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N AND RADIO

NEWSPAPER

OCTOBER 1, 1962

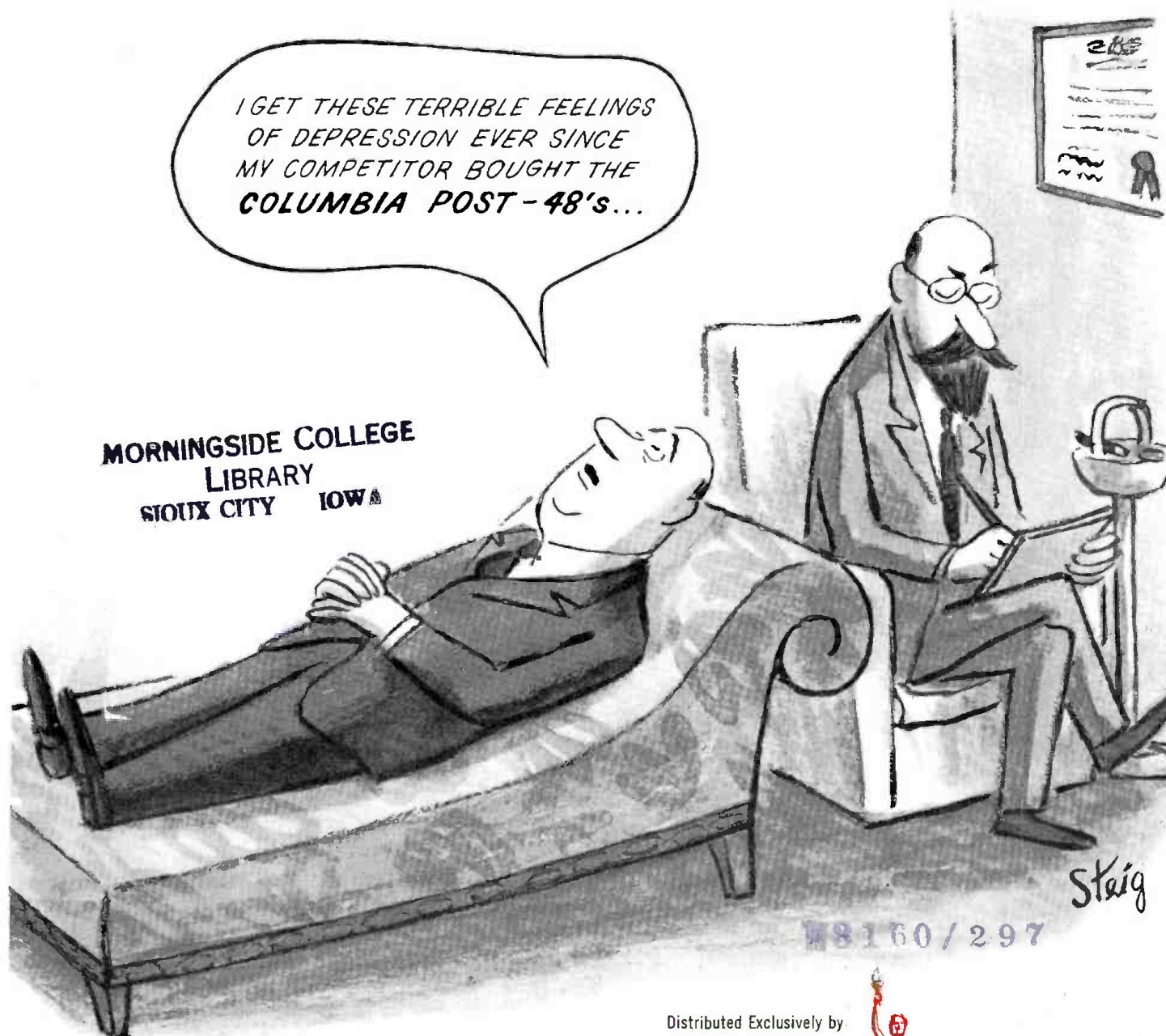
Rep. Celler's antitrusters aim investigation
at newspaper ownership of radio-tv 27

Score for the 87th Congress' second session:
Three major broadcast bills 48

Cold remedy tv advertisers plan no let-up
from last winter's record billing 30

FCC sets up December huddle with industry
on radio over-population 72

COMPLETE INDEX PAGE 7



Distributed Exclusively by

SCREEN GEMS, INC.

WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

CODE BOARD

(SPOT REMOVERS)



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

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

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

316,000 watts



network color



Represented Nationally by George P. Hollingbery Company

WHEELING 7, WEST VIRGINIA



VITAL NEWS

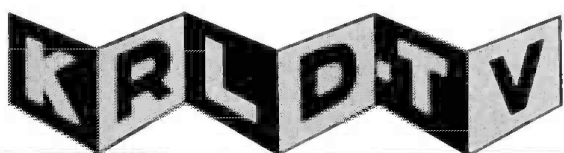
in depth takes top promotion...
ktrk-tv, houston, has what it takes



TOWERING LEAD.....

Towering above its competition in the Dallas-Fort Worth market is KRLD-TV, Channel 4. Long holding a comfortable lead in its market, Channel 4, according to the August, 1962, Nielsen Station Index, strengthened its position in all areas of the report — ratings, homes reached, and share of audience percentages.

Take advantage of this market domination. See your Advertising Time Sales representative.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Realistic figures

Agencies, advertisers and other users may find those "official" figures on advertiser expenditures in network television much more realistic beginning next year. Historically they've been gross figures on time sales only. Now talks are in progress looking to possibility of (1) showing program as well as time costs and (2) developing formula for converting them from gross to discounted ("net") basis. Figures are compiled for TvB by LNA/BAR in cooperation with networks. It's understood all hands are agreed on desirability of presenting discounted time-and-talent figures for each advertiser; job now is to devise acceptable system. Hope is to show for each brand separate figures on talent costs, time costs, total costs.

Renewal form impasse

Special FCC meeting last Monday (Sept. 24) on proposed new program reporting forms ended without final agreement and was tabled subject to recall by chairman. Considered was tv renewal form proposed by Commissioner Frederick W. Ford (BROADCASTING, Sept. 3) and proposed compromise plan submitted by staff which incorporated parts of Ford form and earlier staff proposals. FCC did decide to have separate radio-tv forms. All stations would be required to file copy of program proposals for public inspection. Still at issue is whether tv forms will have composite week (omitted in Ford plan) and whether program reports will be required annually or triennially.

Bryant-network clash fades

Clash between network lawyers and Ashbrook Bryant, chief of FCC network study group, flared and faded last week. Mr. Bryant had asked at Sept. 14 meeting, among other things, for each network's gross revenues from domestic and international syndication rights to programs whether or not shown on network. Network attorneys balked arguing that since programs were not shown on their networks, they had no bearing on network operations. Mr. Bryant, reportedly, threatened to go to full commission, but reportedly backed down and agreed networks could furnish revenue figures for only those programs which had been given network play.

Can they scuttle tv?

Members of bar who want broadcast cameras barred from Billie Sol Estes trial when it reopens Oct. 22

CLOSED CIRCUIT®

in Tyler, Tex., are said to base hopes on series of photographs depicting tv and film cameras and tripods in dramatic way. It's reported defense counsel had photographer take shots and then bought his negatives. They are expected to be basis of anti-tv case when Texas judges meet in Austin Oct. 5-6 (story page 66).

Pay tv setback?

Aside from IRS tax seizures and theater box office complications in wake of Patterson-Liston fight last Tuesday, anti-pay tv crusaders contend that event helps their cause and may be solar plexus blow to toll system, predicting setback from which it will take years to recover. This premised on notion that public won't be inveigled into paying money for events that could end with one punch or for sports features otherwise available for free.

EIA squabble over uhf

Move by land mobile users to seek reallocation of tv chs. 14 and 15 to their use (see page 54) has sparked internal hassle inside Electronic Industries Assn. First, mobile users section couldn't get its parent division (Industrial Electronics) to go along with action. Second, some manufacturers are on horns of dilemma since they are also big in tv receiver manufacture—and if uhf really begins to roll (after all-channel sets come on market) there's bright future ahead. Generally, where communications business looms large, company goes along with raid on television.

Although not spelled out in detail, mobile users declaration of intent to protect present chs. 14 and 15 permittees is premised on belief that this will be only during transition stage; FCC will, they are sure, reassign stations so mobile firms can use whole band without sharing with tv.

Peace Corps and Mr. Meyers

Tedson Meyers, former administrative assistant to FCC Chairman Newton N. Minow, is on temporary duty with Peace Corps in Bogota, Colombia. Mr. Meyers is serving as consultant for new tv system being established for Colombia and will help negotiate contracts. On way to Colombia, Mr. Meyers drove to Miami stopping at educational tv stations along way in effort to recruit engineers and technicians for Colombian project.

Satellite policy man

New official has been added to State Dept. staff to explore foreign-policy ramifications of communications satellites. He is William Gilbert Carter, former official with Agency for International Development and before that attorney with U. S. firm in Paris representing American companies in Europe. Mr. Carter, who is serving as assistant to G. Griffith Johnson, assistant secretary for economic affairs, reportedly will have nothing to do with tv programming carried by satellites. His job is said to involve only technical aspects of foreign-policy matters for which State is obliged under Communications Satellite Act.

NAB's Comstock

Paul B. Comstock, NAB President LeRoy Collin's man Friday on political affairs, in addition to handling congressional liaison, also will be NAB's witness before committees of Congress except on important occasions when Collins himself will testify. Mr. Comstock, who joined NAB Sept. 1, is former attorney from Bartow, Fla., and has extensive contacts in state, having been executive director of the Florida Bar Association and editor of their bar journal for four years. He also served as assistant to C. D. Jackson, *Time-Life* executive when latter was on executive staff of President Eisenhower at White House (1953-54).

Free (for all) politics

At least \$100,000 worth of political time is being donated by Harry Maizlish's stations KHRM (FM) Los Angeles and KPAL Palm Springs, Calif., to any and all of 48 candidates for political office in November elections. Bernard F. Kamins, p.r. director for Oct. 8 Nixon-Eisenhower dinner and Oct. 16 Goldwater dinner at L. A., says United Republican Finance Committee of Los Angeles County figures Maizlish contributions will save Republicans \$50,000. Presumably Democrats will save same amount.

Broken records loom

Advance interest in upcoming NAB fall conferences is greatest within memory. Already 84 have pre-registered for Atlanta opener still fortnight away (Oct. 15-16). New York has 101 and Chicago 107 pre-registrations whereas Washington has 64. Total advance registration figure is 557.

**For the best buy in the Cleveland sky
know the men with reasons why**

Your Storer Television Sales Representative can give you down-to-earth facts why Cleveland is the best TV buy in the nation. Compared to the top 15 markets WJW-TV—Cleveland delivers up to twice the spot audience on a CPMH basis...on prime shows, WJW-TV's CPMH per commercial minute is $\frac{1}{2}$ to $\frac{1}{3}$ less than the national average. Your unbeatable combination for coverage, impact and client service is WJW-TV Cleveland and your Storer Television Sales Representative. WJW-TV CBS in Cleveland.

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



WEEK IN BRIEF

One facet of House subcommittee antitrust newspaper investigation will be newspaper-broadcast ownership. Minow reports no similar inquiry by FCC, which will continue case-by-case consideration. See . . .

CELLER PLANS PROBE . . . 27

Cold remedies due to be heavy in television's 1962-63 schedule. Estimate is that more of the buys will be for network tv, less for spot in coming season. Bromo-Quinine and Coldene new to medium. See . . .

COLD AIDS STILL STRONG . . . 30

Poised to go home, Congress has made impress on broadcasting: all channel receivers, funds for etv, establishment of satellite corporation. House took stand on daytimers and clear channel duplication. See . . .

87th CONGRESS' FINALE . . . 48

Industry and government will seek together a solution to radio's overpopulation problem at an open FCC hearing to be held Dec. 5-6. NAB and commission work out basic details at meeting held last week. See . . .

FCC CALLS HEARING . . . 72

Cross sees broadcasting's program future tied to public's cultural level. On eve of departure, commissioner fears public utility concept for radio and tv if agency accepts economic injury concept on grants. See . . .

A PAUSE FOR REFLECTION . . . 44

ASCAP had knife sharpened for BMI during license negotiations; tied rate reduction to disappearance or regulation of BMI. Negotiating committee will appeal court ruling to Supreme Court. See . . .

ASCAP-BMI FEUD . . . 62

Advertising agencies show off their electronic brains to help in making media selection quicker and more accurate. Y&R and BBDO present systems to select, order, bill; emphasize these are tools for decision. See . . .

TWO BIG AGENCIES EQUIP . . . 34

"Herald-Traveler's" tv grant is affirmed by FCC in 4-1 vote, with Minow dissenting. WHDH is favored for "commendable broadcast record" after rehearing caused by charges of off-the-record FCC contacts. See . . .

BOSTON CH. 5 TO 'TRAVELER' . . . 42

Courtroom history was made last week as broadcasting facilities were permitted to cover the preliminary Billie Sol Estes trial in Tyler, Tex. There's an anti-broadcast-move stirring in Texas, however. See . . .

RADIO-TV COURT COVERAGE . . . 66

It's Fall Conference time again. NAB has set up a busy day-and-a-half program for the annual series which starts Oct. 15 in Atlanta and moves on to three other eastern cities before heading westward. See . . .

FALL CONFERENCES READY . . . 78

DEPARTMENTS

AT DEADLINE	9	MONDAY MEMO	24
BROADCAST ADVERTISING	30	NEW PRODUCTS IN TV	40
BUSINESS BRIEFLY	35	OPEN MIKE	14
CLOSED CIRCUIT	5	OUR RESPECTS	97
DATEBOOK	12	PROGRAMMING	62
EDITORIAL PAGE	102	WEEK'S HEADLINERS	10
FATES & FORTUNES	80		
FILM SALES	66		
FOR THE RECORD	90		
GOVERNMENT	42		
INTERNATIONAL	86		
LEAD STORY	27		
THE MEDIA	72		



BROADCASTING

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HUCK
HOUND

QUICK
DRAW

WORLD'S GREATEST CARTOON

CIRCUS
BOY

POPEYE

YOGI
BEAR

BRAVE
STALLION

MICKEY MOUSE CLUB

More Kids on KMTV. In the 4-6 PM Kids' Time, book after book, KMTV wins every quarter-hour. According to ARB, KMTV has been winning with kids for 15 consecutive surveys. Combined, the other two Omaha stations have about one-third of KMTV's massive kids audience. (June '62 ARB) Let Petry show you how to score with Omaha youngsters. He'll probably add that absolutely nothing reaches as many Omaha-Lincoln Homes . . . and kids . . . as often as KMTV-3-OMAHA.

KMTV-3



FCC vote modifies rule on signatures

In special circular vote late Friday (Sept. 28), FCC liberalized controversial section of new rule requiring signatures of licensee officers on major applications.

Under change made Friday to new rule adopted just 10 days ago (BROADCASTING, Sept. 24), signatures are required only of heads of licensee and ultimate corporate parent owning 50% or more of stock.

Signatures of chief officers of intervening subsidiaries will not be required and in absence of principal executive officer of licensee or parent company, highest ranking officer present may sign.

Earlier rule change had required signatures of chief executive officer of licensee, parent company, subsidiaries in between and of station involved.

Unusual FCC action was taken Friday afternoon in answer to NAB plea for reconsideration filed previous day (see page 28). FCC official said immediate reconsideration was made because new rules become effective today (Monday) and because agency did not realize hardship earlier provision would place on some licensees and their parent companies.

"Nobody meant to be unreasonable," spokesman said. Rules change was hand-carried to four commissioners who were in offices Friday (Rosel H. Hyde, Robert T. Bartley, T. A. M. Craven and Frederick W. Ford), all of whom approved amendment.

Gulf Oil, NBC-TV renew 'Instant News'

NBC-TV is announcing today (Oct. 1) that Gulf Oil Co., Pittsburgh, has renewed its pact with network for "Instant News Specials" in 1963. Under agreement, Gulf has first refusal rights for each news special as it is scheduled. Oil firm has paid tab for 38 "Instant News" telecasts since December 1960. Agency: Young & Rubicam, New York.

ABC-TV, NBC-TV note more election sales

Sales status Friday of tv network coverage of November election returns was: ABC-TV—one-sixth sold; CBS-TV—sold out; NBC-TV—five-sixths sold.

NBC-TV Friday announced sale of one-twelfth each to Block Drug Co. and Carter Products Inc., both through Sullivan, Stauffer, Colwell & Bayles. Earlier in week, Purex Corp. purchased one-

Henry's in

E. William Henry's nomination to FCC was confirmed by Senate Friday without objection.

Memphis attorney who is to succeed John S. Cross will be sworn in as commission member Tuesday (Oct. 2) at 9 a.m. in FCC meeting room.

Supreme Court Justice Byron R. White will administer oath of office to Mr. Henry.

third sponsorship through Edward H. Weiss & Co. Other NBC-TV sponsors are Mercury Division of Ford Motors and Lipton Tea with one-sixth each.

ABC-TV last week sold one-sixth of its coverage to United Artists Corp., through Monroe Greenthal Inc., to promote motion picture "The Manchurian Candidate."

CBS-TV announced complete sponsor roster in August (BROADCASTING, Aug. 27).

AFA board to study 10th district protest

Next meeting of Advertising Federation of America board of directors will consider resolution of its 10th (Southwest) District expressing "deep concern over the increasing concentration of power in a relatively few persons" within AFA, Federation Board Chairman George W. Head said last Friday.

Mr. Head, of National Cash Register Co., said he would have no further comment until board has met but stressed that steps are being taken to give affiliated clubs more voice in AFA affairs.

Southwest District unanimously adopted resolution requesting AFA assurance by Dec. 31 that "the association will be protected from the encroachment of centralized power." Failure to receive such assurance will compel member clubs to "separately and individually re-evaluate the desirability of continuing association with AFA."

'Times' uses shortwave

International (shortwave) broadcasts using six frequencies will be employed in new, special circulation push for internationally minded *New York Times*. Now starting: 26-week schedule of 15 announcements weekly on WRUL New York on behalf of *Times* (overseas edition) and aimed for audiences and potential readers in Europe and Africa.

Chicago agencies set \$30 million merger

Post, Morr & Gardner and Keyes, Madden & Jones, two of Chicago's largest advertising agencies, have agreed to merge. Consolidation would create one of city's five top agencies, billing more than \$30 million.

The consolidation, however, is expected to add new accounts to bring the total to around \$40 million.

Post, Morr & Gardner billed about \$12 million in 1961. Major accounts include Old Milwaukee and Burgermeister (two regional brands of Jos. Schlitz Brewing Co.), Maybelline, General Finance Co. and Florsheim Shoe.

Name of new agency has not been definitely decided, but speculation is that it will be Post & Keyes.

Keyes, Madden & Jones Inc., division of Russell M. Seeds Co., holding company, had billings of \$20 million in 1961. KM&J's main account is Brown & Williamson Tobacco Co., billing about \$7 million. B&W's main brands are Belair and Walter Raleigh cigarettes. Agency also has Field Enterprises Education Corp., Seeburg and others.

Spokesman for Post, Morr & Gardner said agencies (both have headquarters in Palmolive Building) will soon integrate accounts and staffs.

Freeman Keyes, board chairman of KM&J, will take over same position in new agency. Carl Post, PM&G's president, will assume that job in the combined unit.

Powell acknowledges cancer treatments

Dick Powell, president of Four Star Television, confirmed rumors Thursday (Sept. 27) that he is undergoing treatment for cancer, but said he expects to be fully cured.

Mr. Powell, who became ill during broadcast guest appearances in East to promote *Dick Powell Show* which he introduces, sometimes stars in and produces for NBC-TV, said trouble originally was diagnosed as allergy. On his return to Beverly Hills, his personal physician made tests and found growths on neck gland and in pocket in his chest.

Actor-producer said he has been taking radiation treatments at medical center of U. of California at Los Angeles, under supervision of Dr. Justin Stein. He said he feels well enough to resume work this week on six tv programs still to be produced under his contract with NBC-TV.

WEEK'S HEADLINERS



Mr. Pinkham



Mr. Gury



Mr. MacLennan



Mr. Rodgers

Richard A. R. Pinkham, Jeremy Gury, J. Ross MacLennan and Dan Rodgers, senior vps and members of board of directors of Ted Bates & Co., New York, elected to agency's executive committee. Mr. Pinkham is director of broadcast operations. Mr. Gury is director of creative operations. Messrs. MacLennan and Rodgers are

account group heads and Mr. MacLennan is also in charge of international operations.

A. Leon Higginbotham Jr., Philadelphia lawyer, was nominated by President Kennedy last Wednesday (Sept. 26) to seven-year term on Federal Trade Commission, succeeding **William C. Kern**, whose term expired Tuesday, day before President's nomination. Both are Democrats. Mr. Higginbotham, 34, if confirmed by Senate, will be first Negro to serve on a federal regulatory agency. He graduated from Yale with LL.B. degree in 1952 and was admitted to Philadelphia Bar following year, serving for while as assistant district attorney for Philadelphia County. Mr. Higginbotham, who has been president of Philadelphia branch of NAACP since 1959, has practiced law privately in Philadelphia since 1954, specializing in civil and appellate suits. For Federal government, he has acted as hearing examiner on conscientious objectors' cases for Dept. of Justice. FTC has five commissioners.



Mr. Higginbotham

problem of interpreting Robinson-Patman Act on way co-op advertising pie must be cut. Some manufacturers feel FTC interpretation is so strict as to lead to restraining or eliminating co-op advertising entirely.

Seven Arts announces new sales of 'Fifties'

Seven Arts Assoc., New York, Friday announced 15 sales in addition to earlier sale to three CBS-owned tv stations of its package of 93 Warner Bros. and 20th Century-Fox films (see story, page 63).

Stations purchasing Vols. 4 and 5 of Seven Arts' "Films of the Fifties" are: WJAR-TV Providence, R. I.; WLAC-TV Nashville; WKZO-TV Kalamazoo, Mich.; WBAY-TV Green Bay, Wis.; WCSC-TV Charleston, S. C.; WMTW-TV Poland Spring, Me.; WTPA (TV) Harrisburg, Pa.; WAPI-TV Birmingham, Ala.; WSYR-TV Syracuse, N. Y.; WBEN-TV Buffalo, N. Y.; KONO-TV San Antonio, Tex.; KBAK-TV Bakersfield, Calif.; KSLA (TV) Shreveport, La.; WFMJ-TV Youngstown, Ohio, and KFDX-TV Wichita Falls, Tex.

Senate to receive embassy radio bill

Embassy radio bill, already passed by House, is expected to be reported to Senate early this week by Senate Commerce Committee.

Bill (HR 11732), requested by State Dept., authorizes President to permit foreign governments to establish low-power radio stations at their Washington embassies in return for reciprocal privileges given U. S. at their capitals.

State Dept. hopes to negotiate agreements with underdeveloped countries, where commercial facilities for communication with Washington are inadequate.

New York City plans to take over WUHF

WUHF (TV) New York, FCC's experimental station on ch. 31, will be transferred to Municipal Broadcasting System on Nov. 1.

Seymour N. Siegel, director of city-owned broadcast operation, announced transfer clearance after city's board of estimate approved funds Sept. 27 to purchase transmitter and to lease quarters and antenna space in Empire State Building.

Present call letters of uhf outlet will be changed to WNYC-TV, affiliate of WNYC-AM-FM New York. RCA, which had leased tv transmitter to FCC, is selling it to city for \$384,000. Permanency of uhf facility in New York was indicated by FCC Chairman Newton N. Minow in speech Thursday before International Radio-Tv Society.

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

David Taft, 46, dies Taft Broadcasting vp

David G. Taft, 46, died after heart attack Thursday at Biddeford Pool, Me., while vacationing with his wife. He was vice president of Taft Broadcasting Co., Cincinnati. His brother, Hulbert Taft Jr., is president of company.

Mr. Taft was also on board of directors of National Assn. of Fm Broadcasters. He was cousin of late Sen. Robert A. Taft (R-Ohio).

Taft stations are WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.

AFTRA strike ends; WNDT (TV) resumes

Performers union strike against WNDT (TV) New York officially ended Friday afternoon (Sept. 28). Agreement settling differences was signed in third day of renewed negotiations (see page 70).

Under station's agreement with

American Federation of Tv & Radio Artists, election will be held at end of six months to determine whether "scholars, scientists, journalists, lawyers and other civic and community leaders who appear in ch. 13 programs wish to come under the entertainer union's jurisdiction," according to WNDT statement. AFTRA officials were not available for comment late Friday. WNDT resumed program service Sept. 24, while still strikebound.

FTC sessions set on co-op advertising

Federal Trade Commission has announced conference on cooperative advertising concerning FTC interpretation of discriminatory allowances (CLOSED CIRCUIT, Aug. 27).

Session, set Oct. 17 at 10 a.m., at FTC, was requested by American Retail Federation, National Retail Merchants Assn. and others. All who plan to participate must write FTC secretary by Oct. 15, citing reasons.

ARF spokesman said Friday that retail associations want to resolve legal



LADIES' MAN MAN'S MAN



He's a ladies' man... a man's man... a **LAWMAN**. Against tough network competition over four years, John Russell as Marshal Dan Troop won an average *33.9 share of audience*. **LAWMAN**, co-starring Peter Brown and Peggie Castle, is geared to win big television audiences. Now available on an individual market basis—*156 half-hour episodes!*



Warner Bros. Television Division • 666 Fifth Ave., New York 19 • CI 6-1000

BROADCASTING, October 1, 1962



B.M.O.C.

Kelly Lee is the Big Man

On Campus with the

50,000 college students

in this vital segment of

the Southeastern market.



WPTF

Raleigh-Durham NBC
50,000 Watts - 680 KC

Dick Mason, General Manager
Gus Youngsteadt, Sales Manager

HENRY I. CHRISTAL CO. National Rep.

DATEBOOK

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

*Indicates first or revised listing

OCTOBER

*Oct. 1—Hollywood Ad Club, luncheon meeting at the Roosevelt Hotel. "Baseball Day" with guest speakers from the Los Angeles Dodgers and the Los Angeles Angeles. Stan Spero, vp in charge of sales, KMPC Los Angeles, will be chairman of the day. Hollywood Ad Club President Bob Light will preside.

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

Oct. 1-2—Radio Advertising Bureau management conference, Glenwood Manor, Overland Park, Kan.

Oct. 1-2—National conference of United Press International Editors & Publishers, Fairmont Hotel, San Francisco. Speakers include Pierre Salinger, White House news secretary; Capt. Eddie Rickenbacker, chairman of board of Eastern Air Lines, and in joint, nationally televised appearance, California gubernatorial candidates, Gov. Edmund G. Brown and former Vice President Richard M. Nixon.

Oct. 2—Advertising Research Foundation's eight 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. 2-3—New Jersey Broadcasters Assn. annual convention. Cocktail party-banquet on Oct. 2; business meeting and luncheon on Oct. 3. Colony Motel, Atlantic City, N. J.

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—American Society of Composers, Authors & Publishers, west coast membership meeting, 5 p.m., Hollywood Palladium.

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. 4—Radio & Television News Assn. of Southern California, 13th annual awards banquet at the Biltmore Hotel, Los Angeles. Radio and tv newsmen will be presented traditional "golden mike" trophies for achievement in various categories of news-writing, newscasting, commentary and newsfilm coverage based on entries of material broadcast during the period July 1, 1961 to June 30, 1962. Judging will be conducted this year by a committee from the Sigma Delta Chi journalism fraternity.

*Oct. 4-5—Radio Advertising Bureau management conference, Western Hills Hotel, Fort Worth, Tex.

*Oct. 5—Indiana Broadcasters Assn. legislative seminar, Marott Hotel, Indianapolis.

*Oct. 5-6—Indiana Broadcasters Assn. legislative seminar, Marott Hotel, Indianapolis. NAB President LeRoy Collins is keynote speaker at the Friday night dinner meeting. Vince Wasilewski, NAB vp, speaks Friday morning at 10:00 a.m. Ward Quaal, executive vp and general manager of WGN Chicago, delivers the Friday noon luncheon address.

*Oct. 6—Semi-annual meeting UPI Broad-

casting Assn. of Connecticut, Yale Motor Inn, Wallingford, Conn.

*Oct. 6—UPI Broadcasters of Michigan, Inn America, East Lansing.

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. Luncheon speakers on the first two days of the conference will be Illinois Governor Otto Kerner on Oct. 8, and Dr. Henry T. Heald, director of the Ford Foundation and former president of Illinois Institute of Technology, on Oct. 9. Dr. Jerome Wiesner, special scientific advisor to President Kennedy, will deliver final luncheon address before the NEC on Oct. 10.

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

*Oct. 10—International Radio & Television Society, newsmaker luncheon, Hotel Roosevelt, New York. Dr. Samuel B. Gould of WNDT (TV) New York, educational station, is speaker.

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. 15—Annual outing, Federal Communications Bar Assn., Washington Country Club, Rockville, Md.

*Oct. 15—New deadline for comments on FCC proposal to reallocate frequency bands 6425-6575, 10550-10680 and 11700-12200 mc.

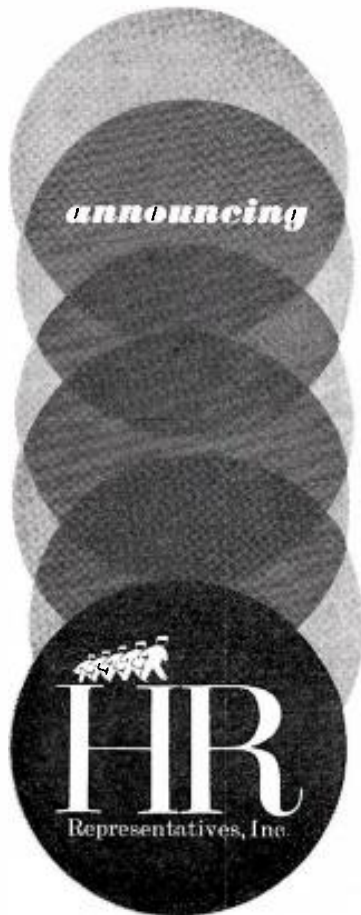
Oct. 15-16—Joint management and engineering meeting will be held by stations of the Central Canada Broadcasting Assn. at the Royal York Hotel, Toronto, Ont. The two-day session will discuss programming, sales and technical developments.

*Oct. 15-19—Audio Engineering Society, 14th annual fall convention at Barbizon-Plaza Hotel, New York. Among papers to be read: "Stereo Operational Experience of WQXR-AM-FM New York," L. K. Kleinklaus, chief engineer; "Planning a New Fm Stereo Station," Lloyd Jones, chief engineer and partner, KMUZ (FM) Santa Barbara, Calif.; "Management's View of Fm Stereo," A. J. Eicholzer, chief engineer, WSYR-FM Syracuse, N. Y., and "A Practical Guide to Fm Station Layout and Tune-up," Everett J. Gilbert, Collins Radio Co., Cedar Rapids, Iowa.

Oct. 16—Second annual Southeast Radio-

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.



**a Sound
Citizen of
the Bay Area**



***crowell-collier Broadcasting
corporation's KEWB, the No. one
contemporary station in San Francisco*
proudly appoints H-R Representatives Inc.
as exclusive national representative.
an H-R UNI/PLAN station***

*Hooper, Feb.-May 1962

RE- EMERGENCE OF A POWERFUL INDEPENDENT IN SEATTLE- TACOMA



**PRIME MINUTES
NOW AVAILABLE**

**EXPERIENCED, IMAGINATIVE
PROGRAMMING**

Before you buy television in the Pacific Northwest, consider this one basic fact:

Only KTNT-TV in this area includes five major cities in its "A" contour, (Seattle, Tacoma, Everett, Bremerton, Olympia). KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

ask Paul H. Raymer Co.
about all the details.



**PACIFIC NORTHWEST'S
GREAT INDEPENDENT
Studios in Seattle and Tacoma**

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 observes 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. 17-19—Institute of Broadcasting Financial Management, second annual general meeting. Coach House Motor Inn, Milwaukee.

*Oct. 18—Joint NAB-International Radio & Television Society luncheon, Hotel Biltmore, New York. Gov. LeRoy Collins, NAB's president, is speaker.

*Oct. 18-20—Mutual Advertising Agency Network's final meeting for 1962 at Palmer House, Chicago.

*Oct. 18-20—National Educational Television & Radio Center, fall meeting of station managers of affiliated stations, Park Sheraton Hotel, New York City.

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. 20-21—Illinois News Broadcasters Assn., fall meeting, St. Nicholas Hotel, Springfield, Ill.

Oct. 20-25—Western Region convention of American Assn. of Advertising Agencies. Hilton Hawaii Village, Honolulu, Hawaii. Phillip W. Wenig, president of Standard Rate and Data Service Inc., New York, will discuss "Missing Media Data—Its New Importance to Advertising," in an open session meeting. Joseph Maguire, president of Botsford, Constantine & Gardner, Seattle, has been added to the panel in a closed business session, which will explore "How to Make a Profit."

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

*Oct. 21-23—North Carolina Assn. of Broadcasters, fall convention at Governor Tryon Hotel, New Bern.

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. 22—Deadline for comments on FCC rulemaking involving changes in multiple ownership and duopoly rules (extended from Sept. 20).

*Oct. 26—International Radio & Television Society, roundtable luncheon, Hotel Roosevelt, New York.

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

OPEN MIKE ®

A break for fm

EDITOR: You have always given fm very good coverage. I have just found out a break for fm. . . .

All 1963 Ford automobiles and most of the 1963 General Motors automobiles will offer an fm-am radio in their new lines this week. This is not a converter, but a complete combination radio built into a dash.

Of course there have been fm converters before, but at last the car-buying public will be able to purchase fm radios factory-installed on their new automobiles.—William O. Barry, WFMB (FM) Nashville.

Reins or shackles?

EDITOR: With regard to "Political scientist defends federal reins" [GOVERNMENT, Sept. 10]. . . . I don't know where Prof. Hyneman of Indiana U. did his "contemplating the history of pogroms and genocide in our time." But I do know that if he had done only the most superficial research into the subject, he would have to be in sympathy with those who have a congenital distrust of "government," with those

who so stubbornly insist upon their freedom of speech as guaranteed by the First Amendment to the U. S. Constitution.

Every pogrom and genocide in my lifetime has been instigated, aided and finally executed by "government" which first took away free speech from its subjects to quiet those who had a healthy distrust of it.

Nowhere in recent history has a free communications industry as a whole incited a populace to pogroms and genocide. It is only after the free media have been muzzled—and in some cases, taken over by the "government," that it has been used to that end.

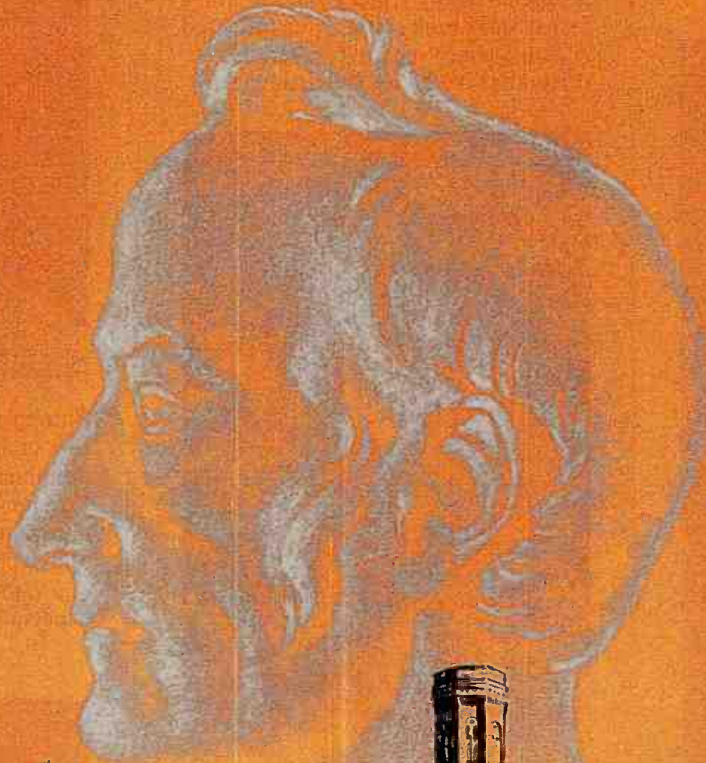
To imply that the "moderates in the community" need big brother help and support to make themselves heard is an insult to every single responsible publisher and radio and television station operator—Name withheld by request.

Opinion on an opinion

EDITOR: An editorial in BROADCASTING, Aug. 13 concerning a Canon 35 incident in San Francisco . . . concludes with a suggestion that because of Canon

GREAT INSTITUTIONS

...noted for public service



JAMES SMITHSON, *Founder*



**SMITHSONIAN
INSTITUTION**

KWTV
OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.



"Jeanne d'Arc: The Trial," an original television drama by three Chicago housewives, presented on "Repertoire Theatre," WBBM-TV's prime-time workshop series devoted to original dramas, classics, music, pantomime.

"Decision at 83rd Street," a penetrating first-hand report on the integration problems facing Chicago today, and a provocative look at those most affected. A prime-time "special," presented by the WBBM-TV News Department.



"The Wasted Years," a specially filmed on-the-spot report revealing the hopeless monotony of prison life and chances of regeneration at Statesville penitentiary, a powerful documentary-editorial broadcast during peak viewing hours.



"Battle for Asia: South Vietnam," first of a three-part on-location documentary prepared by Television 2's Foreign Editor Carter Davidson, analyzing the government, people and problems of an embattled nation ... a WBBM-TV News Department "special," seen in prime time.



"Music for a City," Dr. Dieter Kober conducting the Chicago Chamber Orchestra, in an evening-hour concert devoted to chamber works by Mozart, Telemann and Heiden, originating in the studios of WBBM-TV.



"The Changing Face of the City," an hour-long review of the architectural achievements of Chicago's current building boom, and their effects on the city's people. Aired in prime time, as part of Television 2's continuing "I See Chicago" series.



"Special Report: Africa," newsman Frank Reynolds' two-part study of the political, economic and social tensions engulfing newly independent nations, highlighted by exclusive interviews and filmed footage gathered during a 3-week tour of Africa, broadcast in prime time.

What's the big idea?

In a nutshell: to present to Chicago audiences a rounded picture of an ever-changing world—its accomplishments, needs and aspirations focused in meaningful perspective.

Month after month, year after year, CBS Owned WBBM-TV originates the finest community service programs in Chicago television...an abundance of regularly-scheduled series, as well as one-time "specials," all locally produced by Television 2's own award-winning staff.

Documentaries, dramas, editorials, musicals and on-the-spot news reports of local and international events—the list is virtually boundless and growing bigger every day.

An encompassing sense of what interests Chicagoans most—and the ability to deliver it—is a big reason most Chicagoans prefer WBBM-TV, the number one television station for the past 87 Nielsen reports.



"The Mikado," Gilbert & Sullivan's operetta classic performed by the students of Evanston (Ill.) Township High School...and broadcast in its entirety in 90 minutes of prime evening time on WBBM-TV.

RAHALL RADIO STATIONS



KNOWN
for the company they
keep in prestige
advertisers!

KNOWN
for community
public service!

WFLA

No. 1 RADIO

Tampa - St. Petersburg,
Florida
Sam Rahall, Manager

WKAP

No. 1 RADIO

Allentown-Bethlehem-
Easton, Pennsylvania
"Oggie" Davies, Manager

WVNR

No. 1 RADIO

Beckley,
West Virginia
Tony Gonzales, Manager

WVNR

No. 1 RADIO

Harrisburg-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

35, television would, on the occasion of next Law Day U.S.A. observance, "be well advised to celebrate it with, say, a minute or two of silence." I assume this "silence" would be intended to rebuke the ABA because of its failure to modify Canon 35; actually it would constitute a rebuke to the President of the United States, the Congress, and the patriotic motives behind Law Day.

It is surprising that such a suggestion should come from a reputable publication serving an industry which always has recognized its great public service responsibilities. Equally surprising is the lack of awareness as to the objectives of Law Day U.S.A. which the editorial reflects. Rather than being a "public relations device" . . . its purpose is to acquaint Americans with the basic values of our system of freedom under law as contrasted to the tyrannies of communism. Law Day occurs on May 1, the same date on which May Day is celebrated behind the Iron Curtain. Law Day is recognized as freedom's antidote to May Day. . . —Richard P. Tinkham, Chairman, standing committee on public relations, American Bar Assn., Hammond, Ind.

New proprietor

EDITOR: . . . You mentioned that WENY Elmira, N. Y., is owned and operated by the Gannett Newspapers [WEEK'S HEADLINERS, Sept. 17]. This is no longer true and has not been so for over a year. WENY is operated by my associates and I in conjunction with WOND Pleasantville-Atlantic City, N. Y., and WMMB Melbourne, Fla.—Howard L. Green, executive vice president, WENY Elmira, N. Y.

Geography lesson

EDITOR: Thank you for the information on page 34 of the Sept. 24 BROADCASTING. I have never before seen a picture of the Hobart College campus in the Bronx. Where has it been hiding? Behind Hunter?—Robert G. Simon, M-E Productions, New York.

[Hobart College is still in upstate New York and Hunter is still in the Bronx, as the writer of the article now well knows.]

Dallas digs in

EDITOR: In reply to Allen D. Allen's letter regarding jingles [OPEN MIKE, Sept. 10] . . . I can assure Mr. Allen that PAMS is signatory to all Trust and Labor agreements of the AFM. Our singers do not belong to AFTRA; however, an AFTRA card does not automatically endow a singer with any special talent. Our singers are all expert singers as well as schooled musicians. . . The musicians we employ are professionals who have settled in Dallas

because of Dallas' thriving recording and entertainment business. . . Dallas ranks only behind Nashville, Los Angeles and New York as a recording center.

. . . We think agencies are important, but if a radio station elects to buy a custom jingle from PAMS for one of its direct accounts, fine. Or, they may refer us to the agency and we go from there. . . —Bob Farrar, director of custom production, PAMS of Dallas.

Appreciative

EDITOR: Marshall Hawks certainly hits a handful of nails on the head [MONDAY MEMO, Sept. 10]. It is always good to know that those closely associated with radio and tv stations are interested enough to point out our problems. It would appear that radio and tv managers had best get off their big fat chairs and do something about selling radio and television as separate media. —Stuart C. Brandy, general manager, CJSP Leamington, Ont.

Rocks for Roslow

EDITOR: I was quite interested in Mr. Roslow's rebuttal [OPEN MIKE, Sept. 17] to Mr. Rosen's comments [MONDAY MEMO, Aug. 20]. I don't know how far Mr. Roslow has been from Madison Avenue, but us boys in the country have found that when you throw a rock in the brush, it's the hit hound that hollers first and loudest.—Jack Neil, president & general manager, KTRM Beaumont, Tex.

On birth control

EDITOR: "Perils of birth control" [EDITORIALS, Sept. 24] (and other comments previously published along similar lines) seems designed to prejudice the minds of broadcasters toward joint NAB-FCC committee findings, even before recommendations are made.

You cite recent remarks by Gordon McLendon as a champion joining your cause. I cannot help but recall his initial position (now reversed—perhaps more because of current McLendon interests than because of a re-analysis of the trade as a whole).

. . . I daresay that the NAB committee findings will more adequately express the industry's feeling than will comments from any individual broadcaster, including the big city operators you are quoting . . . —Kermit Edney, president, WHKP-AM-FM Hendersonville, N. C.

No interruption

EDITOR: . . . BROADCASTING listed WIOS as one of the stations which had a license revocation in 1962. . .

In the interests of "equal time" . . .

NOTICE TO ALL EMPLOYEES

Commencing October 4, the regular Wednesday morning water klatsch that met last year to discuss the previous night's "Alcoa Premiere" will meet instead on Friday mornings. This is because "Alcoa Premiere" now will be shown at 10:00 p.m. EST (9:00 p.m. CST) on a new evening, Thursdays, over ABC-TV. The top quality of this show, hosted by Fred Astaire, is recognized by management, but it would be appreciated if the discussions about it would be held to a minimum and everyone would get back to work as soon as possible thereafter.

THE MANAGEMENT



Presented by Fred Astaire

MAN ON THE WAY UP



A man who likes to generate action

who believes that things are more apt to happen in business when he makes them happen, is probably also a great believer in reading the advertising in his businesspaper. For he knows from experience that when information featured in these pages is *acted upon* it can help him do his job better, help him get ahead faster, help build profits for his company.

That's one good reason why advertisers find this publication so effective. You, and other readers like you, find the facts about their products so useful in your work. The fact is:
advertising in businesspapers means business for you—and for the advertiser.



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

I'm hopeful you'll publish this letter to let the world know that WIOS, now under ownership by Superior Broadcasting Co., is very much at work serving northeastern Michigan. Superior Broadcasting Co. was licensed by the FCC to continue service in the area . . . and has continued without interruption since Jan. 14, 1962, at which time the former owner discontinued service under license revocation. . . . —*Richard A. Egli, general manager, WIOS Tawas City, Mich.*

Friendly advice

EDITOR: . . . You summarize the findings of Motivation Analysis Inc. in a CBS-sponsored survey into what . . . is most liked and disliked about radio newscasters [BROADCAST ADVERTISING, Sept. 17]. High on the list of what is liked is an objective treatment of the news. . . .

I now ask you if the attached story on Rep. Curtis and the Newburgh welfare skirmish in the same issue [GOVERNMENT, Sept. 17] meets that criteria?

If BROADCASTING wants to make a case out of cutting down the House printing bill or abolishing the printed *Congressional Record* it should have the courage to say so—on its editorial page. But to single out an individual congressman and smear him with some kind of a tar brush for using the *Record* (as would any of his 434 colleagues) to publish a view that may be unpopular to you is a technique far removed from objectivity. . . .

Rep. Curtis appears to have acted thoughtfully and in a highly responsible manner. . . . BROADCASTING should attempt to honestly assess [his remarks], not hold them up to ridicule.

. . . Please know that I write out of a long admiration for you. . . . Certainly what I say, I say as a friend.—*Jack Angell, radio-tv services director, American Fann Bureau Federation, Chicago.*

Free riders

EDITOR: Attention: How-ridiculous-can-you-get department. Why allow the *Good Housekeeping* squeal (sic) of approval and/or *Parents* magazine schma-ward nonsense to appear on tv commercials?

When will we broadcasters wake up? —*Robert Rohrs, Topeka, Kan.*

Religious radio

EDITOR: Like to get in on the comment about religious radio [OPEN MIKE, Aug. 13]. KHOF . . . has broadcast a pure schedule of fine sacred music and top flight gospel programs for nearly six years. It is well received and pays its own way. . . . —*V. Dale Smith, general manager, KHOF Los Angeles.*

BROADCASTING PUBLICATIONS INC.

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

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*Reg. U. S. Patent Office
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McLENDON'S 17 DAYS THAT SHOOK THE RADIO WORLD!

WYNR FROM LAST TO THIRD IN CHICAGO!*

On September 1, WYNR was a sad last in Hooper among the 7 fulltime Chicago radio stations . . . in 17 days of new McLendon programming, WYNR has jumped into third place and is a solid contender for first . . . for instance look at these afternoon figures:

STATION A 19.0%

STATION B 17.1%

WYNR 16.7%

Chicago's unmistakable response to the city's need for a fulltime Negro-oriented radio station!

Represented Nationally by:



Representatives, Inc.

The McLendon winners:

KLIF

DALLAS

WYNR

CHICAGO

KTSA

SAN ANTONIO

WYSL

BUFFALO

U.S. Sales

XTRA

over

LOS ANGELES

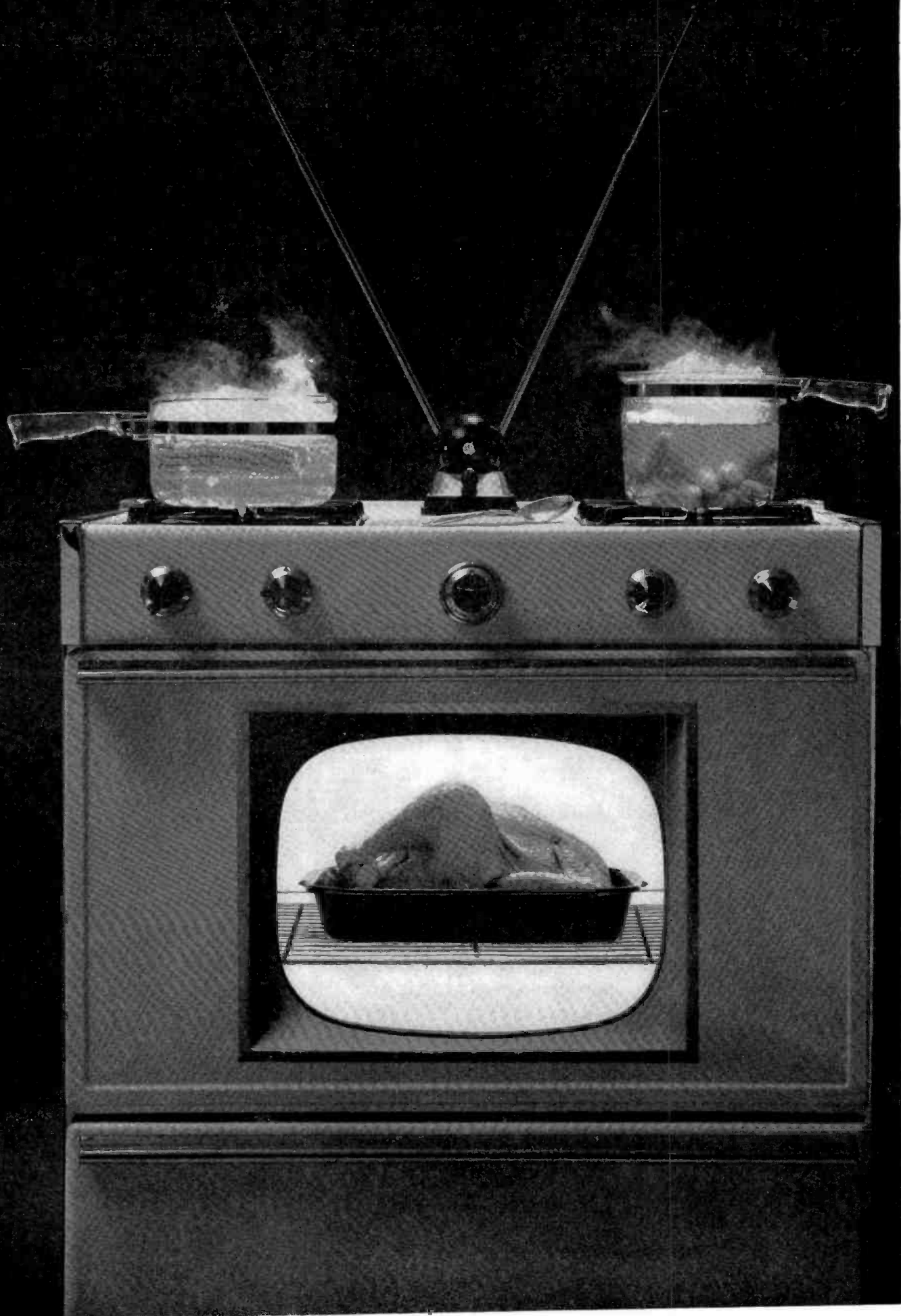
KILT

HOUSTON

KABL

SAN FRANCISCO

*Hooper: City of Chicago Sept. 11-17, 1962



What's Cooking?

