



# BROADCASTING

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ON AND RADIO

NEWSPAPER

NOVEMBER 5, 1962

More comedy, drama, big names in 1963-64;  
that's indicated trend in tv ..... 23

Program, commercial standards closely akin  
to image-building, BPA told ..... 58

New York trial run convinces many that uhf  
will work anywhere ..... 70

The Sec. 315 muddle: current rulings only  
add to the confusion ..... 48

COMPLETE INDEX PAGE 7

# WRNL

R I C H M O N D

## Silver Anniversary

Congratulations on 25 years of outstanding service  
to Virginia and the radio broadcasting industry.

MORNINGSIDE COLLEGE  
LIBRARY  
SIOUX CITY IOWA

Radio Division

Edward Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

# THEY'RE GOIN' FAST!



## CRC'S DO-IT-YOURSELF JINGLE KIT IS STILL AVAILABLE IN SOME MARKETS!

If you want exclusive rights in your area to the most talked about jingle series in the industry better get in touch with CRC today! Where else can YOU choose YOUR own sig, write YOUR own lyrics and decide the size of YOUR series?

With CRC's series 30 you can actually choose the basic 20 of six vocal ID's, six DJ openers, a news, sports and weather, and five instrumentals or any combination YOU need.

REGARDLESS OF THE NUMBER YOU BUY, YOUR SIG WILL BE IN ALL OF THEM.

**DON'T DELAY — ~~WRITE~~, PHONE OR WIRE—COLLECT...BUT DO IT TODAY!**

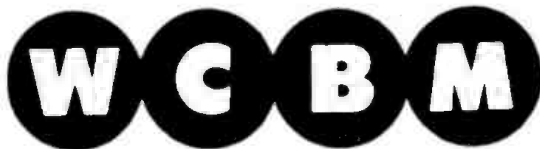
## COMMERCIAL RECORDING CORPORATION

3104 Maple Ave. • P. O. Box 6726 • Dallas 9, Texas • Phone: RI 8-8004



## **PRE-SELL HER ON 68 RADIO IN BALTIMORE!**

The intelligent young housewife . . . building a good homelife for her growing family . . . is a prime market for you in Baltimore. PRE-SELL her on WCBM . . . the radio station that programs for adult preferences! Baltimore's fastest-moving news staff . . . warm, friendly personalities . . . good music . . . plus CBS Network features give her—and her husband—the kind of radio they like best. And in Baltimore that means WCBM . . . the spot to PRE-SELL in this huge radio-conscious market!

