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NEWSPAPER

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OCTOBER 22, 1962

Bulk buying in spot tv: some of big spenders
are turning to it 31

Harper proposes new agency incentive plan:
profit-sharing with clients 32

Killed: a proposal that would have placed
FCC in programming field 44

NAB's fall series of regional conferences
off to a running start 72

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TV is history as it happens

Feel the impact of history as it's made. No other medium has such power to move people. U.N. coverage is only one way TV accepts its responsibilities in helping us to a better understanding of the world we live in. These stations are proud to be part of Television's presentation of history in the making.

KOB-TV	Albuquerque
WSB-TV	Atlanta
KERO-TV	Bakersfield
WBAL-TV	Baltimore
WGR-TV	Buffalo
WGN-TV	Chicago
WFAA-TV	Dallas
KDAL-TV	Duluth-Superior
WNEM-TV	Flint-Bay City
KPRC-TV	Houston
WDAF-TV	Kansas City
KARK-TV	Little Rock
KODP	Los Angeles
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WVUE	New Orleans
WTAR-TV	Norfolk-Newport News
KWTV	Oklahoma City
KMTV	Omaha
KPTV	Portland, Ore.
WJAR-TV	Providence
WTVO	Raleigh-Durham
WROC-TV	Rochester
KCRA-TV	Sacramento
KUTV	Salt Lake City
WDAI-TV	San Antonio
KFMB-TV	San Diego
WNEP-TV	Scranton-Wilkes Barre
KREM-TV	Spokane
WTHI-TV	Terre Haute
KVOO-TV	Tulsa

Edward Petry & Co., Inc.

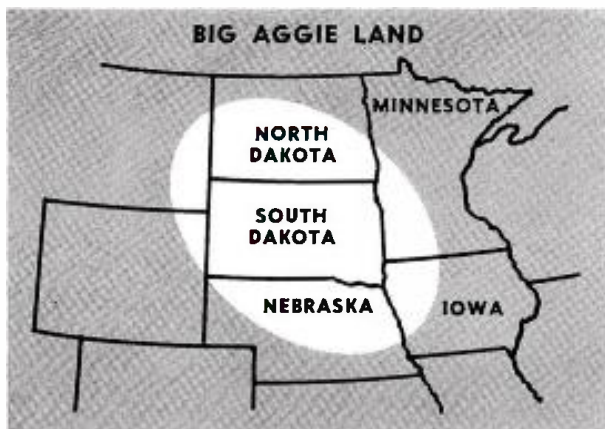
Television Division

The Original Station
Representative

IT'S BIG AGGIE'S 40TH BIRTHDAY!



WNAX-570 CELEBRATES 40th YEAR AS THE POWERFUL VOICE OF BIG AGGIE LAND

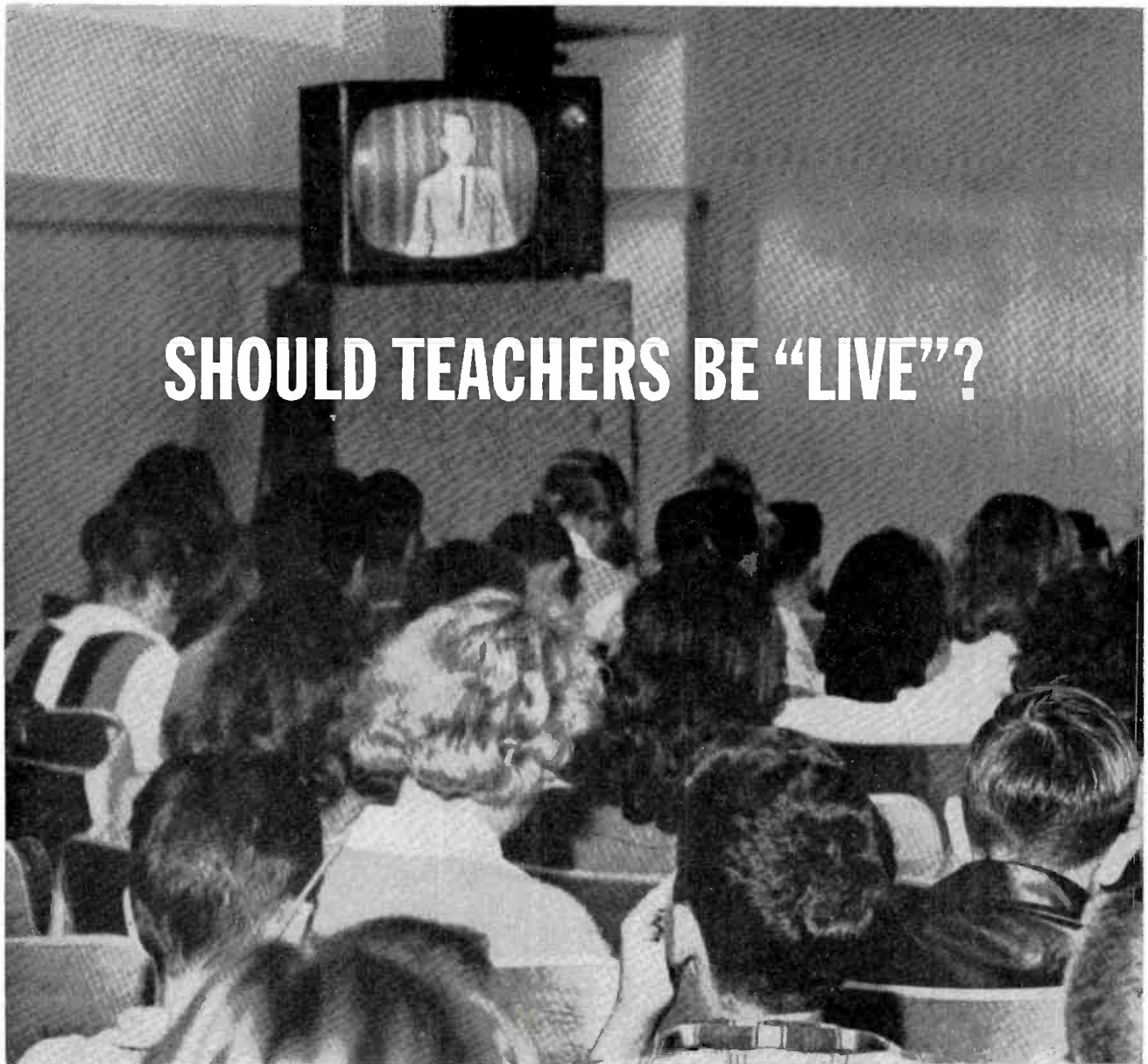


It's been 40 years now since folks in Big Aggie Land first heard the powerful voice of WNAX-570 . . . This month Big Aggie is celebrating her 40th birthday and her booming voice is stronger than ever. During the past 40 years Big Aggie has become a way of life to the 2 1/4 million farm rich residents of Big Aggie Land. So much of a habit that over 80% of them listen to WNAX-570 three to seven times each and every week, year in and year out. The only way you can reach and sell the residents in five-state Big Aggie Land which is, by the way, America's 40th radio market is on WNAX-570. See your Katz man. Let Big Aggie do the rest!

THE KATZ AGENCY, INC.
National Representatives

WNAX-570 CBS RADIO
PROGRAMMING FOR ADULTS OF ALL AGES
PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
Represented by Katz

PEOPLES BROADCASTING CORPORATION
WNAX, Yankton, S. Dak
KTV, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Columbus-
Worthington, Ohio
WTTM, Trenton, N.J.
WMMN, Fairmont, W.Va



SHOULD TEACHERS BE "LIVE"?

A question of major interest to South Florida parents: Should it be Teachers or TV? Which will benefit the children of the community more: small, personal-attention classes — or the mass-instruction techniques of TV education — or a combination of both?

On Wednesday, September 26th, WCKT presented an in-depth documentary investigation of the facts. Interviews with some of the people involved...educators, parents and students...were presented by the WCKT News Department, along with analytic commentary on the current usage of this new educational medium.

Classroom TV Challenge was another example of WCKT's policy of citizenship through showmanship.



BISCAYNE TELEVISION CORPORATION

WCKT — CHANNEL 7 • MIAMI • WCKR — RADIO 61





*SALES MANAGEMENT "Survey of Buying Power" 6/10/62

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 Lancaster, Pa.
Channel 8 NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

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

Commercial limit and Lee

Lively discussion promised for FCC meeting Wednesday (Oct. 24) on proposal of Commissioner Robert E. Lee to adopt as FCC rule those portions of NAB codes setting maximums on time devoted to commercials (BROADCASTING, Sept. 24). Item, passed over for several meetings, will be called up this week, and Commissioner Lee is preparing strong argument for its adoption. He has support of Chairman Minow in proposal to ask for industry opinions. Otherwise plan would be killed within agency, and no public announcement made.

Tax facts spur sales

Spurt in station sales is seen from now until Jan. 1 when new depreciation recapture provision goes into effect which will close tax benefits for sellers—particularly those holding major tv or radio properties where depreciation rates are substantial. Station brokers feel new tax law provision may make sales less attractive after several years. Key to sudden interest by prospective sellers is new law which requires that depreciation sum paid in year of sale be considered normal income, taxable at 52% rate, rather than as capital gains, at 25% rate, as now.

10-inch GE portable

Decision not firm yet but General Electric plans introduction of transistorized portable tv set with 10-inch screen next spring. GE says its new interest is sparked by current rise in Japanese miniature tv portables in U. S. If GE goes ahead it will be first U. S. company to compete importantly with small screen imports.

Thanks for nothing

Crude form of payola has cropped up in one important market. Disc jockeys received individualized letters in envelopes containing \$20 bills. Letters, signed with girl's name and giving return address, thanked d.j.s for playing certain record and added: "I'll drop in to see you soon." Record had never been played by many d.j.s who got letters.

In cases that have come to light, payola didn't work. All six d.j.s at one station turned letters and money over to manager who sent the \$120 back to sender by registered mail, with letter explaining acceptance would violate anti-payola law. Indications are this was local incident. Address of payola sender was in same town where known recipients worked.

CLOSED CIRCUIT®

NAB search for site

NAB's search for new Washington, D. C., location has narrowed down to one-two-three basis with decision expected to be announced within week. Grapevine has lot next door to present association headquarters at 1771 N St., N.W., as number one choice. This is lot purchased several years ago by National Presbyterian Church. Purchase would make possible utilization of this land together with that on which present NAB headquarters building now sits so that a large office structure could be erected. Second choice, now apparently out of running, was lot near new International Inn on Thomas Circle. Location, rather than steep increase in real estate values since Inn was built, turned several members of committee against this site. Third lot considered is west of Connecticut Avenue.

Fm power fight

Fm Broadcasters of Southern California, who feel FCC plan to reduce fm power ignores area's unique geographical makeup and its effect on signal propagation, plan to carry fight to preserve present power to courts, if necessary. Leading makers of fm receivers reportedly have pledged substantial donations which, with stations' own contributions, would provide war chest in excess of \$250,000.

Mississippi probe called off

FCC plan to conduct on-the-spot investigation of Mississippi radio-tv stations' handling of integration riots was killed by Dept. of Justice. FCC Chairman Newton Minow had ordered tv investigators to Mississippi to determine if stations had complied with fairness doctrine in coverage and editorials of integration of university. Upon learning of plan, Deputy Attorney General Nicholas Katzenbach (chief of Justice delegation in Mississippi) asked investigation not be made on grounds it could cause more trouble. FCC men originally scheduled to leave Washington Oct. 12.

Radio tool

What authorities regard as important new radio sales tool was shown off under unusual circumstances last week and is slated to be given wide distribution shortly. It is study conducted by CBS Radio Spot Sales, and it undertakes to show that for advertisers there's much more to radio than so-called "traffic time." Specifically it

shows that for long stretches, weekend radio delivers almost as much male audience as the highest (and usually most expensive) weekday traffic periods. Tried out on selected agencies and clients, study was so well received that Spot Sales officials took unusual step of letting their competitors in on it, too. Some 35 reps heard presentation and got kits at unpublicized session in New York last week.

Ethnic outlet for L.A.

Los Angeles can expect second "ethnic" television station soon. It will be now dark ch. 22 KBIC (TV) programmed primarily for Negro and other minority audiences—but not for Latin American sector which is already being served by ch. 34 KMEX-TV there. Assets of dormant uhf have been sold by John Poole, pioneer uhf proponent, to group of Nashville, Tenn., principals for \$180,000, which is about what Mr. Poole spent on equipment. Station operated for short time, but never full-scale commercial. Nashville group, including H. C. Young Jr., Jerome Glaser and Martha W. Mills (flour), own WENO Madison (Nashville), Tenn.; WGUS North Augusta, S. C.; WYAM Bessemer, Ala., and WDBM Statesville, N. C.

Bernstein to Berlin

Lester Bernstein, vp, corporate information at NBC, has made rush trip to West Berlin, presumably in connection with controversy stirred by network's filming of digging of escape tunnel under Berlin wall and its plans to go ahead with resulting telecast (see story page 62). NBC won't comment on Bernstein trip, but it's believed his mission is to reassure West Berlin city government that telecast of *The Tunnel* won't injure interests of city or individuals involved.

Streibert to RFEF?

Theodore C. Streibert is expected to be named president of Radio Free Europe Fund (Crusade for Freedom). Mr. Streibert left vp and general managership of WTCN-AM-TV Minneapolis-St. Paul last August to become consultant to International Div. of Time-Life Broadcasting. He was first director of U. S. Information Agency, 1953-57. Leslie R. Shope is RFEF president; Charles H. Kellstadt, former board chairman of Sears, Roebuck, continues as fund's board chairman. Mr. Streibert's appointment may follow his return from RFE trip to Munich (BROADCASTING, Oct. 1).

puzzle:

WHOSE NEWS IS WHOSE?



Nine newscasters—Ron Cochran, Len Deibert, Keith McBee, Ed Meyer, Joseph McCaffrey, Louis Allen, Felix Grant, Johnny Batchelder, and Steve Gilmartin—cover ABC World News, Virginia, D.C., Sports, Maryland, Business, Backstage, Weather News and Capitol Report on WMAL-TV's hour-long daily news roundup. Puzzle: Match newscaster to news subject from the following fictitious personal information*

Allen and Batchelder beat the Md. newsman at golf. The Va. newsman lives in the same part of town as McBee and Allen. McCaffrey, the backstage reporter, the D.C. newscaster and the world news reporter play bridge together. Gilmartin, Grant, Batchelder, the world news reporter and the D.C. newscaster are bachelors; the others are married. The Va. newsman is a brother of the Md. newsman's wife. The sports newsman got passes to a football game for Mr. and Mrs. McBee, and for Batchelder, Deibert, and the weatherman. Meyer and the weatherman are soccer fans; Deibert and the world newsman like tennis. The sports reporter is engaged to Grant's sister. Meyer, his wife, Batchelder and the backstage reporter like Bossa Nova. The weatherman has three daughters, the Va. newscaster has two sons, and McCaffrey has a boy and a girl. The Capitol reporter's wife gave a party for Mrs. Allen. McCaffrey is taller than the backstage, sports and business newscasters, but McBee, Deibert, Cochran and Allen are taller than he is. The Md. newsman fishes with McCaffrey and Meyer.

Send in your work sheet, showing the logical steps taken. Winners will receive a newsworthy prize.

**For accurate biographies of our talented news staff and current availabilities on our well-watched Evening News Report, check H-R.*

wmal^{abc}-tv

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

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

WEEK IN BRIEF

Move toward bulk buying of tv spots by national advertisers seen gaining headway. Following long-time practice of P&G are half dozen leading advertisers with others weighing advantages of mass commitments. See . . .

BULK BUYING WINS SUPPORT . . . 31

Marion Harper suggests new fee plan for special situations: let agency get cut of profits from business brought in by advertising campaigns. Interpublic president offers idea at AAAA meeting in Chicago. See . . .

HARPER PROPOSES SHARING . . . 32

Government lawyers turn down suggestions that FCC get deeper into programming through helping establish local citizens advisory committees, publishing criteria for "minority" tastes, setting limit on commercials. See . . .

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Broadcasters lay down barrage of questions for Ken Cox and get some down-to-earth answers, leading to suggestion they be compiled as "catechism." Atlanta dialogue touches also on editorializing, politics and codes. See . . .

NAB SERIES OFF RUNNING . . . 72

NAB is going to sponsor programming clinics next year so broadcasters can improve local originations and head off threatened government controls, Collins tells meetings. Improve the product plan unveiled. See . . .

COLLINS ANNOUNCES CLINICS . . . 76

Tv's block booking ban argued before U. S. Supreme Court. Government asks for more stringent terms in judgment; distributors point to few tie-in contracts unearthed and ask that entire suit be dismissed. See . . .

SUPREME COURT HEARS PLEAS . . . 60

Four Star stockholders hold family-type meeting on studio lot, are more interested in Dick Powell's medical prognosis than in business matters like revenues and profits, which are bright according to officers. See . . .

FOUR STAR STOCKHOLDERS MEET . . . 68

Retailers buck crackdown on co-op allowances at Federal Trade Commission meeting but manufacturers express satisfaction with agency's attack on "discriminatory" practices. FTC chairman expresses faith in advertising. See . . .

FTC KNOWS AD BENEFITS . . . 51

Big to-do about freedom tunnel tv showing, with officials of U. S. State Dept., West Berlin, West Germany, East Germany frowning on telecast. But NBC says it plans to put program on Oct. 31 as scheduled. See . . .

NBC'S 'TUNNEL' IS REBUKED . . . 62

Catv chief calls for broadcasters and cable operators to get together and work out their problems. NAB officials promise to relay idea to tv group. Seminar on catv in Atlanta is spirited and at times blunt. See . . .

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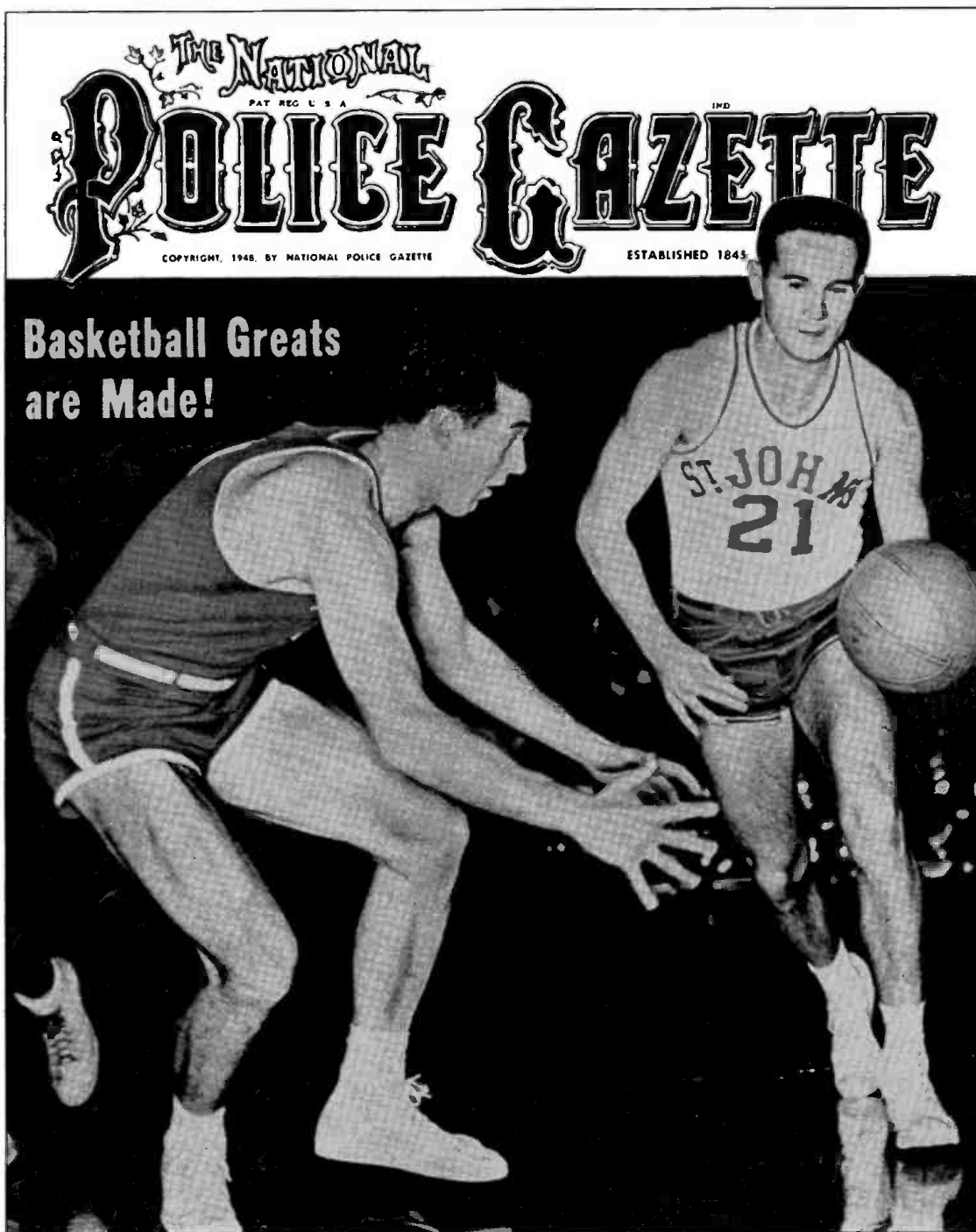


BROADCASTING

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**Basketball Greats
are Made!**

The one on the left is our commercial manager

We publish this in the interest of all those Denver U. basketball fans who wonder what ever happened to Jack Hauser. This is to let you know where he is . . . what he is.

As our commercial manager, Jack is the man who helps you make your advertising dollar go further in the Dallas-Fort Worth market.

Valuable tip to national advertisers! Use Jack as a local extension of your sales department while you're getting an important promotion underway. Jack not only knows the eccentricities of the market, he probably knows your distributors, dealers or other retail-level people by name. Trust him to imbue them with an enthusiasm that makes your campaign pay off at the point of sale.

Noteworthy, too, is Jack's ingenuity in searching out the right schedule, custom-tailored to your individual need. For example, the orbit plan, which he recently introduced to Texas. When you go into "orbit," your spot revolves through each week's programming. From a competitive advertiser's viewpoint, your messages literally appear to be all over the station.

Currently, this plan is sold out, so Jack has had to come up with other plans of equal merit. Feel free to call or write him for specifics. Postscript: unfortunately, no autographed reprints (suitable for framing) of the Police Gazette cover are available. After all, fellas, it's been a long time since 1948.

WFAA-TV

'Tunnel' still on despite U.S. blast

NBC's plans to telecast special program on digging of Berlin escape tunnel remained firm Friday despite stiff State Dept. comment on tunnel operation (see story, page 62).

NBC officials, following meeting to discuss State Dept. statement said program is still scheduled for Oct. 31.

NBC statement disclosed that William R. McAndrew, executive vp, NBC News, met with Robert Manning, assistant secretary of state for public affairs, to discuss program on Wednesday.

NBC statement said Mr. Manning never asked network to cancel program, and that Mr. McAndrew was "gratified" department recognized this was editorial decision for NBC News.

Statement also said Mr. Manning never used "harsh terms" employed by Lincoln White, State Dept. press officer, on Friday. Mr. White repeated, in substance, views first expressed by another department official late Thursday.

Mr. White, however, later issued "clarifying statement" which said department doesn't contend showing of film will risk any lives. He said network had given assurances film had been edited to prevent identifications, except in cases where permission to be shown was given.

NBC said it is still holding talks with State Dept. and West Berlin officials (see CLOSED CIRCUIT).

ABC-TV changing horses but locale's the same

Although tv season is only few weeks along, first network move in changing prime-time schedule one notch has been disclosed. ABC-TV will drop *Cheyenne*, Warner Bros.-produced western in Monday 7:30-8:30 slot, effective Jan. 7, and replace it with another Warner Bros.-produced western, *The Dakotas*.

In daytime schedule, ABC-TV is moving *Camouflage* (game program) out of 12:30-1 p.m. and establishing *Father Knows Best* re-runs in its place. Tennessee Ernie Ford, who is on at 11-11:30 a.m., moves to noon. *The Jane Wyman Show* re-runs go in at 11 a.m.

'Open End' appropriate, Metromedia tells FCC

David Susskind *Open End* program of over year ago which discussed Frank Sinatra clan was "appropriate for the audience to which it was intended," Metromedia Inc. told FCC Friday in re-

Too close kinship

FCC last Friday told WJR Detroit that Socialist Labor Party gubernatorial candidate James Sim is entitled to "equal opportunity" air time. This is first commission decision on Sec. 315 of Communications Act since recent omnibus policy statement (BROADCASTING, Oct. 15).

WJR had pleaded that its coverage of debate between Republican George Romney and Democratic Gov. John B. Swainson, sponsored by Economic Club of Detroit, was regularly scheduled news report and thus was exempt from equal time rule. FCC, however, said event being covered was incidental to political debate, entitling Mr. Sim to equal time from WJR.

ply to query as to whether performers drank liquor on show.

FCC inquiry was made Oct. 2 after complaint from member of Congress. Metromedia, which tapes and syndicates program, said it was unable to determine if liquor was consumed on camera but that no employee of licensee (show was taped at Metromedia's WNEW-TV) gave alcoholic beverage to panelists. There was buffet, Metromedia said, and during intermissions panelists could obtain drink there.

"These individuals performed in the manner that one would expect in a program devoted to a light, humorous subject," Metromedia said. Their actions were not unlike appearances presented to public by panelists on other tv shows, licensee maintained. Panelists were Jackie Gleason, Toots Shor, Joe E. Lewis, Richard Gehman, Marya Mannes and late Ernie Kovacs.

MacEvoy International to operate in Madrid

First U. S. advertising agency in Spain will start operating today (Oct. 22). Called MacEvoy International S. A., it is headed by Dennis MacEvoy, former *Reader's Digest-International* vice president. Its managing director is Edward D. Brown Jr., former account executive for Ted Bates & Co., New York. Agency expects minimum billing of \$1 million during year beginning Jan. 1 from U. S., Spanish, and other European accounts. Headquarters of new firm is in Madrid.

Kennedy vetoes bill on anti-obscenity

President Kennedy has vetoed controversial bill aimed at controlling publication or distribution of obscene material in District of Columbia.

In memorandum of disapproval on Friday, he said bill (HR 4670), which Washington broadcasters and newspapers had urged him to veto, raises "grave constitutional" questions.

He cited 1961 Supreme Court case, which he said "seems clearly to make the search and seizure provisions of this bill unconstitutional."

President said he agrees with Congress that District of Columbia residents should be protected against dissemination of indecent material. But he said that because of constitutional questions, Congress should reconsider bill.

Powell group to probe alleged radio-tv bias

Whether Puerto Rican and Negro performers are discriminated against when they seek employment in radio, television and other performing media will be subject of congressional hearing beginning in New York Oct. 29.

House Education and Labor Committee, headed by Rep. Adam Clayton Powell (D-N. Y.), plans to hear witnesses from management, labor and public.

Rep. Powell said hearings will be exploratory only, and said they "will be conducted in a friendly atmosphere."

'World-Herald' studying Newhouse offer to buy

Directors of *Omaha World-Herald* are scheduled to meet Wednesday (Oct. 31) to consider offer by Samuel I. Newhouse to purchase newspaper and its tv adjunct, KETV (TV), in that city.

Mr. Newhouse, owner of multiple newspaper and broadcast properties, reportedly offered \$40 million for assets of Omaha publishing company (BROADCASTING, Oct. 15). In addition to newspaper and tv station, *World-Herald* owns medical building in Omaha.

Extra Metromedia dividend

Board of directors of Metromedia Inc. announced Friday (Oct. 19) it has declared extra dividend of 10 cents per share for 1962 in addition to its regular semiannual dividend of 10 cents per share. Extra dividend is payable Nov. 30 to stockholders of record on Nov. 16.

WEEK'S HEADLINERS

Dick Powell

elects board chairman, Thomas J. McDermott, president, and George A. Elber, executive vp, of Four Star Television, North Hollywood, Calif. Mr. Powell was formerly president and held this office since formation of company in June 1959. Mr. McDermott, former senior vp in charge of radio-tv at Benton & Bowles, joined Four Star in 1959 as executive vp and chief executive officer. He had joined B&B in 1942 as producer of radio programs, was elected vp in charge of radio-tv in 1953, and appointed to his later post of senior vp and member of board of directors in 1958. Mr. Elber, former senior partner



Mr. McDermott



Mr. Powell



Mr. Elber

in N. Y. law firm of Davis, Gilbert, Levine & Schwartz, joined Four Star in 1960 as first vp and business manager.

Thomas J. King, executive vp and assistant general manager in charge of central region (11 midwestern states) for McCann-Erickson, Detroit, named executive vp in charge of central region (see story on M-E's Chicago office expansion, page 36).

For other personnel changes of the week see FATES & FORTUNES

Santa Maria requests correction on ch. 12

Santa Maria Telecasting Corp., one of two applicants for ch. 12 Santa Maria, Calif., Friday asked FCC to order second applicant (Central Coast Tv) to inform public that Central has not been awarded channel.

Unusual request was made because Sept. 17 proposed findings by Broadcast Bureau recommending grant to Central were broadcast and printed in Santa Maria as final grant by FCC, Santa Maria said. Applicant said KCOY, owned by three Central Coast principals, and KHER, both Santa Maria, made such announcements.

Petitioner charged these announcements and newspaper articles were "deceptive or erroneous and have created embarrassment, hardship and injury." Santa Maria asked that Central Coast be required to announce factual situation on KCOY and to release similar announcement to other media.

Grand jury discharged in MCA investigation

Possibility of government criminal action against MCA ended Friday (Oct. 19) with discharge of special grand jury in Los Angeles which was impaneled Nov. 20, 1961, to consider whether such action were justified.

Leonard Posner, attorney for Anti-trust Division of Dept. of Justice, who conducted investigation and prosecuted civil action that was concluded after

MCA withdrew from talent representation field to concentrate on tv and motion picture production, said jury heard over 150 witnesses and studied "at least 20,000 documents" during its 11 months of service.

With the end of the investigation that began some two years ago, Mr. Posner announced his resignation from government service. After taking California State Bar exam, he will be associated with Beverly Hills law firm of Zagon, Aaron & Schiff.

Cowles studies plan to buy 'Family Circle'

Special meeting of stockholders of Cowles Magazines & Broadcasting Inc. has been called for Oct. 30 at New York's Waldorf-Astoria Hotel to create new class of preferred stock and redesignate present issued and unissued capital stock as common stock.

New issue of 6,000 shares of 5% voting, cumulative preferred stock (\$100 par value) and 312,500 shares of common stock (including 29,053 shares held in treasury) will be used in proposed acquisition of *Family Circle Magazine*, women's service publication distributed principally through supermarkets.

Meeting will also elect two additional directors, nominees being Palmer K. Leberman and Carl J. Schaefer, principal owners of Family Circle Inc. If *Family Circle* acquisition fails, both have agreed to resign from Cowles board.

Capt. Leberman in 1948 founded what is now KING-TV Seattle, Wash., (using call letters KRSC-TV). He sold station to Mrs. A. Scott Bullitt in 1949 for \$375,000.

Cowles Magazines & Broadcasting owns KRNT-AM-TV Des Moines, Iowa, and publishes *Des Moines Register* and *Tribune* and *Look* magazine.

Filmways, Sutherland sign production deal

Filmways Inc., New York, and John Sutherland Productions Inc., Los Angeles, will shortly sign "mutually advantageous" tv commercials production deal, according to Lee Moselle, newly appointed chief executive officer and president of Filmways.

Arrangement has Sutherland entering New York market with Filmway's key personnel headed by Fred Raphael and use of Filmways' facilities. Filmways, meanwhile, would concentrate its commercial production in California under subsidiary, Filmways of California Inc.

Filmways' plan, which is subject to stockholders approval in December, is tied in with its expansion of motion picture and tv program production on West Coast (CLOSED CIRCUIT, Oct. 15).

WGN-TV plans test of 8 mm film on news

WGN-TV Chicago plans to use 8mm film, silent and sound, on its 10 p.m. news show tonight (Oct. 22).

Using standard Fairchild 8mm sound camera with zoom lens, station has modified standard Fairchild Cinephonic 8mm sound projector for one-time demonstration timed to coincide with opening of 92nd annual convention of Society of Motion Picture & Television Engineers in Chicago.

Bruce Dennis, manager of news, WGN Inc., says if and when professional 8mm projection equipment becomes available, overall production costs can be reduced by at least 50% yet both picture and sound quality is comparable to present 16mm quality.

The ball is over

Sunday night listeners to "WCBR East Bronx, N. Y.," had to find new source of entertainment last night (Oct. 21).

Station, which had been operating on 1620 kc Sunday nights from 8-11 p.m., programming rock 'n' roll music, was project of two teenage Fordham U. students. "WCBR" had been heard in Rhode Island and Delaware, according to FCC engineers who tracked down locale of unlicensed three-month-old operation.

*a statement of
permanent policy*

“NO MORE THAN 25 STATIONS”

Only one television station representative operates on this credo. Only one television station representative has never changed its limit of the number of stations it would represent: H-R Television, Inc.

H-R stations know where they stand. No hind-quarter treatment. All receive equal, personal attention and service. And profit by it. We enjoy this close relationship. So do our stations. We intend to continue it.

Therefore, we now reaffirm this vital, bedrock policy that undeniably stands alone in the changing field of major station representation . . . knowing that responsible, profitable representation depends upon crack-and-crevice knowledge of each station . . . each market . . . each competitor; a knowledge acquired only through limited list representation.

If yours is an important television station, in an important U.S. market, you should hear the complete H-R story. Call Frank Pellegrin, PLaza 9-6800 in New York.







SOMETHING NEW HAS BEEN ADDED TO THE GREAT COLUMBIA POST-48's!

There's a new look to the COLUMBIA POST-48's—73 top-quality feature films, most of which were produced between 1956 and 1961, have been added to the original group of over 200 COLUMBIA POST-48's.

And quick as you could say "From Here To Eternity," four of the Columbia Broadcasting System's owned and operated stations, WCBS-TV New York, WCAU-TV Philadelphia, WBBM-TV Chicago and KMOX-TV St. Louis (already happily signed up for the original group) snapped up these new COLUMBIA releases!

For further details, contact your Screen Gems representative.

Distributed exclusively by

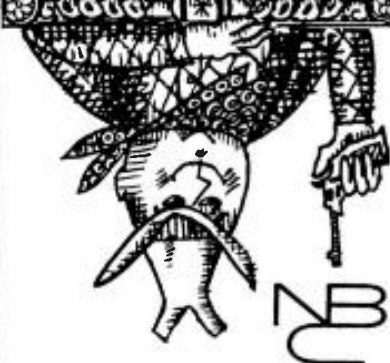
SCREEN  **GEMS, INC.**

1. FROM HERE TO ETERNITY 2. THE EDDY DUCHIN STORY 3. OUR MAN IN HAVANA 4. THE LAST ANGRY MAN 5. THE MAN INSIDE 6. THE KEY 7. THIS ANGRY AGE 8. BITTER VICTORY 9. THE GARMENT JUNGLE 10. AUTUMN LEAVES 11. MIDDLE OF THE NIGHT 12. OPERATION MAD BALL 13. TANK FORCE 14. PARADISE LAGOON 15. FACE OF A FUGITIVE 16. THE LONG HAUL 17. FULL OF LIFE 18. THEY CAME TO CORDURA 19. ALL THE YOUNG MEN 20. THE BURGLAR 21. I AIM AT THE STARS 22. SURPRISE PACKAGE 23. JUBAL 24. COCKLESHELL HEROES 25. STORM CENTER 26. PICKUP ALLEY 27. KILLERS OF KILIMANJARO 28. THE TWO-HEADED SPY 29. THE WHOLE TRUTH 30. BELL, BOOK AND CANDLE

KCEN-TV
CHANNEL 6
OFFERS



BIGGER
AUDIENCES*
IN THE
WACO-TEMPLE
MARKET
center of Texas'
population density
*Waco-Temple Market ARB Mar. '62



Midway between Dallas, Fort Worth, Houston and San Antonio, KCEN-TV's maximum 100 KW Power on Channel 6 offers greatest coverage in the market and assures:
LOWEST COST per 1000*
FAR LESS duplication*

CHANNEL 6
KCEN-TV
TEMPLE - WACO
POWERED TO SERVE 33 CENTRAL TEXAS COUNTIES

BLAIR TELEVISION ASSOCIATES
National Representatives

OPEN MIKE ®

Radio's success

EDITOR: Very good reporting on "What's radio's success secret?" [LEAD STORY, Sept. 17]. . . . Even had the television boys reading the article with interest. . . .—*Jim Hofmann, KID Idaho Falls, Idaho.*

EDITOR: I would appreciate . . . 20 reprints of "What's radio's success secret?" [BROADCAST ADVERTISING, Sept. 17]. I feel that this article is "must" reading for our radio people. . . .—*Redd Gardner, general manager, KCRG-AM-TV Cedar Rapids, Iowa.*

(This article was not reprinted but some tear copies have been forwarded to Mr. Gardner.)

Davis 'Monday Memo'

EDITOR: Our sincere congratulations to Robert M. Davis, his advertising agency and Glendale Federal Savings & Loan Association for having the courage to experiment with fm [MONDAY MEMO, Oct. 1]. It is most refreshing to find people who are willing to buy a medium on the basis of past performance and potential rather than the same old numbers. . . .—*Roy A. Elsner, general manager, KQIP (FM) Odessa, Tex.*

Mutual coverage

EDITOR: An error is noted in respect to Mutual's role in the radio coverage of the events at the University of Mississippi [PROGRAMMING, Oct. 8]. Editing programs is not a function carried out by Mutual President Robert F. Hurleigh, as the story mistakenly reported.

In our report to BROADCASTING, we highlighted that Mr. Hurleigh broadcast a strong editorial on Oct. 1 concerning the riot the previous night. . . . Mr. Hurleigh's daily public service editorials . . . have received wide acceptance from our 502 affiliates. . . .—*Frank Zuzulo, director of public relations, Mutual Broadcasting System, New York.*

Heart of America story

EDITOR: . . . "Heart of America in transition" [SPECIAL REPORT, Sept. 24] hits the nail right on the head. . . . What impressed me most was the grasp . . . of the situation in the Midwest, and in Kansas in particular. [It] accurately and forcefully portrayed the evolution that is taking place here . . . the gradual shift from an agricultural to an industrial base. . . .—*Thad M. Sandstrom, general manager, WIBW-AM-FM-TV Topeka.*

EDITOR: . . . The story was excellent on other cities but Scottsbluff should have been included. Population of the Scottsbluff-Terrytown-Gering strip is 21,000. Eleven panhandle counties have

1,773,650 livestock; one feed lot alone can handle 50,000 head of cattle. . . . Our area is famed for some 500,000 acres of choice irrigated land. Our immediate area includes three major meat packing plants, six sugar refineries, five livestock feed plants, the Midwest's largest steel fabricating plant and numerous oil wells.—*George H. Haskell, general manager, KNEB-AM-FM Scottsbluff, Neb.*

EDITOR: . . . At a meeting of all Tall Corn Network stations there was great enthusiasm and appreciation for your excellent survey of the Midwest market. Congratulations.—*George J. Volger, general manager, KWPC Muscatine, Iowa.*

EDITOR: . . . In the references to transportation facilities little if any mention was given to interstate bus transportation or to motor freight carriers. . . . The bus lines carry more passengers than the railroads and airlines combined. . . . Central Bus lines division of Continental Trailways is one of the largest non-aircraft payrolls in Wichita. . . . In Kansas City Continental is building a 24-story office building.—*Ted M. Howell, president Ad Pr Inc., Dallas.*

EDITOR: Congratulations on the "Heart of America," particularly on the Nebraska part. We have had many fine comments from community leaders.—*A. James Ebel, vice president-general manager, KOLN-TV Lincoln, Neb.*

[Reprints of BROADCASTING's Special Report, "Heart of America in Transition," are available for 25 cents a single copy, \$20.00 per 100 copies; \$37.50 per 200; \$54.00 per 300; \$72.00 per 400; \$87.50 per 500; \$150.00 per 1,000.]

FCC & editorializing

EDITOR: May I quote from my correspondence of November 1961 to the chairman of the NAB Editorializing Committee prior to its meeting in Washington on Dec. 11, 1961.

"We are editorializing on WBML and it is our firm conviction that our trade association should consider some stand that would urge the FCC to refrain from looking into or trying to analyze the content of an editorial. Their reference as to "whether the broadcast of such editorials were presented in a fair and responsible manner" leads into avenues of various and impossible determinations. . . .

We made this suggestion to the committee, but so far, no response: "Resolved: That the FCC will never concern itself with the content of an editorial by a broadcast station and further resolved that the FCC should concern itself only with the fact that the li-

Now ready for your station—
Exclusively in your market
25 One-Hour Programs
produced
Exclusively for Television

- ★ World Renowned Conductors
- ★ Brightest Stars of Musical Stage
- ★ Brilliant Soloists and Instrumentalists
- ★ 14 Symphonies
- ★ 5 Pop Concerts
- ★ 5 Musical Specials
- ★ 1 Ballet

Great Music

SERIES III

Leopold Stokowski • Andre Previn • Andre Cluytens • Arthur Fiedler • George Szell • Nathan Milstein • Richard Tucker • Florence Henderson • Fritz Reiner • Hans Rosbaud • Robert Trendler • Jean Martinon • Rudolf Serkin • Robert Casadesu • Sarah Mae Endich • Walter Hendl • John Browning • Isaac Stern • Tony Bennett • Earl Wrightson • Bill Hayes • Peter Nero • George Greeley • Ferrante & Teicher • Elaine Dunn • Hamilton Trio • Joe Eich Singers • The Hi-Lo's • Ruth Page Ballet • Chicago Symphony Orchestra

Sold Exclusively by WGN Syndication Sales
2501 Bradley Place, Chicago 18, Illinois

Write or call for composite screening tape or film: BRAD EIDMANN, LAkeview 8-2311
BROADCASTING, October 22, 1962

“If WIS-TV were an



ordinary television station..."

Chester (S.C.) Reporter

"If WIS-TV were an ordinary television station, we would not be wasting our paper and ink," said the Chester (S.C.) Reporter in a recent editorial. "But WIS-TV is one of the pioneer stations in the South, and the only one, so far as we know, that has consistently tried to meet its public service obligations with energy and imagination."

We thank our media colleague heartily. We don't think we are alone in recognizing our responsibilities, but we will continue to try to justify this kind of unusual praise, with unusual performance.

WIS TELEVISION

NBC / Columbia, South Carolina

Charles A. Batson, Managing Director

a station of



The Broadcasting Company of the South

G. Richard Shafto, Executive Vice President

WIS television: Channel 10, Columbia, S.C.

WIS radio: 560, Columbia, S.C.

WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.



RE- EMERGENCE OF A POWERFUL INDEPENDENT IN SEATTLE- TACOMA



KTNT
TELEVISION

**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.

KTNT
TELEVISION

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

censee offered equal time for an opposing view."—George W. Patton, vice president, WBML Macon, Ga.

Iron-clad contract?

EDITOR: A survey should be taken to find out how much revenue is lost each year in radio and television by firms who cancel before the expiration of their contracts. I think our industry needs a tremendous public relations job to enforce the contractual agreements of sponsors and their products. . . . In other fields . . . people are not as apt to "get out of" a contract as in radio and tv.

Something has to be done . . . to protect not only ourselves but those purchasing time with us. If a sponsor is contracted for 10 weeks, we should be given the chance to prove our worth during this period. But when he becomes dissatisfied after four, and cancels, who benefits? He hasn't received the business anticipated, and it becomes that much harder to resell him in the future. . . .—Rich Newman, KBTv (TV) Denver.

Screen announcers?

EDITOR: Three cheers for Blake Tabor of Leesburg, Fla., for his excellent analysis of the sad plight of radio! [OPEN MIKE, Aug. 20]. Tom Jordan's comments are also valid [OPEN MIKE, Sept. 24].

My estimate of an announcer is not the amount of his experience, but his innate ability; this should be determined by a screening board. These boards should be set up by each state broadcasters association.

In addition to Mr. Tabor's suggestions, may I suggest that radio needs humor? Not the wise-guy announcer kind but the kind that we enjoyed when Bob Hope, Jack Benny, Fibber McGee & Molly, Edgar Bergen, Eddie Cantor, etc., were on the air. Couldn't these transcriptions be taken out of mothballs and syndicated?—Si Willing, general manager, KMAR Winnsboro, La.

The wrong rep

EDITOR: . . . In the report on international tv [SPECIAL REPORT, Oct. 15] you indicate that ABC International Television Inc. owns minority interests in and represents TG-BOL-TV Guatemala City, Guatemala (ch. 3).

Intercontinental Services Ltd. has represented Station TG-BOL-TV since Oct. 1, 1959, and continues to be its representative in the U. S., even though ABC has acquired a small equity in the station.—Jeanette F. Sytsma, vice president, Intercontinental Services Ltd., New York.

[ABC International Television Inc. represents TG-BOL-TV and the affiliated Central American Television Network for network sales; Intercontinental Services Ltd. represents the station for spot sales.]

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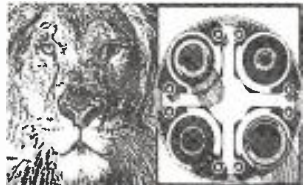
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BROADCASTING, October 22, 1962



BEST. BUY! THESE THREE HOUR SHOWS

MGM



TELEVISION

MGM Television offers a balanced value in full-hour programming for selective station needs. Adventure, drama, action and mystery. Dozens of top name guest stars. Suited for early evening, weekend and late night schedules. Adaptable for prime presentation and as economical spot carriers. A reasonable investment. The best buys of the hours are from MGM-TV (producer of three current leading network hours on NBC-TV: "Dr. Kildare," "Sam Benedict" and "The Eleventh Hour"). For details and prices in your market contact MGM-TV today.

Markets now playing MGM-TV off-network hours:

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NEW YORK: 1540 BROADWAY, JU 2-2000 • CHICAGO: PRUDENTIAL PLAZA, 467-5756 • CULVER CITY: MGM STUDIOS, UP 0-3311

MM

**METROPOLITAN
BROADCASTING TELEVISION**

WNEW-TV New York
WTTG Washington, D.C.
KMBC-TV Kansas City, Mo.
KQVR Sac.-Stockton, Calif.
WTVH Peoria, Illinois
WTVR Decatur, Illinois

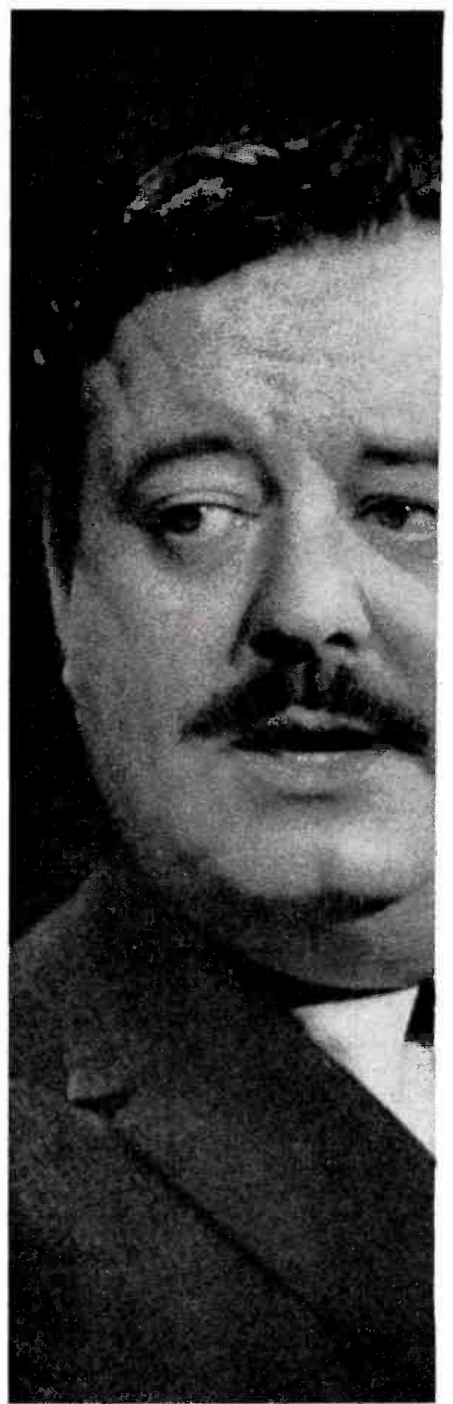
**METROPOLITAN
BROADCASTING RADIO**

WNEW New York
WIP Philadelphia, Pa.
WHK Cleveland, Ohio
KMBC Kansas City, Mo.

**FOSTER AND KLEISER
OUTDOOR ADVERTISING**
Offices in California,
Washington and Oregon

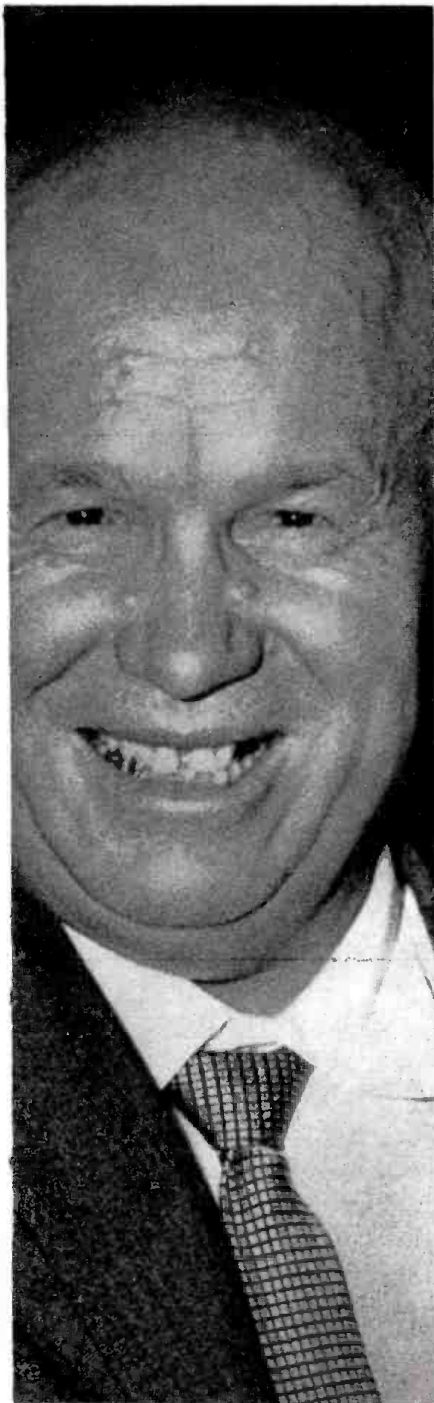
METRO BROADCAST SALES
Station Representatives

WORLDWIDE BROADCASTING
WRUL Radio, New York



International accord

These six world-famous figures reached agreement on at least one subject: Each has appeared on "Open End," television's finest discussion program, for an extended two-hour conversation with host David Susskind. Produced by Metropolitan Broadcasting Television, "Open End" is one of many features on national, foreign and local issues presented each week on Metromedia's Television, Radio and International Broadcasting Stations. Our Foster and Kleiser Outdoor Division, turns to its community responsibilities in similar fashion by providing an extensive number of poster panels and painted bulletins each year for vital public service campaigns throughout California, Washington and Oregon. Metromedia, a diversified communications company, dedicated to a "quality operations" philosophy, presents the finest in entertainment, information and education to people living in an area covering two-thirds of the world. **METROMEDIA**



The tie-in ad campaign shows two heads can be better than one

"Cut your advertising budget in half. You can have the same schedule and impact for 50% off."

It's difficult to envision the advertiser whose eyes wouldn't light up upon hearing an agency proposition such as this. Yet, such a proposal falls neither within the realm of fantasy, nor does it require a sudden increase in the purchasing power of the American dollar. It is a marketing windfall that can occur for those advertisers who are ready and willing to employ a technique called "tie-in" advertising.

Essentially, a tie-in campaign is a joint venture between two related products. Our agency has established its reputation primarily in the food field, and we have found that such products are particularly suited to this type of promotion. The technique, we believe, can be extended beyond the food field with equally successful results and can be used with both limited budget products and large scale advertisers.

Competition for Space ■ Supermarket food products compete fiercely for shelf space. Many are natural complements to each other since they are on the family dining table. Ham and eggs, waffles and syrup—or a variety of other combinations—will always be identified closely by the consumer.

These complementary combinations can be exploited with tie-in campaigns, which, if properly conceived and executed, can be much more effective than an individual campaign going it alone.

While there are no pat formulas for a joint campaign, there are certain preconditions, a majority of which should exist before two products are committed to togetherness.

Products selected for a tie-in should be closely identified in the consumer mind (and obviously they should be in no way competitive), especially when tv commercials are planned, since tv facilitates visual demonstrations of products in use.

Product distribution should run along parallel lines. A joint campaign will be more effective if the products are distributed through approximately the same network of brokers, wholesalers and retail outlets. Trade advertising will then be more effective than if scattered among two unrelated distribution channels.

Similarly, point-of-purchase displays will be less effective if the two products

are sold through different types of retail outlets.

Similar Objectives ■ The overall marketing objectives of two products must be similar before they are mated in a joint campaign. If one is attempting to command the major share of the teen-age market and the other is seeking success among senior citizens, a major conflict will arise when media selection and other decisions are to be made. Products also should be matched to insure that regional appeal is directed at similar portions of the nation.

Perhaps the most important criteria in the success of a tie-in campaign is a complete understanding of the respective roles and responsibilities of the two products to be featured in the campaign. No questions can remain unanswered at the outset. This calls for a sophisticated level of cooperation and liaison work between the two advertisers involved and their agencies.

Experience indicates that expenses should be shared 50-50. Too often, the agency initiating or proposing a joint project becomes saddled with the bulk of the creative work (an arrangement neither equitable nor successful). If the agencies involved have worked together with success in the past, it is sometimes possible to devise an intelligent division of labor (one might take responsibility for creative work while the other takes charge of media selection and trade promotion).

