372	12,456	93.1	4,046	11,972	89.5	65
Linn	136,899	42,223	40,182	95.2	15,628	39,080	92.6	3,518
Louisa	10,290	3,215	3,067	95.4	974	2,789	86.7	129
Lucas	10,923	3,699	3,401	91.9	820	2,952	79.8	172
Lyon	14,468	4,190	3,897	93.0	1,117	3,540	84.5	38
Madison	12,295	3,996	3,861	96.6	1,240	3,707	92.8	57
Mahaska	23,602	7,639	7,183	94.0	2,542	6,545	85.7	265
Marion	25,886	7,733	7,387	95.5	2,355	6,840	88.5	204
Marshall	37,984	11,951	11,491	96.2	4,892	11,298	94.5	591
Mills	13,050	3,612	3,402	94.2	1,125	3,272	90.6	123
Mitchell	14,043	4,153	3,941	94.9	1,260	3,682	88.7	94
Monona	13,916	4,431	4,163	94.0	1,053	3,877	87.5	89
Monroe	10,463	3,289	2,971	90.3	689	2,868	87.2	85
Montgomery	14,467	4,892	4,702	96.1	1,784	4,323	88.4	127
Muscatine	33,840	10,862	10,061	92.6	3,972	9,919	91.3	655
O'Brien	18,840	5,823	5,609	96.3	2,198	5,342	91.7	124
Osceola	10,064	2,969	2,927	98.6	789	2,560	86.2	64
Page	21,023	6,761	6,433	95.1	2,474	5,811	85.9	244
Palo Alto	14,736	4,220	4,179	99.0	1,243	3,326	78.8	18
Plymouth	23,906	6,815	6,427	94.3	1,878	6,214	91.2	149
Pocahontas	14,234	4,241	4,066	95.9	1,258	3,682	86.8	18
Polk	266,315	84,352	79,327	94.0	33,242	77,601	92.0	7,538
Pottawattamie	83,102	24,896	23,078	92.7	7,963	22,479	90.3	1,594
Poweshiek	19,300	5,769	5,510	95.5	2,317	5,157	89.4	202
Ringgold	7,910	2,638	2,554	96.8	797	2,327	88.2	21
Sac	17,007	5,284	5,002	94.7	1,677	4,569	86.5	79
Scott	119,067	35,648	33,304	93.4	13,714	32,873	92.2	2,720
Shelby	15,825	4,488	4,391	97.8	1,182	4,108	91.5	80

Continued on page 84

and Voice of the Mid South, Centreville, both Alabama. Action May 23.

By Hearing Examiner David I. Kraushaar
 ■ On own motion, continued June 21 prehearing conference to June 27 in proceeding on applications of Mineola Bcstg. Co., and Center Bcstg. Inc., for new am stations in Mineola and Pittsburg, Tex., respectively. Action May 23.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Formalized by order certain agreements and rulings made at May 24 prehearing conference in proceeding in am application of Birch Bay Bcstg. Inc. (KARI), Elaine, Wash., and continued June 13 hearing to July 19. Action May 24.

By Hearing Examiner Herbert Sharfman
 ■ Pursuant to ruling at May 23 prehearing conference, continued June 18 hearing to July 9 in proceeding on am application of KDOK Bcstg. Co. (KDOK), Tyler, Tex. Action May 23.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of May 28

WFOH(FM) Hamilton, Ohio — Granted SCA on 87 kc.

WFMF(FM) Madison, Wis.—Granted SCA on 87 kc.

■ Granted renewal of license for following stations: KADA Ada, Okla.; KALN Iola, Kan.; KBX Muskogee, Okla.; KBRX O'Neill, Neb.; KANI Broken Bow, Neb.; KCRC Enid, Okla.; KFJ-AM-FM Wichita, Kan.; KEHN Henryetta, Okla.; KIRL Wichita, Kan.; KJLT North Platte, Neb.; KOAM Pittsburg, Kan.; KOAM-TV Pittsburg, Kan.; KOOO Omaha, Neb.; KRHD Duncan, Okla.; KSCB Liberal, Kan.; KSWO-AM-TV Lawton, Okla.; KTOW Sand Springs, Okla.; KUSH Cushing, Okla.; KVIN Vinita, Okla.; KWHK Hutchinson, Kan.; KWHW Altus, Okla.; KRNY-FM Kearney-Holdrege, Neb.; *KPPS-FM Parsons, Kan.; *KSDB-FM Manhattan, Kan.; *KTJO-FM Ottawa, Kan.; KNOP (TV) North Platte, Neb.; KTUL-TV Tulsa, Okla.; KVOO-TV Tulsa, Okla.; KWTV (TV) Oklahoma City, Okla.

KBCO(FM) San Francisco, Calif.—Granted mod. of SCA to make equipment changes; condition.

KITT(FM) San Diego, Calif.—Granted mod. of authority to change subcarrier frequency of SCA to 87 kc only.

WCBC(FM), Christian Bcstg. Co., Cantonville, Md.—Granted acquisition of negative control each by J. Stewart Brinsfield and J. Stewart Brinsfield Jr. through sale of stock by William H. Foell to company of same name.

KWUN, Service Bcstg. Co., Concord, Calif.—Granted transfer of control from Frank M. Helm Co. to Frank M. Helm and Frank M. Helm Jr., trust.

KHOG, Fayetteville Bcstg. Inc., Fayetteville, Ark.—Granted transfer of control from Southwestern Trans-Video Inc. to C. A. Sammons.

Knorr Bcstg. Corp., Dearborn, Mich.—Granted authority to transmit programs from Briggs Stadium, Detroit, Mich., and other American League Baseball Parks via WKMH Dearborn, to CFRA Ottawa, Ontario, for period ending Oct. 15.

Mutual Bcstg. System Inc., New York, N. Y.—Granted extension of authority to transmit programs to CKLW, stations owned and operated by the Canadian Bcstg. Corp., and stations licensed by Canadian Minister of Transport, for period ending May 1, 1963.

KNBC San Francisco, Calif.—Granted mod. of licenses to operate main and auxiliary trans. by remote control; conditions.

WMES, Radio Ashburn, Ashburn, Ga.—Granted assignment of cp to WMES Inc.

KHQA-TV Hannibal, Mo.—Granted cp to replace transmission line and make changes in equipment.

WVBR-FM Ithaca, N. Y.—Granted cp to change location of auxiliary trans. to main trans. location for auxiliary purposes only; remote control permitted.

KHFM(FM) Albuquerque, N. M.—Granted cp to install old main trans. at present location of main trans. to be used for auxiliary purposes only.

KROC Rochester, Minn.—Granted cp to reinstate expired permit covering installation of new trans. at main trans. location to be used as auxiliary trans.; remote control permitted nighttime.

KJAX Santa Rosa, Calif.—Granted authority to remain silent for 90 days, period ending Aug. 22, for financial reorganization.

KRUS Ruston, La.—Granted mod. of cp

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RADIO-TV SET COUNTS continued from page 82