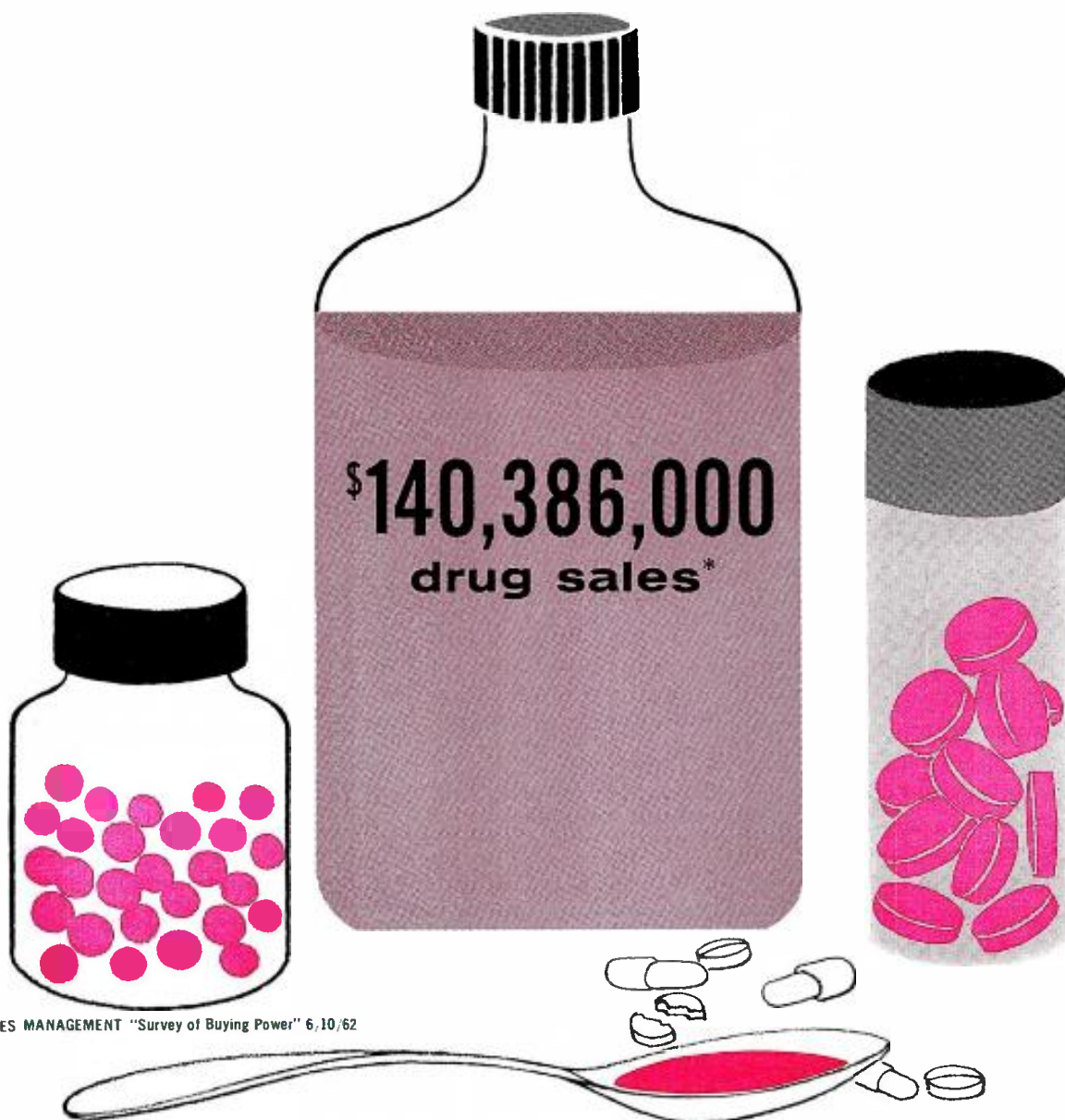


*National Sales Representative*

**Metro Broadcast Sales**

A SERVICE OF METROPOLITAN BROADCASTING

A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland



\*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

## Channel 8

**Lancaster, Pa.**  
**NBC and CBS**

STEINMAN STATION  
Clair McCollough, Pres.

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

## Customers' man

FCC Commissioner Robert E. Lee is trying to enlist powerful advertising agency support in his campaign to embrace, within FCC rules, NAB radio and tv code restrictions on number and placement of commercials. At his request "secret" meeting was held with several leading agency executives in New York headquarters of American Assn. of Advertising Agencies last Friday. Also present was FCC Chairman Newton Minow who has endorsed Lee proposal for official government adoption of commercial codes.

*Identity of agency men who met with Messrs. Lee and Minow could not be learned, but coincidentally it was reported that new, high-level Special Broadcast Policy Committee has been set up by AAAA to handle broadcast questions outside normal scope of AAAA's Tv and Radio Administration and Broadcast Media Committees. New committee expects to deal with such problems as government relations affecting broadcasting, awards, color tv, pay tv, uhf, other new developments. Among members of new committee: Sylvester L. (Pat) Weaver Jr., of McCann-Erickson (chairman); Dan Seymour, J. Walter Thompson Co.; Dick Pinkham, Ted Bates & Co.; Lee Rich, Benton & Bowles, and Bob Foreman, BBDO.*

## Unready reserve

Voice of America, which has been using commercial stations to get its story of Cuban crisis into Caribbean (see page 44), has had 1-megawatt standard wave transmitter gathering dust in New York warehouse since 1952. Henry Loomis, VOA director, says it can't be pressed into service in present emergency because it's of no more use "than guns of a battleship without the battleship." He explained it would take year to build facility to house transmitter. Another 1-megawatt transmitter has been built by Continental Electronics Co., of Dallas, but that one is destined for United Arab Republic.

