



BROADCASTING

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SION AND RADIO

SEPTEMBER 10, 1962

NEWSPAPER

Spot tv's selling tempo building to record
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Washington flub: lawyers see film coverage
in a bad light 42

Nominee Henry says he favors broad powers
for FCC 38

Four Minnesota tv outlets fined for failing to
identify sponsor 56

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THE CHURCHILL BROADCASTING COMPANY

SAN FRANCISCO

is now represented by

Edward Petry & Co., Inc.

Radio Division

The Original Station
Representative

INSERT #2 FOR **KvIL's** COLORING BOOK FOR RADIO TIME BUYERS*



This is a typical Dallas advertiser who has placed a schedule on KVIL. Color his wagon red and full of green money. Color his suit expensive. Color his pockets full of green money. Color his feet red from running back and forth to the bank with his green money. Color his eyes red from staying up late and counting his green money. Color his lips red from smacking as he looks at his green money. You won't need any other colors except maybe gold for his fillings — if he has any.

*If you missed the first or second or third printing of KVIL's Coloring Book for Radio Time Buyers, or insert #1, write for a FREE copy to radio station KVIL, 4152 Mockingbird Lane, Dallas 5, Texas.

KvIL . . . top station among
Dallas' highly mobiles.

BALTIMORE'S BEST INFORMED ADULTS LISTEN TO WCBM RADIO!

WCBM newsmen—first on the scene—first on the air! WCBM's alert staff of legmen cover the city and state in depth . . . keeping in touch with fast-moving developments. Result: a long record of notable news beats! No wonder adult listeners depend on WCBM for the latest news!

WCBM's reporting of local news . . . plus CBS network news features . . . combine to give adult

listeners the most complete radio coverage of local, state, national and international news.

News—a vital area of WCBM's adult-level programming—is another of the many reasons why the best-informed adult listeners in the Baltimore metropolitan area prefer WCBM Radio! Reach these adults and you reach the people with money to spend in this vigorously expanding market!



A CBS RADIO AFFILIATE

10,000 WATTS ON 68 KC & 106.5 FM • Baltimore 13, Md.

National Sales Representative

Metro Broadcast Sales

A SERVICE OF METROPOLITAN BROADCASTING



THERE IS ALWAYS A LEADER, and **WGAL-TV** in its coverage area is pre-eminent. This Channel 8 station reaches not one community, but hundreds—including four important metropolitan markets. Channel 8 delivers the greatest share of audience throughout its wide coverage area. For effective sales results, buy WGAL-TV—the one station that is outstanding.

WGAL-TV <i>Channel 8</i> Lancaster, Pa.	NBC and CBS STEINMAN STATION Clair McCollough, Pres.
--	---

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

Dodd sniffing again

Sen. Thomas J. Dodd (D-Conn.) is ready to crank up his investigation of sex and violence on tv for new hearings early next year. No final decision has been made, but he says he has seen and heard enough of new tv programs to feel '63-'64 season is likely to be "no better" than last year—which means he doesn't think programs' quota of sex and violence has been sufficiently reduced.

If continued viewing by Sen. Dodd and his investigators bear out early impressions, he is expected to set date for January. Previous subcommittee inquiry, which ended in May (BROADCASTING, May 21), stretched over 12-month period and produced number of headline-making public sessions. At that time Sen. Dodd expressed hope new season would see drop in such programming, which he regards as factor in increase of juvenile delinquency.

McClay to Gannett

Announcement will be made any day of appointment of John L. McClay, assistant to Westinghouse Broadcasting Co. President Donald H. McGannon, to executive post in broadcasting division of Gannett newspapers, with headquarters in Rochester where Gannett owns WHEC-AM-TV. (Other Gannett stations are WINR-AM-TV Binghamton; WENY Elmira, N. Y.; WDAY Danville, Ill., plus pending acquisition of WAVY-AM-TV Norfolk.) Mr. McClay, 44, managed WBC's WJZ-TV Baltimore from 1959-1962 and previously had been general manager of WBC's KYW-TV Cleveland.

315 action unlikely

Because congressional incumbents don't want to risk "changing rules in middle of the game," there's little likelihood of action in waning days of current session for liberalization of political section (315) of law, according to Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee. Senator is author of one bill which would again waive equal time requirements in presidential and vice presidential elections. Other measures range from outright repeal to lifting of requirement in presidential, senatorial and congressional campaigns.

Next January, when elections are two years away, Chairman Magnuson feels, would be propitious time to launch all-out campaign for remedial

CLOSED CIRCUIT®

legislation. Legislators then could appraise repeal proposals in relaxed manner when they're not confronted with their own campaigns for re-election.

Forgotten section?

Censorship or not, some FCC zealots are relying on little known section of FCC rules to impart authority to exercise control over tv programs which may be transmitted via satellite communications. Sec. 3.788 of FCC rules provides that licensees for international stations shall render programming "which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation. Any program solely intended for, and directed to an audience in the continental U. S. does not meet the requirements of this service."

While FCC official said last week that satellite communication will be licensed as "international broadcasting," he failed to observe that rule was adopted when private licensees were operating all international short wave stations—before advent of Voice of America. Moreover, satellites are not "stations" but are relays equivalent to tall towers.

Satellite still Hill issue

Although communications satellite bill is now law (BROADCASTING, Sept. 3), it's not likely that Congress has seen last of controversial issue. Many members of Senate and House have reservations about details of proposal, and went along with form in which it passed only to assure enactment of "something" this year. Filibuster by Senate liberals opposed to private-ownership principle, although failing to kill bill, had effect of preventing consideration of amendments in Senate and House. But with Communications Satellite Act now on books, senators and congressmen who feel measure could be improved are sure to offer amendments in next session of Congress.

Cross repercussions

Official Washington is wondering about political repercussions President Kennedy may face because of manner in which FCC Commissioner John S. Cross was dumped. He had solid support of Arkansas delegation plus influential members from other states.

Argument isn't with his successor, E. William Henry, but with White House handling of appointment. This has been variously criticized as "inexcusable," "reprehensible" and "inhuman," with predictions that last hasn't been heard of case.

Form fitting

What to do about new programming reporting forms for license renewals still is problem plaguing FCC. Commission discussed radically new approach by Commissioner Frederick W. Ford (BROADCASTING, Sept. 3) at last week's meeting but reached no decision. Broadcast Bureau as well as commissioners, oppose Ford proposal and special session has been scheduled Sept. 24. New forms have been on agenda for two years but seven members have been unable to reach compromise.

Meyers to etv practice?

What will Tedson J. Meyers do now that he has "resigned" as administrative assistant to FCC Chairman Minow, which happened after White House repudiation of his suggestion for control of television programs sent abroad via satellite? Mr. Meyers, who had worked closely with NAB President LeRoy Collins' assistant, John L. Perry, as sort of junior Minow-Collins brain trust, has evinced extreme interest in educational tv. Mr. Perry, last June, left NAB to set up his own public relations consulting firm. Attorney Meyers may do same in legal end, it's presumed.

Tv sex bills ignored

Two bills aimed at prohibiting Washington, D. C. radio and television stations from broadcasting programs containing excessive sex, violence or obscenity are being given quiet burial in House District subcommittee. Bills (HR 9686 and HR 9648) haven't even been considered by subcommittee since hearings on them closed last month (BROADCASTING, Aug. 6), and chances are they won't be before Congress goes home. That's word from Rep. John Dowdy (D-Tex.), subcommittee chairman and author of HR 9686. Bills would provide criminal penalties for Washington, D. C., stations broadcasting programs emphasizing crime, violence or sex, or containing obscene language.

WMAL-TV
TV NEWS LEADER IN
THE NATION'S CAPITAL
INAUGURATES A NEW
CONCEPT IN TELEVISION
NEWS PROGRAMMING
FOR WASHINGTON

"THE EVENING REPORT"

6:30 TO 7:30 PM
MONDAY THRU FRIDAY

A complete hour-long report of all the day's news, compiled by Washington's largest, most experienced and best equipped local radio-television News staff. Its facilities include 6 radio-camera equipped Newswagons, the city's only News Helicopter, 2 World-wide News services, a high-speed film laboratory and Washington's first mobile VTR unit (in operation next month), plus the ABC World-wide News staff.

6:30-6:45 PM—ABC Evening Report

6:45-6:50 PM—Backstage

6:50-6:55 PM—Business News

6:55-7:00 PM—Sports

7:00-7:15 PM—Area Round-up News
D. C., Md., & Va.

7:15-7:25 PM—Capitol Report

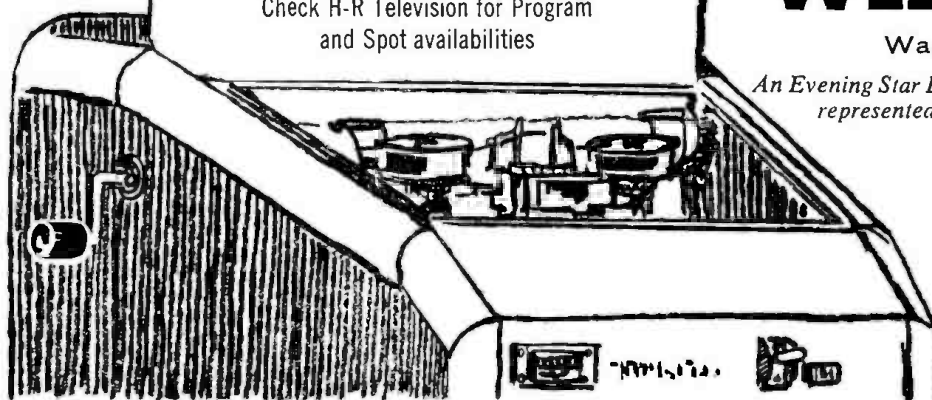
7:25-7:30 PM—Weather

Check H-R Television for Program
and Spot availabilities

wmal-tv
abc

Washington, D. C.

*An Evening Star Broadcasting Company Station,
represented by H-R Television, Inc.*



WEEK IN BRIEF

Spot television sales are booming and may make fourth quarter the best ever; this on top of record spot activity last year at this time. BROADCASTING looks at fall business vanes. See . . .

RECORD FALL TV SALES . . . 29

Dedicated New Frontiersman, loyal Democrat. That's FCC commissioner-nominee. Bill Henry sees the administration way, all right: if industry doesn't improve programming, government should act. See . . .

FCC NOMINEE IS 'LOYAL' . . . 38

Four Minneapolis tv stations face \$500 fine apiece because, FCC says, they didn't identify sponsor of special Sunday-closing law message. Vancouver am cited \$2,000 for ID failure. See . . .

TV STATIONS RAPPED . . . 56

Lawyers talk about permitting tv cameras into court and government proceedings, all the while squinting into battery of film lights. Pro-broadcast arguments countered by recording session. See . . .

LAWYERS SEE FILM COVERAGE . . . 42

Radio needs more "enthusiastic" salesmen, should supply more "qualitative" information, learn more about agency business and stop downgrading the medium. That's Rx by agency and rep men at New York meet. See . . .

NEW YORK 'FUN' AND 'FORUM' . . . 66

Two station representatives merge to form one of top ten in field. Venard, Rintoul & McConnell joins with Torbet, Allen & Crane in spot radio-tv station representation firm. See . . .

VENARD HEADS MERGED FIRM . . . 74

McLendon cries halt to incursion by FCC into programming and numerical limitations on commercials. Texas broadcaster holds public will benefit from untrammelled free competition. See . . .

THE NEW MCLENDON . . . 70

New York's first educational tv station preps for Sept. 16 opening. FCC Chairman Minow and USIA Director Murrow to participate in dedication program. Etv group already in trouble with AFTRA. See . . .

NEW YORK ETV GOES ON AIR . . . 62

Meyers resigns as aide to Minow; not connected with overseas tv censorship controversy, is word. Minow chooses John Cushman, assistant general counsel, as replacement but announcement awaits clearance. See . . .

MEYERS OUT, CUSHMAN IN . . . 46

Sharpen up on programming, drop melange of mediocrity, Leo Burnett executive tells broadcasters at Chicago meeting. Lists seven objectives for stations in search of marketing and media sense. See . . .

CHICAGO HEADSHRINKING . . . 68

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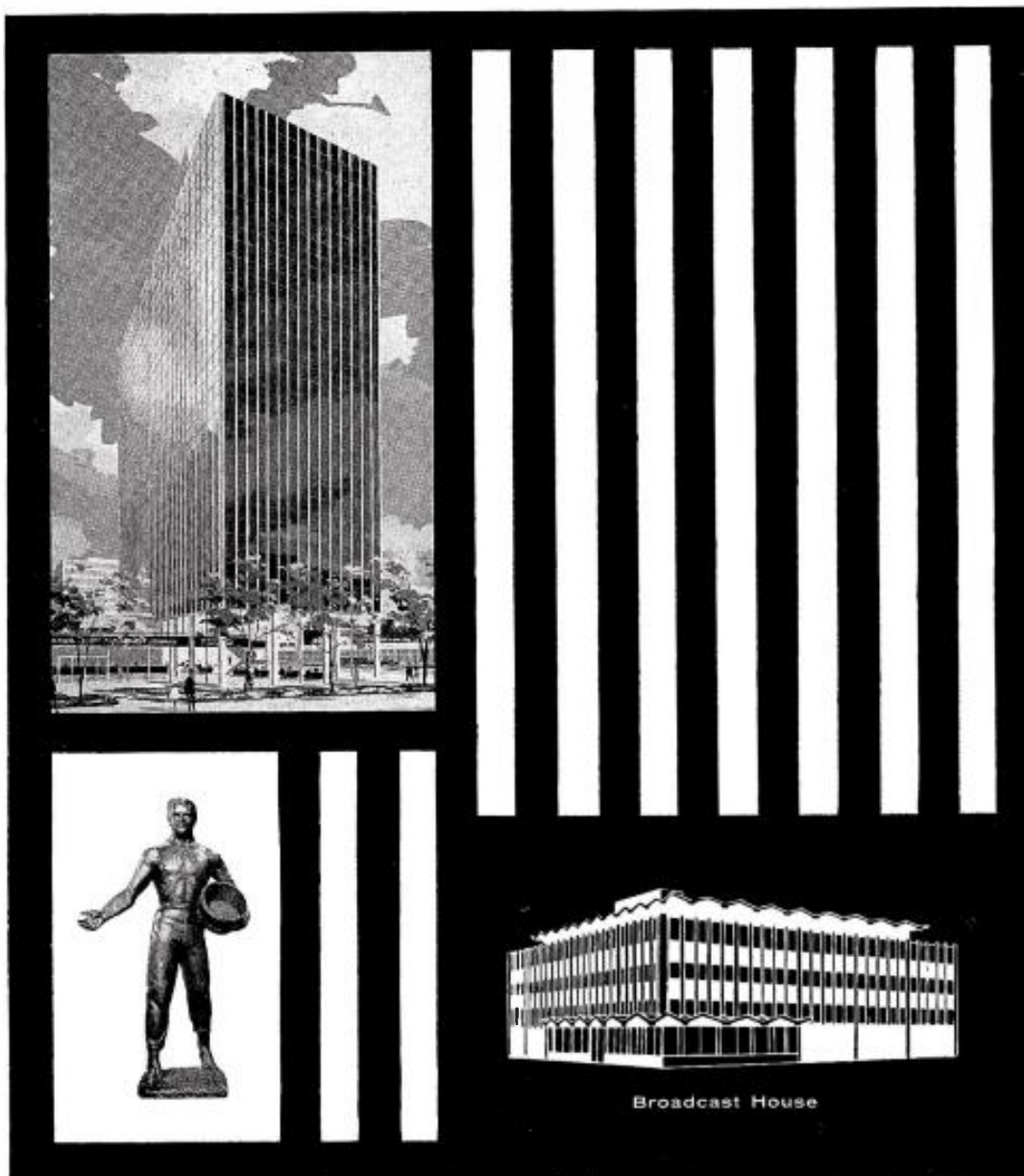
BROADCASTING

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JUST ACROSS CONSTITUTION PLAZA!

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

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

WTIC TV 3/AM/FM

Hartford, Connecticut

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

PARTIAL HOLD ON PAYMENTS ASKED

CBS tells court it's necessary if rates are reduced

CBS has asked court to require ASCAP to set aside 20% of CBS' music-license payments to ASCAP against possibility that ASCAP rates may be cut 20%.

Motion filed in U.S. Southern District Court in New York notes that while new tv broadcast music licenses with ASCAP are being worked out, rates in effect before Jan. 1, 1962, are being continued on "interim" basis with understanding that any changes made in new rates will be retroactive to first of year.

CBS contends ASCAP distributes its funds to members as funds are received. Thus, its motion argues, if CBS wins reduction in rates, ASCAP may not have enough money on hand to make necessary rebates—unless it is required to set up a reserve. CBS says it's sure it'll win 20% reduction in current rates and asks that like amount of its payments not only be sequestered but be

invested in interest-bearing securities.

CBS motion estimates that pending litigation will delay fixing of permanent ASCAP fees until mid-1963.

It reports that in first seven months of this year, CBS paid ASCAP \$2.5 million and estimates that, on this basis, its "interim" payments (all since Jan. 1, 1962) will total \$4.3 million this year and reach \$6.45 million by mid-1963. It also estimates that all three networks and all tv stations will pay \$18,850,000 in interim ASCAP fees in 1962 and \$28,275,000 by July 1963. Motion continues:

"Should . . . CBS be successful in winning a rate reduction of 20%, ASCAP would owe it \$860,000 for the year 1962, and \$430,000 additional for the first six months of 1963. On a similar reduction, it would owe the other licensees \$2,910,000 for the year 1962 and an additional \$1,455,000 for the first six months of 1963."

Mature radio formats urged in Chicago set

Format change just for sake of change in radio today is very risky venture, especially when done to halt sagging ratings or revenues, George Skinner, director of radio programming services, The Katz Agency, New York, warned Friday (Sept. 7) in talk at World's Fair of Music & Sound, Chicago. He urged improvements within format instead, with complete switch last resort like "divorce" (earlier story, page 68).

Mr. Skinner said radio today is in "alarming state of flux" because there is "no pat formula to which to turn." Station which "recognizes a need and fills it will win the loyalty of the audience as well as the support of the advertiser," he said. Pointing to trend of talk formats, he noted "music has not lost its charm, but it has suffered from over-exposure."

Jack Maloy, program director of WNAC Boston, related success of 1960 decision to program for mature tastes with 15 minutes of news in hour plus "quality" music and "generous amount of human voice" in diversified talk shows. He said beefing up of air-personalities' outside reading for self-improvement plus constant quality control has aided WNAC's "radio with a purpose" image.

Rex Davis, director of news and special events, KMOX St. Louis, cited new generation of thoughtful listeners who want to know "why" about many topics. He felt radio too often "has been short-changing its listeners."

GOP makes new pitch for prime fall periods

Network officials were studying Friday (Sept. 7) proposal by Republican National Committee that affiliates be permitted to sell five minutes at end of each program during 8-10 p.m. prime time to major party local political candidates.

In telegram to three tv networks, Republican National Chairman William E. Miller and Sen. Barry Goldwater (R-Ariz.) and Rep. Bob Wilson (R-Calif.), representing GOP senatorial and congressional campaign committees respectively, called attention to current Congressional session extending into October.

"Opportunities for candidates to speak to the voters in practical program lengths, though always limited, will become impossibly inadequate in a short campaign," they said. They said that time periods previously available reach average of less than 10% of electorate per broadcast; in combination no more than 65%. Addition of prime time periods, they added,

would make virtually all voters reachable by major candidates.

Previously, GOP had asked networks to clear last five minutes of prime-time shows to be bought by national committee and furnished to local major candidates (BROADCASTING, Aug. 20). Networks begged off on administrative and legal grounds.

COLLINS 'SHOCKED'

**Says NAB will investigate
FCC sanction of 4 tv outlets**

NAB President LeRoy Collins said Friday association will look into FCC action in citing four Minneapolis-St. Paul tv stations as liable for fines (see story page 56).

"I don't have all the facts but from those I do have I am frankly shocked at this action," he said. He promised prompt and full NAB investigation to determine what "appropriate action can be taken."

It was reported NAB decided on this course after receiving complaints from Minnesota stations facing \$500 fines each for alleged non-compliance with FCC sponsorship identification rules.

Show WDKD no mercy, Bureau replies to FCC

Broadcast Bureau Friday (Sept. 7), recommended FCC show no leniency to WDKD Kingstree, S. C., nor grant its plea for reconsideration of non-renewal of license (AT DEADLINE, Aug. 27).

Bureau rebutted WDKD contention that station wasn't given sufficient advance warning and said station's offenses were more serious than those stations WDKD said had been shown leniency in past.

WDKD presented no evidence or viewpoint in plea for reconsideration which FCC has not considered (and properly rejected), bureau said. No factors mitigate in favor of renewing Mr. Robinson's license, bureau stated.

Title bout to pay tv

Middleweight championship bout between Gene Fullmer and Dick Tiger will be carried on subscription tv in Hartford, Conn., by WHCT (TV) Oct. 16. RKO General Phonevision Co. announced Friday (Sept. 7) it will charge \$2.50 for bout. Company arranged for telecast with LLM Productions, which has closed circuit rights to bout, to carry it exclusively in Hartford. There will be no free television of event.

WEEK'S HEADLINERS



Mr. Bilby

Kenneth W. Bilby, vp in charge of public affairs of RCA, New York, elected executive vp. Mr. Bilby joined RCA in 1960 from NBC where he had been in charge of pr and national advertising, serving five-

year period there first as vp and later as executive vp. At RCA corporate level he has overall responsibility in public affairs, advertising and sales promotion, staff vp's activity in Washington, and community relations. Mr. Bilby began his career as copy boy and moved up ranks to become foreign correspondent of *New York Herald Tribune*, authoring book on Middle East. He served as pr representative for RCA Victor and NBC while with Carl Byoir & Assoc., pr firm, for three years before associating with NBC.

William F. Grisham, former vp and tv copy director of Leo Burnett Co., Chicago, joins Needham, Louis & Brorby, that city, as vp and creative group head. Previously, Mr. Grisham had been with Foote, Cone & Belding as copy super-

visor and with D'Arcy Adv. as senior producer and writer.

Lloyd George Venard elected president; **Alan L. Torbet**, executive vp, and **James V. McConnell** vp and treasurer of new radio-tv station rep firm, Venard, Torbet & McConnell, being formed by merger of Venard, Rintoul & McConnell with Torbet, Allen & Crane (see story, page 74).



Mr. Petrillo



Mr. Ducovny

Allen Ducovny, vp and director of radio-tv department of D'Arcy Adv., New York, named vp in charge of tv programming, and **Eugene A. Petrillo**, director of agency's tv commercial department, elected vp in charge of commercial production. Both posts are newly created and are said to be part of expansion of agency's radio-tv de-

partment. Mr. Ducovny joined D'Arcy in 1954 as producer. Mr. Petrillo has been with agency for month and earlier had been with William Esty Co. as vp and account executive.

C. James Proud, president and general manager of Advertising Federation of America, New York, resigned Sept. 3. Mr. Proud will remain in post until possibly December, or until successor is named. Resignation is said to be tied to policy difficulty (see story, page 37).



Mr. Proud

Giraud Chester, who recently re-joined NBC-TV (BROADCASTING, Aug. 20), elected vp in charge of program administration. Mr. Chester, who was vp in charge of daytime programming and member of plans board at ABC-TV before returning to NBC, was general programming executive at NBC-TV from 1953-57. After brief period with Ted Bates & Co., he moved to ABC to establish daytime program schedule.

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

Local shows critical NY stations informed

Broadcasters were urged to know and program for their communities and to meet needs of audiences at Friday (Sept. 7) windup session of New York State Broadcasters Assn. convention at Saratoga Springs, N. Y. (see earlier story, page 66).

Robert H. Boulware, vice president, Fletcher Richards, Calkins & Holden, on community involvement panel, suggested stations be concerned less with ratings and which service they use and more with their image as a service medium.

Also on panel, chairmaned by Don Curran, ABC-owned stations' director of advertising and promotion, were Edwin H. James, vice president and executive editor, BROADCASTING magazine, and Dan Bellus, advertising-promotion director of Transcontinent Tv Corp. Mr. James urged that broadcasters aim programming to benefit their own communities and not to impress officials in Washington. Mr. Bellus said most important "sale" station can make is to meet local needs.

In windup panel (on Washington scene), **James McKenna** of McKenna & Wilkinson, Washington law firm, warned of implications in FCC thinking in three areas—new program forms, move to include NAB code in FCC rules, and radio station birth control study. Hollis Seavey, NAB's manager of government affairs, detailed what NAB is doing.

JFK kicks off UCC

President Kennedy will launch nation-wide United Community Campaigns Sept. 16 with five-minute all-network presentation. Session was video taped at White House Aug. 31, with John S. Hayes, president of Post-Newsweek Stations (WTOP-AM-FM-TV Washington, WJXT [TV] Jacksonville), and Lee H. Bristol, chairman, Bristol-Myers Co., participating in kickoff. Mr. Hayes is national president of United Community Funds and Councils of America and Mr. Bristol is national campaign chairman.

NBC-TV plans big boost in information programs

NBC-TV will present 50 major news and information specials during 1962-63, representing 25% increase over 40 such programs carried in 1961-62, according to William R. McAndrew, executive vp, NBC News.

Subjects will range from Arizona desert to waters of Nile and from heritage of Shakespeare to full-scale review of communism. News and informational programs will account for about one-fourth of entire schedule next season, according to Julian Goodman, vice president, NBC News, who is supervising production of specials.

RCA declares 25 cent dividend

Quarterly dividend of 25 cents per share on common stock of RCA, payable Oct. 29 to holders of record at close of business on Sept. 21, was announced last Friday (Sept. 7). Dividend of 87½ cents per share also was declared on cumulative first preferred stock for period Oct. 1-Dec. 31, payable Jan. 2, 1963, to holders of such stock at close of business Dec. 17.

We Are Pleased To Announce

EFFECTIVE SEPTEMBER 1

Appointment of

**DAREN F. McGAVREN
COMPANY, Inc.**

Exclusive National Advertising Representatives

for

WFMJ-RADIO

5000 WATTS

THE WFMJ BROADCASTING COMPANY

Youngstown, Ohio

OVERTURE

The incomparable music of THE BOSTON SYMPHONY ORCHESTRA raises the curtain on an exciting new television season on WNEW-TV. This series of concerts by the internationally famous BOSTON SYMPHONY, under the inspired direction of Charles Munch, will also present world renowned soloists and guest conductors.



ACT I

Drama plays a major role on WNEW-TV. THE PLAY OF THE WEEK brings the finest of contemporary and classical theatre back to television. Among the works to be seen are TIGER AT THE GATES, THE ICEMAN COMETH starring Jason Robards, Jr., MEDEA with Judith Anderson and THE CHERRY ORCHARD starring Helen Hayes.



ACT II

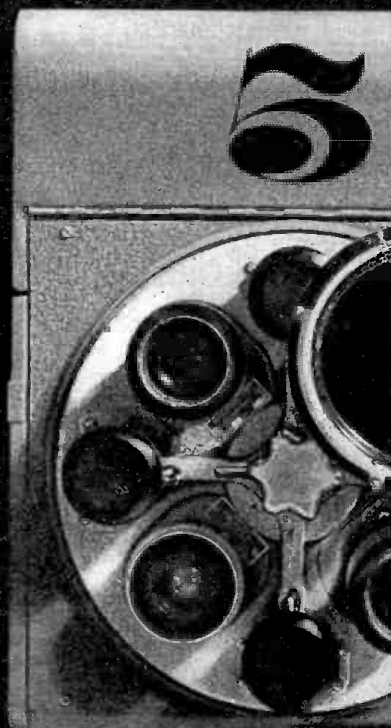
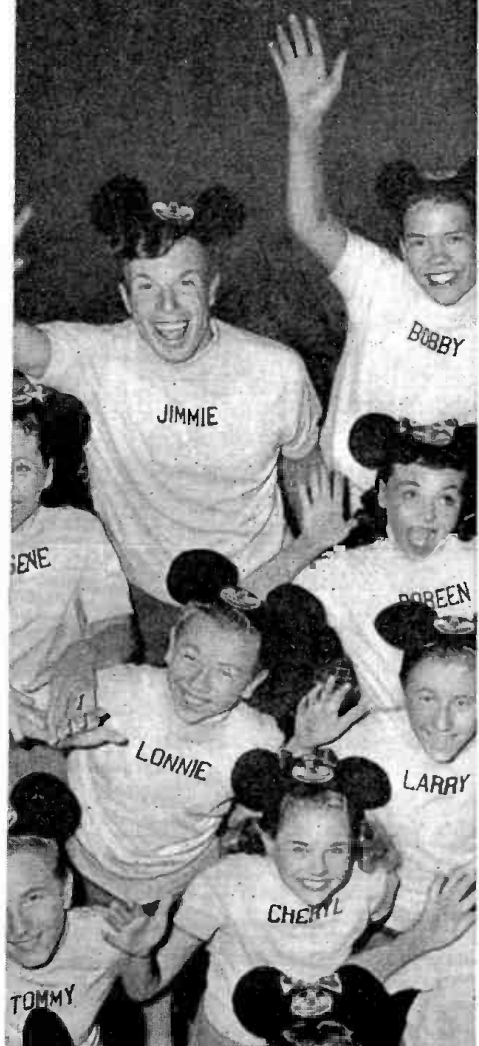
From Walt Disney, THE MICKEY MOUSE CLUB, an entertaining daily series of programs for children and their parents. It features the best of Walt Disney's cartoons, adventure tales, circus acts, nature stories, and an array of superb talent. THE MICKEY MOUSE CLUB becomes an important addition to WNEW-TV's highly-honored programs for young people — WONDERAMA, JUST FOR FUN and the imaginative SANDY'S HOUR.

ACT III

A spectacular array of audience favorites: Dorothy Provine in THE ROARING TWENTIES; the rugged adventures of THE OUTLAWS; SUGARFOOT; THE DEPUTY starring Henry Fonda; 87th PRECINCT; CAIN'S HUNDRED; BOURBON STREET BEAT; THE D.A.'S MAN; THE ISLANDERS; CALL MR. D.; and BRONCO are some of the highly popular programs that add excitement to WNEW-TV.

ACT IV

WNEW-TV's diversity of programming includes OPEN END with David Susskind, highly regarded motion pictures on MOVIE GREATS, the Emmy-honored specials produced by Metropolitan Broadcasting Television and the informative COLUMBIA LECTURES IN INTERNATIONAL STUDIES. The selective taste of WNEW-TV's programming is exemplified by the past season's Peabody Award-winning, AN AGE OF KINGS, and the acclaimed FESTIVAL OF PERFORMING ARTS.



WNEW-TV, NEW YORK
METROPOLITAN BROADCASTING
TELEVISION



SALES MANAGER GETS BONUS!

FINDS
WHLI island*
—4TH LARGEST MARKET IN
U.S.—A SEPARATE, INDEPENDENT
AND DISTINCT MARKET

*Nassau-Suffolk (Long Island) accounts for more Apparel Sales than 35 states and its \$3¼ Billion Retail Sales out-ranks the following major metro markets:

Philadelphia	Dallas
Detroit	St. Louis
Cleveland	Milwaukee
Washington, D.C.	Seattle
Boston	Minneapolis
Houston	Pittsburgh
San Francisco	Kansas City
Baltimore	Atlanta

Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

→ 10,000 WATTS

WHLI AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N.Y.

*the voice of
long island*

PAUL GODOFSKY, Pres. Gen. Mgr.
JOSEPH A. LENN, Exec. Vice-Pres. Sales
REPRESENTED by Gill-Perna

DATEBOOK

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

*Indicates first or revised listing.

SEPTEMBER

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

Sept. 12—Direct Mail Advertising Assn. Opening luncheon of 45th annual DMAA convention at Sherman House, Chicago. Edward R. Murrow, director of U. S. information Agency, will deliver keynote speech at noon.

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. Kenneth Cox, chief of Federal Communications Commission's Broadcast Bureau, to speak. Hidden Valley, Gaylord, Mich.

Sept. 13-14—Fifth annual conference of the European Market Assn. of Advertising Agencies. 5 Chesterfield Gardens, London, England. (EMA board member for North America: Edwin Van Brunt, Van Brunt & Co., New York.)

Sept. 13-14—Sixth national Symposium on Engineering Writing & Speech, sponsored by Professional Group on Engineering Writing & Speech, IRE. Banquet speaker to be Henry Loomis, director, Voice of America. Mayflower Hotel, Washington, D. C.

*Sept. 14—Deadline for comments on FCC proposal on vhf tv allocations in Augusta, Bangor, Calais and Presque Isle, all Maine. Replies due Sept. 24.

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

Sept. 14-16—National Academy of Television Arts & Sciences, board of trustees meeting, Hollywood.

Sept. 14-16—West Virginia Broadcasters Assn. fall meeting at The Greenbrier. Speakers include: Mike Layman, WSFC Somerset, Ky.; Leonard Marks, Washington attorney, and Gene Katz, The Katz Agency.

Sept. 15—UPI Broadcasters of Pennsylvania annual meeting at Nittany Lion Inn at State College, Pa. Part of this year's session will be held in conjunction with the first meeting of the Pennsylvania News Broadcasters Assn.

Sept. 16-18—Louisiana Assn. of Broadcasters, annual convention and business meeting. Royal Orleans Hotel, New Orleans.

Sept. 16-18—Louisiana AP Broadcasters meeting in New Orleans.

*Sept. 17—Western States Advertising Agencies Assn. dinner meeting at the Sheraton-West Hotel, Los Angeles. A. C. Nielsen Jr., president of A. C. Nielsen Co., will discuss the question: "Can advertising results really be measured?"

Sept. 17—Deadline for comments on FCC proposal for a new class of service to promote educational tv by using channels in

RAB management conferences

Sept. 10-11 — Hyatt House, Burlingame, Calif.

Sept. 13-14—O'Hare Inn, Des Plaines, Ill.

Sept. 17-18—The Lodge, Williamsburg, Va.

Sept. 20-21—Cherry Hill Inn, Haddonfield, N. J.

Sept. 24-25—Hilton Inn, Atlanta, Ga.

Sept. 27-28—Dearborn Inn, Dearborn, Mich.

Oct. 1-2—Glenwood Manor, Overland Park, Kan.

Oct. 4-5—Western Hills Hotel, Fort Worth, Tex.

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.

the 1990-2110 mc or 2500-2690 mc bands to transmit to schools.

*Sept. 18—League of Advertising Agencies, dinner meeting at The Advertising Club, New York. "The increasing importance of small and medium size agencies in our marketing structure."

Sept. 19-22—Radio-Television News Directors Assn. international convention, Sheraton Palace Hotel, San Francisco. Opens Sept. 19 with "news-maker" cruise aboard Navy carrier Yorktown for anti-submarine maneuvers. Pierre Salinger, presidential press secretary, will be principal speaker at RTNDA awards luncheon, Sept. 20. Eric Sevareid, CBS News analyst, will speak Saturday, Sept. 22, at the annual Paul White Memorial award banquet. A seminar on "Reporting Crime News: The Challenge to Radio and Television News-men" will be presented by the faculty of the School of Criminology, U. of California. Dean Joseph D. Lohman will preside. Jules Bergman, science editor of ABC News, will discuss techniques of reporting science news for radio and tv.

Sept. 20—Comments due on FCC proposal to amend its rules to permit the use of automatic logging devices.

Sept. 20—Deadline for comments on FCC proposals to permit public inspection of network affiliation contracts and to amend rules relating to multiple ownership of broadcast properties postponed from Aug. 20).

Sept. 21—Florida Assn. of Broadcasters fall board meeting at the Grand Bahama Hotel & Club, West End, Grand Bahama Island.

Sept. 21—Tennessee Assn. of Broadcasters convention, Nashville. Guest speakers include: Betty Furness, CBS Radio; Gov. LeRoy Collins, NAB; Commissioner Frederick W. Ford, FCC; William Kaland, vp-programs, Westinghouse Broadcasting Co., and Gov. Buford Ellington of Tennessee.

Sept. 21-23—New England Stereo-High Fidelity Show, Mid-Town Motor Inn, 220 Huntington Ave., Boston. Admission will be 75¢. There will be a preview of the show for members of the trade and the press starting at 6 p.m., Thursday, Sept. 20.

Sept. 21-23—East Central area AWRT conference, Green Meadows Inn, Columbus, Ohio.

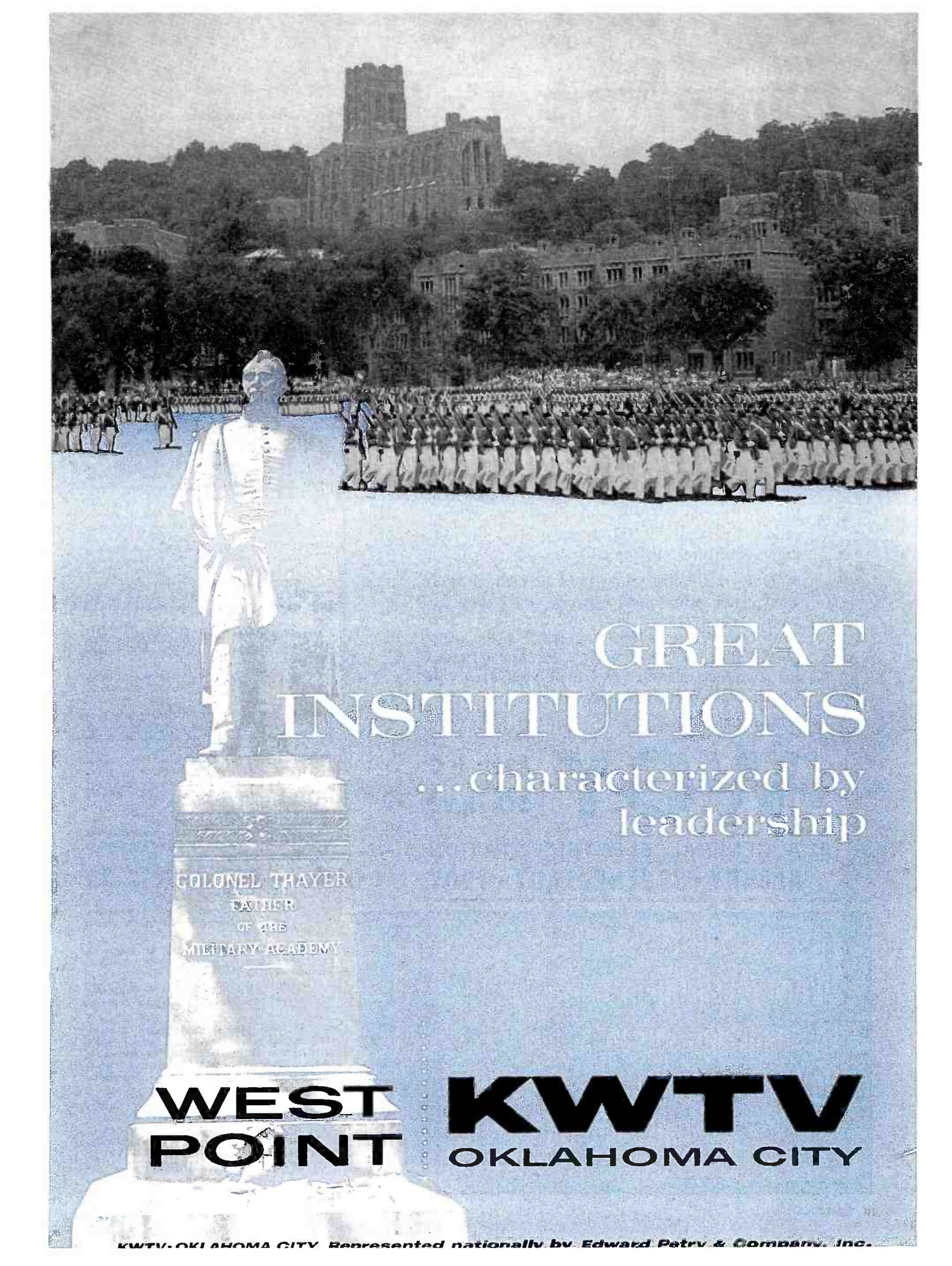
Sept. 21-23—Southwest area AWRT conference, Sheraton-Dallas Hotel, Dallas, Tex.

Sept. 22—New applications of video-film and video-tape in defense and aero-space industries will be reported by Robert B. Steel, senior developmental engineer for the UNIVAC San Diego Engineering Center of Sperry Rand at the symposium on educational tv sponsored by SMPTE at Los Angeles State College (see below). Mr. Steel's report is based on a two-year survey of tape usage for training in the military and aero-space television markets.

Sept. 22—Society of Motion Picture & Television Engineers, Auditorium of the Music Building of Los Angeles State College. One-day symposium on the technical aspects of television as a medium for instructional communication.

Sept. 28—Minnesota Broadcasters Assn., annual convention, Leamington Hotel, Minneapolis.

Sept. 28-29—Institute of Radio Engineers,



GREAT INSTITUTIONS

...characterized by
leadership

COLONEL THAYER
FATHER
OF THE
MILITARY ACADEMY

**WEST
POINT**

KWTV
OKLAHOMA CITY

POLITZ KNOWS WHAT LISTENERS PREFER

IN WGY'S 25-COUNTY COVERAGE AREA

■ With competition from 110 stations, WGY dominates listener preferences. For example, 295,000* feel WGY provides the most reliable and complete news reporting . . . 265,000* listeners prefer WGY for farm news and market reports . . . and 149,000* specify WGY for programs of interest to homemakers.

■ Only the Politz study tells advertisers who, what, when, where, and why people listen in Albany, Schenectady, Troy, Northeastern New York, and Western New England. For the complete Politz survey on WGY's 25-county listening audience, contact WGY or your Henry I. Christal Co. representative.

982-23

*Those expressing an opinion.

WGY 810 KC 50 KW

A GENERAL ELECTRIC STATION
ALBANY - SCHENECTADY - TROY

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings



12 annual broadcast symposium. Willard Hotel, Washington, D. C.

Sept. 28-30—Southern area AWRT conference, Americana Motor Hotel, Atlanta, Ga.

OCTOBER

Oct. 1—Deadline for replies to FCC proposal to amend its rules to permit the use of automatic logging devices.

Oct. 1—Deadline for comments on FCC proposal to reallocate the microwave bands 6425-6575, 10550-10680 and 11700-12200 so that certain portions can be used exclusively for common carrier mobile and private mobile uses.

Oct. 2—Advertising Research Foundation's eighth annual conference, Hotel Commodore, New York. Keynote speaker will be Birny Mason Jr., president of Union Carbide Corp. Subjects include "The computer's invasion of media planning" and "What contribution can communication theory make to constructing and evaluating an advertising campaign?"

Oct. 2-6—New York High Fidelity Music Show, N. Y. Trade Show Bldg.

Oct. 3—Deadline for comments on FCC proposal to change requirements for on-duty operators at certain classes of radio stations so that part-time duty by first class radiotelephone operators would be permitted, provide the operator requirements for routine operation of the transmitter are upgraded.

Oct. 4—Deadline for reply comments on FCC proposals to permit public inspection of network affiliation contracts and to amend rules relating to multiple ownership of broadcast properties (postponed from Sept. 4).

Oct. 6-7—Missouri Associated Press Radio-TV Broadcasters, Arrowhead Lodge, Lake Ozark, Mo.

Oct. 8-10—Eighteenth annual National Electronics Conference at Chicago's new lakefront exposition center, McCormick Place.

Oct. 9—Eighth Wisconsin FM Station Clinic. H. A. Engel, chairman, U. of Wisconsin, Madison.

*Oct. 10—Hollywood Advertising Club, first luncheon meeting of the 1962-63 season at the Columbia Ranch in Burbank, Calif. Joe Swavely, director of the commercial film division of Columbia-Screen Gems, will explore some of Hollywood's commercial production potentials in a talk entitled: "The sky isn't the limit." Robert J. Light, HAC president, will discuss plans for the coming year.

Oct. 11-12—North Dakota Broadcasters Assn. 11th annual convention at The Plainsman Hotel, Williston, N. D.

Oct. 11-13—Alabama Broadcasters Assn. fall conference. Hotel Stafford, Tuscaloosa, Ala., and U. of Alabama.

Oct. 12—AWRT Educational Foundation board of trustees meeting, Sheraton Hotel, Philadelphia, Pa.

Oct. 12-14—American Women in Radio & Television board of director meeting, Sheraton Hotel, Philadelphia, Pa.

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—Second annual Southeast Radio-TV Seminar (SERTS), sponsored by Georgia Assn. of Broadcasters, on catv challenge to broadcasters. Dinkler-Plaza Hotel, Atlanta, Ga.

Oct. 16—Premium Advertising Assn. of America conference at the Henry Hudson Hotel, New York City. Association ob-

selling people ...



meet VIRGINIA BOOKER ...

Model, designer, interior decorator,
gourmet cook, business woman and
weather girl par excellence!

Virginia Booker with her sunny, bubbling personality greets South Florida's viewers each weekday evening at 6:25 and 11:15 during the Evening Report and the 11 O'clock News Service. Whether its cloudy or sunny, the Weather Show with Virginia carries with it a brightness that overshadows "Old Sol". It's a saleable vehicle with a selling Channel 10 personality.

YOUR H-R SALESMAN WILL BE GLAD TO GIVE YOU FURTHER INFORMATION
ABOUT SUNNY CHANNEL 10'S AWARD WINNING NEWS SERVICES

Represented by

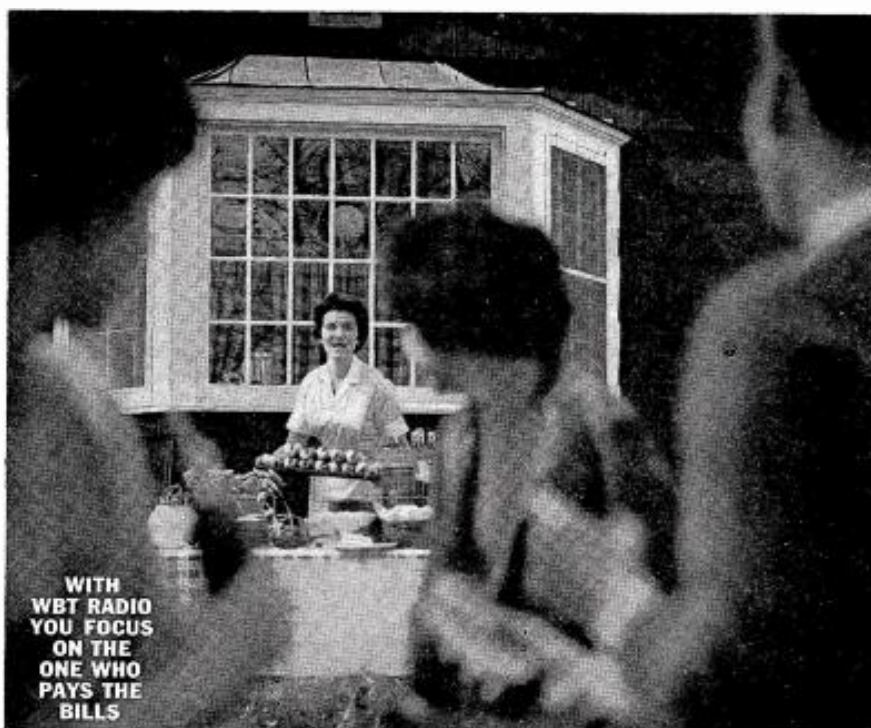


Television, Inc.

WLBW-TV MIAMI
FLORIDA

Affiliated with WCKY 50KW CINCINNATI, OHIO





"It's a great party, Mrs. Williams." The mother in the background is one of the nation's adults, who receive and control 98% of the U. S. income.* In the WBT 48-county basic area, adults receive and control most of the \$2,690,786,000 worth of spending money**... and WBT radio has the largest number of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more adults... **WBT RADIO CHARLOTTE.** Represented nationally by John Blair & Company, Jefferson Standard Broadcasting Company

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

What does EDWARD FITZGERALD say about BROADCASTING YEARBOOK?



"YEARBOOK OF GREAT HELP"

"BROADCASTING Yearbook is of great help in getting basic information about stations and other pertinent information regarding the overall broadcast field."

*Manager
Broadcast Media
J. Walter Thompson
Chicago

Will *YOUR* advertising story be seen by top agency-advertiser people like this in the 1963 BROADCASTING YEARBOOK when it comes off the press on December 1? *Guaranteed circulation: 20,000 copies. Same rates, same space sizes as every issue of BROADCASTING. Final plate deadline: Oct. 1.* Reserve the position you want—TODAY—before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N.W., Washington 6, D. C.

series its 50th anniversary at its annual New York conference held in conjunction with the four-day New York Premium Show which it sponsors at the New York Coliseum, Oct. 15-18. Featured speakers will be Bennett Cerf, president of Random House; James Proud, past president of Advertising Federation of America; Dr. Kenneth D. Wells, president of Freedoms Foundation at Valley Forge, Pa.; and William Dunham, PAAA president.

*Oct. 16—League of Advertising Agencies, dinner meeting at The Advertising Club, New York. "How the smaller agency can get new business in unexpected places."

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

Oct. 17-18—Central Region meeting of American Assn. of Advertising Agencies, Hotel Ambassador West, Chicago.

*Oct. 19-20—Wisconsin AP Radio-Tv Assn. meeting being held in Madison, Wis.

*Oct. 19-21—New England chapter AWRT conference, Lovett's, Franconia, New Hampshire.

*Oct. 19-21—Pennsylvania AWRT conference, Brodhead Hotel, Beaver Falls, Pa.

Oct. 20—UPI Broadcasters of Illinois, fall meeting, St. Nicholas Hotel, Springfield.

Oct. 20-25—Western Region convention of American Assn. of Advertising Agencies, Hilton Hawaii Village, Honolulu, Hawaii.

Oct. 21-22—Texas Assn. of Broadcasters fall convention, Granada Hotel, San Antonio.

Oct. 21-25—National Assn. of Educational Broadcasters, 1962 annual convention, Hotel Benjamin Franklin, Philadelphia.

*Oct. 21-26—Society of Motion Picture & Television Engineers 92nd convention at The Drake in Chicago. Theme of the Chicago program is "Communications Progress—Television and Motion Pictures in Industry and Education."

*Oct. 26-28 — West Central area AWRT conference, New Center for Continuing Education, U. of Nebraska, Lincoln.

*Oct. 28-31—National Community Television Assn. board of directors' fall meeting, Valley Ho Hotel, Phoenix, Ariz.

*Oct. 28-31—Broadcasters' Promotion Assn. convention, Holiday Inn Central, Dallas, Tex. NAB President LeRoy Collins to be keynote speaker.

NOVEMBER

Nov. 1—East Central region meeting of American Assn. of Advertising Agencies, Statler-Hilton, Detroit.

Nov. 10-25—World Economic Progress Assembly and Exposition under international auspices. Special sectors devoted to radio and tv, McCormick Place, Chicago.

Nov. 13-14—Eastern annual conference of American Assn. of Advertising Agencies, Americana Hotel (presently under construction, between 8th & 7th Avenues on 53rd St.), New York.

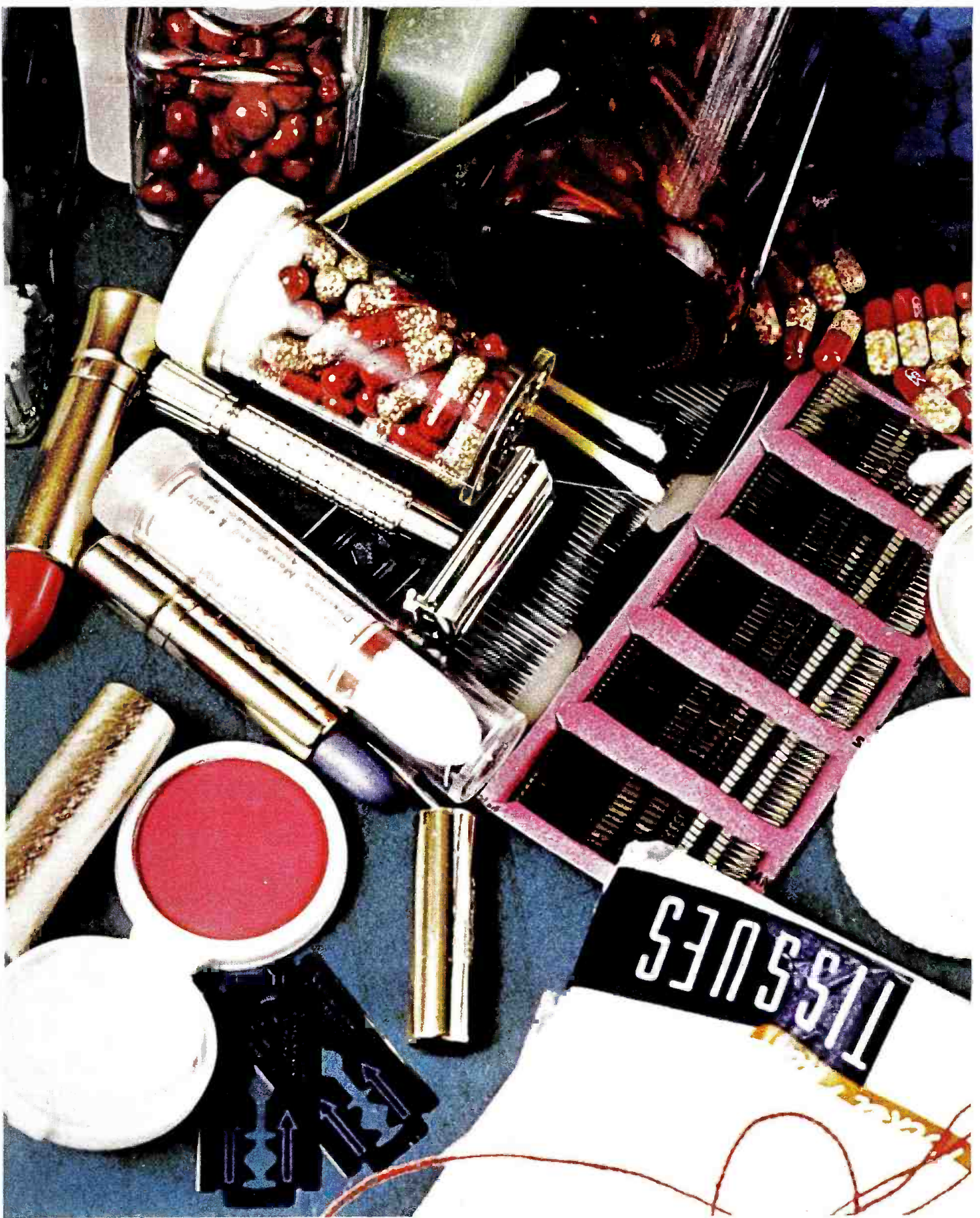
Nov. 14-16—Television Bureau of Advertising Inc. annual meeting, Waldorf-Astoria, New York.