Naturally, both agencies retain the right to veto any "harmful" proposal.

Tie-in Advantages ■ The major value of a joint campaign is its ability to make ad dollars travel farther. To borrow Department of Defense terminology, tie-in is a method of yielding "more bang for a buck." By spending half as

much money for an equivalent amount of tv or radio time, advertisers have an added fund to exploit the campaign through point-of-purchase displays, trade promotions and other efforts.

We have found that tie-in campaigns provide more than double the value of the traditional type of campaign. In virtually every instance, results as a whole have been greater than the sum of the individual efforts contributed by each party. Commercials are more plausible because they can be demonstrated visually against a broader background of products-in-use.

From a merchandising point of view, a joint campaign provides extra arms and legs to circulate the campaign message through all channels of distribution. Two sales forces can talk it up. Packaged goods can profit from tie-ins by doubling the impact at point-of-sale.

One of our most successful joint campaigns is a current one involving our client—Downyflake Foods—and Vermont Maid, a maple-syrup producer. (BROADCASTING, Sept. 24).

Downyflake, the nation's largest maker of pre-baked, frozen waffles, pancakes and French toast, has advertised its pop-in toasters on tv in the nation's major markets. Recognizing that syrup is a closely complementary product, we approached Vermont Maid with a tie-in proposal.

The tv campaign has had a significant impact on New York area sales of both products and represents one of our most successful joint promotions.

With advertising costs continually rising and the competitive situation—particularly among consumer products—growing more difficult each day, we believe that the tie-in will become an increasingly more popular marketing tool.

Douglas Warren, vice president in charge of food accounts, Smith/Greenland Co., New York, joined that agency in 1959 as account executive for Downyflake Foods. Previously, he was advertising director at Seabrook Farms Co. His first advertising post was with Lang, Fisher & Stashower Inc., Cleveland, where he started new product entries nationally for Carling beer and other food and beverage products. Before that he was a feature writer on the "Cleveland Plain Dealer."



bland

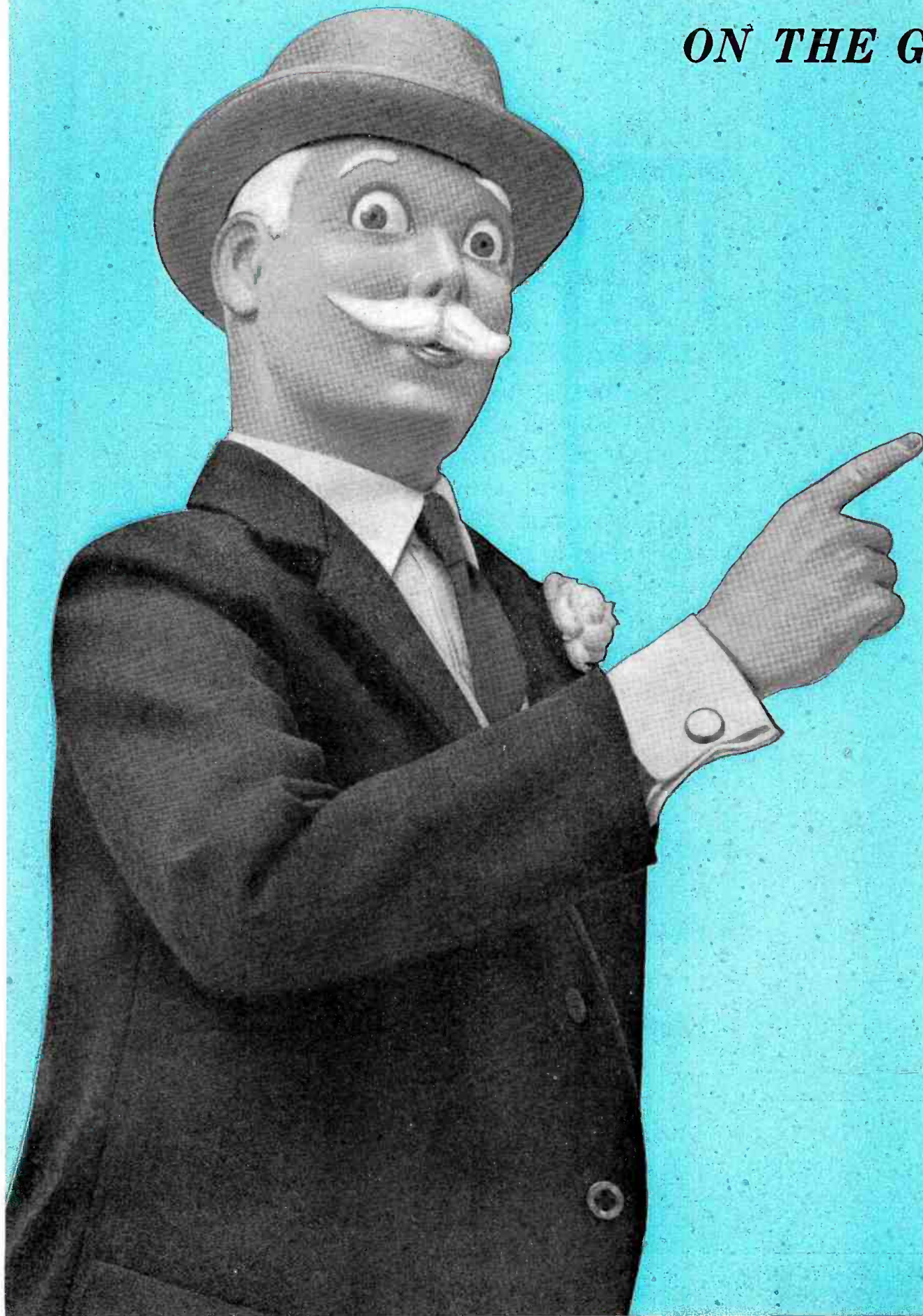
The unassuming and the innocuous are, from time to time, too much a part of broadcasting. More often than not, it is a case of the bland leading the bland. The rare stations which program with the spirited flavor of our times: controversy, exchange of opinion and sheer on-the-toes excitement, reap the rewards of a responsive audience. Perhaps that's why our stations are continually moving forward... marking progress, not just time. People watch. People listen. People know.

POST • NEWSWEEK STATIONS
A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, WASHINGTON, D.C. 
WJXT, JACKSONVILLE, FLORIDA 
WTOP RADIO, WASHINGTON, D.C.

The Story of The PGW Colonel... A Best Seller For More Than 30 Years

ON THE GO!



HE KNOWS THE OTHER SIDE OF THE STREET

PGW Radio Colonels devoted 48 years to selling print media before joining our company. The Television Colonels were with the networks for 48 years. Altogether, we've had 132 years on the other side of the media street.

They were instructive years—and because of them, all PGW Colonels have a better, broader understanding of media values—and how to evaluate them.

That's why the Colonel is always on the go!

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
CHICAGO

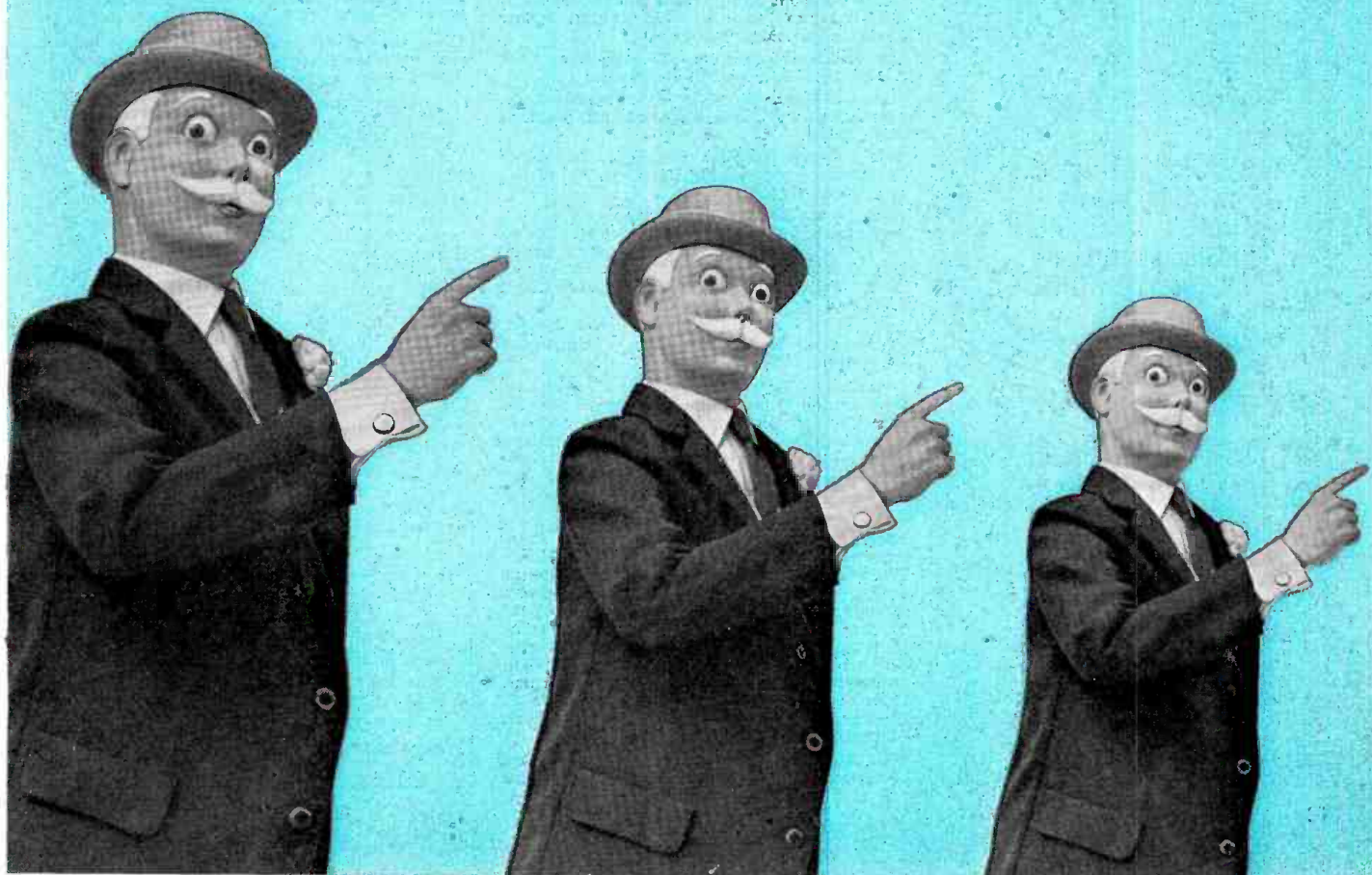
ATLANTA
BOSTON

DETROIT
ST. LOUIS

FT. WORTH
DALLAS

MINNEAPOLIS
PHILADELPHIA

LOS ANGELES
SAN FRANCISCO



DATEBOOK

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

*Indicates first or revised listing

OCTOBER

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. 21-23—**North Carolina Assn. of Broadcasters**, fall convention at Governor Tryon Hotel, New Bern. James C. Hagerty, vice president in charge of news, special events and public affairs for ABC, will address the association's Oct. 22 luncheon. New officers and directors will be elected on Tuesday, Oct. 23.

Oct. 21-25—**National Assn. of Educational Broadcasters**, 1962 annual convention. Hotel Benjamin Franklin, Philadelphia. Mayor James H. J. Tate will address the association at a banquet on Wednesday, Oct. 24. Also participating in the convention activities will be Dr. Allen H. Wetter, superintendent of Philadelphia's public schools, and Martha Gable, director of radio and television for the Philadelphia school system.

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. 22-26—**European Broadcasting Union** meets in New York (Carnegie International Center, except for opening session at Waldorf-Astoria) and in Washington (New State Dept. Bldg. on Oct. 24).

Oct. 22-31—**International Television & Film Exchange**, Copenhagen, Denmark.

*Oct. 25—**Connecticut AP Broadcasters Assn.** meeting at the Yankee Silversmith, Wallingford, Conn.

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

*Oct. 26-28—**Eastern Conference of Women's Advertising Clubs** (Advertising Women of New York host club), Commodore Hotel, New York. Through cooperation of Advertising Federation of America, advertising men will be able to attend.

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

Oct. 26-31—**Board of directors, National Community Television Assn.** Special meetings Oct. 26 and 27 have been scheduled for auxiliary services, industry relations and standards committees. Executive committee will meet Oct. 28. Full board will meet Oct. 29-31. Valley Ho Hotel, Scottsdale, Ariz.

*Oct. 28-31—**Broadcasters' Promotion Assn.** convention, Holiday Inn Central Hotel, Dallas, Tex. NAB President LeRoy Collins will be keynote speaker. Other speakers include: William B. Lewis, Kenyon & Eckhardt; Jack Harris, KPRC-TV Houston; Mike Shapiro, WFAA-TV Dallas-Fort Worth; Stephen Riddleberger, ABC Radio; Bill Michaels, Storer Broadcasting Co.; Norman Cash, TvB; Roy Danish, TIO; Edmund C. Bunker, RAB; and John F. Box Jr., Balaban Stations.

*Oct. 31—**ABC International Television Inc.**, breakfast-meeting Visualscope presentation

showing development of tv. Americana Hotel, New York.

*Oct. 31—**Hollywood Ad Clubs Shirtsleeves Session** on "Agency Presentation That Sold," Hollywood Roosevelt, 12-3 p.m. Jack Donahue, general sales manager, KTLA (TV) Los Angeles, chairman of panel of advertisers. Jack O'Mara, TvB West Coast manager, will preside.

Oct. 13—**International Radio & Television Society**, production workshop, Hotel Roosevelt, New York. Subject: international radio and tv with the accent on commercials and techniques.

NOVEMBER

Nov. 1—New deadline for comments on FCC (fm allocation rulemaking proposal (changed from Oct. 1). Replies are due Nov. 16.

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

*Nov. 4-10—**Second annual National Country Music Week of the Country Music Assn.**, Nashville, Tenn. Network tv specials, heavy record label promotion, local radio and tv saturation and the second annual presentation of the C&W Hall of Fame honorees keynote the affair. Roy Horton, an executive with the Southern Music Publishing Co., New York, is the Country Music Assn's. C&W Week chairman.

*Nov. 5-7—**French-Language Broadcasters' convention** at the Queen Elizabeth Hotel, Montreal. The first morning of the convention will be devoted to cultural aspects of media, with discussions on the economic factors in the afternoon. The second day will be entirely given over to the advertising agencies. The final day will consist of ACRTF business meetings and elections.

*Nov. 8-9—**Ohio Assn. of Broadcasters** fall convention, Columbus Athletic Club, Columbus, Ohio.

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

*Nov. 12—**Georgia School Day of the Air**, 2-3 p.m. simultaneous, state-wide salute by 150 GAB members to schools and education.

*Nov. 12—**Screen Actors Guild**, annual general membership meeting, 8 p.m., Beverly Hilton Hotel, Beverly Hills, Calif.

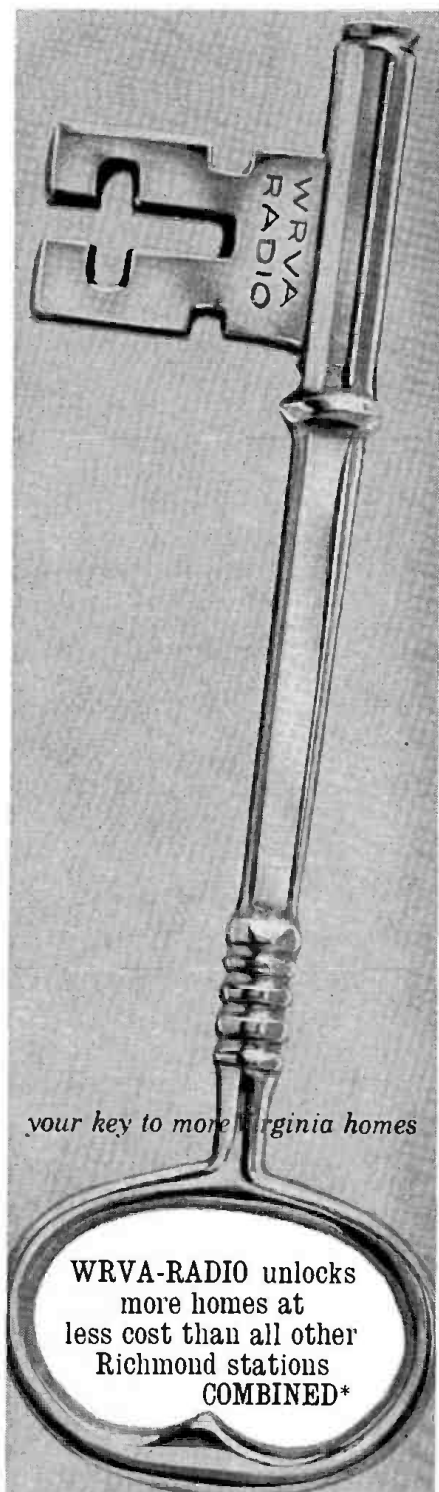
*Nov. 12-13—**Illinois Broadcasters Assn.** fall meeting, Sheraton Chicago Hotel, Cocktail party reception will be held on Nov. 11 at 5 p.m.

*Nov. 12-14—**Fall radio meeting, Electronic Industries Assn.** King Edward Hotel, Toronto, Ont. Two sessions on radio and tv receivers are scheduled, both on Nov. 14. Among papers to be delivered: Report on receiver installations, New York City uhf project, Jules Dietz, FCC; characteristics of rf transistors for am/fm automobile radio sets, Robrecht Bosselaers and Slig Gertzis, Amperex; present and future unsolved radio designers' problems, E. D. Hasty and H. B. Dorsey, Bendix; uhf translators for extending tv coverage, Stanley P. Lapin, Adler Electronics; high performance fm/am automobile receiver, P. S. Manson and M. Slavin, Bendix.

*Nov. 12-15—**National Assn. of Railroad & Utilities Commissions**, Roosevelt Hotel, New Orleans. FCC Chairman Newton N. Minow will speak on space communications.

NAB Fall Conferences

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. 18-20—**Sheraton-Portland, Ore.**



your key to more Virginia homes

WRVA-RADIO unlocks
more homes at
less cost than all other
Richmond stations
COMBINED*

*NCS '61 Radio—50% and over penetration

WRVA-RADIO

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



National Representative:
PETERS, GRIFFIN, WOODWARD, INC.

First in Milwaukee*



...and still first!

Station Image, more than any single quality, has made Channel 4 Milwaukee's number one TV station . . . in the eyes of both viewers and advertisers. This "Total Image" is the sum of these parts:

PROGRESSIVENESS — The history of television in Wisconsin is literally the history of WTMJ-TV. It was the first station in Wisconsin on the air . . . with network shows . . . with color. And it's first in coverage (a population area of 4,468,903 people).

EXPERIENCE — Most of WTMJ-TV's people have worked more than 15 years in television and form Wisconsin's largest, most experienced station staff in live and network programing.

QUALITY PROGRAMING — Program policies of good taste are traditionally practiced in local production and in selection of network programing.

HIGH-STANDARD ADVERTISING POLICIES — Advertising rates are clearly stated and explained in an official Rate Card, with rates the same for all. WTMJ-TV does not "triple-spot," will not accept advertising it feels would be objectionable.

PROGRAM VARIETY — WTMJ-TV believes in programing to meet its community's varied needs: entertainment, information, education. Included in its balanced schedule are daily high-quality live shows and the station's own feature and news programs. For more detailed information on what makes up the Total Image of WTMJ-TV, write:

WTMJ-TV

THE MILWAUKEE
JOURNAL STATION
WTMJ-AM-FM

NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS — New York, Chicago, San Francisco, Atlanta, Boston, St. Louis, Los Angeles

*

WTMJ-TV, Channel 4 in Milwaukee, went on the air December 3, 1947 . . . 4 years before any other station in Wisconsin . . . the 11th commercial TV station in the entire country.

Atlanta



... is the New South

Perhaps you haven't seen Atlanta lately? You'd be amazed the moment you step off the plane into our new twenty-million-dollar airport. And you would have to bring your market estimates up to date when you view the variety of elegant modern homes, shopping centers, churches, office buildings and major industries that have expanded this new metropolis since 1949 (the year WAGA-TV began telecasting).

Outstanding test market — Here is a sophisticated Southern city — acclaimed as a favorite test market — that has jumped 54% in population in thirteen years . . . to over a million!

Here is a booming city, an expanding five-county industrial market unique in the Southeastern region — a culture-conscious area that enthusiastically supports opera, concerts, theater, and art festivals.

New Atlanta blends the customs and tastes of residents who have come from all parts of the nation. Only 23% of its citizens are natives. The result is a genuinely cosmopolitan city.

Atlantans prefer WAGA-TV — If you're judging Atlanta television stations by outmoded standards, you may be surprised to discover that Atlantans have kept pace with the new preferences in television programming. Because Atlanta is different, the Storer station has found the difference and created the programming to fit! Now the Atlanta station most respected and most viewed by adults is WAGA-TV. Such respect and discriminating attention have been earned through WAGA-TV's exclusive daily editorials on important local issues, complete PANORAMA NEWS coverage, and quality public interest programming unapproached by other stations in the market. The Storer programming philosophy continues . . . "famous on the local scene . . . for public service."

Result? Advertisers prefer and specify WAGA-TV in the 23rd market!

SRDS ranks Atlanta 23rd in retail and automotive sales, 24th in population, 25th in food, apparel and passenger car sales among metropolitan areas; 23rd in the nation as a television market with WAGA-TV delivering the metro plus 61 more counties with 50% or more net weekly circulation*. Small wonder WAGA-TV is overwhelmingly favored by local and regional advertisers—the people who know stations and our market best!

*1960 ARB Coverage Study

waga tv 5

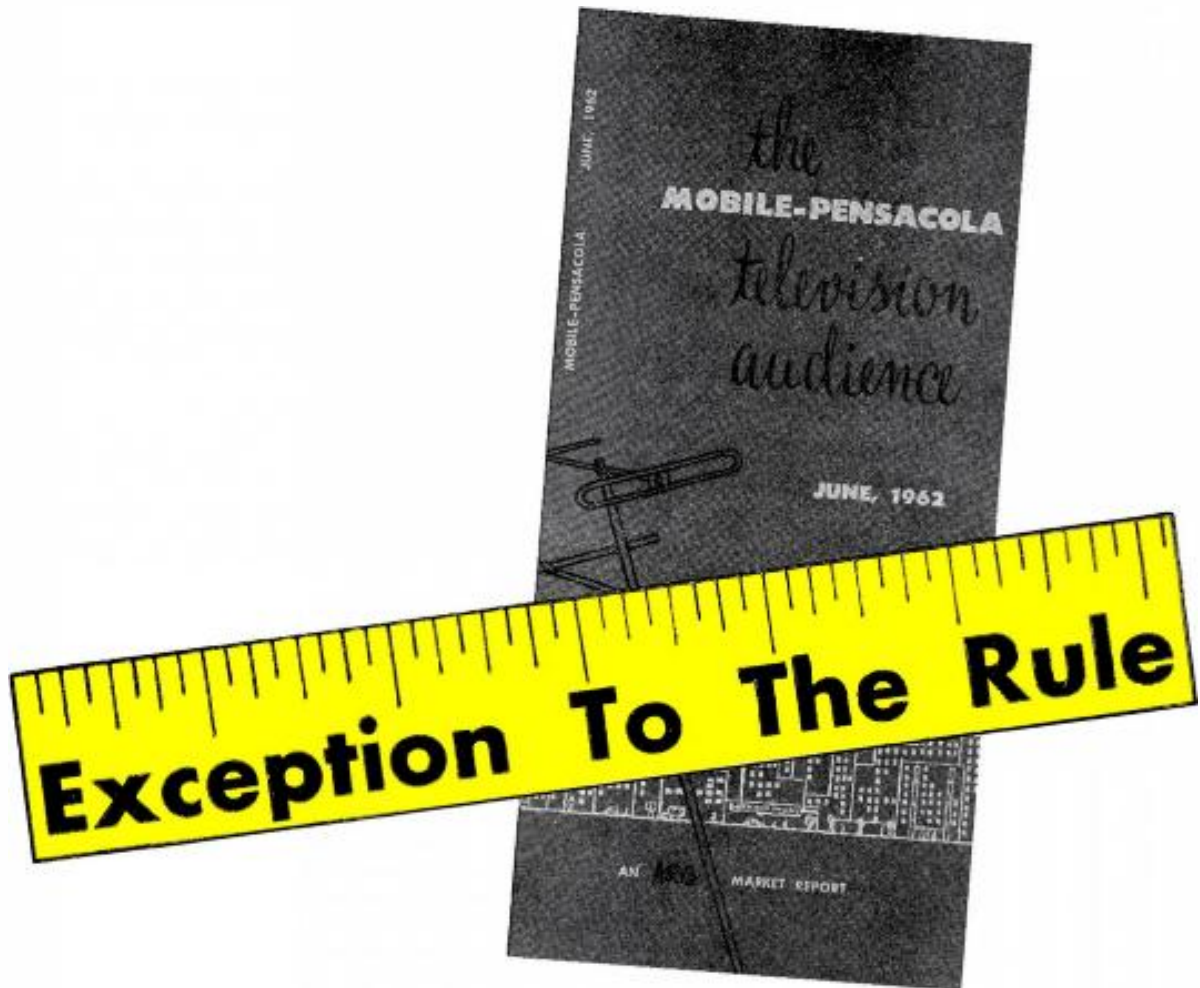
Represented by Storer Television Sales

BEST-BUY STATION IN ATLANTA — AN INDISPENSABLE MARKET

LOS ANGELES KCBS	PHILADELPHIA WIBC	CLEVELAND WJW	MIAMI WGFS	TOLEDO WSPD	DETROIT WJEC	IMPORTANT STATIONS IN IMPORTANT MARKETS STORER BROADCASTING COMPANY
NEW YORK WJN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJEC-TV	

W K R G • T V

Mobile—Channel 5—Pensacola



WKRG-TV delivers 100% more TV homes,
9:00 AM to Midnight, than either Station A or Station B
in Mobile-Pensacola. ARB, June, 1962.

Effective Immediately Call
H-R TELEVISION, INC.

or

C. P. PERSONS, JR., General Manager

BULK BUYING WINS NEW SUPPORT

- Path plowed by P&G now followed by other big spenders
- General Foods, Colgate-Palmolive, American Home follow lead
- Lever Bros. studying plan; presentation for Bristol-Myers

A movement toward "bulk buying" is gaining headway in spot television, stirring salesmen's hopes that it may counter-balance the older tendency among advertisers to schedule their campaigns in seemingly shorter and shorter flights.

The bulk-buying approach is far from new but appears to be winning new adherents, principally among the multiple-brand advertisers who represent spot tv's biggest spenders.

Where Procter & Gamble was the principal advertiser known to be using it a few months ago, a half-dozen or more are reported employing the bulk-buying technique now—and still others are weighing its possibilities.

P&G, television's No. 1 spender, has used the technique extensively for over the past four years. Essentially, the system involves a commitment on the part of an advertiser to buy a certain number of announcements (usually 520,

1,040, 1,300 or more) over a 52-week period.

The Difference ■ Unlike the year-long sponsor who contracts for a specific number of announcements each week, he may schedule a varying number each week, depending on his seasonal and other requirements. The sponsor will earn discounts in accordance with plans offered by the station, but will be short-rated if the total number of announcements contracted for is not reached prior to the end of the 52 weeks.

In addition to P&G, advertisers which were reported to have used this volume buying approach are General Foods, Colgate-Palmolive, American Home Products and various cigarette brands. Colgate-Palmolive was mentioned by several sources as having devised ambitious plans in this area, and is understood to be widening its participation.

The keener interest in this concept is illustrated by reports that another major

advertiser, Lever Bros., is undertaking a major study of the pros and cons of volume buying, and a presentation on the subject is being prepared for Bristol-Myers.

Stations have been prepared for several years for this type of business. An estimate from an official of one top multi-brand national advertiser is that approximately 60% of the nation's television stations make provision for bulk buying with appropriate discounts.

Advantages Seen ■ Though there are obvious advantages to advertisers in bulk buying, there are certain disadvantages, too. These latter factors, representation officials concede, have impeded the acceleration of this practice.

Among the plusses cited for this technique were:

- An advertiser earns normal discounts, but is not committed to buy a specific number of spots each week.
- He is enabled to concentrate a large

Opening of NAB regional meetings brings broadcasters together



Two new faces in Atlanta television were greeted at the first NAB Fall Conference—Joseph M. Higgins, general manager, and Richard M. Fairbanks, who took over WLWA (TV) from Crosley, changing call letters to WAIL (TV). L to r: Mr. Fairbanks; Fred Fletcher, WRAL-TV Raleigh, N. C.; Andrew Haley, Washington attorney; Mr. Higgins; Walter Brown, WSPA-TV Spartanburg, S. C.; George B. Storer,

head of Storer stations and member of NAB Tv Code Review Board (see special story, page 76); A. Louis Read, WDSU-AM-TV New Orleans, member, NAB Editorializing Committee. The new one-and-one-half day format proved effective for the meetings. (BROADCASTING's full report on both the Atlanta and the New York regional meetings is carried in this issue, beginning on page 72.)

Harper proposes agencies share in profits

A revolutionary new form of advertising agency compensation—a share of the profits that their ad programs help create—was envisioned last week by Marion Harper, president and chairman of Interpublic Inc.; in a sense the agency would become a “co-entrepreneur,” he indicated.

The new agency compensation form would probably apply only to special situations, he said, and would not replace the traditional 15% system. The new method would evolve, he indicated, because of the refinements taking place in advertising measurement and “accountability” procedures which would enable the agency to prove that its advertising program contributed in a measurable way to a given record of sales.

AAAA Hears Harper ■ Speaking Wednesday in Chicago before the 25th annual meeting of the Central Region of the American Assn. of Advertising Agencies, Mr. Harper predicted that under such an arrangement of compensation, an agency might share in the profit realized through a sales volume exceeding a specified level. The arrangement might call for basic compensation of the agency for out-of-pocket expenses, he said, so that “if a product failed to sell at a certain level, the agency, while not participating in profit, would have the protection of being compensated for its basic costs.”

Mr. Harper, who also is board chairman of the AAAA, said he believes other benefits will flow to both agencies and advertisers because of the current drive toward more accurate accountability. He predicted

increased professionalism in advertising, greater emphasis on advertising as a profession in universities, the staffing of agency media departments with computer technicians and greater opportunities for women executives.

The two-day central region 4-A meeting also heard John H. Platt, Platt & Fowler, and formerly senior vice president of Kraft Foods, sound an alarm over the high number of advertising accounts which switch agencies annually. He noted that last year alone no less than 260 major account changes took place, representing billings of some \$322 million.

This record of switches “is deplorable,” Mr. Platt said, “and is symptomatic of some things that must be deeper and more serious than the changes themselves.”

Advertisers Warned ■ Mr. Platt urged advertisers in their own self-interest to “indulge in periodic self-examination.” He felt that the too-common practice of making the agency the whipping boy “is a red herring that obscures fundamental causes of business downtrends or failures.”

Douglas L. Smith, advertising and merchandising director of S. C. Johnson & Son, related a case history of the introduction and marketing of the company’s insecticide product, Raid, a heavy television advertiser. Johnson decided to introduce Raid in 1954, he recalled, and devoted great attention to a careful copy development program and large test market campaign, after which the product went national. “Last year Raid outsold the next three insecti-

cides combined,” he said.

S. J. Rosenstein, board chairman of Tower Marts International, reminded the 4-A of the “tremendous importance” of nationally advertised brand names to the successful operation of today’s discount chain. Discount store operation by and large is self-service, he noted, which means high volume that can be achieved only when most of the merchandise “sells itself.”

In discussing his prediction of the profit-sharing compensation plan for agencies, Mr. Harper said the idea is as plausible as revolutionary. “The crucial area for competition today and in the future,” he said, “will be far less in production than in marketing ideas.” Companies compete through marketing strategies more today than they do through their manufacturing systems or access to raw materials or financing, he observed.

Rewards Earned ■ “It would seem reasonable for those who contribute so essentially to a company’s added success,” he continued, “to earn rewards related to their contribution—on some mutually satisfactory basis. In this way, the agency’s client relationship would change its emphasis from personal service to shared enterprise. An agency might thereby become a ‘co-entrepreneur.’”

This would be made possible through accountability, Mr. Harper explained, “through methods relating to cause and effect and through the qualifying of influences that have always been matters of opinion or estimate.”

The development would put pres-

number of announcements during periods when his advertising needs are urgent and cut back when his requirements are less stringent.

■ The bulk system reduces “paper work” to a minimum for the advertiser, the agency, the rep and the station.

■ It provides the advertiser with a franchise for his announcements throughout the year and protects him against a “freeze-out” in a critical advertising period.

Agency officials emphasized there was one main disadvantage to volume buying. Spot television’s strongest selling point for years, they emphasize, has been its flexibility.

The bulk practice leans in the direction of inflexibility in that it commits an advertiser to buy announcements

throughout the year, even though he may want to eliminate spot television entirely for a certain period.

Another built-in obstacle is that only certain advertisers require the advertising frequency prescribed to earn the 52-week discount. Representatives and agency executives specified them as advertisers with multiple brands (food, detergents, pharmaceuticals, cigarettes) and possibly regional advertisers that are consistent spot tv users, such as breweries.

There was no unanimity of opinion among agencies as to the prospects for more widespread use of bulk buying. On the whole, agencies with clients in the multiple-brands believed that this approach would spread. On the other hand, other agencies felt there was a

movement away from annual commitments.

Two Viewpoints ■ One source noted that these two attitudes are not necessarily irreconcilable. He explained that the “big spender” conceivably could move into bulk buying to benefit from its advantages, whereas the less affluent advertiser could concentrate on “short-termers,” investing during the most propitious periods, utilizing spot for specific promotions.

The big advertiser viewpoint was summarized this week by a top media executive at a large agency: Large companies with multiple brands like the 52-week contract because close study shows that it will save money. Spot rates at many tv stations have risen at a higher level proportionately at the one-time

sure on the agency to develop advertising closely aligned with the client's objectives, he said, and would encourage the agency to take a broad marketing rather than parochial view of its activities.

Such a plan also would be welcome to the advertiser, Mr. Harper felt. If "some specified advertising performance contributed to a million-dollar increase in profits," the advertiser should be willing to share part with the agency that would be credited with bringing it about.

Mr. Harper predicted that a workable system of accountability for advertising and other communications programs would evolve sometime between now and 1970. But it wasn't too long ago, he noted, that the possibility of measuring advertising in relation to sales would have been considered visionary, except in certain cases like direct mail or premium offers. Agencies also confined research chiefly to copy and media.

Will Be Possible ■ "But it will now be possible, with the help of the social sciences and mathematics, to measure advertising as a single influence, isolated from all the many variables involved in carrying on a business," Mr. Harper said. "We will have the computer to process a complex flow of information; and we'll have a body of professionals able to apply operations research and linear programming techniques to marketing communications. We will be in a much better position to answer the advertiser's question, 'what do I get for what I spend?'"

Mr. Harper said today's stress on accountability was articulated largely by the Assn. of National Advertisers' project "X" and was the outcome of an "almost universal de-

mand by business. Management asked for yardsticks to judge its marketing communications in much the way it audits other expenditures."

Mr. Harper said he feels that an accountability procedure will be part of every communications program



Mr. Harper

before too long. "It will include carefully defined goals and clearly established benchmarks for measuring accomplishment.

"For many products—notably, capital goods—we may never determine a relationship of advertising to sales; but we will be able to assign values to action that contributes to sales—as for example, spreading knowledge of a certain product characteristic; promoting traffic in dealer stores; or measuring advertising's effect on a product's life-cycle. We will then be able to present 'reports of stewardship' employing yardsticks that create greater confidence in our recommendations for a following year."

More Professional ■ Mr. Harper

said the greater stress on accountability would also bring about a higher level of agency professionalism.

Accountability will also have an impact on creativity, Mr. Harper said, because "it will require more of it, and more that will be pointed sharply toward measurable results."

Mr. Harper predicted that accountability will bring about change in the structure, function, and personnel opportunities of advertising agencies as well. The organizational form of larger agencies will continue to change, he said, and bigger agencies "will set up a number of smaller units based on the principal marketing functions—advertising, promotion, packaging, public relations, and so on. Smaller agencies may share or pool resources for measuring their performance and for providing specialized services. This may lead them either to merge or group themselves into voluntary associations in order to afford the skills and tools they need to compete.

"We will see more specialization of talents and an increasing trend to the formation of smaller 'think' units. We will make more discriminating distinctions in advertising skills and in experience with specific product categories."

Mr. Harper also foresaw a change in the personnel requirements of various agency departments. Media functions, for example, he said, "will be in the hands of technicians and mathematicians."

The computer will speed the trend, Mr. Harper said, since it will spill out more information about specific prospects; and we'll recognize present habits of thinking about markets in generalized masses as exorbitantly expensive."

level as compared with frequency plans. The ultimate result should be to bring more money into the spot tv field.

In rebuttal, the media chief at another large agency with single-brand clients claimed that volume buying mitigates against flexibility. He said his agency utilized spot tv for specific promotional campaigns, rather than for a long-range advertising effort.

Billing Aspects ■ He agreed that long-term buying facilitated the billing process but added: "We would say that flexibility and merchandising ability are the main factors we look for in spot. We put convenience and bookkeeping down in eighth and ninth places."

Station representatives wanted to make it abundantly clear that the vol-

ume buying plans on a guaranteed 52-week basis did not represent a departure from the rate cards. They emphasized that only normal discounts applied in accordance with the various plans offered by the stations.

They expressed the hope that more and more advertisers would utilize this approach, explaining that in recent years the length of campaigns undertaken by many clients has been for shorter durations. Several executives noted that this practice added to the "paper work" involved in processing a spot order, and accordingly to their overhead.

Representatives were cagey about the number of advertisers they had signed for year-long contracts, explaining that they did not want to tip their hands to

competitors. They gave the impression that more sponsors were involved in such plans than have been disclosed.

No Formal Requests ■ The consensus was that representatives rarely made formal presentations for this type of business and preferred to negotiate informally with clients and their agencies. In this connection, several agency executives observed that they were cautious about recommending volume buying to many of their clients. The reason for this reluctance was explained by one media official in this way:

"For years we have been telling clients to use spot because it's so flexible. You can move in and out, depending on your advertising needs in particular markets.

"Now if we go in and bear down on

the client to buy spot on a year-round basis, he could become annoyed conceivably and say, 'Are you out of your mind? This is just like buying network.' Accordingly, we have to be careful and choose the right time and the right client."

National representatives reported that stations welcomed the annual business because it guaranteed them certain sales. But one rep official pointed to a cloud that could crop up in this silver lining.

"Generally speaking, bulk buying should be advantageous to a station. But it is possible that it could work out poorly for particular stations on certain occasions. As an example, let us say that an advertiser contracted for 1,040 spots a year and decided to concentrate them in the fall, winter and early spring. They would use the early spring and summer periods only sparingly. This would leave them dry at a time when they needed the business and filled up at a time when they could get business.

"I know that a few stations were concerned about this when P&G started this practice a few years ago. But, fortunately, the P&G commitment was spread fairly evenly throughout the year, so there was no real sweat. But it could happen."

Concedes tv's fault, but doesn't know cure

There are too many commercials on tv, according to David Ogilvy, board chairman of Ogilvy, Benson & Mather, but how the number can be reduced "without bankrupting the networks and the stations, I don't know."

Mr. Ogilvy made his comment last Monday morning (Oct. 15) on CBS-TV's *Calendar* program, which, for that day, was devoted to a discussion of the advertising business. Appearing with him were Sylvester L. (Pat) Weaver, president of M-E Productions, and Nicholas Samstag, head of his own agency.

Mr. Ogilvy felt most criticism of advertising today is of television advertising. "It's so interruptive and it's so inescapable, and there's too much of it . . ." He made an analogy, however, with Sunday newspapers, saying if "there were no advertisements it would be a pretty dull newspaper."

Mr. Weaver compared U. S. tv advertising with the British system, noting in that country, "you either have entertainment or you have advertising." He thought the placing of different commercials in a series, one after the other, "is thoroughly interesting." He condemned the American system, the "discipline of the quarter-hour station breaks and the cutaways and the you'll-next-see and brought-to-you-by, and all that monkey business." He added that the British system saves about 50% of the "waste time" and "concentrates" on ad-

Spotting the spots

A similarity between the bulk buying campaigns of Procter & Gamble and other major advertisers (see story page 31) and that proposed by Sealtest Foods Div. of National Dairy Products Corp., through its agency, N. W. Ayer & Son (BROADCASTING, Oct. 8), is their ability to place their spots during particular seasons of the year. Although the campaigns are described in both instances as 52-week schedules, it is possible in either case to select seasons when the spots must appear.

In the Sealtest campaign television stations are asked to place the spots for two weeks in January, March, May, July, November and December. In the bulk campaigns placed by other major advertisers, the advertiser, or its agency, would be allowed to select the time of year in which the spots would run.

Although P&G has followed this plan for four years its schedules have run consistently throughout the entire 12 months. Whether other advertisers will follow this example is giving stations and representatives considerable concern.

vertising.

The M-E executive added that "we get certain . . . sponsorship values that you can't get in England." He referred to the deficiencies of drop-in advertising, saying there are "certain kinds of needs [they] don't fulfill."

Mr. Samstag summed up the point by saying the "English system in part would help certain elements in our broadcast business very much."

'Redbook' editor notes tv entertainment role

Magazines can no longer compete with television at the entertainment level, Robert Stein, editor of *Redbook* magazine, told a group of advertising and agency executives in Chicago last Friday (Oct. 19).

Mr. Stein said: "Television has taken over the function of soothing and entertaining millions." He called it "suicidal" for a magazine to try to compete on that basis.

He said the magazines that enjoy the greatest acceptance are those that are doing the best job of serving a particular group of readers; the magazines experiencing the greatest difficulty are those that have become bland and pointless in an attempt to please everyone. Attacking the "myth" that any

magazine can be edited according to a formula, he said that "trying to repeat your successes is the surest guarantee of eventual failure."

Mr. Stein concluded that "intelligent readers buy a magazine because it continually offers them information and insight that they find nowhere else—not because it offers pleasant diversion."

Sucrets tv spending to hit \$1.5 million

The Quinton Co. Div., Merck & Co., Rahway, N. J., is investing an estimated \$1.5 million in spot tv for a fall-winter cold season campaign to promote its new line of Sucrets antiseptic lozenges and gargle. The advertising effort, which began last week, is concentrated in the top 100 markets.

The initial advertising thrust on behalf of Sucrets is using tv exclusively, with 60- and 20-second announcements in prime time, late afternoon and early evening periods, particularly on news and weather programs. The agency for Quinton is Doherty, Clifford, Steers & Shenfield, New York.

A. James Barker, advertising director of Quinton, cited several reasons for the selection of spot television for the campaign, including the medium's flexibility, its power of visual demonstration and its ability to reach women shoppers efficiently.

The new Sucrets line is the first group of products to be promoted by Quinton since the consumer products division was established by Merck & Co. last July 1.

Business briefly . . .

Pharmaco Inc., Kenilworth, N. J., will support the national introduction of a completely redesigned package for Chooz antacid in chewing gum form with a radio-tv campaign. Schedules, starting this month, have been purchased on ABC Radio and Mutual, in addition to tv spot in major markets. Agency: N. W. Ayer & Son, Philadelphia.

Liggett & Myers Co. has bought half-sponsorship of the one-hour special, *Polaris Submarine: Journal of an Undersea Voyage*, to be presented on NBC-TV, Wed., Dec. 19 (10-11 p.m. EST). Agency: J. Walter Thompson Co., New York.

Buxbaum Co., Canton, Ohio, will introduce two new floor mats with a heavy schedule of one-minute tv spots starting Oct. 21 on WEWS (TV) Cleveland. The test campaign will last six weeks with local store tags slated for all spot announcements. Buxbaum later plans to extend its tv advertising to other major markets. Agency: Curtice York, Mount Vernon, N. Y.

"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

M-E EXPANDS IN CHICAGO

Agency moves in new lineup of executive talent as Harper emphasizes market area's potential

McCann-Erickson Inc. announced a major expansion and strengthening of its Chicago office last week (Oct. 18).

The advertising agency, 1961's No. 1 radio biller and fifth ranked in total broadcast billings last year, has operated a fully-staffed Chicago operation since 1924, but new moves, intended to improve its competitive position, have added four senior executives in recent weeks, plus a vice president for marketing, bringing the total staff to 148 people.

T. J. King, former head of M-E's Detroit office where he directed the firm's service to General Motors, has been named executive vice president in charge of the central region (11 mid-western states).

"We regard the Chicago area as the world's second largest advertising market," said Marion Harper Jr., president of Interpublic Inc., parent company of M-E. Its growth potential is just being realized, he said. Many midwestern companies are contemplating expansion into overseas markets, he added.

"To make ourselves more fully competitive with those agencies headquartered here, we have put in place an outstanding group of professionals," Mr. Harper said.

Who's Who ■ The recent M-E moves in Chicago:

■ Ammon B. Godshall, senior vice president, has been appointed acting chairman of the board of management, which is responsible for the operation of the Chicago office. Mr. Godshall is a longtime M-E executive who formerly headed the agency's service to the Standard Oil Co. (New Jersey). Other members of the management board:

■ William R. Kinnaird, senior vice president and director of account service, a Chicago native who has been with the firm since January 1954.

■ Martin Koehring, senior vice president and director of creative services. Mr. Koehring, winner of several creative awards, has been with the firm since April 1955.

■ Bernard J. Gross, senior vice president in charge of account planning. A native of Chicago and former executive vice president of the Edward H. Weiss & Co., Mr. Gross is a specialist in package goods marketing and new product introductions.

■ Otis L. Hubbard Jr., senior vice president, account service, joined M-E two months ago and was a vice president at Needham, Louis & Brorby Inc., where he was in charge of the General

Mills account.

■ Frank E. Simpson, vice president for marketing, joined M-E after leaving Leo Burnett Inc., where he was marketing supervisor for eight years.

Chester L. Posey, senior vice president who managed the Chicago office from January 1958 until last week, is being transferred to the firm's home office in New York where his new assignment will be announced next week, M-E said.

Research service plans qualitative studies

The Pulse Inc. is emphasizing its qualitative research studies Dr. Sydney Roslow, Pulse's director, said last week in announcing new projects the measurement firm has underway.

The new projects were discussed by Dr. Roslow at a Pulse luncheon in New York that bestowed a "Man of the Year Award" to George B. Storer (see story, page 86).

The firm has begun on: "Radio Pulse LQR-100" studying qualitative performances by leading radio stations by time periods in 100 top markets; "Telepulse PDQ" based on a one-day diary that will elicit qualitative data for every

local tv program in 25 markets surveyed; "Dimension '62" that will qualitatively study the total U. S. radio audience, and a sixth edition of Pulse's Tv Audience Profiles.

The latter profile analyzes network tv programs in 60 demographic and product-use categories.

Rep appointments...

■ WHP Harrisburg, Pa.: The Katz Agency Inc., New York, as national representative.

■ KRKD Los Angeles; WNAD Oklahoma City, and WHCU Ithaca, N. Y.: Weed Radio Corp., New York, as national representative.

■ KAVE-TV Carlsbad, N. M.: Devney Organization Inc., New York, as national representative.

Agency appointments...

■ Grove Laboratories Inc., St. Louis, appoints Doherty, Clifford, Steers & Shenfield Inc., New York, as agency for 4-Way Cold Tablets, 4-Way Nasal Spray, and Decongel, a decongestant gel, in test markets. The firm also appoints Gardner Advertising Co., St. Louis, as agency for Fitch Dandruff Remover Shampoo and related products. Both appointments are effective Jan. 1, 1963.

■ Nebraska State Centennial Commission names Ayres & Assoc. Inc., Lincoln, Neb., as advertising agency and pr consultant.

COMMERCIAL PREVIEW: Edie performs for Muriel

Miss Edie Adams, whose two-year contract with Muriel Cigars calls for her to appear in tv programs and commercials for the advertiser, is



featured in a group of "minute musicals" prepared by the firm and its agency, Lennen & Newell Inc., New York.

Miss Adams (shown here) sings and dances in the commercials, which will be shown on Muriel-sponsored programs (a series of eight half-hour specials titled *Here's Edie* on ABC-TV and participations in *Stoney Burke* on the same network).

An L&N executive said commercial costs were "very expensive—probably the most expensive on the air." The half-hour specials will be shown once each month in a time period shared by *As Caesar Sees It*, another half-hour series starring Sid Caesar and sponsored by Dutch Masters Cigars (which, like Muriel, are manufactured by Consolidated Cigar Co.).

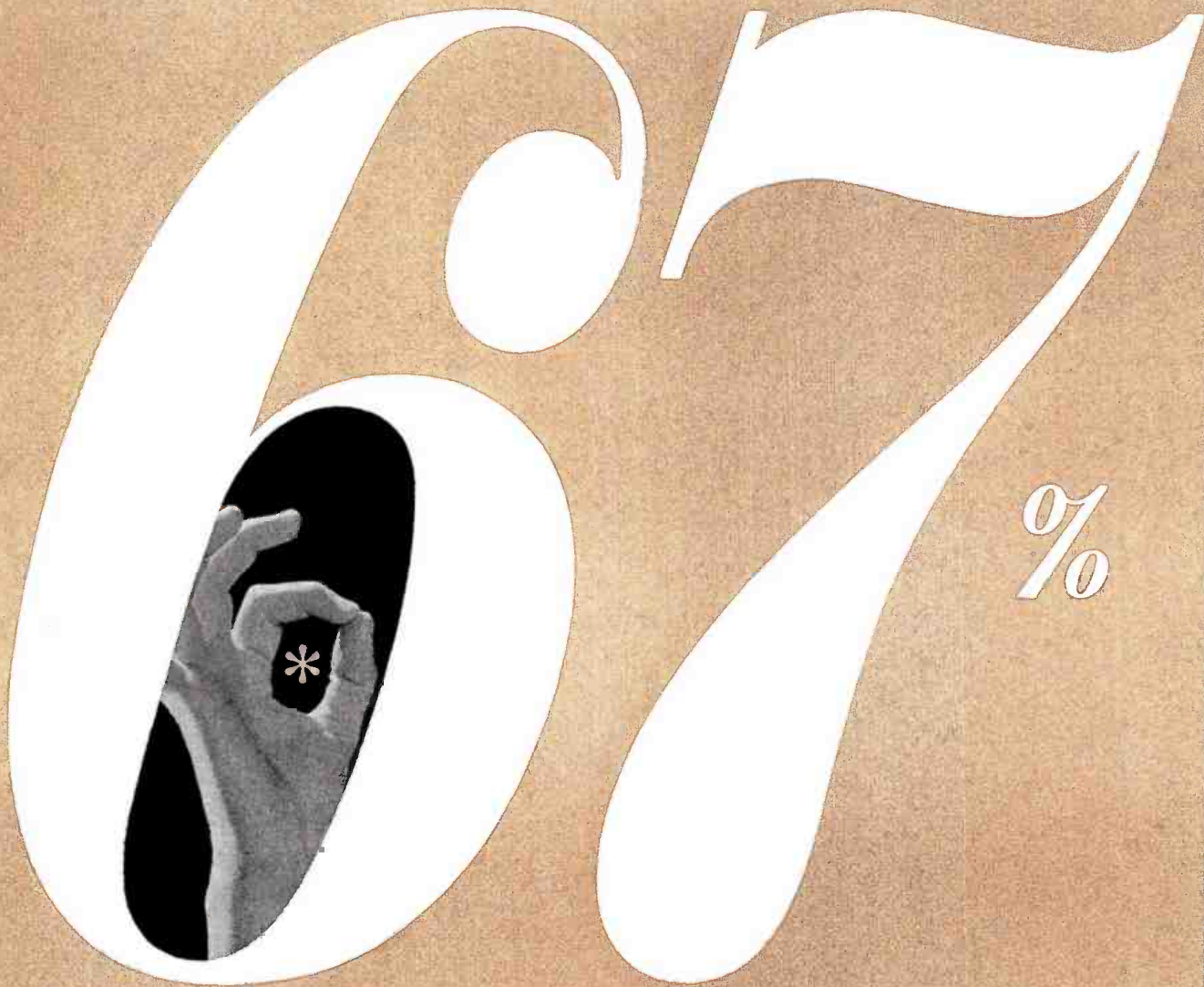
The commercials were produced at MPO studios in Hollywood. Ernie Motyl was producer for L&N; Tom Brady was copywriter and Ed Flynn, musical director.

QUALITY

WAPI-TV		BIRMINGHAM	... <i>The Birmingham News</i>	NBC
WBEN-TV		BUFFALO	... <i>The Buffalo Evening News</i>	CBS
WJRT		FLINT	... <i>Goodwill Stations, Inc.</i>	ABC
WFMY-TV		GREENSBORO	... <i>Greensboro News Company</i>	CBS
WTPA		HARRISBURG	... <i>Harrisburg Patriot</i>	ABC
WTIC-TV		HARTFORD	... <i>Travelers Broadcasting Service Corp.</i>	CBS
WJAC-TV		JOHNSTOWN	... <i>The Johnstown Tribune-Democrat</i>	NBC
WATE-TV		KNOXVILLE	... <i>Wate, Inc.</i>	NBC
WHAS-TV		LOUISVILLE	... <i>The Courier-Journal and Louisville Times</i>	CBS
WCKT		MIAMI	... <i>Biscayne Television Corp.</i>	NBC
WTMJ-TV		MILWAUKEE	... <i>The Milwaukee Journal</i>	NBC
WMTW-TV		MT. WASHINGTON	... <i>Mount Washington TV, Inc.</i>	ABC
KETV		OMAHA	... <i>World-Herald Corporation</i>	ABC
KOIN-TV		PORTLAND, OREGON	... <i>Mount Hood Radio & Television Corp.</i> ...	CBS
WRVA-TV		RICHMOND	... <i>Richmond Television Corporation</i>	ABC
KSLA-TV		SHREVEPORT	... <i>The Shreveport Journal</i>	CBS
WSYR-TV		SYRACUSE	... <i>Syracuse Herald Journal — Post Standard</i>	NBC

SERVICE

HARRINGTON, RIGHTER & PARSONS, INC.



share of audience

SOURCES:

Nielsen Station Index/Station Total/6:00 AM-Midnight, 7-day week/8 months ending June 1962 • Nielsen Coverage Service 1961
Sales Management Survey of Buying Power, June 1962



*Two Markets in One:
Giant 124 County Coverage*

TOP ACCEPTANCE! That's what you want for your sales story. That's what you get on WCCO RADIO, whose 67% share of audience is *twice* as large as all other Minneapolis-St. Paul stations *combined!* What's more, WCCO RADIO'S quarter-hour audience is greater than that of any other station of the CBS Radio Network. Powerful WCCO RADIO delivers *two markets in one:* the five-county Twin Cities metro area *plus* 119 non-metro counties. Adds up to 124 counties with nearly 4 million population, more than \$6.9 billion buying income and \$4.8 billion retail sales. The *only* way to cover it *all*—at the lowest cost with the highest acceptance—is with WCCO RADIO, one of the great stations of the nation.