VOA is, however, using own resources to strengthen its daytime broadcasting punch aimed at Cuba. Mobile 50-kw standard wave transmitter is being installed on Florida's Marathon Key to augment VOA broadcasts on commercial stations. Most of these are carrying VOA programs dusk-to-dawn. Mobile unit is housed in two 20-foot truck-trailer vans that can be hauled wherever needed. Power is supplied by diesel generators.

# CLOSED CIRCUIT®

## Up for grabs

Return by FCC to Avco procedure of accepting competitive bids in station sales may be sought by agency in legislation to be recommended to Congress. That is one of important proposals before FCC this week. Practice of accepting competing bids in station sales formerly was in FCC rules but was banned in 1952 amendments to Communications Act. Senate report at that time said Avco procedure was "unwise invasion by a government agency into private business." FCC itself had dropped practice few months before it was banned by statute. Other major legislative requests under study by FCC are network and catv regulation authority.

## Orlando case

Grant of ch. 9 (now WLOF-TV) Orlando, Fla., to Mid-Florida Tv Corp. would be reaffirmed by FCC under instructions given to FCC staff last week (at same meeting in which FCC decided to quit announcing staff instructions [see story, page 52]). Proposed action would reverse decision of examiner who year ago recommended revocation of grant and disqualification of Mid-Florida on grounds of *ex parte* contacts with former FCC Commissioner Richard A. Mack.

*Orlando case was remanded by Court of Appeals to FCC for rehearing, and FCC decision, when final, will be in form of report to court. FCC instructions favoring Mid-Florida reportedly were based on judgment that none of company's principals knew of or sanctioned contacts with Mr. Mack. Watching case with interest is multiple-owner Metromedia Inc. which has received several license renewals conditioned on final action on Orlando. John Kluge, head of Metromedia, was original stockholder in Mid-Florida but sold interest (25%) in 1959 to Joseph Brechner, WLOF-TV president and largest stockholder (43%).*

## Martin-Crosby specials

Clairel Inc. will sponsor Christmas Eve special, starring Mary Martin and Bing Crosby, on ABC-TV. One-hour show, which will be taped in Hollywood early next month, is set for high-rated Ben Casey time slot (Mon. 10-11 p.m.). It's learned Miss Martin's guest shot was made possible by "lapse" in her contract with NBC-TV, which said new contract is in negotia-

tion. NBC-TV said her appearance on ABC-TV is reciprocal agreement, calling for Mr. Crosby as guest on original music special for Miss Martin next season on NBC-TV. Agency: Foote, Cone & Belding Inc., New York.

## Social note

Anybody wanting FCC policy decision on broadcast matters last Thursday would have had to go to New York. Following FCC representatives attended New York Mayor Robert Wagner's reception celebrating city's takeover of WUHF (TV), ch. 31 station that FCC used for uhf experiment (see story page 70): Commissioners Minow, Hyde, Ford, Lee and Henry; Max Paglin, general counsel; Kenneth Cox, Broadcast Bureau chief; Ed Allen, chief engineer; Bud Weston, George Smith and Arthur Gladstone of Mr. Lee's staff; Arnold Skrivseth, project chief of WUHF test; and Sidney Lines, George Walda and Daniel Hutton of chief engineer's office. Trip was official, so travel was at federal expense. Not all FCC travelers stayed overnight.

## Information package

New approach aimed at attracting major national advertisers into sponsorship of local public-affairs programming on so-called "subscription" basis will be unveiled shortly. Devised by NBC's WNBC-TV New York, it'll let 10 non-competing advertisers join in sponsorship of five public-affairs programs per week for 52 weeks, at \$25,000 per advertiser. Station manager Peter M. Affe expects to start showing it to agencies soon.