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
Sioux	26,375	7,465	7,291	97.7	2,381	5,941	79.6	255
Story	49,327	14,195	13,565	95.6	6,519	12,582	88.6	1,113
Tama	21,413	6,716	6,377	95.0	2,506	5,965	88.8	199
Taylor	10,288	3,499	3,398	97.1	1,046	2,722	77.8	19
Union	13,712	4,652	4,541	97.6	1,707	4,004	86.1	16
Van Buren	9,778	3,242	2,965	91.5	729	2,654	81.9	99
Wapello	46,126	14,659	12,951	88.3	3,367	13,138	89.6	522
Warren	20,829	6,125	5,798	94.7	1,935	5,621	91.8	236
Washington	19,406	6,035	5,424	89.9	1,600	4,959	82.2	136
Wayne	9,800	3,471	3,301	95.1	1,007	2,747	79.1	147
Webster	47,810	14,947	14,477	96.9	5,663	13,331	89.2	494
Winnebago	13,099	4,010	3,776	94.2	1,325	3,581	89.3	119
Winneshiek	21,651	5,951	5,747	96.6	2,359	4,977	83.6	40
Woodbury	107,849	33,243	29,892	89.9	9,168	30,411	91.5	2,387
Worth	10,259	3,116	2,978	95.6	1,101	2,770	88.9	187
Wright	19,447	6,102	5,762	94.4	2,078	5,533	90.7	197
Metropolitan Areas								
Cedar Rapids	136,899	42,223	40,182	95.2	15,628	39,080	92.6	3,518
Davenport	270,058	81,767	77,292	94.5	32,790	76,378	93.4	7,410
Rock Island-Moline-								
Des Moines	266,315	84,352	79,327	94.0	33,242	77,601	92.0	7,538
Dubuque	80,048	21,142	20,393	96.5	7,671	18,058	85.4	1,023
Omaha	457,873	136,645	124,861	91.4	43,386	124,494	91.1	13,019
Sioux City	107,849	33,243	29,892	89.9	9,168	30,411	91.5	2,387
Waterloo	122,482	35,498	33,586	94.6	14,187	32,868	92.6	2,580
State totals	4,319,813	1,360,054	1,227,468	90.3	341,089	1,159,965	85.3	88,899
COUNTY TOTALS								
Adair	20,105	6,580	6,082	92.4	1,630	5,664	86.1	299
Andrew	11,062	3,622	3,369	93.0	788	3,176	87.7	275
Atchison	9,213	3,043	2,851	93.7	807	2,623	86.2	115
Audrain	26,079	8,271	7,626	92.2	2,392	7,262	87.8	228
Barry	18,921	6,339	5,667	89.4	1,007	5,038	79.5	78
Barton	11,113	3,908	3,484	89.2	884	3,222	82.4	99
Bates	15,905	5,657	5,268	93.1	1,061	4,381	77.4	124
Benton	8,737	3,109	2,842	91.4	541	2,150	69.2	69
Bollinger	9,167	2,798	2,602	93.0	340	2,005	71.7	—
Boone	55,202	15,939	14,991	94.1	4,978	13,426	84.2	963
Buchanan	90,581	30,003	26,583	88.6	7,065	25,968	86.6	1,668
Butler	34,656	10,915	9,204	84.3	1,679	7,852	71.9	387
Caldwell	8,830	3,213	3,000	93.4	757	2,817	87.7	56
Callaway	23,858	6,455	5,878	91.1	1,638	5,503	85.3	225
Camden	9,116	3,106	2,810	90.5	453	2,344	75.5	43
Cape Girardeau	42,020	12,871	11,715	91.0	3,492	10,962	85.2	808
Carroll	13,847	4,740	4,474	94.4	1,051	3,887	82.0	64
Carter	3,973	1,293	1,136	87.9	205	531	41.1	—
Cass	29,702	8,973	8,436	94.0	2,881	8,029	89.5	551
Cedar	9,185	3,347	3,103	92.7	802	2,549	76.2	83
Chariton	12,720	4,324	3,904	90.3	727	3,217	74.4	39
Christian	12,359	3,971	3,567	89.8	800	3,305	83.2	142
Clark	8,725	2,847	2,592	91.0	472	2,340	82.2	56
Clay	87,474	25,697	24,128	93.9	9,697	23,978	93.3	2,805
Clinton	11,588	3,984	3,701	92.9	1,085	3,371	84.6	72
Cole	40,761	11,420	10,690	93.6	4,845	10,439	91.4	1,112
Cooper	15,448	4,938	4,595	93.1	1,293	4,143	83.9	211
Crawford	12,647	4,122	3,630	88.1	653	2,681	65.0	117
Dade	7,577	2,646	2,340	88.4	284	2,221	83.9	21
Dallas	9,314	3,211	2,880	89.7	503	2,620	81.6	83
Davless	9,502	3,407	3,153	92.5	679	2,850	83.7	65
De Kalb	7,226	2,487	2,294	92.2	588	1,979	79.6	35
Dent	10,445	3,486	3,123	89.6	421	1,974	56.6	40
Douglas	9,653	2,945	2,645	89.8	489	2,239	76.0	38
Dunklin	39,139	11,687	9,921	84.9	1,264	8,901	76.2	202
Franklin	44,566	13,483	12,514	92.8	2,804	12,035	89.3	376
Gasconade	12,195	4,030	3,595	89.2	761	3,023	75.0	80
Gentry	8,793	3,209	2,863	89.2	787	2,525	78.7	136
Greene	126,276	41,206	37,382	90.7	11,273	36,646	88.9	2,849
Grundy	12,220	4,422	4,231	95.7	819	3,464	78.3	19
Harrison	11,603	4,184	4,006	95.7	1,057	3,408	81.5	76
Henry	19,226	6,748	6,277	93.0	1,340	5,468	81.0	98

Continued on opposite page

to change type trans.
KABL Oakland, Calif.—Granted extension of completion date to period ending Oct. 29.
 ■ Granted mod. of cps to change type trans. for following stations: **WWWB-FM** Jasper, Ala.; **WSMJ (FM)** Greenfield, Ind., condition.

Actions of May 25

KFFA Helena, Ark.—Granted change of remote control authority.
WAQE-FM Baltimore, Md.—Granted cp to change ant.-trans. and studio location; make changes in ant. system; and change ant. height to 280 ft.
WSEV-FM Sevierville, Tenn.—Granted cp to install new trans.
KWTX-TV Waco, Tex.—Granted mod. of cp to change type trans., type ant. and make other equipment changes; conditions.
KLST(FM) Colorado Springs, Colo. — Granted mod. of cp to increase ERP to 400 w; change type trans. and type ant.
 ■ Granted renewal of license for following low power stations: **KWAD** Ecstg. Co., Wadena, Minn.; **Cornhusker Tv Corp.**, Lincoln, Neb.; **KOTV Inc.**, Tulsa, Okla.

Actions of May 24

WKYB-AM-FM The Barrington Co., Paducah, Ky.—Granted assignment of licenses to Arthur C. Schofield; consideration \$140,000 and \$50,000 for agreement not to compete within the "broadcast pattern 0.5 m/v line" for 8 years.
WABH Deerfield, Va.—Granted license for am station.
WRMI-FM Morris, Ill.—Granted license for fm station.
WLOS-FM Asheville, N. C.—Granted license covering change in frequency, ERP, ant. height, change ant.-trans. location, installation new trans. and ant., changes in ant. system and operation by remote control.
WHLI-FM Hempstead, N. Y.—Granted license covering installation of new ant.
Sarkes Tarzian Inc., Bloomington, Ind.—Granted license for low power station.
WSIZ Ocala, Ga.—Granted license covering changes in ant. and ground system.
WMDN Midland, Mich.—Granted license covering increase in daytime power and installation of new trans.; change in ant.-trans.; studio location, and change in ground system.
WBBT Lyons, Ga. — Granted license covering increase in daytime power.
WWCO Waterbury, Conn.—Granted license covering use of old main trans. at present main trans. location for auxiliary purposes day and alternate main night with remote control operation.
WRAC Racine, Wash.—Granted license covering change of ant.-trans. and studio location; installation new ant. and ground system; change type trans. and operation by remote control.

KUBA Yuba City, Calif.—Granted license covering use of main nighttime trans. as auxiliary trans. daytime at present location.
WCHA-FM Chambersburg, Pa.—Granted license covering installation of new ant.
WIP-FM Philadelphia, Pa.—Granted license covering installation of new trans., change in main studio location and operation by remote control.
 ■ Granted cps for following new vhf tv translator stations: **Zuni Translator Co.**, on chs. 11, 9 and 6, Grants and Milan, N. M., to translate programs of **KOAT-TV** (ch. 7) **KGGM-TV** (ch. 13) and **KOB-TV** (ch. 4), all Albuquerque, N. M.; **Tv Committee**, on ch. 3, Wray, Colo., **KWHT-TV** (ch. 10) Goodland, Kan., condition; **Taos Community Tv Inc.**, on chs. 11, 9 and 2, Taos, N. M., **KOAT-TV** (ch. 7) **KGGM-TV** (ch. 13) and **KOB-TV** (ch. 4), all Albuquerque, N. M.
WMIK Middleboro, Ky.—Granted cp to install new trans.

KPER Gilroy, Calif.—Granted mod. of cp to move ant.-trans. (same site).
 ■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: **KMBY** Monterey, Calif.; **KUBA** Yuba City, Calif. (2 main trans.); **WWCO** Waterbury, Conn.; **WIBM** Jackson, Mich.; **WVNS** Statesboro, Ga. (1 main trans.); **WRSJ** Bayamon, P. R., with remote control operation; **WOND** Pleasantville, N. J.

WIBM Jackson, Mich.—Granted license covering use of old main trans. at present main trans. location as alternate main nighttime trans. only.

Actions of May 23

WPNX Phenix City, Ala.—Remote control permitted while using non-DA.
WLW Cincinnati, Ohio—Granted renewal

of license (alternate main).

WIBV Belleville, Ill.—Granted change on 1260 kc from 1 kw, D to 5 kw, unl.; change ant.-trans. location; install DA-2 and new trans.; conditions.

WCLE-FM, Southeastern Enterprises Inc., Cleveland, Tenn.—Granted license for fm station.

WKFE, Ponce Bestg. Corp., Yauco, P. R.—Granted license for am station.

WBVP Beaver Falls, Pa.—Granted license covering use of old main trans. as alternate night trans. and auxiliary day trans. at present location.

WWWE Jasper, Ala.—Granted license covering changes in ant. system; change ground system; ant.-trans. location and replace trans.

WXXX Hattiesburg, Miss.—Granted license covering installation of transmitter as alternate main trans. at main trans. location; with remote control operation.

KRIG Odessa, Tex.—Granted license covering installation of new trans.

WFMO Fairmont, N. C.—Granted license covering change in ant.-trans. and studio location; make change in ant. and ground system.

WBVO-FM Boyertown, Pa.—Granted cp to install new trans. and new ant.

Granted licenses covering increase in daytime power and installation of new trans. for following stations: WDNG Anniston, Ala.; WYAM Bessemer, Ala.; KOMY Watsonville, Calif.; WGTA Summerville, Ga.; WKAY Glasgow, Ky. and make changes in ant. system; WBVP Beaver Falls, Pa.; WCRO Johnstown, Pa., and specify type trans.; WJMC Rice Lake, Wis.

Granted licenses covering use of old main trans. at present location of main trans., for auxiliary purposes-day and as alternate main trans.-nighttime, for following stations: WYAM Bessemer, Ala.; KOMY Watsonville, Calif.