***TWICE** as many listeners
as all other Minneapolis-St. Paul stations combined!*

WCCO
RADIO
Minneapolis • St. Paul

Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by **CBS** **RADIO**
SPOT
SALES

4As Pacific conference opens in Hawaii

AGENCY PEOPLE MOVE WEST FOR FOUR-DAY CONVENTION

The 1962 Pacific conference, western region, American Assn. of Advertising Agencies, now in session at the Hilton Hawaiian Village in Honolulu, Hawaii, opened Saturday (Oct. 20) with a welcoming cocktail party that was followed by other social events on Sunday, climaxed with the governor's reception and banquet. This morning (Monday) begins with an executive session for members only, to be addressed by John H. Critchton, AAAA president, and John W. Davis of Honig-Cooper & Harrington, San Francisco, chairman of the AAAA western region.

Irving E. Stimpson of Baker & Stimpson Adv., Seattle, will chair the first business session of the meeting, concluding part of this morning's agenda on "How To Make a Profit." Speakers are: Mr. Davis; Paul Jordan of Hixson & Jorgensen, Los Angeles; Louis E. Scott, Foote, Cone & Belding, Los Angeles; and Joseph Maguire, Constantine & Gardner, Seattle.

Tuesday's business agenda includes a welcoming address from Hawaiian Gov. William F. Quinn, a talk on "International Growing Pains" by James Delafield, president, General Foods International Div., and one on "Yen for the American Market" by Lane Fortinberry, managing director of the Time-Life Tokyo bureau. Raymond B. Milici of Milici Adv. Agency, Honolulu, will preside.

Alvin Kabaker of Compton Adv., Los Angeles, will preside at the second Tuesday session, which will hear talks by Alfred J. Seaman of Sullivan, Stauffer, Colwell & Bayles, New York, on "Let's Assume You're a Genius"; Fred Lyon of Fred Lyon Pictures, San Francisco, "Creativity—Myth or Magic?"; Charles H. Brower, BBDO, New York, on "Smile When You Call Me Creative."

Wednesday morning's program starts with Jack W. Smock of Smock, Debnam & Waddell, Los Angeles, presiding over a meeting to be addressed by Pierre D. Martineau, research director, *Chicago Tribune*, on "Is This Advertising Necessary?" and by George Mason, director of economic development, state of Hawaii, on "What Makes Hawaii Grow?" King Harris, Fletcher Richards, Calkins & Holden, San Francisco, will preside at the second Wednesday session, with talks by Proctor Mellquist, editor, *Sunset Magazine*, on "The Futility of Playing It Safe"; A. J. Bremner, Foote, Cone & Belding, Chicago, on "How Do You Know It's Creative?"; Milton Caniff, King Features Syndicate, on "The Dancing Girls in Front of the Tent."

The meeting's closing day, Thursday

(Oct. 25) begins with Jess Shinn, Richard G. Montgomery & Assoc., Portland, presiding over a session addressed by Richard F. Casey, Benton & Bowles, New York, on "Tests for Test Marketing"; Dr. Daniel Starch of Daniel Starch & Staff, on "Measuring Product Sales Made by Advertising"; Phillip W. Wenig, SRDS-Data, on "Missing Media Data—Its New Importance." Donald B. Kraft, Kraft, Smith & Ehrig, Seattle, will preside over the final business session whose speakers will be L. F. Ohliger Jr., advertising vice president of Hunt Foods & Industries, on "How to Get the Most Out of an Agency Without Really Trying"; Barton A. Cummings, Compton Adv., New York, on "Why I Should Choose Advertising Again"; John H. Hoefer, Hoefer, Dietrich & Brown, San Francisco, on "All That Glitters Is Not Gold."

Phillips Petroleum names JWT agency

In a continuing re-assignment of accounts held by Lambert & Feasley, New York, Phillips Petroleum Co., Bartlesville, Okla., last week named the J. Walter Thompson Co. as its agency, effective Oct. 15. The account bills an approximate \$5 million, of which about \$2 million is in spot tv.

Phillips is the latest of several clients

to move from L & F, following the decision of the agency's parent company, the Warner-Lambert Pharmaceutical Co., to restrict the agency's activity to technical and trade advertising for W-L.

J. Walter Thompson has obtained a total of \$10 million in business from former Lambert & Feasley clients. They are Phillips and two Warner-Lambert products, Listerine antiseptic and toothpaste, and Pro-Phy-Lac-Tic brush products, which bill an estimated total of \$5 million (AT DEADLINE, Sept. 24). Warner-Lambert also assigned an estimated \$3.5 million from L & F to Lenzen & Newell, New York, covering Richard Hudnut cosmetics and toiletries, Du Barry cosmetics and toiletries, Ciri Perfumes, Sportsman toiletries and Fizzi soft drinks (BROADCASTING, Oct. 8).

Winter Games sales by K&E

Kenyon & Eckhardt, New York, was named last week by the Organizing Committee of the 1964 Olympic Winter Games to undertake sale of the television rights to North, Central and South American, Japanese and Australian tv networks and stations. A bidding competition will be held in the Alps surrounding Innsbruck, Austria. Negotiations for the rights will be supervised by Giancarlo Rossini, K&E vice president—international, and James S. Bealle, vice president and tv-radio director.

Slight change in diet: canary to crow

Because he moved a little too far out on the limb last spring and overestimated radio's dominance over tv viewing during the summer, Kevin



B. Sweeney, president, Radio Advertising Bureau, ate crow last week (see cut). Between bites of a crow-shaped chocolate cake, the radio drum beater explained where he went wrong.

Mr. Sweeney, who in 1961 successfully predicted radio would reach more Americans than tv for all 13 summer weeks, last spring said flatly that in 1962 radio would be the number one broadcast medium for 16 weeks, from June till October. Based on official figures from Sindlinger & Co., radio's dominance this summer lasted 14 consecutive weeks, a new record but short of the prediction.

"I die hard," Mr. Sweeney said. "But for a few percentage points in early June and late September, the 16-week prediction would have been right on the nose. To mix a zoological metaphor, rather than dining on crow, I would now be the cat that ate the canary."

Mr. Sweeney noted that fall tv shows were promoted harder and earlier than ever this year, an indication that tv is "painfully aware of the great inroads radio has made into its audience."



**DON'T BOTHER
TO KNOCK**
Marilyn Monroe,
Richard Widmark,
Anne Bancroft



**THE MAN
WHO NEVER WAS**
Clifton Webb,
Gloria Grahame,
Stephen Boyd



THE BAD SEED
Patty McCormack,
Nancy Kelly,
Eileen Heckart



**WIND ACROSS
THE EVERGLADES**
Burl Ives, Emmett Kelly,
Christopher Plummer,
Gypsy Rose Lee

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

SUS

PENSE

Suspense from 20th-Century Fox in:

FIVE GATES TO HELL—starring
Neville Brand, Dolores Michaels and Patricia Owens
GORILLA AT LARGE—starring
Cameron Mitchell, Anne Bancroft and Lee J. Cobb
A LIFE IN THE BALANCE—starring
Ricardo Montalban, Anne Bancroft and Lee Marvin—
and many more suspense films all contained in
Volume 4's 40 great "Films of the 50's."

Suspense from Warner Bros. in:

HOME BEFORE DARK—starring Jean Simmons,
Rhonda Fleming, and Efrem Zimbalist, Jr.
TOWARD THE UNKNOWN—starring
William Holden, Lloyd Nolan and James Garner
7 MEN FROM NOW—starring
Randolph Scott, Lee Marvin, and Gail Russell—
and many more suspense films all contained in
Volume 5's 53 great "Films of the 50's."

AND . . . BROADWAY . . . ACTION . . . DRAMA . . .
SCIENCE FICTION . . . COMEDY . . . MYSTERY...

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.



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive AOams 9-2855
LA.: 3562 Royal Woods Dr., Sherman Oaks, Cal. 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.

\$20 MILLION PROMOTION

Gift Stars Inc. announces national coupon plan; Six-week tv 'blitz' in all major markets seen

A major new gift coupon program, with plans for a \$20 million national promotion campaign, was announced Thursday (Oct. 18) in New York.

Gift Stars Inc., Minneapolis, which will start test marketing its coupon plan early next year on about 40 products, expects to distribute 11 billion coupons in 1964, its first full year of operation. The company said the coupons will build loyalty for national brands carried in some 370,000 food, drug and specialty stores.

Sharing in the Gift Stars presentation was the Minneapolis-Honeywell Regulator Co., Minneapolis, which introduced a new electronic data processing system called the Orthoscaner. Gift Stars has ordered the system for processing of its large-scale coupon program.

Gift Stars reported that housewives will buy products using the plan at regular prices, collect the coupons from the labels or inside the packages, and forward the coupons to Gift Stars. Curtis L. Carlson, Gift Stars owner and president, emphasized that the coupons will not compete with trading stamps, whose aim is to build "store loyalty" or "chain loyalty." He said that if, for example, a customer obtains a card table with trading stamps, she can obtain

matching chairs with Gift Stars.

Mr. Carlson said the launching of Gift Stars nationally will be backed by the "strongest advertising-promotion program in a concentrated period of time in the history of American merchandising." He said it will involve a \$20 million campaign including radio, tv, direct mail, billboards and print media.

The Gift Stars national promotion, handled by Campbell-Mithun Inc., Minneapolis, will include: more than 25,000 tv commercials in all major markets, intended to reach 1.4 billion homes in six weeks, and radio spots, 105 million home impressions in seven weeks, the firm said. This introductory program, following smaller-scale radio-tv campaigns in test markets, subsequently will be supported in the advertising programs of the participating manufacturers.

HARKEN TO THE PUBLIC

Keep customer wants in mind, Burger tells marketing group

Hastily conceived, hard-sell product advertising, such as is now beginning to appear as sales departments strive to meet their quotas before the end of the fourth quarter of 1962, can wreak havoc with a company image that has been carefully built over a long period by a well-planned program of public relations and institutional advertising. Chester Burger, president of Communications Counselors Inc., warned at a dinner meeting of the Southern California chapter, American Marketing Assn., Wednesday (Oct. 17) in Los Angeles.

"Price promotions, deals, contests and so on can make an immediate impact on sales," Mr. Burger declared, "but they cannot be permitted to do so at the expense of the company's reputation for quality, customer service and integrity."

Mr. Burger, whose firm is the public relations branch of Interpublic Inc., told his audience that many companies in their product advertising seem to ignore the finding of research that the public forms its opinions of a company primarily from its products. "Properly done," he said, "a company's institutional advertising and public relations should benefit the sale of each of its products, just as the company's product advertising and publicity should benefit the reputation of the company itself."

"Yet, today, some companies are pro-

moting their products in a way they would never use to promote themselves. They would not allow their president to perform as a circus barker, nor would they cheapen the appearance of their buildings with loud and tasteless signs. But some of them today are contributing to this very effect with their advertising and publicity."

Preoccupied ■ The main trouble, Mr. Burger said, is that top management is often so wrapped up in its own concerns (to set a new sales record or a high net profit or just to beat the competition) that it forgets to listen to the public and to find out what the company's customers—and the others it would like to have as customers—really want when they plunk their money down on the store counter. Too often the manufacturer assumes that price is the only or at least the major consideration of the purchaser, when in reality what he is looking for is some product characteristic that will satisfy his needs, Mr. Burger said.

"Listen to what the public has to say about you and your competitors, about your products and theirs," he urged. "And be concerned about what you hear." He cited the Bell Telephone System as an outstanding example of a company which has carefully thought out its relations with the public, not only in its advertising and publicity, but in every phase of its dealings with the public at every level, from making a phone call to investing in AT&T stock.

Also in advertising...

Blair sales office moves ■ John Blair & Co., New York, has moved its Detroit sales office to new quarters at 11 Boulevard West Building in that city. Telephone: 871-3060.

New offices ■ Bennett & Chase & Co., New York ad agency, is moving to new offices at 333 E. 46th St. Telephone number remains Plaza 2-1055.

Group names Ally ■ The Fair Campaign Practices Committee has named Carl Ally Inc., New York, to handle a special advertising program in connection with this year's local and congressional elections. Special public service spots for radio and tv will be used for the two weeks prior to election day. The FCPC advertising series is directed at calling attention to unsavory smear tactics.

New research firm ■ Marketing Evaluations, a new consumer research company, has been formed by Jack Landis and Henry Brenner. Mr. Landis was formerly director of developmental research at J. Walter Thompson, and manager of research at NBC. Mr. Brenner is president of Home Testing



The model peeking over several mythical packaged products holds a prototype of the series of Gift Stars coupons which will be promoted in what is said to be a \$20 million advertising campaign.

Institute of TvQ, and will also continue in that capacity. Address 50 Maple Place, Manhasset, N. Y. Telephone: Manhasset 7-7510.

New edition ■ American Women in Radio & Television has released the 1962-63 edition of its member directory. The 150-page directory, circulated to the organization's 1,600 women broadcasting personnel, contains advertising for the first time. Revenues from the sale of ads in the directory will defray printing and publishing costs, and help AWRT-sponsored projects.

Florida's abundance adds cash to ad kitty

An all-time record advertising and merchandising program of \$12.5 million, amounting to 90% of the total 1962-63 fiscal year budget, was adopted here last Wednesday (Oct. 17) by the Florida Citrus Commission.

With a record crop of oranges and large crops of grapefruit and tangerines on the trees, according to Dept. of Agriculture estimates, the advertising taxes on fruit (based on number of boxes used commercially) will provide nearly twice as much money for promotion as was expected last spring. Doubling of the orange tax—from five cents per box to ten—accounts for most of the anticipated increase.

Florida's estimated crop includes 118,700,000 boxes of oranges, 37,500,000 grapefruit and 4,500,000 tangerines.

More than half the promotion funds will be used for consumer advertising, with an estimated \$6,766,000 available. Merchandising and allied promotional activity will account for an estimated \$5,685,660. Benton & Bowles, New York, handling the orange account, will spend more than three-fourths of the ad money, while Campbell-Ewald, Detroit, recently employed by the commission to share in the business, will place advertising for grapefruit, tangerines and tangelos.

Media plans have not been completed by the agencies, but print and tv will be used extensively. For oranges, Benton & Bowles indicated that newspaper and magazine advertising will run from November through June, with tv spots used heavily in November and December.

The commission yesterday also employed a Florida agency to stage a \$32,000 "Sell Florida First" campaign, designed to encourage added use of citrus by Floridians and tourists. The efforts of Fry, Hammond, Barr and Rollinson Inc., of Orlando, will be directed at restaurants, hotels, chain stores, gift fruit handlers and others within the state.

'Times' takes to tv to counter 'Tribune'

The *New York Times*, for the past year the target on television of subtle needling by the competing morning *Herald Tribune*, is fighting back with an estimated \$200,000, three-month, tv campaign of its own.

The *Times* has just started its tv counter-attack in New York by telling viewers: "It's so much more interesting [or scintillating or authoritative] and you will be too."

The *Herald Tribune*, which preceded the *Times* into tv (its campaign started in the fall of 1961) uses a theme that some have interpreted to refer to *Times*: "Who says a good newspaper has to be dull?" (BROADCASTING, May 14).

A spokesman for BBDO, the *Times* agency, said last week the paper's entry into tv on a major scale had been planned for three years, but he added that the *Trib's* schedule

had a "subconscious" effect that hastened the *Times* into the fray.

The *Tribune* sponsors WCBS-TV's 11 p.m. news program twice a week and runs spot fights on other New York area stations from time to time. It's estimated yearly tv expenditure is just under \$500,000, according to an executive at Papert, Koenig, Lois Inc., the *Tribune's* agency.

The *Times* has scheduled ID's, 20's, and 60's on WABC-TV, WCBS-TV, WNBC-TV, WOR-TV and WNEW-TV, all New York, through the end of the year.

A BBDO spokesman noted the *Times* has suspended radio advertising temporarily to devote a greater portion of its ad budget to tv.

The *Times* commercials are being spotted evenings and weekends mainly, in various types of programs to cover the largest possible audience.



This 10-second commercial for the "New York Times" consists of stop-motion frames shown quickly in sequence. As the model undergoes a series of transformations, the voice-over says: "It's so much more scintillating, and you will be too." The commercials were produced by Ferro, Mogubgub & Schwartz, New York. Richard Mercer of BBDO was creative supervisor; Bill

Guess, copywriter; Jack Goldsmith, art director, and Jack Silverman, producer. Other versions are adaptations of the basic theme. Some suggest that the "Times" makes readers more "authoritative" or more "scintillating." All are intended to show that the "Times" widens the scope of its readers and the "Tribune" is wrong in saying a good newspaper has to be dull.

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 Oct. 5.

Product: Nu-Soft Powder Package.

Company: Best Foods Div. of Corn Products Co.

Agency: McCann-Erickson, New York.

Schedule & Markets: Day and night minutes in North Central area.

Product: Tintillate Hair Color Rinse.

Company: Helena Rubinstein.

Agency: Ogilvy, Benson & Mather, New York.
Schedule & Markets: Nighttime minutes in East Central area.

Product: Cinch Shoeshine Pads.

Company: C-Jons Manufacturing Co.

Agency: Ad Plans, Detroit.

Schedule & Markets: Day-and-night-minutes and 20s in New England.

Product: Caprex Men's Hair Preparation.

Company: (German company unknown).

Agency: Simons-Michelson, Detroit.

Schedule & Markets: Daytime minutes in North Central region.

More sponsors buy TAC, co-op film library says

Television Affiliates Corp. (TAC) announced last week that three additional advertisers have bought the TAC library of public affairs-cultural tv programming for showing in local markets. New advertisers are the Fuel Oil Dealers of Central Florida, which has

purchased the library for WESH-TV Orlando, Fla.; Peoples Bank of Lebanon for WLYH-TV Lebanon, Pa., and the Liberty Life Insurance Co., Greenville, S. C., for WSPA-TV Spartanburg, S. C.

Robert Weisberg, TAC vice president, reported that five new stations signed last week as TAC members, raising the total to 46. They are WTVW

(TV) Evansville, Ind.; KIMA-TV Yakima, Wash.; KREX-TV Grand Junction, Colo.; KKTU (TV) Colorado Springs, Colo., and KTAR-TV Phoenix. Initial renewals of TAC membership for a second year have been received from WLAC-TV Nashville and WRAL-TV Raleigh, Mr. Weisberg added.

AFA, AAW discuss ad improvements

Two advertising groups agreed last week to make new cooperative efforts on standards and legislation and to urge their members to meet jointly at a conference early next year.

Meeting in Chicago Oct. 14-15, the joint commission of the Advertising Federation of America and the Advertising Assn. of the West set up a new national committee for self-regulation and improvement of advertising and recommended that AAW provide some financial support for the AFA bureau in Washington.

Member clubs of both groups were urged to participate in the annual mid-winter conference in Washington Feb. 6, 1963.

GOVERNMENT

Killed: plan for FCC program control

BY NARROW VOTE ADVISORY GROUP REJECTS PROFESSOR'S PROPOSAL

A move to get the FCC into the programming field was stopped last week but only by the slimmest of margins.

The Administrative Conference of the United States voted 28-24 not to accept the recommendations of its Committee on Licensing which suggested that the FCC encourage local groups to participate in license renewal proceedings, require broadcasters to deal with local public and private bodies on programming for "minority bodies," specify the amount of time to be devoted to various categories of public interest programming, and impose a quantitative limit on the number of commercials within specified time segments.

The recommendations were part of a series dealing with FCC procedures, suggested initially by Prof. William K. Jones of Columbia U., New York (BROADCASTING, Sept. 24). The recommendations were reviewed by the Conference's licensing committee and, after some revisions, submitted to the governing council of the Conference earlier this month (BROADCASTING, Oct. 8).

The full membership of the Confer-

ence last week adopted various other recommendations concerning FCC procedures. Among these: (1) that the FCC establish criteria for granting applications permitting the agency to choose one out of several applicants for the same facility without the necessity for a hearing; (2) that the commission cease using evidentiary hearings where there is no controversy on the facts; (3) that hearing examiners be given the right to rule on interlocutory appeals; (4) that the FCC "fully publicize and subject to some form of public discussion" the programming criteria it actually uses in considering original applications or in renewal considerations; (5) that the Communications Act be amended to permit the FCC to look into the qualifications of prospective station purchasers to make sure buyers have the same qualifications the commission found significant when it made the original grant.

All of the recommendations and suggestions are solely for consideration by the FCC. The Conference has no standing to take any binding action.

Warning of Effect ■ The Administra-

tive Conference is composed of representatives of government regulatory and administrative agencies and practitioners before these agencies. It was established last year with the blessing of President Kennedy. The idea of such a conference was broached first during President Eisenhower's term of office.

The Conference's purpose is to discuss common problems relating to administrative procedures and to recommend courses of action to federal agencies. Judge E. Barrett Prettyman of the District of Columbia Circuit Court of Appeals is chairman of the Conference. Max D. Paglin, general counsel of the FCC, is vice chairman.

The Conference was persuaded to veto the programming ideas by three Washington lawyers and one hearing examiner. Strong arguments against adopting the recommendations were voiced by Donald C. Beelar, William C. Koplovitz and Earl W. Kintner, and by J. D. Bond, a former FCC hearing examiner now with Atomic Energy Commission.

Mr. Beelar warned that the disputed recommendations would "inevitably



We still got a few availabilities!

THIS is just to remind you that even though WDAY-TV is possibly the most *nearly-sold-out* station in the Northwest, this situation changes back and forth almost constantly.

Even in our extremely popular "Party Line"

(late afternoon) — even in our News, Weather and Sports (and at Noontime) — we can often come up with a real BANG for you!

NOW might be the very time to ask PGW. How 'bout it?

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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

lead the FCC into the subject matter of programming" where it is forbidden by the Communications Act and the First Amendment.

Mr. Koplovitz called attention to the FCC requirement already in existence which calls on broadcasters to publish and broadcast a notice that their license is up for renewal, thus virtually inviting local citizens to make their comments known to the FCC.

Mr. Kintner, former chairman of the Federal Trade Commission, urged that the Conference drop the recommendations because they involve matters of enforcement, and that should be the province of the FCC, not of a group of general administrative experts.

Defends Suggestion ■ Prof. Jones defended the recommendations on the ground that they merely recommend a method of "clarifying" the criteria already used by the FCC.

The disputed recommendations:

"[That the FCC] Encourage the participation of local interests in the process of considering the prior performance of broadcast licensees at renewal time, by providing by general rule (reflecting appropriate difference between radio and television) for:

"(a) Clarification of the obligation of broadcasters to meet the needs of minority interests as well as those of mass audiences, perhaps by requiring that a specified minority of program time shall be devoted to agricultural, educational, religious, public affairs, and other minority interest programming, as defined in the substantive policies of the Commission.

"(b) Clarification of the obligation of broadcasters to avoid excessive commercialization, perhaps by imposing a quantitative limit on the number of commercial announcements broadcast within specified time periods.

"(c) Widespread publication of the renewal date and related information under (a) and (b) above, in the communities served by each broadcaster.

"(d) Encouragement of local groups to precipitate, and participate in, hearings on renewal applications. Such groups might include private, voluntary organizations of segments of the listening public; state and municipal instrumentalities; and perhaps advisory groups established by the Commission on an experimental basis to represent the listening public in specific communities or areas of the country.

"(e) Encouragement of broadcasters to consult with any such participating groups, but only as to the obligations defined under headings (a) and (b) above. Limitations upon the authority of participating groups would be essential to avoid the risk of local censorship of programming."

Etv program blocked by Senate-House feud

The federal educational television project has stalled before ever getting started, a victim of a Senate-House fight over appropriations matters.

A \$550 million supplemental bill, containing funds for etv and other government programs, was abandoned in the final hours of the 87th Congress after Rep. Clarence Cannon (D-Mo.) blocked it from going to conference for a reconciliation of differences between Senate and House versions.

Rep. Cannon, chairman of the House Appropriations Committee, refused to grant the necessary unanimous consent for the conference because of Senate efforts to add some public works projects to the bill. No House members were disposed to fight to save the measure.

Affected also were a proposed study of government use of radio frequencies by the Office of Emergency Planning and the U.S. Information Agency's transmitter-construction program. The Senate had approved \$118,000, and the House \$100,000, to provide OEP's director of tele-

communications a staff to determine whether government agencies are making effective use of their frequencies. Both versions contained \$9.6 million for construction of ten 250-kw transmitters to beam Voice of America broadcasts to the Far East.

The etv item was a relatively minor one—\$2 million in the House bill and \$3 million in the Senate version. The Dept. of Health, Education & Welfare, which is to administer the program, originally had sought \$4,989,000, to get the program started.

Five-year Program ■ Congress last spring approved a bill authorizing HEW to make up to \$32 million available on a matching-funds basis to states and localities for the establishment and expansion of etv stations. The program is to run five years.

But since Congress has departed without making funds available, HEW must wait until a new supplemental bill can be put through the 88th Congress, which convenes on January 9.

GE asks rulemaking for tv stereo sound

General Electric Co. last week asked the FCC to institute rulemaking looking toward the adoption of compatible stereophonic sound standards for television.

Tv stereo "will provide the public with an exciting new service" on existing tv stations without disturbing the monophonic sound system now available," GE said in asking for the rulemaking. The broadcast licensee and electronics corporation said that it has completed laboratory development of a compatible stereo tv system and has conducted limited field tests which proved successful.

GE said that, since there are several acceptable stereo sound systems for tv, it is necessary for the FCC to adopt a single set of standards. As an appendix to its petition, GE explained with diagrams the proposed transmission standards for its system of tv stereo sound. No changes in allocation standards nor in good engineering practice are necessary except those dealing with the method of modulation of the aural transmitter, GE said.

Under the GE system, a tv station using stereo sound simply substitutes the stereophonic signal for the monophonic sound at the input of the audio transmitter. The stereo signal may be

generated in several different ways, GE said, and submitted diagrams of one multiplex system.

In conducting its lab and field tv stereo tests, GE used KE2XHX, its experimental tv station. Field tests were conducted under actual operating conditions, including strong co-channel interference from a Canadian station.

GE is the licensee of WGY and WRGB (TV) Schenectady, N. Y.

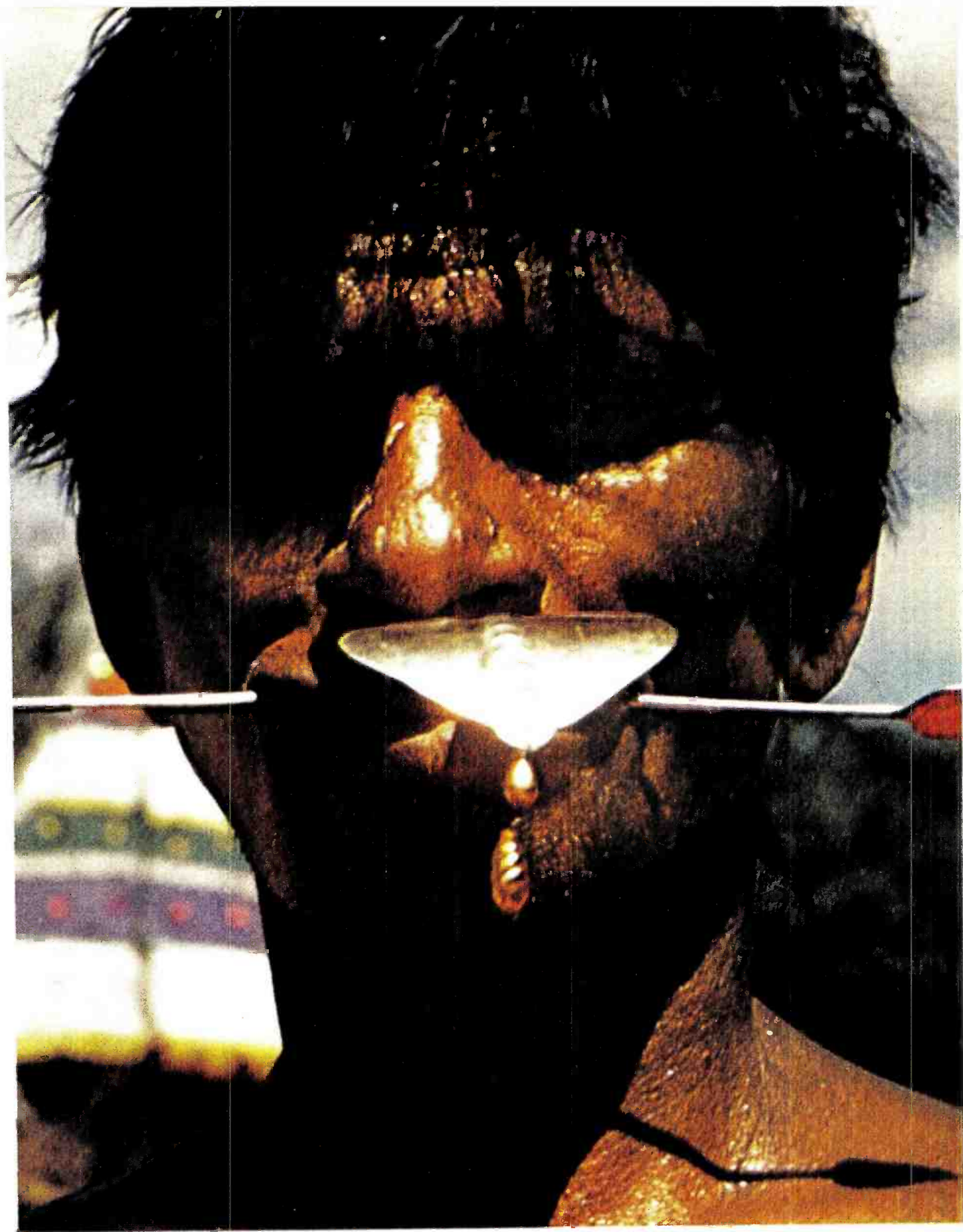
The FCC adopted rules for fm stereo in April 1961 but has twice refused to consider rulemaking to permit am stations to transmit stereophonic sounds.

Motorola asks waiver for certain tv sets

Motorola Inc. has requested that the FCC exempt tv sets located in schools, hospitals and other institutions, motels, and like places from an all-channel receiver rule. This would also include situations where a central antenna supplies the signal to the receivers.

Motorola stated that sets built for the above mentioned uses are not the same as sets constructed for public sale. Furthermore, these sets can be identified and sold only for the specific purpose for which they were designed.

Motorola added that exemption could also apply to FCC plans to establish a new class of etv service for transmission to multiple location for channels in the 1990-2110 mc band.



**Suddenly he talks the sponsor's language
...because millions of TV viewers will listen!**

NOW! THE EXCITING AND COLORFUL WORLD
OF TRAVEL-ADVENTURE IS HEARD AS WELL AS SEEN!

A Television "First" For Extra Sales Impact!



Jack Douglas

in association with

Bing Crosby Productions

presents

Across The Seven Seas

Totally new! Completely true! Entirely different! "Across the Seven Seas" changes all your ideas about the silent world of documentaries, travelogs, and adventure shows. Here's a *new standard in commercial entertainment!* A *new dimension of realism!* A *new series that anticipated the impact of Telstar in boosting America's interest in travel-adventure to an all-time high!* A *new format to attract and sell the entire family!* A *new way to build higher ratings in your market!*

Beautiful . . . every program a quality major production, in breath-taking color. *Bold* . . . startling adventure and people from other worlds, now seen and heard for the first time. *Believable* . . . ingenious sound equipment records people talking, singing, performing — a "first" in documentary programming — puts this new series in a class by itself.

**Jack Douglas, king of travel-adventure
from around the world to the TV screen**

4

exciting
new formats
in one great
series

'SUNDOWN'

a tour of the world's
most exciting cities
after the shadows fall!

'ADVENTURE'

fascinating exploits
of modern-day
Marco Polos!

'AT HOME ABROAD'

colorful, true travels
to the four corners
of the earth!

'THE FABULOUS FIFTY'

unusual journeys
throughout
the 50 states!



39

half-hour
color "specials"

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Took My Women to Africa!

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Honeymoon At Sea!

Sin, Sex, and Samurai!

ALL NEW! ALL TRUE!

ALL IN COLOR!



ows, now brings fascinating people
and lets them speak for themselves!

Success is a
Jack Douglas
Tradition

I Search for Adventure
(Distributed by Banner Films)

Kingdom of the Sea

Seven League Boots
(Distributed by Screen Gems)

BOLD JOURNEY
(Distributed by Banner Films)

Sweet Success
(Distributed by ITC)



(Distributed by Ziv-UA)

Top ratings! Sales impact!
Blue Chip sponsors all the way:
American Home Products, Ralston-Purina,
Swift & Co., Sears & Roebuck,
Best Foods, Ford, Procter & Gamble, Colgate,
and dozens of others.

NOW!

*Across
The Seven Seas*

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The Jack Douglas Company
8833 Sunset Boulevard
Hollywood 69, California
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Foreign Distributor
**International Television Film
Distributing Company, Inc.**
6314 La Mirada Avenue
Hollywood 38, California

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AN OPEN LETTER TO BROADCASTERS FROM BASIL GRILLO
President

Bing Crosby Productions

"It may seem like quite a jump for our company from BEN CASEY to ACROSS THE SEVEN SEAS. Actually, aside from the wide differences in format, the two programs have much in common.

"Before deciding to join Jack Douglas in this venture, we at Bing Crosby Productions had the opportunity to inspect numerous completed episodes of the series. We were unanimously and enormously impressed with the quality of the series—quality which, according to reliable film specialists, is unmatched in the field of non-fiction. It is a handsome product—the best of its type made anywhere. Equally important from our point of view, it is wholesome, colorful, absorbing family entertainment. It is a series capable of achieving high ratings, and serving as an ideal showcase for any sponsor's products.

"We are proud of our association with ACROSS THE SEVEN SEAS, and I personally am pleased to reaffirm our support of this bright and impressive Jack Douglas series."



**Across The Seven Seas, the giant idea in
travel-adventure...the surest promise of success!**

FTC KNOWS AD BENEFITS—DIXON

Manufacturers favor, retailers oppose crackdown on co-op ads

Paul Rand Dixon, chairman of the Federal Trade Commission, is seeking to quiet fears that the agency's campaign against allegedly discriminatory advertising allowances in the apparel industry will seriously curtail or kill off cooperative advertising.

"If any agency of government is aware of the benefit of advertising it's the Federal Trade Commission," he said last week. "We appreciate the value of cooperative advertising." He added that the FTC has neither the wish nor authority to eliminate it. But he emphasized that the FTC will move against discriminatory allowances in whatever industry they are found.

Mr. Dixon made the comments during an all-day FTC conference on cooperative advertising which has been requested by the American Retail Federation, the National Retail Merchant's Assn. and other retail groups worried about the commission's crackdown on cooperative advertising practices in the apparel industry.

The FTC campaign is an attempt to obtain agreement from 149 apparel manufacturers that they will cease practices the commission feels violate the Robinson-Patman Act. That statute requires that manufacturers' allowances for cooperative advertising given to one retailer be made available on proportionately equal terms to that retailer's competitors.

FTC Backed ■ Although the proposed consent orders are aimed at manufacturers, representatives of manufacturing groups favored the FTC campaign. They said strict FTC enforcement would protect them against demands from large retailers for special advertising benefits.

Sidney S. Korzenik, counsel for 23 trade associations in the garment producing industries, said that the term "cooperative advertising" doesn't correctly describe the arrangement by which manufacturers make allowances to retailers in the apparel industry. He said "coerced advertising allowances" would be a more apt term.

One of the major opponents of what he called "the use of sweeping consent orders" against allegedly discriminatory advertising allowances was Harold H. Bennett, president of the Merchants Association, which has a membership of 10,500 department, specialty, chain and variety stores. He said the practical effect of executing such orders would be "to eliminate, or at least substantially limit, the participation of those who sign them in cooperative advertising programs."

Law Called Vague ■ He said the law

is too vague, at least in relation to the apparel industry, for a confident judgment as to whether a particular cooperative advertising campaign is legal. As a result, he said, manufacturers might decide to forego a campaign rather than risk violating a consent order.

The National Assn. of Retail Clothiers & Furnishers also expressed concern that the FTC campaign would dry up cooperative advertising.

But Mr. Dixon said that was the association's problem—that the commission is obliged to enforce the law. He said manufacturers who sign the consent order can request commission approval, in advance of any cooperative advertising program they want to adopt. This would protect manufacturers from violating the law unwittingly, he said.

Grocers Back Law ■ In addition to apparel manufacturers, support for vigorous enforcement of the Robinson-Patman Act came from the National Assn. of Retail Grocers. Henry Bison Jr., general counsel for this group, said FTC guides issued in 1960 have proven beneficial to businessmen in the food trade who want to avoid violating the law. He also said that, instead of hurting cooperative advertising, the Robinson-Patman Act has made it more efficient for suppliers.

Officials of TvB and the Radio Advertising Bureau believe that any sharp curtailment of cooperative advertising would hurt newspapers more than any other medium. But radio would also be affected, since the bulk of its advertising revenue comes from local retailers. Local advertising is the smallest source of revenue in television, TvB noted.

FTC dismisses cases on ad allowances

Two complaints involving charges of discriminatory advertising allowances were dismissed by the Federal Trade Commission last week.

In one, the FTC dismissed a complaint against American Radiator & Standard Sanitary Corp., New York, that it knowingly had induced and received allowances from its suppliers to help underwrite a tv program and that it knew these allowances were not made available to other customers of the suppliers. The tv program was not identified.

An FTC hearing examiner found that the company was guilty of the charge, but the commission remanded the case to the hearing examiner because FTC attorneys had shown only that the

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, executives—you'll find a buying audience on Main Street, U.S.A. And who owns Main Street? Mutual Radio. With 453 listenable affiliates everywhere. 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 Main Streets in America.*

Mutual Radio 
A Service to Independent Stations



Government briefs newsmen on foreign policy

Some 500 radio-tv and newspaper editors, commentators and reporters were given foreign-policy briefings by President Kennedy and other government officials at a conference sponsored by the State Dept. last week.

Secretary of State Dean Rusk (at left in photo) is shown with James Waldrop (at right), news commentator for WJXT (TV) Jacksonville, Fla., and Al Crouch, news director for KQV Pittsburgh.

Among other officials who briefed the newsmen were Newton N. Minow, FCC chairman; Gen. Maxwell Taylor, chairman of the Joint Chiefs of Staff; Ambassador Adlai Stevenson, U. S. representative to the United Nations.



allowances were solicited and received, but not that they were discriminatory. In the second round, the hearing examiner, according to FTC Commissioner William Kern, refused to permit commission attorneys to introduce further evidence to prove this point.

In the second case, the FTC adopted a hearing examiner's initial decision granting a motion to dismiss charges against Jefferson-Travis Inc., Brooklyn, N. Y., a subsidiary of Emerson Radio & Phonograph Corp., which makes cabinets for Emerson tv sets. At one time it distributed Emerson appliances to retailers. The FTC charged that Jefferson-Travis had then granted discriminatory prices and advertising allowances to favored retail customers. Since the firm no longer is engaged in this activity, and there is little likelihood of it resuming, no useful purpose would be served by prosecuting, the FTC said.

Transcontinent seeks uhf in Bakersfield, Calif.

David C. Moore, president of Transcontinent Television Corp., licensee of KERO-TV Bakersfield, Calif., announced last Thursday (Oct. 18) that the company will apply for ch. 23 in that city, complying with the efforts of the FCC to make Bakersfield all uhf.

Up until Mr. Moore's announcement KERO-TV had been seeking a license renewal on ch. 10, resisting the commission's deintermixture efforts in Bakersfield. (BROADCASTING, Oct. 15 and July 23).

Mr. Moore stated that the change from vhf to uhf operation, will "necessitate sizeable capital expenditures." However, the company's successful operation of WNEP-TV Scranton-Wilkes-Barre, Pa., on ch. 16 "provides a basis for projecting in Bakersfield

satisfactory results that will not significantly change the company's net financial picture," said Mr. Moore.

Transcontinent is licensee—in addition to the two mentioned stations—of WGR-AM-FM-TV (ch. 2) Buffalo, N. Y., KFMB-AM-FM-TV (ch. 8) San Diego, Calif., WDAF-AM-FM-TV (ch. 4) Kansas City, Mo., and WDOK-AM-FM Cleveland, Ohio. Mr. Moore said that in addition to the three vhf stations presently owned, the company is actively "seeking to acquire such additional facilities" as commission multiple-ownership rules will allow.

WMCA supplies answer from FCC's own book

WMCA New York used the FCC's own words last week to explain to the commission why the station refused to let Socialist Labor Party gubernatorial candidate Eric Haas appear without another candidate on the *Barry Gray Show*.

The *Gray* program is "a nightly live news and discussion program" and is "clearly exempt" from Sec. 315's equal time requirements, WMCA said in answering the complaint of Mr. Haas. David Jaquith, Conservative Party candidate for governor, was interviewed on the *Gray Show* and Mr. Haas also was to appear on a separate night. However, when WMCA informed the Socialist candidate that a third gubernatorial aspirant was scheduled to appear with him, Mr. Haas declined and asked to appear alone.

WMCA refused and Mr. Haas filed a protest with the FCC. In its reply to the commission, WMCA cited example 21 of the FCC's recent political broadcasting policy statement (BROADCASTING, Oct. 15) which ruled that when three candidates appear on a regularly

scheduled interview program, a fourth candidate for the same office would not be entitled to equal time.

"Should the commission have contrary views, we would hope to learn what other theories and practices might be substituted for such programming judgment," WMCA told the FCC.

Character review set in six am applications

A consolidated hearing on six am applications was ordered by the FCC last week to determine the character qualifications of the principals involved. This issue was raised, the commission said, because of "various ownership changes" of WHEY Millington, Tenn., since July 1959.

Either a present or former owner of WHEY is a principal in one or more of the applications set for hearing last week. They include:

- Tipton County Broadcasters (Robert C. Whiteley Jr. and Katherine Whiteley) for renewal of license of WKBL Covington, Tenn.

- Shelby County Broadcasters Inc. (Robert C. Whiteley and John M. Latham) for renewal of license of WHEY.

- Earl W. Daly, trading as Jonesboro Broadcasting Service, for a new station on 1600 kc in Jonesboro, Ark.

- Day-Phil Broadcasting Co. (Earl W. Daly, Sam C. Phillips and Ben L. Enochs) for a new station on 1300 kc in Blytheville, Ark.

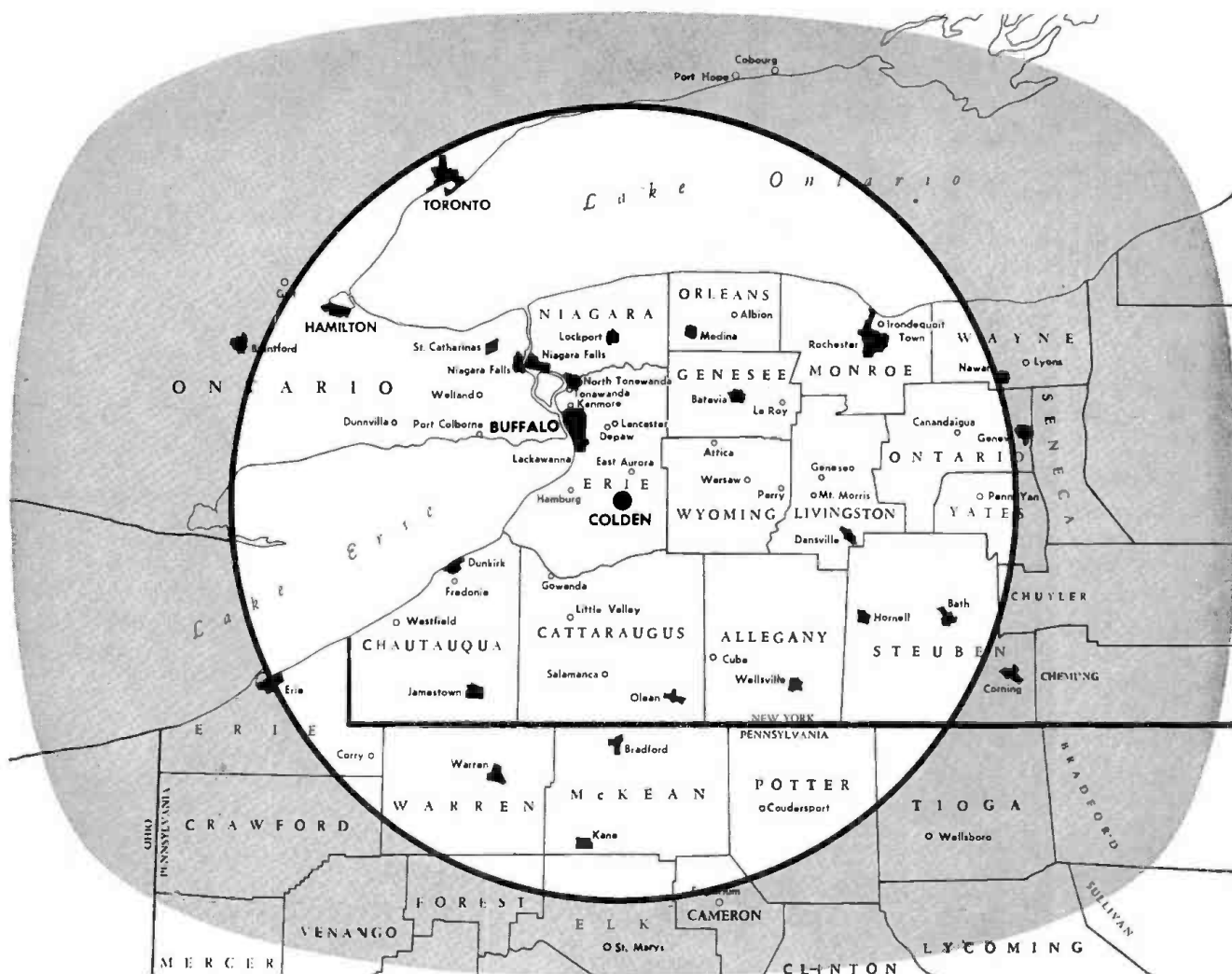
- Earl W. Daly, trading as West Helena Radio Service, for a new station on 1520 kc in West Helena, Ark.

- Huntingdon Broadcasting Co. (John M. Latham, Thomas D. Haywood and Hamilton Parks) for a new station on 1580 kc in Huntingdon, Tenn.

Commission records show that WHEY was first licensed in August 1958 to Mr. Daly. The FCC approved the sale of the station in July 1959 to Robert Watson and Fred Thomas, who in turn sold WHEY in March 1960 to Messrs. Whiteley and Latham. In October 1960, separate applications were filed, and later withdrawn, seeking approval of transfer for Mr. Whiteley's 50% and later Mr. Latham's 50% to Eugene P. Vance.

Messrs. Whiteley and Latham are the current owners of record of WHEY. In ordering the hearing, the FCC said that the various transfers and applications involving WHEY "raise questions concerning unauthorized assumption and transfer of control, false representations, trafficking . . . in this proceeding." Twenty-one hearing issues were included in the order.

The hearing will be held in Millington at a date to be announced later.



in **WBEN-TV LAND** you'll reach more TV homes than you'll find in all of Missouri

If you're from Missouri—you'll want to be shown. *Here are the facts:*

The WBEN-TV coverage area includes 14 counties in Western New York, four counties in Northeastern Pennsylvania and the extensive and growing Canadian Niagara Peninsula.

This is WBEN-TV land—a vast market that puts your product in sight and sound of more than 800,000 U. S. and 700,000 Canadian households. (*March, 1962 ARB figures*).

This is a market with millions of people who tune to WBEN-TV regularly. This station is a major selling medium in the *Nation's 10th Largest Market*.

For still more reasons why your TV dollars count for more on WBEN-TV call us or our representatives.

National Representatives: Harrington, Righter and Parsons, Inc.

WBEN-TV

an affiliate of WBEN-AM-FM
The Buffalo Evening News Stations



CH.

4

CBS in Buffalo

SBA provides new word on broadcaster loans

In response to an FCC communique informing the Small Business Administration that some of its lenders had made agreements with broadcasters that were unacceptable to the commission, the SBA has issued a directive stating terms under which loans may be made to stations and applicants.

The SBA letter said that to be in accordance with the Communications Act and commission rules small business investment companies (SBIC) must follow five points.

An SBIC which lends money to a corporate broadcast licensee or applicant but will not have voting stock, must not be represented on the board of directors or have a voice in the station operation, SBA said.

Commensurate with this is a second stipulation that if an SBIC is to be a holder of convertible preferred stock, convertible debentures or notes or stock options, it, too, must not be represented on a board unless and until conversions take place or options are exercised.

Accordingly, a third warning read, no stockholder may possess a vote greater than the interest it holds dictates. Without prior commission consent, no creditor may exercise any control of a station that is not in accord with its ownership.

A fifth provision warned against any ownership change or transfer of control of a broadcast property without first seeking the consent of the commission.

under the circumstances," the stations charged. If a private party attempted the same thing, the petition would be denied "out of hand . . . and the petitioner would be rebuked for his arrogance," the rebuttal to the bureau continued.

In asking that the proposed findings be accepted late, the bureau ignored the extraordinary delay and its only purpose in submitting findings was to place them before the examiner who "might unwittingly" consider them, KMAC-KISS said. The findings should be physically returned to the bureau so that they will not appear in FCC files, the stations said.

The bureau recommended that Mr. Davis' licenses not be renewed because of a commission finding that Mr. Davis made false statements in a 1954 tv comparative hearing for ch. 12 San Antonio (BROADCASTING, July 9).

KFYR is cleared of libel charge

A North Dakota broadcaster has won an acquittal in a libel suit brought because of a radio editorial.

The suit was filed four years ago by LeRoy Walker of Bismarck, N. D., against Meyer Broadcasting Co., licensee of KFYR in that city. Mr. Walker asked for \$5,000 general damages and an addition \$5,000 for punitive damages.

The action stemmed from an editorial broadcast by the station critical of the John Birch Society and other extremist right-wing organizations. Mr. Walker wrote to the station, implying that its stand was dictated by the Farmer's Union, an advertiser on the station. KFYR read Mr. Walker's letter on the air, and subsequently editorialized on Mr. Walker's charges. It was this last editorial which, Mr. Walker claimed, libeled him.

After two hours of deliberation, a county district court jury returned a verdict in favor of KFYR.

In testimony to the jury, William Ekberg, president and general manager of Meyer Broadcasting, and Robert MacLeod, manager of KFYR, both stated that Walker's letter merited an editorial reply to defend the station's integrity.

In addition to KFYR, Meyer Broadcasting also owns KFYR-TV also in Bismarck, KUMV-TV Williston and KMOT, Minot, all in North Dakota.

KXTV (TV) must bargain with AFTRA members

A National Labor Relations Board panel by a split vote last week upheld a hearing examiner's ruling that KXTV (TV) Sacramento, Calif., must bargain

Satellite incorporators to hold meeting

ORGANIZING SESSION FOLLOWS RECESS APPOINTMENTS

The organization of the corporation that will own the U. S. part of the proposed international communications system will get under way in a meeting in Washington today (Oct. 22) between FCC officials and the 13 men named by the President as incorporators.

Commissioner T. A. M. Craven, the commission's space expert, and Bernard Strassburg, head of the FCC's Office of Satellite Communications, will brief the incorporators.

President Kennedy gave the incorporators recess appointments last week. That procedure became necessary when Congress adjourned before the Senate could act on the nominations (BROADCASTING, Oct. 15).

In a letter to each of the incorporators, the President said the sale of common stock should have priority. "Prime consideration of the incorporators with respect to the flotation of stock will be to insure the widest possible ownership by private investors," the President said.

The call for today's meeting with FCC officials came from one of the incorporators, Philip L. Graham, publisher of the *Washington Post* (Post-Newsweek stations). He was named by the President to serve as interim chairman until the incorporators can adopt rules of procedure.

FCC's Office of Satellite Communications was established to implement the regulatory authority over the corporation designated by Congress.

The FCC has been preparing for two international conferences—in New Delhi, in January, and Geneva, next fall—that will consider space communications.

A high government official, whose identity was not authorized for publication, predicted last week that the corporation, once it is operating, at first will adopt a mixed system of low- and medium-altitude satellites to provide space communications. But eventually, he added, the high-altitude Syncom system will probably be used.

The merits of each system have been debated by scientists and in Congress. The low altitude system, of which Telstar is a forerunner, would require 30-40 satellites and expensive ground stations; the high-altitude system needs only three satellites and relatively inexpensive stations to provide world-wide service.

The official stressed, however, that a great deal of work has already been done on the low-orbit system and that the boosters needed to lift a Syncom satellite into its 22,300-mile-high orbit are not yet available.

San Antonio outlets charge Bureau 'abuse'

KMAC-KISS (FM) San Antonio has asked the FCC to "physically return" tendered proposed findings of the Broadcast Bureau recommending that the stations' licenses not be renewed (BROADCASTING, Oct. 15). KMAC said that filing of the document 105 days late and after Hearing Examiner Walter Guenther had denied an extension constitutes "an arrogant and gross abuse" of FCC processes.

