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**ON AND RADIO**

NEWSPAPER

JUNE 11, 1962

Hot weather promises hot spot in television  
as advertisers line up plans ..... 29

San Diego, Navy brat big in aircraft trade,  
starts to diversify—a special report .... 73

A banner quarter for tv: spot goes up 16.7%;  
network zooms 11.6% ..... 34

ASCAP, tv broadcasters have a date today  
in Judge Ryan's chambers ..... 96

COMPLETE INDEX PAGE 7



MORNINGSIDE COLLEGE  
LIBRARY  
SIOUX CITY IOWA



**RADIO**  
moves  
with  
a  
going  
America

Train, plane, bus and car—America is a nation al-  
ways on the move. Radio reaches people wherever  
they *are*, wherever they're *going*, and on their *way*  
as well. Best of all, with Spot Radio you pick the  
right time and place to sell them. These great sta-  
tions *will sell* your product!

B ..... Albuquerque  
B ..... Atlanta  
R ..... Buffalo  
N ..... Chicago  
OK ..... Cleveland  
IA ..... Dallas-Ft. Worth  
IL ..... Duluth-Superior

KPRC ..... Houston  
WDAF ..... Kansas City  
KARK ..... Little Rock  
KLAC ..... Los Angeles  
WINZ ..... Miami  
KSTP ..... Minneapolis-St. Paul  
WTAR ..... Norfolk-Newport News

KFAB ..... Omaha  
KPOJ ..... Portland  
WRNL ..... Richmond  
WROC ..... Rochester  
KCRA ..... Sacramento  
WOAI ..... San Antonio  
KFMB ..... San Diego

KMA ..... Shenandoah  
KREM ..... Spokane  
WGTO Tampa-Lakeland-Orlando  
KVOO ..... Tulsa  
KIRL ..... Wichita

Intermountain Network

**Edward Petry & Co., Inc.**

Radio Division

The Original Station  
Representative

# WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

SALES MANAGER  
(PEDDLE PUSHER)



#15 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA • Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich  
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million  
People spending 1¼ Billion Dollars Annually . . . 7500 Retail Outlets.  
Tops in Sales . . . Service . . . Results! Better Buy . . .  
WTRF-TV Wheeling!

(RED EYED SET? Write for your frameable  
WTReffigies, our ad-world close-up series!)

316,000 watts  network color



Represented Nationally by George P. Hollingbery Company

WHEELING 7, WEST VIRGINIA



# VITAL

**to Houston** . . . the vaulting office buildings against the sky and the burgeoning business construction in the area reached \$225,828,724.00 in 1961. Combined with parallel residential building, the total reached \$350,977,875.00 to climax an unprecedented 15 year era that attained the astronomical total of 6½ BILLION DOLLARS. VITAL to Houston also is the pace-setting service KTRK-TV provides to more families who look to us for the best in television.

**KTRK-TV** Channel 13  
THE CHRONICLE STATION

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERRY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.





## SELECTION...

Why should you select Channel 4 as your ad dollar medium in the Dallas-Fort Worth Market?

Because KRLD-TV reaches 25.9% more TV Homes per average quarter hour, 9 a.m. to Midnight, Monday through Sunday, than Station B; 44.5% more than Station C; and 349.7% more than Station D.\*

Select the schedule best for you and your budget. See your Advertising Time Sales representative.

\*ARB, Apr. 62

# KRLD-TV

represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, *President*



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



# CLOSED CIRCUIT®

## Command appearance

Kenneth A. Cox, chief of FCC's Broadcast Bureau and aspirant for FCC commissionership, was called to White House last Tuesday by Ralph A. Dungan, President Kennedy's special assistant who rides herd on regulatory agencies. Nature of their talk wasn't disclosed. It's known that earlier Mr. Dungan summoned FCC Commissioner John S. Cross to similar conversation. Mr. Cross's term expires June 30; so far he's had no word on reappointment. Best guess is that Mr. Cox and Commissioner Cross were both told to be patient while White House decides who's to get appointment.

## P&G to ask protection

It's now revealed that Procter & Gamble, No. 1 spot television advertiser, has product-protection policy (see story, page 43) "under review." P&G, with multi-brand advertising in tv (both network and spot), is said to have tipped agency sources that it hasn't reached firm decision on extent of commercial separation needed. These sources are not certain whether P&G will come to any decision in near future, much less announce one publicly.

## Invitation to what?

Most baffled parties in move of NAB to solve radio overpopulation problem are FCC representatives who raise this question: "Is NAB inviting us to set up economic and program control?" It's pointed out that engineering and economic considerations are tightly interlocked in any birth-control study.

*Anomaly of whole problem of station grants is deep interest of Chairman Newton Minow in proposals for radio birth-control and his position that what television needs is more stations. NAB overpopulation committee met with FCC members and staff last Monday. (See story, page 68).*

## Chaplin on tv

Jayark Films, New York, which distributes *Bozo the Clown* series to stations, is planning new and unusual comedy project spotlighting Charlie Chaplin, rarely seen on television. Jayark is assembling 39 half-hour tv programs from several hundred short subject of silent movie era in which Mr. Chaplin starred. Films will be re-edited and musical score and narration added. Detailed plans to be announced within few weeks.

## Sustaining report

Major matter of contention among FCC members in special meeting today (Monday) on program renewal forms will be proposed question on broadcast sustaining time. During conferences with FCC, NAB and industry committee made all-out effort to get question deleted, but it has been put back in by Broadcast Bureau Chief Kenneth Cox in form submitted for FCC approval.

*Sustaining vs. commercial differential has been removed from consensus week breakdown but licensee would be asked to submit exhibit detailing total time devoted to sustaining shows as well as content of them. Those favoring question feel it is only way to encourage local programming. Countered NAB official when informed question still is part of form: "I thought we had them (FCC) convinced there was no merit to such a question."*

## Touch and go

Routine announcement last week that *U. S. Steel Hour* is being renewed next fall on CBS-TV for series' 10th network year writes concluding chapter to behind-scenes cliff-hanger in which future of series hung in balance. "Evaluation"—said to be tied in with *U. S. Steel Corp.*'s reaction to dispute with President Kennedy—was on board of directors level. Board took hard look at tv commitment, which yearly comes to some \$5 million (includes gross time and talent). BBDO is agency.

## Media monopoly

House investigators looking into question of monopoly control of news outlets indicate situation may not be as bad as they originally believed—because of development of radio and television. Investigators, on staff of House Antitrust Subcommittee, say "tentative" conclusion is that, with growth of broadcast media, there are fewer instances today than 10 years ago of single newspaper owner controlling community's only news outlet. There is no question, however, that number of towns boasting two or more independent papers is shrinking, or that monopoly newspaper in some areas owns radio and television stations.

*Subcommittee, headed by Rep. Emanuel Celler (D-N.Y.), is expected*

*to hold hearings on this problem before Congress adjourns. But they will be brief, aimed at "sketching in" problem, rather than exploring it in detail. If there is full-scale inquiry, it won't be held until next year.*

## Back talk

Not all broadcasters are taking it lying down from FCC. That's word from commissioners who report that some station owners and managers are articulating objections to FCC's more stringent regulatory actions, not only in letters to FCC but in questions fired at the commissioners when they appear at state broadcaster meetings. Broadcasters are more prone to question legality of FCC's actions and inquire whether licensees aren't being coerced for sins and omissions of minority of stations.

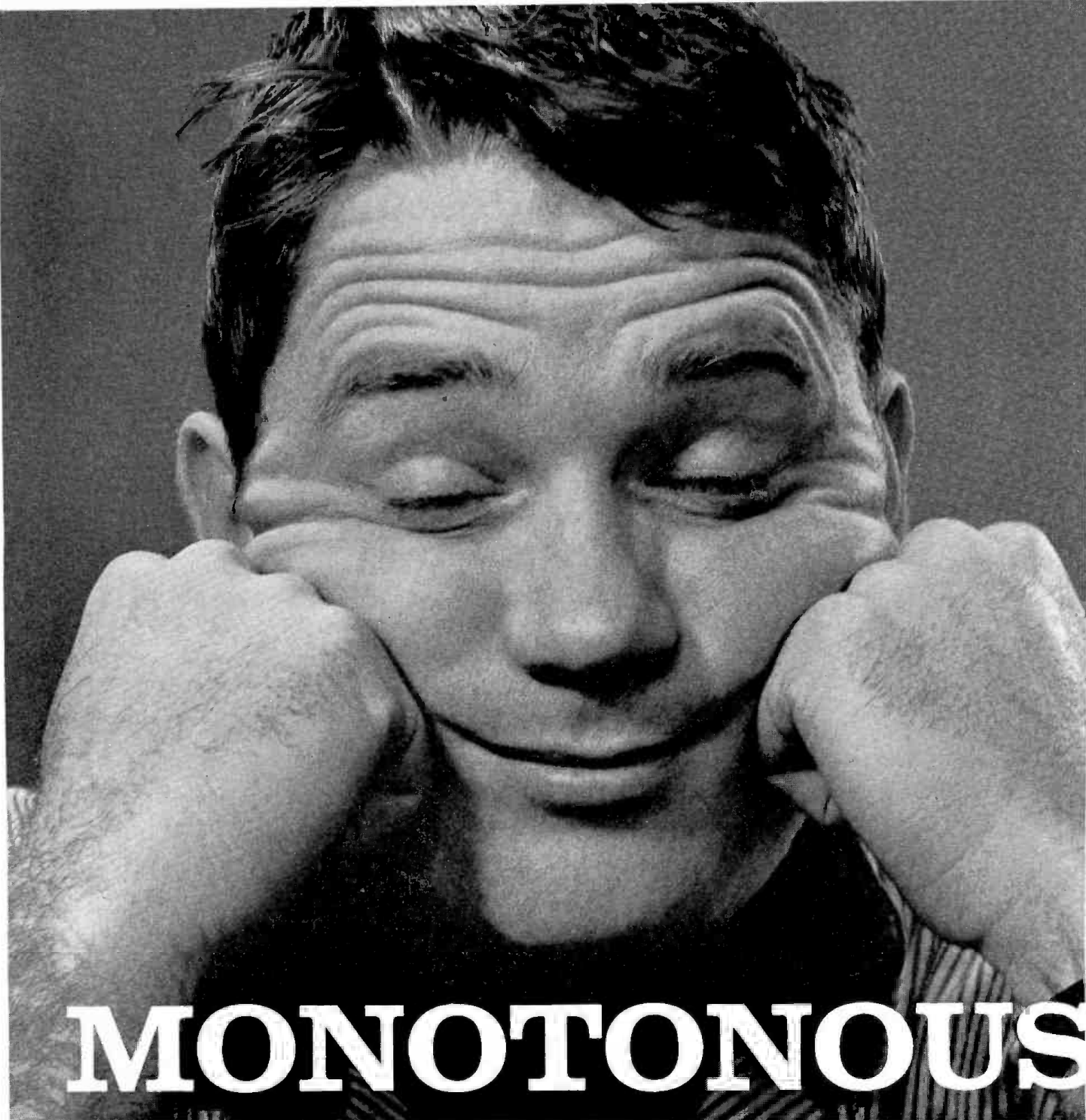
*Some FCC members say that those broadcasters who speak out in good faith and whose records do not show repeated infractions should have no concern about treatment at hands of commission. Commissioners do admit, however, that routine staff-level letters to stations which tersely state that replies to inquiries will become part of file to be considered at renewal proceedings may be going too far. Thought is being given to FCC-level review of all form letters going to stations.*

## Research slow-down

Though NAB board approved Gov. LeRoy Collins' plan for major campus research and training center one year ago, progress has been extremely slow. First concrete measure will be to restore research department, dropped in 1961 when Richard Allerton's job was abolished. Action to revive department will be proposed at June 26-29 NAB board meeting. Most of comprehensive research project presented to board last winter was pushed aside by directors in favor of project-by-project plan.

## Promising pacifier

CBS-TV reportedly is developing half-hour Sunday show that might turn into strong image-builder for network in Washington. It's children's show intended to explain operation of U. S. government in domestic and international affairs, and it's being planned for production by CBS News in Washington.



# MONOTONOUS

**...for everyone but us!**

Four major awards in TV news and public affairs were made this year in Milwaukee. In Press Club and Radio-TV Council award ceremonies, it was 4 for 4 . . . a clean sweep for WITI-TV, the Storer Station in Milwaukee.



WITI-TV's 1,078 foot self-supporting tower is the tallest in America.

LOS ANGELES <i>KGBS</i>	PHILADELPHIA <i>WIBG</i>	CLEVELAND <i>WJW</i>	MILWAUKEE <i>WITI-TV</i>	TOLEDO <i>WSPD</i>	DETROIT <i>WJBK</i>
NEW YORK <i>WJN</i>	MIAMI <i>WGBS</i>	CLEVELAND <i>WJW-TV</i>	ATLANTA <i>WAGA-TV</i>	TOLEDO <i>WSPD-TV</i>	DETROIT <i>WJBK-TV</i>

**STORER**  
BROADCASTING COMPANY

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

# WEEK IN BRIEF

An old summer myth has been exploded—the one about the slow pace at advertiser and agency offices, tied into a slump in spot tv. Survey shows major buyers are busy and points toward alltime records. See lead story . . .

## END OF SPOT TV MYTH . . . 29

Following the usual pattern in copyright negotiations, the ASCAP-television impasse has shown few signs of a speedy settlement. But there's a new angle—the two parties will face a federal judge today. See . . .

## NEW ASCAP-TV HUDDLE . . . 96

It's becoming more difficult day by day for tv stations to provide 15-minute product protection for competing brands. Some stations are substituting a "reasonable care" rule for 15-minute protection policy. See . . .

## PRODUCT PROTECTION ALLY . . . 43

Radio's most pressing problem—overpopulation of stations—was discussed at an NAB-FCC meeting last week. The main problem right now is what research should be done prior to autumn shirtsleeve session. See . . .

## BIRTH CONTROL PLANNING . . . 68

A brand new routine has been set up at FCC—a review board. What's more, panels or even a single commissioner will decide some cases. New rules for commission procedure become effective Aug. 1. See . . .

## NEW FCC REVIEW BOARD . . . 52

That was a good first quarter for tv spot and network—up \$43 million, compared to a year ago, for total of \$376.6 million. Spot's 1962 comeback brought first-quarter total up to \$182 million, a 16.7% gain. See . . .

## SPOT-NETWORK TV GAIN . . . 34

Radio keeps getting short-changed in surveys, according to Robert Pauley, ABC Radio president. Last week he explained why the network won't buy Nielsen's expanded radio index, which starts in July. See . . .

## PAULEY BALKS AT NIELSEN . . . 62

Progress was made last week in the move of 1,700 daytime stations to get a law giving them a longer broadcast day. A bill to this effect was unanimously approved by the House Commerce Committee. See . . .

## PRE-SUNRISE BILL VOTED . . . 54

# SPECIAL REPORT: SAN DIEGO

San Diego is bursting out all over. Its population has doubled since the 1950 census. The fleet's in and out; in any case it's pouring money into the city along with aircraft plants and other industries. See . . .

## DIVERSITY IN SAN DIEGO . . . 73

Houses and apartments—anything that promises fine living—keep going up so fast it keeps housing officials busy tracking the building boom. Sometimes, though, the pace lets up, but the people keep coming. See . . .

## SAN DIEGO ITCH TO BUILD . . . 76

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### BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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





## The Most Popular Drink in Town

Sabin Polio Vaccine. On May 27, 85% of the Omaha metro area population took this vaccine in America's most successful mass immunization to date.

It was successful for many reasons. The biggest, according to the Omaha-Douglas County Medical Society, was KMTV. KMTV was Official Public Information Center for Sabin Oral Sunday.

To sell and tell the Sabin story, KMTV pre-empted all commercial programming for seven hours. Doctors answered questions in KMTV studios, fifty civic leaders made personal appeals before KMTV cameras and entertainers from Kitty Kallen to a polka band

donated their time and talents. KMTV also telecast the Omaha Dodgers-Denver Bears baseball game as a Public Service.

Dr. Albert Sabin, developer of the vaccine, said it "was the largest population percentage yet to take the vaccine in one day." Dr. Thomas Gurnett, Omaha-Douglas County Medical Society Information Director, said, "Type I Paralytic Polio will now have been eradicated from the Omaha Metropolitan Area." Dr. C. C. Millett, who headed the entire drive, said, "KMTV'S TELECAST WAS THE GREATEST PUBLIC SERVICE PROGRAM IN OMAHA HISTORY."

SEE PETRY FOR KMTV - THREE - OMAHA

*— the station that makes things happen*

## Triangle follows WBC policy on protection

### PROMISES CARE, BUT NO GUARANTEE ON COMMERCIALS

Triangle Stations are planning to publish product-protection policy in near future asserting they will use "reasonable care" to avoid scheduling rival commercials "in an obviously competitive atmosphere," but will not grant rebates, credits or make-goods for any conflicts except those occurring back-to-back.

Triangle spokesman said this has been stations' policy for more than a year and has now been formalized for publication in Triangle listing in forthcoming issue of *Standard Rate & Data*. He made statement in response to queries stemming from reports that Triangle has been following this policy but might be considering revision that would give advertisers assurance of at least 15 minutes separation between competing products.

Company's statement appeared to be one of biggest single boosts thus far received by Westinghouse Broadcasting and others who have announced they can no longer guarantee customary 15-minute protection in all cases. In television, Triangle operates WFIL-TV Philadelphia, WFBG-TV Altoona, WLYH-TV Lebanon, all Pennsylvania; WNBF-TV Binghamton, N. Y.; WNHC-TV New Haven, Conn., and KFRE-TV Fresno, Calif.

WTVJ (TV) Miami, which for some time has followed published policy similar to that enunciated by Triangle (see early story page 43), meanwhile indicated Friday that its policy is "still being discussed" with Ted Bates & Co. These discussions ensued from Bates agency's call upon all tv stations to

submit written statements of protection policies and its warning that Bates will recommend cancellation of business on stations which do not promise at least 15 minutes (BROADCASTING, May 21).

Bates officials say response thus far has been highly favorable and that, as result of follow-up calls in some cases, there are virtually no hold-outs among current respondents, although some important stations remain to be heard from.

WTVJ spokesmen said they've emphasized that 15-minute protection in some cases is physically impossible but that in other cases WTVJ in practice gives more than 15 minutes separation, despite failure of its published policy to guarantee any fixed amount.

It was indicated that no other stations in Wometco group guarantee 15-minute separation in all cases, though their individual policies vary somewhat. Wometco tv properties are WTVJ; WLOS-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and part interest in WFGA-TV Jacksonville, Fla.

## Examiner erred, maintains WDKD

WDKD Kingtree, S. C., told FCC Friday in oral argument that hearing examiner "was gravely in error" in recommending non-renewal of license (BROADCASTING, Dec. 17, 1961).

WDKD said examiner failed to balance station's "excellent" over-all performance against one show on which he based decision because he found it indecent—Charlie Walker's disc jockey program.

Broadcast Bureau said license should not be renewed because E. G. Robinson, station's owner, made written misrepresentations to FCC, lied on stand during hearing, permitted indecent program on WDKD for eight years and surrendered station policy to advertisers—making station "an electronic billboard."

WDKD emphasized great show of public sentiment in Kingtree favoring Mr. Robinson. Even bureau witnesses praised station's public service activities, WDKD said. Station said it has been on probation since Mr. Walker was fired two years ago and that careful FCC scrutiny has turned up no subsequent violations.

Broadcast Bureau counsel cited state-

ments by witnesses during hearing that indicated they didn't listen to station or did listen but disapproved of Walker show. He said 4 hours of station's 12-hour broadcast day were commercials and 4 more were Walker programs.

Commissioner Frederick W. Ford asked bureau counsel how he could explain community support for station if its programming was "filthy" one-quarter of time.

He replied that station witnesses in commendatory statements avoided subject of Walker show or indecency. "They said—and they were wrong—that Mr. Robinson would never permit this," bureau counsel said.

## Hartnett wrote Y&R on Faulk, he admits

Vincent W. Hartnett, defendant with Aware Inc. and Laurence Johnson in \$1 million libel suit, admitted in New York State Supreme Court last Friday (June 8) that he had once written to Young & Rubicam advising agency that John Henry Faulk, former radio-tv personality, had "a significant pro-communist record."

Session Friday ended seventh week of trial which is examining Mr. Faulk's charges that bulletin issued by Aware, prepared by Mr. Hartnett and distributed by Mr. Johnson, had linked him falsely with pro-communist groups and had resulted in companies blacklisting him from radio-tv employment (see story, page 95).

Under cross examination by prosecuting attorney Louis Nizer, Mr. Hartnett at first denied he had ever written to sponsor or employer of Mr. Faulk about latter's political record. Mr. Nizer thereupon produced letter which he said was written by Mr. Hartnett to Young & Rubicam on Nov. 27, 1955, and which states: "Faulk has a significant pro-communist record." Mr. Nizer asked him if he had written this letter and Mr. Hartnett replied in affirmative.

In earlier testimony, Mr. Hartnett said he had served as "research consultant" to Borden Co., Lever Bros., ABC, Y&R and Cutler Agency, providing them with background information on performers, writers and directors in radio-tv.

## Flat Code fee asked for small stations

NAB Code Authority was asked June 8 by Indiana Broadcasters Assn. to permit stations grossing less than \$60,000 annually to become code sub-

### Hulbert novel

New novel dealing with inside of Washington legislative circles, written by James H. Hulbert, NAB labor relations economics manager, will be published Aug. 27 by Holt, Rinehart & Winston, New York.

Titled *Moon on the Third Day*, book deals with political pressures as labor and management struggle over passage of labor reform bill restricting power of unions. It is Mr. Hulbert's first novel. He is former White House and NBC labor relations specialist.

## WEEK'S HEADLINER



Mr. Barborka

**Clifford J. Barborka Jr.**, president of Better Business Bureau, New York, resigns to become vp in charge of radio for Adam Young Inc., that city. **Ester M. Rauch**, former BBB vp, also

joins station rep firm as director of radio research and sales development. Appointments, effective June 15, are major steps in company's reorganization plan (see story, page 44). Mr. Barborka, who last year founded BBB after nine years as radio sales executive with John Blair & Co., started broadcast career as account executive at NBC Spot Sales. Miss Rauch, who joined BBB upon its formation, was previously associated with John Blair & Co.'s New York and Chicago offices, Leo Burnett Co., CBS Radio Spot Sales and several midwest radio stations.

scribers for flat yearly fee of \$5. Present NAB rate for radio stations is 10 times highest one-minute spot rate per year with 40% discount to NAB members.

In letter to Robert D. Swezey, NAB Code Authority director, IBA President Jack E. Douglas, WCSI Columbus, said many low-income stations can't afford code subscription. IBA held lower fee would attract low-income stations to code, adding that self-regulation is essential to preserve traditional American freedom of expression.

### Broadcast Bureau backs WSPA-TV on propriety

Broadcast Bureau supports claim by WSPA-TV Spartanburg, S. C., that station owner Walter J. Brown did not make improper *ex parte* approaches to commissioners (BROADCASTING, Nov. 6, 1961).

In oral argument before FCC Friday, bureau and station maintained that discussions between Mr. Brown and former Chairman George C. McConaughy had not covered matters which FCC would be dealing with in adjudicatory function. Both parties denied Mr. Brown asked Sen. Strom Thurmond to write FCC about case.

*Ex parte* issue was added last August to eight-year-old proceeding involving WSPA-TV's request for change of transmitter site.

Uhf WAIM-TV Anderson, S. C., told

FCC in argument that "whole purpose" of Mr. Brown's visit with chairman was to influence him in improper manner. "It could not have been done in any good faith at all," WAIM-TV claimed.

Initial decision by Chief Hearing Examiner James D. Cunningham recommended that Mr. Brown not be found guilty of any impropriety.

### Station, two sponsors drop ABC-TV episode

Minor incident developed Friday over ABC-TV episode of *Target: The Corrupters* involving Denver police scandals. Episode was shown to affiliates via closed circuit.

WHEN-TV Syracuse, N.Y., decided not to carry Denver episode June 9 because of controversial aspects. Two participating sponsors, Mobiloil and Alberto-Culver, withdrew from episode but others decided to stay.

KBTU (TV) Denver indicated it planned to show program. Bert Keating, Denver district attorney, congratulated network for its presentation and said all citizens should be urged to see episode.

Although Denver police are shown in unsavory light, no violation of NAB tv code is involved since plot involves factual presentation of police burglary ring.

### RCA Sales sets boost in home products ads

RCA Sales Corp. will spend nearly 40% more this year than in 1961 to advertise its home entertainment products, including color television.

Increased advertising support is geared to "favorable outlook" for RCA's coming season and directly related to improved sales during past five months, Jack Williams, vice president for advertising and sales promotion, said over weekend.

RCA's new ad campaign is highlighted by its sponsorship of Walt Disney's *Wonderful World of Color* on tv for second straight year, he noted.

Firm also will expand its magazine schedule to include publications that reach a more selective market, which RCA plans to develop this fall.

### Satellites, uhf-vhf up for Senate debate

All-channel set and communications satellite bills, both of which have passed House, are scheduled to be taken up on Senate floor this week.

Senate Majority Leader Mike Mansfield (D-Mont.) announced all-channel bill (HR 8031) will be considered Wednesday if other pending business is disposed of by then.

He said bill creating private corpo-

ration to operate U. S. communications satellite system (HR 11040) will come up for debate Thursday.

All-channel bill, intended to boost uhf television, is expected to pass without much trouble. But satellite bill is likely to be subject of lengthy debate.

Several Senate liberals who favor government ownership of satellite system and regard private-ownership bill as "giveaway" indicate they will attempt to delay action as long as possible. Strategy is to force Senate leadership and administration to drop measure rather than permit it to stall Senate machinery for prolonged period.

### WBC Programs 'Allen' sold to 12 tv outlets

Westinghouse Broadcasting Co.'s WBC Program Sales announced over weekend that its new *The Steve Allen Show* (taped for 11:15 p.m. Mon.-Fri. in most markets) will be carried in 12 markets in addition to five WBC stations.

Those buying 90-minute series are: KTLA (TV) Los Angeles; WTOP-TV Washington; KMBC-TV Kansas City; KTVI (TV) St. Louis; KRNT-TV Des Moines; KATU (TV) Portland, Ore.; WGAN-TV Portland, Me.; WLWI (TV) Indianapolis; WCCO-TV Minneapolis; WHYN-TV Springfield, Mass.; KOOL-TV Phoenix; WPIX (TV) New York, and Westinghouse stations WBZ-TV Boston, WJZ-TV Baltimore, KYW-TV Cleveland, KDKA-TV Pittsburgh and KPIX (TV) San Francisco. Show begins June 25.

Meanwhile, WBC also announced Mike Wallace will conduct world "radio tour," reporting news features and on-spot stories and will be heard on owned stations and offered for syndication. Mr. Wallace's current nightly *PM* is making way for *Steve Allen Show*.

### MGM-TV series planned on communism history

Documentary series of 26 half-hour shows tracing history of communism from days of Karl Marx to present is being developed by MGM-TV.

Tentatively titled *The Long War*, filmed series, not yet in production, is being prepared by producer-director Edward A. (Ted) Rogers. A network time period is being sought.

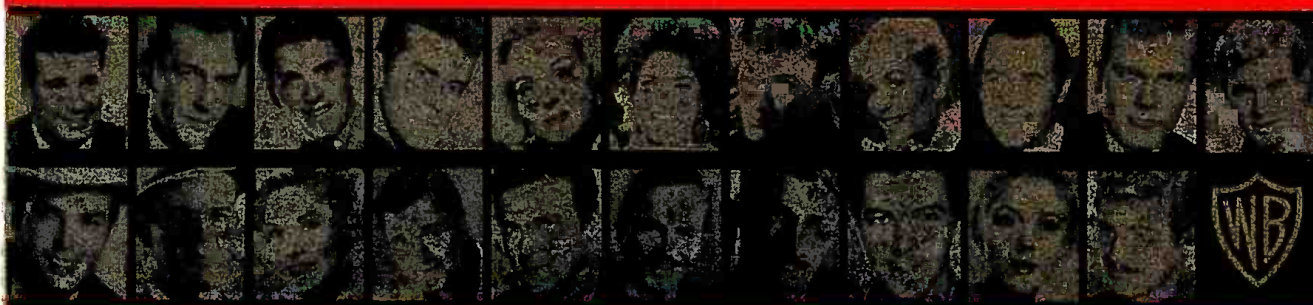
MGM-TV will produce new films and will use footage from old movies and film clips from Hearst Metrotone in making series. MGM-TV's project is second full-length series on subject of communism in preparation by independent producer (other is Storer Program Sales) and reflects growing interest of networks, stations and producers in this topic (BROADCASTING, Jan. 23).





*For the  
first time  
Warner Bros.  
most popular  
TV series  
are available  
on an  
individual  
market basis.*

■ MAVERICK, starring James Cannon and Jack Kelly; ■ SURFSIDE 6, starring Van Williams, Lee Patterson, Diane McBain and Margarita Sierra; ■ SUGARFOOT, starring Will Hutchins; ■ THE ROARING 20's, starring Dorothy Provine, Rex Reason, Donald May and Gary Winson; ■ BRONCO, starring Ty Hardin; ■ BOURBON STREET BEAT, starring Andrew Duggan, Ariene Howell and Richard Long; ■ THE ALASKANS, starring Roger Moore, Dorothy Provine and Jeff York; ■ LAWMAN, starring John Russell, Peter Brown and Peggie Castle; ■ GOLF 45, starring Wayne Preston and Donald May.



Warner Bros. TV Division, 666 Fifth Ave., New York, N. Y. CI 6-1000

A COSMONAUT MEETS AN ASTRONAUT/A PERSONAGE MEETS THE PRESS/THE THUNDER OF D-DAY



**THIS IS NBC**

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

**UNCLE MILTIE / THE MULTI-TALENTED MR. POWELL / AND IT HAPPENS EVERY SPRING**



**LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD**





# WPTF Full

range programming with outstanding staff personalities like Bill "B.J." Jackson has made radio the respected leader in a vital segment of the Southeastern market.



# WPTF

**Raleigh-Durham NBC  
50,000 Watts - 680 KC**

Dick Mason, General Manager  
Gus Youngsteadt, Sales Manager

HENRY L. CHRISTAL CO. National Rep.

## DATEBOOK

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

\*Indicates first or revised listing.

### JUNE

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. Pittsburgh, Pa.

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 Satellites, and Getting More for the Defense Dollar. Sheraton Park Hotel, Washington, D. C.

\*June 13—American TV Commercials Festival, West Coast regional awards, Beverly-Hilton Hotel, Los Angeles.

\*June 13—Broadcasting Executives Club of New England, "Break Up Party." Somerset Hotel, Boston.

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

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

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

\*June 16—Indiana Broadcasters Assn., conference. Speakers include FCC Comr. Robert

### 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.

E. Lee; Sen. Vance Hartke (D-Ind.); Washington broadcast attorney W. Theodore Pierson and NAB Executive Vice President Vincent T. Wasilewski. Columbia Club, Indianapolis.

\*June 16-17—Wyoming Assn. of Broadcasters convention. Speakers include FCC Comr. Robert E. Lee; Douglas A. Anello, NAB, and Robert B. Irons, American Oil Co., Chicago. AP and UPI state awards will be conferred. Jackson Lake Lodge, Grand Teton National Park.

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 18-19—ABC-TV fifth annual clinic for promotion directors of affiliates. New York City. Clinics also scheduled for Chicago (June 21-22) and San Francisco (June 25-26).

\*June 19—Georgia Assn. of Broadcasters first annual TV Day. Speakers include Washington broadcast attorney R. Russell Eagan; Dan Shields, NAB, and William Neal, Liller, Neal, Battle & Lindsay, Atlanta. Dinkler-Plaza Hotel, Atlanta.

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

\*June 20-21—Assn. of National Advertisers, workshop on "Advertising Administration and Cost Controls" (full agenda and speakers in June 4 issue). Water Tower Inn, Chicago.

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

June 20-23—American Marketing Assn., 45th annual conference. Netherland Hilton Hotel, Cincinnati.

June 21—Southern California Broadcasters Assn. luncheon. Russell I. Hara, space buyer and research director, Tilde & Cants, 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, Kal, Ehrlich & Merrick, Washington. Sea Scape, Ocean City, Md.

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

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

June 23-26 — Advertising Federation of America, 50th national convention, in con-

### TVB sales clinics

June 19—Tropicana Motel, Fresno

June 21—Benson, Portland, Ore.

June 22—Vancouver, Vancouver

June 24—Writers' Manor, Denver

June 25—Sheraton-Fentonella, Omaha

# KRON is TV in SF



*San Franciscans are sold on KRON-TV*

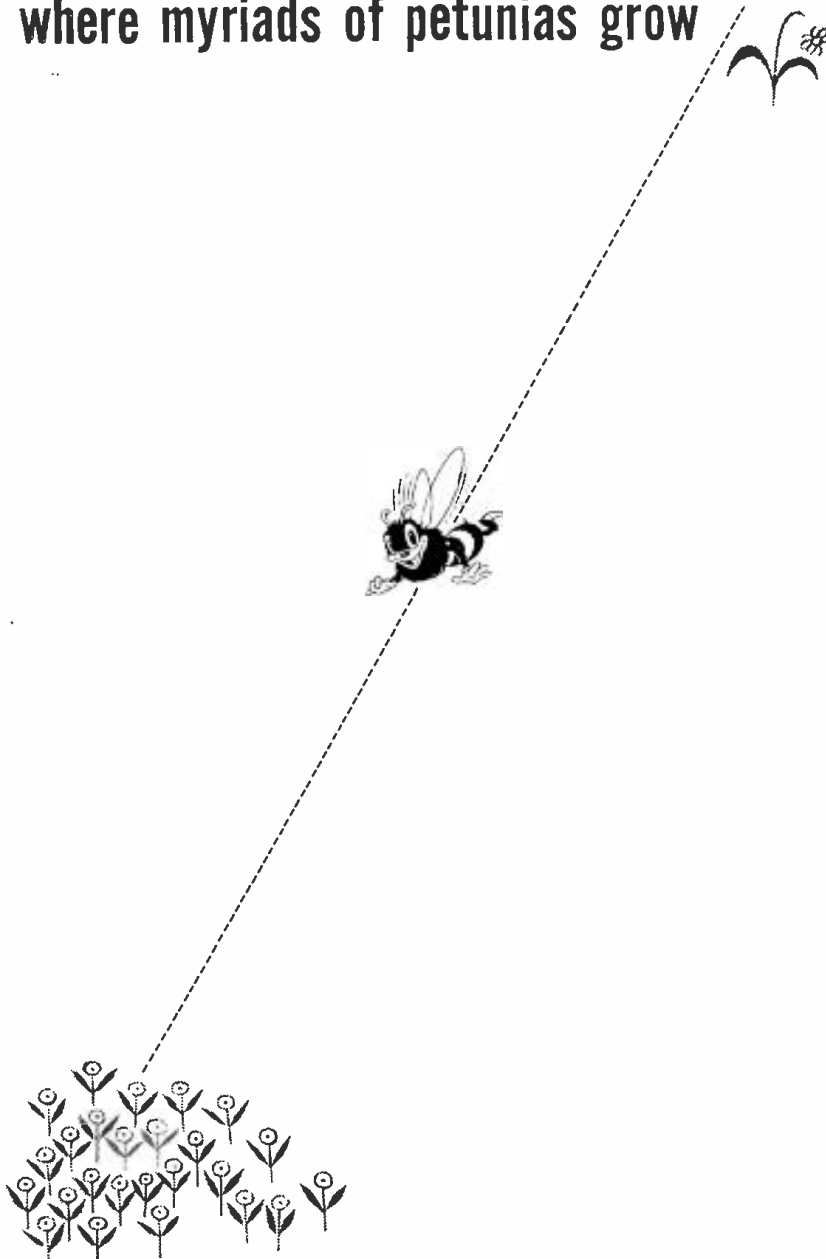
**KRON-TV IS  
CALIFORNIA'S #1  
TV NEWS STATION**

6 CAPTRA AWARDS  
10th Annual Competition

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •



The smartest bees are those who go where myriads of petunias grow



Smart advertising planners recognize the rich sales potential of Inland California and Western Nevada markets. And they know, that a single media decision can put a selling message into this entire area. BEELINE RADIO does it. The McClatchy stations reach more radio homes than any other combination of stations here — at the lowest cost per thousand. (Nielsen Coverage Service 1961, SR&D.)

## McClatchy Broadcasting Company

delivers more for the money in Inland California and Western Nevada

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE

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



junction 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.

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

\*June 26-29—NAB Joint Boards of Directors Statler Hilton, Washington. New members to be briefed June 26; Tv Board June 27; Radio Board June 28; Joint Boards June 29.

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

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

### JULY

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

July 19-21—Idaho Broadcasters Assn., annual meeting. Bannock Hotel and Motor Inn, Pocatello.

\*July 23 — Deadline for reply comments on FCC proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets (deadline postponed from June 22).

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

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

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

### AUGUST

Aug. 5-7—Joint meeting of Georgia Assn. of Broadcasters and South Carolina Broadcasters Assn. NAB President LeRoy Collins will speak. Holiday Inn, Jekyll Island, Ga.

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

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

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

### SEPTEMBER

Sept. 11-13—Electronic Industries Assn.,





*It's SMITHFIELD Street in PITTSBURGH...*



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

You might say that Pittsburgh and Dayton have one thing in common. Both were at one time outposts along our "western" frontier. Aside from that, they differ typically. For people's attitudes, tastes and preferences are greatly influenced by the geography and economics of the area in which they make their living and spend their money. What appeals to pocketbooks along Smithfield Street may leave them tightly zippered on Main Street in Dayton and the 23 other Main Streets in our primary viewing and listening area. *And vice versa.* Taking cognizance of the *vice* and the *versa*, and the unique characteristics of the people along our Main Streets, is how we have been able to come up consistently with the kind of programing it takes to unzip pocketbooks and unpocket wallets here in Ohio's Third Market. People can and do respond generously. George P. Hollingbery can tell you how many and how much. Ask him.

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

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

<b>WHIO</b>	<b>WHIO-TV</b> <b>CBS</b>	Dayton Ohio
AM—1290 KC FM—99.1 MC	Channel <b>7</b>	

Did you know that

**WHLI** Island\*

**MARKET**  
IS THE NATION'S  
**4th BIGGEST**  
in retail sales?

What's more,  
the people  
who live there,  
shop there  
and work there  
are loyal listeners  
of WHLI

That's why  
**WHLI** IS  
YOUR MOST  
EFFECTIVE RADIO  
BUY FOR  
LONG ISLAND



The independent Long Island (Nassau-Suffolk) market — 4th largest in the U.S. — where over 2 million customers live and shop.

→ 10,000 WATTS

**WHLI**

AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.

the voice of  
Long Island

PALII GODOFSKY, Pres., Gen Mgr.  
JOSI PH A LEFNN, Exec. Vice Pres., Sales

Represented by Gill-Perna

committee, section division and board meeting. Biltmore Hotel, New York.

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

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

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

Sept. 14—Georgia Assn. of Broadcasters, 2nd annual South-East Radio-Tv Seminar. Atlanta.

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

## OPEN MIKE ®

### Michigan market story

EDITOR: Congratulations on the special report, "Michigan showing new economic vigor." This was an excellent job of reporting the facts and presenting them in an interesting manner. . . .

This special report is a fine public service and it maintains the high standard which has characterized this series of state and city surveys.—*John B. Swainson, governor, State of Michigan, Lansing.*

EDITOR: The Michigan market report is an excellent analysis. All of us who have had the opportunity to work with your reporter in researching the background information have great respect for the thoroughness and thoughtful preparation that go into these marketing reports.

BROADCASTING has done a fine job of putting accurate emphasis on current trends here in Michigan.

Could you give me the cost of 2,000 reprints with regular cover stock for the first and last pages or within the regular BROADCASTING covers?—*G. W. Malcomson, N. W. Ayer & Son Inc., Detroit.*

[Information on the cost of special reprints has been sent to Mr. Malcomson.]

EDITOR: . . . This is a most interesting article and gave me information about the state of which I was not aware after living in it all my lifetime. Michigan has had bad "press" for so long and so unfairly that it is truly refreshing to find a publisher willing to write about the many, many good things in the state. . . .—*William H. Stockwell, Stockwell & Marcuse, Detroit.*

EDITOR: . . . This is to repeat how gratified all of us at the WWJ stations, as well as our ownership, the *Detroit News*, are at the positive picture of Detroit and Michigan. . . .—*James Schiavone, general manager, WWJ-AM-FM-TV Detroit.*

EDITOR: . . . You did a real workman-like job and all Michigan broadcasters are indeed in your debt.—*Walter Patterson, executive vice president, Knorr Broadcasting Corp., Dearborn, Mich.*

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

## OCTOBER

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

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

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

EDITOR: . . . I believe this report on Michigan would be of great interest to many of our clients and therefore I would like to obtain 100 reprints. . . .—*S. R. Cushman, general manager, Cushman Advertising Co., Lansing, Mich.*

EDITOR: . . . The article on Michigan is excellent. . . .—*Deryl E. Fleming, public relations director, Kellogg Co., Battle Creek, Mich.*

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

### Video tape commercials

EDITOR: We would appreciate a copy of your Dec. 5, 1960, issue. We are primarily interested in the lead article on tv tape commercials, "Agency video tape use expands."—*Estelle H. Griffin, tv-radio production, McCann-Erickson Inc., San Francisco.*

[A copy of the requested article has been sent to Miss Griffin.]

### Trusted employe

EDITOR: Shown here is a photo of Mr. W. (Whitey) Fang, who has been appointed to our staff as director in charge of requests for free advertising. Mr. Fang is shown using the filing system he has developed for handling "news



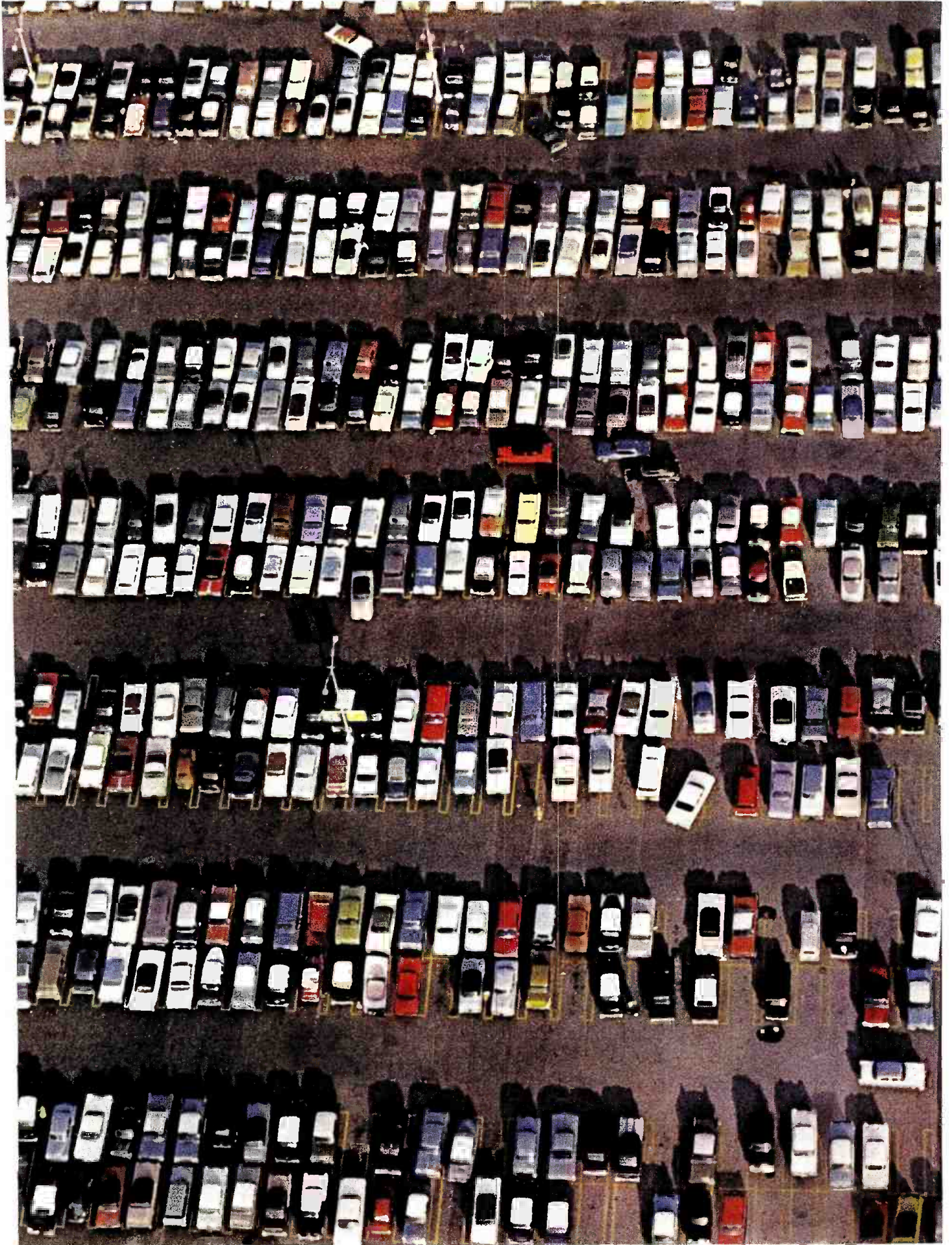
releases" and other matter of this type. Because of the volume of such material received by this station, he has, in the short time he has been with us, filled more than seven "filing cabinets."—*Michael McNally, director of news and publicity, WQMS Hamilton, Ohio.*

### Newsworthy material

EDITOR: Your . . . use of material involving Filon Corp. . . . was truly newsworthy [PROGRAMMING, May 14]. . . . Frankly, I'm this week's most soul-satisfied press agent.

And, believe me, the Filon people





**who buys the most?**



# young adults buy the most!

( young adults buy the  
most automobiles...and most  
of almost everything )

Young adults (under 50) buy 70% of all automobiles. This means that when you buy young adult ABC Radio, you're buying automobile advertising geared to the market that buys most of what you sell. That's because two years ago ABC Radio recognized the potent economic force inherent in your young adult market and did something about it. ABC Radio consistently programs for young adults; promotes to



young adults; presents to the automobile advertiser (and virtually every other advertiser) the most compelling new "reason why" for network radio. I young adults with Flair, Sports, The Breakfast Club News and Special Events on ABC Radio. Remember young adults buy most cars . . . and most of everything automotive. Your ABC Radio sales representative will be glad to give you the young adult fac

are even happier. . . . They would like permission to reprint the article . . . with full credit to BROADCASTING.—*Jack Sheffield, Edward Gottlieb & Assoc. Ltd., Los Angeles.*

[Permission granted, with proper credit as indicated.]

### Product protection

EDITOR: Re the current controversy (on product protection), next time make the simple Wain test. After listening to the radio or viewing tv for an hour, write down the commercials you've seen or heard. You'll be amazed to find that those you remember are those with the greatest creativity, novelty or plain old "sell."

You'll be further amazed to find that their positioning has little to do with their memorability and, therefore, effectiveness. . . . We are not afraid of back-to-back spotting of competitive products. It's just a challenge to us to make our spots still more creative.—*Norman Wain, Norman Wain Associates, Cleveland.*

EDITOR: . . . Quit comparing television to newspaper. They don't even resemble each other. Newspapers can't begin to hold a candle to the instant image creativity that tv has. . . .

You say tv is potent even without product protection [EDITORIALS, May 28]. Consider what the industry is for—to sell a product to a mass audience. But then what? Reduction of the protection time is basically the same thing as back-to-back and I will bet you that your future editorial would be on theme of why the industry let itself be talked into abandoning product protection. Mighty rich radio stations right now hew to standards of single spots, higher rates and product protection. Let's don't relegate tv to the same unprotected state as a highway billboard.—*Ken Brooks, sales, KALE Pasco, Wash.*

### Radio anniversary story

EDITOR: Your May 14 issue on 40 years of radio is a great documentary of broadcasting—and will be preserved.—*Frank Gaither, general manager, WSB Atlanta.*

EDITOR: "Radio at 40" is a superb coverage that evokes many nostalgic memories. I want to share this with some now retired radio men so would greatly appreciate four reprints.—*Russ Hoffman, manager, KDUO Riverside, Calif.*

EDITOR: . . . Reading page 116 brought back a lot of memories. . . . To promote the sale of radios, Al Madson went to many towns around Yankton and demonstrated radio at public gatherings. . . . It was at one of these demonstrations that I met Al Madson and became interested in radio. So instead



## #1 in Cincinnati!

Every radio station has something to offer . . . but only one can bring the largest audience in Cincinnati\* . . . and that's WSAI

**wsai**

robert e. eastman

JUPITER BROADCASTING

\*HOOPER \*PULSE

	WSAI	30.9	WSAI	30
B		23.6	B	20
C		14.4	C	17
D		13.2	D	14

Hooper: \*Feb.-March, 6  
Pulse: \*Jan.-Feb., 62  
. . . Cincinnati Metropolitan area, total rated time period!

# SOARING

is the word





# for "RIPCORD"

going into a **2<sup>nd</sup> BIG YEAR**

**SOARING VIEWERSHIP**

**NATIONWIDE**  
RIPCORD attracts an average

**38.7%**

**SHARE OF AUDIENCE**  
for all 108 markets where  
Nielsen reports the series,  
in its first 7 months on the air!

**SOARING ENTHUSIASM**

among SPONSORS and STATIONS

result: **RENEWALS**

SAVANNAH SUGAR REFINING  
in Atlanta  
Charleston, S. C.  
and other Southern cities

LINCOLN INCOME LIFE INSURANCE  
in Louisville  
Oklahoma City  
Lexington, Ky.

WNBC-TV New York

KABC-TV Los Angeles

WRCV-TV Philadelphia

KPIX San Francisco

WNEP-TV Wilkes Barre-Scranton

WTVN-TV Columbus, O.

WTVJ Miami-West Palm Beach

WLW-I Indianapolis

WJAR-TV Providence

KIRO-TV Seattle

WTVM Columbus, Ga.

WGAL-TV Lancaster, Pa.

WJRT-TV Flint-Saginaw-Bay City

KOIN-TV Portland, Ore.

KXTV Sacramento

KOLO-TV Reno

WTVT Tampa

KIMA-TV Yakima

WLOS-TV Asheville-Greenville

KVAL-TV Eugene

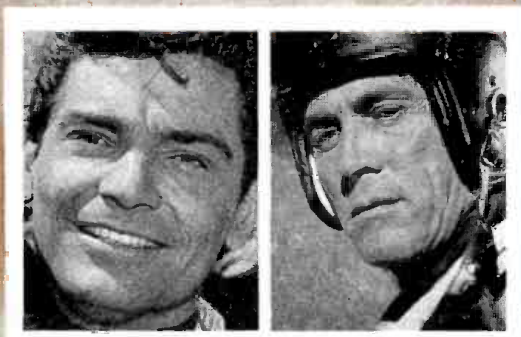
WDSU-TV New Orleans

WGR-TV Buffalo and others

**38 ALL-NEW ADVENTURES**

**NOW AVAILABLE**

thru your  
ZIV-UNITED ARTISTS  
Representative



**LARRY PENNELL and KEN CURTIS**

starring for a Second Big Year  
as the skydiving heroes of

**TV'S MOST SUCCESSFUL SERIES OF NEW ACTION DRAMAS**



# No.

We've been in the No. 1 Spot here in the Mid-Michigan market for the past 10 years. Measure us by Pulse, Hooper, Nielsen, Politz, Conlan, Verifax or any other means and you always find WILS leading... with more than four times the audience of the next station (as much as 78% of the total radio audience). Our primary signal reaches all three metro counties (Ingham, Eaton and Clinton) plus all of Jackson, Calhoun, Ionia and Gratiot. In addition the pattern covers two thirds (or more) of another six counties. The Mid-Michigan metro area prefers WILS by 3-to-1 over any other local station. Daytime power is 5,000 watts. This unusual metro market has industry (Oldsmobile), government (State Capital) and education (Michigan State University) to give it an economic tripod that

**ALWAYS MEANS BUSINESS!**

## MID-MICHIGAN'S

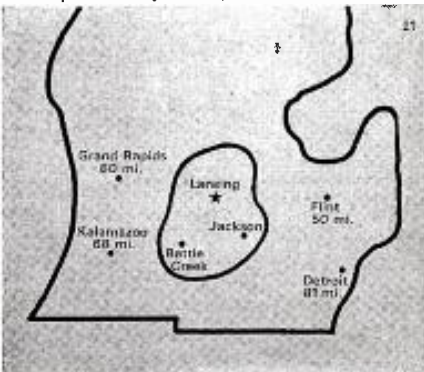
## BIG No. 1 BUY

### RADIO

# WILS

### 1320

Represented by Venard, Rintoul & McConnell



24 (OPEN MIKE)

of going to medical school, as my father had planned, I entered Yankton College, and worked part time servicing radios for Dakota Radio Apparatus Co. and the Brecht Drug Store, the retail outlet in Yankton.

... When the Gurney Seed & Nursery Co. put WNAX on the air, it was with a Western Electric 1 kw transmitter. ... It was at the finish of this installation that the incident took place which Chan Gurney told of. ... —*Merwin Lewis, Cedar Rapids, Iowa.*

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

### Early editorialist

EDITOR: I note that the president of WMCA New York began broadcasting editorials on radio in 1954.

As manager of a radio station in Florence, S.C., I ... began editorializing on that station in 1945, using a daily 15-minute newcast of which five minutes was national news, five minutes local news and five minutes editorials. ... —*Nat L. Royster, sales executive, WINA-AM-FM Charlottesville, Va.*

### How etv can serve

EDITOR: This is our request for permission to reprint the article, "Non-Commercial tv proposed on 2,000 mc" [GOVERNMENT, May 21]. We wish to reprint the article for mailing to doctors and other medically oriented persons as part of a continuing campaign by this station to indicate to various segments of the community the ways in which educational television can serve their unique interests.

Please accept our congratulations and thanks for your excellent coverage of the whole television scene.—*H. H. Riddleberger, director of programming and production, WEDU (TV) Tampa, Fla.*

[Permission granted, provided credit is given to BROADCASTING as the source.]

### In lieu of an Emmy

EDITOR: As I viewed the Emmy awards ... I wished I were in a position to do some awarding myself. I am frequently in contact with the broadcasting industry. ... Never is anyone too busy to answer my questions or offer some assistance. I wish to express my gratitude to all concerned. ... The broadcasting industry is made up of a wonderful group of people.

Arabia was once called a "vast wasteland," and then someone looked beneath the sand and found billions in treasures. I only regret that I lack a golden statue to give as a token of my sincere appreciation. ... —*Marc L. Specter, U. S. Navy Recruiting Aids Facility, Baltimore.*

#### BROADCASTING PUBLICATIONS INC.

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## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

EDITOR AND PUBLISHER  
 Sol Taishoff

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SUBSCRIPTION MANAGER: Frank N. Gentile; CIRCULATION ASSISTANTS: David Cusick, Christine Harageones, Edith Liu, Burgess Hess, Steve Bell, James E. O'Leary.

DIRECTOR OF PUBLICATIONS: John P. Cosgrove.

### Bureaus

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

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

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

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

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

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

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

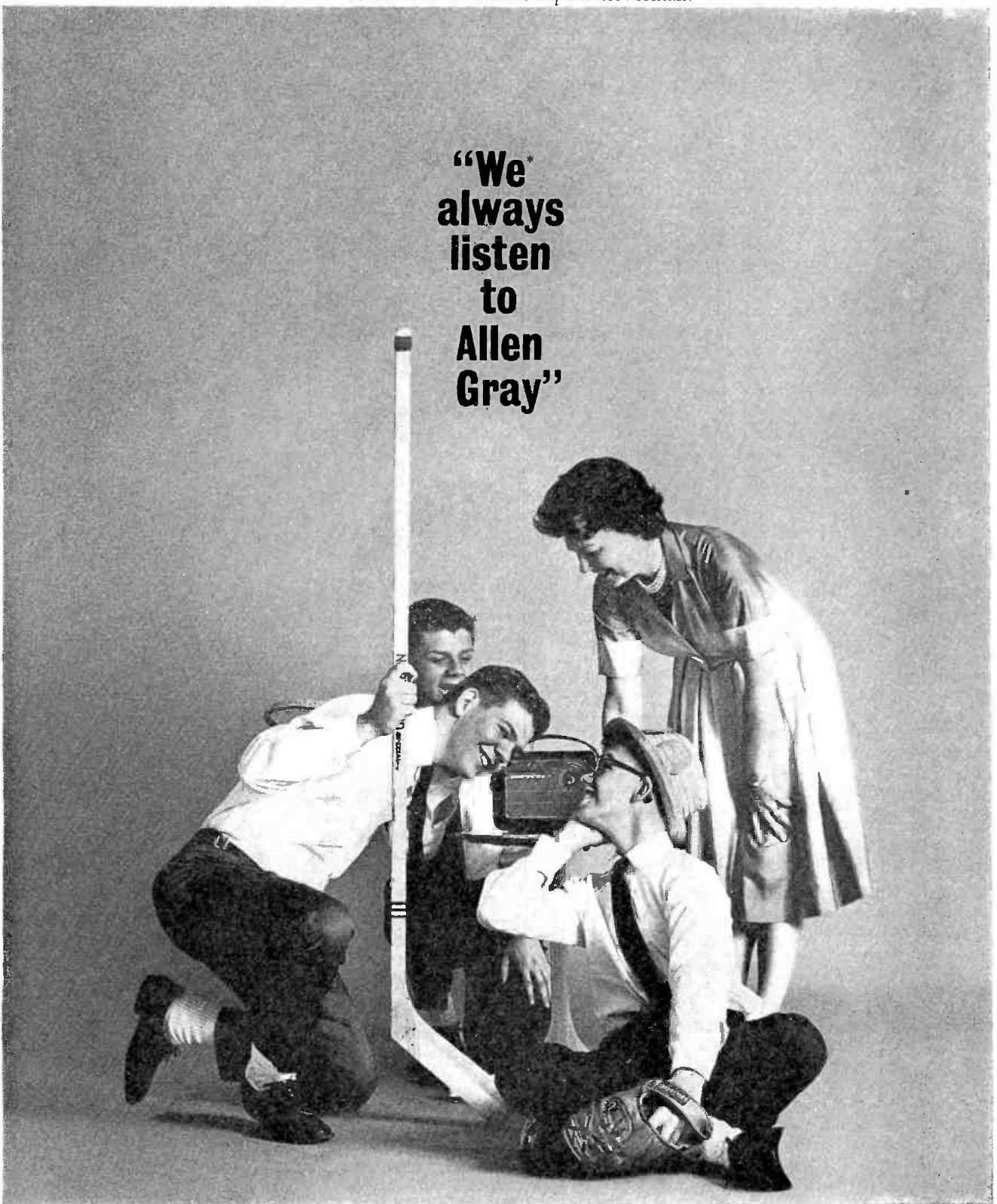
\*Reg. U. S. Patent Office

Copyright 1962: Broadcasting Publications Inc.

BROADCASTING, June 11, 1962

Number two in a series of paid testimonials.

**“We  
always  
listen  
to  
Allen  
Gray”**



\*KURT GRAY, BRUCE GRAY, BEEZER GRAY, MRS. LEE GRAY

Allen Gray is listened to by more Mothers of hockey players and sandlot shortstops who say, "Allen Gray helps on-the-go families really score with news about food products that don't throw the budget out at home

**WCBS  
RADIO  
880**  
101.1FM

A CBS OWNED RADIO STATION

...and, he knows how to help housewives go extra innings with the daily chores by inviting them to meet interesting people, commenting on the big and little things in life and offering 'em a refreshing pause."



## How to start off the new broadcast advertising year right

You're no doubt wondering just what would possess a responsible executive of a major advertising agency to sit down and phrase New Year's resolutions at a time of year when the iris are blooming, when swimming pools are swim-able, and when the late spring air is filled with the friendly tinkle of Good Humor bells.

But if one considers a moment, there is also an advertising New Year; it isn't one that most people celebrate, though most of us do our share to enliven the regular New Year festivities each Dec. 31.

The New Year that counts—for us—is the one that begins on Oct. 1, 1962, give or take a few days: The start of the new broadcast year.

At the time this pensive memo is being drafted, the first scripts of the new season are coming hot off the Multiliths of Hollywood. The networks have long since claimed an "earlier than usual" rush of firm bookings, and SRO signs are all but hung out for the season. Only a few last-minute changes are being made in prime-time schedules.

**Late for some** ■ Actually, the time for acting on some resolutions has already passed—primarily those which have been engendered by that brilliant and provocative lawyer who heads the FCC. Still, there are a good many subjects left that deserve to be brought to mind—and perhaps to action—before Father Time tolls "fini" on the broadcast season of 1961-62. Here goes:

**Resolved:** That each of the three major tv networks regularly contribute five-minute segments of prime time—hitchhiked on peak audience programming—for vignettes of important and crucial public-service issues, using the identical technique which both political parties proved to be so successful in 1952, 1956 and 1960. Unquestionably, many public-spirited national advertisers would willingly release this small portion of program time for the valuable association and good will which such an innovation would provide.

**Resolved:** That a major independent tv station representative aim its next year's station solicitations toward the development of a spot tv "group buy" covering the top 15 or 25 marketing areas of the country. Then when the market list is complete, price the buy competitively with daytime and nighttime network spot carriers. Such a buy should feature all the multiple advantages of one order, one clearance, one bill and uniform and coordinated merchandising; its sales promotion should

stress the importance to advertisers of "heavying" up advertising weight where sales and advertising competition is most formidable.

**Resolved:** That another independent tv station representative do a real job of grouping and selling subsidiary market tv spot—a television "family weekly" buy, so to speak.

**Resolved:** That the networks, their affiliated advisory committees and station representatives cooperatively pioneer a new approach to simplify the buying of spot tv—at the same time increasing both advertising effectiveness and salability. This is a big request but perhaps simpler than implied above. Here's the plan:

Lengthen nighttime breaks 3 seconds, providing time for a more effective 30-second chainbreak and a new 15-second ID which should be far more popular with advertisers than the present ID length.

Standardization on a 30-second chainbreak length would dovetail with the tactics of many advertisers using network "piggy-backs"—effecting economies on production costs and residuals. Prices, too, could then be directly proportionate to commercial exposure.

**Resolved:** That the Radio Advertising Bureau, the revitalized radio networks and every one of the 3,732 am stations now on the air pool ingenuity, intelligence and income to solve what can be referred to as "the riddle of radio's reach." The medium still needs some substantive statistical answers to assist those of us who by experience and observation firmly believe there's more consistent and frequent radio listening than is generally shown by contemporary research.

**Resolved:** That the broadcasters of all persuasions—big and small, national and local, am, fm and tv—make an

effort every hour of every day to:

- a. Keep present clients firmly and convincingly impressed with the positive attributes of broadcast advertising.
- b. Pursue and persuade the multitude of smaller companies and lesser known brands on the values of a well-planned radio or tv campaign.

This task, though broad in scope, must be approached from both an individual and corporate viewpoint. It is a need which, when filled, will pay dividends to us all—advertisers, agencies and broadcasters alike.

**Resolved:** That a "task force" operation be initiated to re-sell radio to those advertising agency supervisory and operative people who are most creative. Under RAB's auspices, this program might involve:

■ An advisory panel of top agency creative directors, each flattered with the honor of participating in an industry-wide effort.