Actions of May 22

K12AH Big Piney, Wyo.—Granted license for vhf tv translator station.

Granted cps for following new vhf tv translator stations: Translator Tv Unlimited Inc. on chs. 10 and 12, Westport, Grayland, Ocosta, Ocean Shores, Ocean City, Copalis and Pacific Beach, Wash., to translate programs of KING-TV (ch. 5) Seattle, Wash. and KOIN-TV (ch. 6) Portland, Ore.

Video Utility Corp. Bend, Ore.—Granted cps for new vhf tv translator stations on chs. 3, 11 and 7, to translate programs of KOIN-TV (ch. 6) KGW-TV (ch. 8) and KPTV (TV) (ch. 12), all Portland, Ore., and all via intermediate translator.

KQUE Houston, Tex.—Remote control permitted.

Actions of May 21

Granted licenses covering increase in daytime power and installation of new trans. for following stations: WTWB Auburndale, Fla.; WIBB Macon, Ga.; WQUA Moline, Ill.; WFTM Maysville, Ky.; KWOS Jefferson City, Mo.; WTOL Toledo, Ohio; WNOK Columbia, S. C.; KVEL Vernal, Utah; WRON Roncerverte, W. Va., remote control permitted.

WOKE Charleston, S. C.—Granted license covering installation of old main trans. as auxiliary trans. at main trans. site with remote control operation.

Granted licenses covering use of old main trans. as auxiliary trans. at main trans. site with remote control operation for following stations: WRDO Augusta, Me., and WQUA Moline, Ill.

Granted licenses covering installation of new trans. for following stations: WQUA Moline, Ill. and WRIG Wausau, Wis.

Granted mod. of cps to change type trans. for following stations: WSVS Crewe, Va., and KQYX Joplin, Mo.

Following stations were granted extensions of completion dates as shown: KXMB-TV Bismarck, N. D., to Aug. 6; KONO-TV San Antonio, Tex., (main trans. & ant.) to Aug. 1, and *KUSD-TV Vermillion, S. D., to Nov. 29.

License renewals

KFAB-AM-FM Omaha, Neb.—Granted renewal of licenses. Action May 29.

Translators

The Incorporated Village of South Hampton, South Hampton, N. Y.—Waived mileage separation requirements of Sec. 4.702 (c) (3) of rules and granted cp for new uhf tv translator station on ch. 79 to rebroadcast programs of WHNB-TV (ch. 30) New Britain-Hartford, Conn.; condition. Comrs. Bartley and Ford dissented. Action May 29.

Continued from opposite page

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
Hickory	4,516	1,582	1,417	89.6	203	1,191	75.3	—
Holt	7,885	2,765	2,511	90.8	532	2,023	73.2	19
Howard	10,859	3,469	3,206	92.4	762	2,886	83.2	76
Howell	22,027	7,027	6,464	92.0	1,681	3,955	56.3	40
Iron	8,041	2,440	2,073	85.0	246	1,719	70.5	24
Jackson	622,732	209,638	189,761	90.5	67,371	184,127	87.8	20,284
Jasper	78,863	27,337	23,983	87.7	6,106	23,424	85.7	1,684
Jefferson	66,377	18,580	16,928	91.1	4,254	17,087	92.0	980
Johnson	28,981	8,447	7,988	94.6	2,701	7,287	86.3	451
Knox	6,558	2,270	2,007	88.4	445	1,923	84.7	76
Laclede	18,991	6,098	5,536	90.8	1,177	4,828	79.2	57
Lafayette	25,274	8,222	7,695	93.6	2,261	7,171	87.2	352
Lawrence	23,260	7,690	6,975	90.7	1,611	6,124	79.6	192
Lewis	10,984	3,525	3,241	91.9	956	2,896	82.2	133
Lincoln	14,783	4,852	4,314	88.9	884	4,052	83.5	137
Linn	16,815	5,989	5,659	94.5	1,430	4,765	79.6	102
Livingston	15,771	5,354	4,937	92.2	1,282	4,263	79.6	175
McDonald	11,798	3,978	3,306	83.1	628	3,269	82.2	79
Macon	16,473	5,865	5,362	91.4	763	4,919	83.9	63
Madison	9,366	2,987	2,593	86.8	394	2,256	75.5	63
Marion	29,522	9,925	9,213	92.8	2,453	8,758	88.2	431
Mercer	5,750	2,014	1,818	90.3	381	1,491	74.0	—
Miller	13,800	4,391	4,062	92.5	861	3,614	82.3	103
Mississippi	20,695	5,740	4,265	74.3	747	4,726	82.3	176
Moniteau	10,500	3,510	3,086	87.9	559	2,926	83.4	108
Monroe	10,688	3,609	3,383	93.7	774	3,146	87.2	22
Montgomery	11,097	3,766	3,516	93.4	775	3,085	81.9	24
Morgan	9,476	3,264	2,940	90.1	543	2,643	81.0	20
New Madrid	31,350	8,281	6,367	76.9	664	6,319	76.3	68
Newton	30,093	9,567	8,571	89.6	1,807	8,379	87.6	692
Nodaway	22,215	6,801	6,535	96.1	1,829	5,635	82.9	161
Oregon	9,845	3,233	3,006	93.0	578	1,402	43.4	38
Osage	10,867	3,067	2,899	94.5	662	2,194	71.5	96
Ozark	6,744	2,127	1,913	89.9	339	1,444	67.9	42
Pemiscot	38,095	10,443	8,449	80.9	1,156	7,668	73.4	282
Perry	14,642	4,180	3,802	91.0	629	3,263	78.1	44
Pettis	35,120	11,748	10,600	90.2	2,959	9,600	81.7	367
Phelps	25,396	7,521	6,772	90.0	1,710	5,421	72.1	244
Pike	16,706	5,588	4,790	85.7	1,032	4,499	80.5	98
Platte	23,350	6,874	6,494	94.5	2,244	6,283	91.4	566
Polk	13,753	4,719	4,322	91.6	813	3,616	76.6	95
Pulaski	46,567	7,771	6,684	86.0	1,610	6,169	79.4	204
Putnam	6,999	2,530	2,405	95.1	360	2,291	90.6	17
Ralls	8,078	2,624	2,492	95.0	526	2,340	89.2	99
Randolph	22,014	7,829	7,481	95.6	2,208	6,605	84.4	302
Ray	16,075	5,404	4,898	90.6	1,069	4,710	87.2	179
Reynolds	5,161	1,559	1,308	83.9	106	880	56.4	—
Ripley	9,096	2,972	2,529	85.1	331	1,383	46.5	17
St. Charles	52,970	14,579	13,440	92.2	4,195	13,409	92.0	858
St. Clair	8,421	3,082	2,781	90.2	459	2,162	70.1	—
St. Francois	36,516	10,973	10,212	93.1	2,239	9,334	85.1	395
St. Louis	703,532	198,483	184,258	92.8	72,860	187,268	94.3	27,632
St. Louis City	750,026	248,651	216,797	87.2	45,208	210,914	84.8	14,074
St. Genevieve	12,116	3,286	3,088	94.0	800	2,818	85.8	107
Saline	25,148	8,038	7,654	95.2	1,914	6,668	83.0	256
Schuyler	5,052	1,791	1,648	92.0	140	1,308	73.0	—
Scotland	6,484	2,250	2,097	93.2	464	1,940	86.2	19
Scott	32,748	9,611	8,198	85.3	1,757	8,217	85.5	297
Shannon	7,087	2,192	1,932	88.1	315	913	41.7	—
Shelby	9,063	3,206	3,026	94.4	474	2,641	82.4	39
Stoddard	29,490	8,791	7,503	85.3	1,110	7,202	81.9	134
Stone	8,176	2,636	2,474	93.9	349	1,789	67.9	40
Sullivan	8,783	3,164	3,043	96.2	500	2,611	82.5	51
Taney	10,238	3,364	3,104	92.3	468	2,761	82.1	47
Texas	17,758	5,570	4,856	87.2	674	3,519	63.2	38
Vernon	20,540	6,527	6,103	93.5	1,496	5,068	77.6	210
Warren	8,750	2,674	2,541	95.0	590	2,131	79.7	127
Washington	14,346	3,966	3,335	84.1	522	3,113	78.5	61
Wayne	8,638	2,790	2,427	87.0	262	1,910	68.5	21
Webster	13,753	4,415	3,736	84.6	490	3,363	76.2	44
Worth	3,936	1,368	1,316	96.2	409	1,221	89.3	—
Wright	14,183	4,640	4,170	89.9	607	3,146	67.8	117
Metropolitan Areas								
Kansas City	1,039,493	331,477	301,885	91.1	112,941	297,056	89.6	34,478
St. Joseph	90,581	30,003	26,583	88.6	7,065	25,968	86.6	1,668
St. Louis	2,060,103	624,886	563,465	90.2	164,352	559,734	89.6	54,385
Springfield	126,276	41,206	37,382	90.7	11,273	36,646	88.9	2,849

Continued on page 91

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

Northern California station wants a good manager with proven record and sales manager with good record, both will have opportunity to buy part ownership, this is a real chance, in a fine area and market. Box 237M, BROADCASTING.