The bureau action is "highly prejudicial" to KMAC-KISS owner Harold W. Davis and "is highly improper



COVERAGE * When you catch more homes, more people in the most crowded television market in the country, you've done something. You'll find the sales dollars in the "must buy" Providence market lured best by the showmanship and penetration of WJAR-TV . . . a good catch, too.

* ARB TV Homes

WJAR-TV

NBC • ABC — REPRESENTED BY EDWARD PETRY & CO., INC.
OUTLET COMPANY STATIONS IN PROVIDENCE — WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 40th YEAR

in good faith with the San Francisco local of the American Federation of Television & Radio Artists (AFL-CIO) (BROADCASTING, April 9).

The board of three members split 2-1 in affirming the examiner's ruling. One member, Philip Ray Rodgers, dissented; he would have dismissed the case because the union demanded that two staff directors with supervisory duties be included in a unit representing non-technical employees. The majority held that this was no cause for dismissing the complaint.

AFTRA members went on strike against the station Sept. 26, 1960.

The station has filed an appeal against the decision with the U. S. Court of Appeals in San Francisco.

Toothpaste ad is ok, says FTC in 3-2 vote

By a one-vote majority, the Federal Trade Commission last week decided that a Pepsodent toothpaste tv commercial showing how the dentifrice can clean tobacco stains from teeth is not deceptive.

The FTC dismissed charges against Lever Bros. and its advertising agency, Foote, Cone & Belding, when it upheld an initial ruling last August by one of its examiners that the commercial was not misleading or deceptive and that FTC attorneys had failed to prove that it was.

The advertisement showed a "smoking machine" which deposited a smoke stain on a white glass plate when a cigarette inserted in the machine was "smoked." The stain was then brushed away with Pepsodent.

The original FTC complaint, filed in 1960, charged that the commercial was not a valid exhibition of proof that Pepsodent can remove tobacco stains from the teeth of all smokers and especially the accumulated stains from the teeth of habitual smokers.

The examiner ruled that the demonstration represented only that Pepsodent has the ability to remove fresh or recent tobacco stains from the teeth. FTC attorneys appealed this ruling to the full commission. Last week's 3-2 vote resulted.

The majority, Commissioners Sigurd Anderson, Philip Elman and William Kern, held that the complaint should be dismissed because of failure of proof. Dissenting were Chairman Paul Rand Dixon and Commissioner Everette MacIntyre. They contended that the commercial implied that the toothpaste could remove accumulated tobacco stains as well as recent ones.

The majority did not file a written opinion.

Showdown in NBC, Philco dispute arrives

LONG FEUD NEARS END AS FCC HEARING BEGINS

Today (Monday) is D-Day for NBC and Philco Broadcasting Co. in their running battle over ch. 3 in Philadelphia, now held by NBC's WRCV-TV.

Also participants in the hearing beginning today before FCC Chief Hearing Examiner James D. Cunningham are RKO General Inc., which hopes to acquire WRCV-AM-TV in exchange for its WNAC-AM-FM-TV Boston, and Westinghouse Broadcasting Co.

NBC is required to dispose of WRCV-TV by Dec. 31 under terms of a consent decree with the Justice Dept. The network acquired the Philadelphia properties from Westinghouse in a 1955 exchange of its am-tv stations in Cleveland, which led to a Justice antitrust suit against NBC with the consent decree following in 1959.

Philco is fighting 1957 and 1960 license renewal applications of WRCV-TV and has filed a competing application for ch. 3. Standard comparative issues are included among the 20 issues in the hearing, which is expected to continue for several weeks.

Examiner Cunningham laid down ground rules for the hearing last week, specifying that Philco will begin today an effort to show that NBC and parent RCA have, since Jan. 1, 1954, engaged in anti-competitive practices "which reflect adversely on its qualifications to own and operate broadcast stations." NBC will then present testimony on the same issue against Philco and its parent, the Ford Motor Co.

Westinghouse was made a party to the proceeding after protesting the possible loss of an NBC affiliation for its WBZ-TV Boston if the network's application to acquire WNAC-TV is approved. WBC has since asked to drop out as a party, but the FCC's review board refused the request (BROADCASTING, Sept. 24). This action has been appealed to the full commission.

First witnesses to be called by Philco

Original etv deleted

KSAC-TV (ch. 8) Manhattan, Kan.—the first educational tv station granted by the FCC—had its authorization cancelled and call letters deleted last week for failure to prosecute its application.

Kansas State College was granted a construction permit for ch. 8 in July 1953 but KSAC-TV never got on the air. It is the fifth etv station to be deleted by the FCC but the first assigned a vhf channel.

will be two executives of Westinghouse Electric Co., parent of WBC. They are Board Chairman E. V. Huggins and Chris Witting, vice president for the radio-tv set manufacturing division, who was president of WBC in 1955 when the exchange of Philadelphia-Cleveland properties was made with NBC. Another scheduled Philco witness this week is Charles D. Thieriot, president of the Chronicle Publishing Co. (KRON-TV San Francisco-Oakland).

After the antitrust issues have been settled, the hearing will turn to the 1957 renewal of WRCV-TV, which has been remanded to the FCC by the courts and made a part of the hearing. The burden of proof here—whether the renewal was in violation of FCC rules—also will fall on Philco, with WBC and Philco jointly sharing the burden under the next issues to be considered: whether NBC has improperly used its power of network affiliation in negotiations for stations in Boston, Philadelphia and San Francisco-Oakland.

Mobile users push chs. 14-15 plans

Manufacturers of mobile communications equipment last week urged all users of their gear to back them up in their request to the FCC to reallocate television chs. 14 and 15 to land mobile usage.

About 50 representatives of mobile communications users met in Washington and were exhorted by William J. Weisz, Motorola vice president and chairman of the Electronic Industries Assn. Land Mobile Communication Section, to write to the FCC and to "your Congressmen."

Robert M. Johnson, GE manager of government sales and services, seconded this appeal and added that the group wants to "make each of you a walking, talking fighter for additional land mobile frequencies."

Mobile communications manufacturers on Oct. 1 asked the FCC to take chs. 14 and 15 away from television and assign the 12 mc band to their use (BROADCASTING, Oct. 8). The mobile services already have a band in the 450-460 mc area of the radio spectrum. Chs. 1 and 15 run from 470 mc to 482 mc. They also are assigned frequencies in the 25-40 mc region and in the 150-174 mc area.

The petition to the FCC, filed by the EIA section, claims that land mobile communications services require the additional frequencies because of the scarcity of space in the three bands allocated for this use.

At the meeting last week, Jeremiah



The "station wagon" set — as well as the sedan, compact, import, sports and used car sets — cram whatever space is available with 2 billion dollars in merchandise annually. WOC-TV's market coverage area . . . the largest between Chicago and Omaha, Minneapolis and St. Louis . . . is a major distribution center and a recognized test market.

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

Such attention carries a tremendous impact on the 2 billion dollar market covered by the WOC-TV signal. The average household has an effective buying income of \$6,091* and part of what and why they spend is activated by what they see and hear on WOC-TV.

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

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

*Sales Management's "Survey of Buying Power — 1962"



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

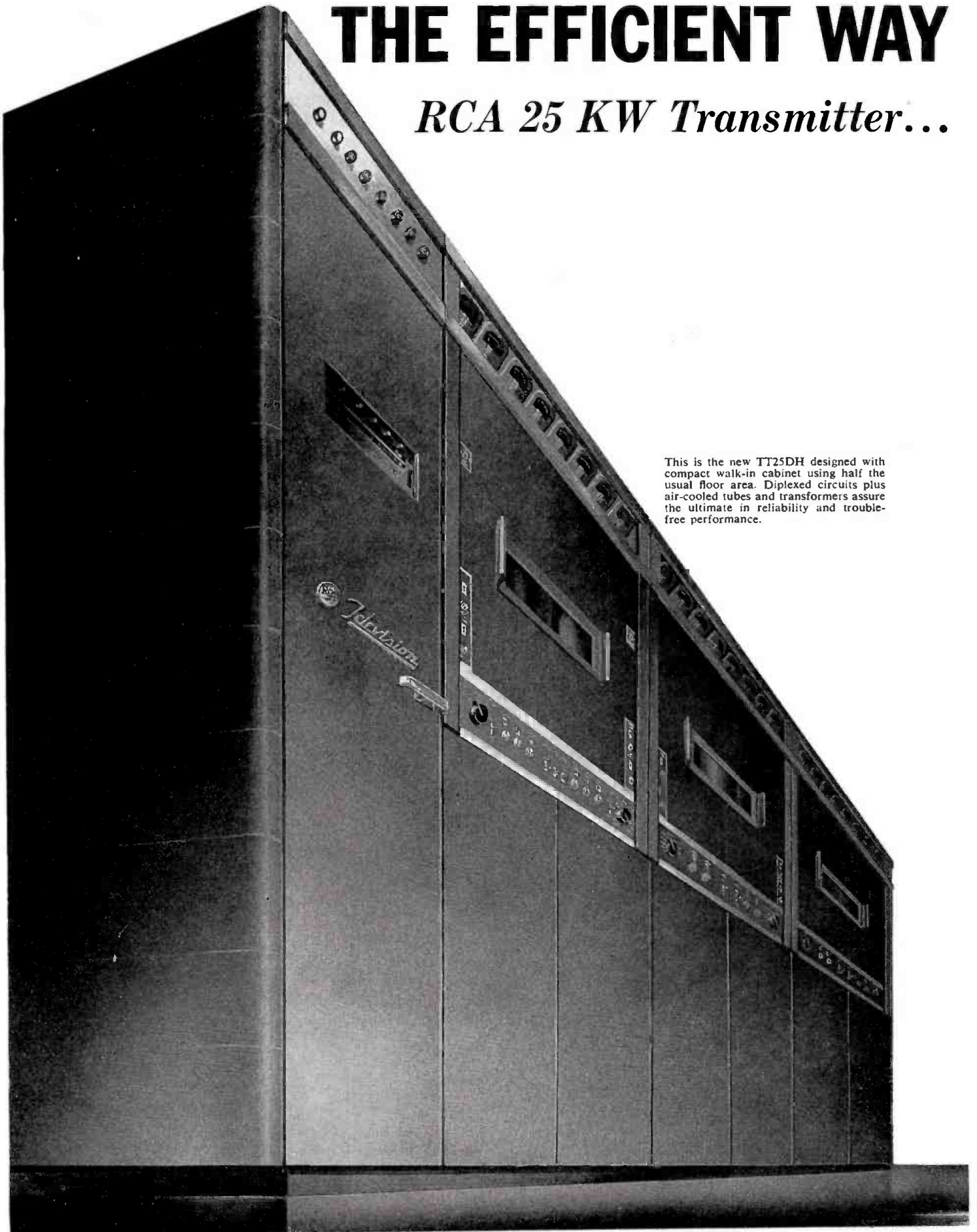
DAVENPORT, IOWA

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

THE EFFICIENT WAY

RCA 25 KW Transmitter...

This is the new TT25DH designed with compact walk-in cabinet using half the usual floor area. Diplexed circuits plus air-cooled tubes and transformers assure the ultimate in reliability and trouble-free performance.





TO GET 316 KW ERP!

Plus RCA Traveling Wave Antenna

This "Traveling Wave" antenna design based on slot radiators results in improved signal effectiveness, excellent circularity, low VSWR, high power handling capacity and low wind load. Simplicity of construction means virtually no maintenance and it is resistant to lightning damage.

This RCA "package" provides the most efficient and most economical combination of antenna gain and transmitter power. The 25 KW transmitter, with an antenna gain of 15-18, provides an ERP (Effective Radiated Power) of 316 KW. A carefully designed vertical radiation pattern satisfies requirements for *close-in* as well as *far-out* coverage. It's the "easiest way to get 316 KW." Compared to other transmitter-antenna combinations this one (a) uses only half the transmitter power; (b) requires only a fraction of the

usual floor space; (c) cuts operating costs in half; (d) requires lower capital investment. RCA offers single-source supply, undivided responsibility, and matched equipment. RCA supplies all hardware—arranges for installation, if desired. And RCA is on call for service 24 hours a day.

Your RCA Broadcast Representative is ready to help you work out the best proposition to fit your requirements. Call him, or write RCA, Broadcast and Television Equipment, Dept. ND-22, Building 15-5, Camden, N. J.



The Most Trusted Name in Television

Courtney, a Washington attorney representing the National Assn. of Motor Bus Owners, raised a question about the EIA group's action. He objected, as did some others, at the filing of the petition by the EIA section without prior consultation with using organizations. He said a unified users' organization might have a different proposal to make to the FCC.

Mr. Weisz responded that lack of user unity had made consultation difficult prior to the filing of the petition.

Mr. Weisz also informed the group that member companies of the EIA section had agreed to back the drive with a public information campaign.

One of the reasons for seeking the uhf frequencies now, Mr. Weisz explained, is that the mobile users want to persuade the FCC to move quickly before too many stations are granted these channels and before all-channel tv sets are put on the market.

He noted that mobile communications groups still are seeking additional vhf channels, but, he said, the vhf stations have "one of the most powerful lobbies in Washington" and success in that area is dubious.

Most of the uhf stations now operating on chs. 14 and 15—there are 14 stations either operating or with grants on those two channels—are in small cities, Mr. Weisz emphasized; they are not operating in the major metropolises which is where the need for additional land mobile frequencies is most acute. He also stated that mobile users have accepted channel splitting to its most extreme form and there is nowhere else to go for added channels.

Only one of the companies in EIA's land mobile section has refused to go along with the petition; this is RCA.

Among the using groups represented at the meeting were police, fire, business and other industrial associations.

Etv assignments made in Chicago, New Mexico

New educational tv channels were assigned to Chicago and Hatch, N. Mex., by the FCC last week, Chicago getting its second such assignment.

The Chicago Educational Tv Assn., operator of educational tv station WTTW(TV) (ch. 11) in Chicago had asked the FCC to reserve a second channel. The commission obliged last week by assigning Chicago the previously commercial, but unsought, uhf ch. 20.

Simultaneously with the Chicago grant, the FCC deleted commercial ch. 12 from Silver City, N. M., and reserved it for non-commercial educational use in Hatch, where it will help New Mexico State U. implement a statewide program for educational tv.

Supreme Court hears block booking pleas

GOVERNMENT, DEFENDANTS APPEAL LOWER COURT RULING

The U. S. Supreme Court was asked last week to find block booking of feature films to television stations illegal.

The case was argued Oct. 16 on appeal from a 1960 federal district court decision holding that six distributors of pre-1948 motion picture feature films engaged in tie-in sales in forcing tv stations to take unwanted films in order to get pictures they desired.

One station, said Daniel M. Friedman of the solicitor general's office, had to accept more than 700 pictures in order to get the 500 it wanted. In another instance cited by Mr. Friedman, a Huntington, W. Va., station had to accept a number of unneeded foreign language films in order to get the group it wanted.

Fighting to overturn the lower court ruling was a battery of lawyers headed by Louis Nizer, famed New York attorney. Representing Loew's Inc., one of the defendants, Mr. Nizer argued that the antitrust violations were so insignificant that the suit should be dismissed. Only two out of 202 contracts between Loew's and tv stations, only four out of 221 contracts by Associated Artists Productions Inc., only three out of 411 contracts by United Artists and only two out of 1,500 contracts by Screen Gems were found to involve tie-in violations, Mr. Nizer emphasized.

Loew's distributes MGM films, AAP distributes Warner Bros. films; United Artists, independent producers; Screen Gems, Columbia.

The other two defendants are National Telefilm Assoc., distributor of 20th Century-Fox features, and C&C Super Corp., handling RKO films.

Copyright Question ■ Mr. Nizer noted that the lower court found no dominance by the six distributors in the field and no coercion of buyers. He acknowledged that the films were all copyrighted, but he emphasized that these films were in competition with 8-9,000 other films, also copyrighted.

The copyright angle was broached first by Justice Byron R. White. If a product is copyrighted or patented, there is no need to prove dominance in the field in order to win an antitrust conviction.

Mr. Nizer also argued that tv stations were primarily interested in the price of film packages, not in the content. The bargaining between distributor and tv station, Mr. Nizer said, was on price.

Other attorneys for the defendants made much the same argument.

Mervin J. Pollack, representing C&C Super Corp., maintained that his client

could not be found guilty of block booking violations because it did not sell its packages for cash, but for spot announcements. C&C sold its films to stations in return for spot time, Mr. Pollack explained, and the spot times were turned over to International Latex Co. in exchange for financing.

New Justice Arthur J. Goldberg raised a question about the connection between the 1941 Paramount consent decree, which forbade motion picture producers from block booking films for theatrical exhibition, and films for tv. In the former, he observed, feature films were the sole product used by the exhibitors; in tv, this is not the case.

Appealed by Both ■ Both the government and the movie distributors appealed the federal district court ruling. They both also appealed from the judgment issued by the district court.

Mr. Friedman claimed the court did not go far enough in banning tie-in sales. In one example he cited a Baltimore station which sought 10 "Selznick pictures" and was quoted a price of \$61,000. The price for a package of 46 pictures, including the 10 Selznick features, Mr. Friedman stated, was \$62,000.

This illustration was used by the government counsel to press for more stringent terms in the injunction. Mr. Friedman said the government feels distributors should be forced to put prices on individual pictures based on production and selling costs. Pictures must be offered individually, he said, and a discount may be offered for purchase of a package, but the package price must bear a relationship to the savings in selling.

The antitrust suit was filed by the Department of Justice in 1957. After a court trial, New York U. S. District Judge Archie O. Dawson found instances of block booking and tie-in sales by each of the six defendants

FTC member sworn in

A. Leon Higginbotham Jr., a 34-year-old Philadelphia attorney, was sworn in last week as a member of the Federal Trade Commission. Supreme Court Justice Byron R. White administered the oath of office. Mr. Higginbotham was named by President Kennedy to a seven-year term to succeed William C. Kern. Both Mr. Higginbotham and Mr. Kern are Democrats.

(BROADCASTING, Dec. 12, 1960). He issued judgments two months later (BROADCASTING, Feb. 13, 1961) prohibiting all six distributors from conditioning the sale of one feature film on the purchase of another. He also banned any condition whereby a group tv station owner must buy the same film for all his stations. Any price differential between the package price and the price for individual films, Judge Dawson ordered, must not have the effect of a tie-in. He did not ban package film sales or a better differential in pricing for a package as against individual films for television.

One of the objections by the government was that the judge did not ban the practice of offering a package to one station in a market on an all-or-nothing basis and, if unaccepted by the first station, offering it on the same basis to other stations in the same market—before breaking the package down into individual films.

Other objections by the government to the decree: it does not prohibit "unreasonable" differentials between the price of the package and the price for separate pictures; it failed to require that distributors must provide an adequate description of every film offered in advance of negotiations.

Fm plan encounters four more dissidents

The FCC's proposed fm allocations rules came under new fire last week. Three fm stations and an engineering firm voiced their discontent in petitions filed with the commission.

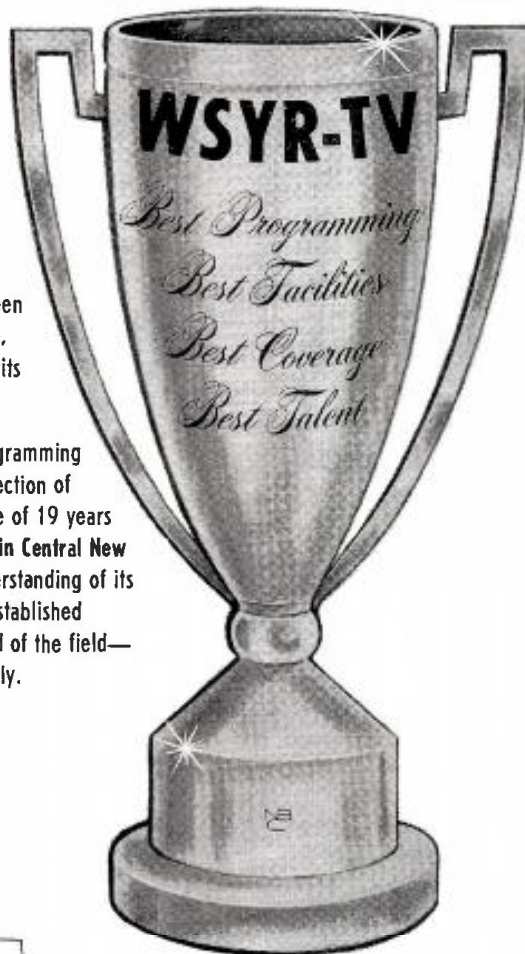
The deadline for comment on the FCC's proposed revision of fm rules, including a nationwide table of allotments, has been extended from Oct. 1 to Nov. 1 (BROADCASTING, Oct. 1).

WTVB-FM Coldwater and WOIA-FM Saline, both Michigan, attacked the allocations proposal as an arbitrary "yardstick." Both feel the proposed rules are an inferior substitute for a "more reasoned approach of engineering judgment," and that the FCC proposal neglects a careful consideration of the individual needs of each community. A fixed table will tend to "freeze" the "unequal distribution of fms in major city areas," the stations contended.

WSLS-FM Roanoke, Va., took the proposed allocations rules to task because of the reduction in power for some stations. WSLS-FM opposed any power reduction for existing fms now in excess of the class power allotted under the proposed rules.

Kear & Kennedy, a Washington, D. C., engineering firm, opposed the new fm rulings, substantially supporting the contentions of WSLS-FM.

Always the Winner In the Central New York Market!



There's no beating the best. It isn't as if nobody tried. Competition is keen—and, to give credit where it's due, competitive programming often merits real praise.

But when you consider that the programming service of WSYR-TV is under the direction of executive personnel with an average of 19 years broadcasting experience right here in Central New York, a top talent staff with an understanding of its job and its audience, and a firmly established tradition of being several laps ahead of the field—staying ahead comes kind of naturally.

WSYR-TV does work at it, however, steadily and conscientiously. The results speak for themselves.

*ARB MARKET REPORT
MARCH, 1962



**Delivers 50%*
more homes
than Station "B"**

WSYR • TV

**NBC
Affiliate**

Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

NBC'S 'TUNNEL' OFFICIALLY REBUKED

Will be aired despite State Dept., German governments

NBC-TV's filming of the construction of an escape tunnel under the Berlin wall has drawn sharp reactions from the State Dept. and the governments of East Germany, West Berlin and West Germany.

Despite the controversy, NBC said last week it was proceeding with plans for showing the 90-minute special, *The Tunnel*, on Oct. 31 as scheduled (BROADCASTING, Oct. 15). The network expressed confidence its decision would be justified by the telecast.

There were the developments last week:

- The State Dept. said it has told NBC that television coverage of tunnel operations were "risky, irresponsible, undesirable and not in the best interests of the U. S." But a department spokesman said the question of whether the film should be shown "is for NBC to decide."

- The West Berlin City government told U. S. officials there that it would "regret the showing of the film." It said the broadcast would not be "in the best interest" of the city. Some of the students who dug the tunnel were reported to fear the film would disclose their identities.

- The East German government announced that all those who participated in making the film would be barred from East Germany. That government's Interior Ministry said NBC had financed "an attack against the frontier" of East Germany. NBC declined comment on this development.

- The West German government, through its embassy in Washington, informed the State Dept. it shared West Berlin's concern about the showing of the film. The views of the West Berlin and West German governments were transmitted to NBC, according to the State Dept.

NBC Reply ■ NBC said it was confident that the State Dept. and the West Berlin city government would, when fully informed about the program, agree that it "will not be injurious to the interests of the governments and individuals involved."

The network also said that "at no time did NBC receive a request from any government agency to withdraw from film coverage of the digging of a tunnel under the Berlin wall."

The statement said the network had an "informal conversation with a State Dept. representative who expressed some concern over such journalistic coverage" and that the network carefully evaluated the matter.

The network said it recognized the tunnel operation—"already well underway when we were approached" by the students to film their work—"entailed clear risks." But, the statement said, "in weighing the State Dept.'s concern—as in determining originally to cover the story—we concluded that the meticulous precautions taken in carrying out our coverage effectively avoided any addition to the risks already implicit in the students' project."

"Our confidence in this independent journalistic decision has been fully justified by events," the statement added. "The tunnel was completed without any breach of security or injury to anyone, and 59 people escaped to freedom. And we believe our enterprise has been rewarded by an extraordinary 90-minute television document of major news significance."

The network's figure of 59 escapees through the 450-foot tunnel was contradicted by reports from West Berlin and the State Dept. that put the number at 29.

U. S. Not Informed ■ A State Dept. official conceded that the department

had not asked NBC to "withdraw" from its tunnel project, but said that was only because U. S. officials were not aware the network was actively engaged in such an operation.

He said it was learned later that the filming had been in progress at the time a State Dept. representative informed the network that the department considered involvement in tunnel projects to be "not in the best interest of the U. S."

The question of whether NBC will show the film "in the face of protests from West Berlin, including that city's senate, and representations from the Federal German Republic's embassy in Washington, is for NBC to decide," the spokesman said.

"I think our view of the question is quite clear," he added.

The department first expressed its views to NBC about television escape-tunnel operations after it had won an agreement from CBS last August to drop a similar project involving a different tunnel (AT DEADLINE, Oct. 15).

50% of 'Hercules' cost recouped—Trans-Lux

Trans-Lux Television Corp. already has recouped one-half of the production costs of *The Mighty Hercules* cartoon series through pre-release sales in 10 domestic and overseas markets, Richard Carlton, Trans-Lux tv vice president for sales, announced last week.

The series, currently in production, will consist of 130 5½-minute episodes and is being offered for an October 1963 start. Mr. Carlton reported that sales have been made to WPIX (TV) New York, WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, KPIX (TV) San Francisco, KOGO-TV San Diego, WGR-TV Buffalo, KHVH (TV) Honolulu, WTCN-TV Minneapolis-St. Paul and Transglobal Television Inc. of Japan.

New package features 'adult entertainment' films

A new 84-unit package of "adult entertainment" feature films has been put into national tv syndication.

Walter Reade-Sterling Inc., New York, which started a sales campaign for the package last week, announced immediate sales to WOR-TV New York and WGN-TV Chicago.

Saul J. Turell, president of Reade-Sterling, noted that the introduction of mature programming of the type represented in "Cinema 70" is no more than an extension of a trend

already evident in the motion picture business. He said the so-called "specialty" film which a few years ago might play 50 theatres across the country, now often books thousands of successful engagements, "proving the national audience for this kind of material is there."

Among the films in the package, called "Cinema 70," are: "Room at The Top," "The Entertainer," "General Della Rovere," "Make Mine Mink," "Gervaise," and "Ballad of a

Soldier." "Bread, Love and Dreams" (with Gina Lollobrigida), "The Apu Trilogy," "The Seven Samurai," "Ugetsu" and "Gate of Hell" (last three Japanese), "The Roots" (Mexican), "Battle of the Sexes" (with Peter Sellers), "Kanal" (Polish), "Expresso Bongo" (with Laurence Harvey), "It Happened in Broad Daylight," "School for Scoundrels" (with Terry Thomas and Allistair Sim), "The Long, the Short and the Tall" and "The Roof."

WBC-TV specials aimed at family, children

SANTANGELO PROGRAMS FEATURE VARIED FARE

A new series of 13 one-hour taped tv programs, prepared for "family" and children viewing, was announced in New York last week by Westinghouse Broadcasting Co.

The specials for young people will be seen twice each month on WBC's five tv stations starting this month, and will be syndicated to other stations. Two weeks earlier, WBC announced a series of 10 half-hour taped shows (*Legacy of Light*) that WBC tv stations are telecasting this fall. Both the latter, a religious programming series, and the children's programming are slated for prime-time viewing.

Westinghouse stations are WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, WJZ-TV Baltimore and KPIX (TV) San Francisco.

Both series are produced by Michael R. Santangelo of WBC. The half-hour *Legacy* programs, each correlating the precepts of the Ten Commandments and the moral issues of our time, were produced in association with the Union of American Hebrew Congregations.

The *Legacy* series also can be telecast by other stations at a nominal fee and is part of a continuing Westinghouse project in the area of religious programming. Last year, WBC produced *Face of the World*, a group of 13 programs, in cooperation with the Jesuit Missions, and *Man and His Problems*, an examination of the Presbyterian faith.

Classics and Art Forms ■ The programs illustrate the Commandment theme with adaptations of such classics as *Oedipus Rex*, *Anna Karenina*, *Brothers Karamazov* and *Hedda Gabler* and



In WBC-TV's "Legacy of Light" production of "Oedipus," Thomas Hill (l), Paul Bedford (c) and Myrna Kaye wear masks of tragedy.

utilize such art forms as ballet, drama and opera. The series was scheduled to begin Oct. 21 (Sunday) in New York on WOR-TV and is to continue there weekly for the next nine weeks.

First in the monthly children's series is *Magic, Magic, Magic*, starring magician Milbourne Christopher in a capsule history of the magical art. Julie Harris and Zero Mostel appear as his guests.

Other programs taped: *First Concert*,

a concert of popular classics performed by the Cleveland Symphony Orchestra conducted by Robert Shaw, who also supplies a commentary before a live audience (taped by KYW-TV); *Black Nativity*, a "Gospel song-play" seen on Broadway last Christmas season; *Baird's Eye View*, history of puppets narrated and demonstrated by puppeteer Bil Baird; *People and Other Animals*, a zoological tour by Ivan Sanderson, noted naturalist.

Telecast Twice ■ Richard M. Pack, WBC's vice president for programming, said the children's programming series is being scheduled by the five Westinghouse tv outlets in early evening hours for family viewing and that a second telecast of each program will be placed in an earlier time slot. WBC added the shows were not only for youngsters but also suitable for "the young in heart." The series explores the entertainment arts and cultural areas.

The new Westinghouse series that uses well-known artists and personalities to interpret the arts has been in preparation for some time and was first reported in June ("Children's Tv Goes to College," BROADCASTING, June 18).

Stereo series starts in ten major markets

Ampex Stereo Time, a half-hour fm-stereo musical program sponsored by Ampex Corp., began a 26-week schedule in ten markets throughout the country last week. The program, which includes pre-recorded Ampex stereo commercials, will have the same format on each of the ten outlets, but its music will be selected by individual stations.

Stations carrying the show are KPEN (FM) San Francisco, WVCB-FM Miami, WDTM (FM) Detroit, WQXR-FM New York, WFLN-FM Philadelphia, WASH (FM) Washington, D. C., KVIL-FM Dallas, KFMU (FM) Los Angeles, WKFM (FM) Chicago, and WBCN (FM) Boston.

Cunningham & Walsh Agency, San Francisco, is handling the account for Ampex.

WINS New York signs Faulk

John Henry Faulk has signed with WINS New York to host *Program PM*, a new Monday-Friday series (10-11:30 p.m.) beginning Nov. 12.

Mr. Faulk's last radio series was with CBS in 1957. He won a suit against Aware Inc., in June (BROADCASTING, July 2) in which he charged that he had been dismissed from the CBS show and blacklisted in radio and tv because of a pamphlet that erroneously linked him with Communist front organizations.

On *Program PM*, Mr. Faulk will do interviewing and location taping of activities in the New York City area.

GOP, Democratic senators to debate on NBC

The "great debate" of the current congressional political campaign will be "Humphrey vs. Scott" on NBC-TV and NBC Radio, Monday, Oct. 29 (8:30-9:30 p.m. EST).

Appearing as spokesmen for their parties: Sen. Hubert Humphrey (D-Minn.) and Sen. Hugh Scott (R-Pa.). They were selected for the appearance by the national chairmen of the two major parties. Neither is a candidate for office in the current campaign.

William R. McAndrew, executive vice president, NBC News, said the network's debate proposal "affords a fresh opportunity to advance the public interest . . . in the off-year political campaign process."

The format for the 1962 debate will have an opening statement of

eight minutes by each spokesman and a closing summary of three minutes by each. The remaining time the speakers will answer questions from four NBC News correspondents, with questions alternated between both participants. Each answer will be limited to two-and-a-half minutes, with comment by the other spokesman limited to one-and-a-half minutes.

Sen. Humphrey, Senate Majority Whip, was first elected to the Senate in 1948. Sen. Scott was national chairman of the GOP in 1948-49 and was elected to the Senate in 1958.

William B. Monroe, NBC director of news in Washington, will be executive producer of the program, from NBC Washington.

HOW YOU CAN DRAMATICALLY IMPROVE BUSINESS AND STATION PERFORMANCE FOR NEXT TO NOTHING...

How much more money could you make if you could...

- Increase your potential audience
- Quadruple radiated program power
- Sound much louder and clearer
- Increase received S/N ratio
- Offer the sponsor more listeners per dollar
- Increase listener loyalty
- Sound much better than competitors
- Reduce operating costs

And do it all for as little as \$495.00?

AUDIMAX stations—more and more every day—do!

Here's how: Audimax is your assistant broadcast engineer—an electronic brain that boosts your station's radiated program power and market coverage, greatly improves sound, and improves operating efficiency by automatically controlling program levels with near-human intelligence and superhuman speed and accuracy—all without objectionable side effects and distortion.

Audimax differs in *concept* from ordinary level controls (limiters, compressors, AGC's, etc.) and accomplishes what they attempt to, without the additional problems they introduce. With such devices, the gain is always either rising or falling. With fast recovery times, pumping sounds occur. Slowing the recovery time allows short bursts of sound to put "holes" in the program. Audimax, instead, works like a competent engineering assistant.

Automatic Gain Riding—When levels are too high, Audimax quickly and inaudibly lowers the gain without thumping—When levels are too low, Audimax raises the gain without pumping. With explosive sounds, (e.g., pistol shots, barking dogs) Audimax momentarily corrects the gain, then instantly returns to previous level, without leaving "holes." When levels are correct, the gain *remains constant*. Audimax's exclusive platform mode of operation reserves short-term dynamic fidelity.

Automatic Program Control—Audimax's exclusive logic monitors the incoming signal and compares it with previous program information in its memory, *deciding* whether to raise, lower or main-

tain constant gain. The result: Perfect levels every time. **Gated Gain Stabilization**—Audimax also *recognizes* noise and background effects and maintains *constant gain* during pauses, eliminating unnatural fade-out of the background effects and disturbing swish-up of background noise, completely preserving the natural sound of dramatic programs, sports-casts, etc. **Return-to-Zero Feature**—In standby conditions Audimax waits, and when convinced that the program has ended, slowly drops to normal gain.

Magnified Modulation and Market Coverage—While performing control functions automatically, Audimax boosts overall levels—to 6 db higher than normal manual methods—quadrupling radiated program power and potential audience. *You "stand out" on the dial, your programs sound louder, clearer and better than ever before, increasing listener loyalty. All this means more value for the sponsor, and a vast increase in your money-making potential.*

Prove it for yourself. Satisfaction guaranteed. Order *your* Audimax today!

Audimax II RZ	\$625.00
Audimax I without Gated Gain Stabilization and Return-to-Zero feature . . .	\$495.00

CBS LABORATORIES

STAMFORD, CONNECTICUT
A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC.

Another product of CBS Laboratories contributing to better Broadcasting.

Daystar would poll opinion leaders on tv

CHAMBERS OF COMMERCE AID ASKED IN 'ANTENNA' PLAN

A plan for communicating directly with tv viewers and local opinion leaders through a new non-profit organization called ANTENNA, for Analysis of Nationwide Television Entertainment and News, is outlined in a letter sent by Leslie Stevens, executive producer of Daystar Productions, to chambers of commerce asking for names of opinion molders in their communities.

Mr. Stevens writes, "It now becomes imperative for all who are involved in

television—from the production company which makes the show to the viewer who sees it and to the local retailer who sells the sponsor's product—to be concerned with television's image and to be aware of the international impact of that image.

"Whether television, as a commercial medium, will ever reach its finest capacity is dependent in a large part on the viewer. Thus, it is proper for Daystar Productions, as an independent tel-

elevision production company, to establish direct communication with the viewer and with local opinion makers," Mr. Stevens wrote chamber officials. "Your response," he asserted, "will influence our future, the future of the entire television industry, the future of the independent and affiliate tv stations in your area and the future of every merchant and retailer in your area who sees in television a powerful sales medium."

"This letter is a specific request for your cooperation in helping us learn from your citizens. Our motives are purely informational. We want to learn what your residents like and don't like about television; what they want to see and what they don't want to see."

Mr. Stevens asked each chamber for the names and business addresses of up to 25 influential people such as newspaper publishers and editors, tv editors, critics and columnists, women's page editors, editors of important local trade publications, principal clergymen and church leaders, educators, school administrators, PTA leaders and civic and business leaders. The extent of the response, he said, "will determine the extent of the effort to be directed toward your city as a basic source of audience information."

Mr. Stevens could not be reached at his Hollywood headquarters last week for amplification of his plans concerning the ANTENNA project. Daystar produces the *Stoney Burke* series which started on ABC-TV this fall. The company has a half-dozen new tv programs in development in association with United Artists Television and ABC-TV.



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

Bruce Curtis, of Leo Burnett, joins the Tricorn Club

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

Source: U. S. Census.

Collins oks tv fare, but hopes for better

NAB President LeRoy Collins is "happy" with the season's new tv programs, but says there is, as always, room for improvement.

Gov. Collins made this observation in a recorded interview produced by Radio Press International for broadcast over more than 100 U. S. and Canadian radio stations over the weekend. He noted that ultimately the viewer exercises the prime control over what is broadcast for him, and added that there is a strong influence on the broadcaster to "get better and better."

He said that as viewer, he was "irritated" by the practice of networks scheduling public service programs simultaneously. He pointed out that networks are fearful of collaborating on their scheduling because they feel it might violate antitrust regulations, but he said he was not in agreement with that attitude. Gov. Collins said he has urged networks to collaborate when scheduling public service shows.

WSJS

TELEVISION



WINSTON-SALEM / GREENSBORO / HIGH POINT

KBS



KANSAS BROADCASTING SYSTEM

KTVH — WICHITA-HUTCHINSON

KTVC — ENSIGN

KAYS-TV — HAYS

KLOE-TV* — GOODLAND

NEW 77-COUNTY MAJOR MARKET



*new call letters for KWHT-TV effective Oct. 1

- 1,202,200 people — four times the population of Nevada.
- 368,740 households — 3½ times the households of Wyoming.
- 332,700 TV homes — three times greater than in Vermont.
- \$2,225,301,000 consumer spendable income in this new major market.
- Exclusive CBS-TV Coverage!
- One buy covers Kansas.



BLAIR TELEVISION

National Representatives

CRYSTAL BALL ANALYSIS of Rochester TV...

I PREDICT *(a look into the Rochester TV future with Ervin F. Lyke, President of WROC-TV Channel 8)*

- **BIGGER AUDIENCES FOR WROC-TV**

Forget the population growth in the Rochester area and there will still be a bigger TV audience because of the addition of a new channel. This has been the pattern in cities all across the country. With a larger audience Channel 8 will continue to have more viewers. In survey after survey, WROC-TV is the No. 1 station in Rochester.

- **MORE COLOR TV VIEWERS**

Sales of color TV sets are way up. With 70% of WROC-TV's nighttime shows and 50% of afternoon programs in color, more area viewers are tuning in Channel 8—the only Rochester station carrying a regular color schedule.

- **WROC-TV WILL CONTINUE TO BE ROCHESTER'S NO 1 STATION**

This prediction is based on a number of key factors: 1) Continuing surveys; 2) NBC's strong fall and winter programming; 3) Color TV, exclusive on Channel 8; 4) WROC-TV's exciting local news, weather and sports shows.



Among Top Color TV Shows ONLY on Channel 8

Saturday Night Movie
Meet the Press
Walt Disney's World
Bonanza
Price is Right
Brinkley's Journal
Tonight
Laramie

Empire
Virginian
Hazel
Andy Williams
Sing Along with Mitch
Jack Paar
Perry Como

**NEW \$400,000 transmitter
makes viewing great
on Channel 8**

**BUY THE STATION
MORE PEOPLE WATCH**



TV 8
CHANNEL
BASIC NBC

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Four Star stockholders hear profit story

BUT THEY SEEMED MORE INTERESTED IN POWELL X-RAYS

The annual stockholders' meeting of Four Star Television was the kind of affair that could happen only in Hollywood.

It was a meeting where stockholders expressed more interest in their president's x-rays (which showed Dick Powell's malignancy 85% cleared up) than over the outlook for increased net profits (15-20 cents a share better in the new fiscal year than in the one ended June 30).

Staged Tuesday (Oct. 16) at Studio 9 on Republic's lot in North Hollywood with about 100 persons in attendance, the meeting opened with Mr. Powell's announcement that the score in the first half of the eighth inning of the final World's Series game was: "One to nothing. Yanks. Terrible, isn't it?" and closed with an invitation to remain seated to watch a screening of "Doomsday Boy," the *Dick Powell Show* that would be broadcast that evening on

NBC-TV ("You can go home and watch something else tonight, or turn the set over to the kids").

It was a meeting where top executives referred to each other by their first names and the president told a stockholder who complained about a lack of corporate publicity in financial papers that "you don't read enough." Mr. Powell explained last year's increased profits with decreased gross revenues by saying "It's fees. We charge ourselves fees to make our own product." When this didn't seem to satisfy the shareholders, he continued: "The number of shows really doesn't matter. It's the kind of shows. My own show is one of the highest-priced in the business, and if we didn't make a profit on it, we'd be crazy."

Along with all this folksiness, the usual business of the meeting got done. The nine directors were re-elected for another year. The executive vice president reported that Four Star was doing rather well with its programs this season with six shows totaling four hours a week on the tv networks, "a safe mix," two comedies and four dramas, four half-hours and two hours and "so far they all look pretty good and we expect two or three to do very well." With Robert Taylor coming back next year and Jackie Coogan and David Niven and Charles Boyer also on the 1963-64 agenda, things look good for next year, too, said Tom McDermott, executive vice president in charge of production. He reported the company has sold one series to a network ("but we can't talk about it because the i's aren't dotted on the contract yet") and has finished others for ABC-TV and CBS-TV ("that we made as a daytime show but they like it so much they're going to put it on at night").

George Elber, first vice president, reminded that the \$1.20 per share earned by Four Star in the year ended June 30, up from \$1.06 a share the year before, was the fifth straight year of increased net earnings. The outlook for the current fiscal year, he said, is that network programs will produce about the same revenue but that the firm's new syndication arm will raise the company's net profits to \$1.35 or \$1.40. Although Four Star Distribution Corp. was formed only in July, "really too late to do much for this season," and the sales force is not yet fully organized, syndication sales to date total nearly \$750,000, Mr. Elber reported. With "the largest unused syndication library in the business," more than 1,100 half-hour films and more than 100 hours, the syndication outlook is splendid, he said.

Mr. Elber also noted that BNP Records, a recording subsidiary named for the initials of Messrs. Boyer, Niven

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starring
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the MICKEY MOUSE CLUB
featuring
BY WILLIAMS
5 p. m.
Mon. through Fri.



RED DONLEY SPORTS
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Superb performance . . .

Mr. William B. Neal, General Manager of Station KSYN-FM, Joplin, Missouri, reports on the NEW Gates **EXECUTIVE** Transistorized Console:

“I would like to congratulate Gates Radio Company for the superb performance of our new console. This is the most versatile piece of equipment we have in our two stations here in Joplin.”



Mr. Neal's report cites the superb performance and versatility of the world's most extraordinary audio console . . . the **EXECUTIVE** . . . an entirely new, completely transistorized audio system from the exclusive Gates Solid Statesman line. *Gates firmly believes that no other console — anywhere — can match the **EXECUTIVE'S** galaxy of facilities, precision workmanship and highly advanced transistorized circuitry.*

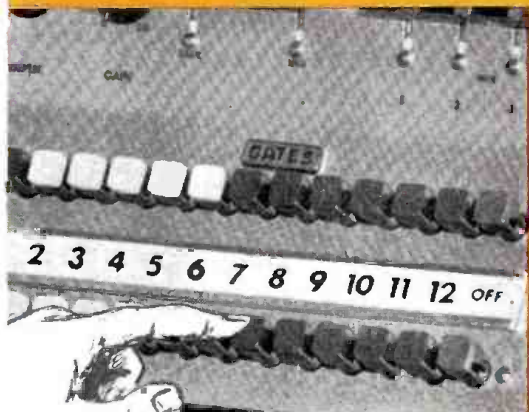
The **EXECUTIVE** is designed for either full 10-channel stereo operation or monaural AM, FM and TV dual channel broadcasting with stereo inbuilt for your future needs. Here is unparalleled versatility in program originations: Compatible AM signal simultaneous with FM stereo program, or full stereo program to FM transmitter and monaural program to the AM transmitter. When stereo pro-

grams are not broadcast, the two output channels may be used to feed either a monophonic signal to two transmitters simultaneously, or for two completely different programs.

Typical frequency response is ± 1.5 db 20 to 20,000 cps in program circuits, with typical harmonic distortion at 0.5% maximum, 20 to 20,000 cps at +8 dbm output.

One familiarization run and you'll be right at home with the **EXECUTIVE'S** clean, straight-forward control panel. So simple to operate! Each control function is clearly identified and systematically positioned for split-second instinctive response. This "feel-of-the-board" balance is accentuated by the new large control knobs — exclusively designed for Gates.

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and Powell) is issuing an album, "Wall Street Speaks to Chet Huntley," that should be of great interest to every investor in the stock market.

Mr. Powell said that when the company's stock dropped three or four points on the news of his illness, he was very concerned at this indication that people thought Four Star was a one-man company. "It is not and it never has been," he declared. This is why he had asked the board to elect Mr. McDermott president and Mr. Elber executive vice president, while making himself board chairman, Mr. Powell explained. "This is a young man's business," said the company president. He had great praise for the creative and executive ability of these two executives, as well as their junior associates. His illness did not prompt the suggestion, Mr. Powell stated.

Having mentioned his illness (the word cancer was never spoken), Mr. Powell reported that the "malignant tumor" in the upper part of his right lung is responding to treatment. "I'm not a damn bit scared and I'm whipping it," he asserted. His appearance made his words readily believable, some observed. When word came that the latest x-rays showed an 85% reduction in the size of the tumor, "I got a little drunk that night," he confessed.

There were other questions, such as what about dividends, and answers, such as the opinion of the board that for the present it was better to use cash to build the company, although a stock dividend is a distinct possibility. But the good report of Mr. Powell's physical progress was what most stockholders had hoped to hear.

They heard.

At a directors meeting following that of the stockholders, Mr. Powell was elected chairman of the board; Mr. McDermott was elected to the presidency vacated by Mr. Powell, and Mr. Elber was named first vice president, succeeding Mr. McDermott (see WEEKS HEADLINERS, page 10).

Film sales...

Broadway Goes Latin (ITC): Sold to WAST (TV) Albany, N. Y.; KTVT (TV) Ft. Worth; WBRE-TV Wilkes-Barre-Scranton, Pa.; WFGA-TV Jacksonville, Fla.; WLOF-TV Orlando, Fla.; KROD-TV El Paso, Tex.; WLOS-TV Asheville, N. C.; WBOC-TV Salisbury, Md., and WTVT (TV) Tampa, Fla. Now in 11 markets.

Biography (Official Films): Sold to First Pennsylvania Banking & Trust Co. for Philadelphia; American National Bank for Mobile, Ala.; Liberty National Bank for Oklahoma City; Michigan National Bank for Lansing; Walker Bank & Trust Co. for Salt Lake City and



WSB's 'Mike Award'

NAB President LeRoy Collins (1) congratulates Frank Gaither, WSB Atlanta general manager, as the Georgian learns his station has been named the 1962 recipient of the Broadcast Pioneers' "Mike Award" for typifying the group's standards for excellence in community service.

The announcement was made last week at the 1962 NAB fall conference held in the Georgia capital city Oct. 15-16.

The "Mike" will be presented to WSB next year at the annual Broadcasters' Foundation dinner in New York City Feb. 25.

WBZ-TV Boston; KONO-TV San Antonio; WSAZ-TV Huntington, W. Va.; WDEF-TV Chattanooga; KFYZ-TV Bismarck, N. D.; KSLA-TV Shreveport; KGNS-TV Laredo, Tex.; KFBC-TV Cheyenne; KELO-TV Sioux Falls, S. D., and WKOW-TV Madison, Wis. Now in 147 markets.

Red Rocket (Space Age Productions Inc.): Sold to WNEW (TV) New York; WTTG (TV) Washington; KMBC-TV Kansas City; KOVR (TV) Stockton-Sacramento; WTVH (TV) Peoria, Ill.; WTCN-TV Minneapolis-St. Paul; KPAC-TV Port Arthur and KGNC-TV Amarillo, both Texas; and KPTV (TV) Portland, Ore. Now in nine markets.

Probe series (National Telefilm Assoc. Inc.): Sold through Cline Agency, Boise, Idaho, to Idaho First National Bank for scheduling on yet-to-be-designated stations in Boise and Idaho Falls; CBS-TV affiliate KXLY-TV Spokane, Wash.; WEAR-TV Pensacola, Fla.; and

WHBF-TV Rock Island-Davenport, Ill. Now sold in 40 markets.

Top Rank (25 feature films by J. Arthur Rank) (National Telefilm Assoc. Inc.): Sold to KOMO-TV Seattle, KHQ-TV Spokane, KATU (TV) Portland, Ore., WCSH-TV Portland, Me., KMJ-TV Fresno, Calif., WOI-TV Ames, Iowa, and WAKR-TV Akron, Ohio. Now in 50 markets.

Thriller (MCA Tv): Sold to WISN-TV Milwaukee; KOTA-TV Rapid City, S. D.; KARD-TV Wichita, Kan.; KLIX-TV Twin Falls, Idaho; WKY-TV Oklahoma City; and WLUC-TV Marquette, Mich. Now in 49 markets.

Films of the Fifties (Seven Arts Assoc.): Vols. 4 and 5 (93 Warner Bros. and 20th Century-Fox feature films) sold to WSB-TV Atlanta; KPRC-TV Houston; WJAC-TV Johnstown, Pa.; WALA-TV Mobile, Ala.; WEEK-TV Peoria, Ill., and KOLO-TV Reno. Now in 24 markets.

Checkmate (MCA Tv): Sold to WLOS-TV Asheville, N. C.; WSJV-TV South Bend, Ind.; WKY-TV Oklahoma City; KALB-TV Alexandria, La.; WOOD-TV Grand Rapids, Mich.; WXIX (TV) Milwaukee, and WSBA-TV York, Pa. Now in 41 markets.

Science Fiction Features (Allied Artists Tv): Sold to WPRO-TV Providence, R. I.; WTEN (TV) Albany, N. Y.; KRIS-TV Corpus Christi, Tex.; WOKR (TV) Rochester, N. Y.; KTAL-TV Shreveport, La., and WTCN-TV Minneapolis. Now in 66 markets.

Frontier Circus (MCA Tv): Sold to WSPA-TV Spartanburg, S. C.; WOOD-TV Grand Rapids, Mich.; WLKY (TV) Louisville, Ky., and WSJV-TV South Bend, Ind. Now in 24 markets.

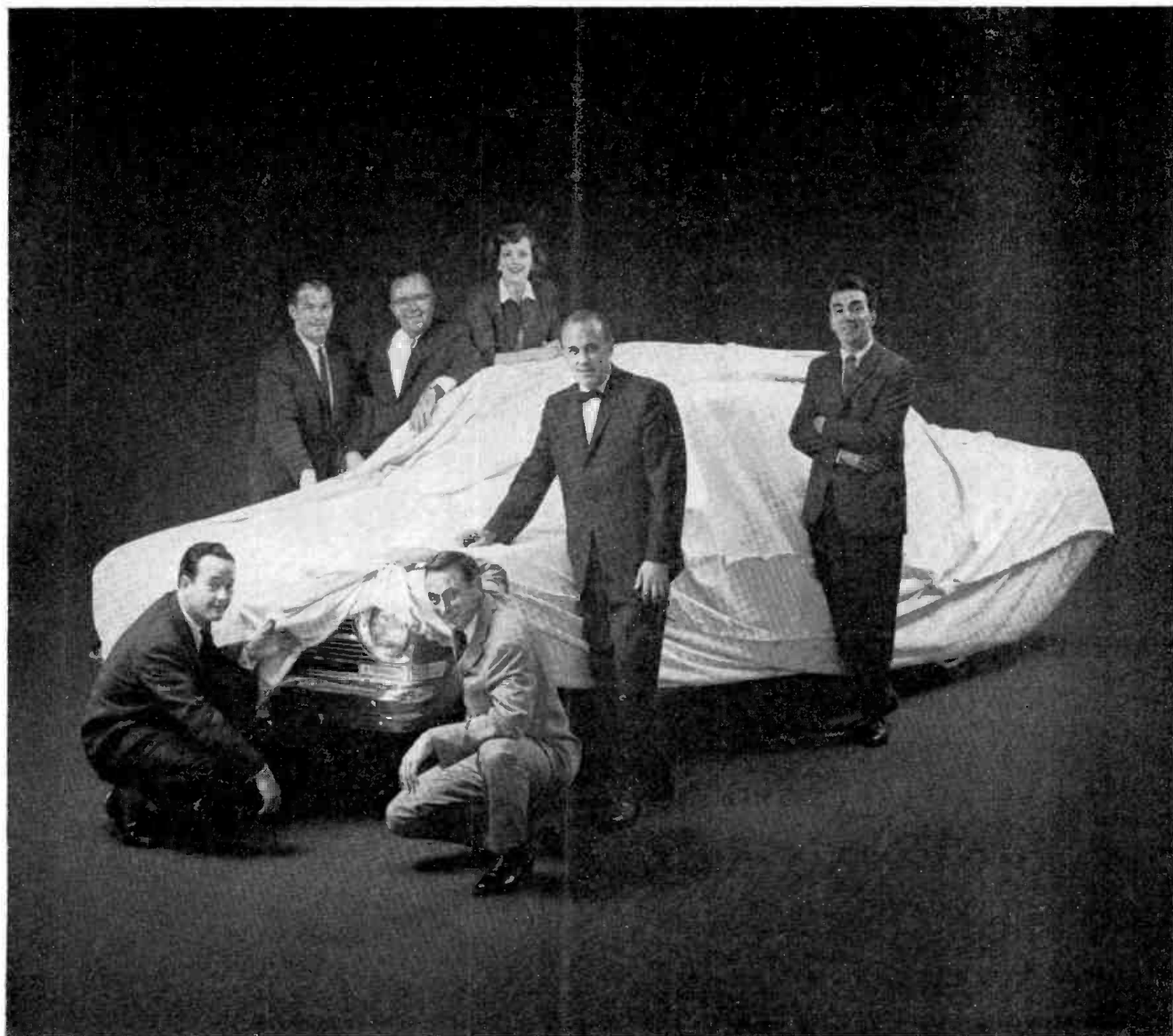
Program notes...