■ A program of thoroughly planned "personalized" seminars on radio, tailored to the creative needs of each agency and its accounts.

■ An all-industry radio presentation in sound for use in situations where the seminar technique would be impractical.

■ A pooled sales force—to include representatives of stations, networks and rep houses who would cooperate in effecting this program.

The program would be a refresher course on radio. Too many people—including those in the broadcast business—have forgotten about the power of sound to create pictures in the minds of consumers that are even more vivid than the actual pictures seen on television, radio's "big brother."



Roger C. Bumstead heads the eastern division media operation at MacManus, John & Adams, New York. He is currently serving his second tour with MJA after a two-year hitch as associate media director on the Hamm Brewing account at Campbell-Mithun, Minneapolis. His first term at MJA came after a three-year association with David J. Mahoney (now executive vice president of Colgate-Palmolive Co.) whose agency was acquired by MJA in August 1956.



# decision

The first year  
in a new business  
is the year  
to watch.

It's the Year  
of Decision.

We're proud to  
mark our  
First Anniversary;  
it's been  
a successful year!

We're on our way...



ADVERTISING TIME SALES, INC.

**KPLC-TV**  
NBC-ABC  
Channel 7

**KPLC Radio**  
5000 Watts  
NBC

**LAKE CHARLES, Louisiana**

**&**

**KALB-TV**  
NBC-CBS  
Channel 5

**KALB Radio**  
5000 Watts  
ABC

**ALEXANDRIA, Louisiana**

*Proudly Appoint*



EXCLUSIVE

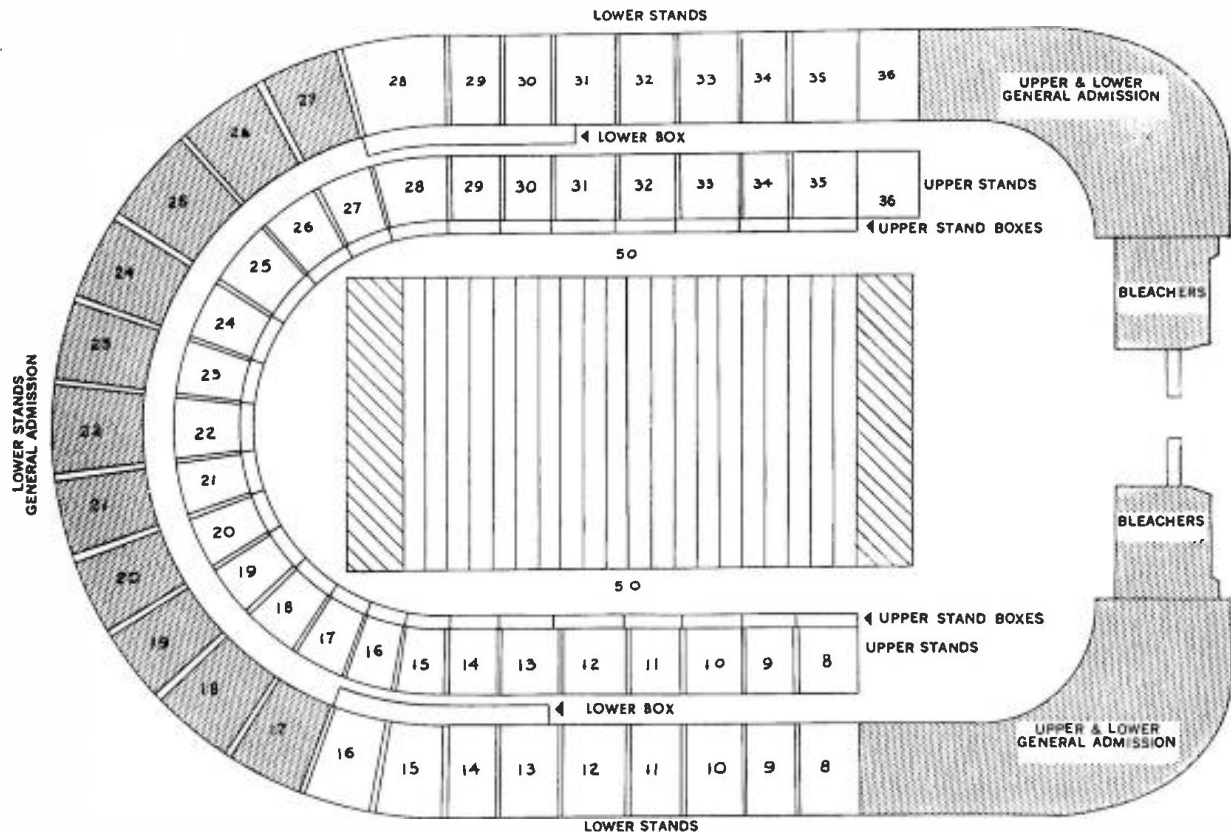
*National Representative*

ON

JUNE 1, 1962



T. B. Lanford, President  
Art Reuben, Director of National Sales



# Seating capacity: 15,000,000.

That's a big stadium they play those AFL football games in.

Every Sunday, come September, a conservatively-estimated turnout of 15,000,000 fans will take their ABC-TV seats (on the 50-yard line) and follow the AFL's exciting brand of football.

It's the AFL's 3rd spectacularly successful season on ABC-TV.

If you're looking for reasons why AFL football is such a good buy, look at the football audience.

Football, according to a recent Nielsen survey,\* leads all major sports in attracting the top of the market—

the younger, larger families with higher incomes.

And AFL football, with its razzle-dazzle, wide-open style of play that is made to order for home screens, delivers these responsive families in concentrated strength.

Huddle with your ABC-TV sales representative. Get the story on the extended coverage, exceptional reach and cost efficiency your sponsoring dollar buys on a full 18-game schedule, including the Big Championship play-off.

It's quite a story.

\*Source: Nielsen special analysis.

## AMERICAN FOOTBALL LEAGUE...ON ABC-TV

# NO SLUMP IN SUMMER ANY MORE

- Big advertisers and agencies planning biggest spot campaigns
- Starting dates of autumn campaigns gradually being advanced
- Roundup of plans shows June becoming a big buying month

Spot television's biggest advertisers and their agencies are currently engrossed in planning, buying and supervising campaigns that appear apt to make this summer and fall the biggest in spot history.

A nationwide canvass of the top spot tv spenders in 1961's two mid-year quarters, conducted by BROADCASTING last week, left little room for doubt that spot television billings are moving toward a new summertime high this year and will then move on to the substantially higher levels that are traditional for autumn.

The outlook coincided with the release of figures documenting that spot already is off to a record start in 1962, with first-quarter billings the highest ever (see page 34).

Many factors, including changes in the general economic climate, could lead advertisers to revise their current

bullish plans for spot. But it was considered significant that in last week's survey, although it came after the stock market's worst downturn since 1929 and while fears of a resultant cutback in advertising commitments were being expressed in other quarters, virtually nobody hedged his own forecast on that basis.

It was stressed by a number of agencies, however, that sales, competitors' activity and other marketing considerations may lead companies to revise their fall plans—up or down—as the fall season draws nearer.

**No Summer Slump** ■ The survey also appeared to confirm one growing belief and to explode a myth:

■ The confirmed belief: that agencies and advertisers are gradually advancing the dates when they commence their fall-campaign buying. This is by no means universally true, but in a signifi-

cant number of agencies it is the case.

Several agencies, including some of the biggest, say their fall buying will get into swing earlier this year—in July instead of August, the traditional heavy period for fall buying—and in a few agencies some fall buying is being done now or is set to start this month.

Station policies against accepting orders more than 30 days in advance of start-date are being circumvented in several ways, including (1) orders placed "subject to reconfirmation" at a later date; (2) "negotiations" in which a fairly clear understanding is reached that the desired adjacencies will probably still be available when the 30-day period is reached, and (3) variations on either or both of these approaches.

■ The exploded myth: that among agencies June and July are dog-days when nothing much happens except vacations and longer-than-usual lunch

## Spot television buying: now a year-around job



BBDO's Maneloveg

Bates' Grey

Ayer's Farnath

B&B's Currin

SEE BOX NEXT PAGE

### These media chiefs tell why agencies can't let up



## Why spot television buying is now a year-around job

The heavy spot-volume agencies don't go into a deep buying slumber during the summer months. A sampling by BROADCASTING of top media departments last week indicated that, to the contrary, the buying of spot television has become an all-year job at the larger agencies.

Respondents included the media heads of four of the largest spot advertising agencies, and executives of two other major agencies. The four media men are Herbert Maneloveg, vice president, media director, BBDO; Leslie D. Farnath, vice president in charge of media at N. W. Ayer; Edward A. Grey, senior vice president in charge of media operations, Ted Bates & Co., and Lee Currin, vice president-manager of Benton & Bowles's media department. The other two agencies for which media spokesmen were reached: Young & Rubicam and Lennen & Newell. The spot tv bill-

ings handled last year by these agencies add up to more than \$182 million. A summary of the interviews follows:

- They buy spot all year round, particularly for package-goods advertisers. Many clients on the lists at the major agencies are non-seasonal; they sell and advertise goods all-year round.

- Advertiser drives and flights—as spot now is often bought—are often of short duration but may start any time during the year.

- When media buyers aren't actually placing or firming orders they are planning their orders. This is especially true as advertiser-media plans are shaped; advertisers who have a January-December year plan mainly in August and September for the full year, and advertisers who have a July-June fiscal year plan chiefly in February, March and April.

- Most "planners" in media have come up from the buying ranks and think in terms of time purchases on stations and in markets with which they mentally identify. One media head said when he thinks of a campaign for the top 15 markets, he mentally jots down what markets and stations he'd like to buy with the budget he has allocated. Often the buyer is influenced by this initial decision.

- It's not true that agency buyers take vacations wholesale during the summer months because there's little to do in media buying during the summer. BBDO reports a spread through the year of media people taking vacations; the same is the rule at Ted Bates; while at Y&R the agency officially encourages its employes to take vacations whenever possible before May or after the summer.

Media people at Y&R find the de-

hours. With the fall and summer buying season virtually extending into each other at some agencies, and with much planning as well as buying to be done, several agencies recommend that their people schedule their vacations outside the hot weather months (see story in box above).

**Summer-Fall Buying** ■ Last week's survey was conducted to determine the plans of, primarily, advertisers in Television Bureau of Advertising's lists of the "top 100" spot advertisers for the third and fourth quarters of 1961. In the third-quarter (summer) list, those queried were advertisers whose budgets for that period were substantially above their second-quarter (spring) levels. In the fourth-quarter (fall) list the canvassing was similarly limited to those showing big increases over their third-quarter billings.

In the course of these inquiries the plans of some advertisers below TvB's "top 100" were ascertained and are reported here. Otherwise, however, the system necessarily omitted accounts which normally invest heavily in seasonal campaigns but whose spending falls short of the "top 100" level. And among the top 100 a number of advertisers declined to detail their plans for competitive or other reasons.

The findings are reported below. The dollar figures are TvB's estimates of the advertisers' spot investments in the specified calendar quarter of 1961, unless otherwise indicated. Because seasonal quarters tend to overlap calendar quar-

ters, the figures are cited as indicators rather than exact measurements of last year's spending in the "fall" and "summer" months.

**Bates Is Busy** ■ Ted Bates & Co., whose \$55-60 million in spot tv billing makes it No. 1 agency in spot, is so pushed with summer and fall planning and buying that many of its account people have had to postpone vacations they would normally be taking now. Summer campaigns are or will be running heavier than usual, and the principal Bates-handled accounts that normally beef up their spot spending in the fall expect to do so again this year on levels comparable to if not exceeding last fall's.

Summer buying at Bates is expected to continue through the rest of June, July and into August—by which time fall buying will be under way.

Among Bates' leading accounts that stiffened their spot budgets in the fourth quarter of 1961, none is expected to cut this fall's budget below last fall's. This group includes American Home Products' Boyle-Midway and Whitehall Labs., Colgate-Palmolive, International Latex, Scott Paper, Standard Brands' Blue Bonnet margarine and Royal baking powder, and Louis Marx & Co. (toys).

Bates's American Home Products accounts are expected to show summer spot billing gains, largely because of stepped-up spending for Black Flag insecticides. C. Schmidt & Sons (Schmidt's of Philadelphia beer and ale) normally

boosts its spending during the hot weather and this time plans even more spot buying than last summer.

The Marx toy line, which backed up its traditional fall campaign into summer a year ago, plans to revert to its earlier advertising pattern this year, cutting back the summer budget (\$308,100 in 1961 third quarter) but increasing its fall buying (\$1,527,000 in the fourth quarter of 1961).

AHP's Boyle-Midway Division (Black Flag insecticide, Aerowax, Sani-Flush, various polishes) is one of the Bates clients especially noted as planning to increase their spot outlays for spot summer and fall.

**Big Fall at BBDO** ■ BBDO, which was responsible for placing more than \$30 million in spot television in 1961, is bullish in its reports on advance buying for the fall. Its summer buying for such clients as General Mills, Armstrong Cork (which introduced a new floor wax this summer), Schaefer Pen and Goodrich Tire is mostly complete. Most of its summer clients are matching if not exceeding their 1961 summer outlays.

As have other agencies, BBDO reports its media people busy, with vacationing being kept at a minimum at this particular time. Some buying has begun for the fall but it's more of the "negotiating" type than formal lineup closings. The fall advertisers—such as General Electric, Campbell Soup, Pepsi-Cola (also, of course, a summer advertiser), and Lever Bros.—which had

partment getting "revved up" starting now and before July 1, according to the experience of the past few summers. N. W. Ayer goes further: The summer period at the agency is busier than the winter, conditions reversing themselves because of year-round buying in television and more advance spring buying in the print media. In broadcasting, Mr. Farnath asserted, "hardly a month goes by without buying activity." Vacations are for "opportune" times only.

As Mr. Grey of Bates summed it up, "Television is pretty much responsible. It's all year round; the tempo is steady. Even summer tv, we find, has its compensations built in with repeats and efficiency despite loss of some audience.

"We are buying daily, weekly and monthly. The seasonal buy in tv has become less significant and we see nearly as much spot tv money in the summer as in the winter, with the fall buying season off to a big start in July."

boosted their investments last fall compared to the summer period will continue to be up in spot next fall.

A sizeable increase in Pepsi's spot tv spending for both the parent company and its bottlers is anticipated for both this summer and this fall. Last year they spent \$854,000 in spot tv in the third quarter and \$1,259,400 in the fourth. Company sales have increased by 12% for the first five months of this year over the same 1961 period, providing bottlers with additional co-op funds. In addition, individual bottlers are introducing different packaging, resulting in a need for additional advertising.

Foote, Cone & Belding, New York, reports spot tv buying for summer and fall is currently at about the same level as last year, and buying for both sea-

sons will continue: Plans for some advertisers are not yet firm. Most of FC&B's clients use spot tv to some extent. Its leading spot clients last fall included General Foods (Jell-O Division), Lever (Pepsodent products and Imperial margarine), Kimberly-Clark (out of FC&B Chicago office) and Menley & James ( Contac colds and hay-fever treatment).

**Boost at Colgate** ■ Colgate-Palmolive, which used five agencies in putting a total of \$3,265,400 into spot tv in the fourth quarter last year, is expected to increase its total spot billing this fall. Some of its brands will remain at their 1961 levels while others, such as Ajax cleaner and Dynamo liquid detergent, are reported increasing their budgets. On some brands the increases are described as "tremendous." In addition, new products and products going into national distribution contribute to the overall billing outlay.

Colgate's fall buying is now in progress in some cases and for many brands will not be completed until early August. Colgate's agencies are Ted Bates & Co.; Lennen & Newell; Norman, Craig & Kummel; D'Arcy, and Street & Finney, all New York.

Vick Chemical Co., division of Richardson-Merrell (\$1,723,300 in 1961 fourth quarter) is slated to boost its spot budget in the fall, generally coinciding with the "colds season." Vick's summer buying currently is in progress and due for completion by about the end of June. Agencies are Sullivan, Stauffer, Colwell & Bayles and Morse International, New York.

Corn Products Co. (\$2,371,500 in 1961 fourth quarter), another multiple-agency advertiser, appears likely to keep its 1962 fall spot tv billings at about last fall's levels. Planning has begun, buying will begin soon and continue into early August. Principal agencies involved include Lennen & Newell and Fuller & Smith & Ross, both New York.

Nestle Co. (\$1,245,400 in 1961 fourth quarter) is expected to maintain last year's fall tv pace again this year, with buying to get under way in early July. Principal agencies: McCann-Erickson and William Esty Co., both New York.

Chesebrough-Pond's (\$664,000 in 1961 fourth quarter) is expected to increase its spot tv spending for its principal lines by about 10% this fall, with the gains reflecting improved business conditions and rising sales. Agencies include J. Walter Thompson Co.; Norman, Craig & Kummel; William Esty Co., and Doherty, Clifford, Steers & Shenfield, all New York.

Gulf Oil (\$465,000 in 1961 fourth quarter) hyped its spot expenditures last fall because it was introducing three new products. In total, its gasoline and oil products probably will spend somewhat less this fall than last, because no

new products are being offered. But the company and its agency for gas and oil products and corporate advertising, Young & Rubicam, New York, are currently examining various media possibilities including spot announcements, spot programs and network participations before reaching final decisions.

**Ogilvy Likes Spot** ■ At least four leading spot television users in the Ogilvy, Benson & Mather agency are drawing plans that indicate increased spot expenditures this fall for the four of them as a group and probably for at least three of them individually.

"Spot television serves our purposes," said a key OB&M executive, indicating that spot would be on the rise this year throughout the agency.

OB&M's summer buying for its clients is largely finished; its fall buying will peak the latter part of August and the first part of September.

For Bristol-Myers, whose Ban deodorant is the company's biggest spot user at OB&M, the agency probably will be spending somewhat more in spot this fall than last, primarily because of new-product activities getting under way.

General Foods' Maxwell House coffee budget and plans for fall remain to be settled but seem apt to be bigger than last year.

Lever Bros.' Hum and Vim detergents may increase their spot investments this fall, while Helena Rubinstein cosmetics, also through OB&M, seems likely not to vary substantially the pace which led Rubinstein to put \$622,900 into spot television in 1961's fourth quarter.

Schick Inc. (electric shavers) looks to increase its fall spending in spot by 10% to 15%. For the fourth quarter of 1961 its spot investment was placed at \$482,300.

Norman, Craig & Kummel, New York, agency for Schick, indicated that in general its fall planning and buying for all clients already were well under way and might be substantially wrapped up within a few weeks. NC&K's summer buying was described as completed.

**Buying Steady at C & W** ■ Cunningham & Walsh reported that its summer spot buying for clients is still in progress and, in fact, continues throughout the season as changes and additions are made. C&W said its share of the biggest share of spot advertisers will maintain their spending—summer and fall—at about the levels of last summer and fall. These include a portion of the American Home Products' Boyle-Midway Division Folgers coffee, Andrew Jergens Co. and St. Regis Paper Co.

St. Regis (\$308,600 in the 1961 third quarter) normally buys August and September campaigns to promote its Nifty notebooks preceding and coinciding with the opening of schools.

Five-Day Deodorant, whose spot ac-

### Summer tv for toys

In a break with tradition, Colorforms Inc., Norwood, N. J., toy manufacturer, shortly will launch its first summer spot tv campaign, using a total of 31 spots a week in 14 major markets. This effort supplements Colorforms' year-round participation in CBS-TV's *Captain Kangaroo* series. Agency: Kudner Adv., New York. The theme: "Take Along Colorforms on vacation trips, tours, camps and resorts to keep children busy and quiet."

tivities contributed significantly to parent Associated Products' \$625,000 in spot tv in the third quarter of 1961, is scheduling a "bigger and better" spot drive this summer, with 35% more markets for a 25% longer time. Some network advertising may also be used. Last year's campaign was described as "eminently successful." Agency: Doyle Dane Bernbach, New York.

National Federation of Coffee Growers of Colombia (\$582,300 in 1961 fourth quarter) used spot tv in 10 markets last year, will increase the list to 12 or 13 this fall with a stepped-up budget. Buying, through Doyle Dane Bernbach, New York, is expected to start in August.

Janvin Parfums (\$429,600 in 1961 fourth quarter) will buy in September for another heavy fall tv campaign using 25 to 35 markets. Agency: North Adv., New York.

Jackson Brewing Co. (\$329,400 in 1961 third quarter), whose Jax beer has nine-states distribution in the South and Southwest, is scheduling a summer spot campaign about 10% heavier than last summer's. Jax uses spot tv year-round but concentrates hardest on summertime. This summer's 10% boost over last summer's will go primarily into additional spots rather than expansion of number of stations used, and buying reportedly has been completed. Agency is Doherty, Clifford, Steers & Shenfield, New York.

**Network Inducement** ■ Ex-Lax (\$383,600 in 1961 third quarter) will spend about 10% less in spot this summer than last, making the cutback in order to take advantage of "special opportunities" in the ABC-TV nighttime schedule. Warwick & Legler, New York, is the agency.

Pharmacraft Labs (\$1,024,300 in 1961 third quarter) is using nighttime participations on ABC-TV this summer, will use substantially less spot than last summer for its Fresh deodorant and Allerest allergy tablets. Agency: Papert, Koenig, Lois, New York.

Plough Inc., which invested \$599,200 in advertising its St. Joseph Aspirin, skin creams, ointments and other products in spot television in the fourth quarter of 1961, is again pushing most of its fall tv budget into spot, though it will also use some network time. Details of spot strategy and extent to which they have been set were not disclosed, but agency officials said buying will be done in August. The agency is Lake-Spiro-Shurman, Memphis.

**Western Business** ■ On the West Coast, Pacific Telephone & Telegraph (\$520,000 in 1961 third quarter and \$481,200 in fourth) is expected to keep its summer budget about the same as last year's and possibly increase fall spot spending somewhat over last fall's. In August it's adding fringe-time min-

utes to its year-round schedule of 20-second prime-time announcements. The company uses 25 to 30 stations in 10 California markets with frequency ranging from about 20 spots a week in Los Angeles to four in smaller markets. Agency: BBDO, San Francisco.

Lucky Lager Brewing Co. (\$271,800 in 1961 third quarter) is beginning now to select and buy stations for this third quarter and currently is formulating fall plans, with fall buying to start in July-August. The schedule set for summer probably will form the basis for the Lucky Lager campaign for the rest of the year, subject to modification as needs indicate. Agency authorities say it's impossible to predict whether the total spot budget will be more, less or about the same as last year. Campaign will use 20-second spots on the "You're Lucky when You Live in America" theme on two or three stations in each of a half-dozen markets, with frequency ranging from 10 to perhaps 15 or 20 spots a week. Agency is McCann-Erickson, San Francisco.

Purex Corp. (\$268,800 in 1961 third quarter) has not yet set its spot activity but with the company's heavy investments in NBC-TV's *Purex Specials for Women*, the spot budget is expected to be substantially below last year's. Agencies: Foote, Cone & Belding, Los Angeles, and Edward H. Weiss & Co., Chicago.

Sunkist Growers (\$311,000 in 1961 third quarter) is cutting back for a combination of reasons. Its spot money last year went largely for frozen products which have since been sold to Joe Lowe Corp. In addition, Sunkist's punches are relatively inactive and last year's poor fruit crop left room for comparatively little advertising money on a per-case base. Agencies: Foote,

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## Soft drink successes through radio cited

Soft drink bottlers are showing a decided preference for radio as they launch their summer advertising campaigns, a Radio Advertising Bureau survey pointed out last week.

Coca-Cola Bottling Co. in Norfolk, Va., and surrounding cities, is using more than 5,000 spots over 10 stations this summer, covering its distribution area completely by radio, the RAB report noted.

Royal Crown Cola in Newark is concentrating its entire ad budget in radio and radio-linked promotions. The firm reports sales running 30% ahead of last year when no radio was used.

Pepsi-Cola in Baton Rouge credits radio with a sales increase of 28% since it began advertising on the medium 18 months ago.

Cone & Belding, Los Angeles, and Leo Burnett Co., Chicago.

M. J. B. Co. (\$391,600 in 1961 third quarter and \$421,800 in fourth) may spend a little more this summer than last for its coffee, tea and rice products. The summer budget, which may approximate \$400,000, is going into IDs, one-minute and 20-second spots, daytime as well as night, on about 70 stations in some 40 markets. Fall buying is expected to start in late July or early August, with the fall budget probably a little bigger than last fall's. Agency is BBDO, San Francisco.

Carnation Co., which spent \$2.4 million in spot television in all of 1961, largely for Friskies dog and cat food, is investing \$4.5 million in network advertising on CBS-TV and NBC-TV for 1962-63, and since Friskies will be promoted along with the milk, milk-drink and other Carnation products on the network shows, a substantial cutback in spot tv appears certain. Agency: Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

**Midwest Accounts** ■ Among accounts placed in the midwest, Quaker Oats is expected to be buying in August for campaign to start after Labor Day for its hot-cold cereals to start in early October. These campaigns are handled by Compton Adv., Chicago.

Wm. Wrigley Jr. chewing gums (\$2,821,000 in 1961 third quarter and \$2,243,900 in fourth) are expected to maintain their momentum since their campaigns are on a year-round basis. Spot lineup consistently encompasses 120 to 130 markets. Agency: Arthur Meyerhoff & Assoc., Chicago.

Miles Labs' Bactine antiseptic started an eight-week summer drive June 4 on children's shows in key markets, and Chocks vitamins and other Miles products started a day later on a 27-week campaign, both through Wade Adv., Chicago.

Green Giant Co. (\$532,500 in 1961 fourth quarter) has not spot plans for summer but is reported authoritatively—but unofficially—to be preparing to start placing a heavy campaign in August. Agency: Leo Burnett, Chicago.

Pabst Brewing Co. (\$970,300 in 1961 third quarter and \$979,700 in fourth) buys news and sports on a 52-week basis, normally increases its outlays in July and August, is not expected to spend less this year than last. Company's Pabst and Blatz beers are placed by Kenyon & Eckhardt, Chicago.

Starkist Foods (\$515,100 in 1961 third quarter) has placed for its Tuna products a summer campaign to run in 40 markets from this month through September, in addition to participations in eight ABC-TV nighttime shows from June 10 through Sept. 28. Fall plans are not yet disclosed. Agency: Leo Burnett, Chicago.



# WHO Radio reaches 42% of all the homes in "IOWA PLUS"



**D**URING the years since NCS No. 2, the idea has grown and grown that, to reach an important percentage of radio listeners in any large area, it is necessary to use a multiplicity of stations throughout the area.

*NCS '61 now proves that this is not true in WHO Radio's case. 42% of the total homes (44% of radio homes) in the mapped area above listen to WHO*

Radio weekly. WHO Radio actually *reaches* 354,050 homes in Iowa, Minnesota, Illinois and Missouri.

Today as for many, many years, you can talk to more people per dollar with WHO than with any other radio station in Iowa. By any and every measure, WHO Radio is one of the greatest "buys" in American advertising.

**WHO**  
for Iowa **PLUS!**  
Des Moines . . . 50,000 Watts  
NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., National Representatives

# Spot-network tv gross: \$376.6 million

## FIRST QUARTER SPOT RISES 16.7% TO RECORD; NETWORK UP 11.6%

Spot-network gross billing in television for the first quarter of this year hit \$376.6 million, an increase of nearly \$43 million.

This is the other—and profitable—side of the coin compared to the downbeat January-March period in 1961.

In the first quarter of 1961, the tv industry was struck by a bearish attitude on the part of spot advertisers which depressed the total spot quarterly gross billing to \$151.3 million, an unusual dip of 2.1% from the preceding year (1960).

This year's first quarter shows spot coming back at an unusual clip—a level of \$182 million-plus, which is 16.7% over the year before and a new all-time high in total gross billing dollars (CLOSED CIRCUIT, May 7).

The estimates were released last week by Television Bureau of Advertising based on computations by N. C. Rorabaugh & Co. (spot) and Leading Na-

tional Advertisers Reports (network).

Network tv's climb is also impressive. Its gross time billings approached \$194.6 million in the first quarter of this year. 11.6% better than the same quarter in 1961.

Despite the first quarter drop in 1961, that year ended with a big \$1.3 billion time tab at gross rates in television for national advertisers (BROADCASTING, March 19).

**Dollar Peak** ■ Even more significant for the first 1962 quarter is the time billing record compiled at gross rates by the networks and by stations (via spot) in a period directly following a three-month period (the fourth quarter of 1961) when spot tv reached the highest dollar peak on record (more than \$177.8 million) (BROADCASTING, March 19). That mark now has been exceeded.

This is the level from which tv now is entering what may be described as

continued hectic buying by Madison Avenue (see story, page 29).

Among the highlights of TvB's spot and network reports (also see tabulations):

■ Shell Oil Co., which last year spurred in newspaper advertising only has made more than a "comback" in spot tv. It's now—at least on the basis of the first quarter—the largest tv advertiser in the gasoline and lubricants category: gross time billing in spot at \$1,214,000 compared to a negligible \$11,300 in the like period a year ago.

But Shell was not alone. Others, such as Gulf Oil Corp., Sinclair Refining Co. and Texaco Inc., moved upward.

The surge carried the No. 1 leading spot tv advertiser still upward: Procter & Gamble, which spent \$12.1 million for tv time at gross rates in the first quarter of 1961, ended the January-March period this year with \$16.5 million, or a substantial rise of \$4.4

# Candy & gum put \$32.6 million in tv last year

Candy and gum advertisers sweetened television with gross time billings of \$32,645,278 in 1961, against \$29,265,803 in 1960. Television Bureau of Advertising last week said the tv expenditures were 84% of the total \$38.8 million in measured consumer media expenditures, a rise of 5.4% over 1960's tv share.

Due to Wm. Wrigley Jr. Co putting more than \$10 million in spot tv, total spot billings again surpassed the candy and chewing gum advertisers' network expenditures. Spot billings were \$19,270,100 last year, compared with \$16,557,500 in 1960. Network billings last year were \$13,-

375,178, compared with \$12,708,-303 in 1960.

TvB's summary of the category's media spending shows a steady rise in tv's share of candy and gum advertising in the past several years.

From a share of 67.1% of the measured media total in 1959, the share rose to 79.6% in 1960 and to 84% last year. Among the top advertisers in the category, tv billings accounted for 85.6%, against 82.6% in 1960.

LEADING CANDY & CHEWING GUM ADVERTISERS  
Gross Time And Space Billings  
1961

	Television	Newspapers	Magazines	Outdoor	Total	% tv
Wm. Wrigley Jr. Co.	\$11,117,550	\$.....	\$ 750,315	\$.....	\$11,867,865	93.7
Beech-Nut Life Savers	4,682,493	215,262	540,995	.....	5,438,750	86.1
American Chicle Co.	4,637,123	.....	.....	.....	4,637,123	100.0
Food Manufacturers Inc.	3,348,461	.....	.....	.....	3,348,461	100.0
Mars Inc.	861,470	.....	7,975	1,198,629	2,068,074	41.7
Sweets Co. of America	2,058,553	.....	.....	.....	2,058,553	100.0
Peter Paul Inc.	1,991,230	.....	.....	.....	1,991,230	100.0
National Dairy Products	557,606	1,159,506	220,500	.....	1,937,612	28.8
New England Confectionery	599,480	.....	171,481	.....	770,961	77.8
E. J. Brach & Sons	.....	411,095	347,306	.....	758,401	.....
Total top ten	\$29,853,966	\$1,785,863	\$2,038,572	\$1,198,629	\$34,877,030	85.6

1960

	Television	Newspapers	Magazines	Outdoor	Total	% tv
Wm. Wrigley Jr. Co.	\$ 8,426,468	\$ 91,459	\$ 703,119	\$1,520,426	\$10,741,472	78.4
Beech-Nut Life Savers	2,860,671	3,612	497,895	.....	3,362,178	85.1
American Chicle Co.	5,085,386	.....	.....	.....	5,085,386	100.0
Food Manufacturers Inc.	2,661,790	.....	.....	.....	2,661,790	100.0
Mars Inc.	1,554,100	.....	.....	587,310	2,141,410	72.6
Sweets Co. of America	2,436,958	.....	.....	2,638	2,439,596	99.9
Peter Paul Inc.	1,726,419	.....	.....	.....	1,726,419	100.0
National Dairy Products	778,673	1,098,231	334,750	.....	2,211,654	35.2
New England Confectionery	409,010	.....	69,154	.....	478,164	85.5
E. J. Brach & Sons	.....	202,660	368,116	.....	570,776	.....
Total top ten	25,939,475	1,395,962	1,973,034	2,110,374	31,418,845	82.6

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

CANDY AND GUM TV GROSS TIME BILLINGS  
1961

	Network	Spot
Wm. Wrigley Jr. Co.	\$1,018,800	\$10,098,750
Beech-Nut Life Savers	4,325,303	357,190
American Chicle Co.	2,776,063	1,861,060
Food Manufacturers Inc.	235,801	3,112,660
Sweets Co. of America	2,006,393	52,160
Peter Paul Inc.	964,010	1,027,220
Mars Inc.	338,020	523,450
New England Confectionery	.....	599,480
National Dairy Products	557,606	.....
Chunky Chocolate Corp.	168,975	353,330

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

when you think

NEW YORK  
RADIO

think  
**wmca**



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



million in billings.

■ In spot, \$149.5 million-plus went into announcements; \$19 million for "programs"; and \$13.5 million for IDs. The biggest chunk was in prime nighttime (\$56.6 million), although day, early evening and late night classifications were divided more evenly (\$44.8 million, \$42.5 million and \$38 million respectively).

### Top 100 Spot Tv Advertisers

FIRST QUARTER 1962

(Source: TvB-Rorabaugh)

1. Procter & Gamble	\$16,528,800
2. Lever Brothers	6,599,300
3. Colgate Palmolive	5,244,200
4. General Foods	4,762,800
5. Bristol Myers	3,324,600
6. William Wrigley Jr. Co.	3,282,100
7. P. Lorillard	3,069,800
8. Coca Cola Co./Bottlers	2,975,500
9. Standard Brands	2,807,700
10. American Home Products	2,491,200
11. Miles Laboratories	2,295,100
12. Warner-Lambert	2,257,800
13. Continental Baking	2,114,500
14. Philip Morris	2,080,200
15. Corn Products	2,054,500
16. Gillette	2,006,900
17. Alberto-Culver	1,998,400
18. Liggett & Myers	1,940,700
19. General Mills	1,911,500
20. Campbell Soup	1,906,800
21. Richardson-Merrell	1,808,600
22. Kellogg	1,722,200
23. Avon Products	1,700,900
24. J. A. Folger & Co.	1,624,300
25. Pepsi-Cola Co./Bottlers	1,339,600
26. Food Mfg. Inc.	1,323,100
27. Nestle Co.	1,224,700
28. Shell Oil	1,214,000
29. Helene Curtis Industries	1,188,700
30. Scott Paper	1,174,700
31. Jos. Schlitz Brewing	1,142,100
32. Anheuser-Busch	1,111,900
33. International Latex	1,111,200
34. Carnation	1,061,600
35. General Motors Corp. Dealers	1,039,900
36. Carter Products	976,400
37. Gulf Oil	970,900
38. Menley & James Labs.	954,200
39. Canadian Breweries Ltd.	944,900
40. Pet Milk	941,700
41. Ford Motor Co. Dealers	915,300
42. Pabst Brewing	915,200
43. Ralston-Purina	857,400
44. Great Atlantic & Pacific Tea	852,900
45. Peter Paul	839,800
46. American Chicle	814,600
47. General Electric	767,300

48. Simoniz	\$755,800
49. Helena Rubinstein	750,800
50. Andrew Jergens	740,700
51. Falstaff Brewing	735,500
52. Wander	723,800
53. Van Camp Sea Food	721,900
54. Chesebrough-Ponds	711,000
55. U. S. Borax & Chem.	695,300
56. Humble Oil & Refining	678,800
57. Sterling Drug	656,700
58. Johnson & Johnson	655,600
59. Chrysler Corp., Dealers	638,800
60. National Dairy Products	622,400
61. R. J. Reynolds Tobacco	615,900
62. Hills Bros. Coffee	614,400
63. Norwich Pharmacal	597,400
64. Plough	582,700
65. J. Nelson Prewitt	578,500
66. F&M Schaefer Brewing	570,800
67. Sinclair Refining	549,400
68. Lanolin Plus	548,800
69. Pillsbury	545,600
70. United Vintners	536,900
71. Pharmcraft Labs	535,300
72. American Bakeries	531,800
73. Phillips Petroleum	529,900
74. Chock-Full O' Nuts	522,300

75. Florida Citrus Commission	\$505,800
76. Kayser-Roth Hosiery Co.	496,700
77. Lestoil Products	494,300
78. Pacific Tel. & Tel.	486,800
79. Hudson Pulp & Paper	479,800
80. Welch Grape Juice	478,400
81. American Oil	475,800
82. Green Giant	469,100
83. Texaco	467,000
84. Greyhound	461,600
85. Sardeau Inc.	459,400
86. Nat'l Coffee Growers of Colombia	458,000
87. Ward Baking Co.	445,400
88. Beech-Nut Life Savers	433,200
89. La Lanne Co.	421,600
90. Swift & Co.	416,600
91. Maybelline	401,400
92. Safeway Stores	400,600
93. M. J. B. Co.	394,700
94. Aerosol Corp. of America	386,600
95. American Motors Corp. Dealers	385,100
96. John Morrell & Co.	382,400
97. New England Confectionery	374,200
98. S. C. Johnson & Son	373,200
99. National Biscuit	371,800
100. E. & J. Gallo Winery	370,900
101. Laddie Boy Dog Foods	369,350

### Spot tv buying by categories in first quarter

AGRICULTURE	\$ 257,000
Feeds, meals	147,000
Miscellaneous	110,000
ALE, BEER & WINE	12,571,000
Beer & ale	11,331,000
Wine	1,240,000
AMUSEMENTS, ENTERTAINMENT	379,000
AUTOMOTIVE	4,229,000
Anti-freeze	—
Batteries	13,000
Cars	3,749,000
Tires & tubes	42,000
Trucks & trailers	13,000
Misc. accessories & supplies	412,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	498,000
Fixtures, plumbing, supplies	34,000
Materials	177,000
Paints	62,000
Power tools	87,000
Miscellaneous	138,000
CLOTHING, FURNISHINGS, ACCESSORIES	1,696,000
Clothing	544,000
Footwear	381,000
Hosiery	770,000
Miscellaneous	1,000
CONFECTIONS & SOFT DRINKS	12,597,000
Confections	7,815,000
Soft Drinks	4,782,000
CONSUMER SERVICES	5,160,000
Dry cleaners & laundries	5,000
Financial	1,123,000

Insurance	\$884,000
Medical & dental	100,000
Moving, hauling, storage	213,000
Public utilities	2,315,000
Religious, political, unions	268,000
Schools & colleges	50,000
Miscellaneous services	202,000
COSMETICS & TOILETRIES	16,932,000
Cosmetics	3,602,000
Deodorants	846,000
Depilatories	53,000
Hair tonics & shampoos	4,016,000
Hand & face creams, lotions	1,538,000
Home permanent & coloring	1,493,000
Perfumes, toilet waters, etc.	125,000
Razors, blades	191,000
Shaving creams, lotions, etc.	613,000
Toilet soaps	2,060,000
Miscellaneous	2,395,000
DENTAL PRODUCTS	5,810,000
Dentifrices	3,987,000
Mouthwashes	1,756,000
Miscellaneous	67,000
DRUG PRODUCTS	16,959,000
Cold remedies	7,082,000
Headache remedies	4,121,000
Indigestion remedies	2,476,000
Laxatives	1,168,000
Vitamins	719,000
Weight Aids	292,000
Miscellaneous drug products	959,000
Drug stores	142,000
FOOD & GROCERY PRODUCTS	51,879,000
Baked goods	7,580,000
Cereals	4,542,000
Coffee, tea & food drinks	12,553,000
Condiments, sauces, appetizers	2,617,000
Dairy products	2,805,000
Desserts	430,000
Dry Foods (flour, mixes, rice, etc.)	2,461,000
Fruits & vegetables, juices	2,863,000
Macaroni, noodles, chili, etc.	1,294,000
Margarine, shortenings	3,233,000
Meat, poultry & fish	3,280,000
Soups	1,727,000
Miscellaneous foods	3,333,000
Miscellaneous frozen foods	731,000
Food stores	2,430,000
GARDEN SUPPLIES & EQUIPMENT	411,000
GASOLINE & LUBRICANTS	6,731,000
Gasoline & oil	6,629,000
Oil additives	78,000
Miscellaneous	24,000
HOTELS, RESORTS, RESTAURANTS	168,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	5,768,000
Cleaners, cleansers	4,420,000

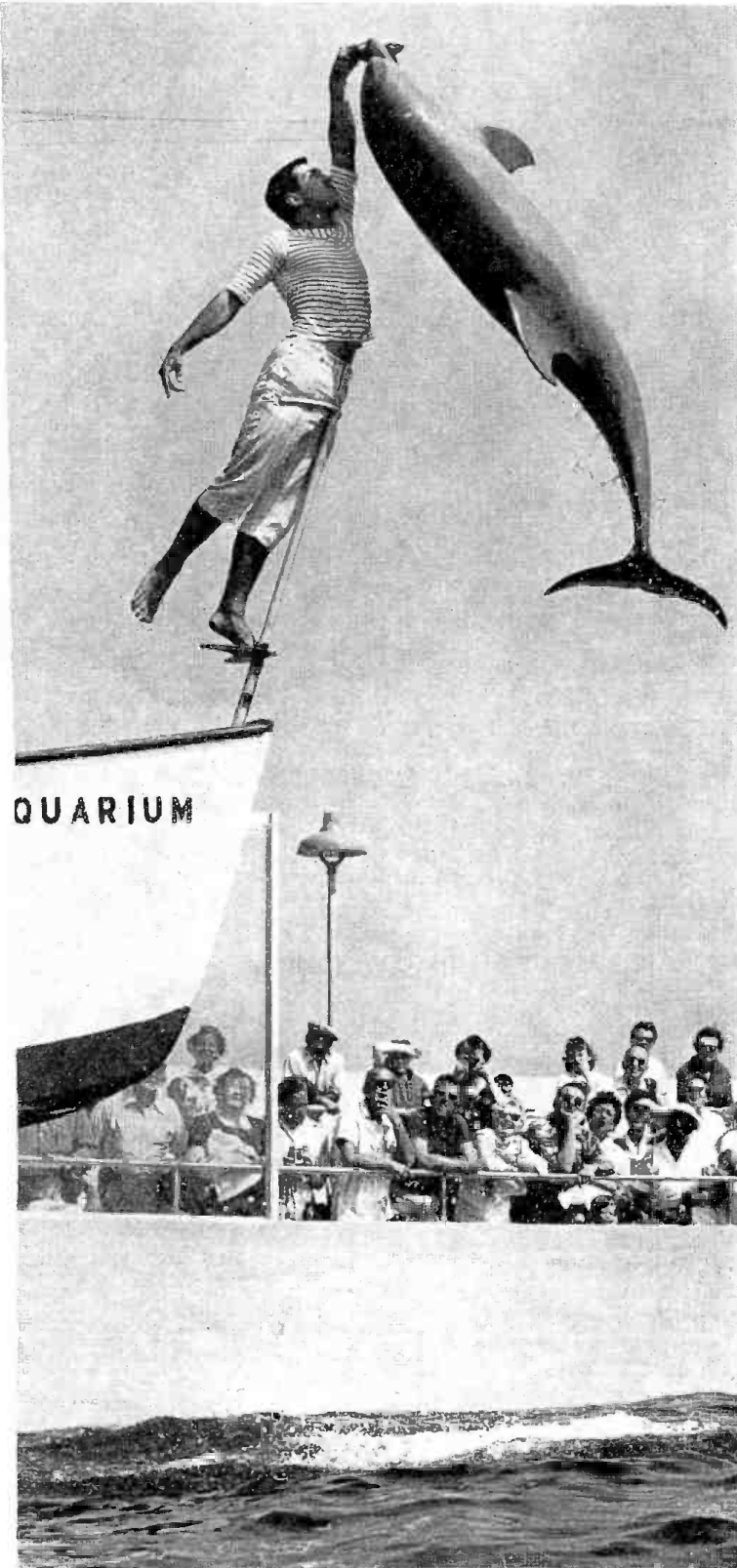
## Network tv gross time billings

	March			January-March		
	1961	1962	% Change	1961	1962	% Change
ABC-TV	\$16,577,140	\$17,762,981	+ 7.2	\$ 47,414,630	\$ 50,194,007	+ 5.9
CBS-TV	22,353,682	25,724,663	+15.1	65,086,016	74,781,996	+14.9
NBC-TV	21,550,127	24,083,379	+11.8	61,935,752	69,618,330	+12.4
Total	\$60,480,949	\$67,571,023	+11.7	\$174,436,398	\$194,594,333	+11.6

### Month by Month 1962

	ABC-TV	CBS-TV	NBC-TV	Total
January	\$16,673,662	\$25,528,518	\$23,578,579	\$65,780,759
February*	15,757,364	23,528,815	21,956,372	61,242,551
March	17,762,981	25,724,663	24,083,379	67,571,023

\* February 1962 figures revised as of May 28, 1962. Source: TvB/LNA-BAR



**ONLY  
THE SUNSHINE  
COVERS  
SOUTH FLORIDA  
BETTER THAN  
WTVJ!**

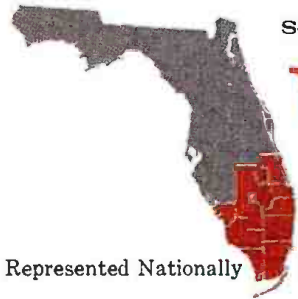
**WTVJ, and only WTVJ delivers total coverage of this rich, 14 - county area and pulls top ratings, too!**

**WTVJ South Florida Market Facts:**

Population.....	1,866,100
Households.....	609,000
Total Retail Sales	\$2,646,007,000
Food Sales.....\$	619,977,000
Automotive Sales \$	478,430,000
Drug Sales.....\$	112,867,000
Gas Stations.....\$	177,012,000

*Market Facts from Survey of Buying Power 1962*

*Only WTVJ will give your schedule complete coverage of the South Florida Market*



South Florida's Largest Daily Circulation

**WTVJ**



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ  
WWS-TV

KVOS-TV  
WFGA-TV  
(Affiliate)

Floor & furniture polishes, waxes	\$979,000	Brooms, brushes, mops	\$ 17,000	TOBACCO PRODUCTS & SUPPLIES	\$8,392,000
Glass cleaners	20,000	China, glassware, crockery, containers	276,000	Cigarettes	7,956,000
Home dry cleaners	44,000	Disinfectants, deodorizers	442,000	Cigars, pipe tobacco	394,000
Shoe polish	129,000	Fuels (heating, etc.)	193,000	Miscellaneous	42,000
Miscellaneous cleaners	176,000	Insecticides, rodenticides	85,000	TRANSPORTATION & TRAVEL	1,347,000
HOUSEHOLD EQUIPMENT—		Kitchen utensils	36,000	Air	85,000
APPLIANCES	1,388,000	Miscellaneous	272,000	Bus	507,000
HOUSEHOLD FURNISHINGS	515,000	NOTIONS	43,000	Rail	173,000
Beds, mattresses, springs	305,000	PET PRODUCTS	3,028,000	Miscellaneous	4,000
Furniture & other furnishings	210,000	PUBLICATIONS	856,000	WATCHES, JEWELRY, CAMERAS	226,000
HOUSEHOLD LAUNDRY PRODUCTS	15,748,000	SPORTING GOODS, BICYCLES, TOYS	1,767,000	Cameras, accessories, supplies	8,000
Bleaches, starches	1,746,000	Bicycles & supplies	9,000	Clocks & watches	6,000
Packaged soaps, detergents	12,020,000	Toys & games	1,703,000	Jewelry	—
Miscellaneous	1,982,000	Miscellaneous	55,000	Pens & pencils	193,000
HOUSEHOLD PAPER PRODUCTS	3,096,000	STATIONARY, OFFICE EQUIPMENT	12,000	Miscellaneous	19,000
Cleansing tissues	616,000	TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	190,000	MISCELLANEOUS	2,124,000
Food wraps	142,000	Radio & television sets	41,000	Trading stamps	778,000
Napkins	44,000	Records	99,000	Miscellaneous products	749,000
Toilet tissue	1,020,000	Miscellaneous	50,000	Miscellaneous stores	597,000
Miscellaneous	1,274,000			TOTAL	\$182,098,000
HOUSEHOLD, GENERAL	1,321,000			TvB-Rorabaugh	

## THE BURGEONING COLD REMEDY FIELD

### Dristan hunts new agency as more competitors appear

Whitehall Labs' Dristan tablets, which last year was worth \$5.7 million in television gross billings, will leave Tatham-Laird, its agency of four years, late this summer in search of "fresh thinking." The agency, however, will keep Dristan cough syrup and nasal spray in its shop. These products billed around \$3 million gross in tv in 1961. (TvB-Rorabaugh is the source for the figures).

A Whitehall spokesman said that a new agency has not yet been selected. He expressed Whitehall's satisfaction with Tatham-Laird's work with the other two products, and noted the Chicago-based agency would have no reason, as rumored, to close its New York office as a result of the loss of the tablets account.

Dristan tablets, which had also been on spot radio through the end of 1961, is mainly a network television user, having run up \$4.7 million in billing in 1961. In the same year, it used almost \$1 million in spot tv.

However, Dristan tablets' 1961 television spending dropped \$3 million under its 1960 level of \$8.7 million—then \$6.5 million in network, \$2.2 mil-

lion in spot.

The news of Dristan's search for greener sales pastures points up the marketing problem created by ever-increasing competition in the cold remedy business. Aside from such established competitors as Bufferin (Bristol-Myers), Four-Way Cold Tablets (Grove Labs), Anahist (Warner-Lambert), and Bayer Aspirin (Glenbrook), last winter Dristan had to compete with new brands including Contac (Menley & James), Tri-Span (Vick Chemical) and Allerest (Pharmacraft), each of which was heavy in tv during that period.

The additional competition is emphasized further when a comparison is made between total cold remedy spot tv spending for first quarter 1962 (after these new products entered the market), and the total for first quarter 1961 (before they began tv advertising): 1961 first quarter tv spot spending by cold remedies amounted to \$4.785 million as against the much higher 1962 first quarter tv spot figure of \$7.082 million.

Still another entry in the field of remedy brands, is Instantine, Glen-

brook Labs' new analgesic compound, which up to now has been in test markets with Compton Adv. Last week, the product was assigned to Benton & Bowles. It is understood Instantine, which spent a reported \$543,500 in spot tv testing in 1961, will remain in test markets until the end of the summer. Media plans for the fall and winter were not divulged, but if Instantine is nationally distributed when cold weather begins, it well may be another competitor in the product category.

### Network tv finds a prodigal son

After an absence of two years, Borden Co., New York, will return to network television in October with participations in eight daytime shows on NBC-TV, it was announced last week by William H. Ewen, director of advertising services. Agency is Young & Rubicam.

Mr. Ewen said a new concept will be introduced into the company's overall advertising through use of commercials on the shows and magazine advertising. The commercials will spotlight the familiar Elsie The Cow in "real-life situations involving real people . . . in each ad or commercial, she will sell a specific product in her warm, friendly way." The programs scheduled in the initial 13-week campaign are *Say When*, *Play Your Hunch*, *Concentration*, *The Jan Murray Show*, *The Loretta Young Theater*, *Young Doctor Malone*, *Our five Daughters* and *Here's Hollywood*.

### K&E gets part of French

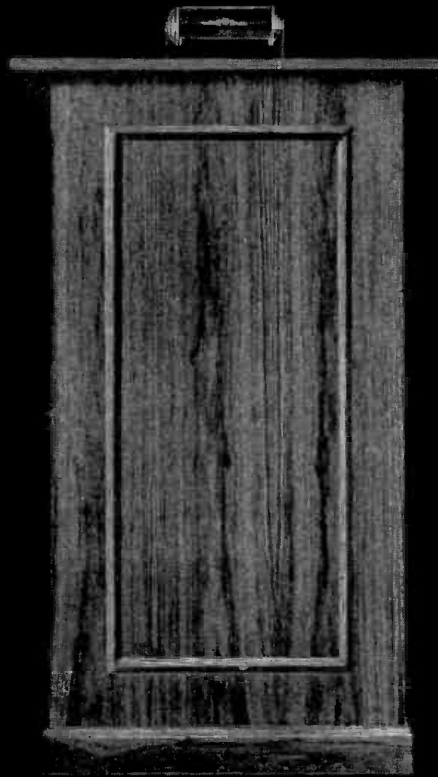
R. T. French Co., Rochester, N. Y., has named Kenyon & Eckhardt, New York, as ad agency for its \$1.6 million instant potato products account.

The account has been at J. Walter Thompson Co. JWT will continue to handle several other French products, including mustard, worcestershire sauce and spices.





**“I’m glad this is  
a live broadcast.  
The people of  
Detroit will now know  
what you are  
trying to shackle  
them with.”**



**The voice:** Senator Smeekens. **The time:** 2:30 a.m. **The place:** The Michigan State Senate.

**The setting:** The first live broadcast in history from the floor of the Senate.

**The station:** WXYZ, one of the six ABC owned radio stations.

Should citizens pay a state income tax? When the Michigan State Senate convened at 8:00 P.M. on April 24, ABC owned radio station WXYZ was on hand. When it adjourned at 11:00 A.M. on April 25, WXYZ was still there. During the bitter 15 hour debate, broadcasting history was made. This was the first live coverage of the Michigan State Senate in session. The WXYZ action in

servicing the people of Detroit exemplifies the type of public service programming one can expect from the six ABC owned radio stations. A polio vaccine drive...a campaign for automobile safety...an award-winning fund appeal for Radio Free

Europe. These are just a few of the many community projects that have won the six ABC owned radio stations listener response and respect.



**ABC OWNED RADIO STATIONS**

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

# We're doubly honored...

For the first time in the distinguished history of the Sloan Awards, a single company's radio and television stations have both won this award in the same year.



*WGN-Radio for the 4th consecutive year. An unsurpassed achievement!*

"To WGN-Radio for a continuous, year-around safety education campaign with special reference to Northwestern University Reviewing Stand, Signal Ten and WGN Trafficopter Service."



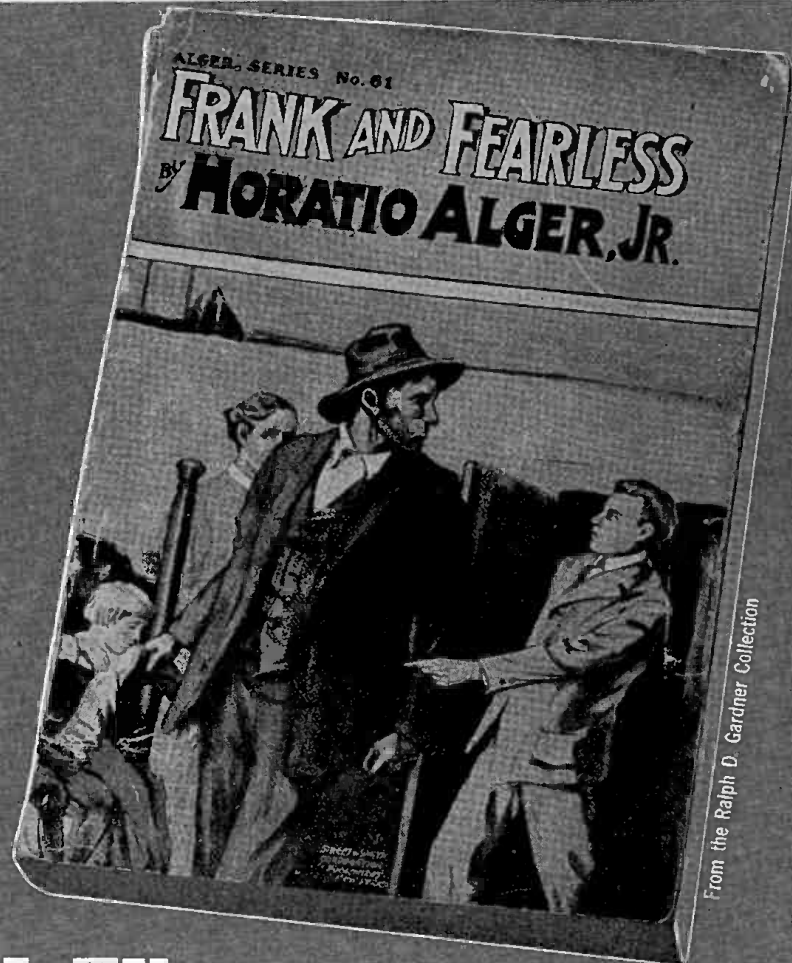


“To WGN-TV for continuous, year-around safety education programming with special reference to the series ‘The Other Guy’ and ‘Morality in Driving’.”

## **WGN Radio and Television**

*better programming through dedicated community service—2501 Bradley Place, Chicago 18, Illinois*





**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**

*Channel 8*

**Lancaster, Pa.**

**NBC and CBS**

**STEINMAN STATION**

**Clair McCollough, Pres.**

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

# PRODUCT PROTECTION ALLY

## Ted Bates, Benton & Bowles find common ground, but stations say 15 minutes no longer feasible

Television's product-protection controversy continued to simmer last week with new developments hailed by both sides but with still no clear settlement in sight.

Ted Bates & Co., No. 1 spot television agency, found at least a measure of support at Benton & Bowles, another leading spot agency. B&B issued a statement saying it would seek "full credit"—presumably makegoods—if its monitoring turned up any instances where its commercials were separated by less than 15 minutes from commercials for competing products. B&B stopped short of saying, as Bates has said, that it would cancel business on stations giving less than 15 minutes' protection.

CBS officials reaffirmed that CBS-owned stations would adhere to the 15-minute protection policy and reported that in addition, the CBS-TV network would notify its affiliates each day as to exactly what products would be advertised, and in what sequence, on CBS-TV network shows the following night.

On the side of broadcasters who contend that 15-minute protection is no longer feasible or possible, at least two major station-representation firms let it be known that when their stations appeal to them for advice, they suggest that the stations tell advertisers they will use "reasonable care" of "the rule of reason and good business judgment" in separating competing commercials. But they do not recommend that stations try to define these terms in minutes.

The list of broadcasters known to have stopped promising full 15-minute protection—either by reducing the basic separation to 10 minutes or substituting the 'reasonable care' approach and putting no minute limit on it—meanwhile grew longer.

WTVJ (TV) Miami was said to have been specifying for some time, in its rate listing in *Standard Rate & Data* that "reasonable care" will be used to avoid putting competitive products in an "obvious competitive commercial atmosphere" but holding that rebates and makegoods will not be issued except for back-to-back conflicts.

KRON-TV San Francisco was reported to have dropped the "standard" 15-minute protection policy to 10 minutes.

Station sales authorities said these stations are typical of many that have gradually drifted away from the 15-minute standard, especially since the rise of participation or "spot-carrier" selling

by the networks.

With many network programs carrying half a dozen or more advertisers, most of them promoting multiple products, and with these products rotated through the programs from week to week, stations generally contend it is impossible for them to schedule national-spot or local adjacencies that won't sooner or later conflict with the network advertisers.

Stations also contend that while many of them have quietly reduced the 15-minute standard they have had few—and in most cases no—complaints from advertisers.

Last week's Benton & Bowles statement, issued by Lee Rich, senior vice president in charge of media and television programming, branded "unfounded" the station contention "that competitive protection is no longer necessary or feasible."

Mr. Rich said that "every bit of advertising judgment and experience that we have reinforces our belief in the absolute need for competitive product

protection" in both network and spot tv. He warned that networks and stations who are not "more attentive" to advertisers' needs in this respect "face the risk of advertising funds being reallocated to media that will furnish us with adequate separation."

"We at Benton & Bowles continue to expect a minimum of 15 minutes of separation for competitive products," he asserted.

Mr. Rich was not immediately available for questioning, but other B&B officials said the statement should not be interpreted to mean that the agency would automatically cancel business on stations giving less than 15 minutes protection. Each problem will be considered on its own merits as it arises, a spokesman said.

CBS-TV's new policy of filing daily reports to affiliates to acquaint them with the products in the next night's network shows went into effect last week. But station officials did not expect it to help them much. They have contended that they need much longer notice—and that even with notice the rotation of a large number of products within network shows drastically limits prospects for local adjacencies.

CBS-TV officials themselves said there was nothing basically "new" in the daily reports. The information they contain is "already in the stations' files"

### NIELSEN

Second Report for May, 1962  
NIELSEN TOTAL AUDIENCE (†)

Rank	Program	% U.S. TV Homes	No. Homes (000)
1	Bing Crosby Special	36.1	17,689
2	Garry Moore Show	35.0	17,150
3	Hazel	31.1	15,239
4	Wagon Train	31.1	15,239
5	Dr. Kildare	30.6	14,994
6	Andy Griffith Show	30.4	14,896
7	Ben Casey	30.4	14,896
8	Bonanza	29.7	14,553
9	Gunsmoke-10:30 p.m.	28.3	13,867
10	Gunsmoke-10 p.m.	28.0	13,720

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Ben Casey (ABC-197); participating, Mon. 10-11 p.m.

Bonanza (NBC-178); Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.

Bing Crosby Special (ABC-186); Alberto-Culver (Compton), Eastman-Kodak (JWT), May 14 (Mon.) 10-11 p.m.

Dr. Kildare (NBC-160); Sterling Drug (D-F-S), L&M (D-F-S), Colgate (Bates), Singer (Y&R), Warner-Lambert (L&F), Thur. 8:30-9:30 p.m.

Andy Griffith (CBS-181); General Foods (B&B), Mon. 9:30-10 p.m.

### NIELSEN AVERAGE AUDIENCE (‡) Rating

Rank	Program	% U.S. TV Homes	No. Homes (000)
1	Hazel	28.4	13,916
2	Garry Moore Show	28.1	13,769
3	Andy Griffith Show	27.9	13,671
4	Bing Crosby Special	27.3	13,377
5	Gunsmoke-10:30 p.m.	26.3	12,887
6	Ben Casey	25.9	12,691
7	Bonanza	25.7	12,593
8	Gunsmoke-10 p.m.	25.6	12,544
9	Dr. Kildare	25.2	12,348
10	Danny Thomas Show	24.9	12,201

Copyright 1962 by A. C. Nielsen Co.

Gunsmoke (CBS-199); Liggett & Myers (D-F-S), S. C. Johnson (FC&B), Remington Rand (Y&R), General Foods (B&B), Sat. 10-11 p.m.

Hazel (NBC-144); Ford (JWT), Thur. 9:30-10 p.m.

Perry Mason (CBS-185); Colgate (Bates), Drackett (Y&R), Philip Morris (Burnett), Sterling Drug (D-F-S), Quaker Oats (JWT), Sat. 7:30-8:30 p.m.

Garry Moore Show (CBS-188); R. J. Reynolds (Esty), Oldsmobile (D. P. Brother), S. C. Johnson (NL&B), Tue. 10-11 p.m.

Danny Thomas (CBS-179); General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-186); R. J. Reynolds (Esty), National Biscuit (M-S), Wed. 7:30-8:30 p.m.

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

## RAB fall clinics set; opener Sept. 10 in S.F.

Radio Advertising Bureau's annual fall series of management conferences will be held in eight cities this year, beginning Sept. 10 in San Francisco and concluding Oct. 5 in Ft. Worth.