Manager for fulltimer in 2 station market. Must have \$10,000-\$15,000 to invest for minority interest. Box 246M, BROADCASTING.

Executive Salesmen, management experience, proven sales background. Full-time travel, protected localized territory. Residence in territory required; preference given residents of available territories: "New York-Penna.," "Kansas-Nebraska-Iowa-Missouri.," "Ohio-Michigan." Openings immediately, personal interviews required. Extensive field training provided. Salary commission—incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pix; Community Club Awards, Westport, Conn.

Sales

Baltimore—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

Boston—Prefer Boston market experience and strong on direct sales. Guarantee of \$175.00 weekly. Box 51M, 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.

Columbus—select situation for experienced top salesman . . . management potential. Salary, plus multiple market chain. Box 114M, BROADCASTING.

Florida. \$100 week plus 15% and gas allowance. Great opportunity for aggressive, energetic, salesman who loves to sell and make money. Box 146M, BROADCASTING.

Two Salesmen needed. One for major city and one for small market. Box 157M, BROADCASTING.

California, KCHJ, Belano. 5000 watts. Sales opening. Guarantee, commission.

—60 miles from New York City . . . top "good music" am station . . . experienced salesman . . . top salary . . . immediate opening . . . WBNR, Newburgh, New York.

Madison, Wis.—outstanding sales opportunity with top rated music/news station. Good money, good future, good family living. WISM, Madison, Wis.

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

1st phone announcer. No maintenance. New Jersey daytimer. Box 5M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

\$135.00 per week to start. Experienced announcer with first phone ticket. Western state. Morning shift. Box 111M, BROADCASTING.

Top Chain continually on lookout for Top Airmen with format experience. Believable personality and Creativity important qualifications. To be considered send tape and resume to Box 834K, BROADCASTING.

Experienced newsmen for upstate New York radio. Must gather, write, and deliver. \$90 weekly. Tape and resume. All tapes returned. Box 158M, BROADCASTING.

Experienced, energetic newsmen-announcer for Texas station. Box 207M, BROADCASTING.

Announcer with well-rounded experience for Southwest network station. Box 267M, BROADCASTING.

Texas medium market needs professional sounding morning announcer for good music—personality station. Need knowledge of music. Pay commensurate with ability. Progressive city, wonderful climate. Prefer applicants with 1st ticket, send tape, resume and photo to Box 213M, BROADCASTING.

Mid-day deejay. Middle of road music. Upstate New York. 6 day, \$90 wkly. Tape and resume. All tapes returned. Box 217M, BROADCASTING.

California AM-FM station near L.A. needs announcer-salesman with 1st FCC phone, sales and board experience. \$100 weekly plus 25% commission on sales. Rush tape, resume. Box 228M, BROADCASTING.

Morning man with sales ability for daytimer in town of 15,000. Prefer man from Southeast. Box 244M, BROADCASTING.

Wanted first ticket announcer to gather and write local news with occasional board stint. Good music policy. Send full details. Mason Dixon. KFTM Radio, Ft. Morgan, Colorado.

1st class attention—KHMO's a great station. I've been here 3 years. Just got my BS degree and go to medical school at Mo. U. this fall. If you have a 1st class ticket, a good voice, want a real good job that pays good too . . . send full details to my boss, Jim Jae, KHMO, Hannibal, Missouri. You'll be glad you did. Signed: Gene Woody, KHMO staff announcer.

Have immediate opening for 1st phone announcer. New equipment. Emphasis on announcing with limited maintenance. Good working conditions with immediate opening. Contact: Clint Formby, Manager, KPAN, Hereford, Tex.

Wanted; announcer with first class license that can do local high school play by play broadcasts of football & basketball and will do light maintenance. Working conditions and pay good. If you have drinking problem do not apply. Contact R. E. Coffey, KVCK, Wolf Point, Montana.

Immediate opening for first phone announcer. KVLG, LaGrange, Texas.

DJ with 1st Class License—Experienced—excellent commercial production capabilities a prerequisite. No maintenance required. If you feel qualified to join the #1 Hooper & Pulse rated station, send minimum of 30 minute air check and resume at once! KWBB—J. M. Hall, Wichita, Kansas.

Experienced capable announcer needed by Maryland independent. Mature voice, good board work essential. WASA, Havre De Grace, Maryland.

Help Wanted—(Cont'd)

Announcers

New full time station needs three announcers to start June 24. Some news reporting. Play by play sports available. Operate own board. Air mail tape—resume—age—photo—minimum salary requirement. KA-OR, Oroville Inn, Oroville, California or phone Al Sumbler 533-9161.

Country and Western station needs announcer. Send tape, resume, photo, to Dan Hollingsworth, WDAL, Meridan, Mississippi.

Announcer with 1st phone for adult daytime directional. Chief job if you can handle. College town, good pay, WDLR, Box 317, Delaware, Ohio. Phone 363-1107.

Announcer-newsman with experience. Fast moving operation. Contact R. H. Sauber, WFRA, Franklin, Penn.

Have immediate need for 1st ticket announcer. Permanent position. Little if any maintenance. Good delivery important. Write: WKTS, Sheboygan, Wisconsin, or call Program Department GL 7-5561.

First phone announcer no maintenance. Experience necessary—salary open. Send photo, tape, resume, to J. F. Marzke, WJUD, St. Johns, Mich.

Sportscaster-salesman opening. Prefer Illinois, Indiana, Missouri or Kentucky man. WMIX, Mt. Vernon, Illinois.

Personality dj for middle of road pop and standard music format. Fast, tight production. Send tape, resume, photo. Tapes returned. WRIG, 529 Third Street, Wausau, Wisconsin.

WRMF, Titusville, Florida needs combo-man at once. R. L. Bright, Manager, 267-2141.

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.

Technical

5000 watter, East Coast, wants competent engineer. No announcing, but must have Tech-knowhow. Liberal fringe benefits. Box 183M, BROADCASTING.

Chief engineer am-fm radio. Midwest. Maintenance, board work. Good salary. Box 192M, BROADCASTING.

Engineer, first ticket for 1000 watter southwest. Salary good for right man. Maintenance a must. Box 235M, BROADCASTING.

Immediate need: 1st phone engineer, maintenance not required, if you want to announce so much the better. 1000 watt fulltimer, market of 75,000. Write or phone WBEC, Pittsfield, Mass. Hillcrest 8-8292.

Two 1st phone engineer-announcers to work in new am facility Santa Barbara County, California. Experience helpful, but not necessary. Send complete information, tape, etc. to Clifford A. Trotter, 214 Los Gallinas, San Rafael, Calif.

50,000 Watt—immediate opening for two permanent full time first phone engineers for transmitter. One combo with announcing duties on All Night show. Also, opening for third engineer for vacation replacement. Contact Russ David, Chief Engineer, WPTR, Albany, N. Y. UN-9-9271.

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.

Help Wanted—(Cont'd)

Production—Programming, Others

Creative copy writer to join radio-tv continuity dept. in major metropolitan station. Experienced writer with professional ability to produce saleable commercials desired. Send resume references, sample copy and photo to. Box 163M, BROADCASTING.

Immediate opening, top-rated, top-forty, five kw for experienced program director and dj, with first phone. Call Wes Minemire, KFDA, Amarillo, Tex.

Farm Director for large coverage, adult-appeal station with strong farm emphasis. Experience helpful but not necessary. Send resume, tape, picture, salary requirements to Robert D. Hanna, KFRM, Salina, Kans.

Northern California 5 kw needs full time news director. Completely equipped department includes mobile broadcast units and airplane for coverage. Accent on local news, salary open. Address resume and tape with full particulars to: Frank McLaurin, KSRO, P. O. Box 1597, Santa Rosa, California.

Radio writer—fulltime in agriculture college at Cornell, recent graduate, under 30, agricultural background helpful, start \$5900. Contact L. W. Kaiser, Roberts Hall, Ithaca, N. Y.

Clever experienced, commercial production and writer needed at once. Do not apply unless you really have it. Send air checks and resume—KWBB, J. M. Hall, Wichita, Kansas.

RADIO

Situations Wanted—Management

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.

Currently sales manager. Want complete responsibility as manager. Successful personal sales and 12 years overall management. Financially responsible, mature family man. Finest owner, media references. Area \$10,000. Box 152M, BROADCASTING.

General Manager. Sales background. Medium market. 13 years broadcasting. Box 162M, BROADCASTING.

Ex-manager. 9 years all phases. Top sales. Desires mid-Atlantic market. Major league background. Box 193M, BROADCASTING.

General manager. Outstanding salesman. Ten years experience. Hard-bitten 38. Married, Masters degree. Box 211M, BROADCASTING.

Radio manager. Presently employed, excellent record, nineteen years experience all facets including labor negotiations, strong programming and promotional ideas, local and national sales, administration, merchandising, budget control. Seeking better opportunity. Desire to move during summer months. Box 221M, BROADCASTING.

I've had it . . . 10 years radio, management, sales, announcing, copywriting, news, production, but I've got it . . . for southern station management with ownership potential. If you want it . . . Box 240M, BROADCASTING.

Successful manager regional station. Outstanding record of national, regional, and especially local sales. Experienced all phases. Lets make money together. Write today to: Box 243M, BROADCASTING.