*Nov. 14-17—National Sigma Delta Chi convention at Mayo Hotel, Tulsa, Okla. Jenkin Lloyd Jones, editor of the Tulsa Tribune, will be keynote speaker. Merriman Smith, UPI White House correspondent, will address the convention.

*Nov. 20—Oregon Assn. of Broadcasters annual fall meeting at the Sheraton-Portland Hotel, Portland, Ore. NAB President LeRoy Collins will be guest banquet speaker. (This is a corrected schedule. Original OAB meeting was slated for Nov. 16-17.)

Nov. 27-29—Electronic Industries Assn., committee, section, division and board meeting, Jack Tar Hotel, San Francisco.

Nov. 30—Academy of Television Arts & Sciences annual lampoon "close-up," American Hotel, Imperial Ballroom, New York.



who buys the most?

young adults buy the most!

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

Young adults (under 50) buy 60% of all drugs and cosmetics. This means that when you buy young adult ABC Radio, you're buying drug and cosmetic 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; pro-



notes to young adults; presents to the drug and cosmetic advertiser (and virtually every other advertiser) the most compelling new "reason why" for network radio. It's young adults with Flair, Sports, The Breakfast Club, News and Special Events on ABC Radio. Remember, for drugs and cosmetics, young adults buy the most. Your ABC Radio sales representative will be glad to give you the young adult facts.

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 TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

Copyright 1962, Broadcasting Publications Inc.

BROADCASTING, September 10, 1962

OPEN MIKE®

Code 'pressure' decried

EDITOR: After reading "Will Agencies
 Buy Code Stations?" (BROADCASTING,
 Aug. 20), I came to one conclusion,
 that your staff had done a considerable
 amount of interview work with agencies.
 I was happy to see the agencies reac-
 tion. And, a little bit surprised to see
 that the NAB would bring this type of
 pressure to bear on non-member code
 stations, inferring that stations who do
 not subscribe to the code are not op-
 erating in good faith . . .

This does not mean that these sta-
 tions do not have high standards. Evi-
 dentially with all the radio stations that
 there are in the U. S. and that only
 1500 "plus" have been on the list re-
 garding the code, there must be many
 other people who do not agree with the
 code. In fact, I would say it runs more
 than a three-to-one ratio.

I was happy to see that agencies in
 many instances were not affected by the
 so-called pressure list of the NAB code.

This is just one broadcaster's opinion.
 I feel that my personal moral code and
 station standards that I have set down
 in stations that I am financially in-
 terested in, are as good and, in many
 cases, maybe better than the NAB code.
 —Peter A. Barnard, Vice President,
 WSPT Stevens Point, Wis.

All that jingles is not gold

EDITOR: In your article "Tailored
 Spot's Boost Radio Sales" (BROADCAST-
 ING, Aug. 6) I could not help but
 notice some omissions. . . .

While the substance of that feature
 was to make the "jingle factory" op-
 erations seem like a windfall to the broad-
 casting industry, there are two facts
 which would indicate that they may be
 detrimental to both radio stations and
 their advertisers.

Fact one: In discussing the *modus
 operandi* of these producers, you neg-
 lected to mention the manner in which
 their commercials are produced. The
 musical accompaniment for the singers
 usually consists of "band tracks,"—a
 pre-recorded stock recording around
 which lyrics for a new client are fash-
 ioned. These band tracks are generally
 produced in a non-professional studio
 with musicians who are willing to work
 for less than union scale. The vocalists
 also work for wages below union mini-
 mum. . . .

Anyone familiar with the music in-
 dustry will tell you that non-union
 talent, or talent working under non-
 union conditions, consists of singers and
 musicians who are jeopardizing or com-
 pletely relinquishing their ability to
 work on union-regulated national ac-

WIBC

INDIANA'S MOST
 LISTENED-TO
 STATION
 DAY & NIGHT

MORNING

WIBC AUDIENCE*

46.5
 %

WIBC has more
 Indianapolis listeners each
 morning than the next
 4 A M stations combined.

*C. E. Hooper, Inc., July, 1962

WIBC
 1070
 ON THE DIAL
 50,000 WATTS

CALL YOUR
 JOHN BLAIR
 MAN



Once upon a time....

there was a little mouse who had no home. One cold winter night, he found his way into a church. And he liked it there very much, because it was nice and warm and safe. So he decided to stay. When the children came to Sunday School, they were delighted to see him. And he soon became their pet. They even gave him a name — "Timothy Churchmouse"!

Before very long he grew to be so popular, that his fame spread and spread . . . until one day he became the star of a Sunday School program on WLW-I. And there he lived happily ever after!

"Timothy Churchmouse" is just one of the many WLW-I public service programs. WLW-I devotes over 25% of its air time to more than 150 public service accounts, for which it has received 50 awards and citations in only 4 years on the air. This is a public service broadcasting record and another example of the Crosley Stations' fine tradition of service . . . of their warm and friendly spirit that has made them good neighbors in their communities.

Our pride and our privilege.

WLW-i Indianapolis

TELEVISION

reaches over 3 million people in 63 Indiana and 13 Illinois counties

The other dynamic WLW Stations

WLW-T WLW-C WLW WLW-D WLW-A
 Television Television Television Television
 Cincinnati Columbus Dayton Atlanta

Crosley Broadcasting Corporation

counts wherein a singer can make over \$10,000 on one commercial. It therefore stands to reason that the producers of the type mentioned have less able talent on which to draw. . . .

Fact two: The real asset that firms like these have to sell is salesmanship. However, these firms cannot adequately take the place of an advertising agency or advertising manager when it comes to creating and servicing a campaign that will sell on a consistent basis. Thus, the newspaper-oriented businessman who buys a \$3,000 package on his local station through their efforts may watch his \$3,000 do nothing for him, or at least nothing compared to what he has been told it would do. . . .

Perhaps, the greatest danger is that the jingle factories represent a trend toward circumventing the advertising agencies through a process whereby media provides its own commercials instead of just the time on which to broadcast them . . . the industry needs the advertising agency system and it is not wise to undermine it.—Allen D. Allen, President, Allen/Asher & Assoc., Hollywood.

Customized jingles

EDITOR: Tailored spots boost radio sales . . . indeed! [LEAD STORY, Aug. 3].

Now I'm just a little guy, working the rural states. But Sound Services Co. of Missoula, Mont., has sold 85 or more customized jingles in nine months. No studio, no musicians, no vocalists; buying my work, flat-rate from jingle houses, selling in excess of \$300 each. . . . —Bob Churney, Sound Services Co., Missoula, Mont.

Over the fence

EDITOR: Thank you for your mention of our very successful swimming pool promotion for Salada Tea [FANFARE, Aug. 20]. However, since it was WKBW radio that made these efforts on behalf of Salada, we kind of hate to see WKBW-TV get the credit. . . . Just want to set the record straight.—Joan Marshall, director of sales promotion, WKBW Buffalo, N. Y.

Gives it the right label

EDITOR: Your editorial "All time is prime" (BROADCASTING, Aug. 6) concurs with KGO-TV's stand taken last June.

Rather than reduce the effectiveness of some time periods by indirectly labeling them "fringe" or non-prime" times, KGO-TV has two classifications, "network prime" and "local prime." We have directed all sales representatives not to use "fringe" (meaning that which is additional to the important element).

This was prompted by increasingly

successful campaigns of our advertisers in daytime and late evening broadcasts. These advertisers find that the consumers they wish to reach are viewing television during these times . . .

. . . The favorable costs and the ability of television to offer front-page positioning every time with the priceless features of audio and motion makes the entire tv broadcast day prime time.

—David A. Sacks, vice president, KGO-TV San Francisco.

Air pollution cartoon

EDITOR: This department runs a house organ known as *Air Pollution Control News*. May we have your permission to reproduce a cartoon panel by Sid Hix, appearing in your magazine [EDITORIALS, July 9]?—Ralph H. O'Donoghue, administration & personnel, City of New York, Department of Air Pollution Control, New York.

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



Drawn for BROADCASTING by Sid Hix
 "This talk of his on air pollution . . . it's not another attack on tv programming, is it?"

Counted auto radios in '60

EDITOR: We read with interest your article (Aug. 27) on TRACE, a survey of auto radio listenership. Our agency pioneered in this field of research (BROADCASTING, Feb. 22, 1960) when we formed Auto Audits as a subsidiary research business, to measure auto radio audiences in greater Washington. Our survey, with a sample of 4,000 drivers for each study, uses trained college students stationed at traffic islands, shopping centers, and gas stations. Only motorists who are listening at the moment of the interview are tabulated.

The analysis covers weekdays and weekends from 6:30 a.m. to midnight, and is broken down into the five different geographic regions within the greater Washington market. An analysis of audience composition is also included. We feel that the auto listener represents an important segment of the radio audience and the previous lack of adequate research in this field constitutes a void in the definitive measurement of radio's impact.—Doug Bailey, Doug Bailey Advertising, Rockville, Md.



*WPEN wins more top awards for
news in Associated Press Competition
than any other radio station
in Pennsylvania . . .*

Results of Associated Press Awards to Radio Stations in Pennsylvania . . .

OUTSTANDING WOMEN'S NEWS	OUTSTANDING COMMENTARY	EDITORIALIZING	OUTSTANDING REPORTING	OUTSTANDING NEWS OPERATION
FIRST WPEN	FIRST WPBS SECOND ... WPEN	FIRST WCAU SECOND ... WPEN	FIRST WPEN	FIRST WCAU SECOND ... WPEN

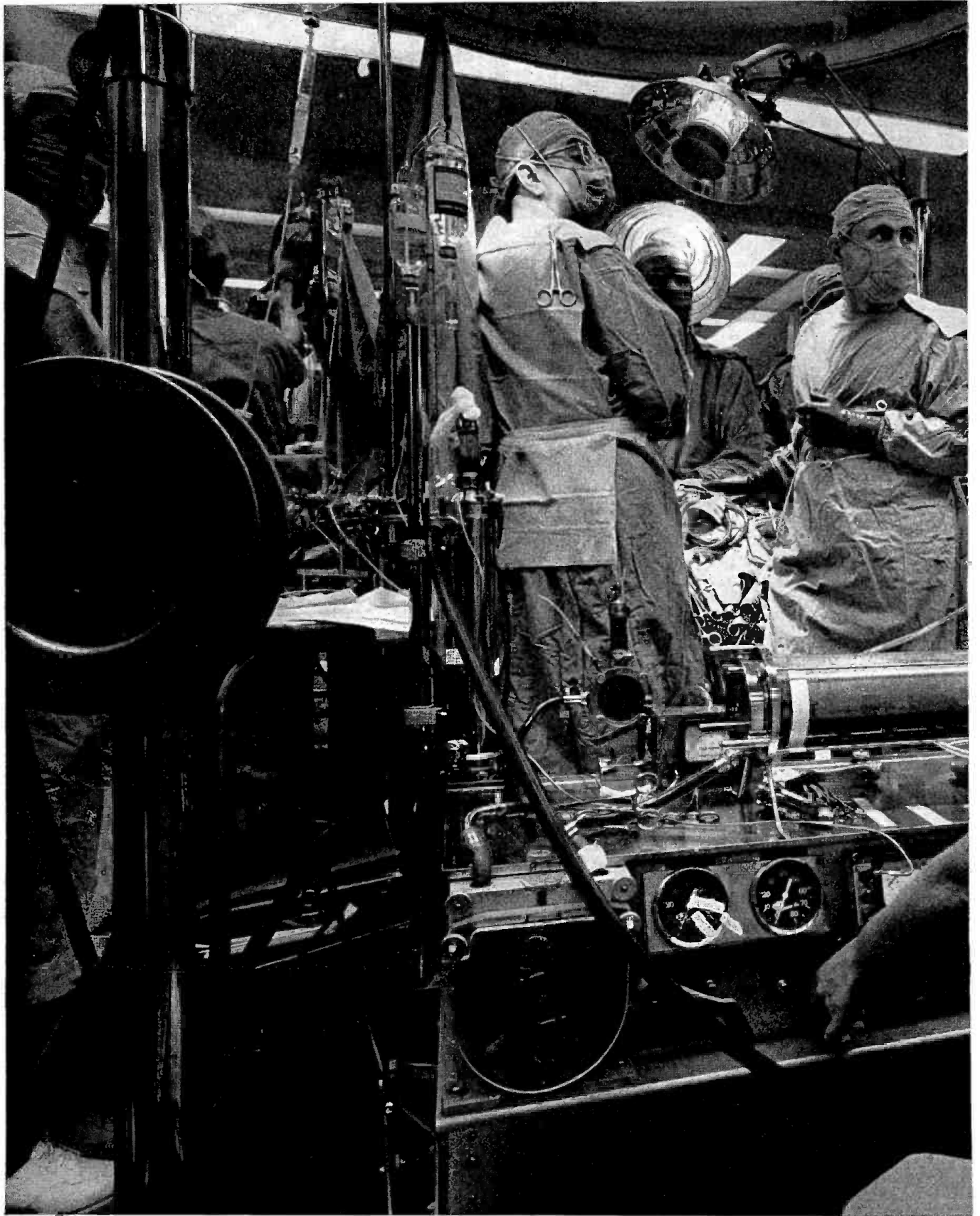
You can't win 'em all, but we believe the above record supports our
claim that your commercial gets a pretty good break on WPEN.

WPEN

THE STATION OF PERSONALITIES

REPRESENTED NATIONALLY BY GILL-PERNA, INC., NEW YORK

In Chicago



...the 305-acre Medical Center District comprises \$270 million worth of facilities including the nation's largest concentration of hospitals, medical research and education. Shown here, in preparation, is a heart-lung machine in Presbyterian-St. Luke's Hospital where many surgical innovations have originated.



In Chicago **WGN** **RADIO**

reaches more homes* and cars** than
any other Chicago radio station!

*NSI—Feb. & Mar., 1962

**Chicago Auto Radio Audience Survey—1961



—the most respected call letters in broadcasting

WGN IS CHICAGO

MONDAY MEMO

from MARSHALL HAWKS, vice president, Emery Adv. Corp., Baltimore

Radio and tv may be cousins, but they do separate jobs

For about the past 15 years we have been subtly duped into a major and basic misconception about air media.

In budgets, in thinking and planning, in giving titles to agency personnel, we have developed a phrase which, upon analysis, is silly. The phrase is radio/tv.

We talk about newspapers, magazines, outdoor and radio/tv. Here are two tremendously important media lumped into one. This is wrong, because radio is not television.

It leads to a serious rationale. It becomes all too easy to think of radio as a poor man's television. It leads one to the false conclusion that if there is only a small budget, he should use radio, and if there is a large budget, he should use television.

The industry should reject the cliché that radio is television without pictures. Quite often a shrewd time buyer for tv makes foolishly unsound radio purchases, and vice versa.

Alike, But Unlike ■ It is easy to trace the growth of the ubiquitous feeling that "radio/tv" is a single medium. Both media use the air for transmission. Both are regulated and licensed by the federal government. Many radio stations and television stations have single ownership (but, then so do many newspapers and stations).

A large part of the personnel in tv operations grew up in radio. As television came into important usage in the late forties, the agencies found themselves beginning to use it. At that time—but only at that time—it was logical to give the buying and programming responsibilities to the radio director and the radio time buyer.

During the years between the advent of commercial television and now, the two media have become increasingly dissimilar. Tv is now rather like radio was in the late thirties. A time buyer in New York can look at a network affiliate television station in St. Louis and make a reasonably good buy because he is essentially buying within or adjacent to shows he knows and has seen. *Gunsmoke*, for example, is *Gunsmoke*, wherever it is telecast. In network prime times, the time buyer can even do a decent job of evaluating the competition on other stations in the market. And large sums of client's money are involved in nearly any tv purchase.

The Necessary Changes ■ But what's happened to radio? As television began to program like radio of the thirties, radio was forced to live through a period of being ignored as a medium. It became necessary for that medium to evolve creative programming policies so that radio would *not* be television with-

out pictures. Radio learned to stress its strong points such as news, weather and sports coverage and frequency of broadcast. The personality of each station—or image, if you prefer—was an almost direct result of its music policies.

And all this time, new stations kept appearing. While many may argue the point, network affiliation lost much of its value and meaning to the individual station.

Of the four media—newspapers, magazines, television and radio—radio is by far the most difficult to buy with optimum use of the advertiser's dollar.

The time buyer cannot live by cost, power and frequency information. Nor can he buy intelligently with that, plus rating information. Because of the programming profile differences, he must match the station to his product, match the audience to the market he is seeking. The confusion is compounded because he finds himself choosing among 10 to 15 stations in major markets. He can only know the right station by its promotional efforts (including those of the national rep).

What's in a Name? ■ Stations have presumably spent long hours with a thesaurus or a dictionary of synonyms in order to find a cute, appealing or advertise-able word to describe their sound. It seems difficult to find a single word. "Adult?" What does that mean? For rating purposes, it means 19-years-old or over. "Good Music"? Is that heavy Wagnerian opera or Doris Day? "Mature Sound"? Perhaps this means the sound was transcribed in 1940 and left to age. "Rock 'n Roll"? Does this station ever play a song unless it has a two beat and does this include cha-cha which is certainly not "rock 'n roll"? And so on.

The national rep can only use the material he has and his own innate sales ability. The salesman calling on Mr. Time Buyer from one rep can be expected to be better or worse—rather

than exactly equal in sales ability to his counterpart from Rep. Co. No. 2. Therefore, it is vital that the station arm this salesman with various materials which will leave no doubt as to the depth and quality of its news, the amount and acceptance of its sports coverage and a . . . perhaps wordy . . . but completely understandable expression of the station's music policies.

It is the station's and the rep's responsibility to be sure every prospect's understanding of the media situation in a given market is both sophisticated and expert.

Yet, there are quite a few major agencies spending millions of dollars in radio (or should be spending millions of dollars in radio) which do not have any radio specialists on their media staffs.

So advertiser after advertiser continues to avoid radio or misuse it because its unfortunate grouping with television as some sort of single medium in which radio ends up as the Jim Crow car on the train to successful sales.

Some Do See Clearly ■ The Radio Advertising Bureau and the Television Bureau of Advertising have done much to define the proper use of each individual medium. Many agencies and advertisers realize that sometimes radio is more desirable and sometimes television is indicated.

But the misconception continues that radio is a cheap substitute for tv when the budget is inadequate for tv.

Agencies and advertisers must get out of the mental rut caused by the phrase or title, radio/television, and develop experienced media and creative people who work across the hall from the television boys and who specialize in radio. It is an industry job for the stations, the reps, the agencies and even the advertisers to learn that because both media go out over the air, this does not mean that one is a second class replica of the other.



Marshall Hawks is vice president and radio/tv director of Emery Advertising Corp. in Baltimore. Prior to joining Emery in 1957, he was an account executive with W. B. Doner & Co., Baltimore, and before that had operated his own agency in that city. From a media, creative and production point of view, he has been closely associated with both radio and television for over 15 years.

C O N N E C T I C U T

Reach this Powerful Market!



RPM! Reach this Powerful Market! 1,115,200 of your customers within the 0.5 MV/M Daytime Contour (using the service standards contained in the FCC Rules) ! Why does WELI *deliver* this market? Responsibility to our audience governs all WELI programming! Results in more sales-power for your ad dollar! Check with H-R. In Boston: Eckels & Co.

WELI

The Sound of New Haven 5000 Watts / 960 KC



DON'T BE SURPRISED IF SALES MANAGERS SALUTE IT!

There's a flag flying high over Indiana sales territory...over the Ft. Wayne and South Bend-Mishawaka-Elkhart markets. It's a common banner for a common cause which is shared by a group of related media. TV, AM, FM and newspapers—the aim is the same. *Communicate* in Indiana.

It's the *Communicana Group* which rallies round this flag. But don't be surprised if sales managers salute it, too. Hoosier citizens are a loyal lot. They've long pledged allegiance to the individual members of this Communicana Group—and to the advertisers they introduce. Ask Advertising Time Sales, Inc., for the flag-waving facts.

IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne

RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne

NEWSPAPERS: *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)

CALL



TODAY!

John F. Dille, Jr., President



RECORD FALL SALES FOR SPOT TV

- Survey shows fourth quarter will be better than last year
- Business gain in September reported by 80% of stations
- Biggest markets show most increase; minutes in demand

Spot television sales are moving toward autumn at a quickening clip that promises to turn this year's fourth quarter into a record-breaker.

With relatively few exceptions, television stations across the country report current spot activity surpassing or at worst holding even with its levels a year ago—and the levels a year ago were rated on a scale that started at "good" and progressed to "terrific."

Leading tv station representatives turn in similarly optimistic accounts of both current activity and the outlook for the rest of the year. They temper their reports, as always, with the reminder that business invariably varies from market to market and that while some stations are booming others may be lagging—often for no assignable reason.

The dominantly bullish outlook was found in a BROADCASTING survey which canvassed all U. S. commercial stations and informally polled leading station representatives. Highlight of the stations' reports:

- A total of 80% of the respondents

said their spot business is running ahead of the pace for last September. Another 7% said sales are now about the same as a year ago. Thirteen percent said sales are off.

- Among stations expressing gains in percentage terms, the average increase was about 15%, this September over last. Individually, gains ranged from 4% to 40%. Other stations reporting increases gave no percentages but said sales were up "moderately," "somewhat," "considerably," or simply "up."

- Gains were most frequent in big markets, a development that seemed consonant with the tendency among advertisers to put first emphasis on major centers. In markets having four or more stations, better than nine out of ten station respondents said spot business now is moving better than a year ago. In smaller markets the number of gainers was closer to eight out of ten.

- The proportion of stations reporting a drop-off in activity was considerably higher among smaller-market sta-

tions: 19% of the respondents from one- and two-station markets said their spot business is off, compared with 5% of those in three-station markets and 8% in markets with four or more stations. For the most part, stations reporting declines did not estimate the drop in percentages. For the few who did, it ranged from 4 percent to 30 percent.

- The spot commodity in biggest demand—and shortest supply—continues to be the 60 second availability. With occasional exceptions, the stations reported that one minute positions are at a premium and in many cases nonexistent, especially in prime and fringe evening time and increasingly in daytime. With even fewer exceptions they said that minutes are the length in greatest demand among agencies.

- While 60-second availabilities are dwindling, the returns made clear that agencies are missing unusually good 10- and 20-second opportunities simply by not asking for them. These lengths were rarely mentioned as hard to find. They were even more rarely mentioned

Commission nominee Henry pays Washington courtesy call

FCC nominee E. William Henry, 33-year-old Memphis attorney, made a "courtesy call" to Washington Thursday and Friday (Sept. 6-7) of last week (see story, page 38). He met briefly with all the members of the FCC, including Commissioner John S. Cross, the man he will replace following Senate confirmation, key FCC bureau and division heads and members of the Senate Commerce Committee.

Mr. Henry, described by an Administration spokesman as "a good, loyal Democrat," thinks the FCC has "broad regulatory powers" over radio-tv which, as a commissioner, he said he would exercise. He did not talk to the President about the FCC post either before or after he was nominated and had no White House appointment last week.

FCC Chairman Newton N. Minow accompanied Mr. Henry to Capitol Hill Thursday and introduced the nominee to Sen. John Pastore (D-R. I.), chairman of the Senate Communications Subcommittee. Parent Commerce Committee Chairman Warren Magnuson (D-Wash.) was out of town.



RECORD FALL SALES FOR SPOT TV continued

as being in great demand among advertisers and agencies.

After almost a year's experience with the 40-second station break in prime network time, agencies and stations are beginning to develop a pattern for its use: Two 20-second spots back to back, or, as the station's next resort, a 20-10 combination plus a 10-second service message or promo. Earlier studies had found some interest in pairing a 30-second spot with a 10 to fill the 40, but the current study turned up scarcely a mention of the 30 by either stations or reps.

The extent to which 60-second availabilities are feeling the squeeze of agency demand was evident in the stations' reports on sales by type of announcement and by day-part.

Many said their one-minute positions were completely sold out, or within a few percentage points of sell-out, from 6 p.m. to sign-off, and some said this condition prevailed from noon to sign-off. A few reported as high as 90 to 95% of their 60-second positions—in all day parts—are committed.

Other Periods ■ Other lengths were somewhat less solidly sold in most—but not all—cases. At least one station reported it is completely sold out in all categories from 6 p.m. to sign-off (in morning and afternoon its sales range from about 3% to 41%, depending on length and time period).

At the other extreme a few stations reported that even prime-time network station breaks were only fractionally sold.

Reports from station representatives were in some respects even more exuberant than those from stations. More than nine out of ten firms said sales currently are moving swifter than a year ago. Not enough offered percentage estimates to provide the base for a significant average, but the range of gain was from 10% to 40%. Others described their increases in various ways, from "moderate" to "fantastic."

"This fall will be a sellers' market," said one emphatically enthusiastic rep. He said business is so good that one of his stations "has nothing left to sell."

Better Fall ■ Others, though somewhat less excited, left little doubt that they expect the fourth quarter to be, as one expressed it, "better than last fall—and last fall was terrific."

This does not mean that nobody sees any problems. One that still seriously concerns reps, as it has concerned them increasingly over the past several years, is the participation or "spot carrier" pattern of selling by networks, which reps figure is keeping or taking millions of dollars worth of business from them each year.

Studies earlier this summer indicated this trend had slowed, so far as prime-time periods are concerned, for the first

time in five years (BROADCASTING, July 16). But station representatives still regard it as one of their biggest problems, and some say, as one did last week, that it is "the biggest" and "getting worse."

The year's track record to date clearly points toward new high sales figures for the full year. Expenditures for spot tv time in the first six months ran 19.1% ahead of the total for the comparable period of 1961, according to figures compiled by N. C. Rorabaugh and TvB (BROADCASTING, Aug. 27). With network business meanwhile moving almost 12% ahead of its pace for the first half of 1961, authorities find it hard to think that national television sales—spot and network—won't wind up 1962 with a healthy gain over last year.

The current BROADCASTING study, one of a continuing series of periodic surveys of business trends at key seasons, found a considerably more favorable outlook than a comparable survey conducted just a year ago.

The findings at the end of summer 1961 showed that the recession-based sluggishness of the first half of that year was past and business was picking up (BROADCASTING, Sept. 25, 1961). But where three out of four stations reported gains in business then, four out of five reported gains in the current study. And increases which ranged between 5 and 10% a year ago are in the 15% area now.

Texaco still No. 1 buyer of tv in its field

Gasoline and lubricant advertisers registered a 26.5% tv billings increase in the first half of 1962, Television Bureau of Advertising reports today (Monday). Their national gross time billings totalled \$25,012,104 in the six-month period, compared with \$19,722,042 in the like period of 1961.

TvB's analysis of petroleum advertising also noted a shift in the type of tv advertising being used.

Network tv billings in the 1962 period were \$9,402,104, compared with \$8,798,042 last year, an increase of 6.9%. Spot tv billings in 1962 soared to \$15,610,000, against \$10,924,000 last year, an increase of 42.9%.

The largest individual petroleum advertiser in tv again was Texaco Inc. Shell Oil showed the greatest increase in 1962 billings. Of the top 10 petroleum advertisers, seven showed increases. Nine spent more

than \$1 million.

In spot tv, petroleum advertisers in 1962 increased their use of announcements sharply, TvB said. Announcements totalled \$8.9 million or 57% of the total, compared with \$4.4 million or 40% last year. Spot programs, which represented \$5.8 million or 53% of the total spot figure last year in the first half, represented \$5.9 million or only 38% of the total in January-June 1962.

The top ten 1962 gasoline and lubricants advertisers in tv gross time billings

	Spot*	First Half 1962 Network**	Total		First Half 1961 Network**	Total
Texaco, Inc.	1,322,640	3,664,951	4,987,591	Texaco, Inc.	6,392,238	6,420,848
Gulf Oil Corp.	1,532,120	2,124,327	3,656,447	Gulf Oil Corp.	1,415,521	1,621,201
Shell Oil Co.	2,599,290	972,034	3,571,324	Shell Oil Co.	211,857	236,427
Socony Mobil Oil Co.	993,560	876,476	1,870,036	Socony Mobil Oil Co.	778,560	778,560
Standard Oil (N. J.)	1,229,590	112,997	1,342,587	Standard Oil (N. J.)	160,491	1,645,461
Sun Oil Co.	510,510	821,386	1,331,896	Sun Oil Co.	74,970	1,111,630
Phillips Petroleum Co.	1,068,080	48,380	1,116,460	Phillips Petroleum Co.	975,930	975,930
Standard Oil (Ind.)	1,077,440	29,344	1,106,784	Standard Oil (Ind.)	1,168,340	1,168,340
Sinclair Refining Co.	1,082,860	*****	1,082,860	Sinclair Refining Co.	369,873	560,713
Pure Oil Co.	757,710	*****	757,710	Pure Oil Co.	511,970	511,970

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

Signs of Success

Local signposts *alone* are a poor guide to putting advertisers on the map in the *total regional market* served by WJXT. You tap all of North Florida/South Georgia with WJXT . . . and enjoy a "bonus" of 239% *more homes* per quarter hour outside the Jacksonville metro area. With *all 25 top programs* in homes reached . . . with a whopping 85.4% *penetration* of the market, estimated by TV Digest . . . all signs point to WJXT!

WJXT



JACKSONVILLE, FLORIDA

Represented by TvAR

**POST-NEWSWEEK
STATIONS** A DIVISION OF
THE WASHINGTON POST COMPANY

Source: March 1962 NSI



Commercials in production...

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial when available.

Joe Feagin's Productions, 104 East 30th St., N.Y. City.

U. R. Finney Corp. (fall shoe fashions) one 60, video tape. Chuck Hosen, prod. mgr. Agency: Frank B. Saxon Inc. Joe Feagin's, agency prod.

Farmer Organization (comes) three 60's, radio and tv. Agency: Gero & Bierlein Advertising Joe Feagin's, agency prod.

Ed Graham Productions Inc., 516 Fifth Ave., N.Y. City.

General Foods Corp. (Alpha-Bits) one 60, anim. film. Agency: Benton & Bowles, Lou Hanousek, agency prod.

Blackberry Julep. One 60, film. Agency: North Advertising. Herbert Strauss, agency prod.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood.

Foremost Dairies (Milk) one 60, live & anim. film. Gordon Bellamy, prod. mgr. Agency: Guild, Bascom & Borfigli. John Orloff, agency prod.

Fred Niles Communications Centers Inc., 103 West End Ave., N.Y. City.

American Thermos Products (thermos) one 60, film. Charles Ticho, prod. mgr. Agency: Charles W. Hoyt Inc., Thomas Lee, agency prod.

Keebler Biscuit Co. (cookies) two 10's, film. Charles Ticho, prod. mgr. Agency: Lewis & Gilman, John Bleasdale, agency prod.

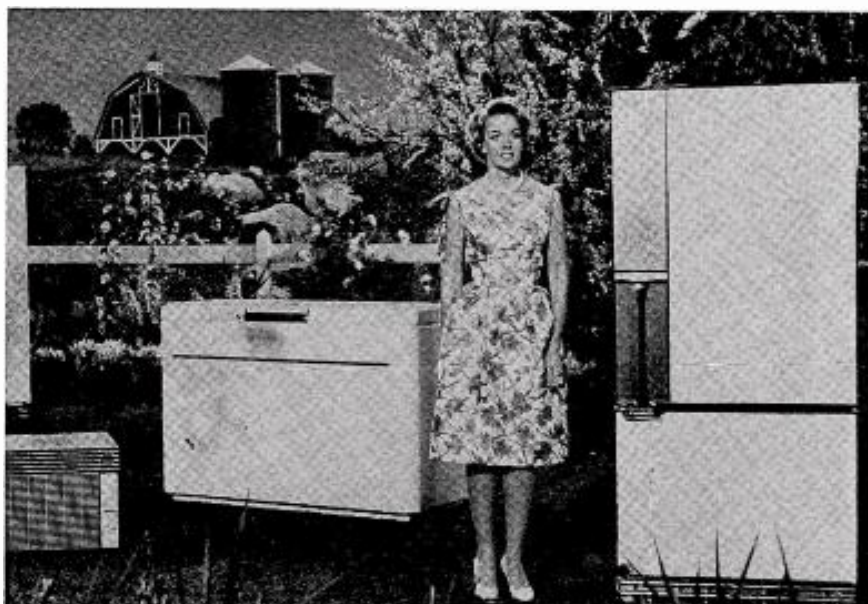
American Tobacco Co. (Tareyton) four 20's, three 60's, film. Charles Ticho, prod. mgr.



New commercials in color for Spatini Instant Spaghetti Sauce Mix have model Bonnie Jones purring "Spatini, I love you." Producer is Audio Productions Inc., New York. Agency is Wightman Inc., Philadelphia.

Agency: Lawrence C. Gumbinner, Dirk Content, agency prod.

Trader Manufacturing Co. (Seamist) one 60, one 20, one 10, film. Charles Ticho, prod. mgr.



A scene of fertile Iowa farmlands transforms a Hollywood soundstage into a bit of Iowa's famous Amana Colonies. This was the setting for color commercials used on "World Series of Golf" Sept. 8-9 on NBC-TV.

for Amana Refrigeration Inc. Angela Green was featured in the commercials produced by Jack Penove Productions Hollywood. MacFarland, Aveyard & Co., Chicago, is Amana's advertising agency.

Agency: Bauer & Tripp. Elmer Jaspán, agency prod.

Union Central Life Insurance (insurance) two, film. Charles Ticho, prod. mgr. Agency: Mel-drum & Fewsmith. Bruce Stauderman, agency prod.

King Korn Stamp Co. (trading stamps) three 10's (radio) two 60's (tv) film. Charles Ticho, prod. mgr. Agency: Powell, Schoenbrod & Hall. Herb Hall, agency prod.

Fred Niles Communications Centers Inc., 1058 W. Washington Blvd., Chicago.

Sunray DX Oil (gasoline) three 60's, film. Harry Lange, prod. mgr. Agency: Gardner Advertising, Jerry Cnamberlin, agency prod.

Eagle Trading Stamps (trading stamps) three 60's, film. Walt Topel, prod. mgr. Agency: Rutledge Advertising. George Gale, agency prod.

Kitchens Of Sara Lee. One 60, one 20, one 10, film. Harry Lange, prod. mgr. Agency: Hill, Rogers, Mason & Scott. Elinor Fahrenholz, agency prod.

Thomas J. Lipton Co. (salad dressing) one 60, one 20, film. Harry Lange, prod. mgr. Agency: Edward Weiss. Rolf Brandeis, agency prod.

General Mills (Betty Crocker Instant Mashed Potatoes) one 30, film. Harry Lange, prod. mgr. Agency: Knox Reeves. Glen Bammann, agency prod.

American Oil Co. (Standard Oil) one 60, film. Harry Lange, prod. mgr. Agency: D'Arcy. Bob Lewis, agency prod.

Move to keep accounts in Philadelphia urged

A plea has been made that Philadelphia area advertisers stick with their home town agencies. A proposal that such a concentrated effort be made came from David Werman, president of Werman & Schorr Advertising, and J. Leonard Schorr, executive vice president of the firm.

Addressing the Poor Richard Club, the agency executives said an estimated \$100 million a year in area advertising is being channeled to out-of-town agencies. To get this money back home they proposed stressing Philadelphia as a "key center of creativity and productivity in advertising."

Philadelphia's Mayor James H. J. Tate announced his support of the program, saying the local agencies "are fully capable of serving the needs of our advertisers at any level."

The program would be supported by radio and tv spot announcements, billboards, and newspaper space, Mr. Schorr said.

ABC se's challenge race for daily radio coverage

Labaron Pharmacal Div. of Chas. Pfizer Co., New York, for Bonadettes motion sickness preventative, will sponsor ABC Radio's coverage of America's Cup Races commencing Sept. 15. This year's races, first since 1958, will be best four of seven series between U.S.'s *Weatherly* and *Gretel* of Australia near Newport, R.I. ABC will carry three five minute programs of each day's event. Agency: Ted Gottheld Assoc., New York.

**"Charlotte's WSOC-TV ...
past performance makes it a top media buy"
—Anne Benton, Tucker Wayne**



"WSOC-TV had been telecasting four months when we scheduled the station for a 30-minute show on a 52-week basis. Since that time WSOC-TV has produced excellent sales results for many of our clients, such as Merita, Southern Bell, Sealtest, and Creomulsion."

ANNE A. BENTON
V. P. in charge of Media,
Tucker Wayne & Co., Atlanta

Tucker Wayne timebuyers in plans session: Ruth Trager, Norma Hanson, Ann Hutcheson, Anne Benton.

Remaining in the good graces of lady timebuyers is not at all difficult—if you do exactly what they want you to do. Namely, produce good results for their agency's clients! This keeps everyone happy. So whenever you have a piece of business for the Carolinas remember WSOC-TV. Let us or H-R tell you about our service to advertisers here in America's 19th largest TV market. We'll make you happy, too.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

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

POLARIS BUYS MILWAUKEE AGENCY

Firm, with \$11 million billings, changes hands in stock deal

Klau-Van Pietersom-Dunlap Inc., Milwaukee, which claims to be Wisconsin's biggest agency, with annual billings of \$11 million, has been acquired by Polaris Corp. through an exchange of stock, it was announced Thursday by officials of both companies.

The agency becomes a subsidiary of Polaris, a public corporation which is chiefly in the leasing, data processing and real estate fields but also is acquiring broadcast properties. Executives of the agency as a group, become one of the largest stockholders in Polaris, set up in 1960 by Marine Corp., a bank holding company established by the Marine National Exchange Bank of Milwaukee and other institutions.

Polaris owns 50% interest in Producers Inc., which in turn controls four tv stations. Stations are WTVW (TV) Evansville, and 80% of KXGO-TV Fargo, KNOX-TV Grand Fork and KCND-TV Pembina, all in North Dakota.

No Operating Charges ■ Eliot G. Fitch, president of Polaris, and George

J. Callos, president of the agency, said there will be no change in the procedures or operating structure of Klau-Van Pietersom-Dunlap, known as "KVPD," a "call letter" not believed to be in use elsewhere. Polaris stock is traded over the counter. Polaris gave 10 of its shares for each one of KVPD's 2,907 shares. Value of the stock transaction was about \$400,000, based on Tuesday's quotations.

Mr. Callos continues as president and chief executive officer of KVPD and will become a director of Polaris. John H. Kelly, vice president and treasurer of Polaris, joins the KVPD board.

Mr. Callos said the move is significant to the advertising field because "one of the traditional evils besetting the business has been the high degree of turnover among creative and administrative people. As a subsidiary of a large corporation, with widely diverse interests and financial resources, we can now offer our employees a degree of stability never before open to agency people." Present and future employees of KVPD can become Polaris stock-

holders, he said.

Experts Available ■ Mr. Fitch observed that the acquisition of KVPD "means we have a professional, trained pool of advertising experts available to us and our subsidiaries right now. Had we to seek out this type of marketing talent individually, using standard methods, it would have taken considerable time, money and energy."

In the years ahead, he said, advertising and marketing agencies are "going to grow rapidly." Mr. Fitch noted that "we are entering a period where business of all kinds is going to become more competitive as a result of higher labor costs, pressures from abroad and other factors." The increased competition will demand "newer, more aggressive marketing techniques," he said.

KVPD was founded in 1907. Producers Inc., apart from its broadcast holdings, has numerous diversified interests in midwest real estate, including shopping centers and business properties.

Cosmetic-toiletries buying more spot tv

The value of spot television advertising in the cosmetic-toiletries industries is pointed up in a new study released last week by the Television Division of Edward Petry & Co., New York.

The study, which employs the annual *Drug Trade News* brand-by-brand expenditure tables, compares the 1956 and 1961 advertising outlays of cosmetic-toiletry companies in leading media. The study points out that spot tv showed the largest increase over the five-year period (74%), followed by network television, up 44%, and magazines, up 30%. Newspaper expenditures declined by 13% during the period.

An analysis also was made of total expenditures for 1956 and 1961 of five broad product classifications—cosmetics, hair products, deodorants, perfumes-bath preparations and shaving products—men's toiletries. Since 1956, only spot tv has increased its share of the budget in all five product categories, the study asserts.

Investment in the industry was reported as follows for 1956 and 1961 respectively: network tv, \$51.7 million and \$74.2 million; spot tv \$29.4 million and \$51 million; magazines, \$29.8 million and \$38.8 million and newspapers, \$15.7 million and \$13.6 million.

Business briefly ...

King Korn Stamp Co., Chicago, national trading stamp plan, has prepared full schedule of tv and radio commercials which may be used in local markets by participating stores to promote "seal of acceptance" awarded King



Ampex ad by C&W tops KPEN stereo contest

KPEN (FM) San Francisco announces that the Ampex Corp. entry from the Cunningham & Walsh agency's San Francisco office is the winner of its first annual "Stereo Commercial Challenge." Ampex will get 50 free spots for its winning entry.

The second prize went to Cardinet Candy Co., Oakland (U-No Candy) for its entry from Reinhardt Advertising Inc., Oakland. U-No will get 40 KPEN spots. The Constantine & Gard-

ner agency, San Francisco, submitted the third place entry on behalf of Japan Airlines, winning 30 KPEN spots for the airline.

Looking over the winning stereo entry are (l-r) Hal Larson, C&W copywriter; Pete Taylor, KPEN promotion manager; S. Champion Titus, Ampex manager of advertising and sales promotion; Dick Clark, C&W time-buyer, and Wallace Brazeal, commercial manager of the San Francisco station.

*Twentieth Century-Fox TV Inc.
is proud to announce that
"CENTURY I"
is now available for local sale*

*(Thirty major motion pictures for television from
the studios of Twentieth Century-Fox Film Corp.)*

"CENTURY I", is the first important group of films to be released in syndication directly by Twentieth Century-Fox. When you review the titles, casts, and credits, we think you'll agree this is indeed an auspicious first. Film for film, fact for fact, figure for figure, you'll find that "CENTURY I" sets a new standard in features for television. Our sales representatives are on their way to you now with the complete details. Or, if you want to know more immediately, Please call: Twentieth Century-Fox TV.

TWENTIETH CENTURY-FOX TELEVISION, INC.

444 West 56th Street, New York 19, New York—Columbus 5-3320

Chicago: 1260 S. Wabash Avenue, Chicago 5, Illinois—WABash 2-9625; Los Angeles: Box 900, Beverly Hills, California, CRestview 6-2211 / Atlanta: 197 Walton Street, N.W., Atlanta 3, Georgia—JACKson 3-4633 } INTERNATIONAL—Cable Address, CENTFOX NEW YORK

'Immediacy' commercials work best—Schwerin

Want to make your commercials more effective? Inject "modest notes of immediacy" into them. That advice came a fortnight ago from Schwerin Research Corp., New York. In its monthly "SRC Bulletin," Schwerin said it conducted three tests that showed the early-radio commercial line, "Go now to your neighborhood drugstore."

In one test, the "Bulletin" reported, a commercial urging viewers to use a remedy during the "critical period" at the onset of the ailment did only about half as well as one which referred specifically to "the critical period—the first 24 hours."

In another, the admonition to take a certain remedy "at the first sign of trouble" proved three times as effective as urging that it be taken "as soon as possible." In a third test, a commercial stressing "feel better immediately" worked better than one for the same product stressing "lasting relief."

Schwerin concluded that commercials ought to get these points across to viewers: (1) "do it now (or as soon as possible)"; (2) "it makes a difference if you do it now rather than later"; (3) "'now' is a definable moment or period in time, not just a vague abstraction."

Korn by *McCall's* magazine. Agency: Powell, Schoenbrod & Hall, Chicago.

Union Oil Co., through Smock, Debnam & Waddell, Los Angeles, will sponsor three-hour tv coverage of finals of 36th annual Pacific Southwest International tennis tournament from the Los Angeles Tennis Club, Sept. 23, 1-4 p.m., on Columbia Television Pacific Network. It is the seventh year that Union Oil has sponsored this tennis tournament.

Ballantine & Sons, L&M Cigarettes, Howard Clothes and Great Atlantic & Pacific Tea Co. will sponsor the 14-game schedule of the New York Giants, National Football League team, on WNEW New York, beginning Sept. 16. Emerson Radio Assoc. will sponsor pre-game, half-time, and post-game activities during the season, which runs through Dec. 16. Agencies: William Esty (Ballantine), J. Walter Thompson (L&M), Mogul Williams & Saylor (Howard), Gardner Adv. (A&P) and Robert Whitehall (Emerson).

Grove Labs, St. Louis, has purchased sponsorship in three daytime NAB-TV programs for its new decongestant Bromo Quinine Cold Tablets. The shows are *Say When*, *Here's Hollywood* and the new *Merv Griffin Show*. Schedule will be concentrated from October through March. Agency: Gardner Adv., St. Louis.

Vick Chemical Co., New York, has signed as a daily participating sponsor of the *Tennessee Ernie Ford Show* (ABC-TV, Mon.-Fri., 11-11:30 a.m. NYT) beginning Oct. 1. Agency: Morse International, New York.

Moen Faucet division of Standard Screw Co., Bellwood, Ill., maker of a single-handle line of faucets for kitchen, laboratory and shower use, has started a 13-week campaign using 20-second tv spots on a half-dozen stations "in the heart of the new construction areas" of

the West Coast. Cities include Seattle, San Francisco, Phoenix, San Diego, Los Angeles and Portland. A tv theme also is featured in selling aids used by salesmen calling on building and plumbing supply dealers there. The six-market drive was undertaken after successful tests in Phoenix and San Diego. Agency: Buchen Adv., Chicago.

Bristol-Myers Co., through Doherty, Clifford, Steers & Shenfield, and **General Foods Corp.**, via Ogilvy, Benson & Mather, will sponsor *Kickoff '62—a College Football Preview*, Thursday, Sept. 13 (CBS-TV, 8:30-9:30 p.m. EDT).

Allied Chemical Corp.'s fiber marketing department, New York, will use a heavy tv schedule with dealer tie-ins between Sept. 24 and Nov. 16 to sell carpets made of continuous filament Caprolan nylon. A spot commercial radio campaign will be conducted in the South, Southwest and West Coast.

B. Houde & Grother Ltd., Quebec City, Que. (Du Maurier cigarettes) starts thrice weekly, five minute programs by singer Robert Goulet on the Canadian Broadcasting Corp. radio network Oct. 1. Agency: Vickers & Benson Ltd., Montreal, Que.

Ontario Hydro-Electric Power Commission, Toronto, is sponsoring the weekly Official Films program, *Biography*, on 14 Ontario television stations.

Agency appointments...

■ Broadcast Foods Div., John Morrell & Co., Chicago, appoints Geyer, Morey, Ballard Inc., New York, as agency for Broadcast canned meats (corned beef hash, beef stew and others). Media plans will be announced shortly.

■ C. E. Johansson Gage Co., Dearborn, Mich., manufacturers of precision measuring equipment, appoints Tanner, Wil-

lox & Fairchild as national representative.

■ Home Security Life Insurance Co., Durham, N. C., appoints Henderson-Ayer & Gillett Adv., Charlotte, N. C. William L. Shotwell will be account executive.

■ P & S Mart Inc., discount department store, Tucson, Ariz., appoints George Duncan Adv., that city.

■ The Abbey of the Genesee, Piffard, N. Y. (Monks' Bread), appoints The Rumrill Co., Rochester, N. Y., as agency.

■ Puget Sound Rambler Dealers Assn., Seattle, appoints Geyer, Morey, Ballard Inc., Portland, Ore., to service expanding advertising activity in 10-county western Washington area. Association includes 20 dealers in 15 cities.

Local dealers get bowling show offer

Zenith Radio Corp. and Firestone Tire & Rubber Co. are advising their local dealers that the manufacturers will pick up half of the tab when the syndicated tv *Championship Bowling* is bought on local stations. Action of the two national advertisers was announced last week by Walter Schwimmer Inc., Chicago, producer and distributor of the bowling series.

According to Eric Isgrig, vice president in charge of advertising of Zenith, viewer interest in bowling is second only to baseball and football. Schwimmer said tobacco and brewery companies have also shown considerable interest in the program.

This is the first time Zenith or Firestone has offered to cosponsor spot buys on a specific series with their dealers in a local area, according to Schwimmer.

Championship Bowling is carried on major market stations; WXYZ-TV Detroit; KTVI (TV) St. Louis; WOR-TV New York; KHJ-TV Los Angeles; KTVU San Francisco; WEWS (TV) Cleveland; and WTAE Pittsburgh.

Overnight Arbitrons offered

Overnight national Arbitron ratings on the tv networks' new fall programming will be available to agencies and networks on a special-order basis, American Research Bureau announced last week.

Reports will be available for any period from 8 a.m. to 11 p.m., starting tonight (Sept. 10), according to Jack Gross, director of agency sales. Rates had not been definitely set last week but were expected to be in the area of \$350 or \$400 per half-hour. ARB said orders may be placed as little as 24 hours prior to telecast.

Why KXTV bought
Seven Arts' "Films of the 50's"
Volumes 2 and 3

Says Robert S. Wilson
Vice President and General Manager

When KXTV completed its new 1,549 foot tower increasing our coverage from 453,400 to more than 600,000 TV homes and creating a new 25th largest market in the nation, (third largest on the West Coast) we looked at all of the film product available in order to effectively program for this enlarged audience. Seven Arts' "Films of the 50's" were our choice for the prime time Premiere Theatre on Friday nights. In addition to being excellent entertainment for our new audience they also give us a breath of

**new life for the
enormous number
of features we have**

We are sitting on pretty close to 2,500 features. Even with a tremendous inventory like that we couldn't afford to turn down the Seven Arts films.

**Seven Arts' "Films of the 50's"
...Money makers of the 60's**



**SEVEN ARTS
ASSOCIATED
CORP.**

Robert S. Wilson
Vice President and General Manager
KXTV - Sacramento, California

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West • EMpire 4-7193





Home Delivery from A to...T (Airlines to Tuxedos!)

Clearly, no advertiser can stand up against competition unless he can move his goods store by store and home by home.

But in a market big as Chicago, "home by home" means 2,100,000 households and 7,000,000 consumers, with 16 *billion* dollars of annual disposable income!

That's why advertisers find "home delivery" in Chicago means WIND, the Westinghouse Broadcasting Company radio station.

Why do *so many* use WIND so regularly: from airlines, aluminum and automobiles...beverages and cigarettes...gasolines, groceries and tuxedos...through the full alphabet of national and local advertisers?

WIND delivers more homes, throughout the Metropolitan Area, than *any* other Chicago radio station; 31% more adult men and 53% more adult women

than the second station (6:00 am-7:00 pm, M-F, per avg. qtr. hr.).

Yet there's much more to it than cold statistics. It is only through WIND's vigorous achievements as a *community force* that it generates its power as a *business force*, and has become Chicago's leadership-station.

One sees this clearly in the five dimensions of responsible radio WIND brings into Chicago, briefly summarized as: Community Involvement, Entertainment, News, Personalities and Public Affairs.

Plus a sixth dimension: the contributions to programming and service made possible by the group operations of the Westinghouse Broadcasting Stations.

All six are the hallmark of the Westinghouse stations, whose effectiveness is measured by their impact as *prime movers* of ideas, goods...and people.

WESTINGHOUSE BROADCASTING COMPANY, INC.