## More on little business

House Small Business Committee's inquiry into whether small advertisers seeking television time are discriminated against by tv practices may be given new life in 88th Congress. Subcommittee which began, but never completed, hearings on question last year (BROADCASTING, Dec. 11, 1961) is expected to issue report within two weeks recommending that hearings be resumed with special attention given to network option-time practices.

*When committee is reconstituted at start of new Congress, subcommittee conducting probe will have new chairman. Rep. Dale Alford (D-Ark.), who headed unit, decided against seeking reelection after his district was eliminated in reapportionment. Instead, he became candidate for gubernatorial nomination, and lost.*

# BALTIMORE BUSINESS IS GOOD!

SEPTEMBER 1962 versus SEPTEMBER 1961

| ITEM                                        | PERCENT CHANGE | ITEM                   | PERCENT CHANGE |
|---------------------------------------------|----------------|------------------------|----------------|
| Output of Gas                               | + 26.1%        | Foreign Commerce*      | + 29.9%        |
| Baltimore City Building Permits             | + 69.6%        | Exports*               | + 20.5%        |
| Baltimore County Building Permits           | + 10.9%        | Imports*               | + 33.2%        |
| New Passenger Car Sales, City<br>and County | + 1.0%         | Import Metallic Ores** | + 67.2%        |
| Deep Draft Vessel Arrivals                  | + 2.5%         | Coal Exports**         | + 90.7%        |
|                                             |                | Auto Imports**         | + 41.4%        |

\*4 months latest available \*\*7 months latest available

Statistics reprinted through the courtesy of the Baltimore Association of Commerce and the Maryland Port Authority.

In Maryland Most People Watch

# WMAR-TV

SUNPAPERS TELEVISION • BALTIMORE 3, MD.

Represented Nationally by THE KATZ AGENCY, INC.



CHANNEL 2

# WEEK IN BRIEF

More comedy, drama (both live and film) on books for the 1963-64 tv season as networks begin blueprinting schedules with emphasis on big name personalities. Danny Kaye and Phil Silvers shows ready. See . . .

## MORE COMEDY, DRAMA NEXT . . . 23

Agencies develop lists of possible programs for next season. One house already has 82 items, many of them spinoffs. A spinoff is a single program taken from existing series with potential for new series. See . . .

## SPINOFFS LEAD PROGRAM PARADE . . . 26

Uhf works in New York City; it will, therefore, work anywhere. These expressions come from engineers and officials who are close to year-long \$2 million experiment. Government turns over ch. 31 to city. See . . .

## UHF WORKS, IT'S AGREED . . . 70

Flurry of conflicting interpretations of equal time law has broadcasters—and their attorneys—perplexed. Recent FCC rulings on what is and what isn't exempt program, rattle those who thought they understood Sec. 315. See . . .

## SEC. 315 CONFUSES, BEWILDERS . . . 48

Newsmen boiling at administration's use of news as element in U. S. moves in Cuban crisis. Sylvester admission stirs freedom of news issue; meeting with media representatives is urged by RTNDA president. See . . .

## PENTAGON MANAGING NEWS . . . 50

Networks preparing for election tomorrow with array of computers, tabulators, calculators—but back of all this equipment stand men, more than 10,000 of 'em, manning radio and tv posts to report, analyze. See . . .

## NETWORKS READY FOR ELECTION . . . 52

Promotion men hear Lewis advocate magazine concept of advertising clusters. Higher programming and commercial standards needed, BPA members told at Dallas meeting, to help build right station images. See . . .

## HIGHER STANDARDS BUILD IMAGE . . . 58

Creative man must be given leeway and responsibility, AAAA group is told at Detroit meeting. "Committee thinking" is scored as unproductive and wasteful. Smith and McCall address joint meeting. See . . .

## HARNESSING CREATIVE MAN . . . 34

Eight commercial and two shortwave radio stations continue to carry Spanish-language VOA programs to Cuba and Latin America. Dusk-to-dawn broadcasts "absolutely essential," Voice director says. See . . .

## VOA BROADCASTS CONTINUE . . . 44

ABC International serves 14 million sets in 17 countries; hopes to create worldwide network of active associates. Coyle tells of overseas advertising possibilities at agency presentation in New York. See . . .