Extremely capable manager desires relocate. Request only three things: (1) free hand with reasonable budget; (2) adequate draw to sustain wife and two children, and; (3) 2 year contract to receive 50% of increase based on past 12 month receipts. My employ can cost you nothing, but should make a "going" operation out of a marginal operation. No sales manager's jobs. I want to run it! Reply Box 257M, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Bright . . . young account executive seeking opportunity with management potential and permanency. Full knowledge of programming and sales of "modern format." Ten years in business with some management experience. Interested in small or medium market in western or midwestern areas. Box 202M, BROADCASTING.

Successful, creative, professional, proven radio sales executive in twenty thousand dollar rut. Experience, local regional, and national sales plus aggressive sales management. Looking for opportunity and challenge. Box 233M, BROADCASTING.

National Sales Director—major market group. Available soon. Young, aggressive. One of best administrative, sales and programming records in industry. Box 143M, BROADCASTING.

Announcer—Would like opportunity to sell. Prefer New York state. Box 263M, BROADCASTING.

Announcers

Bright sounding dj announcer, authoritative news, married, want to settle down. Box 98M, BROADCASTING.

DJ; resonate voice; fast board; experienced, reliable, want permanent position. Box 136M, BROADCASTING.

Announcer grad.—1st phone—seeks start. Northeast preferred. Adv. Sales experience. Box 173M, BROADCASTING.

Experienced announcer, some knowledge of programming, desires relocation North or South Carolina. Married expecting first child. Box 150M, BROADCASTING.

Northeast only. Humorous personality plus news. Veteran, 3 years experience. Box 155M, BROADCASTING.

Here's a combination—bright, smooth, and swingin'. Four years format experience. Strong in production. Currently in medium S.E. market. Draft exempt. Want to get married but need more money. Box 195M, BROADCASTING.

Ready for move up. Have very mature voice, have handled all types formats but prefer top 40. Very strong on news and play by play. Box 204M, BROADCASTING.

1st phone announcer, experienced, maintenance and sales—prefer Florida—permanent. Box 205M, BROADCASTING.

40 weeks experience on news and dj, 20, understands polish. Will travel. Box 214M, BROADCASTING.

Top rated newsmen-announcer, 14 years radio and tv, seeks major market offer. Strong on productions commercials. Excellent references, degree, family man. Prefer Northeast. Box 218M, BROADCASTING.

Experienced newsmen, currently in major market. 24, married, college, no drifter. Box 220M, BROADCASTING.

Married, college, third phone. Good production, tight board, authoritative news, now employed. Box 222M, BROADCASTING.

Experienced announcer, 1st license, maintenance, family man, reliable, \$100 week. Box 225M, BROADCASTING.

Experienced announcer — engineer (1st phone) desires position with reputable station. Box 241M, BROADCASTING.

First phone announcer—dependable, experienced all phases. Mature voice, tight production. Family man desiring permanent position. Prefer upper Midwest—will consider others. Box 245M, BROADCASTING.

DJ, newscaster, crisp bright sound. Air personality. No prima donna, experience, tape and resume. Box 247M, BROADCASTING.

Announcer-dj; bright, happy sound. Married, good air salesman, tight board, authoritative news, desires permanent position, good community. Box 248M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young, married, announcer, thoroughly trained, seeks first position. Pleasant sound, authoritative news. Box 249M, BROADCASTING.

Colored announcer, dj, young cheerful swinging sound. Tight production, competent. Box 250M, BROADCASTING.

Announcer—DJ—Newscaster. Experienced, young, married, veteran. Bright happy sound. Crisp authoritative news. Tight production, good air salesman. Box 251M, BROADCASTING.

Top 40 jockey wishes to relocate in Northeast. If you're looking for a fast-moving, tight dj, try me. Box 254M, BROADCASTING.

Announcer—Experienced. Young, veteran. Mature voice. Prefer New York state. Box 262M, BROADCASTING.

First phone beginner, no experience, desires start, good voice, draft exempt, RCA grad., combo fine, tape, resume, write, call after six: Joseph Bonczek, 125 Nutwood Ave., Middlesex, N. J., EL 6-0891.

Tennessee and South thereof. \$70. Dillner, 3748 Sheffield, Chicago 13, Ill.

Announcer (Combo). One year experience. 21, single, prefer mid-south. Phone ATwater 5-1472, Dyersburg, Tenn.

Attention Northeastern stations! Here is your chance to hire good sounding young announcer. No experience, but know equipment operation. Contact, Bill Elliott, 48 Imperial Avenue, Pittsfield, Massachusetts. Phone HI 2-1283.

Wisconsin, Milwaukee, Chicago Area. Ron Roberts, former night mayor of WOWO (50,000 watt) Fort Wayne and WSPD, Toledo wants to relocate for permanency only. Married, family, 28, and 8 years in business as dj and newsmen. Ron Roberts, 517 Bates Rd., Toledo, Ohio.

Announcer—23—AA voice, 1½ yrs. Experience as D.J.—M.D.—P.D.—Modern radio. Will be married shortly—Desire sound employment. Contact Del Scott—5246 N. 61—Milwaukee, Wisconsin or call HO 6-2394.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Technical

Chief engineer—experienced am/fm construction — maintenance — directionals—proofs to 50kw. Box 100M, BROADCASTING.

Combo—17 years staff and chief experience. Florida or southeast. Box 139M, BROADCASTING.

Equipment tired, inadequate, erratic? Let me revitalize your station. Chief, 20 years experience, seeks permanent position with challenge. Box 196M, BROADCASTING.

Engineer. 25 years technical experience, to 10kw. DA chief now. Programming, writing, announcing. Prefer 200 miles Memphis, Tenn. Box 215M, BROADCASTING.

1st class licensed; Chief, dj and news experience. Available immediately. Car, good references. Phone Mr. Downie, Dover, Delaware. 734-3326.

Capable announcer—chief engineer seeks adult music nite show with stable directional specifying night duties. \$115. Walt Mack, Griffin, Ga. 410 S. 8th. Telephone 9150.

Chief engineer 4 years. No announcing. 1 and 5 kw daytimers, remote control. Anthony Ostapoff, Box 6876, Towson, Maryland. Phone 821-9420.

Production—Programming, Others

Program-Music-Public Affairs director. 13 years announcing, programming, writing, public affairs, music supervision. Desire program director position or assistant in music, production, or public affairs. Creative ideas. Box 231M, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Mature, experienced copywriter, newsman Master's degree. Available now. Box 199M, BROADCASTING.

Work horse . . . Wants new stables! Program director, jock production and news. Have done them all with success story and ratings to prove it. Presently employed at 50kw. Young family man with excellent record, references and loyalty. Not a floater! Box 239M, BROADCASTING.

Newsman-announcer, extensive radio-news-paper experience. Family man, Atlantic coast. Box 255M, BROADCASTING.

Announcer or pd experienced all phases. Mature voice. Adult approach to music, news, sports. Midwest, east. Married, early thirties. In reply, policy, salary range. Box 258M, BROADCASTING.

Attention Owners-Operators . . . Having trouble locating a hard-working, reliable Program Director with sales minded promotion ideas: Outstanding production; sparkling air personality; proven leadership and administration ability? I have such a P.D. who wants to relocate in medium or major market with a modern format operation as P.D. For details and personal recommendation write, General Manager, Box 264M, BROADCASTING.

"Available immediately—radio/TV. News director. Six years radio—two years TV. Victim of managerial and policy changes. Building news departments my specialty. Professional and personal resume, philosophy of electronic news, S.O.F. on request. Ellis Marvin, Rt. 1, Holtsville, New York. 516-AT9-1679."

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. Contact Thomas L. Young.

Northeast—fine opportunity for aggressive salesman in growing chain. Expanding local sales force. Minimum requirements one year successful tv sales. Send photo, resume, salary requirements, etc. to: Box 120M, BROADCASTING.

Local salesman for immediate vacancy with expanding group operation. Call WPTZ-TV, Plattsburgh, New York. Jordan 1-5555.

Tv openings in Indiana—tv sales manager, continuity director, traffic director, and newscaster. Contact: E. M. Sears, Box 62, Bloomington, Indiana.

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.

Alert newsman to write and voice news. Box 209M, BROADCASTING.

Newsman-announcer for Texas station. Must gather, write and deliver news. Box 268M, BROADCASTING.

Fine opportunity for capable announcer. VHF in beautiful midwest college town needs capable, personable on air salesman. 40 hour week, excellent working conditions and fringe benefits. If you qualify and are seeking a permanent job, contact Program Director, KOMU-TV, Columbia, Missouri.

Considering applications from announcers for staff additions. Send full resume. Permanent position for ambitious, versatile, cooperative team worker. Address WJTV, Box 8187, Jackson, Mississippi.

Help Wanted—(Cont'd)

Technical

Videotape maintenance engineer. Experienced Ampex Intersync. Leading New York producer. Good salary and advancement. State full background. Box 227M, BROADCASTING.

Videotape maintenance engineer. Experience Ampex intersync. Leading New York producer. Good salary and advancement. State full background. Box 252M, BROADCASTING.

Wanted: maintenance engineer for closed circuit educational television system. Responsible for all studio equipment and occasionally assist with production. Salary about \$6500. Write: Office of ETV, 291 W. 1st St., Corning, N. Y.