Appetizers

Americans are spending the biggest part of their income on food.
Food manufacturers are the heaviest advertisers in America.
People are spending more time watching television than eating.

Main Course

Food advertisers invest more of their money in television than in all other media combined.

Chef's Recommendation

Supermarket dealers vote television the most effective sales medium (including newspapers, magazines and radio).

Specialty of the House

Currently the CBS Television Network has even more food advertising on order for Fall than it had a year ago.

Pièce de Résistance

Within television, for the tenth straight year, food advertisers are spending the largest portion of their budgets on the CBS Television Network.

Dessert

For the seventh straight year Americans are spending more time watching the CBS Television Network than any other.

CBS Television Network

NO SUBSTITUTIONS, PLEASE

How an investment firm used fm radio to reach prime prospects

"Why fm?" That was the very first question put to us when we placed our proposed 1962 advertising campaign in front of Ray Edwards, senior vice president of Glendale Federal Savings & Loan Association.

The budget item did have a provocative sub-head: "Fm Test Campaign." What was more, it called for an outlay of many thousands of dollars in a relatively new medium. But on top of all that, we weren't even recommending it—we were proposing that the money be spent to find out if fm would achieve a particular purpose we had in mind—namely, reach a particular kind of audience that we knew were "ripe" customers for Glendale Federal Savings & Loan Association's 12 Southern California branches.

Let's Find Out ■ I believe that advertisers must do more pioneering, more finding out for themselves what media make sense for their particular needs, not wait for the other fellow to try the water first. Happily, Ray Edwards is of the same mind. And so we proceeded.

For many years, fm station representatives had been knocking on our agency door with a story to tell. What they had to say interested us as far as it went. Geographic coverage: OK. Nature of programming appeal: well-defined. Number of fm sets being sold: impressive and becoming more so every month. Rate Card: impressively reasonable. Type of audience: little doubt that fm listeners tended to be in the better-educated, higher-income brackets (a group from which most long-range, high-interest savers come).

But from that point on, we were getting into "the misty mid-region of Weir." What was less definite was how many fm receivers there are in Southern California and how many listeners fm has in any given quarter-hour. Nonetheless, our interest ran high. While it is true that our year-round advertising in am radio, television, outdoor and newspaper provides the kind of mass audience coverage that is both broad and effective, we wanted to accomplish one thing more—to allocate part of our budget from this time on to reaching out to specific select groups. The Glendale Federal research department's depth surveys had produced a definite profile of an "ideal" account holder which matched almost perfectly the profile of the typical fm listener.

So we decided to invest in the trial-saturation spot schedules on nine of the Los Angeles area's 18 commercial

fm (non-simulcast) stations during a six-week period beginning the middle of June.

Question and Answers ■ The fm test, we were sure, would produce the answers to some questions and provide in-depth data that could not be acquired in any other way.

1. The total volume of mail would give us a fair idea of the fm audience size.

2. Routing the inquiries through the various stations carrying the schedule would provide guideposts to the relative pulling power of the various stations.

3. Comparing the mail with census tracts would provide the income level of the sample.

4. Comparison of the names of the respondents to the mail-pull copy with a list of new-account holders during the period following the test campaign would provide a dollars-and-cents evaluation of the cost per thousand new accounts, which is of far greater value than cost per thousand listeners. We all knew those figures can be misleading.

5. The list of respondents would provide a new mailing list of people interested in their financial future.

The Direct Approach ■ Our copy approach was simple and straightforward. The audience we were seeking was most apt to respond to a conservative image, a forward-looking but clearly stable institution.

For the mail offer, we selected a paperback, *How to Get More for Your Money*, by the widely recognized financial expert and columnist Sylvia Porter. We worked closely with the stations to pick the times for our schedules to take advantage of their knowledge of their own programming schedules.

We could have spent less on the test, but we felt, and Glendale Federal agreed, that if we stinted on the test

budget and it did not prove successful, we might have always wondered if we had missed what was in fact a good bet. It was worth it to spend a little more to be sure of our results.

The Payoff ■ During the first few days of the campaign not much happened; in the next few days a few responses began to trickle in. Then the dam broke.

Glendale Federal's public relations department, which took on the job of mailing the books to the respondents, reported complete disruption of normal activities. And that's the way it stayed for the next two months. Two book orders later, three thousand requests had been received by mail and another 500 had been requested at the 12 Glendale branches.

What made the results even more impressive was the fact that financial literature is notoriously hard to move with mail-pull offers. And all we did was make a tag-line offer. The greatest percentage of the copy in our spots was devoted to selling Glendale Federal itself.

During the month of July, Glendale Federal showed a marked increase in net savings. And August, usually a particularly slow month, was not far behind. There's little question that the fm test campaign must be credited with a significant percentage of these increases.

As this memo is being written we are still receiving requests, although the offer ended over two months ago.

The processing of the responses to determine the answers to our other questions will not be completed for a month or two yet.

Like any agency, we want all the data we can get from media.

But if they don't have all the answers our clients need, then we go out and get them for ourselves.



Robert M. Davis, at 36, is among the youngest advertising agency presidents. He took over the reins of Davis, Johnson, Mogul & Colombatto only a few months ago, but he had served as its vice president the previous three years and had been with DJMC and its predecessor—the Henry Mayers Co., since 1951. In 1959 Mr. Mayers turned the agency he had founded in 1927 over to the present principals. In three years, billings have tripled to just under \$3 million a year.

●● YOU CAN QUOTE ME...

When we decided to put our jolly Green Giant back in "show business" as a big time TV star, we knew we could count on the WLW group to reach a giant's size share of the viewing audience in their respective areas. These stations not only put our Big Green message before the greatest number of people, but follow-thru with buyers, brokers, distributors, and store managers on the firing line.

Lyle Polsfuss

Lyle Polsfuss, Director of Marketing, Green Giant Brands
Green Giant Company, Le Sueur, Minnesota

I'LL SAY THIS... ●●

The time availabilities offered by the Crosley Corporation chain have helped us put our "ho, ho, ho" Green Giant story before the size and type of audience we want to reach most. And you just can't beat the extra services they have to offer with the trade.

Richard L. Halpin

Richard Halpin, Account Executive
Leo Burnett Company, Inc., Chicago, Ill.



Call your WLW Stations' representative...you'll be glad you did!

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton



Crosley Broadcasting Corporation



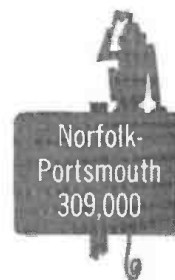
Why Monkey with the Metro...

The CHARLOTTE TV
MARKET is First
in the Southeast
with 595,600 Homes*

Charlotte City Limits

Fables have persisted for years about how to judge a market's size by the Standard Metropolitan Area concept. Savvy Monkeys see no metro, hear no metro, speak no metro — because they know that it's the total TV Homes delivered that counts!

Speaking of delivering, WBTV reaches 43.4% more TV Homes than Charlotte Station "B".**



WBTV

CHANNEL 3 © CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising  Representatives, Inc.

*Television Magazine-1962
**NCS '61-Nightly

CELLER NEWS MONOPOLY PROBE SET

- January hearings to explore newspaper ownership of radio-tv
- Congressman thinks one owner stifles conflicting 'voices'
- Minow to continue considering licensees on case-by-case basis

Owners of newspaper and broadcasting interests were put on notice last week to prepare for an intensive investigation by a congressional watchdog who is concerned about the concentration of ownership, and the decline of competition, in news media.

The watchdog is Rep. Emanuel Celler (D-N.Y.), chairman of the House Antitrust Subcommittee, and he discussed his proposed investigation in a formal address Thursday before the Overseas Press Club, in New York.

The main burden of his remarks dealt with the growing number of newspaper suspensions and the accompanying growth of newspaper monopolies—and the silencing of conflicting "voices" that results. But he made it clear such an investigation couldn't ignore ownership of radio and television stations.

Broadcasters Voices Important ■ "Radio and television," he said, "would

make it possible to preserve a variety of 'voices' despite the newspaper monopolies in most of our cities today. Accordingly," he added, "the subcommittee is concerned with the degree of cross-ownership of radio and television stations by newspapers."

Rep. Celler didn't say when the subcommittee would begin hearings. But he told a reporter before his speech that hearings probably would start in January. He said he might call as witnesses radio and television owners who also had newspaper properties. He expected the burden of the testimony would be given by editors, reporters, publishers and journalism school professors, among others. He wants the record to reflect "all manner and shades of views."

No similar inquiry is being considered by the FCC, according to Commission Chairman Newton N. Minow. Mr.

Minow, who addressed the International Radio & Television Society in New York on the same day that Rep. Celler spoke, told a news conference the commission would consider the question of cross-ownership of broadcasting and newspaper interests only on a case-by-case basis. He added that he knows of no such case that is pending.

Wants Editorials ■ He also said that the commission, in view of the declining number of newspapers, wants radio and tv stations to editorialize on controversial matters, provided opportunities for reply are given those with "alternative points of view."

Rep. Celler first announced plans for his investigation last January, in the wake of the simultaneous folding of the *Los Angeles Examiner* and the *Los Angeles Mirror*. Since then, subcommittee staff members have been digging for information on mergers and mon-

Newspaper ownership faced most serious threat in 1941

The newspaper ownership question has had a long and stormy history, but perhaps its most serious period came in 1941 when the FCC issued Order No. 79 (and later Order 79-A) proposing to bar newspapers entirely from broadcasting.

After three years of investigations and hearings (and the estimated expenditure of up to a quarter-million dollars by the FCC and its staff), the threatened bar against newspaper ownership was dropped when the commission dismissed the proceedings.

Dismissed ■ In a Jan. 13, 1944 public notice, the FCC said it was dismissing the proceedings and unanimously agreed that it would not adopt any general rule "with respect to newspaper ownership of radio stations." It said that instead it would consider newspaper applicants for radio stations on a case-by-case basis. It added, however, that the principle of the "diversification of the media of mass communica-

tions" is a desirable standard.

At one point during the contentious battle, which not only involved newspapers and their associations but also members of Congress and Congressional committees, the FCC majority apparently was prepared to adopt a rule accepting the existing 172 radio stations affiliated in newspaper ownership, but barring any further publisher-owner facilities.

James Lawrence Fly, the combative, New Deal stalwart, was chairman of the FCC then. Implicit in the newspaper ownership investigation, and leading to charges of "politics," was the fact that most of the country's newspapers were anti-New Deal.

Led By Hough ■ The newspaper defense was spearheaded by a special Newspaper Radio Committee which was headed by Harold V. Hough, WBAP Fort Worth, Tex. (*Fort Worth Star-Telegram*). Credited with leading the opposition within the commission was Commis-

sioner T. A. M. Craven.

The newspaper issue enjoyed a period of quiet from then until it flared anew when the FCC began processing tv applications in 1952 following the lifting of the freeze. It was never, however, a head-on collision. In the battles for the early tv stations, the "diversification issue" was only one of a number considered and no applicant was ever turned down solely on this one point. Other issues included local ownership, previous broadcast experience, integration of ownership and management, program proposals, staffing and equipment.

In the fall of 1954 the American Newspaper Publishers Assn. felt impelled to ask the FCC's Broadcast Bureau whether newspaper ownership was a bar to tv station ownership. The Broadcast Bureau replied there was no prohibition; that in raising the question so consistently in tv comparative hearings it was only following policy.

CELLER NEWS MONOPOLY PROBE SET continued

opoly control of news media, in preparation for hearings.

He said the investigation had already turned up "a number of violations of antitrust laws," but he declined to elaborate on this.

The congressman got support for his probe from Morris Ernst, well-known civil-rights attorney, who offered his services to the subcommittee. Rep. Celler, however, didn't indicate whether he would accept the offer.

Rep. Celler didn't predict what legislative result the investigation is likely to have. But among the questions he said his inquiry will raise are these:

Do certain business practices in the newspaper industry result in unreasonable restraints of trade?

If so, should such restrictive practices be exempted from the antitrust laws as the necessary price for survival of the daily press?

Do newspaper mergers confront the advertiser with a shrunken choice of rates, format and readers?

It was understood that this interest extends to rates of all media in a town when the newspaper and broadcasting station are under common ownership.

He also wants to determine whether mergers are inevitable under existing conditions, what these conditions are, and whether they can be changed.

No Definite Target ■ Rep. Celler is aware of the criticism to which his probe could subject him and the subcommittee, and sought to silence it. "We're not gunning for anybody, nor are we concerned with anyone's political views," he said. He also said he wants it "crystal clear that every member of the subcommittee is deeply devoted to the fundamental guarantee of our freedom" provided by the Constitutional command that Congress shall not

interfere with the freedom of the press,

In response to questions after his speech, however, he indicated that news media content would not be entirely out of bounds for the subcommittee's investigation. He said content would be considered in attempting to determine



Rep. Celler

whether it has been affected by a merger.

But he said the legal justification for the kind of probe he intends is found in court decisions holding that newspapers are not exempt from ordinary law, "so long as they remain free to print what they please."

Furthermore, he said, he is not concerned with clashing editorial judgments or conflicting views of events. "You whose craft is reporting the news and whose calling is the truth, can appreciate the advantages of competition in reporting the news, and the need for variety in presenting the news."

What concerns him, he said, is the

suppression of clashing opinions by the growing concentration of media ownership. And the Supreme Court, he said, has held that "government can intervene to insure that private restraints shall not clog free communication."

In this connection he noted that the FCC, in awarding licenses, may seek to foster the widest possible dissemination of information from opposing points of view. In radio and television, as in newspapers, he said, the news given the public is subject to selection and editing.

Newspaper Control ■ "Accordingly," he went on, "it is relevant for the subcommittee to consider how far the radio or television 'voice' in our cities is subject to control by the newspaper 'voice.'"

Rep. Celler believes this kind of control is not only not insignificant, but is growing. "As of September 1961," he said, "68 monopoly newspapers controlled the only am radio station in town, and in 10 communities, the only daily newspaper controlled the only television station. In four cities today, the only daily newspaper also owns the only radio and television station."

But he said the growth in the number of television stations having newspaper or magazine affiliations is perhaps more significant." He said this number has grown from 41 (out of 97) in 1950 to 161 (out of 484) in 1962.

He said that although the number of radio stations having the same kind of affiliations "declined somewhat" during the same period, 412 am stations (out of 3,745) and 147 fm stations (out of 811) now have such connections.

Explore Trends ■ "The subcommittee," he said, "will explore the prevailing trends in this area of cross-ownership."

The decline of daily newspaper competition, he said, "is a matter of long-standing concern." But the problem, he feels, became particularly acute during the past year. "This year," he said, "we have seen the largest newspaper consolidations in our history in Los Angeles—the second largest and fastest-growing city. Newspapers have closed in Jackson, Miss., and Eugene, Ore. Newspapers have merged in Milwaukee and St. Petersburg."

He said every merger this year, with the exception of those in Los Angeles, resulted in a local newspaper monopoly and might, therefore, involve a violation of the Celler-Kefauver Act. This act holds that any merger substantially lessening competition or tending to create a monopoly is a violation of the antitrust laws. He noted that today there "are only 55 cities with competing dailies, as opposed to 552 such cities 40 years ago," and that the number of states having "not a single city with competing daily newspapers" rose from 10 in 1946 to 23 in 1962.

NAB objects to proposal on signatures

NAB asked the FCC last week to postpone the effective date of a new order requiring multiple officer signatures on broadcast applications. This rule change (BROADCASTING, Sept. 24) should be handled in a separate proceeding, NAB counsel Douglas A. Anello said in a petition.

The new FCC order also deleted the previous requirement that broadcast applications be submitted under oath. A bill passed by Congress, and signed by the President, last spring, eliminated the oath requirement. The new FCC rule is to become effective today (Oct. 1).

Under the revised regulation, broadcast applications for new stations, major changes or transfers

must be signed by the principal executive officer of the parent company as well as the subsidiary firm and the operating head of the station.

NAB's petition for stay declared: "It is our position that the Communications Act, the commission's rules and regulations and its decisions make it abundantly clear that the full responsibility for the operation of a broadcasting station rests in the licensee, and this responsibility may not be abrogated, no matter who might sign the application form." The requirement for additional signatures has nothing to do with the removal of the oath from forms, NAB averred.

"Charlotte's WSOC-TV... provides carousel ride to 300% increase in toy sales"—Wilton Damon



"During the past 4 years our toy sales have increased over 300%. We attribute this spectacular gain to our long-time use of WSOC-TV's award-winning children's show, "Clown Carnival". Charlotte definitely is the Carolinas' most important market for toy sales."

WILTON E. DAMON, Sales Manager,
Chapman-Harkey Co., Charlotte, N. C.

Advertisers with a stake in young America can bank on this—nowhere in the Carolinas will you find children's program strength to match that of WSOC-TV. This better television fare for small fry complements the over-all program structure that is producing big sales successes for channel 9 advertisers throughout the Carolinas. Schedule WSOC-TV—one of the great area stations of the nation.

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

COLD AIDS STILL STRONG FOR TV

Record \$24.6 million in gross time billings last winter in tv to be at least equaled, but spot's share may drop

The record \$24.6 million in tv gross time billings spent by cold remedy advertisers during the 1961-62 winter, will be at least repeated this year, and may go even higher.

The continued spending was indicated last week by a spot check of cold remedy advertisers and their agencies.

However, one difference is apparent this year: There may be somewhat less than the \$12.5 million recorded by TvB-Rorabaugh last season in spot; more in network (\$12.1 million last year, according to TvB/LNA-BAR).

Two cold remedies will use network television for the first time this season—Bromo Quinine and Coldene.

BQ, which spent \$800,000 in spot last year, has bought participations in three NBC-TV daytime programs, *Merv Griffin Show*, *Say When* and

Here's Hollywood. Gardner Adv., St. Louis, BQ's agency, said the company would be back with a "very extensive" spot tv drive in 1962-63 to supplement the network venture.

Coldene, a product of Pharmacrast Labs entering its third year of national distribution, is using network tv as the major vehicle of its advertising plan. Participations in five prime-time ABC-TV shows have been ordered by Papert, Koenig, Lois Inc., Coldene's agency. The shows to be used are *Stoney Burke*, *Combat*, *Hollywood Special*, *Wagon Train* and *Ben Casey*. Coldene, which spent \$745,000 in tv spot in 1961-62, will supplement its new network schedule with a 20-market spot buy.

Anahist, a cold preparation from Warner-Lambert, which billed \$1.6 million in network last season and \$878-

000 in spot, has ordered schedules on two networks—ABC-TV and CBS-TV. It has at least 50-week contracts for ABC-TV's *Cheyenne*, *Gallant Men* and *Ozzie & Harriet*, all nighttime shows, and a 26-week campaign of daytime participations. On CBS-TV, Anahist is in two daytime news shows with alternate-week full sponsorship and has participations in the network's Morning Minute Plan.

A Spot Decrease? • Anahist has begun to ask for spot tv availabilities, but only in a few scattered instances. It's indicated the product's budget may be mostly destined for network, giving weight to the possible decrease of spot billings in favor of network. Ted Bates & Co., New York, is agency for Anahist.

Whitehall Labs' Dristan products,



Pharmaco uses Negro talent in tv commercials

A series of commercials featuring all-Negro talent on a continuing basis in multiple markets is being used by Pharmaco Inc., Kenilworth, N. J. for its products—Artra cosmetics, Feen-A-Mint and Sulfur-8.

In this scene from a commercial on Pharmco's *Tv Gospel Time*,

model Dee Simmons demonstrates the use of Artra cream. The Artra and Sulfur-8 commercials feature three Negro models, two young women and a man. Only the hands of a Negro model will appear in the Feen-A-Mint commercial.

Noting that few television shows

are directed toward the Negro market, and that use of Negro talent in commercials is rare, Pharmaco, which has advertised in Negro print and broadcast media in the past, decided to test television.

The ten commercials (7 Artra, 2 Sulfur-8, 1 Feen-A-Mint) were directed by Jack Spooner of N. W. Ayer & Son, Inc., Philadelphia, which is the agency of record and which handles the Feen-A-Mint account for Pharmaco. Tucker Wayne & Co., Atlanta, agency for Artra, and Kastor, Hilton, Chesley, Clifford & Atherton, New York, in charge of the Sulfur-8 account, joined Ayer in the production of the commercials, taped at WHYY-TV Philadelphia.

Assisting in the production was Miss Ophelia De Vore, marketing consultant to Pharmaco and president of the Grace Del Marco Model Agency, which supplied the models.

The commercials were introduced yesterday (Sept. 30) on *Tv Gospel Time*, a half-hour Sunday morning program on stations in New York; Charleston, S. C.; Washington, D. C. and Augusta, Columbus and Macon, all Georgia (BROADCASTING, Sept. 24). The all-Negro program will be added in 22 major markets in January, if successful.

If you lived in San Francisco . . .



. . . you'd be sold on KRON-TV

television's biggest cold-remedy customer (\$5.3 million gross time billings in tv in 1961-62) will be back on the tv screen in full force this fall despite last season's sales drop. (The decrease in Dristan's sales was due at least in part to the introduction of new competing products in the past couple of years, such as Contac, Tri-Span and Coldene).

To beef up sales this winter, Whitehall moved its \$3.5 million Dristan tablets account from Tatham-Laird to William Esty Co. in search of "fresh thinking" (BROADCASTING, June 11). Tatham-Laird retains other Dristan business, including Nasal Mist and cough medicine.

All Dristan products will be advertised on the three tv networks as part of a corporate buy made by Whitehall for its other brands. The shows, by network, are: ABC-TV—*Lawrence Welk Show* (½), *The Jetsons*, *77 Sunset Strip* and *The Untouchables* (all participations), and daytime minutes; CBS-TV—*The Nurses*, *Have Gun, Will Travel*, *Gunsmoke* and *To Tell the Truth* [nighttime], all alternate week half-hours, and quarter-hour sponsorship in three daytime programs; NBC-TV—Alternate week sponsorship of the nighttime *Price is Right* for 26 weeks, in addition to daytime participations.

No specific information was available on Dristan's tv spot plans. It was noted, however, that the product is now in the midst of a national spot drive, and reps have been asked for availabilities in several cities not being used now.

Contac Plans ■ Contac, a second-year television user, which billed over \$3 million last season, will have "substantially" greater billings this year, with heavier schedules in both network and spot. Foote, Cone & Belding, agency for the Menley & James product, said it has placed a 26-week schedule of day- and nighttime participations on all three television networks.

A television spot campaign is getting under way in 50 markets around the country to back up Contac's network effort.

Capsule summaries of advertising activity for other major cold remedy products follows:

■ **Tri-Span** (Richardson-Merrell): Using television for the second time this winter, Tri-Span plans day- and nighttime participations on CBS-TV, as well as fringe minutes and occasional prime time spots in 40 local markets. Sullivan, Stauffer, Colwell & Bayles, New York, Tri-Span's spot agency, notes it has so far purchased one flight of spot time, scheduled to run for 11 weeks in 1962. Morse International, New York, is agency of record for Tri-Span's network buys.

■ **Vicks Medi-trated Cough Syrup** (Richardson-Merrell): This product, which last season spent almost \$1 mil-

The buyers of the \$24.6 million in time

Company	NETWORK	1961-62 SPOT	TOTAL	NETWORK	1960-61 SPOT	TOTAL
Whitehall Labs						
Drial	\$.....	\$ 2,550	\$ 2,550	\$.....	\$.....	\$.....
Dristan Tablets	2,797,680	732,970	3,530,650	2,750,105	947,270	3,697,375
Dristan Nasal Mist	1,212,677	124,390	1,337,067	1,179,865	428,180	1,608,045
Dristan Cough Medicine	287,166	18,070	305,236	784,250	61,950	846,200
Primatene		144,670	144,670		122,060	122,060
Dristan Inhaler				17,741		17,741
TOTAL	\$4,297,523	\$1,022,650	\$5,320,173	\$4,731,960	\$1,559,460	\$6,291,420
Richardson-Merrell						
Theracin			\$ 2,400			
Vick Cold Tablets			69,374			
Vick Double Cold Tablets			18,930			
Vick Cold Remedies			1,888,170			1,798,020
Vick Cough Syrup			992,506			802,399
Vick Nasal Spray			55,540			
Trispan			1,304,808			
Vick Vaporub			795,893			799,122
Vick Vatronol			16,800			
TOTAL	(NO BREAKDOWN AVAILABLE)		\$5,144,421	(NO BREAKDOWN AVAILABLE)		\$3,399,541
Menley & James						
Contac	\$1,481,265	\$1,685,870	\$3,167,135			
Warner-Lambert						
Anahist	\$1,637,114	\$ 877,900	\$2,515,014	\$2,055,702	\$2,021,380	\$4,077,082
Complex C		26,850	26,850		13,600	13,600
Centrex		158,230	158,230		26,640	26,640
Formula S		12,700	12,700			
Narbain Syrup		97,510	97,510			
Narbain Tablets		94,890	94,890			
TOTAL	1,637,114	\$1,268,000	\$2,905,194	\$2,055,702	\$2,061,620	\$4,117,322
Grove Labs						
Bromo Quinine Tablets	\$.....	\$ 782,320	\$ 782,320	\$.....	\$ 879,930	\$ 879,930
B-Q Liquid		1,470	1,470		5,410	5,410
Deconeele		19,920	19,920			
Four Way Tablets	\$ 456,323	955,210	1,411,533	283,219	911,280	1,194,499
TOTAL	\$ 456,323	\$1,658,920	\$2,215,243	\$ 283,219	\$1,796,620	\$2,079,839
Chesebrough-Pond's						
Actin	\$ 542,194	\$ 102,850	\$ 645,044	\$.....	\$ 83,180	\$ 83,180
Pertussin Cough Syrup	446,124	340,900	787,024	170,779	389,900	560,679
Pertussin Vapor Spray	476,644	27,220	503,864	208,060	9,330	217,390
TOTAL	\$1,464,962	\$ 470,970	\$1,935,932	\$ 378,839	\$ 482,410	\$ 861,249
Pharmacraft Labs						
Allerest	\$.....	\$ 293,750	\$ 293,750	\$.....	\$ 107,780	\$ 107,780
Coldene		745,060	745,060		737,730	737,730
TOTAL	\$.....	\$1,038,810	\$1,038,810	\$.....	\$ 845,510	\$ 845,510
Johnson & Johnson						
Arrestin	\$ 461,841	\$ 390,820	\$ 852,661	\$ 601,901	\$ 264,140	\$ 866,041
Creomulsion Co.						
Colchek	\$.....	\$ 9,480	\$ 9,480	\$.....	\$ 8,720	\$ 8,720
Creomulsion		455,230	455,230		292,200	292,200
Creozets		910	910		4,450	4,450
Sinachek		910	910		5,030	5,030
TOTAL	\$.....	\$ 466,530	\$ 466,530	\$.....	\$ 310,400	\$ 310,400

Sources—

Network: TvB/LNA-BAR Spot: TvB-Rorabaugh

lion in television (mostly in network) will be in day- and nighttime shows on CBS-TV, and daily announcements on ABC-TV. In addition, Morse International, Vicks' agency, has reportedly scheduled an 80-market spot tv drive.

■ **Four-Way Cold Tablets** (Grove Labs): This year Four-Way will use participations in NBC-TV's daytime schedule for about 26 weeks. Last year, the product billed almost \$500,000 in network. Spot tv, which has in the

past been its main advertising vehicle (\$955,000 in 1961-62), will be used this year in an estimated 100 markets. Day minutes, breaks and IDs are planned.

Tv spot spending is "probably" up slightly, according to a spokesman for Four-Way's agency, Donahue & Coe, New York. Both spot radio and a schedule on CBS Radio will add to the product's advertising strength.

■ **Pertussin and Actin** (Chesebrough-



**MAN IN THE GRAY
FLANNEL SUIT**
Gregory Peck, Jennifer Jones,
Frederic March



**THE REVOLT OF
MAMIE STOVER**
Jane Russell, Richard Egan,
Joan Leslie



**THE OLD MAN
AND THE SEA**
Spencer Tracy in
Ernest Hemingway's
Pulitzer Prize Novel.



SAYONARA
Marlon Brando,
Red Buttons,
James Garner

Drama from 20th Century Fox in:

THE GIFT OF LOVE—starring Lauren Bacall, Robert Stack, and Evelyn Rudie
DON'T BOTHER TO KNOCK—starring Marilyn Monroe, Richard Widmark, and Anne Bancroft
BIGGER THAN LIFE—starring James Mason, Barbara Rush, and Walter Matthau

Drama from Warner Bros. in:

A FACE IN THE CROWD—starring Andy Griffith, Lee Remick, and Anthony Franciosa
MIRACLE IN THE RAIN—starring Jane Wyman, Van Johnson, and Peggie Castle
HELEN OF TROY—starring Rossana Podesta, Brigitte Bardot, and Jack Sernas

AND... SUSPENSE... COMEDY... SCIENCE FICTION... BROADWAY... ACTION...

Seven Arts Volumes 4 & 5 have everything—everything to please your audiences—
top stars—top stories—top directors—they're all in Seven Arts' "Films of the 50's"
"Money Makers of the 60's" Volumes 4 & 5 now available from Seven Arts.



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

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)
Individual feature prices upon request.

What's in volumes 4 and 5 of Seven Arts' "Films of the 50's"?

drama

Two big agencies pack electronic hardware

Two heavy-billing advertising agencies last week demonstrated their latest hardware—new computers—in a continuing battle on Madison Avenue to simplify by electronic means the highly complex and often highly subjective act of media selection.

Young & Rubicam executives described their new "High Assay Media Model" system as a major "break-through in the field." BBDO said its newly installed Honeywell 400 computer now operating within its "SIMAD" system is a logical extension of the linear programming approach that the agency announced nearly a year ago (BROADCASTING, Nov. 13, 1961).

BBDO's and Y&R's computer processes are similar in that they both use high-speed methods to improve the mathematical bases upon which media selection can be made.

The SIMAD process at BBDO stands for "a system for the integration of marketing and advertising data." Basically, the system is made up of a three-step program: linear programming, media judgment and finally the bread-and-butter processes within an agency of estimating, contracts, orders and billing.

No Inter-Agency Battle ■ Y&R showed its new system Sept. 25, and BBDO its new machine on the next day. Neither agency appeared anxious to set up inter-agency battling, though William Moran, a vice president and manager of Y&R's research department, noted that his agency had decided to "scrap linear programming" (upon which BBDO bases its system) in 1960.

Mr. Moran said that agency dropped the principle of linear programming "because of its limitations

in treating many important media planning considerations." These, he said, included "different frequency patterns, the brand's market share and brand switching patterns of the brand's market." He said his agency had gone "far beyond the linear scheduling concept."

He said the key to Y&R's approach is the merits of media concerned for the advertiser and "not just the size of the circulation."

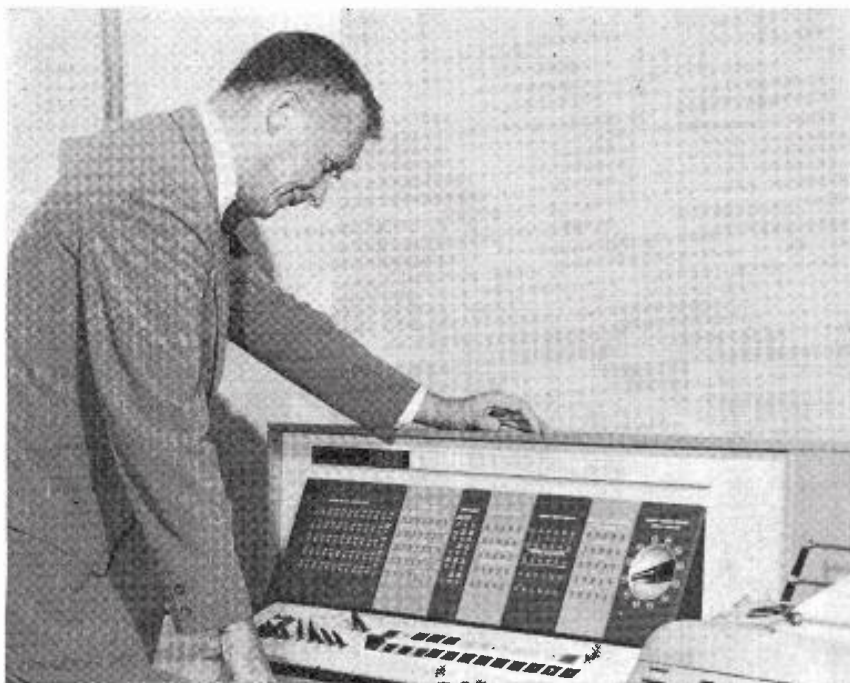
Young & Rubicam said its system (uses a newly installed IBM 1620 computer) is still in an experimental stage and has been under development for the past four years. Three years ago, Y&R placed a \$1 million Remington Rand "Univac" in operation for accounting and payroll needs. The new IBM machine is rented for \$25,000 per year, and the BBDO Honeywell installation for more than \$100,000. The price difference relates to importance of the machine to the system—that is, each machine is required to perform a much different function.

BBDO Vice President Herbert Maneloveg, who is in charge of media, said that despite the Y&R reference to scrapping linear programming, the two agencies are on the same track in improving media selection.

Just Another Tool ■ Mr. Maneloveg said the machines are simply another tool in a continual search to refine information as to who are the clients' best prospects and which are the media that can best speak (and as exclusively as possible) to these prospects.

Executives at both agencies denied they were aiming for just "cost per thousands" or circulation numbers.

BBDO said its system uses linear programming to match profiles of markets with those of media to develop the most effective media-marketing combinations. It's then up to the media people (with the client) to



George H. Gribbin, president and chief executive of Young & Rubicam, inspects the agency's new computer at its unveiling in New York.

Pond's): These products, which last season billed almost \$2 million in television, will be advertised this year on all three networks. It's expected Pertussin and Actin will be a little heavier in tv spot than last year (spot billing was about \$500,000 in 1961-62).

Network buys, placed for various Chesebrough-Pond's products together, include *Hollywood Special*, *Naked City*

and *McHale's Navy* on ABC-TV; participations in CBS-TV's *Morning Minute Plan* and buys in seven afternoon quarter-hour segments on that network; and *It's a Man's World*, *Saints & Sinners*, *The Virginian*, *Eleventh Hour*, *Wide Country*, *Sam Benedict*, *Saturday Night At the Movies*, *McKeever and the Colonel*, and *National Football League Highlights*, all on NBC-TV.

■ **Arrestin** (Johnson & Johnson): Arrestin, entering its third year of national distribution, will be advertised on CBS-TV, both day- and nighttime, in the Johnson & Johnson corporate schedule which includes *The Nurses* and *Gunsmoke* in prime time, and daytime quarter-hour segments.

A tv spot drive is planned for Arrestin in about 20 markets, but, says



Charles H. Brower (l), president, and T. C. Dillon, general manager of

BBDQ, inspect data sheets from the firm's new Honeywell 400 computer.

arrive at a media selection that considers the many variables "for which only skilled human judgment provides a solution."

The speed of the computer permits more time to be devoted to judgment decisions, it was pointed out.

In a third phase, SIMAD features the storing in the computer on tapes of all relevant material appearing on rate cards. The computer can print out a detailed cost estimate at high speed. The machine then can produce contracts and insertion orders to media; make necessary corrections and issue appropriate checks to media and invoices to clients as well as make proper entries in the agency's books.

Y&R noted that it does not have all the information needed on many brands to make full use of its new machine system but is using it in limited operations. Estimates are made where data is missing, it was indicated.

The agency also announced that

Mr. Moran will present a paper on the Y&R system at the Oct. 2 meeting of the Advertising Research Foundation in New York.

Joseph St. Georges, a senior media director at Y&R, said the new system would stimulate—and not inhibit—"creative media planning" because it would free the executive from statistical work, permit better development of media schedules and give a more accurate evaluation.

Y&R said the "practical" computer system that can help the media man to make decisions must provide for data on the depth of potential, the effectiveness of advertising exposure, the effect of changes and frequency and other elements which can "critically" influence the picking of the best media schedule.

J. Walter Thompson, New York, meanwhile, is expected to be next up to the computer firing line. It installs a new RCA 301 computer system in 1963.

the agency, N. W. Ayer & Son, New York, this schedule is still subject to change.

Last season, Arrestin billed \$391,000 in tv spot, and \$462,000 in network.

■ Creomulsion (Creomulsion Co.): This product, distributed mainly in the southeast, southwest and middle west, will begin its tv spot schedule about Oct. 15. According to Tucker Wayne & Co., Atlanta, Creomulsion's agency,

about half the buying is now completed.

The spot television campaign, 13 weeks in length, will cover 45 markets with daytime minutes and 20s, and some special schedules of prime-time spots. Last season, Creomulsion billed \$455,000 in tv spot.

In radio, Creomulsion will be advertised in 209 markets, with schedules running 13 to 21 weeks.

Okayed toy spots not under FTC fire—NAB

Two tv commercials for toys made by Ideal Toy Co., Jamaica, N. Y., officially approved by the NAB Code Authority, do not contain material involved in a Federal Trade Commission complaint against the toy company, according to Edward H. Bronson, NAB tv code authority manager.

The FTC had charged Sept. 23 that Ideal had falsely advertised in tv commercials for Thumbelina dolls and Robot Commando toys (BROADCASTING, Sept. 24). Mr. Bronson said Sept. 26 the NAB-approved commercials for the Ideal toys had gone through two revisions.

In a list of approved toy commercials issued last week in the *NAB Code News*, official code publication, several dozen have been granted clearance after examination of toys and comparison with commercial claims. The NAB-approved commercial for Thumbelina was No. 57-60-R2 and for Robot Commando No. 55-60-R2. The "R2" portion of the serial number indicates second revision.

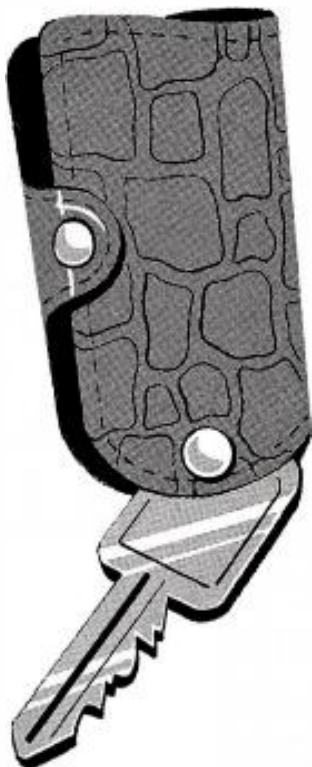
Business briefly...

Wm. Schludenberg-T. J. Kurdle Co., Baltimore (Esskay meats), has purchased through Van Sant, Dugdale & Co., that city, a series of Westinghouse Broadcasting Co. hour-long tv family specials in five mid-Atlantic markets: Baltimore (WJZ-TV), Washington, D. C. (WTOP-TV), Lancaster, Pa., and Richmond and Norfolk, both Virginia.

American Cyanamid Co., New York, will sponsor *Alumni Fun* that will match two teams of prominent alumni for cash awards to their colleges. The show starts on a to-be-determined Sunday in January 1963 on ABC-TV and will be slotted in the 4:30-5 p.m. period. Program, with tv personality (to be named) as host and moderator, will be produced by Cleary, Moses, Reid Productions, producer of *College Bowl* on CBS-TV. Cyanamid's only previous network tv venture was as alternate week sponsor of CBS-TV's *Eyewitness* last year. Agency: Dancer-Fitzgerald-Sample Inc., New York.

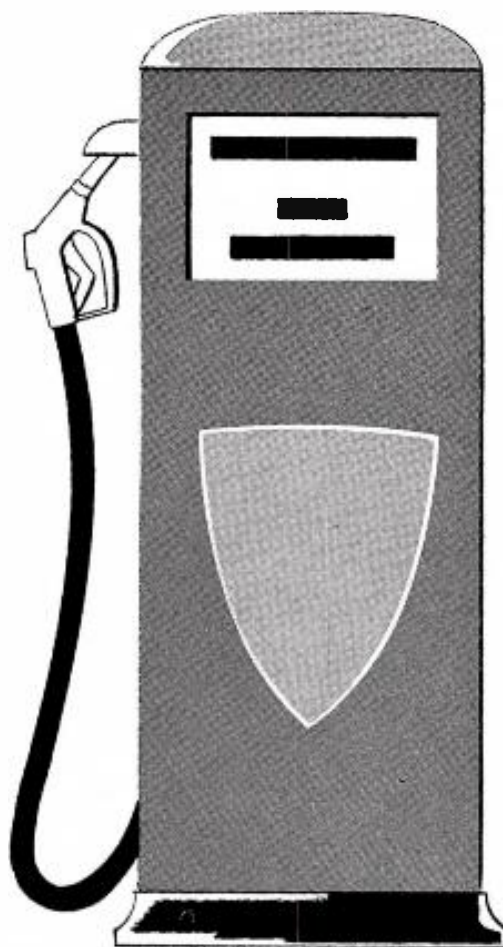
Purex Corp., Lakewood, Calif., through Edward H. Weiss & Co., Chicago, has bought one-third sponsorship of NBC-TV's election coverage from 7 p.m. Nov. 6 to 1 a.m. Nov. 7.

E. R. Squibb & Sons, division of Olin Mathieson Chemical Corp., New York, starts a heavy campaign for its Vigran vitamins Oct. 12, with participations on five CBS-TV daytime and evening programs, to run through December. The



\$740,118,000

automotive sales



\$319,686,000

gasoline service sales

THE CHANNEL 8 MARKET is a rich, buying market. WGAL-TV is unique in its extensive, multi-city coverage of the area. This television station is outstanding because it is far and away the favorite with many, many thousands of viewers. Your advertising expenditure on this Channel 8 station will pay rewarding returns.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

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

shows include: CBS-TV's *Mr. Ed*, *CBS News with Harry Reasoner*, *Afternoon News with Douglas Edwards*, *Fair Exchange* and *Password*. Squibb, which has been a sponsor of *ABC-TV Evening Report with Ron Cochran*, has renewed its ABC-TV buy for 1962-63. Agency: Donahue & Coe, New York.

Pepsi-Cola Bottlers of the Delaware Valley have bought a 13-week spot tv campaign in the valley area of Pennsylvania and Delaware. Nineteen or 20 spots per week are planned. Agency: J. M. Korn & Son, Philadelphia.

General Mills Inc. (through Needham, Louis & Brorby, Chicago) and **Bristol-Myers Co.** (Young & Rubicam, New York), have bought *NBC News Morning Report*, new series of five-minute weekday newscasts beginning today (Oct. 1), 10:25-10:30 a.m. EST, on NBC-TV.

New firm to represent western ABC affiliates

The formation of the executive staff of ABC Radio Representatives, a new rep firm which will handle ABC Radio West (116 stations in 11 western states) was announced last week.

According to Robert R. Pauley, ABC Radio president and Jack H. Mann, vice president in charge of ABC Radio's Western Division, the new firm will have offices in New York, Chicago and Los Angeles.

Tony Rocco, formerly with American Radio & Television Advertising Agency, and Saturn Productions, New York, will be district representative in New York. District representative for Chicago will be Don Carroll, previously midwestern representative for Hicks & Greist Adv. John Paley, who will be representative in Los Angeles, is former account executive and merchandising director of Lennen & Newell, Los Angeles.

Rep appointments...

■ **WFBL** Syracuse, N. Y.: Advertising Time Sales, New York, as national sales representative.

■ **WMAS** Springfield, Mass.: Venard, Torbet & McConnell, New York, as national representative.

■ **WNDR** Syracuse, N. Y.: Robert E. Eastman & Co., New York, as national representative.

■ **KID** Idaho Falls, Idaho: George P. Hollingbery Co., New York, as national representative.

■ **WPOP** Hartford, Conn.: Mid-West Time Sales, Kansas City, Mo., as regional representative (St. Louis, Kansas City, Memphis, Omaha, Des Moines and Dallas).

BAR DROPS STATION AD CHECK PLAN

Varying interpretations of NAB code cited as reason

On the grounds that the NAB television code's commercial provisions mean different things to different people, Broadcast Advertisers Reports has abandoned as impossible its plan to issue "report cards" on individual stations' compliance with these provisions.

"After six months of serious effort to produce such a report," BAR said in a memorandum being made public today (Oct. 1), "it is now BAR's conclusion that the commercial standards provisions of the present NAB television code cannot be applied on an industry-wide basis."

BAR said it found that each broadcaster interprets the code according to his own lights and circumstances, and that "because BAR is not in the business of code interpretation... we have felt obliged to abide by the stations' interpretations."

Thus "we are faced with the possibility of as many codes as there are stations, and under these circumstances neither BAR nor anyone else can publish a uniform code compliance bulletin."

BAR offered to produce, instead,

different kind of report for the "many broadcasters who, of course, are practicing very high standards which do agree with the spirit of the NAB code."

This would be a quarterly report showing how well a station complies with its own commercial standards. BAR said it would supply forms on which stations could supply the specifics against which their performance would be measured by BAR's monitoring operation.

This report, like the so-called "report cards" that BAR had planned to issue, would be distributed among advertising agencies and stations.

Interpretation Problems ■ BAR cited a number of problems it encountered in code "interpretation":

"For example: What is prime time? Can prime time for code purposes be declared retroactively and differently for individual days of the week, particularly after the disclosure of an incident acceptable only in non-prime time? Some broadcasters said so.

"Also, we discovered that some broadcasters sought to classify various types of local-live presentations as

NIELSEN RATINGS

First Report for September, 1962
(Based on two weeks ending
September 9, 1962)

NIELSEN TOTAL AUDIENCE (†)

Rank		Rating	
		% U.S. TV Homes	No. Homes
1	Miss America Pageant	51.9	25,846
2	Lucy-Desi Comedy Hour	29.8	14,840
3	Ed Sullivan Show	29.0	14,442
4	Dr. Kildare	27.1	13,496
5	Wagon Train	27.1	13,496
6	Bonanza	27.0	13,446
7	Perry Mason Show	26.1	12,998
8	Ben Casey	25.6	12,749
9	Sat. Night at the Movies	23.7	11,803
10	The Defenders (9:00 p.m.)	23.5	11,703

NIELSEN AVERAGE AUDIENCE (‡)

Rank		Rating	
		% U.S. TV Homes	No. Homes
1	Miss America Pageant	38.3	19,073
2	Lucy-Desi Comedy Hour	25.2	12,550
3	Dr. Kildare	21.8	10,856
4	Bonanza	21.7	10,807
5	The Defenders (9:00 p.m.)	21.4	10,657
6	Perry Mason Show	21.3	10,607
7	Gunsmoke (10:30 p.m.)	21.2	10,558
8	Ben Casey	21.0	10,458
9	Gunsmoke (10:00 p.m.)	20.9	10,408
10	Wagon Train	20.7	10,309

Background: The following programs, in alphabetical order, appear in this week's

BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

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

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

Defenders (CBS-194); Allstate (Burnett), Brown & Williamson (Bates), Lever (O-B-M), Speidel (McCann-Marschalk), Sat. 8:30-9:30 p.m.

Desi-Lucy Comedy Hour (CBS-180); General Foods (B&B), Mon. 9-10 p.m.

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

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

Miss America Pageant (CBS-205); Philco (BBDO), Pepsi-Cola (BBDO), Toni (North), Sat., Sept. 8, 9:30 p.m.—12 midnight.

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

Saturday Night at the Movies (NBC-132); participating, Sat. 9-11 p.m.

Ed Sullivan (CBS-187); Colgate (Bates), Revlon (Grey), P. Lorillard (Lennen & Newell), Sun. 8-9 p.m.

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

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

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

'Women's Services' programs—where Code commercial limitations 'may be waived to a reasonable extent.'"

Regarding the Code's requirement that "station break announcements shall not adversely affect a preceding or following program," BAR said:

"If a network promo is cut, is that program 'adversely affected'? If a network DB is started late, to accommodate extra station-break time, is that program 'adversely affected'?"

"And some stations apparently find less offense in joining the network late in the daytime than at night—sustaining or not.

"It would seem that all such programs are 'adversely affected.' Not so, according to several interpretations of the Code. These are but some of the inconsistencies we encountered."

The decision to cancel the "report card" project was disclosed and explained in a memorandum sent by BAR to the 243 television stations which it monitors in assembling its regular advertising-information services for agencies, advertisers and stations.

The original plan had been to point up code violators and their offenses in monthly bulletins which would also "grade" stations on the extent of their compliance or non-compliance with the Code's commercial provisions (BROADCASTING, April 2).

Agency appointments...