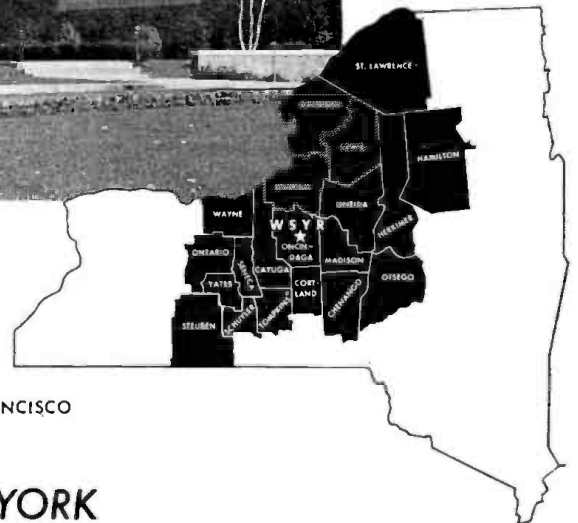


WBZ, WBZ-TV, Boston; KDKA, KDKA-TV, Pittsburgh; WJZ-TV, Baltimore; KYW, KYW-TV, Cleveland; WOWO, Fort Wayne; WIND, Chicago; KPIX, San Francisco and WINS, New York

for 40 YEARS



The **CALL**MARK of **QUALITY** RADIO in Central New York



Represented Nationally by
THE HENRY I. CRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

NBC AFFILIATE IN CENTRAL NEW YORK

Policy rift behind Proud resignation?

C. James Proud, president and general manager of the Advertising Federation of America, who was re-elected only two months ago (BROADCASTING, July 9), announced his resignation last week (WEEKS HEADLINERS, page 10). His decision was viewed with surprise by the advertising industry.

Mr. Proud, who has indicated he'll remain with AFA until a replacement is found—or until the year's end if need be—did not reveal future plans. The term of office, to which Mr. Proud, 55, was first elected in 1957, is five years.

It is believed Mr. Proud's resignation is tied in with a current controversy over the position AFA has been taking publicly on issues which affect the advertising industry. AFA, it is pointed out, has been outspoken in its stand which, these critics feel, ought to rightfully be assumed by an organization that is more national in character (AFA represents a loose confederation of about 137 local advertising clubs). Mr. Proud last Thursday (Sept. 6) could not be reached for comment on this interpretation.

Mr. Proud started with AFA in 1947 as a field representative, and in 1951 was appointed assistant to the then president of AFA, Elon G. Borton. Mr. Proud was elected to the post when Mr. Borton retired.

Hartz Mountain renews use of film programs

Hartz Mountain Products (bird food and pet supplies) has renewed for the second year, its tv campaign, using United Artists Television Inc. syndicated programs.

The company will continue using tv in the same 11 markets Hartz used last year: New York, Chicago, Los Angeles, San Francisco, Detroit, Boston, Cleveland, Philadelphia, Washington, Minneapolis and Pittsburgh. Programs to be used are *Tombstone Territory*, *Ripcord*, *Adventure at Scott Island* and *Everglades*.

Scheduled at present are *Tombstone Territory* on WPIX (TV) New York, CKLW-TV Windsor-Detroit and KDKA-TV Pittsburgh; *Adventure at Scott Island* on CKLW-TV, and *Ripcord* on WHDH-TV Boston.

The agency for Hartz Mountain is George H. Hartman & Co., New York.

Rep appointments...

■ WFPG Atlantic City, N.J.: Prestige Representation Organization, New York.

■ KYA San Francisco: Edward Petry Co., New York, effective Sept. 1.

Mobile units improve ad researching speed

Doorbell pushing is a good way for an agency to learn what Mrs. Housewife thinks of a tv commercial or the product advertised, but Tatham-Laird Inc., Chicago, disclosed it has found a faster way. The agency said that it now is using two custom-built trailers to mass-interview shoppers at Chicago-area shopping centers.

Tatham-Laird said it can make

between 500 and 1,000 fact-packed interviews on a single Thursday-through-Monday stand. Shoppers are screened in one trailer and then interviewed in the second. The latter has five rooms for interviewing and is equipped to display tv and print ads or products for the research. Each shopper gets a \$1 merchandise certificate for participating in the interviews.

■ KELI Tulsa, Okla. and KTRN Wichita Falls, Tex.: George P. Hollingbery Co., New York.

■ KUXL Minneapolis-St. Paul: John E. Pearson Co. as national sales representative.

■ KDIX-TV Dickinson, N.D.: Young Television Corp. as station representative.

Co-ownership plan meets network veto

A Procter & Gamble plan to share equally with the networks in the ownership of the tv programs that P&G sponsors is reported to have been rejected by at least one network.

P&G, television's biggest advertiser, reportedly would like to participate with the network in financing programs and thus share also in the ownership—and in the revenues from the sale of co-sponsorships and from syndication.

A spokesman for ABC-TV said P&G had not officially approached the network on the matter but that there had been informal talks about it. ABC-TV, he said, is against the plan as a "matter of policy."

A CBS-TV spokesman said his network had not been approached and had no comment on the plan.

NBC-TV reportedly has discussed the plan with P&G officials and has not given the company a definite answer.

Also in Advertising...

Radio rep moves ■ Prestige Representation Organization, New York, radio station national sales representative, moves to 441 Lexington Ave. from 550 Fifth Ave., effective Oct. 1.

Invitations ■ *Who's Who in Advertising*, recently acquired by the Haire Publishing Co., New York, is inviting more than 10,000 advertising executives to fill out questionnaires being mailed early next week. Scheduled to appear early next year, *Who's Who in Advertising* will be revised and republished

bi-annually. Eldridge Peterson, former editor and publisher of *Printers' Ink*, is editor. No charge will be made for completing and returning the questionnaire.

Photo-Scripts available ■ U.S. Tele-Service Corp., New York, has published a 50-page catalogue listing more than 65,000 tv commercials available in Photo-Script form. The reference catalogue, which represents virtually all commercials that have appeared in the last few years, is available free of charge by writing to U.S. Tele-Service, Dept. P.S., 250 W. 54th St., New York 19.

Walton sales ■ The Walton Radio Group has opened a sales office at 411-413 Peachtree Arcade Bldg., Atlanta, to serve the Southeast. Fred Webb, national sales manager, will be in charge. Walton stations include KMLB Monroe and KANB Shreveport, both Louisiana; WAPX Montgomery, Ala.; WNOO Chattanooga and KJET Beaumont, Tex.

B&B resigns REA after failing to get Air Express

Benton & Bowles, New York, announced last week it has resigned the \$500,000 account of REA Inc. (formerly the Railway Express Agency) because it had not obtained the \$750,000 business of an REA subsidiary, Air Express Inc.

Earlier in the week Air Express named Ketchum, McLeod & Grove, Pittsburgh and New York, as agency, replacing Adam & Keyes, New York.

Benton & Bowles had sought the Air Express business and had pointed out in its presentation that it had had eight years of experience on REA. With the naming of KM&G, B&B announced its resignation, observing it believed that both REA and its Air Express division "could best be served through coordination within the same agency."

Both accounts are reported to be heavy print users and have utilized broadcasting sparingly.

FCC NOMINEE 'A LOYAL DEMOCRAT'

Henry: commission powers broad, can regulate programming; says he intellectually and emotionally opposes censorship

"Bill Henry is a good, loyal Democrat who worked hard in the [1960 presidential] campaign, asking for nothing in return and expecting nothing."

This is the brief evaluation of FCC nominee E. William Henry by an administration spokesman who worked with Mr. Henry during the successful campaign of John F. Kennedy. "He feels passionately about the Kennedy Administration," the official said.

Mr. Henry, in Washington last week for a meeting with FCC members, key

he said, but if the industry does not recognize it is dealing in a public trust, then the government should act.

"I agree that we have the broad power to regulate programming," he said. "I say this with full recognition that the act expressly prohibits censorship."

Anticipating the next question during an interview, Mr. Henry said these two statements are compatible because the broadcasting industry is subject to strict regulation in the public interest.

about three weeks before the appointment was announced 10 days ago (BROADCASTING, Sept. 3), he said. Mr. Dungan asked if he would be interested in the job, Mr. Henry said, and that he took it only as a "feeler" and expected nothing more.

Another call came from Washington three weeks later telling him the job was his shortly before it was announced publicly, he said. Mr. Henry said that he did not talk to the President either before or after the appointment but



An unofficial meeting of the FCC took place Thursday (Sept. 6) when Commissioner-nominee E. William Henry dropped in at the New Post Office Building to meet his future colleagues. Enjoying a chat in the chairman's office are (clockwise): Commissioners John S. Cross, Frederick

W. Ford, Robert T. Bartley, Chairman Newton N. Minow, Mr. Henry and Commissioner T. A. M. Craven. Commissioner Rosel H. Hyde left the gathering shortly before the picture was taken to attend a meeting of the Federal Bar Assn. in Washington.

bureau heads and senators, agreed that he was a good loyal Democrat. On his FCC appointment, to succeed Commissioner John S. Cross of Arkansas, he said: "I am very much aware of my great responsibility to what I consider to be one of the country's most important industries [broadcasting]."

The 33-year-old Memphis attorney made it plain that he believes the Communications Act has given the FCC broad regulatory powers and that he will use those powers in making sure that licensees live up to their public trusts. He said that he agrees with FCC Chairman Newton N. Minow that there is room for improvement in television programming. Basically, it is up to the industry to provide better programming,

Court Precedence ■ He pointed out that few if any cases in which a broadcaster has claimed censorship have been reversed by the courts. He said the courts have recognized in many decisions the broad regulatory powers of the commission and that he embraces those decisions in his philosophy.

But, he stated, he was not talking about censorship of individual programs. "I am intellectually and emotionally opposed to censorship in any form," he said.

Mr. Henry, a member of the Memphis law firm of Chandler, Manire & Chandler, said the first word he received that he was being considered for the FCC post came from Presidential Assistant Ralph A. Dungan. This was

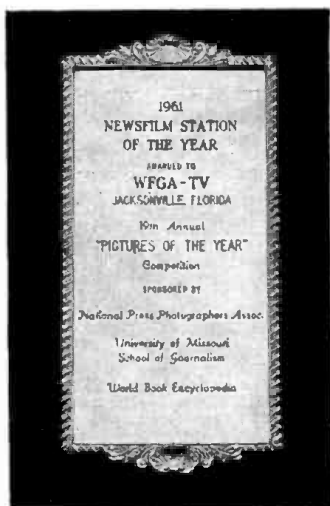
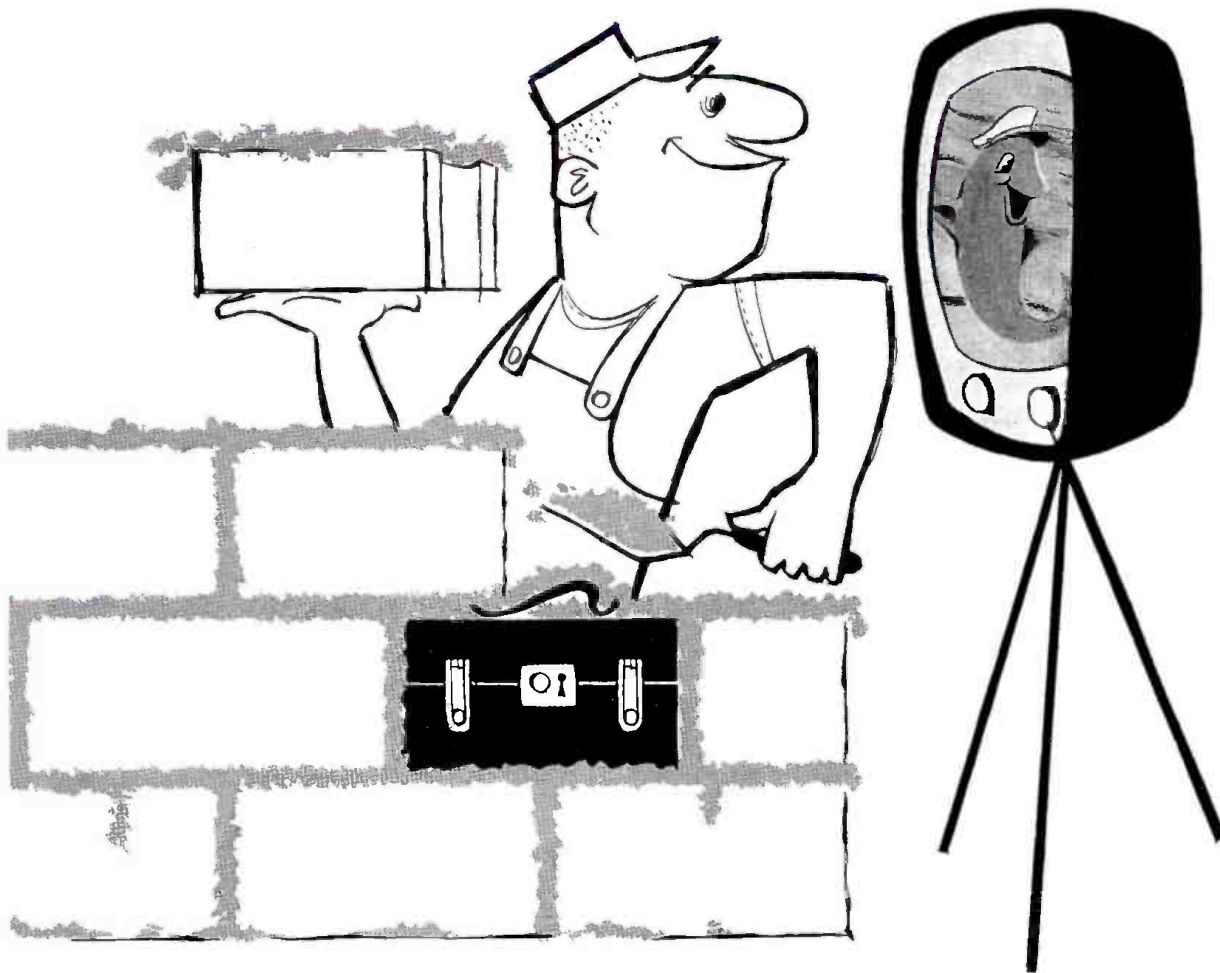
that he received a written message from President Kennedy after his name had been released.

First Offer ■ Mr. Henry, who was a full-time worker in the Kennedy campaign, said that he had not been offered any other specific federal job before the FCC appointment. He said that he had expressed an interest in the U. S. attorney's position in Memphis and had been asked before by members of the administration to consider coming to Washington with the New Frontier.

The President's brother, Attorney General Robert Kennedy, did not contact him about the FCC appointment, Mr. Henry said. It is known, however, that the Attorney General did contact friends of Mr. Henry about the FCC

In growing Jacksonville

WFGA-TV IS THE STATION TO WATCH



Activity is the keyword in Jacksonville these days. Brisk expansion is everywhere.

And in this setting, WFGA-TV is also undergoing a period of important growth. With a 50% share of audience (ARB, March 1962) WFGA is becoming increasingly dominant in this \$1,400,000,000 North Florida-South Georgia market.

Contact your PGW Colonel for availabilities.



WFGA-TV



JACKSONVILLE



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WTVJ

WLOS-TV



KVOS-TV

WFGA-TV
(Affiliate)

FCC NOMINEE 'A LOYAL DEMOCRAT' continued

job before the appointment was announced. Mr. Henry had met Robert Kennedy during the campaign and impressed the latter highly, according to a mutual friend of both. "Bill has a bright and outstanding record," the third party said. "He recommended himself for the FCC by the way he handled work assigned to him during the campaign."

The Henry appointment has caused a bitter reaction among four powerful Democrats in Congress from Arkansas, all chairmen of major committees who actively supported Commissioner Cross for reappointment. Commissioner Cross' term expired June 30 and Mr. Henry has been named to replace him. The Arkansas Democrat will continue to serve on the commission until his successor is confirmed by the Senate. He was one of those who participated in

last week's FCC meeting.

The Arkansans in Congress—Sens. John McClellan and William Fullbright and Reps. Oren Harris and Wilbur Mills—all expressed public disappointment at the President's failure to reappoint Commissioner Cross. He also had the support of Gov. Orval Faubus, the Arkansas national committeeman and members of Congress from outside Arkansas.

Commissioner Cross, a communications engineer with 31 years government experience, was bitterly disappointed at the loss of his seat on the FCC. "I feel like Brutus must have felt when Caesar stabbed him in the back," he said when informed of the Henry appointment (BROADCASTING, Sept. 3). He pointed out that "my people" had to work hard to carry Arkansas for President Kennedy and suc-

ceeded by 15,000 votes; a Democratic candidate usually wins by 2-1. He found it hard to understand why the President turned to a state which Richard M. Nixon carried in 1960 for a replacement on the FCC.

Commissioner Cross had "no comment" to reports that he had been or would be offered another job in government.

The Tennessee senators—Estes Kefauver and Albert Gore, both Democrats—were not active in the selection of Mr. Henry. It was reported that neither is against him but only that they were not consulted before the White House made up its mind.

Henry in Washington ■ In the Capital last Thursday and Friday (Sept. 6-7), Mr. Henry spent most of his time at the FCC and visiting members of the Senate Commerce Committee, which must act on his nomination. As of Friday morning, he had not contacted the White House and had not informed the President's assistants that he was in town.

Sen. Warren Magnuson (D-Wash.), is in his home state (where he has an opponent in this Tuesday's Washington primary) and did not meet Mr. Henry. Sen. John Pastore (D-R. I.) is chairman of the Communications Subcommittee and it had not been decided whether the parent body or the subcommittee would sit for Mr. Henry's confirmation hearing. The date of the hearing also had not been decided late last Thursday. It probably will be Wednesday, Sept. 19, but could be moved up to this Wednesday, it was indicated.

Mr. Henry sat in on a short FCC meeting last Thursday, called to allocate office space in the agency's Washington headquarters. He met several FCC bureau and division heads and said he was impressed with the calibre of commission employees of whom he had knowledge.

He said his orientation at the FCC confirmed his original feeling that the position of commissioner "is a tremendously broad and responsible job due to the many facets of the industry—from citizens radio to communication satellites."

With Canon 35 a subject of much discussion in Washington last week (see page 42), Mr. Henry said that he thinks media coverage of courtroom and congressional proceedings is desirable when they are thought-provoking and educational. However, he said, radio-tv technical difficulties sometimes tend to interfere with the decorum of the proceedings which can offset the desirable result of coverage.

If these difficulties can be solved and the court is not interfered with by microphones and cameras, he said, then the media should be admitted to the courtroom.

KAISER WANTS SEVEN TV'S

Latest filing bring uhf applications to five;
company already operates two vhfs in Hawaii

The broadcasting division of Kaiser Industries Corp. is setting its sights on seven television stations, the maximum permitted under FCC rules—and five of them are uhf.

Kaiser last week asked the FCC for a permit to build stations on chs. 38 (Chicago), 50 (Detroit) and 41 (Burlington, N. J.-Philadelphia). Earlier, Kaiser had asked the FCC for chs. 44 in San Francisco and 52 in Corona-Los Angeles (BROADCASTING, July 16). The company presently owns KGMB-AM-TV Honolulu and KMAU-TV Wailuku, both Hawaii.

Richard C. Block, Kaiser Broadcasting Div. manager, said the company has committed nearly \$7 million to its uhf plans. He said Kaiser has "an abiding faith that there is right now a need for additional tv service . . . and uhf obviously provided the opportunity."

He pointed out Kaiser proposes to go into markets already heavily served by vhf stations and where network affiliations have long since been taken. Mr. Block said Kaiser plans to meet this competition with a "hard core of new programming," primarily of general appeal. The company will rely heavily on local news if the uhf applications are granted and will be ready to offer a "special" every night.

Only one common program—*Lucky Luau* originating in Honolulu — is planned for the Kaiser mainland stations, Mr. Block said. The stations will rely heavily on local, live talent for entertainment and will be equipped for



Mr. Block

colorcasting, he said. "Kaiser's applications for five new channels serving major markets reflect the company's confidence in uhf as the next significant growth area of tv," he pointed out.

As further evidence of the "boom" in uhf, the FCC last week scheduled a comparative hearing between two applicants for ch. 19 in Huntsville, Ala. Seeking the channel are M. Davidson Smith III (Smith Broadcasting Inc.) and North Alabama Broadcasting Inc. (Charles F. Grisham, vice president of WAPI-AM-FM-TV Birmingham, Ala., and John C. Godbold).



AGAIN THIS
FALL
IN
BIRMINGHAM
THE
CREAM
OF
NBC AND CBS
WILL BE ON
WAPI-TV

TO MENTION A FEW:

- | | | |
|----------------------|--------------------|-------------------------|
| ★ The Defenders | ★ Red Skelton Show | ★ Sam Benedict |
| ★ Bonanza | ★ Dick Powell Show | ★ Rawhide |
| ★ Andy Griffith | ★ Garry Moore Show | ★ Sing Along With Mitch |
| ★ Empire | ★ The Virginian | ★ Perry Mason |
| ★ Danny Thomas Show | ★ Jack Benny Show | ★ Have Gun, Will Travel |
| ★ Huntley-Brinkley | ★ Perry Como Show | ★ Gunsmoke |
| ★ Lucille Ball Show | ★ Alfred Hitchcock | ★ Route 66 |
| ★ Saints and Sinners | ★ Doctor Kildare | |
| | ★ Hazel | |



WAPI-TV



CHANNEL 13 • BIRMINGHAM, ALABAMA

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.

Lawyers see film coverage in bad light

PANEL ARGUING PROS AND CONS OF TV DISTURBED BY FILM CREW

Somebody last week booted a chance to impress an important group of lawyers with the ability of television to cover a meeting without intruding. The bobble occurred during a panel discussion on televising government and judicial proceeding.

A panel of experts argued the pros and cons of televising congressional, judicial and executive proceedings in what was, at times, a lively discussion at the Federal Bar Assn. convention in Washington Sept. 6.

The reason the debate was lively only at times was because of the intrusion of a film crew of three who forced the proceedings to halt every 20 minutes while film reels were changed, and whose activities interfered at other times with the spectators' attention to the discussion.

Panel members were Sen. Estes Kefauver (D-Tenn.), Richard Salant, CBS News president; Max D. Paglin, FCC general counsel; Harry M. Plotkin, Washington communications attorney and former FCC assistant general counsel, and Clark R. Mollenhoff, Washington correspondent for the Cowles

Publications and award-winning newspaperman.

The debate ranged Sen. Kefauver and Messrs. Salant and Mollenhoff, all of whom generally favored complete freedom for radio and tv to cover all government proceedings freely, against Mr. Plotkin and, to some degree, Mr. Paglin. Mr. Plotkin opposed completely any broadcast coverage of courtroom trials.

Big Brother ■ For one moment, at the very closing minutes, a new and ominous FCC policy seemed in the making. This was when Mr. Paglin observed that the FCC would "oversee" and "supervise" its licensees to make sure they lived up to the commission's "fairness doctrine" and its policies on editorializing.

This electric moment came when Mr. Paglin was commenting on fears expressed by some that broadcasters would be tempted to overplay the sensational and dramatic elements of a court trial or a government hearing to the detriment of objective reporting.

When Mr. Salant expressed his amazement at this "shocking" proposal,

Mr. Paglin hastened to explain that he was referring to the FCC's oft expressed concern with fairness in the presentation of controversial issues and its editorializing policy which holds that although broadcasters are entitled to take sides editorially, they are still responsible for the presentation of opposing viewpoints.

Cameras and Lights ■ The filming of the panel was arranged by John J. Mitchell, vice chairman of the FBA's Government Information Committee. NAB agreed to underwrite a portion of the cost and WTOP-TV Washington was to furnish the cameraman and facilities. The Washington station had to cancel its part a few hours before the afternoon session due to the lack of technical facilities. FBA officials thereupon hired a Telenews crew.

The film setup included one fixed camera on a tripod, situated in the center aisle of the hotel meeting room about one third of the way back from the stage. The cameraman also used a noisy hand camera at times during the proceedings. The fixed camera was flanked by two 650 w sun guns. At the sides of the room were two 250 w spot-

WMAL-TV airs preview of bar group's tv-in-court discussion

A curtain-raiser for the Federal Bar Assn. discussion of the broadcasting of government and judicial hearings (see above) took place Sept. 5, when WMAL-TV Washington devoted a half-hour of prime time to the question "Should Governmental Proceedings Be Televised?" A three-man panel, comprising FCC Commissioner Frederick W. Ford, NAB General Counsel Douglas Anello, and Washington attorney and former assistant FCC General Counsel Harry M. Plotkin, wrestled with the question, with only Mr. Anello speaking for the right of broadcast cameras and microphones to be present at public government hearings and court trials.

Mr. Anello called for the repeal of Canon 35 (the American Bar Assn.'s provision banning radio mikes and tv cameras, as well as still photographs, of court proceedings). He stressed that in Colorado, Texas and Oklahoma it has been shown that tv can be so unobtrusive that no one is disturbed by its presence. He

asked that the bar give tv a chance to show how it would cover courtroom and other proceedings. The electronic medium should be present whenever the press is, he maintained.

Mr. Ford observed that he doesn't feel yet that Canon 35 should be withdrawn. He raised two questions: (1) is television interested in reporting or in the spectacle of a court trial, and (2) is it going to telecast an entire trial or just use clips on the air. The FCC member declared that he and some other commissioners complained of the "powerful" lights and the "tangle" of cables on the floor during the television coverage of the commission's network hearings in February. He agreed, however, that tv has the right to cover administrative hearings, although he complained that some of the clips he saw of the network inquiry disappointed him.

Sec. 315 ■ It was Commissioner Ford who raised the question of equal time problems which might

occur if a court trial is broadcast where the judge is a candidate for re-election.

Commissioner Ford concluded his remarks, however, by observing that eventually "the public is going to be able to see what goes on in the courts."

Mr. Plotkin maintained that Canon 35 not only should be enforced for court trials, but also for governmental hearings, although he later changed his mind about the latter. He contended that television would make a stage of the courtroom and actors of the participants. A court trial, he said, is for the benefit of the litigants, not the public. He also stressed at one point that newspaper reporters could give a more thoughtful presentation of the facts than would be possible in an edited film version. Tv, he declared, would "impede" the pursuit of truth in the courtroom.

Moderator of the panel was Matthew Warren, WMAL-TV public affairs director.

lights. On one side of the room was a single floodlight. The participants on the stage were bathed in the glare of 1,800 watts (375 foot candles).

Aside from the movement of the cameraman and his assistants during the presentation (at one time one of the lights went out and a helper worked with the fixture and finally had to re-



Mr. Plotkin

Tv brings out the actor

position it), the major interruption occurred when the cameraman had to order the discussion to halt while he changed reels. This happened every 20 minutes.

After three reels had been used, the FBA functionary decided that it was no longer necessary to continue the filming. He observed that the meeting was being tape recorded and thus a transcript would be available. So the camera crew dismantled the camera and the lights, packed them up and trundled them out—all of this taking 15-20 minutes as the discussion continued.

So discomfited did the audience become with the film crew's activity that the initial 200-odd lawyers in attendance dwindled to about one-tenth that before the session concluded.

At one point, Mr. Mitchell related that the cameraman informed him that had he known the purpose of the meeting he would have brought fast film which would have permitted coverage with less light.

So much like a recording session did the meeting seem that Mr. Plotkin was moved at one point to ask, pointing to the lights and the camera: "Why doesn't the television industry practice what it says it can do? Not just say it is feasible to cover a meeting without distracting anyone, but do it."

During the course of the panel discussion:

- Mr. Salant proposed that ground rules be established for broadcast coverage for each of the three branches of the government, in order to circumvent varying standards imposed by interested parties.

- Sen. Kefauver suggested that Congress institute a "report and question" period where a cabinet member would be invited to appear before Congress to report on his department and answer questions from congressmen. This, Sen. Kefauver observed, would be a particularly excellent event for televising to the American public.

- Mr. Mollenhoff urged telecasters to set aside a regular time period for broadcasting government proceedings.

- Mr. Paglin called on lawyers and judges to accept the offer made by the Radio-Television News Directors Assn. last year to the American Bar Assn. to run a demonstration of tv's ability to cover court trials in 20 cities.

Highlights of the individual comments of the panelists:

Sen. Kefauver declared that the public must be kept informed and that tv is the most effective medium to accomplish this. The only limitation, he noted, is that tv must not "unduly" disturb the proceedings. He suggested that government hearing rooms be provided with tv facilities, similar to those used at the United Nations. There, tv cameras and radio broadcast facilities are installed behind glass windows in the balcony of the General Assembly. He agreed that radio and tv should be permitted to cover House and Senate floor sessions. Tv also should be permitted in the courtroom, he said, provided it is not "offensive." This should be at the discretion of the presiding judge, he added. "What is wrong," he asked, "with putting the real thing on tv so the public can see a true trial, rather than the fictitious ones already on the air?"

Mr. Salant took the position that wherever a hearing or a trial was open to the public, radio and tv should be permitted. "What better way to give the people the vital knowledge of the working of their government?" he asked. To the argument that tv coverage might bring misuse or demagoguery, he replied that exposure via television is the answer, "not the suppression of electronic journalism." He repeated the suggestion first made by CBS President Frank Stanton that tv be permitted to broadcast the proceedings of the U. S. Supreme Court.

Mr. Mollenhoff contended that everything should be open to tv provided this does not "materially" alter the purpose of the hearing. Tv should be permitted wherever the press is permitted, he said. There should be no flat ban on tv in courtrooms, he added, but each case

should be decided individually. He acknowledged that the public has no right to all the details of a court trial, but he stated "where the trial is open, then tv should be allowed to attend just like the press." Mr. Mollenhoff saw only one limitation in the tv coverage of congressional committees; a majority of the committee should approve.



Mr. Salant

Tv informs the people

Mr. Plotkin opposed "most vigorously" the televising of courtroom trials. The purpose of a court, he said, is to insulate the judge, the jury and witnesses from "extraneous influences." Tv, he said, would render the determination of justice more difficult. "The presence of tv, no matter how unobtrusive, converts the courtroom into a stage and the participants into actors." He also said he did not think administrative adjudicatory hearings should be televised; he had no objection to telecasting legislative or rule-making hearings.

Mr. Plotkin's remarks about banning cameras from adjudicatory hearings drew a sharp dissent from Mr. Mollenhoff who emphasized that regulatory adjudicatory hearings involve not private rights but public rights and therefore were the public's business.

Mr. Paglin contended that tv and radio were seeking an extension of the rights given the press by seeking to bring into a hearing or trial the "tools" of their craft. He suggested that the basic consideration be changed from the public's "right to know" to the public's "need to know." Under this standard, he commented, the public needed to know about legislative hearings. But, he added, the public does not need to know about a court trial: only the judge and the jury need to know.

FCC URGED TO HOLD UP NEW FM RULES

Lock-out fears expressed by some fm broadcasters

Some two dozen fm broadcasters have expressed displeasure with the FCC's new rules governing fm and have asked the agency to reconsider or postpone final effectiveness of the changes (AT DEADLINE, Sept. 3).

One of the primary complaints came from existing Class B stations that asked the FCC to permit them to improve their power and antenna heights regardless of mileage separation.

Another major point was expressed

by ABC, among others, which asked the FCC not to shut the door on further consideration of fm rules and standards in light of experience to be gained when mileage separation regulations and the table of assignments are utilized. The network did not ask the FCC to stay effectiveness of the new rules but only to specify that they are tentative.

Station owners in relatively crowded areas of the U. S. asked for "more realistic" mileage separation require-

ments. Several pointed out that cities with large populations and only two or three existing fms could not squeeze in another station under the separation requirements. Two San Francisco stations, KRON-FM and KPEN (FM), filed a joint petition asking that the zoning of California be reconsidered. The new rules fail to take the state's terrain into account, the stations said.

Rollins Broadcasting Co., which is applying for an fm in Wilmington, Del., said its application is shut out in effect by the 12 fm stations in Philadelphia. KRKC Inc., applying for an fm in Alisal, Calif., had a similar complaint in relation to Sacramento. Applicants in Spartanburg, S. C. (Belk Broadcasting), and Youngstown, Ohio (Audio-Trends Inc.) also decried the strict separation requirements as did Triangle Stations and Kear & Kennedy, Washington, D. C., consulting engineers.

Among the stations asking the FCC not to affect development of existing fm stations were: WBEN-FM Buffalo; Concert Network Inc. (WBCN [FM] Boston, WHCN [FM] Hartford, WXCN [FM] Providence, and WNCN [FM] New York); WCRF-FM Cleveland; KMLA (FM) Los Angeles; WDMD (FM) Waldorf, Md.; WNOW-FM York, Pa.; WNEM-FM Bay City, Mich.; WJAC-FM Johnstown, Pa.; WDBC-FM Greenville, S. C.; WBIR-FM Knoxville, Tenn.; KPFA (FM) Fresno, Calif.; WHIO-FM Dayton, Ohio; KTNT-FM Tacoma, Wash.; WHBF-FM Rock Island, Ill.; and WSYR-FM Syracuse, N. Y.

WBRC pains labor with program policies

The AFL-CIO has again pressed the FCC to investigate program policies of WBRC Birmingham, Ala., because the station canceled the union-sponsored *Edward P. Morgan and the News* (AT DEADLINE, July 9).

The labor organization originally charged the program cancellation to an erroneous anti-segregation report by Mr. Morgan. In rebuttal the station pointed out that before the report it had informed ABC Radio WBRC planned to drop the program.

WBRC said it carried the program without compensation and only to accommodate ABC. WBRC carries some ABC programs at night when the network's primary Birmingham affiliate, WCRT, is off the air.

The AFL-CIO said WBRC requested ABC's permission to carry the program on a year-round basis and therefore was not simply accommodating the network.

The labor group noted WBRC had substituted Chicago baseball games for the Morgan program with the explanation that they wanted to expand and improve local program services, includ-



John McGowan, of Peters, Griffin, Woodward, gives Bruce the "club hat."

Bruce Curtis, of Leo Burnett, joins the Tricorn Club

Membership in the Tricorn Club separates the men from the boys when it comes to market savvy. Bruce got tapped by correctly answering these two profound questions: (1) What is the Tricorn Market? (2) What is North Carolina's No. 1 metropolitan market in population, households and retail sales? In case you're pining to make this elite fraternity, the answer to both questions is the combined three-city "tricorn": Winston-Salem, Greensboro, High Point. You'll pass magna cum laude if you also know North Carolina is our 12th state in population. So — what does knowing the No. 1 market in the No. 12 state add up to? A sure sales scoop for clients. Maybe a raise from the boss. At the least, an official hat from the Tricorn Club.

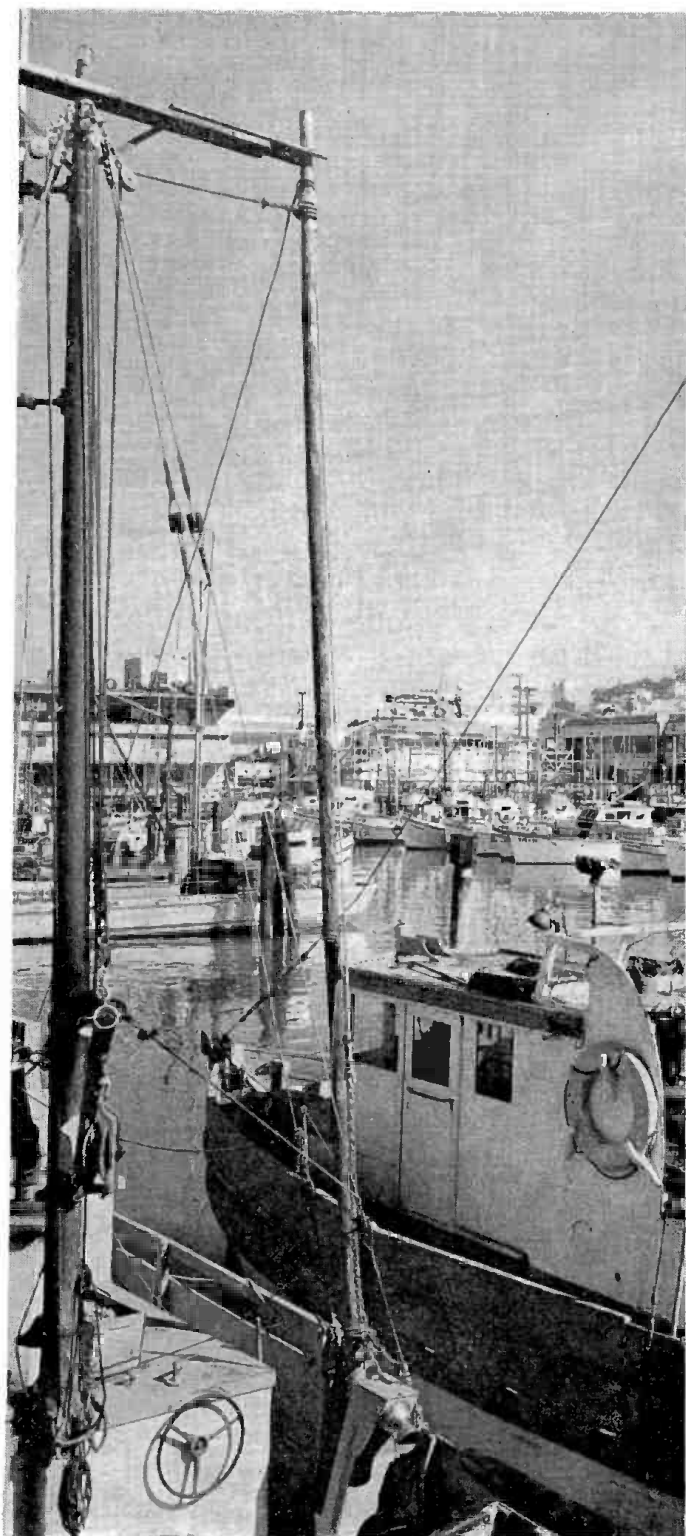
Source: U. S. Census.

WSJS

TELEVISION



WINSTON-SALEM / GREENSBORO / HIGH POINT



Fisherman's Wharf in San Francisco is accepted as one of the nation's outstanding tourist attractions. Highlights of this unique area include: 15 seafood restaurants, a fleet of 300 fishing boats, a rebuilt clipper ship, import stores and spectacular views of the Bay, the city skyline and the Golden Gate.

Photo by Moulin Studios

ACCEPTANCE

... 22 of the top 25 national spot TV advertisers bought KTVU last year. 5 of the top 5 spot advertisers bought KTVU. And so did the biggest advertiser of them all! Here is evidence of advertisers' acceptance of the San Francisco Bay Area's independent television station. Programming which meets the varied tastes of the Bay Area TV audience is one reason for this acceptance. Clean commercial scheduling with no triple spotting and no product conflicts is another. For greater effectiveness, join the advertising leaders and buy KTVU.

The Nation's LEADING
Independent TV Station



SAN FRANCISCO • OAKLAND

Represented Nationally by H. R. Television, Inc.

Meyers leaves FCC; Cushman to be Minow's assistant

Tedson J. Meyers has resigned as administrative assistant to FCC Chairman Newton N. Minow, effective Aug. 31, it was learned last week.

He has been replaced in the chairman's office by John F. Cushman, assistant FCC general counsel for administrative law and treaties. No announcement has been made of the Meyers resignation by the commission pending civil service clearance of the boost in pay grade for Mr. Cushman.

Mr. Meyers, author of a controversial report to the White House on the future of international tv (BROADCASTING, Sept. 3, Aug. 27), has been planning to leave the FCC for several months, and his resignation was not connected with public disclosure of his recommendations to the administration, it was reported.

Chairman Minow said that Mr. Meyers informed him last June he intended to leave the FCC by Labor Day. And, the chairman said, he offered Mr. Cushman the administrative assistant's job that same month.

Mr. Cushman, who has been assistant general counsel since May 1961, is a Democrat who served as executive assistant to Republican Attorney General William Rogers. He was law clerk to Supreme Court Justice Robert Jackson when Chairman Minow was law clerk to Justice Fred Vinson (1951), and first met Mr. Minow at that time.

Meyers and State ■ In his report, Mr. Meyers recommended that a new office be established in the State Department to establish U. S. policy and handle international negotiations in global television. It was an open

secret that he was under active consideration by State to head such an office if it were established (CLOSED CIRCUIT, July 30). At one point, a State Department official told BROADCASTING that Mr. Meyers would



Mr. Cushman

transfer to the Cabinet office and that only the details remained to be worked out.

However, government officials now are speculating that the protest which has arisen over the Meyers' report has killed most if not all the recommendations. There was no comment either from State or Mr. Meyers last week.

Mr. Meyers is a former ABC attorney who was active in the pre-1960 campaigning on behalf of Adlai Stevenson for President and was one of the first men selected by Mr. Minow when President Kennedy appointed him chairman of the FCC.

Mr. Cushman, 39, is a double graduate of Cornell U., Ithaca, N.Y., where his father was head of the government department for many years. He received a B.A. degree in 1944 and a law degree in 1949, with time out in between for Army service. He was law clerk for Judge Henry W. Edgerton of the U. S. Court of Appeals, Washington, D.C., before assuming the same post with Justice Jackson.

He joined the Justice Department in 1951 and held various positions there before joining the Interstate Commerce Commission in 1957 as associate general counsel. Mr. Cushman returned to Justice a year later as director of the Office of Administrative Procedure, but remained in that post only two weeks before being named executive assistant to the attorney general. He went from Justice to the FCC 16 months ago at the behest of Chairman Minow.

The job of administrative assistant to the chairman pays just over \$16,000 and is a Grade 16 under Civil Service. Mr. Cushman married the former Jane Casterline in 1945 and they have three children—Joan, 16, John Jr., 12, and Robert H., 9.

A successor to Mr. Cushman in the general counsel's office has not been picked.

Paul M. McDonough, administrative assistant to former FCC Chairmen John C. Doerfer and Frederick W. Ford, is acting assistant general counsel pending selection of a successor to Mr. Cushman. Mr. McDonough has been an attorney in the section since the Democratic administration took over the FCC in March 1961.

ing news. "How news services are 'improved' by replacing them with ball games is a question that leaves me bewildered," the AFL-CIO spokesman said. The labor group said WBRC's action is "a clear case" in which programming standards and balance are being debased.

Rulemaking to provide two uhf channels asked

WMCA New York has asked the FCC to institute rulemaking to make allocation shifts to provide uhf channels for New York and Newark. The proposal: shift ch. 47 from New Brunswick, N. J., to New York City; assign

ch. 79 to New Brunswick and ch. 53 to Newark.

WMCA acknowledged this proposal conflicts with an application for ch. 47 by New Jersey Tv Broadcasting Co. and asked the FCC to defer processing of this application until rulemaking is completed.

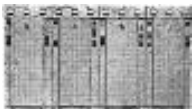
New Jersey Tv has requested a waiver to establish its studios in Linden and to identify the station with Newark as well. WMCA said it is "clear" that the station is primarily to serve Newark and emphasized that the same company had requested rulemaking to assign ch. 14 to Newark. New Jersey Tv's application may be contrary to the FCC allocation table, policies and rules, WMCA said, but that company can ap-

ply for ch. 53 in Newark if the commission approves the WMCA proposal.

New Jersey Tv asked the FCC to turn down WMCA's request for deferment of its Linden application. Rulemaking often takes a long time and New Jersey should not be deprived of a needed tv service during this time, the company said. If the FCC should decide to adopt the WMCA proposal, the agency has the power to change channel assignments at that time, New Jersey Tv said.

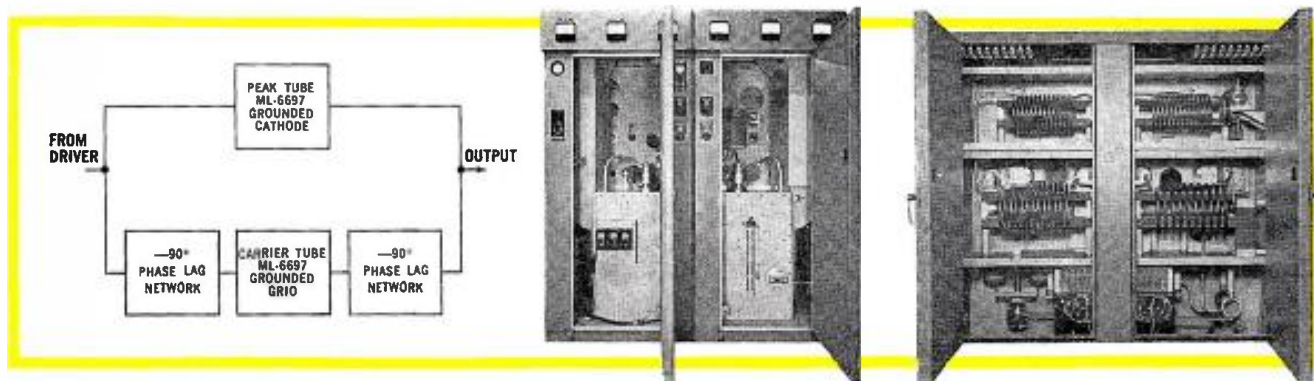
FCC won't let WTSP-TV build

A request by WTSP-TV Inc. to allow construction of ch. 10 Tampa-St. Petersburg, Fla., was denied by the

Continental's 50 kw AM Transmitter uses "Weldon Grounded Grid*" high efficiency power amplifier. 

Free from surge conditions and not requiring protection against excessive modulation peaks or transients, it is an efficient, stable system for high power broadcasting that can be heavily overmodulated with interrupted or continuous tone at any audio frequency for long periods without damage. 

Use of over-all feedback from transmitter output to audio input results in very low noise and harmonic distortion; permits intermodulation over wide variations of tube characteristics and circuit adjustments. Zero carrier shift assures full utilization of assigned carrier power of the station. End result? The Sound of Quality.  *U.S. Pat.No. 2,836,665



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Foreign broadcasters on four-month U.S. tour

Three of the 21 foreign broadcasters visiting the U. S. at the invitation of the State Dept. (BROADCASTING, Sept. 5) are shown here with Gordon Arneson (l) of the Washington International Center, during a tour of the State Dept. Seated (l-r): Soenarto Darjopranto, editor in chief, central news depart-

ment, Radio Republik Indonesia; Hakki Suha, chief editor, Turkish news division, Cyprus Broadcasting Corp.; and Panos Ioannides, program officer, Cyprus Broadcasting Corp. The foreign radio-tv broadcasters, representing 16 nations, will spend four months in the U. S., visiting radio and television stations.

FCC last week.

The FCC has stayed its January grant to WTSP-TV Inc. and ordered the hearing record to be reopened to determine the operations of WLCY St. Petersburg since the hearing (BROADCASTING, July 23).

The radio station is under the same ownership—The Rahall brothers, N. Joe, Ferris E. and Sam G., and 22 other stockholders.

The winning applicant had asked that the stay be lifted but the FCC refused 6-0, Commissioner Frederick W. Ford not participating.

There are six other applicants for ch. 10 Largo.

Charges, countercharges in Minnesota applications

Rivals for an am frequency in Edina or Bloomington, both Minnesota, have each asked the FCC to add issues to the comparative hearing to explore the character qualifications of the other.

Edina Corp. charged that Tedesco Inc. principals, Nicholas and Victor Tedesco, lack the character to be licensees because they have allegedly trafficked in station licenses and be-

cause they were found at fault in a \$13,000 civil suit for demonstrating "bad faith" in a proposed purchase of KBLO Hot Springs, Ark.

Tedesco Inc. said that the Edina Corp. application should be dismissed because the company lost rights to its proposed transmitter site and failed to inform the FCC of the loss. Tedesco claimed the Edina city council refused Edina Corp. permission to build its transmitter because of zoning laws.

Tedesco also asked that issues be added to determine whether Edina principals would violate the FCC's overlap and multiple-ownership rules and that similar issues already in the hearing pertaining to Tedesco Inc. be deleted. The company has disposed of interest in WIXK New Richmond, Wis., and KCUE Red Wing, Minn., Tedesco said.

In a later petition Edina asked to be made a party to any proceeding in which the issue of trafficking by Tedesco Inc. is raised. Tedesco has an application pending for an am station in Shenandoah, Iowa, and a petition pending to dismiss an am application in Chisholm, Minn. Edina predicated its request on the possibility that the FCC might refuse to add this issue in the

Edina-Bloomington hearing.

Tedesco said it has long been anxious to have the stigma of trafficking accusations removed from its record and in fact asked the FCC for a declaratory ruling. The company said it thought the Shenandoah application a more suitable case in which the issue could be heard.

Tedesco said that a character qualification issue is not justified on the sale of KBLO. The case was not one of character but of whether a civil contract had been breached. The Broadcast Bureau also told the FCC it does not think such an issue should be included.

Government should pay debate charges—Carey

Broadcasters should provide a maximum amount of prime air time for political debates at cost, and the federal government should pay the charges. This is the view of Rep. Hugh Carey (D-N. Y.), who feels that television has stolen away the political campaigner's street-corner audience and should, therefore, share some of the responsibility for bringing political debates into the homes.

He would have broadcasters set aside time for major-party candidates for all major federal and state offices.

Rep. Carey, who first broached the idea in an interview on WPIX (TV) New York on Aug. 26, said two weeks ago, it's important that candidates debate before the widest possible audiences.

Tv for Soap Box — But "the day of street-corner campaign has passed," he said, because television has lured the candidate's audience indoors. Therefore, he said, broadcasters should make prime time available to candidates on a "cost-of-transmission" basis. He also said broadcasters should be willing to cooperate since they use the publicly owned airwaves.

In suggesting that the federal government pay the tv costs for candidates seeking federal office, he said this would assure all contenders an equal opportunity. He noted that broadcast rates vary considerably from one area to another.

With the current session of Congress in its final weeks, Rep. Carey doesn't intend to introduce legislation to implement his proposal. But he indicated he is interested in the views of broadcasters.

Various proposals have been introduced to amend the equal-time section of the Communications Act which would enable stations to make time available to major-party candidates; however, none is expected to get out of committee before adjournment.



"And there I was, big as life, on TV"
(and in one of the top-40 markets, too!)

Flint-Saginaw-Bay City, we mean . . . where Leonard Batz is an engineer for AC Spark Plug by day and sparks young people's interests in science in his offtime. And when he's not lecturing, teaching or talking about his specialty—the use of gyroscopes in spacecraft controls—Leonard's most likely appearing on WJRT programs for youthful science bugs.

You see, WJRT "programming from within" is aimed at people in the market by people who know them and their interests best. That's why Leonard Batz and more than 25,000 other area residents have appeared in front of Channel 12 cameras in just the past two and

one-half years to inform and entertain their neighbors. We think that's why WJRT's average nighttime audience numbers 75,000 *families*—people who use pancake makeup and pancake syrup, chewing gum and sporting goods. And whatever *you* might sell on TV.

Important to you, too, is the fact that these families have an extra \$10 of weekly income to spend*—or nearly \$550 more product-buying power every year than the national average.

Harrington, Righter and Parsons have all the dope. Reach them in New York, Chicago, St. Louis, Boston, Atlanta, Los Angeles and San Francisco.

WJRT

*Metropolitan Flint, Saginaw, Bay City; from Sales Management's "1962 Survey of Buying Power"

FLINT-SAGINAW-BAY CITY / ABC PRIMARY / DIVISION: THE GOODWILL STATIONS, INC.

Internal revenue service rules payola not tax deductible

Payola isn't only illegal, it's not even tax deductible. The Internal Revenue Service issued a ruling on the question last week.

The ruling, contained in the IRS' weekly bulletin, held that while ordinary and necessary business expenses are deductible, payments that violate "sharply defined national or state policy" are not.

And unpublicized payments to television or radio disc jockeys to induce them to play records on the air, the service added, clearly frustrate national policy. As a result, anyone making payola payments can't deduct them from their taxable income.

Federal policy on payola was established by the Federal Trade Commission on Dec. 6, 1959, the IRS said. At that time—in the midst of

congressional investigations of payola scandals—the FTC issued a complaint against several record manufacturers and distributors (BROADCASTING, Dec. 7, 1959). The FTC charged that their payola to disc jockeys deceived the public and restrained competition and, therefore, were in violation of the Federal Trade Commission Act.

1960 Ruling ■ The IRS also recalled that the FCC stated early in 1960 that Sec. 317 of the Communications Act, which requires an announcement of sponsorship when a radio station receives a consideration for a broadcast, "was clearly to prevent deception on the part of the public growing out of concealment of the fact that the broadcast of particular program material was induced by consideration received by the licensee."

The communications Act was later amended to provide criminal penalties for anyone paying or receiving payola.

In view of the FTC policy statement on payola, the IRS said, such payments made since Dec. 6, 1959 are not deductible as ordinary and necessary business expenses. Undisclosed payments to disc jockeys before that date will not be allowed either, if they are found to have "frustrated a sharply defined policy" of the state in which they were made.

The IRS also said that no deductions for payola will be allowed unless the taxpayer gives the IRS the names and addresses of those receiving the payments. The service wants to be able to check on whether those receiving payola declare it as income.

Bill would permit advertising deductions

CARLSON CLARIFIES POINT IN QUESTIONS PUT TO KERR

The tax-revision bill now moving through Congress would permit tax deductions for institutional advertising affecting an advertiser's business—unless it dealt with proposed or pending legislation.

This, at least, is the interpretation Sen. Frank Carlson (R-Kan.) attempted to place on the measure in a colloquy with Sen. Robert S. Kerr (D-Okla.), floor manager for the bill, during Senate debate last week.

As approved by Senate and House, the bill (HR 10650) contains a provision prohibiting deductions for advertising designed to influence the general public on legislation. Sen. Carlson, a member of the Finance Committee, didn't object to this provision, but he felt it might be interpreted to include all institutional advertising.