New TAC affiliate ■ KATV (TV) Little Rock has become a subscriber member of Television Affiliates Corp. (TAC), New York.

Dividend ■ The board of directors of Paramount Pictures has voted a quarterly dividend of 50 cents per share on common stock payable Dec. 14, 1962, to stockholders of record Nov. 29, 1962.

Office move ■ H&S Productions recently announced the opening of new offices at 13273 Ventura Blvd., Studio City, Calif. It undertook the shift in conjunction with a new expansion plan.

Stations buy music service ■ Programmatic service, produced by Muzak and distributed by Telesynd, has been bought by 75 stations to date. The service enables radio stations to broadcast several hours of music and other features automatically.



WJR UNCOVERS THE AUTO SHOW

We're giving Detroit's 44th National Automobile Show the full WJR treatment! Why shouldn't we—the way our Great Lakes audience lives, breathes, eats and sleeps automobiles!

Between October 20 and 28, hundreds of thousands of them will be seeing the '63's at Cobo Hall. And hearing about them from their favorite people on WJR. Rest assured, Jim Wood, Automotive Editor Ray Engle, Bud Guest, J. P. McCarthy, Lee Murray, George Kendall, and Jack Harris (left to right) won't leave a celebrity un-interviewed or a bolt unturned.

While we apply this task force coverage to all the big events in these parts, the automobile is still our favorite subject. We have most of the adult listeners in a 100-county area—an area that buys 10% of the nation's cars. So it's no wonder that automotive manufacturers favor us as an advertising medium.

Naturally, this 5th richest market buys a lot of other things, too. Why not your product? Your Henry I. Christal representative will be happy to make the necessary arrangements. Or you can write to us directly.

WJR DETROIT
760 KC 50,000 WATTS

THE GREAT VOICE OF THE NATIONAL AUTOMOBILE SHOW

BROADCASTING, October 22, 1962

NAB SERIES OFF TO GOOD START

Atlanta, New York sessions find station operating problems are biggest concern; Cox discussions felt most valuable

The 1962 version of NAB's Fall Conference series took a new turn last week in Atlanta and New York—basic and sometimes heated discussions of station operating problems. A new 1½-day format at these first two of eight conferences provoked floor exchanges on editorializing, politics, codes and a wide range of FCC problems.

At Atlanta the Monday-Tuesday conference featured a one-man FCC roundtable with Kenneth A. Cox, chief of the commission's Broadcast Bureau, in the middle. Broadcasters pelted him with queries about the way they should run their stations. He replied with explanations of commission requirements and also offered personal opinions on some of the touchy issues.

Attendance at Atlanta set an all-time record for a southern NAB conference with 269 delegates registered. At Dallas last year the conference opener drew

197 registrations.

The 1½-day format proved popular with many broadcasters. A number felt the frank question-answer exchanges with Mr. Cox were the most valuable part of the meeting. Broadcasters' questions were the practical rather than the policy type usually submitted to commission members at NAB's annual conventions.

As the Atlanta meeting closed Frank Gaither, WSB Atlanta, proposed that the observations made by Mr. Cox, plus any similar exchanges later in the conference series, be packaged in the form of a sort of catechism. Vincent T. Wasilewski, NAB executive vice president, said some such plan is being considered.

On to Chicago ■ The autumn conference series continues today (Oct. 22) at the Edgewater Beach Hotel, Chicago, and the first half of the series

closes Oct. 25-26 at the Statler Hilton Hotel, Washington. The second round of four conferences starts Nov. 8-9 at the Sheraton-Dallas Hotel, in Dallas.

In his Atlanta comments last week Mr. Cox said the FCC's new program forms, as now being considered, may specify that short promotional announcements for upcoming programs need not be logged as commercials even if the sponsor's name is mentioned, unless the promotions are part of the contract.

He said the commission will need visual renditions of automatic logs for its internal use. As to the controversial rule dealing with signatures of executive officers in filings, he explained the commission desires signatures of those in final authority and whoever is responsible for broadcast operations where the licensee, for example, is a subsidiary company. He suggested a common-sense interpretation, noting there shouldn't be a question "if the top-ranking man signs the application."

The FCC is concerned about the shape fm is taking, he said, noting the trend toward 100% musical programming with no news, public affairs or religious programming in some cases. He recalled some applications justify this format by explaining these programs are already available in the community. "We realize it's a lot cheaper just to program music," he said.

Mr. Cox answered specific questions dealing with editorializing and politics.

What NAB's Doing ■ NAB staff officials, led by President LeRoy Collins, described association activities. Gov. Collins was the principal speaker at the opening-day luncheons held in Atlanta and New York (see story page 76).

The agenda format was based on staff presentations the first morning; Gov. Collins' speech; separate radio and tv sessions the first afternoon, with a chance for discussion; evening reception, and finally the editorializing-political panel and question-answer session the second morning.

At the Atlanta meeting NAB Vice President John F. Meagher said he is getting tired of hearing the old saw, "The airways belong to the people." He based his answer on this premise, "No frequency is worth anything until a broadcaster puts a program on the air." Mr. Meagher discussed the radio over-

IT

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...to the adult KFMB RADIO audience! Big audience, attentive listenership close the sale for you. Pulse and Nielsen say KFMB has more adult listeners than any other station in the better part of Southern California.

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AMPEX PR-10

The Ampex PR-10 gives you all the features, all the performance of a console recorder. Even remote control. And it's all wrapped up in a suitcase-sized package. That means you can take a complete recording studio out into the field, into the school, the church, industry—anywhere you need it. The PR-10 features positive push-button controls; record-safe switch; and separate erase, record and playback heads. And there's room for an optional 4-track stereo or additional playback head. There's also a new

electro-dynamic clutch system to give you fast, gentle starts and lower braking tension. If you want to monitor on-the-spot, the PR-10 has A-B switches, VU meters, phone jacks, output circuits. Moreover, electrical alignment controls are accessible through the front panel. You get all this plus a new Ampex "FourStar" one year warranty. For data write the only company with recorders, tape & memory devices for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales, service.



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NEW COVERAGE WPBN-TV

Traverse City, Mich.

You Also Buy

WTOM-TV

Cheboygan, Mich.

TOWER - 1,129 feet
LOCATION - 35 miles
south of Traverse City

EQUALS - More TV
Homes.

LOWER COST PER
THOUSAND.

BEFORE (Grade B)
TV Homes 62,128
Retail Sales -
\$297,079,000

AFTER (Grade B)
TV Homes - 116,905
Retail Sales -
\$531,362,000

NEW BONUS (Grade C)
TV Homes - 216,909
Retail Sales -
\$916,497,000



Paul Bunyan Network



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President

SOREN MUNKHOF

General Manager

national representatives

VENARD, RINTOUL & McCONNELL



President LeRoy Collins opened his second NAB Fall Conference circuit last week at Atlanta. Four NAB board members took part in the program. L to r: James L. Howe, WIRA Fort Pierce, Fla; Ben B. Sanders, KICD

Spencer, Iowa; Gov. Collins; Robert F. Wright, WTOK-TV Meridian, Miss., and Robert T. Mason, WMRN Marion, Ohio, who is also chairman of the All-Industry Radio Music Licensing Committee.

population problem, also reviewed by Gov. Collins. They told of staff research under way in preparation for a December conference with the FCC.

Community antenna system problems were explained by Douglas A. Anello, NAB general counsel, who reviewed legal issues and pending litigation. The future of uhf and what the industry can expect were outlined by James H. Hulbert, manager of the broadcast management department (story page 78).

In a brief radio code discussion at Atlanta, Robert D. Swezey, NAB code authority director, said he can't agree that the codes may be heading toward censorship. Asked why the radio code board "expelled four stations," he observed, "I can't understand how any reasonable station manager can be put in that position." He said he sometimes isn't certain about the wisdom of banning a particular product in the codes.

Editorializing ■ The editorializing discussion at Atlanta was led by Daniel W. Kops, WAVZ New Haven, Conn., NAB editorializing committee chairman, and A. Louis Read, WDSU-AM-TV New Orleans.

John M. Couric, NAB public relations manager, called on broadcasters to join industry efforts to improve relations with the public. He explained how the NAB Speakers Bureau has already drawn requests for more than 40,000 copies of the list of 400 prominent radio and tv executives who are available for speaking engagements.

A new joint program recently set

up by NAB and the General Federation of Women's Clubs will enable the association to reach some 11 million club women, he said. NAB's public relations activities were described as based on the use of media to build the media. Observance of Radio Month last May, he said, exceeded all past years under the new slogan "Radio, the Sound Citizen."

Mr. Couric listed other projects—distribution of tapes of the historic Pablo Casals state concert at the White House; guidelines for station cooperation with the Weather Bureau in issuing hurricane warnings; a series of publications aiding broadcasters in serving the public and revival of the hotel-motel "Look for a Room With a Radio" campaign.

Mr. Swezey flatly opposed a proposal by FCC Commissioner Robert E. Lee and others that NAB code limitations on commercials be incorporated into the FCC rules. "I haven't any question that Commissioner Lee's proposal would have teeth in it," he said, "but I would much prefer that the industry use its own."

No Danger ■ He advocated a stronger self-regulatory apparatus but opposed any over-centralization of the code authority in its director. "Occasionally the cry has been raised that the code authority represents a peril to the industry as a potential censor and stifler of creative talent," he said. "I honestly think this is specious nonsense and doubt that anyone can point to a single instance in which we have

thwarted or impeded any legitimate broadcast effort. On the other hand, day by day we have aided and accelerated the broadcast access of program and commercial material in a legitimate form."

Referring to the charge that a drive for stronger self-regulation might induce the government to enforce censorship of its own, he said, "There is great danger of increased government regulations only if the industry demonstrates that without government intervention it is incapable of enforcing its own standards."

George B. Storer, head of the Storer station group and member of the NAB Tv Code Review Board, recalled that the late Wayne Coy, while FCC chairman, had said when the code was being drafted that the commission could be expected to look askance at a station that abuses an NAB code.

Mr. Storer described the development of his group's Quality Control system of monitoring its radio and tv stations by tape. He conceded this move to improve programming had revealed a few "rather barren" areas and urged the code authority to increase its monitoring.

Mr. Storer reviewed problems facing the radio code board, the need for greater industry participation and the benefits of code subscription. He appeared at both the Atlanta and New York meetings.

In the television code presentation in New York, Mr. Swezey was joined by William D. Pabst of KTVU (TV) Oakland, Calif., chairman of the NAB Code Review Board, and Stockton Helffrich, director of the code office in New York.

Mr. Pabst urged code subscribers to relay their ideas on code matters to their code board members so the board can have the benefit of all possible viewpoints. He also urged broadcasters to submit station logs to the code authority for review, assuring them that in this way they can get valuable information on the interpretation and application of code principles.

Catv Developments ■ A community antenna system discussion by Mr. Wasilewski, executive vice president, and Mr. Anello, general counsel, reviewed growth of catv and the status of pending litigation (see Southeastern Seminar on catv page 79). Both indicated that legislation specifically empowering the FCC to regulate catv may be introduced again in Congress by the FCC. Mr. Wasilewski warned that catv would set up a wired facility for pay tv to take over.

William Carlisle, NAB vice president for station services, discussed the results of a survey covering training of employees.

Howard Bell assistant to the NAB

DOMINANCE in the AUGUSTA market

THE AUGUSTA TELEVISION AUDIENCE

MARCH 1962

AVERAGE QUARTER-HOUR HOMES REACHED SUMMARY

NETWORK OPTION TIME AND LOCAL TIME DAY-PARTS	STATION AVERAGE HOMES REACHED	
	WJBF (NBC-ABC)	Station "A"
MONDAY THRU FRIDAY 5:00 PM to 7:30 PM	37,400	10,800
MONDAY THRU SUNDAY 5:00 PM to 7:30 PM	36,100	11,100
7:30 PM to 11:00 PM	39,200	20,800
11:00 PM to Midnight	5,500	5,400

BROAD DAY-PARTS	WJBF (NBC-ABC)	Station A (CBS)
MONDAY THRU FRIDAY 9:00 AM to 12:00 Noon	16,800	5,400
12:00 Noon to 6:00 PM	22,300	7,900
SATURDAY & SUNDAY 9:00 AM to 12:00 Noon	15,100	5,600
12:00 Noon to 6:00 PM	20,500	8,200
MONDAY THRU SUNDAY 6:00 PM to 10:00 PM	43,400	18,700
10:00 PM to Midnight	13,600	12,100
6:00 PM TO MIDNIGHT	33,500	16,500
9:00 AM TO MIDNIGHT	25,400	10,900

AMERICAN RESEARCH BUREAU



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Collins announces NAB will hold program clinics next year

Local broadcast programming needs to be improved and NAB will meet the problem by holding a program clinic early next year, Gov. LeRoy Collins told the first two NAB Fall Conferences held last week in Atlanta and New York (roundup story, page 72).

The program clinic is needed because stations have been falling back on network service and standardized program formats, he said.

This project was included in Gov. Collins' luncheon talks at the two conferences. Setting the conference theme, he pointed to the intra-industry problems of the membership; reviewed FCC relations; stressed that broadcasting is "not a public utility or common carrier as are the railroads and phone companies and airlines"; and suggested ways to improve relations with the public.

Gov. Collins noted there is "controversy over the NAB's handling of its government relationships" but said lack of controversy would be "a fairly sure sign that we are doing nothing." He said he has been "at variance with the thinking of some broadcasters and others connected with the industry."

Some of the industry's troubles with the government, he said, have arisen because "not all broadcasters are good broadcasters . . . and the price which good broadcasters are having to pay is the collection of some restrictions imposed by government to curb the excesses of irresponsible broadcasters. This is

one of the ironies of a regulated industry."

Gov. Collins contended the surest way to avoid more regulation is to decrease the need for it by improving the quality of performance. "We should take strong stands against the government if as and when it moves or threatens to move in any manner which would unlawfully impinge upon the rights of free broadcasters," he said. "But we also believe the government deserves our support and respect when it is pursuing a lawful course clearly in the public interest.

"We further believe that the government owes to every broadcaster the obligation to help him create those conditions under which he can operate profitably and render the maximum service to the public with the facilities he operates.

Against this background, Gov. Collins said, NAB last year induced the FCC to discuss in an open conference the proposed logging and application and renewal forms so broadcasters themselves could state their needs.

"I also proudly call your attention to the radio development study which currently is under way," he said. "This is an effort of great mutual interest, and much mutual effort, between NAB and the FCC." He explained the problem had arisen from overlicensing of new radio stations in some markets because of loose engineering standards or lax administration, with the number of stations licensed increasing 300%

while profits declined 80%.

In discussing the program clinic to be held next winter, he said, "I think the need is apparent for much greater emphasis upon individual station programming competence. So much help has come from the networks—so much faith has been placed in so-called tried-and-true standardized program forms—that many broadcasters are finding themselves short of capability to meet growing specialized local program needs."

Equal-Access ■ In his New York speech President Collins also served notice that NAB intends to "step up the fight" for radio-tv access to court proceedings, despite the American Bar Assn.'s opposition.

"We are going to take our case to the people themselves, community by community," Gov. Collins asserted. "And we invite the individual lawyers for whom the ABA does not speak in this regard to join with us."

Mr. Collins clearly meant the fight for equal access to include rights to cover congressional proceedings and against what he called "unjustified use of the security label and the hazy doctrine of executive privilege [and] the substitution of the pat 'handout' for first-hand inquiry by the press."

Elaborating on his speech, he told newsmen that NAB would ask member stations to contact local judges, congressmen and other officials in their quest for border coverage rights. He said stations might also editorialize on this subject.

President, reviewed trends in news programming and technology, and called on stations to keep abreast. He pointed to the advantages of providing adequate manpower for station news operations.

Arthur D. Stamler NAB audio-visual assistant, is handling production for the programs. William L. Walker, assistant treasurer, is in charge of convention arrangements.

Making his first appearance before an NAB assembly, Paul B. Comstock, NAB government affairs vice president, urged station executives to take a more active part in the industry's relations with the government. He said they could engender "deeper understanding and sympathy in Congress for problems and aspirations of broadcasters."

Mr. Comstock cited the continued attacks of books and magazines on broadcasting and their charges that public morality is being broken down by

"an insatiable greed for money on the part of station owners, absence of aesthetic quality of programs and other shortcomings." He scoffed at their charges that broadcasting has a powerful lobby in Washington. Station owners should be more politically active, he said, noting they can still do this and treat all candidates fairly in presenting them on the air, he said.

Network Regulation ■ Hollis Seavey, of the NAB legislative staff, predicted network regulation will come up at the next session of Congress and said an FCC study staff has been analyzing commission hearings on the subject. Community antenna tv regulation, defeated in the Senate by one vote, will come up again, as will the subject of ratings and proposals to let daytime stations operate between 4 a.m. and sunrise.

Mr. Seavey recalled that the House

adopted a resolution suggesting the desirability of higher power on clear channels. Clears have proposed that they be allowed 500 kw or more power (BROADCASTING, Oct. 15). He felt action will be taken by Congress to suspend Sec. 315 in the 1964 campaign. Other topics mentioned were possible hearings on newspaper ownership of stations; Federal Trade Commission issuance of temporary cease-and-desist orders and liquor advertising bills.

Melvin A. Goldberg, NAB research vice president, said the association is undertaking a series of broad studies that will cover the impact of news, broadcasting's role in community life and education; its relationship to politics; needs of the public as people become better educated; new work and play patterns; definition and measurement of taste; entertainment roles; the changing place of women in the modern scheme; and improved patterns of



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Demonstrations are goof-proof on video tape, as in "Reynolds Aluminum" commercial. Immediate playback after shooting, spotlights even minor flaws, speeds improvement.



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Group of speakers at NAB Atlanta meeting (l to r): Vincent T. Wasilewski, NAB executive vice president; Robert H. Smith, WCYB-TV Bristol, Va., member, All-Industry Tv Station Music Li-

censing Committee; Richard H. Mason, WPTF Raleigh, N. C., member NAB Radio Code Review Board; Daniel W. Kops, WAVZ New Haven, chairman, NAB Editorializing Committee.

audience measurement, including in-home, out-of-home, fm, auto and portable listening and viewing. His department has headquarters in New York.

The radio music licensing discussion was handled at both Atlanta and New York by Robert T. Mason, WMRN Marion, Ohio, chairman of the All-Industry Radio Music License Committee.

Radio stations' licenses for the use of ASCAP music will expire at the end of next year, and the time to start

getting ready for new negotiations is now, Mr. Mason said.

Mr. Mason reviewed the history of ASCAP-radio relationships through the last negotiations, which resulted in approximately 9% reduction in the ASCAP rates paid by radio stations. He distributed forms on which broadcasters could pledge financial support to the committee in its negotiations for new contracts.

Litigation — Robert H. Smith, WCYB-TV Bristol, Va., a member of the All-Industry Tv Station Music Licensing Committee, discussed current litigation involving ASCAP fees. Charles H. Tower, Corinthian Stations, handled the presentation in New York.

Mr. Tower, who is vice chairman of the all-industry tv group, reported on progress in that group's litigation for new ASCAP tv licenses, which is currently awaiting appeal to the U. S. Supreme Court.

He said the committee feels that television stations are entitled to "substantial" reduction in payments to ASCAP while ASCAP is holding out for higher charges. He cautioned that the current litigation will be protracted, and foresaw little chance for an amicable settlement.

NAB board members who participated in the New York meeting included Gordon Gray, WKTV (TV) Utica, N. Y., NAB Board Chairman Clair R. McCollough, Steinman Stations; John R. Henzel, WHDL Olean, N. Y., and Carleton D. Brown, WTVL Waterville, Me. (See photo for board representatives at Atlanta).

Mr. Hulbert, manager of the NAB broadcast department, suggested ways to make station employment more attractive and reduce turnover. "Radio seems to be caught in the cycle of trying to hire new employees at the front door as they are walking out the back door," he said, adding that most stations

lack revenues sufficient to pay high salaries.

Mr. Hulbert listed four causes of staff turnover—Over-promising by management at time of hiring; lack of training for new employees; poor supervision, and finally the fact that stations are often dark, dreary and dirty. He said staff members should be active in community and civic affairs. He suggested that management have "exit interviews" when employees leave "to find out why."

Roy Danish, director of Television Information Office, told how TIO is "bridging gaps of understanding between the television industry and its various publics." He added that "a lot of work must be done to inform those who are interested but ignorant."

The tv screens in 49 million homes can't adequately explain the medium to the public, he said, "because uphappily our critics are leaders whose judgments are too seldom questioned because people lack the information for careful consideration of these criticisms."

Mr. Danish urged broadcasters to respond to questions from their communities. He said TIO has researched and answered 14,000 requests for information on tv subjects. These come from educational, legislative, civic, community and religious organizations and members as well as from broadcasters. He listed TIO functions such as slide presentations, an index of source material in its library, a compilation of programs for children and a series of lectures on tv.

WHAT'S AHEAD IN UHF

Hulbert predicts growth to change face of television

Uhf is coming and will grow steadily, despite present management complacency about the prospects for that medium.

So predicted James H. Hulbert, manager of the NAB broadcast management department, at the NAB Fall Conferences held last week in Atlanta and New York (see page 72).

Stations will go on the air as the percentage of sets that will receive uhf builds up, he said, explaining that the impact of the new all-channel set law will be felt long before the ban on vhf-only sets goes into effect May 1, 1964.

"Uhf will provide marginal competition for established stations at first but the competition will increase and another network seems likely," Mr. Hulbert said.

"Uhf may change the entire face of our industry," he said, adding that an approaching reallocation will provide space for as many as 2,400 stations compared to the 540 now on the air. But nobody expects there will be 2,400

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tv stations operating, he said, because of the high cost of running a tv station.

All Uhf by 1972 • Mr. Hulbert cited predictions that 22% of all tv sets will have uhf tuning by May 1965, 34% in 1966 and 100% by 1972. The increase is already under way, he noted.

"There is little doubt that as the percentage of sets capable of receiving uhf builds up, stations are going to come on the air," he said. He offered data indicating a small-city uhf station may have losses of \$300,000 before reaching a break-even stage, of over \$1 million in the case of big-city stations. The Kaiser uhf station in Detroit is estimated to cost \$1.2 million to

build, and a \$50,000 operating loss is expected the first year, he said.

Mr. Hulbert suggested these trends: an increase from 472 operating vhf stations to about 500 by 1970; a few uhf stations on the air two years after the 1964 all-channel set requirement; about 20 to 30 new uhf stations a year, totaling about 250 uhf operations by 1970.

Markets likely to be picked first by uhf applications, he said, will be those with one or two stations where a network affiliation may be obtainable; all-uhf markets with high uhf set saturation, and large markets where they can hope for enough revenue to exist.

JOINT MEETING ON CATV?

Huddle on common problems of broadcasters and catv operators proposed at Atlanta seminar last week

A joint meeting of broadcasters and community antenna interests to resolve conflicts was proposed Oct. 16 at the Southeast Radio-TV Seminar held in Atlanta under auspices of the Georgia Assn. of Broadcasters.

The get-together was suggested by William Dalton, president of National Community Antenna Assn. Hollis Seavey, of the NAB government affairs department, said he would submit the plan to a meeting of NAB's CATV Committee Nov. 1 in Washington.

Messrs. Dalton and Seavey were among six panelists who led discussions of the catv-broadcaster problem at the seminar. The half-day seminar was held after NAB's first Fall Conference finished at noon Oct. 16.

Discussion was spirited and at times blunt as opposite positions were stated. Raymond E. Carow, WALB-TV Albany, Ga., tv vice president of GAB,

presided. Broadcaster delegates directed sharp questions at Mr. Dalton on the way catv operators bring added competition into their markets.

Kenneth A. Cox, chief of the FCC broadcast bureau, took a firm stand on behalf of catv regulation by the FCC and predicted the commission would make another attempt at the next session of Congress to obtain legislative authority to regulate catv.

Mr. Cox said he personally felt catv poses a threat to the development of local station service and to expansion of the uhf band when all-channel sets reach a higher concentration.

"I favor one unified regulation of communications through the FCC," Mr. Cox said, adding he didn't see how orderly national competition could develop when one segment (catv) is not regulated.

Broadcasters at the seminar frequent-



Panel participants at the catv seminar in Atlanta (l to r): Charles Batson, WIS-TV Columbia, S. C.; Kenneth A. Cox, chief, Broadcast Bureau, FCC; Fred Weber, vice president, Rust Craft Broadcasting Co.; R. Russell Eagan,

Washington attorney; Hollis Seavey, assistant to vice president, government affairs, NAB; William Dalton, president, National Community Television Assn., and Raymond E. Carow, WALB-TV Albany, Ga., moderator.

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Whyncha pack yer bag, bring the leetle lady and all the young'uns and stay a spell.



WMAR-TV to build Television Park

Ch. 2 WMAR-TV Baltimore has set early 1963 as its goal for opening its new \$2.5 million plant.

To be named "Television Park" (model shown here), it will be located at 6400 York Rd., opposite a

large modern shopping center.

Carson M. Cornbrooks, of Fisher, Nes, Campbell and Assoc., of Baltimore, is the architect. The structure will total 65,000 square feet of space.

ly emphasized the fact that catv operators have no public service obligations of the type inherent in broadcasting through FCC regulation and that cable operators were giving a wide variety of services such as special sports events for fees, pay tv, background music and local tv program service including sale of commercial time. It also was charged that catv systems have been known to drop out commercials of tv stations, replacing them with their own commercials, and that local signals have been deliberately degraded on catv. Several broadcasters said cable systems had refused to carry a local station or switched it to another channel and substituted a distant station on this local channel.

Mr. Cox commented that national ratings survey only principal towns in a county. As a result, he said, survey figures can give "complete distortion" where there is channel juggling.

As to the FCC's authority, he said

that when it finds a case where there can be competitive injury to a broadcaster and injury to the public through the impact of a cable system, "that is the commission's business." He reminded that to some extent the FCC regulates catv through microwave licensing when cable systems apply for microwave facilities. He was concerned because some combination microwave and cable systems extend the reach of tv stations far beyond original FCC concepts.

There was discussion over the possibility a tv broadcaster with a group of stations could extend his reach beyond multiple ownership limits by operating cable systems in other markets but Mr. Cox suggested this matter should be kept in perspective since one group operator might already be able to serve 20% of the nation.

Mr. Dalton stressed that catv operators claim no proprietary right in their signals, describing them essentially as

"adjuncts to a tv receiver." He warned that a broadcaster invitation for federal regulation of catv could create common problems.

Mr. Seavey said NAB had been watching closely the growth of catv along with diversification of service and entry of broadcasters into the field. He said NAB does not oppose catv but feels it should be subject to regulation.

Charles Batson, WIS-TV Columbia, S. C., observed that NAB is looking for help from the FCC and ASCAP. He observed the search surprised him, since he once had been NAB public relations director. Catv, he said, is filling the gap where tv service is lacking and he commented on the public demand for improved tv pictures. His company, Broadcasting Co. of the South, has bought a catv system in Ocala, Fla., and is planning expansion into Brunswick, Ga., and Florence, S. C. G. Richard Shafto, executive vice president, owns catv in Myrtle Beach, S. C.

Mr. Batson predicted more broadcasters will get into catv and anticipates more catv programming in the fields of time signals, weather and finally news programming. Asked about the catv operator's role in markets where the broadcaster-owner has a good signal, he said his company is planning Florence, S. C., cable operation though it has a primary signal in the market, yet will bring in two other NBC services from Wilmington and Charlotte, N. C.

Fred Weber, Rustcraft Broadcasting Co., spoke critically of catv with the topic, "Free Tv Yes, CATV, No." He told of long-standing "inequities" at Clarksburg, W. Va., and the unpleasant effects of market fractionalization. Local stations sometimes have competitive program duplication from one, two or even three cable signals, he said, adding that small-market stations may be inundated by distant stations brought in via cables.

R. Russell Eagen, Washington communications attorney, reviewed the history of broadcasting-catv litigation. He mentioned the Salt Lake City-Twin Falls case and other court rulings of interest to broadcasters and catv.

Mr. Cox observed he wasn't opposed to catv where it extends tv service without adverse impact on broadcasters, praising catv's contribution in areas without television or with only a single service.

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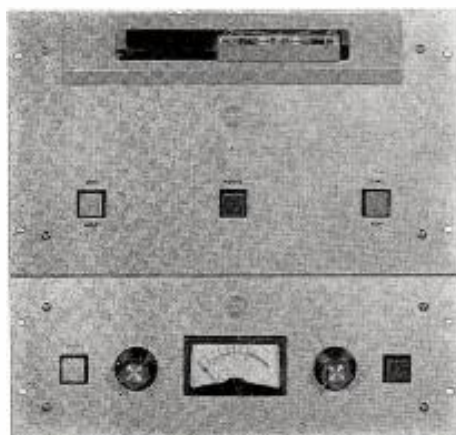
Plough reports net up in radio, drugs

Sales and profits of the broadcast properties owned by Plough Inc., drug products manufacturer and group radio station owner, are showing "substantial improvement" over 1961, Abe Plough, president of the company bearing his name, said last week in reporting esti-



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mated sales and earnings for the nine months of 1962.

Subject to year-end audit, the net sales of Plough Inc. for the nine months ended Sept. 30 were \$38,750,000 and net income after taxes \$2,850,000 (\$1.06 per share). This compares to net sales of \$36,400,000 and net income of \$2,560,000 (95½ cents per share) for the same period in 1961. The per-share earnings in 1961 are adjusted for a 2 for 1 stock split last July.

Plough stations are WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCAO-AM-FM Baltimore, WPLO-AM-FM Atlanta and WCOP-AM-FM Boston.

RADIO-TV APPRECIATING

Station values on the rise, financial managers advised

Radio and television stations are more valuable properties now than ever, broadcasting financial executives were told in Milwaukee last week.

H. W. (Dutch) Cassill, partner in Blackburn & Co., national media broker, speaking to the second annual general meeting of the Institute of Broadcast Financial Management, said that although "there is no formula" for such values he estimates radio stations are worth five to six times their cash flow—tv 10 to 15 times that sum.

(Cash flow is the amount left in the cash register after the costs of operation and taxes are deducted from gross revenues. It includes net income, amortization and depreciation allowances and in many instances such fringe benefits as travel, entertainment and other prerequisites of ownership.)

Radio station values have been enhanced by an FCC freeze on new outlets, renewed advertiser interest in the medium, improved management, the nation's rising economy, and the fact that "most stations are making money," said Mr. Cassill.

TV Rosy, Too. ■ Television's financial



New WITI-TV tower dedicated in Milwaukee

George B. Storer Jr., president of Storer Broadcasting Co., has dedicated one leg of WITI-TV Milwaukee's new 1,078-foot tv tower to "the most important facet of our service, news and editorials."

Tom Moore, ABC-TV network vice president, had dedicated one

leg to entertainment and Milwaukee Mayor Henry Maier marked the other leg for community affairs.

Wisconsin Gov. Gaylord Nelson (l) also attended the affair and congratulated Mr. Storer (r), both shown here with Roger W. LeGrand (c), station general manager.

strong points are a scarcity of channels, the unlikelihood of there being more networks and more competition and a heavy volume of national spot business, the Chicago broker said.

According to cash profit flow figures, he said, tv properties are worth more than radio because the visual medium attracts more big money investors, has less competition and is getting big national spot business.

How broadcasting financial management can be improved by cash flow comparisons and return on investment analyses was explained by Robert C. Hill, assistant professor of business, Arizona State U.

New officers elected at last week's

meeting included: chairman of the board, Henry W. Dornseif, WCCO Minneapolis-St. Paul; president, Thomas A. Carroll, Time-Life Broadcast Inc.; vice presidents, Richard S. Stakes, WMAL-AM-FM-TV Washington, D.C., and Charles A. Hart, WHDH-AM-FM-TV Boston.

New directors: John C. Herklotz, auditor and controller, WGN Inc.; V. James Moore, KBTB(TV)-KBTR Denver; Milton C. Ritzlin, comptroller, Balaban Stations; and B. V. Schnider Jr., financial vice president, Ridder Publications Inc.

More for tv stations to be offered by TIC

The Television Information Committee will expand its advisory services to tv stations and will take a more active part in industry association meetings, Clair R. McCollough, committee chairman and general manager of the Steiman Stations, announced in New York last week.

The Television Information Office has produced or distributed for stations four slide presentations, a half-hour film, a 12-lecture course, three major publications and more than 300 articles, talks, pamphlets and books.

Mr. McCollough noted that the committee had approved plans as outlined by Roy Danish, TIO's director, for in-

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creased staff visits to stations. These staffers include Carl Burkland, general manager, and Ben Wickham, manager of station services.

Also mentioned is a newly-published study of children's tv programming, *For the Young Viewer*, prepared by TIO. This book has been well received, Mr. McCollough said. A paperback "broadcasters' edition" was published Oct. 8, and McGraw-Hill is releasing a general edition today (Oct. 22).

New TIO station sponsors since last April are KBTB-TV Denver; KRNT-TV Des Moines; KLTU (TV) Tyler, Tex.; KVOO-TV Tulsa; KWWL-TV Waterloo, Iowa; KTHV (TV) Little Rock, and WKBW-TV Buffalo. The number of station sponsors now totals 152.

Mr. Danish reported that a new and final slide kit in the "Television in the U.S.A." series soon will be released. Entitled "Television: Advertising" it will contain 36 slides and a script on advertising in general and tv advertising in particular.

Discussion also included such projects as publication of two bibliographies—one on freedoms, responsibilities and regulation in tv, and another on tv and education—and a cooperative project (TIO and the National Council for Social Studies) for publication of a teachers' manual on the use of tv programming in teaching history, political science, economics and civics.

Goodwill gross, net up for first nine months

Goodwill Stations Inc. reported gross revenue of \$5,669,172 and net income of \$456,146 (67 cents per share) for the first nine months of 1962 in an interim report issued Oct. 15.

These figures compare with \$4,254,533 in gross revenue and \$221,926 (33 cents per share) in net income for the comparable 1961 period.

Cash flow generated from operations was listed at \$1,114,221 for the 1962 nine months as against \$630,375 for the same period in 1961. The 1961 figures include income from WSAZ-TV Huntington, W. Va., only from May 1, the date of acquisition.

Comparative results for both years are shown for 671,415 shares outstanding; this reflects the additional 37,462 shares issued earlier this year. The Goodwill Stations' report states that WJR Detroit is planning to file for 750 kw pursuant to a resolution passed by the House recommending that the FCC consider boosting the ceiling on standard radio power (BROADCASTING, Oct. 15). The Goodwill Stations also owns WJRT (TV) Flint, Mich.

NABET, KTTV (TV) sign new contract

THERE'S NO WAGE RISE, BUT BENEFITS ARE ADDED

The new contract between KTTV (TV) Los Angeles and the National Assn. of Broadcast Employees and Technicians is unusual if not unique among recent labor agreements in the broadcasting industry; it requires no wage increases for any of the station's 69 engineering employees.

The terms of the KTTV-NABET pact, it was learned last week, call for a continuation of the present wage scale of \$210 a week for regular technical employees who have been at the station for four years or more, with somewhat higher pay (as high as \$245) for supervisory personnel and somewhat lower (as low as \$110) for newer employees. The fact that no other tv station in Southern California gives its staff engineers any higher take-home pay was undoubtedly a strong factor in persuading union negotiators to accept a no-increase contract from KTTV.

The NABET negotiators did not go away empty-handed from the bargaining table, however. Under the new agreement, overtime payments (which continue at 1½ times the regular pay for all time after eight hours) become double base scale after 12 hours, instead of after 14 hours as was formerly the case. The extra pay for working within the "turnaround time" between normal working periods is now \$3.50 an hour instead of \$2.50, with a \$10-an-hour bonus for work time within the first four hours of the "turnaround" period and \$5-an-hour for the fifth and sixth hours on regular work days.

Travel expenses are upped from \$10 to \$12.50 a day (and from \$7.50 to \$9.50 for part of a day). Meal periods during overtime hours are extended from 30 to 60 minutes. Accumulated sick leave now totals seven instead of five weeks, with a maximum of nine weeks that a KTTV engineer can take on full pay in any calendar year.

And, importantly, the new contract

is of only one year's duration—from July 1, 1962 to June 30, 1963—in contrast to previous two-year pacts.

In addition to holding the wage scale at its present level the union agreed to a "daily call" under certain conditions, that is, the right to employ extra engineers by the day, where formerly a week's call was the minimum. The new contract also permits the station to rehire a regular engineer who has been laid off for a shorter period than his seniority entitles him to. A four-year man, for instance, is entitled to four week's notice of a lay-off and formerly if he were laid off by the station he could not be re-engaged for a temporary period less than that duration, regardless of whether his services were needed for the full four weeks. Under the new contract, "it shall not be considered a violation of this agreement to give such engineer the amount of notice equal to the period of temporary re-employment."

The new agreement also recognizes the fast-changing nature of television programming by permitting assignment schedules, showing time in and out, to be posted as late as "6 p.m. from the fourth day before the beginning of the work week," or Wednesday of the previous week, in place of the fifth day (Tuesday) which was previously the last allowing posting time. A work schedule showing days off must still be posted by 6 p.m. Tuesday, however.

WOMP, WHAI to CBS Radio

Two new affiliates will join CBS Radio during the last week in October: WOMP Wheeling, W. Va., and WHAI Greenfield, Mass. WOMP, joining the network Oct. 25, operates on 1290 kc with 1 kw. WHAI, operating on 1240 kc, has 250 w power. It will become an affiliate Oct. 29. WOMP replaces WWVA as Wheeling's CBS Radio affiliate.



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KLZ-TV helps oust 'irresponsible' student editor

"A pattern of editorial irresponsibility" was cited by the University of Colorado president, Quigg Newton, as the reason for firing the university newspaper's editor, Gary Althen, 21, of Wheat Ridge, Colorado.

The editorial policy of the paper came under fire at the beginning when a philosophy student's article criticizing a book written by Sen. Barry Goldwater (R-Ariz.) appeared. At that time KLZ-AM-TV Denver editorialized on the article and demanded that the university president "explain to an anxious public why irresponsible conduct [was] equated with freedom of expression."

A tiff arose between the station

and the school when the dean of students, Arthur H. Kiendl, announced that a university committee had decided that it should not stifle free expression of opinion. Dean Kiendl was given equal time by the station to answer the editorial.

The university daily subsequently published an article attacking former President Eisenhower in language which Mr. Newton termed "objectionable."

Mr. Newton formerly had requested that the school's Board of Student Publications fire Mr. Althen but the board refused to do so. The university regents then gave Mr. Newton authority to appoint three more members to the board.

New Communications Act urged by editor Taishoff

Broadcasters were urged last week to seek a new law to replace the Communication Act of 1934.

Sol Taishoff, editor and publisher of BROADCASTING and Television magazines, told the Southern California Broadcasters Assn., in Los Angeles

Thursday (Oct. 18) that FCC Chairman Newton N. Minow "is the all-time hot-rodder of FCC history." Stiff regulatory measures and fines were instituted under former Chairman Frederick F. Ford, Mr. Taishoff said, and Chairman Minow "quickly discovered the accelerator on Ford's machinery, and he hasn't lifted his foot from it since." He warned that progress to-

ward political control of broadcasting "is bound to be hastened in the next few months."

Mr. Taishoff reported that a committee of the Federal Communications Bar Assn. has been making progress on preliminary drafting of a new communications act. Such legislation "must start from scratch and establish a national policy that will provide maximum freedom to the creative energies of broadcasting," he said.

The broadcasters presented a plaque to Mr. Taishoff, inscribed: "To Sol Taishoff, in grateful recognition of your dedicated devotion to radio broadcasting. Southern California Broadcasters Assn." The plaque was presented by Charles E. Hamilton, station manager of KFI Los Angeles, SCBA chairman.

Contempt of Congress denied by Liveright

Herman Liveright, former program director of WDSU-TV New Orleans, pleaded not guilty Oct. 12 in federal district court in Washington. He was one of three asserting their innocence after they were re-indicted by federal grand jury on charges of contempt of Congress. Bond was set at \$1,000 and posted. Date for trial will be set at a later date.

Mr. Liveright had been sentenced to three months in jail and fined \$500 for refusing to answer questions before the Senate Internal Security Committee. The U. S. Supreme Court, however, set aside the conviction on the ground earlier grand jury indictments had not spelled out the subject under congressional inquiry at the time.

Changing hands

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

■ WRUL New York, N. Y. (international shortwave station): Sold by Metromedia Inc. to International Educational Broadcasting Corp. (Mormon Church) for \$1,750,000 (see page 94).

■ KRE-AM-FM Berkeley, Calif.: Sold by Arthur Westlund and associates to Dickens J. Wright Assoc., New York, for \$500,000. Mr. Wright was a major stockholder in WPAT-AM-FM Paterson, N. J., sold last year to Capital Cities Broadcasting Corp. for over \$5 million. KRE operates full time on 1440 kc with 1 kw day and 250 w night. KRE-FM operates with 19.5 kw on 102.9 mc. Broker was Lincoln Dellar & Co. and R. C. Crisler & Co.

■ WCCB-TV Montgomery, Ala.: Sold by Harold E. Anderson and associates to group of local businessmen including Tine W. Davis and Aaron Aronov for a consideration in excess of \$250,000. Mr. Davis is executive vice president

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

of Winn-Dixie Stores Inc. (supermarkets); Mr. Aronov is a realtor and land developer. WCCB-TV operates on ch. 32 and is affiliated with ABC.

■ **KFDA Amarillo, Tex.:** 25% interest sold by Mrs. Charles B. Jordan and associates to Wes Ninemire for \$15,000. Mr. Ninemire is general manager of KFDA, which is a 5 kw fulltimer on 1440 kc.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 101).*

■ **WGFM-AM-FM Fitchburg, Mass.:** Sold by David M. Myers to George Chatfield for \$310,000. Mr. Chatfield for 18 years was advertising manager of Lever Bros. He was also a director of Benton & Bowles and the William Esty Co., of which he was executive vice president. Purchase includes the Muzak contract for Worcester County.

■ **WISE Asheville, N. C.:** Sold by Harold H. Thoms to Charles J. McGuire and John Lee Davenport for \$150,000. Mr. McGuire is part owner of WGAT Gate City, Va.

■ **WLBB Carrollton, Ga.:** Sold by estate of T. K. Vassy, Roy Richards and R. D. Tisinger to James H. Faulkner and associates for \$134,100. Mr. Faulkner's group owns WBCA Bay Minette, Ala.

GOVERNMENT INROADS

Storer expresses concern at 'Man of Year' acceptance

Government "encroachment" on radio-tv program policies was seen as a cause for concern last week by George B. Storer, chairman and chief executive officer of Storer Broadcasting Co. He also said that editorializing by radio and television should not only be encouraged but also "protected" by law.

Mr. Storer addressed some 500 broadcasting and broadcast advertising leaders at a luncheon at which he was named "Man of the Year" by The Pulse Inc. (see stories page 86). The luncheon was held Wednesday at New York's Plaza Hotel.

Maintenance of programming standards, he said, is best assured by "the terrific forces of competition." He added: "While gentle prods from time to time from high-ranking persons in government, education and other pursuits are desirable, even perhaps necessary, yet let us not tamper with the basic safeguards to freedom of speech and selection of program material."

Mr. Storer cited KOA Denver—a station to which he often listens for livestock reports but in which he has no ownership—as an example of a station being "penalized" for public service by



Head table at the annual luncheon given by The Pulse Inc. included Dr. Sydney Roslow, director, The Pulse; Brig. Gen. David Sarnoff, chairman of the board, RCA Inc., Clair McCollough,

general manager, Steinman Stations; James Lawrence Fly, former chairman FCC, and Ed Churchill, chairman of the board, Donahue & Coe, New York ad agency.

Federal Trade Commission requirements that separate metropolitan and total-area ratings be published for radio stations.

He stressed the importance of editorializing by stations, but said that even Storer Broadcasting's editorial board "has chosen to be cautious" in dealing with controversial national issues because "we know where our licenses come from."

"Currently," he continued, "we are blessed by a commission which has encouraged editorializing by radio and television stations. But we need further

protection in our efforts through the enactment of appropriate legislation by congress so as to insure our tenure of licenses issued by future communications commissions which might not be so friendly to this phase of broadcasting."

In presenting The Pulse's annual award to Mr. Storer, Pulse Director Sydney Roslow hailed him "for bringing responsibility in broadcasting to the level of a high art."

"While carrying out his responsibilities to the investing, listening, managing, laboring, governing, educating and

WESTERN VHF TV STATION!

Located in a solid-economy, fast-growth market in the West, this major network affiliated VHF television station has assets of approximately \$900,000.00 including its own land and building. Will show good cash flow this year on gross sales of \$1,000,000.00-plus. Capable of doing much better under more aggressive ownership. Priced at \$2,400,000.00 on basis of 29% down and reasonable terms to responsible buyer. **Another H&L Exclusive.**

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Dewitt Landis
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Storer, builder of stations

LONG RECORD OF OWNERSHIP MARKED BY MANY ACHIEVEMENTS

George B. Storer, named "Man of the Year" by The Pulse Inc. at its annual honors ceremony last week (see page 85), has a background of radio-tv station ownership that is probably the most diversified in broadcasting history.

A man devoted to the principle of upgrading both the service his stations give and the markets they serve, Mr. Storer has owned or headed the ownership of some 34 different radio and tv stations and station authorizations in his 35 years in the business. Storer Broadcasting Co., of which he is founder, chairman and chief executive officer, currently owns 17—seven am, five fm, five tv.

Builds Markets ■ Storer has a record of buying stations not considered big money makers and in many cases money-losers, then improving them—and their service—to the fullest possible extent. Because of the FCC's multiple ownership restrictions, he also concluded a long time ago that the only practical way to expand his company was to upgrade the markets he served.

This evolved into his policy of continually trying to improve his markets and to improve each of his properties within each market. The result unavoidably has been station sales as well as purchases. For instance, with two exceptions each acquisition in his current lineup of seven radio markets required that he relinquish a profitable property in some smaller market. The exceptions: WSPD Toledo, the first station he ever bought, and WGBS Miami.

The Right Investment ■ While in many cases buying unprofitable stations, he has not hesitated to lay out big money when he thought the investment was right. The most recent example was his purchase earlier this year of WMGM New York (now WHN) for a sum of \$10,950,000—

a record-setting amount.

More notable and far nerrier, however, was his all-out entry into television, when he got FCC construction permits and put three major television stations on the air within an eight-month span in 1948-49. The stations were WSPD-TV Toledo, WJBK Detroit and WAGA-TV Atlanta. Associates claim no other independent operator ever matched that construction record. They acknowledge, too, that financing it was one of the more difficult projects in Mr. Storer's long career.

The Big Difference ■ It was also a turning point, changing Storer Broadcasting (then known as Fort Industry Oil Co.) from a relatively small company to one of the largest in broadcasting. Storer added the two other television stations in its current lineup, WJW-TV Cleveland and WITI-TV Milwaukee, by purchase in 1954 and 1958.

George Storer was born in Toledo on Nov. 10, 1899. He planned to go to Yale for engineering training to prepare him for the family steel business. But World War I deflected him to Cornell.

Without parental permission he headed for Canada to enlist in the RAF; decided that a 17-year-old with one deaf ear didn't have much chance of making it, and so returned home and enlisted, at his father's suggestion, in the Student Army Training Corps. The SATC, 1917's equivalent of ROTC, shipped him off to Cornell, to which he gladly returned when the war was over and he had been discharged (rank: supply sergeant).

At peacetime Cornell he combined a course in engineering with one in journalism while also trying out for the track team and the editorship of the *Cornell Daily Sun* (an article, "The Sex Life of the Lamprey," won him the latter job).

He made the dean's list in engineering, but his other activities produced the inevitable result: something had to give. His French gave. "I was kicked out," says George Storer in impeccable English.

Suspended ■ Actually he was suspended until the February term, but he never got back. He had worked summers in the family business, and he returned to the plant now, in 1920, but he had to assume an active management role when his father became ill and step into the presidency of the company, Standard Steel Tube Co. of Toledo, when his father died in December of that year.

He never completely lost his affinity for the steel business, although he left it temporarily in 1927 after his company merged with another to become a division of Republic Steel Corp. He went back to Toledo and joined with other members of his family in founding the Fort Industry Oil Co.

Fort Industry Oil grew out of an idea that struck him while looking out his office window. Below, trucks were unloading gasoline at a service station near some railroad tracks. How simple, he thought, to run a short railroad siding into the service station, unload directly from a tank car, avoid the trucking costs and pass the saving along to the customer.

Soon there were six Toledo and seven Cleveland service stations, all with their own sidings and all selling Speedene, the name given to the gasoline. Speedene gave Mr. Storer his first radio station—and gave the station its name.

CBS Affiliate ■ Investigating radio as a means of promoting the oil business. Mr. Storer negotiated for time on WTAL Toledo and wound up buying the station. That was 1928. He renamed the station WSPD to signify Speedene, and within a year had in-

student publics," Dr. Roslow continued, "Mr. Storer led in the building of an organization which operates five television stations and seven radio stations and other properties."

Mr. Storer paid tribute to Brig. Gen. David Sarnoff of RCA, one of the head table guests, as "founder" of the radio and television industry, and also praised the accomplishments of other guests including Clair Mc Collough of the Steinman Stations; James Lawrence Fly, at-

torney and former FCC chairman; Allen B. Du Mont of Du Mont Labs; and Harry Bannister, former station and network executive.

Radio-tv botching Estes trial—Collins

Broadcasters have not properly planned coverage of the Billie Sol Estes court trial in Tyler, Tex., NAB President LeRoy Collins said Oct. 15 in a

news conference held during the NAB Fall Conference at Atlanta. The second Estes trial starts today (Oct. 22).

"I am not criticizing any specific broadcaster," Gov. Collins said, "but the industry should use judgment and discretion to minimize the presence of cameras and mikes in the courtroom, taking advantage of modern technology."

Recalling photos of the first Tyler trial, he said, "Eight cameras are not

creased its 50 watts to 250 and signed it on as the eighth member of the new CBS network.

Meanwhile, Mr. Storer had left Fort Industry's oil business to the primary direction of his co-founder, partner and brother-in-law, the late J. Harold Ryan, while he himself went back into the steel business.

He took a sales job with American Metal Products of Detroit, revised its product line and about a year later, in 1928, bought it out. He paid about \$300,000, approximately a year later had it showing \$650,000 profit. During this period Henry Ford, one of his customers, became a friend of the young steel executive. The company is now known as Standard Tube Co. and is still controlled by Storer Broadcasting.

Oil Dropped ■ In 1931 he sold the oil business (and dropped "oil" from Fort Industry's corporate title). He also bought WWVA Wheeling, W. Va. and launched a series of programming changes including the famed *WWVA Jamboree*, a Saturday-night feature throughout Storer's 30-year ownership of the station.

In the early 1930s he was operating WMCA New York under a lease arrangement and trying to develop an east coast network called American Broadcasting System. The darkening depression and his wish to expand his own station interests put an end to both New York ventures. Between 1935 and 1940 he acquired WMMM Fairmont, W. Va.; WLOK Lima, and WHIZ Zanesville, both Ohio, and WAGA Atlanta. In 1944, WGBS Miami became the seventh station in the group, the maximum allowed by the FCC.

The corporate name was changed from Fort Industry to Storer Broadcasting Co. in 1952, and its stock was listed on the New York Stock Exchange in 1954.

Long a Leader ■ Storer has a long record of radio-tv leadership. In 1941 he was named assistant chairman of the Broadcasters Victory Council, which drew up the policies governing

wartime operations of U. S. radio stations.

He assisted in the re-drafting of NAB bylaws with the advent of television, helped NAB develop its television department and was chairman of the committee to select its first television head. He also, among other assignments, had a prominent hand in developing the NAB Television Code.

His interest in standards and practices also is evidenced in the Storer Quality Control & Broadcasting Division, which monitors all Storer radio and television stations to insure that each is meeting its responsibilities to the public and complying with regulations and standards.

During World War II Mr. Storer joined the Navy as a lieutenant commander. His knowledge of materials and allocations helped reorganize the Navy's ground establishment in Chicago in a tour of duty that also included service on the West Coast and later in Washington as chief of the contracts division and Navy member of the production executive committee. He returned to inactive duty in 1945 as a commander.

Autonomy ■ Mr. Storer believes in giving each station autonomy. His operating credo is: "Find the right people to manage the property; then let them manage." To make sure that the "right people" are found, he still personally interviews every key department head before he joins the company.

His greatest current interest is in programming.

Mr. Storer has four sons, all active in Storer Broadcasting; last year the eldest, George Jr., was elected president after 15 years with the company.

Mr. Storer and his wife, the former Dorothy Manville Kiggins, alternate between their home in Miami Beach and their ranch at Saratoga, Wyo., which is probably his biggest non-broadcast interest.

On the ranch he is constructing a championship golf course and home sites and raising prize Black Angus cattle. But on the ranch also is a



Mr. Storer

small bunkhouse bearing a sign: "western office, Storer Broadcasting Co.," and here Mr. Storer attends to company business each day until at least 1 o'clock and frequently until 4:30 or 5. By that hour, because of time differences, the Storer offices in the East are normally closed for the day, anyway.

Mr. Storer is an ardent golfer (he currently shoots to a ten handicap), fly fisherman and boating enthusiast. At one time he owned the Miami Marlins in the Triple-A baseball league and sought a franchise in the National Football League. Storer Broadcasting owns a minority interest in the Detroit Lions NFL team, whose fate he follows closely.