Permanent positions in expanding operation and new studio construction. Maintenance experience extremely important. Also have opening in microwave system maintenance. For application write, or send complete resume with salary required, to Chief Engineer, KOAT-TV, 122 Tulane St., Albuquerque, N. M.

Need experienced tv engineer, preferable with microwave background, for maintenance and operation. Contact Bill Elks or Ed Herring, WECT-TV, Wilmington, N. C.

Production—Programming, Others

Michigan TV station adding newsman to existing 3-man aggressive staff. Experience or potential as reporter, on-camera performer. Send resume, pic and tape to Box 238M, BROADCASTING.

TELEVISION

Situations Wanted—Management

General Salesmanager—Proven ability—10 years experience able administrator employed as sales manager—37 years—married—family. Box 998K, BROADCASTING.

Salesmanager—Heavy local, regional. Desires change. UHF or VHF acceptable. Box 232M, BROADCASTING.

Sales

General salesmanager, experienced top producer in television sales. Able administrator, stable, now employed. Box 223M, BROADCASTING.

Announcers

How's this for a stereotype—4 years announcing, dj., tv (booth & on camera), college? I'm interested. Are you? Box 117M, BROADCASTING.

Newsman. 17 year background, 11 years radio-TV news. Call 925-5488, collect today, or write: Box 161M, BROADCASTING.

Technical

First phone engineer. Experienced tv and radio maintenance and installation. Box 130M, BROADCASTING.

Field engineer—1st phone and 9 yrs. tv broadcast experience. Familiar all phases tv. Desires engineering or management position in New York area. Married—college—veteran. Box 219M, BROADCASTING.

Production-Programming, Others

College graduate, draft free. Seeks production experience in small station. Box 147M, 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 174M, BROADCASTING.

Newsman. 14 years reporting, writing, air-work, administrative experience. Strong on delivery, depth reporting, documentaries. BA, MA in journalism. Qualify for directorship. Family. Prefer midwest, southwest. Interested only in responsible news-public affairs position. \$130 minimum. Box 203M, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

TV news director—Proven ability: newscaster, administrator, reporter-writer. Respected by sources. 31. Family. Seeks aggressive station. Box 234M, BROADCASTING.

Director-Producer — experienced, creative dependable. Available immediately, resume on request. Box 236M, BROADCASTING.

(UCLA TV) Dept., senior, 25, veteran, wants summer trainee position in TV production—possible permanent employment upon graduation at end of this year. Interested in local programming, documentary, etc. Writing, directing ability—handle 16mm camera, edit double system. Available immediately. Box 253M, BROADCASTING.

FOR SALE

Equipment

Two GPL 16mm Kinescope recorders—one 35mm Kine Camera. All top condition. Box 185M, BROADCASTING.

Two Dage commercial television cameras, synch. gen., switching unit, still crated, new condition, bargain for sports remotes, super-mkt. locations; just \$5,000 or terms, save 50%. Box 230M, BROADCASTING.

For Sale: RCA 250 watt fm transmitter. Contact, Richard Tuck Enterprises, KBEC, Waxahatche, Tex. WE 7-1390.

Changed transmitter type—spares and used tubes for sale: 3—357B (1 new in original carton) and 6—used 5530 tubes; also parts for WE504 transmitter. KBCL, Box 727, Shreveport, Louisiana.

2—Bell & Howell 614 CBVM television vidicon projectors. Both used less than 2200 hours and are in excellent condition. Contact Al Hillstrom, Chief Engineer, KOOL-TV, 511 West Adams, Phoenix, Arizona.

Gates night watch unit. Good condition. Complete with all cables and instruction book. \$1400 FOB. KVLG, LaGrange, Texas.

General Electric limiting amplifier, tube BA-5-A, model 4BA5A1. Experienced engineers will know this amplifier's excellence. \$400.00 F.O.B. WAVN, Stillwater, Minn.

Gates Auto-trans automatic 45 turntable with remote control. Hardly used. Ideal for station programming 45 records. Holds 100 records and plays both sides. Sell for \$450. L. M. Neale, WBEU, Beaufort, S. C.

Multiplex Monitor. Nuclear Electronics model no. 114. Original cost \$1195. Like new. First check for \$650 takes it. WEAW, 1700 Central St., Evanston, Ill.

TK11 RCA Camera chain, now operating RCA 33B and 280D power supplies. Excellent condition. Best offer. WSAU TV, Wausau, Wisc.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrounding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Company, Box 31, Temple, Texas.

Thermometer, remote electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-9258.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; 1/2" ditto, 90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

For Sale—(Cont'd)

Equipment

Tapes, 1200' 99¢; 1800' \$1.29. Free catalog. Box 3095, Philadelphia 50.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

CUE-AMP brand new Gates, never been plugged in. Price \$100.00—PBS sServices, P. O. Box 4210, Washington 12, D. C.

For immediate sale: used 5kw. a.m. air-cooled Western Electric transmitter. Excellent condition. Must be moved at once. Priced so low you'll think you stole it. Contact Ralph Epperson, . . . State 6-6111, Mount Airy, North Carolina.

"Plans fell through, must sacrifice 4 Collins ATC PB 190's and 4 AB 190's in factory sealed cartons. Make an offer. Roger Miller, 1717 E. 32nd Street, Davenport, Iowa. Phone: 324-3670."

"Cartridge tape. Fastest delivery, competitive pricing for standard Fidelipac Tape Cartridges, reloading service, accessories and equipment. Write Sparta Electronic Corporation, 6430 Freeport Boulevard, Sacramento, Calif."

WANTED TO BUY

Equipment

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tucka-hoe, N. Y.

Urgently need good used 10 kw highband transmitter, RCA type TT-10AH or equivalent for educational station. Box 201M, BROADCASTING.

16mm Processor, Houston Fearless reversal model, late model desired, state condition. Box 224M, BROADCASTING.

Used but servicable 16mm synchronous tv projector. Will consider any mfr. W. E. Garrison, WFBC-TV, Greenville, S. C.

Used Gen Lock or Synd Lock. Call Jack Schuster, WSBA TV, York, Penn. York 2-5531.

Wanted: (1) 5 kw fm transmitter. Write or call B. C. Stevens, Phone TU 6-2716, Prestonsburg, Ky.

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.

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.

Industry experience, want smaller AM station, Pacific Northwest. Low down, terms. No brokers. Box 229M, 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.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

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.

Instructions—(Cont'd)

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, 2603 Inwood Road, Dallas 35, Texas.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start June 12, July 31, and Sept. 18.

MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange, 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books. Hewlett, N. Y.

"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.

"Days-Dates-Data". New monthly Deejay gag service. Sample copy \$3.00. Misc. Show-Biz Comedy Service—(Dept. BM) 65 Parkway Court, Brooklyn 35, New York.

RADIO

Help Wanted—Management

\$25,000.00 SALES MANAGER

Major metropolitan Eastern radio station, top ratings. Immediate opening for self-starting inspirational sales manager, local and national know-how. If you can't make \$25,000 on our salary plus incentive bonus, this is NOT FOR YOU. Reply in confidence.

Box 256M, BROADCASTING

MANAGER WANTED IMMEDIATELY for Negro programmed station. Must have previous sales manager or general manager experience, and be strong in local sales. Station located in southeast major market. Top starting salary and percentage of gross as bonus. Only those fully experienced and qualified need apply. Send complete background to

Box 260M, BROADCASTING

Help Wanted—(Cont'd)

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

Immediate openings for salesmen who have had experience selling by telephone. Radio background not necessary. Pay highest commissions. Write:

Box 194M, BROADCASTING

Announcers

WANTED

CRACK RADIO NEWSCASTER/COMMENTATOR FOR AGGRESSIVE ADULT STATION IN ONE OF OHIO'S LARGEST MARKETS. MUST HAVE EXPERIENCE, EXTRAORDINARY ABILITY, GUTS, AND IMAGINATION, WITH YEN TO EDITORIALIZE. SALARY OPEN. RUSH FULL INFORMATION, INCLUDING REFERENCES, PHOTO, AIR CHECK TO

Box 184M, 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

CHIEF ENGINEER

Top equipped Virginia station. Right man will have free hand. Just keep our sound A-OK. Very small amount of announcing required. Send resume to

Box 242M, BROADCASTING

Help Wanted—(Cont'd)

Technical

DIRECTOR OF ENGINEERING

Outstanding career opportunity to head growing company's five am broadcast properties as director of engineering. Must be completely experienced with directional arrays, FCC procedures, etc. Some immediate construction involved as well as a certain amount of reasonable travel. Should have at least a minimum of ten years experience in industry, the last five as chief engineer. Submit experience and earnings.

Box 226M, BROADCASTING

ELECTRONICS ENGINEER

Outstanding opening for man with degree or its equivalent in experience in the following areas:

- Engineering Management
- Mechanical
- SSB
- High Powered RF
- Systems Field Tests

Equal opportunity employer. Send complete details with first letter to

Box 265M, BROADCASTING

ENGINEER

Top notch engineer desired by leading sound and background music company. Supervisory ability desirable. Must have knowledge of FM multiplex transmission and reception. Salary open.

MUZAK IN WASHINGTON
1341 L St., N.W.
Washington, D. C.