- Florists Telegraph Delivery Assn., Detroit, has named Campbell-Ewald Co., there, as agency for its \$2 million account. Account moves from Keyes, Madden & Jones, Chicago.

- Thermogas Co., Des Moines, and First National Bank, Iowa City, appoint W. D. Lyon Co., Cedar Rapids, as their advertising agency. The gas distributor indicated it will use all media; the bank plans an expanded program through local and trade media.

- Petrotek Corp., New York (Petrotek liquid fuel additive and other petroleum chemical products), names Academy Marketing Corp., New York, for advertising, public relations and merchandising directed to automotive trade and consumers.

- Frontier Airlines, Denver, appoints Broyles, Allebaugh & Davis Inc., that city, as advertising agency for the airline's 10-state service area in the Rocky Mountain west and midwest. Burt Morwood will be account executive. Account will bill \$300,000 in next 12-month period, the airline said.

- Volkswagenwerk, Germany, has appointed Doyle Dane Bernbach Gmbh, Dusseldorf, as advertising agency for the Volkswagen 1200.

Avery-Knodel reorganizes, expands service

KNODEL, MCCARTY, KALTHOFF ASSUME TOP POSTS



Mr. Knodel



Mr. McCarty



Mr. Kalthoff

An expansion and reorganization of Avery-Knodel Inc., New York, a national radio and television sales representative firm, will require new lettering on several office doors.

J. W. (Bill) Knodel, newly elected president and former executive vice president, announced today (Oct. 1) that he will administer A-K affairs from New York. Donald F. McCarty, former sales manager of the radio division, becomes director of radio sales development and special services.

F. Robert Kalthoff, of the Chicago office, has been named manager of A-K's television division. He succeeds Raymond M. Neihengen, who resigned.

Misses Emily Jordan and Jacqueline Gullat, both veteran employees, have been elected secretary and treasurer respectively. Thomas J. White Jr., former executive vice president, and Philip

Schloeder Jr., former secretary-treasurer, have resigned. Both will continue in consulting capacities.

John S. Stewart, who resigned from the firm in November 1961 after nine years service, has rejoined the company and succeeds Mr. McCarty as sales manager of the radio division. Robert J. Kizer continues as vice president in charge of television sales in the New York office.

Two persons have joined the Chicago division: Gale Blocki Jr., formerly with John Blair, Radio Advertising Bureau and Metromedia there, in the radio sales department, and James M. McGreevy, formerly of the advertising department of the *Chicago Tribune*, in television sales.

The company is opening an office in St. Louis Nov. 1, said Mr. Knodel.

Want more tv viewers? RAB says try radio

RAB President Kevin Sweeney suggested last week that the best way to reach television viewers may be by radio.

He told an RAB management conference at Dearborn, Mich., that nationwide quintile studies made for RAB last spring showed that at least 40% of tv viewers spend "far more time" with radio than with television. "Almost half the adult population is being served better by radio than tv," he asserted.

The "bottom 40%" of tv viewers, he said, average 42 minutes a day with television—"a figure far surpassed by radio." More important, he said, members of this 40% may be better customers than the others.

"With these new adult quintiles, which eliminated the concentration of no-buy kids which have constantly served to distort tv viewing data, it is clear that radio has far more consistent

reach with a large and vital part of the total adult population than tv," Mr. Sweeney said.

The quintile studies were done by R. H. Bruskin Assoc., New York. They covered 2,548 households throughout the U. S., with the respondents ranked in the order of the volume of tv viewing they reported. The list was then divided into five equal parts ranging from highest viewing to lowest.

Cinzano to use tv in New York

Cinzano Vermouth, a product of the National Distillers & Chemical Corp., New York, Sept. 24 started a television campaign for the first time in its advertising history. The schedule consists of 20-second announcements in prime time, on WABC-TV and WNBC-TV, both New York.

For the second year, radio advertising has been purchased in Philadelphia, Boston, Chicago, Los Angeles and San Francisco. Cinzano's agency is Fletcher Richards, Calkins & Holden Inc., New York.

NOW CLEARLY IN VIEW AND ARB PROVES IT!

SEPTEMBER 11 THROUGH 14, 1962, ARB TOOK A COINCIDENTAL METRO RATING IN SYRACUSE. HERE ARE THE ENLIGHTENING RESULTS.

TIME	WNYS-TV	STATION "X"	STATION "Y"
5:00-5:30 P.M.	Superman 11	7	7
5:30-6:00 P.M.	Amos 'n' Andy 10	12	6
6:00-6:15 P.M.	Weather—News—Sports 9	8	11
6:30-7:30 P.M.	Adv. In Paradise 11	8	7

NOW, CLEARLY YOUR BEST BUY CALL PETERS, GRIFFIN, WOODWARD

WNYS-TV

SYRACUSE NEW YORK



Auto advertising on tv up 25% for half

TVB REPORTS LEADER IN BOTH SPOT, NETWORK IS GENERAL MOTORS

Tv automobile advertising rose 25.3% in the first half of 1962, over the like period in 1961, reports Television Bureau of Advertising. The leaders in total spot and network tv gross time billings by company and brand are General Motors (\$12,057,440) and Chevrolet (\$6,127,842).

January-June billings for cars were

\$28,899,875, compared with \$23,071,620 in the first half of 1961.

TvB's summary of auto tv expenditures notes that spot tv billings showed a greater increase than network tv. Spot billings for the period rose from \$6,182,000 in 1961 to a first-half record \$9,991,000 this year. Network billings were \$18,908,875, compared with \$16,889,-

620 a year ago.

TvB says its totals include parent company and dealer groups. Of the five companies reported, only Chrysler's total tv billings was less than in 1961, and of the top nine brands in tv only Falcon and Corvair expenditures were lower than in the first half a year ago.

TV GROSS TIME BILLINGS—BY COMPANY—JANUARY—JUNE

	1962			1961		
	Spot	Network	Total	Spot	Network	Total
American Motors Corp.	\$1,289,950	\$ 277,626	\$1,567,576	\$ 769,420	\$	\$ 769,420
Chrysler Corp.	2,585,460	1,188,048	3,773,508	598,520	3,284,334	3,882,854
Ford Motor Company	2,713,100	6,049,550	8,762,650	1,818,840	4,121,073	5,939,913
General Motors Corp.	2,787,450	9,269,950	12,057,400	1,990,700	8,322,096	10,312,796
Studebaker-Packard Corp.	47,330	1,056,319	1,103,649	667,220		667,220

TV TOP BRANDS—CARS

Chevrolet	\$1,605,400	\$4,522,442	\$6,127,842	\$1,342,650	\$3,442,010	\$4,784,660
Ford	2,416,800	2,935,203	5,352,003	1,547,120	1,840,292	3,387,412
Oldsmobile	507,590	1,815,885	2,323,475	184,550	932,360	1,116,910
Rambler	1,289,950	277,626	1,567,576	769,420		769,420
Plymouth	1,138,940	169,098	1,308,038	171,080	896,754	1,067,834
Buick	151,840	1,081,066	1,232,906	106,210	468,286	574,496
Mercury	134,040	949,583	1,083,623	136,860	543,890	680,750
Falcon	11,350	1,004,477	1,015,827	2,530	1,125,091	1,127,621
Corvair	3,910	1,006,096	1,010,006		2,057,934	2,057,934

Sources: Network: TvB/LNA-BAR

Spot: TvB/Rorabaugh

Resorts right for radio, says group rep firm

Radio is the medium to sell vacationing Americans while they play, according to J. A. Lucas Co., a Los Angeles radio representative firm specializing in resort markets.

Lucas is organizing two resort market radio groups, one in the East and another in the West. Both are composed of stations in markets with small permanent populations which increase sharply in numbers during vacation season.

Mr. Lucas says these markets are ripe for such a radio group because, in his view, tourists are not interested in resort town newspapers and television is absent in many such places.

These stations are compatible in their programming, said Mr. Lucas, and they will use highway signs to indicate their membership in the radio group. "All stations will cross-plug each other, and the areas where stations are located," he added.

Noting that varying vacation seasons prohibit buys on all stations simultaneously, Mr. Lucas says his firm is making

buys as flexible as possible. "A one-order, one-invoice, one-check buy [can purchase] a minimum of three stations for any four weeks during the entire year," he said.

Ogilvy lists qualities of top ad agency man

David Ogilvy, president of Ogilvy, Benson & Mather, New York, told a Thursday luncheon meeting of the New

York chapter of the American Marketing Assn. about the type individual he thinks it takes to head a successful advertising agency.

He must, among other things, be creative (and illustrate his creative ability with an occasional piece of brilliant copywriting); be niggardly in praising staff members (so they'll really appreciate praise when and if it comes); be a stern disciplinarian and father figure at the same time; be a "good butcher" (eliminate the amateurs, because it's

New products testing television

The following new products were reported last week to have entered spot tv on at least a test basis. Their activity was detected by Broadcast Advertisers Reports, a national monitoring service, in its off-the-air taping of local television advertising and is described here as part of a continuing series of new-product reports compiled for BROADCASTING each week.

Monitored during period ended Sept. 14.

Product: Sani Drain, drain cleaner.

Company: American Home Products.

Agency: Ted Bates & Co., New York.
Schedule & Markets: Daytime and evening minutes in New England.

Product: Welch Frozen Grape Bar.
Company: Welch Grape Juice Co.
Agency: Richard K. Manoff Inc., New York.
Schedule & Markets: Daytime minutes on West Coast.

Product: M&M's Fruit Chewies.
Company: M&M's Candies Division, Food Manufacturers Co.
Agency: Ted Bates & Co., New York.
Schedule & Markets: Daytime minutes in Central Southern States.

JOHN POOLE BROADCASTING CO.'S
SMART NEW SOUND IN RADIO



KBIG / 740 LOS ANGELES
KBIQ / 104.3

proudly appoint



COAST TO COAST

*exclusive National Representative as of
today, October 1, 1962*



ADVERTISING TIME SALES, INC.

NEW YORK
DETROIT
LOS ANGELES

CHICAGO
ST. LOUIS
ATLANTA

SAN FRANCISCO
MINNEAPOLIS
DALLAS

Utility company puts safety warning in television spot

Television can sell products and services, as the Pacific Gas & Electric Co. well knows after more than 10 years of successful use of the video medium. And now, through BBDO, San Francisco, PG&E is putting tv to a new use, to give a friendly warning to people who may be working at heights near power lines.

The animated spot, produced by Animation Inc., Hollywood, with AI President Earl Klein as producer, will start this week on *The Biography of . . .* dramatic documentary series which PG&E is sponsoring on KHSL-TV Chico, KSBW-TV Salinas, KFRE-TV Fresno, KERO-TV Bakersfield, KIEM-TV Eureka and KSBY-TV San Luis Obispo, all Calif. PG&E also sponsors the syndicated film series in San Francisco, but is not using the spot there.

The spot opens with a pair of



rolling eyes, which are circled with two letter "O's" and a "U" put underneath to form a face, with other letters added to spell the words "Look up" as the voice urges the audience to "look up . . . and live!" After pointing out that the electricity in the lines will flow through any metal (and sometimes wood) touching them, the voice goes into verse with a rhythm background to coun-

sel in this way:

"If you're putting up tv's
Shaking fruit from ripe fruit trees,
P-L-E-A-S-E look out for wires over-
head!

Loading hay? Then watch your gear.
Moving pipe? Keep in the clear.
Just be sure you don't get near
those wires overhead.

Dig a well or build a tower,
Spray those pests on tree or flower,
Just be wary of the power in those
wires overhead."

Line drawings depict the actions described in the jingle and at its conclusion the company's personalized symbol, "Reddy," pops up behind a telephone to invite anyone in doubt about working near power lines to "give us a call at PG&E. We're here to help you." The spot closes with a return to the graphic face, whose eyes roll upwards and stay in that position as the voice repeats the admonition: "Look up and live!"

demoralizing to professionals to work alongside them); be industrious (work longer hours than his staff so it won't complain about 63-hour weeks); and make it obvious that he makes more money than his subordinates (give them a goal to work for).

Mr. Ogilvy said the reason most ad-

vertising is so dull is that most ad men are "so conventional" and are "rigid men with closed minds incapable of original thinking." And, many original thinkers, he added, are "useless" because they can't put their thoughts across or "sell" their ideas to clients and agency superiors.

Ullman appointed

Richard H. Ullman Inc., New York, sales division of The Peter Frank Organization, has been appointed distributor for Music Makers Inc., in that city, creators of musical commercials for stations.

GOVERNMENT

BOSTON CH. 5 TO 'TRAVELER'

WHDH-TV gets four-month license; Minow dissents; 'commendable broadcast record' cited by majority

The long-awaited Boston ch. 5 decision, about which there had been much press speculation, was released by the FCC last week as the agency reaffirmed its 1957 grant to the *Boston Herald-Traveler* (WHDH-TV).

In denying the applications of two competing parties, the commission gave WHDH-TV a four-month license. The vote in the *ex parte* case, which was remanded to the FCC by the courts to investigate charges of improper contacts by two of the applicants, was 4-1 with Chairman Newton N. Minow writing a dissent twice as long as the decision itself.

Commissioners Rosel H. Hyde, Robert E. Lee, Frederick W. Ford and John S. Cross voted for WHDH-TV and the four-month license. The latter two issued concurring statements.

In a 1960 FCC decision, the winning

applicant and Massachusetts Bay Telecasters Inc. had been given comparative demerits because of *ex parte* contacts with then-FCC Chairman George C. McConaughy. The third applicant, Greater Boston Tv Corp., was tarred in last week's decision because one of its principals "tried to conceal facts by giving untrue testimony" in the 1957 hearing, according to the commission.

WHDH-TV was favored "on its commendable broadcast record which more than offset its comparative disadvantage in the area of diversification of mass media of communication." The commission majority ruled that WHDH-TV and Massachusetts Bay "suffered equal impairment of their comparative status" because of contacts made by WHDH-TV's Robert Choate (president of the tv station and publisher of the *Herald-Traveler*) and Forrester Clark

of Massachusetts Bay.

In comparing Mr. Choate's two meetings with Mr. McConaughy and the 1957 testimony of Greater Boston General Manager Michael Henry concerning loss of his right to practice law in Missouri in 1941, the FCC said the activities of each reflects adversely on their applications. And, the FCC said, there is "no justification for assessing a larger demerit against one applicant than the other."

Conventional Issues ■ Thus, the FCC said, the decision must be made on conventional criteria since all three applicants are tarred. WHDH-TV's experience and past broadcast record is of considerable decisional significance, the commission majority determined. The agency gave Greater Boston a clear preference in diversification but said the "significance of this preference is diluted by the presence in the community of very significant numbers of newspapers as well as am, fm and tv stations. . . ."

The majority's 6½ page decision, to which only Commissioners Rosel H. Hyde and Robert E. Lee subscribed in

"I Can Improve *Your* Bowling"

SAYS **DON CARTER**

... the biggest name in bowling and the biggest money winner, ever! Won 13 major Championships plus a host of lesser tournaments. Holds world's record 4-game total (1084) ... only bowler to roll 25 "300" games ... voted All-American 9 times by *Bowlers Journal* ... and many others.



NEW



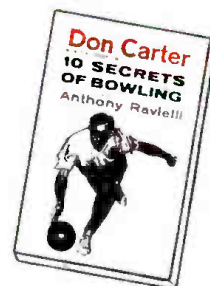
5-MINUTE FILM SERIES

MASS APPEAL, for all bowlers, men, women and children. The World's largest participation sport.

AUTHORITATIVE, America's "Mr. Bowler" explains problems on camera. Demonstrates corrective tips.

CLEAR, CONCISE, combines live shots with animation, high-speed photography and stop motion. Viewer sees ball action, pin action. There's new understanding, new enthusiasm ... a vital interest for strong repeat audiences.

FLEXIBLE, 65 five-minute shows permit across-the-board, or 15-minute programming. Or a perfect segment for your present bowling show.



MERCHANDISING

... Don Carter's book, his patented bowling glove worn by most bowling champs and other items make excellent merchandising possibilities.

**65 SHOWS
AVAILABLE
NOW**

**WRITE, WIRE
or CALL...**

SATURN PRODUCTIONS INC.
207 Delaware Ave., Buffalo, N. Y.
Area Code 716, TL 3-7411
Sales Manager, Frank Spiegelman
produced by Holland-Wegman Productions

A pause for reflection at the exit

WHAT CROSS THINKS ABOUT RADIO-TV AND THE FCC HE'S LEAVING

The departing member of the FCC took issue last week with Chairman Newton Minow. Far from being a vast wasteland, said Commissioner John S. Cross, television programming is tuned to the cultural level of the country. And programming will be improved only as the cultural level rises.

Chairman Minow was not among those who supported Mr. Cross for reappointment.

Mr. Cross was interviewed by BROADCASTING in his last days of service on the FCC. His successor, E. William Henry, will probably be sworn in this week (see page 50). Mr. Cross, an Arkansas Democrat, was a candidate for reappointment and had the backing of his state's congressional delegation. He lost out to Mr. Henry, a Kennedy campaign worker, and he described himself last week as one "whose own house fell in on him." Among his observations:

- A danger of public utility regulation threatens radio if economic criteria are used to control radio competition.

- Mr. Cross opposes the FCC adoption, as part of its rules, of the restrictions on commercial time in the NAB radio and television codes, but it is probably legal for the FCC to take that action.

- The FCC knowingly uses the "lifted eyebrow" technique of regulation, and it has some usefulness.

- On the whole, the commission does a good job, but it needs more money and manpower.

Following are Mr. Cross's answers to questions asked by BROADCASTING:

How do you assess the over-all quality of tv programming? Is it a "vast wasteland?"

I think the over-all quality of tv programming is good and is in keeping with the over-all cultural level of the country. I would, of course, like to see a continual improvement of both.

In the final analysis, what do you think will improve the quality of tv programming? Of radio?

Improving the cultural level of the public. The broadcaster can play a considerable role in this by trying to lead his audience and occasionally giving them something a bit different from the regular fare. Of course, the "leading" must be carefully done as otherwise the broadcaster will find his erstwhile followers have become disenchanted and switched over to his competitor's station. Not many people like to have cultural improvement rammed down their throats.

Do you think there is any desire or intent on the part of the FCC (including staff) to change broadcast programming?

I think everyone with responsibility in broadcasting, and this, of course, includes the broadcasters themselves, would like to see a continual improvement in the quality of broadcast programming. However, this is somewhat like saying you would like to see a continual improvement in the morals, education and general welfare of the country. The question is: How do you improve the program fare of this country's broadcasting without at the same time substituting your judgment for that of the public? I for one think the method outlined in the commission's policy statement of July 29, 1960, is the only way this can be done in a democracy.

In a large country like ours where the population is such a heterogeneous mixture, what is one man's meat is bound to be another man's poison. Moreover, even assuming you reached Utopian agreement on what was the perfect program for, say, Boston, there is no assurance that such a program would be even acceptable—much less satisfactory—for say Birmingham.

Accordingly, since the broadcaster himself must operate his station in the public interest, it is up to him to make a diligent effort to ascertain the needs of his service area and then to program his station to meet those needs. This is the essence of the commission's policy statement and in my view, this is as far as the com-

mission (or anyone else) should inject itself into this area.

Does the public really care about the betterment of tv programming and Chairman Minow's campaign?

Here the term "the public" means 180,000,000 people. From the lengthy programming inquiry conducted by the commission, it is very evident that many people are intensely interested in seeing an improvement in the daily program fare. However, I am convinced that many other people are either satisfied or have only a passive, if any, interest in this subject. Which group is in the majority and which in the minority I do not know. However, the mere fact that so many are greatly interested should be an incentive to the broadcasters and to the networks to continue their efforts in this regard.

Is it proper for a member of the FCC to "suggest" programming to networks or licensees? To comment on individual programs? On types of programs?

I have tried to keep the "likes and dislikes" of John Cross, citizen (where only my personal preferences were concerned), separate from those of John Cross, commissioner (where the overall public interest was concerned). Consequently, I have neither suggested nor commented on specific programming to networks or licensees despite a number of suggestions that I do so.

Was the hearing on local tv programming in Chicago beneficial? Do you predict there will be other hearings of this type?

I voted for that hearing. However, on the basis of the results obtained, I have doubts as to its benefits. I do not know whether or not there will be other such hearings, but my guess is there may be under certain circumstances.

Do you think the tv networks are too dominant over the industry?

How dominant is too dominant? I only wish I knew. I think networks not only perform a useful function, but are an essential part of this country's broadcasting media. The main

full, was followed by a 15½ page dissenting statement from Chairman Minow. He attacked, point by point, "in some detail," the factors the majority relied upon in favoring the *Herald-Traveler* application.

Chairman Minow said limiting the

WHDH-TV license to four months "may serve some salutary purposes" but he questioned whether a grant to any one of the three applicants "can be said to be in the public interest. . . . What the commission would permit in four months, that is, the filing of new

applications, I would permit today. And I would achieve that result without placing WHDH in a preferred status either as to its present rivals or as to any prospective applicant."

In any event, the chairman said, there is no justification on the record for

criticism I have of the networks is that their affiliates do not have sufficient opportunity to preview proposed programs in detail prior to broadcasting them. The networks are aware of this criticism, and are trying to meet it. However, how to do this without prohibitive expense in both time and money is still quite a problem.

Do you advocate direct regulation of the networks?

I'm on the fence on this one. I doubt that the FCC could accomplish much more with direct regulation than it can now accomplish with its indirect regulation through the owned-and-operated stations of the networks. In any event, I am opposed to licensing the networks because if that should be done, where do you draw the line on such licensing? Do you also license the movie makers, the program packagers, and so on?

What changes do you think should be made in the Communications Act? Is there a need to completely redraft the statute as some recommend?

The present act has had 28 years of operation during which time many amendments have been enacted in an effort to improve it. To scrap all this now and start anew would be an unfortunate and a retrogressive step, in my opinion. Although I make no contention that the present act (as amended) is perfect, I do not think it should be scrapped. Instead, I think it should be under continual study and, as in the past, amended as necessary to keep pace with changed conditions or advancements in the art.

What is the future of tv allocations? Will tv ever be switched to uhf? Will the FCC return to deintermixture after the congressional moratorium expires?

In my opinion, it will take 5 to 8 years to learn whether the all-channel receiver legislation, enacted by this Congress, will do the things it was intended to do. If at the end of this time uhf stations are still unable to compete reasonably well with vhf stations, then a new crop of commissioners must again cope with this difficult and contentious problem. I do not think tv will ever go to all uhf because even then unless some new breakthrough occurs you will still have the uncomfortable situation where changing a station from vhf to uhf

leaves around 10,000 square miles that were formerly covered by the vhf station without coverage by the uhf station that replaced it. This usually means that the folks in the rural areas are left without any service in order that the "city folks" can get multiple services.

Will the present NAB-FCC study of radio station over population prove beneficial?

The study has potential benefits provided it is confined to tightening up the engineering standards. If the economic factors are allowed in, I see real difficulty in store for broadcasters in the future. Broadcasters take pride in being a part of the free enterprise system that has made our country great and strong. Free enterprise means competition. If the amount of broadcast competition is regulated on the basis of economics, then broadcasting loses its free enterprise character and enters the domain of the public utility with all the additional regulation on rates, hours and service, and so on which that entails.

Were you ever exposed to any pressures which you considered improper while you were a commissioner?

On two separate occasions (involving separate cases) I was approached by an individual (a different one each time) who attempted to put in a few good words on behalf of "his friend." Although my sharp questioning in each case convinced me that these *ex parte* attempts were innocently made through ignorance, I nevertheless did not participate in the decision on either case.

Is the FCC doing a good job? In what areas of broadcast regulation should the FCC do differently?

It is doing a fine job considering the tremendous workload and the limited number of people it has. In my view, its remedial actions since the *ex parte*, quiz, and payola scandals have done much to redeem its respect in the public's mind. My hope is that it will some day have sufficient staff to perform its many functions adequately and also be able to engage in long-range planning. At present, it works in large part on a crisis-to-crisis basis—not from choice but because of personnel and budget limitations.

Can the quantity of commercial content be limited as Commissioner Robert



E. Lee has proposed?

It probably is within the commission's power to limit the quantity of commercial content. However, I do not favor this proposal because I think that it would be bound to result in inequities and injustice. Here again, I would leave the decision to the broadcaster and the public. There is an old saying that there is a limit to the amount of potatoes you can put in corned beef hash, and beyond that limit the normal public just won't eat it. I think this applies to commercials—beyond so many, the public just won't stand for it and will switch to another station. However, that is not to say that the public's capacity for commercials is identical in all parts of the country.

Does the FCC practice the "lifted eyebrow" technique of regulation? What do you think of this method?

Yes and I think the technique has a certain limited usefulness.

Any last thoughts? Final words? Advice? Warnings?

On "final words," I hope mine are still many years away. I also hope to collect fees in the future for advice so will refrain from indulging myself here. As for warnings, who wants them—especially from someone whose own house fell in on him.

preferring WHDH-TV, an applicant which engaged in *ex parte* attempts to influence the FCC, over Greater Boston, an applicant which has not. "Nor is there any reason to dilute to the point of insignificance the important policy of diversification of ownership of mass

communication media to reach that result," he said.

All Lacking — Chairman Minow charged the majority decision overemphasized Mr. Henry's "lack of candor" in deciding among three applicants on the premises that all three are "seri-

ously lacking in character. But no matter which view of the facts is taken, the public interest demands a reopening of this proceeding to new applicants and a new determination upon a new record," the chairman said.

Mr. Minow could not "perceive any



FCC reception honors Cross on retirement

A reception attended by most of the FCC staff Wednesday marked the retirement of Commissioner John S. Cross.

Chairman Newton N. Minow presented a scroll in tribute to Mr. Cross; the staff presented him a Polaroid camera as a farewell gift.

The reception for over 100 persons was held in the reception room of the postmaster general in the Post Office Building which also houses the FCC.

With Commissioner Cross (second

from right) are (l to r) Commissioner Frederick W. Ford; Chairman Minow; Commissioners Robert T. Bartley, Rosel H. Hyde, and T. A. M. Craven. Commissioner Robert E. Lee (not shown) was unable to attend the reception.

Commissioner Cross, in accepting the tributes, expressed appreciation to the staff and his fellow commissioners, said he enjoyed his tenure and added, "But as Harry Truman used to say, 'If you can't stand the heat, get out of the kitchen.'"

reason to regularize the status of the present WHDH operation . . . thus affording some semblance of a claim that WHDH is entitled to rely upon its past tv operation as a reason for preferring it to new applicants."

Chairman Minow said he subscribed to the 1960 decision which held that Mr. Choate was guilty of "attempting to establish a personal relationship with a member of the commission with the hope of creating a favorable bias . . ." which might operate in favor of WHDH-TV. He said the present decision does not square with the FCC's views in the Miami chs. 7 and 10 *ex parte* cases, in which the grants to winning applicants were revoked because of *ex parte* contacts.

Least Undesirable ■ In perhaps his last vote on a major issue as a member of the FCC, Commissioner Cross said he concurred in the majority decision "mainly to finalize this case which has been pending for so long." He said that he would have preferred to start a new proceeding and to let new applicants file.

"By concurring in the majority opinion, I am admittedly making a Hobson's choice in favor of the least undesirable

of the three demerited applicants," Commissioner Cross said. While the majority decision does not entirely meet his views, it does maintain Boston service on ch. 5 and with a four-month license to WHDH-TV provides an opportunity for new applications, he said.

In a further concurring statement, Commissioner Ford said the 1960 decision which found Mr. Choate guilty of improper conduct is "unwarranted." He said he originally endorsed that decision with "great reluctance" but upon re-evaluation repudiates that conclusion. "I cannot conceive of an applicant of Mr. Choate's age, background and experience believing that two lunches and an invitation to a large banquet would establish a personal relationship with a commissioner which would influence his vote," Commissioner Ford said of the contacts with Mr. McConaughy.

The Choate actions were an error in judgment which must be weighed as a comparative factor, Commissioner Ford said, but that they do not involve a deficiency in his character or significantly affect his qualifications.

The Long Trail ■ The FCC granted ch. 5 to WHDH-TV in April 1957 on a 5-2 vote, with Commissioners Hyde

and Robert T. Bartley dissenting on grounds the decision did not place enough weight on diversification. (Commissioners Bartley, who did not hear the latest oral argument a year ago, and T. A. M. Craven did not participate in last week's decision.)

Greater Boston and Massachusetts Bay (Dumont, a fourth applicant, dropped out) appealed to the courts. The *ex parte* charges were aired before the House Legislative Oversight Subcommittee in the late spring of 1958. That July the court remanded the case to the FCC because of the House disclosures. Special Hearing Examiner Horace Stern ruled that Messrs. Choate and Clark's actions had not been improper but this decision was overturned by the FCC in July 1960. In January 1961 the court, which retained jurisdiction of the case, vacated the grant to WHDH-TV and remanded it again for a further comparative re-evaluation.

Louisiana hearing set on overlap questions

Louisiana is getting crowded with radio stations, judging from an FCC action last week setting two am applications for hearing on overlap issues.

In one case, James A. Noe has applied for a daytimer on 1270 kc in Lafayette, La. Mr. Noe also owns KNOE Monroe, a construction permit for WYNE Baton Rouge, and 99% of WNOE New Orleans, all Louisiana. The commission ordered a hearing to determine whether the station proposed at Lafayette would create a duopoly situation with WYNE and WNOE within those stations' primary service areas.

The second hearing ordered by the FCC is to determine whether the application of Avoyelle Broadcasting Corp. for a daytime station on 1500 kc in New Roads, La., is in duopoly conflict with the company's ownership of KAPB Marksville and WLBI Denham Springs, in that state.

Ivy gets dismissal of ch. 9 application

The FCC has granted a request by Ivy Broadcasting Inc. seeking dismissal of Ivy's application for a new tv station on ch. 9 in Syracuse, N. Y. The grant was made, however, with prejudice to Ivy, and cannot be resubmitted.

The remaining nine applicants, now operating a station (WNYS-TV) on that channel on an interim basis, are retained in hearing status.

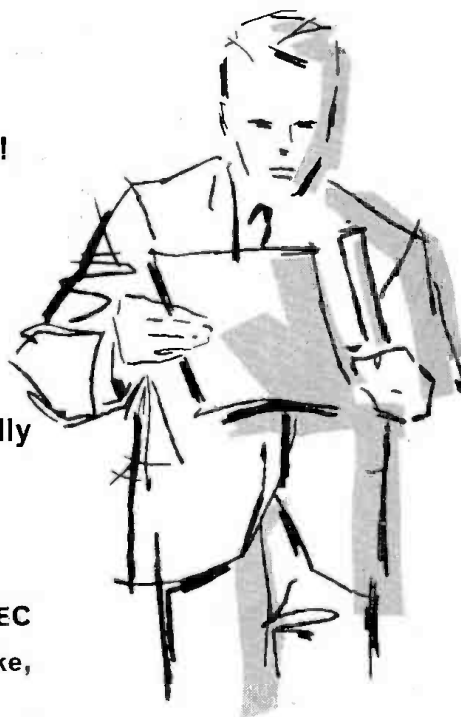
Ivy owns WOLF Syracuse, WTKO and WEIV (FM) Ithaca, WOIV (FM) DeRuyter, WMIV (FM) Bristol Center, WBIV (FM) Wethersfield, and WJIV (FM) Cherry Valley, all New York.

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THE 87TH'S RECORD ON RADIO-TV

Three major broadcast bills enacted by Congress in '62 session radio problems, tv debates among unresolved broadcast matters

Members of the 87th Congress, after nine months of legislating and anxious to get home for the election campaigns now under way, are expected to adjourn this week. But the record of the 87th's second session in legislation affecting broadcasting has already been written, and it's impressive.

Three major bills that could dramatically spur the development of television were passed—requiring manufacture of all-channel-receiving sets, providing federal aid for educational television, and creating a private corporation to own and operate the U. S. portion of the proposed international communications satellite system.

The House also adopted a resolution blocking FCC plans to duplicate 13 of the 25 clear channels. The resolution, which calls on the commission to delay such action for at least a year, also urges it to authorize higher power for the clear-channel stations than the present 50 kw limit.

Daytimer Bill. ■ The House also passed a bill to permit daytime radio stations in single-station markets to go on the air before sunrise and authorize the FCC to grant other daytimers similar privileges at its discretion. The Senate didn't act on it, but the pressure from the House Commerce Committee resulted in a promise from the FCC that it will reconsider daytimers' requests for additional operating hours.

One important gap in Congress' record is in political broadcasting. Despite the enthusiasm over the Kennedy-Nixon broadcast debates of 1960, Congress failed to act on bills to repeal or amend the equal-time law to permit broadcast stations to give free time to major party candidates without being required to give equal time to representatives of splinter groups.

Broadcasters were also disappointed when, early in the session, the new House speaker, John McCormack (D-Mass.), kept in force the long-standing ban of his predecessor, the late Sam Rayburn (D-Tex.), on radio-tv coverage of House committee hearings.

But these disappointments were overshadowed by the affirmative action. The all-channel receiver legislation alone could have a profound effect on television's future development.

New Life for Uhf ■ The measure, which requires all sets shipped in interstate commerce to be equipped to receive both uhf and vhf signals, is intended to breathe new life into the

moribund uhf section of the spectrum and thereby make possible a truly nationwide competitive television system in which all 82 channels will be used.

The FCC requested the legislation, as it has in past Congresses, and FCC Chairman Newton N. Minow described it as the commission's No. 1 legislative proposal. But what really greased its way through Congress was the commission's plan, announced last year, to consider deintermixture of eight markets as a way of attacking one part of the uhf problem.

Congress had been cool to the all-channel-set proposal, but it was dead set against any move to substitute uhf for vhf channels. As a result, it had little choice but to go along with the all-channel bill as an alternative solution to the uhf problem, particularly since the Senate and House Commerce Committees had long demanded that the FCC "do something" for uhf.

The legislation doesn't prohibit the commission from undertaking deintermixture, a prohibition the Association of Maximum Service Telecasters and others had sought. But in passing the bill, Congress exacted a promise from the commission that it would forego any deintermixture for at least five years while the effectiveness of the act in assisting uhf television is measured.

Etv Act ■ The Educational Television Act should also help eliminate what Chairman Oren Harris (D-Ark.) of the House Commerce Committee calls "the great waste of one of our most valuable natural resources—the radio spectrum." The act makes available \$32 million in matching grants to help states and localities establish etv stations, and its supporters hope it will spur the development of a nationwide etv system.

Of 309 assignments to etv, only 64 are in use, and although most are uhf assignments, only 16 etv stations are on channels in that band. Thus, the all-channel legislation, which will put uhf receivers into the hands of the public in increasing numbers, along with the etv program, is being counted on to contribute to a vast expansion of non-commercial uhf television.

If the all-channel receiver and etv legislation is expected to influence the future of television on earth, the Communications Satellite Act will help shape it in space. The corporation provided for in the act is yet to be formed, and the satellite communications system itself is believed to be five years off. In addition, some experts doubt communications satellites will be used extensively for television.

International Tv ■ Nevertheless, the success of the Telstar satellite in relaying television programs between the U. S. and Europe so captured the imagination of people in this country and abroad, that some in Congress feel that communications satellites may be a way to develop tv into an important international force.

Broadcasters took no part in the lengthy congressional fight over the satellite bill. But it was no secret they were relieved when the Senate filibuster waged by liberals opposing private ownership of the satellite system was broken and the administration-backed bill was passed.

The Senate last Friday (Sept. 28) confirmed without objection the nomination of President Kennedy's second appointment to the FCC, E. William Henry, a 33-year-old Memphis attorney, who will succeed John S. Cross. One of Mr. Henry's first tasks as a

Tv ads prey on children—Minow tells 'Look'

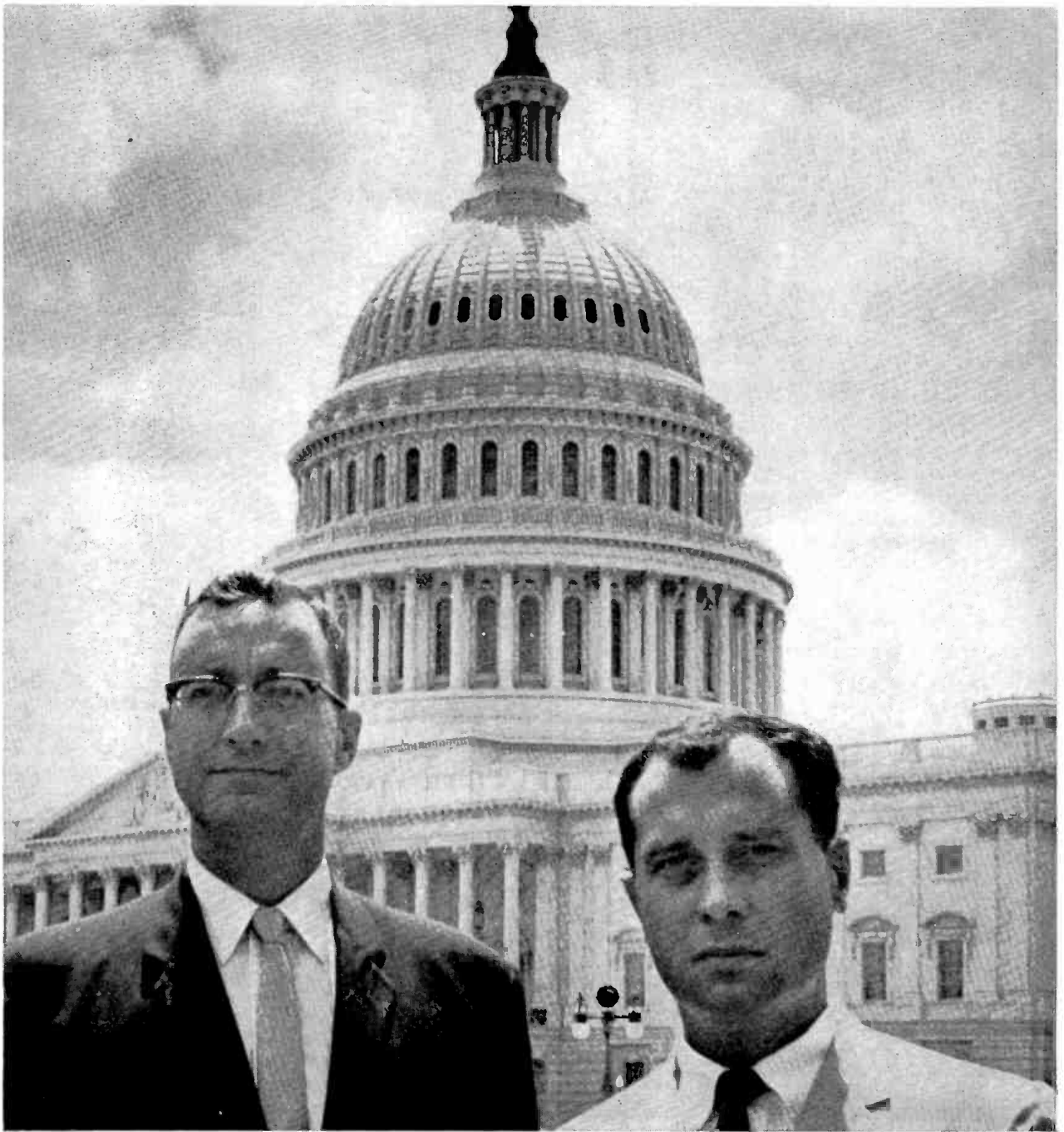
"This really is very, very shoddy stuff—preying on a child's innocence and inexperience." That was FCC Chairman Newton N. Minow's opinion about the morality of television advertising aimed at children in an interview published last week in *Look* magazine.

Mr. Minow said he thinks the worst thing is when an announcer says 'only \$9.95,' and then your child comes in and says, "Daddy, it's only '\$9.95.'" He emphasized that

"This is really shameful."

Mr. Minow said he continues to feel the effects of a "powerful broadcasting lobby," that he hears from the lobbyists more than from the public.

Mr. Minow said Telstar's importance will be in news, great events and great moments of history, rather than entertainment. Economics will probably dictate that it be used for reality, rather than fiction, he said.



Bill Roberts and Carl Coleman—Washington correspondents for five Time-Life Broadcast stations.

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The commissioner's trip to Capitol Hill

E. William Henry, who is scheduled to take office this week as an FCC commissioner, had a relatively pleasant morning when he appeared before the Senate Commerce Committee Sept. 21 for the hearing on his nomination.

His wife, Sherrye, shown with him left above, was given no cause to worry during the 35-minute session, in which only two members of the committee participated. Sen. Strom Thurmond (D-S. C.), shown with Mr. Henry in the center panel, presided, and never pressed a hard

line of questioning toward the nominee.

Mr. Henry, a 33-year-old Memphis attorney, who will succeed John Cross, was given a warm endorsement for the FCC post by a fellow Democrat from Tennessee, Sen. Estes Kefauver, shown at the right.

The Commerce Committee unanimously approved the nomination in a poll of members taken Wednesday and Thursday. The Senate followed expectations and confirmed the nomination Friday (Sept. 28).

commissioner will be to investigate reports that radio and television stations are carrying hard-liquor advertising, and submit a report to the Senate Commerce Committee.

Mr. Henry was asked to undertake the task at that committee's hearing on his nomination Sept. 21. Sen. Warren G. Magnuson (D-Wash.), Commerce Committee chairman, has warned that legislation prohibiting stations from carrying hard-liquor advertising might be introduced if stations don't refuse such advertising themselves.

Although Congress did deal with several important broadcast matters, two issues which had been expected to stir considerable controversy during the session never reached the stage of committee hearings. These involved a bill to regulate networks and the investigation of broadcast ratings being conducted by the House Regulatory Agencies Subcommittee.

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, introduced the network-regulation bill late in the first session at the request of the FCC, indicating that hearings would be held early in the session that began in January. But he later said his subcommittee wouldn't proceed until the commission completed its own investigation of network practices, and this study is still under way.

Ratings Study ■ The House subcommittee investigation of ratings, which began at the staff level almost a year ago, has amassed a mountain of information. But Rep. Harris, chairman of

the subcommittee as well as the parent Commerce Committee, was so burdened with other legislative matters he was unable to schedule hearings. When they are held, either late this fall or during the next Congress, they are expected to produce charges of fraud or ineptitude against some rating services.

Hearings were held, however, by the Senate Communications Subcommittee, on proposals to loosen the bonds of the equal-time law to permit broadcasters greater freedom in covering elections. A number of senators as well as broadcasting officials urged Congress to act on the measures in time for the 1962 campaigns. But Subcommittee Chairman Pastore, who favors a relaxation of the equal-time rule, determined that the legislative signs were not favorable, and let the proposals die.

Favorable action is expected next year, when Congress faces demands for legislation to permit radio-tv debates between the 1964 presidential candidates. Efforts will be made to include other candidates in the exemption from the equal-time law.

FTC Bill Dies ■ A number of other bills failed to make it through the legislative mill, including one requested by the FTC. This would have permitted that agency to issue cease and desist orders pending completion of proceedings against a company accused of violating federal trade laws. The proposal died in the House Commerce Committee.

Other items of unfinished business include FCC requests for authority over

catv systems, power to require licensees to illuminate abandoned radio towers, and power to invoke summary judgment in certain cases.

The Senate Juvenile Delinquency Subcommittee completed its headline-making hearings on the effects of television sex and violence on children, but has yet to issue a report. Subcommittee Chairman Thomas J. Dodd (D-Conn.), however, has expressed the view that network officials have ordered programs "beefed up" with unsavory material to boost ratings, and he is expected to introduce legislation next year providing for federal control of network practices.

He has also indicated his subcommittee will resume its hearings next January if continued monitoring of the new season's shows bears out his present impression that they are no improvement over last year's (CLOSED CIRCUIT, Sept. 10).

Appropriations bill to JFK

An appropriations bill containing \$14,486,000 for the FCC for the fiscal year that began July 1 was passed by Senate and House last week and sent to the President. The appropriation, a compromise between Senate and House figures, is \$131,000 less than the commission requested. The omnibus bill also contains \$11,282,500 for the Federal Trade Commission, \$564,000 less than the FTC's request.

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PLAN NOW FOR GLOBAL TV—MINOW

FCC head cites obligations of U.S. broadcasters at IRTES

All broadcasters must work together to meet the grave new industry responsibilities imposed by international television, FCC Chairman Newton N. Minow told the International Radio & Tv Executives Society in New York last week.

"It is time to make plans now," he stressed. "Time to recognize the great trust that the nation will place in your hands. . . . Whatever your own role in communications, you and every firm

represented here will be affected by this new technology.

He said the government will not and cannot censor international programs but warned the penalty for irresponsibility will "be more serious for the nation than the revocation of a station license."

At the FCC, the challenge of space communications has been given top priority over all other matters, he said, and has given the agency a number of

important new responsibilities. (A new FCC office on space communications was established 10 days ago (BROADCASTING, Sept. 24).)

Among the things he is proud of, the chairman mentioned activities in educational tv, the all-channel bill and New York uhf experiment, network hearings, advertising restrictions, interim tv services, the Chicago tv hearing, pay tv experiment, anti-trafficking rules, the new fm rules, the study of am overcrowding and fm stereo.

"We have both preached and practiced station responsibility for fulfilling program promises to the public," Chairman Minow said. "We have done more than lift an eyebrow. Where warranted, we have lowered the boom."

Noting that the FCC has been criticized for some of its actions, he said that what some of these critics "seem to want is an FCC which mechanically rubber-stamps license renewals every three years—an FCC which sees no evil, hears no evil and speaks no evil. This kind of criticism is the best evidence that we are doing our job . . . in the light of the public, not the private interest."

The chairman pointed out that in his speech to IRTES a year ago he suggested the tv networks rotate a daily program for children. He said his proposal "disappeared" and that two networks have a children's show at the identical time on Saturdays.

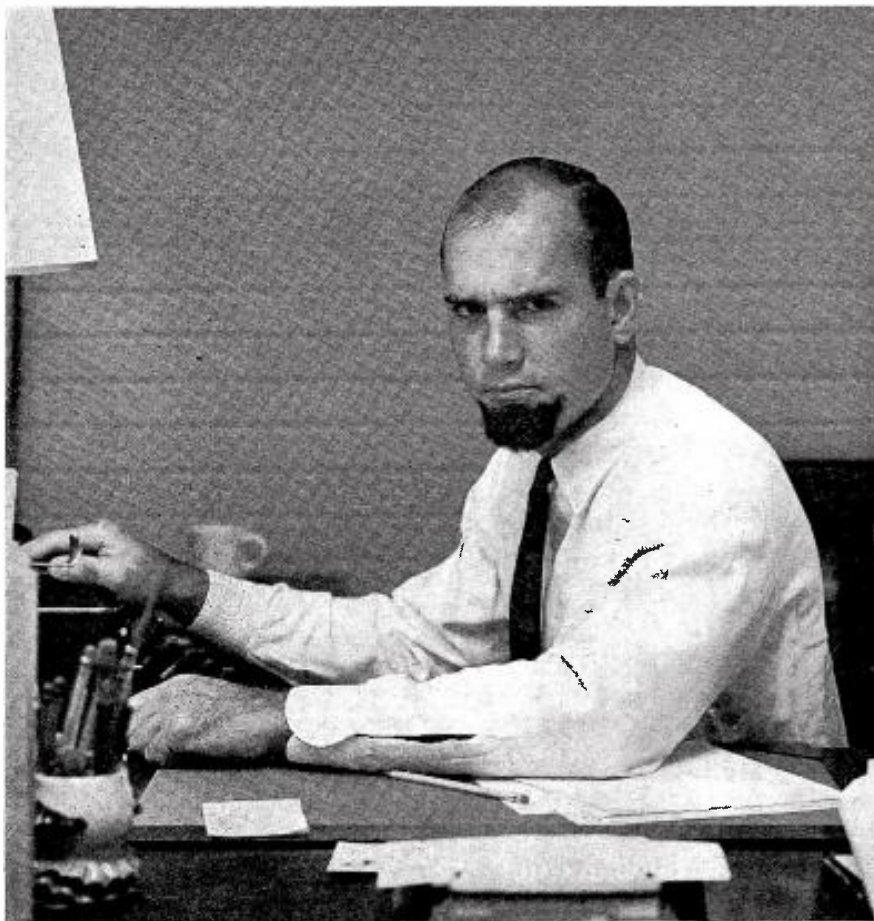
News Conference ■ Following his speech, Chairman Minow held a news conference during which he said there are signs of improvement in tv programming, especially in news and children's shows. He maintained the industry does not program on a cultural level as high as that of its audience.

FCC adds one month for fm rule comments

Time to file comments on the FCC's proposed overhaul of its fm rules was extended by the commission last week. The agency took note of its previous announcement that no further time would be given "barring unforeseen circumstances."

However, the commission decided, granting a comment deadline extension from Oct. 1 to Nov. 1 would not "materially delay the final resolution" of its fm proceeding.

Furthermore, the FCC agreed to note comments against proposed reductions of fm station power, particularly in California. "In view of the widespread publicity already given this matter in that area [California], and the tremendous amount of mail the commission has already received therefrom, it appears that an additional month should



Ivan Tymoff, of Moscow Agencygrad, didn't make the Tricorn Club

Maybe you shouldn't blame Ivan. After all, some U.S.A. time buyers still don't realize the No. 1 North Carolina market in population, households and retail sales is that filthy rich "tricorn" of Winston-Salem, Greensboro and High Point. Ivan had better know it's way up there in capitalists, communes and collective spending—or he'll really look bad to the membership committee of the Tricorn Club. Now surely you don't want to be an Ivan in your agencygrad. You won't be if you just remember those facts . . . and order some time on WSJS-TV to boot. We like to get paid in dollars—but we'll accept rubles if you believe in Uncle Sam, salute the WSJS-TV tower, and swear allegiance to the Tricorn Club.

Source: U. S. Census.

WSJS TELEVISION 
WINSTON-SALEM/GREENSBORO/HIGH POINT

Represented by Peters, Griffin, Woodward, Inc.