The full schedule: Hayett House, San Francisco, Sept. 10-11; O'Hare Inn, Des Plaines, Ill., Sept. 13-14; The Lodge, Williamsburg, Va., Sept. 17-18; Cherry Hill Inn, Haddonfield,

N. J., Sept. 20-21; Hilton Inn, Atlanta, Ga., Sept. 24-25; Dearborn Inn, Dearborn, Mich., Sept. 27-28; Glenwood Manor, Overland Park, Kan., Oct. 1-2; and Western Hills Hotel, Ft. Worth, Tex., Oct. 4-5.

Kevin B. Sweeney, RAB president, said the conferences will cover more than 120 subjects including sales, promotion, programming and management methods of radio stations.

from material submitted earlier, so that the chief function of the daily reports will be to serve as "a reminder" and as a convenience for affiliates, a spokesman said.

Meanwhile, at least one station representative suggested that both agencies and stations may be working on the wrong problem. He thought granting "reasonable" product protection had not and should not prove to be too troublesome: That the solution was for all stations to grant clients' protection requests insofar as they possibly can, but with agencies and clients also remembering the difficulties a station can have in this respect.

He suggested that another area that deserve equal attention and might lead to a better solution of the whole issue, is the question of what products are or are not competitive. "One agency says coffee and a soft drink are competitive," he explained. "Another says they're not. If we could get some understanding about what products are and what are not competitive with each other, we'd all be able to work together better."

## NET-REP FEUD

### TvAR disputes NBC-TV's net vs. spot coverage claims

The battle of network tv sponsorship vs. spot placement—nearly as old as television itself—has flared anew. The antagonists: Television Advertising Representatives (TvAR) and NBC-TV.

It started with TvAR's attack early in the year (BROADCASTING, Jan. 22) when the station rep showed agencies a presentation it called "Tilt." That presentation concluded that an advertiser using network programs alone is limited in applying market-regulated advertising pressure and that a high percentage of network shows fail to deliver as expected in certain markets.

NBC researchers fired back in a detailed memorandum, questioning the statistics used and purporting to substantiate that network affiliates in their primary coverage area deliver audience

in approximate proportion to coverage as well as actually delivering a bonus audience in the markets in relation to costs (BROADCASTING, June 4).

Last week, TvAR petitioned its "staff" and represented stations in a memorandum, also very detailed. The prime argument of NBC, said TvAR's Robert M. Hoffman, director of marketing-research, was directed at the cost of reaching the top 20 markets with network tv and the TvAR claim that these markets cover 55% of the tv homes of the country.

Mr. Hoffman said NBC attempted to show that network stations in these markets account for only 36-38% of the full network costs and thus achieved low and efficient cost for the advertiser. But, he asserted, the rep firm didn't set out to measure cost efficiency but rather audience program delivery relative to distribution of the "tv population."

TvAR also criticized NBC for what it implies is a comparison of individual network coverage with market coverage—"apples vs. oranges," TvAR shot back. The rep firm took up other NBC research points which it contests, including statements that spot "audiences have the same reach as network programs" and that "network program audiences are balanced."

Said TvAR's Mr. Hoffman: "Our initial statement which accompanied the release of 'Tilt' still applies: Network programs, when used alone, do not permit market-regulated advertising pressure."

### C-P in \$500,000 pact for KTTV feature films

The Colgate-Palmolive Co. and KTTV (TV) Los Angeles, last week completed a transaction, which they believed to be "the largest single purchase by a single advertiser in an individual market." Colgate signed to sponsor the *Colgate Theatre*, a two-hour program of first-run feature films to be presented over KTTV each Friday evening from 8-10 p.m. The contract was said to involve more than \$500,000. The start-

ing date and the duration of the sponsorship will be announced shortly.

Feature films normally are sponsored by a large group of advertisers. Colgate, however, has utilized the single sponsorship approach in the past. From 1955 through 1957, it sponsored a one and one-half hour feature film program over KTTV at a cost of approximately \$15,000 a week. The current pact calls for the use of Metro-Goldwyn-Mayer post-'48 features in prime time.

Participating in negotiations for the pact were George T. Laboda, media director of Colgate, and Jack H. Duffield, eastern sales and marketing manager for KTTV. Blair-Tv is the exclusive sales representative for the station. All of Colgate's products will be advertised.

## Adam Young unwraps plan to sell radio

Adam Young Inc., New York, is launching what it hopes will be a revival of high-powered selling of the radio medium.

To launch it, the station representative has hired Clifford J. Barborcka Jr. as vice president in charge of radio, effective June 15, and his long-time associate, Esther M. Rauch, as director of radio research and sales development. They have resigned from Better Broadcast Bureau Inc., which Mr. Barborcka, a former Blair radio executive, formed a year ago (WEEK'S HEADLINERS, page 10).

Adam Young, president of the firm, looks at the appointment as placing a "general in the field" to contact and sell high-level advertising executives, leaving the "desk officer" to take care of paper work.

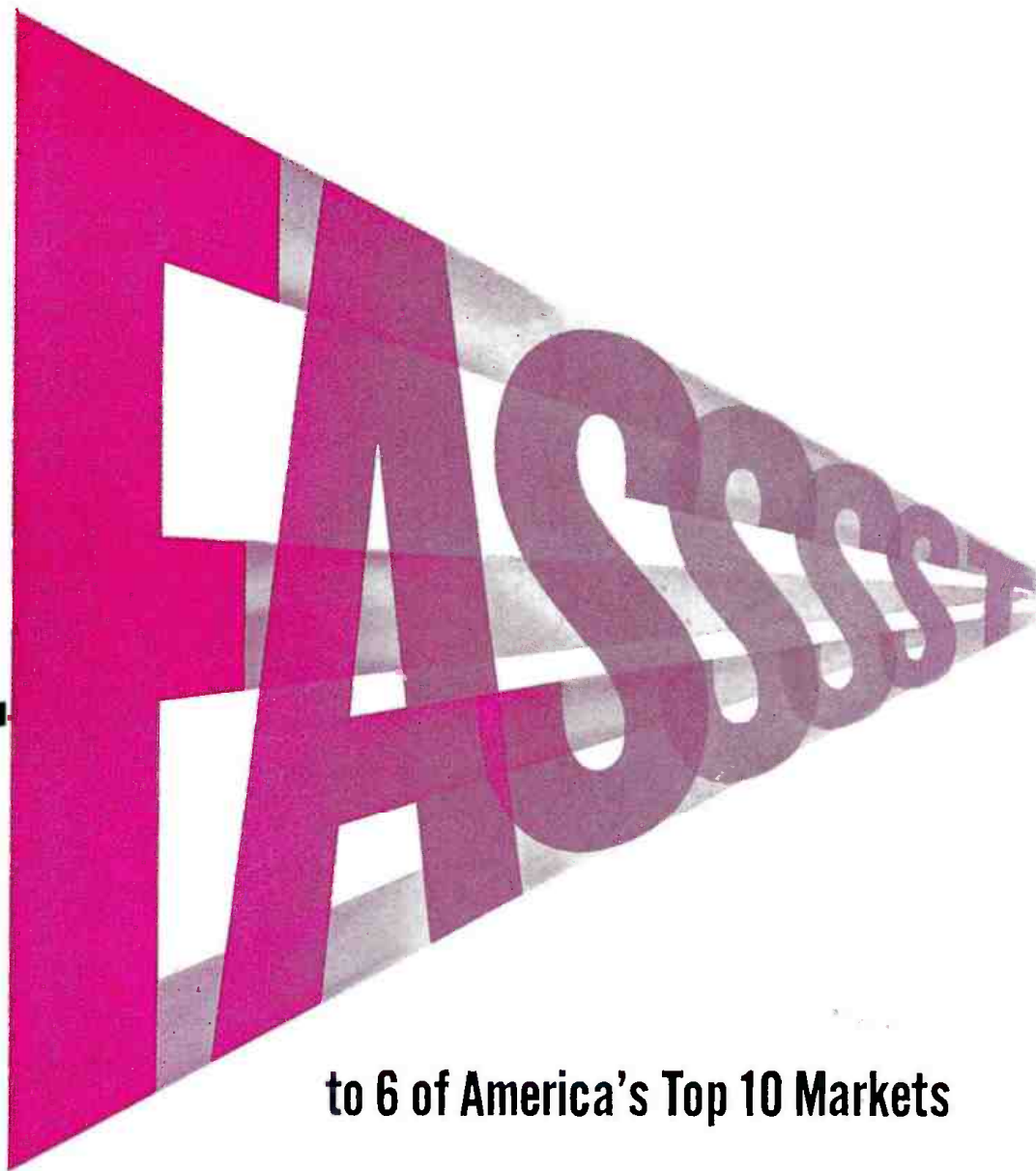
In practice, the new sales approach is intended to get advertisers interested in a radio campaign by answering specific marketing problems. The task places greater responsibility on the rep's salesmen, it's said.

"The way to catapult radio out of the doldrums is not by mustering more volume of every conceivable type of statistic, but by demonstrating that radio is an exciting, creative medium that can solve marketing problems," says Mr. Barborcka. He said the creative sound services pioneered by BBB will be available to Adam Young Inc. One of BBB's major projects was a series of radio commercials produced for presentation to automotive advertisers. Similar sound projects will be developed for Young.

**Studio Facilities** ■ Under construction at Young is a fully equipped sound studio in which Mr. Barborcka and Miss Rauch will direct the development and production of taped commercials for advertisers or prospects. Sound presentations also will be used in conjunction



# SELL



## to 6 of America's Top 10 Markets

Fast reaction is common reaction with RKO General audiences. Their built-in loyalty to these strong stations, and their belief in the dependability of RKO General advertisers mean that you need less time to introduce a service, build a brand, make a sale. You sell fast on RKO General stations because you sell in 6 of the top 10 markets, plus one of the South's richest areas. You reach areas populated by 67 million consumers.

You sell fast because adult programming and a sense of community responsibility have helped make RKO General the largest, most powerful independent broadcast chain in the country.



A GENERAL TIRE ENTERPRISE

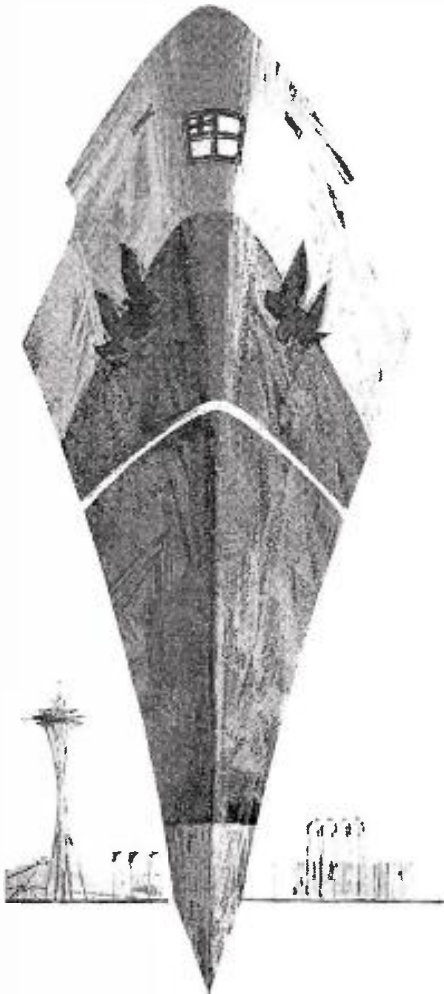
Get the details on reaching the RKO General target markets, fast and efficiently. Talk to your local RKO General Station or the RKO National Sales Division man.

### NATIONAL SALES DIVISION OFFICES

New York: Time & Life Building, LONgacre 4-8000  
 Chicago: The Tribune Tower, 644-2470  
 Hollywood: 5515 Melrose, HOLlywood 2-2133  
 San Francisco: 415 Bush St., YUKon 2-9200  
 Detroit: Guardian Bldg., WOODward 1-7200  
 Atlanta: 1182 W. Peachtree N.W., TR 5-9539  
 Dallas: 2533 McKinney St., RIVERSide 2-5148  
 Denver: 1150 Delaware St., TABor 5-7585

<b>NEW YORK</b> WOR-AM/FM/TV	<b>LOS ANGELES</b> KHJ-AM/FM/TV
<b>DETROIT</b> CKLW-AM/FM/TV	<b>BOSTON</b> WNAC-AM/FM/TV THE YANKEE NETWORK
<b>SAN FRANCISCO</b> KFRC-AM/FM	<b>MEMPHIS</b> WHBQ-AM/TV
<b>WASHINGTON, D. C.</b> WGMS-AM/FM	

# The Liveliest TV Programs Afloat!



During the Seattle World's Fair, studios of KTNT-TV (Seattle-Tacoma) are aboard the DOMINION MONARCH, the world's largest floating hotel, moored on the Seattle waterfront, housing many of the Fair's most glamorous and famous visitors.

This makes possible more exciting, more thrilling TV, as special events involving important celebrities will be telecast direct from the huge ship.

This is programming with imagination . . . this is KTNT-TV . . . this is a great chance for advertisers to sell the big "Fair-happy" Pacific Northwest.



Studios in Seattle and Tacoma  
represented by

**PAUL H. RAYMER CO.**

with services in new local and regional sales and sales development, which is expected to attract new national business by coordinating national and local selling.

Another BBB approach—the use of motivational research—will be adopted at Adam Young. This study technique probes consumer attitudes toward various advertising and to the media used (BROADCASTING, June 4).

Mr. Young maintains station representatives should propose positive ideas in radio and not leave this function to agencies. He is convinced that advertisers will allocate money to radio once they are excited by a media plan created specifically for their needs.

## Schenley likes test renews WVNJ show

A hard-liquor advertiser last week renewed an experimental radio campaign. Schenley Distillers Co. has extended sponsorship for 13 more weeks of a midnight-to-dawn program of popular music and show tunes on WVNJ Newark, N.J.

The program, *Schenley Through the Night*, is broadcast Monday through Saturday. Besides music, it offers public and community service bulletins, times, weather, news, traffic conditions and safety messages.

"The first cycle of this experiment was so successful," according to Edwin Parets, Schenley advertising director, "that we decided to exercise our option by renewing for another 13 weeks." He said that the "many" comments from the public and the trade have been favorable, particularly in the areas of the type of music offered and the minimum number of commercial messages.

## Business briefly . . .

**Helene Curtis Industries Inc.**, Chicago, has ordered more than \$1 million worth of participations in three NBC-TV programs next season. Starting in September, advertiser will have minutes on scattered basis in *The Virginian* (Wed. 7:30-9 p.m.), *Jack Paar Show* (Fri. 10-11 p.m.), and *Saturday Night at the Movies* (Sat. 9-11 p.m.). Order marks Helene Curtis' second consecutive tv season exclusively with NBC-TV. Agency: Edward H. Weiss & Co., Chicago.

**Merck, Sharp & Dohme Div. of Merck & Co.**, will sponsor *Breakthrough: Mental Illness*, a special NBC News program to be broadcast Fri., June 22 (9:30-10:30 p.m. EDT) on NBC-TV, Agency: Troy-Beaumont Inc., New York.

**General Mills, and Schaper Mfg. Co.** (plastic games), both Minneapolis, will co-sponsor *Captain Gallant*, a weekly filmed re-run series starting Sept. 29

on NBC-TV (Sat. 5:30-6 p.m. NYT). Program, starring Buster Crabbe as a Foreign Legion officer, was first presented on the network in 1955. Agencies: Dancer-Fitzgerald-Sample Inc., New York (General Mills) and Knox Reeves Adv., Minneapolis (Schaper).

## Equitable spot radio slated for 115 markets

Following up a 24-market radio test last November, The Equitable Life Assurance Society of the U. S., New York, will start a 16-week spot radio campaign in some 115 markets beginning the week of Aug. 19. The switch from network tv is considered temporary.

Equitable's campaign, according to Charles R. Corcoran, vice president-advertising, publications and press relations, "has been planned to give local advertising support to the nearly 10,000 Equitable agents throughout the U. S." He stressed the need for getting the company's selling and institutional messages across within the areas where its representatives live.

It's reported that the spot radio schedule, placed by Foote, Cone & Belding Inc., New York, will not materially change Equitable's plans in other media. The use of mass circulation magazines, Sunday newspaper supplements, farm, business, sport and trade publications will be continued. Firm plans for a re-entry into network tv have been delayed until the end of the year.

## Agency appointments . . .

- **Gordon Jewelry Corp.**, Houston, has appointed Frank Tammen Adv., that city, to handle its television advertising exclusively. The company operates 120 stores in 61 cities in 13 states.

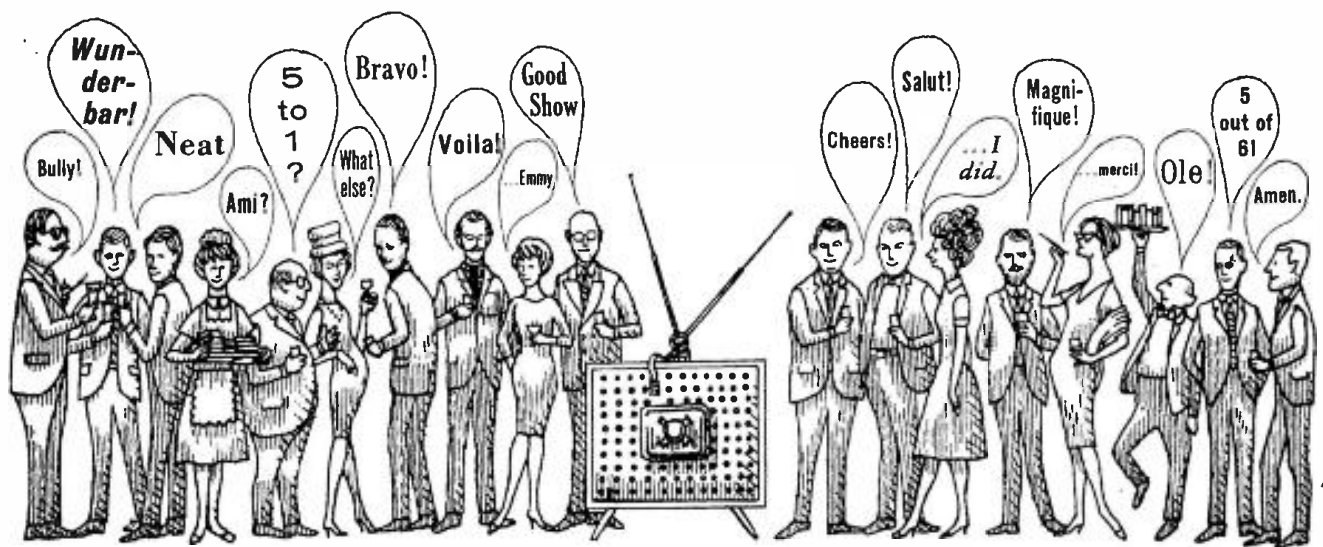
- **Frito-Lay Inc.**, Dallas, Tex., appoints Dancer-Fitzgerald-Sample, New York, to handle national advertising of Frito corn chips. National advertising for Frito previously was assigned to the Chicago office of D-F-S, which closed last month.

- **Central Airlines**, Dallas, has appointed Rogers & Smith Adv., that city, to handle its special promotions.

- **The Frisco Railroad Co.**, St. Louis, has appointed Winus-Brandon Co., that city, to handle its advertising. The railroad concentrates its advertising in radio, the trade press and newspapers. C. P. Crady, W-B vice president, will handle the account.

- **William T. Thompson Co.** (vitamins and food supplements) to Boylhart, Lovett & Dean, Los Angeles. Greacen Mitchell directs the account.

- **Better Vision Institute**, New York, appoints Doyle Dane Bernbach Inc., that city, as its advertising agency.



**Washington conversation stopper... WRC-TV wins 5 out of 6 Emmies!** It was an overwhelming vote of confidence. WRC-TV programs and personalities made it virtually a clean sweep in the 14th Annual Emmy Awards: "Decade of Crisis" honored in two categories—"outstanding educational program" and "most outstanding interview and/or discussion program." "Profile: City in the Civil War"—judged "most outstanding public affairs program." Bryson Rash, WRC-TV's distinguished news analyst and commentator, voted "outstanding local personality." And "Bozo the Clown" named "best children's program." These are typical of the people and programs that have made WRC-TV truly the leadership station in the nation's capital!

**WRC-TV**   
 IN WASHINGTON CHANNEL 4  
 NBC OWNED  
 REPRESENTED BY NBC SPOT SALES



## Fm's zing shown in market study

Penetration and circulation figures on fm radio, based on a 27-market study by The Pulse Inc., were revealed by Dr. Sydney Roslow, Pulse president, at an fm seminar held by the Triangle Stations last Wednesday in New York.

Early compilations, based on the Pulse research, were reported last week (LEAD STORY, June 4).

The Pulse study, made for the Triangle Stations, shows that two-thirds of the nation's fm homes listen to fm during the average week. Projecting the 27-market figures of 5.6 million fm homes to national radio homes gives a weekly national audience of around 10 million fm homes.

In its research, Pulse interviewed about 13,500 radio families. The study shows that 42.3% of radio families have fm; 44% of the fm homes listen in an average day and 66% listen in an average week. Highest fm concentration was found in New York, where 54.4% of radio homes have fm; Boston, 50.6%; Los Angeles, 49.4%, and San Francisco, 48.4% (see table).

Joe Winkler, general manager of Triangle's WFIL-FM Philadelphia, said just because a station programs in fm does not mean it is a "quality" station as fm and quality are not synonymous—fm is actually only a means of transmitting programs. He stressed that agencies and advertisers should insist on knowing a station's program and commercial policy before buying. Only in that way can they be sure that the station appeals to a "quality" audience.

**Success Story** ■ John Steinway, advertising head of Steinway & Sons, told how the piano company and its dealers have used fm since 1959. Steinway's advertising problem has always revolved around identification of the product with the local retailer. Fm helped solve this problem, Mr. Steinway said, through co-op spots using the voices of prominent concert artists who use the Steinway.

Steinway, which produces about 3,000 units annually has experienced an average 10% sales gain in markets using fm, Mr. Steinway said.

David Bennett, executive assistant to the vice president of Triangle, told the

## PULSE'S MEASUREMENTS OF THE TOP FM MARKETS

	Fm Sets #	% Radio Families	Sets used in one week #	% fm Families
Altoona	11,000	27.8%	8,500	77%
Baltimore	161,300	32.9	111,300	69
Boston	490,300	50.6	284,400	58
Buffalo	139,800	36.2	83,900	60
Chicago	924,300	43.8	628,500	68
Cincinnati	104,900	31.1	73,400	70
Cleveland	205,400	36.9	154,100	75
Dallas	69,000	20.4	52,400	76
Detroit	424,200	38.0	326,600	77
Fort Worth	40,300	22.7	25,400	63
Fresno	25,000	23.8	17,300	69
Houston	116,900	32.0	86,500	74
Kansas City	116,600	34.1	72,300	62
Los Angeles	1,078,000	49.4	668,400	62
Milwaukee	98,400	27.3	62,000	63
Minneapolis-St. Paul	96,800	21.8	71,600	74
Nashville	21,600	19.2	16,800	78
New Haven	25,500	26.8	18,900	74
New York	2,541,700	54.4	1,652,100	65
Philadelphia	499,200	39.1	344,400	69
Pittsburgh	216,900	31.5	164,800	76
Richmond	36,000	32.1	25,600	71
St. Louis	145,700	23.2	86,000	59
San Diego	133,200	42.7	98,600	74
San Francisco	431,800	48.4	263,400	61
Seattle	98,900	26.4	61,300	62
Washington, D. C.	242,500	41.7	177,000	73
	8,495,200	42.3%	5,634,600	66%

Source: The Pulse Inc. 1961

seminar of the Triangle Program Service, taped programs are now available to fm stations.

Triangle Stations are: WFIL-AM-FM-TV Philadelphia; WNBC-AM-FM-TV Binghamton, N. Y.; WLYH-TV Lebanon, Pa.; WFBG-AM-FM-TV Altoona, Pa.; WNHC-AM-FM-TV Hartford, Conn.; and KFRE-AM-TV, KRFM (FM) Fresno, Calif.

## ABC Radio now sales rep for own western network

ABC Radio has assumed exclusive representation of its regional network. ABC Radio West, effective immediately, it was announced last week by Robert R. Pauley, ABC Radio President and Jack Mann, director of ABC Radio West. Avery-Knodel Inc. had been representing ABC Radio West.

Mr. Pauley said account executives will be hired in New York, Los Angeles and Chicago to sell for ABC Radio West, which is billing at the rate of \$800,000 a year, as compared to \$200,000 a year when the regional network was created

New York, as exclusive national representative.

■ WISN Milwaukee: Daren F. McGavren Co. Inc., New York, as national representative.

## Also in advertising...

Undisclosed price ■ Pet Milk Co., St. Louis, has purchased Laura Scudder's, Anaheim, Calif., producer of potato chips, corn chips, peanut butter, may-

## 'Benefactors' ditcher says mail favorable

One of the companies which withdrew sponsorship of a controversial episode about abortion on a CBS-TV program said last week that the company received "very marked" reaction in consumer mail. The episode was "The Benefactors" from the *Defenders* series (BROADCASTING, April 30).

Clyde E. McDannald, advertising manager for Brown & Williamson Tobacco Co., said 90% of the letters have endorsed the company's stand. In his speech to the Louisville (Ky.) Advertising Club May 25, he made no mention of the number of letters.

"Our position remains that we acted as a responsible sponsor in the interest of the program's vast audience of viewers," he said.

CBS reported as of May 3, that over 700 letters favorable to its decision to air the program were received and fewer than 150 were negative. CBS affiliates reported at that date that nearly 600 favorable calls had been received and about 100 unfavorable.

onnaise, etc., from Signal Oil & Gas Co., Los Angeles, for an undisclosed price. Scudder's has gross sales of about \$25 million a year and an advertising budget of around \$1 million, handled by Doyle Dane Bernbach, Los Angeles. No change in agency is contemplated. Gardner Adv. is the Pet Milk agency.

Name change ■ Royer & Roger Adv. Inc. is the new name for the agency formerly known as Wilbur-Cianguio, Beekman & Packard Inc. of New York.

## Rep appointments...

■ WMET Miami Beach, Fla.: Tele-Radio & Tv Sales Inc., New York, as national representative.

■ KPLC-AM-TV Lake Charles and KALB-AM-FM-TV Alexandria, both Louisiana: Advertising Time Sales Inc., New York, as national representative.

■ KIMN Denver: John Blair & Co.,

Pathé  News, INC.

1962

1952

1942

1932

1922

1912

1902

# MILESTONES OF THE CENTURY

a momentous filmed  
story of our  
amazing age



NARRATED BY ED HERLIMY

NOW SOLD IN OVER 50 MARKETS  
INCLUDING SUCH REPRESENTATIVE AREAS AS:

WABC-TV	New York City	WCKT	Miami, Fla.
KCOP	Los Angeles, Calif.	WEEK	Peoria, Ill.
WFIL	Philadelphia	WHD	Des Moines, Iowa
WFBC	Altoona, Pa.	WSUN	St. Petersburg, Fla.
WLYH	Lebanon, Pa.	WFMJ	Youngstown, Ohio
WNBF	Binghamton, N. Y.	KVAR	Phoenix, Arizona
WNHC	New Haven, Conn.	KTVR	Denver, Colo.
KFRE	Fresno, Calif.	KPTV	Portland, Oregon
KIRO	Seattle, Wash.	KONO	San Antonio, Texas
KPLR	St. Louis, Mo.	WDBO	Orlando, Fla.
KUTV	Salt Lake City, Utah	WHIZ	Zanesville, Ohio
WBAP	Ft. Worth, Texas	WILL	Champaign, Ill.

THE NEW YORK TIMES has given "Milestones of the Century" star rating and recommended the series for young viewers. TRIANGLE PUBLICATIONS, radio and TV division comments, "In our opinion "Milestones of the Century" is an outstanding record of our time". NAFL STATIONS—KCOP, Los Angeles, KPTV, Portland, Ore.—"Milestones of the Century" is an outstanding series which we are proud to program".

LET THESE GREAT MILESTONES OF OUR CENTURY ANSWER  
THE NEEDS OF YOUR PUBLIC SERVICE PROGRAMMING TODAY!

*These High Quality Series Now in Production for Fall Release*

### THE WONDERFUL PLANET EARTH

130 five minute films featuring real life documentary stories about nature's wonders. A new "Junior Omnibus" television series.

### YANKEE DOODLE TALES

130 five minute films about great Americans, memorable events and places in our nation's history. Stories of our heritage for children.

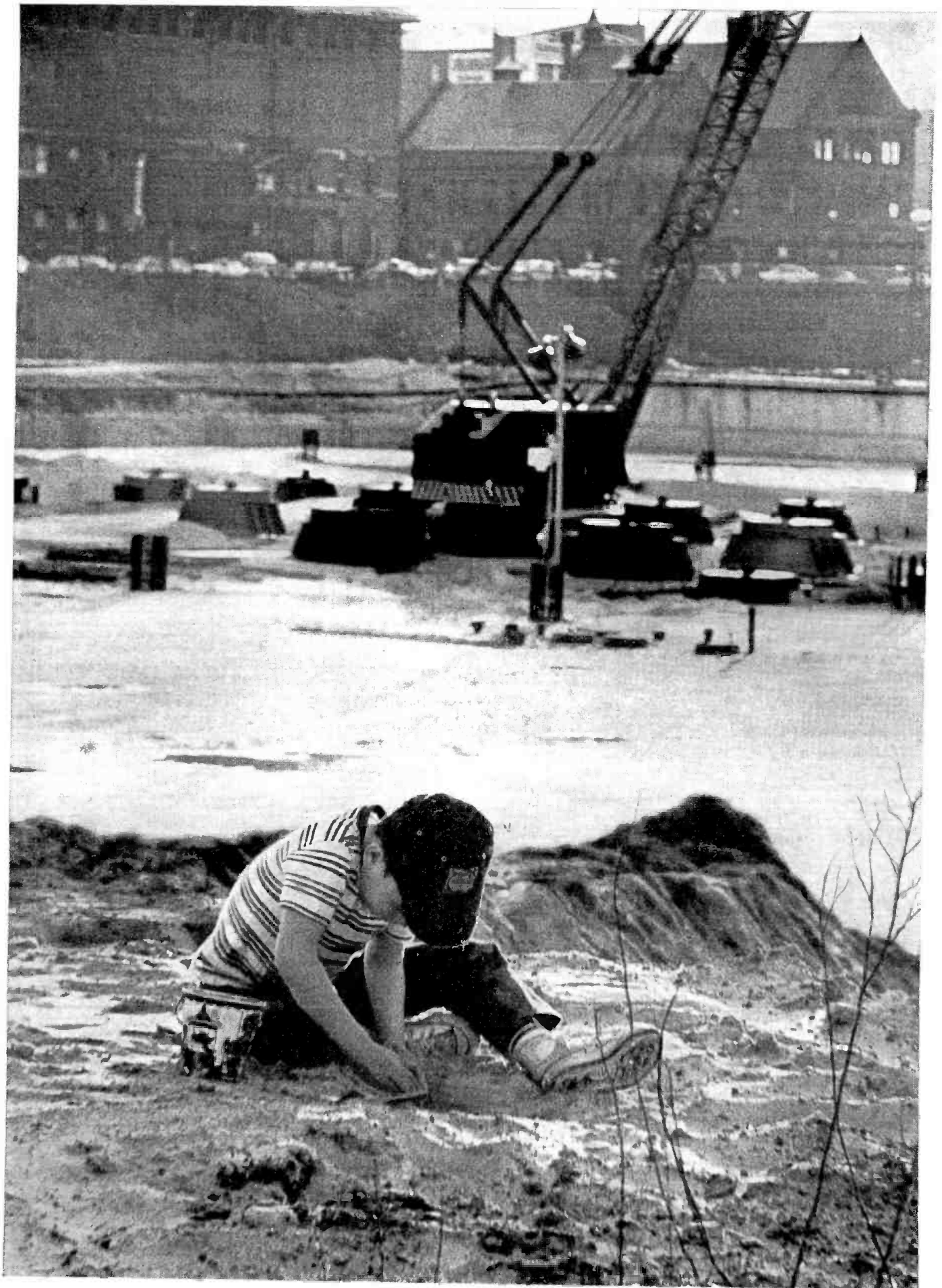
### SCIENCE SCOUTS

65 five minute science films for children, exploring the fascinating field of popular science and probing future possibilities.

### OUR CHANGING WORLD

39 half hour documentaries. A serious and humorous treatment of the achievements and failures, fads and foibles of our era.

Telephone or Wire Collect **CINEMA-VUE CORPORATION**  
245 West 55th Street New York 19, N. Y. JUdson 6-1336 / 20613 Parthenia Street Canoga Park, Calif. DIamond 1-4894







# How to dig a hole

Pick a small boy.

Give him a shovel. Or plan a bigger tomorrow for him.

That can lead to digging a hole like this one: site of the largest, private, commercial-building venture in American history by a single owner (covering twice the area of New York's Rockefeller Center).

It is the vast new *Prudential Center*—set squarely in the heart of Boston, to keep pace with the extraordinary surge of New England's new growth.

But the area's booming burst of steel and stone, answers only a fraction of the challenge every child creates for us:

*Will the America you pass on to me be greater, or weaker, than the America that was given to you?*

**Any honest answer** must certainly cover the community of the mind as well as of stone; must serve all our needs to lift ourselves; to think, to work, to worship, to buy, to enjoy.

It's quite a target.

Yet it closely defines the daily target of WBZ-TV, Boston: to serve and stretch the "community

of the mind", throughout two-thirds of all New England.

It is a goal firmly anchored in the great responsibilities of television's unique power to reach and move people.

The dimensions of both goal and responsibility are measured by the fact that more New England families are reached regularly by WBZ-TV than are reached by any other medium.

It is for them WBZ-TV fills its 20 hour working-day with its news, its editorials, its studies of the community and world, its entertainment, its advertising.

**These are rooted** in the spirit and zest of today's busy New England, which WBZ-TV is proud to serve as a mirror... as a voice... as a *prime-mover* of ideas, goods... and people.



**WESTINGHOUSE BROADCASTING  
COMPANY, INC.**

WBZ+WBZA, WBZ-TV, Boston; KDKA, KDKA-TV, Pittsburgh; WJZ-TV, Baltimore; KYW, KYW-TV, Cleveland; WOWO, Fort Wayne; WIND, Chicago; KEX, Portland; KPIX, San Francisco.

# Ground rules for new review board

## ACCELERATION OF FCC PROCEDURES EXPECTED WITH NEW UNIT

New FCC rules to govern the operations of the recently-established staff Review Board (BROADCASTING, May 28) were adopted by the commission last week.

The commission further amended its rules to permit final decisions to be made by only one commissioner or a panel of two or more commissioners. Such cases to be delegated to a panel will be determined on a case-by-case basis.

Members of the Review Board are Donald Berkemeyer (chief), presently chief of Opinions & Reviews; Joseph Nelson, present head of renewals and transfers; Dee Pincock, assistant general counsel, and Horace Slone, engineering assistant to Commissioner Robert T. Bartley. All are veteran members of the FCC staff.

The Review Board and the new rules governing its activities become effective Aug. 1, as does the authority to form commissioner panels. At that time, the office of motions commissioner will be abolished with the Review Board taking over its duties and empowered to act on all appeals from interlocutory rulings of hearing examiners.

The new commission regulatory procedures were established under authorization given in Public Law 87-192, signed into law by the President Aug. 31, 1961. The board will be responsible only to the commission, but the FCC is prohibited from discussing the merits of any case pending before the board with any of its members.

Under the new rules, the FCC said that it will be able to make better use of its time and personnel with greater speed and efficiency than is presently possible. Commissioners Frederick W. Ford and Robert E. Lee dissented in part to that portion of the new rules which delegates authority to rule on interlocutory matters to the Review Board. Such matters have been acted on in the past by the full commission, the motions commissioner or the chief hearing examiner.

**Review of Initial Decisions** ■ Primary responsibility of the Review Board will be to pass on initial decisions by hearing examiners in all am and fm cases except (1) revocation, renewal, cease and desist and forfeiture proceedings (2) Sec. 309 (c) Communications Act proceedings (involving the possible denial of an operating license to cover a construction permit) and (3) applications for fulltime Class II A operation

on the 13 clear channels recently broken down.

The board also will handle the following cases: tv translator proceedings; applications of common carriers under Title III of the Communications Act; complaints against communications common carriers for recovery of overcharges; safety and special radio service proceedings and those involving suspension of operators permits.

Unless the commission specifies to the contrary, all cases falling within these categories will automatically be reviewed by the board rather than by the full commission. After designation, the FCC will not entertain any request that it, rather than the board, review the initial decision.

A party may bring such a case to the full commission only by a petition for reconsideration of the board's decision.

**Not Tv** ■ The Review Board is not authorized to pass on tv cases or any other cases involving broad policy questions. Some cases not falling within the delegated categories should and will be heard by the board, the FCC said, and others within the categories should more appropriately be considered by the full commission.

For instance, the FCC said, if an apparently routine case takes on unexpected importance because of a development at the hearing, the board is given the authority to certify such case directly to the full commission. "We

would expect the board to employ this authority whenever a novel or important question of law or policy is presented to it, since it would make little sense for the board to review such a question knowing that there would have to be a full review of its own decision by the commission," the FCC said.

Review of actions taken through delegated decisions (either by an FCC panel, Review Board, chief hearing examiner or chief of the Broadcast Bureau) may be obtained only by filing a request for such a review by the full commission. The FCC may, in turn, grant or deny such a petition without specifying the reasons for its action and no petition for reconsideration of the full commission's action will be entertained.

Appeals of rulings of the presiding examiner in a hearing must be made to the Review Board in cases where the board has jurisdiction.

Final decisions of the Review Board or FCC panel will become effective 40 days after public release of the text of the decision. A petition for reconsideration will stay the effect of such a decision until 40 days after disposition of the appeal. If the full FCC is asked to review a delegated decision or does so under its own motion, the effective date will be stayed until after the FCC reaches its final determination.

A party adversely affected by a delegated decision has 30 days to either petition for reconsideration or for review by the full FCC. In a multiple-party proceeding, if one party asks for reconsideration by the board and another seeks FCC review, the former shall take precedent over the latter.

A grandfather clause protects parties to any proceeding designated for hearing prior to Aug. 31, 1961, and entitles them to file exceptions to initial decisions and to oral argument before the FCC *en banc*.

**Oral Argument Optional** ■ Sec. 1.154 of the rules, which makes oral argument mandatory, has been amended to leave this up to the discretion of the FCC or other designated authority. Oral argument will be the usual course in cases involving review of initial decisions issued by a panel or the board—"only rarely will it not be afforded," the FCC said. However, the agency pointed out, oral argument will be the rare exception in the case of appeals of interlocutory matters.

The new rules were adopted without prior notice of rulemaking. "We recog-

### Shelter sessions set

The first two meetings to discuss the federal government fallout shelter program for radio stations (BROADCASTING, May 21, 28) is scheduled for this week in two states. Meeting of the State Industry Advisory Committees for Pennsylvania is set for June 13 at the studio of WHP Harrisburg, and for Florida on the same date at the International Inn, Tampa. Other state SIACS will be meeting soon on the same subject, it is understood. In the Pennsylvania area, a mixup in liaison resulted in the state civil defense office calling a meeting of broadcasters for June 7, but this was cancelled after the FCC's Conelrad office stepped in and explained the chain of command to the state civil defense officials.

## ANOTHER AWARD FOR "AMERICAN CIVIL WAR"

**UNIQUE TV SERIES  
CONTINUES TO  
HOLD SPOTLIGHT**

Cited for "outstanding achievement" by the Civil War Centennial Commission, this distinguished TV series is also a former winner of the Sylvania Award for "Outstanding Contribution To Creative Television Technique."

In the first year of the Civil War Centennial, over 70 markets have telecast this highly praised series. And this is only the beginning! The Civil War Centennial will be of public interest through April, 1965.

### TRANS-LUX

Among our many sponsors are: General Foods, Ralston-Purina, Renault Auto, Continental Oil, Iron City Beer and Nationwide Insurance.

Some of the scores of stations that have telecast this series are: all Westinghouse stations; WABC-TV, N.Y. City; WMAL-TV, Washington, D.C.; KOMO-TV, Seattle, Wash.; KMBC-TV, Kansas City, Mo.; WTVN-TV, Columbus, Ohio and WTVR, Richmond, Va.

13 dramatic action-filled half hours based on the amazing photographs of Mathew Brady.

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# THE AMERICAN CIVIL WAR

nize that the rules may not be perfect," the FCC said. "Indeed, we think it most likely that as experience is gained some revisions will be required. . . . For that reason, we intend to review the entire subject at periodic intervals." In connection with this review, the FCC said it would especially welcome the suggestions of the Federal Communications Bar Assn. and other interested parties.

Special authority was also delegated to bureau chiefs and other members of the FCC staff to act in non-hearing matters.

In his dissenting statement, Commissioner Ford said he could not agree to that portion of the new rules which permits the Review Board to take original jurisdiction over interlocutory matters. Such functions are out of keeping with the board's character as a review body and will inevitably shift to the commission the burden of review in such areas even though no matter of policy is involved, he said.

He predicted that pleas for reconsideration, which can go only to the full commission, of Review Board actions on interlocutory matters will be sought by the denied party with regularity. Original jurisdiction should rest with the examiner with appeals to the Review Board, he said, with such a procedure causing far fewer appeals to the full commission.

Messrs. Berkemeyer, Nelson, Pincock and Slone have been appointed to the Review Board for indefinite terms. They will sit in panels of three and will be responsible for writing their own decisions. The commission has decided to seek Super Grade 16 job classifications for the Review Board members (with Messrs. Berkemeyer and Nelson already at that level) from the Civil Service Commission.

## A watched watchdog shouldn't bark—WTOP

What WTOP Washington considers a discrepancy between the public pronouncements and private behavior of Sen. Ralph W. Yarborough (D-Tex.) was issued by that station in an on-the-air editorial last Tuesday (June 5). The text:

"It is always a disappointment when the performance of a man in public life fails to measure up to his own public pronouncements, and it is particularly disappointing when that man happens to occupy a position of high public trust. This appears to be the case with Democratic Senator Ralph W. Yarborough of Texas.

"As a case in point, consider the report on Freedom of Communications by the Senate commerce committee, prepared by its subcommittee on com-

# FRONTIERS OF KNOWLEDGE

## "FRONTIERS OF KNOWLEDGE" RATES WITH SPONSORS

**NEW TELEVISION  
SERIES CLICKS  
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"I found it fascinating! —so will a TV audience!"—nine words from the client and the series is sold again. First to Colgate-Palmolive Company; then to First New Haven Bank; then Motorists Mutual Insurance Company.

"Frontiers" makes good sense to anyone (station, agency or client) who believes that television can inform, enlighten and entertain in one half hour.

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12 half hour programs probe the future of space, medicine, crime detection, chemistry, science, transportation and other "Frontiers of Knowledge."

Titles:

"Dead Men Tell Tales"  
"The Shrinking Sky"  
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"Concept:  
One Medicine"  
"The Miracle  
of Speech"

"Tikal: Ruins of  
Greatness"

"Conquest of Pain"  
Plus five (5) more in  
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MILLIONS FOR ENTERTAINMENT"



munications, of which Senator Yarborough was chairman.

"The report is filled with laudable phrases concerning the necessity for fairness, impartiality and objectivity in the broadcasting of news—and, the obligation of the broadcaster to be constantly aware of the 'public interest.' With these sentiments we heartily concur, and also with the report's description of the air waves as 'a vital means of communication, capable of making a major contribution toward an informed public, which is indispensable to the proper functioning of our democratic system.'" We also agree wholeheartedly with the statement in Senator Yarborough's subcommittee report that ". . . those unwilling to act responsibly in utilizing a public privilege are subject to the loss of the use of that privilege."

"It is precisely here, it seems to us, that Senator Yarborough has not measured up to the standard he sets for others. The senator has admitted accepting \$1,700 from Texas financier Billie Sol Estes, as ironically enough a donation toward defraying the costs of taped broadcasts for Texas radio stations. Senator Yarborough also admits to receiving some \$3,500 from Estes and his relatives for various political campaigns. The senator insists there were no strings attached, and we do not dispute him. But we might quote to him the last sentence of his subcommittee's report: 'We can convince only by example; let us make of our example the most of which we are capable.'"

## WIZR owner charges newspaper with libel

A \$750,000 libel suit has been filed against the *Schenectady* (N.Y.) *Gazette* by Martin R. Karig, permittee of WIZR Johnstown, N. Y. He charged the newspaper's story about a hearing set by the FCC involving Mr. Karig and his past and present holdings was "false and defamatory."

The newspaper was accused of reciting FCC charges against Mr. Karig as facts instead of as allegations. The suit claims that because of that Mr. Karig was "greatly injured in his credit and reputation and has suffered great pain and mental anguish." The suit was filed in the Fulton County (N. Y.) clerk's office.

In the FCC show-cause order against Mr. Karig, the issues include whether he once held hidden interest in two Saratoga Springs, N. Y., am stations simultaneously; that he allegedly lied under oath in an FCC hearing; that he had interest in two supposed "strike" applications and that horse racing information was transmitted to a bookmaker from a station in which he held an interest. (BROADCASTING, May 7).

# HOUSE GROUP OKAYS PRE-SUNRISE BILL

Proposal would give high ball to 680 for early hours

The House Commerce Committee has handed the nation's 1,700 daytime broadcasters an important preliminary victory in their effort for years to win a longer broadcast day.

The committee, by a reportedly unanimous vote, approved legislation (HR 4749) last week to authorize daytimers in single-station markets—an estimated 40% of the 1,700 daytimers—to operate before sunrise. All others could apply to the FCC for the same privilege. The bill also leaves to unlimited-time stations who might complain of such operations the burden of proving they are being subjected to "harmful interference." But it leaves intact the present requirement that daytimers close down at sunset.

The action is something of a rebuff to the FCC, which had opposed legislation in that area, contending such technical matters should be left to the commission. The committee was influenced by daytimer arguments that they provide an important early morning service and by their concern that a proposed FCC rulemaking would curtail, if not eliminate, that service.

The bill, introduced by Rep. Morgan Moulder (D-Mo.) was drastically amended in apparent efforts to overcome FCC fears that proposed legislation would result in interference between the daytime and other stations before daylight. Originally, the measure simply permitted all daytimers to operate from at least 6 a.m. to 6 p.m.

**Subcommittee Amendment** ■ As amended by the committee's Communications Subcommittee, the bill would permit daytimers to begin operation at 6 a.m., or 4 a.m., if they were broadcasting at that hour for 60 days in the preceding year, regardless of the hour of sunrise, so long as their area is not served by an unlimited-time station.

**Also for Fulltimers** ■ The bill con-

tains a similar advantage for full-time stations operating on limited power at night if there is no other unlimited-time station in their markets. They would be permitted to begin operating with their more powerful daytime facilities at 6 a.m. instead of at sunrise.

Unlimited time stations who feel such pre-sunrise operations are causing interference "in a substantial portion of their primary service areas" could demand a hearing by the FCC. But they would first have to make a "prima facie showing" such interference exists. The commission could then order termination or modification of the pre-sunrise operations "only if it is determined that such interference has been shown and that such modification or termination serves the public interest, convenience or necessity."

The estimate that 40% of the country's daytimers would be immediately benefited by the bill proposed by the subcommittee was made by Rep. Oren Harris (D-Ark.), committee chairman. He proposed, and the committee accepted, an amendment authorizing the remaining 60% of the daytimers to apply to the FCC for permission to begin their broadcast day at 4 a.m. The commission could grant the request if it found that no "harmful interference" would result.

"Harmful interference" is defined as "any emission, radiation, or induction, which seriously degrades, obstructs or repeatedly interrupts a radio communication service."

## FCC proposes changes in operating log rules

Broadcasting stations would be permitted to maintain their operating logs with automatic equipment under rulemaking proposed by the FCC last week. Comments on the contemplated change, proposed by NAB, are due July 20

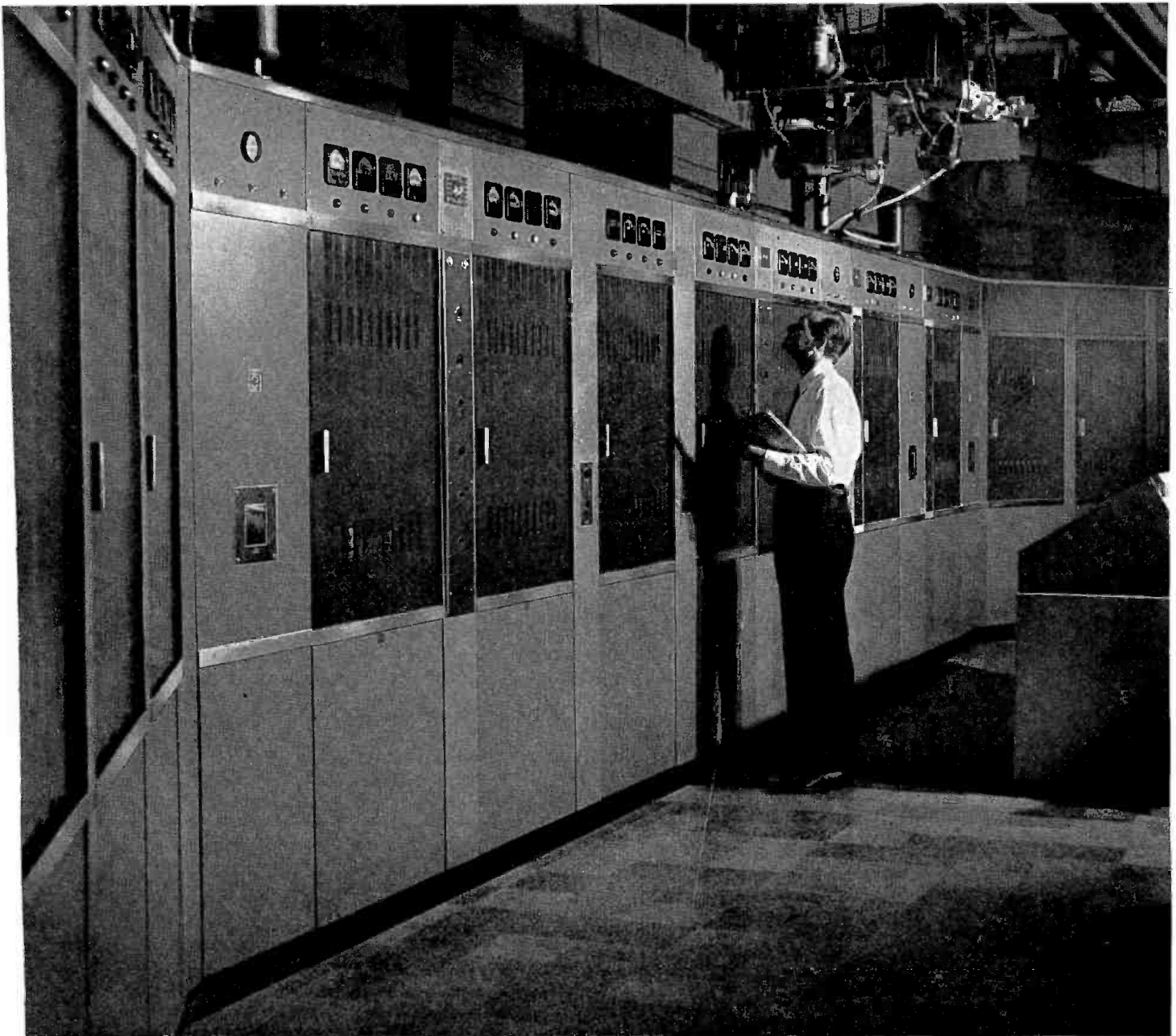
## Surgeon General sets cigarette-cancer report

The burning health issue involving cigarettes traveled another length last week in Washington when the Surgeon General of the United States announced that he is naming a special committee to survey all the evidence on the relationship between cigarette smoking and lung cancer and to make recommendations.

Surgeon General Luther L. Terry said June 7 he has decided to appoint an "expert advisory committee to study the evidence, evaluate it, and make whatever recommendations may be appropriate." He said

the advisory group will include experts recommended by federal agencies, professional units, health organizations and the tobacco industry.

The Public Health Service chief's move came after President Kennedy asked for advice on the issue (BROADCASTING, June 4). It follows by several months a British Royal College of Physicians' report linking cigarette smoking and lung cancer. President Kennedy at his June 7 news conference said that the Surgeon General's plan meets his approval.



## RCA 50-KW IN NEW YORK CITY UHF-TV TESTS

For its UHF tests in New York City the FCC is using the most powerful of its kind, this 50-KW UHF transmitter consists of two TTU-25's in parallel. It operates on channel 31 and is installed on the 80th floor of the Empire State Building, where seven other channels serving the metropolitan area are located.

The work was performed under a contract awarded RCA by the FCC on March 1, 1961. The award was made based on considerations of power consumption, tube replacement and experience in equipment

installation, as well as general performance and cost.

RCA also supplied the studio equipment to WNYC (the New York City-owned station) which will handle programming for the FCC outlet. This includes four TK-12 4½ inch I.O. Cameras, a film system with TK-21 Film Camera, TP-11 Multiplexer, TP-6 Film Projectors, TP-7 Slide Projector, and a TRT-1B Television Tape Recorder.

This same RCA experience and equipment are available to all those who seek for leadership in the field of television broadcasting.



RCA BROADCAST AND TELEVISION EQUIPMENT  
CAMDEN, N.J.



The Most Trusted Name in Television

## Printers union concerned over newspapers in radio-tv

A printers labor union indicated last week it may launch a campaign to encourage close FCC scrutiny of newspapers which acquire radio-tv properties.

International Typographical Union asked the FCC to deny or set for hearing the proposed sale of KENS-TV San Antonio, Tex., from Express Publishing Co. to Harte-Hanks Newspapers. The union said sale of the *San Antonio Express* is included with the tv sale.

ITU said that for years it has been "gravely concerned with monopoly trends in mass communications." The union said it regrets to see the increasing number of one-newspaper towns and feels the lack of newspaper competition is "stimulated" by

newspaper ownership of radio-tv properties. In cities where the newspaper owns broadcast stations, a newspaper union has no way of presenting its case to the public in case of a dispute, the printers union complained.

The KENS-TV sale protested by the union is actually a transfer of 63% interest to Harte-Hanks Newspapers, which already owns 37% of the station. Harte-Hanks is also buying a similar percentage of the *San Antonio Express* and of KENS radio. It has applied to sell KENS after the transaction (BROADCASTING, April 23).

The union claims Harte-Hanks has interests in seven Texas radio stations. An attorney for the com-

pany said last week that it sold these interests several years ago; that the company's only broadcast interest is 50% of KCTV (TV) San Angelo, Tex. It was an applicant for ch. 3 Corpus Christi before applying to buy the rest of KENS-TV. Harte-Hanks then withdrew from the contest for the new station. The attorney said Harte-Hanks, by selling KENS radio, actually would decrease newspaper ownership of broadcast properties in San Antonio.

The union further claimed that Harte-Hanks holds "controlling or substantial interest" in 11 Texas newspapers and that FCC approval of the KENS-TV transfer would lead to a communications monopoly in the Southwest.

with replies by Aug. 1.

In addition to permitting automatic logging, the proposed new rules would divide the technical logs into two separate groups—retaining in the operating log only those entries concerning the operation of the transmitter and transferring to a maintenance log less frequent entries relating to the upkeep of equipment. The FCC did not incorporate in the rulemaking a further NAB request to relax the present requirement for recording readings of the am frequency monitor every half hour.

The instant rulemaking deals with operating logs only and is not related to a separate proceeding on revision of program log-keeping requirements. The program logs are tied into rulemaking on new program reporting forms, with the FCC having scheduled a special meeting for today (Monday) in that proceeding (CLOSED CIRCUIT, June 4).

### Firm denies FTC ad charges

American Home Products Corp., New York, has denied charges by the Federal Trade Commission that advertising for Outgro, a remedy for ingrown toenails, is false and misleading. (BROADCASTING, May 7).

The FTC alleged that contrary to AHP's tv, newspaper and magazine advertising, Outgro has no significant effect in reducing the pain or infection and that it will not cure or relieve the condition. The company replied that Outgro, if used according to directions, "will guard against infection." AHP denied ever advertising the product as a cure.

AHP said the FTC investigated acts and practices of that company from 1947 through 1952, but closed the case without acting.

## Theatre group questions pay tv legality

### CONNECTICUT GROUP ASKS SUPREME COURT REVIEW

Connecticut theatre owners question the authority of the FCC to approve a three-year pay tv test in Hartford, Conn., and charge that the commission acted arbitrarily in not determining whether there will be rate regulation.

These views were contained in a petition for *writ of certiorari* filed with the U. S. Supreme Court against the FCC's 1961 decision authorizing RKO Phonevision Inc. (WHCT [TV] Hartford), to engage in a three-year test of Phonevision subscription tv in that city. Asking for a high court review were the Connecticut Committee Against Pay Tv, Stanley Warner Management Co., Loew's Inc., Connecticut Theatres, Manchester Drive-In Theatre Corp. and Outdoor Theatres Corp.

The pay tv operation in Hartford is scheduled to commence June 29.

The theatre owners petition, filed by Marcus Cohn, Washington communications attorney, called the move a "major and a drastic change in the nature of American broadcasting . . . There was, and is, no direct, financial relationship between a listener and a broadcast licensee. The absence of this relationship is more than just a matter of commercial choice; it represents an important feature distinguishing broadcasting from public utilities and common carriers . . ."

If pay tv becomes established, the petition states, the "spectre" of loss of programs and program talent from present tv to pay tv is raised.

Nothing in the Communications Act or in its predecessor, the Radio Act of 1927, gives the FCC the authority to

approve subscription television, the theatre men argue.

**Rate Regulation** ■ Even if the FCC has the power to authorize pay tv, the petitioners aver, the commission cannot approve a pay tv test without determining the issue of rate regulation.

"It is the essence of arbitrary commission action to authorize a radical departure from the established system without even giving thought to the question whether the commission has or should exercise regulatory power over the single aspect of the new system which serves to differentiate it in such a marked way from the system which has been in effect for almost 40 years," the theatre owners say.

They conclude: "It is respectfully submitted that to allow the institution of this radical new service without any determination either by the licensing authority or a reviewing court of the essential question of rate regulation is clearly erroneous."

The U. S. Court of Appeals in Washington upheld last March the FCC's right to grant the RKO Phonevision application for the pay tv operation (BROADCASTING, March 12). A three-judge court maintained that the FCC has the right to encourage new forms of radio communications and that pay tv is in this category.

The Hartford ch. 18 station was bought by RKO General in 1960 and almost immediately RKO General asked the FCC for permission to operate the Phonevision pay tv system there. This was opposed by the Connecticut theatre owners. The FCC's grant of this



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**WFGA-TV NORTH FLORIDA-SOUTH GEORGIA MARKET FACTS:**

Population .....	1,332,100
Households .....	379,000
Total Retail Sales .....	\$1,457,576,000
Food Sales .....	\$ 364,665,000
Automotive Sales .....	\$ 279,962,000
Drug Sales .....	\$ 53,764,000
Gas Stations .....	\$ 136,593,000



**abc WFGA-TV NBC**  
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*Market Facts from Survey of Buying Power 1962*



WTVJ  
 WLOS-TV  
 KVOS-TV  
 WFGA-TV

application came after hearings in October 1960. The Phonevision pay tv system is a development of the Zenith Radio Co. Zenith will cooperate with RKO in operating the Hartford test; it will manufacture the decoding apparatus which will be leased to subscribers. It will also, through Teco Inc., largely owned by Zenith stockholders, help in arranging programs.

### The FCC last week...

Assigned ch. 33 to Syracuse, N. Y. by deleting that channel from Batavia and ch. 48 from Watertown. The switch, effective July 16, is the result of consideration of a petition by Springfield Tv Bcstg. Corp. (WRLP [TV] ch. 32 Greenfield, WWLP [TV] ch. 22 Springfield, and WWOR [TV] ch. 14 Worcester, all Massachusetts) to so amend the tv table of assignments.

## Three Sec. 315 amendments introduced

### BILLS WOULD PIT HILL ASPIRANTS, PARTY LEADERS

Capitol Hill is indicating interest in making radio-tv debates possible between major party representatives during the 1962 and 1964 political campaigns. But there is no certainty the interest presages enactment of the necessary legislation in this session.

Last week, three bills that would suspend the equal-time section of the Communications Act were introduced, each with a different objective.

Rep. Melvin Laird (R-Wis.) is sponsoring one (H J Res 731) intended to enable the major-party chairmen or spokesmen these leaders select to debate their respective party's position on national issues in up to five radio-tv appearances next fall. The bill, aimed at

situations in which the spokesman is a candidate for state or local office, would free broadcasters from the obligation of providing equal time to other candidates for the office involved.

Sen. Jacob K. Javits (R-N. Y.) introduced a bill (S J Res 196) to enable broadcasters to present debates between major-party candidates for senator and congressman next fall. Sen. Javits said the present law requiring that all candidates be given equal time has the practical effect "of preventing broadcasters from giving the people the kind of face-to-face debates between major-party candidates required by the present enormous issues before the country."

**Harris Bill** ■ And Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, offered a bill (H J Res 729) to suspend the equal-time section for Democratic and Republican presidential and vice presidential nominees in the 1964 campaign. This measure, like a similar one introduced in the Senate by Sen. John O. Pastore (D-R. I.), follows a recommendation from President Kennedy (BROADCASTING, June 4).

There is a widespread feeling in Congress that some action will come to permit debates between the presidential candidates in 1964. But this could easily wait until next year, and probably will. The real question is whether legislation will be passed to permit political debates on radio and television this fall.

The two key men on this issue—Sen. Pastore, who is chairman of the Senate Communications Subcommittee, and Rep. Harris—didn't appear optimistic last week that action will be taken before the 87th Congress adjourns. Sen. Pastore said he "would hope" to hold hearings but that there are a number of other pressing legislative matters.

### Examiners plan symposium

Federal hearing examiners are going to talk about improving the administrative processes on June 15 at 2 p.m. at the National Lawyers Club, Washington. A symposium, under the auspices of the Federal Trial Examiners Conference, will hear Prof. Forrest Davidson, George Washington U. Law School. The discussion will take place among a panel including Earl Kintner, Washington attorney and former chairman of the Federal Trade Commission; Don C. Beelar, Washington attorney; and Edwin Brady, Washington attorney and former hearing examiner with the Interstate Commerce Commission. FCC Hearing Examiner Elizabeth C. Smith will act as moderator.

### A closer look at Barry-Enright

Expansion of issues in the license renewal hearing for WGMA Hollywood, Fla., granted by the FCC at the licensee's request (BROADCASTING, Jan. 22), has encouraged the Broadcast Bureau to delve more deeply into the activities of the station's owners, Jack Barry and Daniel Enright (50% each). The FCC ruled in January that the overall record of the station could be explored in the hearing.

The bureau has requested all records and memoranda by either of the owners concerning the station's operation. Attorney for WGMA has termed this request "a fishing expedition." The bureau contends that if the station can select only the material it wishes to turn over to

the bureau, it may confine itself to favorable documents. The examiner hearing the case, Elizabeth Smith, has said she will forbid acceptance of irrelevant matter in the record.

The hearing was set by the FCC in April 1961 to determine the extent of Barry-Enright involvement in the rigged quiz shows, *Twenty One* and *Tic Tac Dough*, which they produced, and whether it reflects on their character qualifications as licensees. Since the hearing began in November, 1961, Mr. Enright is the only principal who testified but last month the bureau gave notice it may wish to call Mr. Barry as a witness.