He also devotes much interest to Camp Storer, a YMCA recreation center near Toledo which was started by his family; is a member of the Miami Orange Bowl Committee and executive vice president of the Miami Heart Institute, to which he and his sister, Mrs. J. Harold Ryan, recently donated a new geriatrics wing in memory of their mother. He also supports Mount Sinai and is a member of the board of St. Francis hospital in Miami Beach and the Toledo Hospital Building Fund.

His corporate associations and club memberships are both numerous.

proper or necessary."

Gov. Collins commended Judge Otis D. Dunagan for his appreciation of the role broadcasting plays in the modern scheme. Judge Dunagan has laid down coverage rules permitting WFAA-TV Dallas to cover the second trial live prior to jury selection and after testimony has been taken (BROADCASTING, Oct. 15). He will allow a half-dozen silent film cameras during testimony.

Howard H. Bell, NAB vice president

for planning-development, expressed fear that the courtroom will be full of tripods and gear. He said NAB had been anxious to help finance a camera booth in the courtroom to provide completely concealed facilities.

KGW-TV back on air

KGW-TV Portland, Ore., lost its 648-foot tower in the Oct. 12 storm that whipped the West Coast but was back on the air Oct. 16.

A local tower fabricator furnished the station with a 180-foot mast and a new antenna was obtained in Seattle. The rush job is turning out a satisfactory signal, viewers report. Station Manager Walter Wagstaff praised his engineers for their round-the-clock efforts to get the station back on the air within a three-day period. "I thought we would be dark for at least a week because the old tower was completely demolished," he said Friday.

ENGINEERS SEE FM STEREO IMPROVING

Audio experiments bearing fruit, New York meeting told

Audio Engineering Society's 14th annual convention and exhibition in New York last week stressed the latest developments in fm stereo broadcasting, with some 20 papers and several of the nearly 20 exhibits devoted to the subject.

Typical of the engineers' comments regarding stereo was that of Charles K. Chrismon, chief engineer, WHOO-AM-FM Orlando, Fla., who said, "We have been well justified in our decision to pioneer fm stereo in central Florida. Listener response and sales of stereo receiving equipment have been gratifying and continuing." He said he "looks forward to the time when our entire program schedule will be in stereo because stereo, we feel, is as superior to monaural transmission as is a Rolls Royce to the horse and buggy."

Charles N. Duncan, chief engineer, KGB-AM-FM San Diego, Calif., noted that "it is rather obvious that there is much to be learned and improvements to be made" in multiplexing and continued, "We have a great deal of confidence in what we are doing and what we will be able to do in the future." Mr. Duncan pointed out that KGB-FM is one of three stations in the San Diego area that have been broadcasting full time multiplex-stereo for almost a year. He said this relatively large amount of stereo programming has given the public a fair chance to evaluate this system.

Everett L. Dillard, general manager of WASH-FM Washington, D. C., said: "In reviewing our experiences . . . any good engineer can properly install and operate stereo station equipment." He said the extra time, care and ingenuity

will "repay itself in the knowledge that the public is being given a thrilling new dimension in sound."

A guide to "practical preparation for fm stereo multiplexing" was presented by E. J. Gilbert and K. A. Blake of the Broadcast Field Service Division of Collins Radio Co., Cedar Rapids, Iowa. They told the engineers to be "critical" of themselves and their methods in stereo transmission. It is not necessary to program 100% in stereo and the listener doesn't expect it. But when you are transmitting the two channels, use good program material, whether it be live, tape or disc, and give thought to the small details that make the big difference."

"Stereo Operational Experience of WQXR-FM New York" was described by Louis J. Kleinklaus, chief engineer of the *New York Times* radio station. He said that 15 months of fm stereo broadcasting have shown the results generally have been as predicted. The deficiencies in signal strength for fm stereo have usually been made up by receiving antenna improvements, he said. Experience has shown that stereo equipment can be made as reliable as other professional broadcast equipment; that it will not require any more attention than a monophonic installation once operation and maintenance patterns are devised and followed, and that adjustments over relatively long periods of time have been confined to touching up the performance of the over-all system.

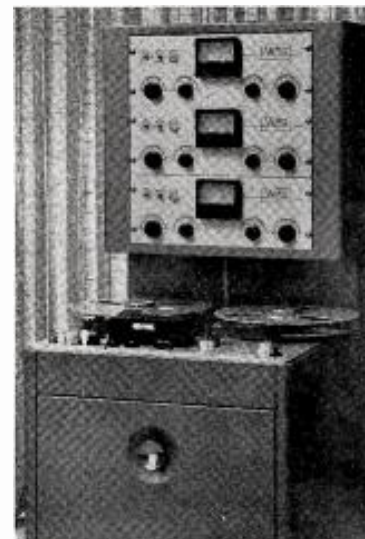
G. R. Marek, vice president and general manager of the RCA Victor Record Div., spoke Thursday (Oct. 18) at the annual convention banquet. His speech was titled "Sound—History and Future."

New television prompter built by WOC engineers

A group of broadcast engineers at WOC-AM-FM-TV Davenport have developed the Palmer Prompter, a mechanical device attached to a tv camera and which rolls a performer's script just above lens level.

Priced at \$79.50 each, the prompters may be purchased outright. They provide up to 30 minutes of continuous script printed in 1/2-inch letters, reports the manufacturer, Palmer Enterprises, PCC Box 555, 1000 Brady St., Davenport, Iowa.

The mechanism fits RCA, GE and Dumont cameras and is designed for standard teletype paper. The manufac-



New from Ampex

Ampex Corp., Redwood City, Calif., last week introduced its new wide-track magnetic tape master recorder at the Audio Engineering Society's convention in New York.

Called "Model 330-3," the three-channel recorder which uses one-inch tape on 14 inch reels is a modification of the earlier Model 300.

Major modifications include two heavier torque motors on the transport, speeds of 15 and 30 inches-per-second, a fluid-damped flywheel which reduces flutter, an improved recording amplifier power output, and fixed azimuth heads.

The price: \$7,500 unmounted or \$7,875 console mounted.

turer stated 10% discounts would be authorized in orders of two or more prompters.

Technical topics...

More sidebands ■ The American Radio Relay League has issued a revised and expanded version of *Single Sideband for the Radio Amateur*, available with illustrations, charts, tables, formulae, schematics and photographs at \$2.

Wide-banders ■ Jerrold Electronics Corp., Philadelphia, offers a new line of wide-band microwave equipment for the 12 kmc band recently allocated by the FCC for private industrial and commercial users. The most immediate applications are in catv, according to Robert H. Beisswenger, Jerrold vice president and general manager.

Honors to Back

Dr. Frank Gerard Back, known as the "father" of the zoom lens, will be the recipient of the 1962 Progress Award by the Society of Motion Picture & Television Engineers.

Dr. Back is president of Zoomar Inc., which came into existence as a result of his research into varifocal lens design conducted at his laboratory in Glen Cove, N. Y. He is also a partner of the Television Zoomar Corp. and owner of the Research Institute in Salzburg, Austria.

Dr. Back will receive the medal at an awards session to be held Oct. 23 at the SMPTE's convention in Chicago.

'WHIRL SERIES' PITCH

Agency people are wooed over by WJZ-TV get-acquainted plan

The "Whirl Series" is over.

WJZ-TV Baltimore's nine-month project to familiarize local advertising agencies with a new look in the station's programming ended this month with a Civil War Centennial party which included a cannon salute from Ft. Carroll in Baltimore Harbor.

Believing it needed face-to-face contact with agency people, the sales department worked with the Westinghouse station's promotion department to create five events intended to provide an opportunity for personal contact, yet not be "hard sell" in nature. Thus the "Whirl Series," which included a bowling tournament, gambling party, golf tournament, swimming party and the finale, a Civil War affair.

"The promotion department gave us exactly what we needed, an event that got our sales department, talent, and management to know agency people and vice versa," said Robert L. Bryan, sales manager, in summing up the program last week.

"We got our points across in a subtle way through fun and the station's relationship with the local agencies was greatly aided by the series," Mr. Bryan added.

Bowling First ■ The project began with a bowling tournament in February and prizes for best, worst and luckiest bowlers. Teams were integrated with agency and WJZ people. Each frame contained a program sales message (such as a *Boomtown* frame). The event drew about 50 to 100 agency people, WJZ reported, as did the second affair, "Las Vegas Night."

That party took place in WJZ's main studio with gambling devices imported from Nevada. Station personnel wore appropriate costumes — eye shades, sleeve garters—and a deputy sheriff was there to "keep the games honest." Using chips they'd won during the gambling, players bid their winnings in an auction for a three-day vacation for two in Las Vegas, the most successful gambler winning the trip.

Duffers and Pros ■ WJZ sponsored a golf tournament for the Baltimore area agency people and again offered prizes—skill, booby and otherwise. Again the "pitch" was played down, the station said. The plan was for people to become acquainted. A swimming party followed, featuring refreshments, dancing and swimming contests. More than 150 guests attended, the station said.



Taft shows graphic coverage demonstration

Officials of Taft Broadcasting Co. wanted to get the message about the improved signal of the new tall tower of WKRC-TV, the Taft station in Cincinnati, across to agency buyers. They had the usual flat map showing the new and old coverage patterns. But to tell the story, they wanted something dramatically different.

What they came up with was viewed by Chicago agency media executives (shown here). It's a 65-foot-long calibration chart, showing in contrasting colors both the old and new signal patterns in a mile-by-mile field intensity graph. The presentation was arranged by Taft's national sales representative, the Katz Agency Inc.

The project ended with an all-day Civil War Centennial affair at Baltimore's Ft. Carroll. A cannon salute heralded the guests' arrival aboard an excursion boat. Station personnel wore Civil War period clothing. Amid afternoon contests, guests were treated to an oyster roast, and dancing followed until sundown.

"I doubt very much if we have made a sale because of the series, but it certainly has put us on a more friendly basis with the agency representatives by showing that WJZ-TV is interested in them," Mr. Bryan said.

The station plans a similar program next year, said Jim Frost, promotion manager.

WKMI sells telephone weather

In Kalamazoo, the weather really is on WKMI. The station began providing Kalamazoo and Michigan telephone weather reports for local dialers last week (Oct. 15). Information is obtained by wire from the U. S. Weather Bureau in Grand Rapids. Telephone recordings are changed each six hours. The 24-hour service is not sustaining—WKMI reports it's sold commercial segments to local sponsors who've bought six-hour packages, giving them a brief commercial message on each call received over a six-hour period. WKMI anticipates 2,000 calls a day. The system can handle 3,000.

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



WIIC sets off promotion fireworks in Pittsburgh

A spectacular nighttime fireworks display sponsored by WIIC (TV) Pittsburgh added vivid highlights to

a major promotion for its fall programming tied to a shopping bargain campaign and a university anniversa-

ry last month.

A two-hour, 60-unit WIIC parade through the city's Golden Triangle area climaxed three days of Golden Triangle Days bargains and the celebration of the U. of Pittsburgh's 175th anniversary.

An hour's pyrotechnics were WIIC's added salute to the Pittsburgh anniversary affair.

Members of the Pittsburgh Golden Triangle Assn., a merchant group, indicated large crowds of shoppers came into their stores during the promotion. "The day the dam broke," said an association bulletin, which reported some business was up 50% over a similar period last year.

WIIC used radio and newspaper advertising as well as its own on-air promotion. Richard Chamberlain (Dr. Kildare) made a personal appearance.

Caley E. Augustine, WIIC public relations and promotion director, arranged with the *Pittsburgh Post-Gazette* for 7,500 copies of a front page replated with a "WIIC LAUNCHES FALL SEASON" banner headline over stories about NBC and WIIC's fall programs.

Poster cleanup drive

In Gadsden, Ala., thousands of political posters had been left all over town creating what WGAD Gadsden, considered an unsightly mess. So the station launched a cleanup campaign, offering six record albums and a transistor radio to the boy or girl who brought to the studios the most political posters from utility poles and other places they'd been hanging on.

The contest brought in more than 3,000 posters, almost half from the diligent winner, Ollie Clanton, who collected 1,217 of them.

WHTN-TV covers beauty show

The pagentry leading to and the crowning of Miss U. S. A. (California's Amedee Chabot, 17) at Huntington W. Va., by that city's Miss Jo Ann Odum, former Miss U. S. A., was videotaped and televised by WHTN-TV, that city, last month. O. W. Myers, vice president and general manager of WHTN, is on the Miss U. S. A. Pageant board of directors and helped arrange the contest finals in Huntington, attended by about 7,000 persons. Miss U. S. A. will represent this country in the Miss World Pageant in London next month.

Southern 'safety-thon' urged

The Georgia Assn. of Broadcasters, which says it was the originator of "safety-thon weekends," statewide

broadcast-sponsored traffic safety campaigns, is seeking response to a suggestion that a group of broadcast associations in Southeastern states coordinate a region-wide "safety-thon," to be held next year, perhaps on July 4 or Labor Day. Jack Williams, executive secretary of the GAB, said, "The power of radio and television in our region to promote safe driving would, we are sure, convincingly be shown by a reduction of deaths, injuries and accidents."

Drumbeats . . .

Cover up ■ WPRO Providence, R. I., reports it distributed more than 250,000 school book covers to students in its coverage area this fall, the fourth consecutive year it has offered the covers.

Election facts ■ WSB Atlanta, Ga., has followed up its coverage of the Democratic gubernatorial primary with a mail piece called "The Political Primer." The booklet, in first-grade language for humorous effect, explains methods used by WSB to accomplish fast election reporting.

Apple sauce ■ WOWO Ft. Wayne, Ind., is giving away baskets of Indiana apples to listeners every half-hour in celebration of National Apple Week. WOWO says it has received 15,000 post cards from apple lovers so far.

Stereo ■ Miami Mayor Robert King

High has proclaimed Oct. 24-Nov. 3 Stereo Week in support of an area promotion by dealers and local am-fm stereo broadcasters. A 48-page color section on stereo will appear in the *Miami News*, reports Arthur E. Zucker, owner of WAEZ-FM.

Hula hulabaloo ■ KABC-TV Los Angeles last month treated San Francisco area advertising people to a Luau aboard an 18,000-ton ocean liner chartered between Hawaii-bound trips. A week before, KABC-TV took more than 300 advertising people to the races at Del Mar aboard a train renamed the "A" Train.

POFF ■ KLEO Wichita, Kan., is promoting chuminess with listener contests based on a teaser campaign for POFF (plain old fashioned friendliness).

Craze chapeaus ■ WTVN (TV) Columbus, Ohio, received more than 200 entries in its "Most Unusual Hat Contest," and presented Mrs. Norman Bryar, of Worthington, with a portable tv set for her winning entry which symbolizes satellites spinning around the earth. Sally Flowers, co-host with Gene Fullen on *Dialing for Dollars*, is wearing a new entry on the program each day this fall.

Speakers bureau ■ WTHI-AM-FM-TV Terre Haute has formed a speakers bureau providing specialists from the station who discuss broadcasting serv-

ice, programming and public interest. Talks can be tailored to the group served, according to Sheldon Fisher, publicity director.

Do-it-yourself ■ The Minnesota Chapter of the Muscular Dystrophy Assn. credits WTCN-TV Minneapolis-St. Paul's *Popeye & Pete*, a children's program with Dave Lee, for the production of more than 700 individual, fund-raising carnivals conducted by area children who raised an estimated \$3,000. Mr. Lee, a veteran broadcaster, also is administrative assistant at Northwestern Hospital in Minnesota.

Hoot 'n holler ■ KHER Santa Maria,

Calif., which acknowledges horn blasts from passing auto listeners, has personalities' contesting for the most honkers. The station says it's being honked at by trucks, golf carts and bicycles. One family drove by with a sign, "Honk," said KHER.

Strap in ■ KTVU (TV) Oakland-San Francisco, asked to encourage installation of auto safety belts by the San Leandro Junior Chamber of Commerce, obliged on *Captain Satellite's* afternoon program. The Jaycees sold 538 belts in two days and asked KTVU to "hold off" announcements until it could get a fresh supply of belts.

Bagel and a twist ■ KUKA San Antonio and a local bakery conducted a 13-week dance contest at a local theatre featuring "The Twist." Prizes included \$750 in cash and transistor radios.

Humor adviser ■ Ray M. Hinton, Marietta, Ga., has been named their "adviser of humor" by Bob Van Camp and Jimmy Dunaway, WSB Atlanta personalities. Mr. Hinton has been sending cheerful items to WSB for five years, and added Audrey Tittle, women's program director, to his list by submitting a biblical study of her last name.

INTERNATIONAL

Storm warnings hoisted in Canada

CAB HEAD PREDICTS GOVERNMENT INQUIRY INTO BROADCASTING

Canadian broadcasters are in for a difficult regulatory time until the outdated Canada Broadcasting Act is changed, Don Jamieson, CJON-AM-TV St. Johns, Nfld., and president Canadian Assn. of Broadcasters, charged last week. Speaking at a closed session of the Central Canada Broadcasters Assn. meeting at the Royal York Hotel, Toronto, on Monday, he forecast another big government examination of the broadcasting industry within a year, but felt that instead a sober study by competent people was needed.

Mr. Jamieson said that Canada, too, was having a population explosion in radio and television stations, especially in the Atlantic Coast region. More advertising money had to be spent in radio if the increasing number of stations were to exist, he added.

About 300 management executives and 150 engineering representatives of Ontario and English speaking Quebec stations attended the twelfth annual two-day meeting. Keynote of the convention was "Profiting from Progress."

CAB delegates last week also elected William McGregor, CKCO Kitchener, Ont., as association president, succeeding John L. Moore, CHLO St. Thomas, Ont. Gordon Keeble, CHIC Brampton, Ont., was elected first vice president; Karl Monk, CHOK Sarnia, Ont., second vice president; Frank Murray, CJBQ Belleville, Ont., secretary-treasurer. Directors elected were Gene Plouffe, CJIC Sault Ste. Marie, Ont.; Wes McKnight, CFRB Toronto; and Don Martz, CFCF-TV Montreal. Representatives on national CAB elected were Allan Waters CHUM Toronto, and Dick Misener CFCF-AM-TV Montreal.

Keynote speaker, veteran broadcaster Ernest Bushnell of CJOH-TV

Ottawa, urged broadcasters to publicize their activities constantly, not just when they are being investigated.

Martin S. Fliesler, WOR New York, described the development of adult talk programming, pointing out that it required the right people to make it successful from an audience and a profit standpoint.

Bureau of Broadcast Measurement reported through Doug Trowell, CKEY Toronto, that its financial position was sound, that of 336 members, 147 were radio stations and 46 television stations.

Tuesday sessions were devoted to sales development and the importance of good broadcast commercials.

Eliminate Propagation Fades From Your TV Signal



Now you can end fades and washed-out fringe-area signals simply by inserting a Micromeg preamplifier 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.



DATELINE: The film market overseas by Richard Dinsmore

Foreign syndication offers immense rewards, but many problems

The foreign market today constitutes the most promising area for expansion of television film distribution and at the same time presents the greatest challenge. The importance of the revenue produced by sales abroad has been recognized for some years and, happily for all concerned, expansion in tv set ownership is steady, following the pattern set by tv in its early growth period in the U. S.

By the same token, this international expansion introduces new and constantly changing problems. Any export business is acutely sensitive to day-by-day developments in any given country. Television film distribution is no exception. Chiefly, these problems are concerned with quotas; frozen or fluctuating currencies, or internal problems peculiar to each nation.

But notwithstanding these problems, positive signs of growth in television station facilities and constantly increasing set circulation offer a more encouraging outlook today than ever before. This is not to say or imply that the foreign potential is going to be the distributors' great panacea but it is going to aid enormously in production recouperment and additional profits for producer and distributor alike.

Market Rank ■ Were I asked to rank the foreign markets in order of dollar importance to U. S. distributors, I would rate them more or less as follows: 1. England; 2. Canada; 3. Japan; 4. Australia and 5. Italy. Latin America, as a unit, would rate second or third, although individual country sales possibilities may not be as large as they are in some of the other countries I have just listed.

While this listing is a purely personal selection, dramatic changes within the next few years are indicated. Many of Desilu's foreign sales executives and I believe that in time the two most im-

portant individual foreign markets may well be West Germany and Brazil. West German television today is singularly affluent and will expand shortly. Brazil, while much smaller and currently the center of a particularly difficult currency situation, is a booming, exciting, growth country. Let's look at each of these two nations in a little more detail.

It is quite possible that the tv stations in West Germany are today the "fattest" in the world. They enjoy a dual income, sharing in license fees paid by the public as well as commercial revenue. This enables the stations to spend enormous sums for one-shot productions and also inhibits, to a degree, today's sales potential for U. S. films.

Six in West Germany ■ This situation, however, will change. West Germany today has six stations, plus satellites. A new network will be in operation by the end of the year or shortly thereafter and live production facilities will no longer be able to serve both existing and new stations. This will increase the market for U. S. film product. With its booming economy and additional stations West Germany may eventually be the single most important foreign market in tv program distribution, especially since the country has no quota system.

In discussing Brazil, we are dealing with futures—and far more distant futures than apply to West Germany. Brazil is a nation which at the moment is undergoing rather severe growing pains; but these same growing pains will, in time, result in a truly important market for U. S. film product. Even today, after the costs of dubbing into Portuguese, Brazil produces a good profit.

The principal problem a distributor must cope with in Brazil today is its currency. Unlike other countries which

do business on the basis of the U. S. dollar, Brazilian laws provide business must be carried on in its own currency, the cruzeiro, one of the most wildly fluctuating currencies in the world. Additional laws provide that no funds may be taken out of the country until six months after date of deposit and the sole protection a distributor has is that the price of the cruzeiro is pegged at its value as of the date of deposit. Even so, losses may result because deposits may be made for an extended period after a contract has been signed and the value of the cruzeiro may fall during that interval.

Other Markets ■ Let's now hopscotch the world for a quick look at other major markets. In England, the British Broadcasting Corporation will probably put its second network on the air sometime during 1963. This will open most important sales possibilities for American distributors since the BBC has no quota system and seems dedicated to all-out measures to compete with the commercial stations in England. Although there has been no official confirmation, British television executives also anticipate that within a reasonable period after BBC's second network makes its debut, another independent network will follow. This—if it happens—will also provide additional sales outlets, subject, of course, to the quota system which restricts these stations to giving no more than 14% of their air time to programs made outside the Commonwealth.

France and Italy offer parallel situations not only because both maintain completely government-operated television services but because in each country there is only one buyer. However, a French sale is still of considerable importance as the French dub, once completed, opens up sales in Canada, Belgium, Luxembourg, Monte Carlo, Algiers and Switzerland. We at Desilu, incidentally, have just made what I believe is the most unique sale in France. The network bought our series, *Guestward Ho*, and is running it as a 15-minute strip at 5:45 p.m., just ahead of the news. It should command an enormous audience. Incidentally, France and Italy, while alike in many ways, have different dubbing policies. Italy does its own dubbing; in France the distributor must dub. This is also true for Spanish and Portuguese dubbing for Latin America.

Spending Limited ■ The main problem facing U. S. distributors in Japan stems from that country's policy of an

Richard Dinsmore, vice president and sales manager of Desilu Sales Inc., began his professional life as a musician in the staff orchestra of NBC. After serving with the Merchant Marine he opened a recording studio in San Francisco. When tv hit the Coast he began producing local live programs in partnership with Lee Giroux, now an NBC-TV staff announcer in Hollywood. In 1950 he moved from live to film as western sales manager of Screen Gems, a position he held until his resignation last year to head Desilu Sales.



annual dollar allocation. Each year Japan's Finance Ministry hands down an edict setting forth the amount in dollars Japanese stations may spend for film imports. Obviously, the stations must buy as much programming as possible for those dollars and thus they have the benefit of a strong bargaining position. Japanese stations may also buy additional shows and pay for them in yen but these payments must remain frozen within the country.

These are, it seems to me, the key highlights in the foreign field. Other markets will open up steadily—Hong Kong, for example, which is now rather limited will have new facilities within a year, opening up a market for sales to stations serving the oriental audience there, rather than primarily the English audience as now holds true. (In case you're curious, we expect the new Hong Kong facilities either to do their own vertical subtitles or off-camera narration.)

All of which proves one point. The days when a tv film distributor had to concern himself with only continental U. S. sales have gone forever.

Canadian board sets color tv discussion

The advent of color telecasting in Canada is to be discussed at the January meeting of the Board of Broadcast Governors, vice chairman Carlyle Allison said at Montreal Oct. 9.

He said the BBG will hear presentations at the meeting and consider possible timing of the introduction of color television; that the BBG has delayed the use of color tv in Canada because it wants to be sure the experiment will be successful.

The BBG feels, he said, that after nine years of color tv in the U. S., it has progressed rather slowly with only about a million color sets now in use. The price of color receivers in Canada, about \$750 for the cheapest, is a big handicap to its use. A number of Canadian independent tv stations are ready to use color programs as soon as the BBG gives them permission.

Grundig has tv by light wave

Grundig, a major West German home receiver and tape recorder manufacturer, says it has developed a device for the transmission of tv signals by light waves. A Kerr cell, which splits light waves modulates one half of the split wave and uses phase difference for the transmission of modulation signals, is the nucleus. A band of 100 mc is applied with the experimental transmitter, providing a beam of light to carry 15 simultaneous tv programs or 20,000 telephone conversations.

A GLOBAL LOOK AT TV EXPENDITURES

30-nation study shows United States with 76.7% of total

Tv advertising expenditures in the U. S. account for more than three-quarters of all tv advertising investments in the free world, according to an analysis of data compiled by the International Advertising Assn. and released Friday (Oct. 19) by Television Bureau of Advertising.

U. S. expenditures were \$1,615,000,000, or 76.7%, of total tv spending of \$2.1 billion in the nations surveyed. IAA's data included 30 nations, of which 18 had tv advertising.

Some countries have a higher percentage of tv advertising than the U. S., which ranked sixth in percentage of total advertising expenditures. American companies spent 13.6% of their total advertising in tv. Ahead of the U. S. were: Iran with 59.6%; Peru 27.5%; Japan 26%; Curacao 18.9%, and United Kingdom 18.8%.

TvB said that the United Kingdom ranked second behind the U. S. in total

expenditures in tv with \$232,815,000 (pounds converted to dollars) followed by Japan's \$138,523,000 (converted from yen).

Television as a percentage of total advertising expenditures

(Nations ranked by percentages)			
Rank	Country	Year of data	% in tv
1.	Iran	1959	59.6
2.	Peru	1961	27.5
3.	Japan	1961	26.0
4.	Curacao	1961	18.9
5.	United Kingdom	1961	18.8
6.	United States	1961	13.6
7.	Australia	1961	13.1
8.	Lebanon	1961	13.0
9.	Argentina	1959	10.7
10.	Austria	1961	10.5
11.	Portugal	1961	10.0
12.	Brazil	1960	9.3
13.	Canada	1961	9.1
14.	Colombia	1961	8.7
15.	Germany	1961	8.5
16.	Finland	1961	3.2
17.	Spain	1960	2.0
18.	Belgium	1961	0.2

Percentage of total television advertising dollars*
(Nations ranked by dollars)

Rank	Country	Data Year	U. S. Dollars**	% of total
1.	United States	1961	\$1,615,000,000	76.7
2.	United Kingdom	1961	232,815,000	11.1
3.	Japan	1961	138,523,000	6.6
4.	Canada	1961	50,875,000	2.4
5.	Australia	1961	33,012,000	1.6
6.	Peru	1961	6,188,000	0.3
7.	Brazil	1960	6,118,000	0.3
8.	Argentina	1959	4,050,000	0.2
9.	Portugal	1961	3,750,000	0.2
10.	Austria	1961	3,600,000	0.2
11.	Germany	1961	3,030,000	0.2
12.	Finland	1961	2,635,000	0.1
13.	Colombia	1961	2,300,000	0.1
14.	Spain	1960	1,360,000	0.1
15.	Lebanon	1961	660,000	0.0
16.	Iran	1959	476,000	0.0
17.	Curacao	1961	268,000	0.0
18.	Belgium	1961	205,000	0.0
TOTAL:			\$2,104,865,000	100.0

* From a summary of advertising expenditures prepared by the International Advertising Assn.—Analysis by TvB.

** Mid-July 1962.

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

5th/3rd Bank Building, 381-7775

Richard C. Crisler—Paul E. Wagner—Alex Howard

LOS ANGELES—

Lincoln Dellar & Co., 691 Siene Way, GR 2-7594

NEW YORK—

733 Third Avenue, MUrray Hill 7-8436

MORMONS BUY WORLDWIDE

Only commercial international station in U. S.
sold by Metromedia Inc. for about \$1.75 million

The Worldwide Broadcasting division of Metromedia Inc. has been sold to International Educational Broadcasting Corp., of which the Mormon Church is the principal stockholder, it was announced last week by John Kluge, president and chairman of Metromedia and James B. Conkling, president of IEBC. The sales price was said to be approximately \$1.75 million in cash.

The transaction is subject to FCC approval.

Worldwide Broadcasting operates the nation's only commercial, international shortwave radio station, WRUL, which has headquarters in New York and operates five transmitters located at Scituate, Mass., with a combined power of 4 million watts. Its signals are beamed into South America, Europe, Africa, and parts of Asia.

WRUL will continue as a commercial operation. Mr. Conkling stressed that the station will not be used in any extensive way for the propagation of the Mormon faith. He noted that it now carries programs sponsored by the

Mormon church and several others, but said there will not be "too much religious programming."

Ralf Brent, president of WRUL, has been requested by the new owner to continue in his present capacity.

The board of directors of IEBC includes Mr. Conkling, former president of Columbia Records and a former vice president and a director of CBS; Howard J. Stoddard, board chairman of the Michigan National Bank; Isaac M. Stewart, vice president of the Union Carbide Corp.; Arch L. Madsen, president of Radio Service Corp. of Utah, licensee of KSL-AM-TV Salt Lake City; J. Willard Marriott, board chairman and president of Hot Shoppes Inc., Washington; David M. Kennedy, board chairman of Continental Illinois National Bank & Trust Co., Chicago, and Lee S. Bickmore, president of the National Biscuit Co.

Broadcast holdings of the Church of Latter Day Saints (Mormon Church) through the Corporation of the President include KSL-AM-TV Salt Lake City, KID-AM-TV Idaho Falls and KBOI-AM-TV Boise, both Idaho. The Corporation of the President owns 65.2% of the KSL stations; KSL owns 23.3% and Zion Securities Corp. (a subsidiary of the corporation) 16.9% of KID stations; KSL owns 12.5% of KBOI stations.

WRUL was acquired by Mr. Kluge from its original owner, Walter Lemon, two years ago for approximately \$1 million. The programming on the station is multi-lingual and is largely informational.

Mr. Kluge said Metromedia will concentrate its broadcasting and media activities in the U. S. The company owns and operates WNEW-AM-TV New York; KMBC-AM-TV Kansas City; WTTG (TV) Washington; KOVR (TV) Sacramento-Stockton; WTVH (TV) Peoria, Ill.; WTVP (TV) Decatur, Ill.; WIP Philadelphia and WHK Cleveland. It also owns Metro Broadcast Sales, a station representative company for its stations, and Foster & Kleiser Outdoor Adv.

West German color tv needs only money to go

Some West German broadcast engineers and equipment manufacturers indicate recent color tv relay and broadcasting experiments show that technically, the situation for color tv is "go."

But the obstacle remaining is lack

Short sellers

CJSP Leamington, Ont., has started new two-second flash commercials. They are question and answer, with male and female voices. An example: "Have a headache? Take Alka-Seltzer."

Stuart C. Brandy, station manager, believes that long sales messages on radio are not always necessary for well-known products. The two-second commercials are designed to augment a more orthodox schedule by increasing reach and frequency. They are being sold on a basis of 10 daily for 30 consecutive days.

of money. Stations say their budgets are so tight there is no money for regular color tv programming. Another obstacle is an absence of internationally uniform color transmission standards. Quoted prices for color receivers made in Germany are \$750, or about three times the cost of black and white sets.

The latest figures show set saturation in West Germany is still low; about 34% of all homes, including West Berlin, now have at least one tv set; radio saturation is 87%.

Abroad in brief...

Down Under ■ Commercial Producers Inc., Boston, creator of musical commercials for radio stations in the U. S. and Canada, is expanding into Australia. The company was to establish a national sales organization in Sydney, effective Oct. 15 under direction of Noel Franzin.

Folding ■ Pilkington Report's recommendation and government's white paper in support has caused 11 of the 15 British commercial tv companies to decide to cease publication by next March 31 of "advertising magazines," short tv programs containing several commercials presented in an entertainment form.

WHIP THE HAZARD OF

LIBEL, SLANDER,
INVASION OF PRIVACY, PIRACY,
VIOLATION OF COPYRIGHT

WITH 1) Good Practices
2) Good Care
3) Good Insurance.

YOU handle No. 1 and No. 2 — WE'LL look after No. 3 with our SPECIAL and UNIQUE EXCESS POLICY, built to do it satisfactorily and quite inexpensively!

For details and rates, write

EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.
New York, Chicago, San Francisco,
111 John 175 W 100 Bush
St. Jackson St.



SURE-FIRE RECIPE!

for Sales Success
in Los Angeles

POWER Now 50,000 and 100,000 Watts respectively for AM and FM stations. You get 2 for the price of 1.

MUSIC Beautiful music around the clock attracts adult listening audience.

NEWS On the hour, headlines on the half hour.

KPOL

AM 1540 • FM 93.9
LOS ANGELES

REPRESENTED BY PAUL H. RAYMER CO.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Fasules



Mr. Johannsen



Mr. Wyatt

James E. Fasules, Willard S. Johannsen and Bradley M. Wyatt Jr., account executives with Needham, Louis & Brorby, Chicago, elected vps. Mr. Fasules joined NL&B research department in 1953, and moved to account staff three years ago. Mr. Johannsen, previously in trade publication field, joined agency in 1957. Mr. Wyatt, formerly with Marsteller Inc., joined NL&B in 1959.

Jack E. Rice Jr., senior vp of Cunningham & Walsh, New York, elected to agency's board of directors. In addition to account responsibilities, Mr. Rice is director of C&W's new business development.

T. Beverly Keim, director of advertising for Wynn Oil Co., Azusa, Calif., joins Soma Adv., Portland, Ore., as vp and general manager. No successor has been named by Wynn Oil.

John Hendricks, creative director, and **Orville G. Poole**, art director, Advertising Assoc. Inc., Richmond, Va., elected vps. Other AAI appointments: **Tibor (Jack) Csaky**, assistant vp and media director; **Ann Wood Perkins**, assistant vp-production; and **Ramona Hansen**, treasurer.



Mr. Beckinsale

F. William Beckinsale, secretary-treasurer of Monroe F. Dreher Inc., New York-based advertising agency, joins The Griswold - Eshleman Co., Cleveland-based advertising agency, as vp in charge of finance. Mr. Beckinsale had previously served as business manager in charge of finance and administration for Ford Foundation's communication division; manager of CBS where he administered production and operation units; and manager in accounting and administration with British Broadcasting Corp.

Charles W. Beam, Lewis G. Hackley, Dale Sass and Harry Lloyd join Swanson, Sinkey, Ellis, Lincoln, Neb., advertising agency, as account execu-

tive, creative writing director, production manager and staff artist, respectively. Messrs. Beam and Sass were formerly with Allen & Reynolds, Omaha; Mr. Hackley was with Spencer Chemical Co., Kansas City, and Mr. Lloyd joins SSE from Scientific Data Systems, Los Angeles.

John J. Destler, formerly with Young & Rubicam, joins Chirurg & Cairns, New York, as account executive.

William J. Connelly Jr., former north-central area manager of Screen Gems, appointed advertising manager of Heritage House Products (successor to Seaboard Seed Co.), subsidiary of Diamond Alkali Co., Cleveland. Before joining Screen Gems, Mr. Connelly was with MCA-TV, and earlier in advertising department of *Pittsburgh Press* for five years.

Avram Butensky, media supervisor at Dancer - Fitzgerald - Sample, New York, named associate media director.

Leonard Kay appointed media services director of George H. Hartman Co., Chicago-based advertising agency. Mr. Kay joined Hartman from McCann-Erickson's Chicago office in November 1960.



Mr. Weltzien



Mr. Dolan

Robert F. Weltzien and Donn C. Dolan, account supervisors at Foote, Cone & Belding, New York, elected vps. Both are assigned to Clairol account. Mr. Weltzien was with Benton & Bowles before joining FC&B in 1958. Before joining agency in 1959, Mr. Dolan was with Dowd, Redfield & Johnstone.

Marilyn Perkins appointed media buyer at Hoag & Provandie, Boston advertising agency.

Marvin Sloves, for past two years with research department of Leo Burnett Co., Chicago, named director of research at Earle Ludgin & Co., that city.

Ruth Lareau, copywriter at Compton Adv., joins creative services division of Kenyon & Eckhardt, New York, in similar capacity.

Joe Giordano, formerly with Young & Rubicam, joins copy department of Papert, Koenig, Lois, New York.

Fran Balzer, former publicist with KHJ-TV Los Angeles and assistant ad-

vertising manager of Music City, joins staff of Arnold Carr Public Relations, Hollywood.



Mr. Langley

Seaborn C. Langley Jr. elected vp of Harvey - Massengale Co., southern operating division of Street & Finney, New York-based advertising agency. Mr. Langley, who joined S&F in March 1961 as account executive, will continue to service accounts and be responsible for division operations. Prior to joining agency, he was southern trade relations representative for *Saturday Evening Post*.

THE MEDIA

Norman Boggs, president and general manager of KGIL San Fernando, Calif., resigned last week after disagreement over operating policy between him and Richard D. Buckley, majority owner. Mr. Boggs is former vp of RKO General and vp-general manager of KHJ Los Angeles, posts which he resigned in August 1960 to become president, part-owner and general manager of Buckley-Jaeger Broadcasting

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 1—PERFORMANCE
comparable to FM

PART 2—DRIVER STAGE
power increase capabilities from 5 kw to 10 kw to 50 kw

PART 3—AMPLIFIER Weldon Grounded Grid Circuit (Pat.)

PART 4—COMPACT DESIGN
requires just 72 square feet

PART 5—SILICON RECTIFIERS
used throughout the 317B

**Continental
Electronics**

MANUFACTURING COMPANY
BOX 17040 • DALLAS 17, TEXAS

Subsidiary of Ling-Temco-Vought, Inc.

Leo Burnett promotes five of its executives



Mr. Tennant Mr. Hovel Mr. Frantz Mr. Thompson Mr. Matthews

Leo Burnett Co., Chicago, today (Monday) announced following promotions and new assignments: **Don Tennant**, vp in charge of tv commercial department, becomes vp in charge of creative services division and member of executive committee; **Cleo Hovel**, vp in charge of tv copy and art, promoted to vp in charge of tv commercial department succeeding Mr. Tennant and is also named member of agency's creative review

committee; **C. Peter Frantz**, who continues as manager of creative review committee, named to newly created position of administrative vp-creative services division; **R. E. (Tommy) Thompson**, chairman of creative review committee, elected to agency's board of directors, and **John Matthews**, who continues as vp in charge of print copy department, becomes member of executive committee.

Corp. of California, which had just received approval of purchase of KGIL. No successor has been named.

Vic Siman, former owner and general manager of KMGM Albuquerque, N. M., named general manager of KFIF Tucson, Ariz. **Ernie Davis** appointed KFIF program director.

William O. Dahlsten, general manager of WLPO La Salle, Ill., assumes same duties at KAWA Waco-Marlin, Tex., replacing **Patt McDonald**, who resigned to become management consultant. KAWA is owned by M-L Radio Inc., corporation with same corporate officers as La Salle County Broadcasting Corp., licensee of WLPO.

Dan McKinnon, president of KSON San Diego, Calif., assumes added duties as general manager, replacing **Benton Paschall**, who resigned. **Jim Daris** appointed station's program director.

George C. Hatch, board chairman; **Lynn L. Meyer**, president; **Jack F.**

Paige, executive vp; **Ernest W. Campbell**, treasurer, and **George McMillan**, secretary, were all re-elected to their respective positions with Intermountain Network, Salt Lake City. Intermountain board of directors, also all re-elected, includes: **Wilda Gene Hatch**, KALL Salt Lake City; **Jack Richards**, KOAL Price, Utah; **Reed Bullen**, KVNU Logan, Utah; and Messrs. Hatch, Meyer, Paige, Campbell and McMillan.



Mr. Preis



Mr. Cheviot

Edward V. Cheviot elected vp and station manager of WOAI-TV San Antonio, Tex., and **Rex Preis** elected vp and station manager of WOAI radio. Mr. Cheviot has been station manager

of ch. 4 outlet since January 1959. Before entering tv in 1952, he was general advertising manager of San Antonio Light Co. Mr. Preis has served as station manager of WOAI radio also since January 1959. He had 10 years program, sales and management experience before joining WOAI radio in April 1951.

Robert H. Eubanks, general manager of KQDI Bismarck, resigns to become general manager of KUTT Fargo, both North Dakota. **John Estes** named general manager of KQDI, replacing Mr. Eubanks.

Ed McLaughlin, manager of spot radio for Peters, Griffin, Woodward, San Francisco, named general sales manager of KGBS Los Angeles, succeeding **Dale Peterson**, who has returned to KRHM



Mr. McLaughlin

(FM) Los Angeles. Mr. McLaughlin entered sales field in 1958 with KTIM-AM-FM San Rafael, Calif. Following year he joined KXL (now KEWB) Oakland, Calif., as account executive, where he remained until November 1960 when he joined PGW's San Francisco office.

Kershaw Burbank, director of development for Educational Broadcasting Corp., New York, owner of WNBT (TV), that city, elected vp for development. **G. Edward Hamilton**, assistant general manager and director of engineering, elected vp for engineering.

Richard Weininger elected board chairman and director of Reeves Broadcasting & Development Corp., New York.

Ralph L. Glazer, eastern sales manager of CBS Spot Sales, New York, named national radio sales manager of Westinghouse Broadcasting Co., New York. Mr. Glazer succeeds **Walter Schwartz**, who is now assistant general manager of WINS New York. WBC radio stations are WINS, WBZ-AM-FM Boston, KDKA-AM-FM Pittsburgh, KYW-AM-FM Cleveland, WIND Chicago and WOWO Ft. Wayne.

Hugh M. Smith, WCOV - AM - TV Montgomery, elected president of Alabama Broadcasters Assn. last week. Other officers elected: **James E. Stewart**, WHEP Foley, vp-radio; **C. P. Persons Jr.**, WKRG-TV Mobile, vp-television; **Hal Kirby**, WWRW Russellville, secretary-treasurer. **Mrs. Angie Young**, U. of Alabama, Tuscaloosa, is ABA staff secretary.



Mr. Smith

FREE! 3-MINUTE PROGRAM TAPES

Free three minute radio news tape or script deals with new and interesting consumer products, with no mention of brands, trade or store names. Titled "What Will They Think of Next?", these informative programs are now being used by 24 of the nation's leading stations as a saleable 4:30 show, or cut-in on news and women's programs. For audition tape or sample script and full information, write

DEPT. 703PP, SEARS, ROEBUCK AND CO., CHICAGO 7, ILL.

KBA elects slate

William M. Whittaker, WMOR Morehead, elected president of Kentucky Broadcasters Assn., succeeding **James M. Caldwell**, WAVE Louisville. Other officers elected: **Art Grunewald**, WCTT Corbin, first vp; **Charles W. Starton**, WNGO Mayfield, second vp; **Al Temple**, WKCT Bowling Green, secretary-treasurer. Others elected to association's board of directors: **William F. Russell**, WSON-AM-FM Henderson; and **Thomas Kerr**, WTCO Campbells-ville. **Sam Livingston**, WPSD-TV Paducah, joins KBA board as at-large representative of Kentucky tv stations.

William O. Tulloch, local sales manager of WTMJ-TV Milwaukee, promoted to director of regional sales, newly created position.



Mr. McGee

was in spot sales division of NBC.

John Norman and **Frank Nardi**, both with production and research department of WGN-AM-TV Chicago, promoted to newly created positions within department. Mr. Norman becomes supervisor of tv sales service and Mr. Nardi, supervisor of radio sales service.

William Schrank named director of radio-tv research for Avery-Knodel, New York, succeeding **John F. Wade**, who resigns to join broadcast division of Triangle Publications as director of research for WFIL-AM-FM-TV Philadelphia, effective Nov. 1. Mr. Schrank, who has directed radio research for Avery-Knodel since 1960, formerly served as research director of Radio Advertising Bureau, New York.



**MEN WHO READ
BUSINESSPAPERS
MEAN BUSINESS**

In the Radio-TV Publishing Field only **BROADCASTING** qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Paul M. Hancock, regional station relations manager of NBC Radio, New York, named sales manager for eastern office of NBC Radio. **Howard G. Gardner**, sales development manager of NBC Radio, appointed director of sales administration and development. **Robert C. Hitchens**, manager of sales presentations, named director of sales planning. Succeeding Mr. Gardner as sales development manager is **Joseph Kelly**, analyst in sales development department. **Jack Bernstein**, writer in sales presentation department, succeeds Mr. Hitchens as sales presentations manager. **Herbert Brotz**, budgets manager, appointed manager, business affairs.



Mr. Hancock

Charles Peterson, former program director of KALL Salt Lake City, joins WSGN Birmingham, Ala., in similar capacity. **Warren Merrin**, member of WSGN sales staff since 1958, promoted to sales manager.



Mr. Menke

Don Menke, manager of WFBM-AM-FM-TV Indianapolis, elected president of Indiana Broadcasters Assn., succeeding **Jack Douglas**, WFIE-TV Evansville. IBA's newly elected board directors are: **John Babcock**, WLWI (TV) Indianapolis; **Robert McConnell**, WISH-TV Indianapolis; **Reid Chapman**, WANE-TV Fort Wayne; **Les Spencer**, WBKV-AM-FM Richmond; **Martin S. Williams**, WFMS (FM) Indianapolis, and Mr. Douglas.

Rodger H. Bubeck, member of sales service staff of KOB-TV Albuquerque, N. M., promoted to local account executive.

Michael E. Drechsler, former operations manager of WRYM New Britain, joins WDRC Hartford, both Connecticut, as account executive.

Harold Heath, assistant manager of WHO-AM-FM-TV Des Moines, resigns to join WOC-TV Davenport, both Iowa, as sales manager. Mr. Heath was formerly with WOC-TV from 1944 to 1955 as announcer, sportscaster and tv salesman. He joined sales staff of KRNT-TV Des Moines in 1955, and in 1961 moved to WHO stations.



Mr. Heath

Steve Chaseman, copy chief at Kal, Ehrlich & Merrick Adv., Washington,

**ATTENTION
RADIO
STATIONS!**



**HOLLY B. JOLLY
HAS A BAG FULL
OF MONEY FOR YOU**

25 capsule visits to Santaland. An ideal Christmas campaign for department stores, super markets, discount houses, etc.

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MERRY
CHRISTMAS!**



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FAN\$

SYNDICATED PRODUCTIONS

4141 Office Parkway
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Home Theatres Inc. elect officers and directors

John W. Allyn, co-owner of Chicago White Sox, elected president of Home Theatres Inc., organization formed last month to advance development of Telemeter system of pay-TV in southwestern U. S. Other HTI officers: **Loyd B. Sands**, executive of Hunt Oil Co., vp; **R. A. Lile**, representing Winthrop Rockefeller, secretary; and **A. B. Cobb**, banker of Little Rock, Ark., treasurer.

The officers were elected following two-day meeting of principal stockholders of HTI at research labs of International Telemeter Co., Santa Monica, Calif. (ITC is subsidiary of Paramount Pictures Corp.).

At same time following were

elected to HTI board of directors: **Col. D. H. Byrd**, Ling-Temco-Vought, Dallas; **E. O. Cartwright**, vp of Merrill Lynch, Pierce, Fenner & Smith; **Stanlet Durwood**, Durwood Theatres, Kansas City; **David Grundfest**, board chairman of Sterling Stores, mid-south chain of 90 outlets; **Leonard Phillips**, general manager of Midwest Video Corp., Little Rock (catv operator), and Messrs. Allyn, Sands and Lile.

Other HTI principals include: **John Wayne**; **Dick Powell**; **Walter Hussman**, president of Midwest Video; **Frank Newell**, Little Rock insurance executive, and **Trammel Crow**, Dallas building contractor.

joins creative services division of Kenyon & Eckhardt, New York, as copywriter.

Norman Henry Kudlick, sales representative for Heritage Group, joins Fine Music Hi-Fi Broadcasters, New York, fm station representative, as sales representative.

Norman A. Lunenfeld, account executive, promoted to manager of NBC Merchandising, New York. Before joining NBC, Mr. Lunenfeld was promotion manager of C. J. LaRoche & Co., that city.



Mr. Lunenfeld

Norman Wain, former president of his own advertising agency, Norman Wain Assoc., joins sales staff of WHK-AM-FM Cleveland. Prior to forming his own agency in 1960, Mr. Wain was radio-tv director of Wyse Adv. Inc., Cleveland. **Ron Riley**, air personality with WLS Chicago, joins WHK's announcing staff.

William B. Swartz named retail sales manager of WHOF Canton, Ohio.

Michael J. Digennaro, of Wall Street firm of Hawkes & Co., New York, joins The Devney Organization, that city, as sales representative.

John M. (Jack) Snyder, former sales manager of WFBG-AM-FM Altoona, Pa., appointed to newly created post of director of business development for WFBG-AM-FM-TV. Mr. Snyder is succeeded by **George Mahon**, account executive with WFBG-TV.

Richard Christenson, formerly with WAGA-TV Atlanta, joins WXIX (TV) Milwaukee as operations director.

Edward Schoeler, member of engineering staff of WLKW Providence,

R. I., promoted to chief engineer, replacing **T. Kenneth Prior**, who resigned to join engineering staff of WTEV (TV) New Bedford, Mass.

Dick Kortez, floor director at WISN-TV Milwaukee, promoted to fulltime director.

Arthur C. (Bud) Chase, former writer-producer with The Ralph H. Jones Co., Cincinnati advertising agency, joins WBKB (TV) Chicago as producer.

Joel B. Fleming joins KTCA-TV St. Paul, Minn., as producer-director.

Joe Pete McNeil appointed production manager of WHBQ-TV Memphis, Tenn., replacing **Stan Porter**, who transfers to WNAC-TV Boston as executive producer. Both stations are owned by RKO General.

Richard F. Carr appointed program director of WIP-AM-FM Philadelphia, succeeding **Varner Paulsen**, who was named program director of WNEW New York. Both WIP and WNEW are Metropolitan Broadcasting stations. Before joining WIP, Mr. Carr was program director of WCUE-AM-FM Akron, Ohio.



Mr. Carr

Joe Clementi, air personality with WORL Boston, promoted to production director. **Jimmie Fidler**, Hollywood veteran, named WORL's show business editor. **Steve Brown**, formerly with WAIR Winston-Salem, N. C., and **Paul James**, formerly with WPRO-AM-FM Providence, R. I., join Boston outlet's personality staff.

Charles R. (Chuck) Sanford named assistant news director of WGAN-AM-TV Portland, Me.

Alma Connelly, traffic director; **John Castellano**, Tampa art department; **Larry Pacifico** and **Earl Warden**, Tampa engineers; **Manny Lucoff**, Tampa studio director; **Lewis Greenough**, St. Petersburg studio engineer; **Dick Crippen**, **Ron Dorsey**, **John Fournier**, Tampa production department; **Bud Sweazy**, Tampa film department; **Wilhelm Stoltz** and **Dave Badgley**, St. Petersburg production department. Above are new staff appointments in Tampa and St. Petersburg studios of WEDU (TV) (educational ch. 3) Tampa, Fla.

James J. Kilian joins sales staff of WCAO-AM-FM Baltimore, Md.

Ray Rice, news director of WACE Springfield-Chicopee, Mass., promoted to program director.

James L. Snyder, for past four years chief of Washington news bureau of Westinghouse Broadcasting Co., named WBC's national news director. WBC Stations are: KDKA-AM-FM-TV Pittsburgh; WBZ-AM-FM-TV Boston; WJZ-TV Baltimore; WINS New York; WIND-AM-TV Chicago; KYW-AM-FM-TV Cleveland; WOWO Fort Wayne; and KPIX (TV) San Francisco.



Mr. Snyder

Howard Keegan, producer-director at WMAQ-AM-FM Chicago since 1935, named program manager, succeeding **Robert Brown**, who resigned.

Lilly Perez, formerly with Aceros del Norte Steel Corp., Mexico City, named program manager of KMEX-TV (Spanish-language uhf ch. 34) Los Angeles.

Bert Granet, executive producer at Desilu Productions, joins CBS-TV, Hollywood, in similar capacity. Producer of *Desilu Playhouse* and *The Lucille Ball-Desi Arnaz Show*, Mr. Granet will produce number of pilots for CBS-TV, including some of his own creation which will be made by his own company on co-production deal with network.

Ernest N. Whitmeyer, production manager of WJRT (TV) Flint, Mich., joins WJAR-TV Providence, R. I., in similar capacity. Mr. Whitmeyer replaces **Jack Quigley**, who resigned to join staff of KMBC-TV Kansas City.

George A. Scharmen appointed news director of Mullins Broadcasting Co. (KBTB [TV] and KBTR Denver). Prior to joining KBTB, Mr. Scharmen was news director of KENS-TV San Antonio.

Theodore W. Potter, formerly with WLPM Suffolk as program director, joins news department of WTAR-AM-

State AP news officials

Don Decker, news director of WTRY Troy, elected president of New York State AP Broadcasters Assn., succeeding **Glenn Williams**, former news director of WSEN Baldwinsville (now public information director of Onondaga Community College). Elected vp was **Warren Doremus**, director of news and public affairs for WHEC-AM-TV Rochester. **Morris Paxton**, chief of AP's Albany bureau, re-elected secretary-treasurer. **Arnold Albright**, new director of WHEN Syracuse, elected to board of directors. Re-elected to board were **Floyd Keese**, WMBO Auburn, and **Frank Dobisky**, WCLB Ogdensburg.

FM Norfolk, both Virginia. **Lyle T. Johnston Jr.**, formerly with KRCG-TV Jefferson City, Mo., joins WTAR-TV announcing staff.

Delwin H. Enzminger, assistant director of marketing division of *San Francisco Examiner*, joins KNBC-AM-FM, that city, as merchandising and promotion manager. He succeeds **Richard J. Schade**, who was promoted to KNBC account executive.