WPEN

PHILADELPHIA

*is now nationally
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AM RADIO SALES COMPANY

Other leading radio stations represented by AM Radio Sales Company are:

WBZ, Boston; ■ WIND, Chicago; ■ KYW, Cleveland; ■ WCAR, Detroit; ■ WOWO, Ft. Wayne;
■ KMPC, Los Angeles; ■ WLOL, Minneapolis; ■ WINS, New York; ■ KDKA, Pittsburgh;
■ KEX, Portland; ■ KSFO, San Francisco; ■ KVI, Seattle.

be sufficient for the preparation and submission" of further comments, the FCC said.

Thirteen California fm stations met in August and agreed to file individual comments opposing any power reduction. A number of stations broadcast announcements informing listeners of the FCC proposal and soliciting inquiries about the plan. Those listeners responding to the announcements were encouraged to write the FCC, citing their expenditures for fm equipment, the problems of reception they now experience and how a general power reduction would aggravate these problems.

5,000 Requests ■ J. B. Kiefer, president of KMLA (FM) Los Angeles, who

helped organize the campaign, reported last week that over 5,000 requests for information have been received by the participating stations, with indications that most of the people who received the information also wrote the FCC. At Mr. Kiefer's instigation, the Los Angeles City Council and Los Angeles County Board of Supervisors passed a resolution protesting any move to reduce the power of the area's fm stations.

The new fm rules were effective Sept. 10, but the FCC has pending several requests for reconsideration.

The request the FCC granted for a deadline extension was made by Triangle Stations.

Reply comments are due Nov. 16.

Mobile radio users seek uhf chs. 14, 15

GROUP TO ASK REALLOCATION OF 6 MC BANDS

A group of mobile communications companies is preparing to ask for television uhf channels 14 and 15.

Seeking reallocation of the two 6-mc bands is the Land Mobile Section of the Electronic Industries Assn. The group is acting independently of EIA or of the EIA Industrial Electronics Division of which it is a part.

Among the companies represented in the section are General Electric, Philco, and Motorola—all of which are also heavily interested in selling tv receivers to the public. Other members of the land mobile users group are Bendix, Collins Radio, Raytheon, Lockheed and Western Electric. RCA, although a member of the section, is opposed to the move.

The petition will ask that the FCC reallocate 470-482 mc to land mobile use. Mobile users now have 35-40 mc of frequency space in the 25-50 mc area, the 150-174 mc band and the 450-470 mc band.

"The present land mobile frequencies are saturated," Robert M. Johnson, GE, chairman of the mobile users FCC liaison committee, said last week. "We simply must have more space."

Land mobile transmitters have grown, Mr. Johnson pointed out, from 700,000 transmitters in 1958 to 1.7 million transmitters today.

The use of 470-482 mc would give the land mobile users a continuous band beginning with 460 mc, he noted.

It is also feared, it was explained, that tv operations on ch. 14 will spill over and interfere with mobile communication systems in the adjacent 460-470 mc band.

The petition will suggest, Mr. Johnson said, that existing ch. 14 and 15 grants be protected by forbidding any communications system to commence operations at less than 150 miles from

the stations' transmitter sites.

Sixteen Tvs Affected ■ There are five tv stations licensed or authorized on ch. 14 and 11 on ch. 15.

Those on ch. 14: WOOL-TV Washington, D. C.; WFIE-TV Evansville, Ind.; WWOR-TV Worcester, Mass.; WIET (TV) Ithaca, N. Y. (educational); WMUB-TV Oxford, Ohio (educational).

Ch. 15: WOWL-TV Florence, Ala.; WPFA-TV Pensacola, Fla.; WBLN (TV) Bloomington, Ill.; WANE-TV Fort Wayne, Ind.; WFPK-TV Louisville, Ky. (educational); KPOB-TV Poplar Bluff, Mo.; WICA-TV Ashtabula, Ohio; WLYH-TV Lebanon, Pa.; WHRO-TV Norfolk-Portsmouth-Newport News, Va.; WTAP-TV Parkersburg, W. Va.-Marietta, Ohio; and WMTV (TV) Madison, Wis.

Among the services using the land mobile frequencies are police, fire, forestry and other public safety services, railroads, taxicabs, citizens radio and other business and industrial users.

William J. Weisz, Motorola, is chairman of the land mobile section of EIA.

Atheist argues godless should have equal time

Does an atheist have a right to "equal time" under the FCC's rules on fairness in treatment of controversial issues?

In 1946 the FCC said yes to Robert H. Scott, an atheist. Mr. Scott demanded FCC license revocation proceedings against three San Francisco stations because they refused him time under any terms (BROADCASTING, July 22, 1946). The commission affirmed his right to time but refused to revoke the licenses.

Last week the same Robert H. Scott petitioned the FCC not to renew the license of KNBC San Francisco on the

basis of the 1946 decision. That has never been reversed, Mr. Scott argued, and if Chairman Minow lives up to his promise he will favor nonrenewal for the NBC-owned outlet, he stated.

Mr. Scott related his negotiations with Jack R. Wagner, KNBC program manager, in attempting to set up a latter-day test case:

Mr. Scott said he pointed out that KNBC broadcasts programs by Protestant, Catholic and Jewish clergymen and asked 30 minutes to broadcast a program in favor of atheism. He cited the FCC's 1946 decision to Mr. Wagner and quoted a story appearing in *Newsweek* at the time, which said public response favored continuation of atheist programs after Mr. Scott spoke on KQW (now KCBS) San Francisco.

Mr. Wagner said he would consult NBC lawyers on whether to grant the request, then responded "We do not feel we can justify devoting time to little-known or highly unrepresentative religious sects or views" and that under the FCC "fairness" doctrine "the topic is without any particular topicality or applicability to our service area and we have not broadcast other programs which have been directed against you or the beliefs you hold," Mr. Scott said he was told.

The doctrine that equal time must be given atheists has never been reversed but broadcasters violating it have never been punished, Mr. Scott said.

KLOR-TV sale approved as educational outlet

The transfer of KLOK-TV (ch. 11) Provo, Utah, a commercial outlet, to Brigham Young U. as an educational station was approved by the FCC last week. The station has been inoperative and in bankruptcy since March 1960. It is licensed to A. Dean Jeffs, trustee in bankruptcy.

Brigham Young U. (an arm of the Mormon Church) is paying a total of \$150,000 for KLOK-TV, including \$10,000 for expenses of the previous owner and \$140,000 for equipment. The sale was pursuant to a court order.

The commission restricted KLOK-TV's future operation (the station's license also was renewed last week) to non-commercial because of overlap with KSL-TV Salt Lake City, which is also controlled by the Mormon Church. Rulemaking to reserve ch. 11 Provo for etv will be announced later, the FCC said.

In addition to KSL-TV, the Church owns controlling interest (64%) in KSL-AM-FM Salt Lake City and minority interests in KID-AM-TV Idaho Falls, Idaho, and KBOI-AM-FM-TV Boise, Idaho, all commercial operations.

Performance that Counts...

Mr. V. J. Kasper, Owner-Manager of Station WILO, Frankfort, Indiana, reports on the New Gates "Cycloid" FM Antenna:

“I like the ease of installation and the workmanship of this new Gates antenna. It's the performance that counts, though, and the Cycloid ranks as the finest in this category.”



Cycloid . . . the new Gates FM antenna featuring binary adjustment — a major technological advance in ring type radiating elements.

Binary adjustment is an exclusive tuning arrangement (patent pending) whereby the inductance of the ring is changed at the same time the antenna is adjusted for capacitive tuning. The advantage is uniform L/C for adjustment over the FM frequency range.

Other top engineering features include a special design for FM stereo and improved monaural performance. • Lowest possible VSWR. • Top, side or inside tower mounting. • Optional deicing with high or low power heaters. • ± 1 db free space circularity. • Minimum windloading. • High gain.

Cycloid is the newest and most advanced FM ring antenna on the market today. For complete engineering data, write for Brochure No. 111 — yours for the asking.

Our 40th Year,
1922-1962

GATES

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C.
In Canada: CANADIAN MARCONI COMPANY

FCC examiner favors WHYH Inc. for ch. 12

Hearing Examiner Walther W. Guenther issued an initial decision last week favoring the application of WHYH Inc., over that of Rollins Broadcasting Inc., for a new tv station on ch. 12 in Wilmington, Del.

The deciding factor was the area's definite need for non-commercial educational programming such as WHYH offered, according to the examiner. Mr.

Guenther found "the record establishes that there is a distinctly greater need for the educational-instructional programs proposed by WHYH than for the additional entertainment programs proposed by Rollins. In so concluding no judgment is passed on the value of entertainment programs, but where there is a choice to be made as in the instant proceeding the public interest would be better served by a preponderance of programs which educate and instruct and, as to the latter, likewise entertain."

Preference was given to the WHYH

broadcast and public service record over that of Rollins. WHYH was described as having faithfully fulfilled its proposed programming on WHYH-FM-TV (ch. 35) Philadelphia. The examiner took the opposite view concerning Rollins, charging WAMS Wilmington in particular with misleading newscasts and other violations. A question raised as to WHYH's proposal to maintain studios in both Wilmington and Philadelphia was held by that station to be not significant if a studio is maintained in the principal city.

Ch. 12 is the only vhf assignment in Delaware. Storer Broadcasting Co. formerly operated WVUE (TV) on that channel.

Other Rollins stations are WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WCHS-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla., and WPTZ (TV) Plattsburgh, N. Y.

WTVW(TV) wants FCC to drop channel move

WTVW (TV) Evansville, Ind., has asked the FCC to drop proceedings to require WTVW to shift from ch. 7 to ch. 31. The deintermixture case has been in hearing for several years. The Broadcast Bureau has recommended that ch. 7 be shifted to Louisville, Ky., making the Evansville area all-uhf.

When the FCC terminated rulemaking to delete eight vhf stations in eight markets (BROADCASTING, Sept. 17), the commission said it did not feel "selective deintermixture" is a general or long-range solution to the tv allocations problem, WTVW said. The commission promised Congress that a moratorium on deintermixture would be allowed in order to assess the effect of the all-channel set legislation.

If the FCC will not terminate the WTVW proceeding, the agency should at least reserve final action for the period of the moratorium, five to seven years, to see how all-band set legislation works out in Evansville, the station said.

Daytimers back plan for emergency hours

Daytime Broadcasters Assn. told the FCC last week it supports a commission proposal to provide for fulltime operation during emergencies for daytimers but offered one modification.

DBA asked that a proposed prohibition against broadcasting music during emergencies be eliminated. The FCC had suggested "a low level attention signal such as a tone." Since keeping listeners' attention during an emergency is imperative, DBA said, a monotonous tone would frustrate this intention but music would keep an audience.

POLITZ KNOWS

WHY LISTENERS PREFER WGY

IN ITS 25-COUNTY COVERAGE AREA

■ Characterizing WGY, 203,000* listeners consider WGY more "public spirited" . . . 228,000* favor WGY as "most helpful" . . . and 170,000* specify WGY as having "best advertising." WGY competes with 110 other stations for these listener preferences.

■ 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.

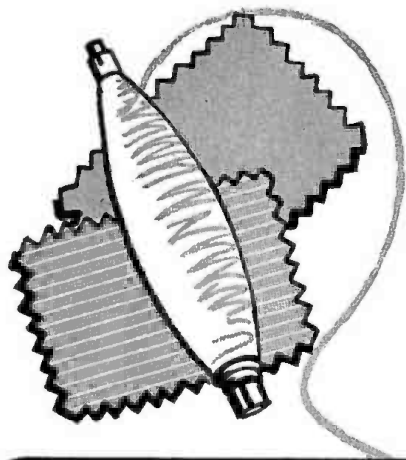
**Those expressing an opinion.*

982-26

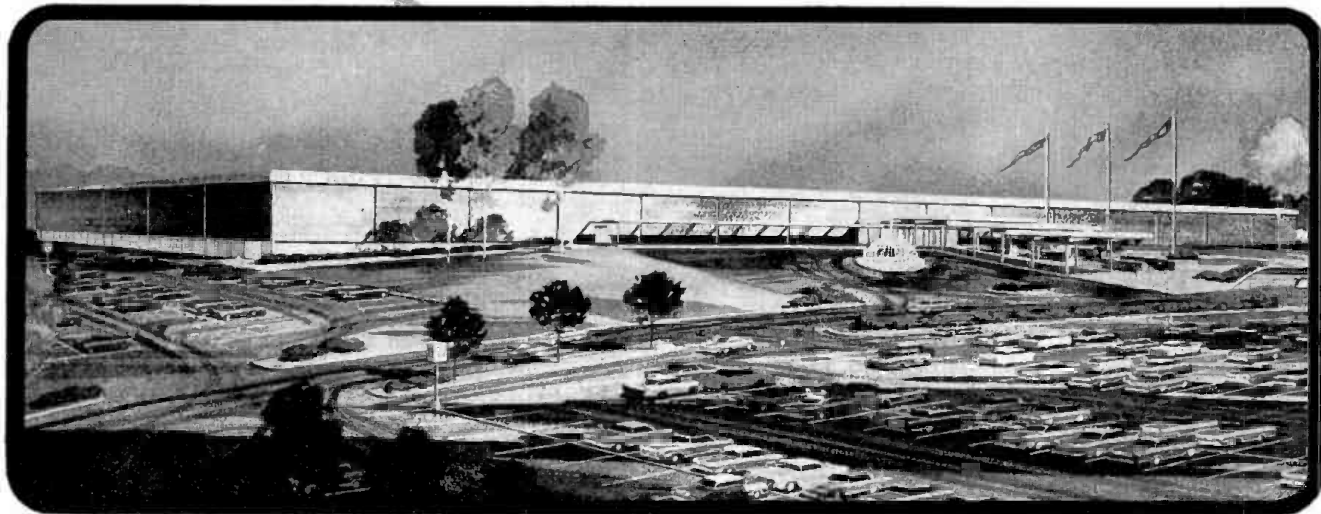
WGY

810 KC
50 KW

A GENERAL ELECTRIC STATION
ALBANY-SCHENECTADY-TROY



IN WFBC-TV's GIANT MARKET "TEXTILE CENTER OF THE WORLD"



Southern Textile Exposition Building, Greenville, S. C., to be completed in 1964, replacing world-famous Textile Hall, home of the Exposition since 1915. The new structure is expected to be the finest industrial exposition facility in the Southeast.

WFBC-TV SALUTES THE 22nd SOUTHERN TEXTILE EXPOSITION, Oct. 15-19, 1962

The 1962 Southern Textile Exposition in Greenville, S. C., "Textile Center of the World" will attract exhibitors and buyers of machinery and equipment from the Americas, Europe and Asia. The biennial Exposition is unique in the field of textile manufacturing . . . a market place for new ideas and improved methods for making the world's fabrics.

WFBC-TV's own market embraces the largest concentration of textile manufacturing, with 350 mills which employ 250,000 people. They make the fabrics for America's apparel, household goods and industry.

WFBC-TV Dominates The Greenville-Spartanburg-Asheville Market of 2 Million People, With \$3 Billions in Incomes.

For complete data about the market, the ratings and availabilities, contact the Station or Avery-Knodel.



The Giant of Southern Skies

WFBC-TV
GREENVILLE, SOUTH CAROLINA

CHANNEL 4
SERVING GREENVILLE, SPARTANBURG, ASHEVILLE
Represented Nationally by Avery-Knodel, Inc.

Affiliated with WBIR-TV, Knoxville, Tenn.

Democrats inquire about tv cutaways

The Democratic National Committee has told the three television networks that if there's any way of working out a five-minute cutaway for local affiliates to handle political broadcasts it would like to sit down and talk about it.

The letter of inquiry last week to the networks from Democratic National Chairman John M. Bailey said that the national committee had been receiving inquiries about the availability of 5-minutes during prime time and that if there is a possibility of securing these periods, the Democrats would like to confer about it.

The Democratic move came a week after all three tv networks informed the Republican National Committee that there is no way of working out such a move (BROADCASTING, Sept. 17). This was based on the GOP's second suggestion—that networks tailor their prime time programs to permit affiliates to cut away during the last five minutes for local political programs.

The Republicans last week announced the results of a survey made at two shopping centers in New York area suburbs which showed, it was stated, that most people would not object if network variety shows were bobtailed to permit the last five minutes to be



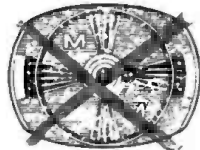
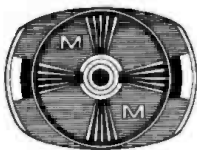
HEW to distribute KABC-TV film

Elton H. Rule, ABC vice president and general manager, KABC-TV Los Angeles (1), presents a master print of a 30-minute film urging teenagers not to drop out of school to Anthony J. Celebrezze, Secretary of the Department of Health Education & Welfare, in

Washington, D. C., Sept. 20.

HEW will make prints of the film for each of the fifty states. Produced by the ABC o&o, the film features ABC-TV personality Soupy Sales who presents the message to youngsters in an entertaining, though serious, manner.

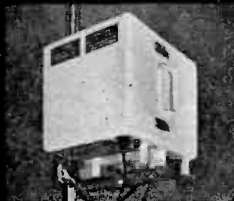
Eliminate Propagation Fades From Your TV Signal



Now you can end fades and washed-out fringe-area signals simply by inserting a Micromeg parametric amplifier between your relay receiving antenna and the mixer. Micromeg has the effect of boosting your transmitter power four to ten times or of increasing the size of a six-foot-diameter antenna to one of 12 to 20 feet. In new installations, a Micromeg will allow you to space your repeater stations farther apart without deterioration of signal-to-noise ratio.

WHAT IS A MICROMEG? It is a low-noise, low-signal-level RF parametric amplifier. It is available in several indoor and outdoor models covering the UHF, 2000Mc, and 6000Mc range. Power requirement: 110V AC. A semiconductor varactor diode causes amplification by pumping power from a local RF source to the signal. **APPLICATIONS** include translators, remote pick-up broadcasting, inter-city microwave links, community antenna TV systems. Please write for the full story.

Installing a Micromeg parametric amplifier is equivalent to boosting transmitter power four to ten times.



Micromega Corporation



4134 Del Rey Ave., Venice, Calif. / EXmont 1-7137

Creator of advanced microwave systems and components for U. S. space and defense projects.

used locally for political candidates.

The "limited" survey, involving 100 shoppers, took place at a Yonkers, N. Y., and a Hempstead, N. Y., shopping center. The question "Would you object if the last five minutes of some of your favorite tv variety shows were given to candidates for governor or senator to discuss their positions on major issues?" Replying in the negative to this question were 91 of the 100 pooled, the GOP said.

In addition, the Republicans said, eight out of 10 sponsors of "popular evening musical and variety shows" expressed willingness to shorten their normal time on the air.

Further look urged when man 'takes Fifth'

The Broadcast Bureau last week asked the FCC to enlarge issues in a comparative am hearing to include the character qualifications of a principal in one of the applications who took the Fifth Amendment several times during the hearing.

The bureau said it has no quarrel with the principal's right to invoke his constitutional privilege and draws no adverse inference from the fact he did so. But the bureau said it feels the questions that the witness refused to answer were relevant and that no one



What market do you want to sell on Main Street? **To reach Main Street U.S.A., turn at Mutual.** Whatever your market — teen age, young marrieds, blue-collar, executives — you'll find a buying audience on Main Street U.S.A. And who owns Main Street? Mutual Radio. With 453 listenable affiliates in Big Town, Littleville, Everywhere. Want some action? Pick your market and head for Main Street U.S.A. Check the signpost and turn at Mutual Radio. *LANDMARK: Mutual Radio delivers 97 of the top 100 markets in America.* **Mutual Radio** | 3M A Service to Independent Stations.



is "compelled to seek a license before this commission, he is required to answer all material and relevant questions of counsel, and that refusal to answer . . . is tantamount to refusal to answer questions of the commission."

The applicant in question is Rockland Broadcasting Co., seeking an am station in Blauvelt, N. Y., mutually exclusive with Rockland Radio Corp. and Rockland Broadcasters Inc., both seeking a Spring Valley, N. Y., station. Sidney Fox a principal of the first-named, has been accused in New Jersey District Court of conspiring to sell confidential information of Cyana-

mid Corp., of which he was an employee.

Questioned about this suit in the FCC hearing, Mr. Fox refused to answer on constitutional grounds.

FCC grants etv permit, assigns new channels

The FCC last week, through separate actions, granted a new educational tv station and made new uhf channel assignments.

San Mateo Junior College District, San Mateo, Calif., was granted a construction permit for a new non-

Call confusion claimed

WJIM-TV Lansing, Mich., last week asked the FCC to stay and reconsider the agency's grant of the call letters WJIM-TV to the interim corporation operating on ch. 13 Grand Rapids, Mich. (BROADCASTING, Sept. 10).

The "likelihood of confusion" between the two call letters would cause injury to the viewing public and to those having business with the two tv stations as well as weakening "the substantial value and goodwill built up over the years at great cost in the call letters WJIM-TV," the Lansing station claimed.



Here's another "border situation" where an American television station gives you a valuable bonus of *Canadian coverage* as well as a great and growing U. S. market.

It's WWTW, Cadillac-Traverse City, and our new satellite WWUP-TV at Sault Ste. Marie!

WWUP-TV is a brand-new operation that adds 35.9% more television homes to WWTW's existing saturation of most of Northern Michigan. Together they now cover 874,100 people, with effective buying income of \$1,304,145,000 annually!

Ask your distributors around here—ask your Avery-Knodel man!



The Felzer Stations

RADIO

WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTW-FM CADILLAC

TELEVISION

WGTB-TV GRAND RAPIDS-KALAMAZOO
WWTW/CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
WGIN-TV GRAND ISLAND, NEB.

WWTW/WWUP-TV

CADILLAC-TRAVERSE CITY

CHANNEL 9
ANTENNA 1640' A. A. T.
CBS • ABC

SAULT STE. MARIE

CHANNEL 10
ANTENNA 1214' A. A. T.
CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

commercial educational tv station to operate on uhf ch. 14 in that city. The station is to have a power of 14.7 kw.

In channel assignments: the FCC reserved ch. 49 Rutland and ch. 30 St. Johnsbury, both Vermont, for educational use (those channels had been assigned commercial.); In Burlington the reservation was shifted to ch. 22 from ch. 16 and Windsor was assigned ch. 26 by deleting that channel from Hanover, N. H., and New London, Conn.

The FCC called attention to its plans to examine the present assignment table and allotment methods so as to enhance the use of uhf channels. There was no final decision, but the commission stated that the action it did take was so that etv plans of the U. of Vermont would not be delayed.

In addition to the above actions the commission received a petition from the Board of Regents of Eastern New Mexico U., Portales, that educational ch. 3 be shifted from Roswell to Portales.

Interference lack noted by Class IVs

Operation of Class IV local stations on 1 kw during the daytime has not produced objectionable interference on adjacent channels nor has this increased power brought foreign complaints, the Community Broadcasters Assn. executive committee was told Sept. 24 at a meeting in Washington. The Class IV stations are seeking extension of the 1 kw power provision to night and pre-sunrise operation. Originally they were allowed only 250 w day and night.

Members of the executive committee are F. Ernest Lackey, WHOP Hopkinsville, Ky., CBA board chairman; Robert T. Mason, WMRN Marion, Ohio, president; John R. Henzel, WHDL Olean, N. Y., secretary-treasurer.

NOW ON **WMAL-TV**

A NEW CONCEPT IN LATE NIGHT PROGRAMMING!

*Audience-tested ONE HOUR action, adventure, mystery SHOWS
Plus Hollywood's FINEST FIRST-RUN FEATURE FILMS, and
BROADWAY'S FINEST PLAYS*



SUN. 11:15 P.M.
**PLAY OF
THE WEEK**



THUR. 11:30 P.M.
**ADVENTURES
IN PARADISE**
SOLD OUT



MON. 11:30 P.M.
THRILLER



**FIRST RUN
MOVIES**
SOLD OUT

FRI. 11:30 P.M.

SAT. 11:15 P.M.



TUES. 11:30 P.M.
**SURFSIDE
6**



"Mogambo," "Don't Go
Near the Water," "Summer
Stock," "Bhowani Junction,"
"Above and Beyond," etc.



WED. 11:30 P.M.
CHECKMATE
SOLD OUT

wmal-tv
abc

Washington, D. C.

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

NEXT MOVE IN ASCAP TIFF

Industry committee report explains court action, cites anti-BMI attitude during negotiations

ASCAP's insistence on elimination or regulation of its chief competitor in the music-licensing business has been—and promises to remain—one of the critical elements in efforts to get new tv music licenses from the society.

This is evident in a review of negotiations and litigation to date, submitted to the All-Industry Tv Station Music License Committee's subscriber-stations last week by Hamilton Shea of WSVA Harrisonburg, Va., committee chairman.

Mr. Shea said final breakdown in negotiations for a settlement of the committee's lawsuit came when ASCAP took the position that it would seek an increase in rates unless the settlement provided for "divestiture or regulation" of Broadcast Music Inc., its only major competitor.

Moreover, the report continued, ASCAP has let it be known that it will "oppose any reduction" in ASCAP rates "by litigating BMI's legality" and by charging that a rate cut would make the BMI-broadcaster relationship even more "illegal" than now.

For years ASCAP has attacked BMI's ownership by broadcasters and demanded its divestiture. Last spring in a settlement plan submitted to the presiding judge, ASCAP agreed to a 17% cut

in tv stations' music-license rates if broadcasters would give up BMI. The All-Industry committee rejected the deal (BROADCASTING, March 12 *et seq.*).

Judge Ruled ■ When negotiations toward an amicable settlement broke down two weeks ago, Judge Sylvester J. Ryan of the U. S. Southern District Court in New York, who is presiding over this case and heard many of the settlement negotiations, found ASCAP could not be forced to issue the clearance-at-the-source form of license demanded by the All-Industry Committee (BROADCASTING, Sept. 17).

This, noted chairman Shea, left the committee with a choice either to forget about source-clearance and ask the court to fix rates under the same types of license now in use, or appeal Judge Ryan's ruling. He continued:

"As to the first alternative, ASCAP has indicated that it intends to seek a rate *increase* and to oppose any reduction by litigating BMI's legality and claiming that a rate reduction would strengthen the alleged illegal relationship between the broadcasters and BMI at ASCAP's expense.

"We desire, if possible, to avoid being in the middle of a lengthy court fight involving charges between ASCAP and BMI, particularly in a proceeding to which BMI is not even a party. Furthermore, we can offer no assurance of a substantial rate reduction in such a proceeding.

"Our committee believes that the right to license based on the principle of clearance at the source offers a sound solution to the problem with which we are faced, and that we should not give up the fight without seeking an appeal to the Supreme Court."

Unanimous Vote ■ Accordingly, he said, the executive committee has voted unanimously to use the authority granted earlier by the full committee and file an appeal. The full committee, he recalled, voted last March to give the executive committee authority to appeal if the judge's opinion were adverse, as he had indicated it would be.

The appeal is due to be filed shortly by the New York law firm of Donovan, Leisure, Newton & Irvine, counsel to the committee.

"I sincerely hope you will now keep a couple of things in mind," Mr. Shea said in his report to the approximately 370 stations contributing to his committee's support.

"First, we are not going to the Su-

preme Court rashly. We feel that this committee has exercised every possible effort, short of collapsing, to bring about a fair settlement through discussion and negotiation. The fact that we have so far been unsuccessful is due to factors outside of our control.

"Second, your committee continues to feel that the television stations of this country are really entitled to the relief for which we are asking, and that this is the time when we ought to put up an all-out battle to get it. Many station operators whom we see or hear from indicate that they agree with this feeling."

His report said it was "chiefly as a result of the work of Chuck Tower"—Charles H. Tower of Corinthian Broadcasting, vice chairman of the All-Industry Committee—that informal discussions between committee members and ASCAP were resumed after the committee's rejection of the March settlement plan.

Solve 'Overall' Problem ■ The report also confirmed that in subsequent meetings Judge Ryan "indicated that the objective should be to solve the overall problem," including the so-called Schwartz case "and regulation of certain practices and activities on the part of BMI challenged in that suit" (BROADCASTING, July 16, June 18).

The Schwartz case is a \$150-million suit filed 10 years ago by 33 ASCAP songwriters seeking divorcement of BMI from its radio-tv ownership. There have been recurrent rumors that it might be settled out of court.

In settlement conferences during the summer, Mr. Shea reported, "careful consideration was given by the Judge and counsel for ASCAP and BMI to formulation of provisions regulating BMI's practices that might be adopted in lieu of divestiture and incorporated in a decree which could then be entered in the Schwartz suit.

"Hopes for this approach grew when BMI's counsel, Judge [Samuel] Rosenman, offered to abide by a three-point policy statement submitted by him. ASCAP, however, wanted more, and at a meeting of all parties in Judge Ryan's chambers on July 9, settlement talks collapsed when ASCAP's counsel insisted on a list of detailed provisions that were unacceptable to BMI. Incidentally, at the same meeting efforts on the part of the Court and CBS counsel to obtain a separate settlement of the Schwartz suit were equally fruitless," said Mr. Shea.

The chairman's report did not further describe the "three-point policy statement" offered by BMI counsel in the settlement talks.

Minimum Terms ■ The committee

Top tune trade

A letter from a Washington station's program director to Soviet Premier Khrushchev, sent last February, has resulted in a "cultural" exchange of 10 popular records between Moscow and the Washington station.

Irv Lichtenstein of WWDC requested Russia's top 30 non-classical recordings and last week his efforts were rewarded when a package of 10 arrived at the station.

Titles of the Russian tunes show a marked tendency to sentimental and pastoral themes (for example, these titles: *All Alone I Stand in the Road, From a Far Off Land, Evening Bells*), while the American selection reflects a slightly noisier taste: *You Beat Me to the Punch, Alley Cat* and *If I Had a Hammer*.

WWDC began interspersing all 10 Russian hits in its normal broadcast schedule last Thursday.

Now it can be told: the 'Emmett Kelly' filming saga

On Sept. 21 the last film footage was wrapped up on *The Emmett Kelly Show*. The conclusion of filming for the Seven Arts Associates' new children's tv series at the New York studios (on the west side of 45th street) also represented a saga of logistics and a unique film production.

The series will consist of 39 one-half hour programs. Each will have three Looney Tune cartoons from the Warner Bros. package to which Seven Arts has the rights. The former Ringling Bros. circus clown does the lead-in, middle and ending for each episode. This meant 117 different acts filmed over the Sept. 10-21 period.

Each of the acts represented a different characterization. A total of 117 different scripts were written for the filming by Eric Albertson, producer for Seven Arts, and Mende Brown, director of the series. (Executive producer: Donald Klauber, vice president and national sales manager of Seven Arts.)

The scripts were written, approved by Mr. Kelly and rehearsed over a five-month period. Mr. Kelly was then appearing at Harrah's Lake Tahoe (Nevada) so that the scripts were sent to him.

In addition, the great circus clown filmed a series of "I'll-be-back" acts (gets a penny weight card that promises he'll be right back, or holds up a fortune tab he finds in a Chinese cookie).

Animal Kingdom ■ Each of the acts is different and original, although one of his all-time "greats"—sweeping up of the spotlight—is included. Of the 117 acts, 51 spots were made with Mr. Kelly and an animal (30 different animals). Some

85 backdrops were stashed away in a second floor space in the studio, each labeled in relation to the scripts.

Mr. Brown said that the secret of the filming chore was "preparation." This paved the way for economy, speed and "studio personality."

Mr. Kelly said this was his first tv series (he noted it takes him nearly an hour to make up his clown "face" for the camera—he wears it through the working day of 8:30 a.m.-5 p.m.). But he has appeared in television (network tv appearances and a few appearances in tv commercials).

Director Brown believed that he would be spending a couple months more editing the film and the series would be "in shape" by about Jan. 1. The typical "act" had footage equaling about 8-10 minutes of film (this is cut to 2-4 minutes). It was estimated that the 10-man crew ("hand picked," said Mr. Brown) shot 10,-

000 to 15,000 feet of film each day. In feature movies, the *production* pace is about 1,000 feet of film shot for 2 minutes per day, it's said.

Opticals used, according to Mr. Brown, included "every trick in the book." Among these were split screen techniques: Mr. Kelly is seen shooting himself off the screen; telephoning himself and playing checkers against himself.

Pantomime & Sound ■ All action is pantomime, with elaborate sound effects to be used. The different "acts" relate to the point in the cartoon when the reel starts to roll so that the kiddie viewers can be "injected" into the action, so to speak.

The new syndicated series will be offered for sale to advertisers and to stations around the country.

Shown in the picture (l to r): Mr. Kelly; Eric Albertson, producer, wearing the genuine gorilla overcoat; and Mende Brown, director.



chairman said his group had insisted on minimum terms that would include a "substantial" reduction in license fees, retroactive to expiration date of the old licenses last Jan. 1; willingness to sign a 10-year license agreement with ASCAP, contingent on approval by the Justice Dept.; and, if ASCAP accepted such a license, an undertaking to get the same sort of license for the same term and with the same relative reduction from BMI.

In the final negotiation, Mr. Shea said, the committee offered to forego retroactivity and "make the proposed substantial reduction" in ASCAP rates "effective only as to future payments."

But this offer, too, was rejected in ASCAP's insistence on some sort of regulation over BMI, he asserted.

Mr. Shea meanwhile sought and received NAB permission to have All-Industry Committee representatives participate in the coming NAB fall conferences.

He said the representatives would be Robert H. Smith of WCYB-TV Bristol, Va., at the Atlanta meeting; Charles H. Tower of Corinthian at the New York and Washington meetings; Joseph A. McDonald, associate counsel to the committee, at the Chicago conference; Mr. Shea at the Dallas and Kansas City sessions, and William Grant of KOA-

TV Denver at the Denver and Portland, Ore. meetings.

Three CBS stations still hot for movies

There's no doubt that three CBS-owned tv stations plan to continue their heavy use of feature motion pictures.

WCBS-TV New York, WCAU-TV Philadelphia and KMOX-TV St. Louis announced Wednesday (Sept. 26) that they had purchased 93 Warner Bros. and 20th Century-Fox feature films just released to tv by Seven Arts Assoc. (BROADCASTING, Sept. 24). This purchase is in addition to 73 post-'54 Columbia Pictures' features bought from

CBS-TV blocks 'Reports' in Miss. area

CBS-TV withheld a *CBS Reports* telecast Sept. 26 from three tv stations in the South. The show that night (7:30-8:30 p.m. EDT) carried films shot in Mississippi on the day-to-day battle of the Southern Negro to assert his voting right. The program was entitled "Mississippi and the 15th amendment."

Stations which were not fed the program are all in the Mississippi coverage area: WTOK-TV Meridian;

WWL-TV New Orleans; WREC-TV Memphis.

The network did so, apparently on advice of its legal staff, because the program was adjudged to include matter dealing with current judicial proceedings in Mississippi (and thus might be construed as prejudicial). Current proceedings are pending in courts there regarding alleged irregularities in registration for voting in the state.

Screen Gems earlier this month (BROADCASTING, Sept. 17).

It is conservatively estimated that WCBS-TV alone is paying an average of over \$25,000 for each of the 166 features involved in the two deals (or over \$4.15 million). This reportedly is the highest per picture price paid yet by any tv station.

DRYSDALE OR SCHIRRA?

World series, space shoot collide on NBC-TV schedule

NBC-TV's schedule makers learned last week what "an embarrassment of riches" means. The National Aeronautics & Space Administration rescheduled its six-orbit manshoot of astronaut Walter Schirra for Oct. 3—the day the World Series starts.

Since NBC has World Series rights, its problem is to schedule its coverage of these two events so they won't conflict.

Late last week, NBC officials were beginning to have some idea of what they may do. They expect, first, to start pre-launch coverage at Cape Canaveral at 7 a.m., just as the other networks do. None of the tv networks plan to stay with the flight throughout the day, assuming the flight proceeds normally, but all plan to give periodic reports and return for protracted coverage during the re-entry and recovery operations.

The series opens this year in the National League winner's park, and that means Los Angeles or San Francisco and a starting time of 4 p.m. NYT, an hour or so before astronaut Schirra's re-entry might commence.

Between Inning Reports ■ Although coverage plans are not definitely set, it is expected that if the space flight were going normally, NBC-TV would carry the baseball game but offer reports on the flight between innings. In addition, the network was considering carrying constant manshoot reports in a "crawl" at the bottom of the screen during the

baseball pickups. In case of unusual developments in the space probe, NBC officials said, series coverage would be interrupted to the extent necessary.

Three glimmers of salvation meanwhile could be discerned. One was that the manshoot might again be rescheduled. Another, not recognized in California, was that the opening game might be rained out. A third was that the National League race might end in a tie that would result in a playoff that would be decided in the first two play-off games.

Baseball authorities ruled that if the race between the Los Angeles Dodgers and the San Francisco Giants ended in a tie, the World Series would be postponed from Oct. 3 to Oct. 4 to make room for a playoff series on Oct. 1, Oct. 2 and, if necessary, Oct. 3.

Home Entertainment revises structure

Reorganization of Home Entertainment Co. as Home Entertainment Co. of Los Angeles and formation of Home Entertainment Co. of America to program and license franchise agreements of Home Entertainment's system of pay tv were announced last week by Oliver A. Unger, chairman of the board and chief executive officer of the Los Angeles company and chief executive officer of the new national organization.

William Sargeant, inventor of the system of pay tv the company is promoting, was elected vice president of the new company, in charge of technical development and operations. Home Entertainment Co. of America has acquired all the patents formerly held by the Los Angeles company, whose stockholders accepted an offer to exchange all of their shares for an equal number of shares in the new company. Home Entertainment Co. of America will grant Home Entertainment Co. of Los Angeles an exclusive franchise and license for the metropolitan Los Angeles area, including Santa Monica, where arrangements for installation of the company's pay tv system have been

completed. General Telephone Co. has agreed to provide facilities for this service, with construction to start early next year to meet the target date of Sept. 1, 1963, for the beginning of pay tv program service in that seaside city.

Simplicity and low cost are the outstanding features of the HEC pay tv system, according to the company. Heart of the system is the master control center, the size of a hi-fi tuner and costing \$1,000 compared with \$30,000 for the nearest other system, the company statement says.

The stockholders of the reorganized Home Entertainment Co. of Los Angeles elected nine board members, headed by Mr. Unger. Other directors are: Mr. Sargeant, vice president; Windell Corey, president of the Academy of Motion Picture Arts & Sciences; Alfred Crown, motion picture executive; Aaron Frosch, Maurice Hibbert and Leon Kaplan, attorneys; Herbert Steinman, financier, and Henry C. Rogers, president of Rogers & Cowan, HEC's public relations firm.

RCA doubles room of West Coast units

The film recording and west coast operations department of RCA's Broadcast and Communications Products Division is doubling the size of its facilities with its move from 1560 N. Vine St. in Hollywood to 2700 Olive St., Burbank, a few blocks away from NBC's West Coast headquarters building.

The Burbank building, leased from Loson Brothers Realty Co., contains approximately 30,000 square feet of floor area and has an adjoining lot with parking space for 150 cars. The department designs and produces film sound recording equipment, tv film and tape recorders, tv mobile units and audio systems for movie and tv studios.

It also maintains a tv systems engineering group to provide design, assembly and installation supervision. Increased work load necessitated the move, according to Adron M. Miller, manager, who said the new quarters will be fully occupied by Nov. 1.

Internal Revenue freezes receipts of title bout

Internal Revenue agents seized all receipts in the Sept. 25 title fight between Floyd Patterson and Sonny Liston. Acting to satisfy tax claims against the promoters, the government last week froze proceeds estimated at more than \$5 million from 260 theatre tv locations and gate receipts at the fight in Chicago.

The crackdown was against Championship Sports Inc., promoter of the

1



2

**THE GREAT
CHARLESTON-
HUNTINGTON
DEBATE ENDS AS**

**TOM GARTEN¹ AND JOHN SINCLAIR²
DON APRONS AND DECIDE TO GO INTO
THE SUPERMARKET BUSINESS!!!!!!**

TOM: "Supermarket" it is, then, erstwhile opponent! And a more fitting appellation for the rich and verdant 72 counties served by our station WSAZ-TV, I know not!

JOHN: "Appellation," sir? It is a metaphor which I should like to extend. Could we not think of ourselves as *proprietors* of this magnificent market by virtue of the fact that we manage the one best means of reaching it?

TOM: A most fruitful application, sir! And could we not, by the same principle, point to our market's \$1,900,000,000 in retail sales as evidence of *well-stocked shelves*?

JOHN: Droll, Mr. Garten, droll! And I, in my turn, should like to point to the well-heeled *customers* of Supermarket—those two millions who enjoy some 4 billion dollars in annual income. *There is the wherewithal to fill many a bag and cart!*

1. Vice President, General Manager, WSAZ-TV

TOM: We have, Mr. Sinclair, constructed an allegory of breath-taking proportion! So let us once and for all leave off this carping and quibbling about whether Charleston or Huntington is heart and hub. Rather, let us once again declare the advertiser winner! He who, for a single price, probes well beyond both metropolises!

JOHN: Agreed, sir! We are in business. The business of selling Supermarket. And to that end, might we not say, "We deliver!"

TOM: And who is being droll *now*, Mr. Sinclair? But you have a point! We *do* deliver. A point which the Katz Agency man will happily document! WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: The Goodwill Stations, Inc.

2. Manager, Charleston Operation, WSAZ-TV

**3
WSAZ-TV**

RADIO-TV COURT COVERAGE

Texas judge abets electronic journalism, admits radio-tv to Billie Sol Estes trial

The burst of radio and television into the national scene last week as courtroom journalists at the Billie Sol Estes trial in Tyler, Tex., provided temporary encouragement to the industry's campaign against widespread courtroom bans against radio and television.

All the nation had an intimate view of proceedings Sept. 24-25 as the Pecos, Tex., defendant faced a Texas district court at which Judge Otis D. Dunagan presided. Over defense objections, the routine events of the trial were broadcast and still-photographed.

But the long-range industry effort to gain equal access with print media to public trials now faces several complications:

- A group of Texas Bar Assn. members is attempting to have Canon 35 (antibroadcast rule of the American Bar Assn.) invoked when a new trial of Mr. Estes starts Oct. 22 in the same court.

- Their main strategy is directed toward the Oct. 4-6 meeting of the Judicial Section of the Texas bar, to be held at Austin.

- Judge Dunagan may bar broadcast-camera equipment from the courtroom when the case goes on trial again, if the judicial group decides to invoke Canon 35.

- The presence of seven cameras and tripods along with microphones in the courtroom plus a row of still photographers will be used to brand broadcasting as a distracting element upsetting the decorum of the trial.

Public's Eye ▪ From the public's perspective, last week's broadcasts of the Estes trial were effectively produced. All three networks used coverage based on two live cameras placed in the courtroom by WFAA-TV Dallas, which had a 15-man crew, tv tape equipment and a live camera outside the courthouse. In addition, a half-dozen film cameras took footage in the courtroom, both

sound-on-film mounted on tripods and hand-held film cameras.

A descriptive story detailing the "forest of equipment" and a microphone that "stuck its 12-inch snout inside the jury box" was carried in the *New York Times* Sept. 25, with benefit of three-column headline and photo on page 1. The photo showed four film cameras on tripods and one live camera inside the bar (see photo opposite page).

Newspaper stories of this type plus the complaint by defense counsel tended to offset industry satisfaction over Judge Dunagan's grant of permission for broadcast coverage. Now Radio Television News Directors Assn., NAB and other industry groups are working on ways of pooling facilities to show that trials can be covered without a forest of equipment.

When court opened Sept. 24 broadcasters were there with their tripods set up and cameras focused. Word had gone around some time ago that broadcast coverage would be permitted—at least until the court ruled on any objection by defense counsel. WFAA-TV had two live cameras in the front of the courtroom. These fed a WFAA-TV van stationed outside the courthouse. The van supplied a signal to the station in Dallas, about 90 air miles to the west.

Objection ▪ As the trial opened counsel for the state said it was ready to proceed with the trial. John D. Cofer, Mr. Estes' chief counsel, promptly objected to the broadcast equipment, saying it would interfere with proper conduct of the trial and asking that all tv, movie and still cameras be removed.

Judge Dunagan replied in detail, giving the background for his ruling that cameras could remain in the courtroom. Mr. Cofer said he realized he was "getting cranky" with advancing years but felt the "grinding cameras

made it almost impossible for me to attend to the case and properly represent my client." He pointed around the courtroom to the cameras and referred to the WFAA-TV van outside "like at a football game."

Judge Dunagan is understood to have been considering the merits of broadcasting in the Estes trial for two months. He has permitted equipment in his court in the past and has not "encountered any difficulty with it" or any detraction from the witnesses or attorneys, he said in overruling Mr. Cofer.

Citing tv's growth as a news medium, he did not see "any justified reason why it shouldn't be permitted to take its proper seat in the family circle." In the court, he explained, tv would be under strict supervision. He noted he had viewed in his home the day before, a sermon from the First Baptist Church in Dallas. "There wasn't any circus in that church," he commented.

"They won't be creating a circus in this courtroom," he said, calling the importance of a fair and impartial trial the paramount issue.

Live Only ▪ Judge Dunagan laid down rules prohibiting cameras inside the bar, except the two live cameras. He asked a KRLD-TV Dallas film camera to leave his position but withdrew the request when it was explained there was insufficient mike cord.

"Under proper supervision I am unable to see how it would prejudice the defendant for the public to actually look in and get an eye view of what's actually going on," Judge Dunagan continued. "They're going to be reading about it in newspapers; going to be hearing about it on radio. I do not care to discriminate between the news mediums." He banned cameras on the second floor of the courthouse outside the courtroom to protect the defendant.

Recognizing the responsibility of news media to the public, he said they also have a responsibility to cooperate with the court and not upset decorum. At defense request, media men removed their courtroom identity badges and put them in their pockets. The

fight, and Graff, Reiner & Smith Enterprises Inc., which owned ancillary rights to the bout (radio, films closed circuit tv, etc.). The seizure could delay payment of purses estimated at \$282,015 for winner Liston and \$1,185,253 for loser Patterson.

The revenue service explained that all the theatres will be required to surrender the promoters' share of their receipts to the government until all tax liabilities involving the two pro-

motion firms have been settled. GR&S estimated that at least 700,000 theatre seats were sold at an average price of \$6, or \$4.2 million. The promoters said gross gate receipts were \$665,420.

TelePrompTer Corp., New York, which supplied large screen projection equipment and subleased lines to GR&S, said it was not involved in the tax claims and that it had already been paid by GR&S. TelePrompTer also purchased the catv rights from GR&S

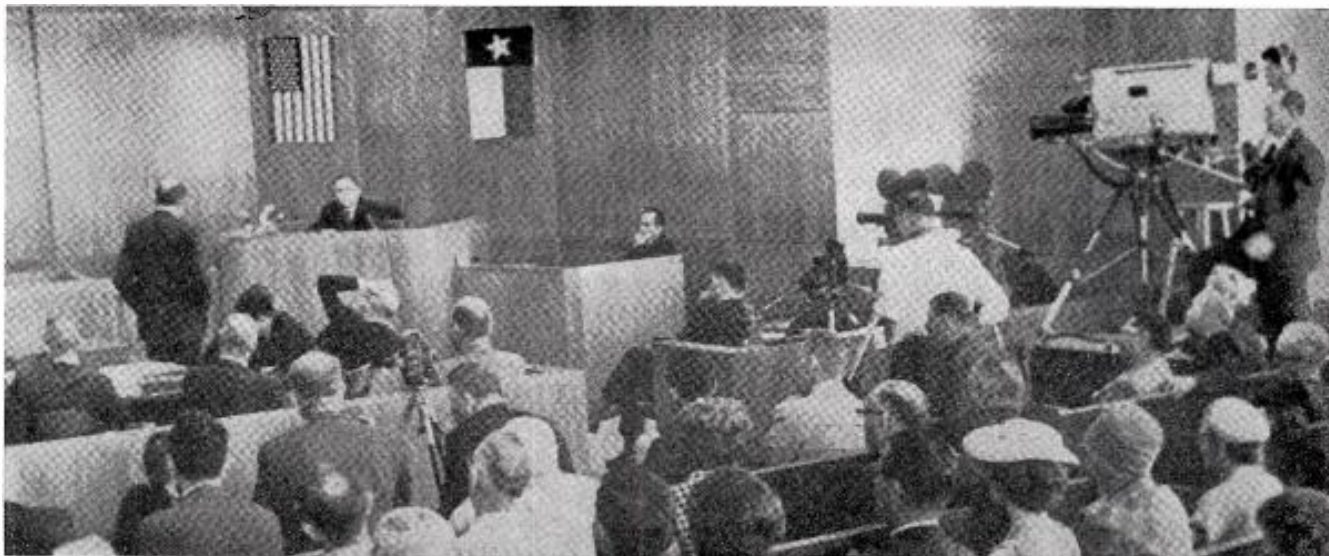
and distributed the fight to 12 serving about 250,000 sets. A broadcast the bout.

Film sales...

I Search For Adventure (Banner Films): Sold to WJAC-TV Johnstown, Pa., and WKBT (TV) La Crosse, .. Now in 51 markets.

Bold Journey (Banner Films Inc.):

BROADCASTING, October 1, 1962



How the Tyler, Tex., courtroom looked at Estes trial

court threatened to withdraw media privileges if the right of access were abused.

The courtroom was a small one, the court noted, adding, "There would be hundreds of people I think trying to get in this courtroom to witness this trial and I believe we'd have less confusion if they can stay at home and stay out of the courtroom and look in on the trial than it would with all those people trying to crowd in and push. . . ."

Two post-trial developments added a note of encouragement to broadcasters:

- The board of directors of the Junior Bar Assn. of Texas unanimously recommended Sept. 26 that Texas trial judges retain full authority over their courtrooms, including still and live photographers.

- Homa S. Hill, Fort Worth, chairman of the Texas Bar Assn. public relations committee, recommended that Texas judges ban Canon 35 from their ethical document.