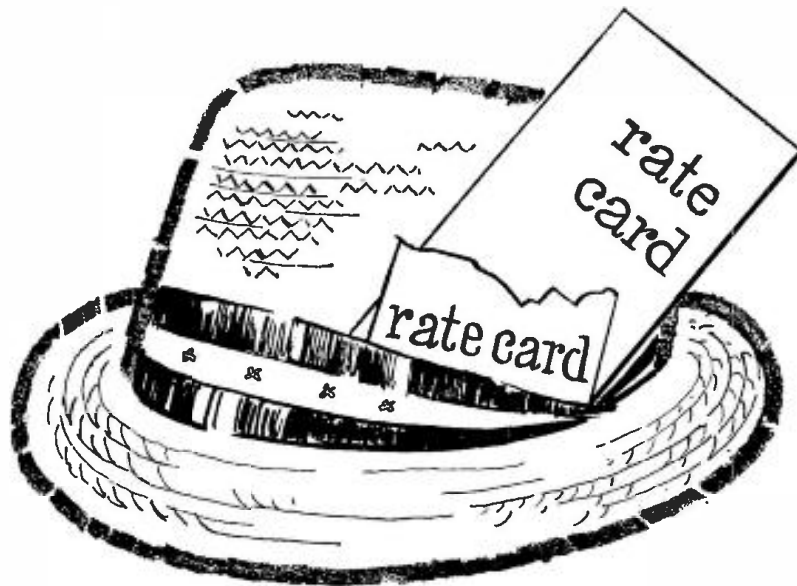
The hearing continues this week with testimony expected from Hollywood, Fla., city and civic leaders.



Mr. Barry



Mr. Enright



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"Sounds great," agreed the client. "How many spots does that make each week?"

"I can't seem to find that part of the memo," replied the embarrassed AE. "I'll call you back in five minutes."

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Puzzle adaptation courtesy of Dover Publications, Inc., New York 14, N. Y.

# wmal-tv

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## WDOV-AM-FM, WOL-FM charged by FCC

### COMMERCIAL, TECHNICAL VIOLATIONS ALLEGED

Two station entities owned principally by Henry Rau were notified by the FCC of "apparent liability" to fines last week for various offenses and one of them — WDOV-AM-FM Dover, Del.—was ordered to show cause why its licenses should not be revoked. The other, WOL-FM Washington, was faced with a fine of \$1,000 for an alleged technical violation.

The show-cause order to WDOV-AM-FM was unusual in two respects: (1) It is the first time the commission has ordered a revocation hearing with notice that it may fine the licensee if it finds revocation too drastic a sanction; (2) it is the first hearing in which "double billing" has been set as an issue to determine character qualifications.

Other reasons given by the FCC for setting the WDOV hearing included whether the stations sold commercials after 7:15 p.m. on Sept. 19, 1961, when they were operating on an emergency basis because of Hurricane Esther. William S. Cook, vice president, station manager and a 5% stockholder in the stations, wrote the FCC that commercials had not been sold. But the FCC claims to have evidence that sponsored programs were broadcast. The agency said these commercials were not logged and that eight public service announcements which had not been broadcast were added to the log for that night in an effort to deceive the commission. Furthermore, the licensee displayed "a lack of candor" in revealing the circumstances of that evening's time sales and the preparation of those logs, the FCC order said.

In addition to alleged misrepresentation and "willful and/or repeated" violation, the FCC said it would explore whether WDOV practiced double billing with certain local advertisers to deceive national advertisers about the rate paid for local cooperative advertising. Such practice is "morally reprehensible," the FCC said, and raises "serious questions as to the character qualifications" of the licensee.

The FCC said it would consider whether the public interest might be better served by fining WDOV-AM-FM \$10,000 (or less) in lieu of license revocation. Commissioner Rosel Hyde dissented to this action.

WOL-FM Washington faces a \$1,000 fine for failure to follow a "relatively simple procedure" of the FCC's rules, according to the commission. The agency cited WOL-FM for broadcasting from a new antenna system without prior FCC approval.

"Licensees are expected to be familiar with the requirements of the Communications Act and the commission's rules and regulations," the FCC said in telling WOL-FM it is liable to the forfeiture. The station received a construction permit last spring to install a new eight-bay antenna. Construction was completed last July and WOL-FM immediately began broadcasting its regular programming from the new antenna although it did not seek FCC authorization until Dec. 29, the commission claimed.

This was a violation of Secs. 3.216 and 3.217 of the FCC rules and Sec. 301 of the Communications Act, according to the FCC. The \$1,000 fine was substantially less than the \$10,000 maximum the FCC has the power to impose.

Henry Rau, who has 76.1% interest in WOL-AM-FM and 73.6% interest in WDOV-AM-FM, said last week that the WOL-FM violation, was "in no way willful." He said, "This is verified by the fact that our own attorneys discovered the omission of filing the necessary papers on time." He said he had not seen the order concerning WDOV and does not wish to comment at this time.

Mr. Rau also has interests in WNAV-AM-FM Annapolis, Md., WARK-AM-FM Hagerstown, Md., and an application for an am station in Richmond, Va.

## Examiner grants ch. 6 to Coral Tv

A grant of ch. 6 South Miami, Fla., to Coral Tv Corp. was made last week by Chief Examiner James D. Cunningham. He approved an agreement between Coral and South Florida Amusement Co., the only other active applicant, under which South Florida would be reimbursed \$65,000 by Coral for expenses and would dismiss its application.

However, Mr. Cunningham specified that Sherwin Grossman, South Florida principal, may not buy stock in Coral without prior FCC approval. South Florida was favored for the channel in an initial decision and in FCC staff instructions. The FCC then reopened the case to determine whether Mr. Grossman caused forged letters to be sent to the commission in connection with his operation of a now-defunct uhf station, WBUF-TV Buffalo, N. Y. (AT DEADLINE, May 7, 14).

The Coral-South Florida agreement would have given Mr. Grossman an option to buy 7% of Coral. The

Broadcast Bureau, in approving the principle of dismissal of the South Florida application to hasten implementation of ch. 6 service, asked that approval be conditioned on Mr. Grossman clearing himself with the FCC.

Since South Florida proved it had spent \$64,681 in legal and engineering fees alone, Examiner Cunningham ruled the \$65,000 it is being reimbursed is "legitimate and prudent" expense. He said a judgment on some \$13,000 more the applicant claimed to have spent is unnecessary.

In his order, Mr. Cunningham as a matter of course also dismissed the application of Publix Tv Corp. for ch. 6; the company never filed exceptions to the initial decision finding it unqualified. A fourth applicant, Gerico Investment Co. dropped out previously.

Coral Tv Corp. is owned by: Leon C. McAskill, president; Robert A. Peterson, secretary-treasurer; Arthur A. Adler; W. Kieth Phillips; Leo Robinson; Edwin H. Hill; Cameron Stewart (11% each); Robert Johns, vice president (8%); Norman Swetman (4%).

## Special remote use proposed by FCC

Relaxation of the FCC's remote pickup broadcast rules to permit the use of remote stations in time of war or other emergency conditions (such as hurricanes and tornadoes) for origination of official broadcasts was proposed by the commission last week.

Comments on the new rules, due July 16, were asked after a conference by FCC officials with the National Industry Advisory Committee (BROADCASTING, May 28). Normally, fixed program circuits are confined to the 942-952 mc broadcast studio-transmitter link and intercity relay band. The cost of such circuits warrants consideration of the proposal to permit use of the remote pickup bands (1.605-1.750 mc and 450-460 mc) for such emergency broadcasts, the FCC said.

The proposed new rules incorporate safeguards to prevent impairment of the remote bands when used for that purpose. Besides their regular remote control operations, such remote stations could be used only for emergency communications to advise, inform or instruct the public and to coordinate the activities of stations toward that end, the FCC said.

In connection with the rulemaking for emergency use of the remote band, the commission also is proposing to make other changes in the remote pickup rules. They are intended to clarify the permissible uses of the band under normal conditions, provide for certain added uses and to give more flexibility in the use of mobile stations with other broadcast stations.

BROADCASTING, June 11, 1962

SAVE **3** WAYS

For dramatic, 3-way savings, specify PS4000C semi-conductor supplies for your TV operation. Transistorized unit increases overall efficiency.

with **POWER SOURCES**

transistorized  
semi-conductor  
power supply



CHECK YOUR **3**-WAY SAVINGS

for the smallest — least expensive — best designed power supply available.

### SPACE

Much-needed, costly rack space requirement is cut to a bare minimum. Unit, only 5 1/4" high, can be stacked in multi-

plies without dead-space between. Saves up to 85% of usual power supply space needs!

### COST

Already priced below comparable vacuum tube units, VISUAL offers the Power Sources PS4000C at a new low price due to increased acceptance and quantity production.

### BEST DESIGN FOR ECONOMY OPERATION

Proven semi-conductor design requires less maintenance time, less parts replacement, and reduces power costs up to 60%.

NEW LOW PRICE **\$62100**

Due to industry acceptance and widespread use by networks and leading independents, VISUAL can now offer the Power Sources PS4000C at this new reduced price. Compare for 3-way savings.

For the best and most modern broadcast systems and supplies, look to **VISUAL**—your **SOURCE** for Superior Equipment from Specialist Manufacturers.

Write today for complete technical specifications.

**VISUAL ELECTRONICS**  
CORPORATION

Keeps You in View!

356 west 40th street • new york 18, n. y. • pennsylvania 6-5849

# PAULEY BALKS AT NIELSEN

## ABC Radio president charges new NRI cheats radio of rightful higher audience; notes discrepancies

ABC Radio's President Robert Pauley last week said the network will not buy the expanded Nielsen Radio Index, which starts in July.

Mr. Pauley explained ABC Radio's position at a news conference. He charged the new NRI fails to do a satisfactory measurement job and that radio continues to be "short-changed."

The new radio service developed with the cooperation of the networks (including ABC Radio) has been signed for by CBS, NBC and Mutual. The new service will provide three periodic reports on the radio audience including monthly pocketpieces (for sponsored network program ratings and cumulative audiences). One of the reports will show auto radio usage in addition to the in-home, plug-in (non-battery) radio audience but will not present auto audience information for each sponsor's "total network purchase."

Another report—to be issued twice a year—will show the size of battery-

only portable radio usage in relation to the in-home audience.

Mr. Pauley said that for a long time ABC Radio felt that NRI could do more and that for the past 18 months the network had been working with Nielsen in planning improvements.

He said that some time ago "big discrepancies" were found in Nielsen reports—the NRI as compared to the Nielsen Station Index. Mr. Pauley pointed to his remarks of two months ago (BROADCASTING, April 16).

**Case No. 1** ■ Mr. Pauley referred to a private meeting of ABC Radio officials and affiliates during which Mr. Pauley disclosed that one service (NSI) showed that ABC Radio's *Speaking of Sports* (Saturday, 10:25 p.m.) reached 20% more homes through five affiliates than the Nielsen Radio Index (the network radio ratings report) showed it reaching through these five and 174 other affiliates carrying it at the same time.

Other "variances" between the two

services were detailed during that spring conference, including one program on CBS Radio.

Affiliates reportedly were told afterward that since station compensation is based on network sales, Nielsen depresses not only network radio values but the stations' own incomes.

Mr. Pauley last week reiterated this position, charged the shortcomings he found in Nielsen reports have not been "corrected" and were "carried forth into the extended service." He said ABC Radio is not satisfied with the modified NRI as a permanent service or even on a temporary basis. ABC Radio, he said, will continue to service advertisers with circulation figures and, he said, a measurement service "should be as accurate as possible." He acknowledged that an "accurate service" measuring network radio could mean higher rates for the medium because higher circulation would be reported.

**Other Measures** ■ He also disclosed that ABC Radio has commissioned services other than Nielsen—including one by Trendex—for special reports which indicate "substantially larger audiences" than those reported in NRI. At one point in his remarks he said the ratio was 3 to 1 larger.

Mr. Pauley said ABC Radio's specific recommendations to Nielsen were: more local reports; cutback of NRI pocketpiece to once a month instead of every two weeks (now being done); simplification of reports to reduce lag time between the placing of a campaign and the subsequent ratings; ratings every 15 minutes instead of on the minute basis; extension of NSI to more markets (from the current 32 to the top 50 or 100); investigation of the feasibility of placing a device along a road to count auto radios and the frequency tuned to determine time period and program; and use of people and radios as a base—not radio homes nor set usage.

Some of these recommendations, Mr. Pauley said, were put forth with an eye to saving costs, time and effort. (Nielsen sources commented that sample size of either service and the roadside device would reflect additional costs to be passed on to the rating reports customers. Nielsen officials earlier said the new network radio service will involve a "moderate" increase over the price of the present NRI.)

### CBS-TV promotion sessions

CBS-TV's third annual regional promotion meetings will be held in nine cities between June 12-22. Meetings will be in Boston and Pittsburgh on June 12, Chicago and Atlanta on June 14, Omaha and New Orleans June 18,



**WITH  
WBT RADIO  
YOU FOCUS  
ON THE  
ONE WHO  
PAYS THE  
BILLS**

"Nice looking car, Jimmy. Who bought it for you?" Probably his father in the background...one of the nation's adults who receive and control 98% of the U.S. income. In the WBT 48-county basic area, adults receive and control most of the \$2,690,786,000 worth of spending money... and WBT radio has the highest percentage of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more adults...

**WBT RADIO  
CHARLOTTE**

Jefferson Standard Broadcasting Company  
Represented nationally  
by John Blair & Company.

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



# GOLD MINE FOR MOVIE TIME!



NOW  
RELEASING  
**45**



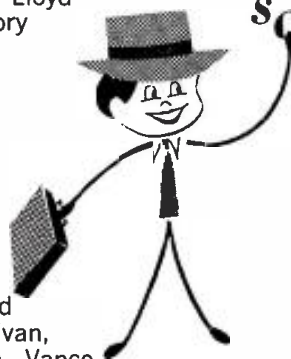
## DESILU PLAYHOUSE FEATURES

More than 100  
Top Film Stars  
including:



Anna Maria Alberghetti, Eddie Albert, Pier Angeli, Pedro Armendariz, Desi Arnaz, Lew Ayres, Lucille Ball, Lloyd Bridges, John Drew Barrymore, David Brian, Rory Calhoun, Lee J. Cobb, Robert Coote, Joseph Cotten, Johnny Desmond, Dan Duryea, Jo Van Fleet, Joan Fontaine, William Frawley, Harry Guardino, Jean Hagen, Trevor Howard, David Janssen, Ernie Kovacs, Piper Laurie, William Lundigan, James MacArthur, Margo, Lee Marvin, E. G. Marshall, Raymond Massey, Dina Merrill, Martin Milner, Cameron Mitchell, J. Carrol Naish, Lloyd Nolan, Hugh O'Brien, Janis Paige, Marisa Pavan, Tony Randall, Aldo Ray, Carl Reiner, Gilbert Roland, Janice Rule, Jane Russell, Maximilian Schell, Rod Serling, Red Skelton, Jan Sterling, Susan Strasberg, Barry Sullivan, Rod Taylor, Franchot Tone, Claire Trevor, Vivian Vance, Eli Wallach, James Whitmore, Walter Winchell, Ed Wynn, Keenan Wynn

*already  
sold out in:*



NEW YORK, WNBC-TV  
CHICAGO, WNBO-TV  
LOS ANGELES, KRCA-TV  
PHILADELPHIA, WRCV-TV  
SALT LAKE CITY, KSL-TV  
PHOENIX, KPHO-TV  
SAN ANTONIO, KONO-TV  
PENSACOLA, WEAR-TV  
LONDON, ENGLAND  
PARIS, FRANCE  
ROME, ITALY  
BEIRUT, LEBANON  
MANILA, PHILIPPINES  
LIMA, PERU  
BUENOS AIRES, ARGENTINA  
SIDNEY, AUSTRALIA  
MELBOURNE, AUSTRALIA  
ADELAIDE, AUSTRALIA  
BRISBANE, AUSTRALIA

**Act fast in YOUR market!**

*Desilu Sales Inc.*  
Richard Dinsmore, Vice-President & General Manager

780 NORTH GOWER STREET  
HOLLYWOOD 38, CALIFORNIA  
HOLLYWOOD 9-5911

Denver and Dallas June 20, and Seattle on June 22.

Participants will include George Bristol, Alex Kennedy and Leonard Broom of the CBS-TV sales promotion department; Ernie Stern, press information, Hollywood; James Kane, press information, New York; Ed Scovill and Dave Williams, affiliate relations, New York; Bert Lown, affiliate relations, western division.

## NEWHOUSE IN N.O.

### Times-Picayune newspapers sold for \$37 million plus

Publisher-broadcaster S. I. Newhouse added New Orleans' 125-year-old *Times Picayune* and its afternoon affiliate newspaper, *The States & Item*, to his publishing chain last week. His offer of \$150 per share of the Times-Picayune Publishing Co. stock was accepted by the owners of 248,925 shares of 280,000 outstanding. The combined daily circulation of the New Orleans newspapers is over 350,000.

At one time the New Orleans newspaper owned WTPS there; the station was sold for \$170,000 to Robert W. Rounsaville in 1958. The *Times-Picayune* divested itself of its radio property and withdrew its appeal against the FCC's New Orleans ch. 4 decision

at the suggestion of the Dept. of Justice. The government's recommendation was sought when the *Times-Picayune* bought the *New Orleans Item* for \$3.4 million in that year.

In 1948 the New Orleans newspaper held a grant for ch. 7 there, but surrendered it during the tv freeze (1948-1952). It applied for ch. 4 in New Orleans at the end of the freeze in 1952, was favored for the grant by an FCC hearing examiner, but lost when the FCC chose Loyola University over the newspaper and WNOE of that city. Both of the unsuccessful applicants appealed. Earlier the *Times-Picayune* was cleared by the U. S. Supreme Court of antitrust violation charges made by the Dept. of Justice concerning combination rates charged advertisers who used both the morning and the afternoon editions of its newspapers.

The \$42 million purchase (if Mr. Newhouse purchases 100% of the outstanding stock) gives the Newhouse chain 18 newspapers under his ownership and control, in addition to two magazine publishing companies and a foreign magazine. The Newhouse stations are WSYR-AM-FM-TV Syracuse, N. Y.; WAPI-AM-FM-TV Birmingham, Ala.; WPTA (TV) Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore.; 25% of KTVI (TV) St. Louis.

**West Coast Sale** ■ Two newspapers on the west coast became one last week when it was announced that Hearst Publishing Co. acquired complete ownership of the *San Francisco News-Call Bulletin*. Hearst took over the half-interest owned by Scripps-Howard Newspapers Inc. No announcement was made of the purchase price.

Hearst's *Call-Bulletin* and Scripps-Howard's *News* were combined in 1959 into a single afternoon newspaper. The *News-Call Bulletin* circulation was given as 210,000 daily, a loss of 30,000 from the combined circulation of the separate newspapers before the merger. In selling the half-interest in the *News-Call Bulletin*, Scripps-Howard withdraws from a city where it has been publishing 59 years. Hearst publishes the morning *San Francisco Examiner* in that city.

Both Hearst and Scripps-Howard are broadcasters. Hearst owns WBAL-AM-FM-TV Baltimore, Md.; WISN-AM-FM-TV Milwaukee, Wis.; WCAE-AM-FM-TV Pittsburgh and 50% of WTAE (TV) Pittsburgh, Pa. Scripps-Howard owns WEWS (TV) Cleveland, WCPO-AM-TV Cincinnati, both Ohio, and WNOX Knoxville, Tenn. In Memphis, Tenn., the *Memphis Commercial Appeal* and *Press-Scimitar* and WMC, WMCF (FM) and WMCT (TV) have common Scripps-Howard ownership.



"Legally Speaking" Panelists: Attorney Elliott R. McDonald, Jr.; WOC's William Gress, Moderator; Attorney John Nagle; the Honorable Charles Rehling.

I wish to express the appreciation of the Scott County Bar Association to WOC for providing time for the public service program, "Legally Speaking."

The dissemination of information pertaining to legal problems is of benefit to the lawyer and public alike. Only through the opportunity provided by WOC has the Scott County Bar Association been able to reach a substantial number of the public.

We feel that this program is filling a definite need in our community.

ELLIOTT R. McDONALD, JR.  
Public Relations Chairman  
Scott County Bar Association

## THE COMMUNITY DEPENDS ON WOC FOR LEADERSHIP



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

DAVENPORT, IOWA

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

## ATLANTA'S DARK HOUR

### Radio-tv in forefront reporting air tragedy

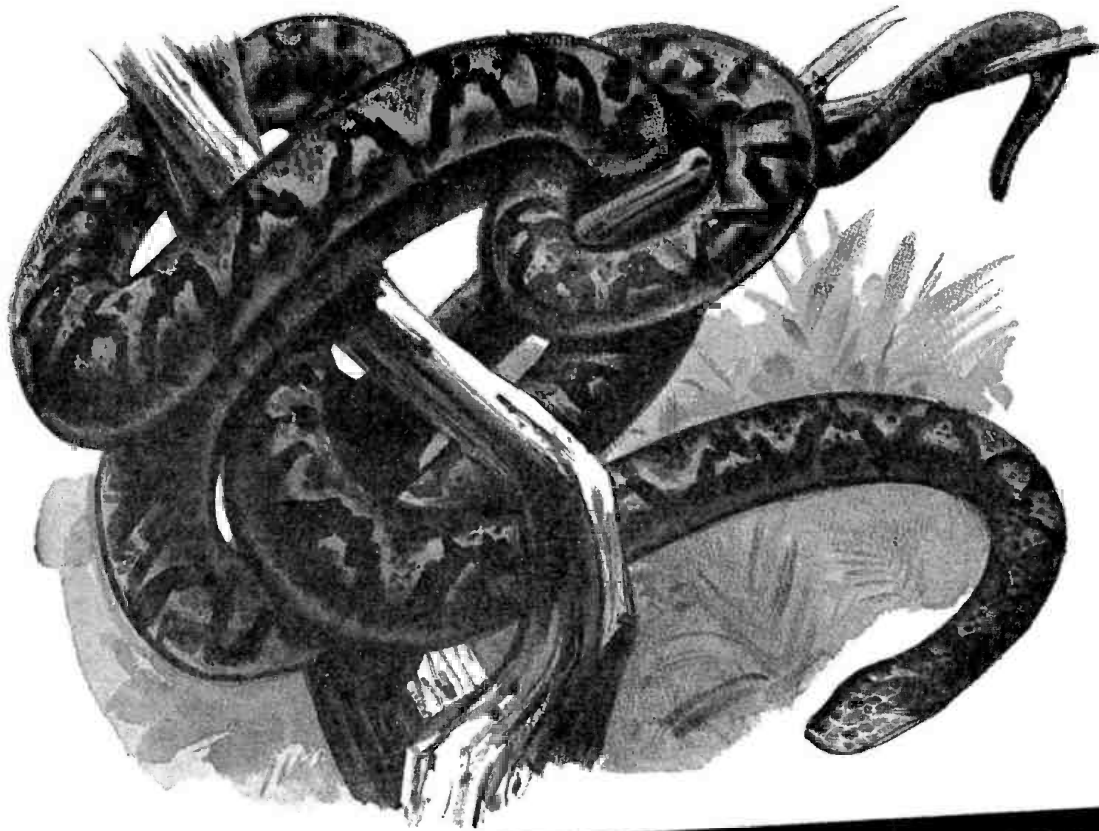
The June 3 crash of a jet in France that took the lives of 106 residents of Atlanta, Ga., provided that city's radio and television newsmen with what many of them regard as their severest test.

From information supplied BROADCASTING by the stations, here are highlights of coverage they provided:

**WSB-TV**—Lists of the dead, after being carefully checked, were put on the air at 11:20 a.m. By 5:30 p.m., the station televised a roundup of the tragedy, including first films of the crash, which were made available by NBC News, and interviews with Mayor Ivan Allen Jr., and Gov. Earnest Vandiver.

**WSB**—The station interrupted its regular Sunday morning broadcast from Atlanta's First Presbyterian Church to give an official list of victims. News Director Aubrey Morris aired talks with Air France, city and state officials, then accompanied Mayor Allen to Paris, where he prepared reports from the scene of the tragedy.

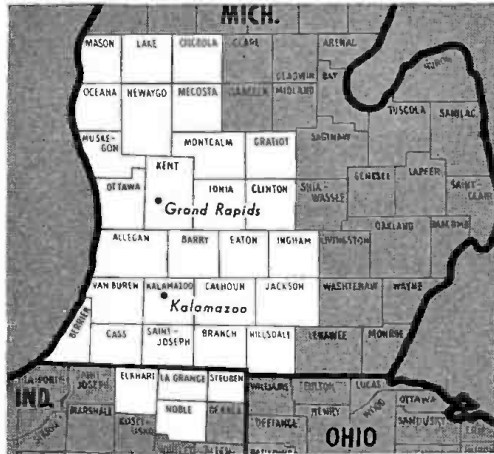
**WLWA (TV)**—Direct beeper phone broadcasts were aired from various points in the city throughout the day, and at 5:50 p.m., the station went on the air with a complete wrap-up of the story, which included a direct UPI



**YOU MAY NEVER SEE A 33-FOOT PYTHON\* —**

**BUT... WKZO-TV Can Stretch Your Audience  
In Kalamazoo-Grand Rapids  
And Greater Western Michigan!**

**WKZO-TV MARKET  
COVERAGE AREA • NCS '61**



Your commercials on WKZO-TV reach more homes—daily, nightly, and weekly—than on any other Michigan station outside Detroit.

NCS '61 tells the story. WKZO-TV has weekly circulation in 456,320 homes in 30 Western Michigan and Northern Indiana counties. This big area market includes Kalamazoo and Grand Rapids—both among the 55 fastest-growing markets in America (Sales Management).

*And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac/WWUP-TV, Sault Ste. Marie to your WKZO-TV schedule.*

*\*Southeastern Asia's python, longest of all snakes, attains extreme lengths of 33 feet.*



*The Felzer Stations*

**RADIO**  
WKZO KALAMAZOO-BATTLE CREEK  
WJEF GRAND RAPIDS  
WJEF-FM GRAND RAPIDS-KALAMAZOO  
WWTV-FM CAOILLAC

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

**WKZO-TV**

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids  
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives



beeper phone report from Paris. The 11 p.m. news contained filmed reports of the crash scene and a statement from the French ambassador, relayed by the local consul.

**WQXI**—While the Atlanta staff was interviewing local officials, the station contacted the American embassy in Paris and obtained information from officials there. Other Paris coverage was provided by Radio Press International. A documentary was put on the air at 6 p.m.—about five minutes after the staff finished work on it—and again at 11:30.

**WEAD**—The station obtained names of the dead from Air France and Air Express, and broadcast regularly from those offices throughout the day. On Wednesday, the station broadcast the news conference given by Mayor Allan on his return from Paris.

**WERD**—Besides news bulletins and beeper-phone interviews with the mayor and other city officials, the station broadcast a one-hour commemorative program on the afternoon of June 3.

**WAGA-TV**—The station aired its first bulletin at 8:13 a.m., then followed with nine live camera breaks and bulletins. At 3:30 p.m., a half hour report included a complete list of the dead, statements from the mayor and the French consul, and an overseas call

from the crash site. Station manager Ken Bagwell flew to Paris Monday to help with funeral arrangements and gather information for the station and relatives of the victims.

**WGST**—Station covered local Air France office, aired interviews with local officials, and got statements from the state's congressional delegation in Washington. The casualty list was broadcast at least three times an hour. The station received telephoned reports from Paris from ABC, and put on a half hour documentary in the afternoon.

**WPLO**—A beeper-phone interview with an Air France steward in Paris reporting on the crash was broadcast at 9:55 a.m. Later, beeper phone reports direct from the Air France Atlanta office gave a full list of the dead. On Monday, the station had a beeper-phone conversation with the American consul in Paris, John Gossett, on the identification of the victims. The station's two-day coverage concluded with a memorial program at 5:45 p.m. Monday.

**WIIN**—Station packed schedules with reports of crash and statements from city officials, civic leaders, and representatives of American Express, booking agent for the trip. The entire next broadcast day was dedicated to the

memory of the crash victims, with the station paying tribute to the contributions they had made to Atlanta.

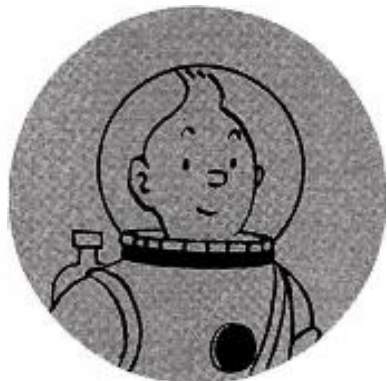
**WAOK**—The impact of the disaster on the domestic employes of the victims was the focus of programming. Many were as emotionally involved in the tragedy as relatives of the victims.

## NBC-TV reaffirms agreement on Code

NBC-TV last week reaffirmed its agreement permitting the NAB Code Authority to "pre-screen" network programs when requested (BROADCASTING, May 28).

David C. Adams, NBC-TV senior executive vice president, wrote affiliates that the network sees no element of censorship or centralized control in the plan. He continued that the Code Authority was "created by the broadcasters to advise" and decide on questions of code interpretation and application. Where it believes the code has been violated it can initiate procedures for withdrawal of the code seal and membership revocation for the offending party. This, Mr. Adams wrote, "is the essence" of voluntary self regulation.

The decision on whether a program



# TINTIN

## NTA'S BRAND NEW

# FULL COLOR CARTOON SERISE

ALSO AVAILABLE IN BLACK AND WHITE



The adventures of TINTIN—New • Made for TV • Exclusively suited as a daily strip or as part of all your present children's programming.

NOW AVAILABLE—YOUR MARKET

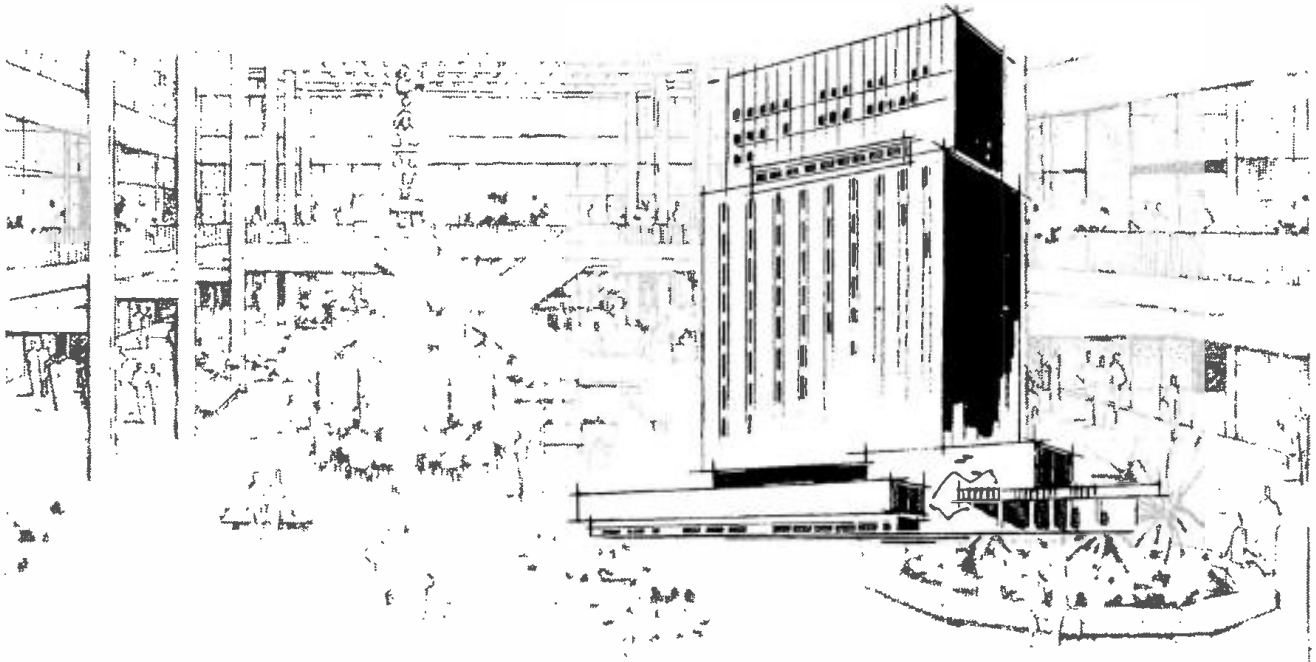
# NTA

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OLEANDER 5-7701

New York: 444 Madison Ave., PLaza 3-6106



# ROCHESTER, NEW YORK IS MOVING...



MIDTOWN PLAZA—the gigantic shopping city of tomorrow, here today—boldly unique in America—a vibrant milestone in a dynamic metropolis' march into prosperity!

ROCHESTER, NEW YORK—a progressive city of high skill, high employment, high income, high ownership—witness:

#### SPENDABLE INCOME

... 19% above national average

#### SKILLED, PROFESSIONAL AND TECHNICAL EMPLOYEES (54%)

... 29% above national average

#### HOME OWNERSHIP (67%)

... 21% above national average

#### INCOME ABOVE \$10,000/YEAR

... 23% of Rochester metro area

(All figures courtesy  
Rochester Chamber of Commerce—1962)

TO REACH DEEP INTO THE PROSPERITY OF ROCHESTER, NEW YORK,  
YOU CAN NOT CHOOSE A MORE RESPONSIBLE VOICE THAN . . .

# WHEC



Representatives, Inc.

**CBS RADIO IN ROCHESTER, N. Y.**

*Where Quality Programming Brings You the BEST in Broadcasting*

is to be broadcast or modified is still one for "the broadcaster alone," he emphasized.

Mr. Adams told the affiliates that in "exceptional cases" where the code authority thinks it necessary to preview a program, "to preclude it from doing so would be inconsistent with the function and purpose for which it [the code] had been established by the industry." He continued that NBC-TV feels "strengthening the processes" of self regulation and removing questions of its effectiveness "represent the best and most meaningful safeguards against government regulation" of programming.

To carry out procedures agreed upon with the Code Authority, NBC-TV is already furnishing code offices with advance program information and the network's broadcast standards staff is consulting daily with code officials as program questions crop up in the course of broadcast standards review. NBC-TV, Mr. Adams stressed, believes such a procedure "would normally result in resolving any code question prior to completion of a program."

To keep affiliates informed about program plans, synopses of each episode in the adventure-western-suspense-drama categories will be prepared as scripts are reviewed by the broadcast standards editors. These will be sent to affiliates and NAB's code offices.

## BIRTH CONTROL WORK STARTS

### NAB, FCC set informal talks tentatively for autumn; approaches differ on technical, economic aspects

NAB and the FCC are starting work on plans for their second annual shirt-sleeve conference, tentatively slated for next autumn. The chief question: Is birth-control feasible for radio?

Last week the two agencies held a warm-up session in Washington, discussing how they can go about coping with radio's overpopulation problem. NAB is setting up policy and technical subcommittees; FCC is looking into its role in an issue of common concern.

While NAB avowedly is concentrating on technical and engineering aspects of birth-control, its new Radio Development Committee learned at the June 4 conference that the commission's members and staff are also interested in economic aspects.

George C. Hatch, KALL Salt Lake City, chairman of the NAB development group and retiring chairman of the association's Radio Board, said the main attention will be devoted to deterioration in the FCC's engineering standards since World War II through grants of about 3,000 new stations.

"We must research the effects of

overpopulation thoroughly," Mr. Hatch said. "The FCC has been granting waivers wholesale and then has asked for better programming from the overpopulated medium. They're riding the horse in two directions."

**Realism** ■ Mr. Hatch said the development committee "hopes to demonstrate, as was done last October, that engineering rules and financial considerations must be realistic in terms of the industry's economics." He added the committee will welcome suggestions.

A series of subcommittees will be named to research technical topics. Each will contain committee members and specialists such as consulting engineers and station engineering executives.

While NAB insists it is concentrating on engineering aspects, Kenneth A. Cox, chief of the FCC Broadcast Bureau, who took part in the June 4 session, explained: "Engineering affects economics; economics affects engineering. They're interrelated." He added, "At the FCC we know a lot more about engineering than economics. Economics led to waivers of the engineering rules."

Judging by the tenor of the June 4 NAB-FCC meeting, some of the topics to be considered will include:

- Analysis of what's happened to one or several particularly crowded frequencies.

- Projections of what might happen should the FCC continue to grant waivers, raising the possibility of 6,000 stations by 1970.

- Special market studies by small, medium and large markets.

- A thorough analysis of the whole matter of waivers in relation to engineering and economic considerations.

- A general review of the technical side of am broadcasting.

The Commission has shown its concern about broadcast economics and programming by proposing new logging and financial reports. These led to the 1961 shirt-sleeves session, held Oct. 6, 1961, a conference Mr. Hatch described as "helpful to both broadcasters and the commission."

**Early Report** ■ A preliminary report on the development committee's work will be made to the NAB Radio Board during the summer directors' meeting to be held June 26-29 in Washington. John F. Meagher, NAB radio vice president, is expected to brief the board on early progress of the project.

Eight members of the development

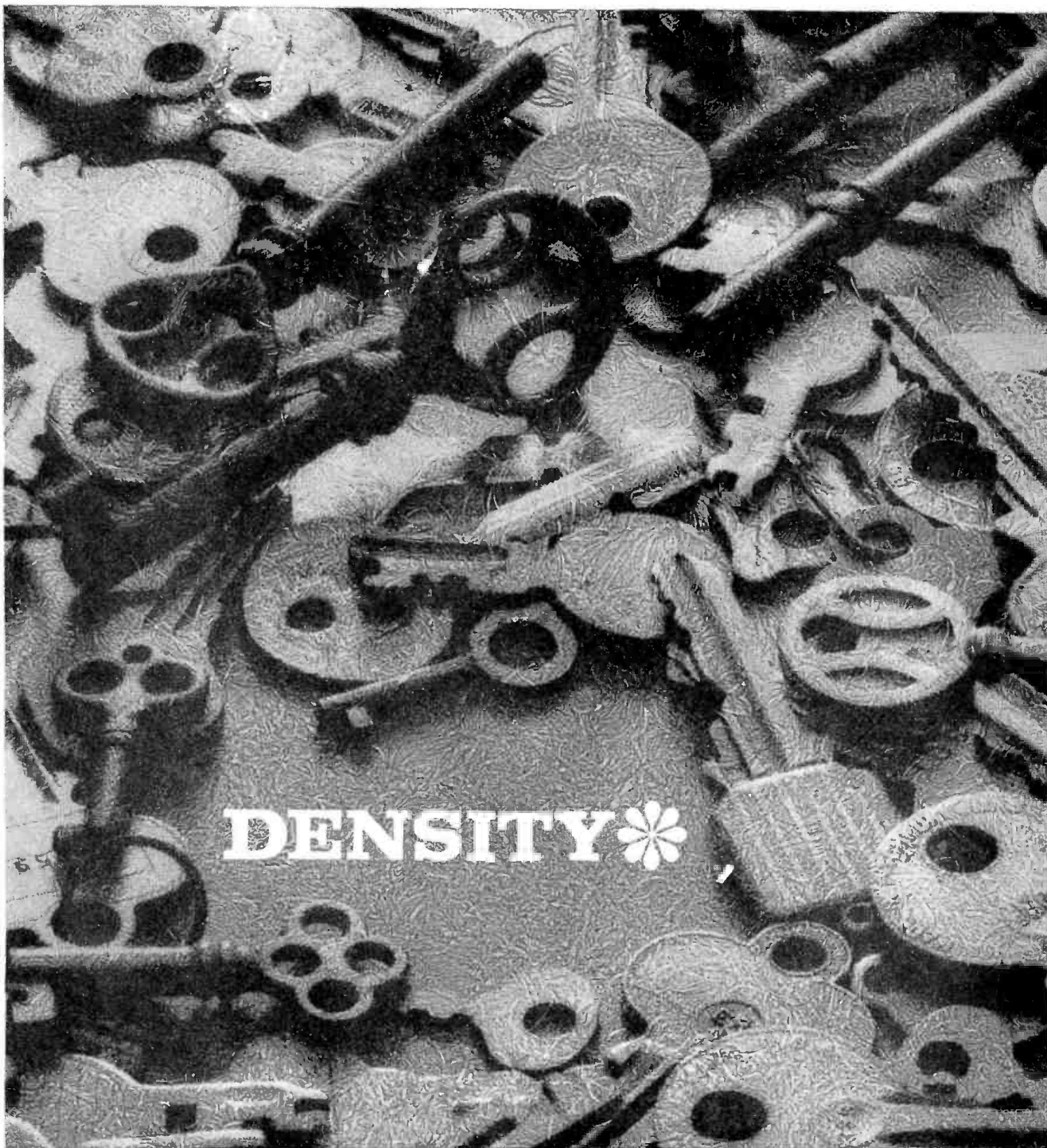
# talk about circulation!

It takes an extra page-and-a-half in the Nielsen report to map the four million homes in the WCKY area, an area covering 16 Mid-American States. That same Nielsen shows that WCKY reaches well over half-a-million of those homes every week, better than a quarter-of-a-million every day. When you buy Cincinnati, talk first to H-R—about WCKY!

## wcky • radio

50,000 WATTS • CINCINNATI  
LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida



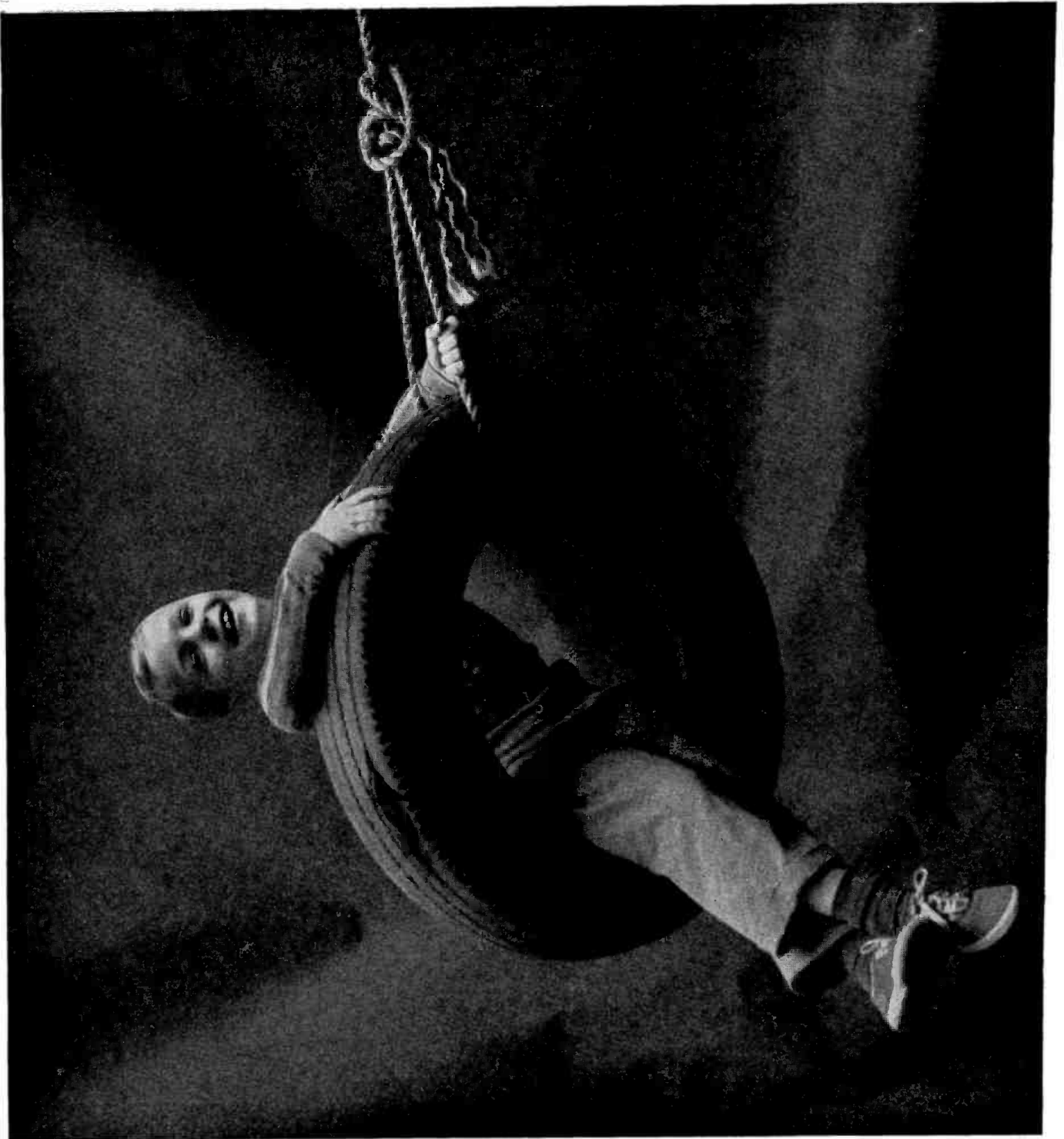


**DENSITY** \*

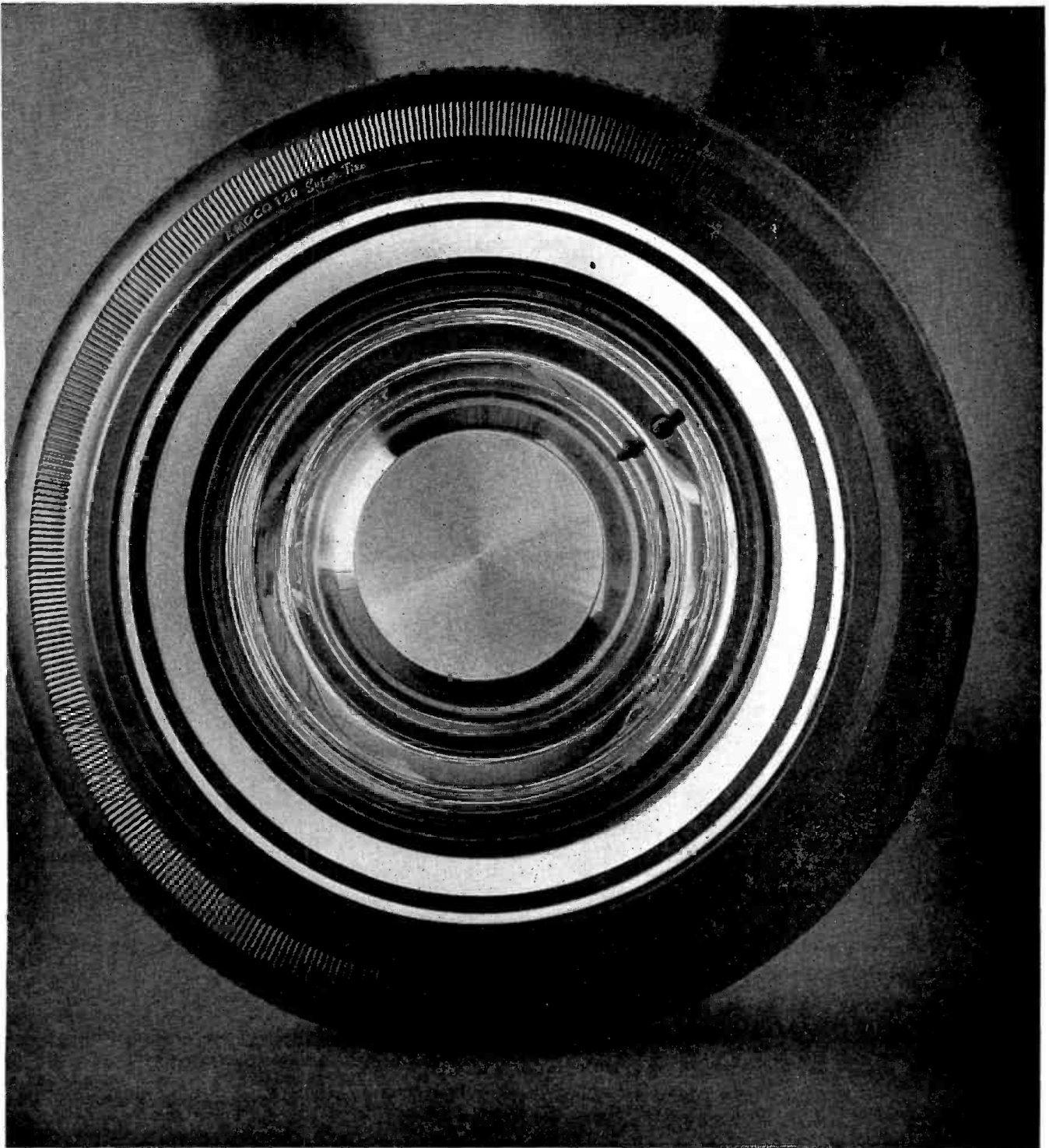
**Providence . . . most crowded television market in the country . . . where WJAR-TV reaches more homes, more people with dynamic showmanship and dominant coverage. Test market experience has proven the penetration of WJAR-TV as it unlocks the sales potential of a "must buy" audience.**

\* ARB TV Homes

<b>WJAR-TV</b>	NBC • ABC — REPRESENTED BY EDWARD PETRY & CO., INC. OUTLET COMPANY STATIONS IN PROVIDENCE WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 40th YEAR
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*when other tires are at the end of their rope . . .*



***this one will still be long on mileage. New AMOCO 120 Super Tire. If there's one thing you look for in a tire, it's mileage. Lots of mileage. You're now looking in the right place. Meet the AMOCO 120. This one goes on and on, through the roughest miles you could muster up: hot and heavy turnpike traveling, tire-pounding back roads, everyday stop-and-go work. Thousands and thousands of miles. And all the while, the AMOCO 120 rides smooth as cream. Safely, too. We tested it at 120 mph, to make sure. It's built to rigid specifications, as you might suspect. Your specifications, really. After all, extra mileage is your idea. You expect more from American—and you get it. AMERICAN OIL COMPANY***





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PROFILE**

**KABC**

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more money  
to spend*

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**AVERAGE**

**ANNUAL FAMILY INCOME**

**\$6,615**

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**KABC**  
**conversation  
RADIO 79**

committee took part in last week's meeting with the FCC. They were, besides Mr. Hatch, John F. Box, Jr., Balaban Stations; Melvin Goldberg, Westinghouse Broadcasting Co.; H. Randolph Holder, WGAU Athens, Ga.; Ray Johnson, KMED Medford, Ore.; Carl E. Lee, Fetzer Stations; Cecil Woodland, WEJL Scranton, Pa., and Loyd Sigmon, Golden West Broadcasters, Los Angeles. John F. Patt, WJR Detroit, did not attend because he is out of the country.

Members of the FCC sat with commission staff executives at a luncheon session. The list included Chairman Newton N. Minow and Commissioners Rosel H. Hyde, Robert T. Bartley, T. A. M. Craven and John S. Cross.

Representing the Commission staff were Mr. Cox; James E. Barr, assistant chief, Broadcast Bureau; Max D. Paglin, general counsel; H. H. Golden, chief, economics division; James O. Juntilla, assistant to Mr. Cox; Martin I. Levy, assistant chief, broadcast facilities division; Henry Geller, associate general counsel.

**Early Mention** ■ The idea of a joint NAB-FCC review of radio's overpopulation and proposals for birth-control was proposed by NAB President LeRoy Collins in an address Aug. 3, 1961, to the Northwestern U. Law School conference on broadcasting freedom and responsibility.

Gov. Collins was authorized by the NAB Radio Board last Feb. 1 "to appoint a special committee to study economic, engineering and other problems arising from the overpopulation of radio stations in the United States." The next day the NAB joint board ratified the radio board action.

A BROADCASTING analysis of radio saturation (Feb. 12, 1962 issue) showed how the am population explosion was cutting into station income.

Here are some of the questions broadcasters have been discussing in anticipation of an NAB-FCC fall conference:

- Is a depth study of economic impact actually an invitation by NAB for the FCC to enter into economic regulation?
  - Will the studies be predominantly engineering, as promised by NAB, or will engineering studies necessarily involve economic aspects?
  - Do broadcasters face a choice between competitive private enterprise and FCC-granted monopolies with their public-utility regulation?
  - Is overpopulation, with the rigors of competition, preferable to transportation-power service regulation and rate control?
- Summed up: Are the hazards of birth-control worth the risk?

**NAB, JCEB organize  
liaison committee**

Problems common to commercial and educational broadcasters will be handled by a new committee formed June 4 under auspices of the NAB and the Joint Council on Educational Broadcasting. Co-chairmen are Roland V. Tooke, Westinghouse Broadcasting Co., for NAB, and James Robertson, National Educational Television & Radio Center, New York, for JCEB.

Known as the Educational-Commer-

**SPECIAL REPORT**  
**The San Diego Market**

cial Broadcaster Liaison Committee, the group provides a common forum for discussion of commercial and educational broadcasting. The committee will name a subcommittee to study underwriting of educational tv projects outside the area of commercial sponsorship. Members of the subcommittee are Mr. Robertson and Lee Ruwitch, WTVJ (TV) Miami.

Other problems will deal with aid to be given by commercial tv stations and development of a professional personnel pool for both radio and tv. Serving on a personnel subcommittee are William Harley, National Assn. of Educational Broadcasters, and Robert Hyland, KMOX-AM-FM St. Louis.

Other committee members are D. L. Provost, Hearst Corp.; Harold P. See, KRON-FM-TV San Francisco; Dr. Lawrence Derthick, National Education Assn.; Dr. J. W. Edgar, State Commissioner of Education, Austin, Tex., and Dr. Clifford M. Hardin, chancellor, U. of Nebraska, Lincoln.

Among participants at the June 4 meeting were Armand Hunter, Michigan State U., representing Dr. Hardin; David Stewart, JCEB; these NAB staff executives—Howard H. Bell, William Carlisle, John L. Perry, Dan W. Shields and Robert Cahill.

**Promotion meet set  
by NBC-TV, affiliates**

Promotion managers of NBC-TV affiliate stations in the East meet in New York Thursday and Friday (June 14-15) with NBC-TV executives in New York for the first in a series of four regional seminars.

The network's advertising and promotion plans for the coming season will be outlined. Other regional meetings will be held in New Orleans June 17-18; Chicago, June 19-20, and Los Angeles, June 21-22.

Sydney H. Eiges, vice president of public information for NBC-TV, will conduct the meetings.



Six new buildings worth \$40 million will rise from downtown San Diego this year, symbols of a massive plan to make the city a commercial and financial center. Historically San Diego has been a residential area surrounding a naval base and an aircraft industry. Now economic diversification is the goal. The 1962 skyscraper starts

scheduled for 1962 are sketched into the photograph above: (1) Home Federal Savings & Loan Assn. Bldg., (2) United California Bank Bldg., (3) State Office Bldg., (4) Centre City complex, (5) First & C Bldg., (6) United States National Bank Bldg. A million square feet of new office space is under construction or on the drawing boards.

# The word now in San Diego: Diversify

## AFTER 20 YEARS OF UNRULY GROWTH, A CITY ORGANIZES ITS FUTURE

One of the most dizzying metropolitan booms of the 1950-1960 decade hit San Diego, Calif. In those 10 years nearly half a million people swarmed into a city that was already bursting with a huge population increase brought about by a concentration of defense establishments in World War II.

A metropolitan area of 289,000 inhabitants in 1940 grew to 556,000 in 1950 and 1 million in 1960. It now contains 1.1 million, is the fourth biggest market in the West and is recovering from severe growing pains that hit it a couple of years ago.

San Diego has embarked on a new program of development that is calculated to make its anticipated growth to a market of 1,675,000 by 1975 a more orderly process than it survived in 1950-60.

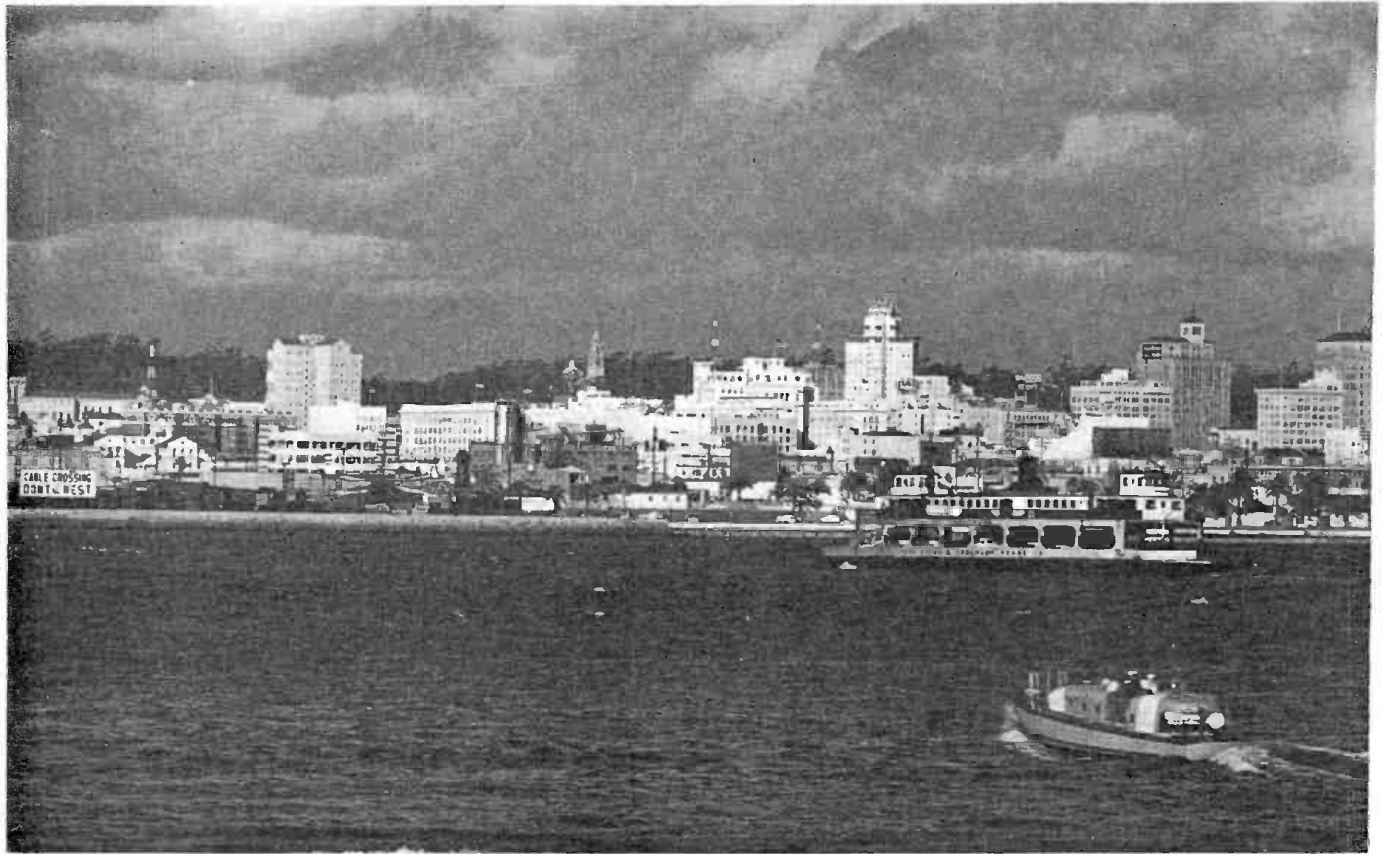
Two forces have dominated the San Diego economy: the U. S. Navy and the aircraft industry. For over 40 years the Navy has made San Diego its home port for the Pacific Fleet, delivering to the community a dependable and heavy payroll and providing a tourist attraction. For almost as

long there has been an aircraft industry. The same Ryan Aircraft Co. that built the *Spirit of St. Louis* for Charles A. Lindbergh in 1927 is engaged today in production and research in space technology.

World War II accentuated the dominance of Navy and aircraft in the San Diego economy. The giant Convair airplane factory moved in and soon became the biggest single private employer. Convair and other plants associated with air technology have suffered dislocations in the transition to the space age. San Diego's economy wavered with the fortunes of its aircraft plants.

Business and civic leaders learned the hard way that there is peril in dependence on a few big sources of business volume. In San Diego diversification is the order of the day. It's not that San Diego wants to get rid of its two biggest elements of economic support, but it does want to add different kinds of businesses to its economy.

To learn how the community is going about its plan, BROADCASTING sent Bruce Robertson, senior editor, to survey the scene. His report begins overleaf.



This picture of San Diego's downtown area was made from Coronado Island in San Diego Bay. In the fore-

ground a Navy launch heads from the giant Navy air-sea base of North Island (part of Coronado) toward one

of the many Navy installations on the mainland. Beyond it is one of the ferries that provide regular transport-

# Aftermath of a population explosion

## THE PROBLEM: TO CREATE JOBS AS FAST AS PEOPLE MOVE IN

San Diego cracked the million mark in 1960, when the census takers counted a total of 1,033,011 persons in its metropolitan area, more than could be claimed by 16 of the nation's 50 states. Ranking 23rd among the country's major markets, Greater San Diego stands fourth in the West, topped only by Los Angeles, San Francisco and Seattle, and all San Diegans are positive their metropolis will have passed Seattle long before the 1970 census is taken. (The city of San Diego, on the basis of its 1960 census count of 573,224, is already ahead of Seattle, ranking third in the West and 18th in the nation.)

This optimistic outlook is solidly based on a record of continuous growth, showing a rise for every year since 1920. In the 1950-60 decade, San Diego County had a population increase of more than 85%, nearly double the rate of growth registered by Los Angeles County and 4.5 times the national average. Among the nation's top 30 metropolitan areas, only Miami had a larger percentage gain. San Diego's growth

is expected to continue, although at a less spectacular rate than during the 1950's, for the foreseeable future. The population subcommittee of the Los Angeles Chamber of Commerce has estimated that in 1970 metropolitan San Diego will have 1,370,000 inhabitants, with the number rising to 1,820,000 by 1980. The California State Dept. of Water Resources looks for an even more rapid growth for the San Diego market, predicting 1,455,000 residents for the area by 1970 and 1,900,000 by 1980 and continuing to 3,455,000 by the year 2020.