## ABC SHOWS OVERSEAS LINEUP . . . 72

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### BROADCASTING

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Rich, rich, southern New England loves the sounds of America  
on

# AMERICANA

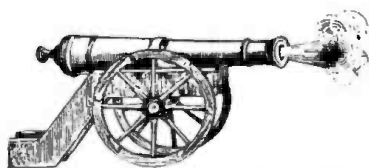
A musical and verbal portrait of the United States, past and present

PROGRAMMING THE BEST OF

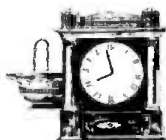
FOLK SONGS  
DIXIELAND  
SHOW TUNES

COUNTRY MUSIC  
TIN PAN ALLEY HITS  
WESTERN SONGS

RALLYING SONGS  
JAZZ  
AMERICAN CLASSICS



COMMENTS BY EXPERTS ON  
*History and Customs*      *Prose and Poetry*  
*Furniture and Cookery*      *Books and Printing*  
*Art and Art Objects*      *Fads and Foibles*



EVERY DAY  
Monday through Friday  
2:05 - 3:25 p. m.



WTIC  Radio 50,000 watts  
HARTFORD, CONNECTICUT  
REPRESENTED BY HENRY I. CRISTAL CO. 



## Networks protest Pentagon news policies

### CBS'S SALANT, NBC'S McANDREW ASK END TO RESTRAINTS

Network news chiefs late last week sharply criticized government information-control policies in Cuban crisis (also see story, page 50).

Richard S. Salant, president of CBS News, and William R. McAndrew, executive vice president of NBC News, took particular exception to Pentagon spokesman's statement that news is being used as part of government's "weaponry."

Both news executives urged removal of restrictions imposed on newsmen covering crisis developments.

James C. Hagerty, vice president in charge of news for ABC, did not issue statement. But he said he has expressed "disapproval" of government information procedures in telephone conversations with Pierre Salinger, White House news secretary, and Arthur Sylvester, Assistant Secretary of Defense, Pentagon spokesman.

Defense Dept. news policies were criticized also by Rep. John S. Moss (D-Calif.), chairman of House Freedom of Information Subcommittee. He called them "disturbing" and promised critical review by subcommittee of government procedures for releasing information in times of crisis.

Mr. Sylvester, in replying to criticism of Pentagon news policies, denied there has been any distortion, deception or manipulation in government handling of news. Mr. Sylvester, in reply to Lee Hills, president of American Society of Newspaper Editors, added "We have, of course, protected national security and the lives of the military personnel directly involved in the current crisis. This is our primary concern in releasing the news."

Mr. Salant, who made his comments in telegram to Mr. Salinger, urged "prompt" removal of "guideline restrictions on full and free reporting which were requested by the White House" (BROADCASTING, Oct. 29).

He said this is "particularly imperative" if Pentagon spokesman's statement that use of news is part of government's "weaponry" reflects administration policy.

White House guidelines viewed in context of this statement, he added, "combine to raise grave doubts in the public mind that full information is being reported."

He also noted that reporters have not been permitted to report "directly on the field activities" of U.S. armed

forces. He suggested that Mr. Salinger meet with news media representatives "to discuss how this matter should properly be handled in any future emergency."

Mr. McAndrew, in telegram to Mr. Sylvester, expressed NBC News' "strenuous" objection to limitations imposed by Defense Dept. on "free flow of information to the American public."

He said "manipulation and control of the news by our government, however admirable the motive, is a dangerous device. . . .

"We urgently request that the restrictions . . . on free and independent gathering and reporting of information be completely and promptly removed."

## FCC deadlock delays Ohio political case

FCC quorum split right down middle Friday on political broadcasting question and wired parties involved that it is divided (2-2) and unable to reach decision without further study.

Question involved proffered program of John M. Briley, Ohio Republican candidate for U. S. Senate—turned down by two stations—in which he had used taped voice of his opponent, Sen. Frank Lausche (D-Ohio).