Available Light ■ All photographing at the Estes trial was done in a small courtroom by available light. KRLD-TV Dallas had an Auricon sound-on-film camera near one of the WFAA-TV live cameras. It was equipped with Dupont 931A film, 160 ASA rating doubled to 320, and an f 2.2 zoom lens.

Pictures were good, according to Bill Duke, KRLD-TV news-man. KSLA-TV Shreveport, La., had a sound-on-film camera. NBC and CBS had standby sound-on-film cameras though their pickups were taken from WFAA-TV's live pickup. WBAP-TV Ft. Worth, had a film camera.

Marshall Pengra, KLTU (TV) Tyler, was credited by Mike Shapiro, WFAA-TV, with the major role in making possible the presence of cameras at the trial. Both had advocated stricter rules for equipment, contending pools should be set up for live and for film coverage to keep the amount of equipment to a minimum.

William G. Garry, WBBM-TV Chicago, newly elected president of RTNDA, was in touch with members of the association's board and the networks last week and with Howard H. Bell, NAB vice president. They are considering ways to provide coverage with minimum pooled equipment if cameras are allowed in the courtroom when the case is heard Oct. 22. Mr. Shapiro said WFAA-TV pickups are available to anyone. Both emphasized the problem was aggravated by the large number of still photographers in the courtroom and the way they ganged up on the defendant outside the court

house.

Mr. Bell said he was hopeful ground rules for courtroom radio-tv pickups would be strengthened for any future coverage. This, he added, would provide an answer to critics of broadcast courtroom reporting.

'Giant Step' ■ Mr. Shapiro described Judge Dunagan's ruling as "a giant step in gaining proper recognition of television as a bonafide news medium."

Texas and Colorado are the only two states that refuse to accept ABA's Canon 35. Both states have been the scene of historic trials at which broadcast media provided full coverage.

In a resolution adopted Sept. 24 at the San Francisco convention RTNDA emphasized its concern for the citizen's right to a fair trial but expressed deep concern at American Bar Assn. delay in conducting court-coverage experiments using radio and tv. RTNDA has been seeking modification of ABA's Canon 35 ban against broadcast coverage from the courtroom.

Unless ABA shows good faith in the proposed experiments, RTNDA said officially, it will be impelled to tell the public of the bar's lack of cooperation in efforts to demonstrate that use of broadcast reporting tools and fair administration of justice are compatible.

Sold to: WSIU-TV Carbondale, Ill.; KTVU-TV (TV) Oakland-San Francisco; WMBD-TV Peoria, Ill.; KOOK-TV Billings, Mont.; WIIM-TV Grand Rapids, Mich. Now in 88 markets.

Columbia Post-50 Feature Films (Screen Gems): Group of 73 feature motion pictures sold to WGAN-TV Portland, Me. Now in five markets.

Cavalcade of the '60s, group 1 (Allied Artists Tv): Feature film package

sold to WLOS-TV Asheville, N. C.; WPRO-TV Providence, R. I.; WOKR (TV) Rochester, N. Y.; WSAV-TV Savannah, Ga., and WTAF-TV Marion, Ind. Now in 53 markets.

The Story of . . . (United Artists Tv): Sold to WNHC-TV New Haven, Conn.; WFBG-TV Altoona, Pa.; to Tallahassee Federal Savings & Loan Assn. for WCTV (TV) Thomasville, Ga.-Tallahassee, Fla.; to Safeway

Stores, through Rippey Bucknum Henderson & Co., Denver, for KREX-TV Grand Junction, Colo.; and to KEYT (TV) Santa Barbara, Calif.; WBOC-TV Salisbury, Md.; and to CJCB-TV Sydney and CJCH-TV Halifax, both Nova Scotia. Now in 109 markets.

Tarzan Features (Banner Films): Sold to KRDO-TV Colorado Springs, Colo., and WILX-TV Lansing-Jackson, Mich. Now in 138 markets.

Army's 'Big Picture' bigger than ever

WITH 4 HASH MARKS, IT'S SET TO COMPETE WITH NETWORK THEME

The fall television season is beginning with six new programs on military themes (see box), but the hoary granddaddy of all such television shows, *The Big Picture*, is starting its 12th season with a new look.

Produced by the U. S. Army at its studios in Long Island City, N. Y. (the old Paramount Pictures site), *Big Picture* will be featured this year on about 360 stations here in the U. S. and at military installations overseas.

This year, *Big Picture* is being offered with a new attitude—new for the Army, that is. The Army's official tv program is in direct competition with popular network and syndicated features; therefore its producers say it should be promoted and regarded, now that it almost saturates the top 100 markets, as professionally-produced and meaty tv fare, something stations can sell around, although not within.

The program began as a local experiment on WTOP-TV Washington, when producer Lloyd W. Dennis Jr. (now vice president and general manager of WTOP-AM) okayed an idea offered by then-1st Lt. Rusty Bruton, who had been recalled to the Army in July 1951 for the Korean crisis and stationed at the Pentagon. Mr. Bruton, now production manager of WSB-TV Atlanta, recalled in an interview that he thought television hadn't been doing "as good a job on Korea as I thought it should at that time."

Mr. Bruton suggested a program to WTOP-TV which would use 20 minutes of footage shot by the Army during the Korean War, to be followed by in-studio interviews with servicemen who had been in the combat area shown on film. Begun under the title *The Blue Badge*, the series featured then-Col. W. W. Quinn (now a lieutenant general and deputy director of the Defense

Intelligence Agency) as host-narrator. WTOP-TV had agreed to a 13-week series, Mr. Bruton said, but after about three episodes, he was summoned to the office of Secretary of the Army Frank Pace.

Command Performance ■ Puzzled, the young lieutenant recalls his surprise when Secretary Pace asked him if it would be all right if the Army were



Lt. Col. Ellington
After saturation, then what?

to adopt his television series as the official Army television program.

"Yes, sir!" blurted Lt. Bruton.

The show was quickly moved to WCBS-TV New York where it soon became the syndicated, all film program it now is.

Then-Capt. Carl Zimmerman was the first host-narrator, and while that format has been used ever since, it returns this season with a new twist. Bucking tv's big name shows, *Big Picture* already

has in the can programs with Craig Stevens, Gregory Peck, Henry Fonda, James Arness, Dick Groat, Bud Wilkinson and Louis Jourdan. The Army says Bob Hope has agreed to appear and said Bing Crosby would, too. Arrangements are being worked out with other personalities.

"We have been very fortunate lately in securing the services of many celebrities as host-narrator . . . performing virtually for nothing, accepting a small mandatory fee," said Lt. Col. William T. Ellington, chief of the Tele-Radio Branch in the Army information office, who formerly was a film producer for the Department of Defense.

Tint Coming Up ■ Color is another innovation in *The Big Picture's* competitive effort this season. Up to eight episodes will be shot in color, and will be made available to stations with color equipment.

A committee of Army information chiefs meets quarterly to draft program ideas and set up shooting budgets. (Officially, about \$15,000 per show, but some have well exceeded that figure.) The Army Pictorial Center takes over from there, assigning story themes to project officers and to civilian writers. A pool of directors and camera teams composed of both civilians and GI's then produces the programs from script to print at a rate of one every nine days. Crews shoot much film on location (and may work on several shows at once to save money), but the Army's library of combat film is frequently examined for pertinent footage.

No episode is distributed without a final okay from the Pentagon. Some shows have been held up for significant revision.

The program is viewed now by more persons than at any time in its 11-year history, said the Army. "We are discovering a renewed interest in *The Big Picture*," said Col. Ellington. "The American people want a complete, factual report on what the U. S. Army soldier is doing as he takes up his station along the frontiers of freedom across the world," he explained. There has been a steady increase in station requests for the show since the Berlin crisis and the reserve call-up.

The Army prints 124 copies of each episode, about one print for each three stations. A print shortage is overcome by a re-run schedule. Shows for regular summer re-runs are chosen by an Army committee which selects the 13 best episodes of a concluding season. The program is in all of the top 100 U. S.

Networks offer six series in martial mode

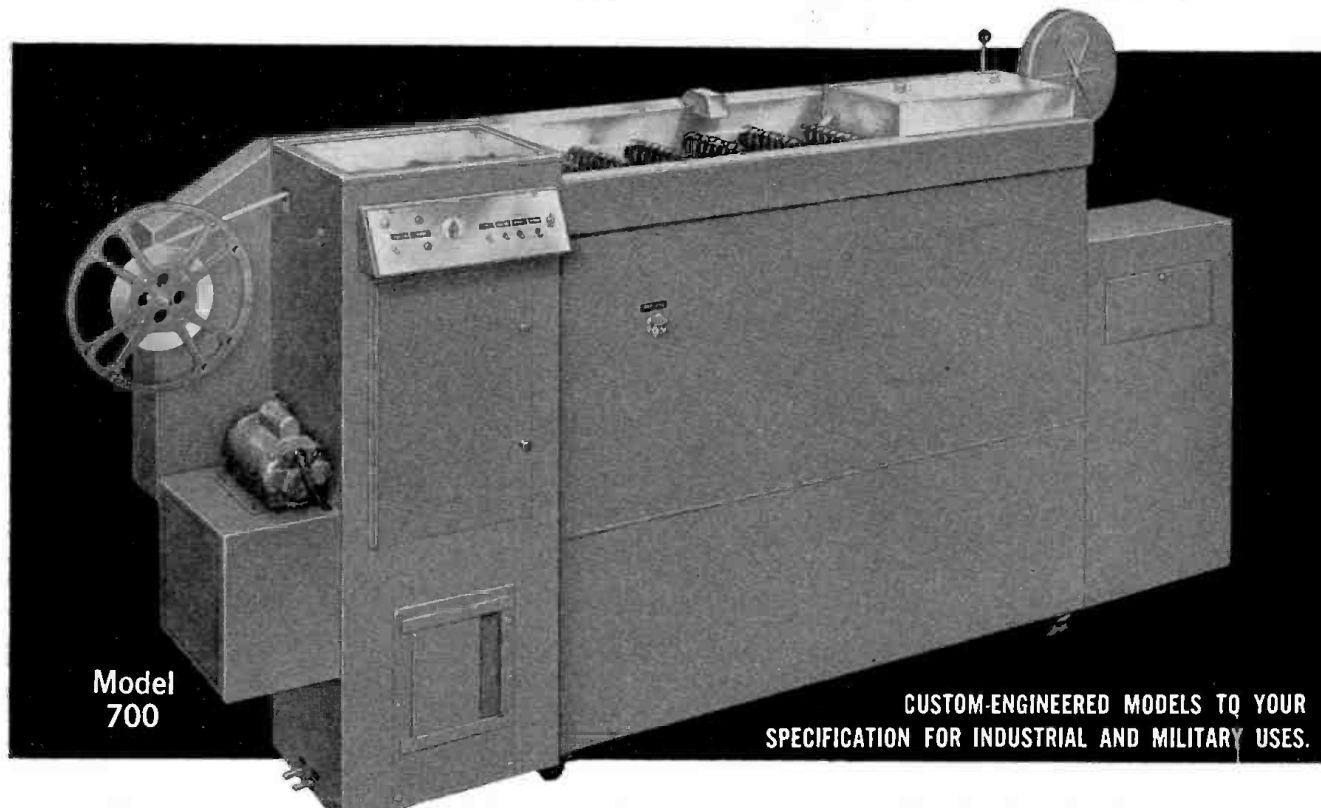
Network tv programmers are serving up an assortment of new shows with military themes this season. Three are on ABC-TV, three on NBC-TV; CBS-TV has none at this time. The entrees:

On ABC-TV: *Combat* (Tuesday, 7:30-8:30 p.m.), about World War II; *Gallant Men* (Friday, 7:30-8:30 p.m.), also about World War II; and *McHale's Men* (Thursday, 9:30-10 p.m.), a comedy about a PT boat commander in the Pacific, also dur-

ing World War II.

On NBC-TV: *Don't Call Me Charlie* (Friday, 9:30-10), adventures or misadventures of an Army lieutenant who is a veterinarian and stationed in Paris; *McKeever and the Colonel* (Sunday, 6:30-7 p.m.), a comedy about a retired Army officer who is commandant of a military school; and *Ensign O'Toole* (Sunday, 7 p.m.), a comedy about a Navy officer's antics on a destroyer in the Pacific.

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DEALERSHIP INQUIRIES INVITED



KHJ-TV's programming strategy pays off in billings



Faces are wreathed in smiles at KHJ-TV Los Angeles these days. A look at the station's September business indicates a gross of about \$470,000 for the month, or possibly more, a gain of roughly 40% from the same month last year. National billings of about \$225,000 are some 60% ahead of a year ago; local billings of \$245,000 or more run roughly 30% ahead of September 1961.

This auspicious start of a new tv season coincides with some program innovations that represent the third phase of a continuing plan for survival instituted by Mal Klein, when he took over at KHJ-TV in May 1960. Having come to the West Coast seven-station tv market from the other one, New York, on the East Coast, where he had managed WNTA-TV, Mr. Klein knew the need for a workable plan to keep an independent station alive and on its

feet in a seven-station battle royal.

KHJ-TV had already established itself as the movie station of Los Angeles with a library of theatrical motion pictures that provided most of its programming. Mr. Klein promoted this with a vigorous MAYFE (Movies are your finest entertainment) campaign. He offered special packages of movies with special appeal to special audience segments which certain types of advertisers wanted to reach (Shirley Temple pictures for a toy manufacturer is one example) and sales started to climb.

Phase Two was sports and specials. KHJ-TV got the tv rights to the Los Angeles Angels to give it 26 big league baseball games each summer and to the Los Angeles Lakers to round out the sportscast schedule with professional basketball during the winter months. The specials have ranged from getting old-time movie

stars to conduct the KHJ-TV showings of their greatest hit pictures to a two-hour symphonic "Concert Under the Stars" at Hollywood Bowl (BROADCASTING, July 30).

More to Come ■ Now comes Phase Three. Essentially, this is to get the city's children to tune in KHJ-TV at 4 each afternoon and watch kid shows until 7 p.m., when Art Linkletter's *People Are Funny* is supposed to hold them on KHJ-TV and add their parents, who are then (the theory goes) ready to let the dial stay at ch. 9 while they watch a one-hour re-run of a program with a proved audience appeal. There's *Adventures in Paradise* on Monday, *Maverick* on Tuesday and *Sugarfoot* on Thursday, all fresh in syndication after lengthy runs on ABC-TV; *First Night*, a dramatic anthology series originally on Canada's CBC, on Wednesday, and *The Bowery Boys*, comedy movie series specially edited for tv. By this time it's 8:30 p.m., when the *Million Dollar Movie* begins.

Mr. Klein and Don Balsamo, general sales manager, have been spreading the story of KHJ-TV's new programming far and wide, starting with summer cruises abroad the good ship *MAYFE* for New York timebuyers (BROADCASTING, Aug. 27) and including "Tv's Shortest Pitch" to San Francisco buyers (who were given stopwatches to time it) in mid-September. In Los Angeles, huge moving vans, labeled "The Big Shows Move to Channel 9," and a six-foot-six brunette model, Linda Abertano, helped radio spots and newspaper space to pass the news along to potential viewers.

In the picture, Milt Klein, KHJ-TV salesman (no relation to Mal), kneels in front of Miss Abertano, who gets a little support from Sales Manager Balsamo.

querque, *Big Picture* is on each of the four television stations there. In addition, it is distributed to troops overseas through the U. S. Armed Forces Radio & Tv Service.

The Army gets off-tv (troop information) mileage out of the prints, which are shown in its post theaters and class rooms, and provided free to service clubs, schools and youth groups.

The first show of the new season features President John F. Kennedy's visit to West Point early this summer and will be shown this week.

Former MCA talent agents now operate as IMA-UTM

United Talent Management Ltd. and International Management Assoc., both formed shortly after MCA dissolved its talent agency this summer (BROADCASTING, July 30), began operating as a joint enterprise Sept. 26, according to Edwin K. Greene, UTM president, and Herbert T. Brenner, IMA president.

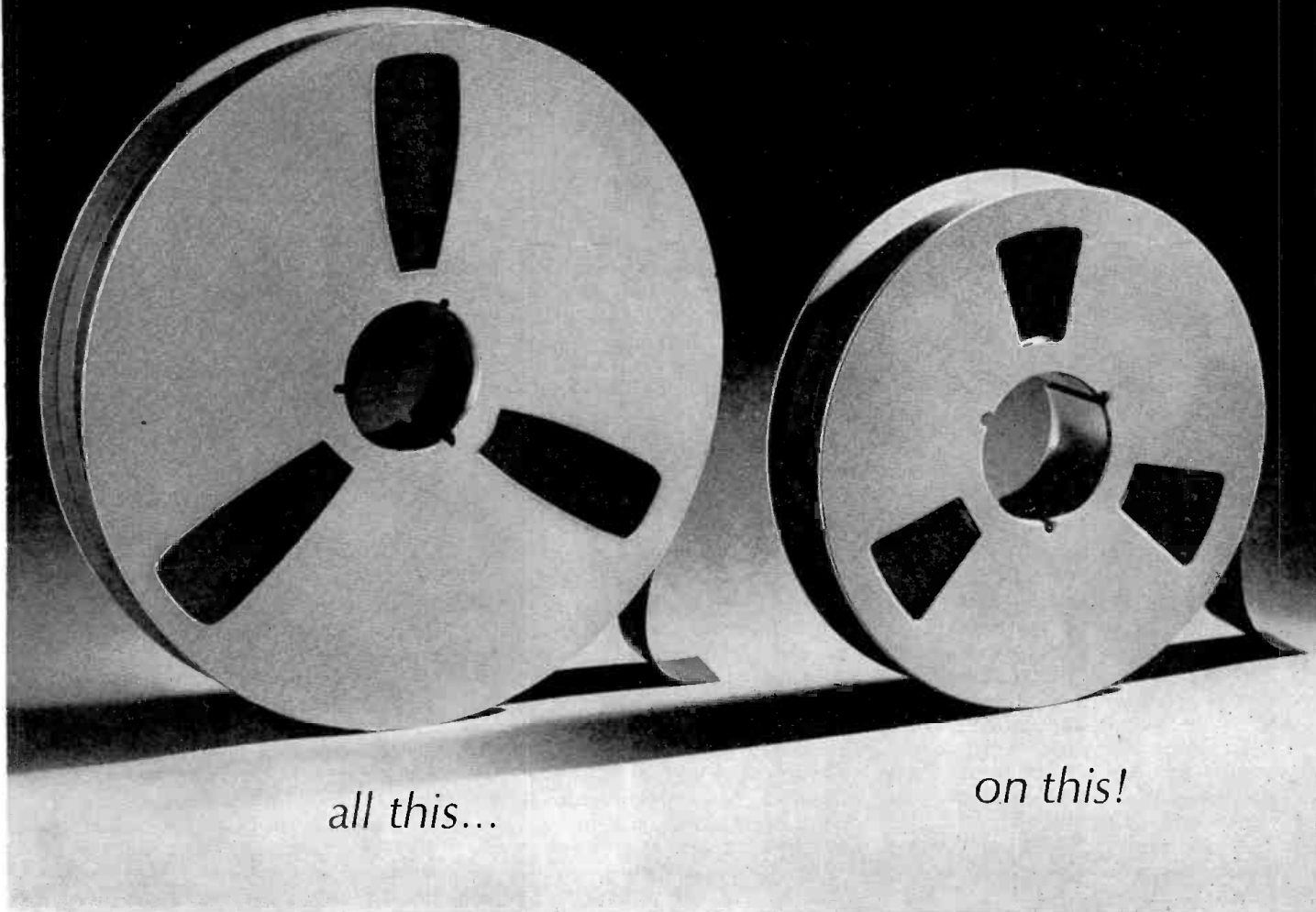
Some 26 former MCA employees are associated in the IMA-UTM amalga-

tion. Talent areas covered by the two firms include tv, radio, motion pictures, personal appearances, concerts, supper clubs, fairs and special events. New talent brought into either agency will be covered jointly by various departments in each company.

The companies' personnel will share office space in New York (Time & Life Bldg.) and on the West Coast (office space is being sought in Beverly Hills). UTM will maintain present offices in Chicago and Las Vegas and will service both agencies' clients.

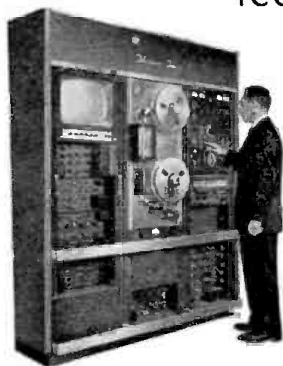
NOW...CUT YOUR TV TAPE COSTS IN HALF!

pack twice as much programming on a reel!



Photography Courtesy Reeves Sound Studios, Inc

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



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

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

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

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

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



The Most Trusted Name in Television

FCC calls radio birth-control study

DEC. 5-6 SET AS DATES AFTER CONFERENCE WITH NAB GROUP

The mutual search of FCC and NAB for an answer to the overpopulation problem plaguing radio stations culminated last week in agreement for an open hearing scheduled Dec. 5-6, with Dec. 7 available if extra time is needed.

Dates for the hearing were described by NAB as tentative because of a conflict with NBC radio and tv affiliates sessions set for Dec. 4-5 in New York.

Agreement on an open hearing in December was reached Tuesday at a joint luncheon meeting of staff groups representing the commission and association. The two had met last June 4.

In scheduling an open hearing, the Commission gives up its regular Wednesday (Dec. 5) meeting agenda. Sitting en banc and flanked by staff people, the FCC will hear witnesses selected by NAB to present many aspects of the overpopulation problem. The open hearing provides an opportunity for others interested in the crowded radio spectrum to offer their views.

Both FCC and NAB are conducting staff research into such matters as engineering standards, history of frequency usage, white areas (not receiving primary service); number of communities receiving one, two, three and four signals and similar matters.

NAB's role ■ NAB's role in the overpopulation study is directed by George C. Hatch, KALL Salt Lake City, chairman of the Radio Development Committee, and John F. Meagher, NAB radio vice president.

"We're hoping the combined studies

will produce information that will help the Commission in consideration of policies helpful to the industry and the public," Mr. Meagher said.

"Many comprehensive research projects are under way. From what we now have learned there is good indication that substantial progress can be made through establishment of stricter engineering standards and adherence to them. NAB has no interest whatever in seeking to alleviate any of the troublesome situations encountered in some areas if the price for relief would be some form of utility-type regulation."

Besides its staff studies, Mr. Meagher said, NAB may retain consultants to help prepare material for the hearing. One study alone, he said, involves five weeks of time for two people.

A call for action to relieve radio's overpopulation was sounded April 2 at the NAB convention by President LeRoy Collins (BROADCASTING, April 9). He called attention to a point of diminishing returns in station income as the radio spectrum becomes more crowded.

Minow proposal ■ The next day Chairman Minow proposed "an informal, face-to-face shirtsleeves working conference" to discuss the present art of radio broadcasting. "We are so busy grinding out grants of new licenses that we need to step back and take a look at why we're doing it," he added.

Gov. Collins promptly termed the

chairman's idea "a splendid suggestion" and promised NAB's cooperation. NAB officially endorsed the Minow proposal in a formal convention resolution.

Among topics suggested by the chairman for mutual study were tightening of engineering standards, station mergers, the future of radio networks, the number of commercials and financial qualifications of applicants.

A detailed analysis of radio's competitive problems was given in BROADCASTING's Perspective 1962 report (BROADCASTING, Feb. 9). It showed examples of important markets and the amount of revenue available to growing numbers of radio stations.

Retiring FCC Commissioner John S. Cross believes the FCC-NAB study may produce helpful results if it centers on tighter engineering standards. But he sees a problem for broadcasters if they let economic factors get into the studies, noting that free enterprise means competition (See Cross interview page 44). He pointed to the hazards of letting public-utility type factors enter the study.

Representing the FCC at last week's conference were Chairman Minow and Commissioners T. A. M. Craven, Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford; Kenneth A. Cox, chief, broadcast bureau; James E. Barr, assistant chief, broadcast bureau, and James O. Juntilla, assistant to Mr. Cox; H. H. Goldin, chief, research and education; John Cushman, assistant to chairman; Henry Geller, associate general counsel.

For NAB: President LeRoy Collins; Mr. Hatch; Carl Lee, Fetzner Stations, representing NAB Radio Development Committee on engineering problems; Douglas A. Anello, general counsel; James H. Hulbert, manager, broadcast personnel and economics; Vincent T. Wasilewski, executive vice president; Paul Comstock, government relations vice president, and Mr. Meagher.

WNDT (TV) back to air, but strike continues

A performers union strike against WNDT (TV) Newark-New York continued last week (BROADCASTING, Sept. 24), but the new ch. 13 etv station returned to the air Sept. 24 for the first time since its inaugural program on Sept. 16.

There were indications a formal pact, ending the jurisdictional dispute, would be signed late last week. Representa-

Sowell opposes government economic controls

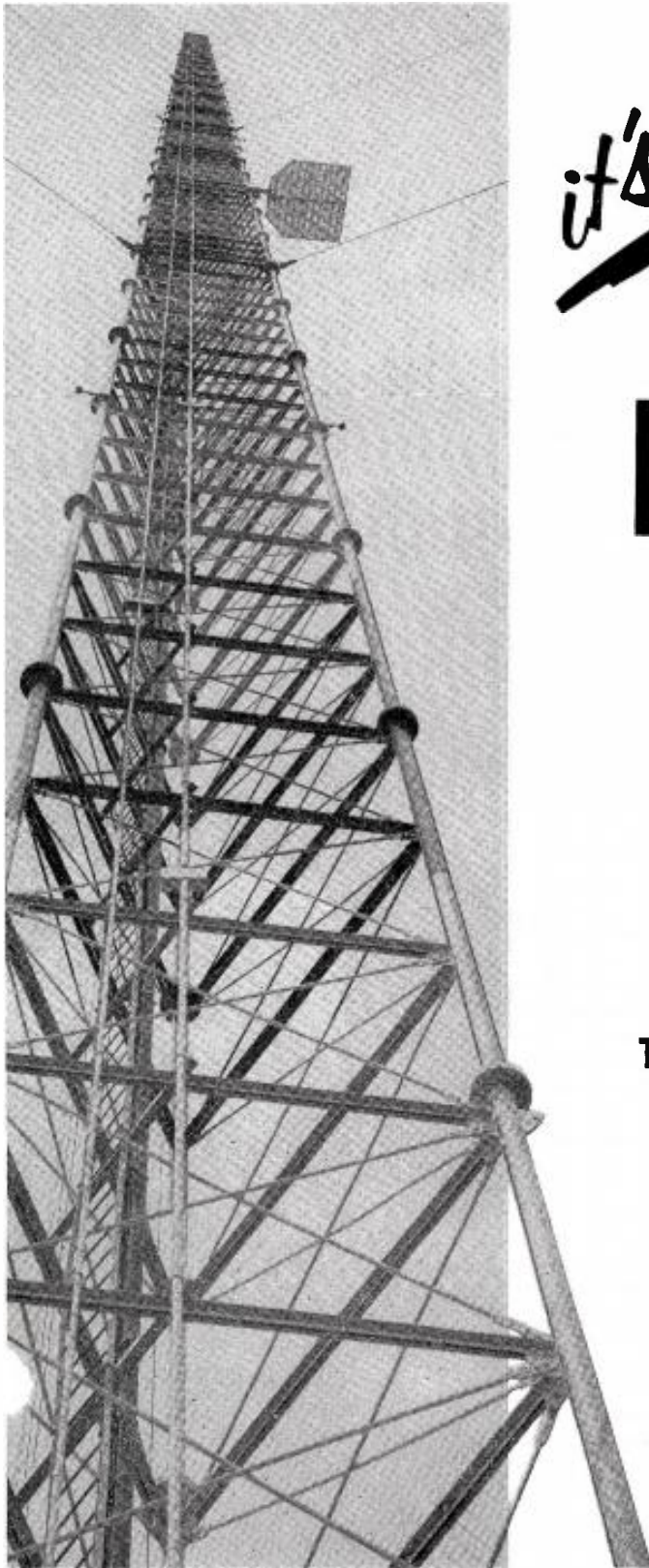
"We want no 'soil bank' program such as the farmer has been saddled with and no plowing under of existing stations," said F. C. Sowell, vice president and general manager of WLAC Nashville, in a state-of-the-industry message to the Tennessee Assn. of Broadcasters last week.

Mr. Sowell, an outspoken critic of government interference in radio and tv, suggested that the broadcasting industry's ills can best be cured by a natural economic elimination of stations in overcrowded markets. He said this can be effective only if the FCC refuses to grant licenses to applicants for stations that have gone off the air "for one reason or another" in areas already saturated with stations.

To demonstrate that broadcasting is suffering economically from overcrowding, he noted the addition of nearly 1,700 radio stations to the national total over the past decade, coupled with the ever growing number of tv stations.

He said station incomes have increased but not to a degree commensurate with expenses, so that individual operators are not realizing a reasonable profit.

In his stand against government subsidization of the industry he said, "The FCC could very easily solve the problem of overcommercialization on existing stations by paying for the spots we don't broadcast. But again I say we want no part of subsidies."



it's another

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tower in Bexar County, Texas

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Columbia, S. C.

WBAL's Broadcast Center opens in Baltimore

WBAL-AM-FM-TV Baltimore dedicated its Broadcast Center last week (Sept. 26) amidst a gathering of industry and political dignitaries.

The \$2 million structure is located on a 4½ acre hilltop site near the city's population center and consolidates within its four levels all the stations' studios and equipment.

Former Maryland governor and Baltimore mayor, Theodore R. McKeldin, was toastmaster at a dedication dinner in one of the Center's three tv studios. NBC Newsmen Chet Huntley and David Brinkley joined the station vice presidents and general managers, Brent O. Gunts, WBAL-TV and Thomas S. Carr, WBAL-AM-FM for the ceremonies.

Top executives of the Hearst Corporation, station licensee, also were there: Richard Berlin, president of the corporation; William Randolph Hearst Jr., chairman of the board; George Hearst Sr., vice president; and D. L. Provost, vice president and general manager of the radio and television division.

Vice presidents and general managers of five Hearst stations attended, as did FCC Commissioner Rosel Hyde, Broadcast Bureau Chief Kenneth Cox, NAB President LeRoy Collins, Executive Vice President of NBC Radio Wm. K. McDaniel, NBC-TV Vice President and Direc-



Gov. Tawes, Mr. Carr, and Mr. Gunts

tor of Sales Dan Durgin, Maryland Governor J. Millard Tawes, Sen. J. Glenn Beall (R-Md.) and a long list of other notables.

The center is fully equipped for color tv and contains 70,000 square feet of studio and office space.

Other features: one tv studio contains two bowling lanes; an electric dumbwaiter speeds delivery of film and tape between floors; two million-watt transformers supply Center power; a film and video-tape delegation system permits use of six film projectors or four videotape units in any combination.

Architect for the building was Fulmer & Bowers, Princeton, N. J.; Lewis C. Bowers & Sons Inc., Princeton, was contractor and technical design was by John T. Wilner, vice president and director of engineering, The Hearst Corp.

tives of WNBT and the American Federation of Tv & Radio Artists resumed negotiations last Wednesday. Progress in drawing up the contract was reported to be slow.

WNBT started broadcasting at 8 p.m. Tuesday after station engineers, members of Local 1212 of the International Brotherhood of Electrical Workers, crossed the AFTRA picket line. Stagehands, members of the International Alliance of Theatrical Stage Employees, returned to work Wednesday morning. AFTRA withdrew its pickets late Tuesday, but the union said the line could be re-established.

Donald F. Conaway, national executive secretary of AFTRA, explained the union's position at a news conference last Tuesday. He said negotiations had broken off the previous day when agreement could not be reached on AFTRA's claim of "traditional" jurisdiction over "moderators, m.c.'s and program hosts." Both sides had agreed earlier on a six-month "moratorium" followed by a National Labor Relations Board election among all persons who had appeared on the station during the

six months, except staff announcers, specialists who didn't appear more than three times, government officials and political candidates for office. He said this proposal was "solely" AFTRA's suggestion.

WNBT insists that its program moderators, hosts and m.c.'s will be generally "non-performers." Mr. Conaway charged the station with "trying to build a wall" between professionals and so-called non-performers.

Wometco Inc. income up: new quarterly report

Wometco Enterprises Inc. reported its net income for the third quarter of 1962 ending Sept. 8 was \$400,834 (36 cents per share), up 34.8% over the \$297,462 (27 cents per share) net income for the same period last year. Wometco's gross for the 12-week period was \$4,184,814, compared to \$3,797,053 in the same period in 1961.

Wometco's net income for the first 36 weeks of 1962 was \$1,317,031 (\$1.19 cents per share) compared to

\$889,472 (80 cents per share) for the 1961 three quarters. Per share earnings are adjusted for the 10% stock dividend paid last January. Gross income for the 36-week period was \$13,099,915, up 23.5% over the \$10,610,656 in 1961. The interim report shows that \$933,551 (71%) of earnings has been retained, and \$383,480 (29%) has been paid out in dividends.

Wometco owns WTVJ (TV) Miami, Fla.; WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and 47.5% of WFGA-TV Jacksonville, Fla. The company also owns theatres in Miami and West Palm Beach, the Miami Seaquarium, vending operations in Florida, Panama and the Bahamas, and holds the Pepsi Cola and Canada Dry franchises in the Bahamas.

ABC Radio Network signs nine more radio stations

ABC Radio last week announced the addition of nine new stations and the increase of a 10 kw affiliate to 50 kw.

KWJJ Portland, Ore., becomes the network's 12th 50 kw outlet and is the sixth announced in the past three months. Robert R. Pauley said the new high-power stations put it closer to being a "balanced network," which he defined as one with a "certain number of 50 kw stations to umbrella its coverage from within" by lower-powered stations.

New ABC Radio affiliates: WDSM Duluth, Minn.-Superior, Wis. (710 kc, 5 kw); CFKH Toronto, Ont. (1430 kc, 10 kw); WDSK Cleveland, Miss. (1410 kc, 1 kw day); WAGN Menominee, Mich. (1340 kc, 250 w day, 250 w night); WTIP Charleston, W. Va. (1240 kc, 1 kw day, 250 w night); KORK Las Vegas, Nev. (1340 kc, 250 w); WJBS Deland, Fla. (1490 kc, 250 w); WMAP Monroe, N. C. (1060 kc, 250 w day); and KDOL Mojave, Calif. (1340 kc, 100 w).

ABC Radio now has 424 affiliates.

Happy with internship, WDBJ-TV urges others

WDBJ-TV Roanoke, Va., which has just completed its first news internship program, is looking to next year for possible expansion of the idea into other station departments.

The station selected Clarence Renshaw, who with his classmates at the Lee Memorial Journalism School, Washington & Lee U., Lexington, had been commuting 54 miles to the station for weekly classes. During the summer Mr. Renshaw was integrated into the WDBJ-TV news department, where he eventually handled assignments normally assigned to regular newsmen of the staff. He also aired a daily five-minute newscast.

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6425-6575	SK-220G, 222G	5985-6285	SK-221F
6575-6875	SK-220D, 222D	6285-6585	SK-221E
6875-7125	SK-220C, 222C	6505-6705	SK-221G
7125-7425	SK-220B, 222B	6705-7005	SK-221D
7425-7750	SK-220A, 222A	6955-7255	SK-221C
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New educational fm network starts today

EIGHT-STATION LINEUP HOPES TO GO NATIONWIDE

The new fm radio network operated by the National Educational Radio & TV Center starts its first formal program service today (Oct. 1). Educational Radio Network, a division of the center, will start broadcasting seven hours of programs a day.

The fm network, which presently includes eight non-commercial stations from Boston to Washington, may expand to become eventually a national service for am and fm non-commercial stations, according to the center.

Educational Radio Network operates as an interconnected system that was developed a few months before the new network joined the center under the terms of a grant by the Ford Foundation (BROADCASTING, July 9). Stations are interconnected for a two-way broadcast using fm multiplexed subchannels, land lines and off-the-air relay.

Donald Quayle, director, last week said the program service will stress the interconnected stations' capability of getting authorities in Washington, Philadelphia, Boston and New York "sound each other out on the meaning behind the day's news in their field and let the radio audience hear the discussion." To emphasize the significance of this type of service, Mr. Quayle said "many radio stations restrict coverage of news

from Washington to no more than 40 seconds out of a five-minute broadcast once each hour."

The new network's programs will include a nightly news broadcast from Boston by Louis Lyons, curator of the Nieman Foundation for Journalism; talks (during the first week) by Willy Brandt, Max Lerner, and Ralph Bunche; discussions of classic and current books; the President's news conference; weekly reviews of science and business news and UN developments. Also featured will be music and news background programming from abroad, produced by the Broadcasting Foundation of America (international division of NETRC).

Stations in the network: WGBH-FM Boston; WFCR (FM) Amherst, Mass.; WAMC (FM) Albany, N. Y.; WRVR (FM) New York; WHYY (FM) Philadelphia; WAMU (FM) Washington; WSCH (FM) Hartford, Conn., and WAER (FM) Syracuse, N. Y. Network studios at 10 Columbus Circle, New York, will originate a few programs, but most will be produced by the stations.

Mr. Quayle said that "by the end of 1963, we should be able to know whether or not there is a place for a national network of this type, a service . . . calling on outstanding newsmakers in all fields from coast to coast."



WPEN gives sales story lowdown

A weekend series of workshops sessions was held by WPEN Philadelphia to inform executives of Am Radio Sales Co., a New York radio representative firm, about the station's sales story. The firm starts work for WPEN today (Oct. 1) (BROADCASTING, Sept. 24).

Leading the discussion (standing): Erwin Rosner, WPEN general sales manager. Seated at the table directly in front of Mr. Rosner are (l-r) Wilmot H. Losee, president of the sales firm, and William H. Sylk, president of William Penn Broadcasting Co., WPEN licensee.

WIS licensee buys Florida catv system

Broadcasting Co. of the South made its first move into community antenna system ownership last week when it bought a system in Ocala, Fla., for approximately \$250,000.

The 1½-year-old catv system has 650 subscribers, but has a potential of 4,000. The Jerrold-built five-channel system utilizes a 300-foot tower and more than 43 miles of coaxial cable. It picks up WJXT (TV) and WFGA-TV Jacksonville, WDBO-TV and WLOF-TV Orlando, and WESH-TV Daytona Beach.

Operating WIS-AM-TV Columbia, S. C., and WSFA-TV Montgomery, Ala., BCS also has applied for a catv franchise in Florence, S. C. (BROADCASTING, June 11). Opposing BCS for the Florence franchise is Jefferson Standard Life Insurance Co., owner of WBTW (TV) Florence and of WBT and WBTW (TV) Charlotte, N. C.

G. Richard Shafto, executive vice president of the BCS stations, earlier this summer acquired a personal interest in catv systems at Myrtle Beach, Conway and Georgetown, all in South Carolina (BROADCASTING, June 25).

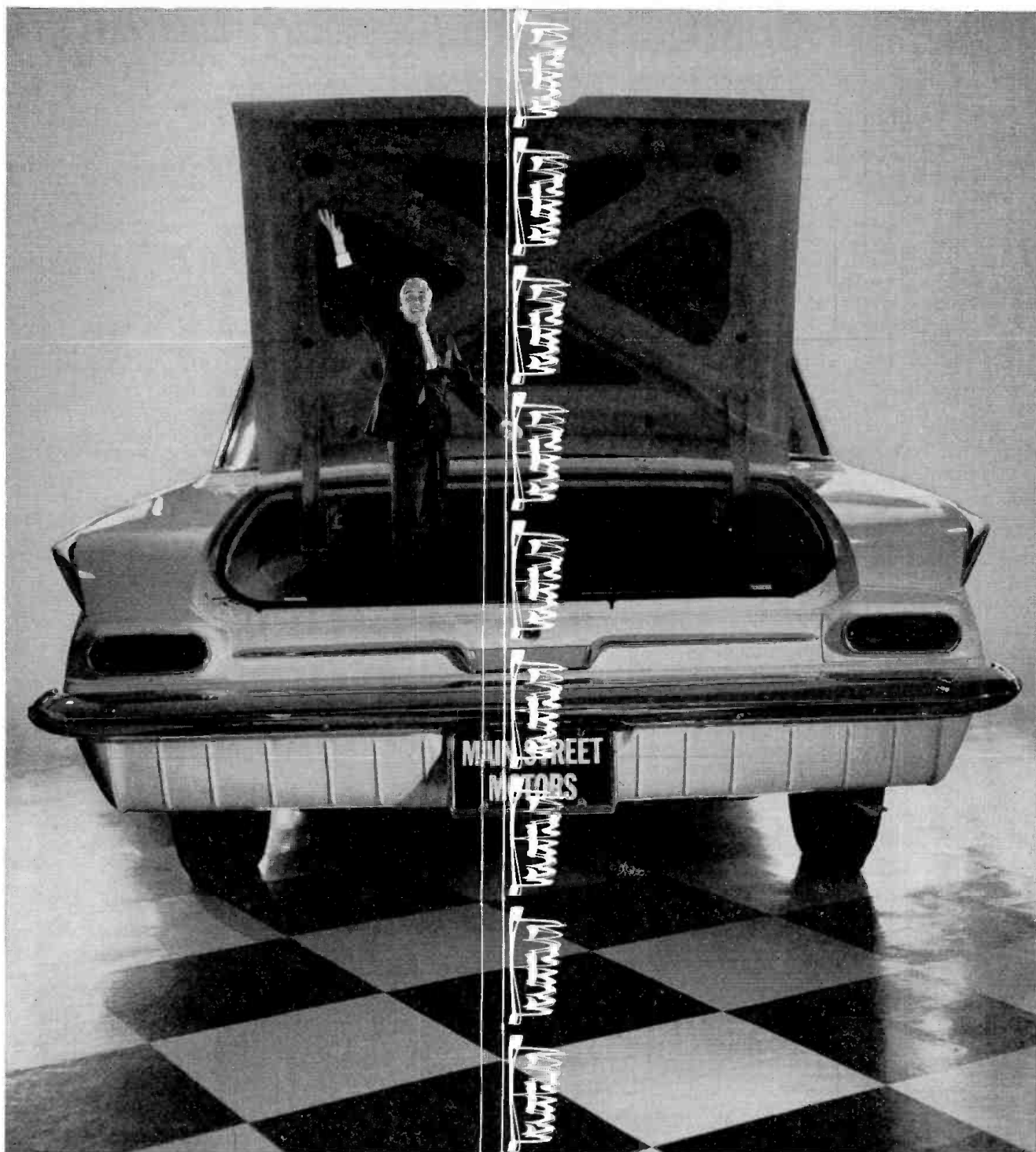
AP editors honor 3 broadcast groups

Associated Press Managing Editors Assn. has awarded citations to several radio and tv stations for their outstanding cooperation in the coverage of news events.

KNBC San Francisco was named for News Editor Bill Reddy's tip on the escape of three convicts from Alcatraz. WCYB-AM-TV Bristol, Va., received credit for consistent and thorough day-to-day coverage of news in southwest Virginia, under the direction of Robert H. Smith, president-general manager, and Walter Crockett, news director. KRLD-AM-TV Dallas received a citation for News Director Edmund Barker's series of interviews with Vernon Spears, a convict, who admitted that a confederate probably carried a bomb aboard an airliner which crashed into the Gulf of Mexico.

Media reports...

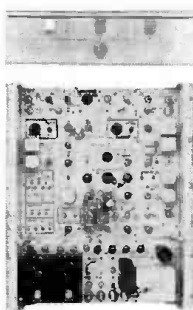
Now on air ■ KLOM Lompoc, Calif., a daytimer, is to begin broadcasting today (Oct. 1) with 1 kw on 1330 kc. Clifford Trotter, president-manager, formerly an account executive with KCBS San Francisco, noted his station is the first new one in his area since the development of missile testing at Vandenberg Air Force Base, resulting in rapid growth for the Santa Barbara County market.



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need for specially trained film crews. Your own staff can handle every job. Another Ampex accessory for better programming: Amtec—an automatic time element compensator that gives you geometrically perfect pictures. For more information write the only company providing recorders, tapes and memory devices for every application: Ampex Corporation, 934 Charter Street, Redwood City, California. Sales, service throughout the world.

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FALL CONFERENCES READY

NAB meetings, 1½ days each, start in mid-month; delegates permitted to pick sessions nearest them

NAB's annual Fall Conference series, comprising eight meetings starting Oct. 15 at the Dinkler-Plaza Hotel in Atlanta, will be expanded into 1½-day programs instead of the one-day-only format tried out last year.

The conferences are scattered around key transportation centers in all parts of the country. NAB members can pick the most convenient location, since the meetings no longer follow arbitrary geographical lines (see schedule in Datebook).

A 14-man NAB headquarters team will make the conference circuit, which winds up Nov. 19-20 in Portland, Ore. The staff will be aided by member broadcasters representing the radio and tv boards as well as Television Information Office and all-industry radio and tv copyright committees.

Two new NAB staff officials will be making their first fall conference loop—Paul Comstock, vice president for government relations, and Melvin Goldberg, new research director. President LeRoy Collins will be participating in

his second autumn series.

The opening meeting at Atlanta will set the pattern for the series. The first morning consists of a general assembly; Gov. Collins will address a luncheon; separate radio and tv meetings will be held in the afternoon; a reception winds up the day (no dinner is scheduled).

General Assembly ■ A general assembly the second morning will end up in a question-and-answer roundtable. Adjournment is at noon, with no second-day luncheon scheduled.

Entirely separate from NAB's Atlanta meeting will be a tv meeting at the Dinkler-Plaza, the Southeastern Radio-Tv Seminar on tv community antenna problems. The seminar will open at 1:30 p.m., an hour-and-a-half after the NAB conference closes (BROADCASTING, Sept. 17).

Members of the NAB circuit-riding squadron will include, besides Gov. Collins, Mr. Goldberg and Mr. Comstock: Vincent T. Wasilewski, executive vice president; Robert D. Swezey, director, Code Authority; John F. Meagher,

radio vice resident; James H. Hulbert, broadcast personnel-economics manager; Douglas A. Anello, general counsel; Howard H. Bell, vice president for planning and development; John M. Couric, public relations manager; William Carlisle, vice president for station services; Hollis Seavey, assistant to government relations vice president; William L. Walker, assistant treasurer, and Arthur D. Stamler, audio-visual assistant.

The opening assembly will include a discussion of NAB's new research project by Mr. Goldberg, with emphasis on its significance to the industry. Mr. Couric will speak on radio and tv prestige from the station viewpoint and review NAB public relations projects. His topic is "A Rubber Hose Approach." Mr. Bell will review news and information problems, including access to public and courtroom proceedings. He will explain NAB's role in coverage of the Billie Sol Estes trial in Tyler, Tex.

Mr. Comstock, Mr. Swezey and Mr. Anello will outline legislative and regulatory developments, tell about plans for the future and discuss the broadcaster's role in government relations.

Collins Speech ■ Gov. Collins will be the principal conference speaker, appearing at the opening day luncheon.

The afternoon radio session opens with a review by Mr. Meagher of the progress made by NAB's Radio Development Committee, headed by George C. Hatch, KALL Salt Lake City. The committee was formed earlier in the year after FCC Chairman Newton N. Minow had proposed an industry-FCC open discussion of radio overpopulation problems. The committee has been directing preparation of economic and engineering reports in preparation for the open hearing, tentatively set for Dec. 5-7 in Washington (see story page 72).

Mr. Swezey will lead a discussion of the radio code and the need to bring more members into the code structure. He will review the underlying causes of code inertia. With Mr. Swezey will be Richard H. Mason, WPTF Raleigh, N. C., member of the Radio Code Board. The quaint title of their presentation is, "The Road From Whangde-pootenawah."

Other radio events will include talks by Mr. Meagher, "Radio, a Time for Appraisal"; by Mr. Carlisle, "Training New Employees"; by Mr. Hulbert, "Keeping Good Employees"; by Robert T. Mason, WMRN Marion, Ohio, chairman of the All-Industry Radio Copyright Committee, on radio music licensing, and a national defense discussion by Mr. Meagher.

The opening tv session includes: "They'll Listen, if You Talk," Roy Danish, director, Television Information Office; tv code discussion by Mr. Swezey and George B. Storer, head of the

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EAST
\$175,000

Powerful daytime AM, fulltime FM, with only one competitor. Inexpensive operation, grossing \$90,000. 29% down.

EAST
\$150,000

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS
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Joseph M. Sitrick
Gerald F. Hurley
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H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John G. Williams
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

Storer stations and member of the Tv Code Board; "Television Service, 1970," Mr. Wasilewski, Mr. Anello and Mr. Seavey; a uhf tv talk by Mr. Hulbert, "What's in It for 'U'?" Final tv event will be a review of the tv music licensing negotiations by Robert H. Smith, WCYB-TV Bristol, Va., member of the All-Industry Tv Station Music Licensing Committee. The committee is engaged in lengthy negotiations and litigation involving copyright fees for tv (see story, p. 62).

Political issues and candidates plus editorializing and controversial issues will be discussed at the joint session to be held the second morning of the conference. A member of the NAB Editorializing Committee, not yet selected, will appear along with Mr. Anello. A roundtable will wind up the conference with noon adjournment. No luncheon is scheduled the second day.

WCIV (TV) to go on air in Charleston today

WCIV (TV) Charleston, S. C., was scheduled to go on the air today (Oct. 1) as an NBC-TV affiliate and as the third station in the market. The president of the new station is H. E. (Hap) Anderson; William E. Lucas is the station manager and Everett Martin is sales manager. Advertising Time Sales is the rep firm.

The new station, assisted by its rep, was host at a preview party Sept. 26 for the New York timebuyer corps at The Charleston Gardens restaurant operated by Altman's department store. Some 200 agency people were invited.

Pulse researchers begin new profiles

The Pulse Inc., market research firm, will begin interviews for the company's sixth Pulse Tv Audience Profiles next month.

To be issued in January, the report will describe audiences for each tv network program according to these demographic terms: age, family size, income, education, occupation, family cycle and housewife occupation status.