Questioned Kerr ■ To eliminate this possibility, he put a series of questions to Sen. Kerr, whose answers provided a basis on which courts and government agencies could determine that the Senate didn't intend such a broad interpretation of the language dealing with advertising.

The legislative history they developed indicates that the Senate, in approving the bill, intended it to allow deductions for goodwill or public service advertising. In responding to hypothetical questions, Sen. Kerr said that an insurance company promoting highway safety and a roadbuilding-machinery company urging better highways could deduct the advertising costs, provided their advertising was unrelated to pending or pro-

posed legislation.

The colloquy also made clear that the bill permits tax deductions for such public service advertising as that aimed at promoting savings-bond sales, blood-bank contributions, and Community Chest contributions.

Although the bill prohibits deductions for legislative advertising, it permits them for expenses connected with direct lobbying by business groups and corporations. Sen. Paul Douglas (D-Ill.) attempted to amend the bill to knock out deductions for all efforts to influence legislation, but his proposal was defeated by a vote of 51-13.

The lobbying section was narrowed somewhat, however, when the Senate approved an amendment deleting a provision written into the bill by the Finance Committee. This would have permitted a company to deduct the cost of informing its employees and stockholders about legislation of direct interest to the company. Elimination of this provision, proposed by Sen. John Sherman Cooper (R-Ky.), was approved by a 40-29 vote.

CBS-TV offer attacked by SRA

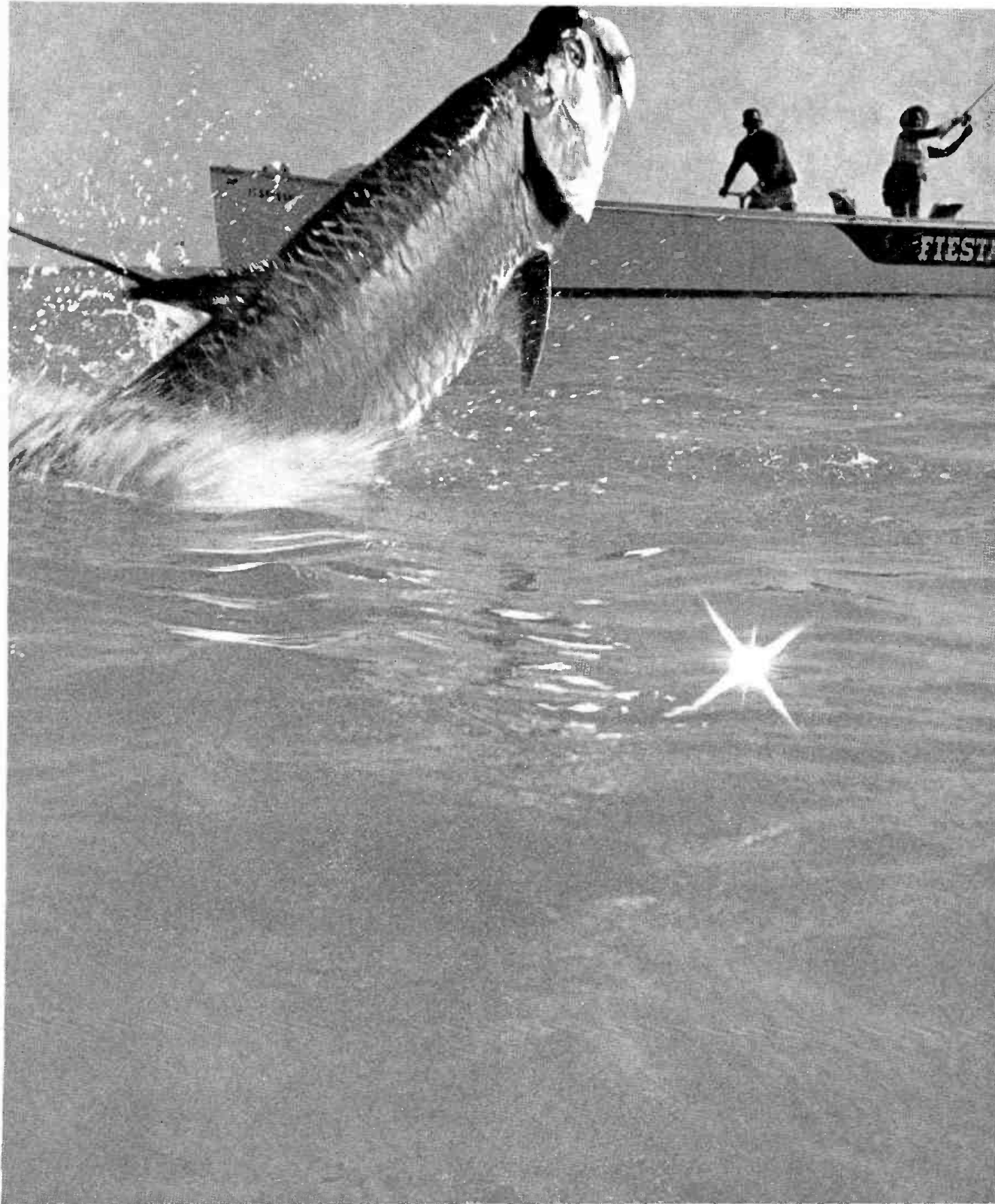
The incentive compensation plan offered by CBS-TV to affiliates is unfair and anticompetitive despite changes made under FCC pressure; it violates FCC rules and the network should be required to terminate the plan immediately.

This blast was contained in a letter to the FCC from Station Representatives Assn. The group strongly backed the FCC's action in charging CBS-TV with rule violations (BROADCASTING, Oct. 31, 1961) and asked the agency not to accept the modified plan CBS-TV has adopted as a substitute (BROADCASTING, June 25). "For more than a year now CBS has had all the benefits of its illegal plan," SRA said, and called for a cease-and-desist ruling from the commission. The organization further suggested that the FCC put networks on notice that when they adopt a new plan with affiliates without first obtaining FCC approval, the networks and its affiliates run the risk of serve sanctions if the FCC later finds the plan violates the law or FCC rules.

Among the indictments of the CBS-TV plan cited by SRA:

■ CBS has not removed the influence deterring a station from carrying a program by another network. CBS assumes that another network will compensate the station at 30% of its rate card. Yet CBS does not offer such a rate itself and "there is no reason why CBS alone should be permitted to utilize a tying method of compensating affiliates."

■ The revised plan has done nothing to restore licensee responsibility to affiliates as required by FCC rules. The network can impose a "severe penalty" financially on a station dropping a network program it feels to be unsuitable and substituting another program, unless that program is sustaining. "CBS justifies its policy on the basis that the affiliate's judgment should not be influenced by financial considerations" and has "patriarchally decreed that



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South Florida's Largest Daily Circulation

WTVJ



A WOMETCO ENTERPRISES, INC. Station

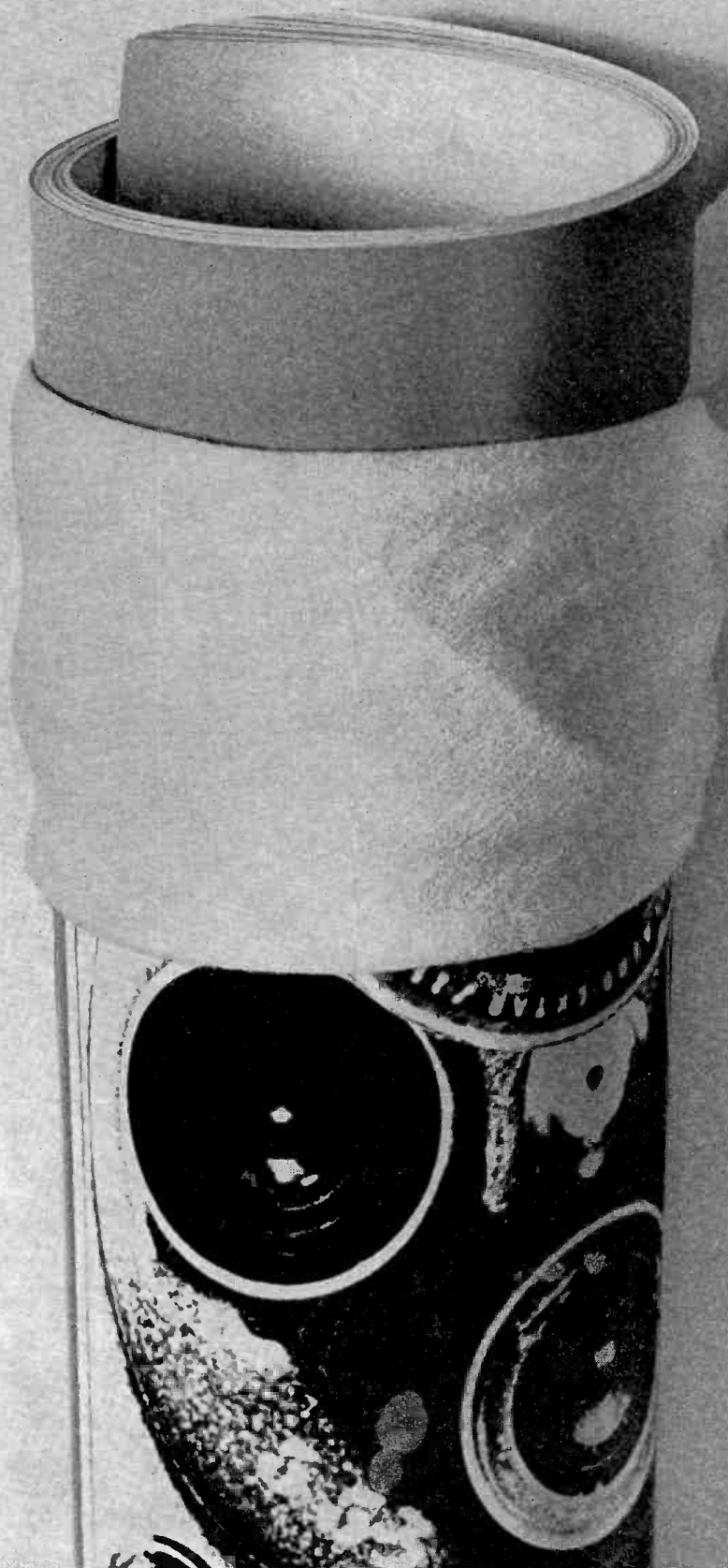
Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ
WLOS-TV

KVOS-TV
WFGA-TV
(Affiliate)

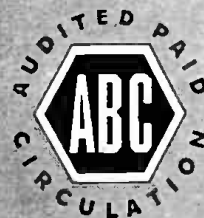
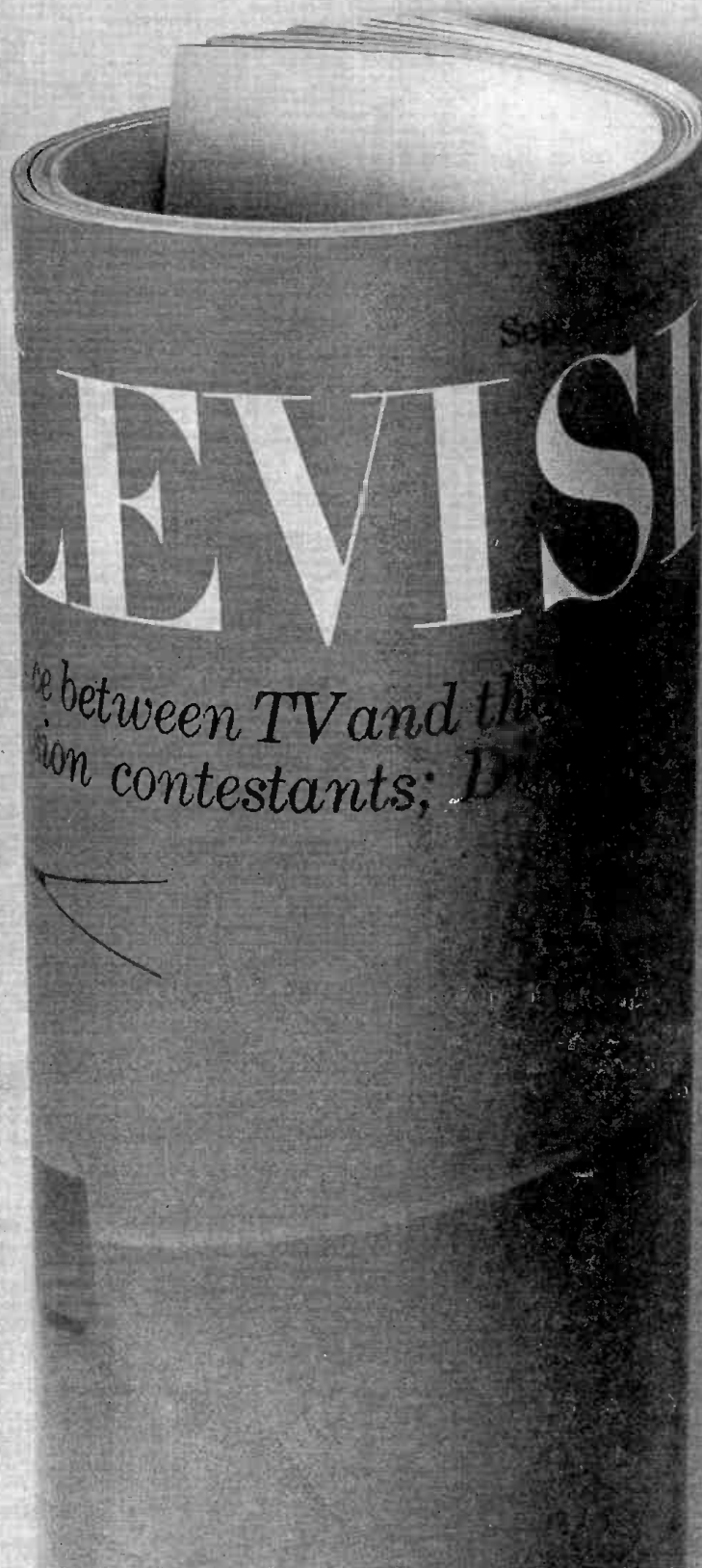
BUYING BLIND? Readership among professional buyers of television can be authenticated only by paid circulation.



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the judgment must be made in a Simon-pure atmosphere where considerations of money and economics are to be eschewed."

■ The FCC's rules governing option time are subverted by the CBS-TV plan.

■ "The CBS plan retains all of its virulent anticompetitive effect on the non-network program producer." A station is put in the position of having to lose money by accepting a non-network series no matter how superior it may be to a CBS network program in the licensee's opinion.

Concluded SRA, "The objective and design of the CBS plan are all too clear. It is to tie affiliates to CBS or to severely limit the ability of competitors to furnish programs to CBS affiliates."

Applicant accused of FCC processes abuse

An FCC hearing examiner recommended last week that an unopposed application for an am station in Baltimore, Md., be denied because the principals had abused the commission's processes.

The application of Radio Americana for a 1 kw daytimer on 940 kc had been granted by the FCC, then turned back to the examiner for further study (BROADCASTING, Sept. 18, 1961). Orig-

inally there were three applicants for the frequency: one in Baltimore (Caba Broadcasting Corp.); one in Lebanon, Pa. (Rossmoyne Corp.); and one in Catonsville, a suburb of Baltimore. The Catonsville application was withdrawn after reimbursement of expenses by Caba, then the two remaining applicants merged into Radio Americana and applied for Baltimore.

Hearing Examiner Elizabeth C. Smith said the evidence established, "beyond question, that the action of the principals of the three mutually exclusive applicants with respect to the merger and dismissal of such applications were dictated by considerations of personal gain and not by any public interest aspects." She said that none of the three applicants felt the Baltimore bid had the greatest likelihood of success since that city has nine am stations and the other communities far fewer. The Communications Act requires that frequencies be distributed fairly and equitably.

"It clearly does not appear to be in the public interest to permit parties to barter away the rights of the public to radio service in a community admitted by the parties to have a superior right . . . to the radio facilities" from the standpoint of equitable distribution, Miss Smith said.

Furthermore, she said, "the [FCC]

rules do not contemplate that parties should be permitted to accomplish by indirection what cannot be effectuated directly."

James A. McKenna, communications lawyer and 80% stockholder in the Rossmoyne application, owns 53.34% of Radio Americana; M. Robert Rappaport, 66.66% owner of the Caba application, holds 22.22% of Radio Americana; Edgar K. Smith, former 20% Rossmoyne holder, has 13.33% of Americana; and Robert Goldman, 33.33% Caba stockholder, has 11.11% of Americana stock.

New Orleans ch. 13 tv now ch. 12 WVUA-TV

New Orleans Tv Corp. was authorized by the FCC last week to shift its operation from ch. 13 to ch. 12 in New Orleans. Using the call letters WVUE (TV), the company operated temporarily on the higher channel, which is assigned to Biloxi, Miss., pending construction of WLOX-TV there. On ch. 12 the call will be WVUA-TV.

Under the FCC's special temporary authority, New Orleans Tv Corp. may continue operation from the same site it has been using on ch. 13, the Jung Hotel in New Orleans. In granting the permission the FCC denied protests by KHMA (TV) Houma, La. (ch. 11) and WJTV (TV) Jackson, Miss. (ch. 12) concerned with mileage separation.

The changeover is scheduled for today (Sept. 10), according to Joseph A. Paretti, president and general manager of New Orleans Tv Corp. The station is an ABC-TV affiliate.

NLRB may enter WGNU—union dispute

The National Labor Relations Board has said it will, if requested, accept jurisdiction in a labor dispute involving WGNU Granite City, Ill., and the International Brotherhood of Electrical Workers.

IBEW asked for the NLRB advisory, after WGNU secured a temporary injunction from the state court forbidding its striking technicians from putting pressures on advertisers through "do not patronize" letters and handbills to station clients. The union has appealed this ban to the Illinois appeals court.

WGNU began operating Dec. 1, 1961; it operates daytime only with 500 w on 920 kc. In its advisory opinion, NLRB points out that the station is too small to come under its jurisdiction, but that some of the station's advertisers to which the striking employees appealed are large enough to bring the National Labor Act into play.

What does HARRY K. RENFRO * say about BROADCASTING YEARBOOK?



"PERMANENT PART OF BUSINESS LIBRARY"

"I find the BROADCASTING Yearbook most useful in checking important station information. As a reference volume, it is a permanent part of my business library."

* V.P. and Manager of Radio & Media Dept. D'Arcy Advertising St. Louis

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1963 BROADCASTING YEARBOOK when it comes off the press on December 1? Circulation: 20,000 copies. Same rates, same space sizes as every issue of BROADCASTING. Final plate deadline: Oct. 1. Reserve the position you want—TODAY—before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!



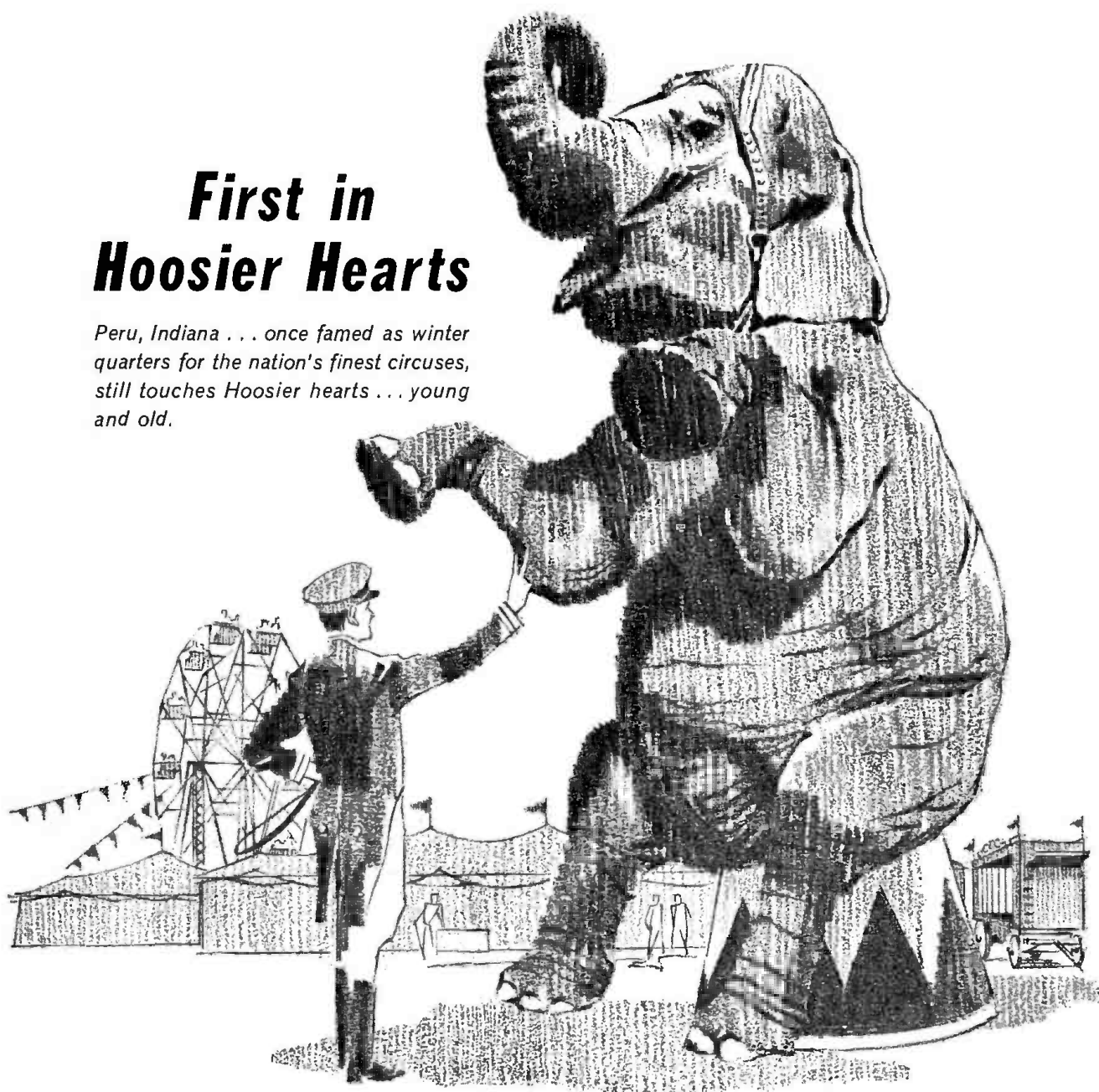
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W., Washington 6, D.C.

First in Hoosier Hearts

Peru, Indiana . . . once famed as winter quarters for the nation's finest circuses, still touches Hoosier hearts . . . young and old.



First in Hoosier Homes

Keeping alive this 50 year old tradition, Peru holds their annual "Circus City Festival", re-living the grand old days of sawdust, ridgepoles and greasepaint.

"Let's go to Circus City", the WFBM promotion spots said . . . inviting Hoosier listeners to a day with Channel six stars at Peru for the big "Circus City" celebration.

Seven hundred train seats . . . at \$8 for adults, \$5 for children . . . were snapped up by the WFBM audience in no time—another example of the pulling power and community acceptance you can expect from WFBM-TV in Indianapolis and the rich satellite markets surrounding the metro area. Let us show you the specifics now. Just ask your Katz man.



TIME-LIFE
BROADCAST
INC.

America's 13th TV Market
with the only basic NBC coverage of 760,000 TV set
owning families. ARB Nov., 1961. Nationwide Sweep.



WIBC

INDIANA'S MOST
LISTENED-TO
STATION
DAY & NIGHT

EVENING

WIBC AUDIENCE*

39.3

%

WIBC has more
Indianapolis listeners each
evening than all other
A M stations combined.

* C. E. Hooper, Inc., July, 1962

WIBC

1070

ON THE DIAL

50,000 WATTS



CALL YOUR
**JOHN BLAIR
MAN**

TV STATIONS FACING FINES

Four in Minnesota's Twin Cities notified by FCC;
KISN Vancouver liable for \$2,000 for ID fault

All four Minneapolis-St. Paul tv stations and a radio station in Vancouver, Wash., were cited as being libel for fines by the FCC last week for alleged violations of commission rules.

The FCC cited the Minnesota stations for an "apparent" violation of rules concerning sponsor identification and KISN Vancouver for alleged improper station identification (call letters and location).

KSTP-TV, WTCN-TV, WCCO-TV, and KMSP-TV, all Minneapolis-St. Paul, face \$500 fines each for broadcasting on Feb. 22 on several occasions one-minute spot announcements by Dr. Arthur Upgren, an economist, favoring a proposed ordinance which would forbid Minneapolis stores to remain open on Sundays. The spots were paid for by a group of businessmen, called the Downtown Council, the FCC said, but no announcement of sponsorship was made.

The commission said it felt the omission of the sponsor's name was "a most serious violation, particularly in view of the apparent social and economic significance of the subject of the program to the community served." One of the stations explained to BROADCASTING that the Downtown Council favored the ordinance because member stores were closed on Sundays but discount stores and suburban shopping centers remained open.

Stations Explain ■ KSTP-TV said tapes of the spots had been delivered to the station after its executive offices were closed with an urgent request that they be shown the same night. "In compliance with the commission's directive that stations must make every effort to meet local community needs," the station said, and in view of the high reputation of the Downtown Council, KSTP-TV "did not follow its established routine for previewing programs of this type." The station said if a violation had been committed, "it obviously was technical in nature and clearly not willful nor repeated."

WTCN-TV said it too had received the tapes on an emergency basis and added the station had run a series of "disclaimers" the following day which identified the source of the announcements. "When we caught it, we did something about it," WTCN-TV said.

Both KMSP-TV and WCCO-TV said they had not seen the FCC's letter informing them of an apparent forfeiture liability and that they preferred not to comment until they had studied the commission's communication.

This marked the first time the FCC has cited tv stations for such fines.

KISN Vancouver was cited for a fine of \$2,000 by the commission. The FCC said KISN "failed to give proper station identification," in that it included call letters and location within weather reports without making it plain where the station was licensed.

An example given by the FCC was:

"Current climatological readings from KISN, Vancouver Radar Weather Control, the word is overcast. This hour's forecast for Portland, Sandy and Beaverton, rainy periods." The FCC complained "there was no pause between the words 'Vancouver' and 'Radar' so that it appeared that the report was being supplied by Vancouver Radar Weather Control."

The FCC said it had warned the station against this manner of identification in June 1961 but that violations "in substantially the same form for which the station was previously officially cited" were repeated in December 1961 and January 1962.

"Consistent failure to observe the relatively simple procedure for clearly identifying the station may not be excused especially after warning has been given," the FCC said.

All stations sent notices have a 30-day period in which to ask the commission to rescind or diminish the proposed forfeitures.

Political scientist defends federal reins

Thoughtfully drafted legislation may do less harm to freedom of the press and speech than individuals or non-governmental groups may do on their own, said Dr. Charles S. Hyneman, outgoing president of the American Political Science Assn., at the APSA's 58th annual meeting in Washington, last week.

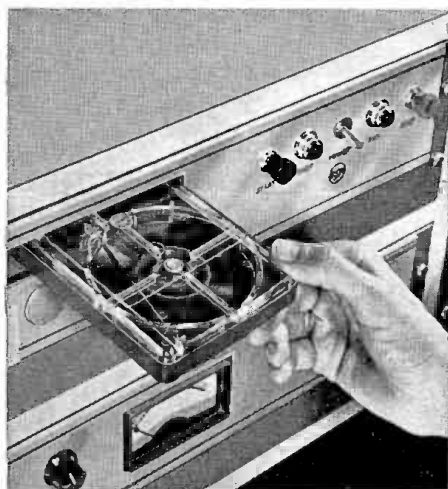
The Indiana U. professor of government called on his fellow political scientists to give meaning to the protection afforded the press and free speech by the First Amendment to the U. S. Constitution by taking "a fresh look, and a hard look" at the intellectual structure supporting broad freedom of expression.

Such a survey "might reveal that the case for free speech, as it is made in contemporary American literature, rests more firmly on a distrust of government than on a high esteem for a free flow of information and a lively combat



RCA CARTRIDGE TAPE SYSTEM

Automatically Triggers Playback Units, Tape Recorders, Turntables, and Other Devices



Here's a unique built-in feature! The Recording Amplifier of the RT-7B Cartridge Tape System generates two kinds of cue signals. One is used to automatically cue up each tape, at the beginning of a program, the same as in ordinary units. The other signal, a special Trip-Cue, can be placed anywhere on the tape. This will cause the playback unit to trip and start other station equipments.

You can preset two, or a dozen or more RCA tape units, to play sequentially. You can play back a series of spots or musical selections, activate tape recorders, turntables, or other devices

capable of being remotely started. (In TV use Trip-Cue is ideal for slide commercials. Tape announcements can be cued to advance the slide projector.)

You'll like the RT-7B's automatic, silent operation, its compactness, high styling, perfect reproduction. Cartridge is selected, placed in playback unit, forgotten until "air" time, then instantly played. Cueing and threading are eliminated. Cue fluffs are a thing of the past!

Transistor circuitry, good regulation for precise timing, low power consumption, are among other valuable features.

See your RCA Broadcast Representative for the complete story. Or write RCA Broadcast and Television Equipment, Dept. MB-22, Building 15-5, Camden, N.J.



THE MOST TRUSTED NAME IN ELECTRONICS

among the ideas that compete to control action," he said.

A free flow of ideas may be aided by regulation because legislation "... gives the moderates in the community a talking point which restrains the more passionate part of the population from a do-it-ourselves job of policing," said Dr. Hyneman.

"Contemplating the history of pogroms and genocide in our own time," he added, "I am unable to understand why there is so little support, if indeed any support in our literature, for governmental action designed to lessen or prevent the indoctrination of children which produced adults who seek relief in persecution."

In a discussion of judicial interpretation of the First Amendment, he commented that "...critical decisions about the constitutionality of governmental action will turn on tests of reasonableness."

License revocation sought in McLendon's new WYNR

Rep. Roman C. Pucinski's row with the McLendon Corp. took a new turn last week when he asked the FCC to order the company's newly acquired WYNR Chicago, to show cause why its license should not be revoked.

The Chicago Democratic congressman charged McLendon Corp. with bad faith when it dropped the station's foreign-language programs, and increased its Negro-oriented broadcasts from 80% to 100% of its programming (BROADCASTING, Sept. 3).

Rep. Pucinski said last week that the company announced this format change five days after it acquired the station (then WGES) on Aug. 8. Such "an abrupt and drastic change," he added, violated the program schedule submitted to the FCC as part of its sworn statement and application for an FCC license.

Too much 'court,' law professor says

A Harvard law professor believes that the federal courts in recent years have exceeded the proper bounds of review of administrative agencies' procedural decisions, and as his prime example points to the Philco case before the FCC.

Prof. Louis L. Jaffe, Byrn professor of administrative law at Harvard U., writing in the summer issue of the *Georgetown Law Journal*, uses the Philco protest against the 1957 license renewals of NBC's WRCV-TV Philadelphia as a prime example that the courts have invaded administrative agencies' prerogatives.

The commission initially said Philco had no standing to protest, but this was

Magnuson win seen

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, faces opposition in the Washington Democratic primary Tuesday (Sept. 11), but is expected to win re-nomination easily.

Sen. Magnuson, who served four terms in the House and has been in the Senate since 1945, will be opposed by John Patric, of Snohomish.

Major interest in the contest centers on the size of the vote Sen. Magnuson will be given.

remanded back to the FCC by the U. S. Court of Appeals in Washington, D. C. The FCC then held oral argument and denied the protest on the ground that even if Philco proved its allegations, it would make no difference in the majority's view. Again Philco went to court demanding a full hearing; again the court returned the case for a full hearing.

The Philco protest is one of the facets to be looked into by the FCC in the hearing now set on the NBC-RKO General exchange of stations transaction (RKO General's Boston stations for NBC's Philadelphia stations).

Bureau: fm owners lax; am grant held up

Who's minding the store?

That's what the Broadcast Bureau asked the FCC to find out before granting an am application in Hayward, Calif., to Keith Moyer and James Hildebrand.

The bureau said that on a routine inspection of KBBM-FM Hayward, under the same ownership, the FCC found only a chief engineer who told inspectors the station finances were in arrears and that the owners seldom showed up on the premises. The engineer said he didn't know where Mr. Hildebrand was, but that Mr. Moyer, in Taylorsville, Ill., had refused to accept telegrams and registered letters pleading for operating funds; that the engineer had borrowed tubes from neighboring stations and had replaced small parts with his own money.

The engineer told the FCC inspectors that when he was hired in February 1962, he was told there would be no commercials broadcast and that no air time would be sold. The engineer resigned July 20; he was the station's only fulltime employee, he said. During his employment, KBBM-FM went over \$1,000 into debt, the bureau said. A phone company, a local power company and AP have threatened to cease

service for nonpayment and the City of Hayward cancelled KBBM-FM's business license more than a year ago for unpaid debts, the bureau said.

Before granting an am to Messrs. Moyer and Hildebrand in the same city, the FCC should decide whether they have exercised adequate control over their fm station and whether they are qualified to be licensees, the bureau urged.

USIA notes increase in radio-tv services

The U. S. Information Agency stepped up sharply the activities of its Voice of America and International television services in the first six months of 1962, particularly in connection with the orbital flights of astronauts John Glenn and Scott Carpenter.

The agency, in its 18th semiannual report to Congress, said Voice of America reporting on the Glenn flight reached the largest audience in the history of broadcasting. The report, however, gave no figures.

It added that the television and film material on the two flights distributed throughout the non-communist world resulted in favorable editorial comment on the openness of America's space program in contrast to the secrecy shrouding the Soviet Union's space efforts.

The report also said that the agency has been aided by private film producers who have made material available. It said the ABC-owned WBKB (TV) Chicago had donated 18½ hours of its *Science Expedition* productions, valued at \$108,000, on video tape.

The programs are being prepared for use in the agency's *Science Report* series, which deals with research and technological developments and discoveries in the physical and natural sciences.

Bemidji ch. 9 shift proposed by KCMT (TV)

KCMT (TV) Alexandria, Minn., has asked the FCC to delete ch. 9 from Bemidji and assign the channel to Middle River, both Minnesota. KCMT is authorized as a "semi-satellite" station on ch. 12 Walker, Minn.; the station is seeking to spread service to underserved areas in the state, its petition said.

The KCMT proposal is in conflict with one filed by KXGO-TV Fargo, N. D., asking for ch. 10 to be shifted to Thief River Falls from Grand Forks, both Minnesota. KCMT said it does not oppose deletion of ch. 10 from Grand Forks but urges that the transmitter for a ch. 10 station be located at a site where both the KCMT and KXGO-TV proposals would be feasible.

IT'S JUST AROUND THE CORNER, NOW...



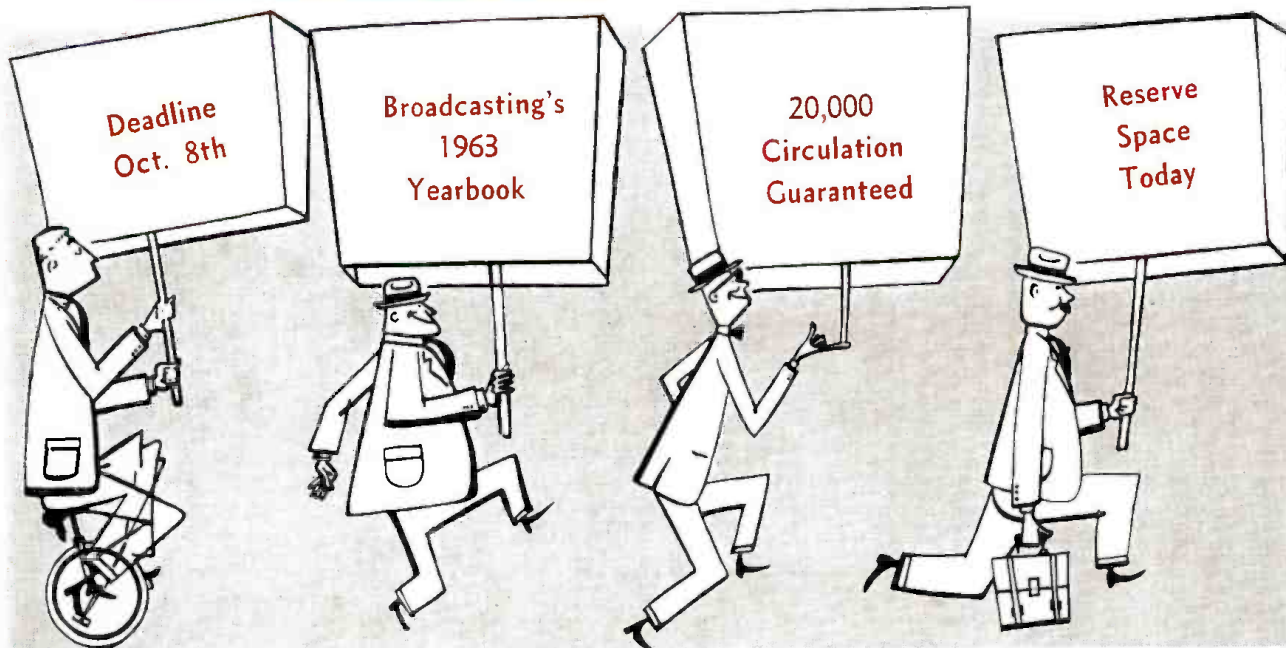
To paraphrase the old "Don't-look-now,—BUT" admonition, urgency compels us to say: DO look BECAUSE the advertising deadline for BROADCASTING's 1963 YEARBOOK is almost at hand! Oct. 8 to be exact. Three weeks away.

* PACKED WITH FACTS

- Complete directory of all U.S. television and radio stations.
- Lists of station and network personnel; ownership and facilities information.
- Broadcast regulations, code.
- Facts, figures, history of the broadcasting business.
- Directory of TV-radio agencies, suppliers, services, trade associations, professional societies, allied organizations.
- Data on foreign broadcasters.
- "The Dimensions of Broadcasting"—and hundreds of other key facts about television and radio.

The 28th consecutive number, the 1963 YEARBOOK will be in the mails in early December, 20,000 strong. It will offer the most complete compendium of accurate facts and figures available.* Like previous editions, it will enjoy a full and useful life in the offices of agencies and advertisers throughout the nation . . . ending up dog-eared and thumbmarked 12 months later when next year's volume appears.

Same rates, same space units prevail as for the regular issues. Contract advertisers earn frequency discounts. Otherwise, one time rates prevail; (inch \$50; 2 inches \$90; 3 inches \$125; 1/6 page \$155; 1/3 page \$280; 1/2 page \$400; 2/3 page \$510; page \$680). AAAA Color ranges from \$120 a page to \$80 for a third page. Position adjacent to your listing guaranteed. Now is the time for action. Reserve the position you want TODAY!



CROSLY GETS NOD BY FCC 4-3 VOTE

Tentative approval is given to Indianapolis agreement

By a 4-3 vote, the FCC gave tentative approval last week to an agreement between contestants for ch. 13 Indianapolis whereby Crosley Broadcasting Co. will retain the channel it has operated as WLWI (TV) since 1957.

The commission instructed its staff to prepare a decision approving the dismissal of an application for ch. 13 by WIBC Inc. Indianapolis and reaffirming the grant to Crosley. After years of litigation the two parties sought to end the stalemate with WIBC's withdrawal in Indianapolis (and Crosley paying WIBC \$100,000 for expenses incurred by the latter) and the sale of Crosley's WLWA (TV) Atlanta to WIBC Inc. for \$3.3 million (BROADCASTING, June 18).

The WLWA sale, contingent upon approval of the withdrawal plan, was not acted on last week by the FCC but, it was reported, will be considered when the Indianapolis case returns to the commission for final action.

Reversed Front ■ Last fall, the FCC had reserved its earlier ch. 13 grant to Crosley and awarded the facility to WIBC on a 4-2 vote (BROADCASTING, Nov. 16, 1961). A Crosley petition asking the commission to reconsider this de-

cision is pending and would be dismissed if last week's instructions are finalized.

Tentatively voting to approve the Indianapolis agreement were Commissioners Rosel H. Hyde, Robert E. Lee, T. A. M. Craven and John S. Cross. Opposed were Chairman Newton N. Minow and Commissioners Robert T. Bartley and Frederick W. Ford.

Commissioner Craven, whose 1957 vote in the 4-3 grant to Crosley caused the court to remand the case to the FCC, participated last week after both parties said they had no objection.

Court refuses stay in Sangamon Valley case

A federal court in Chicago last week turned down a request for a stay of the FCC's decision to move ch. 2 from Springfield, Ill., to St. Louis, but took under advisement the government's request that the case be turned over to the U. S. Court of Appeals in the District of Columbia.

The ruling was made by the Seventh Circuit Court of Appeals. Involved is an appeal by Sangamon Valley Tv Corp., an unsuccessful applicant for ch. 2 when it was originally assigned to

the Illinois capital city, against the commission's July 18 ruling affirming its 1957 shift to the vhf channel to St. Louis. The Dept. of Justice and KTVI (TV), present operator of the St. Louis ch. 2 assignment, asked the court to either dismiss the appeal or transfer it back to the Washington circuit. This was based on the ground that the original review of the deintermixture move was made by the D. C. court (which upheld the FCC position) and that any other review should be made by the same tribunal.

FCC budget request goes to joint conference

An omnibus money bill containing the FCC's total budget request of \$14,617,000 for fiscal 1963 has passed the Senate. But the measure now goes to a Senate-House conference, where differences with a House-passed bill must be reconciled.

The House approved an \$11.4 billion appropriations measure containing \$14,355,000 for the FCC, or \$262,000 less than the Senate approved and the commission requested.

The Senate bill also contains the total amount asked for the Federal Trade Commission—\$11,845,000. The House voted \$10,270,000 for the FTC.

THE MEDIA

Why some CBS radio affiliates click

REPORT ON SUCCESSFUL OPERATIONS TO HIGHLIGHT CONVENTION

CBS Radio affiliates this week will learn what researchers find to be reasons why some of them are top-rated in their markets (CLOSED CIRCUIT, Aug. 13).

The two-part study, that will be unveiled during the Sept. 12-13 annual convention of the CBS Radio Affiliates Assn. at New York's Waldorf Astoria, has been in preparation for the past year. It's expected to explore program, promotion, public service and community affairs policies of the stations. Fred Ruegg, CBS Radio's vice president, station administration, will present the special report on station management and listener preferences.

CBS Board Chairman William S. Paley at a luncheon on Sept. 13 and President Frank Stanton at the Sept. 12 opening session are slated as principal speakers.

Scheduling of the study report on the agenda as well as other events was announced last week by the network's President Arthur Hull Hayes, and E. K. Hartenbower, KCMO Kansas City,

chairman of the association's board of directors. They report that advance registration indicates 61 executives representing the network, CBS News and parent CBS Inc., will join at least 167 station people representing 114 affiliated stations.

The executive meetings will be opened at 10 a.m. (Sept. 12) by Michael R. Hanna, WHCU Ithaca, N. Y., chair-

man of the convention committee. Mr. Hartenbower will be the presiding officer. Mr. Ruegg's presentation as well as the network's report by President Hayes are slated for that session.

A closed-circuit hookup with correspondents heard live from Washington and overseas points will be conducted by Richard S. Salant, CBS News' president, and Blair Clark, general manager and vice president. The affiliate representatives will be able to engage in direct conversation with the correspondents.

White to Speak ■ A major address of the convention is to be given by Theodore H. White, author and CBS News' consultant on creative planning. George Arkedis, the networks' sales vice president, will introduce a new presentation, "The Third Dimension," which explores network radio's increasing values based on A. C. Nielsen Co.'s national measurement of transistor and portable battery set listening.

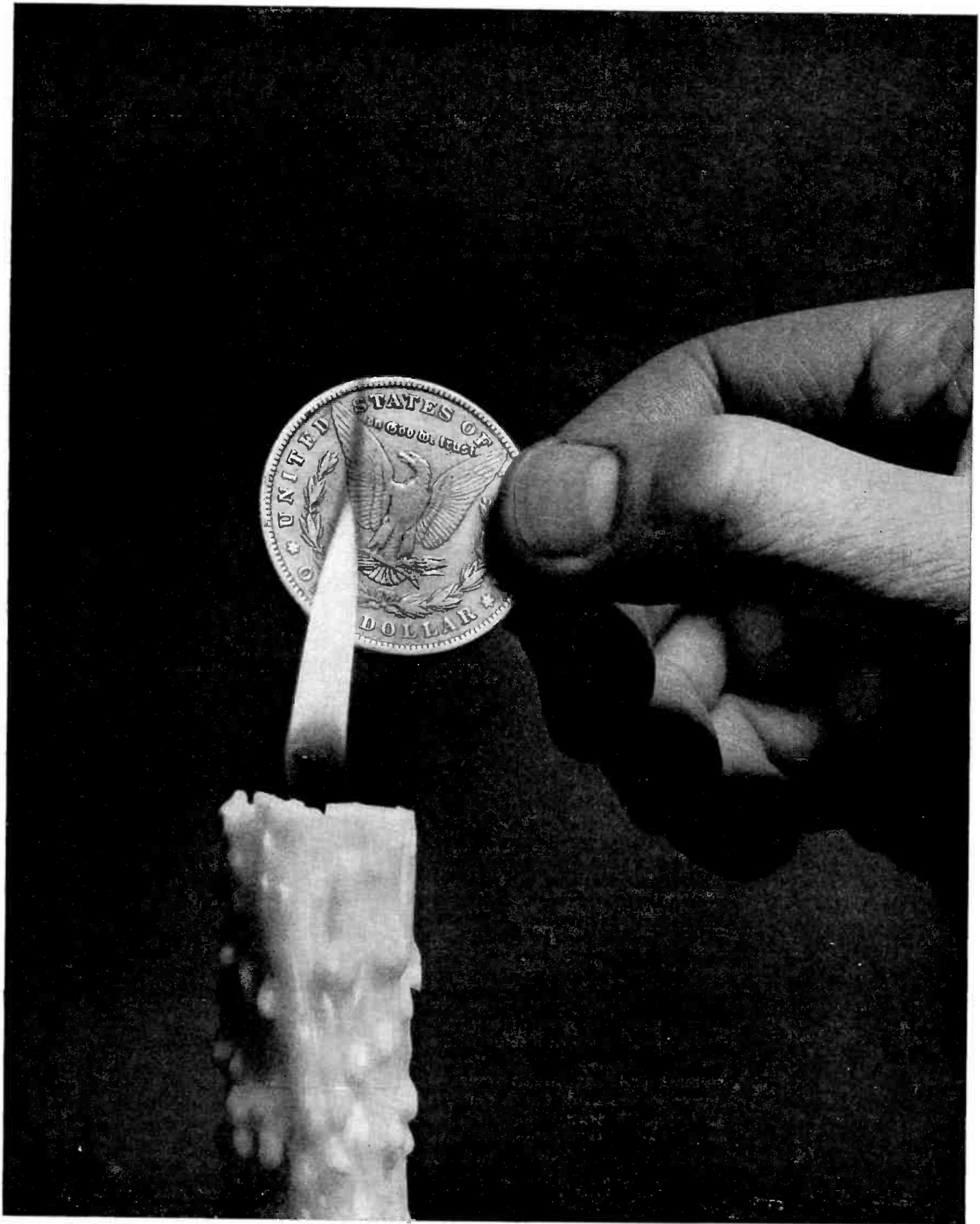
In the evening on Sept. 12, Arthur Godfrey will emcee entertainment at

102 missing stations

Only 102 radio stations have not returned their questionnaires for free listing in the 1963 BROADCASTING Yearbook.

If you have not yet returned your am/fm station questionnaire please do so immediately. Otherwise, we will assume there has been no change, and last year's listing will be repeated.

—The Editors



Young & Rubicam, Advertising

No advertiser has money to burn. He needs to reach the greatest possible number of prospects, at the lowest possible cost, with the best possible selling message. Young & Rubicam people work on that principle. You might think your money was their money.

A
SPECIAL
1962
PULSE
AUDIENCE
PROFILE*

KABC
listeners
spend more for
Cosmetics and
Beauty Aids

\$3.97

\$2.99

LOS ANGELES
AVERAGE

KABC
LISTENERS

Family expenditures for
24-hour period

*TIME BUYERS:

Write for your free copy of our new
Los Angeles Audience Profile study
...today.

The Los Angeles
station with the high
Quality Audience

Represented Nationally
by the Katz Agency

KABC
conversation
RADIO 79

Owned & Operated by American Broadcasting-Paramount Theatres, Inc.

the annual banquet at the Starlight Roof. Artists heard frequently on the network (including Richard Hayes, June Valli, the Buffalo Bills and Johnny Parker and orchestra) are to appear.

Annual fall meetings of CBS-owned radio stations are underway today

(Sept. 10) in New York. Business sessions started yesterday morning for the vice presidents and general managers of the seven CBS-owned radio stations. They also will attend the annual convention of network affiliates that starts in New York later this week.

NEW YORK ETV GOES ON AIR NEXT WEEK

After long struggle WNDT(TV) will begin program schedule

FCC Chairman Newton N. Minow and Edward R. Murrow, Director of the U. S. Information Agency, will officially open WNDT (TV) Newark-New York the Metropolitan New York area's first educational tv station at 8 p.m. on Sept. 16. It is owned and operated by Educational Broadcasting Corp., New York.

Mr. Murrow will serve as master of ceremonies, and Mr. Minow will speak briefly in dedicating the new educational station. Their participation in the program will be live, although some portions of the first night's programming will be on tape and film.

WNDT's opening night program was dealt one setback last week when the American Federation of Television and Radio Artists called a halt to the taping of a lecture on the history of comedy by actor Zero Mostel. AFTRA insists that Mr. Mostel may not appear on WNDT unless the station also grants jurisdiction to this performers' union over teachers, university professors, journalists, government officials, and other non-performers who appear on the etv channel. The deputy commissioner of the New York Dept. of Labor has called for a meeting today (Sept. 10) of AFTRA and station officials to negotiate the labor dispute.

WNDT, which stands for "new directions for television," will operate on ch. 13, formerly the commercial station WNTA-TV Newark, N. J. An affiliate of National Educational Television, the station's first year operating budget has been set at \$3 million. About two-thirds of that amount has been raised to date, according to Dr. Samuel B. Gould, EBC president.

Dr. Gould, in an interview last week, noted that the annual budget is not quite equal to the weekly budget of a commercial tv station, "nor even equal to a commercial station's annual promotion budget."

Main studio facilities of WNDT, known as Studio 55, are located at Ninth Ave. and 55th St. in New York. Permanent offices of the station's operating staff are at 1657 Broadway, under the supervision of Richard D. Heffner, vice president and general manager. Dr. Gould and his fund-raising staff have offices at 345 E. 46th St. A Newark,

N. J., studio is under construction in the Mosque Theatre Building. The station now is fully staffed with about 110 people on the payroll.

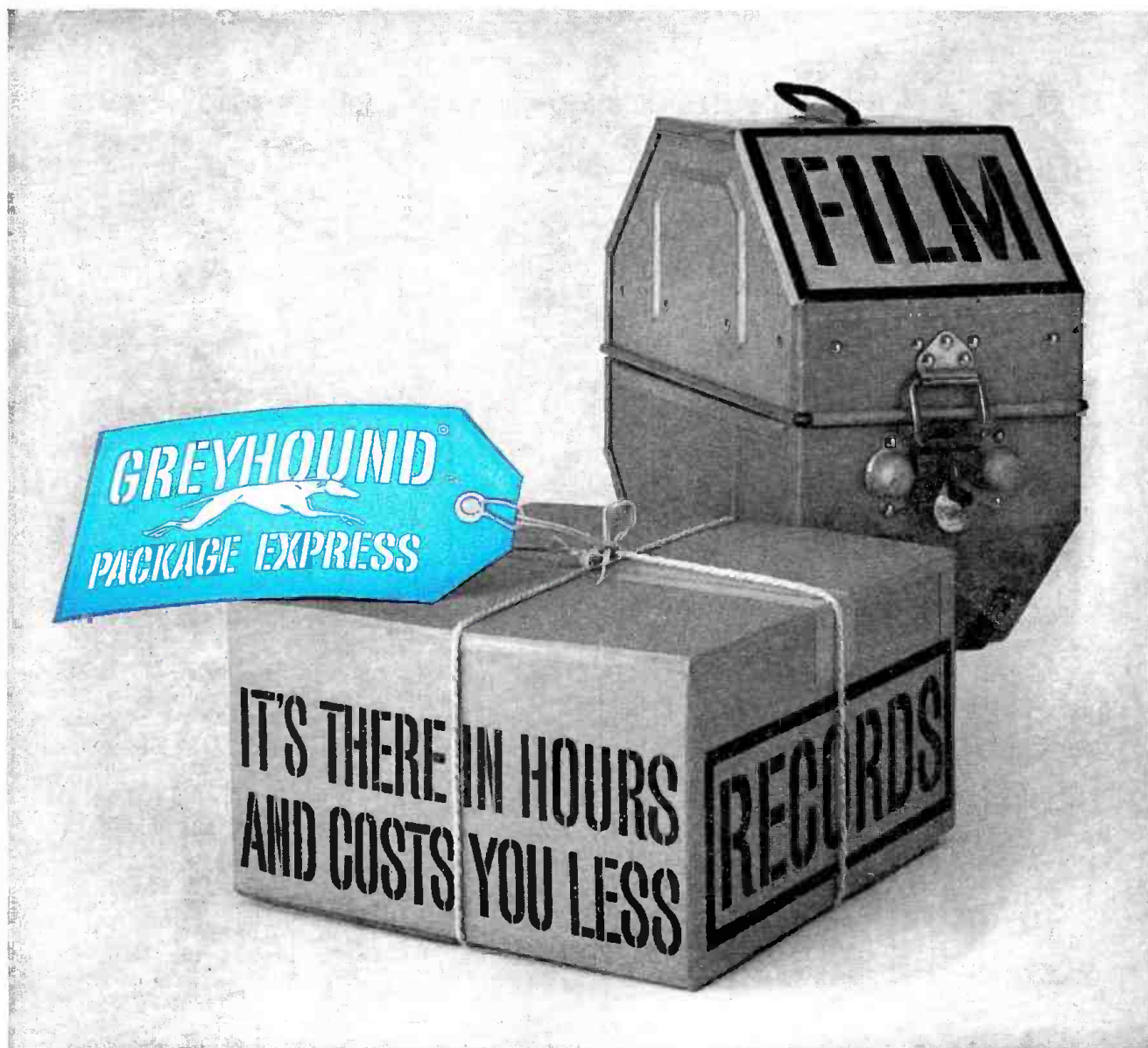
Station History - Negotiations for the purchase of WNTA-TV from National Telefilm Assoc. began in January 1961. After months of negotiations, disagreements and court actions, WNTA-TV, on Dec. 22, 1961, was officially transferred to Educational Television for the Metropolitan Area Inc., a name which was legally changed to Educational Broadcasting Corp. last May 1. WNDT has been televising a test pattern and audio tone on a regular basis since April 2. Dry-run programming tests on closed circuit tv were begun Sept. 3.