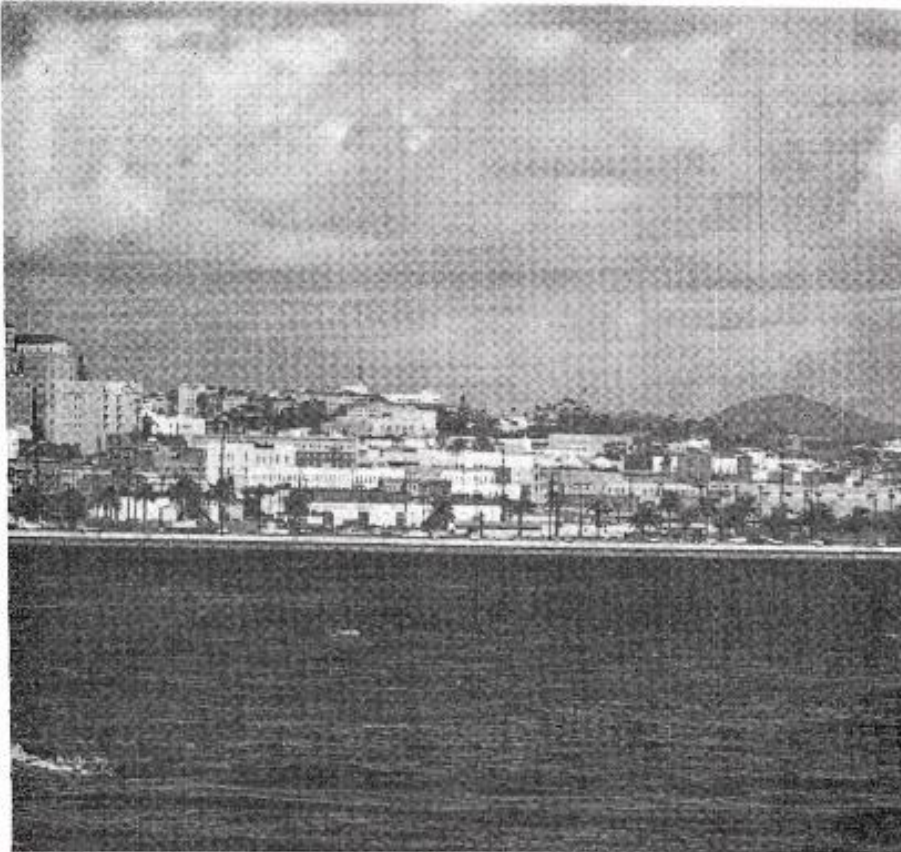
**Accent on Youth** ■ San Diegans are young; their median age is 26.4 years, versus 30.0 for all of California. The ratio of births to deaths in San Diego County is a consistently healthy 3.5 to 1 (26,785 births to 7,368 deaths in 1961) but, in common with all of California, the major part of the population has come through in-migration. The 1960 census shows only 30.6% of the San Diego population to be native-born Californians, with nearly 70%

coming from somewhere else. Mostly, that somewhere else is another U.S. state; only 6.3% of the San Diego residents are foreign born, less than the 9.1% of foreign born in Los Angeles, 10.8% in San Francisco and the state-wide average of 8.5%. Despite San Diego's location on the Mexican border, only 3.7% of its total population is Mexican-born. Only 5.5% of San Diegans are non-white, again a lower figure than San Francisco's 12.4%, Los Angeles' 8.8% and California's overall 8.0%.

More than half (54%) of adults are high school graduates; 13% have had a year or more of college and 12.7% of the men and 7.5% of the women have completed four years or more.

Census statistics show that the residents of the San Diego metropolitan area are divided roughly into nine urban dwellers (917,985) to one ruralite (115,026). The average family size is 3.11 persons, slightly above the state average of 3.05. A 1961 survey showed more than three-fourths of the 343,050 hous-





tation between San Diego and the residential area of Coronado (where 18,000 people live). If plans jell to

ing units to be single family residences (including 12,053 house trailers), more than half of them owned by their occupants. The mean value of the owner-occupied dwellings (whose median size was 4.4 rooms) at census time was \$16,700. The average rental (3.4 rooms) was \$80. The census takers found 90% of these households equipped with tv sets, 11% with two or more sets; 92% had radios, 40% two or more sets; 84% telephones, 69% washing machines, 11% clothes dryers, 19% home freezers and 4% air conditioning. The mean family income (1959) was \$6,545.

**A Job Problem** ■ Between the 1950 and 1960 censuses, employment in San Diego rose from 168,830 to 310,650, keeping pace with the expanding population. Construction payrolls more than doubled as dwellings were erected to house the new residents and factories and shops and offices to give them places to work. Schools tripled their employment as new families added to the student body; trade and the service trades blossomed; everything was up except fishing, whose employment was halved during the 1950's as purse seining replaced the hook and line and much of the fishing fleet transferred to other ports.

Employment in manufacturing increased even faster than the overall

turn Coronado into an area of high-rise apartments, ferries will be replaced by a bridge or tunnel.

average. In 1950, one San Diego worker in seven was employed in some form of manufacturing; by 1959, the ratio was nearly one in four, with 74,000 manufacturing workers out of the 309,550 who were employed in the area that year. Aircraft was—and is—the major factor in San Diego manufacturing, accounting for three-fourths of all manufacturing workers. And the Convair Div. of General Dynamics, whose forerunner had come to San Diego from Buffalo in the mid-1930's, was the king pin of the aircraft group. World War II and Korea had turned Convair into big business, far and away the largest employer in San Diego, whose 1959 pay checks went to one out of every six workers in the community that year and to more than half of those employed in manufacturing.

**Convair as the Key** ■ "As Convair goes, so goes San Diego" summed up the area's attitude. So, when things got tough for Convair, as they did at the outset of the 1960's, there was a widespread feeling that the whole market was going to wind up in the breadline. But it didn't quite work out that way.

Convair ran into costly difficulties in the development of its jet transport program which compounded the troubles by delaying delivery of the 880 and 990

longer than pre-sold buyers could wait. Both planes are now in commercial service, but General Dynamics' balance sheets show jet program losses of \$167.2 million for 1960 and \$214.5 million for 1961, together exceeding even those sustained by Ford with its ill-fated Edsel. GD's net loss of \$143.2 million in 1961 set a new red ink record for American business as the greatest loss by a single company in a single year.

Added to Convair's individual jet headache was one it shared with the rest of the airframe industry, the shift of Defense Dept. orders from manned aircraft to missiles. In 1956, almost a third of defense contracts called for planes operated by human pilots, six times the guided missile volume. By 1960, times had changed. Missiles now got more than 25 cents of the defense dollar to aircraft's 21 cents. The result was a loss of jobs for San Diego's airframe workers.

From its 1959 peak of some 38,000 employes, Convair in mid-May 1962 had a payroll of 7,500. Rohr Aircraft had dropped from 16,000 to 4,500 workers (dropping the "Aircraft" from its name to plain "Rohr Corp." along the route). Ryan Aeronautical was down from 6,500 to 3,000. Solar Aircraft was off from 2,500 to less than 2,000.

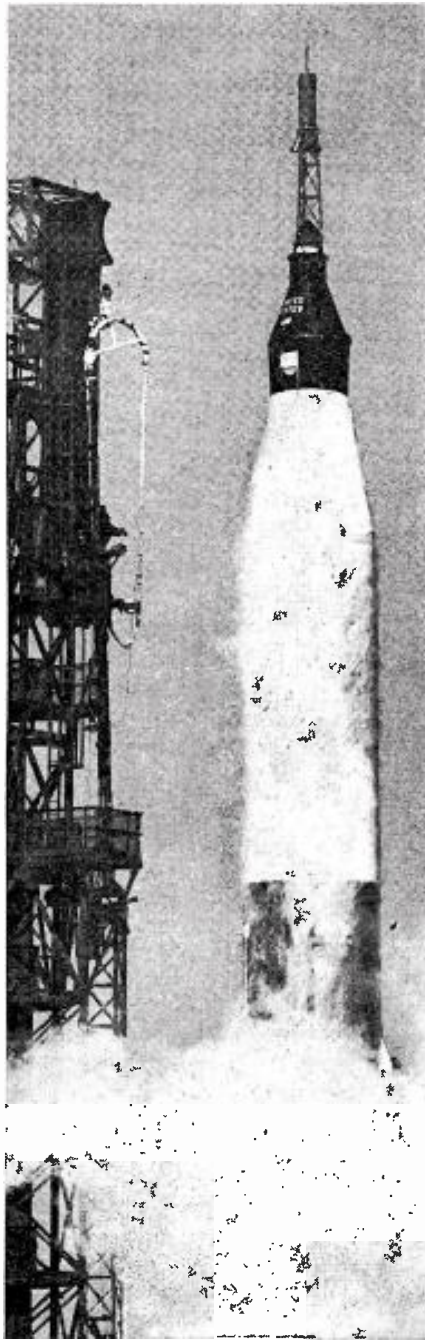
**Missiles Going Up** ■ But while the shift from manned aircraft to missiles was hurting in one direction, it was helping in another. A new General Dynamics division, Astronautics, was formed in 1959 and since then has won glory and profit by producing (among other airspace hardware) the Atlas missile that launched both American astronauts, John Glenn and Scott Carpenter, into orbit. As of mid-May, the *San Diego Union* reported employment at GD/Convair of 7,535, a far cry from its 1959 peak of 55,000-60,000. But GD/Astronautics now has 22,059 employees, who mostly weren't there in 1959.

Overall the change from airframe production to the development of aerospace vehicles and components has been a change from mass production to highly individualized creation, with less need for a lot of riveters and more demand for a few well trained minds. Even so, as the Astronautics-Convair statistics indicate, manpower still is needed. The California Employment data for April 1962 show 41,500 San Diego workers employed on airspace work of some nature, 16% below the figure of 49,500 for April 1960.

Other types of employment have expanded as aircraft jobs decreased and, to the relieved surprise of many San Diegans, overall employment in the market rose in 1960 (if only by 1,050 workers) to an average of 310,600 for the year. The 1961 average employment also showed a slight gain, to 314,900,

and the first quarter of 1962 averaged 315,500. There were many fluctuations in employment, month to month and quarter to quarter, but overall the average number of individuals employed in the San Diego market area has risen year by year.

**Population Outpaces Jobs** ■ Meanwhile, as added population has enlarged the San Diego labor force, unemployment has grown along with employment. C. C. Jamison, vice president and economist, Security First National Bank, notes



Both John Glenn and Scott Carpenter were lifted into orbit by Atlas rockets built by the Astronautics Div. of General Dynamics in San Diego. Here is the launch of Col. Glenn's flight last Feb. 20 at Cape Canaveral, Fla.

that unemployment in the San Diego market area, on a seasonally adjusted basis, reached a low level of about 11,000, or only a little over 3% of the civilian labor force, in the early months of 1959. Thereafter, unemployment climbed until the second quarter of 1961, when it averaged 27,000, or about 8% of the civilian labor force. Since then, unemployment has subsided to an average of about 24,400 in the fourth quarter of 1961 and to 23,800, or 7%, in the first quarter of 1962. Unemployment reached its low point in January and has since then been increasing.

"It appears quite unlikely," Mr. Jamison said on May 11, "that unemployment will average less during the next six months than during the past six months, seasonal factors considered. With population growth continuing at a substantial pace, it appears that the number of job-seekers will continue to increase and that not all of them will find employment. For nearly two years the unemployment ratio in San

Diego County [synonymous with the San Diego market area] has been higher than the national average and higher than Southern California as a whole. This is still the case and the adverse comparison promises to persist during the balance of 1962."

There are two more factors to the San Diego employment picture not present in most markets—the United States Navy and Marine Corps. In addition to paying more than \$115 million a year to some 19,000 civilian employes, the Navy has about 142,000 men in uniform stationed in San Diego or on active duty with the 7th Fleet in the Pacific whose pay exceeds \$150 million and that figure does not include \$80 million paid in retirement pay and allotments to dependents each year. The Marine Corps uniformed personnel in San Diego were paid \$63 million last year, while the Corps' civilian payroll amounted to \$14 million. It is estimated that together, the Navy and Marine Corps add about \$1 million a day to San Diego's wages.

## SAN DIEGO'S ITCH TO BUILD

**A housing boom got ahead of population growth; Now the emphasis is on commercial construction**

"San Diego either has a housing surplus or a housing shortage," Mayor Charles Dail commented the other day. "It's a peak and valley situation."

The statistics bear the mayor out. In 1954, permits were issued for 10,326 new dwelling units in Greater San Diego. The figure crept up year by year: 11,479 new dwellings authorized in 1955; 13,443 in 1956; 16,307 in 1957. Then the builders came to life. In 1958, new dwelling permits jumped to 22,924 and in 1959 skyrocketed to 29,971.

"One month in that year we even passed Orange County in the number of new housing permits," the mayor declared. "It was too much." It was indeed. San Diego, ranking 23rd among the nation's major markets, stood fourth in the number of new homes, as bulldozers scraped the tops off a myriad mesas to provide a level base for their new tract homes. (Some of them are still unoccupied.)

**Housing Surplus** ■ Then the reaction set in. In 1960 new dwelling permits dropped to 14,589, less than half the 1959 total. 1961 saw a further decline, to 11,122. The first quarter of 1962 added only 2,081, indicating a further falloff this year, until the 1,012 permits issued in April (30.4% above April 1961) added a more optimistic note to the housing picture.

Meanwhile, the slack is beginning to be taken in. The number of inactive electric meters (when a house is vacant, the current is off and the meter doesn't

run), which rose steadily to a high of 4.7% in April of last year, has declined just as steadily since. A Post Office survey of virtually all residences in the county made last September, found 5.5% of them vacant, fewer than 6.4% that were vacant at the time of the last previous survey in September 1960. Multiple-unit vacancies were 11.7% in September 1961, compared to 13.9% in September 1960. Last November, the San Diego Economic Research Bureau stated: "It is significant that an appreciable decline in vacant units has occurred during the past 12 months, even though more than 10,000 new dwelling units have been added to the housing supply of the county."

The average value of single family homes built in San Diego in the first quarter of 1962 was \$17,100, well above the average of \$15,750 for Southern California and second only to Los Angeles' \$18,650 among the 14 counties in the south end of the state.

**Apartment Building** ■ It was apartments rather than single-family homes that accounted for the April upturn. Work was started that month on 539 housing units of which 264 are contained in only 15 apartment buildings. Other apartments brought the multiple-housing units to 276, versus 263 one-family homes.

Some of these apartment buildings are offering unusual services for their tenants. According to Frank Rhoades, columnist in the *San Diego Union*, "San Diego Federal's new 22-story apart-





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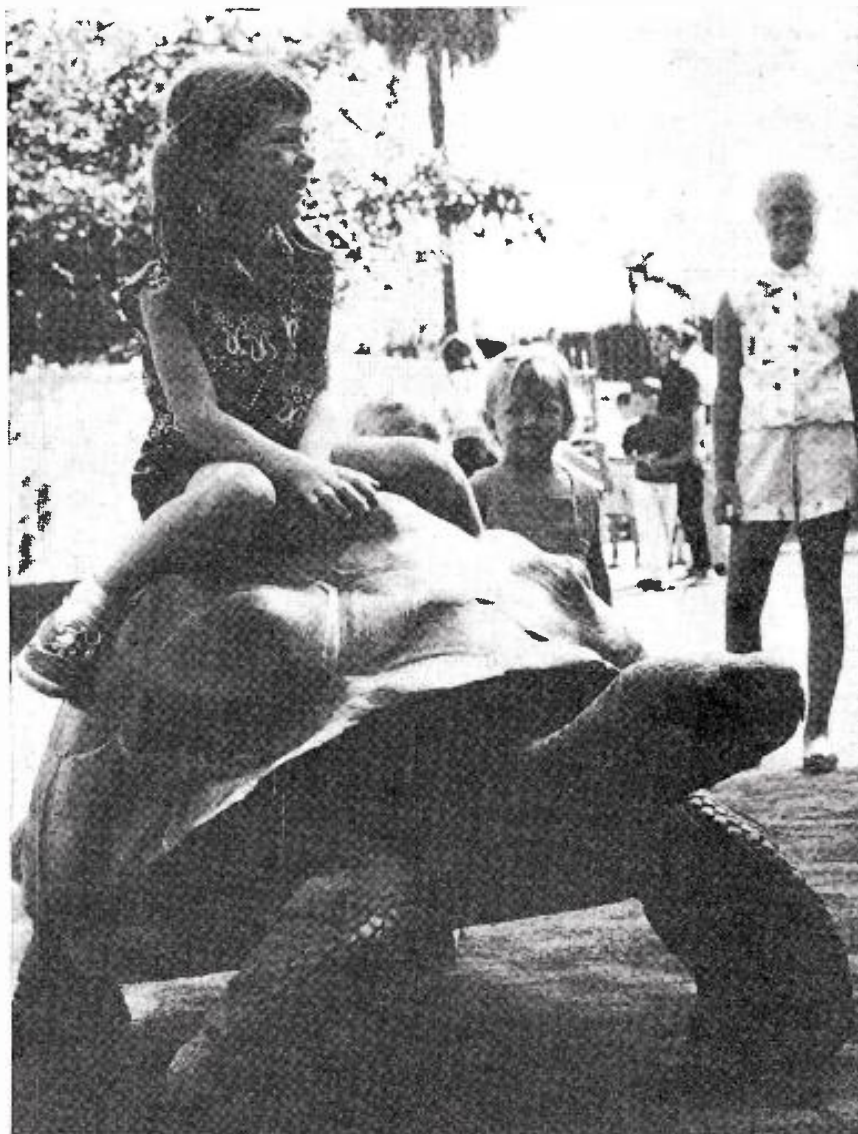


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The Children's Zoo where little girls may ride giant turtles is one part of the San Diego Zoo which is one of the most elaborate and popular zoological

ment building . . . will include one floor of small offices called the 'Honey Do Floor.' President Jack Thompson explains: 'This town is full of retired executives who get tired hanging around the house listening to their wives say honey, do this and honey, do that. They need a place to escape, so the Honey Do Floor will be for them.'

There's nothing unusual about a swimming pool in a San Diego patio, however, whether the patio belongs to a house or an apartment. Construction permits were issued for 448 pools last year and 113 more were started in the first four months of 1962, with summer, when pool construction is traditionally heaviest, still to come.

San Diego's new construction is not all residential. Steel skeletons rising throughout the downtown district disclose the start of a business building

boom that will add nearly \$40 million worth of new office buildings, hotels and civic structures in this year alone and many times that sum before plans now on drafting boards achieve their steel-and-stone reality.

Already in construction or soon to be started are four skyscrapers: the First & C Bldg., 24-story project of a group headed by Irvin J. Kahn that will be the highest reinforced concrete building west of the Mississippi; Home Federal Savings & Loan Assn.'s 20-story structure, scheduled for completion before the end of the year; the 25-story United States National Bank Bldg., whose chief owner is C. Arnholt Smith; United California Bank's 17-story building; a State Office Bldg. and a \$4 million convention hall.

The convention hall designed to stimulate further growth of the tourist busi-

ness, already San Diego's third largest industry, is scheduled for completion in 1963. If recommendations of the Convention & Tourist Bureau are followed, the new building will contain a main assembly room capable of seating 5,000 delegates at one time, plus a 1,000-seat meeting room, another with 500 seats, two with 300 seats and 15 smaller rooms for meetings of 50 to 100 persons. There will also be 60,000 square feet of exhibit space apart from the main meeting room.

**Civic Center** ■ The convention hall, which will also function as a sports arena, is the start of a \$46 million complex of civic buildings to be constructed in an area of four square blocks in the heart of the downtown business district. The group, to be known as Centre City, will also include a \$3.2 million, 3,500-seat concert hall-theatre, a 16-story city hall and a \$3.1 million block-square multi-story garage with parking space for 1,000 cars. The garage will be built at the same time as the convention hall. Centre City is the heart of a master plan for public buildings designed to meet the needs of the expanding community for the next 40 years.

Centre City is being financed by city funds, with no public bond issue, and is expected to be self-supporting. When the city found itself lacking \$1.5 million of the amount needed to get the project going, the public was asked for donations and in six weeks \$1.6 million had come in as contributions from individuals and business organizations.

A project like this, destined to be the focal point for out-of-town visitors, is a natural magnet for hotels and already it has been announced that work on a \$12 million, 27-story, 575-room hotel, with garage space for 440 cars, will be started next January on property adjacent to the Centre City site. The Del E. Webb Corp., is planning a \$17 million, twin-tower skyscraper, one an office building, the other a 300-room hotel, with a 1,000-car garage between.

**Renewal with a Difference** ■ "This is urban renewal, San Diego style," Thomas Fletcher, city manager, stated. "In the past this has been a Navy-industrial town, a residential area surrounding a Naval base and an airframe factory, but with no business center. Now we're starting to develop downtown into a commercial-financial center. And we're doing it all with city and private money and no aid from the state or the federal government. There's no lack of money to back San Diego's future. Every day I have people coming in with money to invest here."

John Borchers, general manager, San Diego Chamber of Commerce, hailed the downtown building as meeting a long-felt need. "Insurance company branch offices and businesses of that

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the quality of a local broadcast operation.

18 newsmen and women, under news director Pat Higgins, covering San Diego as few major markets are covered. The visible result: on Channel 10, six evenings a week at 6, a *full hour* of news, pioneered by KOGO-TV in September, 1960. On Sunday, a half-hour. Each week night at eleven, a half-hour. Crisp. Authoritative. Fast-moving. Just right for news-hungry San Diego — young, brisk, fast-moving, too.

NBC for  
SAN DIEGO

## **KOGO-TV**

### **Time-Life Broadcast**



THE KATZ AGENCY, INC.  
National Representatives



Some San Diego merchants wondered if the May Co., a department store chain, was doing a smart thing when it opened its big Mission Valley Center store Feb. 20, 1961.

The answer came at the end of that year when the company reported it had done \$16 million worth of business. Now several big shopping centers are operating.

kind have been unwilling to come to San Diego," he said. "They want to be in a financial complex, with modern buildings to give them the proper environment. We haven't had this kind of business housing, but we're getting it now and it will attract what we need most, businesses that are self sufficient and don't depend on some other industry to survive, as the service trades do."

Ewart Goodwin, real estate executive and president of San Diegans Inc., a businessmen's organization whose function is to help build the downtown area, predicted last month that the million square feet of new office space now being built or planned will bring 24,000 people and \$25 million a year into the central business district. The 8,000 persons occupying the new offices, Mr. Goodwin said, will need the services of another 8,000 store clerks, restaurant help, gas station attendants, bar-

bers and other service people. Making business or social calls on that group of 16,000 will be a third 8,000 and all 24,000 will spend an average of more than \$4 for a total of \$100,000 a day, \$500,000 a week or \$26 million a year.

Among many innovations in business building included in the plans of new San Diego structures is a small chapel to be located on the seventh floor of C. Arnholt Smith's office building, for use by the building's tenants.

### AN URGE TO DIVERSIFY How San Diego attracts new industries and businesses

Like many commercial enterprises who have found it good business to diversify, San Diego is looking for new sources of income that will free the community from too great a dependence

on the Navy and aircraft manufacturing. The downtown renaissance, expected to add appreciably to San Diego's force of whitecollar workers (see page 78), is one approach. Another is making special inducements to attract new industries to the area by offering them land at bargain prices in districts zoned for industry and equipped with roads, drainage and utilities. San Diego's tax rates are next to the lowest among the 10 largest California cities, \$7.612 per \$100 of assessed valuation.

To be fair to present San Diego plants, an Industrial Development Commission, with leading businessmen as members, sets standards to insure that the newcomer makes a substantial contribution to San Diego. One requirement is a minimum of 30 employees per acre. A firm that met the IDC standards was Lionel-Pacific, which last winter moved from Los Angeles into the Kearny Mesa Industrial Park after the city had let it buy for \$6,000 an acre land valued at \$11,000. "We'll give the land away if the company's contribution is large enough," Mayor Dail stated.

**University Project** ■ One organization that qualified for free land was the U. of California. After trying for years to persuade UC to establish a graduate school of science and engineering there, San Diego succeeded so well that it got not only the graduate school but an undergraduate setup in addition, with a student body expected to total 27,500 by 1975, and a medical school to boot.

"This is a fine thing for San Diego," Mr. Borchers stated. "Here is a depres-



**LIGHTING PROBLEM?** Minor. This is KOGO-TV's sunny Southern California outdoor studio, another flexible facility exclusive to Channel 10 in San Diego. Great for automobile commercials, small circus parades and instant spectacles. (Just add rain, if you can find any.)

**KOGO-TV**

NBC

Time-Life Broadcast SAN DIEGO



ONE OF OVER ONE MILLION SAN DIEGANS



# SOLD ON SAN DIEGO RADIO

Radio ... and **ONLY** radio ... provides **98.1%** penetration  
in this vast, vital market ... **SAN DIEGO! A CITY ON THE GROW!**

**SAN DIEGO — A SEVEN-STATION MARKET**



## The money in San Diego manufacturing

The San Diego economy and its ups and downs are epitomized in this table prepared by the city's Chamber of Commerce.

Year	Aircraft	Tuna	Shipbuilding	Total Value of Products Manufactured
1950	\$ 104,500,000	\$60,000,000	\$ 6,500,000	\$ 275,000,000
1955	405,390,000	37,423,000	15,959,000	743,300,000
1956	630,000,000	42,800,000	15,500,000	955,000,000
1957	1,001,000,000	32,000,000	16,300,000	1,380,000,000
1958	825,143,000	36,901,000	17,804,000	1,266,000,000
1959	983,450,000	17,000,000	21,000,000	1,304,000,000
1960	1,082,645,000	17,900,000	41,000,000	1,403,000,000
1961	866,200,000	18,235,000	21,800,000	1,200,000,000

sion-proof industry that is non-defense connected, and the school with 27,500 students will become the nucleus of a community of 100,000. Furthermore, educational plants, especially scientific ones, tend to attract research and development organizations. The Salk Institute and General Atomics came along shortly after the UC plans were announced."

Enrollment in San Diego's public

schools has increased sevenfold since 1930, with over 120,000 currently attending the city schools and 127,000 more in the county schools. Adding 32,000 at the college level gives a total student count of 279,000 for the San Diego metropolitan area. No doubt that education in San Diego is a boon to the construction industry, at least. And it should continue to be. As the crop of post-war babies reaches college age

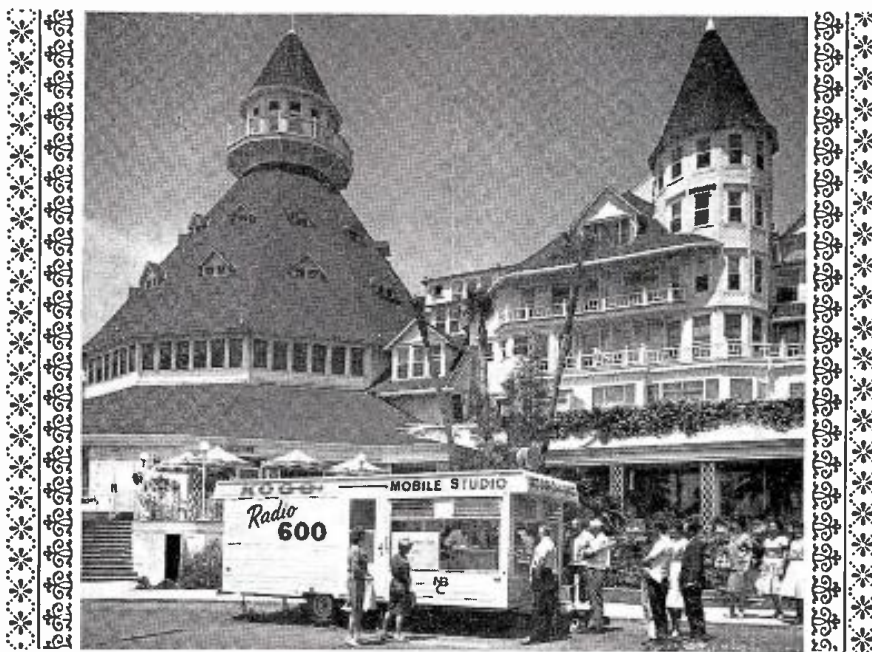
the post-high school institutions of learning will need more buildings to accommodate them. A Copley Press study estimates a plant expansion of 150% from 1960 to 1975. During the same 15-year period, schools at all levels are expected to increase their payrolls by 130%, while manufacturing employment is rising only 26% above its 1960 level, adding to the schools' importance in San Diego's economic as well as its educational life.

**Science Center** - One reason that UC is creating a new campus at San Diego (on the La Jolla shore and it is already being called UCLJ) is that a small but internationally famous branch of UC, the Scripps Institution of Oceanography, has been located there since 1903. The Jonas Salk Institute for Biological Studies will soon be a neighbor to Scripps. Work has commenced on a \$12 million building program and the Institute dedication is planned at an international scientific conference to be held there in the fall of 1963. Some three miles south, on Point Loma, the Navy Electronics Lab carries on its security-shielded experiments.

These and other scientific schools and research centers not only are valuable members of the San Diego community on their own, but they serve as a magnet in attracting private research and development organizations. Scientists, whether on campus or in a factory, like to have others of their kind around; they also like to have the lab and library facilities of a good educational institution to draw on. With top technical educational facilities of its own, San Diego expects private research and development activities to increase rapidly. There is already a solid base for future growth here, which came as the airframe makers began developing the electronic devices needed as aviation became astronautics.

In an article in the June, 1961, issue of *California* magazine, Harold V. Pederson, head of industrial research for the San Diego Chamber of Commerce, stated: "The airframe industry was the market for many new products and created much of the recent demand for electronics equipment. It actually sparked the growth of this new industry in Southern California. In 1959, Convair-Astronautics, a division of General Dynamics Corp., was opened in San Diego and a whole new field of activity was started at the home of the Atlas missile.

"The 1950-1959 decade witnessed rapid development in electronics and related research and development activities in San Diego when names like Cubic, Daystrom, Electro Instruments, Kinetics, KIN TEL, Narmco, Non-Linear, Ryan Electronics, Smyth Research Associates, Stromberg-Carlson, (now known as General Dynamics/



KOGO Radio 600 goes to the famous Hotel del Coronado — and just about everywhere else San Diegans live, drive, beach, boat, golf, buy, zoo and fish. KOGO's great signal blankets this entire Southwest corner of the U.S.A. KOGO Radio business is near capacity right now, but write Wilson Edwards — mayhap he can find a spot for you.

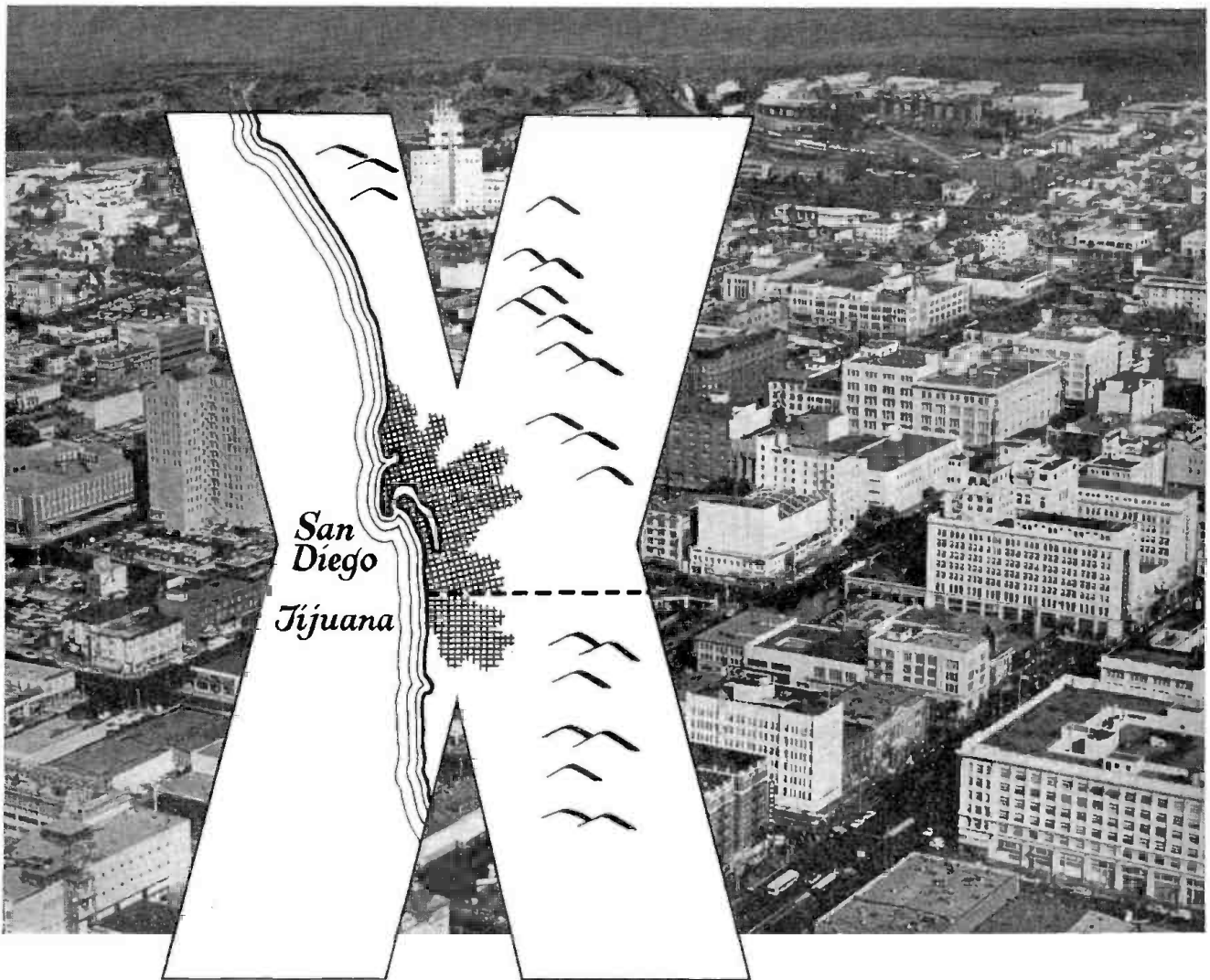
# KOGO RADIO 600

SAN DIEGO

NBC

Time-Life Broadcast

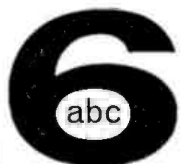
**K** THE KATZ AGENCY, INC.  
National Representatives



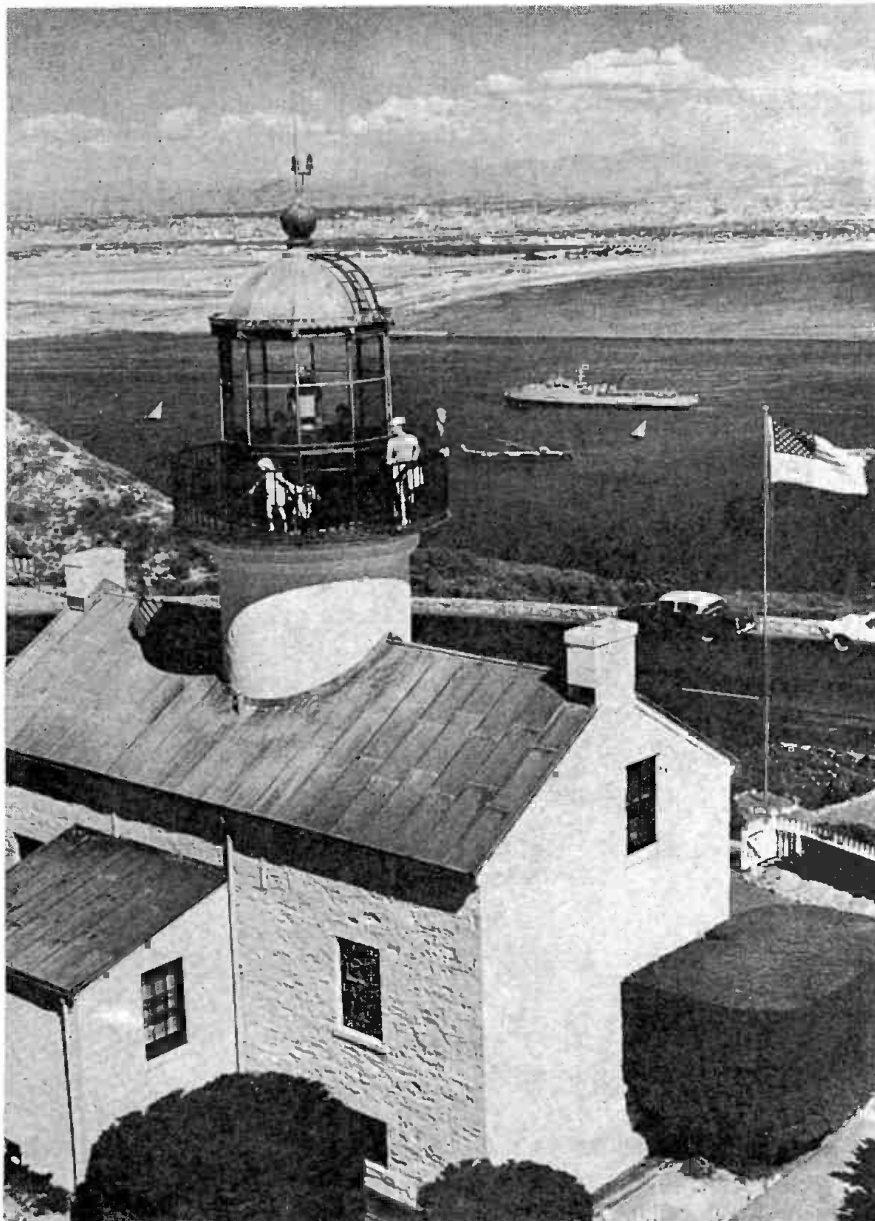
marks the spot of the  
world's most colorful  
**INTERNATIONAL  
TV STATION**

XETV covers the heavily populated San Diego and Border areas – reflects the deep cordiality between two great nations living and doing business side by side. XETV carries ABC's full network, plus its own prize-winning programs, to this prime market – converts the vast buying power of both regions into rising sales for advertisers.

**XETV** *The International Station*  
**COVERING SAN DIEGO**







The Cabrillo National Monument commemorates the discovery of San Diego Bay in 1542 by Juan Rodriguez Cabrillo. After the Spanish settled in the area they built the lighthouse shown

here. Out of use since 1891, the lighthouse is now a tourists' observation point. San Diegans say this attracts more visitors than any other national monument in the United States.



### *Johnny Downs and friend*

Kids haven't changed since Coogan. Johnny Downs used to work with Jackie in the silents, now talks to KOGO-TV kids every afternoon, Monday through Friday. Another Channel 10 exclusive asset—an amiable and effective one.

**KOGO-TV**  
NBC SAN DIEGO  
**Time-Life Broadcast**

Electronics) and Dynair added to the local rosters." A 1960 labor survey, Mr. Pederson reported, "showed that area firms employed 260 physicists and 320 mathematicians, which total together exceeded the number of structural steel workers (480) or bricklayers (474)."

**Electronics Values** ■ There are now 62 electronic companies, with 11,800 employes, in metropolitan San Diego, and their 1962 sales are estimated at \$185 million, according to the annual spring survey of the Western Electronic Manufacturers Assn. This shows a substantial gain since the spring of 1961, when WEMA reported 55 electronic firms with 10,700 employes and sales of \$165 million.

Desirable as diversification is for San Diego, Mr. Borchers believes that for years to come the area will still be largely dependent on defense production. "This is not necessarily bad," he commented. "Defense expenditures will continue to be heavy as long as the cold war atmosphere persists and it looks as if that's going to be a long, long time. We have the plant and the know-how and we'll be called on to use them for national defense, although perhaps with a change in direction from the past."

## THE MONEY IN TOURISM

San Diego makes more of it than San Francisco or Hawaii

When Juan Rodriguez Cabrillo sailed into San Diego Bay on Sept. 28, 1542, and became its first out-of-town visitor, he unwittingly started a trend that today provides San Diego's third major source of income, topped only by defense-oriented manufacturing and military payrolls. It is a fitting tribute that the lighthouse in Cabrillo National Monument (at the tip of Point Loma, 10 miles out of downtown San Diego) has more visitors than any other national monument in the U.S., not excepting the Washington Monument or the Statue of Liberty.

Last year San Diego's visitor industry (to use the travel trade name for it) enriched the community by \$162 million, including \$21 million from a record 288 conventions with 166,800 delegates. This is bigger tourist business than that of San Francisco or Seattle, bigger even than Hawaii's, and when the new convention hall is ready for use (hopefully next spring), the San Diego Convention & Tourist Bureau expects visitor spending to pass the military and become the area's second source of income.

What brings visitors to San Diego? "Climate is the major reason," says Robert F. Smith, executive manager of

# REACH OUT

KFMB RADIO lets you reach out into a four county primary area with 655,000 radio homes! Pulse and Nielsen say KFMB RADIO delivers more adult listeners morning and evening than any other station. Bonus audience in four additional counties, too.

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RADIO  
SAN DIEGO**



Symbol of Service

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WDOK & WDOK-FM CLEVELAND

380 MADISON AVENUE • NEW YORK 17, NEW YORK



An old San Diego landmark is Hotel Del Coronado, on the island of that name. A fashionable watering spot during the early part of the century, it fell into faded glory for a time, has been modernized into a luxury resort.

the bureau. "With an average high of 63 degrees in January, our coldest month, and of 75 in August, our warmest, it's never too hot or too cold for outdoor activity. And an average annual rainfall of only 10 inches means it's a rare day when the rain keeps anyone in." The attractiveness of San Diego's climate has one serious drawback from Mr. Smith's occupational viewpoint: it cuts down the number of repeat visitors by turning them into residents.

**Famous Zoo** ■ The San Diego Zoo, exhibiting 4,200 animals of 1,100 different species, many uncaged and in a natural setting, occupies a 100-acre section of Balboa Park and is another major tourist attraction. It had 2.5 million visitors last year, more than New York's Bronx Zoo or London's Regent's Park Zoo. Less than a quarter of the zoo's visitors are San Diego residents and more than 40% come from outside California. Their \$1 admission fees pay for the zoo's maintenance. The Children's Zoo, where young humans can meet young animals eye-to-eye and often hand-to-paw, is a popular section.

The zoo is a segment of Balboa Park, 1,400 acres of greenery in the heart of

the city, established by the city in 1868 and by some political miracle kept free of commercial encroachments ever since. Here are art galleries and museums, a replica of the Old Globe Theatre of Elizabethan London where a Shakespeare Festival is held each summer and more modern plays presented the rest of the year, an open air auditorium with the world's largest outdoor pipe organ and a bowl for symphony concerts and other entertainment, plus sports facilities and shuffleboard to golf.

**Nearby Mexico** ■ The desire to visit Mexico, to eat a Mexican meal, to watch a bullfight or a jai alai game, is shared by many San Diego visitors. As a consequence, Tijuana, less than a half-hour's drive from San Diego with scarcely a pause at the border, is visited by more Americans than any other foreign city in the world. How much money they spend there is not a matter of record, but Mr. Smith says that Mexicans who cross the border the other way add at least \$50 million a year to San Diego's income.

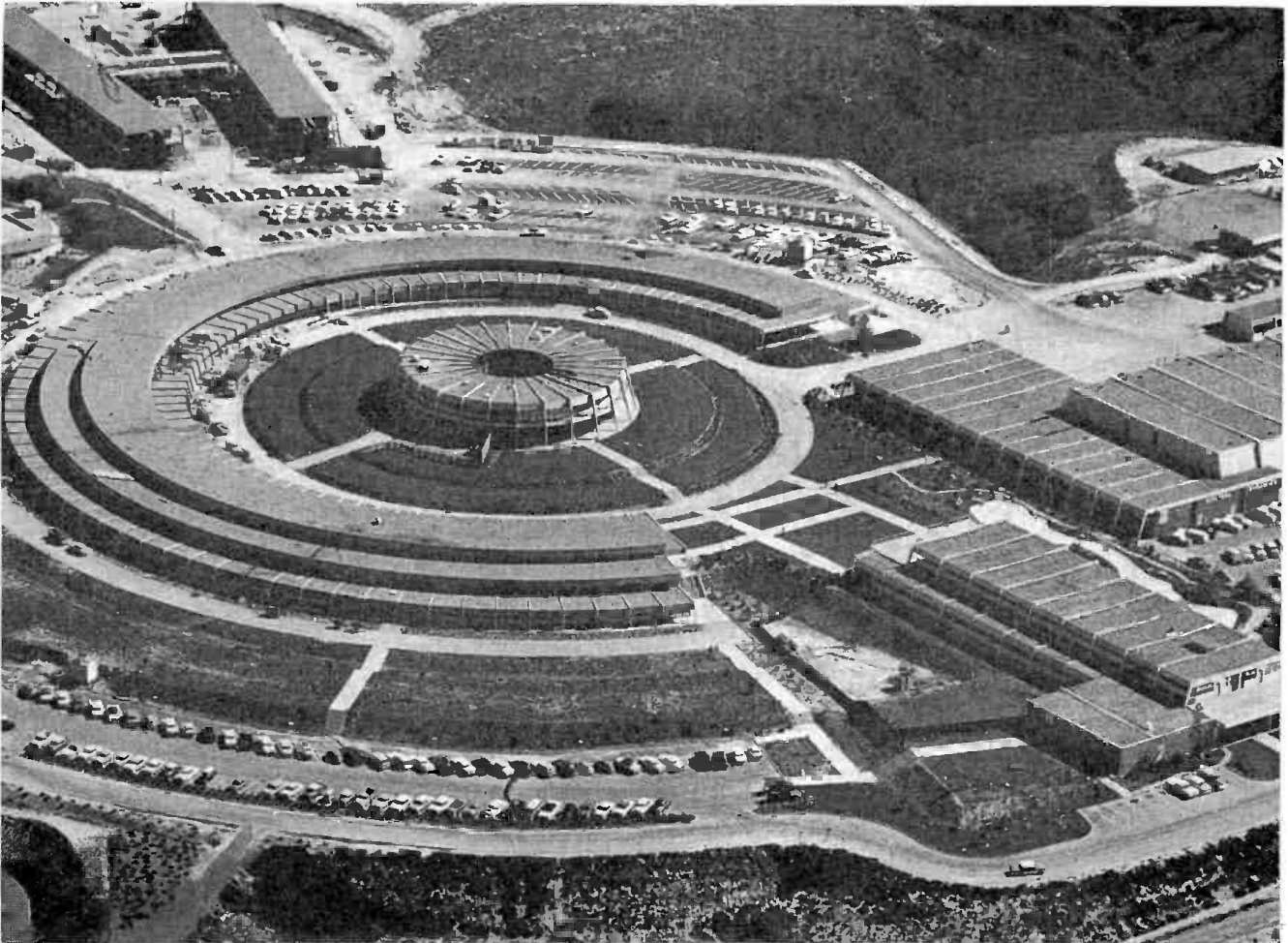
John Alessio, owner of the Agua Caliente racetrack near Tijuana, pro-

vides a few helpful statistics: Some 30,000 persons a week, many of them Americans, watch the horses run every Saturday and Sunday of the year and on nine Fridays in the spring and nine in the fall, wagering about \$50 million a year as they watch. Dog races, held five nights a week year round, have about 700,000 paid admissions a year and wagers on the dogs total \$11-12 million. Many bettors reportedly feel that the name Agua Caliente (Hot Water) is appropriate.

On the American side of the border are other sports attractions. A race track at Del Mar, which is also the scene of the San Diego County Fair, has a racing season that opens in July, closes early in September. The Padres, representing San Diego in the Pacific Coast Baseball league, and the Chargers, San Diego member of the American Pro Football League, have loyal followings, although many baseball fans are counting the seasons until the city gets a big league baseball team.

Historically minded visitors find Old San Diego, founded in 1769 and with many of its old buildings restored, and the Presidio, with its Serra Museum of





A new San Diego installation is this plant of the General Atomic Div. of General Dynamics. The biggest private

employer in the area, General Dynamics operates atomic-space age hardware, built Atlas man-orbit rockets.

relics of the Old Southwest, full of interest. There are also several of the old missions still in use.

**Navy Display** ■ San Diego Bay is home of the Navy's mothball fleet as well as about 175 active vessels, two of which are open to the public each weekend on an alternating basis that enables a consistent visitor to keep abreast of all types of fighting ships. A short ferry ride across the bay is Coronado, fashionable suburban community whose elegant Del Coronado Hotel has been described as a "fairy tale castle from the last century." At the north end of the bay, Shelter Island (really an isthmus), constructed of silt dredged from the bay to permit free passage of the Navy vessels, has three modern beach front hotels, all popular convention sites. A new similarly formed "island" Harbor Island, today lies barren in the harbor, awaiting voter approval of a bond issue to convert it into a vacationers' mecca of motels and boatels, cocktail lounges and docks.

Mission Bay has been rescued from its shallow swampiness which gave it the name of "Bahia Falsa" (False Bay). At a cost of more than \$100 million it

has been turned into a 4,600-acre water playground that lives up to its proud label "World's Finest Aquatics Park." Three quarters of the land area (2,100 acres) of Mission Bay is required by law to be used for public parks and beaches; the 25% that can be leased to private companies is restricted to operators of services for people using the park—restaurants, hotels, boat repairs and the like. Marine Park, a museum of aquatic life, is scheduled to open at Mission Bay next spring.

**Posh Hotels** ■ The visitor who drives

to San Diego down Highway 101 will be alerted by numerous billboards to turn off on Highway 80 for Hotel Circle, a grouping of a half-dozen fine motels, with up to three heated pools apiece and other deluxe accoutrements. As an example, the VIP guest at Mission Valley Inn finds his name and that of his company printed in gold on black match cases in his suite and on his table in the dining room.

A downtown landmark is the El Cortez Hotel whose rooftop dining room, offering a panoramic view of city and harbor, may be reached via an outside glass-enclosed elevator with an almost equally awe-inspiring vista.

Pointing to airline posters in his office walls picturing San Diego's missions and the zoo, Mr. Smith commented that "a few years ago there'd have been Navy hats in all of them. It's a sign we're making some progress in getting rid of the stereotype of San Diego as a Navy town, which persists although it's no longer true. Tijuana as a place of vice and corruption is another stereotype that needs breaking. Maybe it's a holdover from Prohibition. I don't know. But it certainly isn't true today."

### The co-op updated

Something new has been added to San Diego: the condominium apartment. It is a variation of the cooperative. The condominium buyer gets a title to his unit and joint ownership of the common areas and ground beneath. The co-op buyer gets a leasehold. The new Sunridge Terrace now building in La Mesa is a condominium.



1958  
1959  
1960  
1961  
1962  
**FIRST\***

- \* in San Diego for five years. Pulse . . . Hooper.
- \* in total number of San Diego adult listeners . . . year after year (Pulse)
- \* in power . . . 50,000 watts day; 5,000 watts nights
- \* in listener loyalty . . . 62% adults listened to KCBQ three years or more. (KCBQ, "Profile," p. 5)
- \* choice of more national advertisers in San Diego . . . year after year after year . . .

CONSISTENCY . . . THE MARK OF PROFESSIONALISM.



Represented Nationally by John Blair Co.



## SAN DIEGO IN THE AUTO AGE

Like other California cities it swarms with cars but it has learned how to keep traffic moving

Just as a man's horse was an integral part of his life in the Old West, so today in the New West he would be lost without his automobile. San Diego, in common with most of California, has more family cars than family homes. The 1960 census takers counted 305,201 occupied housing units (houses or apartments) in the metropolitan area, one for every 3.11 persons. The 1960 auto count was 397,834, one for every 2.6 persons. Put another way, there are 1.3 autos per family.

Between 1950 and 1960 the number of people in San Diego increased by 85%, the number of households by 80% and the number of automobiles by more than 100%—from 198,608 to 397,834. The number of trucks grew even faster, from 18,671 in 1950 to more than two and a half times that number, 49,900, in 1960. All motor vehicles, including motorcycles and trailers, totaled 499,832 in 1960, well over twice the 1950 total. And the increase still goes on. The 1961 auto license tally showed 414,991 automobiles, 51,674 trucks and a total of 520,983 motor vehicles in Greater San Diego.

**Traffic System** ■ Alert action by California highway planners in keeping road construction abreast of San Diego's motoring needs and by the city fathers in turning downtown streets into one-way avenues have kept traffic in the city from becoming the acute problem it is elsewhere in the state, Los Angeles and San Francisco, for example.

To keep traffic moving smoothly and efficiently, the three main highways providing toll-free access from the suburban areas to the central city were joined last week by the initial link of a new Crosstown Freeway. Where it crosses the Cabrillo Highway, engineers have constructed a four-level interchange that experts predict will become world famous for its solution to the traffic-mixing problem. Subsequent sections of the new Crosstown Freeway, the second to be opened in the summer of 1963, the third and final link to be completed the following summer, are expected to prevent any intown traffic bottlenecks from developing, despite the looked-for increase in traffic.

Although traffic speed and safety are their chief concerns, the highway builders have not neglected the aesthetic aspect of their routes. The Cabrillo Freeway has transversed Balboa Park without disturbing the natural beauty of the park and in fact has even added to the greenery by running a strip of grass

down the highway's center. Although it was necessary to remove the sycamore trees that formerly graced the site of the new Crosstown-Cabrillo interchange, the Div. of Highways has promised to replace as many trees as it can.

Helping to maintain highway beauty, the San Diego City Council last month adopted a billboard control ordinance that permits it to regulate outdoor advertising on scenic and landscaped freeways within the city. Inclusion of the word "scenic" into the measure, done at the suggestion of the outdoor advertising people, came as a disappointment to Citizens Coordinate, a group that has fought for strict control of all advertising along all freeways.

Radio also makes life more pleasant for the motorist in San Diego, where seven out of eight cars are equipped with sets. The auto radio not only offers the motorist a variety of entertainment



The Serra Museum in San Diego's Presidio Park is built on the site of the first mission established in California by the Spanish priest, Junipero Serra, who came up from Mexico. Father Serra supervised the construction of a chain of 21 missions reaching north to Sonoma, just north of San Francisco Bay. The missions, a day's march apart, flourished in the late 18th century; several are still in use.



and keeps him informed of the day's news at home and abroad, but mobile units on the ground and in the air alert him to hazards ahead, advising alternate routes that will take him away from stretches of road where accidents or road repair work have slowed traffic temporarily. As in other California cities, traffic time is prime radio time in San Diego.

**Water Hazard** ■ San Diego has one traffic problem that it hasn't solved: what to do about the ferries that connect the city with Coronado across the harbor. There are those who say the ferries should stay, that they are picturesque and with proper advertising could become as great a tourist attraction as San Francisco's cable cars. And there are those, including motorists waiting in line to get their cars aboard the small boats during rush hours, who say that the ferries must go.

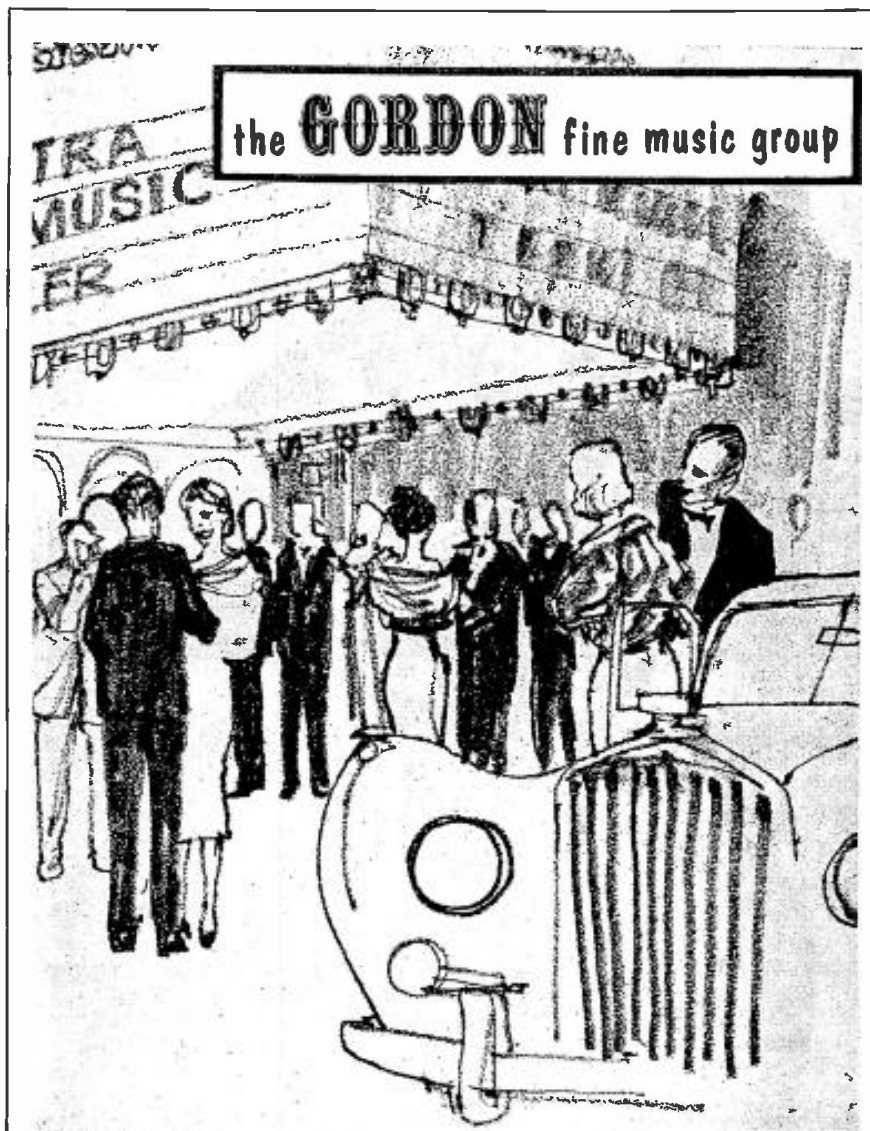
As long as Coronado's population stays at its present mark, about 18,000, the problem is not too pressing. But there are plans in the works, including one to turn the oceanfront into a Pacific Coast version of Miami Beach, a complex of fine homes, highrise apartments (and high rent ones, too) and high fashion shops, with the Del Coronado at their center, which could turn the 18,000 into 80,000 almost overnight. And then the ferries would present a real traffic blockade.

So there are proposals to replace the ferries with a bridge across the harbor or a tunnel beneath it. The bridge would be less expensive to install, but the tunnel will probably win, informed San Diegans believe. Bridge approaches would consume a lot of valuable real estate in Coronado, which is hemmed in by the Navy and can't spread sideways. The Navy also would require a bridge high enough to allow easy access for the largest fighting ships beneath, and a bridge that high might present an undue hazard for planes landing or taking off from the Naval Air Station on one side of Coronado or the Navy amphibious base on the other.

## AN HISTORICAL PORT

San Diego harbor has been busy since old Spanish days

Blessed with one of the world's best natural harbors, San Diego has long been an important port. In older times Point Loma, on San Diego Bay, reports the California State Chamber of Commerce, "was a haven for bandits and smugglers, the site of a flourishing hide-drying business established by the captains of Boston trading ships who carried home stones from Ballast Point in their holds and the headquarters for two



Delightful segments in fine radio programming,  
as exciting and entertaining  
as attending an opening night.  
"First night" advertisers are enjoying  
San Diego's most responsive and attentive audience.  
Concerning scripts that require "adult only" handling,  
contact the management immediately.



*Sheldon R. Gordon*

**KSDO - San Diego • KBUZ** Phoenix plus FM

**THE GORDON BROADCASTING CO.**

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The Agua Caliente race track a few miles south of Tijuana is a half-hour's drive from San Diego. It has races every weekend, attracts 30,000 people a week who bet some \$50

million a year. Dog races are held five nights a week and attract some \$12 million in betting. Some bettors note that Agua Caliente means "hot water."

New England whaling companies in the mid-nineteenth century."

Today, the port of San Diego handles more than 1.5 million tons of marine traffic a year worth over \$275 million. Two-thirds of the tonnage and one-third of the dollar value are accounted for by petroleum products and fish, handled over private facilities. Of the cargo moved over municipally operated facilities in fiscal 1960-61 (July-June), Port Director John Bate reports, the chief import items dollarwise are plywood (\$10.4 million), lumber (\$7.2 million) and paper and newsprint (\$4.6 million). Major outbound commodities are cotton (\$62.8 million), airplanes and parts (\$37.8 million), potash (\$10.6 million) and alfalfa (\$9.2 million). Measured in dollars there is a seven-three ratio between the outgoing and incoming cargo. Measured in tonnage, the in-out ratio reverses, three-to-two in favor of imports.

The city's municipal airport, Lindbergh Field, served by seven airlines, set new passenger and cargo records in 1960-61, with 857,001 passengers in and out, 5.6 million pounds of freight, 3.7 million pounds of airmail and just under 1 million pounds of express. Together, air and marine port employees account for one out of every ten job holders in the San Diego metropolitan area.

**Fish and Ships** ■ Shipbuilding, another port activity of great importance to the San Diego economy, rose gradually from a volume of \$6.5 million in 1950 to \$21 million in 1959, leaped to \$41 million in 1960 and dropped back to \$21.8 million in 1961. Shipbuilding workers numbered 1,700 in April 1960,

2,300 in April 1961 and 2,100 in April of this year, when National Steel & Shipbuilding Co. was completing work on the M. M. Dant, largest ship ever built in San Diego, for the States Steamship Co. at a cost of more than \$11 million. The M. M. Dant was launched May 5. Its sister ship, the C. E. Dant, will be launched later this year.

Another port-connected activity and a major item in the list of products manufactured in San Diego is canned

tuna. In 1950 San Diego processors sent \$60 million worth of tuna to the national market, but in the mid-50's mergers and other business changes resulted in much of this industry moving out of the city and by 1960 the value of San Diego's tuna output had dropped to \$17.9 million. In 1961 the figure rose to \$18.2 million after Breast-O'-Chicken Tuna, only major concern in this field active in San Diego, had opened a new \$3 million plant.

Then there's the Navy, which has about 175 active ships berthed there (with 30-40% usually out on active duty with the 7th Fleet), plus the reserve fleet of decommissioned ships neatly lined up in the harbor. Payrolls and purchases combined, the Navy contributes some \$600 million a year to the San Diego economy. Add some \$200 million for the Marine Corps and Uncle Sam looms rather large in the city's finances.

A movement is under way to expand the port development by establishing a San Diego Bay port district that would include National City, Chula Vista, Coronado and Imperial Beach (which also border the Bay) as well as the city of San Diego, which up to now has handled all the port operations alone, or in cooperation with the Navy and Marine Corps.

San Diego Bay is also a major center for pleasure boating and sport fishing. Sailing fleets of many classes operate from yacht clubs at Coronado and other points. Sport fishing boats can base at San Diego and make the easy run to fishing grounds off the Mexican coast where gamefish of all sizes abound.

### San Diego income

Median family income in the San Diego metropolitan area was \$6,545 in 1959, according to information collected by the census takers in 1960, latest available. This compares with \$6,726 for the state and \$5,260 for the U. S. as a whole. The figure varied from a low of \$4,928 for Oceanside families to \$6,614 for residents of the city of San Diego to a high of \$7,907 for La Mesa residents. La Jolla, known as "the Beverly Hills of San Diego," might have topped even La Mesa, but that will never be known for sure because La Jolla is a part of San Diego and so its statistics are buried in those for the city as a whole.

Personal income from all sources for metropolitan San Diego in 1959 amounted to \$2,522,314,000, nearly three times the total of \$923,599,000.

# Confidence

On May 1, 1962, Time-Life Broadcast, Inc., a subsidiary of Time Inc., became the licensee of KOGO-TV, KOGO Radio and KOGO-FM.

Like most station acquisitions, this one was based on two fundamental considerations: our faith in the continued growth prospects of the San Diego area, already one of the 20th Century marvels, and our judgment of the people, policies and practices of an outstanding station operation.

We have had some experience with growth and with sound station management, dating back to our partnership with the late Wayne Coy a decade ago. As cities where we operate broadcast properties prospered, so have our television and radio stations. The men and women who work in those stations are valued citizens of their communities; we submit that our audiences in those communities have been well served by Time-Life Broadcast.

The KOGO stations have a clear record of devotion to and excellence in local news and public service. Time Inc. was founded, and grew, on the theory that the American people, each year, need and desire more information about the world they live in. With the acquisition of the KOGO stations in dynamic San Diego, we once again put our theory to the test. We are confident of the result.

NBC  
K  
O  
G  
O  
TV  
AM  
FM

TIME-LIFE BROADCAST, INC.