Five products reports will be available showing audience profiles in these categories: cigarettes, drugs, automotive, cosmetics and soaps and detergents.

The interview sample will be composed of 1,750 U. S. homes. Closing date for new subscriptions is Oct. 15.

Sacramento sale off

Riley Gibson, president of KXOA and KCNW (FM) Sacramento, has announced that negotiations for the sale of the stations to Norwood Patterson, KSAN San Francisco, for \$750,000 (CHANGING HANDS, July 23), has been

5 of top 15 radio markets now fm

Five of the top 15 radio markets in the U. S. are fm (if am and fm are considered separately), according to new figures released by The Pulse Inc. and Robert Richer Representatives Inc., both New York.

Los Angeles am, formerly number two, is number three, behind New York am, number one, and New York fm, now number two, the firms said.

San Francisco-Oakland, formerly sixth has dropped to eighth.

"Not only does fm offer the circulation," said Robert E. Richer, president of the fm representative firm, "but repeated surveys indicate the fm audience has greater purchasing

power and influence than practically any other segment of today's market." The figures:

Market		% of FM Penetration	Set Count
1. New York	AM	54.3	4,672,200
2. New York	FM	54.3	2,594,400
3. Los Angeles	AM	49.4	2,228,400
4. Chicago	AM	44.3	2,062,754
5. Philadelphia	AM	39.1	1,264,194
6. Los Angeles	FM	49.4	1,100,800
7. Boston	AM	50.6	968,972
8. San Francisco	AM	48.4	919,422
9. Chicago	FM	44.3	913,800
10. Pittsburgh	AM	31.5	221,900
11. St. Louis	AM	23.2	143,800
12. Wash., D. C.	AM	41.7	593,525
13. Philadelphia	FM	39.1	494,300
14. Cleveland	AM	44.3	452,144
15. San Francisco	FM	48.4	445,000

discontinued and that the stations are not for sale. Mr. Gibson also owns KLIV San Jose, Calif.

Narragansett buys two more

Narragansett Capital Corp., Providence, R. I., small business investment company, has bought two more community antenna systems. Both in Texas

and bought by Texas Video Inc., a Narragansett subsidiary, were the 2,000-subscriber system in Graham, and the 1,400-customer catv operation in Palestine. Charles Williams will continue as manager of the Graham property, and Chic Williams, of the Palestine operation. Narragansett already has controlling interests in catv systems in Barstow and Laguna Beach, Calif.

SOUTHWEST STATIONS FOR SALE!

Single station market, daytime-only, radio facility with excellent dial position. Both valuable studio office and transmitter land and buildings are included in sale. 1961 owner cash flow was approximately \$15,000.00. Priced at \$125,000.00 with \$25,000.00 down and ten year pay out. *Another H&L Exclusive!*

Long-time established, profitable, fulltime radio station in non-competitive market. Had a 1961 profit of over \$25,000.00 for owner-operator. Priced for a quick sale at \$90,000.00 with \$30,000.00 down and terms to be negotiated. *Another H&L Exclusive!*

Hamilton-Landis
AND ASSOCIATES, INC.

John F. Hardesty, President

America's Most Experienced Media Brokers

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John D. Stebbins
Tribune Tower
DElaware 7-2754

DALLAS

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

SAN FRANCISCO

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

BROADCAST ADVERTISING

John L. Southard, account supervisor at Papert, Koenig, Lois, joins Lennen & Newell, New York, as senior vp and management supervisor on Colgate-Palmolive account. Before joining PKL, Mr. Southard was management supervisor on Procter & Gamble account at Benton & Bowles.



Mr. Southard

Adrian Brown, creative director of McCann-Erickson, Los Angeles, promoted to chairman of plans board and member of board of management. **Jonis Gold**, associate creative director, moves up to creative directorship.

Richard McClenahan, on Frigidaire account at Dancer-Fitzgerald-Sample, New York, joins Guild, Bascomb & Bonfigli, San Francisco, as media director for Foremost Dairies account.



Mr. McClenahan

Ted Baker, manager of Tacoma office of The McCarthy Co. of Washington, Seattle, resigns to assume newly created post of advertising manager of United Pacific Insurance Co., effective today (Oct. 1). The McCarthy Co., Los Angeles-based advertising agency, is closing its Tacoma office Sept. 30 to consolidate that office with its parent Seattle branch. Mr. Baker had been with agency since January 1959, when office was opened.

Mrs. Sylvia Dowling, vp and copy group head at Benton & Bowles, New York, has been cited as "Outstanding Businesswoman of the Year" by Abbe Institute, New York philanthropic organization in adult education.



Mr. Harris

Robert N. Harris, former executive vp and director of marketing for Wrisley Soap Co., division of Purex Corp. Ltd., joins North Adv., Chicago, as vp and director of business consultation services.

Before joining Wrisley, Mr. Harris was vp and account supervisor at Edward H. Weiss & Co. for five years.

Alfred A. Whittaker, vp and director of marketing of Bristol-Myers Products Div., Bristol-Myers Co., named chairman of committee on planning and evaluation of Assn. of National Advertisers, New York.

John W. Twiddy, senior media buyer at MacManus, John & Adams, New York, appointed director of media relations of Brand Names Foundation, that city. Mr. Twiddy was media buyer with Foote, Cone & Belding from 1955-59.

Michael Laurence, former pr director of Straus Broadcasting Group, New York (WMCA New York, WBNY Buffalo and Radio Press International) elected vp of Continental Public Relations Inc., New York.

Shirley McWilliams, director of advertising and promotion of Rose Marie Reid, Los Angeles manufacturer of women's swimwear, elected vp in charge of advertising, promotion and publicity. Miss McWilliams joined company in 1952 as assistant sales promotion manager. She was named advertising manager in 1956 and director of advertising and promotion following year.



Miss McWilliams

Peter Finney, formerly of ad agency bearing his name in Miami, joins executive staff of Miami office of J. M. Mathes Inc.

David M. Johnstone, for past year senior account supervisor and creative director of Herbert M. Kraus & Co., Chicago-based pr firm, elected vp.



Mr. Callahan

Francis X. Callahan, advertising director of United States Life of New York, appointed national advertising manager of Nationwide Insurance Cos., Columbus, Ohio. Mr. Callahan began his advertising career as member of market research staff of Grace Lines in New York. He later joined Mutual Benefit Life Insurance Co. in New Jersey as copywriter and in 1959 joined United States Life.

Lawrence Incandela named national sales manager of contract appliance manufacturing of Norge Div. of Borg-Warner Corp., Chicago.

Fred F. Ebener, recently retired national sales manager of WOW-TV Omaha, elected president of Bock Omaha Travel Agency.

Patti Wilkus, former general manager of Academy Film Productions, and **Teresa White** join radio-tv staff of R. Jack Scott Inc., Chicago advertising agency.

Carl Levin, former vp of Schenley

Industries, forms his own Washington pr firm, Carl Levin Assoc., at 1632 K St., N.W. Mr. Levin, who resigned his post with Schenley effective today (Oct. 1) but will continue to represent firm in Washington, is former Washington and foreign correspondent of *New York Herald Tribune*.

John McKee Jr., vp and supervisor on Dodge account at BBDO, Detroit, appointed assistant manager of Detroit office. Mr. McKee, now second ranking vp in Detroit office, will assist Robert E. Anderson, Detroit manager, vp, and director of BBDO's international advertising agency, in general administration of all advertising activities for company's locally based clients including Dodge passenger cars and trucks, Pepsi-Cola Bottling Co. of Detroit, and Sheraton-Cadillac Hotel.



Mr. McKee

Hal Rorke, after 15 years in Chicago as tv department head of J. Walter Thompson, and as account executive with McCann-Erickson and Keyes, Madden & Jones, opens office at 6253 Hollywood Blvd., Los Angeles 28, to perform part-time services for advertisers on assignment basis.

Richard H. Seeler, former pr manager of McCulloch Corp.'s Scott Div. (Scott outboard motors), joins media department of Knox Reeves Adv., Minneapolis. Along with media duties, Mr. Seeler will administer agency's public relations program.

Miles J. Turpin, advertising, promotion and pr manager of Avery Label Co., division of Avery Adhesive Products Corp., Monrovia, Calif., joins Los Angeles office of Grey Adv. as manager of marketing services. Earlier, Mr. Turpin was western division sales promotion manager of Tidewater Oil Co.

THE MEDIA



Mr. Cramer

Douglas S. Cramer, broadcast supervisor on major tv accounts at Ogilvy, Benson & Mather, New York, joins ABC-TV, that city, as director of program planning. Before joining OB&M 3½ years ago, Mr.

Cramer was program supervisor of Procter & Gamble Productions, where he supervised that company's nighttime programs and many of P&G-owned daytime serials. He is also former assistant to Leon Leonidoff, of Radio City Music Hall, New York.



Mr. Cass



Mr. McRae

Cal Cass, account executive with H-R Television, New York, appointed manager of H-R's Atlanta office. **Bill McCrae**, H-R's southern division manager for past two years, named mid-western radio sales manager of H-R's Chicago office.

Jack Michael, WREC-AM-TV Memphis, elected president of Tennessee Assn. of Broadcasters at organization's meeting late last week in Nashville. Regional vps elected: **Carroll Wilson**, WIRJ Humboldt, west Tennessee; **Virgil Trimm**, WMTS Murfreesboro, middle Tennessee; **Arthur Kelsey**, WETB Johnson City, east Tennessee. **Alex Bonner**, WHBQ-TV Memphis, elected secretary-treasurer. Board members chosen: **Charles W. Brewer**, WHIN Gallatin; **W. H. Linebaugh**, WATE-AM-TV Knoxville; **Stacey Mott**, WHUB Cookeville, and **F. C. Sowell**, WLAC Nashville.

Robert D. Kasmire, coordinator of corporate information at NBC, New York, appointed director of corporate information. Mr. Kasmire joined NBC in 1959 as coordinator of special projects in company's corporate planning department. **Meryle S. (Bud) Rukeyser Jr.**, director of news information at NBC, Washington, appointed director of program publicity for NBC Press Dept., New York. He will supervise all publicity for NBC tv and radio programs originating in New York. Mr. Rukeyser succeeds **Milton Brown**, who has been named coordinator of NBC News information services, New York. **Malcolm H. Oettinger Jr.**, staff writer with BROADCASTING magazine, Washington, has been designated coordinator of news information for NBC, Washington, effective Oct. 8.



Mr. Kasmire

William A. Merrick, manager of KBMN Bozeman, and **Robert E. Davis**, manager of KCAP Helena, both Montana, elected vps and general managers of respective stations. Both outlets are owned by Western Broadcasting Co. Mr. Merrick joined Western in 1956 as sales manager. He was appointed station manager of KBMN in 1958. Mr. Davis joined KCAP in 1961 in present capacity.

Nathan Goetz, part-owner of Black-

Station manager-emissary

Cecil Woodland, station manager of WEJL Scranton, has been commissioned by Governors Lawrence of Pennsylvania and Rockefeller of New York to deliver letters from them to Mayors Willy Brandt of West Berlin and Hans-Jochen Vogel of Munich, Germany. The notes will be presented at receptions in the German cities during an inspection tour of facilities of Radio Free Europe early in October. Mr. Woodland represents WEJL on the European trip as a result of the station's winning a national competition for promotion of Radio Free Europe for the third time.

The tour will include visits to Lisbon and Geneva as well as the German cities.

hawk Broadcasting Co., appointed general manager of WFAW-AM-FM Fort Atkinson, Wis., licensee of station. **Tom Loughhead**, former station manager of WWIS Black River Falls, joins WFAW, in similar capacity.

William J. Brown, formerly with WLCY St. Petersburg, Fla., and sales manager of KQTV (TV) Fort Dodge, Iowa, appointed general manager of WQTY Arlington, Fla.

Gene LaBrie, formerly with World

Wide Broadcasting Div. of Metropolitan Broadcasting, New York, elected vp of New York office of Concert Network and WNCN (FM) New York.

Stephen Trigg named general manager of KOSA Odessa, Tex. Stephen Trigg is son of Cecil Trigg, president of Trigg-Vaughn Stations, licensee of KOSA.

Albert E. Wilmarth appointed manager of WHAI-AM-FM Greenfield, Mass. Mr. Wilmarth, who assumes post formerly held by late **Norman L. Cloutier**, has been serving as acting manager since May of this year.



Mr. Macatee

Charles Macatee, account executive with WMAL-TV Washington, promoted to national sales representative of WMAL-AM-FM-TV. He is succeeded by **George L. Griesbauer**, who joins tv outlet today (Oct.

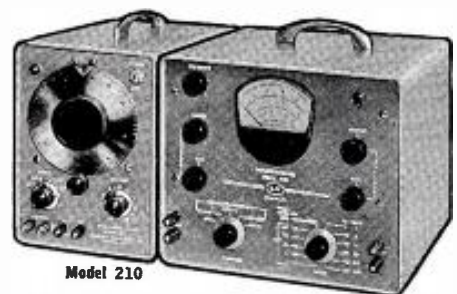
1). **Malcolm R. LaPlace**, former news director of WYLD New Orleans and for past year New York regional sales representative of Humble Oil & Refining Co., joins WMAL-AM-FM-TV news department as reporter-photographer. Mr. Macatee joined WMAL in 1955 as tv production assistant. He was appointed promotion director of WMAL radio in 1956, and following year moved to outlet's local tv sales department as account executive.

Lee S. Abbott, for past eight years

New!



INSTRUMENTS for AUDIO MEASUREMENTS



Model 210

Model 410

MODEL 410 DISTORTION METER

- Measures audio distortion, noise level and AC voltages • Also a versatile vacuum tube voltmeter.
- Distortion levels as low as .1% can be measured on fundamental frequencies from 20 to 20,000 cps, indicates harmonics up to 100,000 cps • Distortion measurements can be made on signal levels of .1 volt to 30 volts rms • The vacuum tube voltmeter

provides an accuracy of $\pm 5\%$ over a frequency range from 20 cps to 200 KC. For noise and db measurements, the instrument is calibrated in 1 db steps from 0 db to -15 db, the built-in attenuator provides additional ranges from -60 db to +50 db in 10 db steps.

MODEL 210 AUDIO OSCILLATOR

- Provides a sine wave signal from 10 cps to 100 kc • Output level within ± 1 db when working into 600 ohms (reference 5 kc) • Power output, variable to above 150 mw • Hum and noise, -70

db at 5 volts output • Distortion is less than .2% at 5 volts output from 50 to 20,000 cps, slightly higher at higher output and frequency extremes.

These instruments are supplied with many B.C. station installations for FCC Proof-of Performance tests.

BARKER & WILLIAMSON, Inc.
Radio Communication Equipment Since 1932
BRISTOL, PENNSYLVANIA • STUWELL 8-5581





Teacher and former pupil get reacquainted

A Syracuse broadcaster whose radio station celebrated its 40th anniversary last month was surprised when he received a good wish from his kindergarten teacher, whom he hadn't seen for more than 50 years.

E. R. (Curly) Vadeboncoeur, president and general manager of WSYR-AM-TV, received a note at

his home wishing "a happy 40th anniversary from your old kindergarten teacher," Mrs. George W. Gray, shown here.

Mrs. Gray, invited to the station's anniversary open house, met Mr. Vadeboncoeur and said her "kindergarten pupil had learned his lessons well."

account executive with KRMG Tulsa, Okla., joins KRAV (FM), that city, as sales manager. KRAV (FM) is new stereo station reportedly scheduled to begin operating in November from studios in First National Bldg.



Mr. Parks

James Parks, sales director of NBC-owned KRCA (TV) Los Angeles, promoted to station manager. Mr. Parks joined KRCA in 1953 as sales manager and was appointed to his present post in 1961.

Previously, he was for 12 years (1941-1953) president of James Parks Co. and packaged such radio programs as *The Quiz Kids*, *Abie's Rose's* and *Arch Oboler* series.

Charles (Bud) Kennedy, formerly with Advertising Assoc., Ft. Wayne, Ind., appointed station manager, WONE-AM-FM Dayton, Ohio.

Don Colee, vp and general manager of WTTG (TV) Washington, accepts appointment as Washington chairman of 1962 March of Muscular Dystrophy.

Ron Gallina, former sales manager of WDWZ Decatur, appointed manager of WIOK Normal, both Illinois. **Thom Brown**, WAZY Lafayette, Ind., and **Roger Williams**, WRAM Monmouth, Ill., join WIOK as chief announcer and

disc jockey, respectively.

Del Markoff, **Todd Branson**, **Charles Dyer** and **Maury Levin** join WYNR Chicago as account executives.

Richard A. Feleppa, member of advertising and promotion department of WOR-AM-FM New York, named coordinator of sales service for WOR-TV, that city.

Douglas L. Manship, president and general manager of WBRZ (TV) Baton Rouge, La., elected president of Baton Rouge Chamber of Commerce. Mr. Manship, former vp of chamber's executive committee, assumes office today (Oct. 1).



Mr. Allen

Neil E. Derrough, salesman with Western Fibrous Glass Co. (distributor of electronics equipment), San Francisco, joins sales staff of KCBS-AM-FM, that city, as national sales representative.

Howard Dorsey, formerly with WGN-AM-TV Chicago, joins WXLW Indian-

apolis as program director.

Joel Rose, former news director of WCUE-AM-FM Akron, and recently with WHK-AM-FM Cleveland, both Ohio, returns to WCUE as program director.

Volney Lamb Jr., former program director of WIRL Peoria, Ill., and for past 10 months on active military service, returns to station in former civilian capacity.

Ben Tracy appointed program director of KGON Oregon City, Ore.

Bob Cooper, program director of KVI Seattle, appointed program director and assistant general manager of KEX-AM-FM Portland, Ore. Both stations are owned by Golden West Broadcasters. **Dave Valentine**, for past two years with KVI news staff, named news director of KEX-AM-FM, replacing **Pat Wilkins**, who resigned to join news department of KATU (TV) Portland.



Mr. Wurz

Wallace F. Wurz, chief engineer of WTVH (TV) Peoria, Ill., transfers to KMBC-TV Kansas City, in similar capacity, succeeding **Henry Goldenberg**, who resigned. Both stations are licensed to Metro-

media Inc. Mr. Wurz entered broadcasting with Milwaukee Journal Stations and served as chief engineer of KXGI Fort Madison, Iowa, before joining WTVH as chief engineer in 1953.

Louever H. (Lou) Stantz, former chief engineer of WNBF Binghamton, N. Y., appointed chief engineer of WBJA-TV, that city. Since 1960, Mr. Stantz has been in radio-audio-tv consulting and constructing business.

Norvell Gillespie, writer-broadcaster on gardening subjects and one-time garden director of NBC-TV, named host of the *Green Thumb* Sunday noon series on KRON-TV San Francisco.

Ruth Ashton, formerly for seven years reporter-commentator with KNX Los Angeles and CBS Radio Pacific Network, has rejoined KNX. Her first assignment is to interview guests of particular interest to young housewives on *Question Please—A.M.*, Mon.-Fri., 11:40 a.m.-12 noon.

Anne Blair, former Washington correspondent of Canadian Broadcasting Corp., joins broadcast division of Triangle Publications Inc. as hostess of *Window On Washington*, weekly 15-minute Sunday review and preview of personalities and events in Nation's Capitol.

Jerry Dexter, disc jockey at KMPC Los Angeles, moves his *The Dexter*

Affair radio show to KLAC, that city, with Pepsi-Cola Bottling Co. of Los Angeles signing as sponsor. Program will be heard from 9:05 p.m.-12 midnight, seven days a week.

Don Friedman, former producer-director with WNEP-TV Scranton, Pa., named production manager of WOKR (TV) Rochester, N. Y.

Dolores Wagner appointed head of rating research department of KHJ-TV Los Angeles. She was formerly with A. C. Nielsen Co., Chicago.



Mr. Paulsen

Varner Paulsen, program director of WIP Philadelphia, appointed program director for WNEW-AM-FM New York. Mr. Paulsen joined WIP in 1946 as production manager. He was named program director in 1955. Both stations are owned by Metropolitan Broadcasting, New York.

Morton Stern, account executive with Allied Outdoor Adv., appointed merchandising manager of QXR Network. Prior to joining Allied, Mr. Stern served as marketing director of The Getschal Co., New York advertising agency.

John J. O'Leary, former film manager of WNEW-TV New York, joins WOKR (TV) Rochester, N. Y., as film director.

Bill Shafer, formerly with KERV Kerrville, joins staff of KBOP Pleasanton, both Texas, as salesman, news director and air personality.

Bob Vanche, program director of KTAR-TV Phoenix-Mesa, Ariz., appointed director of station's newly created sports and special events department. **Dick Covey**, sales representative, named program director, replacing Mr. Vanche.



Mr. Hinkle

John E. Hinkle Jr., former chief accountant of Hearst Corp.'s WISN-AM-FM-TV Milwaukee, appointed business manager of Hearst's WTAE (TV) Pittsburgh, replacing **James Gormly**, who becomes chief accountant of Hearst magazines in New York City. Mr. Hinkle, treasurer of Television City Inc. (licensee of WTAE [TV]) and WCAE Inc. (WRYT-AM-FM Pittsburgh), was also elected to WTAE board of directors.

Pat Trese, member of New York NBC News unit that developed *Huntley-Brinkley Report*, joins KYW-TV

AWRT lists moderators

Chairmen of standing committees of American Women in Radio & Television have been announced by Martha Crane, president. They are: bylaws—**Evelyn Buckstein**, BMI, New York; eligibility—**Jane Barton**, radio-tv-motion picture bureau, New York State Dept. of Commerce, Albany; industry information—**Dene C. Raterman**, National 4-H Service Committee, Chicago; membership—**Patti Seagrigh**, WTOP Washington; nominations—**Dorothy Reynolds**, CBS-TV, Chicago; publications—**Evelyn Cole**, Ted Bates, New York; publicity—**Cappy Petrash**, NBC Radio, New York; public relations—**Mary Walker**, Taylor-Walker Assoc., New York.

Cleveland, effective today (Oct. 1), as news director.

Nancy Clark, formerly with KTVB (TV) Boise, Idaho, as producer and moderator of *Periscope*, series exploring major problems of family life, joins news department of KPIX (TV) San Francisco. Miss Clark will share newscasting chores with KPIX newscaster John Weston on *The Noon News* from Sept. 24 through Oct. 31. Effective Nov. 1, **Wanda Ramey** returns to KPIX's *The Noon News* after leave of absence.

Thomas E. Paro, sales director of WRC-TV Washington, promoted to station manager. Mr. Paro, formerly with NBC-TV Spot Sales in New York, joined Washington tv outlet in his present capacity March 1, 1960. He began his broadcast career in sales promotion department of Mutual Broadcasting Sys-



Mr. Paro

tem, Chicago, in 1948.

Bob Schieffer, former newsman with KXOL Fort Worth, Tex., and until recently on active duty with U. S. Air Force, returns to station's news department. **Ben Laurie**, d.j. with KONO San Antonio, joins KXOL, in similar capacity.

Jimmy McClain, for past eight years with WLAQ Rome, Ga., and former host of radio-tv show, *Dr. I.Q.*, joins WLWD (TV) Dayton, Ohio, as host of *The Jimmy McClain Show*, new morning program to begin Oct. 15, 9-10:15 a.m.

Maurice R. Povich appointed publicity director of WWDC-AM-FM Washington.

David A. MacFee, program director of WROW Albany, N. Y., appointed director of program operations of WPAT-AM-FM Paterson, N. J. Before joining WROW, Mr. MacFee was assistant program director of WPRO Providence, R. I. All three stations are owned by Capital Cities Broadcasting Corp., New York.



Mr. MacFee

Arthur F. Kane, production supervisor at CBS News, New York, named manager of live and video tape production. **Gerald Slater** succeeds Mr. Kane. **Robert Camfiord**, film control officer, named director on CBS News staff. He is succeeded by **Edward L. Lawson**. **Frank Fitzpatrick**, supervisor of film traffic, appointed manager of administration for CBS News in Washington. He has been succeeded by **William Covell**. **Clyde Bennett** was designated assistant supervisor of film traffic.

Sam Balter, sports commentator and columnist, joins KGBS Los Angeles personality staff to host five-times weekly sports show at 8:10 a.m. In addition to his daily show on KGBS, Mr. Balter will continue with his sports col-

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



GAC president resigns to enter biophysics field

Lawrence W. Kanaga, president of General Artists Corp., New York, has resigned as chief executive officer of talent agency. He plans to enter graduate school of as yet undisclosed eastern university to pursue advance studies in field of biophysics (branch of physics dealing with living matter). Mr. Kanaga



Mr. Kanaga

will continue as a director of GAC and will serve in advisory capacity.

Herbert J. Siegel, chairman of board, assumes additional duties of president and chief executive officer.

Mr. Kanaga has been president of GAC since 1957. Before that he was with RCA for 10 years and served as vp and general manager of RCA Victor Records.

Mr. Kanaga commented on his resignation: "This is a step I have long desired. I find myself challenged by new assaults on the unknown and unhappy I know so little when there is so much to learn."

Johnny Green, Leith Stevens, Hugh Friedhoffer, George Dunning and Richard Markowitz have been commissioned to score new *Empire* series at Screen Gems. At the same studios, **Van Alexander, Emil Cadkin, William Loose and Jack Cookerly** will score *Hazel, The Donna Reed Show* and *Dennis the Menace*, and **Frank DeVol** is providing music for *My Man Higgins*. Composers were assembled by Irving Friedman, president of The Primrose Co.

Stan Major, former program director of WJJD-AM-FM Chicago and WPGC-AM-FM Morningside, Md., joins Preview Productions, Van Nuys, Calif., as associate producer.



Mr. Faber

Buddy Faber, assistant to director of operations, Seven Arts Assoc. Corp., New York, named tv contract manager. He succeeds **Jeremy Hyman** who has been transferred to Seven Arts' London office.

Before joining Seven Arts in February 1961, Mr. Faber was with United Artists and United Artists Assoc. since 1957. He entered tv film distribution with Guild Films in 1954.

Stirling Silliphant, writer-producer for Herbert B. Leonard Productions (*Route 66* and *Naked City*), reaches agreement with Columbia Pictures and its tv subsidiary, Screen Gems, to write and produce feature films for Columbia and create and supervise writing of tv series for Screen Gems.

Reder Boss awarded "Fig Leaf" award of Motion Picture Costumers (IATSE Local 705, Hollywood) at union's seventh annual Adam 'n' Eve dinner dance Sept. 22 as best male tv costumer for his work on *The Dick Powell Show*. **Hazel Hegarty** received statuette as best female designer for *Bonanza* costuming and **Ray Aghayan** won costume award in live tv category for his contributions to tv spectacular, *Arthur Freed's Hollywood Melody*.

EQUIPMENT & ENGINEERING

Thomas G. Lamphier Jr. elected to newly created post of vp in charge of corporate planning of Raytheon Co., Lexington, Mass. Before joining Raytheon, Mr. Lamphier was president of Fairbanks, Morse & Co., division of Fairbanks Whitney Corp.

Serge Bergen, former senior engineer of Kear & Kennedy, Washington, opens his own consulting office at 103 Fairchester Drive, Fairfax, Va. Phone: 273-2191.

Robert Y. Nevius, William T. Ellis and Thomas H. Creighton III named to

umn for *Los Angeles Herald-Examiner*.

Austin Heywood, for eight years in promotion department of KNXT (TV) Los Angeles, last four as director, and recently account executive on KCOP (TV) account at Davis, Johnson, Mogul & Colombatto, Los Angeles, joins KTLA (TV) Los Angeles as manager of advertising, promotion and publicity.



Mr. Heywood

Wink Martindale, national promotion director of Dot Records as well as Dot recording artist, joins KFWB Los Angeles as disc jockey. This is return to d.j. field as he was formerly with KHJ-AM-FM Los Angeles and KRLA Pasadena in that capacity.

Alejandro (Alex) Nervo, Mexican advertising and tv writer-producer, joins KMEX-TV, Los Angeles Spanish-language station which will begin daily broadcasts on Sept. 30, as announcer, newscaster and continuity director.

PROGRAMMING

Michael Abbott, for past eight years producer and executive assistant to David Susskind at Talent Associates, elected vp in charge of tv activities at Karzmar Productions, theatrical and tv production and packaging company. Initial projects on Mr. Abbott's schedule include tv comedy series, tentatively titled *The Two Mr. Olivers* written by Arnold and Lois Peyser, pilot to be viewed in November, plus series of video specials which he is currently packaging.

Pat Somerset, Screen Actors Guild executive, elected president of Hollywood AFL Film Council. Other officers: vp, **Phil Fischer**, AFM; secretary, **H. O'Neil Shanks**. Screen Extras Guild; treasurer, **Edwin T. Hill**.

Dick Feiner, president of Teledynamics, New York, and **Jerry Weisfeldt**, sales executive with NTA, that city, join Four Star Distribution Corp., New York, as sales representatives.

Murray Burnett joins WINS New York as producer of *Program PM*, new fall "talk" show. Mr. Burnett was producer-writer of Mike Wallace's *PM* show on WNEW-TV New York in 1961. He also served as producer of *Monitor* on WNBC New York from 1955 to 1961.

Donald G. Wolff elected vp in charge of New York dramatic tv and motion picture department of General Artists Corp.

Everett C. Bradley, former partner in Robert Bragarnick Inc., New York marketing counsellor firm, elected vp and general manager of Roy Winsor Productions, New York. Winsor organization produces *Love of Life* and *Secret Storm*, CBS-TV daytime serials.



Mr. Bradley

Ed Rice, radio-tv writer-editor, named story editor on *DuPont Show of the Week* (NBC-TV, Sundays, 10-11 p.m. EDT).

Ed Grower, Dick DeMaio and John Hoffman promoted to house producers at Videotape Center, New York.

William Cartwright, film editor at Wolper Productions, Hollywood, promoted to producer-director.

Alan Armer and Walter Grauman named producer and director, respectively, of "Bird in Hand" segment of *The Untouchables* as spin-off from ABC-TV series. Harry Kronman wrote script, being filmed at Desilu Culver Studios, with Dane Clark, John Gabriel and Joseph Schildkraut as guest stars.

Lee Hastings Bristol is dead at 69

Lee Hastings Bristol, 69, board chairman of Bristol-Myers Co., New York, died Sept. 22 in Point Pleasant Hospital, Point Pleasant, N. J. Mr. Bristol joined company's advertising department in 1924, was elected vp in 1928, executive vp in 1945, president in 1949 and chairman in 1958. At time he joined company it was small ethical pharmaceutical company, and in eight-year period, from 1920-28, became, in words of Mr. Bristol's older brother Henry, "one of the largest manufacturers of proprietary [drugs] products in the U. S. and the miracle was accomplished basically through



Mr. Bristol

advertising."

In his first four years as advertising manager, Bristol-Myers spent \$4 million on advertising and was one of first companies to advertise on radio, first using medium in 1925.

Mr. Bristol was chairman of The Advertising Council, United Community Campaigns of America and national brotherhood chairman of National Conference of Christians and Jews. In 1961, he was first recipient of Paul B. West award of Assn. of National Advertisers.

On day of his death, Mr. Bristol was to receive award as "citizen of the year" in Sea Girt, N. J. Award was accepted by his son, Lee H. Bristol Jr., who recently resigned position as director of public relations department of Bristol-Myers Products Div., to become president of Westminster Choir College, Princeton, N. J.

of Stanfield, Johnson & Hill Ltd., Toronto advertising agency, joins Williams Drege & Hill Ltd., producer of tv commercials, that city, as producer-director.

ALLIED FIELDS

Dr. Bernarr Cooper, Florida State U., granted year's leave of absence to join state education department of The University of the State of New York, Albany, as associate in educational tv.

GOVERNMENT



Mr. Shavin

Norman Shavin, Sunday editor of *Atlanta (Ga.) Journal-Constitution*, named special assistant for radio-tv in public information office of Peace Corps, Washington. His function will be to coordinate

radio-tv programming designed to convey accomplishments of Peace Corps volunteers. Mr. Shavin, former radio-tv editor of *Journal-Constitution*, appeared regularly on radio as panelist and host and, for more than a year, appeared weekly on Sunday night segment of NBC's *Monitor* series.

Bernard Strassburg, assistant chief of FCC's Common Carrier Bureau, named director of newly created Office of Satellite Communications (BROADCASTING, Sept. 24). Mr. Strassburg, who joined FCC's law department as attorney in 1943, has for past two years been principal participant in both legislative and regulatory programs relating to communication satellites.

DEATHS

Bob Mann, 41, news director of WQXI Atlanta, died Sept. 23 of heart attack. Mr. Mann had been news director for past 18 months and had been on WQXI's staff for past seven years.

staff positions at Washington headquarters of Electronic Industries Assn. Mr. Nevius replaces **Donald H. Stover** as staff director of industrial electronics division; Mr. Stover will now devote full-time to managing industrial relations department, Mr. Ellis becomes manager of international department, succeeding **Tyler Nourse** who becomes full-time staff director of parts division. Mr. Creighton will handle membership recruitment for parts division.



Mr. Arnett

Stuart E. Arnett, former graphic products manager of RCA, Burlington, N. J., named director of marketing for ITT Industrial Labs Div. of International Telephone & Telegraph Corp., Ft. Wayne,

Ind. He will be responsible for government and commercial marketing of ITT equipment, including new Videx System of television transmission over telephone lines.

William J. Miller, engineering manager in power tube department of General Electric Co., Schenectady, N. Y., named manager of Lynchburg, Va., operation of GE's Auburn, N. Y., rectifier components department.

INTERNATIONAL

Don McFarlane, local sales manager of CJOC Lethbridge, Alta., promoted to sales manager.

David J. Chapman, manager of exhibits and publicity of Ampex International, appointed advertising and sales

promotion manager, succeeding **David C. Haynes**, who resigned. Mr. Chapman will be responsible to J. D. Livingston, manager of Ampex International's marketing services department, for planning and coordinating Ampex advertising and sales promotion programs in Europe, Great Britain, Canada, Latin America, Australia and Far East.

Alex A. Forbes named secretary-treasurer and comptroller of CHUM Toronto.

Charles Leeson, vice chairman of Canadian Broadcasting Corp., Ottawa, and **Mrs. Kate Aitken**, veteran broadcaster and CBC director representing southern Ontario, resign on expiration of their three-year appointments. No successors have yet been named by Canadian government.

William C. Bopp, radio-tv director

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
☐ 52 issues & Yearbook published next November \$12.00

- ☐ Payment attached
☐ Please bill

name _____ title/position* _____
company name _____
address _____
city _____ zone _____ state _____
Send to home address—

* Occupation Required

\$5 MILLION SLASH FOR CBC

Budget cutback for balance of fiscal year stops numerous expansion projects within Dominion

The Canadian government's austerity program is cutting the capital and operating budget of the Canadian Broadcasting Corp. by \$5 million for the remaining six months of the CBC's fiscal year, ending next March 31. The budget cut means postponement of a wide range of projects intended to improve and extend the national broadcasting service, CBC President Al Ouimet announced on Sept. 21.

A part of a \$1 million operating budget cut is the elimination of the fm network of CBL-FM Toronto, CBO-FM Ottawa, and CBM-FM Montreal, suspension of the CBC emergency broadcasting plan, and a slowdown in filling normal vacancies.

Cuts in the capital budget will reduce building plans for the CBC headquarters at Ottawa and cut plans for consolidation of broadcasting facilities at Toronto and Montreal from the numerous studios now scattered about both cities. This accounts for another \$1 million. The budget for replacement

of obsolete facilities and additions and improvements has been cut by \$1.75 million. The remaining \$1.25 million budget cut will affect projects planned or underway across the country.

At Ottawa work has been lessened on the new headquarters building for which construction contracts have already been awarded. Planning of a new French-language radio station at Ottawa has been temporarily suspended.

At Montreal planned power increases for CBF-FM and CBM-FM have been suspended. In western Canada new 50 kw broadcast transmitters at Edmonton and Calgary ordered to replace CBX Edmonton, Alta., will be delayed.

International ad competition underway

Invitations to participate in the third annual International Broadcasting Awards are in the mail to more than 12,000 advertisers, advertising agencies, tv and radio stations, producers and

production companies in every country in the world in which commercial broadcasting is authorized.

Signed by Thomas W. Sarnoff, West Coast vice president of NBC, this year's IBA chairman, the brochures of invitation list the 14 categories in which entries are sought and awards will be given, and sets forth the objectives of the IBA as follows:

"To focus attention on the value of the two broadcast media and the service they render as an aid to advertising.

"To give proper credit to those who have shown ingenuity and creativity together with honesty, propriety, and taste in broadcast advertising.

"To encourage continued improvement in the use of broadcast media for advertising with the resultant increase in efficiency and effectiveness in moving goods and selling services, which are the primary purposes of commercial advertising.

"To promote the values of broadcast advertising in order to gain wider acceptance of television and radio as effective marketing tools among current as well as potential users of these media.

"To recognize the international aspect of advertising as an indispensable tool in a free economy, and to encourage the

The expanding world of the tv film salesman

The tv film salesman of today needs to know Munich as intimately as he does Denver, to be as familiar with the situation in Manila as he is with that in Des Moines, according to Richard Dinsmore, vice president and general manager of Desilu Sales Inc., syndication subsidiary of Desilu Productions. In the nine months since the formation of Desilu Sales, it has done business totaling \$2.4 million, Mr. Dinsmore announced at the organization's first international sales meeting held in Hollywood Sept. 24-26. And, he stated, 50% of the organization's total sale of tv films has come from markets outside the United States.

"The tight situation at home forces us to look for markets abroad," Mr. Dinsmore noted, commenting that "fortunately the growth of tv in other lands today is like that in the U. S. five or six years ago. There are now, or there soon will be, two new networks in the United Kingdom, one new network in France and another network in Germany. Manila now has five tv stations on the air, will soon have seven—and keep your eyes on Ireland, Greece, Cyprus,



Desilu's Dinsmore
Even better things to come

Singapore and the Malay Peninsula."

Africa and India will be tremendous tv markets, once they overcome some of their immediate problems,

Mr. Dinsmore believes. "Look at those land masses; look at that population; how can they miss?" He is also optimistic over the future of South America, once the current wave of political unrest subsides. "Southeast Asia is already a good market," he said. He commented that with 15 offices already established in only nine months, Desilu Sales is prepared to give solid sales coverage of all the markets for tv films the world offers now or in the future. "Within a year," he stated, "there'll be a Desilu salesman visiting every tv market in the world every six to eight weeks."

Funds Galore ■ Operators of the nine tv stations in West Germany are in the unusual position—at least, it would be unusual for most U. S. tv broadcasters—of having almost more money for programs than they need. That's how George von Block, Desilu Sales representative there, summed up the situation. There are some 6.75 million tv sets in the country, he said, each paying a license fee of five marks a month, which with the income from commercials, gives each station about \$1 million a month to

use of broadcast media by creating an atmosphere of good will and an opportunity for the exchange of information and ideas among advertisers and broadcasters throughout the world."

Mr. Sarnoff also pointed out that the competition is "unique because it is the only worldwide competition for television and radio advertising." Last year, he reports, the second IBA drew 1,648 entries, including 160 commercials from 14 countries outside the U. S. Seven of the IBA trophy awards (top award in each category) went to advertisers whose commercials were broadcast in one or more of these foreign countries: Argentina, Australia, British Guiana, Canada, Germany, Great Britain, Israel, Japan, Malaya, Mexico, the Netherlands, New Zealand, Spain and the Union of South Africa.

The event is sponsored by the Hollywood Advertising Club as a contribution to the improvement of advertising the world around. Entries received at HAC administration offices—6362 Hollywood Blvd., Hollywood 28, Calif.—will be judged by industry professionals in major cities such as London, Toronto, New York, Chicago and Hollywood, where the final judging will take place the day before the awards banquet, Feb. 26, 1963, at the Hollywood Palladium.

spend on programming. The result is lots of local live programming, he said, and pretty good programming too, with expenditures of \$100,000 for a single program not unusual.

There are no quota restrictions on the import of tv programs nor on the amount of time they can have, Mr. von Block said, but the majority of all programming on German tv is German-produced, probably 70% to 75%, he estimated. U. S. tv filmed programs account for most of the rest, another 20% of the total German air time, with the final 5% split up among others.

Commercial time on the German tv stations is limited to 12 minutes a day, all spots, with no program sponsorship, and all confined to the hour of 7-8 p.m. This follows a couple of hours of local programming and precedes the network programs which start with a newscast at 8 each evening. There are two network program services, giving the viewer a choice of two programs, theoretically of contrasting nature—e.g. "a comedy opposite a dramatic program—but it doesn't always work out that way," he reported.

CANADIAN RADIO NETWORK STARTS

CBC English programs to be aired by total of 79 stations

A new Canadian Broadcasting Corp. English-language radio network of 79 stations begins operating today (Oct. 1) with 112 hours of programming weekly. The new CBC Radio Network replaces the former CBC Trans-Canada and CBC Dominion networks, which for several decades have been the only national English-language radio networks.

The new network includes 24 CBC-owned stations and 55 privately owned stations. Only 47 of the affiliates had signed contracts as of last week, but the other eight were expected to sign by today. They are also 81 CBC low-power unattended repeater stations carrying the network programs. Coverage is expected to give CBC programs to 90% of all English-speaking Canadians.

The affiliates will be required to carry a guaranteed weekly minimum of 26 hours and 7 minutes of national programs, some sponsored. They can carry as many other programs as they desire from the 112 hours the CBC provides weekly to its own stations.

Much of the programming will be live from Toronto and other CBC production centers. CBC has retained a number of actors, artists and producers, some employed full-time, others on a freelance basis. Many of the daytime programs are of light entertainment. Evening programs deal more with serious music, public affairs talks, and some university educational programs.

The programming will be on a standard basis, most programs to be aired at the same time in each of the seven time zones. Thus programs will be delayed in the various western time zones to go on at the same hour they are aired in Toronto. They will be aired earlier in eastern areas. Thus national news will be heard everywhere at 10 p.m. local time; similarly, programs of all types will be broadcast at the time chosen for maximum audience at the Toronto program headquarters. The only exception will be major sporting events or special programs of national and international importance.

CBC is selling as many of its entertainment and cultural programs as possible for use on the network. It does not sell news or public affairs programs for sponsorship. Among advertisers this season on the new network will be Texaco Co. of Canada, with *Metropolitan Opera* from New York; Imperial Oil Ltd., with national hockey broadcasts; Colgate-Palmolive Ltd. and St. Lawrence Starch Co., with the *Tommy Hunter Show*; the Grey Cup football classic sponsored by the Canadian Army, Mennen Co., Carling Breweries, and Shick Razor Co.; World Series

baseball by Chrysler of Canada Ltd. and Gillette Safety Razor Co. of Canada; *Championship Fights* by Dominion Seven-Up Co.; and (on CBC-owned stations only) the five-minute *Bob Goulet Show* for Du Maurier Cigarettes, and *Portrait of a Star* for Canada Packers Ltd.

Rates are for a minimum of 5 minutes, and include quarter-hour, half-hour and hour shows. CBC has arranged its schedule mainly for half-hour shows, a few one-hour programs.

CBC's radio network programs, both entertainment and public affairs type, are in demand by U. S. educational stations, some fm stations and a number of commercial stations.

Broadcasters to take RFE trip to Europe

A group of American broadcasting officials and other businessmen will start a 10-day inspection tour on Oct. 13 of Radio Free Europe's facilities in West Germany and Portugal.

Radio Free Europe Fund (private, non-profit organization that seeks funds to support RFE's broadcasts to Iron Curtain countries) said the group (25 people) will arrive in Lisbon for an inspection tour of the Gloria, Portugal, shortwave transmitter site, and will be in Munich on Oct. 18 to look at RFE headquarters.

Among the broadcast officials scheduled for the flight: Donald Albritton, WBUR Boston; Phyllis J. Ariano, administrative assistant to the president, Westinghouse Broadcasting Co., New York; Henry Cassidy, foreign news analyst, WNEW New York; John Cosgrove, director of publications, BROADCASTING magazine, Washington; Charles H. Crutchfield, executive vice president, Jefferson Standard Broadcasting Co., Charlotte, N. C.

Also, Donald B. Curran, director of advertising and publicity, ABC-owned stations, New York; Mrs. Lee Jeter, co-owner, KFLJ Walsenburg, Colo.; James Lavenstein, administrative manager of network programs, CBS-TV, New York; Evans Nord, general manager, KELO-TV Sioux Falls, S.D.; Ray Ruester, news director, WLOF-TV Orlando, Fla.; Russell Tornabene, manager of operations, NBC News, New York; Cecil Woodland, general manager, WEJL Scranton, Pa.

RFE Fund staffers on the trip: Alexander J. Buttice, radio and tv director (New York); John A. De Chant, special representative (Washington); A. O. Martin, regional director (Atlanta); John P. MacBean, press director (New York).

TELEVISION NETWORK SHOWSHEETS

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; coop, cooperative local sponsorships. All times EDT. Published first issue in each quarter.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.
NBC-TV No network service.

11-12 noon

ABC-TV No network service.
CBS-TV 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 No network service; 12:30-12:55 *Washington Conversation*, sust.; 12:55-1 *News*, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 No network service; 1:30-2 *Meet the Professor*, sust.
CBS-TV 1-1:45 No network service; 1:45-2 *NFL Kickoff*, part.; 2-concl. *NFL Football*, part.
NBC-TV 1:30-2 *Religious Programs*, sust.

2-3 p.m.

ABC-TV 2-2:30 *Directions '63*, sust.; 2:30-3 *Adlai Stevenson Reports*, sust., alt. with *Editor's Choice*, sust.
CBS-TV *Football*.
NBC-TV No network service.

3-4 p.m.

ABC-TV 3-3:30 *Issues & Answers*, sust.; 3:30 *AFL Football*, part.
CBS-TV *Football*, cont.
NBC-TV No network service.

4-5 p.m.

ABC-TV *Football*, cont.
CBS-TV No network service.
NBC-TV 4-4:30 No network service; 4:30-5 *This is NBC News*, sust.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 *Amateur Hour*, J. B. Williams; 5:30-6 *GE College Bowl*, GE.
NBC-TV 5-5:30 *Update*, Helena Rubinstein, and *Glenbrook*; *Bullwinkle*, Gen. Mills, Emenee Industries.

6-7 p.m.

ABC-TV 6-6:15 No network service; 6:15-6:30 *All-Pro Scoreboard*, part.; 6:30-7 *The Valiant Years*, part.
CBS-TV 6-6:30 *Twentieth Century*, Prudential; 6:30-7 *Password*, part.
NBC-TV 6-6:30 *Meet The Press*, Wheeling Steel and Co-op; 6:30-7 *McKeever and the Colonel*, part.

7-8 p.m.

ABC-TV 7-7:30 *Father Knows Best*, part.; 7:30-8 *The Jetsons*, part.
CBS-TV 7-7:30 *Lassie*, Campbell Soup; 7:30-8 *Dennis The Menace*, Best Foods, Kellogg.
NBC-TV 7-7:30 *Ensign O'Toole*, L&M, Ford; 7:30-8:30 *Walt Disney's Wonderful World Of Color*, RCA, Eastman Kodak.

8-9 p.m.

ABC-TV 8-10 *Sunday Night Movie*, part.
CBS-TV 8-9:30 *Real McCoys*, Ralston Purina; 9:30-10 *True Theatre*, Gen. Electric.
NBC-TV *Bonanza*, Chevrolet.

9-10 p.m.

ABC-TV *Movie*, cont.
CBS-TV 9-9:30 *Real McCoys*, Ralston Purina; 9:30-10 *True Theatre*, Gen. Electric.
NBC-TV *Bonanza*, Chevrolet.

10-11 p.m.

ABC-TV 10-10:30 *Voice of Firestone*, Firestone; 10:30-11 *Howard K. Smith*, Nationwide Insurance.
CBS-TV 10-10:30 *Candid Camera*, part.; 10:30-11 *What's My Line?*, part.
NBC-TV *Du Pont Show of the Week*, du Pont.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *CBS News with Eric Sevareid*, Whitehall, Carter.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

6-7 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Continental Classroom*, sust.

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, part.

8-9 a.m.

ABC-TV No network service.
CBS-TV *Captain Kangaroo*, part.
NBC-TV *Today*, cont.

9-10 a.m.

No network service at all

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Calendar*, part.; 10:30-11 *I Love Lucy*, part.
NBC-TV 10-10:25 *Say When*, part.; 10:25-10:30 *NBC News Morning Report*, Gen. Mills.

Bristol-Myers; 10-30-11 *Play Your Hunch*, part.

11 a.m.-noon

ABC-TV 11-11:30 *Tennessee Ernie Ford*, part.; 11:30-12 *Yours For A Song*, part.
CBS-TV 11-11:30 *Verdict Is Yours*, part.; 11:30-11:55 *The Brighter Day*, part.; 11:55-12 *News*, sust.
NBC-TV 11-11:30 *The Price Is Right*, part.; 11:30-12 *Concentration*, part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Jane Wyman Presents*, part.; 12:30-1 *Father Knows Best*, part.
CBS-TV 12-12:30 *Love Of Life*, part.; 12:30-12:45 *Search For Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Your First Impression*, part.; 12:30-12:55 *Truth Or Consequences*, part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *College Of The Air*, sust.; 1:30-2 *As The World Turns*, part.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:25 *Day In Court*, part.; 2:25-3 *News*, sust.; 2:30-3 *Seven Keys*, part.
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:55 *Merv Griffin Show*, part.; 2:55-3 *News*, sust.

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day*, part.; 3:30-4 *Who Do You Trust?*, part.
CBS-TV 3-3:30 *The Millionaire*, part.; 3:30-3:55 *To Tell The Truth*, part.; 3:55-4 *News*, sust.
NBC-TV 3-3:30 *Loretta Young Theatre*, part.; 3:30-4 *Young Dr. Malone*, part.

4-5 p.m.