Late afternoon and nighttime programming will begin on a regular basis on Sept. 17. The station's school television service, to which some 50 school districts in the metropolitan area have subscribed on a 50-cents-per-pupil yearly basis, starts Oct. 1 and will run through May 21. School programs will be broadcast from 9:30 a.m.-noon, and from 1-4:30 p.m. The noon to 1 p.m. period generally will be used for repeat broadcasts of nighttime programs. Meanwhile the station will present live coverage of the U.N. General Assembly which convenes Sept. 18. No weekend programming is planned for this year.

WNDT will produce more than one-half of the station's programs for the elementary level and all of those for the secondary level. The major share of nighttime programming for adults also will be produced by the station, thus making WNDT the country's most active etv station in program production, according to Mr. Heffner. James McAndrew is director of the school service.

As an affiliate of NET, which has 60 other etv affiliates in the U. S., WNDT will receive a minimum of 10 hours of programs weekly. The NET programs will include such series as *Decision, The Constitution in Action, Astronomy For You, Pablo Casals' Master Class, NET Drama Festival, Of Poets and Poetry*, and others.

In keeping with Dr. Gould's "university-of-the-air" concept for the station, which he believes can be made into an "active force in the intellectual



SHIPMENTS LEAVE SOONER, GET THERE FASTER, COST LESS, TOO!

	Buses Daily	Running Time	5 lbs.	15 lbs.	25 lbs.
New York- Philadelphia	30	2 hrs.	\$1.25	\$1.40	\$1.65
Chicago- Cleveland	7	7 hrs. 35 mins.	1.75	2.00	2.25
Los Angeles- San Diego	38	2 hrs. 30 mins.	1.15	1.25	1.45
Chicago- St. Louis	8	6 hrs. 10 mins.	1.70	1.90	2.15
Cincinnati- Indianapolis	9	2 hrs. 45 mins.	1.35	1.55	1.80

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Greyhound Package Express not only saves you time and money, it could be the answer to your inventory control problems, too. Packages very often arrive the same day shipped. They travel in spacious compartments on regular Greyhound buses. That means you can ship any time...twenty-four hours a day, seven days a week, weekends and holidays. Ship C.O.D., Collect, Prepaid, or open a charge account. Be sure to specify Greyhound Package Express. **It's there in hours...and costs you less!**



**CALL YOUR LOCAL GREYHOUND BUS TERMINAL
TODAY...OR MAIL THIS CONVENIENT COUPON TO:**

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Dept. 8-J

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Gentlemen: Please send us complete information on Greyhound Package Express service...including rates and routes. We understand that our company assumes no cost or obligation.

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and cultural growth of the large community it serves," WNDT also will present selected foreign programs. The first of these, a one hour French program titled *A la Recherche D'Albert Camus (A Search for the Real Albert Camus)*—will be seen Sept. 17. Mr. Camus, who died in 1960, was a Nobel Prize winner in literature. Arrangements have been made with WRVR (FM) New York to broadcast a simultaneous English translation of the program.

Dr. Gould also stated that a major objective of WNDT at first will be to determine what best interests its viewing audience. He said programming will be on a trial and error basis as there is no etv programming standard to draw upon that would be applicable to a market the size of New York City. But he noted that "we are interested in selective viewers and we don't have to hold them through several programs because we're not selling them anything."

NAB's Goldberg urges time, taste studies

Studies of leisure time, tastes and other sociological and educational values related to mass communications were advocated Aug. 30 by Melvin A.

Goldberg, NAB vice president-research director. Addressing the American Sociological Convention in Washington, Mr. Goldberg pointed to the need for systemized thought in areas of social sciences.

Among topics needing exploration, he said, are the role of mass media in the process of change of taste; attitudes

toward leisure time; use of tv and radio in education; effect of tv and other media on children; the role of communications in politics and entertainment and the effect of mass media on moral values.

Faulk appearing on network tv

John Henry Faulk, who recently won a \$3.5 million libel award against Aware Inc. and two other defendants (BROADCASTING, July 2), made his first appearance on television in more than five years last week when he served as a guest panelist for five days on CBS-TV's *To Tell the Truth* (Mon.-Fri., 3:30-4 p.m.). Mr. Faulk is scheduled to appear today (Sept. 10) on NBC-TV's *Leave It to the Girls* (1-1:30 p.m.). Mr. Faulk had claimed in his libel suit that published charges linking him to pro-communist groups were false and had been used to blacklist him from radio-tv employment.

Changing hands

ANNOUNCED ■ The following sale of station interests was reported last week subject to FCC approval:

■ **WSAM-AM-FM** Saginaw, Mich.: Sold by Mrs. Fred Knorr and associates to Kenneth Hugh MacDonald for \$300,000. Mr. MacDonald is with WPAG Ann Arbor, Mich. The Knorr stations are, in addition to WSAM, WKMH-AM-FM Detroit-Dearborn, WKMF Flint, WKHM Jackson and WELL Battle Creek, all Michigan. WSAM operates full time on 1400 kc with 250 w. WSAM-FM is on 98.1 mc with 1.7 kw. Blackburn & Co. handled the sale.

APPROVED ■ The following transfer of station interests was among those

Source of funds for acquisition of WNDT(TV)

(Through April 30, 1962)

CONTRIBUTIONS:

American Broadcasting Co.—Paramount Theatres Inc.	\$ 250,000	
Avalon Foundation	125,000*	
The George F. Baker Trust	25,000	
Carnegie Corporation of New York	200,000	
Columbia Broadcasting System Inc.	250,000	
The Ford Foundation	2,000,000	
James Foundation of New York Inc.	100,000	
Metropolitan Broadcasting Co. (WNEW)	250,000	
National Broadcasting Co. Inc.	250,000	
New York Foundation	100,000	
RKO General, Inc. (WOR)	250,000	
Rockefeller Brothers Fund	500,000	
Alfred P. Sloan Foundation	200,000	\$4,500,000
LOAN FROM FIRST NATIONAL BANK		1,825,000
TOTAL SOURCE OF FUNDS:		\$6,325,000

*Does not include additional \$125,000 grant receivable due from Avalon Foundation designated for acquisition fund.

you see more opportunities through our eyes

And you are protected from the hazards of negotiating on your own by Blackburn's penetrating knowledge of markets.

We do not send out lists; every sale is handled on an individual basis. Seeing the total picture through our eyes widens opportunities and narrows the risk for both buyer and seller.

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1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

Colin M. Selph
G. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

approved by the FCC last week (for other commission activities see FOR THE RECORD, page 96).

■ KAKC Tulsa, Okla.: Sold by Lester Kamin and associates to S. Carl Mark for \$575,000 and agreement not to compete within 50 miles of Tulsa. Mr. Mark formerly owned WTTM Trenton, N.J., and is president of Lit Bros. department store in Trenton. The Kamin group owns KXYZ-AM-FM Houston and KBEA and KBEY (FM) Kansas City.

New Syracuse vhf starts operations

WNYS-TV Syracuse, N. Y. was scheduled to commence operations last night (Sept. 9) with a one-hour color program introducing the ch. 9 station's staff, studios and facilities.

WNYS-TV is headed by William Grumbles as president and general manager. Other executives include Robert M. Baird, sales manager; Floyd F. Smith, business manager; Jeff Davidson, program manager; Carol Schell, promotion manager; John Carroll, chief engineer; Carl Ellenberg, news and sports director. Station is affiliated with ABC-TV and is represented for national spot sales by Peters, Griffin, Woodward.

Confiscation of racing film protested by NBC

NBC has protested the forced confiscation of film of an auto race accident by two employees of the track in Santa Barbara, Calif. NBC explained last week:

The accident, which took the life of one driver, was being filmed by Jerry Sims, NBC news cameramen, on Sept. 2 when an official of the Santa Barbara road races, ordered him to stop. When Mr. Sims refused the film to the official and an off-duty policeman employed by the track, the men allegedly took the camera by force and destroyed the film.

Plough dividend raised

Plough Inc., pharmaceutical and broadcast company, announced increase in quarterly dividend on common stock from 13¾ cents per share (adjusted) to 15 cents per share, payable Oct. 1 to stockholders of record Sept. 14. This is eighth consecutive annual increase in dividends. The present annual dividend rate is 60 cents per share (after giving effect to stock splits in 1956 and on July 2). This compares to the annual dividend rate of 15 cents per share in 1954. Plough stations are WMPs-AM-FM Memphis, WJJD-AM-FM Chicago,

WBBM editorial brings investigation in death

As a result of a strong editorial protest aired Aug. 25-26 by E. H. Shomo, CBS Radio vice president and general manager of WBBM Chicago, the Chicago Crime Commission has begun an investigation of charges of "legal bargaining" by the state in the disposition of a case involving a child's death. Mr. Shomo described the Cook county criminal court proceeding as "a disgrace" and called for an end to the bargaining practice which he said has been long standing.

The WBBM news staff investigated the story for 10 days before Mr. Shomo's editorial attack. Mr. Shomo reported the case showed that the 20-year old defendant, Ronald Busse, apparently became

enraged June 2 when his 21-month old stepson refused to eat a cookie and repeatedly struck and choked the child, who subsequently died. A confession and grand jury murder indictment followed, he went on to say.

But the state, in a rush to avoid a long jury trial, "bargained" with the defense to reduce the charge from murder to involuntary manslaughter for a plea of guilty, Mr. Shomo said. The result was that only a six-month sentence, was imposed, he added. Mr. Shomo also charged court deficiencies in mental examination practices. WBBM's report has been turned over to the Chicago Bar Assn. and the state's attorney's office.

WCOP-AM-FM Boston, WCAO-AM-FM Baltimore, and WPLO-AM-FM Atlanta.

Best offering new service

Robert Best & Assoc., Hyattsville, Md., announces it is recording voice tracks for radio and television com-

mercials and announcements. Mr. Best says his group of Washington, D. C., area announcers provides "first class presentation for small and certain medium market stations." Now providing weekly service, the new firm plans to establish permanent studios in Washington with daily service.

SUNNY WESTERN STATE!

Fulltime radio station in beautiful fast-growing area. Sale includes valuable land and buildings belonging to this one-roof operation. Has excellent owner cash flow on gross of \$11-12,000.00 monthly. Priced at \$315,000.00 with 29% down. *Another H&L Exclusive.*

Hamilton-Landis

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**INDIANA'S MOST
LISTENED-TO
STATION
DAY & NIGHT**

AFTERNOON

WIBC AUDIENCE*

40.5

%

**WIBC has more
Indianapolis listeners each
afternoon than the next
3 A M stations combined.**

* C. E. Hooper, Inc., July, 1962

WIBC

1070

ON THE DIAL

50,000 WATTS



**CALL YOUR
JOHN BLAIR
MAN**

NEW YORK 'FUN AND FORUM'

**Hire salesmen with more zip and sense,
use editorial voice, too, broadcasters urged**

Radio got top billing at the New York State Broadcasters Assn.'s "fun and forum" conference at Saratoga Springs, N. Y., Sept. 6-8.

The medium was examined as an editorial force, as it involves the community and as a welcomed (or ignored) guest at New York advertising agency offices.

Sam Slate, vice president and general manager, WCBS New York, and president of the association, presided over the conference.

A panel of advertising agency and station representative executives was asked to offer suggestions aimed at bringing more money into radio. Their recommendations: stations should employ more knowledgeable and enthusiastic salesmen, provide more qualitative information about their facilities and markets, learn more about the agency-advertiser business, and stop down-grading their own medium.

The panel: Sam B. Vitt, vice president and media director of Doherty, Clifford, Steers & Shenfield; Ed Fleri, associate media director of BBDO; Janet Murphy, timebuyer, Lawrence C. Gumbinner Adv. and Arthur H. Mc-

try can concentrate on selling itself to agency advertisers. In this connection, he recommended salesmen learn about more agencies and advertisers so that they can fulfill their needs.

Both Mr. Fleri and Miss Murphy stressed that agencies need from radio more and better research about stations and their audiences. Miss Murphy also suggested that stations employ more intelligent and more forceful salesmen.

Mr. McCoy took exception to some remarks made by the agency panelists. He asserted:

"Radio would get more national advertising dollars if you and we—your representatives—would just sell more advertisers on the value of this great medium."

He also claimed radio will "receive greater ad revenue if the agencies will stop hounding us for more research and take the time to understand the mountains of facts and figures already available."

Among the suggestions Mr. McCoy offered to radio station operators: serve the community better than ever; advertise the station in the trade press and/or by direct mail; contact an advertiser's local branches for business and believe strongly in the power and importance of both radio and advertising to the economy and the community.

In a panel discussion of editorializing, two practitioners of vigorous, provocative editorial programming on their own radio stations advocated wider use of the practice.

Both Daniel W. Kops, president of WTRY Troy-Albany-Schenectady and WAVZ New Haven, Conn., and Ben Strouse, president and general manager of WWDC Washington, D. C., pointed to a vacuum they believe effective editorializing can fill.

"The disappearance of . . . competing newspapers left a tremendous vacuum that needs to be filled by competition from broadcasting stations in reporting and editorializing. . . . This is an opportunity which we must live up to," said Mr. Kops.

Mr. Strouse said the presence of fewer newspapers and monopoly ownership indicate ". . . the press in many areas does not carry the big stick it once did."

"Now it takes guts to be an advocate, to stir controversy, and bring about community action," Mr. Kops said. However, a station that does so demonstrates its effectiveness, he added, which provides "ample evidence to advertisers that the station which arouses its

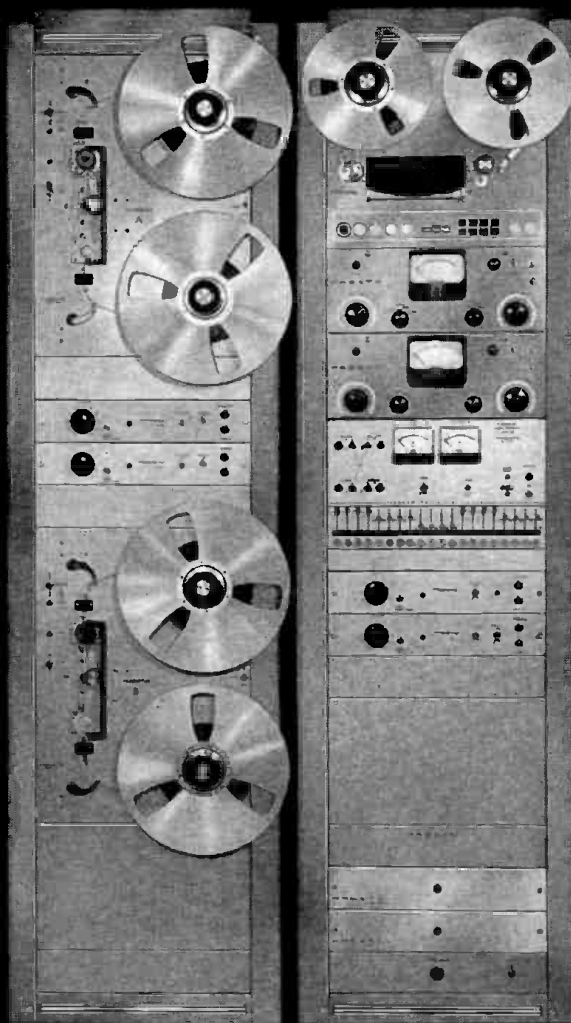


WWDC's Strouse

Coy, executive vice president, John Blair & Co., all New York. Steven Labunski, vice president and general manager, WMCA New York, served as chairman of the session.

Conviction Needed ■ Mr. Vitt declared radio should "get a conviction about itself as to its real worth" because the medium is "good." Once radio realizes its worth, he added, the indus-

ON-THE-AIR



AUTOMATED: HANDS OFF PLEASE

The ST914 preselector is set. The day's program (entirely pre-taped) is ready. Flip the master power switch. No one need touch the Presto BAS-101 again. Up to 6 reels of tape are programmed and intermixed automatically to give up to 36 hours of "hands off" stereo broadcasting. The Presto BAS-101 is a complete stereo broadcast automation system which will integrate program material from any of its three transports. Features include:

- maximum reliability
- 25-cycle tone sensing
- factory wired & adjusted
- space for fourth transport
- install & operate in 10 minutes

PRESTO BAS-101

- fail-safe operation
- modular plug-in design
- semi or full automation
- stereo-monaural operation
- broadcast automatically while recording

Write today for detailed information on the entire line of Presto Automatic Broadcast Components, leader in the field for over 28 years.

BOGEN



LEAR SIEGLER, INC.

COMMUNICATIONS DIVISION
DESK BR-9, PARAMUS, N. J.

listeners to action can also stimulate them to buy the products of its advertisers."

But responsible editorializing requires skilled research by professionals given the time and encouragement needed to properly develop material, both men agreed. The respect which office holders once lavished on the press "will not come if you are content to broadcast some syndicate's ready-made handout," warned Mr. Strouse.

Outlining the skills needed by those who would editorialize, Mr. Kops listed:

- The temperament and willingness to be fair and thorough rather than capricious and superficial.

- Dig into all the facts, which often requires having a "strong professional news staff."

Political campaign editorials should be a logical outgrowth of editorials on the individual issue, he said:

- They should be timely and early enough to provide time for opposing views.

- Opposing candidates should be of-



WTRY—WAVZ's Kops

fered time for response.

- Keep on hand scripts or tape recording of both your own editorial and responses from opposing candidates.

In a reference to ethics and govern-

ment regulation Mr. Kops said broadcasting should be "freed of the restraint of Section 315 to exist as a responsible journalistic medium in the full sense." More important, though, is the occasional threat of further restriction originating in Congress, he added.

"The broadcaster makes the most significant use of his government-sanctioned right to editorialize by turning around and becoming a watchdog over government itself . . ." Mr. Strouse said.

"I submit that you as owners and managers of radio and television stations have every reason to play the same role as editors and publishers in your communities," concluded Mr. Kops.

Also slated for "forum" sessions were a panel on community involvement and a panel assessing today's climate in Washington, both scheduled for Sept. 7. Lowell Thomas to appear on that night as guest speaker.

The "fun" included recreation and dinners; a feature race (dubbed "broadcasters' pace") at the Saratoga track and a golf tournament.

Chicago headshrinking session for radio

AGENCYMEN, BROADCASTERS, FEEL MEDIUM MUST AVOID MEDIOCRITY

A top midwest agency media executive paid tribute to radio's unique qualities last week but suggested that stations must sharpen their program appeal and drop "fruit salad" mediocrity if they wish to overcome unfavorable attitudes still held by many at the agency and national advertiser level.

Thomas A. Wright Jr., vice president in charge of media at Leo Burnett Co., Chicago, told a radio workshop meeting Thursday that he and fellow executives at Burnett "believe in radio as an important major part of the national media scene. We want to see it grow and prosper."

The workshop was part of the World's Fair of Music and Sound held all week at McCormick Place, Chicago. At the same session, multiple-station broadcaster Gordon McLendon called for lifting of virtually all regulatory curbs on broadcasting save allocation and tight engineering, giving up his position in favor of radio station "birth control" regulations (see story, page 70).

Mr. Wright cited seven steps stations can take to assure that national advertisers will give radio thorough consideration in every situation where "it makes marketing and media sense." His list: "Improve your program for the listeners' sake. Have a clearly defined and stated program philosophy and publish it widely. Eliminate over-commer-

cialization. Help in the fight for honesty and believability in advertising. Improve the selling of radio in general and your station in particular.

"Straighten out the whole rate situation so our buyers know they are buying at the best rate for their clients. Give us more definitive facts about who your programs appeal to by age, by sex and by day parts."

Mr. Wright noted that "radio is unique among all major media in that it combines the informational services offered by the press with entertainment programs." Tv, he said, in the past and today, "is primarily an entertainment medium and is likely to stay that way."

All Mixed Up ■ Radio's dual character, however, provides both an opportunity for public service and a possible pitfall. "The danger," he explained, "is to become, as many stations are today, a potpourri of entertainment, news and commercials, all presented in such a way as to blend and thus to hide the impact of all in a two-to-three-hour fruit salad." The result too often "is consistent mediocrity," he said.

The Burnett executive explained that the best magazines today give their readers "real service" as do the country's top daily newspapers—"They have a sharply defined editorial image and they stick to it. This is the mark of any good communications medium—radio included."

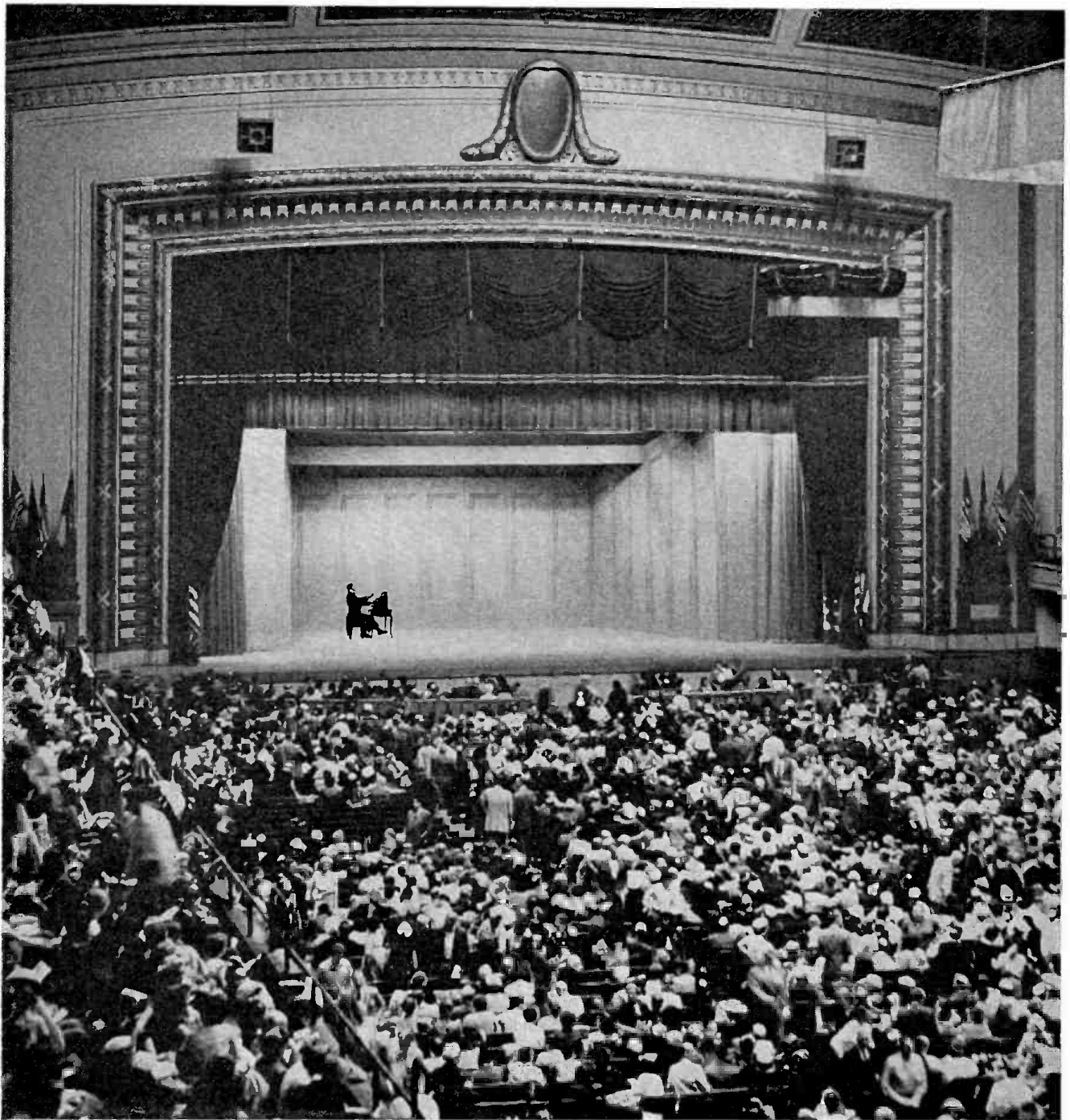
Mr. Wright cited as an example that some Chicago stations can be quickly and clearly identified while others cannot. "At least one station's program philosophy is to offer listeners the loudest, most raucous scream they can devise for those idiots and teenagers that want little more from radio than a service which blocks all need to think," he noted. It is "a sound so loud it drowns out the mean, cruel world around by providing a form of mental mesmerization," he said. On the other extreme one can easily identify a station supplying "the softest sound, the world's most beautiful music, I believe they call it."

But in between, he said, there are some whose identity in programming doesn't even attract enough audience for either Nielsen or Pulse to measure.

James E. Schwenk, senior vice president of Roche, Rickert & Clearly, Chicago, advised radio stations to become as indispensable to their community as the fire department or police department in order to get listeners in the habit of tuning to them.

To build more local accounts, he urged stations to work harder "to pull the kind of listeners who would be customers." He also asked if the station has built the reputation "that makes the listener believe in the merchandise offered."

Mr. Schwenk observed that big city stations must specialize to win and hold



Good Music rings up sales in Southern California with KFAC AM and KFAC FM on your schedule (two 24-hour stations at one low rate). Renewals definitely spell out our story: 48 KFAC advertisers now in their 2nd to 22nd continuous year, with 14 hitting 10 years or longer! For solid sales impact in Los Angeles, call KFAC or the George P. Hollingbery Company now.



P R U D E N T I A L S Q U A R E • L O S A N G E L E S

BROADCASTING, September 10, 1962

The new McLendon: hits FCC on programming, commercials

If the FCC really wants to benefit the public, it should keep hands off programming and commercials. This was the theme of a hard-hitting speech by Gordon McLendon, owner of a group of radio stations, last week at the World's Fair of Music & Sound in Chicago.

Calling for broadcasters to program for specialized audiences, the Texas-based broadcaster inveighed against the FCC's practice of forcing stations to serve their communities with rounded, broad programming.

Program restrictions "seeking to coerce radio into serving the broadest possible community need is a crippling halter thrown around radio's free enterprise mechanism," he said. "Today the need is for specialized radio stations," because there are 3,600 radio stations on the air now, and there may be 4,400 ultimately, he pointed out.

"In the free market place, where talent and imagination have freedom from fear, the good operators will drive out the bad," he added. "Any law forcing a sameness of radio, forcing a programming common denominator, acts as a protection to the talentless, a shield for the lazy, a haven for the idea thief, a legal shelter and sanction for the mediocre."

Mr. McLendon's stout defense of free and untrammelled enterprise in broadcasting contrasts with the position he took three years ago. At that time in a debate at the disc jockey convention in Miami with Matthew J. Culligan, then NBC Radio executive vice president, Mr. McLendon declared there may be a need for congressional legislation to limit the number of radio stations in one market.

At that time, he said: "When so many radio stations have been licensed in a city that some must sell announcements for 25 cents to exist, rates are so damaged in that market that soon the revenues and programming resources of even the finest sta-

tions are impaired." Fearful as he was of government regulation, he said then, "it is now clear that if we are to preserve decent programming standards some congressional curb must be put upon the spectrum in most markets."

Changed His Mind ■ Last week Mr. McLendon had a simple answer to this seeming contradiction:

"I have come to the conclusion that that was not the proper approach. I now enthusiastically endorse the approach recommended by BROADCASTING of handling the whole radio population explosion on an engineering basis alone."

Not only should the FCC keep hands off programming, Mr. McLen-



Mr. McLendon

don averred, but it also should stay away from commercials. Some FCC commissioners (Chairman Newton N. Minow, Commissioner Robert E. Lee) have suggested that the commission might put a numerical limit on the number of spot announcements permitted per segment each broadcast day.

Any broadcaster who airs 100 commercials an hour will be forced

by competition to change, Mr. McLendon stated. But there is no reason why a station shouldn't broadcast anything but commercials, he added, like a shopping guide or the classified section of a newspaper, if it wants to. In fact, he observed, there might be a place for such a station.

"The public interest, left alone, will prevail without any help from government," Mr. McLendon contended. "All restrictions on programming should be abolished save those relating to decency, gambling, or public order . . . all restrictions on commercial content should be similarly abandoned."

For license renewal, Mr. McLendon suggested that all a broadcaster should have to submit to the FCC is a narrative answering two questions: "Why I have answered a community need, and what new ideas has my radio station contributed to radio?"

Mr. McLendon, who has just taken over WGES Chicago (now WYNR), also favored the removal of all limitations on multiple ownership. At present the FCC prohibits one company from owning more than seven radio stations in each category (the seven limitation in tv however is five vhf and two uhf).

"If multiple owners are able to compete with local operators," he said, "let them own a station in every city they wish. . . . As long as others can freely compete, put no restrictions on competition. Do not penalize competence, do not stifle talent by telling it that it can no longer expand because it is in danger of becoming too efficient for the market place."

In addition to his station in Chicago (where he is under attack for proposing to change its format to all-Negro programming; see page 60), Mr. McLendon owns KLIF and KROW (FM) Dallas, KILT and KOST (FM) Houston, KTSA San Antonio, KABL Oakland (Calif.), and WYSL-AM-FM Amherst (N.Y.).

audience today while the smaller market station can be more general.

Who's Listening? ■ Edward Hynes, president of Trendex Inc., New York, told of progress in making qualitative studies of stations and their audiences. He said these help the agency buyer to take into consideration not only audience size but also the station's personality in relation to the product to be advertised.

Trendex makes a distinction between

"listener" and "selector" in its qualitative studies, Mr. Hynes said, so as to show which housewives actually select a specific program or station apart from those who just happen to be in the room where the set is on when the count is taken.

Even though "we have entered into an era of machine evaluation of media," Mr. Hynes said, "I believe that radio can get a bigger piece of the advertising dollar if it is sold and bought

intelligently. This means relegating audience size ratings to their proper place."

Lee Hanna, director of news and special events, WNEW New York, told another workshop session Thursday that stations can build effective news staffs and make a strong dent in the listener's mind if they are willing to spend just a bit more time and money to do the job correctly. He related in detail WNEW's success in this area

In Detroit...

**"This is WWJ NEWSMAN
DWAYNE RILEY"**



Dwayne Riley typifies The WWJ Stations' leadership in news reporting. A seasoned specialist in broadcast journalism and holder of a prized citation for reportorial excellence, he has received wide acclaim for his recent 26-program documentary investigation of Michigan prisons. Riley is another key figure in the great WWJ News operation—the only local service that includes:

- *13-Man Broadcast News Staff—Michigan's Largest*
- *Newsgathering Resources of The Detroit News*
- *NBC Correspondents in 75 Countries*

WWJ ◀ **THE NEWS STATIONS** ▶ **WWJ-TV**



Burnett's Wright
Suggests remedies for radio

with its 34-man news staff, carrying on a tradition started with around-the-clock news January 1942 right after Pearl Harbor. All can't be that big however, he acknowledged.

In today's troubled times, "surely your public is interested in the world we live in," Mr. Hanna said. "We in radio must nurture that interest," he affirmed. Discussion chairman for the news session was Thad M. Sandstrom, general manager of WIBW-AM-FM-TV Topeka, Kan.

At a professional discussion session Wednesday, Jack S. Sampson, vice president and general manager of KOMA Oklahoma City, related details on automation of the 50 kw outlet which features a Top 40 format with personalities and features. He said all programming is pre-taped except for news. Total staff: 14. The automation system simplifies paperwork too, he related, all the way from order signing to billing.

During a discussion session headed

CALIFORNIA

National Sales Manager Needed Immediately. Position will Pay \$15,000 and up.

We're losing our national tv sales manager after 8 years. We want an experienced man in national sales who has worked with reps in all cities. Must be able to sell a market story. Prefer a west coast man with both station and rep experience. Call or write

John Cohan
KSBW-TV
Salinas-Monterey, Calif.

238 John St. P.O. Box 1651, Salinas
Phone: Harrison 2-6422

by Larry Haeg, general manager of WCCO Minneapolis, on the subject of selecting and developing personalities, the participants emphasized that more and more stations are coming to realize that people are their greatest business asset apart from their license.

Marshall Carpenter Jr., president and general manager of WDTM (FM) Detroit, told another meeting of a greatly awakened interest by advertisers in stereo commercials to accompany today's stereo programming. WDTM went on the air with two hours of stereo daily in July 1961 and today programs stereo from 8 a.m. until 10:30 p.m.

Mr. Carpenter believes that fm stereo will become "a primary medium to reach the above-average listener." If stereo isn't to drag along like color tv, he said, stations will have to forego dabbling and make "a total commitment to stereo."

Media reports...

Poor no more ■ KDKA Pittsburgh recently heard that a missionary about to return to Africa was \$1,200 short of funds needed to build a hospital in Tanganyika. KDKA promptly aired a request to listeners for the additional money, and by last week had collected more than three times the needed funds. The surplus is ticketed for research.

Reinsch specials ■ WSOC Charlotte, N. C., plans a series of special features and interviews which are to be taped by J. Leonard Reinsch, WSOC-AM-TV president, during a month's tour of Africa. Mr. Reinsch, who is making trip as chairman of U. S. Advisory Commission on Information, started Sept. 8 visiting Monrovia, Leopoldville, Johannesburg, Cairo, Beirut and other cities and will observe U. S. Information Agency and other information and propaganda activities.

Mobile video taping ■ WMAL-TV Washington claims it will be the first area station to have a mobile video tape unit. The unit will be used for recording "on location" public affairs programs. It will be delivered late in September.

Carpeters 'bagged' ■ Exposure of an interstate rug firm's selling practices on tv news programs broadcast by WFLA-AM-FM-TV Tampa-St. Petersburg led to 15 indictments against the firm by the Hillsborough County State's Attorney's office, according to Doug Duperrault, WFLA-TV promotion manager. Newsman Arch Deal and producer Bob Gilbert did the spade work, and were credited by State's Attorney Paul Johnson for bringing the matter to his attention. The series "showed the victims then were not alone, gave them the courage to come forward and press

for indictments," according to Mr. Duperrault.

High school 'special' ■ WBBM-TV Chicago will air a 90-minute special in the 8:30 p.m. period Sept. 11 which features performance of Gilbert and Sullivan's "The Mikado" by 71 students of Evanston (Ill.) High School. Show was taped earlier and will be sponsored by Hills Bros. Coffee through N. W. Ayer & Son.

Michigan fm starts ■ WOIA-FM Saline, Mich., announced last week the start of operations on 102.9 mc with 10 kw, duplicating WOIA-AM 50%. Both are licensed to Lester Broadcasting Corp. H. W. (Bud) Lester, president of Lester Broadcasting, is station manager.

Fm stereo network ■ WCRB-FM Boston conducted a demonstration of its fm/stereo broadcasts before an audience of agency media executives in New York last Wednesday (Sept. 5). The station recently added 36 hours of such broadcasts to its schedule. Richard Kaye, station manager, reported that WCRB-FM, as part of the beginning of an fm/stereo network, including WPFM (FM) Providence, and WMTW-FM Mt. Washington, Me. Mr. Kaye said advertisers may buy on the three stations as a group.

Together for stereo ■ Stan Prell of KSOM-FM Tucson, and Ward Atkinson of KEPI-FM Phoenix, both Arizona, announced that the two stations have joined in forming The Arizona Fm Stereo Network.

Radio-tv job office opens in Houston

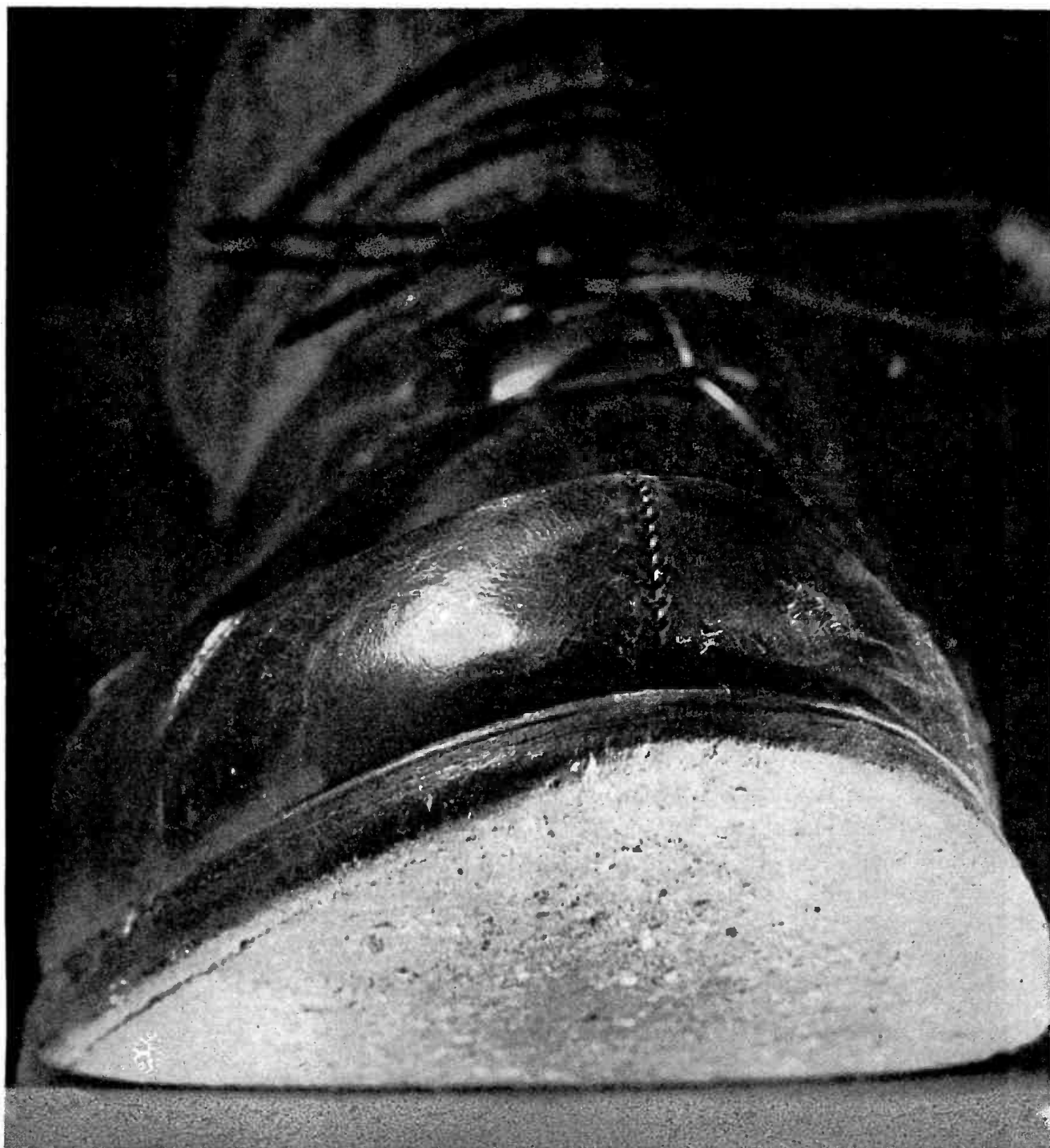
The Radio and Television Employment Center has opened at 3701 Allen Parkway, Houston. RATEC is owned and managed by Fulton A Nash, who said the service is available to both management and personnel. Mr. Nash has been associated with broadcasting in the Southwest for the past 15 years.

Binghamton uhf on ABC-TV

WBJA-TV, a new uhf station in Binghamton, N. Y., has signed a primary affiliation agreement with ABC-TV. WBJA-TV, scheduled to go on the air Nov. 1, will operate on ch. 34. Alfred E. Anscombe is president and general manager of WBJA-TV Inc.

WEEI finds robbery witness

An eye-witness to the \$1.5 million Plymouth, Mass., mail truck robbery Aug. 14 was found by WEEI Boston and was heard on several WEEI news programs, according to the station. "The man, whose identity has been kept secret in fear of reprisals, was interviewed . . . within 24 hours of the robbery," said WEEI.



COVERAGE * When you mention "test market" you're sure to include **Providence**. When you seek many aerials in a compact area you'll probably note **Providence**. When your product demands coverage and penetration of a "must buy" market you'll check WJAR-TV. That's **Providence** too.

* ARB TV Homes

WJAR-TV

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



Paul Hayes

Tampa Bay's official wake-up man. Put this familiar, believable voice to work for your advertising on "Sun-Up" each morning from 6:00 to 9:00. Paul Hayes is one *more* of the many reasons why *more* advertisers are investing *more* dollars on WSUN Radio than anytime in our 35 year history. WSUN is heard in more counties than any other station on Florida's West Coast. (NCS-'61)

FLORIDA'S CLEAR SIGNAL STATION
5KW 620 KC



radio 62

Broadcasting 24 hours daily!
TAMPA-ST. PETERSBURG

National Representatives:
VENARD, RINTOUL & MCCONNELL
Southeastern Representative: JAMES S. AYERS, Inc.

VENARD HEADS MERGED FIRM

Venard, Torbet & McConnell becomes one of top ten representatives with offices in six U. S. markets

Merger of Venard, Rintoul & McConnell with the California-based Torbet, Allen & Crane to form a new, major radio-tv station representation firm is being announced today (Sept. 10).

Company officials said the new firm, to be known as Venard, Torbet & McConnell, ranks among top ten of the country's 52 national broadcast representatives.

Lloyd George Venard, president of VR&M, becomes president of the new company. Alan L. Torbet, president of the TA&C regional representation firm, will be executive vice president of VT&M. James V. McConnell, vice president and treasurer of VR&M, and Stephen R. Rintoul, vice president and secretary, continue in similar posts with the new company.

Six Offices ■ The new firm, whose client list includes radio and/or tv stations in 30 states, will have offices in six major markets. These are New York, Chicago and Detroit, where VR&M maintained offices; San Francisco and Los Angeles, where TA&C had bases; and Dallas, where the two companies have operated an office jointly. TA&C also has affiliates in Portland (Ore.), Seattle and Denver.

Howard B. Meyers, vice president and head of the Chicago and midwestern division of VR&M, continues in that post with the new company. Robert R. Allen, who has been executive vice

president of TA&C, will head VT&M's western division as vice president in San Francisco. The Detroit, Dallas and Los Angeles offices are managed respectively by James A. Brown, Al Hazelwood and N. Arthur Astor.

VR&M and TA&C have been working together under a mutual affiliation agreement since 1960. This relationship, Mr. Venard said, provided the background for the merger.

"The combined facilities and management abilities of these two growing firms combine easily for greater efficiency as a single national entity and give us a broader base for further growth and expansion," he said.

Expand Facilities ■ He reported that plans for expansion in personnel and in offices, including larger headquarters offices in New York, will be announced shortly.

Mr. Venard has headed VR&M since its formation in 1954. Before that he was president of O. L. Taylor Co. and held key posts in Edward Petry & Co.

Mr. Torbet had been associated with west coast stations, including KRAK Sacramento as part owner and KSFO San Francisco as general manager, before becoming president of TA&C.

Mr. McConnell was director of NBC Spot sales and vice president of John Blair & Co. before joining VR&M.



Principals of the new representative firm include (l to r, standing) Stephen R. Rintoul, vice president and secretary; Alan L. Torbet, executive vice president; Robert R. Allen, vice presi-

dent; Howard B. Meyers, vice president; (seated) James V. McConnell, vice president and treasurer; Lloyd George Venard, president of the new company.

- THINK -

Why does the largest local television advertiser spend over 90% of his advertising budget on KRNT-TV? And why has he for several years?

Try to think like the owner does.

If it was all your own money and all your own sweat and tears that had built up an outstanding business, and that business was all you had between your family and the poor house, you'd soon find out the best television station to use. If it was a question of sink or swim, you'd swim or you wouldn't have been smart enough to start the business in the first place. You would want advertising effectiveness—want it real bad . . . have to have it. You could take or leave alone all that jazz about ratings, total homes, cost per thousand and on ad infinitum. You'd seek to buy sales at your dealers' cash registers for your advertising dollar. Every moment would be the moment of truth for your advertising because you had to eat on the results.

Well, that's the way this local advertiser thinks and acts and so do many more like him here in Iowa's capital city.

Think of this . . . nearly 80% of the total local television dollar is spent on this one-rate station and has been since the station's inception. In a three-station market, too, by government figures! Such popularity must be deserved!

Think—Tis the till that tells the tale.

If you seek to sell your good goods in this good market, this is a good station for you to advertise them on. People believe what we say. We sell results.

KRNT-TV

Des Moines Television

Represented By The Katz Agency

An Operation of Cowles Magazines and Broadcasting

SATELLITE LINK OF AMERICAS PLANNED

ITT setups to be used by NASA's Project Relay this year

Plans for the first satellite communication experiment linking North and South America were announced last week by ITT Federal Labs, a division of International Telephone & Telegraph Corp.

ITT's space station in Nutley, N. J. and mobile ground equipment to be set up by ITT near Rio de Janeiro will be used by the National Aeronautics & Space Administration's Project Relay satellite, scheduled for launching late this year.

The equipment is designed for telephone, teleprinter and high-speed data-transmission experiments, but ITT engineers said it may be modified later to include television transmissions. Project Relay's active-repeater satellites will conduct transatlantic television experiments using the AT&T and British and French equipment currently employed in the Telstar satellite experiments.

The first Relay satellite is programmed to orbit the earth at altitudes ranging from about 800 to 3,500 miles. The second is scheduled for launch early in 1953. They are expected to operate at maximum efficiency for the first 30 days in orbit and render useful data for one year.

The Relay spacecraft is being constructed by RCA. It is described as an eight-sided prism-shaped object tapered at one end, weighing about 168 pounds. The broad end measures 29 inches and the total height of the body is 32 inches. The surface is covered with 8,400 solar cells which supply power and recharge nickel cadmium batteries.

In addition to the communication experiments, Project Relay is intended to detect radiation particles in the Van Allen belt and determine the extent of

radiation damage to solar cells and electronic components.

Through Iron Curtain ■ Meanwhile, the already orbiting Telstar satellite continued to make history last week, this time with a Radio Free Europe broadcast to Communist-dominated Eastern Europe. The 13-minute program, transmitted on Sept. 5, consisted of a tape-recorded message by Sen. Hubert Humphrey (D-Minn.), followed by translations into the languages of the countries at whom the broadcast was aimed—Czechoslovakia, Hungary, Poland, Bulgaria and Rumania.

Within a fraction of a second (one-fortieth of a second) after the recording played in New York City it could be heard in the Iron Curtain countries. The complicated route of the signal: from New York to Telstar to Brittany, France, relay station and then by way of Frankfurt to RFE headquarters in Munich to West Germany and Portugal RFE transmitter sites for beaming to East Europe.

Tv satellite may beam Tokyo Olympics in '64

The possibility of American televiewers seeing some of the 1964 Olympic Games in Tokyo via satellite relays moved a step nearer fruition last month when the U. S. State Department announced it had accepted a Japanese proposal for technical discussions between the two countries on the feasibility of cooperation in telecommunication satellite programs.

This would include, the State Department noted, Telstar and other low-orbit satellites, such as "Relay" and "Rebound." Both are communications

satellite programs underway at the National Aeronautics & Space Administration. "Relay" will be an active satellite translator, similar to Telstar. "Rebound" is a giant aluminized balloon designed to act as a radio reflector. They are scheduled to be placed in orbit later this year and next.

Meanwhile Telstar, the AT&T communications satellite, still is being used for tv programming. Two weeks ago it relayed a live transatlantic sports interview for the first time. A BBC sportscaster in London interviewed Dick Tiger, British Empire middleweight champion, who was in an ABC-TV studio in New York. Last week's Telstar feed showed both men on a split screen in London. Mr. Tiger is due to meet Gene Fulmer in San Francisco Nov. 2—and not via Telstar.

Polarad mobile unit offers on-spot service

A mobile laboratory to calibrate microwave instruments has been established by Polarad Electronics Corp., Long Island City, N. Y. The mobile unit, which is linked by radio to the National Bureau of Standard's WWV frequency transmissions, will cover a route of 20,000 miles to make on the spot calibrations of microwave instruments in cities coast to coast.

Presently, test instruments must be sent periodically to the factory for calibration; this lost time can run from three to six weeks. Using the mobile unit, the calibration can be accomplished in three hours. The job will cost \$100 to \$250 for typical calibration.

Technical topics...

Color tv guide ■ ABC engineers have released a new manual detailing color tv standards for film and slides. The guide contains facts on the production and photography of color films and density and contrast range in color slides and films. ABC-TV begins color feeds this fall to owned stations and color-equipped affiliates who request them.

Audio Devices sales ■ Audio Devices Inc., New York (tapes), reported sales of \$4,070,103 for the first six months of 1962 which is 11% over the \$3,677,089 for the same period last year. Net income after federal income taxes was \$223,196 (26 cents per share) for the 1962 half year, compared to \$112,023 (13 cents per share) for the same 1961 six months. William T. Hack, president of the company, estimated total sales for the full 1962 year should reach \$8.3 million.

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

- | | | |
|---|--|---|
| ☐ 52 weekly issues \$7.00 | ☐ 104 weekly issues \$12.00 | ☐ Payment attached |
| ☐ 52 issues & Yearbook published next November \$12.00 | | ☐ Please bill |

name

title/position*

company name

address

city

zone

state

Send to home address—

* Occupation Required

KTHT finds takers for money sale

KTHT Houston introduced "color radio" to Texans in a shade that appeals to all—money green.

A "money sale" kicked off a Highland Village Shopping Center back-to-school promotion which started Aug. 25. The station and the shopping center management traded \$3,000 in real money to 500 lucky customers who "bought" the cash at cut-rate prices: \$100 bills for \$79; \$50s for \$39; \$20s for \$15; \$10s for \$7.90; \$5s for \$3; and \$1 for \$0.50.

The site for the greenback swap was an armored car with a number of armed guards and police in attendance. The truck moved around the shopping center, attracting crowds of eager customers who quickly lined up for service. Inside the truck a "teller" shuffled the KTHT bankroll to select a bill which was offered to customers on a take-it-or-leave-it basis through a slot in the vehicle.

The shopping promotion was publicized exclusively on KTHT and in merchants' displays.



Some lineup!

When WXYZ Detroit news commentator Lou Gordon went on vacation this summer, a distinguished lineup of prominent Michiganders filled in to do Mr. Gordon's nightly 6:25 commentary.

John O. Gilbert (seated), WXYZ vice president and general manager, welcomes one of the pinchhitters, Michigan Gov. John B. Swainson. Other vacation replacements were George Romney, Gov. Swainson's Republican opponent; Mayor Cavanagh of Detroit; George Edwards, Detroit police commissioner; Tom Adams, president of Campbell-Ewald, Judge Edward Piggins of the Wayne County Circuit Court (Detroit); William Day, president of Michigan Bell; Judge Theodore Levin, chief federal judge; Ralph McElvenny, president of Michigan Consolidated Gas Co.; Gus Scholle, president of the Michigan AFL-CIO; and Richard Cross, board chairman of American Motors.

Drumbeats . . .

Astronaut Anna ■ The 82nd Annual Anna Fair at Anna, Ill., was the setting for a display of a Mercury space capsule and the pouring of a 12 by 12 foot concrete "launching pad" by WRAJ,

that city, which broadcast remotes from the site during a four-day August fair. A telephone call from Astronaut Scott Carpenter to the citizens of Anna was broadcast by WRAJ and over fairgrounds loudspeakers.

School again ■ WHOT Youngstown

AN IMPORTANT MESSAGE FROM ERVIN F. LYKE TO ADVERTISING EXECUTIVES AND AGENCY PERSONNEL

"In cooperation with the FCC, WROC-TV, owned and operated by Veterans Broadcasting Co., Inc., Rochester, N. Y., is now operating on Channel 8, so that additional television service can be brought to upstate New York. The same outstanding NBC network shows and local programming with indisputable rating superiority will again be the Number 1 buy in the rich, Rochester market. WROC-TV is operating with maximum power, 316 KW. Call your Petry man for details."