**KOGO-TV-AM-FM**

WOOD-TV-AM-FM ..... Grand Rapids, Michigan  
KLZ-TV-AM-FM ..... Denver, Colorado  
WFBM-TV-AM-FM ..... Indianapolis, Indiana  
WTCN-TV-AM-FM ..... Minneapolis-St. Paul

NBC

**THE KATZ AGENCY, INC.**  
National Representatives

SAN  
DIEGO

# "MUST" READING in the just published... June issue of **TELEVISION**

1. **THE WORSENING CLIMATE FOR CIGARETTES**—a spellout of the current position of cigarettes as a major television advertiser, probing the effects of the renewed controversy over the cigarettes-cancer scare.
2. **COMMUNITY ANTENNA SYSTEMS: FRIEND or FOE**—a first for a subject that is current, controversial, and crammed with interest to broadcasters and many others within or outside the industry.
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## Primer for eastern media buyers

San Diego is located in the extreme southwest corner of the nation, one step north of Mexico, 125 miles south of Los Angeles. Some San Diegans who live high in the hills can receive more or less watchable television pictures on all 12 positions of the vhf dial, the seven stations in Los Angeles, a station in Santa Barbara which is almost as far north of Los Angeles as Los Angeles is from San Diego, an all-Spanish Mexican station in Tijuana, the two San Diego stations, KFMB-TV and KOGO-TV, and Tijuana's XETV (TV) which is the ABC outlet for San Diego. But the rating services say that only KFMB-TV, KOGO-TV and XETV (TV) have significant audiences in the San Diego area.

It is the special conductivity of the salt water of the Pacific Ocean

that transports television signals into a scattering of San Diego homes from as far away as Santa Barbara. The same phenomenon delivers distantly-originated radio signals too. But it is San Diego stations that monopolize radio audience measurements.

San Diego broadcasters are emphatic in saying that their market cannot be covered by advertising on Los Angeles stations. They point out that San Diego is not a suburb of Los Angeles.

The distance between the two cities is greater than that between New York and Philadelphia or between Chicago and Milwaukee. As the San Diego broadcasters say, nobody buys New York radio or television to cover Philadelphia or Chicago radio or television to cover Milwaukee.

## San Diego's farm economy

Roughly 30% of the area of San Diego County—833,778 acres out of the 2,725,120 in the county—are devoted to agriculture, whose produce brings the county more than \$100 million a year. The highest record for agricultural products was reached in 1959, when their total value was \$109,598,615. The 1960 total was slightly lower, \$104,357,000, and the 1961 total dropped again a little to \$101,453,000.

The county agricultural commissioner lists the following products whose value exceeded \$1 million last year:

Plant Crops	
Tomatoes	\$22,660,000
Avocados	8,712,000
Oranges	6,775,500
Cut Flowers	3,561,500
Nursery Stock	3,131,000
Celery	1,826,500
Lemons	1,735,500
Grapes	1,531,000
Cucumbers	1,321,500

Livestock Products	
Eggs	\$21,625,000
Milk	14,195,500
Cattle for Beef	5,746,000
Turkeys	1,110,000

Breakdown of the county's agricultural output for 1961 shows:

Livestock and livestock products	\$45,867,500
Vegetable crops	27,455,000
Field crops	8,095,000
Fruit & nut crops	20,035,500

The decline from 1959 is due largely if not entirely to the encroachment of the subdivider on San Diego farm land, which accounted for 107,431 acres that year. The 1959 census of agriculture showed the average value of an acre of San Diego farm land and build-

ings as \$1,087, up from \$478 in 1954. Throughout the entire state of California the average had risen from \$236 to \$379.

The outlook for the future is for fewer and larger farms, with pooled marketing and more intensive cultivation providing greater returns.

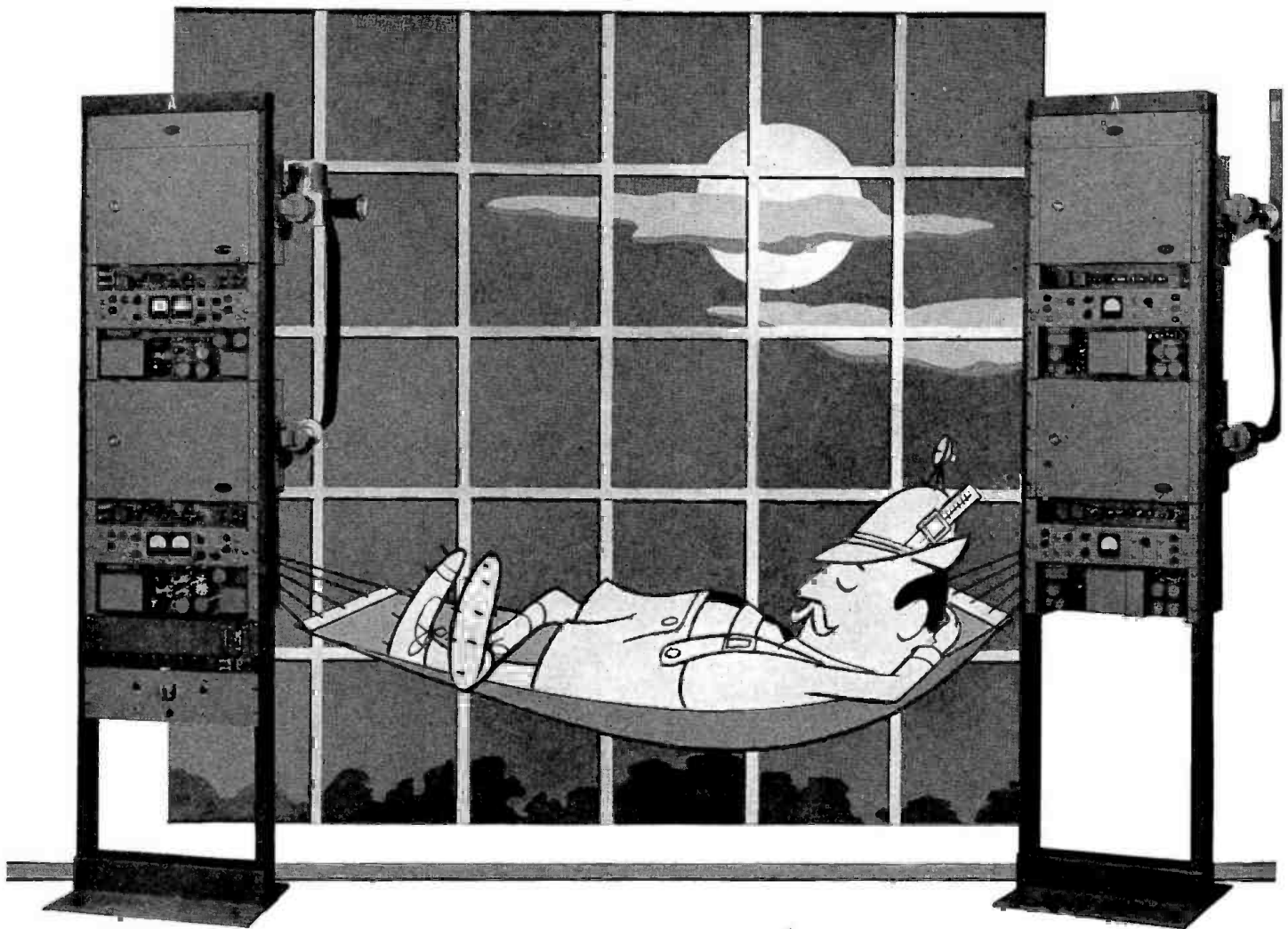
## San Diego's retail sales

Taxable retail sales in the San Diego metropolitan area rose from \$529,279,000 in 1950 to well over twice that figure in 1959, when a peak of \$1,256,114,000 was reached. In 1960 the total dropped by 5.8% to \$1,183,883,000 and the 1961 total was almost identical, \$1,180,636,000.

Increased competition, with a doubling of retail floor space in the past 18 months, has brought complaints of hard times from some retailers, but in the last few weeks business has picked up and a more optimistic attitude prevails at present. Department store sales from the first of the year through May 19, were up 17% from their level for the same period of 1961, according to the Federal Reserve Bank of San Francisco. This San Diego gain compares with a 6% rise in department store sales nationally.

**Bank Deposits Rise** ■ It is probably significant that bank deposits, which like retail sales had shown a decline from a 1959 total of \$974,279,000 to \$930,756,000 in 1960, rose to a new high of \$1,045,021,000 in 1961. And it should be noted that the taxable retail sales totals do not include sales of either food or gasoline as these are not subject to California sales tax from which the sales totals are calculated by the State Board of Equalization.





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## Shafto organizes Trehan catv firm

### MOVE NOT RELATED TO PARENT COMPANY OPERATION

The swing to community tv system operation by broadcasters (BROADCASTING, May 28) gained a strong push last week when it was learned that G. Richard Shafto, executive vice president of the Broadcasting Co. of the South, holds franchises for catv systems in Myrtle Beach, Conway and Georgetown, S. C.

Mr. Shafto is president of the Trehan Co., which holds the cable franchises. He and his wife are majority stockholders of the company, which plans to expand in this field. The Myrtle Beach system is already under construction; the potential, Mr. Shafto estimated, being a year-round population of 9,000 swelling to 75,000 during the summer.

Although he stressed that the Trehan Co. activities are utterly divorced from Broadcasting Co. of the South, Mr. Shafto acknowledged that the licensee of WIS-AM-TV Columbia, S. C., and WSFA-TV Montgomery, Ala., has applied for a catv franchise in a large southern city. Mr. Shafto declined to identify the city.

One time chairman of the Tv Code Review Board of NAB and long active in industry affairs, Mr. Shafto stressed

that his own activities and that of Broadcasting Co. of the South in the catv field are not related to that company's broadcasting activities and are not attempts to extend the service areas of that company's stations.

In Myrtle Beach, for example, Mr. Shafto said that the nine-channel system would bring in three South Carolina stations (two in Charleston and one in Florence), a single station from Wilmington, N. C., and possibly a single Charlotte, N. C., station, plus two fm stations for background music and radio service.

"Our interest in catv," Mr. Shafto said, "stems solely from a recognition of the opportunity that catv affords to give the public a more reliable and a more abundant tv service." Most catv systems are in areas where tv broadcast signals are weak, or where the populace is underserved by tv stations. Mr. Shafto indicated that his premise was the same as catv systems elsewhere in seeking to alleviate these conditions.

Close Relations = Mr. Shafto's move into catv operations puts him in the same position as many other telecasters



Mr. Shafto

who have in recent months joined the cable system business: Harry C. Butcher in Santa Barbara, Calif.; Marshall Pengra in Tyler, Tex.; Dan D. Cameron (president of WECT [TV] Wilmington, N. C.) and Martin Malarkey in Wilmington, N. C.; Allen T. Gilliland (KNTV [TV] San Jose, Calif.) and Jerrold Electronics Corp., in Salinas and Monterey, Calif.; William F. Luton (KEYT [TV] Santa Barbara, Calif.) and H&B American Corp., in Santa Barbara and San Luis Obispo counties; the Smullin-Voorhies broadcast group in Oregon; J. Elroy McCaw in Washington state; and the Baltimore Sunpapers (WMAR-TV Baltimore) in Salisbury, Md.

### CBS gives \$21,000 in grants to 4 schools

CBS Foundation has announced a total of \$21,000 in grants this year to four universities in recognizing services of seven of their alumni who are key CBS executives. CBS Foundation Inc., of which Ralph F. Colin is president, is the agency through which the network and its divisions make educational, cultural and charitable contributions.

The ninth annual group of awards to the educational institutions: Columbia U. (on behalf of Peter M. Abel, assistant general attorney, CBS Inc.; Richard H. Low in CBS-TV contracts, and Erik Porterfield, in Columbia Records); New York U. (Richard Brun, Columbia Record Club's director of operations, and Robert F. Davis in CBS-TV Stations' research, advertising and sales promotion); Princeton U. (Dallas Townsend, CBS News correspondent), and U. of Southern California (Robert D. Wood, CBS-TV Stations vice president and general manager of KNXT [TV] Los Angeles). The institutions

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A single station market fulltimer that has a 10 year record of profitable operation. The market is the agricultural and manufacturing center for the area. 29% down.	<b>MIDWEST</b> <b>\$175,000</b>
This profitable 5 kw fulltime station is always tops in audience. Complete staff available to new owner. Only 29% down to qualified buyer.	<b>NORTHWEST</b> <b>\$150,000</b>
Single station market daytime property. An absentee owned, break even operation. Perfect situation for an owner-operator. Requires a \$15,000 down-payment.	<b>EAST</b> <b>\$75,000</b>

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gets \$3,000 for each selected graduate who is now with CBS. Various standards are applied, including consideration of the longevity and level of the employe at CBS. Grant is in the name of the employe and has no restrictions.

## Milton says 'never' to blacklist charge

Witnesses for the defense continued their testimony last week in the \$1 million libel suit brought by John Henry Faulk, former WCBS New York personality, against Aware Inc. and two other defendants. They insisted that they had never recommended that any writers or performers be "black-listed" from radio-tv.

Paul R. Milton, a founder and director of Aware, testified that he had once accepted a radio script-writing assignment from which a man he had labelled "pro-communist" had been dismissed. Under questioning by Louis Nizer, Mr. Faulk's attorney, Mr. Milton said that in 1952 he had publicly accused a number of writers, including Sheldon Stark of the *Treasury Men in Action* series of having pro-communist leanings. Mr. Stark was dismissed from the program thereafter, and Mr. Milton became a writer for the series.

Mr. Milton earlier had testified that he wrote a portion of an Aware bulletin which allegedly linked Mr. Faulk with pro-communist groups on the basis of information provided by writer-consultant Vincent W. Hartnett. The latter is a defendant in the case along with Aware and Laurence Johnson, a former supermarket operator in Syracuse.

Mr. Nizer last week referred Mr. Milton to a paragraph in the bulletin which cited Mr. Faulk's appearance at a social function that Aware said was sponsored by a pro-communist group.

Mr. Milton said he had known when he wrote the bulletin that the sponsoring organization for the affair also had included the American Assn. of United Nations and the American Bar Assn. but had not noted this information. He also acknowledged that he had known but had not reported that speakers at the affair included Edward R. Stettinius Jr., then secretary of state, and Trygve Lie, then secretary of the U. N.

Mr. Faulk has contended that he has been blacklisted from radio-tv since 1957, a year after the Aware bulletin was issued.

Mr. Hartnett testified on Wednesday and Thursday and claimed that he had never recommended the "blacklisting" of any performer whom he had investigated for evidence of pro-communist leanings. Mr. Hartnett, who had been employed as a consultant on communism to agencies and advertisers, said

his reports were "objective" and "factual" but suggested no action.

Under questioning by his attorney, Thomas Bolan, Mr. Hartnett said he had never charged a performer a fee for "clearance."

At one point, Mr. Bolan argued with New York State Supreme Court Justice Abraham N. Geller over the issue of whether the jury should hear about Mr. Hartnett's wartime navy record and his "expert" knowledge of communism. Mr. Hartnett testified that he had received both a bachelor's and master's degree from Notre Dame U. and said he had studied courses related to communism. Mr. Nizer objected to the line of questioning and Judge Geller sustained the objection over Mr. Bolan's protest. Later, Judge Geller sustained Mr. Nizer's objection on the detailing of Mr. Hartnett's wartime record observing that "a libelous statement is libelous whether it is made by a college president or the janitor of the building."

## WTVD(TV) joins NBC-TV

WTVD (TV) Durham-Raleigh, N.C., has announced its affiliation with NBC-TV. The station, owned by Capital Cities Broadcasting Corp., is also a CBS-TV affiliate. Harman L. Duncan and J. Floyd Fletcher are co-general managers of ch. 11 WTVD.

## Quaal warns against too much government

The right and responsibility of the individual must not be submerged as mankind enters exploration of the universe, Ward L. Quaal, executive vice president-general manager of WGN Inc., Chicago, told graduates of Mundelein College, Chicago, in a June 5 address.

Mr. Quaal was given an honorary doctor of laws degree for his "achievements on behalf of society and the city of Chicago." His Eminence Albert Cardinal Meyer, chancellor of Mundelein, presented the doctorate.

Mr. Quaal said that while it may be comfortable to have the government decide what one does, "each step taken by government to supplant your right to choose is a step closer to leaving you with only one right—the right not to choose."

The theme of the address was President Kennedy's inaugural phrase, "Ask not what your country can do for you, ask what you can do for your country." Discussing the rewards of personal initiative, Mr. Quaal cited Thomas Jefferson—writer, inventor, architect, political leader—for his statement, "He who is governed least is governed best." "What can you do for your country?"

**SOUTHWEST**—Only radio station servicing market of over 40,000 population. 375,000 people in metropolitan coverage area. Heavy assets include \$30,000.00 in land. Making money on \$115,000.00 gross but capable of doing much more. Priced at \$230,000.00 with 29% down and balance out over ten years.

**WEST**—Full-time radio station with excellent power and good frequency in large growth market. Land and building included in over \$170,000.00 of assets. Total price of \$275,000.00 payable on basis of \$75,000.00 down and balance over ten years.

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Mr. Quaal asked rhetorically. "For one thing, you can see to it that your country does not do too much for you. If it does, in the sense that the state not only admonishes through law but administers through alms, then the undergirding of liberty will collapse and our destiny will be that of a totalitarian state."

## Stanton airs views on postal increase

CBS President Frank Stanton broadcast a five-minute editorial over the network's owned radio and tv stations June 6 opposing a bill that would increase postal rates for magazines and newspapers (BROADCASTING, June 4). The next day the stations provided equal time to Postmaster General J. Edward Day to outline the government's position.

Dr. Stanton asserted that HR 7927, which would raise second class postal rates one cent per copy, would affect the operations of many newspapers and magazines, particularly many well-known publications which operate with slim profit margins. He noted that "Harper's Magazine, The Atlantic Monthly, Catholic Digest" and "Saturday Review" had a combined net profit of \$56,000 in 1961. He said that if the proposed rates become law, these magazines would have to pay \$535,000 more in mailing costs—ten times more than they earn. Stressing that the legis-

## Doctorates awarded

Honorary degrees to leaders in broadcasting and advertising have been conferred upon:

Brig. Gen. David Sarnoff, chairman of the board, RCA, May 27 at Oklahoma City U. (doctor of laws); Dr. Daniel D. Palmer, president, Palmer Stations, June 9 at Parsons College (doctor of laws); Karl Haas, director of fine arts, WJR Detroit, June 4 at Albion College (doctor of music); Lou R. Maxon, president of Maxon Inc., New York, June 2 at Syracuse U. (doctor of laws); Chet Huntley, NBC News, June 3 at Boston U. (doctor of humane letters); Ward L. Quaal, executive vice president and general manager of WGN Chicago, June 5 at Mundelein College (doctor of laws).

lation would have an impact on magazines and newspapers, and not broadcasting, Dr. Stanton declared: "but CBS opposes it because we believe that freedom of the press, like all fundamental freedoms is indivisible. If the freedom of one medium is endangered, so is the freedom of all others."

In reply, Postmaster Day pointed out that in the past decade, there have been two postal increases, and still 30

new magazines were "successfully launched," and "Atlantic" and "Harper's," for example, have experienced "phenomenal growth." He indicated that magazines do not mention that only a third of the postage increase represents an increase in the cost of delivery. He claimed that at least \$2 out of every \$3 will be paid in postage for mailing "untold millions of pieces of unsolicited, often unwanted, third class advertising appeals for new subscribers." He added that under the new bill, magazines will still pay "barely 45%" of the delivery costs.

## N.Y. Exchange to list Metromedia Inc. stock

Metromedia Inc. has announced that the board of governors of the New York Stock Exchange has approved listing of the company on the exchange. To be listed for trading on the exchange, starting later this month, will be 2,434,137 shares of common stock, of which 1,707,057 are outstanding, and \$6,940,000 principal amount, 6% convertible subordinate debentures, due April 1, 1975. Company stock currently is traded over the counter.

Operation divisions of Metromedia are Metropolitan Broadcasting, consisting of six tv and five radio stations; Worldwide Broadcasting, commercial shortwave operation to Latin America, Europe and Africa; and Foster & Kleiser Outdoor Adv.

## PROGRAMMING

# Another ASCAP-tv huddle today

## REQUEST FROM BOTH SIDES TO JUDGE RYAN BREEDS SPECULATION

A new try at settling the dispute between ASCAP and television stations over new tv music licenses will be made today (Monday).

Hamilton Shea of WSVA-TV Harrisonburg, Va., chairman of the All-Industry Television Station Music License Committee, announced Thursday that Chief Judge Sylvester J. Ryan had called a conference with both sides to start this morning in his chambers in U. S. Southern District Court in New York.

Judge Ryan's call was issued at the request of counsel for both sides in the dispute, Mr. Shea emphasized. He said the purpose was to "explore any remaining possibilities of arriving at a satisfactory solution" as an "alternative to extended litigation," but declined to give details.

Since the request for the conference came from both sides, it appeared obvious that there had been talks, at least,

between the two sides since the all-industry committee voted down the original settlement plan more than two months ago and left the basic issues up to Judge Ryan to decide.

Whether those talks have produced tentative agreement on a new settlement plan was not clear, but the best indications were that no formal plan has yet emerged. Rather it was believed that the two sides wanted to explore a number of ideas with Judge Ryan in hopes that a new tack toward eventual settlement might be found.

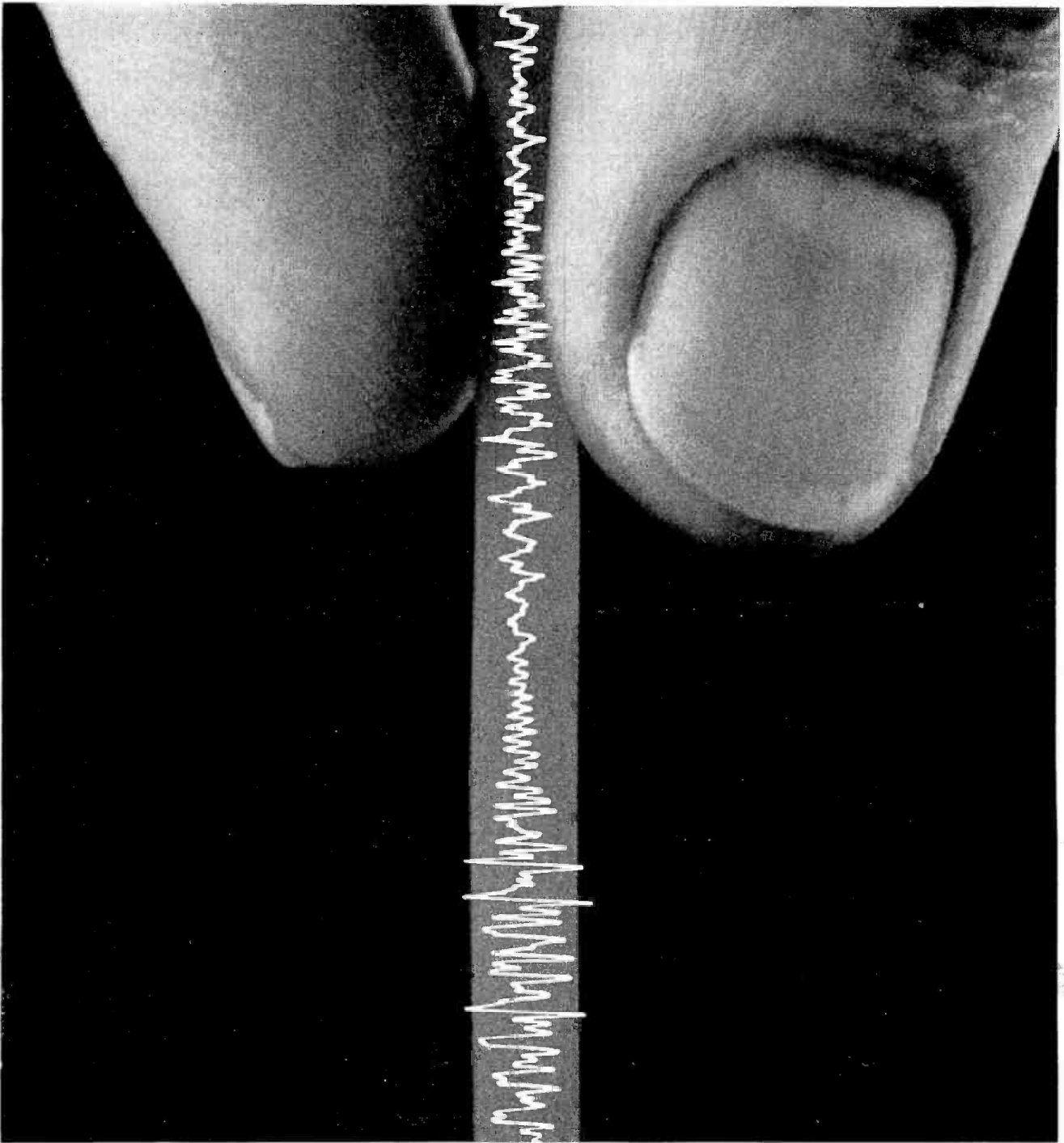
"I would prefer to say we were seeking additional information from the judge," Mr. Shea said when pressed for details.

The all-industry committee has been seeking a new form of ASCAP license for tv stations: one in which the producers of future syndicated films and feature movies would clear directly

with ASCAP for the use of all ASCAP music played in such properties. Since networks clear the use of ASCAP music in network programs, stations thus would have to pay ASCAP directly for little more than the ASCAP music they use in locally originated programs.

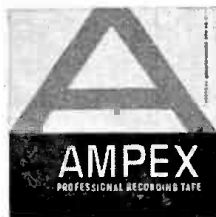
Under the previous settlement proposal worked out among counsel for both sides and carrying Judge Ryan's blessing, stations would have agreed to relinquish broadcast ownership of BMI, ASCAP's only major competitor, and ASCAP would have granted tv stations approximately a 17% reduction in their current ASCAP rates (BROADCASTING, March 5, *et seq*). This plan stirred up an industry-wide controversy until the all-industry committee voted it down.

This action put back in Judge Ryan's hands the job of deciding (1) whether he has a right to grant the sort of license sought by the committee, and



What professional recording tape now offers a new standard of performance? **AMPEX 600.**

Ampex engineers are never content with present standards. They are always trying to improve what sometimes seems un-improvable. Now they have been at work on the Ampex 600 Series Professional Recording Tape. And they've improved it so much we felt we should call it the new Ampex 600. This 600 Series now offers better high frequency response characteristics. And because an exclusive Ferro-Sheen process makes the tape smooth, the first play and the



one-hundredth have the same response characteristics curve. It gives you the kind of reliable performance you expect from Ampex recording equipment. Try this improved 600 Series and see. It's made in the same rigidly controlled clean-room atmosphere as precision computer and instrumentation tapes. It's from the only company providing tape and recorders for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Sales and service throughout the world.

(2) if he concludes that he does have the right (which he has said informally that he doesn't think he has), whether the committee is entitled to such a license.

His ruling on the first part of this issue presumably will be delayed if today's conference indicates a possibility of settlement.

Existing ASCAP tv station licenses expired last Dec. 31 but their terms were continued unchanged by the judge pending settlement of the litigation.

Scheduled to participate in today's conference with Judge Ryan are Chairman Shea and the committee's counsel—the New York law firm of Donovan, Leisure, Newton & Irvine, and co-counsel Joseph A. McDonald of the Washington firm of Smith, Hennessey & McDonald—along with Herman Finkelstein, general counsel of ASCAP, and representatives of the networks and the Dept. of Justice. The Justice Dept. is interested because ASCAP operates under an antitrust consent decree.

### Cameo Productions formed

Cameo Productions Inc., Chicago, has been formed by James Barth, formerly producer-director with Fred Niles Productions of that city. The new company will specialize in television films for public service and education fields.

Cameo has the contract for the third year series of *Light Time*, weekly program released by the National Lutheran Council and formerly produced by Niles. Cameo's address: 56 East Superior St., Chicago.

## PARAMOUNT POST-'48 PLAN WEIGHED

Company's Balaban says licensing deal is preferable

Paramount Pictures Corp., the only major motion picture company which has not released its post-'48 features to television, is currently considering possible associations with tv distributors. Barney Balaban, Paramount president, told a stockholders' meeting last week in New York, that the company has decided a licensing arrangement "appears unquestionably preferable" to sale of the company's rights.

Mr. Balaban described the company's tv station, KTLA (TV) Los Angeles, as "an extremely profitable property."

He said the International Telemeter pay-tv test in Etobicoke, Canada, has proved that people will pay for a pay-television service and for programs of their choice. Lou Novins, head of the pay-tv test, said Telemeter had found it "easy" to sell pay tv to the public. At a rental fee of \$5 annually, he said, it is "too easy." In an expansion of the original Etobicoke test into Mimico, another Toronto suburb, the annual fee was raised to \$15. Deliberately, without fanfare, he claimed, Telemeter salesmen went door-to-door in Mimico offering the pay-tv system at the higher rental fee, and "30% of the homes put \$15 on the line." Mr. Novins stated that Telemeter pay-tv systems will be started in the U. S. "at the first opportunity."

Mr. Balaban said the pay-tv test had caused "no discernible effect" on the business of local theatres. The test operation in 5,000 homes grossed from

feature films almost 50% of the combined gross of the two motion picture theatres in the wired area of Etobicoke.

Last week's stockholders' meeting saw a demonstration of the Lawrence Chromatron color tv tube which is being developed in Japan by Sony Corp. Paramount has U. S. rights to the development. Mr. Balaban reported that the tube has now been developed to a brightness 2½ times that of U.S. tubes, and that engineers believe it will soon be developed to a brightness 10 times that of U. S. tubes. Paramount plans to have present U. S. producers manufacture the tube when it is perfected.

### Ziv-UA to produce 'Ripcord' second year

Ziv-United Artists will go into production for a second-year cycle of its *Ripcord* series, M. J. (Bud) Rifkin, executive vice president in charge of sales, said last week. The first-run syndicated series has been sold in 150 markets.

Mr. Rifkin said 38 half-hour episodes were produced for the first year of *Ripcord* and another 38 will be made for the second year. The decision to extend the series, he said, resulted from renewals by leading regional advertisers, including Savannah Sugar Co., which has signed for seven southern markets; Standard Oil of Texas, which has bought eight southwestern markets and Lincoln Income Life Insurance Co., which is clearing a group of midwest markets.

In addition, Mr. Rifkin said, the series has been renewed in 20 major markets by individual stations, including WNBC-TV New York, WRCV-TV Philadelphia, KABC-TV Los Angeles, KPIX (TV) San Francisco, WSB-TV Atlanta and WLWI (TV) Indianapolis.

### Federal interest in arts cited as AFM convenes

The American Federation of Musicians opens its four-day annual convention in Pittsburgh today (June 11), optimistic that there is a "mounting crescendo of support for governmental aid to the performing arts."

A report by AFM President Herman Kenin on the eve of the convention cited the FCC's "drive to introduce better programming into tv's 'vast wasteland,'" and various administration leaders' "public approval" of governmental aid to the arts. AFM secretary Stanley Ballard reported that federation membership in 1962 had increased by 8,444 over 1961 to a total

## COLORCASTING

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

### NBC-TV:

June 11-15, 18-20 (10:30-11 a.m.) *Play Your Hunch*, part.  
 June 11-15, 18-20 (11-11:30 a.m.) *The Price Is Right*, part.  
 June 11-15, 18-20 (12-12:30 p.m.) *Your First Impression*, part.  
 June 11-15, 18-20 (2-2:25 p.m.) *Jan Murray Show*, part.  
 June 11-15, 18-20 (11:15 p.m.-1 a.m.) *Tonight*, part.  
 June 11, 18 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.  
 June 12, 19 (7:30-8:30 p.m.) *Laramie*, part.  
 June 13, 20 (8:30-9 p.m.) *Joey Bishop Show*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.  
 June 13, 20 (10-10:30 p.m.) *Bob Newhart Show*, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.  
 June 13, 20 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh

Glass through Maxon.

June 17 (5:30-6 p.m.) *Patterns In Music*, sust.

June 21 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

June 23 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.  
 June 23 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

June 23 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

June 23 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

June 23 (9-11:15 p.m.) *Saturday Night At the Movies*, part.

June 24 (6-6:30 p.m.) *Meet the Press*, cop.

June 24 (7-7:30 p.m.) *Bullwinkle*, part.

June 24 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

June 24 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.



of 277,403 musicians in the U. S., Canada and U. S. territorial possessions.

The guest speaker of the convention will be Rep. Robert N. Giaimo (D-Conn), sponsor of H Res 144, on which hearings were held in New York, San Francisco and Washington by the Select Subcommittee on Education, investigating conditions of the performing arts. He will deliver his speech at tomorrow's session, but his topic was not disclosed.

## MCA okays stock deal to acquire Decca

The stockholders of MCA Inc. have approved a proposal to acquire 80% of the stock of Decca Records Inc. by exchanging one share of new MCA convertible preferred stock and one-third share of common for each share of Decca (BROADCASTING, April 16, 23).

The proposal is valid until June 18 but it is expected to be extended until late July.

Television series production accounted for 85% of MCA's revenue last year. MCA plans to divest itself to its talent agency business but just how or when has not yet been worked out, according to President Lew R. Wasserman. MCA held its annual meeting in Chicago this year. It lasted less than 20 minutes.

## New firm formed by Schaffner, Cook

Directors Co., New York, a new television production firm, has been formed by producers-directors Franklin Schaffner and Fielder Cook and will be located at 60 E. 55th St.

The new outfit will begin by producing seven one-hour dramatic specials for next season's *DuPont Show of the Week* on NBC-TV (Sun. 10-11 p.m.). Mr. Schaffner and Mr. Cook will be executive producers of all seven specials and will alternate on directing chores.

## Film sales...

*Desilu Playhouse* (Desilu Sales): Sold to KRCA (TV) Los Angeles, WNBC-TV New York, WNBQ (TV) Chicago, WRCV-TV Philadelphia (all NBC-owned stations). Now in 19 markets.

*Boston Symphony Orchestra Specials* (Seven Arts Assoc.): Sold to WNEW-TV New York; WTTG (TV) Washington; WAVE-TV Louisville, Ky.; WSM-TV Nashville; and KTRG-TV Honolulu. Now in 15 markets.

*Eugene Ormandy's Sound of America* (CBS Films): Sold to WSB-TV Atlanta, WBAL-TV Baltimore, WGR-TV Buffalo and WBNS-TV Columbus, Ohio. Now in four markets.

## NBC-TV picks movies for 1962-63 season

NBC-TV has selected 24 of the 30 20th Century-Fox films scheduled for showing next season on *Saturday Night at the Movies* (9-11 p.m. NYT). A network spokesman last week said 17 of the 24 feature films will be telecast in color, and that 22 films from the full list will be repeated. All the films will be post-'50 releases.

The following films will be colorcast: "Three Coins in the Fountain," "Broken Lance," "River of No Return," "Beneath the 12-mile Reef," "Night People," "Gentlemen Prefer Blondes," "Desiree," "Woman's World," "The Egyptian," "White Witch Doctor," "Prince Valiant," "Kangaroo," "King of the Khyber Rifles," "Niagara," "Red Skies of Montana," "Hell and High Water" and "I'd Climb the Highest Mountain."

Black-and-white films scheduled to date are: "Decision Before Dawn," "The President's Lady," "My Cousin Rachel," "Deadline, USA," "Rawhide," "Sailor of the King" and "The Desert Rat."

## WBC to document Peace Corps

Westinghouse Broadcasting Co. is preparing a series of four or five half-hour programs about the Peace Corps called: *Africa: Peace Corps plus One*. The documentaries will be made in Tanganyika and Ghana by Jerry Landay, WBC national news editor. Mr. Landay flew to Tanganyika last night (Sunday) for a 26-day trip during which the programs will be produced.

Rod MacLeish, chief of WBC's European news bureau, is to fly to Laos today (June 11) to begin on-the-scene radio and tv coverage of the Far East for WBC.

## WMAL reorganizes news

The news and public affairs department of WMAL-AM-FM-TV Washington is being reorganized, according to Frederick S. Houwink, vice president and general manager.

Theodore N. (Ted) McDowell, former program manager of WMAL-TV, has been named manager of the department which has a staff of 28 people. The move's purpose is to expand editorial, news and public affairs programming.

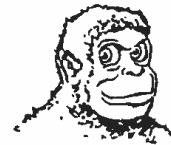
News activities will be under Len Deibert; Talbot M. Wright continues as head of editorial activities. Tom Winkler, formerly director of news and special events, has been reassigned as television producer for special public affairs programs. A radio counterpart is to be appointed.

# SUPERCAR

the hottest  
kid show  
in the business

CKLW-TV DETROIT  
Thursday, 6:30 pm

- ★ "Owns" the period with a 16 rating!
- ★ Tops "Huntley-Brinkley" as it has done every month since November!
- ★ Out-rates a list of kid shows that reach from "Bozo" to "Wizard!"



KMBC-TV Kansas City  
Saturday, 10:30 am

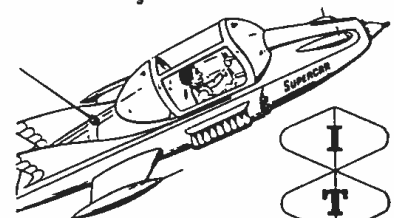
- ★ Makes its rating debut with a 13 ARB!
- ★ Crushes top competition 13 to 8!
- ★ Out-rates a list of kid shows as long as your arm!

(Based on March, ARB)

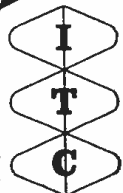
# SUPERCAR

Already sold in  
107 markets!...

If it is available in yours  
-grab it!



INDEPENDENT  
TELEVISION  
CORPORATION



33 EAST 48th ST., NYC 17 • PLAZA 5-2100

## '63 LINES SHOWN BY CHICAGO THREE

Motorola still holding back on color for another year

Chicago's three major radio-tv set manufacturers — Admiral, Motorola and Zenith—introduced new 1963 lines last week with color television, fm stereo and a new Zenith "free-floating" phonograph pickup highlighting the developments.

In the case of Motorola, the news was the fact that the company will stay out of color tv until next spring when it expects to introduce its own new color set using its own new 23-inch rectangular tube. The tube was displayed in prototype around the country earlier this year.

Zenith has expanded its 1963 line of color tv sets to 15 basic models, ranging all the way up to a "home theatre" set which is remotely controlled and includes phonograph, am-fm and stereo as well. Technical improvements include a new amplifier tube that strengthens the color portion of the video signal to improve fringe area reception. Color prices start at \$549.95, about \$45 lower than last year's cheapest model. Zenith's black-and-white line for 1963 includes 42 different models.

Zenith's now Micro-Touch phonograph pickup, developed in association with CBS Labs., includes a ceramic cartridge with only two grams of needle pressure. The cartridge is "floated" by special hinge and spring within the pickup and is very difficult to damage by dropping or scraping on the record. Zenith claims 2,000 plays can be achieved without perceptible record wear. Average frequency response closer to the record industry's "ideal curve" also is claimed.

Admiral's new television line features easy conversion to the uhf by means of a \$30 field conversion kit, a uhf all-channel continuous tuner which can be installed later. This is in anticipation of the all-channel set legislation now in congress. As in the case of both Zenith and Motorola, Admiral too is strong this year on am-fm sets and stereo fm models. Admiral now has three color sets in its line and expects to augment them with additional models later in the year.

**Motorola's Plans** ■ Motorola told distributors last week it was all tooled up

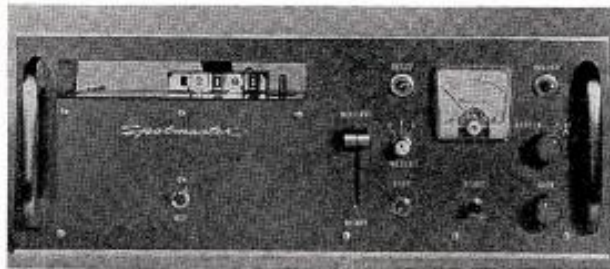
## New owner for film labs

Houston-Fearless Corp. has transferred ownership of Houston Color Film Labs, Burbank, Calif., to a new company, Houston-Hale, headed by Clark Hale, president and board chairman. Mr. Hale has an option to buy 51% of Houston-Hale, but Houston-Fearless is still the majority stockholder. The laboratories process film, color or black-and-white, for tv and motion picture producers.

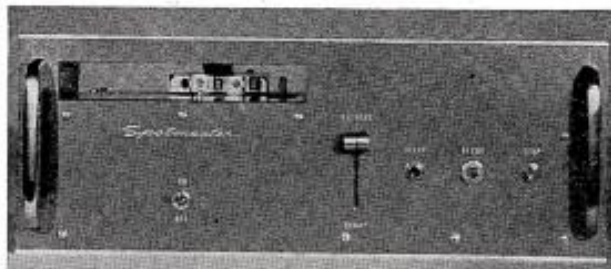
and ready to go with a 1963 color tv set using RCA's standard 70 degree color picture tube when it learned RCA plans to introduce a newer 90 degree color tube early next year. So Motorola decided it would not make the set after all but instead push its own 23 inch rectangular tube set. The first sets are expected to be put on the market within a month or so next spring after RCA's new tube is introduced. Motorola's decision to wait drew enthusiastic applause from the distributors.

Motorola feels that it has licked the tube production problem and said it already has about 200 of the new tubes

500R



505R



## *Spotmaster* Rack Mount Cartridge Tape Equipment

Engineered for heavy-duty precision programming—as is all Spotmaster equipment—the 500R combination recorder-playback unit and the 505R playback unit are furnished complete with rack chassis slides ready to mount in your rack. Each unit slides in and out of the rack for ease of head and capstan cleaning, as well as other routine maintenance. All connections are made by use of convenient plugs in common use in all broadcast stations. Amplifiers and other components are conveniently placed for ease of servicing. The Model 500R is a complete recorder-playback unit and mounts in only 7" of rack space, as does the matching playback unit, Model 505R. Playback units may be mounted in multiple to provide complete facilities in one rack. Plug-in remote control and cue-trip amplifiers for automatic sequential switching available as optional extras on all playback units. Also available for immediate delivery, are the standard best selling 500 and 505 compact monophonic units. For information on our complete line of cartridge equipment contact:

**BROADCAST ELECTRONICS** 8800 BROOKVILLE RD., SILVER SPRING, MD. JU 8-4983

SOLD NATIONALLY BY: VISUAL ELECTRONICS CORP., 356 W. 40th St., N.Y., N.Y., Richard H. Ullman, Inc., 1271 Ave. of the Americas, N.Y., N.Y., CANADA—Northern Electric Co., Ltd., 250 Sidney St., Belleville, Ontario.

produced for its own use. Several of the new sets were displayed next to RCA sets but there was no particular distinction immediately apparent between the two brands.

**Other New Lines** ■ Olympic Radio & Television Div. of Siegler Corp. turned on its complete line in St. Louis last week. The display featured five new 19 inch portable models in 19 colors starting at \$139.95. But combinations remain top feature of the Olympic line, with 26 combinations in modern, contemporary or traditional styling, 23 or 27 inch tv and a variety of am, fm, fm stereo and 4 speed monaural or stereo phonographs.

Packard Bell Electronics, Home Products Div., rolled its new models into Los Angeles last week, with its 23 inch "convertible control" set built into a colonial styled, maple, roll-around cart. Packard's sets, in the \$150-\$350 range, are equipped for both uhf and vhf.

## Technical topics...

**VEC lists new units** ■ Visual Electronics Corp., New York, has added a series of combination recorder-playback cartridge units available in a slide-out rack chassis for am/fm and tv broadcast operations. The recorders, known as the Spotmaster rack mount series, are furnished with rack chassis slides ready to mount in existing racks, allowing them to slide in and out, completely exposing the head and capstan for accessibility in cleaning and maintenance of the cartridge deck. The units are manufactured by Broadcast Electronics, Silver Spring, Md.

**African fm** ■ Gates Radio Co., subsidiary of Harris-Intertype Corp., has sold 13 fm transmitters to the South African Broadcasting Corp. for use in multi-language broadcasting at Bloemfontein, Cape Town Minor and Paarl, South Africa. Order includes five 10-kw and eight 250-w fm units.

**Plug-in oscillators** ■ A choice of basic units fitted for plug-in capability to meet general and specific requirements for sweeping oscillator and frequency marker applications has been announced by Kay Electric Co., Pine Brook, N. J. These include: audio sweep, pulse and birdie variable markers, vhf wide sweeps, vhf narrow sweeps, video sweeps, switched pulse markers and fixed band sweeps to provide production line adaptability. Additional information and prices can be obtained by writing to the company.

**Built-in brain** ■ H. H. Scott Inc., Maynard, Mass., has introduced a new fm multiplex tuner, Model 4310, which includes an electronic brain that will perform many automatic functions. By

tuning across the dial, the unit senses a multiplex broadcast and turns itself to multiplex operation automatically. It also is equipped with a Threshold Control for reception of extreme fringe stations at a predetermined degree of interference. The change back and forth from stereo to monophonic fm is noiseless. A rack mounted model is available for broadcast station use.

**Dealerships available** ■ Dealerships for J. G. McAlister and Bardwell-McAlister lighting units and accessories are open in various parts of the country, according to Burton Grodin, director of sales, CECO Industries and Camera Equipment Co., New York, sole distributor of the line. The company produces virtually all motion picture, television and professional lighting requirements. Dealership inquiries and requests for descriptive material should be addressed to Mr. Grodin, Camera Equipment Co., 315 W. 43rd St., New York 36.

**Emerson's up** ■ Emerson Radio & Phonograph Corp., Jersey City, reported earnings for the 26-weeks ended May 5 rose to \$1,140,910 or 50 cents a share from \$667,646 or 29 cents a share in the same period a year ago.

**BTL projector** ■ Blonder-Tongue Labs, Newark, has introduced a new closed-circuit projection video monitor for industrial and educational tv systems. It sells for \$3,995. Designated as model PVM, the monitor is geared to project a 4½ by 6 ft. image on a screen. Blonder-Tongue has also developed a new waveform monitor for closed-circuit tv studios. The unit, listing at \$1,750, is designed for those using EIA standards.

**GE brochure** ■ A new transistor interchangeability brochure has been published by General Electric Co., Syracuse, N. Y. The 16-page publication contains information on 1,167 transistor types. Outline drawings, construction and general use categories for each transistor are included.

**Manual available** ■ The 1962-63 EEM-Electronic Engineers Master has been released, the company announced last week. The book, largest ever published, also is available on microfilm. It is published at 60 Madison Ave., Hempstead, N. Y.

## RCA declares dividend

RCA has announced a quarterly dividend of 25 cents per share on common stock, payable July 23 to holders of record at the close of business July 15. Also declared by RCA's board: dividend of 87½ cents per share on cumulative first preferred stock for the period of July 1 to Sept. 30 this year and payable Oct. 1, 1962, to holders at the close of business Sept. 21, 1962.

# SUPERCAR

the hottest  
kid show  
in the business

KDKA-TV Pittsburgh  
Thursday, 6:30 pm

- ★ Dominates the period with an 18 rating!
- ★ Wins 48% share against "Highway Patrol" and "Huntley-Brinkley."
- ★ Has climbed steadily every month since last November!



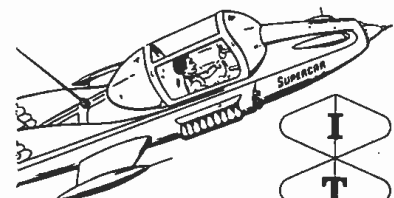
WWL-TV New Orleans  
Saturday, 12 Noon

- ★ Swamps top competition: 14 to 4!
- ★ Dominates the period with the highest noon rating in the market, any station, any day!
- ★ Out-rates "Superman," "Bozo," "3 Stooges", etc. (Based on March, ARB)

# SUPERCAR

Already sold in  
107 markets!...

If it is available in yours  
-grab it!



INDEPENDENT  
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33 EAST 48th ST., NYC 17 • PLAZA 5-2100



**BROADCAST ADVERTISING**

**Carroll C. Grinnell** and **John M. Maupin** elected vps of BBDO, New York. Mr. Grinnell, who joined BBDO last month, is account group head. Mr. Maupin, tv account group head, joined agency in 1959.



Mr. Grinnell

**Budd Hemmick, L. D. Griffith** and **W. Lee Abbott** elected to board of directors of Kenyon & Eckhardt, New York. Mr. Hemmick, creative group head and general manager of creative services division, was elected vp in 1953. Mr. Griffith, management supervisor, was elected vp in 1955. Mr. Abbott, management supervisor, was elected vp in 1960. **H. Grady Chandler Jr.**, with Revlon Inc. for past two years, joins K&E as marketing group head.



Mr. Maupin



Mr. Land

**George T. Land**, for past six years in Mexico where he served as director of radio, tv and motion pictures for Kenyon & Eckhardt and as general manager of XET-TV, NBC affiliate in Monterrey, elected vp and director of creative services of Roman Adv. Agency, St. Louis.

**Lawrence Dobrow**, board chairman of Larrabee Assoc., Washington adver-

**D. C. Ad Club picks**

**Robert A. Bowerman**, retail advertising manager of *The Washington Post* (WTOP-AM-FM-TV Washington and WJXT [TV] Jacksonville, Fla.), elected president of Washington Advertising Club, succeeding Frank Katen. Other officers elected: **Frank Boucher**, *TV Guide*, first vp; **Norman Reed**, WWDC-AM-FM Washington, second vp; **Stanley Bell**, WRC-AM-FM-TV Washington, treasurer; **Elizabeth Anker**, of Del Anker photographers, secretary; **Laurese Byrd Gordon**, executive secretary, and **Lou Brott**, pr director. New directors are: **Vernon Custer**, **Robert O'Connor**, **Leonard Oxenberg**, **Lou Robinson** and **Frederick W. Langbein**.

tising agency, elected president, succeeding **Bert K. Silverman**, who recently resigned (FATES & FORTUNES, May 28). **Arthur J. Lamb** continues as executive vp and general manager of Larrabee Assoc.

**John S. Harper**, former pr director of Rheem Manufacturing Co., New York, joins Creative Public Relations Inc., subsidiary of Chirurg & Cairns, that city, as vp and director.

**Elwood Gair**, product manager of Colgate - Palmolive Co.'s household products division, named assistant to president of Colgate-Palmolive Co. Mr. Gair joined Colgate in 1960 after service with Scott Paper Co. and Dancer-Fitzgerald-Sample.

**Rollo W. Hunter**, vp and radio-tv director for eastern division of Erwin Wasey, Ruthrauff & Ryan, New York, assumes similar responsibilities for agency's central division as well. Mr. Hunter plans shortly to visit radio-tv heads in EWRR offices whose broadcast operations are now under his supervision: Philadelphia, Chicago, Pittsburgh, Houston and St. Paul. He reportedly hopes to build tighter, more-cohesive intra-agency radio-tv operation.



Mr. Hunter

**Thomas B. McCabe Jr.**, vp in charge of international marketing, Scott Paper Co., Philadelphia, elected chairman of advertising management committee of Assn. of National Advertisers, New York. He succeeds **John T. Morris**, vp and director of marketing, The F. & M. Schaefer Brewing Co., New York.

**Kenneth Mason**, since 1960 partner in Chicago advertising agency of Hill, Rogers, Mason & Scott, joins The Quaker Oats Co., that city, effective July 1, as advertising director. For past eight months, dual responsibility of advertising director and merchandising manager for cereals has been assigned to **Peter B. Warner**, who will devote full attention to latter post after July 1. Both Messrs. Mason and Warner will report to **Victor Elting Jr.**, vp in charge of advertising and merchandising.



Mr. Mason

**Wilbur T. Trueblood Jr.**, account supervisor with Krupnick & Assoc., St. Louis advertising agency, elected vp.

**Robert D. Belden**, **John H. Hatheway** and **Richard J. Keegan** named account supervisors in contact department

**HAC elects Light**

**Robert M. Light**, president of the Southern California Broadcasters Assn., was elected president last week of the Hollywood Advertising Club for 1962-63, succeeding **George Allen**, manager of Guild, Bascom & Bonfigli, Los Angeles. Other officers elected: **Oliver Crawford**, *TV Guide*, first vp; and **Jack O'Mara**, TV Bureau of Advertising, second vp. **Bud Stefan**, BBDO, **Robert Sutton**, KNX-AM-FM Los Angeles, and **James Thompson**, Fletcher Richards, Calkins & Holden, were elected directors for three-year terms. **Richard Eastland**, Campbell-Ewald, and **Harry White**, Western Airlines, were elected directors for one-year terms.

of Young & Rubicam, New York. Messrs. Belden and Hatheway joined Y&R in 1950. Mr. Keegan joined agency in 1960.

**Thomas E. Shea**, account executive with Fuller & Smith & Ross, Los Angeles, transfers to F&S&R's New York office, effective July 1, as executive on recently acquired Renault auto account. In Los Angeles, Mr. Shea's accounts have included Kal Kan Foods, Pacific Ocean Park, Stanthony Corp., TRW Computers Co. and Fairfield Labs.

**Arthur C. Fatt**, board chairman of Grey Adv., New York, elected to board of directors of Advertising Federation of America. **Emerson Foote**, president of McCann - Erickson, New York, and member of AFA board of directors, elected to executive committee of AFA board.



Mr. Fatt

**D. Robert Parman**, senior vp and director of Ted Bates & Co., New York, re-elected chairman of board of directors of New York County chapter of National Multiple Sclerosis Society.



Mr. Foote

**C. Alec Pollard**, board chairman and president of Pollard & Hamer, Kansas City advertising agency, joins Valentine-Radford Adv., that city, as vp and account executive. Prior to forming his own agency in 1953, Mr. Pollard was associated with WRNL-AM-FM Richmond, Va., and McGraw-Hill Publishing Co.



### Chicago's BAC meets, re-elects Wyatt, others

William R. Wyatt, vp of A. C. Nielsen Co., was re-elected president last week of the Broadcast Advertising Club of Chicago. Mr. Wyatt (seated second from right) served as executive vp of the club during the 1960-61 season, and was president during the 1961-62 season.

Other new officers elected: **Cy Wagner**, tv network sales manager of NBC Central Div., executive vp; **Alan Axtell**, manager of the Chicago office of The Katz Agency, treasurer, and **Warren Middleton**, mid-west sales manager of BROADCASTING magazine, secretary. Newly elected board members are: Mr. Axtell; **Lee Bland**, vp and program supervisor of Leo Burnett Co.; **Clark George**, vp of CBS Television Stations Div. and general manager of WBBM-TV Chicago; **H. W. (Hank) Shepard Jr.**, vp of Edward H. Weiss & Co., and **Ed Wallis**, general manager of WIND Chicago.

Holdover members of the board are: **Fred Harm**, executive vp of

WNMP Evanston; **Arnold E. Johnson**, vp of Needham, Louis & Brorby; **Mr. Middleton**; **Mr. Wagner**; **John H. Wrath**, vp of Paul H. Raymer Co.; **John Moser**, of Moser, Compere & Emerson, who continues as legal counsel for the club; **Catharine Serwe**, who is financial and recording secretary, and **Chet Campbell**, advertising and promotion director of WNBQ (TV) and WMAQ-AM-FM Chicago, who continues as publicity chairman.

Shown seated (l to r) are: Mr. Harm, who was appointed chairman of membership committee; Mr. Wagner, chairman of arrangements committee; Mr. Wyatt; and Miss Serwe. Standing (l to r) are: Mr. Johnson; Mr. Middleton; Mr. Axtell; Mr. Wrath; Mr. George, chairman of program committee; Mr. Wallis, chairman of Christmas party committee; and Mr. Moser. Not pictured are Mr. Shepard, who was named chairman of the special projects committee, and Mr. Bland.

**Louis Musachio**, former art director of Papert, Koenig, Lois, joins Smith-Greenland Co., New York, in similar capacity.

**Dirk Content**, Kenyon & Eckhardt, joins Lawrence C. Gumbinner Adv. Agency, New York, as tv producer on American Tobacco Co. account.

**John J. Calnan**, vp and manager of radio-tv creative department of Needham, Louis & Brorby, Chicago, joins Los Angeles office of Foote, Cone & Belding as vp and copy director.



Mr. Calnan

**Mrs. Norma Lindikoff**, traffic manager, Universal Adv. Agency, Omaha, promoted to media director.

**Joseph Kelley** and **Michael Keenan**,

assistant media directors of Lennen & Newell, New York, promoted to associate media directors.

**Edward A. Fleig**, media analyst with MacFarland, Aveyard & Co. joins Earl Ludgin & Co., Chicago-based advertising agency, in similar capacity.

**Charles F. Dennis**, production manager of Heintz & Co., Los Angeles advertising agency, joins Donahue & Coe, that city, in similar capacity. **Maurice Vaughn**, D&C vp and director of radio-tv, assumes added duties as creative director in agency's Los Angeles office. Mr. Vaughn formerly held similar positions as senior vp of Ross Roy-D.S.F. & D. in Detroit before joining Donahue & Coe in January.

**Catherine (Sandy) Van Kirk** appointed production manager of Public Relations Counselors, advertising and pr firm, San Francisco.

# SUPERCAR

the hottest  
kid show  
in the business

WPIX NEW YORK  
Saturday 6:30 pm

- ★ Beats four competing programs with a 13 rating!
- ★ Top-rated program on station on week-end!
- ★ Has delivered solidly since it premiered!



WKST-TV Youngstown  
Saturday 6:30 pm

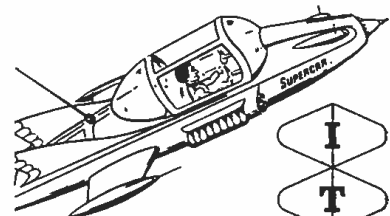
- ★ Opens with a 17 rating!
- ★ Out-draws top competition two to one!
- ★ Highest-rated childrens' show in the market!

(Based on March, ARB)

# SUPERCAR

Already sold in  
107 markets!...

If it is available in yours  
-grab it!



INDEPENDENT  
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33 EAST 48th ST., NYC 17 • PLAZA 5-2100



**Michael Peringer**, recently discharged from Army after three years as public information officer and formerly with King Broadcasting Co., joins creative staff of McCann-Erickson, Seattle.

**Louis J. Nicolaus**, vp and account supervisor of Kenyon & Eckhardt, New York, joins Geyer, Morey, Madden & Ballard, Los Angeles, as vp and account executive.



Mr. Nicolaus

**Robert Huntley**, copywriter with Needham, Louis & Brorby, joins copy staff of MacFarland, Aveyard & Co., Chicago.

**Gerald Charm**, executive art director of Smith-Greenfield, New York, joins The Wexton Agency, that city, as associate art director.

**Will Cahoon**, former art director of Geyer, Morey, Madden & Ballard, joins Wunderman, Ricotta & Kline, New York, in similar capacity. **Henry T. Dudek**, Dancer-Fitzgerald-Sample, appointed controller at WR&K.

**Frederick L. Olsen**, vp and media director of Hixson & Jorgensen, elected president of Advertising Club of Los Angeles for 1962-63. Other officers elected: **Ray J. Tibbetts**, Schmidt Lith-

ograph Co., first vp; **Nelms H. Black**, Southern California Gas Co., second vp; **Arthur G. Pollack**, Los Angeles Newspaper Publishers Assn., treasurer, and **Agnes Haines**, Hiram Walker, secretary.

**Earle M. Levine**, BBDO, Boston, joins Fuller & Smith & Ross, that city, as executive on Raytheon Co. account. **Peter P. Erickson** joins F&S&R, Boston, as art director on same account.

**Rollins (Rib) Smith**, formerly on tv production staffs at Young & Rubicam and Ted Bates & Co., joins D'Arcy Adv., New York, as producer in radio-tv department.

**Harvey V. Fondiller**, pr account executive with Fuller & Smith & Ross, New York, awarded Master of Fine Arts degree from Columbia U. last Tuesday (June 5). His thesis was critical analysis of NBC-TV's *Wide World* program.

**Robert B. Harris**, account executive on Gluek beer account for United Breweries of America, national advertising and marketing group, joins Gluek Brewing Co., Minneapolis, as advertising manager. Previously, Mr. Harris served as account executive with J. Edward Connelly Adv., Pittsburgh, and as sales promotion and merchandising director for Friendly Group Stations.

## THE MEDIA



Mr. Bolton



Mr. Hood

**Nick Bolton**, assistant general manager of WKRC - AM - FM Cincinnati, promoted to general manager, succeeding **Hubbard Hood**, who retires after 22 years with Taft Broadcasting station. Mr. Hood joined WKRC sales staff in 1940 and was appointed sales manager in 1952. He has served as general manager of Cincinnati outlet since 1955. Mr. Bolton, former commercial manager of WNAX Yankton,

S. D., joined WKRC in January of this year in his present capacity. He previously was affiliated with radio sales office of The Katz Agency in Chicago and as radio-tv sales manager of W. G. Rambeau Co. in Chicago and New York.

**Jack Wellington**, general manager of WBCB - AM - FM Levittown-Fairless Hills, Pa., elected president of O'Keefe Broadcasting Co., parent firm. **Stu Wayne**, Philadelphia radio personality, joins WBCB outlets as station manager.

**Harry Harkins**, formerly with Clarke Brown Co., Atlanta, Ga., named manager of Atlanta office of The Bolling Co., New York.

**William J. Griffiths**, former assistant general manager of WELM Elmira, and recently general manager of WXYJ Jamestown, both New York, returns to WELM as general manager, replacing **Keith W. Horton**.

**Robert J. McAndrews**, vp and general manager of John Poole Broadcasting Co. (KBIG, KBIQ [FM] Avalon, Calif.), resigns after 10 years to join California Savings & Loan League as staff vp. Prior to joining Poole organization in 1952, Mr. McAndrews had been managing director of Southern California Broadcasters Assn. and was previously with Young & Rubicam and NBC in Los Angeles.



Mr. McAndrews

**Riley R. Gibson**, president of KXOA Sacramento and KLIV San Jose, both California, assumes general management of Sacramento outlet, replacing **Howard Haman**, who resigned to accept disclosed position closely allied with broadcast industry in southern part of state. **Maurice (Doc) Hill** appointed station manager of KXOA in addition to his duties as chief engineer of both KXOA and KLIV. Mr. Hill has served

## REFERENCE ANTENNAS

Rugged dipoles mounted on open, low-windage, light-weight triplane reflectors for use in directional television broadcast transmitting installations.

Can be conveniently mounted on a mast or leg of a tower. The effect of supporting tower or mast on radiation pattern of antenna is minor. Power gain is approximately 4.2 in the forward direction. Visual carrier frequency individually matched at channel of operation. Write for further information.



**ALFORD**  
Manufacturing Company

299 ATLANTIC AVE., BOSTON, MASSACHUSETTS



as chief engineer of KXOA for past four years.

**Frank J. Kilcheski**, general sales manager of Bureau of Advertising of the American Newspaper Publishers Assn., New York, elected vp in charge of national sales.

**Shaun F. Murphy**, vp and general sales manager of KTVI (TV) St. Louis, resigns, effective July 1. Mr. Murphy has been with KTVI since April 1957, first as national sales manager, and since March 1961 as general sales manager. **Ralph Hansen**, assistant general manager, will assume overall charge of station's sales until Mr. Murphy's successor is named.

**George Pleasants**, former manager of WBUX Doylestown, Pa., and recently with Speidel Broadcasting Co. stations in South Carolina, appointed general manager of Speidel's WKET (FM) Oakwood-Kittering, Ohio, outlet.