ABC-TV 4-4:30 *American Bandstand*, part.; 4:30-4:50 *Discovery '62*, part.; 4:50-5 *American Newstand*, part.
CBS-TV *The Secret Storm*, part.; 4:30-5 *Edge Of Night*, part.
NBC-TV 4-4:30 *Make Room for Daddy*, part.; 4:30-4:55 *Here's Hollywood*, part.; 4:55-5 *News*, Gen. Mills, Bristol Myers.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *News*, sust.; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *News*, part.; 6:15-7:30 No network service.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, part.; 7-7:15 No network service; 7:15-7:30 *News*, part.
NBC-TV 6-6:45 No network service; 6:45-7

Specials scheduled for October, November & December

ABC-TV:

Nov. 6: 7:30 p.m.-concl. *Election Returns*, sust.
Nov. 25: 6:30-7:30 p.m. *Peter and the Wolf*, sust.
Dec. 23: 9:30-10 p.m. *Year End Review*, sust.
Dec. 31: 9-10 p.m. *Orange Bowl Parade*, sust.

CBS-TV:

Oct. 26: 10:30 a.m.-Noon *Miss Teenage America*, Colgate, Coty.
Nov. 6: 7:30 p.m.-concl. *Election Returns*, part.
Dec. 9: 6-8 p.m. *The Wizard of Oz*, Procter & Gamble.
Dec. 29: 1:30 p.m.-concl. *Gator Bowl Game*, P. Lorillard (½).
Dec. 22: 2 p.m.-concl. *Blue-Bonnet Bowl Game*, P. Lorillard (½).

NBC-TV:

Oct. 14: 5:30-6 p.m. *Pre-Election Special*, Savings & Loan Foundation.
Oct. 21: 6-7 p.m. *The Auto Show*, Reynolds Metals.
Oct. 24: 9-10 p.m. *Bob Hope Show*, Timex, Chemstrand.
Oct. 26: 8:30-10 p.m. *Hallmark Hall of Fame*, Hallmark.
Oct. 28: 5-5:30 p.m. *Pre-Election Special*, Savings & Loan Foundation.
Oct. 29: 8:30-9:30 p.m. *World of Jacqueline Kennedy*, Purex.
Nov. 5: 10:30-11 p.m. *Pre-Election Special*, Savings & Loan Foundation.
Nov. 6: 7 p.m.-concl. *Election Returns*, part.
Nov. 11: 9-10 p.m. *Danny Kaye Show*, General Motors.
Nov. 17: 7-9 p.m. *Peter Pan*, Procter & Gamble.

Nov. 18: 2:30-4:30 p.m. *Boris Godunov*, sust.
Nov. 22: 10 a.m.-Noon *Thanksgiving Day Parade*, Lionel, Remco.
Nov. 22: 5:30-6:30 p.m. *Pat Boone Special*, Mohawk Carpet.
Nov. 29: 8:30-9:30 p.m. *Bob Hope Show*, Timex, Sara Lee.
Nov. 30: 10-11 p.m. *World of Benny Goodman*, Purex.
Dec. 18: 7:30-8:30 p.m. *Christmas Carol*, Timex.
Dec. 23: 3:30-4:30 p.m. *Amahl and the Night Visitors*, sust.
Dec. 29: 1:45-4:45 p.m. *Blue-Gray Game*, Gillette, Chrysler.
Dec. 29: 4:45-concl. *East-West Shrine Game*, Savings & Loan Foundation. R. J. Reynolds, Colgate.
Dec. 30: TBA *Pro-Championship Football Game*, Ford, Philip Morris, American Oil.

Huntley-Brinkley Report, R. J. Reynolds, American Home Products; 7-7:30 No Network service.

11 p.m.-1 a.m.

ABC-TV 11-11:15 ABC News Final, Sun Oil.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. Tonight, part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 Cheyenne, part.; 8:30-9 Rifleman, Procter & Gamble.
CBS-TV 7:30-8 To Tell the Truth, Whitehall Pharmacal, R. J. Reynolds; 8-8:30 I've Got a Secret, Gen. Foods, Toni; 8:30-9 The Lucy Show, Lever, Gen. Foods.
NBC-TV 7:30-8:30 It's A Man's World, part.; 8:30-9:30 Saints and Sinners, part.

9-10 p.m.

ABC-TV Stoney Burke, part.
CBS-TV 9-9:30 Danny Thomas Show, Gen. Foods; 9:30-10 Andy Griffith Show, Gen. Foods.
NBC-TV 9-9:30 Saints and Sinners, cont.; 9:30-10 Price is Right, P. Lorillard, Whitehall.

10-11 p.m.

ABC-TV Ben Casey, part.
CBS-TV 10-10:30 New Loretta Young Show, Lever, Toni; 10:30-11 Stump the Stars, Ralston.
NBC-TV 10-10:30 David Brinkley's Journal, Pittsburgh Plate Glass; 10:30-11 No network service.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 Combat, part.; 8:30-9:30 Hawaiian Eye, part.
CBS-TV 7:30-8 Marshall Dillon, local sales; 8-8:30 Lloyd Bridges Show, Kaiser; 8:30-9:30 Red Skelton Show, Best Foods, S. C. Johnson, Lever, Philip Morris.
NBC-TV 7:30-8:30 Laramie, part.; 8:30-9:30 Emptre, Amer. Tobacco, Gen. Mills, Chrysler.

9-10 p.m.

ABC-TV 9-9:30 Hawaiian Eye, cont.; 9:30-10:30 Untouchables, part.
CBS-TV 9-9:30 Red Skelton, cont.; 9:30-10 Jack Benny, State Farm, Gen. Foods.
NBC-TV 9-9:30 Emptre, cont.; 9:30-10:30 Dick Powell Show, Reynolds Metals, American Gas, Kimberly Clark, Shulton.

10-11 p.m.

ABC-TV 10-10:30 Untouchables, cont.; 10:30-11 Close-Up!, Bell & Howell, alt. with As Caesar Sees It, Dutch Masters.
CBS-TV Garry Moore Show, Oldsmobile, S. C. Johnson, R. J. Reynolds.
NBC-TV 10-10:30 Dick Powell, cont.; 10:30-11 Chet Huntley Reporting, Xerox, Mentholatum.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 Wagon Train, part.; 8:30-9:30 Going My Way, part.
CBS-TV 7:30-8:30 CBS Reports, part.; 8:30-9 Dobie Gillis, Colgate and sust.
NBC-TV The Virginian, part.

9-10 p.m.

ABC-TV 9-9:30 Going My Way, cont.; 9:30-10 Our Man Higgins, Pontiac, Amer. Tobacco.
CBS-TV 9-9:30 Beverly Hillbillies, Kellogg, R. J. Reynolds; 9:30-10 Dick Van Dyke Show, Procter & Gamble, P. Lorillard.
NBC-TV Perry Como's Kraft Music Hall, Kraft.

10-11 p.m.

ABC-TV Naked City, part.
CBS-TV U. S. Steel Hour, U. S. Steel, alt. with Armstrong Circle Theatre, Armstrong.
NBC-TV Eleventh Hour, part.

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 Adventures of Ozzie & Harriet, part.; 8-8:30 Donna Reed Show, Campbell Soup, National Biscuit; 8:30-9 Leave it to Beaver, part.
CBS-TV 7:30-8 Mister Ed, Studebaker and sust.; 8-9 Perry Mason, part.
NBC-TV 7:30-8:30 Wide Country, part.; 8:30-9:30 Dr. Kildare, Alberto-Culver, Colgate, Singer, Warner Lambert, Liggett & Myers, Sterling Drug.

9-10 p.m.

ABC-TV 9-9:30 My Three Sons, Chevrolet; 9:30-10 McHale's Navy, part.
CBS-TV The Nurses, Whitehall, Johnson & Johnson, Brown & Williamson.
NBC-TV 9-9:30 Dr. Kildare, cont.; 9:30-10 Hazel, Ford.

10-11 p.m.

ABC-TV Alcoa Premiere, Alcoa, alt. with Premiere, part.
CBS-TV Alfred Hitchcock Hour, part.
NBC-TV Andy Williams Show, part.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 The Gallant Men, part.; 8:30-9 The Flintstones, part.
CBS-TV 7:30-8:30 Rawhide, part.; 8:30-9:30 Route 66, Chevrolet, Philip Morris, Sterling.
NBC-TV 7:30-8:30 International Showtime, part.; 8:30-9:30 Sing Along With Mitch, Balantine, R. J. Reynolds, Buick.

9-10 p.m.

ABC-TV 9-9:30 I'm Dickens—He's Fenster, El Producto, Procter & Gamble; 9:30-10:30 77 Sunset Strip, part.
CBS-TV 9-9:30 Route 66, cont.; 9:30-10:30 Fair Exchange, part.
NBC-TV 9-9:30 Sing Along, cont.; 9:30-10 Don't Call Me Charlie, Scott Paper, Brown & Williamson.

10-11 p.m.

ABC-TV 10-10:30 77 Sunset Strip, cont.; 10:30-11 No network service.
CBS-TV 10-10:30 Fair Exchange, cont.; 10:30-11 Eyewitness, part.
NBC-TV The Jack Paar Show, part.

SATURDAY MORNING & AFTERNOON

8-9 a.m.

ABC-TV No network service.
CBS-TV Captain Kangaroo, part.
NBC-TV No network service.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 9-9:30 No network service; 9:30-10 Ruff and Reddy, part.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 Alvin and the Chipmunks, part.; 10:30-11 Mighty Mouse, part.
NBC-TV 10-10:00 Shari Lewis Show, part.; 10:30-11 King Leonardo and His Short Subjects, part.

11 a.m.-Noon

ABC-TV 11-11:30 Make A Face, Bradley, Sears-Roebuck, Welch; 11:30-12 Top Cat, Transogram, Chunky Chocolate.
CBS-TV 11-11:30 Magic Land of Allakazam, part.; 11:30-12 Roy Rogers, part.
NBC-TV 11-11:30 Fury, part.; 11:30-12 Marx Magic Midway, Marx.

Noon-1 p.m.

ABC-TV 12-12:30 Bugs Bunny, Gen. Foods; 12:30-1 Magic Land of Allakazam, Marx, Lakeside.

CBS-TV 12-12:30 Sky King, Nabisco; 12:30-1 Reading Room, sust.
NBC-TV 12-12:30 Make Room for Daddy, part.; 12:30-1:30 Exploring, Kraft.

1-2 p.m.

ABC-TV 1-1:30 My Friend Flicka, Gen. Mills; 1:30-2 No network service.
CBS-TV 1-1:15 CBS News, sust.; 1:15-45 No network service; 1:45-2 PreFootball Kickoff, Union Carbide.
NBC-TV 1-1:30 Exploring, cont.; 1:30-2 Watch Mr. Wizard, sust.

2-3 p.m.

ABC-TV No network service.
CBS-TV NCAA Football, Ford, Gen. Cigar, Humble Oil.
NBC-TV No network service.

3-4 p.m.

ABC-TV No network service.
CBS-TV Football, cont.
NBC-TV No network service.

4-5 p.m.

No network service at all.

5-7:30 p.m.

ABC-TV 5-6:30 ABC's Wide World of Sports, part.; 6:30-7 No network service; 7-7:30 Matty's Funnies, Mattel.

CBS-TV 5-5:15 NCAA Scoreboard, Gen. Mills, Bristol-Myers; 5:15-7:30 No network service.

NBC-TV 5-5:30 National Football League Highlights, R. J. Reynolds, Skill, Mennen, Chesebrough-Pond's; 5:30-6 Captain Gallant, Gen. Mills, Lionel, Shwayder Bros., Schaper; 6-6:15 News, sust.; 6:15-7:30 No network service.

SATURDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 Roy Rogers-Dale Evans Show, part.; Mr. Smith Goes To Washington, Dalton, Norwich Pharmacal, R. J. Reynolds, U. S. Rubber.

CBS-TV 7:30-8:30 Jackie Gleason Show: The American Scene Magazine, part.; 8:30-9:30 The Defenders, Brown & Williamson, Lever, All State, Speidel.

NBC-TV 7:30-8:30 Sam Benedict, part.; 8:30-9 Joey Bishop Show, P. Lorillard, Procter & Gamble.

9-10 p.m.

ABC-TV Lawrence Welk Show, J. B. Williams, Whitehall.

CBS-TV 9-9:30 Defenders, cont.; 9:30-10 Have Gun, Will Travel, Amer. Tobacco, Whitehall.

NBC-TV 9-11 Saturday Night At the Movies, part.

10-11 p.m.

ABC-TV 10-10:50 Fight of the Week, Gillette; 10:50-11 Saturday Sports Final, Brown & Williamson.

CBS-TV Gunsmoke, John. & Johnson, Gen. Foods, Procter & Gamble, Alberto Culver.
NBC-TV Movies, cont.

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Name Title
Station
Address
City State

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Sept. 20 through Sept. 26 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 stations

ACTIONS BY FCC

*San Mateo, Calif.—San Mateo Junior College District Peninsula and Delaware. Granted cp for new non-commercial educational tv station uhf ch. 14 (470-476 mc); ERP 14.7 kw vis., 7.9 kw aur. Ant. height above average terrain 330 ft.; above ground 93 ft. Estimated construction cost \$243,957; first year operating cost \$54,900; no revenue. P.O. address c/o Dr. Jacob H. Wiens, San Mateo, Studio and trans. location San Mateo. Geographic coordinates 37° 32' 12" N. Lat., 122° 20' 2" W. Long. Trans. RCA TTU-1B; ant. RCA TFU-24DL. Engineering data prepared by Dr. Wiens. Board of directors: U. S. Simonds Jr., Robert A. Traver, Eleanor D. Nettle, Raymond T. Whitney, Carl E. Ward, (no financial interest by board members.) Action Sept. 21.

Chicago, Ill.—Weigel Bcstg. Co. Granted cp for new tv station uhf ch. 26 (542-548 mc); ERP 250 kw vis., 125 kw aur. Ant. height above average terrain 550 ft.; above ground 580 ft. Estimated construction cost \$325,000; first year operating cost \$250,000; revenue \$150,000. P.O. address 1275 N. Waukegan Rd., Lake Forest, Ill. Studio and trans. location Chicago. Geographic coordinates 41° 51' 56" N. Lat., 87° 38' 22" W. Long. Trans. GE TT-25-A; ant. GE TT-25-C. Legal counsel Hogan & Hartson, Washington, D. C.; consulting engineer David Steel & Assoc., Washington, D. C. Principals: Daniel J. McCarthy, Adam Riffel (each 44%), John Weigel (11%) and John M. Duffy (1%). Messrs. McCarthy and Duffy are attorneys; Mr. Riffel is grain broker and bank director; Mr. Weigel is radio and tv announcer. Action Sept. 19.

APPLICATION

*Indianapolis, Ind. — Butler University. Uhf ch. 20 (506-512 mc); ERP 202.19 kw vis., 109.22 kw aur. Ant. height above aver-

age terrain 412.5 ft., above ground 449.5 ft. Estimated construction cost \$800,203; first year operating cost \$78,000. P.O. address Indianapolis 7. Studio and trans. location Indianapolis. Geographic coordinates 39° 50' 37" N. Lat., 86° 10' 19" W. Long. Type trans. RCA TTU-12A; type ant. RCA TFU-24DL. Legal counsel Johnson and Weaver, Indianapolis, consulting engineer John L. Krom. Principals are Board of Directors of U. Ann. Sept. 6.

Existing tv station

ACTION BY FCC

■ By memorandum opinion & order, commission (1) granted application of Eugene Tv Inc., for mod. of cp of station KVAL-TV (ch. 13), Eugene, Ore., to increase ERP from vis. 215 kw and aur. 115 kw to vis. 316 kw and aur. 158 kw, change trans. location from 11½ miles north northeast of Eugene to presently licensed site at 3½ miles south of that city, make changes in trans. ant. and equipment and reduce ant. height from 2,490 ft. to 1,476 ft., and (2) denied opposing petition by Liberty Tv Inc. (KEZI-TV ch. 9), Eugene. Comr. Bartley not participating; Comr. Ford concurred in result. Action Sept. 25.

New am station

APPLICATION

Monticello, Fla.—Radio Monticello. 1090 kc. 1 kw D. P.O. address c/o WCHN Quincy, Fla. Estimated construction cost \$14,283; first year operating cost \$45,000; revenue \$60,000. William S. Dodson is sole owner. Mr. Dodson is sole owner of WCHN Quincy, and WBSC Bennettsville, S. C. Ann. Sept. 25.

Existing am stations

ACTIONS BY FCC

■ By order, commission waived Sec. 1.354 of rules and accepted for filing application of Tri-County Publication Service Inc. (KUDU) to delete Oxnard from its present dual city designation of Ventura-Oxnard, Calif. Action Sept. 25.

■ By memorandum opinion & order, commission denied request by Rollins Bcstg. Inc., for waiver of Secs. 1.106(b) and 1.354 of rules and commission policy against accepting contingent applications, and returned its tendered application to change facilities of station WBEE Harvey, Ill., from 1570 kc. 1 kw, DA, D, to 1560 kc, 10 kw, DA, D. Action Sept. 25.

WCAW Charleston, W. Va.—Granted increased daytime power from 250 w to 10 kw, with DA-N, continued operation on 680 kc, 250 w-N, condition; denied letter request by WPTF Raleigh, N. C., to designate application for hearing. Action Sept. 25.

KEOS, Plateau Bcstg. Inc., Flgstaff, Ariz.—By order, commission, on showing of compliance with exceptions to three-year holding rule, granted transfer of control from John W. and Alice F. Ross to Jack P. Bird; transaction involves sale of

100% stock to Mr. Bird for 5 acres of land valued at \$5,000. Action Sept. 18.

KXEX Fresno, Calif.—Granted mod. of cp to change trans. site, ant. and ground systems and make other technical changes; engineering conditions. Comr. Bartley dissented. Action Sept. 18.

APPLICATIONS

KSON San Diego, Calif.—Cp to increase daytime power to 1 kw from 250 w and install new trans. Ann. Sept. 21.

WTHI Terre Haute, Ind.—Cp to change ant.-trans. location and change from DA night and day (DA-1) to DA-N only. Request waiver of Sec. 1.354 and other relief. Ann. Sept. 25.

WEXL Royal Oak, Mich.—Mod. of cp (which authorized increase in daytime power; install new trans. and DA, daytime) to make changes in DA system and changes in ground system. Ann. Sept. 17.

WFOR Hattiesburg, Miss.—Cp to increase daytime power to 1 kw from 250 w, install new trans., make changes in ant. system (increase height) and change studio location. Ann. Sept. 21.

WHIT New Bern, N. C.—Cp to increase daytime power to 1 kw from 250 w, and install new trans. Ann. Sept. 25.

New fm station

APPLICATION

Sidney, Ohio—Van Wert Bcstg. Co. 105.5 mc, ch. 288, 3 kw. Ant. height above average terrain 154 ft. P.O. address Marsh Bldg., Van Wert. Estimated construction cost \$12,100; first year operating cost \$7,200; revenue \$42,000. Principals: Kenneth E. Kunze and Raymond M. Waldron (each 25%), Stephan S. Beard, George W. and G. Dale Wilson, and Merl Knittle (each 12.5%). Applicant owns WERT-AM-FM Van Wert and is applying for new am station in Sidney, both Ohio, and Plymouth, Ind. Ann. Sept. 21.

Existing fm stations

CPS DELETED

■ WSHR (FM) Shorwood, Wis.—Great Lakes Bcstg. Corp. Cp forfeited and call letters deleted for fm station on 100.1 mc, ch. 261, 800 w. Ant. height above average terrain 110 ft. Remote control of trans. permitted. Ann. Sept. 21.

■ *WBAA-FM West Lafayette, Ind.—Purdue U. Cp forfeited and call letters deleted for fm station on 99.1 mc, ch. 256, 35.7 kw. Ant. height above average terrain 194 ft. Ann. Sept. 19.

CALL LETTERS ASSIGNED

WHHY-FM Montgomery, Ala.—Broadcast Service of Montgomery Inc.

WMIE-FM Miami, Fla.—WMIE Inc.

*WIAA (FM) Interlochen, Mich.—National Music Camp.

WYRE-FM Pittsburgh, Pa.—Golden Triangle Bcstg. Inc.; changed from WINE (FM).

WLTN (FM) Littleton, N. H.—The Berlin Bcstg. Co.

KTW-FM Seattle, Wash.—First Presbyterian Church of Seattle.

Ownership changes

ACTIONS BY FCC

■ Commission (1) renewed license of KFOR-TV (ch. 11) Provo, Utah, which has been off air since March 15, 1960 because of insolvency, and (2) assigned licenses of it and its auxiliaries to Brigham Young University, to operate as noncommercial educational station. Latter condition is because of overlap between KFOR-TV and assignee's station KSL-TV Salt Lake City. Commission will propose rulemaking to designate ch. 11 at Provo as noncommercial educational. Consideration is \$10,000 for partial reimbursement of out-of-pocket expenditures of predecessor bankrupt licensee; new assignee to obtain some of present equipment for \$140,000. Sale was pursuant to court order. University now controls KSL-AM-FM-TV Salt Lake City, and has minority interests in KID-AM-TV Idaho Falls, Idaho, and KBOI-AM-FM-TV Boise, Idaho, all of which hold commercial authorizations; and is licensee of non-commercial educational fm station KBYU Provo. Action Sept. 25.

KCLB (FM), Lawrence W. Felt, Carlsbad, Calif.—Granted assignment of cp to Patrick F. Michaels; consideration \$10 and \$500 for reimbursement of engineering costs. No construction has started. Comr. Bartley dissented. Action Sept. 25.

WYNK, Joel M. Hirsch, receiver, Baton

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 26

	Lic.	Cps.	CPS Not on air	TOTAL APPLICATIONS For new stations
AM	3,692	60	150	432
FM	958	67	172	149
TV	499	62	88	655

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 26

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	17	59

COMMERCIAL STATION BOXSCORE

Compiled by FCC August 31

	AM	FM	TV
Licensed (all on air)	3,712	989	490 ¹
Cps on air (new stations)	55	60	62
Cps not on air (new stations)	136	150	85
Total authorized stations	3,903	1,199	637 ²
Applications for new stations (not in hearing)	379	150	58
Applications for new stations (in hearing)	185	15	65
Total applications for new stations	564	165	123
Applications for major changes (not in hearing)	374	90	45
Applications for major changes (in hearing)	61	4	11
Total applications for major changes	435	94	56
Licenses deleted	0	1	0
Cps deleted	0	0	1

¹There are in addition, 10 tv stations which are no longer on the air but retain their licenses. ²Includes one STA.

Rouge, La.—Granted (1) renewal of license to Miss Lou Bcstg. Corp. (Robert D. McGregor Herbert V. Brown and George R. Ratliff); consideration \$45,000. Action Sept. 25.

APPLICATIONS

KPCA Marked Tree, Ark.—Seeks assignment of license from Kohn Bray, deceased, J. E. Singleton, and L. V. Ritter Jr. (each $\frac{1}{3}$), d/b as Poinsett County Bcstg. Co., to Messrs. Singleton and Ritter Jr. and Archie H. Bray, by will, (each $\frac{1}{3}$), tr/as same company. No financial consideration involved. Ann. Sept. 24.

WDSR Lake City, Fla.—Seeks assignment of license from Alfred H. Temple and W. H. Jones, receivers, to Mr. Temple and Alma Horn Temple (55% and 45% respectively), d/b as Deep South Radioways. Consideration \$72,500. Mr. and Mrs. Temple own laundry firm and were both previous owners of WDSR. Ann. Sept. 21.

WFMQ Chicago, Ill.—Seeks assignment of license from Lester Vihon, sole owner, d/b as individual, to same person tr/as Lester Vihon & Assoc. Inc. No financial consideration involved. Ann. Sept. 26.

KHAL Homer, La.—Seeks assignment of license from Dr. Thomas M. Deas, Dr. J. F. Rushton, and William M. Bigley (each $\frac{1}{3}$), d/b as Claiborne Bcstg. Corp., to Gene Humphries, sole owner, tr/as Homer Bcstg. Co. Consideration \$20,000. Mr. Humphries is 50% owner and manager of KVIN Vinita, Okla. Ann. Sept. 26.

WKLW (FM) Grand Rapids, Mich.—Seeks assignment of license from Kenneth W. Van Prooyen, sole owner, to same person tr/as Kentwood Bcstg. Inc. No financial consideration involved. Ann. Sept. 24.

WMUS-AM-FM Muskegon, Mich.—Seeks acquisition of positive control by Charles and Marion C. Boonstra (each 30.826%) through purchase of stock from Harold H. Smith (10,903 shares) by Greater Muskegon Bcstrs., licensee, (8,177 shares) and Wesley B. Tebeau (2,726 shares). Effect of transfer will be to reduce outstanding shares in corporation from 41,648 to 33,469 which would increase Mr. and Mrs. Boonstra's interest. Mr. Tebeau will pay Mr. Smith \$6,250 and corporation will pay to same \$18,750. Ann. Sept. 25.

KFTW Fredericktown, Mo.—Seeks assignment of cp from Robert F. Neathery (100%) to Robert F. Neathery Jr. (100%). Consideration that assignee pay to assignor cost incurred during construction of station. Willow Springs, KALM Thayer and KANS Independence, all Missouri. Ann. Sept. 25.

WNBZ Saranac Lake, N. Y.—Seeks assignment of license from Jacques and Jeanne DeMattos (each 50%), d/b as Upstate Bcstg. Corp., to James Rogers III, sole owner, tr/as WNBZ Inc. Consideration \$110,000. Mr. Rogers is salesman and announcer for WNBZ. Ann. Sept. 26.

WOMP-AM-FM Bellare, Ohio—Seeks assignment of license from Howard C. Weiss (100%), to same person tr/as Belmont Bcstrs. Inc. No financial consideration involved. Ann. Sept. 26.

WZAK (FM) Cleveland, Ohio—Seeks assignment of cp from William O'Neill (75%) and J. William (25%), d/b as Ohio Music Corp., to Xenophon Zapis, Robert L. Stumpf, Joseph F. Bauer, and Ohio Music Corp. (each 25%), tr/as The Trans World Bcstg. Corp. Mr. Zapis is attorney, Mr. Stumpf is owner meat processing firm, Mr. Bauer owns advertising agency, Ohio Music is 53% owner WSKP Miami, Fla., and Mr. O'Neill, 75% owner of Ohio Music and is sole owner of WSTA Charlotte Amalie, St. Thomas, V. I. Ann. Sept. 25.

KAGI Grants Pass, Ore.—Seeks acquisition of positive control of licensee corporation by Southern Oregon Bcstg. Co. (83.33%) through purchase of stock from N. Paul Hoff (presently 33.33%). Consideration \$11,000. J. Edwin Arnold will hold remaining 16.66% of stock. Southern owns KGPO (FM) Grants Pass. Ann. Sept. 26.

KWFA Merkel, Tex.—Seeks assignment of cp from David W. Ratliff, sole owner, d/b as Taylor County Bcstg. Co., to company of same name tr/as corporation. No financial consideration involved. Ann. Sept. 25.

WNOR-FM Norfolk, Va.—Seeks assignment of cp from Louis H. Peterson, sole owner, d/b as Norfolk Bcstg. Corp., to same person tr/as WNOR-FM Inc. Assignment is for purposes of facilitating accountings and no financial consideration is involved. Mr. Peterson is owner of WNOR that city. Ann. Sept. 24.

Hearing cases

STAFF INSTRUCTIONS

■ Commission on Sept. 21 directed preparation of document looking toward affirming Feb. 12 initial decision which would grant applications of San Juan Non-Profit Tv Assn. for three new uhf tv translator stations on chs. 73, 77 & 83 to serve Farmington-Bloomfield Highway and Huerfano-Bloomfield Highway areas, New Mexico, from trans. locations on Huerfano Peak by transmitting programs of Albuquerque stations KGGM-TV (ch. 13), KOB-TV (ch. 4) and KOAT-TV (ch. 7). 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. 21.

DESIGNATED FOR HEARING

Pender Bcstg. Co., Burgaw & Duplin Bcstg. Co., St. Pauls, both North Carolina.—Designated for consolidated hearing applications for new am stations to operate on 1470 kc, 1 kw, D. Action Sept. 25.

James A. Noe, Lafayette, La.—Designated for hearing application for new am station to operate on 1270 kc, 1 kw, D; issues include Sec. 3.35 multiple ownership and concentration of control determination. Action Sept. 25.

Avoyelles Bcstg. Corp., New Roads, La.—Designated for hearing application for new am station to operate on 1500 kc, 1 kw, D; issues include Sec. 3.35 multiple ownership and concentration of control determination. Comr. Hyde dissented. Action Sept. 25.

KVOE, Bluestem Bcstg. Inc., Emporia, Kan. & KAYS, Inc., Hays, Kan.—Designated for consolidated hearing applications to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; granted petition by KWBB Wichita, to extent of making it party to proceeding, also made KNCK Concordia, and KJCK Junction City, parties. Action Sept. 25.

KGST Fresno Calif.—Designated for hearing application for increased power from 1 kw to 5 kw, continued operation on 1600 kc, D, made KUBA Yuba City, who petitioned for hearing party to proceeding. Action Sept. 25.

OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition "for temporary relief" filed by Southwest States Inc. (KOSA-TV), Odessa, Tex., requesting stay of July 31 action granting application of Tri-Cities Bcstg. Co. to move trans. location of KVKM-TV, Monahans, to about 28 miles north of that city in direction of Odessa and Midland, increase ant. height to 1,270 ft., and increase visual ERP to 240 kw, with aural ERP 120 kw. KOSA-TV has pending petition for reconsideration of the KVKM-TV grant. Action Sept. 25.

■ By decision in Boston tv ch. 5 proceeding, commission supplemented, modified and affirmed its previous April 24, 1957 and July 14, 1960 decisions and (1) reinstated cp granted WHDH Inc., for new tv station to operate on ch. 5 in Boston, Mass., and (2) denied competing applications of Greater Boston Tv Corp. and Massachusetts Bay Telecasters Inc.; also granted licenses to cover cp for station WHDH-TV to be issued for period of four months only. It dismissed as moot motion by WHDH to dismiss Greater Boston application and petition by Greater Boston for reargument. Action Sept. 25.

■ Commission scheduled oral arguments on October 19 in following proceedings on applications for tv stations in Terre Haute, Ind.: ch. 2—Wabash Valley Bcstg. Corp. to change facilities of station WTHI-TV to ch. 2 from ch. 10, and Iliana Telecasting Corp. for new station on ch. 2; ch. 10—Wabash Valley Bcstg. Corp. for renewal of license of station WTHI-TV on ch. 10, and Livesay Bcstg. Inc., for new station on ch. 10. Action Sept. 25.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Pioneer States Bcstrs. Inc., West Hartford, Conn., and extended to Sept. 28 time to file exceptions to initial decision in proceeding on its am application. Action Sept. 24.

■ Granted petition by Broadcast Bureau,

BROADCASTING, October 1, 1962

and extended time to Oct. 5 to reply to joint request by Eastern Bestg. System Inc., Brookfield, Colonial Bestg. Co. and George F. O'Brien, New Milford, and Fairfield Bestg. Co., Easton, all Conn., for simultaneous approval of agreement; dismissal of applications of Colonial, O'Brien and Fairfield; and grant of application of Eastern. Action Sept. 21.

■ Granted petition by General Communications Inc. (KKKW), Lafayette, La., and extended time to Oct. 4 to respond to petition by South Mississippi Bestg. Co., Mississippi City, Miss., to delete issues in proceeding on their am applications. Action Sept. 21.

■ By memorandum opinion & order in proceeding on application of Bootheel Bestg. Co., for new am station in Kennett, Mo., granted petition by Broadcast Bureau to extent of adding issue to determine whether Bootheel, in view of its proposals as to staff, is qualified to operate its station in manner proposed by its application, and denied petition by Kennett Bestg. Corp. (KBOA), Kennett; Board Chmn. Berkmeyer issued dissenting statement to denial of Bureau's request concerning ascertainment of programming needs. Action Sept. 21.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

■ Granted motion by Ridsen Allen Lyon and continued Sept. 20 evidentiary hearing to date to be specified after commission has acted on pending joint petition for approval of merger agreement in proceeding on his application and that of York-Clover Bestg. Inc., for new am stations in Charlotte, N.C., and York, S. C. Action Sept. 19.

By Hearing Examiner Charles J. Frederick

■ Granted joint petition by applicants People's Bestg. Co. (WPBC), Minneapolis, and Gabriel Bestg. Co., Chisholm, both Minnesota, and continued Sept. 28 hearing to Nov. 7 in proceeding on their am applications. Action Sept. 20.

By Hearing Examiner Millard F. French

■ Upon oral request of Los Angeles Bestg. Co. (KFAC), Los Angeles, Calif., respondent in proceeding on am application of Dolph-Petty Bestg. Co. (KUDE), Oceanside, continued Sept. 26 further hearing to Oct. 3. Action Sept. 25.

By Hearing Examiner Walther W. Guenther

■ Scheduled certain procedural dates and continued Oct. 16 hearing to Nov. 28 in proceeding on am application of Hudson Valley Bestg. Corp. (WEOK), Poughkeepsie, N.Y. Action Sept. 20.

By Hearing Examiner H. Gifford Irion

■ Granted petition by D & E Bestg. Co., and continued Sept. 28 further hearing to Oct. 25 in proceeding on its application and that of Great State Bcstrs. Inc., for new am stations in San Antonio, Tex. Action Sept. 24.

■ Pursuant to agreement at Sept. 25 prehearing conference in proceeding on am application of New Madrid County Bestg. Co. (KMIS), Portageville, Mo., continued Oct. 19 hearing to Nov. 13. Action Sept. 25.

■ Granted petition by Jefferson Radio Co., and extended time from Sept. 28 to Oct. 15 to file proposed findings of fact in proceeding on its application for license to cover cp for new am station (WIXI) in Irondale, Ala. Action Sept. 25.

By Hearing Examiner Jay A. Kyle

■ Granted petition by KDIA Inc. (KDIA), Oakland, Calif., and continued date for exchange of engineering exhibits from Oct. 15 to Nov. 15, and hearing from Oct. 22 to Dec. 10 in proceeding on its am application. Action Sept. 21.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Formalized by order certain agreements and rulings made at Sept. 21 prehearing conference and at subsequent discussion between counsel and hearing examiner in proceeding on applications of Edina Corp. and Tedesco Inc., for new am stations in Edina and Bloomington, Minn., scheduled certain procedural dates, and continued Oct. 24 hearing to Nov. 19. Action Sept. 21.

■ Granted motion by Birch Bay Bestg. Inc. (KARI), Blaine, Wash., and extended time from Sept. 21 to Nov. 2 to file proposed findings and from Oct. 5 to Nov. 16 to file reply findings in proceeding on its am

application. Action Sept. 21.

■ Denied motion by Reliable Bestg. Co. for continuance of Sept. 26 hearing in proceeding on its am application for new station in Calhoun and that of Blue Ridge Mountain Bestg. Co., Ellijay, both Georgia. Action Sept. 19.

By Hearing Examiner Herbert Sharfman

■ Granted petition by KWES Bestg. Co. for leave to amend its application for new am station in Ceres, Calif., relating to its staffing plans; application is consolidated for hearing with am application of Western Bestg. Co. (KOLO), Reno, Nev. Action Sept. 24.

■ Upon oral request of applicants and respondent, scheduled further prehearing conference for Sept. 24 in matter of revocation of cp of Martin R. Karig for am station WIZR Johnstown, N.Y. et al. Action Sept. 24.

■ Granted petition by Rockland Radio Corp., for leave to amend its application for new am station in Spring Valley, N.Y., to correct depiction of its proposed 25 mv/m contour; application is consolidated for hearing with Docs. 14510 et al. Action Sept. 21.

■ Granted motion by Delaware Valley Bestg. Co. (WAAT), Trenton, N.J., and continued Oct. 1 hearing to Oct. 15 in proceeding on its am application, et al. Action Sept. 21.

■ Rescheduled Oct. 9 hearing for Nov. 27 and scheduled deposition-reception session for Oct. 11 in proceeding on applications of La Fiesta Bestg. Co. and Mid-Cities Bestg. Corp. for new am stations in Lubbock, Tex. Action Sept. 21.

■ Granted petition by Broadcast Bureau and further extended from Sept. 21 to Oct. 5 time to file proposed findings and from Oct. 8 to Oct. 19 for replies in proceeding on am application of KFNF Bestg. Corp. (KFNF), Shenandoah, Iowa. Action Sept. 20.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Sept. 25

KIPA, Big Island Bestg. Co., Ltd., Hilo, Hawaii—Granted transfer of control from Jedd McClatchy and Thomas J. MacBride, executors of estate of Alan H. Pollock, to John P. and Gordon Pollock.

KHDN, Big Horn County Musicasters, Hardin, Mont.—Granted assignment of cp to Hardin Bestg. Co.; no monetary consideration.

K10EM Park Rapids, Minn.—Granted mod. of cp to change frequency to ch. 10 for vhf tv translator station.

KCLB (FM) Carlsbad, Calif.—Granted extension of completion date to Feb. 1, 1963.

Actions of Sept. 24

WFPA, George A. Gothberg Jr., Fort Payne, Ala.—Granted assignment of licenses to Robert H. Johnson; consideration \$33,000.

WEFA (FM), Edward C. Fritz Jr., Waukegan, Ill.—Granted assignment of cp to WEFA Inc.; consideration \$1,500.

WLAY Muscle Shoals, Ala.—Granted cp to install old main trans. as alternate main night and auxiliary day at main trans. site.

WTVM (TV) Columbus, Ga.—Granted license covering changes and redescription of studio location; condition.

WEW St. Louis, Mo.—Granted change in remote control authority.

WRVR (FM) New York, N. Y.—Granted cp to change type ant., make changes in ant. system (increase height), ant. height to 460 ft. and ERP as 19 kw.

WHCO Sparta, Ill.—Granted cp to install new transmitter; conditions.

KWOA-FM Worthington, Minn.—Granted cp to change frequency to 95.1 mc, class C station, ERP to 39 kw, ant. height to 660 ft., install new tower (increase height) and new ant.; remote control permitted.

WSEL Pontotoc, Miss.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: WSEL Pontotoc, Miss., to Jan. 17, 1963; WEFA (FM) Waukegan, Ill., to Feb. 28, 1963.

Actions of Sept. 21

WFMI (FM) Montgomery, Ala.—Granted SCA on multiplex basis.

WRAK-AM-FM, WGAL Inc., Williamsport, Pa.—Granted assignment of licenses to Wright Mackey Corp.; consideration \$200,000.

K1JY Huron, S. D.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions.

K07DW Gardiner, Mont.—Granted cp to replace expired permit for new vhf tv translator station.

Video Utility Corp., Western shore of Lake Washington and Seattle, Wash.—Granted cp for new vhf tv translator station, on ch. 2, to translate programs of KTNT-TV (ch. 11), Tacoma, Wash.

WHAH Haverhill, Mass.—Granted cp to install new trans.

KEEL Shreveport, La.—Granted cp to install new trans. as alternate main trans. night.

KEVE-FM Golden Valley, Minn.—Granted mod. of cp to change type trans.

WLIN (FM) Detroit, Mich.—Granted mod. of cp to change type ant. and make changes in ant. system; and granted extension of completion date to Dec. 31.

WDBC Escanaba, Mich.—Granted waiver of Sec. 3.66(c) (4) of rules and permitted operation from authorized remote control point.

Mimbres TV Assn., San Lorenzo, N. M.—Granted cp for a new vhf tv translator station on ch. 7, to translate programs of KCLP-TV (ch. 13), El Paso, Tex.

Actions of Sept. 20

WMNI Columbus, Ohio—Granted increased daytime power on 920 kc, from 500 w to 1 kw, continued nighttime operation with 500 w, change from DA-1 to DA-2, and install new trans.; conditions.

K07AK Heber, Utah—Granted license for vhf tv translator station.

WTVP (TV) WTVP-Metropolitan Bestg. Corp., Decatur, Champaign and Urbana, Ill.—Granted assignment of licenses and cps to Metromedia Inc.

WBKB (TV) Chicago, Ill.—Granted cp to change trans. location, install new ant. system, make changes in equipment and ant. height to 890 ft.

W12AD Monticello, Ky.—Granted cp to change frequency to ch. 12, type ant. and make changes in ant. system.

KLID Poplar Bluff, Mo.—Granted cp to change type trans.; conditions.

K11CL Strater, Malta, Wagner, all Montana—Granted mod. of cp to change type trans. and make changes in ant. system.

K04CP, K04CO Sutton, Usibelli, Suntrana, all Alaska—Granted mod. of cps to change frequency to ch. 4, type trans., and make changes in ant. system.

*WJSP-TV Columbus, Ga.—Waived Secs. 3.685 and 3.613 of rules and granted mod. of cp to change ERP to 144 kw vis. and 72.4 kw aur.; change trans. and studio locations, ant. height to 1510 ft., and make changes in ant. system.

*KTXT-TV Lubbock, Texas—Granted mod. of cp to change ERP to 2.12 kw vis. and 1.06 aur., minor change in trans. and ant. location, change type trans., type ant., ant. structure and ant. height to 440 ft.

*WMVT (TV) Milwaukee, Wis.—Granted mod. of cp to change ERP to 14.4 kw-DA and 7.8 kw-DA, ant. height 440 ft., and make changes in ant. structure.

WJTV (TV) Jackson, Miss.—Granted mod. of cp to change height of auxiliary ant. system (auxiliary trans. and ant.).

WZOK-FM Jacksonville, Fla.—Granted request and cancelled license for fm station WZOK-FM; call letters deleted.

■ Granted cps to replace expired permits for following new vhf tv translator stations: K07CU Virginia City Tv Booster Club, Virginia City, Mont.; K07DH Ark Valley Tv Inc., Lamar, Colo., specify type trans. and make changes in ant. system; K11CW Park Non-Profit Tv Inc., Livingston, Mont., specify trans. location, type trans. and make changes in ant. system; K06AR Creede Tv Assn., Creede, Colo., change ERP to 9.2 w and make changes in ant. system; K06BR, K06CP, K12CM Elk Mountain Tv Co., Encampment and Elk Mountain, Wyo.; K13FA Juliaetta Tv Assn., Juliaetta, Idaho, and specify frequency as ch. 13; K08EB Jeffrey City Community Tv Assn., Jeffrey City, Wyo., and specify frequency as ch. 8.

■ Granted mod. of cps to change type trans. for following stations: KRAV (FM) Tulsa, Okla., and change type ant., decrease ant. height to 330 ft., and make changes in ant. system; KOVE Lander, Wyo.; KSLO Opelousas, La.; WAGC Centre, Ala., change studio location and remote control permitted; KXRO Aberdeen, Wash.; KYSM Mankato, Minn.

WGMZ (FM) Flint, Mich.—Granted mod. of cp to change type ant. and transmission line.

Continued on page 99

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED** 20¢ per word—\$2.00 minimum • **HELP WANTED** 25¢ per word—\$2.00 minimum.
- **DISPLAY** ads \$20.00 per inch—**STATIONS FOR SALE** and **WANTED TO BUY STATIONS** advertising require display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted: Sales manager for California 250 daylighter. Experienced and who can lead men, set up merchandising, promotions, and contests, and who can sell. Box 530P, BROADCASTING.

General manager, successful, sales-minded. Full responsibility. Northeastern suburban resort area. Population 400,000. Salary plus percentage of profits. Box 618P, BROADCASTING.

Wanted station and sales manager, for northeast 500 W daylighter. Must have local sales experience. Good salary plus. Send all information and photo in first letter to Box 740P, BROADCASTING.

WTHI, radio, Terre Haute, Indiana, accepting applications for radio-sales manager. Top salary plus override. Contact George A. Foulkes, Vice President, Sales.

General manager. New am-fm Highland Park, Ill. serving North Shore Chicagoland. Experienced in sales, programming, management. Write fully. Eli Fink, 135 LaSalle, Chicago.

Announcer dj with first fone, dominant 5000 watt station needs young hard working quality announcer. Fast pace morning operation. Send tape, picture, experience. \$100 per week. Radio Station KNPT, Newport, Oregon.

Station manager management of successful daylighter open to Louisville, Mississippi. First ticket desirable, but not essential. Contact Joe Carson, P.O. Box 528, Meridian, Mississippi.

Executive salesmen, management experience, proven sales background. Full time travel. (Home weekends), protected localized territory. Residence in territory required; preference given residents of available territories; "Illinois-Indiana-Michigan," "Dakota's-Minnesota-Wisconsin," "Intermountain;" "Nebraska-Iowa-Kansas-Missouri;" Other territories also available. Openings immediately, personal interviews required. Extensive field training provided. Salary, commission-incentive plan. Earnings unlimited. Major Medical, other benefits. Resume, references, pix; Community Club Awards, Westport, Connecticut.

Sales

Christmas promotion. Amazing 6 ft. full size mechanical, talking Santa Claus. Beckons customers inside stores and to product displays. Then voice gives sales pitch. Use year-round in other promotions as clown, chef, etc. Only \$200.00. Box 532P, BROADCASTING.

Tape recorder bargain. Brand new recorder model #210 Reg retail \$99.00. In unopened factory carton, only \$55.00. C.O.D. Box 533P, BROADCASTING.

Opportunity for a salesman in the fabulous Rocky Mountain empire. Salary and commission. Write Ellis Atteberry, Radio KCOL, P. O. Box 574, Fort Collins, Colorado.

Eastern Pennsylvania, salesminded manager, full time station, resume and performance information preliminary to interview. \$10,000. per year plus profit sharing. Box 629P, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Kansas small growing market radio station needs young, but mature salesman. If you would like to sell radio and the media, and not as a gimmick, and off of a legitimate rate card with no deal; this is it. Draw against commission plus extra. Send resume to Box 675P, BROADCASTING.

Immediate opening for experienced radio salesman. Top commission, outstanding opportunity in major southwest market with leading format operation. Send resume to Box 713P, BROADCASTING.

Top radio salesman for Rochester, N. Y. Send photo, experience, references. Box 715P, BROADCASTING.

Have an immediate opening for an experienced professional salesman. Unlimited opportunity for permanent position and attractive financial arrangement for the right man. Call the owner Mr. Lester at NO 3-0569 or write WOIA-AM & FM, Ann Arbor, Michigan.

Attention, disc jockeys who sell your own shows . . . put it on channel 21, independent, progressive, Fresno market station with rates that compare with radio. Late night or afternoon. Extremely rewarding commissions. Resume and pics to Harold Gann, KDAS TV, Hanford, California.

Earn extra money . . . sell radio's hottest capsule and 5 minute features, including biggest show biz and sports names. Also jingles and sales promotion ideas at lowest prices. Write . . . Creative Services, Inc., 75 East Wacker Drive, Chicago 1, Illinois.

Announcers

Top Chain continually on lookout for top airmen with format experience. Believable personality, and creativity important qualifications. To be considered send tape and resume to Box 834K, BROADCASTING.

Announcer-salesman, experienced. East coast. Box 384P, BROADCASTING.

Excellent opportunity for experienced announcer with first ticket. Established 1000 watt good music station. Emphasis on announcing and news. Salary commensurate with ability and experience. Box 591P, BROADCASTING.

Will you be our funny morning showman for \$6,500 a year? Send complete resume, photo, and airtape. Midwest. Box 621P, BROADCASTING.

Top-rated station in medium-large market in upper Midwest requires bright, fast-paced morning man. Middle-of-the-road semi-format operation combines best of the hits with bright standards. Prefer man with rating success in competitive market. If you have adult appeal . . . thrive on gimmicks and contests . . . and have a thorough knowledge of music, you may be our man. Rush tape, complete resume, and rating history to Box 673P, BROADCASTING.

Help wanted, announcer, engineer, 1st class ticket. Engineering ability. Desirable area. Good salary, stable operation. Opening immediately. Send tape and resume to Box 676P, BROADCASTING.

Experienced capable announcer with mature voice, needed by Maryland independent, for music-news-sports shows. Send tape and complete resume including references. Box 637P, BROADCASTING.

Engineer, first phone, with announcing and board abilities. Do not apply unless willing and able to work a board shift and have excellent employment history and references. No drifters. Good educational background essential for this West Coast fm in major metropolitan market. Send complete resume and tape. Box 705P, BROADCASTING.

Announcer, mc, with sales ability and experience. Above average pay. Personal interview necessary. KLEX, Lexington, Missouri.

Announcer-Chief Engineer. Must have fine voice and personality. Practical engineer for new equipment. Abilities in programming, sales, and news given careful consideration. Above average salary for good man. Pleasant working and living conditions. One kilowatt, middle and pop programming. Heavy on news, sports and special events. 68 miles west of Washington, D. C. Send complete resume, photograph, and audition tape to Ken Gordon, WFTR, Front Royal, Virginia.

Immediate opening, announcer, salesman. Salary, commission. Send resume, tape, photo. KVML, Sonora, California.

Lively, convincing announcer who can make music show sound like live bandstand. WICY, Malone, New York.

Announcer-dj good tight board, fast pace delivery. We're No. 1 afternoons, we need the mornings to match. Rush tapes, resume to: Bob Dell, WOLF, Syracuse.

Announcer first phone no maintenance. State amount required. Mr. Zucker, WBZY, Torrington, Conn.

Announcer-dj—1st phone. Send tape and resume. Start \$80. KSYL, Adult Radio, P.O. Box 1489, Alexandria, Louisiana.

Announcer, 1st phone for new am-fm in Fort Atkinson, Wisconsin. Area applicants preferred. Box 297, Monroe, Wisconsin.

Station in very small Virginia town looking for a fulltime salesman and announcer-salesman or announcer with first class ticket. Decency and responsibility prime requirements. WMNA & WMNA FM, Gretna, Virginia.

Montana middle road NBC station needs experienced announcer first phone desired, but not necessary for right voice. We require above average man with references. Opportunity to join solid and creative station. Call collect Stan Stephens, 265-7841. KJOM, Havre, Montana.