Charles H. Park Jr., program director of WBRB-AM-FM Mount Clemens, re-elected to one-year term as president of UPI Broadcasters of Michigan.

Jack Belt, former news director of WRDW-TV Augusta, Ga., appointed news director of WLOS-TV Asheville, N. C.

Bob Terry named news director and community projects director of WWVA-AM-FM Wheeling, W. Va.

John Clark joins KBOI-TV Boise, Idaho, as newscaster.

Clyde Davis, former assistant director of news department of KWTW (TV) Oklahoma City, joins news staff of KOA-TV Denver.

Art Lane, formerly with WLEE Richmond, Va., joins news staff of WCBM-AM-FM Baltimore, succeeding **John Katz**, who resigned.

Alan Wasser, news editor of WNEW-AM-FM New York, joins WINS, that city, in similar capacity.

Russ Benedict, for past three years sports announcer with WTVT (TV) Tampa-St. Petersburg, Fla., joins WTVJ (TV) Miami as sports reporter.

Keeve Berman, for past year part-time news reporter and disc jockey with KQV Pittsburgh, appointed to station's announcing staff on fulltime basis in addition to production work.

Bob Homberg named chief photographer of WITI-TV Milwaukee.

Al Leibert, formerly with WKAT-AM-FM Miami Beach, Fla., joins WINZ Miami as air personality.

Scott Avery, for past five years publicity director of WKTV (TV) Utica, N. Y., appointed publicity director of KCOP (TV) Los Angeles.

David D. Matson, former production assistant at WFIL-TV Philadelphia, awarded assistantship in communications department of Temple U., that city. Part of new assignment includes supervision of Temple's educational radio station, WRTI.

Roberto Iglesias returns to KWKW Pasadena-Los Angeles, Spanish-language station, where his program *Digalo por Telefono* is being broadcast Mon.-Fri., 7-8 p.m., started Oct. 8.



Mr. Bailey

Steve Bailey, sportscaster - producer at KMPC Los Angeles, named to newly created post of director of station operations. Appointment gives Mr. Bailey administrative responsibilities within all departments of KMPC as well as top coordinating post for sports features on all Golden West Stations: KMPC Los Angeles; KSFO San Francisco; KVI Seattle, Wash., and KEX-AM-FM Portland, Ore.

Jay Randolph, eldest son of Sen. Jennings Randolph (D-W.Va.), joins WJPB-TV Fairmont, W. Va., as news and sports director.

Frank Bell, **Larry Vance** and **Mike Scott** join KONO San Antonio, Tex., as air personalities.

Verne Paule, former general manager of KRNO San Bernardino, Calif., and WJPS Evansville, Ind., appointed public information officer for Region 7

Wilner's 74 wins

Morton H. Wilner won the BROADCASTING Magazine golf trophy with a low net score of 74 at the annual outing of the Federal Communications Bar Assn. Oct. 15 at Shadyside Grove, Md. Mr. Wilner is senior partner of the Washington law firm of Wilner, Bergson, Scheiner & Lascence. Low gross score of 78 was made by **Marvin P. Singman**, with the Washington firm of Arent, Fox, Kintner, Plotkin & Kahn. The doubles tennis round robin was won by the team of **Gilbert H. Hatfield**, FCC personnel officer, and **Andrew M. Ockershausen**, station manager of WMAL Washington.

(Santa Rosa, Calif.) of Office of Civil Defense, Department of Defense.

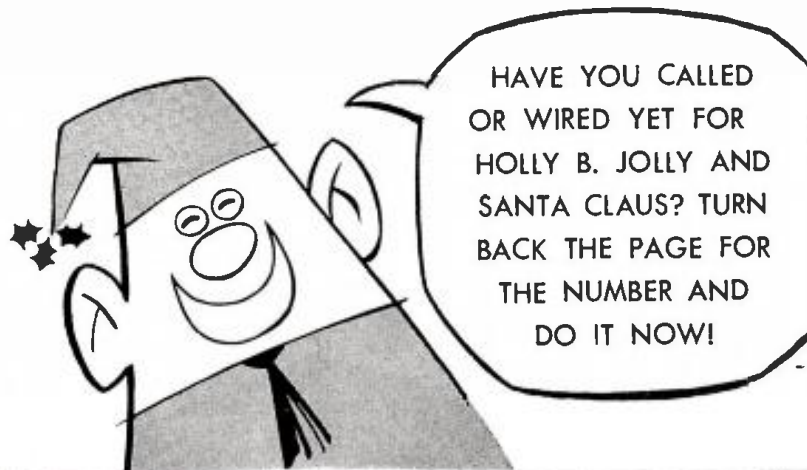
Sheldon Fisher appointed publicity director of WTHI-AM-FM-TV Terre Haute, Ind. For past two years, Mr. Fisher has been responsible for WTHI-FM's broadcast operations.

PROGRAMMING

Michael Laurence, vp of Continental Public Relations, New York, elected to board of directors of Robert Lawrence Productions, that city, and will serve in capacity of executive vp in charge of corporate relations and production development. Mr. Laurence was formerly with Straus Broadcasting Group and Radio Press International where he served as pr director.

Jack Garrison, midwest sales manager of National Telefilm Assoc., joins Teledynamics Corp., New York, as midwest sales manager, with headquarters in St. Louis.

David Shuirmann, former president and general manager of KSFE Needles, Calif., named regional membership executive for Associated Press, with head-



quarters in Denver. Mr. Shuirmann will represent AP in Colorado, Utah and Wyoming.

GOVERNMENT

Lillian (Kip) Watson, secretary in offices of former FCC Commissioners Clifford J. Durr, Frieda Hennock, Richard Mack and John S. Cross, appointed confidential assistant to Commissioner E. William Henry. Frankie Fox, also former Cross secretary, remains in Commissioner Henry's office.

INTERNATIONAL

Jim McConnell, McConnell-Eastman & Co. Ltd., London, Ont., elected president of Canadian Assn. of Advertising Agencies, succeeding Don McRobie, Cockfield, Brown & Co. Ltd., Montreal. Kenneth Anderson, Walsh Adv. Ltd., Toronto, elected first vp; Robert Baker, Baker Adv. Ltd., Toronto, elected second vp; and Hal Roach, McKim Adv. Ltd., Toronto, as secretary-treasurer. Alan L. Bell was re-appointed general manager of Toronto headquarters.

D. A. Brown, advertising manager of Colgate-Palmolive Ltd., Toronto, elected vp in charge of advertising.

Bill Harmon, associate producer on Four Star Television's *McKeever* and *the Colonel* series, resigns to accept position as managing director of new tv station in Sydney, Australia. Mr. Harmon left Four Star Oct. 20 for Sydney to assume management of NLT Productions, which will become third Sydney tv channel.

Robert Lockhart, news director of CFBC St. John, N. B., promoted to station manager, succeeding Bob Bowman, who resigned.

John Simpson, production manager of CFAM Altona, Man., named program director of CFPA Port Arthur, Ont.

CTSC expands board

Five new members have been elected to board of directors of Community Television of Southern California, organization formed to work toward bring non-commercial educational tv station to Los Angeles. New directors are: James Cantlen, vp of Pacific Telephone & Telegraph; Richard A. Grant, president of California Portland Cement Co.; Dr. Simon Ramo, vice chairman of Thompson Ramo Wooldridge; Elden Smith, vice chairman of Security First National Bank; Maynard J. Toll, senior vp of Los Angeles County Bar Assn., and Jack Wrather, president of Wrather Corp.

ALLIED FIELDS

Donald A. Norman, former general manager of KRCA (TV) Los Angeles and recently executive vp of Television California, applicant for ch. 2 in Oakland, joins New York headquarters of Broadcast Clearing House, centralized billing company, as sales coordinator.

EQUIPMENT & ENGINEERING



Mr. Auld

He succeeds Charles J. O'Donnell, who resigned. Mr. Auld, who joined Du Mont in 1953, will be responsible for operation of Du Mont's industrial electronics (electronic instrumentation, 2-way mobile radio, closed-circuit tv systems and electronic automotive test equipment) and electronic tube divi-

John S. Auld, director of marketing for defense products division of Fairchild Camera & Instrument Corp., Clifton, N. J., promoted to general manager of Allen B. Du Mont Labs, also division of Fairchild.

sions (cathode-ray tubes, direct view storage tubes, power tubes etc.).

Paul Hunter, former vp and general manager, elected president of Olympic of Western New York, Buffalo, wholly owned sales subsidiary of Olympic Radio & Television Sales Corp., division of Lear Siegler Inc., Long Island City, N. Y. Mr. Hunter joined Olympic in 1955. He was elected vp and general manager of Buffalo branch in 1958.



Mr. Stevens

Donald L. Stevens, director of product planning for TRW Computers Co., division of Thompson Ramo Wooldridge Inc., Los Angeles, promoted to general manager, succeeding Dan L. McGurk, who resigned to accept executive position with Scantlin Electronics. Prior to joining TRW, Mr. Stevens was with Burroughs Corp. for 11 years in various capacities, among them manager of applications engineering, manager of product specifications, and director of advanced planning.

A. J. D'Apolite, senior market analyst at Sprague Electric Co., North Adams, Mass., joins Electronic Industries Assn., Washington, as manager of semiconductor and parts marketing services.

Richard J. Cleary, formerly with Collins Radio, Richardson, Tex., joins McMartin Industries, Omaha, as assistant chief engineer.

Donald R. Smith, former station manager of WMBR-AM-FM Jacksonville, Fla., joins Broadcast Electronics Inc. (Sportsmaster tape cartridge equipment), Silver Spring, Md., as business manager.

DEATHS

Arthur L. Milk, 56, retired vp in charge of government relations for Sylvania Electric Products, New York, died Oct. 11 in Coca Beach, Fla. Mr. Milk joined Sylvania in 1925. In 1947, he established Sylvania's government relations department in Washington, becoming its director. Mr. Milk was elected vp in 1955. Upon his retirement in 1960, he became consultant for Sylvania, serving as special representative of company in Cape Canaveral, Fla., area.



Mr. Milk

James F. Clancy, 82, retired advertising manager and pr director of WTIC-AM-FM Hartford, Conn., died Oct. 10 in Hartford Hospital. Mr. Clancy retired from station in 1947.

SUBSCRIPTION APPLICATION

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Send to home address—

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THORIZATIONS, APPLICATIONS

BROADCASTING Oct. 11
nd based on filings,
other actions of the

includes data on
ages in existing sta-
changes, hearing cases,
yards changes, routine
of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

APPLICATION

Paterson, N. J.—Transcontinental Properties Inc. Uhf ch. 37 (608-614 mc); 114 kw vis., 61 kw aur. Ant. height above average terrain 1270 ft., above ground 1285 ft. Estimated construction cost \$532,800; first year operating cost \$425,000; revenue \$425,000. P.O. address 4 W. 58th St., New York 19, N. Y. Studio location Paterson; trans. location New York (Empire State Bldg.). Geographic coordinates 40° 44' 55" N. Lat.; 73° 59' 09" W. Long. Type trans. RCA TTU-12A; type ant. RCA TFD-24DM. Legal counsel McKenna and Wilkinson, Washington, D. C., consulting engineer Gautney & Jones, same city. Principals: Herbert Scheffel & Alfred B. Burger (each 50%). Transcontinental owns 50% of Plains TV Corp. licensee of WICS (TV) Springfield, WCHU (TV) Champaign, WICD (TV) Danville, all Illinois, and through Plains TV, sole owner of Connecticut TV Inc., owns 50% WHNB-TV New Britain, Conn. Transcontinental also has 29½% interest in TV Chicago, joint venture, applicant for new tv station on ch. 32 in Chicago. Messrs. Scheffel and Burger have interests in motion picture theatre firms and Industrial Publishing Co. (publishes trade papers). Ann. Oct. 17.

Existing tv stations

ACTION BY FCC

WDAU-TV Scranton, Pa.—Waived sec. 3.652(a) of rules to permit identification as Scranton-Wilkes-Barre station. Commissioner Bartley dissented. Ann. Oct. 17.

CP DELETED

***KSAC-TV** Manhattan, Kan.—Cp cancelled and call letters deleted and pending application for extension of time dismissed pursuant to sec. 1.312(b) of commission's rules. KSAC-TV was first non-commercial etv station granted by commission, July 23, 1953 (see story GOVERNMENT). Ann. Oct. 17.

APPLICATION

WEEK-TV Peoria, Ill.—Cp to change frequency from ch. 43, 644-650 mcs to ch. 25, 536-542 mcs; ERP from vis. 371 kw, aur. 186 kw to vis. 357 kw (horiz.), aur. 179 kw (horiz.); redescribe trans. and studio locations; modify present trans.; change type of ant. to G.E. TY-25-C; change in ant. system & ant. height above average terrain to 712 ft. Ann. Oct. 15.

New am station

ACTION BY FCC

Kealakekua, Hawaii—Maunaloa Bestg. Inc. '90 kw, 1 kw. P.O. address Box 816. Estimated construction cost \$28,725; first year operation cost \$36,000; revenue \$42,000. Maunaloa Bestg. Inc. is group headed by W. H. Greenwell Ltd., 13½%, ranching concern. Ann. Oct. 17.

Existing am stations

ACTIONS BY FCC

KGEE Bakersfield, Calif.—Granted increased daytime power from 500 w to 1 kw, continued operation on 1230 kc, 250 w-N; remote control permitted; conditions. Ann. Oct. 17.

WGMS Miami, Fla.—Granted increased N power from 10 kw to 50 kw, continued operation on 710 kc with 50 kw-D, DA-2; engineering conditions. Ann. Oct. 12.

WGEM Quincy, Ill.—Set aside Sept. 14 temporary grant to operate with non-DA with 1 kw between 4 a.m. and local sunrise; without prejudice to request for authority to operate during pre-sunrise hours with new daytime DA system at 1 kw, provided showing is made that no increase in interference over that with former 1 kw, DA operation will result. Ann. Oct. 17.

KIFG Iowa Falls, Iowa—Denied petition for mod. of pre-sunrise operation attached to May 14 cp. Ann. Oct. 17.

WITH Baltimore, Md.—Rescinded action of Sept. 28 authorizing remote control (alternate main trans.). Ann. Oct. 17.

WFMD Frederick, Md.—Granted mod. of cp to change type trans. Ann. Oct. 17.

WHOL Allentown, Pa.—Granted renewal of license for am station. Ann. Oct. 17.

WMNT Manati, P. R.—Granted increased daytime power on 1500 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditioned to pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Ann. Oct. 17.

APPLICATIONS

WSLC Clermont, Fla.—Mod. of cp (as modified which authorized new am station) to change hours of operation from unl. to limited: Non-Sat. 5:45 a.m. to 6:30 p.m.; Sunday 8:00 a.m. to 6:30 p.m. Ann. Oct. 12.

KLTF Little Falls, Minn.—Cp to increase power from 500 w to 5 kw and install new trans. Ann. Oct. 11.

KBTC Houston, Mo.—Requests standard early morning sign-on time of 5:30 a.m. each month of year. Station has cp for 1250 kc, 500 w-D.

WKPA New Kensington-Tarentum, Pa.—Mod. of license to change station location from New Kensington-Tarentum to New Kensington, both Pennsylvania, and delete 2nd main studio in Tarentum. Ann. Oct. 16.

New fm stations

ACTIONS BY FCC

Thousand Oaks Bestg. Co., Thousand Oaks, Calif.—Granted cp for new class A fm station to operate on 92.7 mc; ERP 3 kw; ant. height minus 20 ft. Dismissed as moot opposing petition by KNX-FM Los Angeles. Ann. Oct. 17.

***Terre Haute, Ind.**—Indiana State College Board. Granted cp for new class C fm to operate on 89.7 mc, ch. 209, 310 w. Ant. height above average terrain 130 ft. P.O. address, c/o college, Terre Haute. Estimated

construction cost \$9,940; first year operating cost \$14,630. Principals are college board members. Action Oct. 11.

Central Conservative Baptist Theological Seminary, Minneapolis, Minn.—Granted cp for new class C fm station to operate on 100.3 mc; ERP 22.5 kw; ant. height 210 ft. Ann. Oct. 17.

APPLICATION

San Juan, P. R.—Continental Bestg. Corp. 107.9 mc, ch. 300, 100 kw. Ant. height above average terrain 39 ft. P.O. address Box V, Hato Rey, San Juan. Estimated construction cost \$30,379; first year operating cost \$25,800; revenue \$18,500. Carmina Mendez is 100% owner. Mrs. Mendez is also sole owner of WHOA San Juan and 20% owner of cp for ch. 13 tv station in Fajardo, P. R. Ann. Oct. 16.

Existing fm stations

ACTIONS BY FCC

WDGO (FM) Janssen Bestg. Co., Cleveland, Ohio—By order, commission, on showing of compliance with exceptions to three-year holding rule, granted transfer of control from Marc A. Wyse, Douglas G. Oviatt Jr. and Richard Janssen to Robert D. Conrad and Cecil K. Patrick; consideration \$38,000. Commissioner Bartley dissented and issued statement; Commissioner Henry not participating. Ann. Oct. 17.

***KTOY (FM)** Tacoma, Wash.—Granted cp to replace expired permit for change in ant. location and ant. height and install new trans. Ann. Oct. 17.

APPLICATION

WITN-FM Grifton, N. C.—Mod. of cp (which authorized new fm station) to change frequency to 93.3 mc ch. 227 from 98.5 mc ch. 253, increase ERP to 100 kw from 1.8 kw, install new ant. and trans. and change studio and station location to Washington, N. C. Ann. Oct. 16.

Ownership changes

ACTIONS BY FCC

WHCN (FM) Hartford, Conn.—Granted assignment of license from T. Mitchell Hastings (49.61%) and more than 25 others, d/b as Concert Network Inc., to WHCN Inc. (same persons). Assignment is to facilitate financial procedures and no consideration is involved. Assignor owns WBCN (FM) Boston and WXCN (FM) Providence, R. I. Ann. Oct. 11.

WLBB, Carroll Bestg. Inc., Carrollton, Ga.—Granted transfer of control and assignment of license from Millicent Shell Vassy, executrix of the estate of T. K. Vassy, deceased, Roy Richard and R. D. Tisinger to Southwest Alabama Bestg. Inc. (WBCA Bay Minette, Ala.); consideration \$134,100. Ann. Oct. 17.

WBCN (FM) Boston, Mass.—Granted assignment of license from T. Mitchell Hastings (49.61%) and more than 25 others, d/b as Concert Network Inc., to WHCN Inc. (same persons). Assignment is to facilitate financial procedures and no consideration is involved. Assignor owns WHCN (FM) Hartford, Conn., and WXCN (FM)

EDWIN TORNBURG & COMPANY, INC.

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D. C. • DI 7-0551



Providence, R. I. Ann. Oct. 11.

WISE, Arlington-Fairfax Bestg. Inc., Asheville, N. C.—Granted assignment of license to Davenport-McGuire Bestgs, Inc. (Charles J. McGuire and John Lee Davenport); consideration \$150,000. McGuire has interest in WGAT Gate City, Va. Ann. Oct. 17.

WXCN (FM) Providence, R. I.—Granted assignment of license from T. Mitchell Hastings (49.61%) and more than 25 others, d/b as Concert Network Inc., to WHCN Inc. (same persons). Assignment is to facilitate financial procedures and no consideration is involved. Assignor owns WHCN (FM) Hartford, Conn., and WBCN (FM) Boston. Ann. Oct. 11.

KDLO-TV Florence, S. D.—Granted assignment of license from Edmond R. Ruben, N. L. Bentson, and Joseph L. Floyd (each 33½%), d/b as Triple-City Bestg. Co., to same persons tr/as Midcontinent Bestg. Co. No financial consideration involved. Applicant is owner of KELO-AM-TV Sioux Falls, KPLO-TV Reliance, and cp for new am station in Rapid City, all South Dakota. Ann. Oct. 15.

ACTIONS BY FCC by Broadcast Bureau

WMPP, Seaway Bestg. Inc., Chicago Heights, Ill.—Granted transfer of control from Charles D. Buford and Eugene H. Dibble III to William S. Martin and Charles J. Pinckard. Consideration \$19,180. Ann. Oct. 15.

WFGM-AM-FM Fitchburg, Mass.—Granted assignment of am license from John M. Meyers (100%), d/b as Wachusett Bestg. Corp., to George I. Chatfield (100%), tr/as WFGM Inc.; granted assignment of fm license from John M. Meyers (100%), d/b as Music Service Corp., to George I. Chatfield (100%), tr/as Music Service Corp. of Worcester County. Consideration \$310,000. Ann. Oct. 15.

APPLICATIONS

KLYD-AM-TV Bakersfield, Calif.—Seeks transfer of control of licensee corporation from Lincoln Dellar (41.16%), Edward E. Urner (23.54%), Bryan J. Coleman (17.64%) and Maurice St. Clair (17.64%), d/b as Kern County Bestg. Co., to Lincoln and Sylvia Dellar (each 50%), tr/as Dellar Bestg. Co. Consideration \$117,720. Mr. and Mrs. Dellar own KROY Sacramento (each 50%) and majority interest in KACY Port Huene (each 37½%), both California. Ann. Oct. 11.

KTRG Honolulu, Hawaii—Seeks transfer of control of licensee corporation from Maurice J. Sullivan (36.3%); Alister W. Macdonald & John E. Porter (each 11.7%); Henry Chun Hoon, John H. Fujieki, Takeshi Yokono, Richard Fujieki, Frederick H. Shintaku & Clarence Chun Hoon (each 2.8%); Albert T. Teruya, Frank J. Hata & Minoru Hata (each 5.9%); and Wallace Teruya (5.8%), d/b as Ala Moana Bestg. Inc., wholly owned by Hawaiian Pacific Inc., to same persons tr/as Hawaiian Paradise Park Corp., sole owner of Hawaiian Pacific Inc. No consideration, as transfer is for business reasons. Ann. Oct. 17.

WFKY Frankfort, Ky.—Seeks assignment of cp and license from Ken Hart (1900 shares), G. D. Kincaid (7,720 shares), Frank G. Trimble (1,895 shares), Ralph G. Worster (1,280 shares) and John T. Rutledge (610 shares), d/b as Frankfort Bestg. Co., wholly owned by Bluegrass Bestg. Co. (13,395 shares issued), to William C. Clay Jr. & R. J. Reynolds (each 45%) and William R. Reynolds (10%), tr/as Capital Bestg. Corp. Consideration \$150,000. Messrs. Clay & R. J. Reynolds (each 38%) and William R. Reynolds (10%) also are majority owners of WMST Mount Sterling, Ky. Ann. Oct. 16.

KMNF Albuquerque, N. M.—Seeks assignment of cp from James T. Reeves (50%), Richard C. Knoth and E. L. Morgan (each 25%), d/b as KMF Bestgs., to Mr. Reeves (66½%) and Faron Young (33½%), tr/as KMF Bestgs. Consideration \$1,500. Mr. Reeves is entertainer, Mr. Young one of his associates. Ann. Oct. 17.

KFLY Corvallis, Ore.—Seeks assignment of cp and license from David E. Hoss (100%), d/b as Mid-Land Bestg. Co., to James L. & Cecil C. Hutchens (each 50%), tr/as Radio Bestgs. Inc. Consideration \$40,000. Mr. Hutchens owns theater and music system firm: Mr. C. C. Hutchens is part-owner of Desert Sun Publishing Co. (Desert Sun, Palm Springs, Calif.), also oil firm. Ann. Oct. 17.

WEEX-AM-FM Easton, Pa.—Seeks transfer of control of licensee corporation from

J. L. Stackhouse (10.078%); Adele S. Fretz (31.902%); Henrietta A. McPherson, executrix of estate of Anna M. Snyder, deceased (11.069%); George F. Coffin, executor of estates of Chester Snyder & Daniel W. Snyder Jr. (43.472%); and Henrietta A. McPherson individually (.063%), d/b as Easton Publishing Co., to voting trusteeship consisting of J. L. Stackhouse, Adele S. Fretz, Henrietta A. McPherson, and George F. Coffin Jr. No consideration. Remaining 3.410% of stock belongs to Catharine McGrath & John H. McGrath Jr., executors for estate of J. H. McGrath. Ann. Oct. 16.

WHJB Greensburg, Pa.—Seeks transfer of control of licensee corporation from Sara A. Brennen (45%), H. Kenneth Brennen (18%), Margaret M. Brennen (19%) and Mary Thelma Bregenser (18%), d/b as WHJB Inc., to Robert H. Burstein (33%), John M. Wolf & Irwin D. Wolf Jr. (each 18%), Irving A. Wechsler, John J. Laubach Jr. & Melvin A. Goldberg (each 10%), and Leonard E. Laufe (5%). Consideration \$140,000, plus or minus the difference between assets and liabilities of corporation. Mr. Burstein is partner in investment firms; Mr. J. M. Wolf is investor; Mr. I. D. Wolf is retailer; Mr. Wechsler is partner in accounting firm; Mr. Laubach is attorney; Mr. Goldberg is part-owner of appliance firm, past manager of WKPA New Kensington, Pa.; Mr. Laufe is physician. Ann. Oct. 16.

KBBO Yakima, Wash.—Seeks assignment of license from James J. Christensen, Fred G. Maloney and Kye Harris (each 33½%), d/b as Yakima Bestg. Co., to same individuals, tr/as Yakima Bestg. Co., newly incorporated. No financial consideration, as only change is incorporation, contingent upon FCC approval. Ann. Oct. 17.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Annie Neal Hunting issued initial decision in proceeding on applications for new daytime am stations in Ellenville, N.Y., looking toward (1) dismissing individual applications of Ellenville Bestg. Co. (1370 kc, 500 w) and Ulster County Bestg. Co. (1570 kc, 250 w), (2) denying individual application of Catskills Bestg. Co. (1370 kc, 500 w) as constituted prior to acceptance of amendment reflecting merger of Catskills and Ellenville; and (3) granting application of Catskills Bestg. Co., as amended to reflect merger of three individual applicants, for new station to operate on 1370 kc, 500 w, conditioned that pre-sunrise operation with daytime facilities precluded. Action Oct. 17.

■ Hearing Examiner Annie Neal Hunting issued initial decision looking toward granting application of Shelby County Bestg. Inc. to increase daytime power of station WSVL Shelbyville, Ind., from 250 w to 1 kw and change from DA-1 to DA-2, continued operation on 1520 kc, 250 w-N; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Docket 14419. Action Oct. 17.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward denying for default applications of Robert O. Edwards, Lewiston Orchards, Idaho, and Clarkston Bestgs., Clarkston, Wash., for new am stations to operate on 1480 kc, 1 kw, D. Action Oct. 15.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward denying application of WIVY Inc. to change facilities of station WIVY Jacksonville, Fla., from 1050 kc, 1 kw, D, to 1080 kc, 1 kw, unl., with DA-1. Action Oct. 12.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated following am applications for consolidated hearing, owing to common questions of fact, on issues including character qualifications of Earl W. Daly, Robert C. Whiteley, Jr., and John M. Latham, arising from successive ownership changes in station WHEY Millington, Tenn., from 1958, when it was originally licensed to Daly, through 1960: 1. Robert C. Whiteley, Jr., and Katherine Whiteley, d/b as Tipton County Bestg., for renewal of license of station WKBL Covington, Tenn.; 2. Shelby County Bestgs. Inc. (Robert C. Whiteley and John M. Latham), for renewal of license of station WHEY Millington, Tenn.; 3. Earl W. Daly, tr/as Jonesboro Bestg. Service, for new station on 1600 kc, 500 w, D, in Jonesboro, Ark.; 4. Day-Phil Bestg. Co. (Earl W. Daly, Sam C. Phillips and Ben L. Enoch), for new station on 1300 kc, 500 w, DA, D, in Blytheville, Ark.; 5. Earl W.

Daly, tr/as West Helena station on .20 Helena, Ark.; a. 16. (John M. Latham, Th. Hamilton Parks) r 250 w, D, in Hunt record and other 1, commission concern changes and app! changes for station concerning unauth transfer of control trafficking, and of cluded in the 21 he ceeding. The consi held in Millington later specified. Made ville, Ark., and WHL who petitioned against ingdon applications, respe Milan, Tenn., parties to p. petition by KWCB Searcy, A. Day-Phil application on grounds. Action Oct. 17.

ORAL ARGUMENTS

■ Commission scheduled follow-up proceedings for oral argument on 19: Stafford Bestg. Corp. (WWN chester, N. H.; Courtney Bestg. Winfield Bestg. Co., Winfield, Kans.; Inc. (KOB), Albuquerque, N. Mex., and American Broadcasting-Paramount Theatres Inc. (WABC), New York, N. Y.; and Inter-Cities Bestg. Co., Livonia, Mich. Action Oct. 17.

■ Osage Programmers, Bartlesville, Okla., Cherokee Bestg. Co., Pawhuska, Okla., Designated for consolidated hearing applications for new daytime am stations to operate on 1500 kc of Osage, with 1 kw and Cherokee, with 500 w; made KLEO Wichita, Kans., party to proceeding. Action Oct. 17.

■ William S. Cook, Colorado Springs, Colo., KCHY, Charles W. Stone, Cheyenne, Wyo., KDAB, Denver Area Bestgs., Arvada, Colo., Designated for consolidated hearing applications of Cook for new am station to operate on 1530 kc, 1 kw, D, KCHY to change operation from 1590 kc, 1 kw, D, to 1530 kc, 1 kw-N, 10 kw-LS, DA-2, and KDAB to change facilities on 1550 kc from 10 kw, D, to 50 kw-LS, 10 kw-N, DA-2; made KDAB, and KLAB Lakewood, Colo., who petitioned against KDAB, parties to proceeding with respect to their existing operations. Action Oct. 17.

OTHER ACTIONS

■ By memorandum opinion and order in proceeding on applications for new am stations of Massillon Bestg. Inc., Norwood, Ohio, and Covington Bestg. Co. and Kenton County Bestgs, both Covington, Ky., commission granted request by Massillon for reconsideration of June 29 denial of its previous request to add contingent standard comparative issue, and substituted standard 307(b) and contingent standard comparative issues. Commissioner Bartley abstained from voting. Action Oct. 17.

■ By report and order, commission finalized rulemaking in Doc. 14689 and reserved uhf ch. *20 (now commercial but unapplied for) in Chicago, Ill., for noncommercial educational use. The Chicago Educational Television Association, which operates educational tv station WTTW on ch. *11 in that city, had petitioned for reservation of second channel to meet needs for that area. Action Oct. 17.

■ By report and order, commission finalized rulemaking in Doc. 14745 and assigned ch. *12 to Hatch, N. Mex., for educational use there, and deleted that commercial channel from Silver City. The Board of Regents, New Mexico State University, sought reassignment to Hatch for educational purposes to implement one segment of statewide educational program. Action Oct. 17.

■ By letter, commission denied request by Broadmoor Bestg. Corp. for waiver of sect. 3.21(c) of rules precluding operation on class IV channels with power in excess of 250 w within 62 miles of Mexican border, and returned its tendered application to increase daytime power of station KSON San Diego, Calif., from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N. The letter stated: "Since KSON is located within approximately 10 miles of the Mexican border your proposal is clearly in contravention of the above-mentioned section of the Commission Rules and the bilateral Agreement of January 1957 with Mexico concerning radio broadcasting in the standard broadcast band. In view of the foregoing, since the provisions of International Agreements are not legally subject to waiver, the Commission, your request is hereby denied and your application is returned herewith." Action Oct. 17.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 17

	Lic.	ON AIR	Cps.	CPS	TOTAL APPLICATIONS
				Not on air	For new stations
AM	3,718	62	133	429	
FM	995	62	151	159	
TV	507	64	89	115	

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 17

	VHF	UHF	TOTAL TV
Commercial	471	86	557
Non-Commercial	48	22	70

COMMERCIAL STATION BOXSCORE

Compiled by FCC September 30

	AM	FM	TV
Licensed (all on air)	3,714	989	506
Cps on air (new stations)	66	68	64
Cps not on air (new stations)	131	143	89
Total authorized stations	3,911	1,200	659
Applications for new stations (not in hearing)	195	13	66
Applications for new stations (in hearing)	352	148	48
Total applications for new stations	547	161	114
Applications for major changes (not in hearing)	64	3	11
Applications for major changes (in hearing)	357	87	38
Total applications for major changes	421	90	49
Licenses deleted	0	1	1
Cps deleted	0	2	1

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of Edina Corp. and Tedesco Inc. for new am stations in Edina and Bloomington, both Minnesota, respectively, (1) granted petition by Edina for enlargement of issues to extent of adding issue to determine, in event that Bloomington, Minn., is preferred under sect. 307(b) issue, whether proposal of Edina Corp. would (a) be in substantial compliance with sect. 3.188(b) of rules with respect to Bloomington and (b) comply with sect. 3.30 of rules with respect to Bloomington, and, if not, whether circumstances exist which would warrant waiver of sect. 3.30 of rules; and (2) deferred action on Edina request for addition of trafficking issue to applicant Tedesco, pending action in Docs. 14527-8 on petition by People's Bcstg. Co. (WPBC), Minneapolis, Minn., and Nicholas and Victor J. Tedesco, d/b as Gabriel Bcstg. Co., Chisholm, Minn., for approval of agreement and dismissal of Gabriel application. Action Oct. 15.

■ By memorandum opinion and order, deferred action on petition by KFNF Bcstg. Corp. (owned by Nicholas and Victor J. Tedesco) for mod. of hearing issues in proceeding on its application to move station KFNF from Shenandoah, Iowa, to Council Bluffs and increase power, pending action (see above item) in Docs. 14527-8. Action Oct. 15.

■ Granted petition by Cabrillo Bcstg. Co., San Diego, Calif., and extended to Oct. 8 time to file reply to Helix Bcstg. Co., La Mesa, Calif., opposition to Cabrillo's petition to enlarge issues in proceeding on their am applications. Action Oct. 15.

■ Granted petition by Broadcast Bureau and extended to Oct. 17 time to respond to "Motion for Bill of Particulars" filed by WBUX Bcstg. Co. (WBUX), Doylestown, Pa., in proceeding on WBUX application. Action Oct. 15.

■ Scheduled oral argument for October 22 in proceeding on am applications of People's Bcstg. Co. (WPBC), Minneapolis, and Gabriel Bcstg. Co., Chisholm, both Minneapolis. Action Oct. 12.

■ By memorandum opinion and order in

proceeding on applications of Hayward F. Spinks and Greenville Bcstg. Co. for new am stations in Hartford and Greenville, both Kentucky, respectively, denied appeal by Spinks from examiner's action reopening record, at Greenville's request, and admitting evidence of bank loan commitments identical to those introduced at hearing but bearing expiration date of July 1, 1963. Action Oct. 11.

■ By memorandum opinion and order, dismissed motion by David Bcstg. Co. Inc. (WSDC), Mocksville, N. C. (not a party), to reopen record and enlarge issues in proceeding on application of Wilkes Bcstg. Co. for new am station in Mocksville. Action Oct. 11.

■ Granted petition by Higson-Frank Radio Enterprises and extended to Oct. 18 time to file reply to Broadcast Bureau exceptions to initial decision on Higson-Frank application for new am station in Houston, Texas. Action Oct. 11.

■ Granted petition by Radio Americana, Inc., and extended to Oct. 18 time to file exceptions to Initial Decision on its application for a new AM station in Baltimore, Md. Action Oct. 11.

■ Granted joint petition by Eastern Bcstg. System Inc., Brookfield, Conn., Colonial Bcstg. Co., New Milford, Conn., George F. O'Brien, also New Milford, and Fairfield Bcstg. Co., Easton, Conn., and extended time to Oct. 19 to file supplemental data to their request for approval of agreement, and to Nov. 2 for response thereto, in proceeding on their applications for new am stations which are in consolidated hearing with Ubiquitous Corp., Hyde Park, N. Y. Action Oct. 11.

■ By memorandum opinion and order in proceeding on application of John A. Egle and KLFRT Radio Inc. for new am stations in Golden Meadow, La., granted petition by Egle to extent of adding five new issues based upon relationships between principals of KLFRT Radio and Leo Theriot. Action Oct. 9.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Dismissed with prejudice for failure to prosecute application of Paynesville Bcstg.

Co. for new am station in Paynesville, Minn., and retained in hearing status application of Harry Newby for new am station in Cambridge, Minn.; dismissed as moot petition by North Star Bcstg. Co., respondent, for dismissal of Paynesville's application. Action Oct. 16.

■ Granted motion by Santa Maria Telecasting Corp., and extended from Oct. 17 to Nov. 5 time to file reply findings in proceeding on its application and Central Coast Television for new tv stations to operate on ch. 12 in Santa Maria, Calif. Action Oct. 15.

■ Extended certain procedural dates and continued Nov. 5 hearing to Nov. 19 in proceeding on applications of Progress Valley Bcstrs. Co. and Shakopee Bcstg. Co. for new am stations in Shakopee, Minn., and dismissed as moot joint petition by applicants for extensions of procedural dates. Action Oct. 12.

■ Continued Oct. 15 hearing to date to be specified by presiding hearing examiner in proceeding on am applications of Delaware Valley Bcstg. Co. (WAAT), Trenton, N. J., et al. Action Oct. 12.

■ Granted petition by Rounsaville of Miami Beach Inc. for dismissal of its application for authority to relocate main studio of station WFUN South Miami, to Miami Beach, Fla.; dismissed application with prejudice and terminated proceeding. Action Oct. 11.

■ Canceled hearing session scheduled for Oct. 11 and scheduled it to be conducted in connection with formal hearing on Nov. 27 in proceeding on applications of La Fiesta Bcstg. Co. and Mid-Cities Bcstg. Corp., for new am stations in Lubbock, Texas. Action Oct. 9.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau and continued from Oct. 10 to Nov. 9 date for filing of proposed findings of fact and conclusions in proceeding on application of Stuart W. Epperson for new am station in Winston-Salem, N. C. Action Oct. 10.

■ Pursuant to agreements reached at Oct. 10 prehearing conference, continued Oct. 16 evidentiary hearing to Dec. 17 in proceeding on applications of Alfred Ray Fuchs and C. M. Rouse for new am stations in Grants and Milan, both New Mexico. Action Oct. 10.

By Hearing Examiner James D. Cunningham

■ Corrected in various respects the transcript of October 11 prehearing conference in proceeding on NBC-RKO broadcast transfers and related applications in Dockets 13085 et al. Action Oct. 15.

■ Issued ground rules to govern evidentiary hearing commencing Oct. 22 on NBC-RKO broadcast transfers and related applications in Dockets 13085 et al., and scheduled Philco Bcstg. Co. as first party to introduce evidence. Action Oct. 12.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Wide Water Bcstg. Inc., and extended time from Oct. 11 to Oct. 22 for filing proposed findings in proceeding on its application and Radio Voice of Central New York Inc. for new am stations in East Syracuse, and Syracuse, both New York. Action Oct. 10.

By Hearing Examiner Charles J. Frederick

■ Granted petition by KSAY Bcstg. Co. and set date of Dec. 10 for the exchange of exhibits, and scheduled hearing for Dec. 17 in San Francisco, Calif., in proceeding on its application for renewal of license of am station KSAY San Francisco. Action Oct. 11.

■ On own motion, continued indefinitely hearing scheduled for Oct. 22, in proceeding on application of KSAY Bcstg. Co. for renewal of license of station KSAY San Francisco, Calif. Action Oct. 8.

■ As result of agreements reached at Oct. 8 prehearing conference in proceeding on am applications of Levy County Bcstg. Co., Williston, Fla., and Thomas County Bcstg. Inc. (WKTC), Thomasville, Ga., scheduled certain procedural dates, and continued Nov. 1 hearing to Nov. 26. Action Oct. 8.

By Hearing Examiner Millard F. French

■ Granted petition by Wright and Maltz Inc. (WBRB), Mt. Clemens, Mich., and continued from Oct. 12 to Nov. 13 time to exchange engineering exhibits, and continued Oct. 19 hearing to date to be set by subsequent order in proceeding on its am application. Action Oct. 16.

■ Upon motion by Broadcast Bureau and with consent of all parties, continued further prehearing conference from 10:00 a.m., Oct. 11, to 2 p.m. on the same date, in Largo, Fla., tv ch. 10 proceeding. Action Oct. 10.

By Hearing Examiner Arthur A. Gladstone

■ Pursuant to agreements reached at Oct. 10 prehearing conference in Huntsville, Ala., tv ch. 19 proceeding, scheduled certain procedural dates, further prehearing conference for Oct. 30, and hearing for Jan. 18, 1963. Action Oct. 11.

■ Pursuant to agreements reached at Oct. 9 prehearing conference in proceeding on applications of Jesus Vargas Candelaria, International Bcstg. Corp., and Mauricio Alvarez-Martin for new am stations in Bayamon and Carolina, both Puerto Rico, scheduled certain procedural dates and hearing for Jan. 7, 1963, in Washington, D. C. (unless the place of hearing is hereafter changed at request of parties). Action Oct. 11.

■ Upon oral request of all parties, continued Oct. 12 prehearing conference to Oct. 22 in proceeding on am application of Storer Bcstg. Co. (WJBK), Detroit, Mich. Action Oct. 10.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled hearing conference for Oct. 22 in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action Oct. 18.

■ Granted petition by Hudson Valley Bcstg. Corp. (WEOK), Poughkeepsie, N. Y., and changed certain procedural dates in proceeding on its am application; hearing scheduled for Nov. 28 to remain unchanged. Action Oct. 12.

By Hearing Examiner Isadore A. Honig

■ On own motion, continued Nov. 13 hearing to Dec. 11 in Wilmington, N. C., tv ch. 3 proceeding. Action Oct. 10.

■ Granted petition by Broadcast Bureau, and extended time from Oct. 10 to Nov. 9 for filing proposed findings and from Oct. 26 to Nov. 26 for filing replies in proceeding on am applications of Don L. Huber, Madison, and Bartell Bcstrs. Inc. (WOKY), Milwaukee, Wis. Action Oct. 10.

By Hearing Examiner Annie Neal Huntting

■ Denied petition by Rochester Area Educational Television Association Inc. for leave to amend its application for new tv station to operate on ch. 13 in Rochester, N. Y., to show amendment to its bylaws concerning check-writing procedure, and rejected amendment; application is consolidated for hearing in Dockets 14394 et al. Action Oct. 16.

■ Granted petition by Newton Bcstg. Co., and continued Dec. 3 hearing to Dec. 10 in proceeding on its application and Transcript Press Inc. for new am stations in Newton and Dedham, both Massachusetts. Action Oct. 10.

By Hearing Examiner H. Gifford Irion

■ Continued Oct. 16 further hearing to Oct. 23 in proceeding on applications for renewal of licenses of WPOW Inc. (WPOW), New York, N. Y., Rensselaer Polytechnic Institute (WHAZ), Troy, N. Y., and Debs Memorial Radio Fund Inc. (WEVD, main and aux.), New York, N. Y. Action Oct. 16.

■ Scheduled oral argument for Oct. 18 on petitions by South Florida Television Corp., and Civic Television Inc., for leave to amend with respect to financial proposals their applications for new tv stations to operate on ch. 10 in Miami, Fla., with argument to precede prehearing conference already scheduled for that date; applications are consolidated for hearing in Miami tv ch. 10 proceeding in Docs. 14775 et al. Action Oct. 12.

■ Continued further hearing from Oct. 19 to Oct. 23 in proceeding on applications of WIDU Bcstg. Inc. and AL-OR Bcstg. Co. for new am stations in Asheboro and Mebane, both North Carolina. Action Oct. 12.

■ Continued further hearing from Oct. 23 to Nov. 19 in proceeding on applications of KWEN Bcstg. Co. and Vidor Bcstg. Co. Inc., for new am stations in Port Arthur and Vidor, both Texas. Action Oct. 12.

■ Granted petition by Jefferson Radio Co. and extended time from Oct. 15 to Oct. 22 to file proposed findings in proceeding on its application for license to cover cp for new am station (WIXI), in Irondale, Ala. Action Oct. 11.

By Hearing Examiner Jay A. Kyle

■ Granted motion by Olney Bcstg. Co. and changed certain procedural dates in proceeding on its application and James R. Williams for new am stations in Olney, Texas, and Anadarko, Okla.; informal engineering conference Nov. 8. Action Oct. 10.

■ Rescheduled Oct. 15 hearing for Nov. 15 in proceeding on applications of Sheffield Bcstg. Co. and J. B. Falt Jr. for new am stations in Sheffield, Ala. Action Oct. 10.

By Hearing Examiner Forest L. McClenning

■ Upon request by Peninsular Bcstg. Co., continued Oct. 15 further hearing to Oct. 17, for taking of testimony of remaining witness of MKO Bcstg. Corp., scheduled Oct. 29 for taking of testimony of remaining witness of Peninsular and, as previously noted on record, presentation and evidence relative to financial issues and of rebuttal evidence, if any, shall commence on Nov. 5 in Grand Rapids, Mich., tv ch. 13 proceeding. Action Oct. 15.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of counsel, scheduled further prehearing conference for Oct. 17 in proceeding on applications of John A. Egle and KLFT Radio Inc. for new am stations in Golden Meadow, La. Action Oct. 15.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Oct. 15

*KBGL (FM), Idaho State College, Pocatello, Idaho—Granted license for fm station.

KHFM (FM) Albuquerque, N. M.—Granted licenses covering installation of new trans.; and installation of old main trans. as aux. trans. at main trans. site.

WSIX-FM Nashville, Tenn.—Granted license covering installation and change in type trans.

WFMT (FM) Chicago, Ill.—Granted license covering use of old main trans. as aux. trans. ERP 34 kw; remote control permitted.

*WUOT (FM) Knoxville, Tenn.—Granted licenses covering installation of new aux. trans.; and changes in ERP, ant. height, ant. trans. location, changes in ant. system and installation of new ant.

KEFC (FM) Waco, Tex.—Granted license covering change in ant.-trans. and studio location, decrease in ERP, installation of new ant. and changes in ant. system.

K06DE Hailey, Idaho—Granted cp to change frequency to ch. 6 for vhf tv translator station.

■ Granted licenses for following fm stations: WVNO-FM Mansfield, Ohio; KCHO Amarillo, Texas; WPFER Terre Haute, Ind.; WIAM-FM Williamston, N. C., and specify type ant.

Actions of Oct. 12

Homestead Television Translators Inc., Lonaconing, Md.—Granted cp for new vhf tv translator station, on ch. 12, to translate programs of WJAC-TV (ch. 6) Johnstown Pa.

KSOM (FM) Prell Enterprises, Tucson, Ariz.—Granted license for fm station and specify type trans.

KFRD Rosenberg-Richmond, Tex.—Granted license covering use of old main trans. as alternate main trans. D.

KFPW Fort Smith, Ark.—Granted license covering installation of old main trans. as aux. trans. D and as alternate main DN.

KMUZ (FM) Santa Barbara, Calif.—Granted license covering installation of new ant. and changes in ant. system.

KTFS Texarkana, Tex.—Granted license covering change in ant.-trans. location, changes in ground system and establishment of remote control point.

WHAM Rochester, N. Y.—Granted mod. of licenses to change studio location; remote control permitted (main and aux.).

KAFE (FM) San Francisco, Calif.—Granted cp to replace expired permit to change ERP, ant. height, trans.-studio location, remote control point, type trans. and ant.; condition.

WCBC (FM) Catonsville, Md.—Granted mod. of cp to change main studio and trans. locations, type trans. and type ant. and make changes in ant. system; remote control permitted; conditions.

WEXL Royal Oak, Mich.—Granted mod. of cp to make changes in DA(D) system (specify two tower array instead of three), and make changes in ground system.

KAFE (FM) San Francisco, Calif.—Granted mod. of cp to make changes in trans. equipment and trans. power; condition.

WMPP Chicago Heights, Ill.—Waived Sec. 3.30(a) of rules and granted mod. of cp to specify main studio location as 14th and Ellis Streets, East Chicago Heights.

KABL Oakland, Calif.—Granted extension of completion date to March 25, 1963.

KPOL-FM Los Angeles, Calif.—Granted request and cancelled SCA on 41 kc.

■ Granted licenses for following am stations: KVRD Cottonwood, Ariz.; KKIT

Taos, N. Mex.; KVEG Las Vegas, Nev., and specify studio and remote control point; KLME Laramie, Wyo., and specify studio location same as trans.; delete remote control.

■ Granted licenses for following vhf tv translator stations: K11CK Puerto Community Tv Repeater Assn., Sanders, Ariz.; K08BK, K10BF, K13BV Mantua City Corp., Mantua, Utah; K08BC Springer Community Tv Club, Springer and rural area, N. Mex.; K13DL Chief Joseph Community Services Inc., Bridgeport, Wash., and specify type trans.; K07DK, K11DR, K12CZ Box Elder Tv Club of Carter County, Capitol, Eastern Carter County, Lower Box Elder and Albion, Mont., and specify type trans.; K10BK, K12BJ Big Sandy Tv Club, Big Sandy, Mont., and specify type trans.; K11BA Allison Television Assn., Allison and rural area, Colo.; K11EG Parker Hill T. V. Assn., Del Norte, Colo.; K02BM, K06BN, K09CR Wagon Mound Tv Club, Wagon Mound, N. Mex.; K08BO, K12BQ Washington County Television Dept., Virgin and Toquerville, Utah; K07AV, K11AQ Stanford Tv Assn., Stanford, Mont.; K02AX Chipita Park Tv Club, Chipita Park, Colo.; K06AJ Cliff-Gila T. V. Club, Cliff-Gila, N. Mex.; K11EN Star Valley Tv System Inc., Afton, Wyo.; K05BR The Key Club of Dunsmuir, California, Dunsmuir, Castella and Mt. Shasta, all California.

■ Granted licenses covering installation of new trans. for following stations: KHOM (FM) Turlock, Calif.; KEED-FM Springfield-Eugene, Oreg.; KFRD (main) Rosenberg-Richmond, Tex.

■ Granted licenses covering increase in power and installation of new trans. for following stations: KAIM Honolulu, Hawaii, and remote control permitted; KAHU Wai-pahu, Hawaii, and change in frequency, ant.-trans. location, changes in ant. and ground systems; remote control permitted.

■ Granted mod. of cps to change type trans. for following stations: WTEV (TV) New Bedford, Mass., and change type ant.; WMUS-FM Muskegon, Mich., and change type ant. and specify ERP as 2.85 kw.

Actions of Oct. 11

KRNR Roseburg, Ore.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions.

■ Granted renewal of license for following stations: KBUD Athens, Texas; KCCT Corpus Christi; KCYL Lampasas; KEPS Eagle Pass; KERV Kerrville, all Texas; KQTV (TV) Fort Dodge, Iowa; KSLT (FM) Tyler, Tex.; KTAN (alternate main and aux.) Tucson, Ariz.; KTFS Texarkana; KTOD, KTOD-FM Sinton; KTRN (alternate main and aux.) Wichita Falls; KTXT-FM Lubbock; KUKA San Antonio, all Texas; WCTT Corbin, Ky.; WNOB-FM and SCA, Cleveland, Ohio; WOKB Winter Garden, Fla.

WTWV (TV) Tupelo, Miss.—Granted license for tv station; specify ERP as 27.2 kw vis. and 13.8 kw aur., ant. height 520 ft.

WPTV (TV) West Palm Beach, Fla.—Granted cp to install aux. trans. at new main trans. and ant. location.

K08CF, K10CL, K12CE Scofield, Utah—Granted cps to replace expired permits for new vhf tv translator stations, make changes in ant. system and change transmitting ant. description.

K11FL Buena Vista, Colo.—Granted cp to change frequency to ch. 11, principal community to Buena Vista, Salida and Poncha Springs, all Colorado, type trans., and make changes in ant. system.

WLBW-TV Miami, Fla.—Granted cp to install aux. ant. at main trans. and ant. location.

WSYR Syracuse, N. Y.—Granted cp to install new trans. as alternate main trans. at main trans. site; remote control permitted.

WMUU-FM Greenville, S. C.—Granted cp to increase ERP to 100 kw, decrease ant. height to 355 ft., change type trans. and type ant.; remote control permitted; conditions.

■ Granted cps to install new trans. for following stations: WLIP Kenosha, Wis.; WEBJ Brewton, Ala.

■ Granted mod. of cps to change type trans. for following stations: WLIP-FM Kenosha, Wis., and change type ant.; remote control permitted; WLKB Decatur, Ga., and change main studio location and specify remote control from main studio.

WRMN Elgin, Ill.—Set aside Oct. 2 temporary grant to operate with non-DA with 1 kw between 4 a.m. and local sunrise and, in lieu thereof, authorized such operation with 500 w.

Continued on page 111

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

Major market key station of successful Negro chain is looking for a dynamic sales manager. If you are a radio salesman with a successful record this is your opportunity to move into management with a growing chain. Box 900P, BROADCASTING.

Sales manager for western N.Y.S. regional-excellent earnings. Send photo and particulars immediately. Box 954P, BROADCASTING.

Washington, D. C. area. Bright young man with well balanced radio experience for management in rapidly growing regional station group. Hard work and its rewards. Interview required. Write qualifications, President, WAVA, 203 World Center Building, Washington 6, D. C.

Executive salesmen, management experience, proven sales background (age 30-45). Full time travel. (Home weekends). protected localised 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, plx; Community Club Awards, Westport, Connecticut.

Sales

Aggressive young station manager wanted by new owner of metropolitan, progressive Georgia market radio station. (1) Must be family man, (2) Strong on sales, (3) Record of longevity with previous employers, (4) Must be hungry for success and responsibility. The right man will get a fair percentage and an opportunity for eventual partial ownership. Unless you are a strong creative salesman do not apply. Box 16R, BROADCASTING.

RADIO

Help Wanted—Sales

Immediate opening for experienced radio salesman. I need a salesmanager, and the man I hire will get the promotion if he has the ability. Dick Taylor, KHUM, Santa Rosa, California.

Anyone knowing the whereabouts of Jim Luby, formerly of Daytona Beach radio, please have him call Ed Sperry collect at Boynton Beach, Florida, 2-4-6-8.