Split, with general counsel and

### Ratings catharsis?

News may not break for several weeks yet, but three tv rating services have reached agreement with staff of Federal Trade Commission and have actually signed draft of consent orders.

These deal primarily with making public probable and possible errors in sampling, computations and analysis—even possible element of dishonesty by interviewers. Three services are American Research Bureau, A. C. Nielsen and The Pulse Inc.

Papers now go to full FTC where, because of great interest in subject, agreements are expected to get more than *pro-forma* going over. FTC interest in tv rating services was sparked by Sen. Warren G. Magnuson and his Commerce Committee (CLOSED CIRCUIT, Oct. 8, July 30).

Broadcast Bureau also taking sides, centered on whether Sec. 315 or Sec. 325 (rebroadcast rights) prevails. Sen. Lausche's remarks had been aired by WOSU Columbus, Ohio, and inserted in Briley tv program by Republican. KYW-TV Cleveland and WSPD-TV Toledo refused to air show (other stations did use it) on grounds WOSU denied permission to rebroadcast.

With four commissioners present, Chairman Newton N. Minow and T. A. M. Craven accepted general counsel's argument that Sec. 315 prevails and that program should have been telecast. Commissioners Rosel Hyde and Robert Bartley (with Broadcast Bureau) argued that Sec. 325 took precedence and stations could not carry Briley film without approval of WOSU.

FCC wired KYW-TV, WSPD-TV and Mr. Briley that it was unable to make ruling because of 2-2 vote (Commissioners Frederick Ford, Robert E. Lee and E. William Henry were not in offices Friday). Agency did not say whether another emergency meeting would be held with more members present prior to election tomorrow.

## Race bias picketing set for Madison Ave.

Madison Avenue agencies will be picketed next Friday (Nov. 9) in protest of alleged discrimination against Negroes in advertising industry, congressional hearing in New York was told in final session Nov. 2 (see story, page 68).

Caleb Peterson, president of Hollywood Race Relations Bureau, in testimony before House Education & Labor Committee, said Bureau will have 25-50 pickets on 10-block stretch of Avenue where they will be seen by agency personnel as they leave work.

Mr. Peterson's testimony followed two ad agency spokesmen, who indicated that use of Negroes and other minorities in sales messages is responsibility of clients, but said agencies would welcome and act on practical suggestions.

Frederick W. Frost, manager, commercial art and production, Young & Rubicam, replied "no" to Committee Chairman Adam Clayton Powell Jr.'s question of whether "clients ever ask not to use Negroes." Mr. Frost said national advertising is directed to "majority audience" and agencies will continue "tendency to use whites."

John L. Owen, director of broadcast, Foote, Cone & Belding, said he knew of "no special circumstance or policy of discrimination" against minorities.

## WEEK'S HEADLINERS



Mr. Streibert

**Theodore C. Streibert**, former vp and general manager of Time Inc.'s WTCN-AM-TV Minneapolis-St. Paul and more recently consultant to International Div. of Time-Life Broadcast, Inc. elected president of Radio Free Europe Fund (Crusade for Freedom Inc.) (CLOSED CIRCUIT, Oct. 22). He succeeds **Col. Leslie R. Shope**, who resigned. Mr. Streibert was first director of U. S. Information Agency (1953-57) and is a director of Free Europe Committee. In 1957, he became associated with Rockefellers' International Basic Economy Corp. He held that post until 1960. Mr. Streibert was a founder of MBS in 1934, elected president of WOR New York in 1945 and also served as board chairman of Mutual.



Mr. McCoy

**Arthur H. McCoy**, executive vp of radio division of John Blair & Co., elected president of Blair Radio, New York. Mr. McCoy joined Blair organization in May 1955 as sales executive. He was elected vp and sales manager of radio branch in May 1957, and elevated to executive vp in September of that year.