Are there some top grade announcers with showmanship who like to work in a small market in return for good money? New Columbus, Nebraska station, to hit the air about November 1st, wants complete staff (1 ticket men). Send tape, resume, photo to Ken Kilmer, KFXD, Nampa, Idaho.

Good voice for news and commercials wanted by 5000 watt adult music station, owned by NY Herald Tribune. \$90 to start, plus company medical plan. Send tape, resume, references: WGHQ, Kingston, New York.

WIOK needs good sounding first ticket dj that swings. Send tape, resume, and salary requirements to Tom Brown, Box 1440, Normal, Illinois.

Help Wanted—(Cont'd)

Technical

Need experienced first class phone for leading north central station with old ownership. Desire a man capable of maintenance, installation, production, and recording. No announcing. Box 535P, BROADCASTING.

AM-FM-TV station in large eastern city need assistant to manager of engineering. He must be strong in the transmitter area and have the personality needed at the studios. This is a good opportunity for a sharp young man who wants a future in management. Box 703P, BROADCASTING.

"Somewhere there must be an experienced First Class engineer who is good on maintenance AND announcing; who wants to join a successful operation offering good salary with steady increases and fringe benefits; who would like to raise his family in a small, modern town. We are a 5 kw daytimer, non-directional, looking for such a man as chief. Send photo, tape, complete resume and references to Al Clark, KWYR, Winner, South Dakota."

First phone engineer, some announcing experience. Contact Manager, WVMC, Box 450, Mt. Carmel, Illinois.

Wanted chief engineer, some announcing. Good opportunity. Contact manager, WEAB, Greer, South Carolina.

Qualified fm stereo multiplex chief engineer (first phone) immediately. Tremendous opportunity! Excellent living conditions. Harry J. Hill, WQMG, Greensboro, N. C.

Wanted: Chief engineer for Class IV AM and 34000 watt fm facility. Excellent working conditions. Announcing if you want. Write WAIR, Winston-Salem, North Carolina.

Wanted Chief engineer, some announcing. 1000/250 WEL radio, Michigan Bank Building, Battle Creek, Michigan.

Announcer first phone no maintenance. State amount required. Mr. Zucker, WBZY, Torrington, Conn.

Chief Engineer-Announcer. Must have fine voice and personality. Practical engineer for new equipment. Abilities in programming, sales and news given careful consideration. Above average salary for good man. Pleasant working and living conditions. One kilowatt, middle and pop programming. Heavy on news, sports and special events. 68 miles west of Washington, D. C. Send complete resume, photograph and audition tape to Ken Gordon, WFTR, Front Royal, Virginia.

Production—Programming, Others

News director for leading Montana net work station. Must be experienced in radio news. If you have a nose for news can write and read it, and can provide references proving your ability, send resume, tape and picture to Box 534P, BROADCASTING.

Newsman—now on air northeast. 9 years experience. Write, gather, edit and film. Box 604P, BROADCASTING.

Wanted: A newsman who loves to work, dig up local news, head a several man department, and sink roots in east coast community. Personal interview necessary. Box 617P, BROADCASTING.

Traffic clerk. Radio major midwest market. Send biography, work history, and references to Box 624P, BROADCASTING.

Ohio prestige station wants news and special events man. Must be good newscaster. Emphasis however will be on imagination, development of news, car spot news, reports, and audio tape features. Send resume, picture, and tape, including news cast, plus sample of skill with interview and development of 2 minute monitor type features. Box 674P, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Traffic assistants (2) girls experienced in handling avails . . . and teletype machine. Plush office, many extra benefits. Write or call H-R T.V. Reps, 375 Park Avenue, New York, PL 9-6800, Miss K. Caldwell.

Traffic girl women's director, must do air show daily. Salary commensurate with ability. Must be available by October 25th. Only experienced need apply to Jerry Granger, Program Director, Radio Station WWCA, Gary, Indiana.

RADIO

Situations Wanted—Management

General salesmanager. Pushing sales curves upward 14 years at local regional national levels. Creative sales producer presently employed. Top notch client and agency contacts. Box 143P, BROADCASTING.

Outstanding record in management with emphasis on sales desires change to medium or small market. Increase in sales with ne widens my specialty. Box 505P, BROADCASTING.

For sale: rare species of thoroughly experienced radio station manager, the selling manager. First asking price, part ownership in a station. Tired of making money for everyone but himself. Willing to negotiate, however, if offer attractive will consider anything. Box 600P, BROADCASTING.

Manager will consider majority stock and payout to build medium market station. Solid earnings, references. Box 643P, BROADCASTING.

Manager, strong personal sales. Twelve years management. Top character and owner references. Highly qualified. Box 652P, BROADCASTING.

General, sales manager. Outstanding salesman. Metro experienced. College, 38, married. Box 666P, BROADCASTING.

General Manager, fm. Strong on creative quality programming, public relations, civic leadership. Aggressive, idea man with faith in quality and good taste. FM stereo experience. Box 686P, BROADCASTING.

Ready for management. Prefer two or three station market in south. 4 years as sales manager. 12 years total radio experience. Young, family man. Box 689P, BROADCASTING.

New 1963 model salesmanager never offered before, fully qualified, not a test model proven abilities. Available for delivery in 30 days. Smile then write. Box 711P, BROADCASTING.

Enlightened, experienced executive will manage station(s) for incentive minded multi-person ownership. Top 75 markets. Box 702P, BROADCASTING. Confidential.

Presently employed program director large chain. Fifteen years experience includes staff, AA baseball and college sports, acting manager. Desire management as sober and conscientious as I am expected to be. Married. Prefer medium market. Box 712P, BROADCASTING.

General manager, presently employed in large metro area. 12 years of successful radio experience, including ownership. Emphasis on sales and economy. Seeking complete responsibility. Interested in radio only, with opportunity for stock interest. Available soon due to up coming ownership change. Box 716P, BROADCASTING.

General and/or sales manager. Experienced, creative, professional. 38, college, married. Box 738P, BROADCASTING.

Working pair will take over entire management. 25 years advertising and promotional experience. First class ticket engineering capable of air show. Must be able to have full say. Prefer contract arrangement. Guarantee plus bonus on increase sales. South preferred. Box 952, Wildwood, Florida.

Situations Wanted—(Cont'd)

Sales

Need a man with that extra sales-know-how? Excellent track record in Newspaper, Radio and TV Program sales. Provable record of turning two major market radio stations into profitable operations. Am past fifty and in excellent health. Will consider sales or sales management in any market. If Newspaper competition is your particular problem, I can help you. Box 704P, BROADCASTING.

Announcers

My experience in fm stereo and network operations is at your service, Box 608P, BROADCASTING.

First phone announcer wants to be part of Texas radio. Box 614P, BROADCASTING.

Announcer, 1st phone. Summer experience, seeks solid opportunity. N.E. preferred. Sales experience. Box 627P, BROADCASTING.

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 656P, BROADCASTING.

Available immediately. Although only 24, 8 years experience in three major markets. Extra strong knowledge of good music. Married, will settle, have top references. Can fit your format. Would like to move up in market but am interested in more money. Box 683P, BROADCASTING.

Western states, 33, 8 years experience. Available immediately. Box 684P, BROADCASTING.

Announcer dj, good board, good sound, authoritative news. Will relocate anywhere. Box 685P, BROADCASTING.

Disc-Jockey, announcer, top 40. Radio school graduate, will travel. Available anytime. Box 687P, BROADCASTING.

Announcer, dj. Veteran, family man, authoritative sound. Good board work, will relocate. Box 693P, BROADCASTING.

Draft and recall free. Two years experience, single, 25. Deejay, news and play by play: ice hockey, basketball, baseball and football. Box 694P, BROADCASTING.

DJ; tight board; mature voice; experience; dependable. Veteran, will relocate. Box 695P, BROADCASTING.

Mature, authoritative newscaster, radio or television. Background in news editing and rewriting. Excellent educational background. Box 696P, BROADCASTING.

Family man, 12 years experience. Located in top 40 city. Top forty music preferred. Box 697P, BROADCASTING.

Canadian announcer, singer, technician, 50,000 water, strong news, good music special events, tv experience. Prefers established New England. Box 699P, BROADCASTING.

34 years old announcer/dj/writer. Prefer medium market. No top 40. Good background all phases. Box 700P, BROADCASTING.

Need positive position in medium market. 3 years experience. Definite personality. Box 709P, BROADCASTING.

Aggressive modern operation needs sharp, swinging disc-jockey who knows production and can comply with format policy. Air mail audition tape, background letter, references. Box 714P, BROADCASTING.

Beginner announcer wishes position with beautiful music station. Not top 40. Strong on news. Radio school grad. Some college. Army vet. Tape and resume on request. Box 718P, BROADCASTING.

New England, experienced announcer, deejay. Strong on news, creative copy. Box 719P, BROADCASTING.

Disc jockey, authoritative newscaster, all phases of broadcasting. Dynamic live wire. Married, will relocate. Resume and show tape on request. Box 725P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Format top 40 personality jock. Six years experience with Plough, Bartell, Storz. Past year morning man Storz. Number one hooper and pulse. Also automation programming expert. Strong on ideas, strong on production. Box 724P, BROADCASTING.

First class license, available at once. Utah, Arizona, New Mexico. Box 681P, BROADCASTING.

Now available to you, Negro announcer dj. Professional radio school graduate with practical training in all phases of radio. Needs steady position. Willing to work hard, any market, any hours. Tight board. Have 3rd phone. Bags packed, ready to travel. Box 721P, BROADCASTING.

Announcer, personality dj, news, play by play, all sports. 4 years experience. Top reference, college, veteran. Box 727P, BROADCASTING.

Announcer dj, crisp authoritative sound, tight board production. Will relocate. Box 728P, BROADCASTING.

Announcing school graduate. Excellent sound. Intelligent willing worker, veteran, will relocate. Box 729P, BROADCASTING.

Disc jockey wishes to relocate. Big sound, tight board, dependable, married, not a floater. Radio station's delight. Box 730P, BROADCASTING.

Swinging dj, crisp news, tight board, fast pace show. Available immediately. Box 731P, BROADCASTING.

Top rated deejay in southwest major market, married, \$125 minimum. Box 741P, BROADCASTING.

First phone personality, showmanship maturity, college, 5 years experience, No. 1 ratings, draft free. Minimum \$140.00. Box 743P, BROADCASTING.

Wanted big station. No screamers. Just cool radio, as it was in 1947. New York state preferred. Box 744P, BROADCASTING.

Top sportscaster. play by play, air personality. Bachelor. Available soon. Will listen to all. Prefer north or west. Solid background. Box 746P, BROADCASTING.

The new radio big audience nights will be for private life advice, what Michael Jackson's done with it for KEWB can be done for you (South or SW preferred) by wise, witty, charming Robert Shafto. He's in Europe. Get him thru Bill Maher c/o Mutual Broadcasting, 1440 Broadway, New York 18, New York.

1st phone announcer, experience, play by play, broadcasting school, college. Prefer Rocky Mountain area. Available now. 2064 Geneva, Aurora, Colorado. EM 6-1711.

Announcer, 1 year experience, single 23, service obligation completed. Write 219 Stone Ave., Lexington, Kentucky. Or call 2-4747 after six. David R. Spence.

Top man wants top job. Rick O'Shay, Box 35832, Dallas.

Personality, top 40 dj. Have swinging operation, remotes, record hops? Let's talk. 3 years experience. Married, 27. Box 682P, BROADCASTING.

Trained deejay. Third phone. Would like smaller market, any area. L. R. Smith, 2041 Midland Ave., Louisville 4, Ky. GLen-dale 2-1609.

Announcer dj, good news. Bud Hamod, 568 Mathews, Gary, Indiana.

Situations Wanted—(Cont'd)

Announcers

Play by play baseball. Former professional pitcher, college graduate, 32, author of book and articles, experienced in all sports production, interviews on 3 stations, can do news, copy writing, d.j. and sales. Available immediately, willing to relocate. Tape and excellent references on request. Don Weiskopf, 211 S. El Molino, Pasadena, California.

Announcer, d.j. some experience. Desire community minded small market middle of road or top pop station. Larry Nelson, 809 North Highland Avenue, Rockford, Illinois.

Houston Fm'er wants back in am. Two years, experience heavy news. Jimmy Dean, HI 2-2139, Houston, Texas.

First phone deejay offers a lot of talent, will travel. Box 735P, BROADCASTING.

First phone. Employed, beginning new career. 28, college graduate, plus broadcasting school. No maintenance. Strong sports. Impeccable character, background. Administrative potential. Adult presentation. Tom Walters, 13506 Rye, Sherman Oaks, California.

First phone announcer, 28 years old. College. Extensive knowledge of jazz, classical and folk music. Clever mature personality. Versatile, but no screamer. Production and writing ability. Sincere interest and a hard worker. Will send resume, tape, and photo at once. Leonard David Levin, 13800 So. Arcturus Ave., Gardena, California. DAVIS 3-5024.

Technical

Chief engineer-am/fm, construction, operation maintenance of directionals. \$175.00 minimum. Box 639P, BROADCASTING.

Young family man with first phone, over 3 years experience in radio engineering and announcing, 3½ years experience as Electronics Proj. Eng. & Lab work, plus military service as radar instructor, is looking for a future in broadcasting. Familiar with all phases of radio. Will consider late night show. Box 677P, BROADCASTING.

Presently employed New York City but looking for smaller market opening. Qualified Chief Engineer many years of planning, construction, installation and maintenance AM or tv. Minimum salary \$150. Box 726P, BROADCASTING.

Experienced chief, combo. First class license. Available immediately. Recommendations. Telephone Mr. Downie, Dover, Delaware, 734-3271.

Conscientious Chief Engineer. Ten years radio and television. Installations, maintenance, directionals. Box 732P, BROADCASTING.

Engineer; 1st phone, Kansas City area, available immediately. Call GL 2-8063.

Production—Programming, Others

Experienced program director desires relocation. I offer: 13 years broadcast experience, proven record, ability, organizational knowhow all phases; air trick included. Good music operation only. Prefer east. Box 605P, BROADCASTING.

Qualified man, 12 years experience, good sound looking for p.d. position at top 40 station. Box 698P, BROADCASTING.

Program director. Young and aggressive, will work hard. Have programmed top 40 station with number one rating in medium market two years. Good on production, run tight board, good ideas, wanting to move up. Box 690P, BROADCASTING.

In need of a good working p.d. or announcer? I have over 7 years experience in all phases of broadcasting from rock and roll to the classics. Currently have a #1 rated show by 15 points (pulse) in a 16 station metro market. Box 706P, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Solid newsman seeks major market challenge. Over two years McLendon college degree. Box 707P, BROADCASTING.

C/W man (presently employed) will exchange many years experience and \$2000 for percentage/ownership. Thoroughly qualified. Let's mutually investigate. Box 720P, BROADCASTING.

Top rated news director, caster. 15 years experience in radio and tv journalism. Also top camera, B&H, Bolex and Auricon. Box 733P, BROADCASTING.

Versatility anyone? Former pr man, tv director, announcer seeks challenging position. Can write, talk, sell. Agreeable personality. Find out yourself. Write Ideas Unlimited, 10 Codman Street, Boston 24.

Nine years California. Eight with one outfit. All phases broadcasting. Solid references. Age 32, family, college. Bill Gebeau, 121 Jamul, Chula Vista, California.

Director/tv/cameraman seeks position in bigger market. 3 years same station. Experience plus schooling in all phases of tv production. Resume available immediately. P. O. Box #6395, Bakersfield, California.

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.

KDAS-TV (indie) looking for two salesmen to handle football, teenage, western and special events, studio and live remote programs. Fresno area all UHF market. Extremely rewarding commissions against living expense draw. Contact Harold Gann, Channel 21, Hanford.

Opening for experienced broadcast salesman as member of television sales team, WTHI, TV channel 10, Terre Haute, Indiana. Salary plus override. Contact George A. Faulkes, Vice President, Sales.

Announcers

If you are a top flight on the air television newscaster, we want you. Salary open. Send resume and SOF or audio tape to Redd Gardner, General Manager, KCRG TV, Cedar Rapids, Iowa.

Personable, dependable announcer for large Texas station. Box 598P, BROADCASTING.

Announcer, mature voice, presentable appearance for southwest VHF. Box 602P, BROADCASTING.

A CBS affiliate in sunny San Antonio, Texas, seeking versatile staff announcer, rush audio or video tape and job history to, Program Director, KENS TV, Box #2171.

Technical

Immediate opening for experienced engineer. Must have first phone. Must be experienced with directional array system and all phases of the FCC technical requirements. This placement is open in Montana's first city, number one station—with number one fishing, hunting and living facilities. Call or write: Jack R. Bolton, Radio Station KOOK, Radio Manager, Billings, Montana.

250 kw UHF has need for engineer strong on maintenance. Must have sufficient experience to assume full responsibility for maintenance shift. Box 707P, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Experienced announcer-switcher for South Texas station. Box 595P, BROADCASTING.

Immediate opening first class tv engineer. Maximum power VHF. Previous transmitter experience desirable, but not requisite. Salary dependent on background. Bill Smith, Chief Engineer, KPDA TV, Amarillo, Texas.

Production—Programming, Others

Excellent producing opportunity with leading midwestern tv station, doing heavy live program schedule. Producing experience required. Send detailed resume and salary requirements to Box 635P, BROADCASTING.

Newsman-photographer experienced in gathering and writing news. Box 606P, BROADCASTING.

TELEVISION

Situations Wanted—Management

Sales promotions and research manager, presently employed by network O&O tv station, in major market. Box 691P, BROADCASTING.

Four years tv operations—assistant general manager. 37. Experienced all phases television operation, large and small markets. Sales minded, highest references. W. H. Bailey, 5510 Pinto Lane, Amarillo, Texas. Fleetwood 5-1707.

Sales

Successful general sales manager looking for larger market and more responsibilities. If you anticipate a need in foreseeable future I'd like to begin correspondence now. College graduate, 36, not a drifter; same station seven years. Box 710P, BROADCASTING.

Announcers

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.

Weather girl experienced in major market. Professional member American Meteorological Society. Box 636P, BROADCASTING.

Announcer—completely experienced news, weather, commercials, booth. Ten years radio and tv. Available immediately, will travel, tape, resume, photo, references available upon request. Box 665P, BROADCASTING.

Announcer/emcee/writer. 34 years old, married. Good production background. Reliable, energetic, professional. Box 701P, BROADCASTING.

On camera newsman with experience as reporter, and writer. Masters degree, tech school trained. In service training, R.K.O. general station. Married. Salary open. Resume and tape on request. Newsman, P. O. Box 1335, Memphis, Tennessee.

Technical

First phone. Seven years technical film and show experience. Desire start in tv. Prefer midwest. B. Metsa, DeSoto, Wisconsin.

Engineer, first phone, experienced, ambitious. Seeking advancement. West or midwest. Box 688P, BROADCASTING.

Eight years experience studio, 1st phone. Tech school graduate. Box 737P, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman, expert reporter, writer, newscaster. Now reporter major metropolitan daily. Experienced all general news and features. Want news-oriented television station which knows value of total commitment to news. Prefer east. Box 641P, BROADCASTING.

News director, newscaster. Strong on air personality, 8 years experience, mature, administrative ability. Reliable and authoritative reporting that assures you of news that ex-sells. Preference given south and southwest. Box 678P, BROADCASTING.

Newsreel cameraman/photographer seeks position with tv station or network. Ten years experience. Advanced college degree in film production. Box 679P, BROADCASTING.

News director, newscaster. Strong on air personality, 8 years experience, mature, administrative ability. Reliable and authoritative reporting that assures you of news that ex-sells. Preference given south and southwest. Box 678P, BROADCASTING.

News director. Proven administrative ability coupled with top rated on the air delivery in major markets. Extensive special events experience, including award winning photography, from Capital Hill to Cape Canaveral. Box 708P, BROADCASTING.

For Sale

Equipment

Sony newscaster m4. Used only thirty days. New condition w/Mic & HD set. Cost \$395.00—Sacrifice—\$200.00 FOB, Medallion TV, Six thousand Sunset, Hollywood, California.

RCA fm transmitter model BTF 3B 3000 watt—\$3000.00. 184 foot self supporting Truscon tower & 4 section RCA fm pylon antenna \$1500.00. Buy the package for \$4000.00. Phone Roger Sawyer, KGLO, Mason City, Iowa. Area code 515-423-2540.

ST-101 Gates Spottape with accessories. \$700. 1½ years old. Like new. WILA, Danville, Virginia.

Presto A-93 recording amplifier; 161-A equalization control; 1-D cutting head; rec-O-cut 16" master pro lathe; 120 and 240 lpi leadscrews; 45 rpm adaptor. Best offer. Box 671P, BROADCASTING.

For Sale: Collins 26U-1 limiter. In use less than six months. Perfect condition. Cost \$425. New. \$300. KIMM, Rapid City, South Dakota.

Ampex 400, portable case, excellent, \$350.00 concertone 20/20 cases, excellent \$225. Don Warnock, KCMO RADIO, Kansas City, Mo.

Thermometer, remote electrical; used by over 100 stations, enables announcer to read the correct outside temperature from mike position. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Billey and J-K holders, regrounding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 31, Temple, Texas.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-9258.

Dismantling RCA 10DX transmitter. Let me know what parts you need for spares—cheap. Box 933, Wichita, Kansas.

35mm GPL PA200 telecast projector. Type used by the networks. Excellent condition. Priced right. Box 471P, BROADCASTING.

For Sale—(Cont'd)

Equipment

1 kw fm, rel 518B-dl transmitter now in use. Final tubes—4 x 500. Available soon. \$1800. Box 586P, BROADCASTING.

Measurement UHF Noise and Field strength meter model 125 less antenna. \$150. Western Electric KS 5799L3 video monitor. \$97.50. General radio 916A Bridge. \$275. Communications Service Inc., 3209 Canton Street, Dallas, Texas.

Gates 101 Tape Unit. Needs cleaning and adjustment. Holds 101 spots. \$495.00. Sparta Electronic Corporation, 6430 Freeport Boulevard, Sacramento, California.

One complete, ready to use, nothing else to buy: G.E. Studio Camera chain, Houston fearless tripod, 3 B&L lenses, G.E. Monitor, Power supplies, channel amplifier. Write WSIL TV, Harrisburg, Illinois.

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.

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. Tempelebar 2-3527.

Will buy or sell broadcasting equipment. Guanantee Radio & Broadcasting Supply Co. 1314 Iturbide St., Laredo, Texas.

One used RCA type 5-D 5/1 kw broadcast transmitter complete except for interconnecting cables. In excellent condition with large stock of spare tubes and spare parts. For technical information write or call, L. A. Brogger, Chief Engineer, Radio station KUOM, University of Minnesota. For bid blanks write or call, purchasing agent University of Minnesota, 404 Morrill Hall, Minneapolis 14, Minnesota.

RCA 3-bay, Channel 3 (or 2) TV antenna. Real bargain. WSAV TV, Savannah, Georgia.

Collins tape cartridge machines \$275. Gates sta-levels \$150. Sony stereo tape decks \$50. Box 125, Lafayette Hill, Penna.

WANTED TO BUY

Equipment

Wanted arrislex, 16 mm blimps new or used. Contact Box 625P, BROADCASTING.

1 kilowatt am transmitter in good condition. KSJB, Jamestown, North Dakota.

General radio am frequency monitor, any condition. John Randolph, WISE TV Asheville, North Carolina.

Wanted, four bay antenna (105.7), three kilowatt transmitter. Have one kilowatt for sale. Box 672P, BROADCASTING.

Will buy 1 kw late model fm transmitter if immediately available. Send price, description, to: WLAG FM, Drawer 36, La-Grange, Georgia.

One used Altofonic background music tape deck, complete, in good condition. 3¼ ips speed. Give price and condition. WWNS, Inc., Statesboro, Georgia.

12.5 kw transmitter for UHF tv. Call William L. Fox, Turner 7-5400 or write Benzoni-East, Jenkintown, Pa.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10 B Pennsylvania, Tuckahoe, N. Y.

ATTENTION CLASSIFIED ADVERTISERS

Effective November 5th, all WANTED TO BUY STATION advertising will require DISPLAY SPACE. FOR SALE STATIONS, as already indicated in our masthead, also requires display space.

RATES:

One time—\$20.00 per inch
13 times— 19.00 per inch
26 times— 17.50 per inch
52 times— 15.00 per inch

WANTED TO BUY

Equipment

Recent model 5,000 watt fm transmitter and associated remote control and monitor equipment. Reply Box 742P, BROADCASTING.

Need immediately used 12 kw transmitter UHF. Specify age, previous use and channel. Box 747P, BROADCASTING.

Business Opportunity

Want working partner to invest \$10,000.00 to \$20,000.00. Up to 50% of potential 1000W full time station in good intermountain market. Indicate financial ability and experience. Box 739P, BROADCASTING.

Miscellaneous

"Selling for Radio" At last here is a radio sales training tool that overcomes the big fault of most such products... It talks! No more of the elaborate, expensive books that never get read. The meat of the course is presented on LP albums, 13 LP albums along with brief supplementary study material. Cost of the full thirteen week course: \$130.00. Because of the tremendous reception we've had we can make this special offer: Enroll your station by sending shipping information and your check for \$130.00, if, after taking any of the lessons you do not feel that this is the finest sales training material you have ever heard, simply cancel your enrollment and receive a full refund of the balance of your enrollment fee. For example: If, after taking 4 lessons, you want to cancel, you get our refund check in the amount of \$90.00 by return mail. You pay only for the lessons you use! Order today. Station Services, 423 1st National Bank, Peoria, Illinois.

Wanted—religious broadcasters who will buy top stations for \$650 for daily 15 minute and \$430 for weekly 30 minute program per year. Stations must meet your approval. Box 670P, BROADCASTING.

Book review capsules 3-5 minutes made available to stations at reasonable cost. Recently published and soon to be released editions reviewed by authorized reviewers. E. S. Corley operating as Sim-Cor & Co., 2381 Lindmont Circle, N.E., Atlanta 5, Georgia.

Lambert Beuwkes: Please contact Nick Bleu. IMPORTANT. 3900 SW Freeway at Milam, Houston, Texas. Ph: JA 3-6821.

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.

28,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

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 Gilham Road Kansas City 9, Missouri.

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 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.

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.

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 class starting January 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Six weeks courses in FCC first phone license, and in Announcing. Nine months courses in Chief Engineer, Program Director, Owner-Manager. Guaranteed training and placement service since 1947. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

RADIO

Help Wanted—Management

Wanted: Production Manager, also "Top 40" DJ's with production experience. Southeast Metro market. Send tape, brief resume and salary request to: Box 717P, BROADCASTING.

Sales

EXECUTIVE-SALES

Here's where your successful background in radio-television management or sales management will pay off. Need (2) executive type proven salesmen to manage and travel Mid West and West Coast territories for old line radio-TV firm. Primary consideration to residents of areas. No ceiling on earnings—we pay top money to top men. All expenses paid. Home weekends. Send resume and all particulars with photograph first letter to:

Box 736P, BROADCASTING

Announcers

RADIO NEWSCASTER

Group radio-tv station in major Eastern market has immediate opening for mature experienced writer-broadcaster for AM news periods. Future can include supervision of radio news and public affairs, TV opportunities. Substantial starting salary, outstanding benefits to right man. Air mail tape and resume to

Box 653P, BROADCASTING

Wanted Announcer Salesman

for metro Virginia AM station, must have good voice and good sales record. Base salary and commission. This is a good opportunity for someone. Send tape and reference and resume to

Box 678P, BROADCASTING

Technical

Northeast 50 kw clear channel needs studio technician. Quality programming, large staff, new modern facilities and prestige position in this large market make this an outstanding opportunity for the right man. First phone required. Good pay and company benefits. Send complete resume and recent photo to

Box 654P, BROADCASTING

Production—Programming, Others

WANTED

experienced radio producer, by 50,000 watt station in Major Northeastern market. Excellent working conditions in modern studios with best technical equipment. Superb employee benefits. Send complete resume, including minimum salary requirements to

Box 722P, BROADCASTING

IRISH TELEVISION—TELEFIS EIREANN INVITES APPLICATIONS FOR THE POST OF CONTROLLER OF PROGRAMMES

The Controller of Television Programmes will be expected to assist the Director-General in the formulation of programme policy, and will be responsible for the planning, production, supply and presentation of television programmes. Candidates must also possess proven administrative and executive capacity of a high order.

Desirable qualifications for the post would include a wide educational and cultural background, with special emphasis on entertainment and the arts, a knowledge of Ireland and Irish affairs, practical experience in television programming and administration, and a comprehensive appreciation of programme requirements.

Salary will be commensurate with the qualifications of the successful candidate, but very attractive terms would be available to the right person. Removal and re-settlement expenses are also payable.

Typewritten applications, marked "Controller of Programmes," including particulars of age, qualifications and experience should be forwarded to:

Director-General
IRISH TELEVISION—TELEFIS EIREANN,
Donnybrook,
Dublin, 4,
IRELAND

RADIO

Situations Wanted—Management

An Opportunity
for a station (radio or tv) in need of
Experienced Management

Executive, strong on sales, desires to return to field after several years on outside. Prior experience with large group entity in several major markets, and includes promotion, programming, sales (excellent record) and management. Available immediately.

Box 728P, BROADCASTING

Announcers

BUDDY McGREGOR

is available. If you are aware of my many innovations and outstanding ratings please call 751-8574, Cincinnati, Ohio.

TELEVISION

Help Wanted—Sales

Opportunity for TV salesman in one of the fastest growing markets in the S.E. Station going into full color operation on November 15th. Protected account list available. Base salary in top 4 figures and commission. Only top experienced tv salesmen need apply. All replies will be kept confidential—all replies will be acknowledged. Send background, present billing, etc., to Harry C. Barfield, Station Manager, WLEX-TV, Lexington, Kentucky, or telephone 4-8747.

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SIX WEEK COURSES

- a, FCC first phone license
- b, Announcer, Disc-Jockey

NINE MONTH COURSES

- d, Chief Engineer
 - e, Program Director
 - f, Owner-Manager.
- Guaranteed training and placement. Our graduates are working in all categories.

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KEEGAN TECHNICAL INSTITUTE
"Since 1947"
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Station

Old established Washington State station, medium-sized community. Partnership change requires sale. No brokers.

Write Box 527P, BROADCASTING

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CALIFORNIA NORTHERN FULLTIER. \$94,500 with \$14,500 down.

ARIZONA NET, FULLTIER. \$10,000 down. Asking \$70,000.

CALIFORNIA FULLTIER, with \$12,000 down Asking \$70,000.

FM's \$125,000, 165,000, 50,000.

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Ala.	single	daytime	85M	29%
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Fla.	medium	daytime	125M	50M
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STATIONS FOR SALE

ROCKY MOUNTAIN. Daytime facility. Absentee owned. Growing market. Gross \$103,000 last year. Asking \$150,000 with 29% down.

JACK L. STOLL & ASSOCS.
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Los Angeles 28, Calif. HO 4-7279

Actions of Sept. 19

■ Granted renewal of license for following stations: KAKA Wickenburg, Ariz.; KOWB Laramie, Wyo.; KPBM Carlsbad, N.M.; KHFM (FM) Albuquerque, N.M.; KPHO-TV Phoenix, Ariz. (main trans. and ant.); KVER-TV Clovis, N.M.; K70AO, City of Boise, Boise City, Okla.; K70CB, K77AS, K83AM Winter Garden Translator System Inc., Carrizo Springs and Crystal City, Tex.

WBCO, Crawford County Bestg. Co., Bucyrus, Ohio—Granted assignment of cp to Brokensword Bestg. Co.

KHYD (FM), Triumph Broadcasters, Fremont, Calif.—Granted assignment of license to Russell J. Hyde tr/as company of same name.

WAKN, Aiken Electronics Advertising Corp., Aiken, S. C.—Granted involuntary transfer of control from John Mare to Oliver R. Grace and Howard C. Broughton, executors of estate of Mr. Mare.

*KSFZ (FM) San Francisco, Calif.—Granted request and cancelled license, call letters deleted.

Action of Sept. 18

WRIT Milwaukee, Wis.—Granted mod. of cp to use new trans. as daytime only and retain licensed trans. as nighttime trans. (2 main trans.).

Action of Sept. 17

KOKA Shreveport, La.—Remote control permitted while using non-directional ant.

Action of Sept. 14

WGEM Quincy, Ill.—Granted petition for modif. of pre-sunrise operation condition attached to July 3 grant of cp to increase daytime power to 5 kw, to extent of authorizing operation with non-DA with 1 kw between 4 a.m. and LS until final decision in Doc. 14419 or until further ordered to terminate such operation, whichever occurs first.

Actions of Sept. 5

WGMZ (FM) Flint, Mich.—Remote control permitted.

■ Granted change in remote control authority for following non-commercial educational fm stations: KKKX San Francisco, Calif.; WWKS Macomb, Ill.

Rulemakings

FINALIZED

■ By report & order, commission finalized rulemaking, which was initiated by U. of Vermont, and reserved for educational use ch. 49 in Rutland and ch. 30 in St. Johnsbury (now commercial in those cities), shifted reservation from ch. 16 to ch. 22 in Burlington, and assigned ch. 26 to Windsor by deleting that commercial channel from Hanover, N.H., and New London, Conn. Action Sept. 5.

PROPOSED

■ By memorandum opinion & order, commission granted petition by Triangle Publications Inc., to extent of extending time from Oct. 1 to Nov. 1 to file comments and from Oct. 16 to Nov. 16 to file replies to further notice of proposed rulemaking in fm allocation proceeding. Commission stated: "In our August 13 action extending time to October 1, we stated that barring unforeseen circumstances no further extension of time would be granted, and we also pointed out that our staff would continue to work on tentative table of assignments, which would be issued when ready whether comments on idea and principles of such table had been filed and considered or not. If not considered before issuance of tentative table, such comments would be carefully evaluated before adoption of any final table. Upon further consideration, we are of view that public interest would be served by extending time for filing comments until November 1, 1962, and reply comments until November 16, 1962, with respect to various matters covered in further notice. It appears that this will not materially delay final resolution of this proceeding; in this connection we will of course adhere to statement mentioned above, and tentative table of assignments will be issued when ready. With respect to possible reduction in power of existing stations, area chiefly affected by this possible course of action is California, where informal requests for further time originated." Action Sept. 25.



Should your next step be the Peace Corps?

Many college graduates have decided to volunteer for two years of service in the Peace Corps upon the completion of their formal academic training. Their reasons have been both practical and idealistic.

Perhaps such a decision would be the right one for you.

As a Peace Corps volunteer, you can make a valuable contribution in the world-wide battle against ignorance, poverty, tyranny and disease.

By sharing your American skill, knowledge and know-how with the peoples of rising nations, you can do something of importance for human dignity and welfare, for world peace and freedom.

And you can do something for yourself as well. By volunteering for service in the Peace Corps in South America, Asia or Africa, you make an important investment in your own future, one that will add substantially to your professional competence and stature. It can provide an opportunity for experience and responsibility that will pay dividends throughout your career in the years ahead.

Teachers, engineers, mathematicians, archeologists, doctors, nurses, agricultural specialists, and liberal arts graduates in many other categories (probably including yours) are now being selected by the Peace Corps. Placement tests (non-

competitive) will be given soon. Use the coupon below to receive full information.

Please send me full information about the Peace Corps.

Name _____ M _____ F _____

Address _____

City _____ Zone _____ State _____

College _____

Date of Graduation _____ Degree _____

Field _____ Age _____

PEACE CORPS
Washington 25, D. C.



Published as a public service in cooperation with The Advertising Council

OUR RESPECTS to Albert James Ebel, vp. & gen. mgr., KOLN-TV Lincoln, Neb.

Successful tv: fine facilities mixed well with good people

Some of the successful radio and television stations in the Midwest today might never have been boosted along by the practical engineering ability of A. James Ebel if the city of Waterloo, Iowa, had allowed its movie houses to operate on Sunday in the late 1920s.

That's not as far fetched as it seems. When a sophomore in high school in Waterloo, young Jim took his sister to the movies one Sunday. Finding the theatre closed he had to invent other entertainment, so they visited studios of WMT (now Cedar Rapids, Iowa).

"We saw the engineer turning the knobs and I was enthralled," Mr. Ebel recalls. The spark of interest caught fire and after that the young man "hung around" WMT so much he got tossed out a few times until WMT's veteran engineer, Paul Palmer, took him under wing and gave him some engineering books to study.

Long Service ■ Mr. Ebel's life career in engineering and management was born—a career that has led to his position as vice president and general manager of the Fetzer Stations' KOLN-TV Lincoln and KGIN-TV Grand Island, Neb., a post he has held since 1954. Ch. 10 KOLN-TV, which the Fetzer group acquired in mid-1953, is a basic CBS affiliate. KGIN-TV, on ch. 11, is a satellite of KOLN-TV. Together they claim "Lincoln-Land" coverage of 71 counties in Nebraska and northern Kansas.

In the intervening years Mr. Ebel has served as engineer, teacher and broadcast engineering consultant, as well as in important industry posts. Back in 1945 he was executive secretary of the National Assn. of Educational Broadcasters. More recently he served three terms as chairman of the NAB Engineering Committee, now dissolved. He also has served on the TASO (Television Allocations Study Organization) committee and the advisory committee for FCC's New York uhf test.

Mr. Ebel believes that "people are the most important asset a television station has." Staff quality must be enhanced along with facilities, he says, because local personalities can be highly effective and "good local live programming can pull ratings equal to most network shows."

News is one of a tv station's strongest programs and requires an independent department that is well staffed, Mr. Ebel feels. Accordingly, he has stressed this policy at KOLN-TV. Weather, sports and farm personnel are correlated within news there too. Public service shows are vital, Mr. Ebel says, but he demands quality as well.

Viewer Will Decide ■ "If we present a wide enough choice to the viewer and have adequate research," Mr. Ebel says, "I am confident we can depend on the American people to see to it that we have high quality tv."

Albert James Ebel was born in Waterloo May 30, 1913. His father was teaching manual arts in high school there. During his boyhood, young Jim had the usual round of small jobs to earn his spending money, including weeding gladiolas for 15 cents an hour on a commercial flower farm. But his break into the "big money" circle came after he won his commercial broadcast operator's license in his junior year of high school.

The next summer he jumped his earning power with an engineering job at KFJB Marshalltown, Iowa, to the tune of \$25 a week. His intensive self-instruction and the encouragement of the WMT crew had paid off, he felt, but it was just the start. While in his last year of high school he did some remote engineering for WMT and after graduation he worked a year as engineer and everything-else man, including sports, at KGDE Fergus Falls, Minn.

Returning to Waterloo in 1931 Mr. Ebel joined the engineering staff of WMT and started his college education in mathematics at Iowa State Teachers College in nearby Cedar Falls. When WMT moved to Cedar Rapids in 1935 he went along too, returning home in May of that year to marry the girl next door, Elouise Hanson. He continued his

college work at the U. of Iowa and received his B.A. in 1936.

New DA Trend ■ During this period Mr. Ebel also was author of an article in a technical publication which presented in detail the features of the new directional antenna system of WMT, engineered by consultant T. A. M. Craven, now an FCC commissioner. The article helped him get a job in 1936 at Purdue U. and its WBAA Lafayette, Ind. The U. of Illinois soon outbid Purdue for his services and Mr. Ebel became director of engineering at WILL Urbana, supervising that educational station's new directional antenna installation. It was an association that lasted a decade, during which time he was to complete his M.A. (1941), enter the broadcast consulting field in addition to his WILL post and also take on an assistant professorship in electrical engineering (1944-46).

Mr. Ebel joined WMBD Peoria, Ill., and its sister operation, WDS Tuscola, Ill. (now Decatur), as director of engineering in 1946, continuing his consulting work on the side. He subsequently became part owner and president of KXIC Iowa City, Iowa, a new station which he engineered, but gave up this interest in 1953 when WMBD's Charles C. Caley joined with John E. Fetzer to file for a tv permit at Peoria.

Off to Lincoln-Land ■ Later that year Mr. Fetzer acquired KOLN-TV and Mr. Ebel was sent to Lincoln to supervise installation of new and improved technical facilities at a site 30 miles west of the city. It was expected he would return later to Peoria, but he became so involved in the Lincoln operation he was asked to continue as vice president and general manager.

At KOLN-TV Mr. Ebel soon became an active participant in many Lincoln business and civic organizations. He now is president of the Lincoln Chamber of Commerce and of the local symphony. He also headed the Lincoln Centennial Corp. 1957-59 and presently is a member of the state's centennial planning group, working toward 1967.

Mr. Ebel supervised construction of satellite KGIN-TV last year at its site 35 miles southwest of Grand Island.

'Saloon' Keeper ■ The Ebels have four children: Marilyn E. (Mrs. Berman Stadius); James L., 22; Marjorie A., 20, and Douglas H., 12. Mr. Ebel enjoys golf and fishing in his off hours and hopes one of these days to be able to invite his friends to visit his "wild west" saloon. It's a reconstruction project he has undertaken in the ghost town of Midway, Colo., an abandoned mining center near Pike's Peak.



Mr. Ebel
Good local live shows pull ratings

Order in the court

IT MAY have been a lucky break for television that the trial of Billie Sol Estes was postponed. If the trial had proceeded, television just might have booted the biggest chance it has ever had to demonstrate that it deserves to be admitted to court coverage.

Everything started out in television's favor. The trial judge overrode defense objections to the presence of cameras and microphones and in so doing delivered as eloquent an argument on television's behalf as anyone in television itself could have devised. As court convened, however, the physical arrangements of television equipment persuaded some observers that the judge may have been precipitous in saying television had reached maturity as a journalistic medium. The arrangements permitted the *New York Times'* reporter, Homer Bigart, to write:

"A television motor van, big as an intercontinental bus, was parked outside the courthouse, and the second-floor courtroom was a forest of equipment. Two television cameras had been set up inside the bar, and four more . . . were aligned just outside the gates. . . .Cables and wires snaked over the floor."

We have no doubt that Mr. Bigart, an unreconstructed newspaperman, was pleased to be able to describe the mess that tv had made of the courtroom. The regrettable part of it was that television itself had provided his material. Those who oppose television as a distracting presence in the courts would have had their cause advanced by a continuation of last week's tv arrangements.

The postponement of the trial to Oct. 22, for reasons having nothing to do with television, will give broadcasters a chance to tidy up their coverage plans of a trial that will attract national attention. If a remote van is to be used, let it be moved to a less obvious location. If live cameras are to be used, admit the absolute minimum and pool their coverage. If it is possible to erect some kind of screening to conceal both live and film cameras, by all means put up the screens under the direction of the best stage manager obtainable.

In this case television is on trial with Mr. Estes. If tv loses in this court it has dimmer prospects on appeal than Mr. Estes will have if he loses.

Dead end both ways

NOT long ago a high official of a television network bucked an especially perplexing problem to a subordinate with the cheery word: "I'll be interested in seeing how you work this out." In New York the phrase has become part of the language of junior executives who inherit problems their superiors have been unable to solve.

It comes to mind now in connection with a problem that FCC Commissioner Robert E. Lee has presented to the NAB and its Code Authority. As reported in this publication last week, Mr. Lee, with support of Chairman Newton Minow, has formally proposed that parts of the television and radio codes be adopted as FCC rules. The NAB is now put in the position of resisting that proposal while simultaneously urging upon broadcasters the necessity of enforcing the codes. As the saying goes, it will indeed be interesting to see how the NAB and its members work this thing out.

Mr. Lee proposes that the FCC embrace within its rules the sections of the codes that prescribe the limits on air time of commercials. Those sections were adopted by the code boards, which are composed of practical broadcasters, and have been publicly admired, and often observed, by the

many code subscribers. To object to government recognition of the industry's own restrictions is to suggest that a set of rules which is good if administered by broadcasters is bad if administered by government. Or perhaps it is also suggested that a difference in degree of enforcement is feared.

At this point the less said about the codes the better. If the NAB responds to the FCC threat by intensifying code enforcement and by loudly campaigning for more code subscribers, it will be playing straight into the Lee-Minow hands. Widespread conformity to the codes' provisions will be obtained without the tiresome formalities involved in the adoption of FCC rules. In the future, if another Lee feels broadcasters need to be jogged, he can revive the threat of government action and set off a new NAB campaign for code compliance.

The cycles can go on as long as broadcasters let them. They can be stopped when broadcasters quit talking about the codes and start broadcasting according to their own consciences and convictions. By that process standards will be elevated—but not at the expense of subservience to the withering effects of centralized authority.

Autograph hunt

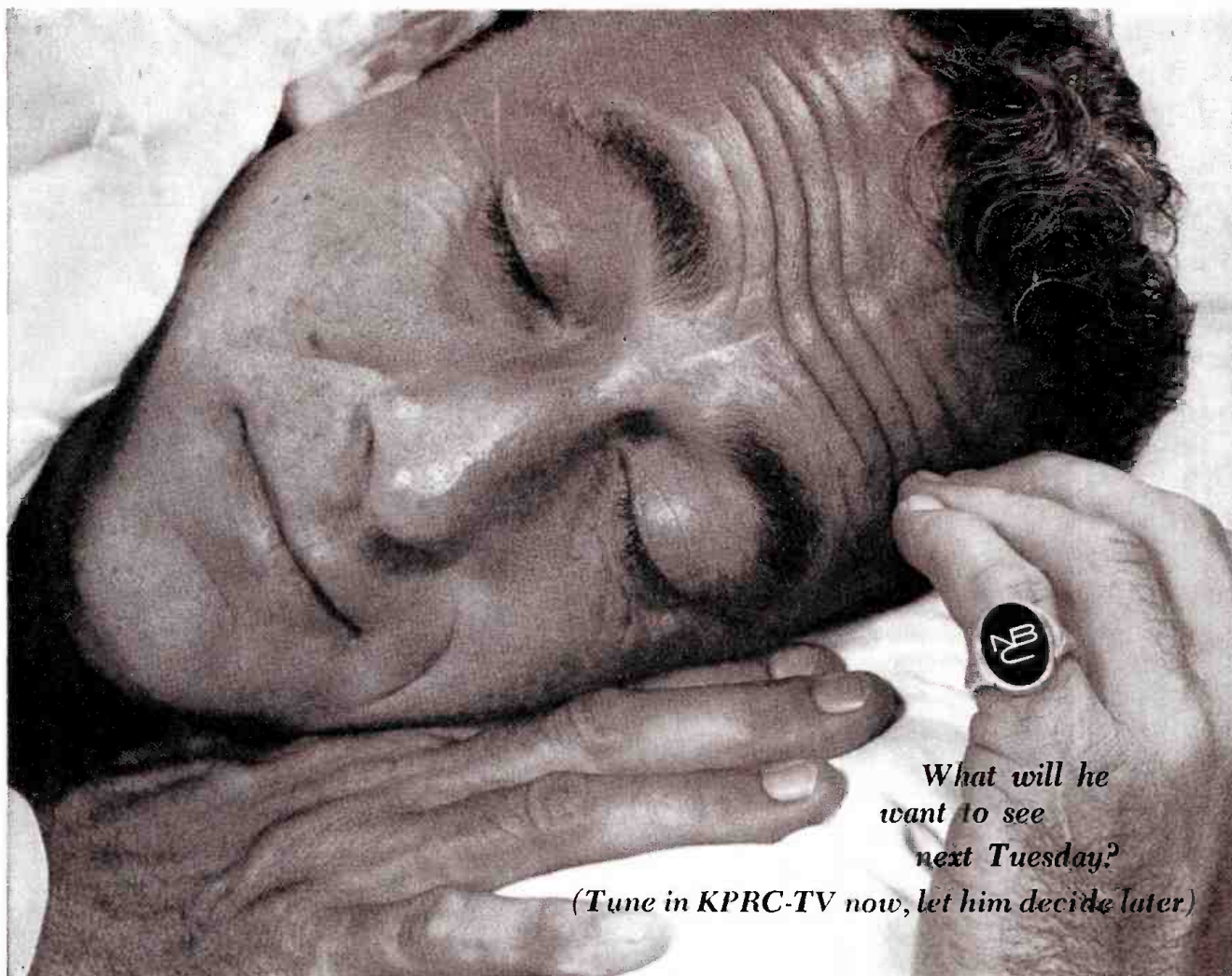
FOR a day or two it looked as though the FCC had taken the revolutionary step of simplifying the tedious job of dealing with the government. As reported in this publication last week, the commission announced it would no longer require applicants to take an oath when signing applications.

But first impressions can't be trusted. Concealed in the body of the actual order issued by the commission was a new requirement that the public announcement had de-emphasized. From now on, the FCC has ruled, all major applications must bear the signatures of the principal executive of the applicant and of its parent firm or firms. The justification is that in this way the operating heads of parent companies cannot plead ignorance of the activities of a subsidiary.

Lawyers see a nightmare of possibilities. For example, if an NBC-owned station required a transmitter change, would the applicant need the signatures of the station manager, of Robert Sarnoff, the chairman of NBC, and of Brig. Gen. David Sarnoff, the chairman of RCA? The rule says it would. If an amendment to the application became necessary, and amendments are needed more often than not, the process would have to be repeated. From now on communications lawyers will be spending lots of travel time in pursuit of the signatures of some of the biggest and busiest executives in American business.



Drawn for BROADCASTING by Sid Hix
"Slip him your report card while Debbie Drake's on. . . he signed mine without looking!"



*What will he
want to see
next Tuesday?*

(Tune in KPRC-TV now, let him decide later)

**The best to you each morning
-- noon and night**



Individual servings of nationwide favorites, in one station package. ID's Participations, Chainbreaks, Frosted Spots, and New Special "K" . . . All O.K.!

KPRC-TV HOUSTON
Represented Nationally by Edward Petry & Co.



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IT PAYS TO BUY CHANNEL 5!

- 1—Local-level merchandising support.
- 2—Top FM coverage in All Eastern Michigan.
- 3—Every commercial gets full-page, front-page exposure.
- 4—Eastern Michigan's only TV station telecasting color daily.
- 5—Nearing 10 years of one-ownership service to all Eastern Michigan.

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BAY CITY AND ALL EASTERN
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