Promotion

PROMOTION DIRECTOR

To head three-man department for top group station in large eastern city. Must be heavyweight in sales promotion, merchandising, audience promotion. Writing essential. Excellent opportunity for right man to initiate and carry through his own projects. Send resume, samples, salary requirements. Immediate start.

Box 261M, BROADCASTING

RADIO

Situations Wanted—Announcers

A THINKING D. J.

Penetrating morning or afternoon d. j. show. Adult. Broad knowledge of music, interviewing, sports. Vast experience. Community relations conscious. Voice on many national commercials. Will help create bright, mature image in your major market.

Box 266M, BROADCASTING

Situations Wanted—(Cont'd)

Production—Programming, Others

RADIO PROGRAM DIRECTORS

Free Homemaker Series, now on 380 stations, underwritten by Trade Associations and major companies. No brand names. Tape or ET. Can help increase local sales. Write Good Living, Box 409, New York 21, N. Y.

TELEVISION

Situations Wanted—Technical

TOP PERSONALITY

MC-DJ Top Radio-TV stations, L.A. & CHI. Powerful single or dynamic husband-wife team.
Box 94M, BROADCASTING

Production—Programming, Others

?? LOOKING FOR KIDDIE TV HOST ??

Experienced childrens' TV entertainer now working one of TOP TEN markets wants show with TV station in need of successful kiddie personality. Unique. Commercial.
Box 216M, BROADCASTING

5 YEARS OLD

The average age of pre-schoolers who can't wait to see their favorite program. This is it. Both entertaining and educational, this childrens program has Major Market appeal, and is the original creation of a versatile TV announcer with experience 5 years old.
WRITE BOX 269M, BROADCASTING for further information.

PROMOTION DIRECTOR IN TOP TEN MARKET DESIRES CHANGE

Experienced in all phases of sales and audience promotion. Fourteen years experience includes disc jockey and announcing, plus programming and selling. Background also qualifies me for sales manager position as I know local and national selling thoroughly. Excellent references. Age 33. Married.

Box 259M, BROADCASTING

EMPLOYMENT SERVICE

JOBS IN RADIO & TV

A new concept in obtaining jobs throughout East Coast & Midwest. Find out how you can list and have your resume mailed to over 1000 stations. A sure fire way of obtaining jobs, for all broadcast personnel, experienced or professionally trained. Write immediately

JOB XCHANGE
458 Peachtree Arcade
Atlanta, Ga.

EXPERIENCED TELEVISION APPLICANTS

Immediate Openings
Various positions

BROADCAST PERSONNEL AGENCY
16 East 52nd Street
New York 22, N. Y.

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS

Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

MISCELLANEOUS

Colorful

RADIO MARKET SHEETS and COVERAGE MAPS

Address Radio Dept. on your letterhead for FREE information and samples.

EYEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

FOR SALE

Stations

Large capital gains possible for buyer of full time network standard station in a top California farm market. \$200,000. About half in physical property. Twenty percent down, balance monthly over twelve years.

Box 212M, BROADCASTING

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.

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results

You Can't Top A

Classified Ad

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

For Sale—(Cont'd)

Stations

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling

RADIO and TV STATIONS

in the eastern states and Florida

W. B. GRIMES & CO.

2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

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 1/2 million yrlly past several yrs. \$350,000 23% down—Ga. regional single \$50,000—Ga. 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

STATIONS FOR SALE

SOUTHWEST. Exclusive. Daytime. Gross average \$60,000 for past three years. Priced at \$65,000. \$20,000 down.
ROCKY MOUNTAIN. Daytime. Medium market. Gross over \$100,000 in 1961. Asking \$150,000. 29% down.
CALIFORNIA. Full time. Medium market. Asking \$100,000. 29% down.
ROCKY MOUNTAIN. Full time. Exclusive. Gross \$70,000. Asking \$125,000. 29% down.

JACK L. STOLL & ASSOCS.

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RADIO-TV SET COUNT continued from page 85

PENNSYLVANIA

Area	Popula- tion	Occupied Dwelling Units	Total Radio Homes	Radio Percent Satura- tion	2 or more sets	Total Tv Homes	Television Percent Satura- tion	2 or more sets
State totals	11,319,366	3,350,839	3,144,666	93.8	1,414,797	3,079,399	91.9	433,639
COUNTY TOTALS								
Adams	51,906	14,634	13,978	95.5	5,775	13,018	89.0	758
Allegheny	1,628,587	483,893	461,517	95.4	229,261	453,587	93.7	76,736
Armstrong	79,524	23,638	22,240	94.1	8,657	21,668	91.7	1,191
Beaver	206,948	59,099	55,823	94.5	25,325	55,731	94.3	5,617
Bedford	42,451	12,271	11,281	91.9	3,285	10,574	86.2	714
Berks	275,414	87,149	81,835	93.9	37,536	80,253	92.1	10,585
Blair	137,270	41,411	38,673	93.4	16,931	38,063	91.9	4,184
Bradford	54,925	15,758	14,519	92.1	5,487	14,104	89.5	583
Bucks	308,567	83,327	79,198	95.0	39,858	79,780	95.7	14,767
Butler	114,639	32,184	30,746	95.5	13,592	30,274	94.1	3,396
Cambria	203,283	57,264	53,675	93.7	23,163	53,505	93.4	6,229
Cameron	7,586	2,275	2,080	91.4	885	2,138	94.0	204
Carbon	52,889	16,275	14,729	90.5	4,635	14,896	91.5	846
Centre	78,580	20,218	18,833	93.1	7,513	17,501	86.6	1,214
Chester	210,608	56,271	52,456	93.2	25,801	52,530	93.4	8,170
Clarion	37,408	10,768	9,933	92.2	3,411	9,637	89.5	628
Clearfield	81,534	24,077	21,404	88.9	7,047	21,985	91.3	982
Clinton	37,619	11,069	10,404	94.0	3,986	10,076	91.0	696
Columbia	53,489	16,499	15,289	92.7	5,480	14,939	90.5	973
Crawford	77,956	23,058	21,457	93.1	8,312	20,253	87.8	1,282
Cumberland	124,816	36,693	34,686	94.5	16,411	33,585	91.5	4,000
Dauphin	220,255	67,984	63,508	93.4	30,146	61,680	90.7	6,717
Delaware	553,154	156,499	149,687	95.6	87,798	150,903	96.4	36,741
Elk	37,328	10,500	9,979	95.0	3,906	9,552	91.0	643
Erie	250,682	72,821	68,217	93.7	29,488	68,328	93.8	7,552
Fayette	169,340	49,905	44,849	89.9	15,588	44,316	88.8	2,967
Forest	4,485	1,365	1,231	90.2	383	1,286	94.2	149
Franklin	88,172	26,166	24,312	92.9	8,934	22,096	84.4	1,133
Fulton	10,597	2,959	2,597	87.8	765	2,286	77.3	—
Greene	39,424	11,726	10,805	92.1	3,163	10,382	88.5	455
Huntingdon	39,457	11,495	10,311	89.7	3,228	9,932	86.4	587
Indiana	75,366	21,442	19,826	92.5	7,059	19,295	90.0	1,381
Jefferson	46,792	14,266	13,281	93.1	4,790	12,948	90.8	1,054
Juniata	15,874	4,646	4,290	92.3	1,362	3,675	79.1	124
Lackawanna	234,531	70,489	66,908	94.9	24,183	66,332	94.1	5,072
Lancaster	278,359	80,487	72,625	90.2	35,409	67,299	83.6	8,804
Lawrence	112,965	32,756	30,848	94.2	13,362	30,122	92.0	2,212
Lebanon	90,853	26,621	25,278	95.0	11,188	23,802	89.4	1,813
Lehigh	227,536	69,412	66,643	96.0	34,176	64,658	93.2	8,785
Luzerne	346,972	105,755	97,949	92.6	33,493	98,852	93.5	8,717
Lycoming	109,367	33,644	31,851	94.7	13,780	28,584	85.0	2,144
McKean	54,517	16,929	15,443	91.2	6,187	14,935	88.2	866
Mercer	127,519	36,401	34,323	94.3	13,740	33,362	91.7	2,799
Mifflin	44,348	13,422	12,489	93.0	4,598	11,269	84.0	607
Monroe	39,567	12,112	11,234	92.8	3,510	11,077	91.5	664
Montgomery	516,682	146,960	141,309	96.2	85,864	139,801	95.1	38,388
Montour	16,730	4,156	3,783	91.0	1,152	3,548	85.4	141
Northampton	201,412	60,712	58,062	95.6	24,581	55,968	92.2	5,252
Northumberland	104,138	32,744	29,569	90.3	10,762	28,260	86.3	1,881
Perry	26,582	7,710	6,942	90.0	2,473	6,796	88.1	284
Philadelphia	2,002,512	615,764	574,164	93.2	259,089	563,288	91.5	107,692
Pike	9,158	3,130	2,954	94.4	1,016	2,633	84.1	214
Potter	16,483	4,959	4,572	92.2	1,733	4,244	85.6	130
Schuylkill	173,027	54,241	48,437	89.3	14,116	48,638	89.7	3,027
Snyder	25,922	6,948	6,221	89.5	2,333	5,511	79.3	332
Somerset	77,450	22,384	20,801	92.9	6,815	19,913	89.0	930
Sullivan	6,251	1,796	1,596	88.9	556	1,571	87.5	51
Susquehanna	33,137	9,426	8,726	92.6	2,843	8,528	90.5	528
Tioga	36,614	10,492	9,626	91.7	3,648	8,871	84.6	572
Union	25,646	6,489	6,113	94.2	2,144	5,118	78.9	165
Venango	65,295	18,804	17,245	91.7	6,335	16,074	85.5	928
Warren	45,582	13,049	12,246	93.8	5,449	10,948	83.9	924
Washington	217,271	64,364	60,326	93.7	24,473	59,716	92.8	6,915
Wayne	28,237	8,109	7,648	94.3	2,450	6,704	82.7	276
Westmoreland	352,629	102,585	96,633	94.2	41,020	96,724	94.3	11,410
Wyoming	16,813	4,917	4,689	95.4	1,914	4,367	88.8	199
York	238,336	73,467	69,494	94.6	31,444	67,110	91.3	7,659
Metropolitan Areas								
Allentown-	492,168	149,357	143,024	95.8	66,912	138,358	92.6	16,177
Bethlehem-Easton								
Altoona	137,270	41,411	38,673	93.4	16,931	38,063	91.9	4,184
Erie	250,682	72,821	68,217	93.7	29,488	68,328	93.8	7,552
Harrisburg	345,071	104,677	98,194	93.8	46,557	95,265	91.0	10,717
Johnstown	280,733	79,648	74,476	93.5	29,978	73,418	92.2	7,159
Lancaster	278,359	80,487	72,625	90.2	35,409	67,299	83.6	8,804
Philadelphia	4,342,897	1,266,570	1,192,659	94.2	596,995	1,185,507	93.6	247,089