Mr. Landsman

**Richard C. Landsman**, organizer of Six Nations Tv Corp. in November 1961 to file application for ch. 9 in Syracuse, N. Y., elected president and general manager of Channel 13 of Rochester Inc., interim operation consisting of eight applicants for ch. 13, also New York. Resolution of both grants is expected to take several years. Mr. Landsman, whose most recent station affiliation was with WNEW-TV New York as account executive, has for past 10 years been in national sales rep field with Edward Petry & Co. and The Katz Agency. He is former assistant sales manager of WBAL-TV Baltimore.

**Zachary W. Land**, general sales manager of WHYN-AM-FM-TV Springfield, Mass., assumes added duties as assistant general manager. **James A. Kontoleon**, program director of WEEK-TV Peoria, Ill., to WHYN outlets in similar capacity.

**Gary E. Willson** appointed sales manager of KROY Sacramento, Calif.

**Hal Shore**, former managing director of WKMF Flint, joins Gerity Broadcasting Co. as sales manager of Flint office of WNEM-TV Bay City, both Michigan.

**Joseph E. (Bud) Mertens**, account executive with WJW-TV Cleveland, joins Storer Television Sales, Chicago, in similar capacity.

**Scott Jarrett**, news director, WFMY-TV Greensboro, N. C., elected president of Radio & Tv News Directors Assn.

**Tom Judge**, general sales manager of animation unit of CBS Films and former national tv sales manager for West-

inghouse Broadcasting Co., appointed account executive in New York office of CBS-TV Stations National Sales.



Mr. Paschall

**Benton Paschall**, vp of Clifford Gill Adv., Beverly Hills, and former part-owner and general manager of KAFY Bakersfield and KFXM San Bernardino, named general manager of KSON San Diego, all California.

**Roger N. Creaden**, formerly with WTAQ La Grange, Ill., to WJJD-AM-FM Chicago as account executive.

**B. Marc Sommers** joins KTSA San Antonio as director of programming and air personality.

**William T. Wagner**, formerly with WJZ-TV Baltimore, joins WKBW-TV Buffalo, N. Y., as program director, replacing **R. Douglas McLarty**, who resigned to accept position of program director at KETV (TV) Omaha. **O. Lyle Koch**, assistant promotion director of WKBW, promoted to promotion director. **Robert W. Groves** named promotion assistant.

**Bernard Krause**, manager of contracts, talent and rights, and **Robert A. Jelinek**, member of business affairs staff, CBS-TV, New York, promoted to director of business affairs-administration and director of contracts, talent and rights, respectively. Mr. Krause, who formerly served as business manager of radio-tv department of Cunningham & Walsh for three years, joined CBS in June 1958 as assistant to director. Mr. Jelinek joined CBS's business affairs department in September 1960. Previously, he was with legal department of Young & Rubicam.

**Kenneth F. Small**, director of WRUF-AM-FM Gainesville, elected executive secretary of Florida Assn. of Broadcasters, replacing **Ken Ballinger**, who will enter fm radio business in Tallahassee.

**Don Knox**, staff director with WABC-TV, and **Charles (Bud) Ford**, operations manager for WNBC, both New York, join WJZ-TV Baltimore as producer-director and operations director, respectively.

**Ted F. Baze**, formerly with WFAA-TV Dallas, joins directing staff of KMBC-TV Kansas City.

**Hall Jones**, production manager of WTOP-TV Washington, joins station's directing staff. He is succeeded by **Arthur (Duke) Struck**.

**James Benjamin**, freelance writer-producer, appointed special products coordinator for WNDR (TV) New York. **Mrs. Sylvia Spence**, member of

WNDR staff since July 1961, named manager of program information.

**Dick Fellows**, former sales manager of WPDQ Jacksonville, Fla., joins WJXT (TV), that city, as production coordinator.

**Dick Doty**, vp in charge of news and public affairs of WINZ Miami, Fla., resigns, effective July 1.

**Lantz Hoffman**, member of WFBG-AM-FM Altoona, Pa., news staff, promoted to news operations director, replacing **Marv Boone**. **William S. Burchill**, formerly with WCPA Clearfield, Pa., joins WFBG's news announcing staff.



Mr. Hauser

**Jack Hauser**, local sales manager of NBC-owned WNBQ (TV) Chicago, appointed commercial manager of WFAA-TV Dallas.

**Bill Crago**, member of KHJ-AM-FM-TV Los Angeles news staff, promoted to news director. **John W. Strobel**, news editor-writer, joins KTLA (TV), that city, as assistant news editor, replacing **Bruce Cohn**, who resigned to join NBC.

**John Parrish**, formerly with WRNL-AM-FM Richmond, Va., joins WLAK Lakeland, Fla., as sports director.

■  
**NEW ORLEANS'  
ONLY STATION  
WITH MOVIES  
EVERY NITE!**

**BUY  
IT!**

Represented nationally by Katz

**WWL-TV**  
NEW ORLEANS

**Jere Laird**, newscaster and editor with KCRA-AM-TV Sacramento, joins news department of KRLA Pasadena, both California.

**Mark O. Gautier Jr.**, assistant news director, KMTV (TV) Omaha, promoted to news director.

**Harrison P. Livingston**, assistant manager of marketing, Stelma Field Engineering Services, Washington, joins WLW, WLWT (TV) Cincinnati as meteorologist. He replaces **James Smith**, who resigned.

**Bill Frink** joins WHAS-TV Louisville, Ky., as sports editor.

**Bob Evans**, manager of accounting department of Ayers Steamship Co., New Orleans, joins KNX-AM-FM Los Angeles as assistant to station controller.

**Nelson Banks**, traffic manager, WAPA-TV San Juan, Puerto Rico, promoted to director or promotion. **Felix Santiago Ubides** and **Evelio Otero** appointed traffic manager and news director, respectively.

**Jay Lewis**, members of *Variety's* Washington bureau and former correspondent for International News Service until its merger with United Press in 1958, joins National Assn. of Broadcasters, effective June 18, as publica-

**Reel to seek House seat**

**A. Frank Reel**, vp in charge of business affairs, Ziv-United Artists, New York, was nominated last week as Democratic candidate for U. S. House of Representatives in 25th District in New York. Mr. Reel was unopposed and will seek office against incumbent Rep. Robert R. Barry (R-N.Y.). Mr. Reel has been with Ziv since February 1954, and previously was executive secretary of American Federation of Radio Artists (now AFTRA). Mr. Reel's home is in Tarrytown, N. Y., where he has served for several years as member of its governing board of trustees.



Mr. Reel

cations editor. Mr. Lewis' duties will include editing and writing regular publications and special booklets, preparation of news releases, and assisting with special projects.

**Roy Harnish**, news and sales representative, KWVY Waverly, joins announcing staff of WOC-AM-FM-TV Davenport, both Iowa.

**Bill Terry** joins KCPX-AM-FM Salt Lake City, Utah, as air personality.

**Don Sanchez**, program director and air personality, KUSC (FM) Los Angeles, joins KSEE Santa Maria, Calif., as d.j. **Vik Buyvid**, KUSC production coordinator, succeeds Mr. Sanchez.

**Ted Connor**, WLAC Nashville, Tenn., and **Herb (Oscar) Anderson**, WABC-AM-FM New York, appointed co-chairmen of Disk Jockeys for MS of 1962 Multiple Sclerosis Hope Chest Campaign.

**PROGRAMMING**

**Harold J. Klein**, senior vp and worldwide sales manager of ABC Films, New York, elected to board of directors. **Raymond C. Fox**, company controller, elected administrative vp.

**Seymour Horowitz**, program director of KGO-TV San Francisco, elected president of San Francisco chapter of Academy of Television Arts & Sciences. Other officers are: **John Butler**, Compton Adv., first vp; **Louis S. Simon**, KPIX (TV) San Francisco, second vp; **Neil A. Remnant**, J. Walter Thompson Co., secretary, and **Nancy Best**, KTVU (TV) Oakland-San Francisco, treasurer.

**Perry Leff**, vp of Frank Cooper Assoc. Agency, New York, joins Fields Assoc. Ltd., that city, as partner and vp.

**Allen Klein**, former resident counsel at Desilu Productions and recently in private practice, named legal counsel of Writers Guild of America, West.

**Lewis J. Rachmil**, Ziv-United Artists' vp in charge of production in Hollywood, resigns.

**Jack Donahue** named producer-director of fourth annual full-hour March of Dimes tv special to be produced at 20th Century-Fox Studios in Hollywood. **Johnny Bradford** has been signed as writer; **Serge Krisman** as production designer and **Howard Ross** as talent coordinator of National Foundation's January 1963 fund raising campaign. **Edward A. Franck** is executive producer for Foundation.

**Marshall Flaum**, for past five years associate producer of *Twentieth Century* series for CBS-TV in New York, resigns to join Wolper Productions in Hollywood as producer-director to work on various documentary telefilms and tv specials. **Vilis Lapenieks** joins Wolper as director of photography.

**Tom McKnight** signed as producer of Four Star Television's half-hour comedy series, *McKeever and the Colonel*, with **William Harmon** as associate producer and **Lou Derman** as head writer. Initial script, "By the Book," written by **Joel Rapp** and **Sam Locke**, will go into production June 20.

**Milton Hoffman**, former producer of late **Ernie Kovacs'** tv specials and **Ernie Ford's** series, and **Steve Binder**, producer-director with ABC-TV for past five years, named associate producer and director, respectively, of *The Steve Allen Show*, new nightly series produced by Westinghouse Broadcasting Co., beginning June 25. **Donn Trenner**, who has written and conducted for *Naked City*, *Route 66*, *Follow the Sun* and *Hennesey*, appointed show's musical director.

**Linda Darnell** named hostess-narrator of *Folk Music Festival*, half-hour tv series being produced by Pacific Productions, Los Angeles, for syndication. **Martin L. Barsky**, president of Pacific Productions, is producer of series, which will be simultaneously produced as five-minute programs. **Sidney Gonick**, Pacific vp, is assistant producer, and **Lawrence A. Pearce** is director.

**Grant Velie** signed to create and film special opening and closing titles for **Steve Allen's** Meadowlane Production of *Jazz Scene USA*, which is being filmed for syndication as half-hour tv series. Writers **John Tynen** and **Leonard Feather** signed as jazz consultants.

**ODDLY ENOUGH!**

**AN ALL-NEW 5-MINUTE RADIO FEATURE FOR STATIONS PROGRAMMING FOR THE ADULT LISTENING AUDIENCE!**

ODDLY ENOUGH! is a series of unusually interesting vignettes—little stories of odd and intriguing people, places, things and events.

Available on an exclusive basis offered to only one station in a market. It will fit your programming format.

SEND TODAY FOR COMPLETE DETAILS AND SAMPLE TAPE



a feature of  
**VIGNETTE RADIO PRODUCTIONS**  
P. O. BOX 845 • CLEVELAND 22, OHIO



**Marty Crail** signed as still photographer of *My Three Sons* for second consecutive year. Assignment covers both production-sequence and publicity photography. Don Fedderson Productions starts filming of 1962-63 series for ABC-TV, today (June 11) at Desilu-Gower Studios.

**Jimmie Dodd**, former m.c. of Walt Disney's *Mickey Mouse Club*, returns as head mouseketeer when club resumes this fall as syndicated tv presentation.

**Gene Bruck**, program and music director of WBAI (FM) New York, appointed coordinator of concert and symphonic repertory, ASCAP, that city.

**Al Mann**, ABC News correspondent, named Pacific Coast correspondent, with headquarters in Los Angeles.

## ALLIED FIELDS

**Larry Boggs**, president of Vumore Co., wholly owned catv subsidiary of RKO General, Oklahoma City, joins Daniels & Assoc., Denver catv consulting and brokerage firm, effective June 16, as associate working in field of brokerage, appraisal and system management.

**Charles E. Anderson** and **Norman R. Grusby** elected vps at Schwerin Research Corp., New York. Mr. Anderson is in charge of sales promotion department. Mr. Grusby services several major advertiser accounts.

## EQUIPMENT & ENGINEERING



Mr. Wachsman

**Murray G. Wachsman**, director of operations, J. A. Maurer Inc., electronics and optical firm, Long Island City, N. Y., elected vp and general manager of Knight Electronics Corp., manufacturing subsidiary of Allied Radio Corp., Chicago. Mr. Wachsman, former vp in charge of manufacturing of Lewyt Mfg. Co., will have overall responsibility for management, administration, engineering and production at Knight's Maywood, Ill., plant.

**Robert E. Hall**, sales manager of Wesco Electronics, Pasadena, Calif., elected vp in charge of sales.

**Robert J. Morgan**, director of education, Electronic Representatives Assn. (ERA), Chicago, named executive director, succeeding **William C. Weber Jr.**, who resigned May 1 to enter private business. Mr. Morgan, who joined ERA staff in May of 1961, is second full-time executive director in 27-year history of association.

**Christian J. Goodman Jr.**, sales man-

## L.A.'s IRE elects slate

**Ralph A. Lamm**, plant manager, electronic center, Bendix Pacific Div., Sylmar, Calif., was elected 1962-63 chairman of the Los Angeles chapter of the Institute of Radio Engineers, during a meeting at the Hollywood Palladium, Saturday, June 2. Other officers elected: **Matthew E. Brady**, Space Technology Labs, vice chairman; **Marian M. Hatch**, Rand Corp., Santa Monica, secretary, and **Francis L. Moseley**, F. L. Moseley Co., Pasadena, treasurer. **Walter E. Peterson**, Automatic Development Corp., Culver City, and **William L. MacDonald**, U. S. Naval Missile Center, Point Mugu, were installed as members-at-large.



Mr. Lamm

ager of semiconductor products department of General Electric Co., Syracuse, N. Y., elected vp in charge of sales for Motorola Semiconductor Products Inc. and sales manager of Motorola's semiconductor products division. Mr. Goodman, who replaces **F. J. Van Poppel**, resigned, will have headquarters at company's main office and manufacturing facility in Phoenix.

**Charles A. Black**, former director of marketing services of Ampex Corp., Redwood City, Calif., named assistant to president. Mr. Black, who joined Ampex in 1957, previously served as manager of financial relations and manager of finance division.

**Dwight L. Umstead**, sales engineer for Bendix Corp. in California and Arizona areas, joins Allen B. Du Mont Laboratories as western regional sales manager for electronic tube division. Mr. Umstead will be headquartered temporarily in offices of J. T. Hill Co., San Gabriel, Calif., until Du Mont re-establishes its own facility or uses one of Fairchild Camera & Instrument Corp.'s plants, parent company.

**Robert W. Bullock**, lighting facilities engineer in audio-visual engineering group of NBC, New York, joins Kliegl Bros., that city, as assistant to vp in charge of tv sales and engineering.

**John Dunleavy**, formerly with D. R. Britton Co., manufacturers representatives, joins Clevite Transistor, Waltham, Mass., as sales engineer.

**John Royan**, formerly employed as

specialist in semiconductor devices by Farranti Ltd., electrical and electronic manufacturers, Manchester, England, joins research and development department of National Transistor Mfg. Co., Lawrence, Mass.

**Leon Cantor**, technical writer for Blonder-Tongue Laboratories, Newark, N. J., promoted to director of publicity. Mr. Cantor, who joined Blonder-Tongue in 1959 after serving as technical writer for Westinghouse Radio-Tv Div., will be responsible for all B-T advertising, publicity, promotion, technical literature and sales training.

## INTERNATIONAL

**Yves Jasmin**, regional pr manager of Ford Motor Co. of Canada, at Montreal, elected president of Canadian Public Relations Society at annual meeting in Toronto.

**Lloyd Colthorp**, traffic manager of CHAN-TV Vancouver, B.C., promoted to program manager.

**Grace W. Goldie**, assistant head of talks, BBC-TV, London, England, promoted to head of tv network's talks and current affairs. **Alasdair Milne**, editor of network's *Tonight* program, appointed assistant head of talks and current affairs, and **Huw Wheldon**, editor of

**"IT PAYS TO USE KTVE"**



So says  
Al Wilkinson  
of  
TWIN CITY  
PONTIAC  
in Monroe, La.

**OVER 100 LOCAL ADVERTISERS USE KTVE REGULARLY TO GET SALES RESULTS & PROFITS**



**CHANNEL 10**

EL DORADO MONROE GREENVILLE  
REPRESENTED NATIONALLY BY:  
VENARD, RINTOUL & McCONNELL  
CECIL BEAVER SOUTHERN REP.



*Monitor*, named general assistant head of talks. **Antony Jay**, assistant editor of *Tonight*, promoted to editor. **Humphrey Burton**, associate producer of *Monitor*, promoted to editor.

**Arthur J. Laird**, research officer, and **Raymond L. Lewis**, chief statistician, Canadian Broadcasting Corp., Toronto, promoted to directors of CBC's research and statistic departments, respectively.

## DEATHS

**Kenneth L. Bridges**, 65, retired merchandising executive with Young & Rubicam, New York, died June 4 at Harkness Pavilion of Presbyterian Hospital, that city. Mr. Bridges joined Young & Rubicam in 1939 and retired in 1960.

**Clem McCarthy**, 79, veteran prize fight and horse race announcer who,

with his tingling staccato descriptions, broadcast every Kentucky Derby from 1928 to 1950 and, among numerous others, Louis-Schmelling title fight in 1938, died June 4 suffering from Parkinson's disease at Dresden Madison Nursing Home in New York. Mr. McCarthy first tried announcing in 1927, when public-address system was installed at Arlington Park in Chicago, and made his first radio broadcast from Churchill Downs at Louisville, Ky., in

## Edgar Kobak, leader in advertising and broadcasting, dies

**Edgar Kobak**, 67, business consultant and a longtime leader in advertising and broadcasting affairs, died of a cerebral hemorrhage at Atlantic City on June 3. He was stricken and died a few hours after he arrived there for a meeting of the Edison Electric Institute.

Mr. Kobak, who lived at the Sheraton-East Hotel in New York, was president of Mutual Broadcasting System from 1944 to 1949, and before that was successively vice president in charge of sales for NBC (1934-36), vice president of the Lord & Thomas Adv. Agency (1936-40), and sales vice president (1940-42) and executive vice president (1942-44) of the NBC Blue Network (subsequently ABC).

A trained electrical engineer, he worked for the Georgia Power Co. for four years and subsequently was with the McGraw-Hill Co. in various circulation, editorial, advertising and executive capacities, including publisher of its radio and electrical publications and vice president in charge of sales for all publications, for 13 years before he moved into radio with NBC. "Broadcasting," he explained later, "combined all three things with which I was deeply concerned: engineering, publishing and people."

Mr. Kobak opened his business consultancy following his resignation from Mutual in 1949, but he retained a lively interest—both directly and indirectly—in broadcasting, programming and advertising generally. For several years he owned, and at his death was a director of, WTWA Thomson, Ga. He also was vice president of the Progress-News Publishing Co. and owned Sunshine Plantation, both also in Thomson.

He held firm views on a wide range of matters affecting broadcasting and advertising and was outspoken in expressing them. He was known as a forceful speaker, and in addition would occasionally buy advertising space in which to plead special causes. At NBC in the 1930s

he was one of the architects of the principle of network option time, which he regarded as essential to enable networks to deliver the time they sold to advertisers. After the FCC put the future of option time in question a few years ago, he missed few opportunities to defend the practice both privately and publicly.

He dealt with this question—and, typically, a number of others—in a speech before the Broadcast Advertising Club of Chicago last winter. Characteristically, in that speech he criticized FCC Chairman Newton



Minow's "wasteland" epithet on the ground that it ignored much programming that is good, yet at the same time he said that critics "keep us on our toes" and called for broadcasters to work more affirmatively to improve programming.

He also spoke out against the so-called "magazine concept" of advertising and urged a return to the practice of giving advertisers and agencies "a definite part in a show"; warned that television may be "pricing itself out of the market" by letting program costs get out of hand; attacked the station practice of accepting free records from song publishers, and advocated abolition of the media commission system of

agency compensation.

Mr. Kobak was the first chairman of the Broadcast Advertising Bureau (now Radio Advertising Bureau) and a member of its board of directors from 1951 to 1955. He was a director of the NAB in 1946-47 and 1949-55, and was president of the Radio Pioneers (now Broadcast Pioneers) in 1948-49.

He was president of the Advertising Research Foundation in 1952-55; a past president and past chairman of the Advertising Federation of America; past president of the Marketing Executives Society, and a former director of The Advertising Council and the American Management Assn.

He also had served in key executive posts with a number of civic and philanthropic organizations including the presidency of the National Society for Crippled Children & Adults and as trustee of such organizations as the National Fund for Medical Education, the National Conference of Christians & Jews, Town Hall Inc., the National Health Council, and the Engineers Club of New York. He also served for many years as chairman or member of Notre Dame U.'s advisory councils for the school of science and engineering and for arts and letters.

His clients as a consultant included Miles Labs, which he also served as a director, and the A. C. Nielsen Co. He also was a director of the S&C Electric Co., Chicago, and Information for Industry, Washington.

Mr. Kobak was born April 18, 1895, in Chicago. After his family moved to Atlanta he attended Georgia Tech. Subsequently, he was awarded an honorary LL.D. by Missouri Valley College. In 1916 he was married to Miss Evelyn Hubert, of Atlanta, who survives with two sons, James B. and Edgar H. Kobak, and two sisters.

A solemn requiem mass was offered Thursday at St. Agnes Roman Catholic Church in New York.

1928 over KYW Chicago. Following year he joined NBC, where he remained until 1947, and later covered Kentucky Derby three times for CBS. Mr. McCarthy's last assignments were at Roosevelt Raceway.



Mr. Orr

**William Wallace Orr**, 56, president of W. Wallace Orr Inc., Philadelphia advertising agency, died June 3 while dining at Philadelphia Country Club. Mr. Orr, former vp of N. W. Ayer & Son, was also president of Tel-Ra Productions, which produced short films for tv.

**Ian Ross Macfarlane**, 60, radio commentator and former correspondent in Paris for *New York Herald Tribune*, died June 5 at Johns Hopkins Hospital in Baltimore. Mr. Macfarlane had been in failing health since he contacted hepatitis in Africa three years ago while gathering material for broadcasting and lectures.

**Herbert E. Mendelson**, 49, motion picture and tv production manager who, until his recent illness, was working on motion picture "Diamond Head," died June 2 at Cedars of Lebanon Hospital in Los Angeles.

**Jesse Crawford**, 66, famed theatre-radio organist who was billed as "The

Poet of the Organ" while with CBS Radio Network in 1930's, died of heart ailment May 30 at Sherman Oaks (Calif.) Community Hospital.



Mr. Cole

**John G. Cole**, 50, vp and tv production supervisor of Sullivan, Stauffer, Colwell & Bayles, New York, died June 5 in Presbyterian Hospital, that city, after short illness. Mr. Cole had been with SSC&B for past nine years. Previously, he was with Ruthrauff & Ryan, Compton Adv. and Gardner Adv.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 29 through June 6 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

**Huntsville, Ala.**—North Alabama Bcstrs. Inc. Uhf ch. 19 (500-506 mc); ERP 519 kw vis., 270 kw aur. Ant. height above average terrain 1,057 ft., above ground 249.2 ft. Estimated construction cost \$498,009; first year operating cost \$250,000; revenue \$260,000. P. O. address Suite 330 Professional Center, Montgomery, Ala. Studio and trans. location Huntsville. Geographic coordinates 34° 44' 18" N. Lat., 86° 31' 57" W. Long. Trans. RCA TTU-25B; ant. RCA TFU-27J. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C.; consulting engineer Gautney & Jones, Washington, D. C. Principals: Charles F. Grisham, John C. Godbold (each 49.98%) and Albert W. Copeland (.04%). Mr. Grisham is vice president of WAPI-AM-FM-TV Birmingham, Ala.; Messrs. Godbold and Copeland are attorneys. Ann. May 31.

**Washington, D. C.**—Automated Electronics Inc. Uhf ch. 20 (506-512 mc); ERP 110.96 kw vis., 58.71 kw aur. Ant. height above average terrain 551 ft., above ground 471.75 ft. Estimated construction cost \$74,500; first year operating cost \$150,800; revenue \$170,000. P. O. address 3022 Southland Center, Dallas 1. Studio and trans. location Arlington, Va. Geographic coordinates 38° 53' 30" N. Lat., 77° 07' 55" W. Long. Trans. GE TT-25A; ant. RCA TFU-12B. Legal counsel Dow, Lohnes & Albertson Washington, D. C.; consulting engineer Electron Corp., Dallas. Principals: S. M. Zimmerman (44.5%), Sam Y. Dorfman (5.8%), J. Russell Borden and Fort Worth Capital Corp. (each 5%) and others. Applicant is licensee of KAEI(TV) Dallas. Ann. June 1.

#### Existing tv stations

##### ACTION BY FCC

**KSBY-TV** (ch. 6) San Luis Obispo, Calif.—By letter, denied request for waiver of

Sec. 3.652(a) of rules to identify station as San Luis Obispo-Santa Maria. Action June 6.

##### CALL LETTERS ASSIGNED

\*WEDH(TV) Hartford, Conn.—Connecticut Educational Tv Corp.  
\*WJSP-TV Columbus, Ga.—Georgia State Board of Education.  
\*WGSF(TV) Newark, Ohio—Newark Public School District.

#### New am stations

##### ACTIONS BY FCC

**Greensboro, N. C.**—Francis M. Fitzgerald. Granted 1510 kc, 1 kw, 250 w CH; conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419 and additional interference condition. P. O. address 2331 Overhill Rd., Charlotte 7. N. C. Estimated construction cost \$7,350; first year operating cost \$36,200; revenue \$40,000. Mr. Fitzgerald owns WGIV Charlotte. Action June 4.

**Gaffney, S. C.**—E. Raymond Parker. Granted 1500 kc, 1 kw, 250 w CH; conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address 1010 S. Petty St., Gaffney. Estimated construction cost \$23,000; first year operating cost \$30,000; revenue \$36,000. Mr. Parker is salesman for wholesale drug firm. Action June 4.

**Jackson, Wyo.**—Snake River Radio & Tv Inc. Granted 1340 kc, 250 w unl.; remote control permitted. P. O. address 455 S. 2nd E., Rexburg, Idaho. Estimated construction cost \$10,145; first year operating cost \$22,500; revenue \$31,700. Principals: Alfred E. Shumate (99.3%) and others. Applicant is licensee of KRXX Rexburg. Action June 6.

##### ACTIONS BY BROADCAST BUREAU

**Doniphan, Mo.**—Jack G. Hunt. Granted 1500 kc, 1 kw D with remote control opera-

tion; conditions. P. O. address box 424, Doniphan. Estimated construction cost \$15,898; first year operating cost \$24,000; revenue \$28,000. Mr. Hunt is optometrist. Action June 5.

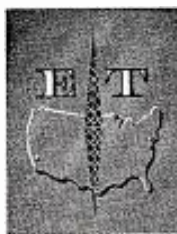
**Redfield, S. D.**—Victoria Bestg. System. Granted 1380 kc, 500 w, D-DA; condition. P. O. address box 588, Redfield. Estimated construction cost \$12,888; first year operating cost \$22,000; revenue \$35,000. George H. Puder, sole owner, owns record shop. Action June 5.

##### APPLICATIONS

**Milford, Conn.**—The Milford Bestg. Co. 1500 kc, 500 w, 250 w D; remote control operation of trans.; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address 100 Broad St., Milford. Estimated construction cost \$29,037; first year operating cost \$55,000; revenue \$75,000. Principals: Edward M. Hawle, Stephen Sorak (each 45%) and Frank C. Suto (10%). Mr. Hawle is minority stockholder in manufacturer of metal specialties; Mr. Sorak owns interest in retail food businesses and in realty firm; Mr. Suto is account executive for advertising agency. Ann. June 1.

**Eau Gallie, Fla.**—Cape Canaveral Bcstrs. 1560 kc, 5 kw D; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address 2438 Iowa Drive, Eau Gallie. Estimated construction cost \$59,036; first year operating cost \$55,000; revenue \$75,000. Principals: Adger Smith, president (10.74%), Edgar L. von Nordeck, vice president (1.53%) and 50 others. Mr. Smith owns oil well drilling firm; Mr. von Nordeck is engineering planner for electronics firm and was minority stockholder in former applicant for new tv station in Petersburg, Va. Ann. June 1.

**Eau Gallie, Fla.**—Platinum Coast Bcstrs. Inc. 1560 kc, 5 kw D; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address 1135, Eau Gallie. Estimated construction cost \$40,883; first year operating cost \$55,000; revenue \$75,000. Principals: Arthur D. Pepin, Emile J. Girolimon, John A. Dowdy (each 25%), Orrel R. Buckler (20%) and L. R. Hand



## EDWIN TORNBERG & COMPANY, INC.

**Negotiators For The Purchase And Sale Of  
Radio And TV Stations  
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242;  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164.  
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531



(5%). Mr. Pepin owns beverage distributing company; Mr. Girolimon owns finance company and 25% of real estate firm; Mr. Dewdy owns WMGR Bainbridge, Ga., WPUP Gainesville, Fla., 50% of WGRO Lake City, Fla., and 50% of applicant for new am stations in Quincy, Fla., and Donaldsonville, Ga.; Mr. Buckler is general manager of WPUP; Mr. Hand is general contractor. Ann. May 29.

Elmhurst, Ill.—DuPage County Bestg. Inc. 1530 kc, 250 w D. P. O. address 214 Main St., Glen Ellyn, Ill. Estimated construction cost \$25,380; first year operating cost \$80,000; revenue \$72,000. Principals: Frank Blatter (48%), George J. Jansen and Alfred C. Hoy Jr. (each 26%). Mr. Blatter has been employe of WSBC-FM Chicago and is 33.4% owner of sales corporation; Mr. Hoy is partner in real estate, investment and business management firm and Mr. Jansen is manager. Ann. June 6.

Kankakee, Ill.—Valley Bestg. 1080 kc, 1 kw D; requests file number of April 9, 1962 (original file date). P. O. address 119 Olympia Plaza, Chicago Heights, Ill. Estimated construction cost \$21,187; first year operating cost \$65,000; revenue \$75,000. Principals: Anthony V. Santucci, Robert A. Jones (each 45%) and Kenneth Berres (10%). Mr. Santucci is general manager and 19.5% owner of WCGO Chicago Heights; Mr. Jones is consulting radio engineer and one-third owner of applicant for new am station in Valparaiso, Ind.; Mr. Berres is announcer for WCGO. Ann. June 1.

Sioux Center, Iowa—Tri-State Bcstrs. 1520 kw, 1 kw, 500 w CH, mutually exclusive with BP 15, 191 Sioux Falls, S. D.; requests waiver of Sec. 1.354 and acceptance of application. P. O. address box 111, Allegan, Mich. Estimated construction cost \$13,420 first year operating cost \$28,000; revenue \$40,000. Principals: Russell Vande Brake, Gerrit Vanden Bosch and Albert Vanden Bosch (each one-third). Mr. Vande Brake owns ready-mix concrete companies; Gerrit Vanden Bosch owns aluminum products manufacturing company; Albert Vanden Bosch is broadcast consultant and owns 15% of WJMY-TV Allen Park, Mich. Ann. June 6.

Indianola, Miss.—Indianola Bcstg. Co. 1110 kc, 1 kw D; requests waiver of Sec. 1.354

of rules and acceptance of application. P. O. address 128 Front St., Indianola. Estimated construction cost \$26,349; first year operating cost \$38,000; revenue \$45,000. Principals: Ira T. Crosby, W. W. Gresham Jr., Robert Cohn, Paul Lott, Hubert Middleton Jr., Piggly Wiggly Indianola Inc., The Lewis Sales Co. (each 11.19%), Jack E. Harper Jr., George Pickens, Indianola Motor Co. (each 5.59%) and Herman Moore (4.86%). Mr. Crosby owns retail appliance store; Mr. Gresham is partner in petroleum company; Mr. Cohn is part-owner of retail clothing company; Mr. Lott is partner in furniture store; Mr. Middleton owns laundry and cleaning establishment; Piggly Wiggly is retail grocery store; Lewis Sales is truck, van and other vehicle leasing company; Mr. Harper is chancery clerk; Mr. Pickens owns retail drug store; Indianola Motor Co. is automobile dealer; Mr. Moore is bank president. Ann. June 1.

Seima, N. C.—Triangle Electronics. 1520 kc 1 kw D; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address box 278, Wendell, N. C. Estimated construction cost \$18,475; first year operating cost \$32,000; revenue \$38,000. Principals: George W. Burwell, Billy R. Kirby and John S. Townsend (each one-third). Mr. Burwell is employe of WGBR Goldsboro, N. C.; Mr. Kirby is manager of WETC Wendell-Zebulon, N. C.; Mr. Townsend owns WKTB Greenville, N. C. and applicant for new am station in Buena Vista, Va., and is engineer for WGTM Wilson, N. C. Ann. June 1.

Palmira, Pa.—Arthur K. Greiner & Glenn W. Winter. 1540 kc, 500 w D, DA; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address box 1480, Shippensburg, Pa. Estimated construction cost \$16,074; first year operating cost \$40,000; revenue \$50,000. Principals: Arthur K. Greiner (55%) and Glenn W. Winter (45%). Mr. Greiner is general manager and 51% owner of WSHP Shippensburg; Mr. Winter is technical director and 33% owner of WSHP. Ann. June 1.

Springfield, Va.—WBZM Bestg. Co. 1070 kc, 5 kw D; requests waiver of Sec. 1.354 and acceptance of application. P. O. address 503 E. Marshall St., Falls Church, Va. Estimated construction cost \$30,172; first year operating cost \$60,000; revenue \$72,000. Joseph J. Kessler, sole owner, is attorney

and announcer on \*WETA(TV) Washington, D. C. Ann. June 1.

## Existing am stations

### APPLICATIONS

WPGA Perry, Ga.—Amendment to application for cp (which requests change in station location to Warner Robins, Ga., change in ant.-trans. and studio location and ground system) to delete above request. Applicant now requests increase in power from 500 w to 1 kw and to install new trans.; petition for waiver of rules and retention of file number. Ann. June 4.

WRRR Rockford, Ill.—Cp to change hours of operation from D to unl., using power of 1 kw; install new ant. system for nighttime use (2 sites) and change from DA-D to DA-2. (Requests waiver of Sec. 1.354 (a) of rules.) Ann. June 1.

WCBQ Whitehall, Mich.—Mod. of cp to change hours of operation from unl. to SH with signoff at 7 p.m. Ann. June 5.

KLIZ Brainerd, Minn.—Amendment to application for cp (which requested increase in power to 5 kw, change in hours of operation, change site and installation of DA-N) to change frequency from 1380 kw to 1340 kc, change power to 250 w, 1 kw LS and delete requests for change in site and DA-N. Ann. June 4.

WSVM Valdese, N. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 6.

WHAR Clarksburg, W. Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 1.

WHHV Hillsville, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 1.

### CALL LETTERS ASSIGNED

KAOR Oroville, Calif.—James A. Walley. WLYB Albany, Ga.—Lynne-Yvette Bcstg. Co.

WIYN Rome, Ga.—Radio Rome. KZOO Honolulu, Hawaii — Polynesian Bcstg. Inc.

KWLA Many, La.—Many Bcstg. Co. KWOD Albuquerque, N. M. — Holiday Bcstg.; changed from KMGH.

KMF Albuquerque, N. M.—KMF Bcstg. WHSL Wilmington, N. C.—Jefferay Bcstg. Corp.

WAGL Lancaster, S. C.—Palmetto Bcstg. System Inc.

WQIZ St. George, S. C.—Clarence Everett Jones.

WKYE Bristol, Tenn.—John K. Rogers. KCHL Provo, Utah — Champion Electronics.

## New fm stations

### ACTIONS BY FCC

Louisville, Ky. — Mid-America Bcstg. Corp. Granted 99.7 mc, 9.34 kw. Ant. height above average terrain 711 ft. P. O. address c/o Alexander Buchan, 128 W. 1st St., Dayton 2, Ohio. Estimated construction cost \$27,000; first year operating cost \$3,600; first year revenue none above am operation. Applicant is wholly owned by Great Trails Bcstg. Corp., licensee of WKLO, WEZI(TV) Louisville, Ky., and WING Dayton, Ohio. Action June 5.

Kenosha, Wis. — Service Bcstg. Corp. Granted 96.9 mc, 3.52 kw. Ant. height above average terrain 143 ft. P. O. address 505 Kenosha National Bank Bldg., 625 57th St., Kenosha. Estimated construction cost \$40,876; first year operating cost \$72,000; revenue \$75,000. Principals: John E. Malloy (50%), Arnold W. Johnson, Robert L. Heller and Charles R. Dickoff (each one sixth). Mr. Malloy is attorney; Mr. Johnson owns concrete products company; Dr. Heller is dentist; Mr. Dickoff is general manager and 20% owner of WIAL(FM) Eau Claire, 13.6% stockholder in WISM-AM-FM Madison, and 26% stockholder in WOSH Oshkosh, all Wisconsin. Action May 29.

### ACTION BY BROADCAST BUREAU

Las Vegas, Nev.—Mrs. E. W. Cragin. Granted 101.9 mc, 20 kw. Ant. height below average terrain 20.6 ft. P. O. address 2820 W. Charleston Blvd., Las Vegas. Estimated construction cost \$21,100; first year operating cost \$24,000; revenue \$24,000. Mrs. Cragin owns movie theatre and is partner in record and hi-fi-components retail store. Action May 31.

### APPLICATIONS

Sacramento, Calif.—Paul Westmoreland. 104.3 mc, 18.08 kw. Ant. height above average terrain 210.3 ft. P. O. address 1536 Bell Ave., Del Paso Heights, Calif. Estimated construction cost \$19,574; first year operating cost \$24,000; revenue \$30,000. Mr. West-

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 6

	ON AIR		CPS		TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations	
AM	3,660	73	150	676	
FM	933	64	202	160	
TV	484 <sup>1</sup>	78	85	115	

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 6

	VHF		UHF		TOTAL
	Commercial	Non-Commercial			TV
Commercial	471		91		562
Non-Commercial	42		17		59

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,646	937	484 <sup>1</sup>
Cps on air (new stations)	80	51	75
Cps not on air (new stations)	145	196	83
Total authorized stations	3,871	1,184	653 <sup>2</sup>
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	164	22	65
Total applications for new stations	582	121	108
Applications for major changes (not in hearing)	459	92	35
Application for major changes (in hearing)	46	4	12
Total applications for major changes	505	96	47
Licenses deleted	1	1	0
Cps deleted	1	2	0

<sup>1</sup>There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. <sup>2</sup>Includes one STA.



moreland owns bar and dance hall. Ann. June 1.

\*Cedarville, Ohio—The Cedarville College. 88.1 mc, 10 w. Ant. height above average terrain 75 ft. P. O. address, c/o Dr. James T. Jeremiah, Cedarville College, N. Main St., Cedarville. Estimated construction cost \$2,453; first year operating cost \$500. Ann. June 6.

Somerset, Pa.—Radio Station WVSC Inc. 93.3 mc, 20 kw. Ant. height above average terrain 141.8 ft. P. O. address box 231, Somerset. Estimated construction cost \$20,700; first year operating cost \$12,000; revenue \$12,000. Principals: T. H. Oppogard and Carl R. Lee (each one-half). Messrs. Oppogard and Lee each own 50% of WPVL Painesville and 45% of WDLR Delaware, both Ohio. Applicant is licensee of WVSC Somerset. Ann. June 1.

Arecibo, P. R.—Sergio Martinez Caraballo. 103.3 mc, 8 kw. Ant. height below average terrain 339 ft. P. O. address Corchado St., box W, Isabela, P. R. Estimated construction cost \$24,050; first year operating cost \$24,000; revenue \$25,000. Mr. Caraballo owns WISA-AM-FM Isabela. Ann. June 1.

Nashville, Tenn.—Hermitage Bcstg. Corp. 93.1 mc, 3.385 kw. Ant. height above average terrain 96.5 ft. P. O. address Hermitage Hotel, Nashville. Estimated construction cost \$5,345; first year operating cost \$4,800; revenue \$6,000. Principals: Mrs. Goldie G. Irwin (28%), Van T. Irwin Jr. (27%), W. W. Lanier Jr. (25%) and Mrs. Hazel G. Morton (20%). Applicant is licensee of WMAH Nashville. Ann. June 1.

Springfield, Tenn.—Springfield Bcstg. Co. 93.7 mc, 17.01 kw. Ant. height above average terrain 215 ft. P. O. address box 464, Springfield. Estimated construction cost \$12,281; first year operating cost \$5,000; revenue \$9,000. Principals: Mrs. Hoyte Bell and William N. Locke (each one-half). Applicant is licensee of WDBL Springfield. Ann. June 6.

Bluefield, W. Va.—Daily Telegraph Printing Co. 104.5 mc, 2.6 kw. Ant. height above average terrain 1173 ft. P. O. address 412 Bland St., Bluefield. Estimated construction cost \$20,789; first year operating cost \$24,000; revenue \$12,000. Principals: Hugh I. Shott Jr. (33.3%), Mrs. Lillian S. Brandt (32.9%) and others. Ann. June 5.

## Existing fm stations

### APPLICATIONS

WUPY(FM) Miami, Fla.—Mod. of cp (which authorized new fm station) to increase ERP to 19.02 kw, decrease ant. height above average terrain to 145 ft., change type trans., change ant.-trans. location, change studio location and change station location to Miami Beach, Fla. Ann. June 1.

WJLK-FM Asbury Park, N. J.—Cp to change frequency from 94.3 mc to 104.7 mc, increase ERP from 1 kw to 9 kw, increase ant. height above average terrain to 320 ft., install new trans. and ant. system, change ant.-trans. location, change studio location and change station location to Point Pleasant Beach, N. J. Ann. June 1.

### CALL LETTERS ASSIGNED

WUPY (FM) Miami, Fla.—Harvey Sheldon.

WNDU-FM South Bend, Ind.—Michiana Telecasting Corp.

WUPI (FM) Lynn, Mass.—Harvey Sheldon, changed from WUPY (FM).

\*KMSU (FM) Mankato, Minn.—Mankato

State College.

KWBE-FM Beatrice, Neb.—Mia Enterprises Inc.

WIRC-FM Hickory, N. C.—Foothills Bcstg. Inc.

WERT-FM Van Wert, Ohio—Van Wert Bcstg. Co.

WISA-FM Isabela, P. R.—Sergio Martinez Caraballo.

WMSR-FM Manchester, Tenn.—Manchester Bcstg. Co.

WMTS-FM Murfreesboro, Tenn.—Arthur D. Smith Jr.

KACA (FM) Prosser, Wash.—Cormac C. Thompson.

WFNY (FM) Racine, Wis.—Lakeshore Bcstg. Corp. Inc.

## Ownership changes

### ACTION BY FCC

WLAJ, La Follette Bcstg. Inc., La Follette, Tenn.—Granted (1) renewal of license and (2) transfer of control from W. J. Hatfield, et al., to James B. Childress and David A. Rawley Jr.; consideration \$35,600 for 72.92% interest. Mr. Childress is licensee of WKMK Blountstown, Fla., owns WKRK Murphy, and has interest in WKSK West Jefferson, and WMSJ Sylva, all North Carolina. Action June 6.

### APPLICATIONS

WJBB Haleyville, Ala.—Seeks transfer of two-thirds of all outstanding stock in Haleyville Bcstg. Inc., from W. P. Theilens (one-third), W. G. Harris and Edna Ruth Harris, (one-sixth each), to John L. Slatton (present owner of one-third); total consideration \$12,354. Ann. June 5.

KYA-AM-FM San Francisco, Calif.—Seeks assignment of license from Golden State Bcstrs. Inc., (Macfadden-Bartell Corp.) to Clifton D. Churchill (30%), Edythe E. Churchill, Clinton H. Churchill (each 25%), Edward H. Kavinoky and Lewis H. Avery (each 10%), d/b as Churchill Bcstg. Corp.; consideration \$1,250,000. Clinton D. and Edythe Churchill each own one-third of realty firm; Clinton H. Churchill is director of realty firm; Mr. Avery owns 30% of station representative firm and is director of TVB; Mr. Kavinoky is attorney. Ann. June 1.

WKTG Thomasville, Ga.—Seeks assignment of license from Eunice M. Martin, d/b as Thomas County Bcstg. Co., to Thomas County Bcstg. Inc., new corporation owned by Mrs. Martin. Ann. June 5.

WMTL Leitchfield, Ky.—Seeks (1) transfer of 54% of all stock in Rough River Bcstg. Inc., from Jimmie L. Shacklette, administrator of estate of James W. Shacklette, deceased, to Edith M. Rau (present owner of 28%); consideration \$23,500 (2) transfer of 54% of all stock in Rough River Bcstg. Inc. from Edith M. Rau, to Porter Wallace (present owner of 2.8%); consideration \$23,500. Ann. May 31.

WRS� Stanford, Ky.—Seeks assignment of license from Lanier Burchett, W. G. Morgan, S. C. Bybee and Ray Doss, d/b as Lincoln-Garrard Bcstg. Co., to Lincoln-Garrard Bcstg. Inc., new corporation owned by same principals. Ann. June 6.

WOKK Meridian, Miss.—Seeks transfer of one-third of all outstanding stock in New South Bcstg. Corp. from John S. Primm, back to corporation; consideration \$26,500. Transfer will result in acquisition of negative control by each Joseph W. Carson and Frank E. Holladay (each present owner of one-third). Ann. June 4.

WACK Newark, N. Y.—Seeks assignment of license from Radio Wayne County Inc., to Joseph F. Sova (65%), Lowell W. Paxon (30%) and others; consideration \$90,000. Mr. Sova is general manager, Mr. Paxon, employe of WACK. Ann. June 6.

WMIT(FM) Clingmans Peak Yancey County, N. C.—Seeks assignment of cp and license from Mount Mitchell Bcstrs. Inc., to Blue Ridge Bcstg. Corp., non-profit corporation, Dr. Billy Graham, president; consideration \$1,200 per mo. lease. Ann. June 4.

KWPR Claremore, Okla.—Seeks assignment of license from James Robert Brewer, Alvis Wayne Rowley and Levi E. Taliaferro (each one-third), d/b as B.R.T. Bcstg. Co., to Alvis Wayne Rowley (two-thirds) and Levi E. Taliaferro (one-third), d/b as Rowley-Taliaferro Bcstg. Co.; consideration \$10,618. Ann. June 6.

WNRI Woonsocket, R. I.—Seeks transfer of 10% of all stock in Friendly Bcstg. Inc. from Daniel Rubino back to licensee; consideration \$4,000. Transfer will result in acquisition of negative control of licensee corporation by Joseph A. Britt and John T. Costa. Ann. June 1.

KCFH Curro, Tex.—Seeks assignment of license from Margaret Respondek, individu-

ally and as community administratrix of estate of Alphonse M. Respondek, deceased, to James D. Farr Jr., Dave M. Schmidt Jr., and William Morton Knobler (each one-third), d/b as Cuero Bcstrs. Inc.; consideration \$40,750. Mr. Farr is salesman for KNOW Austin, Tex.; Mr. Schmidt is chief engineer for KNOW; Mr. Knobler is announcer-salesman for KNOW. Ann. June 6.

KEPS Eagle Pass; KVOU Uvalde, both Texas—Seek transfer of 49.8% of all outstanding stock in Uvalde Bcstrs. Inc. from W. J. Harpole, to E. J. Harpole (present owner of 49.8%); consideration \$60,000. Ann. June 4.

KAPA Raymond, Wash.—Seeks assignment of license from Robert E. Claunch, John W. Reavley and R. E. Regan (each one-third), d/b as Willapa Bcstg. Co., to Robert E. Claunch and John W. Reavley (each 50%), d/b under same name; consideration \$11,500. Ann. June 6.

## Hearing cases

### FINAL DECISIONS

Commission gives notice that April 11 initial decision which looked toward granting applications for new daytime am stations of Francis M. Fitzgerald to operate on 1510 kc, 1 kw (250 w-CH) in Greensboro, N. C., and E. Raymond Parker to operate on 1500 kc, 1 kw (250 w-CH), in Gaffney, S. C., both conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and additional interference condition attached to Mr. Fitzgerald's grant became effective May 31 pursuant to Sec. 1.153 of rules. Action June 4.

By decision, commission denied application of Rounsaville of Louisville Inc., to increase hours of operation of WLOU Louisville, Ky., from day only to unl. on its presently assigned frequency 1350 kc with 5 kw, with nighttime DA at site different from that used for daytime operation. Chmn. Minow not participating. Action June 6.

By memorandum opinion & order, commission denied requests by Peninsular Bcstg. Co. and MKO Bcstg. Corp. to delete financial qualification issues as to their

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applications in Grand Rapids, Mich., tv ch. 13 consolidated proceeding in Docs. 14407 et al. Action June 6.

#### INITIAL DECISIONS

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward waiving Sec. 3.24(g) of rules and granting application of Asheboro Bcstg. Co. to change operation of WGWR Asheboro, N. C., on 1260 kc from 1 kw-D, to 5 kw-D, 500 w-N, with DA-2. Action June 6.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Courtney Bcstg. Co. for new am station to operate on 1550 kc, 250 w-D, in Winfield, Kan., and denying application of Winfield Bcstg. Co. for same facility. Action June 4.

#### OTHER ACTIONS

KKHI San Francisco, Calif.—Designated for hearing application to increase daytime power on 1550 kc, DA-2, from 10 kw to 50 kw, continued nighttime operation with 10 kw; made KFBK Sacramento party to proceeding. Action June 6.

Cherryville Bcstg. Inc., Cherryville, N. C.—Designated for hearing application for new am station to operate on 1590 kc, 500 w, D; made WGIV Charlotte party to proceeding. Action June 6.

#### Routine roundup

■ By memorandum opinion & order, commission held that new tv "incentive compensation plan" of Columbia Broadcasting System violates commission's rules curbing affiliation exclusivity and requires CBS and 40 affiliated stations to renegotiate such contracts accordingly. Comr. Ford dissented with statement. Action May 29.

■ Commission notified Washington Bcstg. Co. that it has incurred apparent liability of \$1,000 because WOL-FM Washington, D. C., placed into service without specific authority new ant. system and performed equipment and program tests without notifying commission and prior to authorization. WOL-FM has opportunity to, within 30 days, contend by statement whether it should not be held liable or why forfeiture should be reduced. Action June 6.

■ Commission ordered Dover Broadcasting Co. to show cause why licenses of WDOV-AM-FM Dover, Del., should not be revoked, and to appear at hearing to be held in Dover at time to be set later, for which it faces apparent liability up to \$10,000 if commission should impose forfeiture in lieu of license revocation. Comr. Hyde dissented. Action June 6.

■ By letter, commission dismissed without prejudice application of WEHT Inc., to increase vis. ERP of WEHT (TV) (ch. 50) Evansville, Ind., from 155 kw to 900 kw and aur. ERP from 83.2 kw to 483 kw, increase ant. height from 590 ft. to 1,000 ft., and make other equipment changes. Application was filed contingent upon commission determination in Doc. 11757 that ch. 7 should not be assigned to Evansville and mod. of authorization for station WTVW (TV) to specify operation on ch. 31 rather than ch. 7 in Evansville. It was inadvertently accepted for filing notwithstanding commission policy against accepting contingent tv applications. In dismissing application,

WEHT Inc., was advised: "This action is taken solely for the purpose of conforming to commission's policy with regard to contingent tv applications and is not intended to have implications in other proceedings." Action June 6.

#### ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Kenton County Bcstrs. and extended to June 4 time to file exceptions to initial decision in proceeding on its application for new am station in Covington, Ky. Action May 29.

■ Granted petition by Mt. Holly-Burlington Bcstg. Co. to extent of extending time for filing exceptions to initial decision in proceeding on its application for new am station in Mt. Holly, N. J., et al., from June 2 to June 12. Action May 28.

■ Granted petition by Independent Indianapolis Bcstg. Corp. and extended time to June 1 to respond to petition by Ronald B. Woodyard for declaratory ruling or in alternative for immediate hearing in proceeding on applications for new am stations in Indianapolis, Ind., of Independent Indianapolis Bcstg. Corp., et al. Action May 28.

■ Granted petition by Broadcast Bureau and extended time to June 5 to file exceptions to initial decision in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of KCKY Coolidge, Ariz., et al. Action May 28.

■ Granted petition by Broadcast Bureau and extended time to May 31 to respond to petition by Bartell Bcstrs. Inc. (WOKY), Milwaukee, Wis., to enlarge or clarify issues in proceeding on its am application and that of Don L. Huber, Madison, Wis. Action May 25.

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended time to June 11 to respond to petition by Progress Bcstg. Corp. (WHOM), New York, N. Y., to enlarge issues in proceeding on its am application. Action June 4.

■ Granted petition by Joseph P. Wardlaw Jr., and extended time to June 15 to respond to petition by Portage County Bcstg. Corp. to enlarge issues in proceeding on their applications and Kent-Ravenna Bcstg. Co. for new am stations in Canton, Kent-Ravenna and Kent, Ohio. Action June 4.

■ Granted petition by Mandan Radio Assn., and extended time to June 18 to file exceptions to initial decision in matter of revocation of license for Mandan's am station KBOM Bismarck-Mandan, N. D. Action June 4.

■ Granted petition by Transcript Press Inc., and extended time to June 14 to respond to three petitions to enlarge issues and petition to reopen record, filed by Newton Bcstg. Co., in proceeding on their applications for new am stations in Dedham and Newton, Mass. Action June 4.

By Chief Hearing Examiner James D. Cunningham

■ By memorandum opinion & order, granted joint petition by South Florida Amusement Inc., and Coral TV Corp. and approved agreement whereby Coral will reimburse South Florida \$65,000 for dismissal of latter's application for new tv station to operate on ch. 6 in Perrine, Fla.; granted application of Coral Television Corp. for

new tv station on ch. 6 in South Miami, Fla., subject to condition it shall not issue or transfer any of its stock to Sherwin Grossman, or otherwise accord to him any ownership or management interest or status, without prior approval of commission; dismissed with prejudice South Florida's application; also dismissed with prejudice for failure to prosecute similar application of Publix TV Corp., Perrine, and terminated proceeding in Docs. 12666-8; BPCT-2393, 2410, 2493. Action June 5.

■ Denied petition by Leader Bcstg. Co. for consideration of reassignment of hearing to another hearing examiner proceeding on its application for new am station in Edwardsville, Ill., et al.; reassignment would not be feasible in light of overall workload of Office of Hearing Examiners. Action June 4.

■ Granted request by W. E. Baysden for dismissal of his application for new am station in Jacksonville, N. C.; dismissed application with prejudice and terminated proceeding. Action May 31.

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: July 3 and July 23: Radio Longview Inc. (KLUE), Longview, Tex.; July 2 and July 30: KFNF Bcstg. Corp. (KFNF), Shenandoah, Iowa. Action May 29.

■ Dismissed with prejudice for failure to prosecute application of Petty Durwood Johnson tr/as Radio Orange, Orange, Tex. Application was consolidated for hearing with KWEN Bcstg. Co. and Vidor Bcstg. Inc., for new am stations in Port Arthur and Vidor, Tex. Action May 29.

By Hearing Examiner Basil P. Cooper

■ Rescheduled June 15 hearing for June 13 in proceeding on am applications of The Tuscarawas Bcstg. Co., Uhrichsville, Ohio, et al. Action May 29.

By Hearing Examiner Asher H. Ende

■ Scheduled further prehearing conference for June 7 in proceeding on vhf tv translator station applications of Laramie Community Tv Co., Laramie, Wyo., et al., in Docs. 14552-6. Action May 29.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Hershey Bcstg. Inc. and continued May 29 exchange date to June 12, and June 5 further prehearing conference to June 15 in proceeding on its application and Reading Radio Inc. for new fm stations in Hershey and Reading, Pa. Action June 1.

■ Granted petition by Louis Handloff, executor of estate of Herman Handloff, deceased, for leave to amend application for new am station in Newark, Del., which is consolidated for hearing in Docs. 12414 et al., to substitute petitioner as individual applicant. Action June 1.

By Hearing Examiner Millard F. French

■ On own motion, scheduled oral argument for June 5 on petition by Bi-States Co. (KHOL-TV), Kearney, Neb., for leave to amend and remove from hearing doc. its application for new trans. site which is consolidated for hearing with similar application by Topeka Bcstg. Assn. Inc. (WIEW-TV), Topeka, Kan. Action June 4.

By Hearing Examiner Walther W. Guenther

■ Upon request by respondents in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., set aside subpoenas *duces tecum* issued to William L. Putnam and Herbert Scheffel and ordered that they be discharged from compliance with directions contained therein; denial of these subpoenas *duces tecum* is without prejudice to applicant's right to file requests for appropriate subpoenas *duces tecum* which meet requirements of Sec. 1.132 of rules. Action May 29.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Grand Bcstg. Co. for leave to amend its application for new tv station to operate on ch. 13 in Grand Rapids, Mich., to show withdrawal of one stockholder and effect certain revisions to reflect that withdrawal and death of another stockholder previously noted. Action May 29.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Upon request of applicant, advanced June 27 hearing to June 4 in proceeding on am application of The Mullins & Marion Bcstg. Co. (WJAY), Mullins, S. C. Action

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May 31.

Upon request of Don H. Martin (WSLM), Salem, Ind., continued each of dates (other than date of hearing) specified in examiner's April 30 order in proceeding on his am application. Action May 29.

By Hearing Examiner Herbert Sharfman

Upon request by KFNF Bestg. Corp. (KFNF), Shenandoah, Iowa, rescheduled July 2 prehearing conference for June 19 in proceeding on its am application. Action June 1.

Issued notice to counsel in proceeding on an application of KFNF Bestg. Corp. (KFNF), Shenandoah, Iowa, that if July 30 hearing date is not met, it will be necessary to continue hearing beyond August hiatus. To avoid unnecessary delay, counsel should prepare their cases as much as possible in advance of July 2 prehearing conference. At conference any request for continuance will be examined in light of this notice. Action May 31.

By Hearing Examiner Elizabeth C. Smith.

Scheduled hearing conference for June 5 in proceeding on application of Melody Music Inc., for renewal of license of WGMA Hollywood, Fla. Action June 4.

BROADCAST ACTIONS by Broadcast Bureau

Actions of June 5

KLTF Little Falls, Minn.—Granted increased daytime power on 960 kc from 500 w to 5 kw. Install new trans., remote control permitted; conditions.

WMOU Berlin, N. H.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans., remote control permitted; conditions.

KBFS, Joseph F. Kopp, Belle Fourche, S. D.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans. and specify name as Joseph F. Kopp tr/as Belle Fourche Bestg. Co.; remote control permitted; conditions.

KNNC Cottage Grove, Ore.—Granted increased daytime power on 1400 kc, SH, from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans., and change applicant name to company of same name; conditions.

WFMW Madisonville, Ky.—Granted increased daytime power on 730 kc from 250 w to 500 w and install new trans.; conditions.

KYFM(FM) Oklahoma City, Okla.—Granted cp to increase ERP to 20 kw, ant. height to 225 ft.; change ant.-trans. and studio location; make changes in ant. system; install new trans. and new ant., remote control permitted.

WGBI-FM Scranton, Pa.—Granted cp to install new trans. and new ant.; increase ant. height to 1110 ft.

Actions of June 4

WSFR Sanford, Fla.—Granted authority to remain silent through Sept. 3 to correct technical difficulties and financial reorganization; condition.

WKRC-FM Cincinnati, Ohio.—Granted cp to install new ant., make changes in ant.

system, decrease ERP to 5 kw and increase ant. height to 880 ft.

WJOL-FM Joliet, Ill.—Granted cp to install new trans. and new ant.; condition.

K04AY Silver Lake, Ore.—Granted cp to replace expired permit for new vhf tv translator station and specify principal community as Silver Lake and Christmas Valley, Ore.; specify type trans. and make changes in ant. system; condition.

KTHO Tahoe Valley, Cal.—Granted mod. of cp to move ant.-trans. location (same site).

WBEU-FM Beaufort, S. C.—Granted mod. of cp to change type trans. and type ant., decrease ERP to 5.9 kw, change studio location (same as trans.), and delete remote control.

WVNO-FM Mansfield, Ohio — Granted mod. of cp to change type trans. and type ant.; condition.

K09ES, K11EZ, K12CG Cashmere, Wash.—Granted mod. of cps for vhf tv translator stations to change to chs. 9, 11 and 13, respectively; change type trans., and make changes in ant. systems.

K13EQ Kenai, Alaska.—Granted mod. of cp for vhf tv translator station to change to ch. 13, change trans. location and type trans., and make changes in ant. system.

Actions of June 1

KOFI Kalispell, Mont.—Granted change in remote control authority.

Granted remote control authority for following: KITE San Antonio, Tex. (auxiliary studios) while using non-DA; WWHY Huntington, W. Va.

\*KUMD-FM, Board of Regents University of Minnesota, for U. of Minnesota, Duluth Branch, Duluth, Minn.—Granted license for new non-commercial educational fm station.

KDAK, Central Bestg. Co., Carrington, N. D.—Granted license for new am station; specify studio location; remote control permitted.

KWHW Altus, Okla.—Granted license covering installation of old main trans. as auxiliary trans.

\*KMUV(FM) Wichita, Kan.—Granted license covering change in ERP, ant. height, ant.-trans. location, changes in ant. system and installation of new trans.

WDSU-AM-FM-TV, WDSU Bestg. Corp. New Orleans, La.—Granted mod. of licenses to change name to Royal Street Corp. (main trans., ant. and auxiliary ant.).

K71AA Kittitas Valley Area, Ellensburg, Wash.—Granted cp to replace expired permit for changes in ERP and type trans.

K73AV Daggett, Calif.—Granted cp to replace expired permit for new uhf translator station.

John M. Barrick, Glasgow, Ky.—Granted mod. of cp to change ant.-trans. and studio location.

WFLS Fredericksburg, Va.—Granted extension of completion date to July 10.

KANA Anaconda, Mont.—Granted extension of authority to sign-off at 6:05 p.m. for period ending Aug. 31.

Granted licenses for following fm stations: WIBW-FM Topeka, Kan., and specify type trans.; KOFO-FM Ottawa, Kan., and change antenna height to 138 ft.; KVCW (FM) Bartlesville, Okla.; KNDR (FM) Des Moines, Iowa.

Granted cps to replace expired permits for following new vhf tv translator stations:

K02BQ, K04BO, K08BB, Piute County, Marysvale and Circleville, Utah; K03AS, K06BQ, K07CQ, K08CM, K08CL, K10CT, K10CU, K12CJ, Sevier County, Richfield, Elsinore, Sevier, Sigurd, Salina and Koo-sharem, Utah; K05AH, Hot Springs Community Tv Inc., Hot Springs, Mont.; K12BP, Meeteetse Community Tv, Meeteetse, Wyo.; K10CI, Breckenridge Volunteer Fire Dept., Breckenridge and Blue River Valley, Colo.

Waived Sec. 1.323(b) of rules and granted cps to replace expired permits for following new vhf tv translator stations: K10BI, Piute County, Circleville, Utah; K02AL, K10AV, Telluride Tv Assn., Telluride, Colo.; K09BV, Cotopaxi Community Tv Club, Cotopaxi, Colo.

Actions of May 31

Granted renewal of license for following stations: KARE Atchinson, Kan.; KBON Omaha, Neb.; KCOW Alliance, Neb.; KLIN Lincoln, Neb.; KLKC Parsons, Kan.; KMAJ Madill, Okla.; KNDY Marysville, Kan.; KNCO Garden City, Kan.; KRFS Superior, Neb.; KWBB Wichita, Kan.; KWSH Wewoka, Okla.; KDUH-TV Hay Springs, Neb.; W74AA, W70AB, W82AA, Conewango Valley Tv Inc., North Warren, Pa.; K70BD, K74AO, K80AN, Millard County, Fillmore, Utah; W74AD, W81AC, Panhandle Tv Corp. of West Virginia, Paw Paw, Largent, Levels, Okonoko and Points, W. Va.; W74AC, Springfield Tv Bestg. Corp., Claremont, N. H.; W81AA, Springfield Tv Bestg. Corp., Lebanon and Hanover, N. H., and White River Junction, Vt.; K78AE, White Pine Tv District No. 1, McGill, Nev.