Ervin F. Lyke
President

Veterans Broadcasting Company, Inc.

WROC
ROCHESTER, N. Y.

TV 8
CHANNEL
BASIC NBC



Represented by





Bank goes 'drive in,' newsman gets story

A fear of many man-on-the-street interviewers that the time may come when their microphone cords won't reach far enough was met and neatly resolved by a Tacoma banker, Joe Hawthorne, who manages the K Street Branch of the Puget Sound National Bank.

Don Woodland, conducting inter-

views with K Street merchants during an "Old Fashioned Sidewalk Sale" discovered his mike cord wouldn't reach from his KMO news car into the bank. Mr. Hawthorne just opened the bank's double doors so Mr. Woodland could drive right into the lobby where he conducted his interviews.

personalities joined the Youngstown Downtown Merchants Assn. in a "Play it cool—stay in school" campaign, which included refreshment booths, and midway attractions (merry-go-round, etc.), and WHOT remote broadcasts.

Name the kittens ■ KTBC-FM Austin asked its listeners to name a pair of kittens in a promotion keyed to stereo-fm broadcasting. Four am-fm stereo

radio-phonograph consoles were given to winners. First place name was "Satchmo & Strauss"; runners up were "Sterejo & Stereopal," "Rhapsody & Blues" and "Mewsy Cal & Festive Al."

No rest for Santa ■ Tom Long, of the Plattsburgh, N.Y., Laundry and Dry Cleaning Co., and WEAV, that city, arranged for Santa Claus to visit the area Labor Day weekend in a traffic

safety campaign which included remote broadcasts from five shopping centers. Children put in their Christmas gift requests early, and parents were reminded to drive carefully over the holiday weekend.

Talent trip ■ WKRC-TV Cincinnati sent out a talent package to promote its new transmission tower. The tour put on a one-hour show in several towns in Ohio and Indiana within the area of its increased coverage. A junket to Kentucky is planned sometime this fall.

Artist's life ■ An experimental program, "Concepts in Art," was carried by WCKT (TV) Miami on that station's *Showcase* series Sept. 2. The program used student artists from the Miami Institute of Art to give the tv viewer an opportunity to follow an artist and his gradual development of a painting, through both audio and visual means.

WTHI-TV's consumer study

WTHI-TV Terre Haute has issued the 1962 edition of its *Annual Brand Preference and Home Information Study*, an analysis of advertised consumer and automotive products sold in the 29-county Terre Haute market. It has been distributed to timebuyers and advertising agencies.

The study provides advertisers with information about public acceptance of their products. It is an analysis of brand preference as indicated in replies to 1,500 questionnaires mailed to 14 Illinois and 15 Indiana counties (families receiving the monthly WTHI-TV program schedule).

Copies of the study are available free from George A. Foulkes, vice president in charge of sales, WTHI-TV, 918 Ohio St., Terre Haute, Ind.

PROGRAMMING

FIVE OFF-NETWORKS OFFERED

New Four Star distribution unit syndicating two western, two detective, one lawyer series

Five off-network television series are being released for syndication by Four Star Distribution Corp., New York, the new wholly owned subsidiary of Four Star Television, Hollywood.

Details of Four Star's entry into syndication sales are being announced today (Sept. 10) by Len Firestone, vice president and general manager of the distributing subsidiary. He said Four Star is making available for sale 35 hours from *Target*, *The Corruptors*; 67 half-hours and 30 hours from *The*

Detectives; 145 half-hours from *Zane Grey Theatre*; 45 half-hours from *The Law and Mr. Jones* and 38 hours from *Stagecoach West*.

Mr. Firestone noted that both the half-hour and the hour programs of *The Detectives* will be sold as a unit.

The market for off-network programs will continue to be active, Mr. Firestone asserted. He added that tv series produced especially for syndication have "no chance for survival because of their lack of star names and

the overall lack of budget under which they're produced, resulting in a marked lack of quality."

Four Star has other series it has not as yet released for syndication. Among these are *June Allyson Show*, *Peter Loves Mary*, *Tom Ewell Show*, *The Westerners* and *The Plainsman*.

Film sales...

Supercar (Independent Television Corp.): Sold to Remco Toys, through Webb Assoc., for Syracuse, Rochester, Buffalo and Albany, all New York; St. Louis; Dayton, Cincinnati and Cleveland, all Ohio; Indianapolis; Milwaukee; Portland, Ore.; Fort Worth and Houston, both Texas; Miami, and Provi-



Any way you look at it...



Steaverino! Lots of the gay charm of the Steve Allen Show lies in the spur-of-the-moment inspirations of its star, duplicated with unique "now-ness" for coast-to-coast syndication.



Peacherino! If you get the impression from this commercial of a real-live-girl with peaches-and-cream complexion, credit "New Woodbury Beauty Bar" and "SCOTCH" BRAND Video Tape!

For the drama of "it's happening now"... SCOTCH® BRAND Live-Action Video Tape!

Visual presence, the feeling of "it's happening now," adds viewer-convincing believability and excitement, helps put drama in show and commercial alike! And the sure way to capture presence *extraordinary* is with "SCOTCH" BRAND Live-Action Video Tape.

Complete compatibility of picture source and picture (both electronic) achieves sharply defined tonal values for superior picture quality, both in black-and-white and color. And the superb picture recorded on the master tape is readily transferred to duplicate tapes, or kines.

Video tape also makes production "happen now!" It performs instantly, needs no processing, plays back immediately. Taped news events can

go on the air fast. Creators of shows and commercials can see how production is going mere minutes after actual shooting, when improvement is easy, changes economical. You can view newly produced special effects right away, too! Video tape combines visual elements with instantaneous speed, and in creative hands there's practically no limit to the number of special effects possible on "SCOTCH" Video Tape.

"Techniques of Editing Video Tape," a 32-page brochure, reports on current practices that are making tape editing easier than ever and provides examples of special effects. For your copy—*free*—write Magnetic Products Division, Dept. MBX-92, 3M Company, St. Paul 1, Minn.

"SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL 1, MINN. EXPORT: 99 PARK AVE., NEW YORK. CANADA: LONDON, ONTARIO. ©1962, 3M CO.

Magnetic Products Division



RAHALL RADIO STATIONS



Staffed by
**WIDE-AWAKE
PERSONALITIES**
dedicated to
PUBLIC SERVICE
in the communities
which they serve!



**No. 1
RADIO**

Tampa - St. Petersburg,
Florida
Sam Rahall, Manager



**No. 1
RADIO**

Allentown-Bethlehem-
Easton, Pennsylvania
"Oggie" Davies, Manager



**No. 1
RADIO**

Beckley,
West Virginia
Tony Gonzales, Manager



**No. 1
RADIO**

Norristown-Philadelphia
Area
John Banzhoff, Manager

above stations represented
nationally by H-R . . . New York

also

WQTY

our station coming up fast in
JACKSONVILLE, Florida
National Rep. The Bolling Co.

N. Joe Rahall, President
"Oggie" Davies, Gen. Manager

Film salesmen now amortization specialists

Television stations are being counselled by United Artists Assoc. salesmen on the best way that they may amortize their film costs. UAA has equipped salesmen with copies of a book titled, "The Television Business: Accounting Problems of a Growth Industry," by Warde B. Ogden, partner in Price, Waterhouse & Co., New York, for use during station calls on behalf of the tv film distributors' feature film and cartoon properties.

Erwin H. Ezzes, executive vice president of UAA, said this sales tactic has been adopted because film amortization is a key factor in station costs. He noted that UAA

salesmen are instructed to apply particularly a chapter from the book on amortization of film costs and this approach has been used most recently on the company's latest tv release of 33 post-1950 feature films, *United Artists Showcase for the Sixties*.

Latest sales on *Showcase* have been made to WDAF-TV Kansas City; KSD-TV St. Louis; WSOC-TV Charlotte, N. C.; WSYR-TV Syracuse, N. Y.; KLBK (TV) Lubbock, Tex.; WOC-TV Davenport, Iowa; KEDT-TV Big Spring, Tex., and WMCT (TV) Memphis. The films have been in distribution for five weeks and have been sold in a total of 44 markets.

dence, R.I. Also sold to Leitsey Distributing Inc. for five southern markets: Charleston, Florence and Columbia, all South Carolina; Asheville, N.C., and Augusta, Ga. Other new markets: Huntington, W. Va.; Portland, Me.; Chattanooga, Tenn.; San Diego; Washington, D. C.; Wichita, Kan.; Los Angeles; Lynchburg, Va.; Oakland, Calif.; Salt Lake City; Boston, and Baton Rouge, La. Now in 142 markets.

The Story of . . . (United Artists Television): Sold to Corn Products Co., through Lennen & Newell, N.Y., for WNBC-TV New York and for Philadelphia station not yet selected. Now in 98 markets.

Ripcord (United Artists Television): Sold to International Latex for WRCV-TV Philadelphia; California Oil Co., for KOSA-TV Midland-Odessa, Tex., and KRBC-TV Abilene, Tex.; WATE-TV Knoxville; KSL-TV Salt Lake City; KXLY-TV Spokane; WHIS-TV Bluefield, W. Va.; WKTV (TV) Utica, N.Y.; WCAX-TV Burlington, Vt.; WKBT (TV) LaCrosse, Wis., and KNTV (TV) San Jose, Calif. Now in 110 markets.

Restless Gun (MCA TV): Sold to WHBF-TV Rock Island, Ill.; WAVY-TV Norfolk-Portsmouth, Va., and KLIX-TV Twin Falls, Idaho. Now in 17 markets.

Animation Inc. adds division

Animation Inc., Hollywood producer of animated tv commercials, has added Image Productions as its newest division. Image, dealing in live action films as well as animation, gets its name from the initial letters of its productions goals: Films for industry, marketing, advertising, government and education. Warren Williams, commercial film producer, is in charge of production of the new division, with

Stanley Gerstein, formerly with Partheon Pictures, as director of marketing. Image has completed an animated 15-minute film for the American Medical Assn., presenting the AMA views on Medicare, and 15-minute live action film on reliability concepts for Bourns, Inc., electronic components firm.

Additional sales made on Warner Bros. series

Fifteen additional sales have been made on six one-hour Warner Bros. tv series, it was announced last week by Joseph Kotler, vice president of Warner Bros. television division.

KATU (TV) Portland, Ore., has bought *Maverick*, *Surfside 6*, *Sugarfoot* and *Bronco*, while KPTV (TV) Portland has ordered *Bourbon Street Beat*. WSPA-TV Spartansburg, S. C., has purchased *Surfside 6*, *The Roaring 20's*, *Bronco*, *Sugarfoot* and *Bourbon Street Beat*. Other sales include *Surfside 6*, to WDAU-TV Scranton; *Sugarfoot* to KTHV (TV) Little Rock and *Surfside 6* and *Roaring 20's* to WTAF-TV Marion, Ind.

Total markets sold on series: *Surfside 6*, 25; *Maverick*, 22; *Sugarfoot*, 19; *Roaring 20's*, 14; *Bronco*, 14 and *Bourbon Street Beat*, 12.

Industrials Illustrated to make tv films, tapes

In an expansion move, Industrials Illustrated Inc., New York, has announced the company is entering the field of tv film and tape production of entertainment, educational and public service programs. The company had specialized in the production of commercials and industrial films.

Industrials Illustrated has engaged Milton Robertson, formerly producer-writer of the *PM West* series of Westinghouse Broadcasting Co., to super-

MAINTENANCE... **AND THE WORLD'S LARGEST AIRLINE**



The jet inspection that never ends

Jet inspection is a continuous process at Air France. It starts before a jet takes off. Continues in the air. Begins again after it lands. Gets progressively more extensive during regular checkups after every 50, 200 and 2000 hours of flight. By the time an Air France Jet has flown 5,000 hours, an incredible 200,000 man-hours will have been spent on its care.

During this time, every part has been rigorously tested by expert technicians, using the most delicate equipment. Accurate records, showing the complete life history of every part, are constantly examined. Replacements are made automatically, long before the need for such maintenance is ever apparent.

Continuous inspections and scientific

maintenance are always there behind the scenes. Smoothing the way every moment for your greater enjoyment of that world-famous service that is France aloft—Air France!

If you'd like to find out more about Air France maintenance, and the painstaking way each crew is trained, a comprehensive booklet is yours for the asking.

AIR FRANCE

WORLD'S LARGEST AIRLINE / FIRST IN INTERNATIONAL PASSENGER EXPERIENCE

BROADCASTING, September 10, 1962

wise program activity. He will serve as vice president and executive producer of the organization, and his initial assignment is to provide scripts for a series of program specials to be produced by Victor Borge-Selden Assoc. Mr. Robertson also will produce a special film program on the problems of city traffic planning in New York.

'Mickey Mouse' expands

More than 60 tv stations have bought *The Mickey Mouse Club*, now in syndication, Walt Disney Productions reported last week.

The sales began five months ago for the half-hour children's program; the prospective audience is now almost as large as when the program was on network, the Disney group claims.

The first station to air the show in syndication was WISN-TV Milwaukee, which started it Aug. 27, the company reported.

'The Shadow' to return

The onetime popular radio mystery, *The Shadow*, is returning to the airwaves again by way of its original distributor. Charles Michelson, Inc., New York, is re-releasing 52 half-hour epi-

sodes of the series, to be called *The Best of The Shadow*. Mr. Michelson said additional episodes of the show will be made available if station demand is strong.

Production firms merge, negotiate with networks

Jule Styne Productions and Lester Osterman Productions are merging to produce movies, tv and theater shows.

The new firm, Stage Productions Inc., is negotiating with the networks on a proposed one-hour series and several specials, it claimed.

Richard Horner, manager of two Broadway theaters owned by Mr. Osterman, will be general manager of SPI. Office will be at 1650 Broadway, New York.

'Miss Teenage' on CBS-TV

For the first time, "Miss Teenage America" pageant from Dallas will be telecast on a nationwide basis. The contest, telecast by local Dallas station in the past, will be carried by CBS-TV this year, Oct. 26, 10:30-12 midnight. The telecast will originate in Texas State Music Hall, Dallas, and be sponsored by Corty and Colgate-Palmolive.

Program notes ...

Gov. Brown taping ■ International Video Tape Recording & Production Inc., Los Angeles, has recorded a 30-minute tv program for the re-election campaign of California Gov. Edmund G. (Pat) Brown. Taped at the governor's Los Angeles residence and at the Wilshire Boulevard Democratic campaign headquarters, the program was scheduled for use on California television stations, beginning last week.

Paramount earnings dip ■ Paramount Pictures Corp. reports estimated consolidated earnings for the six months ended last June 30 at \$1.7 million, equal to \$1.01 per share, as against \$4.4 million, or \$2.62 per share, in the corresponding period of 1961. For the second quarter of 1962, consolidated earnings are estimated at \$572,000, equal to 34 cents a share, as compared with almost \$2 million, or \$1.17 per share, in the same quarter of 1961.

Atomic energy series ■ *Challenge*, a series of 13 half-hour programs pertaining to nuclear energy and the atomic scientist, premiered last week on the National Educational Television Network of stations. Ross-McElroy Productions, Chicago, is producing the video taped series, in which scientists and engineers at the Argonne National Laboratory in Chicago introduce viewers to their atomic research products.

ITC moves ■ Independent Television Corp., New York, formerly located at 488 Madison Ave., has moved to 555 Madison Ave., zone 22. The telephone number remains the same: Plaza 5-2100.

Telstar's sports report ■ The first live radio sports broadcast by Telstar was sent Sept. 6 by the Armed Forces Radio Service. The 10-minute broadcast was aired exclusively for AFRS stations and service personnel overseas. It included an interview with New York Yankees manager Ralph Houk and Los Angeles Dodger manager Walt Alston.

American Indian program ■ A one-hour *Project 20* program on the American Indian will be produced by NBC-TV. A playdate for the program, which will be called "The American Indian," will be announced shortly. Theme of the program will be the conflict of the Indian and white man when America was moving west and will cover the years 1849 to the turn of the century. Donald B. Hyatt is producer-director, Robert Garthwaite, associate producer, and Phil Reisman Jr., writer.

Gaddis adds 13 segments ■ Gadabout Gaddis Productions has put 13 additional half-hour segments of the *Gadabout Gaddis* into production, making 26 episodes that will be ready for release this

ABC-TV film explores Soviet school system

A study of the Soviet education system filmed inside Russia will be televised by ABC-TV, Sept. 28, 7:30-8:30 p.m. EDT, as first of the 1962-1963 Bell & Howell *Close-Up* series.

The one-hour documentary, called "Meet Comrade Student," was filmed in Moscow by an ABC News team with the cooperation of the Soviet Radio-Tv Committee. It examines

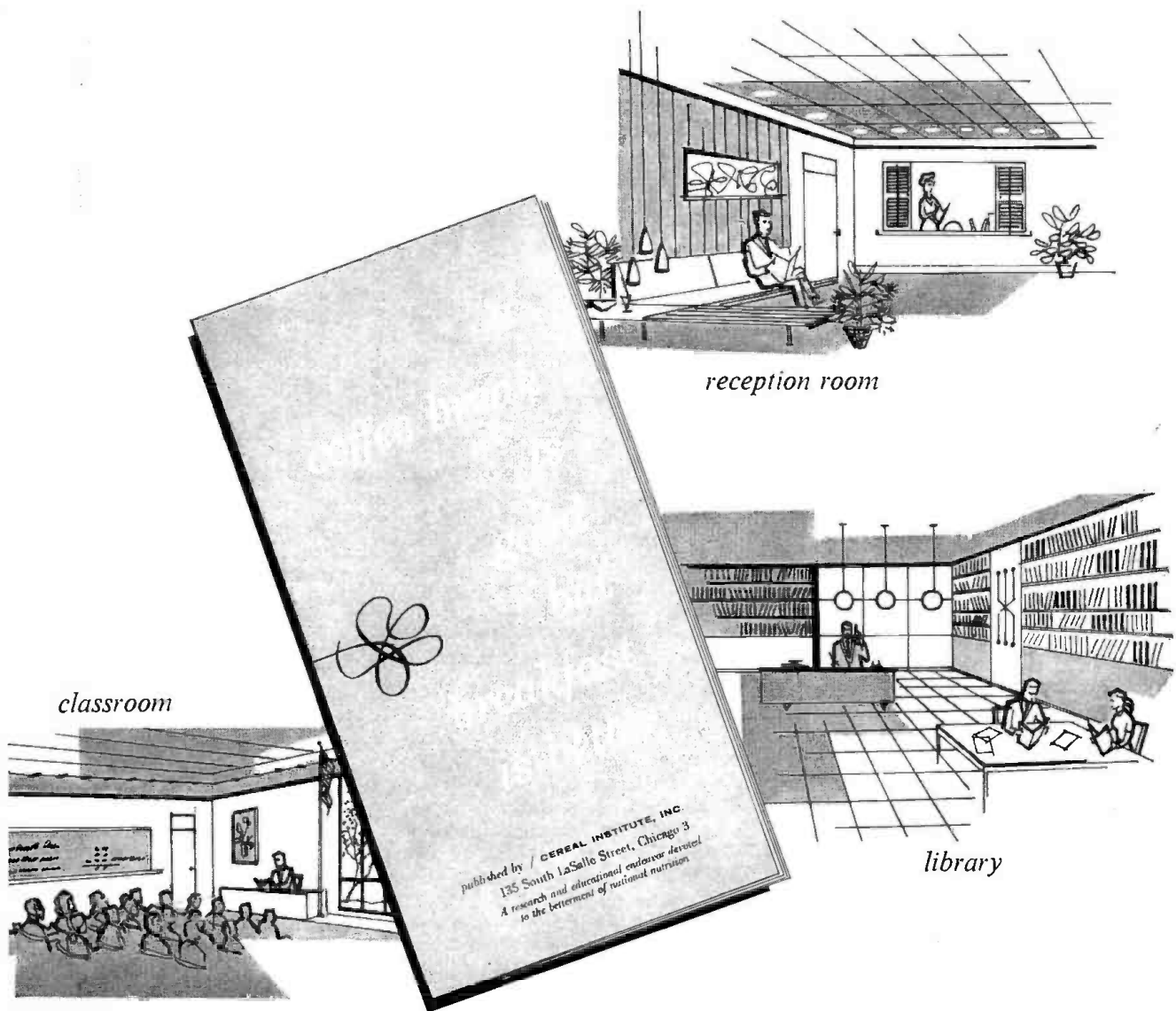
primary, secondary and trade schools in Russia by following a 15-year-old student and his 13-year-old brother to school. Nicholas Webster produced and directed the program and Robert Lewis Shayon wrote the script.

Bell & Howell Co., Chicago, is the sponsor of the tv series, and McCann-Erickson, New York, the agency.



Nick Webster (r) producer-director, confers with his crew in Red Square. With Webster are (l to r)

Dudley Plummer, soundman; a Russian cameraman, and Bill Hartigan, chief cameraman.



The "coffee break" habit is not confined to industry only but exists in professional and educational institutions. The above booklet is based on the 23rd scientific paper from the Iowa Breakfast Studies. It is illustrated and written in the popular view. It is available free to professional and educational people in reasonable quantities for their own use. Send coupon below.

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TvQ's top ten for August by age

(Percentage of viewers familiar with show who consider it "one of my favorites")

Rank	Program	Total Audience TvQ	Age Groups				
			6-11 TvQ	12-17 TvQ	18-34 TvQ	35-49 TvQ	50+ TvQ
1	Bonanza	52	55	61	43	52	53
2	Saturday Night Movies	48	68	69	50	41	25
3	Ben Casey	47	50	52	48	46	44
4	Andy Griffith	44	54	45	40	39	46
5	Doctor Kildare	43	55	50	39	35	45
6	Red Skelton	42	64	57	30	39	37
7	Hazel	41	63	49	25	31	46
8	Disney World of Color	40	66	46	32	32	32
8	Hollywood Special	40	47	49	43	39	27
8	My Three Sons	40	61	57	33	30	34

Copyright Home Testing Institute, Inc., 1962

fall, N. W. Russo, executive vice president and producer, announced last week. The new programs are being filmed in color on location at outstanding fishing spots in the country. The first series of 13 programs was tested on two stations, WRGB (TV) Schenectady, N.Y., and KTRK-TV Houston, Tex., with local Ford dealers as sponsors.

No interruption ■ General Foods Corp. will use its regular Monday night hour on CBS-TV on Sept. 24 for 50th Anniversary tribute to the Girl Scouts. The program, titled *The Road to Button Bay* (9-10 p.m. EDT), will be presented without commercial interruption. Young & Rubicam, General Foods' agency, said there will be General Foods' announcements immediately preceding and following the show, which was filmed at the 1962 Girl Scout Senior Roundup at Button Bay, Vt. Garry Moore will narrate.

Free farm show ■ Empire Broadcasting Corp., New York, has started free distribution of public service radio farm-news programs produced for Massey-Ferguson Inc. of Detroit. The program series (*Farm News Report*) includes 24 episodes of three and one-half minutes length each for bi-weekly broadcast. Programs are produced by General Public Relations, a division of Benton & Bowles Inc. (Massey-Ferguson's agency), and are distributed to about 500 radio stations in 50 states.

World's Fair film ■ *Preview: New York World's Fair 1964-1965*, second in a series of filmed progress reports, has been made available to tv stations by Association Telefilms, New York. John Campbell Productions produced the 28½-minute motion picture which is sponsored by the New York World's Fair 1964-1965 Corp. The film is narrated by Bob Considine.

Quartet ■ Warner Bros. is preparing four new tv series for release next year: *The Key*, a prison drama; *Killer Diller*, a comedy sequence; *Rebel Without a Cause*, a series dealing with high-school

pupils; and *Nine to Five*, a business story with a New York background.

JFK revisited ■ Wolper Productions has acquired special tv film footage of President Kennedy's pre-election grassroots tours from 264 station managers. Some of this film will be used in Wolper's two one-hour tv specials, "The Making of the President 1960."

Penney films available ■ Two new films sponsored by J. C. Penney Co. covering the life of the chain store owner have been released by Association Films, New York, for tv stations.

Scholarships in etv ■ The U. of Washington, Seattle has announced the receipt of a \$2,000 grant from KING-TV same city. The station received \$1,000 from a du Pont Foundation award which was matched by the Bullitt Foundation. KING-TV in turn presented the money to the university to provide for 20 fellowships in the study of etv programming and directing.

Three lengths ■ Media Tempo is offering *Criswell Predicts* as a radio feature in three lengths—one-minute vignettes, supplied in packages of 25 units a week, five-minute programs and 15-minute

Wives go stumping

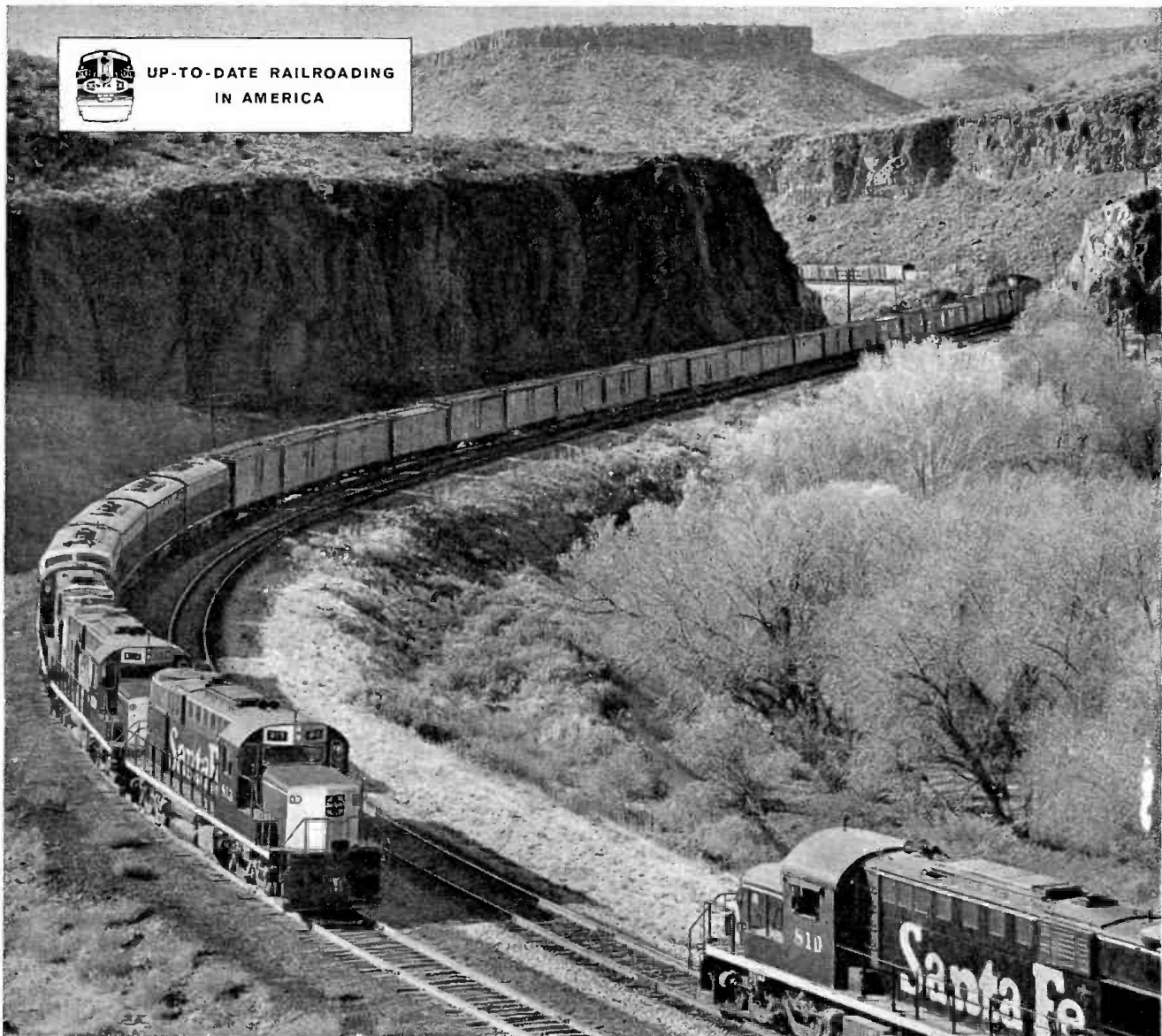
The wives of the Democratic and Republican candidates for governor of Michigan have accepted invitations to share a half-hour of prime evening time on WXYZ-TV Detroit to tell why their husbands should be elected.

John F. Pival, president of WXYZ Inc., made the offer when he noted both Mrs. George Romney (Republican) and Mrs. John B. Swainson (wife of the Democratic incumbent) were doing almost as much campaigning as their husbands.

The program format, while not yet worked out, will not be a debate, Mr. Pival said.



UP-TO-DATE RAILROADING
IN AMERICA



How many different things go to market in a Santa Fe freight train?

This Santa Fe freight train is heading west from Chicago.

On board are 225 tons of auto parts, 28 tons of apples, 25 tons of magazines, 34 tons of chewing gum, 31 tons of soap, 45 tons of steel wire, 31 tons of starch, 30 tons of syrup—plus 1,935 tons of general cargo from carbon paper to grand pianos.

Every day hundreds of Santa Fe trains like this

shuttle back and forth across the West and Southwest delivering new products and materials to the factories, businesses, and homes of America's fastest-growing area.

To do this big job Santa Fe keeps up-dating its equipment, people and methods. Because it takes up-to-date railroading to keep America moving ahead full steam.

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

For fast, dependable freight service, just call

SANTA FE SYSTEM LINES

Serving the West and Southwest



Santa Fe

programs, available as frequently as a station desires. A former MBS series, *Criswell Predicts* has lately been on television on the West Coast. Media Tempo, at 1103 N. D St., San Bernardino, Calif., is headed by Ches McKown, formerly part owner of Futursonic Productions in Dallas. The new firm is syndicating a package of station promotion jingles as well as radio programs.

Local documentaries ■ A new series of one-hour programs entitled *Inquiry* has been initiated by WTOP-TV Washington. The programs treat "problems and issues" in the D. C. area, WTOP-TV said. Such topics as welfare scandals and political reforms in neighboring counties will be discussed. Jack Jurey, newsman and editorial writer for WTOP-TV, will write and narrate the series; Ed Colbert will direct. The first program will be shown Sept. 13 at 10-11 p.m.

Tucson story ■ The industrial development of Tucson will be covered in an "extensive" series planned by KCEE Tucson. The station will contact 60 Tucson manufacturing firms representative of industry in that city and the programs will cover manufacturing processes, interviews of management, tours of plants with taping equipment, production statistics and estimates of each

Bigger, better parades

CBS-TV is reported to be expanding and adding a new wrinkle to its coverage of Thanksgiving Day parades this year. Program will cover two hours on Nov. 22 (10 a.m.-12 noon), as contrasted with 85 minutes in 1961, and for the first time will use name personalities as hosts. Arthur Godfrey will serve for the J. L. Hudson parade in Detroit; Shirley Temple for Gimbel's parade in Philadelphia, and Jackie Gleason for Macy's parade in New York. Sponsors are said to be Nestle's and De-Lux Reddy toys.

industry's worth to the community, says Ray Owen, KCEE manager

U. S. tv news in Spanish ■ *Telamigo*, a simultaneous translation of WCKT (TV) Miami's 6 p.m. newscasts, will be broadcast on WFAB, that city, which programs in Spanish. Manolo de la Torre, a former Cuban newsman, will read WCKT scripts in Spanish while tv newsman Wayne Fariss broadcasts on ch. 7.

New viewing room ■ Acme Film Laboratories, Hollywood, has announced the completion of a new viewing facility within the confines of the Acme complex, another step in its present drive towards complete "in house" services for their customers. The new room permits the viewing of 16 mm film and video tape simultaneously.

New series ■ A new one-hour series—*The Travels of Jamie McPheeters*—based on a Pulitzer prize novel by Robert Lewis Taylor, will be produced by MGM-TV to be telecast over ABC-TV during the 1963-64 season. Robert Sparks will produce the initial episode, which will go into production in October.

Joint development ■ Jackie Cooper Productions is becoming associated with Four Star Television to develop new series. Plans also call for development of a series starring Jackie Cooper, whose company produced his previous tv series, *Hennessey* and *People's Choice*. The company is moving from the General Service lot where it has been located for several years to Four Star Studios.

Virginian pleases ■ After viewing the first five segments of *The Virginian*, NBC-TV ordered the new series extended indefinitely beyond the 13 weeks specified in the original contract, according to Revue Studios, producer. The series features 90-minute color pro-

grams with continuing characters and weekly guest stars. It will begin Sept. 19 and will be shown weekly Wednesday evenings.

Barrage against Canon 35 ■ The American Bar Assn.'s rule denying cameras, broadcasting or television equipment access to court proceedings was the subject of *Witness* Sept. 2 on WSB Atlanta. Participating in the discussion of the ABA's Canon 35 were two Atlanta lawyers; a superior court judge; Ray Moore, WSB-TV news director, and Aubrey Morris, WSB news director.

Chevalier special ■ Purex Corp. and NBC-TV have set "The World of Maurice Chevalier" as the third one-hour Purex Special for the 1962-63 season. New and old film of the French entertainer are now being prepared by NBC special projects producer Gene Jones for a Jan. 24 air date.

Bricken to do series ■ CBS-TV has signed Jules Bricken as producer of a new one-hour dramatic series starring George C. Scott, planned for presentation during the 1963-64 season. Mr. Scott will play a newspaper columnist in the new series, which is being produced by United Artists-TV.

Dividend ■ Trans-Lux Corp., New York (program firm), has announced 15 cents per share quarterly dividend payable Sept. 28 to stockholders of record Sept. 14.

Hollywood specials ■ "Hollywood: The Talkies" and "Hollywood: The Great Stars," produced by David L. Wolper, have been scheduled by ABC-TV for January and March 1963. Procter & Gamble will sponsor. NBC-TV has slated "Hollywood: The Golden Years" for a re-run Sept. 18.

Biography of a fist ■ Floyd Patterson, world heavyweight boxing champion who puts his title on the line against Sonny Liston Sept. 25, narrates "The Floyd Patterson Story," a filmed special on his life. "Story" is being produced for The Big Fights Inc., New York, by William D. Clayton, producer of *Greatest Fights of the Century*.

Readying 'Ready' ■ Warner Bros. is preparing a new one-hour tv series, *Ready for the People*, based on the book, *Tiger in the Night*. Sy Salkowitz will write the tv adaptation; Jules Schermer will be supervising producer and Anthony Spinner producer of the new series.

Seagoing studio ■ The *Via Vida*, \$2.3 million minesweeper converted into an ocean-going tv studio, was in Bangkok last week, arriving by way of Saigon and Singapore, and is scheduled to leave this week for Cambodia, all part of a

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of
TWIN CITY
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in Monroe, La.

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REPRESENTED NATIONALLY BY:
VENARD, RINTOUL & McCONNELL
CECIL BEAVER SOUTHERN REP.

scouting expedition for locations for a tv series, *Via Vida—The Way of Life*. The one-hour series, filmed in color, is being produced by Artie Wayne, former singer-bandleader. The plot concerns the adventures of eight teenagers who are making a two-year, 'round-the-world cruise aboard the *Via Vida*. Earlier episodes have been shot in Hong Kong, Japan, Hawaii, the Philippines and Formosa.

Frank Buck series planned ■ A tv series based on Frank Buck's *Bring 'Em Back Alive* is being planned by Aubrey Schenck and Edwin F. Zabel in association with Warner Bros. The co-production agreement also provides for co-production of theatrical motion pictures, currently in preparation.

Press agent ■ Wolper Productions has chosen Jim Moran, New York press agent, as the subject of "Story of a Publicist" for Wolper's *The Story of* . . . half-hour tv series. William Krock will be the producer and director.

RKO pay tv to use new Columbia features

RKO General Inc. announced last week it has signed an agreement with Columbia Pictures Inc. for the showing of various new Columbia feature films over the company's subscription pay tv operation, WHCT (TV) Hartford.

RKO is carrying films on subscription tv which are called "first subsequent run" (immediately after the first theatrical showing). RKO also offers features released earlier.

Included in the arrangement are "The Notorious Landlady," with Kim Novack and Jack Lemmon; "The Interns," with Michael Callan and Nick Adams; "The Three Stooges in Orbit," with the Three Stooges and Carol Christensen and "Sail a Crooked Ship," with Robert Wagner and Dolores Hart. An RKO General spokesman said last week more than 700 customers subscribe to pay tv in Hartford, as compared with 300 on June 29 when WHCT went on the air.

Mars and Clark combine to produce new dj show

Mars Broadcasting Inc., Stanford, Conn. and Dick Clark Radio Productions Inc. are producing and distributing a new two-hour Dick Clark disc jockey show for radio.

The daily show, which is custom produced for airing by different stations, has already been sold in five markets.

Using a disc jockey/master of ceremonies format, the show sounds as if it is broadcast to a local audience in a local auditorium with major stars and full production facilities and equipment, according to Stan Kaplan, executive vice president, Mars.

INTERNATIONAL

AUSTERITY HITS CBC

Government seeks 50% slash in capital budget; halt urged on construction of radio stations

The Canadian government's austerity campaign has affected the capital expenditure plans of the Canadian Broadcasting Corp. The government has asked the CBC to cut in half its capital budget of \$10,572,000.

It is understood that the CBC is not able to cut its capital expenditures by this much as contracts have already been awarded on several projects for the current fiscal year, which ends next April 30. However, CBC has suggested to the government ways in which it can save money on capital outlays during the current year, but these have not been announced. It is expected that CBC will not go ahead with new 50 kw radio stations at a cost of \$1,750,000 each at Edmonton and Calgary, Alberta, to replace CBX Edmonton. Its new \$2 million tv station at Quebec City will also likely await better times, especially since an application for the station before the Board of Broadcast Governors has been deferred for some months.

A new \$500,000 French-language radio station at Ottawa, Ont., a new tv tape relay system at Winnipeg, Man., and a new tv rebroadcasting station at Sheet Harbor, N. S., are also expected to be deferred because of the government's austerity campaign.

Meanwhile CBC programs are being trimmed due to falling tv advertising revenue.

There has been no suggestion so far that the government might demand a cut of the almost \$75 million grant for radio and tv programs on the national CBC networks.

Firm represents foreign media

A new firm, Media Internationale, representing foreign language newspapers, magazines, radio and tv stations outside the continental United States, has opened offices in the International Bldg., San Francisco.

Media Internationale describes its

THE ROAD TO MARKET MUST PASS MAIN STREET To reach Main Street, U.S.A., turn at Mutual.

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A Service to Independent Stations



function thus: "to aid American advertisers and their agencies in placing advertising schedules overseas, including the language, currency and marketing complexities."

Ed Anderson, formerly vice president and advertising manager of *The Traveler* magazine, is president of the new company.

BBC-TV advances date for new network

BBC-TV now hopes to start its second network earlier than its original April 1964 target date, it was announced by BBC Chairman Sir Arthur Forde, when he opened the 29th National Radio and Television Exhibition in London.

He said, "We hope to have the service operating in the London area by April 1964. But if we can do anything to speed up this service we shall do it. . . ."

Charles Stanley, president of the British Radio Equipment Manufacturers' Assn. and also chairman of the Pye group of companies, said the news was "the most encouraging thing we have heard."

A day before the official opening he had forecast that the second BBC-TV network would be on the air in 1963. He revealed that the radio industry had asked the postmaster general to give BBC permission to start next year rather than in 1964. The industry is ready for 625-line uhf television, he said, and the public won't be kept waiting.

BBC plans a national coverage for the second network to be developed over several years.

German firm in pact with Benton & Bowles

A mutual representation agreement has been made between Benton & Bowles Inc., New York, and Hanns W. Brose GmbH & Co., Frankfurt, Germany, in which the German advertis-



CBC's helping hand across the Pacific

Program exchange between Canada and Australia is discussed by Dr. James Darling, chairman of the Australian Broadcasting Commission (left), during a visit to Canadian Broadcasting Corp. headquarters. With him are W. J. Dunlop, CBC

supervisor of international relations (center) and D. O. Ray, Australian High Commissioner to Canada. The Australian Broadcasting Commission has been using CBC television programs on an exchange basis since 1953.

ing agency will serve as B&B's representative in that country, and B&B will represent Brose in the U. S.

Brose was founded in 1948. Current billings are approximately \$10 million annually.

Radio stations start Canadian talent library

CFRB-AM-FM Toronto, Ont., and CJAD and the new CJFM-FM Montreal, Que., have begun production of Canadian Talent Library, a collection of 12-inch transcriptions in both monaural and stereo for Canadian radio stations. The programs will be produced by Canadian musicians, from

music arranged by Canadians, some composed by Canadians, and recorded at RCA-Victor studios at Toronto and Montreal.

J. Lyman Potts, program manager of CJAD and manager of CJFM-FM, who conceived the idea, said that the Canadian Talent Library will start with 100 selections, featuring Canadian orchestras ranging in size from 6 to 26 musicians. First performances will be heard on CJFM-FM about Oct. 1, to

Trucks track tax dodgers

The British post office is stepping up its campaign against viewers who haven't paid their annual tv set tax. Nine new detector trucks which start roaming Britain in October will not only pinpoint sets in homes but can tell to which channel they're tuned.

They have a two-mile range in open country and half a mile in cities. The trucks will have the words "Television Detector" painted on them clearly. The aim is to encourage non-paying viewers to start paying before the need for prosecution. It is illegal to operate a radio or tv set that is not covered by an annual tax payment. A portion of the money gathered goes to BBC.



IN ROCHESTER, N.Y. —

With a new, higher antenna 511 feet above average terrain, CHANNEL 10 now gives you more reach—more homes —with Rochester area coverage *second to none!*

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CHANNEL 10

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coincide with the station's inauguration.

The library will provide new and highly remunerative employment opportunities for musicians and artists, Mr. Potts pointed out. It will also promote their employment in Canada and other countries.

Developed to its fullest extent and supported by the Canadian broadcasting industry, the library could bring about a reduction in the use of imported material as use of "native" programs increases. For small community stations suffering a lack of local broadcast talent, the library could solve a problem of program content required by Canadian broadcast legislation.

In announcing the formation of the library, W. C. Thornton Cran, president of CFRB and CJAD, stated the aim is to increase the library each year. Other stations will be asked to produce Canadian programs for the service.

Abroad in brief...

BBG sets '62 dates ■ The Canadian Board of Broadcast Governors has announced that it will hold at least four public hearings at Ottawa, Ont., next year on Jan. 15, April 2, June 4 and Aug. 27.

Canadian branch ■ Intercontinental Marketing Services, New York, has opened a Canadian office at Montreal, Que., at 1245 Sherbrooke St. West, with G. Russell Hulme as manager. The agency will specialize in drug accounts.

Stations appoint ■ CKVL Verdun, Que., (Montreal suburb) has appointed Young Canadian Ltd., New York, as U. S. representative. CKSL London, Ont., has appointed Markey Brooke Interprovincial Ltd., Toronto, Ont., as exclusive representative in Canada.

Annual report good ■ Sueddeutscher Rundfunk, Stuttgart, West Germany, reports its 1961 tv income is \$13,456,000, double that of 1960, which it says will be enough to finance all program operations despite the government's requirement the firm must pay 30% of its total license fee income to the Laender-Fernsehen (second channel). Three-fifths of the firm's income came from radio license fees, the remainder from tv licenses.

Time buys up, but... ■ Suedwestfunk, Baden-Baden, and Sueddeutscher Rundfunk, Stuttgart, report receiving \$8.5 million in orders for tv commercial time, but because only part of their total air time is available for commercial sale, more than \$5,560,000 in orders from buyers had to be rejected last year. In commercial radio, they booked 80% of the available time, but when the tv time shortage developed, radio sold out.

BBG TIGHTENS DOWN ON AM BIDS

Only one survives mass turndown at latest meeting

The Canadian Board of Broadcast Governors turned down all but one application for new am broadcasting stations. Following hearings at Ottawa, announcement was made Aug. 30 that applications for licenses in suburban areas of Toronto and Winnipeg were turned down because such operations were not considered economically feasible without entering the metropolitan areas for advertising solicitation. Applicants for French-language stations at Ottawa were denied and a decision deferred on an application for such a station by the CBC pending its ability to obtain funds from the Canadian government.

Am station applicants at Fredericton, N. B., and Stephenville, Nfld., will have to wait until the BBG makes a further study of the situation in these areas. Applicants for a station at Duncan, B. C., were turned down because the BBG did not feel economic conditions there justified a local radio station. Only applicant to be recommended for an am license was the Royal Canadian Air Force for a 40-w station on 1340 kc at the defense base at Chibougamau, Que.

Fm applicants fared better. CHUM Toronto, Ont., was recommended for fm license on 104.5 mc with 18 kw. Decision was reserved on the application of CHUC Cobourg, Ont., for fm license on 103.1 mc with 117 kw, pending approval of proposed fm network applied for by CHFI-FM Toronto, Ont.

CHAU-TV Carleton, Que., was recommended for a rebroadcast station license at Ste. Marguerite-Marie, Que., with 219 w video and 109 w audio power on ch. 2.

CKBI-TV Prince Albert, Sask., received approval to increase power on two 5-w satellite stations, one at Alticane, Sask., on ch. 10 to 340 w video and 170 w audio power, and the other at North Battleford, Sask., on ch. 7 with 315 w video and 157 w audio power.

Five-w tv satellite stations were recommended for CHCT-TV Calgary, Alta., on ch. 12 at Drumheller, Alta., for CHCA-TV Red Deer, Alta., at Red Deer River Valley, Alta., on ch. 10, and for CJFP Riviere-du-Loup, Que., at Baie St. Paul, Que., on ch. 13 to rebroadcast CKRT-TV Riviere-du-Loup.

CKX-TV Brandon, Man., received approval for two satellites, one on ch. 11 at Foxwarren, Man., with 6.64 kw video and 3.48 kw audio power, and the second at Melita, Man., on ch. 9 with 188 w video and 94 w audio power.

Decision was reserved on a satellite for CBHT (TV) Halifax, N. S., at

Sheet Harbour, N. S., on ch. 11 with 660 w video and 330 w audio power.

In mountainous British Columbia province 5-w satellites were recommended to pick up programs of CHEK-TV Victoria, B. C., to a society being incorporated by Eric Barton Murray of Victoria, with stations at Sointula, Kokish, Port Hardy and Newcastle Ridge. At Yuill Mountain, Balfour, B. C., a 20 milliwatt station will rebroadcast programs of KXLY-TV Spokane, Wash., on ch. 5 until a Canadian tv station can put a signal into this area. License is a society headed by John L. Hobson.

Other actions by the board:

CJBC Toronto, Ont., former key station of the disbanded CBC Dominion network, was approved for French-language programming in the Toronto area.

CFRA Ottawa, received permission to form a network in Ontario to broadcast football games this fall, with stations in network being CHML Hamilton, CJKL Kirkland Lake, CKGB Timmins, CFCH North Bay, CKWS Kingston, CKNX Wingham, CKLS London,

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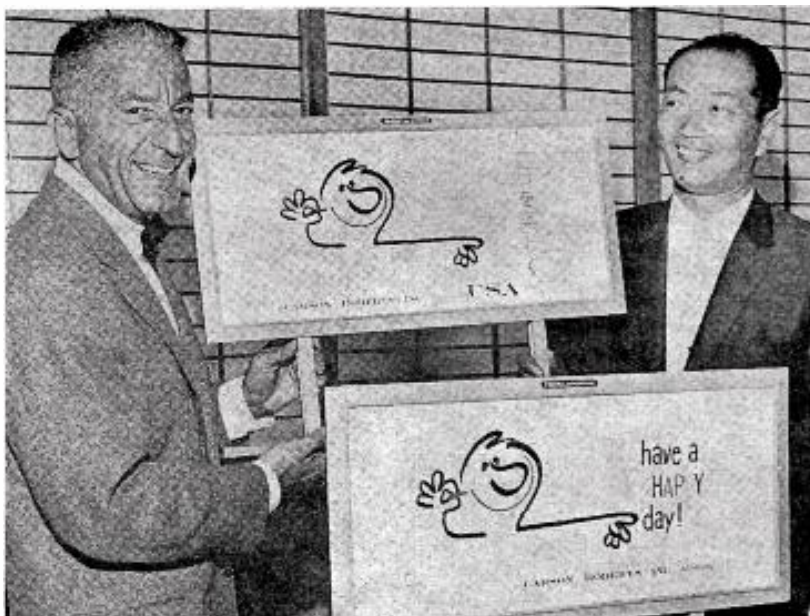


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* Nielsen, February 1961

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Los Angeles, Tokyo agencies swap services

Carson/Roberts, Los Angeles advertising agency, has initiated a hands-across-the-sea program with Nitto Advertising Agency, Tokyo. The American agency will provide the curriculum, personnel and advice necessary to help the Japanese firm "westernize its approach" to advertising and Nitto will call upon Carson/Roberts when Japanese firms require marketing and merchandising assistance in America.

Nitto has 60 clients, reportedly among the leading advertisers in Japan. It is one of the country's 10

largest agencies and billed more than \$4.5 million last year.

As a tangible representation of the cooperative arrangement, billboards will be erected in Tokyo bearing the Carson/Roberts slogan "Have a Happy Day!" Similar billboards in Los Angeles are located near various C/R clients' offices.

Above, Ralph Carson (l), president of the U. S. agency, presents a replica of the billboard to Katsuichi Shibata, president of Nitto. In Japanese the slogan says, "Each Day Have Happiness."

CKKW Kitchener, CKLW Windsor, CJIC Sault Ste. Marie, and CHNO Sudbury.

CFRB Toronto, similarly has been licensed to form a network with CJBQ Belleville, Ont., to broadcast football games of the Argonaut club, this fall.

A number of antenna, studio loca-

tion changes, and power increases were also approved at this session.

Moose Jaw station to join CTV network

Approval was given at the mid-August meeting of the Board of Broadcast

Governors for disaffiliation of CHAB-TV Moose Jaw, Sask., from the Canadian Broadcasting Corp. national network. The station will become an affiliate of CTV Television Network, Toronto, supplying alternative tv programs for a large area of Saskatchewan province.

To enlarge this area the BBG also recommended CHAB-TV for a license for a rebroadcasting station on ch. 9 at Regina, Sask., with 140 kw video and 75 kw audio power, and directional antenna 680 feet above average terrain. The station will provide alternative tv programs for viewers in the Regina area.

To enable the Moose Jaw area viewers to receive the CBC national network programs, CKCK-TV Regina, Sask., has been recommended for a license for a rebroadcasting station at Willow Bunch, Sask., on channel 6 with 9 kw video and 4.5 kw audio power and directional antenna 864 feet above average terrain.

An application by CKCK-TV Regina, for another satellite station on ch. 10 at Tugaskie, Sask., was turned down for the time being while the BBG studies the use of ch. 10 in Saskatchewan.

CBC announces new spot tv sales system

The Canadian Broadcasting Corp. announced last month that it has begun a new, centralized system for booking national and regional selective business on its tv stations.

The Toronto office of the CBC National Selective Tv Sales will handle bookings for spots and selective programs on individual CBC English language stations. The CBC Montreal office will do the same for the French language stations. Inquiries to the Toronto office should be addressed: P. O. Box 500. For Montreal: P. O. Box 6000.

CBC believes the new system will facilitate the placing of all business with the network.

ARB, McDonald plan audience data exchange

The American Research Bureau will include Canadian audience data in its 1962-63 reports, ARB said last week. ARB and McDonald Research Ltd. of Toronto will exchange audience data in a cooperative agreement.

Under the pact, ARB will have sale rights for the Canadian data in the U.S. and McDonald will have identical sale rights for ARB's data in Canada.

ARB expects it will be able to incorporate information on Canadian viewing into its local market reports (showing which U.S. markets have Canadian audiences).

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BROADCAST ADVERTISING



Mr. Leadley

Robert A. Leadley, former tv account supervisor at Young & Rubicam, New York, joins BBDO, that city, as vp and supervisor on U.S. Steel account. At Y&R, Mr. Leadley was tv account head for Procter & Gamble and other accounts including The Drackett Co., The Borden Co., American Home Foods, Goodyear, Royal McBee, Travelers Insurance and Piel Brothers. **Carl M. Jensen**, supervisor on North American Aviation account at BBDO, Los Angeles, elected vp.

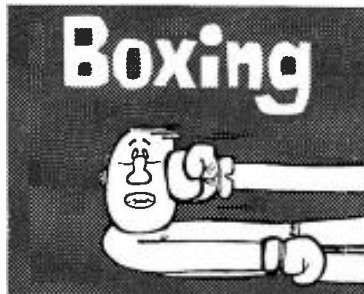
Robert A. Baker, for 17 years account executive with Baker & Stimpson Adv., Seattle, resigns to become president and general manager of Dentur-Eze Inc. (pharmaceutical manufacturer of Dentur-Eze and Dentur-Kleen), that city, succeeding **Jack Parker**, who recently died. Baker & Stimpson has for nine years been advertising agency of Dentur-Eze Inc.