EMPLOYEE NOTICES

Good place to start selling your country

Begin with a notice on the company bulletin board. Tell your people about the benefits of the Payroll Savings Plan for U. S. Savings Bonds—and keep on telling them. See that each employee is personally invited to join through person-to-person solicitation. If you already have a plan going, why not give it some extra promotion? Make sure every new em-

ployee knows you are making it easy for him to save this way. Remind everybody that this special kind of thrift gives them personal peace of mind while they buy a share in our country's future. Call your State Savings Bonds Director for any help you need. Or write Treasury Department, U. S. Savings Bonds Division, Washington 25, D. C.

Keep Freedom in Your Future...

U. S. SAVINGS BONDS

The U. S. Government does not pay for this advertisement. The Treasury Department thanks, for their patriotism, The Advertising Council and this magazine.



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Police helped the audience tune out his first commercials

In the summer of 1939, a skinny young man of 22 drove a truck equipped with a loudspeaker through the streets of Bristol, Pa., daily, stopping briefly at various intersections to deliver a brief "commercial" for a local meat market.

After several weeks of announcing a fresco in the pear-shaped tones he had acquired at Temple U., Ralf Brent was discovered—by irate townspeople. They complained to police that the loud announcements for special sales on ground beef and sausages disturbed their peace.

"But curiously enough," Mr. Brent says today, "I received my first opportunity in commercial broadcasting because of work I did using the public address system, which I bought from the local meat market operator. The incident with the police discouraged the market owner, and he sold me the equipment."

That fall, Mr. Brent used the loudspeaker at local football games, serving as a "spotter." Again, he was discovered—this time by an executive of WTNJ Trenton, N. J., who was impressed by Mr. Brent's voice and delivery and offered him an announcer's job. Mr. Brent accepted.

Many Jobs ■ In the intervening years, his career has spanned numerous jobs at various stations. He has been announcer, news editor, program director, sales promotion manager, sales director and part owner at such diverse outlets as WEST Easton, Pa., and WIP Philadelphia. Today Mr. Brent is president of Worldwide Broadcasting, the international division of Metro-media Inc., which operates WRUL New York, a commercial short-wave station broadcasting to Latin America, Europe and Africa.

He was born Ralph Bilderback in Bristol on April 9, 1917, but is known professionally as Ralf Brent. When he joined WTNJ in 1939, the station manager advised him to use a shorter name. He went to see a movie that night, and the film starred George Brent. He liked the sound and has been known as Ralf Brent ever since (though in private life he is still Ralph Bilderback).

Mr. Brent attended local schools in Bristol and Temple U. in Philadelphia. He received a B.S. degree in marketing from Temple in February 1939 and set his sights on a copywriting job with an advertising agency.

Opportunities were not plentiful for fledgling copywriters in the winter of 1939 and for a few months Mr. Brent worked with a real estate development company. One day he walked by the

local meat market and noticed the store owned a public-address system and a truck. He persuaded the owner to hire him as a combination truck driver-salesman-announcer that summer. This move led in turn to his initial opportunity with WTNJ that fall.

Mr. Brent remained with the station for a year as an announcer and in the spring of 1940 moved to WEST Easton, Pa., as news editor and copywriter. Later that year he shifted to WFPG Atlantic City as program director.

Early in 1941 he was drafted into the Army but was discharged a few months later because of a physical disability. He joined WITM Trenton briefly as an announcer and late in 1941 was named manager of WGYN-FM New York.

The Army Again ■ His career was interrupted again in the spring of 1943 when he was re-drafted into the Army.

Mr. Brent attended officers candidate school and was commissioned a second lieutenant in the Medical Administrative Corps in December 1943. He served throughout the war as supply officer to the First Army Ground Forces' Welch Convalescent Hospital at Daytona Beach, Fla. During his Army tenure, he sustained his interest in broadcasting by originating and directing programs produced at the hospital for WESH Daytona Beach.

After his release from service in 1945, he returned to WGYN for two years. In 1948 he joined WVNJ Newark, N. J., for several months and then obtained a job with WBBM Chicago as sales promotion manager. The next year he was named sales manager and left

WBBM in 1951 to join WIP Philadelphia as vice president and sales director. In February 1960 Metropolitan Broadcasting Corp. bought WIP and Mr. Brent was elected a vice president of Metropolitan; later that year he was named president of Worldwide Broadcasting.

Educational Opportunities ■ Mr. Brent views his current position as "the most challenging in a long career in radio." He says that as the only commercial short-wave operation in the U. S., WRUL has the opportunity to emerge as a vital force in helping to educate a large part of the world that is still illiterate. The station carries an extensive schedule of news, educational and special events programs, including complete coverage of the United Nations sessions, for which it won a Peabody award last spring.

Mr. Brent acknowledges that a "perplexing problem" is to *prove* to advertisers that the station has listeners. He points out that ratings, as they are known in the industry, are "virtually impossible" to obtain.

"We find that the best approach to counter the advertisers' proof of audience is to do two things—go on the air for a signed client and make a commercial offer, asking listeners to do something and, secondly, persuade the prospective advertisers to come into our Worldwide Broadcasting center in New York and look over the mountains of mail we receive."

Client List Grows ■ The operation admittedly is "still in the red," but Mr. Brent is convinced it has "tremendous potential." Among the growing number of clients are mail-order organizations offering books, records and stamps. Advertisers which have used the station on a regular basis include RCA International; AMF International; Time and Life International; American Motors; Merrill, Lynch, Pierce, Fenner & Smith; and Financial Federation. Other large companies have used the station for short-term advertising campaigns.

One aspect of international broadcasting holds a "special fascination" for Mr. Brent. Radio in many parts of the world, he explains, is in the stage of development that radio in the U. S. was 30 years ago. He believes that dramatic series, opera broadcasts and variety programs will appeal to WRUL listeners.

Mr. Brent married the former Mary M. Miller of Trenton in August 1942. They have three children—Mary Carol, 14; Peter, 9, and John Joseph, five months.



Worldwide's Brent
His job: to sell and educate

PERSONALITY AT WORK!



"Thanks A Lot, Old Rebel"... Some are too excited to say it. "Thanks" is there, though, in the glowing eyes of thousands of kids every year when they get that treasured autograph and that "Hello there, Joey," from their favorite friends, the Old Rebel and Pecos Pete of WFMY-TV ("Troubles" sometimes licks a hand or two for her public). When these three come to town, in this area of 466,640 TV homes, everyone, Gram'pa on down, turns out for festivity, foolishness and fun. In High Point, Haw River, Topnot —throughout the nation's 44th TV market —they're local institutions: "Why it wouldn't be a parade without the Old Rebel and Pecos Pete." Part of their ability to delight audiences comes from their deep and genuine affection for children—and the feeling is mutual!



Represented by Harrington, Righter & Parsons, Inc.



wfmy-tv

GREENSBORO, N. C.

"Now In Our 13th Year Of Service"

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Lt. Cmdr. Hans Rutgers, Royal Netherlands Navy, and members of Triangle's documentary team.

BATTLEGROUND: NORTH ATLANTIC

A DRAMATIC, THIRTY-MINUTE FILM FEATURING NATO'S SUPREME ALLIED COMMAND ATLANTIC

First time on television—dramatic insight into the nerve center of the mightiest world naval force ever assembled—NATO's Supreme Allied Command Atlantic, known as SACLANT. Based in Norfolk, Virginia, SACLANT is the *only* international military headquarters ever established on United States soil. This vitally important program, produced by the veteran film documentary team of The Triangle Stations, explains how SACLANT forces are constantly on the alert against communist attack. This powerful service feature is available in either color or black and white through Television Affiliates Corporation.



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