KHOM(FM), House of Music, Turlock, Calif.—Granted assignment of license to Gordon D. Olson et al, d/b as company of same name.

WDOK-AM-FM, The Civic Bcstrs. Inc., Cleveland, Ohio.—Granted assignment of cp and license to Northeastern Pennsylvania Bestg. Inc.

WJON, Granite City Bestg. Co., St. Cloud, Minn.—Granted assignment of cp and license to WJON Bestg. Co.

WHCT(TV), RKO Phonevision Co., Hartford, Conn.—Granted mod. of licenses to change name to RKO General Phonevision Co.

WPIT Pittsburgh, Pa.—Granted cp to install old main trans. as auxiliary trans. at main trans. location; remote control permitted.

KLIR-FM Denver, Colo.—Granted cp to increase ERP to 16.5 kw and change type trans.

WFMG(FM) Gallatin, Tenn.—Granted cp to increase ERP to 20 kw and change type trans.

KMBC-TV Kansas City, Mo.—Granted cp to install new transmission line and diplexer.

WKZO-TV Kalamazoo, Mich.—Granted cp to install auxiliary trans. and ant. at new main trans. and ant. location.

K09AT Piedra Park (Rural), Colo.—Granted mod. of cp to change type trans. for vhf tv translator station.

KACE-FM Riverside, Calif.—Granted mod. of cp to install new trans.

WLOV(FM) Cranston, R. I.—Granted extension of authority to remain silent for period ending Aug. 31; condition.

Oklahoma Tv Corp. Oklahoma City, Okla.—Granted renewal of license for low power broadcast station.

Granted cps to install new trans. for following stations: WBAP-FM Fort Worth, Tex.; WMAV Springfield, Ill.; WISM-FM Madison, Wis., condition; KHFM (FM) Albuquerque, N. M.

Granted mod. of cps to change type trans. for following stations: KRSI-FM St. Louis Park, Minn.; WPIT Pittsburgh, Pa.; KDEN Denver, Colo.

Following stations were granted extensions of completion dates as shown: KLZ Denver, Colo., to Aug. 27; KDNC Spokane, Wash., to Aug. 31; WAZS Summerville, S. C., to July 16; KGUD Santa Barbara, Calif., to Aug. 27; KBAB Indianola, Iowa, to Dec. 12; KANI Wharton, Tex., to July 10; KRAB (FM) Seattle, Wash., to Nov. 10; WCEE-FM Indianapolis, Ind., to Nov. 13; KAOL (FM) Carrollton, Mo., to July 10; KUGN-FM Eugene, Ore., to Aug. 31.

Granted cps to change type trans. for following uhf tv translator stations: K79AA, Palo Verde Valley Tv Club, Blythe, Calif.; W70AB, W74AA, W82AA, Conewango Valley Tv Inc., North Warren, Pa., and redesignate trans. location as Glade Township, Pa.

Granted cps to replace expired permits

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## RADIO

### Help Wanted—Management

Part-ownership opportunity to right man. Must have successful management experience, program oriented and strong local news background. Regional operation. Not top 40. 5 kw full time in dynamic growth area of California. Salary in five figures, plus percentage. Send salary, complete resume and picture. Box 171M, BROADCASTING.

Manager for fulltimer in 2 station market. Must have \$10,000-\$15,000 to invest for minority interest. Box 246M, BROADCASTING.

Sales Manager, Midwest, half million market, specialized programmed station. Salary plus percentage. Resume, references and picture please. Box 298M, BROADCASTING.

If you're a darn good radio salesman . . . if you've got a good steady record in producing sales . . . if you can come up with good radio ideas with which to make a good sound presentation to small advertisers, big advertisers and agency time buyers and account executives . . . if you know how to organize a sales department and keep the men moving and producing . . . if you would like to be a manager after you've proven yourself . . . if you want to make more money than you've ever made in your life . . . if you want a job with a future . . . then send complete details at once . . . you must be dependable and consistent . . . no drifters or problem boys need apply . . . Drawer "G"—Northside Station—Atlanta, Georgia.

Fast growing small town radio group accepting applications for working-selling managers. Must be sober, honest, dependable and appreciate value in public service, community and civic activities. Good salary-commission arrangement. Send resume to Box 1114, Sylva, North Carolina.

Executive Salesmen, management experience, proven sales background. Full-time travel, protected localized territory. Residence in territory required; preference given residents of available territories: "Kansas - Nebraska - Iowa - Missouri"; "Intermountain States"; and other areas. 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.

Florida. \$100 week plus 15% and gas allowance. Great opportunity for aggressive, energetic, salesman who loves to sell and make money. Box 148M, BROADCASTING.

Wanted: A salesman . . . experienced with proven record that can think up promotions and sell them . . . and service and sell regular accounts. This is an exceptionally good job as you would be the only salesman. Good living conditions . . . good town . . . an exceptionally good job for a man who can produce. Box 357M, BROADCASTING.

Hard working men who can also do sports. Extra pay for play-by-play. The right man doesn't need training, he knows how. Write KFKA, Greeley, Colorado.

## Help Wanted—(Cont'd)

### Sales

California, KCHJ, Delano. 5000 watts. Sales opening. Guarantee, commission.

Ground floor opportunity for experienced local time salesman. New ownership opens choicest "territory." Only Minnesotans or upper Midwesterners should apply. George Brooks, KCUE, Red Wing, Minnesota.

"If you're a sales producing pro, selling retail in small, medium market, this is opportunity to join good organization with growth plans. You'll be paid top salary, best commissions, and rep top station. Want married man with community responsibility. This is a modern, desirable city of 80,000. Move up the ladder once you've proven yourself. Creative position. Sales staff knows of ad. Write, wire, call—Ralph Petti, General Manager, KOOK Radio, Billings, Montana."

—60 miles from New York City . . . top "good music" am station . . . experienced salesman . . . top salary . . . immediate opening . . . WBNR, Newburgh, New York.

If you're a darn good radio salesman . . . if you've got a good steady record in producing sales . . . if you can come up with good radio ideas with which to make a good sound presentation to small advertisers, big advertisers and agency time buyers and account executives . . . if you know how to organize a sales department and keep the men moving and producing . . . if you would like to be a manager after you've proven yourself . . . if you want to make more money than you've ever made in your life . . . if you want a job with a future . . . then send complete details at once . . . you must be dependable and consistent . . . no drifters or problem boys need apply . . . Drawer "G"—Northside Station—Atlanta, Georgia.

## Announcers

1st phone announcer. No maintenance. New Jersey daytimer. Box 5M, BROADCASTING.

"Top position open for Negro R & B DJ in No. 1 station—Large market. Must be experienced. Prefer Southerner, 25-32. Excellent salary. Send photo—tape—complete resume to Box 551K, BROADCASTING. All Replies Confidential."

1st phone announcer—are you tired of the big city rat-race? Want to settle in a medium size, single market, midwest city? News, good music format. Start at \$500.00. No maintenance. Position open now. Box 988K, BROADCASTING.

Experienced, energetic newsmen-announcer for Texas station. Box 207M, BROADCASTING.

Announcer with well-rounded experience for Southwest network station. Box 287M, BROADCASTING.

Top tune morning personality with basics in program supervision capability. Midwest medium market. Box 299M, BROADCASTING.

Have opening for announcer with first phone. No maintenance experience necessary. This job will interest someone who wants to get a start in radio. Some transmitter watch. Box 289M, BROADCASTING.

Announcer, 1st phone, no maintenance, mature. Fast moving contemporary station. Salary above average. Immediate opening, security and permanent. Box 364M, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Wanted—Top rated New England station needs disc jockeys. Must be oriented to modern, fast moving radio. Salary commensurate with ability. Box 368M, BROADCASTING.

Experienced announcer for board work who can do sports. Extra pay for play-by-play. Send photo, resume, and tape to KFKA, Greeley, Colorado.

Announcer with first ticket needed immediately for full-time position with a 24-hour music-news station covering all of Montana and Southern Canada. Music format is modern good-music and no rock-n-roll. Man must deliver bright mature sound. Experience absolutely required. Address inquiries and tape with short resume to: Don Robinson, KMON, P. O. 1905, Great Falls, Mont.

Wanted: Dependable experienced announcer. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Wanted, first phone combo man, accent on announcing. Good working conditions. 5kw CBS. If interested send tape and resume to KOLT, Scottsbluff, Nebraska.

"Adding good pop music D.J. with tight production and entertaining approach. Future in growing organization. Live in top western market of 80,000. Send tape, write, call—Jack Bolton, Operations Manager, KOOK Radio, Billings, Montana."

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.

Immediate opening: Announcer with 1st class ticket. Evening shift. Send tape, resume, photo, salary requirements. WEEL, Fairfax, Virginia. Phone CRescent 3-4000. Metropolitan Washington, D. C. area.

Announcer-newsmen with experience. Fast moving operation. Contact R. H. Sauber, WFRA, Franklin, Penn.

Wanted experienced top 40 disc jockey. Up to \$90.00 week. WGKV, P. O. Box 3162, Charleston, W. Va.

Indiana daytimer and FM needs combination program-news director. 1st phone helpful. Interesting challenging position. Salary open. Contact Frank Hass, General Manager, WMRI AM-FM Marion, Indiana.

. . . we're growing, moving announcer to major market. Here's your chance to join young progressive group; tight format, promotion minded. 1st ticket would help, but not necessary. WHAP, Hopewell, Va.

Sportscaster-salesman opening. Prefer Illinois, Indiana, Missouri or Kentucky man. WMIX, Mt. Vernon, Illinois.

Virginia country music station has opening. Experienced announcer—1st class ticket. No maintenance, accent announcing. Send tape, personal information. David Wilburn, WXGI, Richmond 25, Virginia.

## Technical

5000 watter, East Coast, wants competent engineer. No announcing, but must have Tech-knowhow. Liberal fringe benefits. Box 183M, BROADCASTING.

Engineer, first ticket for 1000 watter southwest. Salary good for right man. Maintenance a must. Box 235M, BROADCASTING.

## Help Wanted—(Cont'd)

### Technical

Florida—50 kw direction antenna station requires responsible and able Chief Engineer with high power directional background and good background with audio. Excellent working conditions. Please enclose resume and reply to Box 275M, BROADCASTING.

Announcer-chief engineer for midwest daytimer in city of 16,000. \$433 at start. Box 278M, BROADCASTING.

Engineer-announcer combo. Must have first phone and minimum 3 yrs. exper. Perm. Full time northern California station. Experience Gates equipt. desirable. Full resume incl salary requirement first reply. Box 292M, BROADCASTING.

Wanted 1st class engineer-announcer for 1 kw in Southeastern Michigan. Excellent working conditions and equipment. Personal interview required. Salary to start \$450 per month. Send resume and tape to Box 336M, BROADCASTING.

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.

Experienced, first class engineer. Send resume and references. KXGI, Fort Madison, Iowa. Board work required.

Chief Engineer for well-equipped, progressive Wisconsin station. Must be willing and competent to do necessary maintenance work, plus approximately 20 hours of air work. Send resume with picture, salary requirements, and tape to WCUB, Manitowoc, Wisconsin.

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.

Need experienced tv engineer, preferable with microwave background, for maintenance and operation. Contact Bill Elks or Ed Herring, WECT-TV, Wilmington, N. C.

July opening for man experienced in studio maintenance. Must know vtr. Oldest Florida etv has excellent offer for you. Air mail to Herb Evans, WTHS-FM-TV, WSEC-TV, 1410 N.E. 2nd Ave. Miami.

### Production—Programming, Others

Farm Director: Radio and TV in Carolinas. Interested only in first class applicants for first class job. Salary and incentive open. Full particulars and photo first letter to: Box 976K, BROADCASTING.

Career opportunity for young man with complete knowledge of classified music to act as Program Director of Fine Music Station in Midwest leading metropolitan area. Send tape and resume. Box 288M, BROADCASTING.

News writer for large Midwest station. Prefer young journalism graduate from Missouri-Kansas area. Salary commensurate with ability and experience. Box 291M, BROADCASTING.

Wonderful opportunity for Program Manager who is ambitious and aggressive. Must know good music and have ability to assume responsibility. He should have a good voice. This is a fine reliable station in upper New England tourist area with ideal living conditions. Send letter, resume, references and picture to Box 308M, BROADCASTING.

Program Manager needed at leading top 40 station in Appalachian state capitol city. Air work must be top quality. \$125.00 to \$150.00 week. Send resume, tape. Box 342M, BROADCASTING.

Central Michigan kilowatt looking for news director. Immediate opening. Send photo, resume, tape and salary required to Casey Hekman, WBRN, Big Rapids, Michigan.

## Help Wanted—(Cont'd)

### Production—Programming, Others

Experienced copywriter immediately for solidly established NBC outlet. Permanent. Top rated station. Many company benefits. Send resume to Station WMAV, Springfield, Illinois.

### 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.

General Manager. Sales background. Medium market. 13 years broadcasting. Box 162M, 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.

19 years experience has included announcing, writing, news editing, farm service, program director, local, regional and national radio and tv sales. The last six years as general—sales manager in major market station. Current operation being sold. Will consider career opportunity in management, salesmanagement or account executive position. Prefer established group operation with growth and investment opportunity. Box 306M, BROADCASTING.

Ex-Manager, 10 years sales and programming experience seeks small southeastern station with ownership potential. Opportunity foremost, salary secondary. Box 307M, BROADCASTING.

Radio owners, wish profit? Presently employed manager large radio station, excellent record with references to match, will trade nineteen years experience for stock after trial period. Background includes administration, budget control, labor negotiations, programming, promotion, local and national sales, merchandising. Interested only in stations with profit potential and give manager full authority to run. Box 309M, BROADCASTING.

Very successful radio salesman ready for management. Married, stable, civic minded, hard worker, experienced in all phases of radio, best references, college grad. Box 311M, BROADCASTING.

Need Expert Management? I have experience, maturity, energy, know-how, to manage your sales, your staff, your problems. Thirteen years in this business. Not a jumper, but I need a change. Don't you? Box 319M, BROADCASTING.

100% sales and program oriented! Strong sales . . . first phone. Experience and background to run a station you would be proud of. Management with opportunity to invest . . . midwest preferred. Replies confidential. Box 326M, BROADCASTING.

Sales manager wants to leave top rated station in metro market for small or medium market. 12 year veteran with experience in all phases. Will accept position as manager or sales manager. College grad, married and responsible. Box 334M, BROADCASTING.

Experienced man and wife management team. Strong on sales—can handle all phases of radio. Resume on request. Box 353M, BROADCASTING.

## Situations Wanted—(Cont'd)

### Management

General Manager, new station in black, seeks management upper midwest radio station. Sales, program, public relations background. Mature responsible family man. Will consider investment. Available now, later. Box 343M, BROADCASTING.

Want program or station management. Have 5 years announcing and 3 years selling background—top Midwest station. Also agency operations and management experience. B. A. degree. Box 346M, BROADCASTING.

Top quality manager available . . . Looking for growth opportunity in medium to large market. Thrive on competition. Strong on sales. Resume on request. Box 352M, BROADCASTING.

### Sales

Manager or salesman—16 yrs. radio exp. National, regional, local sales. Last nine years with Chicago rep. Excellent Midwest contacts. Wishes return to radio or TV station sales. News, anncr. programming, writer experience. Vet. 45, married. Resume. Box 305M, BROADCASTING.

Salesman, family, 38, employed sales major Texas market past six years, all phases except engineering, seek opportunity. Box 356M, BROADCASTING.

Commercial Manager, news—staff announcer with first phone and twelve years experience. Married, family, 39. Resume, tape and photo on request. 1037 E. Northview or phone WI 4-4047, Phoenix, Arizona.

National Sales Director—major market group. Available soon. Young, aggressive. One of best administrative, sales and programming records in industry. Box 143M, BROADCASTING.

### Announcers

First phone personality with showmanship, college, 5 years experience, draft exempt. \$150.00 minimum. Box 276M, BROADCASTING.

Announcer; NYAS graduate, tight board; resonant voice; dependable; not floater. Box 277M, BROADCASTING.

Medium market jock, like to relocate in-or-near Ohio, Box 283M, BROADCASTING.

Professional: Nine years, solid references. Finest background. Know music-news. Veteran with college. \$100 weekly minimum. Fine production. Box 293M, BROADCASTING.

I announce; varied talent. Sell, make money for number one station. Write copy, do production. My employer wants me to stay. I desire change. Box 349M, BROADCASTING.

Experienced all phases—prefer all nite dj spot. Large or medium market adult station. Permanent only. \$125. Box 313M, BROADCASTING.

Forty-four year old broadcast professional. Seeks TV or major market radio with quality programming presented with elan! Box 317M, BROADCASTING.

New England. Experienced announcer. Clever intros. Creative copy. Strong on news. Consider all offers. Box 321M, BROADCASTING.

Announcer/dj. Looking for first job. College, third phone, dependable. Box 322M, BROADCASTING.

Reliable young announcer-dj, some experience. Seeking opportunity to gain more training under a good PD. Box 325M, BROADCASTING.

Radio announcer, 4 years experience in staff announcing, combo, top 40, taping, writing copy, selling air time, program director, mc'ing in person shows, doing remotes, and station manager duties. Have 3rd rated morning show in 1/2 million market. Married, best references. Require \$600 per month or up. Box 328M, BROADCASTING.



**Situations Wanted—(Cont'd)**

**Announcers**

10 years radio and tv. Production minded dj, major college play-by-play, SD, ND, PD. Married, veteran. Presently employed medium market. Want change to east or mid-west station. Box 331M, BROADCASTING.

Mature young man with 6 months FM experience would like to break into AM. Tape, photo, resume on request. Box 332M, BROADCASTING.

Displaced dj., currently doing news, weather, sports, yearns for personality air shift again. Versatile, service complete, married. College grad.—sharp! Three years experience—10kw, metro now. Box 333M, BROADCASTING.

Negro announcer, dj; looking for talent? Look no further. Have experience, good resonant sound, veteran, married. Box 335M, BROADCASTING.

Would like small-to-medium market. Good voice, run smooth show and have first phone. Sam Townsend, 4017 Parkside Drive, Dallas, Texas.

Experienced announcer dj. Bright sound, tight production. Mature, dependable will relocate anywhere. Box 968K, BROADCASTING.

Announcer, dj. Authoritative news, lively sports, bright sound. Not prima donna or floater. Box 993K, BROADCASTING.

Announcer-Account Executive (combo). Experienced: Air, sales, production-voices, college. Box 8M, BROADCASTING.

Announcer-dj. Authoritative newscaster — tight board — not a prima donna — not a floater. Box 116M, BROADCASTING.

Are you a wide-awake-modern-progressive radio station in a medium or large market looking for an air personality to fit your format? If so, let's swing together. I offer bright-enthusiastic approach, six years experience, good production, and first ticket. For further info, write Box 286M, BROADCASTING.

Experienced dj—newscaster looking for metro market in northeast. Box 296M, BROADCASTING.

Looking for a capable sports man with all around ability? Box 297M, BROADCASTING.

Announcer-dj, bright, happy sound. Married, good air salesman, tight board. Authoritative news, desires permanent position, good community. Box 338M, BROADCASTING.

Announcer anyone? Desire music, news indie. Smooth dj, strong news. Much potential—light but good experience. Tape, travel. Box 339M, BROADCASTING.

Young announcer, college graduate, married, tight board, clear commercial voice, references. Relocate North-East United States. Box 340M, BROADCASTING.

DJ announcer wants to buy time on radio for Gospel program—N.Y. or N.J. Box 345M, BROADCASTING.

Female, dj announcer, tight board, commercial writer, bright sound. Box 354M, BROADCASTING.

What is happening to the good days of radio? Is everyone "speculating" and "formatting"? I have 7 years experience and am a hard worker. Will anybody pay \$120 and offer a job fit for a human being? Unless you are interested in me specifically—don't reply. Box 355M, BROADCASTING.

Summer replacement or longer, first phone, experienced dj, western states only, top forty or good music format. Sales and light maintenance. (\$90 week up). Box 356M, BROADCASTING.

6 years experience, personality dee-jay, tight production, ready to move up and settle permanently during July. Draft free, family man . . . want \$160 . . . first phone. Box 359M, BROADCASTING.

**Situations Wanted—(Cont'd)**

**Announcers**

Young top 40 jock with 1st phone looking for position in good market in South or Southwest. Opportunity to learn more important than salary. 2 years experience. Box 387M, BROADCASTING.

First phone morning man, experienced all phases. Ready for afternoon sales. Trial basis only; no tapes. Box 369M, BROADCASTING.

Experienced announcer, 1st phone—fit any programming. Call or write Lyle McMullin, 7104 Walrond, Kansas City, Missouri. JA 3-4651.

Florida stations . . . adult dj, knows good music; mature commercial delivery; desires personal contact for permanence at progressive station. 7 years radio-year tv. Family—veteran, vacationing now thru June 23. Box 12, Lake, Worth, Florida.

Deejay; first phone, want Kentuckiana single station market. Johnny Bowles, 447-2779, Louisville, Kentucky.

**Situations Wanted—(Cont'd)**

**Announcers**

Femme . . . gather, write, air community activities; develop news-in-depth. Effective, trained air voice; adept platform personality. Can't offer pages of credits; can offer attractive, ambitious gal—versatile background, self-starter. Asset now . . . Jackpot potential for growth management with realistic staff/program policies. Box 370M, BROADCASTING.

Announcer—Dependable; pleasant voice; excellent references. Exp: Midwest, East; AM, FM; Network; live; dj, news, commercials. Prefer Midwest, West. Bill Lindsay, 8324 James Avenue, S., Minneapolis 23, Minn.

Bright sound deejay-engineer wants sharp top-40 or pops-middle of road operation in good radio community. Fast production, tight board, first phone, format experience, engineer, experienced right-hand man. Vet, young, single, sociable, presentable. If you want a venturesome air personality who will fit into your format, send particulars and I will reciprocate. Will travel for right job. Jocko DeParis, Box 426, La Crosse, Wis. Phone 4-3018.

**YOUR HANDY CLASSIFIED AD ORDER FORM**

**ISSUE DATE(s)** \_\_\_\_\_

TF (until forbid)

**RATES**

Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)

Help Wanted—25¢ per word—\$2.00 minimum

Display ads \$20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)

1"  2"  3"  4"  other

All other classifications 30¢ per word—\$4.00 minimum (No charge for blind box number)

Indicate whether Radio or TV

Radio

TV

**HELP WANTED**

- management
- sales
- announcers
- technical
- production-programming

**FOR SALE**

equipment

**WANTED TO BUY**

- stations
- equipment

**SITUATIONS WANTED**

- management
- sales
- announcers
- technical
- production-programming

**ADDITIONAL CATEGORIES**

- Instructions
- Business Opportunity
- Miscellaneous

**COPY**

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

Remittance enclosed \$ \_\_\_\_\_

Bill

## Situations Wanted—(Cont'd)

### Announcers

Negro dj—slight experience, 21, trained voice, broadcasting school, third phone—travel anywhere. William Pierson, 2128 Elmore Sq., Pittsburgh 19, Pa. AT 1-4338.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

### Technical

Chief with lots of savvy seeks permanent position with regional station or small chain. Box 197M, BROADCASTING.

Experienced/operator, directionals, construction, maintenance; go anywhere for right salary. Dependable. No announcing! Call 714-543-4491 or write Box 287M, BROADCASTING.

First phone engineer—with announcing experience—former field engineer with RCA and Chief is looking for similar position. Construction and maintenance a specialty . . . could be an asset to your organization . . . Box 290M, BROADCASTING.

Engineer; first class license, ambitious, beginner, radio or tv, career type, stable, married, sober, not afraid of work, compatible, prefer Kansas City vicinity. Inquiries answered. Box 320M, BROADCASTING.

Western States Attention. Wanted—position with reliable radio or television station. Experienced engineer, announcer — salary open. Box 330M, BROADCASTING.

1st class engineer, some announcing, experience, desires reliable job preferring the central Atlantic states area. Salary to suit location. Write Box 351M, BROADCASTING.

Engineer-Announcer, heavy maintenance. Pennsylvania, Massachusetts, Vermont only. RFD 1, Box 390, Wadesboro, North Carolina.

Attention Florida: Are you in need of a good chief engineer or combo man? If so and you can pay \$120 minimum for the best—contact Bud Lucas, 933-6795, Pompano Beach.

Limited experience, but beautiful first phone. Any engineering area considered. Rick Richards, 5202 Bradford Drive, Dallas, Texas.

### Production—Programming, Others

Originator and moderator—Commentator of audience phone-in show over 50kw station. Highly successful commercially and otherwise entertaining political and general topics; interviews. Long standing. Easy going style. Background diversified with much announcing. Box 279M, BROADCASTING.

Writer-Production—Last 4 years with ad agency. Writing award winning commercials. Want back in tv or radio. Let me solve your programming copy and promotion problems—can call, direct etc. (1st phone too). Box 282M, BROADCASTING.

Radio or television continuity writer. 5 years experience. Facts, samples on request. Box 285M, 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.

Top news and sports man, (radio & tv) of proven ability, let liquor interfere. Am now an advanced member of AA and different outlook on life. Won't someone please give me a chance? Box 302M, BROADCASTING.

Want a newscaster who can write his own material, handle interviews and on-the-spot coverage? Twenty years of major and minor market experience. Age 39. Box 304M, BROADCASTING.

"Snowbird" desires permanent position in Florida. 10 years experience—all phases. News, program or sports directorship preferred. Reply Box 323M, BROADCASTING.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

"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

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.

Sales Manager—to direct Myrtle Beach, S. C., operations CATV system. Will have charge small office, direct installation crews, and energetically develop public interest in an area with a tremendous desire for better television service. Box 281M, BROADCASTING.

Local salesman for immediate vacancy with expanding group operation. Call WPTZ-TV, Plattsburgh, New York. Jordan 1-5555.

### Announcers

Alert newsman to write and voice news. Box 209M, BROADCASTING.

Newsman-announcer for Texas station. Must gather, write and deliver news. Box 268M, BROADCASTING.

TV weather girl—Midwest network affiliate—top 15 market. Must have tv experience. Send pix, resume, VTR or SOF. Box 371M, BROADCASTING.

Considering applications from announcers for staff additions. Send full resume. Permanent position for ambitious, versatile, cooperative team worker. Address WJTV, Box 8187, Jackson, Mississippi.

### Technical

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Videotape maintenance engineer. Experienced Ampex Intersync. Leading New York producer. Good salary and advancement. State full background. Box 372M, BROADCASTING.

### 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.

Pacific Northwest University entering ETV seeks Writer-Producer with strong background in film. Master's degree required. Duties include some teaching; shooting and editing film; scripting radio and tv programs. Position open on twelve months basis with 30 days paid vacation, health and retirement benefits. Send details, including transcripts, script samples, picture and complete personal background to Box 280M, BROADCASTING. All qualified applicants will receive consideration without regard to race, creed, color or national origin.

### TELEVISION

#### Situations Wanted—Management

General Salesmanager—Proven ability—10 years experience able administrator employed as sales manager—37 years—married—family. Box 998K, BROADCASTING.

Want program or station management. Have 5 years announcing and 3 years selling background — top Midwest station. Also agency operations and management experience. B. A. degree. Box 347M, BROADCASTING.

## Situations Wanted—(Cont'd)

### Sales

General salesmanager, experienced top producer in television sales. Able administrator, stable, now employed. Box 223M, BROADCASTING.

Successful radio salesman, desires TV sales, go getter, stable, personable, some TV background, sure credit to any organization. Box 312M, BROADCASTING.

### Announcers

Newsman. 17 year background. 11 years radio-TV news. Call 304-925-5488, collect today, or write: Box 161M, BROADCASTING.

Announcer-Sales—radio/tv 9 years experience medium-major markets. Sales, production, news, combo dj, steady reliable all around family man, seeking permanent relocation. Reply indicating opportunity. Box 300M, BROADCASTING.

Professional announcer. Nearly 20 years broadcasting including 3 years tv. Seeks station with local and live policy, where creativity is a fact, not a slogan. Box 314M, BROADCASTING.

Louisiana—Yankee wants to join rebs. 5 years radio and television. Box 341M, BROADCASTING.

### Technical

Assistant chief wishes to relocate. Experience; administrative, construction, maintenance, proof of performance, video tape, color, remotes, etc. Sharp. Box 329M, BROADCASTING.

First phone engineer. Experienced tv and radio maintenance and installation. Box 130M, BROADCASTING.

Television or radio transmitter operator, communication system engineer, or industrial technician. Licensed. Experienced. Relocate July 1. Congeniality, requisite. Prefer Southwest. Any other location, considered. Resume. Vernon Slater, Box 3493, Wilmington, North Carolina.

### Production—Programming, Others

TV news director—Proven ability: newscaster, administrator, reporter-writer. Respected by sources. 31. Family. Seeks aggressive station. Box 234M, BROADCASTING.

Newscaster available soon who can write and shoot his own coverage. Twenty years in broadcasting. Western states only. Box 303M, BROADCASTING.

Production Manager — Producer — Director: Sharp, creative, award winner, 5 years experience—Also some exp. in sales & announcing—ready for major market—for resume—VTR—write Box 310M, BROADCASTING.

First phone, B.A., 4 years radio experience. Desire work in tv as floor director leading to directorship. West Coast. Presently employed as radio announcer. Box 324M, BROADCASTING.

Director-Writer-Announcer, looking for a position with potential. Box 337M, BROADCASTING.

News, editorial, documentary, commentary, AM or TV. Experienced with one of nations top newspapers. Now employed as editorialist and director in multi-million market. Professional editorials devoted to local achievement. Polished, authoritative camera and mike delivery. Interest centers in station of integrity and ability to maintain dynamic news and analysis. Expensive journalist and administrator; capable of delivering full dollar value in America's largest competitive market. Box 360M, BROADCASTING.

## FOR SALE

### Equipment

FM station owners! Complete multiplex-stereo automation system with 18 hour per day popular music programming service available at a price you can afford! Sounds great too! Write for information: Box 176M, BROADCASTING.

Microwave 1 watt Raytheon KTR-1000E with dishes, isolator and accessories. Unused since factory overhaul. CCTV, 135 Bridge; Corning, N. Y.

For sale: Good used 250 watt Gates BC 250 GY transmitter. Lots of spare tubes. First \$800 takes it. Write Box 365M, BROADCASTING.

For Sale: RCA 250 watt fm transmitter. Contact, Richard Tuck Enterprises, KBEC, Waxahatchee, 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.

1 kw Dumont transmitter, including side band filters, spare tubes, misc. assortment of co-axial elbows. Complete and in operating condition. Best offer or will consider some trade. KCHU, Box 18, San Bernardino, California.

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.

Ampex 600 tape recorder—perfect condition. Back mount or with portable case. \$300.00. WCRA, Box 568, Effingham, Illinois.

For sale, Webster 4 channel remote amplifier. Perfect for remote broadcast of sport events, or remote record hops. 3 mike 1 phone input. 1 to 500 ohms output, plus 4 speaker outputs. Cost over \$300.00. Excellent condition. First offer over \$100.00 takes this beauty, (plus shipping charges). Contact Brown Broadcasting Co. 49 Maple Rd. Sedley, Va.

"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."

Save line charges on remotes with this RCA 60 Watt FM Transceiver. Use on new 161 MC bands. Network Quality. 6-12 volts, dynamotor, crystals, ovens all for \$295. Cost over \$600. AC and base station also available. Details, Chief Engineer WIVK Knoxville, Tenn.

TV transmitting equipment for sale. General radio tv Monitor, type 1183-T-A Channel 6+. FCC approval. RCA 7.5 kw D. Load and Wattmeter, VHF, RCA 10 kw bridge diplexer. Ch. 6. 2 RCA 12.5 kw harmonic filter. Ch. 6. RCA One bay batwing antenna. Ch. 6. All good working condition. E. J. Fell, Tech. Dir. WSPD-TV. Box 1037, Paducah, Ky.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; 3/4" 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.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

"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

Wanted by our clients. Radio fm, and tv test and measuring equipment. "Thirty years in broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Urgently need good used 10 kw highband transmitter, RCA type TT-10AH or equivalent for educational station. Box 201M, BROADCASTING.

Wanted: 12.5 kw UHF TV transmitter with associated equipment. Box 361M, BROADCASTING.

Console type Ampex tape recorder in good working order. WLNH, Laconia, N. H.

Schafer automation equipment. Contact R. M. McKay, Jr., P. O. Box 71, Columbia, Tennessee.

## WANTED TO BUY

### Stations

"Will take over active management and buy either part of or entire radio station. Long on experience, short on down-payment. Contact Box 327M, 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.

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.

1st class radio telephone license in 5 weeks. Next class begins: June 19, 1962. Guaranteed instruction—tuition \$300—for the complete course. Living accommodations can be arranged near the school. Broadcast Engineering Institute, P. O. Box 2165, Sarasota, Florida.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts July 16—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.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

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.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

## 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.

"Tomaco Tower Paint," a time tested and approved tower finish used by discriminate stations, coast to coast. #300 Primer, #301 White, #302 International Orange—\$7.95 per gallon prepaid. Tower Maintenance Co. Inc., Post Office Box 246, Glen Burnie, Md. Phone 301-766-0766.

"Days-Dates-Data". New monthly Deejay gag service. Sample copy \$3.00. 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

## Sales

### EXPANDING PERSONNEL

Salesman—With experience in AM radio sales, stable personal background, apply in detail.

Announcer—1st phone, good voice for this competitive market. No rockers. Contact John R. Livingston, WJRL, 125 N. Church, Rockford, Illinois. 968-5821.

## 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

### 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.



Help Wanted—(Cont'd)

Technical

**OVERSEAS OPPORTUNITIES EUROPEAN AREA**

**RADIO ENGINEERS**

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

**PROJECT ENGINEER**

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given. Submit experience and earnings to  
**Box 841K, BROADCASTING**

**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**

**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**

**Production—Programming, Others**

**PROGRAM EXECUTIVE**

Thoroughly experienced all phases of station operations: administration, programming, music, production, public affairs. Top creative ability and music programming know-how. Eleven years experience in three of first ten markets. Documented success story . . . AAA references. Idea reservoir far from dry.

**Box 294M, BROADCASTING**

**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.

**TELEVISION**

**Help Wanted—Technical**

**ENGINEERS FIELD SERVICE**

The Dage Division of TRW is expanding its Field Service and R/D Groups to staff new programs on Dage's TV missile-monitoring systems and machine-tool tape controls.

**Engineers Field Service-Tv**

To carry out missile-site installation, maintenance and service on Dage closed-circuit TV missile-monitoring systems. Background in communications equipment, solid-state circuitry or broadcast electronics helpful. Requires EE Degree or equivalent experience and training.

**Tv Equipment Development**

Design and develop circuits and systems for closed-circuit TV cameras and equipment. Background in communications, broadcasting or general electronics desirable. EE and several years' related experience.

**Electronic Controls**

To design and develop solid-state circuits for machine-tool tape controls. Background in logic systems, computer design and storage units applicable.

Dage is a small, growth-type organization located in the vacationland of the Indiana Dunes on the shores of Lake Michigan.

Qualified applicants are invited to mail their resumes to W. G. Kirkwood, Box EM-211C, 23555 Euclid Avenue, Cleveland 17, Ohio.



**DAGE**

*Thompson Ramo Wooldridge Inc.*

An equal-opportunity employer

**TELEVISION**

**Situations Wanted**

**Production—Programming, Others**

**NEWS & PUBLIC AFFAIRS**

Heading award winning five man radio/tv news department in major east coast market. Excellent voice and camera presence with many network participations and highest local ratings. First class producer-writer-cinematographer. Finest industry references. Aggressive, 34 year old news & public affairs specialist who wants broader horizon. SOF & videotape available. Top ten only. \$15,000.00 minimum.

**Box 366M, BROADCASTING**

**Situations Wanted—(Cont'd)**

**Production—Programming, Others**

**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**

**MISCELLANEOUS**

**ATTENTION SYNDICATE RADIO SALESMAN**

Guaranteed extra earnings. Producer has proven hot package of vignettes. High acceptance with track record selling 1 in 5. Earn an extra \$150 to \$300 a week. Commission only, but sure fire! For details, write

**Box 363M, BROADCASTING**

**MOVING? SEND FOR BOOKLET**

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, worksaving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

**Chuck Swann,  
Burnham Van Service,  
1634 Second Avenue,  
Columbus, Georgia**

Break our contests in your market, and crack your market wide open! For details of these and other production services, write: First Aids For Radio, P. O. Box 385, Algonquin, Ill. Send for your audition tape.

**FOR SALE—EQUIPMENT**

Why tie up your money in frozen assets? We lease new or used broadcasting equipment, office machinery, cars and trucks.—Select your own equipment supplier—we buy for cash and lease to you over period of years. Conserve your cash and take advantage of possible tax benefits.

**GENE O'FALLON & SONS LEASING  
639 Grant Street Denver 3, Colo.  
AM 6-2397**

## 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.

**BETTER JOB!**  
ALL BROADCAST PERSONNEL PLACED  
ALL MAJOR U.S. MARKETS  
MIDWEST SATURATION  
Write for application NOW  
**WALKER EMPLOYMENT SERVICE**  
Jimmy Valentine Broadcast Division  
83 So. 7th St. Minneapolis 2, Minn.  
Federal 9-9961

**FOR SALE**  
Stations

Florida 5000 watt non-directional daytimer major market. Nothing down. \$200,000.00 over 8 years.

**Box 301M, BROADCASTING**

For sale by owners—full time property in one of the nation's top 20 markets. Priced below market value. Excellent terms. Must sell because of illness. Only financially qualified purchasers need reply.

**Box 362M, 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.

## GUNZENDORFER

SOUTHWEST regional single. Eerner. Asking \$125,000. 29% down. "A GUNZENDORFER Exclusive."  
CALIFORNIA absentee owned. Asking \$115,000. 29% down.  
FM's \$60,000. \$125,000. \$165,000.

**WILT GUNZENDORFER AND ASSOCIATES**  
Licensed Brokers Phone OL 2-8800  
8630 W. Olympic, Los Angeles 35, Calif.

Tex. metro regional, absentee owned, 1961 cash flow \$60,000. \$250,000 with \$50,000 down—Tex. major FM. \$75,000 with 10% down—Tex. regional single \$70,000—Tex. f.t. single \$70,000—Tex. medium f.t. \$160,000—Ark. medium regional \$150,000—Ark. regional single \$78,750—Ark. major f.t. regional \$180,000—La. regional single \$45,000—Colo. regional single \$50,000—Okla. single, making money \$95,000—Tenn. major power, billed over ¼ million yrly 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

Continued from page 114

for following vhf tv translator stations: K04AN, Chinook Tv Assn. Inc., Chinook, Mont.; K12BO, Glasgow Tv Club Inc., Glasgow, Mont.; K12BS, Breckenridge Volunteer Fire Dept., Breckenridge and Blue River Valley, Colo.; K12AS, Long Pine Fire Dept., Long Pine, Neb.; K07BO, K09AZ, Polson Tv Improvement Assn., Polson, Mont., and specify type trans.; K02BP, Hotchkiss Community Tv Assn., and specify type trans.

KAKA, Wickenburg Bestg. Inc., Wickenburg, Ariz.—Granted transfer of negative control from Mamie Gander to Lowell F. Beer; consideration \$10,000 for 50% interest.

■ Granted renewal of licenses for following stations: KFRM Salina, Kan.; KJSK Columbus, Neb.; KARR Great Falls, Mont.; KBHS Hot Springs, Ark.; KBOE Oskaloosa, Iowa; KBTR Denver, Colo.; KDTA Delta, Colo.; KGFX Pierre, S. D.; KLIZ-AM-FM Brainerd, Minn.; KLOV Loveland, Colo.; KLZ Denver, Colo.; KOTA-TV Rapid City, S. D.; KSSS Colorado Springs, Colo.; KUBC Montrose, Colo.; KURL Billings, Mont.; KUSN St. Joseph, Mo.; KWEB Rochester, Minn.; KWOA-AM-FM Worthington, Minn.; KXLF-TV Butte, Mont.; WAIL Baton Rouge, La.; WJON St. Cloud, Minn.; WKFM (FM) & SCA, Chicago, Ill.; WLBN Lebanon, Ky.; WMCH Church Hill, Tenn.

KLEI Kailua, Hawaii—Granted license for new am station.

KGMS, KGMS Inc., Sacramento, Calif.—Granted assignment of license to Capitol Bestg. Co.

## Actions of May 29

WJAG, WJAG Inc., Norfolk, Neb. — Granted transfer of control from E. F. Huse Jr., individually and as co-executor of estate of E. F. Huse, deceased, to E. F. Huse Jr. and K. S. Huse, as family group.

KVSH, The Valentine Bestg. Co., Valentine, Neb.—Granted transfer of control of WJAG Inc., majority stockholder of licensee corporation, from E. F. Huse Jr., individually and as co-executor of estate of E. F. Huse, deceased, to E. F. Huse Jr., and K. S. Huse, as family group.

K80BC Concord and Walnut Creek, Calif.—Granted license for a uhf tv translator station.

KCMC Inc., Texarkana, Tex.—Granted cp for new low power broadcast station.

K74BO Santa Rosa, N. M.—Granted cp to replace expired permit for new uhf tv translator station.

K09EO, K13CH Douglas, Wash.—Granted cps to replace expired permits for new vhf tv translator stations and specify frequency, ERP, type trans., and make changes in ant. system; specify ERP; type trans., and make changes in ant. system.

K09ER, K11EY, K13EP Ephrata, Soap Lake, Moses Lake, Larson Air Force Base, Wash.—Granted mod. of cps for vhf tv translator stations to change ERP, frequency, trans. location, type trans., and make changes in ant. system.

K71BA, K73BA, K75BB General Wenatchee and East Wenatchee area, Wash.—Granted mod. of cps for uhf tv translator stations to change ERP and make changes in ant. system; to change frequency, ERP, and make changes in ant. system.

K73AY Blythe and Palo Verde, Calif.—Granted mod. of cp for uhf tv translator station to change type trans.

K13CX Peppan, Idaho—Granted extension of completion date to Nov. 29.

KKJO, Kres Radio Corp., St. Joseph, Mo.—Granted mod. of license to change name to

For Sale—(Cont'd)

## Stations

## STATIONS FOR SALE

NORTHWEST. Exclusive. Full time. Gross \$70,000. Asking \$125,000. Terms.  
CALIFORNIA. Daytimer serving dynamic trade area. Asking \$125,000. 29% down.  
NORTHEAST. Full time. Gross exceeds \$70,000. Excellent profit. Asking \$150,000 including real estate. 29% down.  
SOUTHWEST. Exclusive. Daytime. Gross average \$60,000 for past three years. Priced at \$65,000. \$20,000 down.

**JACK L. STOLL & ASSOCS.**

Suite 600-601 6381 Hollywd Blvd.  
Los Angeles 28, Calif. HO 4-7279

Marti Bestg. Corp.

WJAC-FM Johnstown, Pa.—Granted mod. of license to change studio location; condition.

KFDR Grand Coulee, Wash.—Granted license covering change in ant.-trans. and studio location and make changes in ant. and ground system.

Northwest Publications Inc., Superior, Wis.—Granted cp and license for new low power station.

WRJC, John D. Rice, Mauston, Wis.—Granted assignment of cp to Radio Juneau County Inc.

KHBR-FM Hillsboro, Tex.—Granted cp to decrease ERP to 3.2 kw; increase ant. height to 155 ft.; change ant.-trans. and studio location (am site), make changes in ant. system; condition.

KFGT Flagstaff, Ariz.—Granted cp to reinstate expired permit for new am station.

KXEO Mexico, Mo.—Granted cp to install old main trans. and auxiliary trans. at main trans. location.

KMOD-FM Midland, Texas — Granted mod. of cp to change type ant.

KFGT Flagstaff, Ariz.—Granted mod. of cp to change ant.-trans. location.

WVCG-FM Coral Gables, Fla.—Granted mod. of cp to move ant.-trans. location; condition.

■ Granted extensions of completion dates for following stations: KOMY-FM Watsonville, Calif., to Oct. 3; WNSH-FM Highland Park, Ill., to Nov. 18; KUFY (FM) Redwood City, Calif., to Oct. 1; WASH (FM) Washington, D. C., to Oct. 1; KMOD-FM Midland, Tex., to Dec. 6; KACE-FM Riverside, Calif., to July 10; WTCN Minneapolis, Minn., to Sept. 3; KSCB Liberal, Kan., to Sept. 7; WCLS Columbus, Ga., to July 10; WWOK Charlotte, N. C., to Nov. 20; KUDU-FM Ventura-Oxnard, Calif., to July 30; KNEZ Lompoc, Calif., to Aug. 6.

## Rulemakings

■ Commission invited comments to proposed amendments to its broadcast rules which would: (1) Permit am, fm and tv stations to use automatic devices for keeping operating log. (2) divide operating log into two separate logs, retaining in operating log only those entries concerning operation of trans. and transferring to maintenance log less frequent entries relating to maintenance of equipment; (3) require supervisory radio operation of small stations allowed to operate without fulltime attendance by operator holding first class radiotelephone operator license to make daily entries in maintenance log regarding maintenance and operation of equipment, and (4) repeat in rules dealing with keeping of logs all logging requirements now appearing in various rule sections. Proceeding deals only with operating log; recision of program log requirements is subject of another proceeding, Action June 6.

■ Commission is proposing rulemaking which would permit installation of remote broadcast pickup base stations at suitable locations from which official broadcasts may originate in time of war or other national, state or local emergency threatening safety of life and property, also to interconnect broadcast stations operating in Emergency Broadcast System. Comments are invited by July 16. Commission also proposes to make other changes in remote pickup rules, clarify permissible uses under normal conditions, provide for certain added uses, and to give more flexibility in use of remote pickup mobile stations with other broadcast stations. Action June 6.

■ By report & order, commission finalized rulemaking in Doc. 13458 and amended tv table of assignments by assigning ch. 33 to Syracuse, N. Y., and deleting that channel from Batavia and ch. 48 from Watertown, effective July 16. This proceeding stems from petition by Springfield Tv Bestg. Corp., licensee of tv stations WRLP (ch. 32) Greenfield, WWLP (ch. 22) Springfield, and WWOR (ch. 14) Worcester, Mass. Action June 6.

■ Commission invites comments by July 9 to notice of proposed rulemaking looking toward assigning uhf chs. 16, 22 and 19 to Mayaguez, Ponce, and San Juan, P. R., respectively. Action May 29.

## PETITION FILED

Sec. 3.606: The Board of Education of the City of Atlanta, Atlanta, Ga. (5-28-62)—Requests amendment of rules so as to reassign ch. 57 from Marietta, Ga. to Atlanta, Ga., and reserve it for non-commercial educational use. Ann. June 1.

**“Film does the unusual!”**



**SPARKLE! SPARKLE! SPARKLING BEAUTY:** A Procter & Gamble proposition for its product ZEST, beautifully demonstrated through the stopping power of *high-speed* photography (128 frames per second). Possible only through *precision camera work*. Best with Eastman high-speed film for the negative. Plus Eastman print stock to bring all the quality inherent in the negative to the TV screen! *Two steps—negative, positive—each of vital importance to sponsor, network, local station, viewer!* *For further information, write*

Motion Picture Film Department

**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

*East Coast Division, 342 Madison Avenue, New York 17, N. Y.*

*Midwest Division, 130 East Randolph Dr., Chicago 14, Ill.*

*West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, Calif.*

*For the purchase of film, W. J. German, Inc. Agents for the sale and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.*

**ADVERTISER: Procter & Gamble, Inc. (ZEST)**  
**AGENCY: Benton & Bowles, Inc.      PRODUCER: Filmways, Inc.**



## OUR RESPECTS to James Schiavone, general manager, WWJ-AM-FM-TV Detroit

### Newspapering was too narrow for all his ambitions

When James Schiavone became general manager of WWJ-AM-FM-TV Detroit last fall, one of the first things he did was to lift the time limits from all radio newscasts to let reporters air the real substance of the hard news, long or short—and skip the fillers.

This quiet bit of experimentation to take full advantage of radio's flexibility today has proved to be most successful. It was in the true journalistic tradition of the WWJ stations' parent, the *Detroit News*. But it was also typical of the energy and drive beneath Mr. Schiavone's outwardly easy-going appearance. Well liked by his staff and business associates for his leadership and friendly disposition, Mr. Schiavone is respected as an executive who knows where to go and doesn't want to waste time unnecessarily in getting there. His vigor seems to permeate the 180-man tv-radio staff and the stations' achievements in public service, live programming and other activities as well as news.

**Proud Record** ■ It could be hard for a new chief executive to measure up to the historic and proud record enjoyed in many fields by the NBC-affiliated WWJ stations. But Mr. Schiavone has seized the challenge with the same zest that has illuminated his career since his youth. He is constantly encouraging the radio-tv staffs to experiment with live programs. Color film documentaries also are high on his list. And the formal WWJ public affairs committee, formed two years ago to seek out local needs, meets weekly under his guidance.

James Schiavone was born Nov. 14, 1917, at Niagara Falls, N. Y., where his father was in the hotel business. The family moved to Flint, Mich., shortly afterward, however, and his father went to work for the Buick division of General Motors there. Young Jim entered public school at Flint and by the time he was in the seventh and eighth grades he was very much involved in student newspaper ventures.

The newspaper side of journalism would become important in his career but it would only be the start. Even at that age he recalls he had his heart set on the wonderful new and exciting world of radio.

Flint's huge Central High School (enrollment topped 5,000) put young Mr. Schiavone into the "big time" almost immediately. Besides editing and writing for the student paper, *The Arrowhead*, he earned his spending money as a stringer for the *Flint Journal*. He covered not only high school news and sports events but also industrial league

and other sports activities.

**High School Politician** ■ Between his studies and his newspaper work, Mr. Schiavone didn't find much spare time for other things. Except for campus politics, that is. He was elected president of the school's student union and also president of his junior class.

After graduation in 1936, Mr. Schiavone joined the *Flint Journal* as a full-time reporter, covering both general assignments and sports. He took several commercial courses at Baker Business U. in his free time, but in 1938 he decided to acquire formal training in his chosen field. He went to Ann Arbor and enrolled at the U. of Michigan as a speech major, taking courses in announcing, production and other communication arts as well as general college courses.

Mr. Schiavone worked part-time for the university's radio production studio, too, helping produce programs aired locally on WPAG there as well as other commercial stations in the Detroit area and elsewhere by transcription. The experience proved valuable when his college work was interrupted in November 1940 by the military draft. He was sent directly to the area headquarters of the Fifth Army Corps in Chicago to write news releases, radio scripts and speeches.

**Time to Fight** ■ Private Schiavone missed recruit training completely ("I didn't even get a uniform or see a military post until after Pearl Harbor," he remembers), but the army did give him something he didn't have before. That was a "middle name" ("It was 'NMI'

for 'no middle initial,'" he recalls). After the Japanese attack, he vowed it would be no more at the desk for him. He wanted to fight.

Signing up for the first available training class offered by the officers' candidate school, Mr. Schiavone found himself in the Field Artillery and by 1944 was in the thick of the fighting in the Pacific. There he earned the bronze star and four campaign stars, including Leyte. He held the rank of captain.

In 1946 Mr. Schiavone returned to the U. of Michigan to complete his education. Digging in vigorously, he went to classes all year around until he earned his B.A. degree in 1948. He worked just as actively at the school's radio production center once again. By this time it was much expanded and operating on a far bigger scale, including tv experimentation.

He wrote what he recalls was the first half-hour live drama produced on WWJ-TV while still in school. Since it started in 1947, WWJ-TV has cooperated a great deal with the university.

**Back to Uniform** ■ After graduation, Mr. Schiavone was employed fulltime by the university as production manager of its new WUOM (FM) Ann Arbor. His love was directing. Several award-winning series, historical documentaries, soon evolved and were distributed all over the nation. Tv experimentation continued on the side, too. But in 1950 he was recalled into the artillery and during the Korean conflict served as administrative staff officer at Oklahoma's Fort Sill.

Mr. Schiavone joined WWJ-TV in July 1952 as a tv producer-director. Later that year he was promoted to assistant program and production manager for both tv and radio and in 1953 he became tv program and production manager. Three years later he was named tv operations manager and in late 1957 was elevated to station manager of WWJ-TV. He was named to his present post Oct. 1, 1961.

Betty Jo Hedgecoxe of Marlow, Okla., became Mrs. James Schiavone in April 1952. They met while he was at Fort Sill. They have a son, Mark Grant, who will be 3 next month. The family lives in Birmingham, Mich.

Mr. Schiavone is a member of the United Foundation publicity committee, the Broadcast Pioneers, Detroit's Aircraft Club, Economic Club and Athletic Club. In a rare moment he takes a whack at a golf ball. But the whack, though rare, still shows that Schiavone vigor.



WWJ stations' Schiavone  
A whack only now and then

## EDITORIALS

### Looking at the wrong thing

**I**F the Congress appoints a committee to investigate the moral tone of motion pictures, as some of its members have requested it to do, television is bound to find itself sharing the target area.

The rationale given by supporters of the proposed investigation is that movies are corrupting the young. Therefore, according to this reasoning, the Congress ought to investigate movies. The reasoning will be familiar to anyone who has followed the investigation of television by a Senate subcommittee under the chairmanship of Sen. Thomas Dodd.

The Dodd subcommittee spent a year and a half looking at television films and making subjective judgments about the incidence of sex and violence. But it failed utterly to show any connection between television and juvenile delinquency, the subject it was created to investigate.

A committee empowered to study movies could only repeat the pointless pattern established by the Dodd subcommittee. It could look at movies until its eyes blurred and never learn positively whether any of them had any influence on juvenile morals or deportment.

Sooner or later in any congressional investigation of movies, attention must turn to movie advertising on television and to the movies that television shows. Only a congressman who cringed at publicity would keep a staff from linking two such glamorous possibilities for public attention.

If juvenile delinquency is a problem, and no doubt it is, the way to study it is by looking at juveniles, not at television or movies.

### Nibbling at Sec. 315

**L**AST WEEK Sen. Jacob K. Javits (R-N. Y.) proposed a joint Senate-House resolution suspending the application of Sec. 315, the equal time law, to the 1962 senatorial and congressional campaigns. The week before President Kennedy had recommended a suspension of the law's application to the 1964 Presidential campaigns.

Earlier in this session of the Congress other bills have been introduced to provide one kind of relief or another from the restrictions of the political broadcasting law. It is obvious that a good many people recognize that the law has imperfections. We suggest the imperfections are beyond repair by any means short of repeal of everything that is left of Sec. 315.

The problem, of course, is to persuade politicians to completely eliminate a section of the Communications Act that they persist in thinking guarantees them access to radio and television. This thought was expressed repeatedly during committee considerations and debate over the amendment to Sec. 315 that was adopted in 1959. At that time broadcasters succeeded in eliminating news programs and coverage of special events from the provisions of the section, but they made that gain while suffering a loss in another direction. The same amendment added new language to the Communications Act requiring broadcasters, when presenting news, to operate "in the public interest" and to afford reasonable opportunity for opposing views to be heard on controversial matters. This has become known as the fairness doctrine and has been used repeatedly by the FCC as the justification for harassing broadcasters every time a crackpot fancies that he and his ideas have been slighted.

In 1960 Sec. 315 was suspended in its application to the Presidential campaign. That permitted broadcasters to present the debates between Messrs. Kennedy and Nixon without having to accord equal time to nine other candidates who were running, or rather limping, for the Presidency.

It has never been clear to us why a Congress would trust broadcasters to operate freely in the coverage of the election for the highest office in the land and not accord them the same freedom in the coverage of races for lesser offices. By almost unanimous judgment, political leaders have applauded the radio and television coverage of the 1960 Presidential campaign.

The exception, of course, was the report of the Senate Watchdog Subcommittee headed by Sen. Ralph Yarborough (D-Texas) which had some nasty things to say. The wisdom of the chairman of that subcommittee may be appraised by recent disclosures that he took around \$5,000 in gifts from a fellow Texan, Billie Sol Estes.

We doubt that the Congress will pay much attention to the Senate Watchdog Subcommittee's report. It remains now for broadcasters to revive the campaign for full repeal of Sec. 315.

There is no better than an outside chance that repeal can be obtained in this Congress. A great mass of high priority legislation must be disposed of before the members leave to campaign for reelection. But it is not too early for broadcasters to begin work for repeal at the next session of Congress. Piecemeal fiddling with Sec. 315 has been proved inadequate.

### Edgar Kobak

**R**ADIO was a young man's game when Edgar Kobak joined NBC for the first time in 1934 as vice president in charge of sales. He was 39 and NBC was in its eighth year. He brought to network radio the sales practices he had learned in the print media; in addition to a background in engineering. He continued his avid interest in broadcasting and in all advertising, as a consultant to several companies, until his sudden death last week at the age of 67.

Ed Kobak was a salesman to the core. He was responsible for many of the techniques now in vogue in broadcasting. He was a humanitarian, too, who always found time to promote good causes and to help young people move ahead. Kobak "boys" who trained under him at McGraw-Hill, NBC, Blue Network Co. (now ABC), Lord & Thomas (now Foote, Cone and Belding) and Mutual are among the executives now in responsible positions in broadcasting, advertising and publishing. Ed Kobak made a great contribution to all broadcasters. He will be missed.



Drawn for BROADCASTING by Sid Hix

"Just one cuss word, young man, and I'll have the FCC revoke your license!"



**YOU CAN QUOTE ME...**

"RCA Victor distributors tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the Colorcasting leaders in the nation... with their Color TV engineering skills, wonderful Color programming, and Color selling power."



Jack M. Williams, Vice Pres.  
Advertising and  
Sales Promotion  
RCA Sales Corporation


**I'LL SAY THIS...**

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group... covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"



Raymond W. Saxon, Vice Pres.  
Marketing  
RCA Sales Corporation

# COLOR TV



Call your WLW Representative... you'll be glad you did!  
The dynamic Crosley Stations!

**WLW-C**  
Television  
Columbus

**WLW-T**  
Television  
Cincinnati

**WLW-A**  
Television  
Atlanta

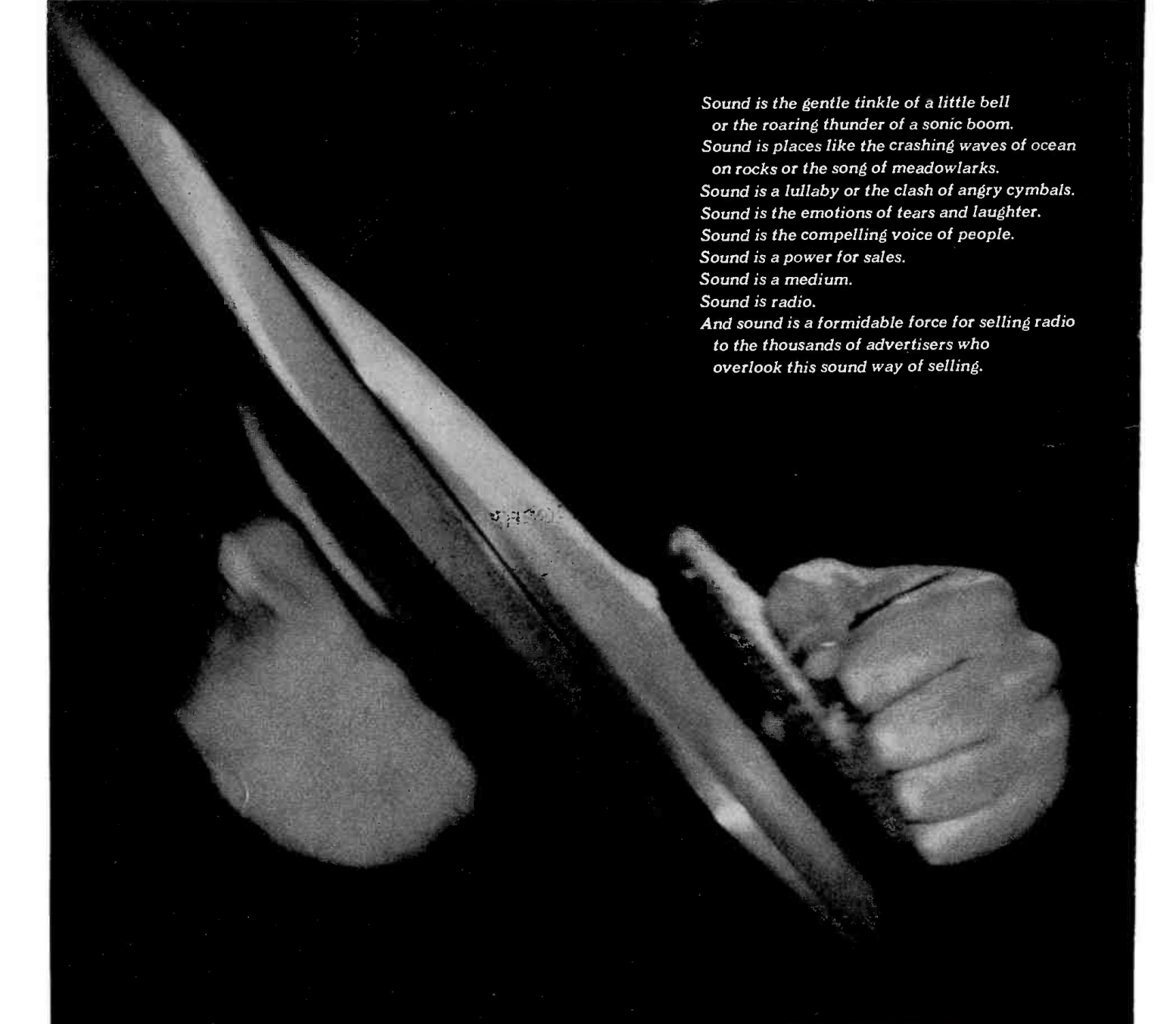
**WLW-I**  
Television  
Indianapolis

**WLW-D**  
Television  
Dayton



Crosley Broadcasting Corporation





*Sound is the gentle tinkle of a little bell  
or the roaring thunder of a sonic boom.  
Sound is places like the crashing waves of ocean  
on rocks or the song of meadowlarks.  
Sound is a lullaby or the clash of angry cymbals.  
Sound is the emotions of tears and laughter.  
Sound is the compelling voice of people.  
Sound is a power for sales.  
Sound is a medium.  
Sound is radio.  
And sound is a formidable force for selling radio  
to the thousands of advertisers who  
overlook this sound way of selling.*

# THE NEWS OF **SOUND**

TO REVITALIZE SOUND AS A CREATIVE FORCE TO SELL RADIO AND ENERGIZE THE MEDIUM WITH NEW EXCITEMENT AND VITALITY AND HELP PROVIDE ADVERTISERS WITH SPECIFIC SOUND MEDIA ANSWERS TO MARKETING PROBLEMS, ADAM YOUNG INC. IS PROUD TO ANNOUNCE THE APPOINTMENT OF CLIFFORD J. BARBORKA, JR. AS VICE PRESIDENT IN CHARGE OF RADIO.



# **ADAM YOUNG INC.**

HOME OFFICE: 3 EAST 54TH STREET, NEW YORK 22, N. Y.

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