George M. Friedland appointed national sales director of commercial accounts division of CandyGram (candy by wire), Beverly Hills.

Elmer Jaspan, former vp in charge of radio-tv for Bauer & Tripp, Philadelphia, appointed to newly created post of vp and associate director of radio-tv department of Lawrence C. Gumbinner Adv., New York. **Bertrand Lanchner** and **James G. Neville**, both of whom were with Dancer-Fitzgerald-Sample, New York, named to Gumbinner's radio-tv department as director of business affairs and account executive-sports director, respectively.

Pronto!
TOTAL SPANISH TV
IN LOS ANGELES!

Boxing



KMEX-TV
CHANNEL 34

Represented by:
Spanish International Network Sales
247 Park Avenue, New York, N. Y.

Award-winning Gamble

Frederic R. Gamble, retired president of American Assn. of Advertising Agencies, received Chartered Association Executive (CAE) award of American Society of Assn. Executives. Mr. Gamble, one of 43 to be honored, received award on opening day of society's 43rd annual meeting at the Mayflower Hotel, Washington, Aug. 27-30. The CAE plan gives special recognition to association executives who have broad backgrounds in all phases of association management and meet requirements covering education, experience, training and achievement.

Robert Kahl, executive vp of grocery division of The Borden Co., joins Sullivan, Stauffer, Colwell & Bayles, New York, as group supervisor in marketing department.



Mr. Hubbard

Otis L. Hubbard Jr., vp and account supervisor at Needham, Louis & Brorby, Chicago, joins McCann-Erickson, that city, as senior vp and member of management board, effective Sept. 17. Mr. Hubbard, who joined NL&B in 1958, was previously with N. W. Ayer & Son.

Bernard Endelman, former account executive with Doyle Dane Bernbach, New York, joins Papert, Koenig, Lois, that city, as supervisor on Clark Oil & Refining Corp. account. **Bernard Shlossman**, marketing director of Pavele Corp., returns to PKL's New York office. Mr. Shlossman left agency in December 1961 to join Pavele.

George R. Lyon, vp and group manager at Fuller & Smith & Ross, New York, named to new post of manager of operations. Mr. Lyon joined FSR's media department in 1947 and became media director in 1948. He was made account executive in 1950 and elected vp and group manager in 1956.



Mr. Lyon

Harvie H. Chapman, for past two years assistant vp and director of pr for Texas Bank & Trust Co., Dallas, joins Tracy-Locke Co., advertising and public relations agency, that city, as account executive.

Robert Gernert and **Gene Fairly** join Foote, Cone & Belding, New York. Mr. Gernert, previously with McCann-Erickson, will serve as senior executive on Lever Bros. Pepsodent account. Mr. Fairly, former partner of William Upjohn Assoc., will service Menley & James Labs account.

George H. Smith, former account executive and radio-tv director of Keyes, Madden & Jones, Miami, Fla., joins Bishopric-Green-Fielden, advertising agency, that city, as account supervisor. Mr. Smith will also serve as director of radio-tv planning, assisting W. Arthur Fielden, vp in charge of radio-tv activities.



Mr. Smith

A. J. Palmerio, copy supervisor at Frank Vos & Co., New York advertising agency, elected vp.

Jerry Franken, head of his own pr firm in Los Angeles for past two years, joins international pr firm of Cleary-Strauss-Irwin & Goodman Sept. 10 as senior account executive. Under terms of contract, Mr. Franken's major clients which include Bill Burrud Enterprises,

Cuisine Exquise... Dans
Une Atmosphere Elegante

RESTAURANT
VOISIN

575 Park Avenue at 63rd St.
NEW YORK

Lunch and Dinner Reservations
Michel: TEmples 8-6490

Filmaster Inc. and *Your First Impression*, NBC-TV daily panel show, will be serviced by Mr. Franken and CSIG staff, with Mr. Franken also acting as account supervisor for certain CSIG clients.

Daniel E. Kelly, for past six months with Needham, Louis & Brorby, Chicago, joins Foote, Cone & Belding, that city, as copy supervisor.



Mr. Reynolds

Don R. Reynolds, former toiletries and package goods specialist with marketing group of J. Walter Thompson Co., New York, named marketing-merchandising supervisor on Helene Curtis account at Edward H. Weiss & Co., Chicago.

Peter G. White, senior writer at J. Walter Thompson Co., New York, joins Norman, Craig & Kummel, that city, as copy planning supervisor. Mr. White previously served as account supervisor with Erwin Wasey, Ruthrauff & Ryan and copywriter with Young & Rubicam.

Frank P. Innis Jr., assistant account manager of Beaumont, Heller & Sperling, advertising, merchandising and pr agency, Reading, Pa., appointed radio-tv director, succeeding **Dee Hassler**, who resigned.

Rod D. Frazier, tv copywriter since 1960 with Leo Burnett Co., Chicago, promoted to supervisor in tv copy department.

Roger Mader, art director at Young & Rubicam, New York, promoted to art supervisor. He joined agency in 1955.

Lynn R. Westergaard named account executive in pr division of Burke Dowlings Adams, Atlanta advertising agency.

THE MEDIA

Julian P. Kanter, account executive with Storer Television Sales, Chicago, promoted to midwestern sales manager, replacing **George U. Lyons**, who was recently appointed general sales manager of WJW-TV Cleveland (*WEEK'S HEADLINERS*, Aug. 27). Mr. Kanter joined Storer organization in his present capacity in spring of 1961 when Storer tv sales arm was first organized. Previously, he served as account executive in Chicago office of Peters, Griffin, Woodward.

J. Ronald Bayton, member of sales department of WBBF-AM-FM Rochester, named general manager of WTLB Utica, both New York. Both stations are owned by Star Broadcasting Co.



Mr. Kanter

Foundation returns slate

Arthur Simon, advertising manager of *Radio-Television Daily*, re-elected president of Broadcasters' Foundation, New York. Other officers, all re-elected: **Charles Godwin**, Mutual Broadcasting System, vp; **Peggy Stone**, Radio-Tv Representatives, vp; **Henriette Harrison**, Henriette Harrison Public Relations, secretary, and **Jeff Sparks**, radio-tv officer of United Nations, treasurer. Directors elected for coming year: **May Singhi Breen**, **Gordon Gray**, **Raymond F. Guy**, **Robert J. Higgins**, **Ward L. Quaal**, **Joseph H. Ream**, **Mr. Simon**, **Mr. Sparks** and **Miss Stone**.

William P. Perry, sales manager of WKLO Louisville, Ky., promoted to general manager and elected secretary and member of board of directors of Mid-America Broadcasting Corp., licensee of station.



Mr. Merkle

Joseph L. Merkle, regional manager of ABC-TV station relations, named to newly created post of administrative manager of that department. **Charles Leasure**, account representative in ABC-TV station clearance department, promoted to station relations regional manager. Mr. Merkle will function within department and company as coordinator of all contractual and engineering matters and research studies pertaining to affiliates. He joined network in 1956 in present capacity. Mr. Leasure joined ABC in October 1957.

Cy Swingle named general sales manager; **Bill Viands** appointed sales coordinator; and **Buddy Holiday** to chief announcer of WCKR-AM-FM Miami, Fla. **Luther Evans**, former sports writer of *Miami Herald*, joins WCKR's personality staff.

Roy W. Gunderson, formerly with KIMN Denver, named sales manager of KDEY Boulder, both Colorado. Target date of Boulder outlet is Sept. 17.

James Crismond, account executive at WTOP-AM-FM Washington, appointed to newly created post of local sales manager. Prior to joining WTOP in July 1953, Mr. Crismond was sales manager of WGAY (FM) Washington, D. C.

George Mazarr, formerly with WEAU-AM-FM Evanston, Ill., joins WLS Chicago as account executive.

Serge T. Popper, former sales manager of WMET-AM-FM Miami Beach, joins Mort Bassett & Co., New York rep firm, as account executive.

John R. Lavallee joins New England Spot Sales, Boston, as account executive.

Marian Finney appointed supervisor of national sales department of WCPO-AM-FM-TV Cincinnati, replacing **Jack Hale**, who was named stations' local sales manager.

Donald J. Badger, former general sales manager of WJIM-TV Lansing, Mich., appointed general sales manager of WIIM-TV Grand Rapids-Kalamazoo, Mich., new ABC-TV affiliate and interim operation which plans to go on air Nov. 1. Mr. Badger also served with KETV (TV) Omaha, Neb., for five years.



Mr. Badger

Glenn Condon, news director of KRMG Tulsa, elected president of UPI Broadcasters of Oklahoma, succeeding **Allan Page**, manager of KGWA Enid. Regional vps elected: **T. M. Raburn**, KGYN Guymon, Northwest; **Dick Evans**, KRMG Tulsa, Northeast; **Art Johnson**, KSWO Lawton, Southwest; **Ray Van Hooser**, KNED McAlester, Southeast, and **Ed Ballard**, KVLH Pauls Valley, Central.

John Katz, news announcer with WCBM-AM-FM Baltimore, joins Dallas office of The Katz Agency as member of radio sales staff. He is son of Eugene Katz, president of rep firm.



Mr. Johnstone

Alan B. Johnstone, former radio manager of San Francisco office of Avery-Knodel, appointed sales manager of WOKR (TV), interim operation, Rochester, N. Y. Previously, Mr. Johnstone served as sales representative of KEWB San Francisco, western manager of Ziv-United Artists and sales manager of KGO-AM-FM San Francisco.

Thomas F. Dennin, sports director of WNEF-AM-FM-TV Binghamton, N.Y., appointed tv account executive.

Herbert Jellinek, cost control administrator, ABC, promoted to new position of director of budgets and cost control for western division. Mr. Jellinek joined ABC in 1962 and became assistant supervisor of cost accounting in 1953. In 1958 he was made assistant director of sales service, ABC-TV, and in 1959 he became cost control administrator.

Ken Ovenden, program director of WEEI-AM-FM Boston, appointed to newly created position of director of broadcast operations. Dick Covington, former production manager of WCAU-AM-FM Philadelphia, named WEEI program director, replacing Mr. Ovenden. Both are CBS-owned stations.



Mr. Daggett

Parker Daggett, former general sales manager of WRIT-AM-FM Milwaukee, appointed sales manager of WXIX (TV), that city. Mr. Daggett previously served as general manager of KBOX Dallas.

Ted Pettit, for past year in charge of press information for KNX-AM-FM Los Angeles, named to newly created position of sales promotion and merchandising manager. **Gretchen Fine**, partner of Los Angeles pr firm of Best & Fine, joins KNX information service department to handle publicity, filling vacancy created by Mr. Pettit's move.

Gerald M. Goldberg, formerly with The Publicity Organization, New York, named pr director of WINS, that city, effective Sept. 17. **Don Luftig** appointed station's executive producer. **Stan Brooks** named assistant news director.

Harold C. Altura, former radio promotion manager of Avery-Knodel, appointed radio research and promotion director of Peters, Griffin, Woodward, New York. Previously, Mr. Altura was account executive with Humphrey, Alley & Richards.



Mr. Altura

Glenn Luther, recently with KPIX (TV) San Francisco, appointed studio engineering supervisor of KDKA-AM-FM Pittsburgh, succeeding E. B. (Ward) Landon, who retired. Both stations are owned and operated by Westinghouse Broadcasting Co.

Alan R. Morris appointed assistant director of program business affairs of ABC-TV network. Mr. Morris, who will report to Edward Masket, director of program business affairs, will be responsible for business aspects of ABC-TV program and talent negotiations. He joined ABC as attorney in December 1961.



Mr. Green

Ralph E. Green Jr. appointed director of engineering of WCAU-AM-FM Philadelphia, effective Sept. 16. Mr. Green joined CBS-owned outlets in 1950.

Olaf Thorvaldsen, formerly with International News Service, joins news department of WGR-AM-FM Buffalo, N. Y.

Richard B. Barnhill, operations manager of WNBC-TV New York, promoted to production and operations manager. **Len Weinles** named to newly created post of executive producer in station's public affairs department.

Squire D. Rushnell, director of programs and public affairs at WTRL Bradenton, Fla., named production supervisor of WBZ-AM-FM Boston, succeeding **Dan Griffin**, who was appointed producer of WBZ's PM show.

Patrick C. Arnoux, production manager of WTAR-TV Norfolk, Va., appointed program director of WSPA-TV Spartanburg, S. C. Mr. Arnoux, son of Cam Arnoux, former president of WTAR-AM-FM-TV and prominent figure in broadcasting industry for quarter of century, was previously with WSPA-TV's production department in 1956. He also worked for WTVT (TV) Tampa and WRAL Raleigh before joining WTAR-TV staff.



Mr. Arnoux

Out to pasture



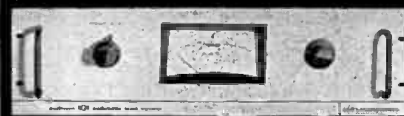
Mr. Davis

Donald D. Davis, vice-president of KMBC-TV, Metromedia outlet in Kansas City, retires from station and will move to Tucson, Ariz., where he plans to enter

real estate business.

Mr. Davis, pioneer broadcast executive, left agency field in 1931 to become president of WHB Kansas City. Owned at that time by Cook Paint & Varnish Co., WHB was sold when company bought KMBC in 1953. He became KMBC vp year ago when station was purchased by Metromedia.

Active in civic affairs, Mr. Davis is president of new Downtown Club. His industry activities include past director of Television Bureau of Advertising; vp of Assn. of Maximum Service Telecasters; radio promotion chairman of CBS affiliates; and vice chairman and secretary of ABC-TV affiliates board.



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WELI WERE WFIL
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WGBH WHAM WHDH
WHIZ WHOP WHUB
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WSTC WSTV WTAP
WTAR WTAX WTIP
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For full details or a demonstration write: Audio Products Department

CBS LABORATORIES

STAMFORD, CONNECTICUT
A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC.

G. B. Storer acclaimed Pulse's 'Man of the Year'

George B. Storer, chairman of Storer Broadcasting Co., will receive Pulse's 1962 "Man of the Year" award, it was announced last week by Dr. Sydney Roslow, president of The Pulse Inc.



Mr. Storer

Mr. Storer will be honored Oct. 17 at Pulse's 21st anniversary luncheon at the Plaza Hotel in New York City.

The award is given each year to the individual who in the opinion of Pulse, and a consulting panel in the broadcast industry, makes a notable contribution to the advancement of the broadcast industry, or its public

usefulness. Mr. Storer was chosen, said Dr. Roslow, because of the "great sense of responsibility" with which he and the Storer organization have served the public and public causes; and the varied interests of government, industry, labor and the investing public.

Mr. Storer joins previous Pulse "Men of the Year," Dr. Allen B. DuMont, Bob Hope, Donald McGannon, Marion Harper, Arthur Godfrey, Robert Kintner and Pierre Salinger.

Storer Stations are WGBS-AM-FM Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta, Ga.; WJW-AM-FM-TV Cleveland, Ohio; KGBS Los Angeles, Calif.; WIBG-AM-FM Philadelphia, Pa.; WITI-TV Milwaukee, Wis., and WHN New York.

Harvey J. Tate appointed national coordinator of news and public affairs for Plough Broadcasting Co. (WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore, WPLO-AM-FM Atlanta, and WMPS-AM-FM Memphis).

Larry Birger, Herb Kelly and Tom Harmon join news department of WAME Miami, Fla.

Philip B. McMartin, for past six years member of news department of WCAX-AM-TV Burlington, Vt., appointed stations' acting news director, replacing **John A. Sullivan**, who resigned.

Robert J. Quinn, formerly of CBS News, joins ABC as executive producer for news and special events. Mr. Quinn began in broadcasting with WTOP-TV Washington in 1952. Credits include director-producer of *Face the Nation*, *Ron Cochran and the Late News* for WCBS-TV New York, and director of CBS-TV's coverage of astronaut flights and parades.

Bob Moore returns to news department of WIL-AM-FM St. Louis as evening news editor after three years of military service.

Johnny Gardner, former air personality and production manager of WORC Worcester, Mass., and **Bob Badger**, former air personality and program director of WPCF Panama City, Fla., join WPTR Albany, N. Y., as air personalities.

David B. Moody Jr. appointed administrative officer of Nevada Network (KOLO-AM-TV Reno, KLRJ-TV and KORK Las Vegas).

Robin Adrian, for past year with Carson-Roberts, Los Angeles advertising agency, joins KNXT (TV), that city, as assistant traffic manager.

Tad Ware, assistant promotion manager of KYW-TV Cleveland, named assistant advertising and sales director of Westinghouse Broadcasting Co., New York. He's replaced at KYW-TV by **Milton Shefter**, formerly with Maxwell Assoc., Philadelphia advertising agency.

Jim Zaillian, news writer-broadcaster for KNX-AM-FM Los Angeles, joins KNXT (TV), that city, as field reporter for *The Big News* and *Eleven O'Clock Report*. Both are CBS-owned stations.

Raymond A. Gardella, former space salesman with Hearst Advertising Service, joins Robert E. Eastman & Co., New York, as sales promotion manager.

Jack Wells, member of staff of WIZ-TV Baltimore, resigns, effective Sept. 28, to become director of community relations for Globe Brewing Co., that city.

Sally Murphy, formerly with WBKB (TV) Chicago and WJRT Flint, Mich., joins KTVU (TV) Oakland-San Francisco as assistant in promotion department.

Bob Rahman, air personality at WKOW Madison, Wis., resigns to do free lance announcing.

Harry Ebbesen named production manager of KPHO-TV Phoenix.

Fran Harris, women's editor of WWJ-AM-FM Detroit, named to governor's commission on status of women, which is responsible for developing recommendations for overcoming discrimina-

tion in public and private employment on basis of sex.

F. M. (Mike) Habala joins WFLA-TV Tampa, Fla., as comptroller, replacing **Ed Sisson**, who was promoted to parent organization, Tampa Tribune Co.

PROGRAMMING



Mr. Behrens

Robert A. Behrens, general manager of syndicated sales for Official Films, New York, elected to newly created post of vp in charge of sales. Previously, Mr. Behrens was in sales executive capacities with

Independent Television Corp., Television Programs of America and WCAX-TV Burlington, Vt.

David Bader, formerly of Continental Distributing Corp. and Sterling Television Co., joins Eldorado Films, New York, as executive vp.

Vern Carstensen elected vp and secretary-treasurer of Juggernaut Inc. and secretary of Eagle-Animation Corp., Hollywood production companies. Mr. Carstensen will also serve on board of directors of both companies which recently moved to new quarters at 729 N. Seward St., Hollywood 38.



Mr. Baruch



Mr. Victory

James T. Victory, general sales manager, and **Ralph M. Baruch**, director of international sales of CBS Films, elected vps. Mr. Victory joined company in 1953 and has served in various sales executive capacities. Mr. Baruch has been with CBS Films since 1954.

Peter Ryan, formerly of WTOP-TV Washington, joins MGM Telestudios, New York, as producer of videotape commercials. Also joining MGM Telestudios are **Angela Saulino** as production assistant and **William Y. Delaney** and **Ralph Poyntz**, tape engineers.

John Anderson, formerly with production departments of Columbia and RKO and recently associate producer of "Heroes Die Young" for Allied Artists, appointed Hollywood studio representative of Television City Arizona.

Harve Bennett, associate producer-director of several CBS-TV programs from Hollywood, named producer of *Panorama Pacific*, early morning program on CBS-TV Pacific Network.

Richard Linkroum, NBC-TV vp for special programs, appointed executive assistant to Herbert B. Leonard, executive producer of *Naked City* and *Route 66* series. **Leo Davis**, producer of *Naked City*, named to new post of supervising producer of both series.



Mr. Perlis

Jack Perlis, for 16 years head of his own New York pr agency, named consultant on informational media to Talent Associates-Paramount Ltd., that city. Among his accounts in broadcasting field were Ford Foundation's Tv-Radio Workshop, Leonard Bernstein and the New York Philharmonic and *Meet the Press*.

ALLIED FIELDS

Lawrence D. Gibson, vp and director of research at Donahue & Coe, New York, resigns to join Audits & Surveys Co., that city, as vp in charge of marketing. Prior to joining Donahue & Coe, Mr. Gibson was director of marketing research of American Molasses Co. He also served as director of commercial research of Corn Products Co.



Mr. Gibson

Jay Finger, partner of Raison-Finger Agency, talent representatives, and **Jerry Lauren**, head of J. W. Lauren Agency, form Lauren-Finger Talent Agency at 9229 Sunset Blvd., Los Angeles 69. Telephone: Crestview 3-3550.

EQUIPMENT & ENGINEERING



Mr. Horowitz

Jack Horowitz, vp-eastern operations, and **Donald J. Dudley**, sales manager-eastern operations of Telemet Co., subsidiary of Giannini Scientific Corp., Amityville, L. I., N. Y., elected president and vp in charge of sales, respectively. In announcing both appointments, Dr. Gabriel M. Giannini, president of Giannini Scientific Corp., ended his temporary role as Telemet president, which he assumed last January when Giannini Scientific acquired former Telechrome Mfg. Co. product lines and its Long Island plant facilities. Both executives were formerly associated with Telechrome—Mr. Horowitz as vp-general manager of electronics division, and Mr. Dudley as sales engineer.

Vic Short, chief engineer of Roberts Electronics, elected vp in charge of

Veteran creator killed

Fran Striker, 58, originator of *The Lone Ranger*, *The Green Hornet* and *Sergeant Preston of the Yukon*, was killed Sept. 4 in automobile collision near Buffalo, N. Y. Mr. Striker, who was retired and lived in Arcade, N. Y., created *Lone Ranger* character, his horse, Silver, and Indian companion, Tonto, in 1930 when he was sound effects technician for WEBR Buffalo. First *Lone Ranger* show went on air in 1933 on WXYZ Detroit, which purchased radio rights in 1934. Program subsequently became network radio series, tv series, and its characters also have appeared in comic strip, motion picture serials and books. In recent years, Mr. Striker wrote scripts for comic strip version. He leaves wife, daughter and two sons.

plant operations of Citroen Electronics Corp., Los Angeles manufacturer of lightweight, portable tape recorders. Mr. Short was previously with Rheem Califone and ABC.

Roland J. Kalb, formerly with Fairbanks, Morse & Co., elected vp and general manager of Pilot Radio Corp., subsidiary of Jerrold Corp., Long Island City, N. Y. Elected vps of other Jerrold subsidiaries are following who already were general managers of these companies: **Robert H. Beisswenger**, Jerrold Electronics Corp.; **Donald Spanier**, Harman-Kardon Inc.; **Paul Garrison**, Technical Appliance Corp.



Mr. Kalb

Myron S. Friedman named general manager of newly created stores division of Allied Radio Corp., Chicago, with overall responsibility for Allied's eight high fidelity electronics outlets. Mr. Friedman, former marketing vp of Radio Shack Corp., joined Allied last year as special assistant to vp-general manager.

C. Arthur Foy, marketing manager of Vega Electronics Corp., forms C. Arthur Foy Co., Los Altos, Calif., to operate as consultant in marketing and commercial procedures.

Alfred Fulchino, former chief engineer of WHIL-AM-FM Medford, Mass., appointed broadcast sales representative for General Electronic Labs. in New England.

Joseph J. Pomparelli, formerly with General Electric Co., appointed eastern sales representative for RCA commercial microwave products.

Kenneth Jordon named midwest district sales representative of Olympic Radio & Tv Div. of Lear Siegler Inc. (electronic equipment manufacturer), Long Island City, N. Y.



Mr. Elliott

Jack R. Elliott, former technical director of KYW-AM-FM Cleveland, named sales engineer for Gates Radio Co., subsidiary of Harris-Intertype Corp. Mr. Elliott will cover southern Ohio, southern Indiana and eastern Kentucky.

Raymond S. Fries, manager of engineering and manufacturing of Brown Instruments, division of Minneapolis-Honeywell Regulator Co., Philadelphia, appointed general manager of division. Mr. Fries joined Honeywell in 1944.

GOVERNMENT

Charles Cliff, assistant to former FCC Commissioners Clifford J. Durr and Wayne Coy in mid-1940's, returns to FCC as specialist in research and education division. He has been assigned to duties encompassing both research and etv. Most recently, Mr. Cliff served as staff writer for *Reporter* magazine.

Dale Morrison, news reporter for WBBM-AM-FM Chicago, joins U. S. Information Agency and will be assigned overseas after Washington training period.

INTERNATIONAL

Robert C. Mayo, former account executive with CBS-TV, named managing director of CBS Europe and CBS Ltd., effective Sept. 15. Mr. Mayo replaces **Michael Burke**, recently promoted to vp-development, CBS Inc. Mr. Mayo joined CBS Radio network sales department in 1936 and was transferred to WABC (now WCBS New York) as account executive in 1938. In 1940, he joined sales staff of WOR New York. He became sales manager for station in 1948 and joined WOR-TV in same capacity in 1949. Mr. Mayo was made director of sales for both WOR and WOR-TV in 1953. He returned to CBS in 1954.



Mr. Mayo

Omar Bittar, formerly with International General Electric do Brasil, appointed assistant general manager of Kenyon & Eckhardt do Brasil. **Jose**

Waldemar Lichtenfels, formerly with Brazilian Telephone Co., to Kenyon & Eckhardt do Brasil as media director.

Anthony Chesterman named radio-tv production supervisor of Cockfield, Brown & Co. Ltd., Montreal advertising agency.

Vincent (Vin) Dittmer, business manager of CFCF-TV Montreal, named as-

sistant director of Montreal office of CTV Television Network Ltd.

Dick Sheppard, formerly with Caldwell Tv Film Sales, joins sales staff of CTV Television Network Ltd., Toronto.

Paul Soles and Anna Cameron named co-hosts of Canadian Broadcasting Corp.'s afternoon tv network show, *Take Thirty*.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 30 through Sept. 5 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. *—educational. Ann.—Announced.

New tv station

ACTION BY FCC by Broadcast Bureau

Jackson, Miss.—McLendon Telecasting. Granted cp for new tv station on ch. 25 (538-542 mc); ERP 240 kw vis., 120 kw aur. Ant. height above average terrain 160 ft., above ground 152. Estimated construction cost \$12,000; first year operating cost \$186,000; revenue \$204,000. P.O. address Box 197, Jackson. Studio and trans. location Jackson. Geographic coordinates 32° 22' 01" N. Lat. 90° 13' 26" W. Long. Type trans. RCA TTU-12A; type ant. RCA TFU-21DL. Legal counsel Spear, Hill & Greeley, Washington, D. C., consulting engineer Willis C. Beecher. John M. McLendon is sole owner. Mr. McLendon is 99% owner WENN Birmingham, and is 50% owner WOKJ Jackson, both Mississippi. Action Aug. 31.

New am stations

ACTION BY FCC

Indianapolis, Ind.—Ralph Luke Walton, granted cp for new daytime am station on

810 kc, 250 w D; conditions and presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P.O. address 311 Board of Trade Bldg., Indianapolis, Ind. Estimated construction cost \$24,412, first year operating cost \$93,400, revenue \$110,000. Mr. Walton, sole owner, is in advertising. Action Sept. 5.

The Berlin Bestg. Co. (27 Green Square, Berlin, N. H.), Littleton, N. H.—Granted cp for new am station to operate on 1400 kc, 250 w, U; remote control permitted; conditions. Chmn. Minow not participating. Action Sept. 5.

■ By memorandum opinion & order, commission approved agreement whereby Everett G. Wenrick tr/as E. G. Wenrick Bestg. Co. withdraws his application for new daytime am station to operate on 1510 kc with 1 kw power at Columbus, Neb., and competing applicant, The City & Farm Bestg. Inc., will reimburse Wenrick \$668.66 for partial expenses in prosecuting his application and Wenrick will obtain one-third interest in City & Farm through sale to him by stockholders Alvin D. Wood and Marvin F. Hall of their present shareholdings. By separate action, commission granted City & Farm application, as amended pursuant to merger agreement, with engineering conditions. Action Sept. 5.

Existing am stations

ACTIONS BY FCC

KLUV Haynesville, La.—Granted renewal of license. Chmn. Minow and Comr. Bartley dissented. Action Sept. 5.

■ By memorandum opinion & order, commission (1) granted application of Dutchess County Bestg. Corp., to increase daytime power WKIP Poughkeepsie, N. Y., on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions; and (2) denied opposing petition by WEOK Poughkeepsie. Action Sept. 5.

KCSR Chadron, Neb.—Granted change of facilities from 1450 kc, 250 w, U, to 610 kc, 1 kw, D; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Sept. 5.

KBTM Jonesboro, Ark.—Granted in-

DEATHS

Don Frank, 49, former chief announcer of WPEN-AM-FM Philadelphia, died Aug. 30 at his home in that city. Mr. Frank, who had been inactive for several years because of illness, was earlier associated with WJRD Tuscaloosa, and WAPI Birmingham, both Alabama, and WCAU Philadelphia.

creased daytime power on 1230 kc to 1 kw from 250 w, continued nighttime operation with 250 w; remote control permitted; conditions. Action Sept. 5.

KLME Laramie, Wyo.—Granted change on 1490 kc from 100 w to 250 w-N, 500 w-LS; conditions. Action Sept. 5.

KGOS Torrington, Wyo.—Granted increased daytime power to 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action Sept. 5.

KHFH Sierra Vista, Ariz.—Granted change on 1420 kc from 1 kw, D, to 500 w-N, 1 kw-LS, DA-N; remote control permitted; conditions. Action Sept. 5.

WNAB Bridgeport, Conn.—Granted increased daytime power on 1450 kc to 1 kw from 250 w, continued nighttime operation with 250 w; remote control permitted; conditions. Action Sept. 5.

WFPG Atlantic City, N. J.—Granted increased daytime power on 1450 kc to 1 kw from 250 w, continued nighttime operation with 250 w; remote control permitted; conditions. Action Sept. 5.

KEEP Twin Falls, Idaho.—Granted increased daytime power on 1450 kc to 1 kw from 250 w, continued nighttime operation with 250 w; conditions. Action Sept. 5.

WKST New Castle, Pa.—Granted increased daytime power on 1280 kc to 5 kw from 1 kw, continued nighttime operation with 1 kw, and change from DA-N, to DA-2, conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Sept. 5.

APPLICATIONS

KFKF Bellevue, Wash.—Cp to change hours of operation to SH from daytime with 500 w power during nighttime, install new trans. and ant. system for nighttime hours at "intersection of Main St. and S.E. 1st St., Bellevue," having two trans. sites. Requests waiver of Secs. 1.354 and 3.28(d) of rules. Ann. Sept. 4.

KCOG Centerville, Iowa.—Cp to increase daytime power to 5 kw from 1 kw and install new trans. Ann. Aug. 30.

New fm stations

ACTION BY FCC

Seattle, Wash.—The First Presbyterian Church of Seattle granted cp for new class C fm station on 102.5 mc, 16.5 kw. Ant. height above average terrain 320 ft. P.O. address c/o James S. Ross, 710 Madison St., Seattle. Remote control permitted, conditions. Action Sept. 5.

APPLICATIONS

Logansport, Ind.—Logansport Bestg. Corp. 105.3 mc, ch. 287, 25.2 kw. Ant. height above average terrain 93 ft. P.O. address Box 399, Logansport. Estimated construction cost \$15,910; first year operating cost and revenue to be figured with am operation. Principals: Glenn L. Miller, Robert M. Booth Jr., and Elizabeth N. Bingham (each 1/3). Applicant is licensee of WSAI Logansport, and Mr. Booth Jr. owns 10% of WELL Battle Creek, Mich. Ann. Aug. 30.

Bowling Green, Ohio—Portage Valley Bcstrs. Inc. 106.3 mc, ch. 292, 3 kw. Ant. height above average terrain 175 ft. P.O. address 114 Fifth St., Port Clinton, Ohio. Estimated construction cost \$16,600; first year operating cost \$30,000; revenue \$32,000. Principals: Robert W. Reider (60%), R. C. Linker (36%), and James A. Landot (4%). Mr. Reider owns 51% WRWR-FM Port Clinton and 50% WLKR Norwalk, both Ohio, Mr. Linker owns other half of WLKR-FM, and Mr. Landot is former general manager WRWR. Ann. Sept. 5.

Sidney, Ohio—Radio Sidney. 105.5 mc, ch. 288, 3 kw. ant. height above average terrain 72 ft. P.O. address Bonair Circle, Sidney. Estimated construction cost \$17,205;

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 5

	Lic.	ON AIR	Cps.	CPS Not on air	TOTAL APPLICATIONS For new stations
AM	3,691	61	148	431	
FM	959	68	172	142	
TV	495	66	86	654	

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 5

	VHF	UHF	TOTAL TV
Commercial	471	91	565
Non-Commercial	42	17	59

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 30

	AM	FM	TV
Licensed (all on air)	3,690	958	495 ¹
Cps on air (new stations)	62	69	66
Cps not on air (new stations)	140	171	85
Total authorized stations	3,892	1,027	657 ²
Applications for new stations (not in hearing)	411	126	49
Applications for new stations (in hearing)	23	13	49
Total applications for new stations	434	139	655
Applications for major changes (not in hearing)	402	94	41
Applications for major changes (in hearing)	9	10	8
Total applications for major changes	411	104	49
Licenses deleted	2	1	0
Cps deleted	2	0	1

¹There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

in radio within present coverage of KGMT. Comr. Bartley dissented. Action Sept. 5.
KBBA, The Benton Bestg. Service, Benton, Ark.—Granted assignment of license from C. Lavelle Langley and Sam Preston Bridges to Mr. Langley, tr/as Benton Bestg. Service; consideration \$33,631 for Mr. Bridges' 50% interest. Action Sept. 5.

ACTION BY FCC

by Broadcast Bureau

KAKC, Radio Station KAKC Inc., Tulsa, Okla.—Granted assignment of licenses to KAKC of Tulsa Inc.; consideration \$500,000 and \$75,000 and agreement not to compete in broadcasting within 50 miles of Tulsa for period of 7½ years. Action Aug. 31.

APPLICATIONS

KOIL & KICN (FM) Omaha, Neb.—Seek transfer of control of licensee corporation from Don W. Burden (85.6%), J. P. Wilkerson (9.8%), and Marie Downing (4.8%), to same persons d/b as Star Bestg. Inc. Resultant holding in combination with original interests in Star will be as follows: Mr. Burden (76.5%), Mr. Wilkerson (16.4%), and Mrs. Downing (2.7%); there will be no change in financial control of licensee nor of transferee. No financial consideration to any particular party involved. Ann. Aug. 30.

KTIL Tillamook, Ore.—Seeks assignment of license from F. H. and G. H. Guyton (each 50%), d/b as Tillamook Bestg. Co., to Philip Tonken and Robert Douglas (each 50%), tr/as Beaver Bestg. Inc. Consideration \$80,000. Messrs Tonken and Douglas are both announcers. Ann. Aug. 30.

WGCB-AM-FM Red Lion, Pa.—Seeks assignment of license from John M. Norris, sole owner, to Mr. Norris (80%) and John H. and Dorothy M. Norris (each 10%), d/b as Red Lion Bestg. Inc. No financial consideration involved. Mr. J. M. Norris owns international broadcast station WINB Red Lion, owns 26.66% of WGSA Ephrata, 25% of WCBG Chambersburg, all Pennsylvania, 25% of WABW Annapolis, Md., and 25% of WABH Deerfield, Va. Ann. Aug. 30.

KGBC Galveston, Tex.—Seeks transfer of control licensee corporation from James W. Bradner Jr. (98%), deceased to Lenore C. Bradner (98%), recipient through will. No financial consideration involved. Ann. Aug. 30.

KISN Vancouver, Wash.—Seeks transfer of control of licensee corporation from Don W. Burden (85.6%), J. P. Wilkerson (9.8%), and Marie Downing (4.8%), to same persons d/b as Star Bestg. Inc. Resultant holdings in combination with original interests in Star will be as follows: Mr. Burden (76.5%), Mr. Wilkerson (16.4%), and Mrs. Downing (2.7%); there will be no change in financial control of licensee nor of transferee. No financial consideration to any particular party involved. Ann. Aug. 30.

Hearing cases

INITIAL DECISIONS

■ Commission gives notice that July 9 initial decision which looked toward granting application of Allen C. Bigham Jr., for new am station to operate on 980 kc, 1 kw, DA, D, in Salinas, Calif., conditioned that program tests will not be authorized until permittee has submitted evidence to show that he has severed all connections with station KDON Salinas, and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, became effective Aug. 28 pursuant to Section 1.153 of rules. Action Aug. 31.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of Williams County Bestg. System for new am station to operate on 1520 kc, 500 w, 250 w (CH), D, in Bryan, Ohio, conditioned that pending final decision in Doc. 14419 with respect to pre-sunrise operation with daytime facilities, present provisions of Sec. 3.87 of commission rules are not extended to this authorization and such operation is precluded. Action Aug. 31.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward denying application of Radio Americana Inc., for new daytime am station to operate on 940 kc, 1 kw, in Baltimore, Md. Examiner concluded, in light of all relevant facts as set forth in findings and conclusions of initial decision, and consideration of entire record, that grant of application would not be consistent with "fair, efficient, and equitable distribution of radio service" mandate of Sec. 307(b) of Communications

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first year operating cost \$30,000; revenue \$40,000. Dean C. Stuhlmueller is sole owner. Mr. Stuhlmueller is sole owner WIMJ Jackson, Ohio, and 41.5% owner of WNOP Newport, Ky. Ann. Aug. 21.

Arecibo, P. R.—Arecibo Radio Corp. 106.5 mc, ch. 293, 19.5 kw. Ant. height minus average terrain 270 ft. P.O. address Box 1075, Arecibo. Estimated construction cost \$24,834; first year operating cost \$14,000; revenue \$25,000. Principals: Manuel A. Cabrera (33.84%), Jose A. Cabrera and Felix B. Velez (each 33.077%). Mr. M. A. Cabrera is cpa, Mr. J. A. Cabrera is auto and real estate dealer, and Mr. Velez is station manager of WABA Aguadilla, P. R. Ann. Sept. 5.

Existing fm stations

ACTION BY FCC

■ By decision, commission granted application of The Bible Institute of Los Angeles, Inc., to increase ERP of KBBI (FM) Los Angeles, Calif., on 107.5 mc to 33.95 kw from 19.8 kw, ant. height from 175 ft. to 2,784 ft., and change trans. location, and denied application of Mrs. Bonnie Brown for new class B fm station to operate on 107.7 mc, ERP 5.4 kw, ant. height 47 ft., in Oceanside, Calif. Comrs. Hyde and Cross dissented, latter issued statement. May 3, 1961 initial decision looked toward denying both applications. Action Sept. 5.

APPLICATION

WLBG-FM Laurens-Clinton, S. C.—Mod. of license to delete second studio location at Presbyterian College, Clinton, and change station location from Laurens-Clinton, to Laurens. Ann. Aug. 21.

Ownership changes

ACTION BY FCC

KGMT, Great Plains Bestg. Inc., Fairbury, Neb.—Granted transfer of control from Melville L., Tommy, E. Louise and Mary E. Gleason to William C. and Harold L. Nuckolls, Clyde R. Moore, Earl Elgert, Carroll A. Nispel, and Bruce E. Ackerman; consideration \$55,000 and covenant not to compete for 5 years directly or indirectly

Act and, thus, public interest, convenience and necessity would not be served by grant thereof. Action Sept. 4.

STAFF INSTRUCTION

■ Commission on Sept. 5 directed preparation of document looking toward (1) approving June 12 agreement between Crosley Bcstg. Corp. and WIBC Inc.; (2) granting application of Crosley for new tv station to operate on ch. 13 in Indianapolis, Ind.; and (3) dismissing Crosley's petition for reconsideration and terminating proceeding in Docs. 8908 and 10948. (Crosley is currently operating station WLWI on ch. 13 in Indianapolis under temporary authority.)

■ Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision. Action Sept. 5.

DESIGNATED FOR HEARING

Paynesville Bcstg. Co., Paynesville, Minn.; Harry Newby, Cambridge, Minn.—Designated for consolidated hearing applications for new daytime am stations to operate on 1300 kc—Paynesville with 500 w, and Newby with 5 kw, DA; made KBMO Benson, and FAA parties to proceeding. Action Sept. 5.

WNUE Fort Walton Beach, Fla.—Designated for hearing application to change facilities from 950 kc, 1 kw, D, to 1400 kc, 250 w-N, 1 kw-LS. Action Sept. 5.

Levy County Bcstg. Co., Williston, Fla.; WKTG Thomas County Bcstg. Inc., Thomasville, Ga.—Designated for consolidated hearing application of Levy for new daytime am station to operate on 730 kc, 250 w, and WKTG to increase power on 730 kc, D, from 1 kw to 5 kw; made WPAL Charleston, S. C., and WBAM Montgomery, Ala., parties to proceeding. Action Sept. 5.

WBUX Daylestown, Pa.—Designated for hearing application to increase power on 1570 kc, DA, D, to 5 kw from 1 kw; granted opposing petition by WQXR New York, N. Y., to extent of making it party to proceeding. Chmn. Minow concurred in part and dissented in part. Action Sept. 5.

Smith Bcstg. Inc. & North Alabama Bcstrs. Inc., Huntsville, Ala.—Designated for consolidated hearing applications for new tv stations to operate on ch. 19. Action Sept. 5.

Jesus Vargas Candelaria, Bayamon, P. R. & International Bcstg. Corp., Carolina, P. R.—Designated for consolidated hearing applications for new am stations to operate on 1400 kc, 250 w, U. Action Sept. 5.

Jupiter Associates, Inc., Matawan, N. J.; Somerset County Bcstg. Co., Somerville, N. J. and Radio Elizabeth Inc., Elizabeth, N. J.—Designated for consolidated hearing applications for new daytime am stations to operate on 1530 kc—Jupiter with 500 w, DA, Somerset with 1 kw, DA, and Radio Elizabeth with 500 w; made WFYI Mineola, N. Y., party to proceeding. Action Sept. 5.

OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition by The Y T Corp. for reconsideration of Commission action of July 18 in denying previous petition seeking waiver of interim fm criteria in order to permit hearing examiner to make initial decision on corporation's application for new fm station at Palo Alto, Calif.

Comr. Cross concurred in part and dissented in part and issued statement. Action Sept. 5.

■ By memorandum opinion & order, commission dismissed as moot petition by Edward W. Piszczek and Jerome K. Westerfield seeking waiver of interim fm criteria to permit hearing examiner to make initial decision on their application for new fm station at Des Plaines, Ill. Chmn. Minow and Comr. Ford concurred in result. Action Sept. 5.

■ By memorandum opinion & order, commission denied motion by WTSP-TV Inc., to vacate stay of construction of its station WLGO (TV) Largo, Fla., imposed by commission action of June 27 which reopened ch. 10 proceeding there (involving 6 competing applicants) and remanded it to hearing examiner for further hearing which is still in process. Comr. Ford not participating. Action Sept. 5.

■ By memorandum opinion & order, commission denied petition by Irlee W. Benns, tr/as Sheffield Bcstg. Co., requesting reconsideration of commission action of July 18 which designated for further hearing applications by Benns and J. B. Falt, Jr., for new am stations at Sheffield, Ala., to determine their qualifications under multiple ownership rules. Comr. Ford abstained from voting; Comr. Cross dissented. Action Sept. 5.

■ Commission on Aug. 30 granted request by Community Telecasting, Inc., and extended time from Aug. 31 to Sept. 14 to file comments and from Sept. 10 to Sept. 24 to file reply comments to further notice of proposed rulemaking involving Augusta, Bangor, Calais and Presque Isle, all Maine. Action Aug. 30.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Finley Bcstg. Co. and extended to Sept. 11 time to file responsive pleadings to Broadcast Bureau's petition to enlarge issues in proceeding on am application of Bay Shore Bcstg. Co., Hayward, Calif. Action Aug. 31.

■ By memorandum opinion & order, denied petition by Newton Bcstg. Co., Newton, Mass., to reopen record and three petitions to enlarge issues in proceeding on its am application and that of Transcript Press Inc., Dedham, Mass. Horace E. Slone issued a statement concurring in part. Action Aug. 30.

■ By memorandum opinion & order, denied motion by Central Connecticut Bcstg. Co. (WHAY), New Britain, Conn., to enlarge issues in proceeding on application of Rockland Bcstrs. for new am station in New City, N. Y. Action Aug. 30.

■ By memorandum opinion & order, granted petition of Progress Bcstg. Corp. to extent of enlarging issues in proceeding on its application to change DA and ground systems of WHOM New York, N. Y., to add issues concerning program service of applicant and WSAR Fall River, Mass., party to proceeding. Action Aug. 30.

■ Granted petition by WEZY Inc. (WEZY), Cocoa, Fla., and dismissed its petition for enlargement or clarification of issues in proceeding on its application to increase daytime power from 500 w to 1 kw, continued operation on 1350 kc, 1 kw-N, DA-N. Action Aug. 29.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Held in abeyance ruling on petition by CHE Bcstg. Co. for dismissal of its application for new am station in Albuquerque, N. M., pending submission by petitioner of affidavit as to whether there are any agreements or understandings, oral or written, under which it has received or will receive anything of value in connection with dismissal of its application; affidavit shall be filed not later than Sept. 10. Action Aug. 31.

■ Granted petition by Onondaga Bcstrs. for dismissal of its application for new am station in Syracuse, N. Y., but dismissed application with prejudice; retained in hearing status remaining applications in consolidated proceeding. Action Aug. 30.

■ By order, Chief Hearing Examiner James D. Cunningham, on Aug. 30, designated himself to preside at hearing in revocation proceedings against WCLM (FM) of Carol Music Inc., Chicago, Ill., and scheduled prehearing conference for Sept. 19 at 10 a.m. in Washington. Date for formal hearing, to be held in Chicago, will be determined later. Various violations in operation of WCLM (FM) and its SCA are involved. Action Aug. 30.

By Hearing Examiner James D. Cunningham

■ Granted amended petition by Broadcast Bureau and continued Sept. 10 prehearing conference to Sept. 17 in proceeding on NBC-RKO broadcast transfers and related applications. Action Aug. 30.

By Hearing Examiner Thomas H. Donahue

■ On own motion, and with consent of all parties, advanced Sept. 7 prehearing conference to Sept. 5 in proceeding on application of KATV Inc. (KATV), Little Rock, Ark., for mod. of cp to change trans. location and increase ant. height. Action Aug. 27.

■ Granted petition by Broadcast Bureau, and extended time from Aug. 27 to Sept. 12 to file proposed findings and conclusions in proceeding on application of Hawkeye Bcstg. Inc. (KOEL), Oelwein, Iowa. Action Aug. 27.

By Hearing Examiner Charles J. Frederick

■ Granted motion by applicants and continued Sept. 4 hearing to Nov. 5 in proceeding on applications of Hershey Broadcasting Inc., and Reading Radio Inc., for new fm stations in Hershey and Reading, Pa. Action Aug. 30.

By Hearing Examiner Annie Neal Hunting

■ Granted motion by Community Bcstg. Inc., and continued Sept. 4 hearing to Sept. 10 in the Rochester, N. Y., tv ch. 13 proceeding; in same proceeding dismissed as moot petition by Rochester Bcstg. Corp. for leave to amend its application; applicant has been held in default for failure to prosecute its application. Action Aug. 29.

■ Granted motion for severance by Storer Bcstg. Co. (WJBK), Detroit, Mich., and petition for leave to amend and for severance by Radio One Five Hundred Inc., Indianapolis, Ind., to extent of severing Storer's application from consolidated proceeding in Docs. 14288, et al., for separate hearing; and amending Radio One Five Hundred's application to reduce power from 10 kw to 5 kw and to make minor changes in DA pattern, and removed amended ap-

Continued on page 105

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Sales

Salesman for Indiana station. Prefer experience but will consider good air salesman announcer that would be interested in breaking into full time sales. Our employees are aware of our need. Write Box 359P, BROADCASTING.

This is a sincere effort to find a young man experienced and GIFTED in radio sales (and with some announcing ability) who will be able to develop to become manager of WSVI at Pekin, Illinois. It is the only radio station in a thriving, growing city of 30,000. Present owner who has managed station since going on the air in 1946, and who has shown a healthy profit each year, will train young man. Salary \$125.00 a week during training period first year, then minimum of \$125.00 a week plus 10% of profits as manager. Persons applying should be one who naturally is thrifty; and it should NOT be a young man who eats the frosting off his cake first. Give details of education, experience, health of self and family. Successful applicant may have opportunity to share ownership in new venture. Apply only if you are 1) gifted in sales, 2) young, 3) can announce some, 4) civic minded, 5) have at least two years college. Box 403P, BROADCASTING.

St. Louis . . . Good salesman, proven sales background. Management experience, or ready. Top independent, multiple chain, good salary plus, please write fully. Box 141P, BROADCASTING.

Progressive small market Carolina station accepting applications for announcer, salesman. Salary-commission arrangement. Permanent position, excellent working conditions. Tell all in resume. Box 443P, BROADCASTING.

Salesman-staff announcer wanted. Good salary-plus commission. Pro's only please. Box 448P, BROADCASTING.

Local radio salesman. Start base pay plus commission up to \$15,000 income now available. Major 5 kw in Indianapolis market. Box 391P, BROADCASTING.

Experienced salesman for permanent position. Send full details and photo to WPAG, Ann Arbor, Michigan.

Salesman. Good pay for good experienced producer. Good future. Contact Station Manager, WBUX, Doylestown, Pa.

Immediate opening salesman. Salary, commission. Send snapshot, experience, references. KCHJ, P. O. Box 1000, Delano, California.

Help Wanted—(Cont'd)

Announcers

Number one station programming 100-percent western music in southwest Texas station market needs experienced combination announcer-engineer. Preferably good at both. Good Equipment and working conditions in college town of 65 thousand. Lots of sunshine and recreation. Call 655-8116. Bill Nicholson, KPEP, San Angelo, Texas.

Opportunity in Houston. Immediate opening staff expansion, beautiful music station. Send tape, resume. Evening shift, \$500 month. Must be smooth announcer, strong on news and not top 40 dj, KXYZ, Houston, Texas.

Experienced, mid-day, authoritative announcer for 5,000w good music NBC station in hunting, fishing, skiing area, Box KK, Twin Falls, Idaho.

Established kilowatt fulltimer needs announcer, 3:00-11:00 shift. Consider beginner with good voice, potential. Sent tape, resume, photo. Art Grunewald, WCTT, Corbin, Kentucky.

Experienced announcer, all types programs. Special events, interviews and play by play if adaptable. Box 441P, BROADCASTING.

Unpleasant working conditions hamper good selling. If you are proven producer, work best without boss breathing down your neck. Carolinas small single market appeals, (owned by mature broadcaster) this is your meat. Good station reputation, years must equal. No wild-eyed inducements, but unusually liberal compensation where performance pays. Impulse jumpers save your time. Place unfilled sometime, no risk writing present employer. Box 442P, BROADCASTING.

Have opening for announcer with first phone. This opening good for some young man who wants to get start in radio and tv. There will be transmitter watch for radio and tv and also some announcing. No maintenance experience necessary. Box 410P, BROADCASTING.

Major market Negro station looking for jazz and r&b disc jockey with first class FCC license. Send tape, resume and references with your reply. All replies confidential and tapes will be returned. Box 411P, BROADCASTING.

The land of enchantment! Small market 1 kw daytimer in New Mexico with the big city sound needs announcer-dj with first phone immediately! Good music and country & western format. Small but top working conditions. Experienced or will consider those needing experience. We'll help you. Start \$70. Send tape and resume. Box 412P, BROADCASTING.

Wanted, early morning DJ, with ability to do good news job. Chance for rapid advancement for right man. 5,000 watt daytimer in central plains area. Send tape, resume and picture to Box 347P, BROADCASTING.

Announcer first phone, no maintenance. Booming Gulfcoast, modified top 50 operation, strong on news. Good salary with expanding southern company. Send tape and resume to Box 349P, BROADCASTING.

Announcer-salesman, experience. East Coast. Box 384P, BROADCASTING.

Experienced first class licensed announcer. Box KK, Twin Falls, Idaho.

Help Wanted—(Cont'd)

Top forty announcer with productions skills. Large midwest market. Tape and resume. Box 489P, BROADCASTING.

Pennsylvania. Experienced personality announcer or announcer/newsmen. Adult music with strong editorial policy. Salary commensurate with ability. Send tape, resume, salary requirements to Tony Curtis, WRTA, Altoona.

Experienced announcer for Texas network station. Do not send tape. Box 393P, BROADCASTING.

Wanted. Experienced announcer. Prefer family man. Can also sell. References required. Contact: Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Immediate opening for staff announcer. Send tape and salary requirements to Stan Gallup, Manager, KGFL, Roswell, New Mexico.

We need you! Bring your first phone and join up. Adult music station wants news and sports conscious man. Call Bob Taylor, WDLR, Delaware, Ohio, 363-1107.

Opportunity, married staff announcer. Outline experience. KFRO, Longview, Texas.

Technical

Combination engineer-announcer with first phone needed immediately. KACT radio, LA 3-2845, Box 308, Andrews, Texas.

Engineer of good character, best technical qualifications South Texas station. Box 414P, BROADCASTING.

Chief engineer-announcer for quality radio station in East. Excellent facilities, wonderful area for living. Send details first letter to Box 415P, BROADCASTING.

Chief engineer, Ohio am-fm, excellent equipment including cartridges, convenient home available. Box 417P, BROADCASTING.