Enterprising free lance men. Increase your income with channel 21, progressive, independent Fresno area station in all UHF market, with low overhead and rates comparable to radio. We are interested in securing reliable men capable of selling, producing and presenting your own shows in sports, variety, or special events . . . studio, film, or live remote. We have all these facilities and the time. After your talent and/or sales commission fees, we're happy with \$1500 per month for a nightly hours, or will be glad to arrange a highly rewarding commission. Consider your present gross billing, then send resume, references, and pictures to Harold Gann, KDAS-TV, Hanford, California. Phone LUDlow 4-4431 or LUDlow 2-9301.

Help Wanted—(Cont'd)

Sales

Announcer-salesman. Strong on selling, but must be adequate mike man. A real opportunity to become a vital part of a growing New Jersey Station. Box 384P, BROADCASTING.

Salesman for leading station. Salary plus commission. Announcing experience necessary. KTOE, Mankato, Minnesota.

Announcers

Announcer with varied experience and first phone ticket for southwest network station. Box 832P, BROADCASTING.

Group operated, mid-south station offering liberal company benefits needs a combo first phone announcer. Fast pace, mature sound, perform studio maintenance only. Send tape and resume to Box 880P, BROADCASTING.

Opportunity for announcer with first phone, Texas network station. Box 835P, BROADCASTING.

Announcer . . . d.j. swinger, Eastern market, tape, resume. Box 840P, BROADCASTING.

Excellent opportunity for experienced announcer with first ticket. 21 year old established station in Great Lakes area emphasizes professional broadcasting and production. This is a 1,000 watt, full time, fine frequency. Salary commensurate with ability. Send photo, tape and resume to Box 899P, BROADCASTING.

Southeastern Arkansas daytimer needs married, experienced, good music announcer. Box 936P, BROADCASTING.

Radio traffic director for quality adult operation. Duties include supervision of log preparation, contacts with national advertisers, agencies, station representatives and clients. Sales ability and accuracy important. Give full details of experience and business references. Box 956P, BROADCASTING.

Immediate opening for announcer in progressive mid-Michigan station. News experience helpful. Operate tight board. Good music. Send tape and resume to Box 986P, BROADCASTING.

Texas station needs mature morning man. Medium market, \$450 per month to start. Send tape and resume to Box 989P, BROADCASTING.

Immediate opening. Top southeastern regional station needs deejay with strong teen appeal to handle late afternoon air trick and personal appearances. Send tape, resume, references immediately. Box 999P, BROADCASTING.

Dominant western Illinois station desires mature announcer who runs tight board. Send picture, tape, and salary requirements. Box 15R, BROADCASTING.

Announcer with first phone. Adult, good music station going to 5000 watts. Write Don C. Wirth, WNAM, Neenah, Wisconsin.

Help Wanted—(Cont'd)

Announcers

Jackson, Michigan—new daytimer. Experienced number one staff announcer. WRST, Box 380, Jackson, Michigan.

Wanted 2 experienced announcers with or without 1st ticket. Send tape all information first letter. No collect calls please. Al Drew, WCNF, Weldon, North Carolina, Jefferson 6-3115.

Man to handle traffic and some announcing. If you type, have some knowledge of radio and have a decent announcing voice, we will give you opportunity for experience. Contact Al Stanley, Manager, WTSB am-fm, Lumberton, North Carolina.

New d.j. comedy. Professional package \$5.00. Box 82, Kansas City 41, Missouri.

Announcer with first ticket. KGHM, Brookfield, Mo. Phone CL 8-4477 days, CL 8-4123 nights.

Announcer with 1st phone for quality music station. Single, between 20-40. Tapes and resume only. WSHO, 637 Common Street, New Orleans, Louisiana.

Four station group operating in Louisiana and Texas has opening for beginner announcers. Rush tape, resume, and photo to Ralph Hooks, Dixie Stations, Box 46, Deridder, Louisiana.

Technical

Excellent position open for chief engineer radio station WBIG, Greensboro. Only aggressive qualified engineer capable of assuming responsibility need apply. References and background will be thoroughly checked. Address application to Allen Wannamaker, General Manager, WBIG, Greensboro, North Carolina.

Chief engineer-announcer, thriving New York state station in excellent community—must run clean, well maintained shop. Send tape, photo, and state salary expected. Box 960P, BROADCASTING.

Immediate opening for 1st class engineer-announcer. Good voice essential. Good market. Good station. Send audition tape and resume to Box 987P, BROADCASTING.

Technician able to perform video switching. Salary in excess of \$140. Reply to, Gerity Broadcasting Co., 5700 Becker Road, Sagana, Michigan.

Needed chief engineer transmitter and maintenance. KFFA, Helena, Arkansas. Contact Sam W. Anderson, Manager. Phone Hickory 4-2361.

Combo man? We need you! Mid America's most active radio station is looking for a top notch first class, engineer announcer. If you fill the bill, rush your audition tape and resume to: Norman C. Haagenson, Manager, WROZ Radio, P. O. Box 441, Evansville, Indiana.

Production—Programming, Others

Have immediate opening on Illinois regional production staff for a creative male writer who has a good commercial voice. Box 852P, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Program director creative, sincere hard worker, air shift, extraordinary oppty, top rated top 40, large east city, tape, resume. Box 839P, BROADCASTING.

Morning personality for adult format, good music, top production station. Strictly a quality operation . . . excellent opportunity for right man to build a strong following in this midwest market. Box 957P, BROADCASTING.

Newsman — professional radio journalist dedicated to the proposition that his job depends on getting local news first. We have equipment do you have desire and ability? Eastern regional. Box 3R, BROADCASTING.

Expanding operation needs 2 men for air work, prefer some news gathering experience. Top rated, Florida east coast. Prefer mature, permanent applicants. Resume, tape, to Box 5606, Daytona Beach, Florida.

Applications are being accepted by southwestern Michigan's top rated station, WHFB, Benton Harbor, for music work, news, and sports. Emphasis placed on successful experience in the mentioned categories. This is a middle of the road station, with adult appeal. Send tapes (no returns) and resume, c/o Dick Hedges, WHFB, Benton Harbor, Michigan.

I am looking for a man who is already doing local news or one who would like to gather, write and deliver local news for WTSB-AM-FM, Lumberton, N. C. Contact Al Stanley, Manager.

RADIO

Situations Wanted—Management

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.

Husband wife managerial team. Experienced complete automation. Guarantee double gross. Box 946P, BROADCASTING.

White hunter, looking for man with tiger by tail. Will rescue harrassed owner or mgr. via cash injection and outstanding skills. Sales, writing, announcing talent. 12 years broadcast and outside industry. Administrative and financial ability. Photo and tape will slay beast. Phone: (203) DA 2-4232 or Box 964P, BROADCASTING.

Gen. Mgr. major mkt. experience. Masters degree. Hungry. Mid Atlantic mkt. Box 965P, BROADCASTING.

Manager available. Experienced all phases. Good commercial record. Knows station organization. Excellent references. Will consider fm operation. Will relocate. Box 874P, BROADCASTING.

Manager available because station sold. Top 75 markets. Sales background. Box 853P, BROADCASTING.

Have you considered a switch to a country music format but lacked an experienced general manager? I will be available soon due to ownership change. Past success can be measured in sales results, with emphasis on economy! 12 years of radio experience, including ownership. Box 978P, BROADCASTING.

Let me build your new station for you. I'll save you more than you'll pay me. 15 years construction experience. Excellent references, available immediately. Box 981P, BROADCASTING.

General manager. Same organization 14 years. Desires change. Experienced all phases. Excellent character and credit references. \$15,000 per plus override on station net. Available Dec. 1st. Box 982P, BROADCASTING.

Selling career broadcaster, 12 years in the business. Fully equipped with ideas and ambition. 35, responsible family man. Box 988P, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Need a selling manager? Offering thirteen year, documented sales and administrative success record. Want full responsibility only. Qualified, mature and employed. Box 995P, BROADCASTING.

Good sales manager wants to work for owner who wants to grow. Fully capable of complete management responsibility. Small to medium markets. Box 998P, BROADCASTING.

Am ripe for a beginning management or assistant management apprenticeship: mature but not old, settled but not stagnant, firm but open-minded, resolved but fair, a leader but no order-giver. I function best in a position and thereby can give you best dollar value. 7-years rounded am, fm, tv experience, including sales. No speculators, please. If you are not interested in me specifically, and are not ready to hire right away, don't reply. No rockers. Personal interview preferred, my expense. Box 6R, BROADCASTING.

Sales

Service and sales . . . five years all phases radio, rock to Bach. Three years production director. Dale Carnegie course graduate. Married, sober, college. Minimum \$125. Box 650P, BROADCASTING.

Announcers

Experienced announcer and control board operator, married. Willing to travel and settle down. Box 819P, BROADCASTING.

Authoritative voice with two years in radio, network experience, desires permanent position, salary commensurate with living expenses. Will relocate anywhere. Tape on request, all replies answered. Box 869P, BROADCASTING.

Announcer dj, beginner, announcing school and college graduate, home in Ohio, 23, single, will travel. Middle of road, operate own board, resume and tape on request. Box 892P, BROADCASTING.

Disc jockey, announcer, tight board, authoritative news. Bright modern d.j. style. Top quality sound. Top 40 or good music; will relocate. Box 895P, BROADCASTING.

Major-market jock. Hates to go back to work, but mother-in-law insists. John Garner, 730 S. 2nd, McAlester, Okla. GA 3-1220.

Announcer and happy d.j. Operate tight board. Authoritative newscaster experience. Box 947P, BROADCASTING.

Announcer. Beginner, young, radio school. No rock, nor top 40. Box 951P, BROADCASTING.

Employed major market classical and/or good music first phone announcer, music/program director will air mail pertinent information to forward thinking stations only. West coast most desirable—But. Box 952P, BROADCASTING.

D.J. announcer—dependable, experience. Speaks French, English. Married, mature sound. Not a floater. Box 962P, BROADCASTING.

Announcer-newscaster for adult radio or tv in the northeast. Authoritative, mature delivery, knowledge of good music, family man. Seventeen years radio, three years tv. Box 963P, BROADCASTING.

Look for the Best? Highly experienced, d.j. newsman interviewer, play by play sportscaster, salesman. Interested in major market only. Try a winner. Box 966P, BROADCASTING.

Negro announcer, eight years experience, reb, format, gospel. Clear news delivery. Box 967P, BROADCASTING.

Radio tv announcer, seeks position in East. Married. One child. Box 909P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Stop! Radio and tv—five years top experience. Want radio—love it. Box 973P, BROADCASTING.

Major-market jock available. Station sold, format changed from platters to preachers. John Garner, 730 S. 2nd, McAlester, Okla. GA 3-1220.

DJ for formula station modern. Cheerful. Tight production. References. Tape. Box 976P, BROADCASTING.

Announcer/dj. Versatile personality, modern middle road programming. Experienced. References. Box 977P, BROADCASTING.

Announcer-dj with bright sound and experience in top 40 and middle of the road music formats, available now. Prefer Michigan area but will travel. Box 983P, BROADCASTING.

Negro announcer . . . The soft spoken man with the big voice seeks initial position. Mature, broadcasting school and college graduate. Creative writer. Box 985P, BROADCASTING.

Capable young personality for fast to medium format. Solid background. Box 992P, BROADCASTING.

Announcer salesman. Wants real opportunity to sink roots. East coast. Box 994P, BROADCASTING.

Deejay/program director top 40. Fast and tight board; good production ideas; first phone; veteran; married; will relocate. Box 996P, BROADCASTING.

#1—47% pulse, currently top 50. Seeking top 20 market. Box 997P, BROADCASTING.

Major-market jock. Have personality, will travel. Write, call, or send smokesignal. John Garner, 730 S. 2nd, McAlester, Okla. GA 3-1220.

Large chain pd. Fifteen years AA baseball, college sports, staff. Present employer references. Like small city. Base \$120. Box 937P, BROADCASTING.

Announcer-chief engineer, 5 years experience, all phases, 1st phone, vet. 37, married. Guy Saleme, 1058 Boranda, Mountain View, California, 96-8-3259.

White R & B jock; fresh sound, married, hard worker, tight board. Boyd Magers, 715½ E. Bridge, Blackwell, Oklahoma.

Swingin' live wire top forty type radio and tv personality ready to make money for your operation. Five years major market background and musical programming know how man available now. Contact Bob Montgomery, 160806 Lkwd. Hts. Blvd., Cleveland 7, Ohio.

Fight unemployment, hire me! John Garner, 730 S. 2nd, McAlester, Okla. GA 3-1220.

Modern format jockey desires position with pro station, west. Experienced pd, newsman, and production. Box 1R, BROADCASTING or 614-362-8402.

Personality, dj, 8 years experience. Mature. Family. Wants major market. Presently employed. Box 5R, BROADCASTING.

Announcer DJ, experience, sports minded too. No floater or prima dona. Box 8R, BROADCASTING.

Now working No. one station major market. Seeking new time slot. Swinging top forty. Box 9R, BROADCASTING.

Announcing school graduate. Mature authoritative sound, tight board. Will relocate. Box 10R, BROADCASTING.

Announcer and/or pd, resonant authoritative sound. Twelve years experience, news. Top rated dj, swing, not rock, tight production, veteran, married. Phone 312-465-6559.

Situations Wanted—(Cont'd)

Announcers

Young man, 24, married, college graduate, 1st phone license, graduate Elkins Broadcasting School. Have had radio experience. Will be discharged from Army November 12th. Interested in job in the South with good future. Richard A. Sharpe, 1810 Atascadero Drive, Columbia, South Carolina.

Wanted: \$50,000.00 year job with living expenses paid. Rolls Royce with former Miss Universe for chauffeur, furnished. Will consider other offers. John Garner, 730 S. 2nd, McAlester, Okla. GA 3-1220.

Young, ambitious have work in the providence market as a newscaster. Box 11R, BROADCASTING.

West. Smooth as cream with team. We dream radio beam. Box 12R, BROADCASTING.

Traveling, of locale west of Syracuse, please drop a line. Box 13R, BROADCASTING.

DJ, announcer, newscaster. Married, experienced, dynamic personality. Fast, tight board. Authoritative newscast. Box 14R, BROADCASTING.

Breezy first phone morning deejay. 10 years experience. Have been chief, pd, news d. Box 18R, BROADCASTING.

Teen, age 16, needs employment. No license or experience. Henry Mavin, 9325 Beacon Street, Cleveland 5, Ohio.

Technical

First phone desires change. prefer east of Mississippi River. Presently employed as assistant to chief on am, fm, multiplex. Two and a half years experience am, fm and tv. Write Box 979P, BROADCASTING.

Looking for a permanent position. 9 years tv, 5 years radio experience. Married. Box 945P, BROADCASTING.

Chief engineer, large southwest directional, 12 years experience, 10 years present job. Combo, excellent construction technical, sports, remotes, sober, good family man. Send all replies to Box 968P, BROADCASTING.

Chief engineer position desired in Montana or northwest. Experienced in directionals, proofs, and maintenance. Box 970P, BROADCASTING.

Have first phone, slide rule, will travel. Some radio experience, excellent recommendations, prefer fm only, outside of the south. No announcing experience. \$85 per week minimum. For resume write, Grady Dixon, 503 Snow Hill St., Ayden, North Carolina.

Experienced chief engineer in am-fm-directional seeking new employment. No announcing. \$125 per week. Box 22R, BROADCASTING.

Production—Programming, Others

Chief engineer with directional and announcing experience seeking permanent position. Southern states preferred. Married with one child. Contact Jack Stanley, 1143-A Parsonage St. Ext., Elizabeth City, N. C. or phone 6764 after 6:30 P.M. (EST).

Production director three years. Five years all phases radio, rock to Bach. Dale Carnegie course graduate. Married, sober, college. Minimum \$125. Box 651P, BROADCASTING.

Radio's most versatile man seeks change. Top original comedy man, sports director, special events, play by play in metropolitan radio, also some sales. Box 993P, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Attention midwest and southwest. Available immediately—a top rated radio and tv man, 36 with 15 years experience all phases of radio. Former manager of 5 kw sw success story. 2 years on camera announcing experience. Expert in public relations, personnel and management. Best references—good credit. Family and college man. You check me—I'll check you. Write Box 954P, BROADCASTING. I'll call for your appointment.

News director. Writer, producer, newscaster. Unique air style. Production minded. Network top in experience. Industrious, resourceful, creature. Box 972P, BROADCASTING.

Newsman top background reporting, writing. Experienced on mike-camera. B.S. degree communications, family. Want major market radio and/or tv, which places high priority on news operation. Box 19R, BROADCASTING.

Combat ready tank is present office. Desire more spacious working area in mid December. Will bring 4 years experience, college degree, and one wife to good news opportunity. Prefer east coast, but will travel. Box 2R, BROADCASTING.

Attention choosy fm stations. Choosy announcer pd with major market am & fm experience, knows both Buxtehude and Marconi (1st ticket), will help put (or keep) you tops in field. Box 800P, BROADCASTING.

Program director, experienced all formats. Good track record. Solid promotion background. Will consider all offers. Will relocate. Box 875P, BROADCASTING.

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.

Reporter: 10 years radio and newspaper experience. Currently with prestige corporation. Specialize in mobile and on the spot coverage. UPI special award. St. Paul, Minn. Call 739-9644, Winchell.

TELEVISION

Help Wanted—Sales

Opening for aggressive television salesman at top station in 3V market. Salary plus commission. Excellent opportunity for right man. Send resume to Box 969P, BROADCASTING.

Experienced sales manager television. CBS station in medium sized eastern market. Immediate opening. References. Excellent opportunity with well established successful station. Reply Box 974P, BROADCASTING.

Enterprising free lance men. Increase your income with channel 21, progressive, independent Fresno area station in all UHF market, with low overhead and rates comparable to radio. We are interested in securing reliable men capable of selling, producing and presenting your own shows in sports, variety, or special events... studio, film, or live remote. We have all these facilities and the time. After your talent and/or sales commission fees, we're happy with \$1500 per month for a nightly hours, or will be glad to arrange a highly rewarding commission. Consider your present gross billing, then send resume, references, and pictures to Harold Gann, KDas-TV, Hanford, California. Phone LUdlow 4-4431 or LUdlow 2-8301.

VHF in medium southeast market has opening for local salesman. Guarantee with commission. Send resume with recent photograph to Box 984P, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

On-camera announcer experienced in both scripted and ad lib commercials. Capable of hosting live programs, commentaries, and conducting interviews. On-camera representative for important prestige accounts. Some contacts with clients involved. Excellent potential in pre-freeze VHF CBS station, serving 500,000 homes. Send film if available or photo with tape and resume to Box 958P, BROADCASTING.

Technical

Engineer with first class license. TV-AM-FM central Pennsylvania. Experience not necessary. Contact Glenn Winter, WBSA, York, Pennsylvania, Phone 2-5531.

Production—Programming, Others

Wanted creative copywriter for CBS-TV station Southeast. Experienced only. Send resume and samples of your creative commercial work with first letter. Box 878P, BROADCASTING.

Director-Studio supervisor. Modern television production center has opening for man thoroughly grounded floor, props, lightning and camera who now feels qualified to assume some directing along with other studio responsibilities. WSAV-TV, Savannah, Georgia.

Production supervisor. Prominent group station in southeastern capital city seeks man thoroughly experienced in television production—preferably person now holding position of Production or Operations supervisor. Will supervise operational staff of twenty-five, and will be responsible for all production aspects of the station. Applicant must be a leader, creative and very strong in television production and its administration. Management considers this department head level position a key assignment. If you have a successful background in this area of television and want to move forward with a prestige station, please send a complete resume and recent photograph to Box 870P, BROADCASTING.

Program director to plan, create and execute all live local commercial, public service, and documentary programming, on basic CBS station in midwest. Must have administrative and creative experience and ability. Excellent opportunity for management advancement. Starting salary \$10,000 to \$15,000. Many fringes including stock option plan and profit sharing. Send complete resume, samples of creative work, references, to Box 4R, BROADCASTING.

News opening WGEM-TV, channel 10, Quincy, Illinois. NBC-ABC. Send complete resume, photo, tape, rewrite material, and references. Call 222-6840. Area Code 217. Ask for Program Director or Manager.

TELEVISION

Situations Wanted—Announcers

Attention tv-radio operations. Several years radio experience in all phases. Some tv. Mature, dependable with good character and ability. Box 946P, BROADCASTING.

Professional announcer. Nearly 20 years broadcasting including 3 years tv. College graduate with community theatre experience. Seeking employment at creatively managed tv station. Box 990P, BROADCASTING.

First phone engineer, two years experience, additional two years tv engineering school, also eight years technical experience in allied field. Desires steady permanent position in large or medium market progressive tv, station in midwest with prerequisite, good starting wage. Box 917P, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

13 year tv, radio administrative background (10 years in state capital city). Interested in tv news, programming—but willing and able to start where needed. 34, married. 304-925-5488. Box 821P, BROADCASTING.

Promotion manager with top market experience. Familiar with film and studio operations. Excellent references. Will relocate. Box 876P, BROADCASTING.

Newsman, 10 years reporter, writer, newscaster. Radio newspaper background. Seeks television operation where can gather, write, film, broadcast news. Professional delivery, best references. Box 938P, BROADCASTING.

Production manager. Reached top here. Desire producer/director job in major market or production manager job with challenge college. Can furnish references and port-and opportunity. Eight years experience, folio of qualifications. Box 754P, BROADCASTING.

Newsman seeking return to small town from one of largest. 12 years experience all phases radio-tv. Only responsible, community conscience stations need apply. Box 975P, BROADCASTING.

For Sale

Equipment

Continental 1 kw, UHF tv transmitter, model PA-715, complete with tubes, without sideband filter, very clean and in working order, \$3500, Ruth Higdon WAFG-TV, Huntsville, Ala., 539-1783.

RCA professional disc recorder type 70-B. Original cost approximately \$1500. Good condition, presently used at broadcast station. Make offer . . . trade considered. K-KIS, Pittsburg, California.

Recording equipment, Ampex 601; Presto 6N; RCA 77DX: misc. New condition & reasonable. J. A. Campbell, 2919 Bryant North, Minneapolis 11, Minn.

16mm Bolex. Latest reflex model w/fader. 3 lenses plus pan cinor 200m. Many accessories. Guaranteed perfect. Cost over \$1100. Best cash offer takes. 1707 Santa Rosa, San Luis Obispo, California. LI 3-4758.

Will sell to best offer, a complete Gates M-5214 RDC-10 remote control and metering units. Used 3 years, no trouble, perfect condition, complete for studio and transmitter use, has modulation meter for studio. Also 180 feet Andrews H.O. transmission line with standard fittings. Sell together or separate, for quick sale will take best offer. KHRB Hillsboro, Texas P. O. Box 317. Phone JU 2-3431, Manager.

Closed circuit vedecon camera GPL PD 150, demonstrator, excellent condition. \$800, 501 East William David Pkwy., Metairie, La.

Attention newsmen. Moltawk recorder. w/2 mikes. Many accessories. New condition. Cost over \$475. Best ridiculous cash offer takes. 1707 Santa Rosa, San Luis Obispo, California LI 3-4758.

Aircooled 5 kw some pares good condition. Post war model. Immediate availability. Asking \$6,000. Write Box 953P, BROADCASTING.

For sale . . . one GE 3 kw amplifier, model number BT-3A. A-1 condition and like new appearance. \$3500.00. Phone 388-5200 or 388-7433 Columbia, Tennessee.

For Sale. Two Ampex Intersync units, Series 01 and 02. Good condition. Price reasonable. Contact Wm. Parpisek, KCRA-TV, 310 - 10th Street, Sacramento 14, California.

FM transmitter, RCA 250 Watt, also 5.2 gain antenna. Make offer. KJAZ, Berkeley 5, California.

For Sale—(Cont'd)

Equipment

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

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. Templebar 2-3527.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co. 1314 Iturbide St., Laredo, Texas.

For sale, one Western Electric 1 kw transmitter Dougherty circuit. Used 10 years at WBZA. In excellent condition. Price \$1500. Contact W. H. Hauser, WBZA, Boston

Schafer 1200 GM automation system complete with music bridge integrator, 8 Ampex units with P.E. cell cuing and 150 blank window cued tapes. Less than one year service. Half original price. Box 871P, BROADCASTING.

WANTED TO BUY

Equipment

Wanted optical system parts for Dumont type 5363-A Cinecon units. Lenses and prism needed, new or used (if in good condition). Will buy complete 5363-A assembly if necessary. KFBB-TV, Box 1139, Great Falls, Montana.

5 kw transmitter. Send full specifications and price. Box 971P, BROADCASTING.

Miscellaneous

Condenser service. The top tunes condensed to one minute for those crowded segments. Initial fee of \$25.00 delivers top twenty, weekly service fee of \$6.00 keeps you up to date. Send check to Box 882P, BROADCASTING.

"Stinger Series" Forty musical coppers. stings, punctuators, newly recorded in Hi-Fi and pressed on to pure vinyl just \$9.95. Station Services, 1st National Bank, Peoria, Illinois.

WANTED TO BUY

Station

TV station wanted. Southwest, Arizona preferred. High volume, sound business, excellent potential. Full particulars to Agent: Box 949P, BROADCASTING.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Commercials taped for small market stations using major market announcers. Robert Best and Associates, 5801 Peabody St., Hyattsville, Md. HA 2-3233.

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, 1505 N. Western Ave., Hollywood 27, California.

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.

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.

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.

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

INSTRUCTIONS—(Cont'd)

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

Experienced manager who can run an East Coast daytime station without ratings, and who will build a good organization and staff. Salary \$12,000. Send full particulars and picture, but no material that must be returned.

Box 859P, BROADCASTING

OFFERING A CHALLENGE

To a creative, alert program manager who will strengthen "talk" programming news, etc., and life ratings for an Eastern network AM-FM station in a top-rated market. Send resume and salary required to

Box 940P, BROADCASTING

Sales

WANTED . . . A TOP RADIO SALESMAN!

The man KBTRadio is looking for is presently employed and desires to move up the sales ladder to the Denver Market. KBTRadio is 5,000 watts at 710 with a modern adult format and ABC and InterMountain Networks. If you're not afraid of a real challenge and hard work, have ideas and like to make calls, send complete resume and sales record in first letter to:

Jackson Fleming
GENERAL MANAGER
KBTRadio
1089 BANNOCK STREET
DENVER, COLORADO

ACCOUNT EXECUTIVE

Unusual opportunity at East Coast major market station. Excellent draw, commission and expenses. Small market experience preferred.

Box 7R, BROADCASTING

Announcers

WANTED AIR PERSONALITY

Station in top major market needs all-around, bright, happy-sounding air man. Not a "Rocker" but we want up tempo man who knows tight production and can sound exciting and mature at the same time. Must have quality voice and able to take direction and follow our format to the letter. If you are not experienced in "Bigtime" broadcasting, don't apply. If you qualify and are interested forward complete resume and air-check immediately to

Box 21R, BROADCASTING

Production—Programming, Others

PROGRAM DIRECTOR WANTED

Major market group owned station in first 5 cities needs dynamic highly experienced PD. Must be creative and tops in productions. Capable of breathing life into exciting (non-rock) fast-paced operation. Great opportunity for man who knows his business. Don't waste our time or yours unless you are truly a "Pro." Market very competitive—and we must have the best. Should be capable man on air. If qualified and interested, rush complete resume, tapes, samples of work, salary desired to

Box 20R, BROADCASTING

RADIO

Situations Wanted—Sales

Detroit Representation

Without the costly expense of a branch office your firm or client can operate in Detroit or the entire Midwest. Full or part-time basis. Seasoned, mature advertising executive available on a retainer. I can give top-flight professional representation. . . . Sales, Monitoring, Research, Public Relations, Media Selection, Writing, Contacts, etc. All replies answered in strict confidence followed by personal interview if desired.

Box '959P, BROADCASTING

TELEVISION

Help Wanted—Management

ATTORNEY

Opportunity available in New York for attorney with FCC background, radio-tv. Submit resume including salary requirements: Box 599, 1501 Broadway, New York 36, New York.

RADIO

Situations Wanted

Announcers

Major market jock available due to sale of station and complete change of format by new owners.

John Garner
730 S. 2nd
McAlester, Okla.
GA 3-1220

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.

SITUATIONS WANTED

Production—Programming, Others

REAL RADIO MAN

is seeking opportunity with a future in broadcasting or allied field. Stable, personable, and creative thinker with unlimited energy and ability. Contact P.O.B. 12004, New Orleans 24, La.

HUNTLEY-BRINKLEY?

Even they haven't interviewed the people I have i.e., "Rudolph" the you know what nosed Reindeer, the Xmas Seals, Santa Claus, Mrs. Claus—mater of fact, everyone in Santa-land. I'd like to Xmascast for you—See my color ad in "Fates & Fortunes" or call Holly B. Jolly—Pams of Dallas—TAYlor 7-0901.

Miscellaneous

AUDIO TAPE DUPLICATOR

Ampex High Speed Duplicators
Guaranteed—Highest Quality
Lowest Prices

Complete Packaging & Mailing Service
OMAHA RECORDING STUDIO
2963 Farnam, Omaha, Nebr.

ATTENTION FORMER WDSU (NEW ORLEANS) EMPLOYEES!

WDSU is planning an "On-the-Air" reunion this Thanksgiving Day. For details, current addresses of all former WDSU announcers and talent should be sent to Stanley Holiday, WDSU, 520 Royal St., New Orleans 16, La.

For Sale

Equipment

AMPEX

Videotape Splicer,
like new. For sale \$550.00.
Peter DeMet Productions
1317 W. Belmont Ave.
Chicago 13, Ill.

Have used 250 watt transmitters in stock—

Gates BC-850GY's
Gates BC-250C-1's
Collins 300G's
Raytheon RA-250
GE 4BT20-A1

Can supply as is, or tuned and tested to your frequency. Call or wire Franz Cherny, Gates Radio Company, Phone Area Code 217, 222-8202.

INSTRUCTIONS

SIX WEEK COURSES

- FCC first phone license
- Announcer, Disc-Jockey

NINE MONTH COURSES

- Chief Engineer
- Program Director
- Owner-Manager.

Guaranteed training and placement.
Our graduates are working in all categories.

Write for school catalog
KEEGAN TECHNICAL INSTITUTE
"Since 1947"

207 Madison, Memphis, Tenn.

EMPLOYMENT SERVICE

Looking?
Professional radio and TV placement
ALL BROADCAST PERSONNEL
Cost-to-earn with Midwest saturation
Free details on request.

Write:
Broadcast Employment Service
4835 10th Ave. So. Mpls, 17 Minn.
TA 5-8758 TA 5-8782

For Sale

Stations

MIDWEST DAYTIMER

Grossing approx. \$70,000. Excellent facilities. Good growth picture. Full details to qualified principals.

Box 980P, BROADCASTING.

EXCELLENT OPPORTUNITY IN COLORFUL COLORADO'S SECOND LARGEST CITY! 1000 W. DAYTIMER, KTUX, PUEBLO. AVAILABLE AT A FRACTION OF ITS TRUE VALUE. A FINE OPPORTUNITY FOR SOMEONE WHO WANTS TO OPERATE HIS OWN STATION IN A REAL GROWTH AREA. PRICED NOT MUCH HIGHER THAN THE NEW EQUIPMENT COST. CONTACT H. MEYERS BUMGARDNER, TRUSTEE IN BANKRUPTCY, BON DURANT BUILDING, PUEBLO, COLORADO. PHONE LINCOLN 22671.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.

2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

For Sale

Stations

FOR SALE

50 KILOWATT STATION

Fulltime facility in major west coast market. Asking \$875,000 with excellent terms available to qualified buyer.

Box 17R, BROADCASTING

GUNZENDORFER

CALIFORNIA FULLTIMER with network.
\$12,000 down. Asking \$48,000.

TELEVISION STATION — WESTERN STATES. Asking \$443,000.

ARIZONA NET FULLTIMER. \$10,000 down. Asking \$70,000.

FM's \$125,000, \$50,000, \$90,000.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

Station is 1000 watts, 1480, daytime.
Regional Channel allows sign on any time after 4:00 A.M.

Inquiry should be to:
H. M. Bumgardner
Box 1122
Pueblo, Colorado
telephone LIncoln 2-2671

FOR SALE

Daytimer major metropolitan market.

Profitable operation.

Box 950P, BROADCASTING

Pacific Northwest

Major Market Station. \$150,000 down Required, liberal payout on balance. No brokers.

Box 971P, BROADCASTING

To buy or sell Radio and/or TV properties contact,

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Ala	single	daytime	85M	terms
Pa	small	daytime	60M	10M
Ca	medium	daytime	65M	18M
Fla	medium	daytime	125M	35M
N.Y.	medium	fulltime	230M	50M
N.C.	metro	daytime	125M	terms

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

TEXAS. Exclusive daytime. Gross has averaged \$60,000.00 for past three fiscal years. Operated remote, site leased for less than it would cost to own. Asking \$55,000.00 with 29% down ad balance on excellent terms.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Continued from page 105

KRAL Rawlins, Wyo.—Granted extension of completion date to March 27, 1963.

■ Following stations were granted extensions of completion dates as shown: *WEGA-TV Savannah, Ga., to March 11, 1963; KUSU-TV Logan, Utah, to April 11, 1963; *WIPR-FM San Juan, P. R., to March 13, 1963; WTCM Traverse City, Mich., to April 21, 1963; WIOU Kokomo, Ind., to Dec. 1; KTHO Tahoe Valley, Calif., to April 10, 1963; WJBT Wheeling, W. Va., to Dec. 15; KPRK Livingston, Mont., to Nov. 30; WHOT Campbell, Ohio, to Jan. 2, 1963; WLOB Portland, Me., to April 14, 1963; WCCO-FM Minneapolis, Minn., to April 6, 1963; WABJ Adrian, Mich., to Feb. 28, 1963.

Actions of Oct. 10

WDOW Dowagiac, Mich.—Granted request for mod. of pre-sunrise operation condition attached to July 18 grant of cp to increase daytime power to 1 kw, to extent of authorizing operation with non-DA with 500 w between 4 a.m. and LR until final decision is reached in Docket 14419 or until directed to terminate such operation, whichever occurs first.

The Baca Tv Co., Richards, Campo and Regnier, all Colo.—Granted cp for new vhf tv translator station, on ch. 12, to translate programs of KCSJ-TV (ch. 5) Pueblo, Colo.

Southern Oregon Bestg. Co., Klamath Falls, Ore.—Granted cp for new vhf tv translator station, on ch. 72, to translate programs of KOTI-TV (ch. 2) Klamath Falls, Ore.

■ Granted cps for following new vhf tv translator stations: Creede Tv Assn., on chs. 4 & 7, Creede and Masonic Park, Colo., to translate programs of KGGM-TV (ch. 13) Albuquerque, N. Mex.; Edward E. Shultz, on ch. 11, Estes Park, Colo., KRMA-TV (ch. 6) Denver, Colo.; The City of Ainsworth, on Ch. 9, Ainsworth, Nebr., KHAS-TV (ch. 5), Hastings, Nebr.; High Point Tv Assn., on ch. 11, Rural area southwest of Fort Davis, Texas, KOSA-TV (ch. 7) Odessa, Texas; Ukiah Tv Assn., on ch. 3, Ukiah, Ore., KHQ-TV (ch. 6) Spokane, Wash.; Gillette Tv Assn., on ch. 5, Gillette, Wyo., KOTA-TV (ch. 3) Rapid City, S. Dak.; Clyde Community Tv., on ch. 3, Clyde, Kans., WIBW-TV (ch. 13) Topeka, Kans.; The Key Club of Dunsuir, California, on chs. 9 & 13, Castella, Calif., KVIP-TV (ch. 7) Redding, and KHSL-TV (ch. 12) Chico, both California.

WXRF Guayama Bestg. Inc., Guayama, P. R.—Granted involuntary transfer of control from Rafael Fuster Fuster to Rafael Fuster Gonzalez, administrator of the estate of Rafael Fuster Fuster, deceased.

Breckenridge Volunteer Fire Dept., Breckenridge and Blue River Valley, Colo.

—Granted cp for new vhf tv translator station, on ch. 5, to translate programs of KBTv (TV) (ch. 9) Denver, Colo.

KIMA Yakima, Wash.—Granted cp to install new aux. trans. at main trans. site (DA-N).

WEZB, Radio Birmingham Inc., Birmingham, Ala.—Granted involuntary assignment of license to Frank Blackford, receiver, without prejudice to whatever action commission may deem necessary to take in connection with problems currently existing in pending application for renewal of license of station WEZB.

KLFF, Crown Bestg. Co., Mead, Wash.—Granted mod. of cp to change name to KLFF Inc.

■ Granted mod. of cps to change type trans. for following stations: KDFN Doniphan, Mo.; WCCM Traverse City, Mich.; KKOK Lompoc, Calif.

■ Following stations were granted extensions of completion dates as shown: KPAC-FM Port Arthur, Texas, to April 6, 1963; KWKW Pasadena, Calif., to Jan. 27, 1963; WBAL Baltimore, Md., to April 15, 1963.

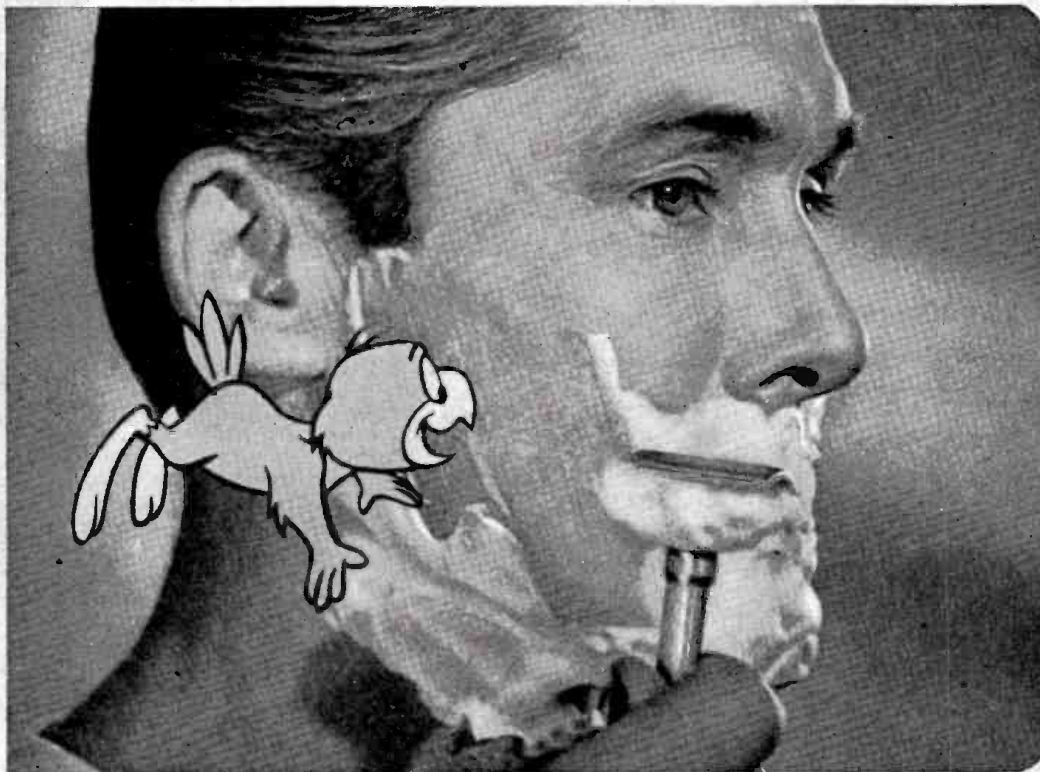
Rulemakings

PETITIONS FILED

■ Bay Area Educational Tv Assn., San Francisco, Calif. (10-10-62)—Requests amendment so as to reserve ch. 38 at San Francisco for non-commercial educational use.

■ National Educational Tv & Radio Center, Washington, D. C. (10-10-62)—Requests amendment so as to reassign ch. 14 to Chattanooga from Athens, both Tennessee, and reserve channel for non-commercial educational use, and that commission continue reservation of presently assigned ch. *55 in Chattanooga to provide second channel when needed for educational use.

"Film does the unusual!"



BONG-G-G-G-G . . . goes the gong! Barely have the echoes died . . . before the proposition (happy shaving!) has been sharply highlighted by **ANIMATION** (a flitting bird who knows his way about) and **PHOTOGRAPHY**. Each was done separately, then combined with utmost accuracy to show razor, shaver and bird to best selling advantage—all on Eastman film, with prints on Eastman print-stock. Two steps—negative and positive, both Eastman—both of vital importance to sponsor, network, local station and viewer. Moral: Plan carefully and . . . go Eastman—all the way!

For further information, get in touch with
Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division, 342 Madison Avenue, New York 17, N.Y.

Midwest Division, 130 East Randolph Dr., Chicago 14, Ill.

West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, Calif.

For the purchase of film, **W. J. German, Inc.** Agents for the sale and distribution of **EASTMAN** Professional Films for motion pictures and television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER: Gillette Safety Razor Company
AGENCY: Maxon Inc. PRODUCER: MPO Videotronics;
Warner Bros. Pictures, Inc., Cartoon Division

OUR RESPECTS to John W. Burgard, vp-advertising, B&W Tobacco Corp.

But for the depression, he'd be an engineer yet

John W. Burgard, of Louisville, Ky., thinks television programs are full of "junk." Too many bumpers, previews, titles and credits are crowding into time he says would better be used for the entertainment portions of programs.

This tall, slim Kentuckian has been attempting to convince the networks and his fellow advertisers that the "clutter" situation ought to be changed (BROADCASTING, March 5). If there's a wasteland in television, it's that time between the program content of adjacent television shows, says he.

Mr. Burgard has a vested interest in the clutter hassle. He is vice president in charge of advertising and a director of Brown & Williamson Tobacco Corp., Louisville, and as such is responsible for about \$30 million his firm annually invests in advertising, more than 80% in television. B&W sponsors or participates in eight network television programs in prime time, three in daytime, and uses a large spot tv budget.

Mr. Burgard is a co-chairman of an Assn. of National Advertisers study group which timed some network programs and reported chunks of up to 10 and 11 minutes of promos, commercials and credits separate the entertainment portions of successive network tv programs.

The networks have listened to Mr. Burgard's pleas for relief with a sympathetic ear, he reported last week. But he thinks now it's a problem for the individual advertiser.

A Graduate Engineer ■ The networks might never have had to grapple with this forceful executive were it not for the depression. He was a graduate engineer then who joined B&W after working with construction firms and the Pennsylvania Railroad. "It was the depression, and I was glad to get anything," he recalls. Mr. Burgard moved from "anything" in 1932 to a B&W vice presidency in 1955.

The only son of a Louisville dentist, John Williams Burgard was born Aug. 13, 1910. He was graduated from Virginia Military Institute with honors and a Bachelor of Science degree in civil engineering in 1931.

Soon after his start with B&W in the accounting department, the advertising department was shifted from New York to Louisville. Casting his engineering background aside, he moved into the new department, and with the exception of a four-year, high-level stint in the sales department (during which he was elected a vice president and director of the firm [1954-1958], he's been

associated with B&W's advertising ever since.

Fourth Largest ■ The nation's fourth-largest producer of cigarettes with eight major brands, B&W is a wholly-owned subsidiary of British-American Tobacco Co. Ltd., of London, and has been a good customer of broadcast advertising for many years. Mr. Burgard recalls an early venture, *Plantation Party*, which was sponsored on radio in the '30s by Bugler, a roll-your-own cigarette tobacco whose sales jumped 500% in the first 13 weeks of sponsorship. Other pre-war B&W shows included *Uncle Walter's Doghouse*, *People Are Funny* and *Red Skelton* (when the redhead wasn't so well known).

Mr. Burgard's early advertising career was interrupted by 4½ years service in the Army Air Corps during World War II. First a state-side public relations officer, he maneuvered a transfer to the headquarters of the Eighth Air Force in England as RAF liaison and as U. S. representative of a team setting up a unified air-sea rescue service.

Medal Winner ■ Later he established a similar system for the Mediterranean Allied Air Forces in only six weeks, an effort which earned him the Legion of Merit. Promoted to colonel, he set up and was chief of a world-wide rescue service for the Air Force. He represented the U. S. at an international civil aviation conference in Montreal, after which he was awarded both the Army and Navy commendation medals.

Mr. Burgard came back to B&W in January 1946 as advertising manager. He was named vice president of sales

in 1955, then returned to advertising, also as a vice president, in 1958. He is responsible as well for B&W packaging and public relations.

Hard Worker ■ John Burgard works long hours. At his desk at 8 a.m. daily, he often doesn't leave for home until late. "So much of the working day is spent on the telephone and in meetings that if you want to do any constructive thinking, you have to wait until the place is quiet," he said.

He attributes his attitude toward work and personal discipline to his training at VMI. During his early days at B&W, he recalls, the advertising manager went out of town, leaving John with specific instructions for a course of action which quickly met the disapproval of B&W's president, who personally bawled John out. John assumed full responsibility. The absent manager's respect and long-time friendship. learned of the young man's action and informed the senior executive that John was merely following orders. The incident earned Mr. Burgard his super-

Home Town Girl ■ He married the former Miss Gloria Lewis, of Louisville, Nov. 30, 1946. They have two sons, John W. Jr., 14, and Lewis Alexander, 12. The Burgards live in Rolling Fields, a Louisville suburb. Active in the Episcopal Church, the B&W executive devotes much of his leisure time to his family, professional associations and gardening.

His pride is a bluegrass lawn covering almost ¾ of an acre around his house. Unlike golf, it gives him a feeling of accomplishment, he says, and keeps him close to his family. He leaves the flowers to his wife, but tends the shrubs himself and has been fighting a successful war against crabgrass. ("It wouldn't dare come back into our yard," said Mrs. Burgard.)

Mr. Burgard is a member of ANA, the Advertising Club of Louisville and is on the industrial development committee of the Louisville Chamber of Commerce.

Clutter Cure ■ Looking ahead in the tv "clutter" fight, he says it's up to advertisers to determine for themselves the advisability of "clearing the air." Some firms have research programs on this subject now, he said.

His own efforts with network contracts on B&W tv shows have borne at least one ripened fruit. The contract for *Don't Call Me Charlie* (9:30-10 p.m., NYT, NBC-TV) "is just about in accordance with our wishes," he said. The future, he indicated, is not dim.



Mr. Burgard

Advertisers should cope with clutter

Short views

TELEVISION critics, a predictable lot, have greeted the new television season with their customary lack of enthusiasm. On the whole, however, they have seemed less caustic this year, and in the spirit of being thankful for small favors we welcome this as grudging acknowledgement that programming is a little better.

Unfortunately, most critics in summing up the new season are mistaking a part for the whole. They have given primary importance to the mass-entertainment programming and thus failed to give credit for the irregularly scheduled productions which in many respects represent television at its finest. They have reviewed these programs, often in praise-ful terms; yet they speak of the new "season" as if they had forgotten this special programming exists.

The so-called bread-and-butter programming pays the way for all the rest, and we doubt that even the critics expect it to glow and glisten like a work of art. This regular programming needs no special defense here—the multi-million audiences it attracts are its own testimonial—but the critics are unfair to build an entire season's image around it.

Within a few weeks television has covered the Mississippi integration conflict in both straight news reports and documentaries, has presented opening night at New York's Lincoln Center for the Performing Arts, covered the Schirra manshoot, offered a National League play-off and the World Series, sampled political campaigns and examined the Russian educational system—among many other special programs. In the weeks and months ahead it will present more documentaries, more classical music, more drama, more sports, more news of what's going on in the world.

These extras represent great television. They are what the critics historically have asked for. They are an inseparable part of the new television season, and they give every promise of making it the finest yet.

Enterprising journalism

IT is understandable that the State Dept. would be disturbed by its discovery that television newsmen had been filming the digging of escape tunnels beneath the Berlin Wall. We must side with NBC-TV, however, in the network's decision to proceed, against State Dept. pressures, with an Oct. 31 broadcast of the news documentary, "The Tunnel."

The State Dept. has explained that it succeeded in aborting a CBS News program on the same subject last August by persuading that network that its filming of a tunnel project "involved risks for the American correspondents and cameramen; that, by reducing secrecy, it enhanced the risk of injury, capture or death for would-be escapees; and that such activities could well complicate the delicate Berlin problem."

Later, when it got wind of the NBC-TV program, the State Dept. "expressed views to NBC authorities similar to those expressed to CBS."

No one can quarrel with the State Dept.'s appraisal of the risks that the newsmen of both networks ran in undertaking to film actual tunneling and escape operations. But a serious question may be raised about the degree of influence the State Dept. brought to bear in an effort to discourage journalistic enterprise.

According to all available evidence, NBC-TV's Berlin team acted with discretion and courage. Through assiduous leg-work, the newsmen made contact with a group of West Berliners who had already begun to dig. With unusual patience and endurance, cameramen filmed the digging for

four months and were there to make pictures when the first escapees came through. Security was never compromised. The State Dept. did not hear of NBC-TV's coverage until the tunnel had been abandoned.

To judge by State Dept. reports, the CBS newsmen were not as lucky. Details are lacking, but the implication is that word of the CBS project leaked while it still was going on. If that were the case, CBS News had no choice but to give the project up. To proceed with it might easily have led to the unhappy ends the State Dept. feared.

As matters have turned out, we'd say both NBC and CBS acted with enterprise and an awareness of their great responsibilities. No more can be asked of any journalists.

Blitzing uhf

INDUSTRIAL electronic equipment manufacturers (with the exception of RCA) are mounting a blitz to wrest uhf channels 14 and 15 from television. Eyeing a lush market in land mobile equipment for various non-broadcast uses, the manufacturers are cloaking themselves with the argument that public safety, health and other services need the spectrum space and are suffering from congestion in their presently assigned areas.

Actually, many of the services involved do not need their own communications systems but could use common carriers. Moreover, broadcast engineers are prepared to show that existing assignments are not being fully used and that the technique of channel-splitting could be employed to double existing capacity.

We doubt whether the FCC will be deluded. Ch. 14 and 15, being the lowest, are the best in the uhf band. Hence they will be in greatest demand in those areas to which they are allocated in the effort to encourage uhf expansion.

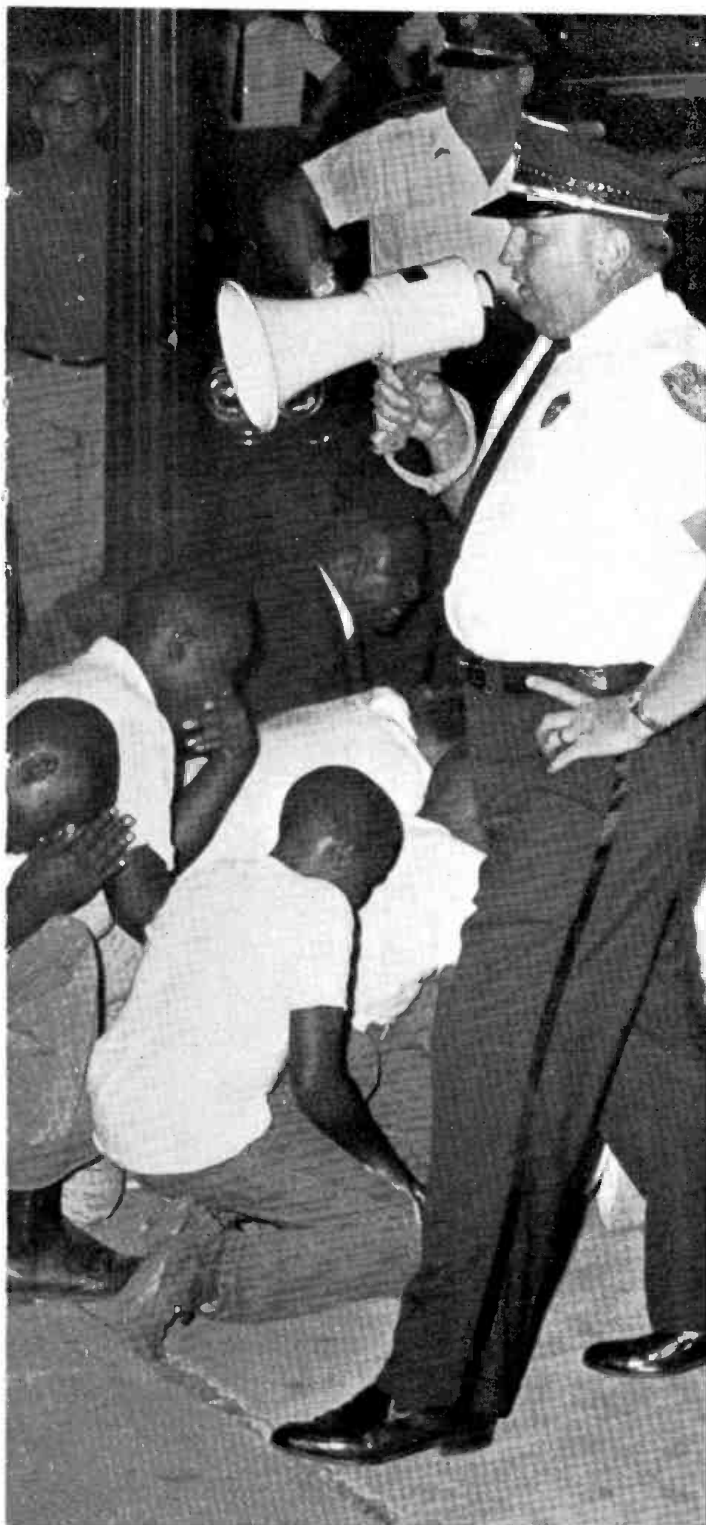
To shift these channels as proposed would negate the moratorium on deintermixture agreed to by the FCC to give uhf the opportunity to get off the ground. Moreover, with the increased demand for both commercial and educational uhf stations, the factor of scarcity in desirable markets would be aggravated. Even now some crowding in uhf is evident in the New England area which, because of its compactness, always is first to feel the allocations pinch.

The pressures being built up by the land-mobile interests are formidable. It will take equally strong action by broadcasting to resist them.



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The new faces of peace

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these with the work of our own award-honored editorial staff. How well we succeed in informing and entertaining is reflected by our high ratings. More important, we believe, is the respect and confidence we have earned from the two million WOODlanders we serve.



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