Immediate opening for versatile, experienced announcer at top quality 5000 watt am, and 50,000 fm station. Salary commensurate with ability and experience. Photo, tape and personal resume with first letter. Mt. Vernon Radio & Television Company, Mt. Vernon, Illinois.

First class radio engineer with experience. Contact Manager, WTSL, Hanover, N. H.

Transmitter engineer for top rated 5 kw directional station in Wilmington, Delaware. Work involves no announcing and offers excellent opportunity for technical advancement. Write or phone Al Smith, 414 French Street, Wilmington, Delaware, OL 4-8881.

First ticket engineer for 1000 watts day in southern Maine. Write or call: John A. Carlson, WSME radio station, P. O. Box 1220, Sanford Maine. Phone 2464 or 2465.

1st class engineer. Real worker, experienced, aggressive. Capable fully maintaining two Michigan stations 40 miles apart, one daytime, other DA-N. Live pleasant Lake Michigan city. Excellent salary plus car expenses. Family man. Rush resume, snapshot. Recent earnings to W. H. Rich, 150 E. 61 St., New York 21, New York.

Chicago am-fm regional, directional. Chief engineer, experienced, permanent. Open now for qualified man. Complete details, salary requirements, first letter. Walter Kean, 19 E. Quincey, Riverside, Illinois.

Help Wanted—(Cont'd)

Production—Programming, Others

Weatherman preferably, but not necessarily meteorologist. Would also accept good personality and weather experience. Southern VHF, good opportunity. Top salary. Box 495P, BROADCASTING.

Opportunity and challenge to build one-man news department, central Ohio. If you can gather, edit and air news, send resume. Box 416P, BROADCASTING.

Wanted. Experienced continuity writer. Send samples, background. Top pay for right person. Immediate opening. WLAS, Jacksonville, North Carolina.

KWTK, Waco, Texas, needs good all around local newsman. Must be able to gather, photograph, write, and present local news on television and radio. Prefer applicants from Texas, but will consider others. Send tape, resume, references to: News Director, KWTK, Waco, Texas.

One of America's top radio stations energetic, enterprising and experienced needs news director immediately. If you can get the news first and air it colorfully and factually, send tape, resume and picture to Frank Page, KWKH, Box 1387, Shreveport, La.

Girl for traffic and continuity. Send complete information to Radio KCOL, P. O. Box 574, Fort Collins, Colorado.

News reporters/photographer wanted . . . must be experienced writer. Motion camera experience helpful, not absolutely necessary. Will consider newspaper or extensive radio news background. Apply immediately News Director, WCIV (Charleston, S. C.) Highway 703, Mt. Pleasant, S. C.

1st class director with fast board experience, to handle fast pace newscast. Wire or call Carl Tibbetts, Production Manager, KTAL TV, Shreveport, La.

RADIO

Situations Wanted—Management

Manager sales manager, Pennsylvania broadcaster, nine years present position. Young hard aggressive worker. Interested in good solid offer. Willing to invest. Box 440P, BROADCASTING.

Manager, thoroughly qualified. Documented sales and administrative ability. Mature, civic minded, responsible. Desire locate south. Top employer references. Area \$10,000. Box 450P, BROADCASTING.

Can you offer solid future and position for manager capable of earning \$24,000. Box 419P, BROADCASTING.

Production-programming, news, sales management wanted. Midwest where reliability and integrity are an asset. Thoroughly experienced and seasoned. Excellent references. Boxholder 27793, Los Angeles 27.

Husband-wife management team (employed) will trade experience and \$2,500 for management and percentage-ownership. Small market station, south-southwest. Box 400P, BROADCASTING.

General manager. Broad knowledge and experience. Strong program, sales, FCC, editorials, image. Ability to create exceptional public image of integrity. Excellent references. Forty-five, married, reliable, creative, honest. Reputation as clean operator. Good revenue growth history. Full responsibility. Minimum \$12,000 plus. Jerry Bassett, 378 Yosemite Drive, Pittsburg, California. Phone 432-7710.

Management problems? Successful former owner 49 can invest. West or southwest preferred. Box 380P, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Air salesman personality. Announcer disc jockey, newscaster. Tight production, bright, energetic. Frederick Montgomery, P. O. Box 51, S. I. 10, N. Y.

Successful small station manager desires to relocate in medium or large market in Arizona or California. Doubled stations business in 20 months. First phone license. Box 266P, BROADCASTING.

20 years radio, sales, continuity, quality voice news and commercials, first phone. 14 years at present location. Consider \$7,500.00 to \$10,000 west coast preferred. Box 366P, BROADCASTING.

Salesman—newscaster. Desires position in northeast. Creative. Personable. Extensive experience. Box 344P, BROADCASTING.

Calling California! Salesman that sells! PLUS! Successful announcer, continuity director, production, promotion! Package deal . . . all in one aggressive, 28 yr. old, married, college grad, ready for sales management. Past 3 years and presently with #1 midwestern, major market station. Open up that Golden Gate before the first snow-fall! Box 451P, BROADCASTING.

Announcers

Announcer dj. Finally man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 602M, BROADCASTING.

Attention Top 20 Market and only station with quality sound in public interest. Rated number one (with good music) in nine station major metro survey, (Pulse). Seek larger more challenging, creative environment. Dedicated to programming a la NAB. Radio personality and or TV announcer. Box 250P, BROADCASTING.

DJ/Announcer. Formula. Tight Production. Music. News. Sales. References. Box 341P, BROADCASTING.

Swinging, bright happy dj, announcer. Want to settle. Married with dependents. Willing to relocate. Bright happy sound. Not a prima donna. Box 420P, BROADCASTING.

Just the facts: announcer, disc jockey, four years experience radio/television. Talents in production; programming: news. Married, 25, seeking permanency radio and/or tv with opportunity as Program Director or Production Manager. Know music, college, draft free. Excellent references. Immediate availability. Box 421P, BROADCASTING.

Announcer, disc jockey, newscaster. Tight production, bright, energetic. Box 422P, BROADCASTING.

Attention northern Wisconsin and upper Michigan: ambitious d.j., 18 months experience. Tight board. 25, veteran, single. Steady worker. Box 243P, BROADCASTING.

DJ, soft sell, adult presentation, 11 years experience. Prefer all night slot but adaptable for afternoon or evening hours on five day basis. Good news and interviews. Letters, pictures, resume. No tapes. Will travel and audition, live only. \$100.00 weekly. Call South Orange 2-5912 code 201 or write Box 424P, BROADCASTING.

Announcer dj. Swinging modern sound. Cheerful. Competent. Young. Experienced. References. Box 426P, BROADCASTING.

Country dj, first phone, salesman. If you've got the money I've got the time. Box 427P, BROADCASTING.

Smooth, good music dj, radio and tv or just radio. Medium or large market. Veteran, 5 years radio, 2 years commercial tv. Family. Tape, resume available. Box 428P, BROADCASTING.

California! Canada! Four years commercial experience . . . plus! 25, mature, r/tv, tight production. Reasonable offer accepted. Box 429P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer anyone? Desire evening jazz, voices, strings and/or afternoon pop show. Lite but good experience. Tape. Travel. Box 478P, BROADCASTING.

Radio reporter . . . writer . . . newscaster. Five years news experience. Minimum \$150. Use console. Box 479P, BROADCASTING.

Announcer, dj, smiling sound, authoritative news, available now, veteran, will relocate. Box 482P, BROADCASTING.

Announcer, engineer, 6 years experience, also copy. Family man, central Florida location only. Box 452P, BROADCASTING.

First phone announcer wishes to relocate in California bordering states: age 19, single, nine months experience. Box 467P, BROADCASTING.

Have realized full potential at present location. Desire advancement. Experienced, aggressive, first phone, combination. Versatile, with light and gay sound, tight board. Just the right man for your operation. Married with mobile type family. Box 458P, BROADCASTING.

Announcer, three years experience, strong on sports. Hard worker. Prefer midwest. Consider all offers. Box 459P, BROADCASTING.

Available immediately. Professional radio school graduate with practical training in all phases of radio. Needs regular position. Willing to work hard, any market. Box 455P, BROADCASTING.

Mature, adult announcer with personal radio ability, 15 years experience. Family man. Presently in highly competitive major market with proven ratings. Desire permanency with professional, intelligent radio operation. Box 456P, BROADCASTING.

Young man seeks start. Speech trained, broadcasting school, some college, third phone. Box 457P, BROADCASTING.

Announcer, dj, some experience, strong intimate appeal. Larry Nelson, 809 North Highland Avenue, Rockford, Illinois.

Attention: Los Angeles, San Francisco, Seattle, Denver, Chicago, Indianapolis, Detroit, Minneapolis, St. Louis, Cincinnati, Cleveland Columbus, Dallas, Milwaukee. Am interested in sports, news, or staff announcing. Box 488P, BROADCASTING.

Announcer, dj . . . 2½ years experience . . . veteran, 23, single, presently employed. East coast preferred. Will consider other areas. Steve Irwin, 8 Pineview Drive, Farmingdale, New York. NY 4-3685.

Announcer seeks position in east. Married. One child. TV experience. Box 333P, BROADCASTING.

Announcer, newscaster, will also do sales, tight production, go anywhere, willing to work, like chance to prove himself. Box 337P, BROADCASTING.

Hold everything! Here I am. Young, alert, dependable, married, announcer/dj. Tight board. Will relocate. Box 361P, BROADCASTING.

Available now—experienced continuity writer. Will travel anywhere. Resume and facts on request. Box 364P, BROADCASTING.

Medium to large markets—top rated comic personality with most successful station in five states. Professional, experienced. Young, educated, original. Best references. Box 389P, BROADCASTING.

Announcer, 1st phone, strong on news, sports, available Oct. 1st. No locale pref. Box 389P, BROADCASTING.

Relocate near N.Y.C. age 31, 4½ years experience. Family man. Box 399P, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Radio/tv stations . . . two years camera-man, three years radio. Presently studying for 1st phone. Can't wait. Ready now. Box 430P, BROADCASTING.

Chief engineer, or staff with large station. Thirteen years experience. Ga., Fla., S. C. preferred, all considered. Box 133P, BROADCASTING.

Chief engineer now employe of am-fm station seeking new position in radio station or related field in New York, New Jersey area by October the 15th. No announcing. Box 253P, BROADCASTING.

First phone desires change. Currently in radio. Some television experience. North Carolina preferred. All considered. Box 479P, BROADCASTING.

Automation, simulation, analog computer engineer. As chief engineer will design, build and convert station to automation. Experience as chief, directional up to 6 towers, manufacturing with RCA, research and development. 5420 S. 83rd Ave., Miami, Fla. 226-6373.

Good engineer, first phone. Radio, television experience. Expert maintenance. Night work preferred. Box 460P, BROADCASTING.

Chief, troubleshooter, directionals, installations, all phases, \$115. Offer chance you sell CB, recorders, tape duplication-distribution service on my back-up service business, or hire me direct. Box 461P, BROADCASTING.

Chief engineer, experienced with good sales record. West of the Mississippi. Box 492P, BROADCASTING.

Production—Programming, Others

Successful station manager. Married, family, major market radio experience. Desires mid atlantic area. Top references. Box 314P, BROADCASTING.

Professional broadcaster, age 28—major market experience including McLendon, in programming promotion, management. Married, college, highest industry references. Box 326P, BROADCASTING.

Indiana-Illinois-Wisconsin: 10 years with same operation. Desire change. News-Sports director but have handled all phases, interviews, adlib, disk shows. Steady, Sensible. NOT a 'Cutie' or 'Personality.' Format and screamers forget it! Some TV. Married, 2 children. Write or wire Box 462P, BROADCASTING.

Rapid typist-proofreader. Best references. Go anywhere. Minimum \$40 weekly. Box 477P, BROADCASTING.

Family man, superb announcer, 12 years, presently employed. Available before end of month, seeks program directorship, will consider all offers. Box 453P, BROADCASTING.

Want news, general announcing or good music; 30 draft exempt, 4 years college, mature voice; can sell copy. Broadcast training, no experience. Salary open. Box 470P, BROADCASTING.

TELEVISION

Help Wanted—Sales

Excellent opportunity for self starting salesman willing to work hard selling local accounts. Guarantee with commission set-up with protected account list. Oldest UHF in country. Men with radio experience considered. Send resume to Dave Berlin, WSBA TV, York, Penna.

Help Wanted—(Cont'd)

Announcers

Female vocalist program personality. Major Eastern station is currently accepting applications for auditions, for new morning variety show. Applicants must have professional experience as pop singer as well as radio or tv experience as m.c., announcer, hostess, personality or d.j. Send tape, photos, and resume to Box 431P, BROADCASTING.

Announcer with radio television experience for major New England combined operation. Send resume, photo and audio tape. Box 432P, BROADCASTING.

Staff announcer. Immediate opening in major southeastern market for top man, with emphasis on news, sports and commercial. Send resume and SOF or VTR to Box 449P, BROADCASTING.

Technical

Major tv outlet in southern California seeking top flight transmitter, maintenance and operations supervisor. RCA TT50 AH. Salary in excess of \$10,000. Box 38537, Los Angeles, California.

Experienced television engineer for VHF transmitter and video. WLTV, Bowling Green, KY.

Chief engineer for VHF television combined studio transmitter. Box 445P, BROADCASTING.

Max power VHF television and associated AM outlet in midwest medium market have need for a Chief Engineer to work under supervision of Director of Engineering. Will consider a man with supervisory experience who has a strong background in maintenance. Salary commensurate upon experience. Reply to Box 444P, BROADCASTING.

Engineer, best technical qualifications, reliable character, for VHF Texas resort city. Box 433P, BROADCASTING.

Control room-transmitter engineer for up state New York station with planned improvements. Must have first class license. Send details in first letter. Box 439P, BROADCASTING.

1st phone, studio-transmitter duty. Open immediately. Reply or call Vern Totten, Chief Engineer, KXLF TV, Butte, Montana.

Immediate opening for first class tv transmitter engineer. Maximum power VHF. RCA equipped. Previous transmitter experience desirable, but not requisite. Salary dependent on background. Edward M. Tink, Director of Engineering, KWVL TV, Waterloo, Iowa.

Production—Programming, Others

Quality minded producer-director, 7 years experience, 5 in color tv. College grad., presently employed and draft exempt. Relocate, New England, Florida, California, but open. Box 436P, BROADCASTING.

20 years successful experience with national companies and as account supervisor with advertising/public relations agencies. Previous responsibilities in broadcast, insurance, drugs, utilities, financial, appliance, fashion fields. Strong in administration, leadership, initiative, creative direction. Thoroughly proficient in the effective use of all media; in planning, executing and coordinating marketing programs. Age 44, married, will relocate anywhere. Reply Box 383P, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Art director needed immediately for leading eastern network VHF. Must be experienced all phases tv art from flip cards to complete sets. Submit samples of work along with photo and resume. Box 491P, BROADCASTING.

News staffer sought by leading network in VHF for gathering and writing news, and on the air delivery. Must be experienced. Submit photo and resume, video tape, or film audio reel. Box 490P, BROADCASTING.

Tv Professionals—Expanding VHF in southeastern capital city needs ambitious man with solid background in announcing, capable of preparing and airing major sports and news programs. Multiple ownership station noted for intelligent, responsible programming. Salary commensurate with experience. Excellent company benefits. ALSO desire a REPORTER-PHOTOGRAPHER to join present six-man news team. Will consider promising young man with good basic experience or journalism graduate. Fine opportunity to move up with top flight news station. Please forward complete resume and recent photo to Box 446P, BROADCASTING.

TV station in large midwestern market wants experienced Weathercaster. Must be personable and believable, with working knowledge of fundamental meteorology. Excellent opportunity. Send video tape or audio tape and pictures, plus resume, including minimum salary requirements to Box 447P, BROADCASTING.

TELEVISION

Situations Wanted—Sales

Sales promotion, research, advertising, publicity problems solved by this veteran of 10 years New York radio and tv experience. Now seeks immediate new avenue to put this well-rounded background to work. Forceful, effective copy. Complete sales approach. Looking for permanent spot, but free lance assignments welcomed. Box 382P, BROADCASTING.

Announcers

Talented, photogenic broadcaster, eleven years experience. Record shows, news delivery, production, interviews, remotes, seeks television. Opportunity. Resume, picture, film, letter available. Box 425P, BROADCASTING.

Employed, seasoned announcer seeks staff position plus host assignment on live children's and/or teen's show. Extensive commercial experience in both. My good taste, youthful appearance, intelligent attitude valuable to prestige station searching for clean-cut personality to complement station image. Box 435P, BROADCASTING.

11 years experience tv broadcasting including color. 4 years asst. C. E. Desires position with future. Box 466P, BROADCASTING.

Top rated radio announcer. Survey proved number one tv show mc. All types of interview work. Some sports. Now employed. Want to move up. Box 454P, BROADCASTING.

Technical

Ampex VTR maintenance engineer, etv or commercial, 4 years tv operation, and maintenance experience, age 27, responsible, prefer midwest or south. Box 468P, BROADCASTING.

Available immediately. First phone. 3½ years experience television. Operating studio equipment. Family. Desire permanent position. Leslie Bailey, 1021 East Tenth, Clovis, New Mexico. Phone 762-2285.

Situations Wanted—(Cont'd)

Production—Programming, Others

News director. Proven administrative ability with top rated, major market, on the air delivery. Box 463P, BROADCASTING.

Ownership change available immediately! Radio-tv director of news! 15 years experience at progressive news stations. Organization and maintenance of top flight departments. Tv exp. includes filming 16mm B&H BOLEX and ORICON SOF. Processing, editing of film. SOF interviews. Writing narration. Also, top rated airman. Box 464P, BROADCASTING.

Resourceful newsman seeks major market radio or tv position. Aggressive; can write, gather, deliver, edit film. On camera experience. Married, children, B.S. in Communications. Box 465P, BROADCASTING.

Television reporter, writer, newscaster. Five years news experience. Minimum \$150. Use camera. Box 480P, BROADCASTING.

For Sale

Equipment

Tower lighting filters, one Johnson 172-14-1 covers 440-1100kc, one 172-14-3 covers 1100-1600kc. \$35 each. Don Hein, WJBK, Detroit, Michigan.

Magnecorder ... two years old, excellent condition. Reconditioned heads. WVAM, Altoona, Pennsylvania.

Closed circuit and broadcast television video monitors—model change and demo units, used with new warranty, 8", 14", 17", 21"—metal cabinets, 10 megacycle video—price \$150.00 each and up. Call or write Miratel Electronics, Inc., 1st St. SE&Richardson, St. Paul 12, New Brighton, Minnesota—phone number ME 3-1742.

1 kw am Raytheon RA-1000 transmitter. \$1695.00. Box 474P, BROADCASTING.

Western Electric 405B 5 kw transmitter. In operation at present time. Available one month. Box 475P, BROADCASTING.

Trade General Electric type pe-3a image orthicon studio camera chain complete with orbiter for RCA type TK 15 vidicon camera. Box 476P, BROADCASTING.

35mm GPL PA200 telecast projector. Type used by the networks. Excellent condition. Priced right. Box 471P, BROADCASTING.

One set of G.E. 20 KW (peak) Harmonic Filters Type 4PI2C1 for ch. 7 in good condition. Reply to E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Tv cruiser—GMC diesel bus, excellent condition. Camera platforms, interior racks, electrical system, 25 kw Onan Generator, 5-ton air-conditioning, storage compartments. Complete mobile cruiser ready for cameras, video recorders. For details write Box 472P, BROADCASTING.

Portable tape recorder, 610 Magnemite Amplicord. \$225. Slightly used. Excellent condition. Includes ten tapes. Box 481P, BROADCASTING.

5820 orths as is or tested sold cheap, W.E. 23C consoles, monitors, transmitters, cameras, STL's, Box 404P, BROADCASTING.

Gates Cartrtape, 2 Playback Units and Record Amplifiers, approximately six months old. Good condition \$795.00. Sparta Electronic Corporation, 6430 Freeport Boulevard, Sacramento, California.

For Sale—(Cont'd)

Equipment

New ITA multiplex \$675, new cost \$1295. Box 438P, BROADCASTING.

Xmission Line; Teflon insulated, 1½" rigid. 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Consoles—Gates SA-31, \$350. RCA 76-B4, \$400. G.E. 4BC-1A1 dual-channel, \$575. All being completely overhauled, available about 3 weeks. Gates ST-101 Tape Spotters. Four, completely overhauled, top condition. \$650 each. Remote control units for ST-101's, new condition—\$42.50 each. Magnecord P-60, excellent condition, 4 years old, rack mounted, can be remote controlled, large VU meter—\$315. John B. Ledbetter, Box 391, Buena Park, Calif.

For Sale—(Cont'd)

Equipment

Two Ampex VTR-1000 cue/erase kits, new (original cartons)—\$895 each. Ampex VTR-1000 Blue Dot recording/playback head assembly, slightly used—\$750. Two Ampex VTR-1010 color conversion kits, including color frequency standard, excellent condition (new net \$19,500 each)—\$5650 each, both for \$11,000. Good used 3M video tape, 30 reels—\$99.50 per hour reel (4800 ft.). John B. Ledbetter, Box 391, Buena Park, Calif.

Will buy or sell broadcasting equipment. Guanante Radio & Broadcasting Supply Co. 1314 Iturbide St., Laredo, Texas.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

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

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

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

FOR SALE—(Cont'd)

Equipment

RCA 25 kw UHF Filterplexer for RCA TTU-25B Transmitter, tuned for Channel 17. Condition used, less RF loads, but otherwise like new. Unit consists of two 12.5 kw plexers. Phone: Sterling 2-1145. W. P. Williamson, Jr. WKBN-TV, Youngstown, Ohio.

Collins 300G-250-watt transmitter excellent condition, extra tubes and antenna tuning unit \$500.00. Collins 26W Limiting amplifier, good condition \$100.00. Chief Engineer, WHLI, Hempstead, N. Y.

For sale: RCA 1000 watt fm transmitter, model No. BTF-1C. Crystal units and spares for 102.9 and 103.9 mcs. All spare parts and tubes on hand. Approx. 180 feet. RG 19-1C coax. Asking price \$2,800. Come and get it. Box 336P, BROADCASTING.

Television camera kit, easy to build step by step instructions, suitable for Ham TV, educational, industrial, medical uses. Craftsmen Instrument Labs Inc., 60-30 34th Ave., Woodside Long Island, New York.

Audio equipment . . . plug in amplifiers, vertical attenuators. List. Box 156P, BROADCASTING.

Complete UHF Dumont TV transmitter 1 kw \$7,500. KCHU TV, Box 18, San Bernardino, California.

WANTED TO BUY

Equipment

Complete equipment for high power UHF-TV station including mobile equipment. WIBF-TV, Jenkintown, Penna. Area code 215, TU 7-5400.

Tektronic 542D or AD oscilloscope. Send information and price to Video Engineering Company, Riggs Road and First Place N.E., Washington 11, D. C.

Problems got you? Located in Ohio, Penna., Delaware, Maryland, Virginia, North Carolina etc., market 25,000 to 100,000. Want to sell? All replies acknowledged. Private group of advertising executives. Box 365P, BROADCASTING.

One General Radio Frequency Bridge type 1606-A, also a type 1330-A Bridge Oscillator both in good condition. Address WCHV, Charlottesville, Virginia.

WANTED TO BUY

Stations

Interested in am cp or sensibly priced station in medium market. No brokers please. All replies held confidential. Box 437P, BROADCASTING.

Want to buy New Mexico radio station. Your reply kept in confidence. Box 473P, BROADCASTING.

BUSINESS OPPORTUNITY

Majority owner of AM station operating well in black needs long term financing to purchase 100% of station, pay other personal obligations. Value of station 160-180 thousand. Need 110 thousand for 10-15 years, buy-leaseback, long term mortgage, SBIC, etc. Reply Box 321P, BROADCASTING.

Miscellaneous

Comedy! Days, "Dates and Data" is a collection of patter, bits, one-line fillers, program ideas, etc. Current sample \$3.00—Show-Biz Comedy (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

Commercials taped for small market stations on your tape and copy. Reasonable. Major market announcers. Box 108P, BROADCASTING.

Miscellaneous—(Cont'd)

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Stinger Series" Forty musical cappers, stings, punctuators, newly recorded in Hi-Fi and pressed on to pure vinyl just \$9.95. Station Services, 1st National Bank, Peoria, Illinois.

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.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins training now available in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instruction. Elkins Radio School of New Orleans, 714 Masonic Temple Building, 333 Saint Charles Avenue, New Orleans, Louisiana.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts October 8—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N. Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting September 19, January 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Fall course starts November 6.

San Francisco's Chris Borden School of Modern Radio Technique graduates all over the country. DJ instruction, alive, active and new. September class open. 259 Geary Street, San Francisco, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

RADIO

Help Wanted—Sales

SALES

Midwest metro full-time needs experienced salesman immediately. Top earnings for top man in 27th market. Send resume to Jim Nathan, Sales Manager, WIN Radio, Louisville, Kentucky.

Announcers

PROVEN RADIO PERSONALITY WANTED FOR TORONTO

Aggressive and progressive AM station, rising fast in a market area of two million, looking for a daytime personality with a record of reaching people. Must know popular music; no Top-40 types need apply. If you can help us, we can help you get to Canada. Good opportunities for freelance Radio and TV commercial work. (Toronto is #3 market for Radio-TV production in North America). Top salary for top man. Send picture, resume, and tape audition or air check to Box 263P, BROADCASTING.

Production—Programming, Others

COPYWRITER TO CREATE LOCAL SALES

If you like to write and produce radio copy that sells, and have a record of success, here's your opportunity to make it pay off for you. We are building local sales fast in Metro Toronto, a market area of two million, and we need a guy or gal who can support an aggressive sales force with client-pleasing copy, sales-clinching auditions. Send sample copy and tapes of your commercial work, plus resume to Box 362P, BROADCASTING.

TELEVISION Help Wanted

Management

WXIX-TV CHANNEL 18

Looking for a hard hitting commercial staff, for hard sell station. Right men must believe in future of UHF. We do have great plans! Must have proven record in local and national sales approaches. Salary and incentive. Call Station Manager, Lawrence Turet, Broadway 2-1818 or send complete details 1st letter, in care of Schroeder Hotel, Milwaukee, Wisconsin.

BUSINESS OPPORTUNITY

Radio company stock available for merger or part of deal with another station. Has substantial carry back loss.

Box 406P, BROADCASTING

MISCELLANEOUS

★ Big Savings On ★ BUSINESS CARDS



Absolutely the lowest prices in America on beautiful high-quality business cards! Raised letters look like real engraving. Ideal for businessmen, professional people, salesmen, or just plain folks who know the value and prestige that a fine business card gives you.



Simply jot down what you want printed on your cards and rush to us for amazing 48-hour postpaid service. Includes your remittance of only \$3.89 per thousand one-color cards, or \$4.89 per thousand two-color cards.



(Colors are black, blue, and red.)
No C.O.D.'s please.
Accuracy and satisfaction fully guaranteed.



Order now from

NEW STUDIOS, INC.
P. O. BOX 472
BROWNWOOD, TEXAS

For Sale

Stations

NEW 1,000 WATT DAYTIMER

\$100,000 w/terms. No brokers please.
Qualified buyers only need apply.

Box 469P, BROADCASTING

To buy or sell Radio and/or TV properties contact

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Tenn	single	daytime	\$120M	terms
La	small	fulltime	79M	29%
Ca	medium	daytimer	65M	15dn
Fla	medium	daytimer	125M	10yrs
Tenn	metro	fulltime	375M	terms
Mass	metro	daytimer	225M	terms

and others; also newspapers & trade journals
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Continued from page 99

plication from hearing. Action Aug. 28.
■ Granted petition by Transcript Press Inc., and continued Oct. 29 hearing to Dec. 3 in proceeding on its application and Newton Bcstg. Co. for new am stations in Dedham and Newton, Mass. Action Aug. 27.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Dismissed request for extension of time in which to file amendment contained in an Aug. 8 letter from Camden Community Bcstrs.; application is consolidated for hearing with Ouachita Valley Radio Corp., both applicants for new am stations in Camden, Ark. Action Aug. 29.

By Hearing Examiner Herbert Sharfman

■ Upon request by General Communications Inc. (KXKW), Lafayette, La., and without objection by other parties, further extended time from Aug. 30 to Oct. 1 to file response to petition by South Mississippi Bcstg. Co., for leave to amend its application for new am station in Mississippi City, Miss.; rescheduled Sept. 12 prehearing conference for Oct. 12. Action Aug. 30.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Sept. 4

WIRD Lake Placid, N. Y.—Granted license for am station.

WELK Charlottesville, Va.—Granted mod. of license to change name to Deter & Sullivan, Inc., Chain Gate Investment Co. and Sterling Hardware Co. d/b as company of same name.

■ Following stations were granted extensions of completion dates as shown: KFBN (FM) Seattle, Wash., to Dec. 31; condition; WBRW Brewster, N. Y., to Feb. 27, 1963; WFMD Frederick, Md., to Nov. 9; WTCN Minneapolis, Minn., to Nov. 1; KETX Livingston, Tex., to Oct. 15; WMLO Beverly, Mass., to Nov. 1.

Actions of Aug. 31

WBSC, Atlantic Coast Life Insurance Co., Bennettsville, S. C.—Granted assignment of license and cps to The Big Bend Bcstg. Corp.; consideration \$85,000.

KYFM (FM) Oklahoma City, Okla.—Granted mod. of license to change studio location and remote control point.

KBRF (FM) Leadville, Colo.—Granted extension of authority to sign-off at 6:00 p.m. for period ending Nov. 30.

WWRJ White River Junction, Vt.—Granted extension of authority to remain silent for period ending Oct. 22.

WCBQ Whitehall, Mich.—Granted authority to remain silent for period ending Nov. 30.

■ By memorandum opinion & order, waived Sec. 3.610 of rules and granted special temporary authority to New Orleans Tv Corp. to operate station WVUA-TV New Orleans, La., on ch. 12 from site of its station WVUE (ch. 13) at Jung Hotel, New Orleans, for period ending Nov. 30, and denied opposing pleadings by St. Anthony Tv Corp. (KHMA, ch. 11), Houma, La., and Capitol Bcstg. Co. (WJTV, ch. 12), Jackson, Miss. Action Aug. 31.

Actions of Aug. 30

WJBB Haleyville Bcstg. Inc., Haleyville.

GUNZENDORFER

ARIZONA FULLTIMER. \$10,000 down. Asking \$70,000.

CALIFORNIA DAYTIMER. \$115,000 with \$35,000 down.

CALIFORNIA NET FULLTIMER. \$48,000 with 25% down.

FM's \$175,000, \$165,000, \$50,000.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

STATIONS FOR SALE

NORTHWEST. Exclusive. Full time. Gross \$72,000.00 last fiscal year. Owner must sell! Has owned for more than three years. Asking \$105,000. \$30,000 down payment.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Ala.—Granted acquisition of positive control by John L. Slatton through purchase of stock from W. P. Thielems, and W. G. and Edna Ruth Harris; consideration \$24,000 for 66 2/3% interest increasing his holdings to 100%.

KOHU, Carl F. and Sarah. Knerim, Hermiston, Ore.—Granted involuntary assignment of licenses to Sarah Knerim, individually and as executrix of estate of Carl F. Knerim.

■ Granted renewal of license for following stations: KALT Atlanta; KBFM (FM) Lubbock; KBUS Mexia; KCRM Crane. KCTA Corpus Christi; KETX Livingston; KFDA Amarillo; KFMK (FM) Houston. KINT El Paso; KSPL-FM Daboll; KSYD-TV Wichita Falls; KTAL-FM Texarkana, all Texas; KTGM (FM) Denver, Colo.; KUKO Post, KVLG LeGrange, KWEL Midland, KXIT Delhart, WRR-AM-FM Dallas, all Texas; KGMT Fairbury, Neb.

KMSO-TV Missoula, Mont.—Granted cp to change ERP to 220 kw, vis. to 110 kw, aur. install new ant. system, and make changes in ant. structure and equipment; ant. 2,030 ft.

KCKN Kansas City, Kans.—Remote control permitted.

*WRUF-FM Gainesville, Fla.—Granted extension of authority to Oct. 23 to remain silent.

WMMB Melbourne, Fla.—Granted license covering use of old main trans. at present main trans. site for auxiliary purposes only daytime and as alternate main trans. nighttime.

Actions of Aug. 29

WLEW Bad Axe, Mich.—Granted increased daytime power on 1340 kc, to 1 kw from 250 w, continued nighttime operation with 250 w, and install new trans. and DA-D; condition.

WEXL Royal Oak, Mich.—Granted increased daytime power on 1340 kc, to 1 kw from 250 w, continued nighttime operation with 250 w, and install new trans. and DA-D; condition.

KSET-FM El Paso, Tex.—Granted cp to change ERP to 3.3 kw, ant. height to 730 ft., ant.-trans. and studio locations, type ant. and changes in ant. system; remote control permitted.

KRAB (FM) Seattle, Wash.—Granted mod. of cp to change ant.-trans. location, specify studio location as trans. location, change type ant., make changes in ant. system, increase ERP to 20 kw and change ant. height to 350 ft.; delete remote control.

WNRV, E. D. and Megan H. McWilliams, Narrows-Pearisburg, Va.—Granted assignment of licenses to Megan H. McWilliams.

WTTB Vero Beach, Fla.—Granted cp to install new trans.

WPKE Pikeville, Ky.—Granted cp to install old main trans. as auxiliary trans. at main trans. site.

WTUP Tupelo, Miss.—Granted cp to install alternate main trans. at main trans. site.

*WBST (FM) Muncie, Ind.—Granted cp to change main studio and trans. locations to Communications Center on campus, Muncie, Ind., and make changes in ant. system.

WHTG-FM Eatontown, N. J.—Granted cp to change type ant. and ant. height to 200 ft.; conditions.

KEEL Shreveport, La.—Granted cp to install present nighttime trans. as auxiliary trans. daytime.

WTAG Worcester, Mass.—Granted cp to install present emergency auxiliary trans. at Holden, Mass.

WCTM (FM) Eaton, Ohio.—Granted mod. of cp to decrease ant. height to 125 ft. and increase ERP to 20 kw and change type ant.

WNYS (TV) Syracuse, N. Y.—Granted mod. of cp to make changes in transmission line.

WMFP (FM) Fort Lauderdale, Fla.—Granted authority to remain silent for period ending Oct. 24.

■ Granted cps to install new trans. for auxiliary purposes only for following stations: WTAG Worcester, Mass.; WSJS Winston-Salem, N. C.

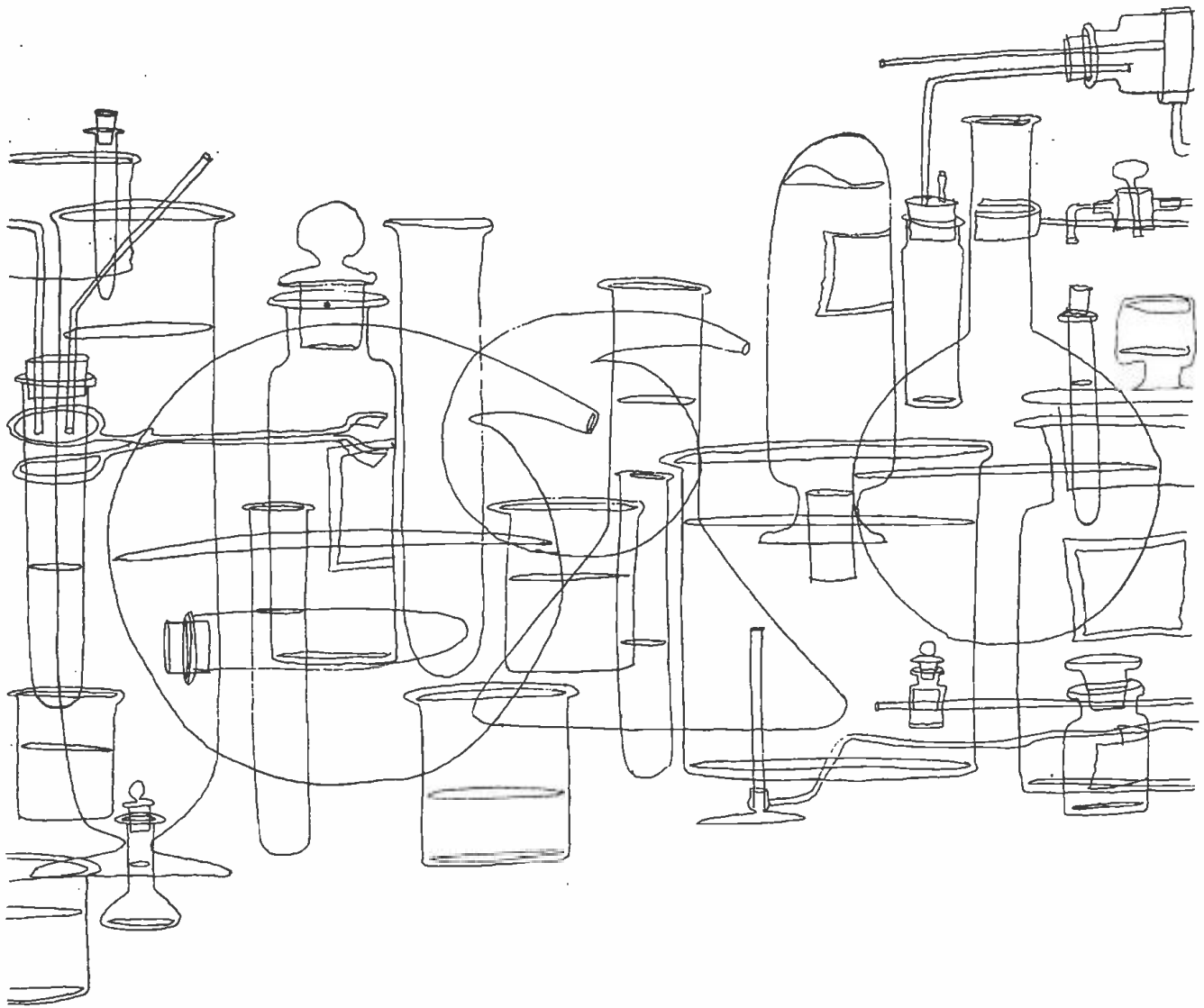
Action of Aug. 27

WLBC Muncie, Ind.—Remote control permitted.

Rulemaking

PETITION FILED

■ WMCA New York, N. Y.—Requests amendment of rules so as to reassign uhf ch. 47 to New York from New Brunswick, N. J. and assign ch. 79 to that city. Ann. Aug. 31.



A new kind of alchemy revives a ghost town

Atlantic City, Wyoming, was founded in 1867 by prospectors who had struck gold in the rugged Wind River Mountains. During the next few years they dug some \$5 million in gold out of the earth near Atlantic City (ignoring a body of low grade taconite iron ore in the same area); and the little mining camp became one of the liveliest boom towns in the West. When the gold ran out, Atlantic City died. Almost 90 years later, U. S. Steel decided that Atlantic City's half-forgotten taconite represented a potentially vital natural resource, and it invested millions of dollars in a new mine and beneficiation plant to turn into iron-rich ore the once

worthless red rock the gold miners had ignored. Now, hundreds of men are working at a new installation that mines the taconite, crushes it, separates the iron-bearing rock from waste, and reforms it into useful chunks of iron ore. And U. S. Steel is shipping the beneficiated ore direct to its Utah steel mills.

The Atlantic City project has breathed new life into an almost deserted section of Wyoming. But more important . . . since almost 95% of the metal America uses is steel . . . U. S. Steel projects like that at Atlantic City are assuring a steady supply of iron ore for years to come. America grows with steel.

United States Steel



TRADEMARK

OUR RESPECTS to Lionel F. Baxter, vice president, Storer Broadcasting Co.

The magic in his radio formula is just plain hard work

Skillfully wielding a fly rod, a tall, solidly built Southerner cast expertly into the chilly waters of a trout stream near an exclusive Colorado Springs resort last week, and waited patiently.

Standing motionless, Lionel Francis Baxter, vice president and manager of radio operations for Storer Broadcasting Co., looked thoughtfully at the other fishermen along the stream. All were Storer executives whom George B. Storer and his son, George Jr., gathered about them twice yearly for recreation—and some very serious business talk. The Storer broadcasting chain hadn't earned its "hard business" reputation by idle fishing vacations, but the Storers knew that good men, well treated, respond with the best that's in them when asked to bear down.

Lionel Baxter operates that way. "When directions are given, I believe they should be carried out," he says. "That's how I work, and that is what I expect of people who work for me."

That statements typifies Lionel Baxter in everything he does. Respected as an experienced, shrewd and able radio man, he is confident and firm. "A man who makes clear decisions," one who knows him said.

Such are the qualities which have brought him from the days of high school oratory in Alabama to his position as operating head of seven leading radio stations.

Deep in Dixie • Born in New Orleans July 16, 1916, Lionel was one of four sons. His father was a store manager for Woolworth's. He lived in Jackson, Miss., then in Birmingham. His early ambition was to become a lawyer.

However, during his senior year at Phillips High School in that Alabama city, Lionel won the state oratorical contest and was the male lead in *She Stoops to Conquer*. The combination brought him to the attention of the manager of WAPI Birmingham. When the young student visited the station to obtain publicity for the school play, Mrs. Beatrice Tate Wright, WAPI's program manager and organist, recognized him as the winner of the Alabama oratorical contest. Lionel was auditioned on the spot, and went to work part time for \$10 a week.

And that was the end of a Baxter law career.

Lionel worked hard for WAPI, serving successively as chief announcer, director of publicity and promotion, program manager and finally manager of operations. Meanwhile, he earned a B.A. at Birmingham Southern College and married Mae Frances Rice of Bir-

mingham on Oct. 19, 1938.

During World War II he volunteered for the Navy and ended up in the Maritime service in the Caribbean.

The Post-War Years • After service, Mr. Baxter returned to Birmingham and resumed his duties at WAPI. Active in civic affairs, he helped organize the annual Alabama Toy Bowl football game; proceeds from which supports sports programs at Birmingham Catholic schools. (This year Mr. Baxter will be master of ceremonies.) For his organizing work he was made a Knight of St. Gregory the Great by Pope Pius XII, in 1947. During this period he also served on the board of the National Conference of Christians and Jews.

In 1953, Mr. Baxter left Birmingham for his first association with television and became vice president and general manager of WSFA-AM-FM-TV Montgomery. He continued there until 1955 when the stations were sold to WKY Radiophone Co. Back in Birmingham, Storer Broadcasting Co. had purchased WBRC, and Mr. Baxter returned to the steel city as commercial manager of the station. As the ever-expanding Storer chain set up WSPD-TV, Toledo, Mr. Baxter's boss was shifted to Ohio, and Mr. Baxter was promoted to managing director.

Then came a critical turning point in Mr. Baxter's career. Another Storer move, the purchase of WIBG Philadelphia, required top-level management for what was sure to be a tough rating battle in the nation's then number three market. The Storers chose Lionel Baxter

to handle their entry. WIBG's rise in stature in the 18 months that followed showed they made the right decision.

Know Your Audience • Quick to deny he has a "magic formula" for radio, Mr. Baxter relies strongly on people who are well-qualified, highly professional broadcasters. "Friends are wonderful things," he said, "but don't booby-trap your thinking by relying on their tastes alone. Get out into your market, talk to all kinds and manner of people . . ."

Two years in Philadelphia were all the evidence Storer needed to realize that Mr. Baxter was their top radio man. In March 1959 he was moved to the company's headquarters in Miami and named to a newly-created post, national director of radio operations. A year later he became a vice president and a member of the board of directors.

The job normally keeps Mr. Baxter on the road six months a year, particularly now with Storer's latest acquisition, the purchase of WMGM (now WHN) New York from Loew's Theaters Inc., for \$10.95 million, the biggest buy in radio station sales history.

Coupled to its hard-nose, aggressive sales policies, Storer's quality programming has been a major factor in its success. Mr. Baxter keeps a close eye on content and has a special interest in history.

"We're working with the U. of Southern California on an historical radio series based on general United States and world history which will be made available free to the entire broadcasting industry," he said.

In Philadelphia, WIBG has begun preparation of a second *Voice of Freedom* series. In New York, WHN is preparing *Documentary Five*, a series on housing and slum problems. And in Miami, WGBS is preparing programs on the history and development of English law.

Frequently out of town, he is with his family when he can, either at their home in the Bay Point section of Miami, or bone fishing in the Florida Keys. The fishing is a family affair, usually with Mr. Baxter, "Hank," as his wife is known, and their three children, Lionel Jr., 18, Rice, 15 and Clara Hansel, 11.

The Storer radio boss follows two personal guidelines: "Live up to what you say you're going to do, and this applies to every aspect of radio operations—the FCC, public, clients and the community. When you've decided what you're going to do, work at it hard. That's all."



Mr. Baxter
A disciple of quality radio

Spot on the spot

ON the whole, television business these days is so good it's risky.

Reports from TvB a few weeks ago showed that national tv sales for the first six months of 1962 ran 15% ahead of those for the same period of last year. And now, as described elsewhere in this issue, a BROADCASTING survey finds spot tv business headed for new high levels for the fall season.

One danger in all this, of course, is that broadcasters may get used to it—and forget that no economy, not even television's, can run forever at high pitch without encountering slack periods. Television's current business pace cannot be maintained indefinitely without aggressive salesmanship.

But complacency is perhaps the least of the dangers inherent in tv current sales figures. Another threat lies in the misconceptions that can ensue. The profits of television already have been criticized—and misconstrued—almost as much as its programming. Critics talented in such matters can assuredly make that 15% gain in the gross look like a hundred percent gain in the net—even in a business where more than one station out of four lost money last year.

Another danger is that the critics will construe the increase in sales as an increase in the number of commercials, and hence will revive their charges of "overcommercialism." Undoubtedly the increase does come partly from an increase in the number of commercials (and partly from station rate increases). We see no reason to apologize for this fact. But we do think it only good politics for all concerned—buyers as well as sellers—to avoid crowded scheduling which would seem to be more "commercial" than the sales justify.

These are not imagined dangers, but neither are they new. Perhaps broadcasters can find some comfort in the thought that critics will be critics whatever the times. Somehow criticisms seem a little easier to take when times are good.

McLendon's turnabout

THERE is more than passing significance in the speech made last week by Gordon McLendon, one of radio's more colorful figures, before the World's Fair of Music and Sound in Chicago. Mr. McLendon delivered a fervent plea for unrestricted freedom of competition in radio.

We read the text of his speech twice to be sure we had the right speaker, for it was Mr. McLendon who a little more than three years ago started all the talk about an imposition of economic restraints on the growth of radio station population. At the second (and last) annual disc jockey convention in May 1959 Mr. McLendon made a speech urging the government to limit competition in radio. His thesis then was that the proliferation of radio stations in many markets had depressed radio rates and downgraded programming. "It is now clear," he said at that time, "that if we are to preserve decent programming standards, some congressional curb must be put upon the spectrum in most markets."

Since then Mr. McLendon has made a 180-degree turn. Last week he said, among other things:

"In a free market . . . the good will drive out the bad."

"Nobody should limit the number of radio stations to be owned by any concern . . . If the 'public interest' is really a valid point here, allow unlimited, free-for-all competition."

In his speech last week Mr. McLendon made no reference to his departure from the position he took three years ago, and we have no way of knowing why he has changed his mind. Business conditions, we suspect, may have had something to do with it. The year 1958 and the early part of 1959 were relatively soft periods for radio. Like other radio operations, the McLendon stations were feeling a pinch.

Since then, we must surmise, the fortunes of the McLen-

don group have improved, and Mr. McLendon has learned that it is possible to increase profits despite intensifying competition. This same lesson, we believe, can be learned by any operator who is as imaginative as Mr. McLendon.

In his long career, Mr. McLendon has often displayed a knack for anticipating a trend. It was a knack displayed in his disc jockey speech of 1959, and we hope it was manifest again last week. If so, some of the broadcasters who have been asking the FCC to provide insurance against competition may soon quit hollering for uncle. We do not suggest that the FCC license stations indiscriminately, without regard to sound engineering standards, but we do suggest that if it invokes economic criteria to limit competition, the results must inevitably lead to restraints on profits and rates.

The political game

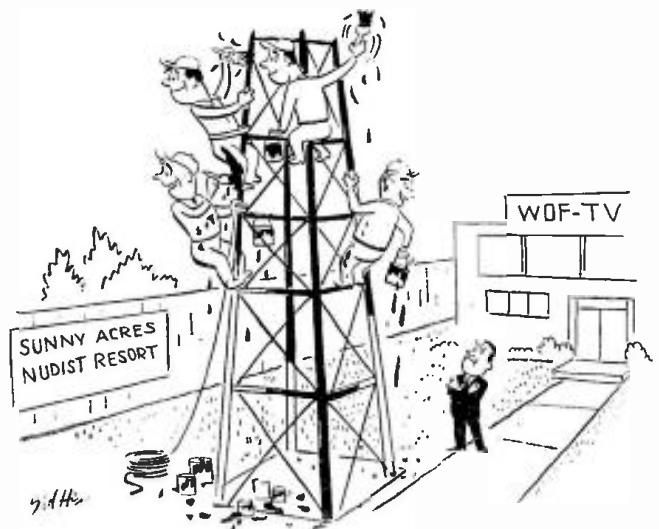
POLITICS can be and often is brutal business. Exhibit A in the current administration is the shabby treatment accorded Commissioner John S. Cross of the FCC, whose reappointment was left dangling for months.

Mr. Cross had been told by a responsible White House aide last spring that no decision had been reached on his reappointment and that he would be notified when the President had made up his mind. Similar assurances had been given members of the Arkansas congressional delegation. Although it had been indicated for some time that Mr. Cross would not be reappointed, neither he nor his supporters were advised until just before the announcement of the nomination of his successor—E. William Henry—had been made.

It must be assumed that Mr. Henry will receive swift Senate confirmation. At 33, and only five years out of law school, he has little on his record to challenge. He has not engaged in communications practice. He is regarded as an aggressive, efficient liberal and he is young—all essential ingredients in the New Frontier mix. He worked in the Presidential campaign under campaign manager Robert Kennedy, now the attorney general.

Match those qualifications against the background and experience of John Cross. He is 57 and an engineer. He served in the government for 31 years after a career in business. He was a captain in the Navy. He was with the State Department in telecommunications and attended many international conferences. He is an Arkansas Democrat.

Mr. Henry may prove himself an outstanding public servant. We hope, above all, that he does not become anyone's vest-pocket vote.



Drawn for BROADCASTING by Sid Hix

"We decided it needed another coat!"



... that's the proud record of KOB-TV serving the fast-growing Southwest market.

One of the most important factors in establishing this leadership is the news service which a station provides its viewers. As a result, much of the credit for the success of KOB-TV goes to its outstanding News Department, one of the finest in the nation, and KOB-TV's veteran newscaster, Tom Doyle, and weather man, Bob McCoy.

Month after month, the ratings prove the superiority of KOB-TV's newsgathering and reporting know-how. For example: In the 6:00 to 6:30 pm time segment, NBC News with Huntley-Brinkley, followed by KOB-TV News, reaches *twice* as many homes — Monday through Friday — as the other two stations *combined* during their early-evening news shows!*

To reach and sell the surging Southwest, KOB-TV is your *first* buy ... your *best* buy.



TOM DOYLE, NEWS



BOB MCCOY, WEATHER

*ARB Report, March, 1962

KOB-TV
ALBUQUERQUE
NEW, MEXICO



Represented by

Edward Petry & Co., Inc.

The Original Station Representative

Get set for '63

THE BIG YEAR FOR COLOR

Specify RCA IMAGE ORTHICONS for your cameras.



Be ready for the heavy color telecasting schedules coming up by installing RCA-4415's and RCA-4416's now. These RCA Image Orthicons in matched sets of three—two RCA-4415's for red and green channels and one RCA-4416 for the blue—are highly recommended for color cameras utilizing simultaneous pickup. At ordinary black and white lighting levels, these tubes produce excellent pictures in color receivers as well as high-resolution pictures with normal tone rendition in black and white receivers. Precision construction, field-mesh, plus closely matched characteristics assure uniform color in both highlights and in the background over the entire scanned area.

Because they operate under normal black-and-white studio lighting conditions, you will not have the problems of high scene-lighting temperatures, the need for extra air conditioning and many of the other lighting costs formerly associated with indoor color pickup.

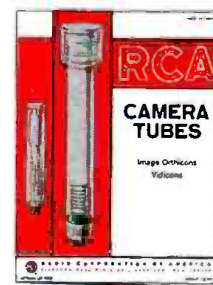
RCA-4415 and RCA-4416 are but two of RCA's broad family of Image Orthicons. For fast delivery on these and others in the line, see your authorized RCA Distributor of Broadcast Tubes.

RCA's Family of Color Image Orthicons Includes:

RCA-4401: Supplied in sets of three tubes having matched characteristics and providing very high sensitivity in low light-level studio and outdoor pickup.

RCA-7513: For highest-quality color TV where conventional color lighting is available and can be controlled. This type is also available in matched sets as RCA-7513V1.

This attractive brochure, containing pertinent information on the RCA line of Camera Tubes, is available through your local distributor. Ask for: RCA Camera Tubes—(1CE-262).



RCA Electron Tube Division
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