**Edgar P. Smith**, assistant to president of Time Inc. for past two years, joins Time-Life Broadcast Inc., New York, as vp. His duties will include administration and creative development in broadcast division. Mr. Smith is former assistant managing editor of *For-*

*tune* and managing editor of *Architectural Forum*. Time-Life Broadcast Inc. owns and operates KLZ-AM-TV Denver; WTCN-AM-TV Minneapolis-St. Paul; WFBM-AM-TV Indianapolis; WOOD-AM-TV Grand Rapids, Mich., and KOGO-AM-TV San Diego, Calif., and is participant in tv enterprises in Lebanon, Argentina, Germany and Pakistan.

**James L. Ferguson**, associate advertising manager for paper products division of The Procter & Gamble Co., Cincinnati, joins Lennen & Newell Inc., New York, as senior vp on P. Lorillard Co. account. Mr. Ferguson joined P&G in 1950 after graduation from Harvard Business School. Other positions he held at P&G are assistant brand manager on Gleem toothpaste and brand manager for Lilt home permanents.



Mr. Ferguson

**Charles E. Jones**, former administrative vp and board member of Potts-Woodbury, Kansas City advertising agency, and since 1961 general sales manager of WHB Kansas City, rejoins P-W as president and chief executive office, succeeding **J. B. Woodbury**, president since 1954. Mr. Woodbury remains as chairman of board of directors, post he has held since 1956. Mr. Jones was Potts-Woodbury vp for eight years, serving as account supervisor and new business manager.



Mr. Jones

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

### Reps' marketing role described by Burke

Scope of station representation has widened to include marketing role, Robert A. Burke, marketing and sales development director—west, Young Television Corp., said at seminar of western stations represented by Young.

At San Francisco meeting Nov. 2, Mr. Burke told group of station executives that "this new role has been created to keep pace with advertiser and agency needs. In the use of spot tv, it

is incumbent on us as representatives—as salesmen—as marketing men—to speak with an intimate, first-hand knowledge of your market." Mr. Burke has been on three-week tour of western markets.

### Fuller & Smith & Ross named by Yale & Towne

Fuller & Smith & Ross Inc., New York, has been appointed by Yale & Towne Manufacturing Co., New York, as agency for major divisions of the

### Untouched viewers

*The Untouchables* will drag out gangsters and machine guns again in attempt to regain former high ratings, according to Desi Arnaz, president of Desilu Productions.

Efforts to "comply with the overall atmosphere" (general reduction of violence in tv programming this season) caused drop in series popularity, Mr. Arnaz indicated. Script changes were not caused by network or other (Washington) pressures, he said.

*The Untouchables* portrays violent era, Desilu boss said; violence is point of view.

FCC Chairman Newton N. Minow told Mr. Arnaz about six months ago that "he loves *The Untouchables*," producer reported.

lock and building hardware firm.

FSR will handle, effective Jan. 1, 1963, Yale Materials Handling Division, Yale Lock and Hardware Division, Towne Hardware Division and Corporate Advertising; Banklock Service Division, and Yale & Towne International.

Erwin Wasey, Ruthrauff & Ryan, New York, which formerly serviced these divisions, will continue to handle four other Y&T subsidiaries.

Other Y&T agencies are Aubrey, Finlay, Marley & Hodgson, Chicago; Buchen Adv. and Albert Frank-Gunther Law, both New York; Boylhart, Lovett & Dean, Los Angeles; and Sander-Werbung, Hugo Sander, kg., Dusseldorf, Germany.

### FCC members split on WAVY-AM-TV sale

Spirited and lengthy discussion was held by FCC last week on pending \$4.5 million sale of WAVY-AM-TV Portsmouth-Norfolk, Va., to newspaper publisher-multiple owner Gannett Inc.

It's understood FCC tentatively plans to order hearing, although issues and type of inquiry are not decided. Complicating case is protest by Beachview Broadcasting Co., competing applicant with WAVY-TV at time of original ch. 10 grant, and subsequent agreement whereby WAVY-TV would pay Beachview \$98,750 in expenses in return for agreement not to appeal sale if approved.

It was reported payment to Beachview did not enter into last week's debate and consensus is that agreement will not be approved.

# SEVENTEEN MEN ...

and a GIRL...



..... Eighteen reasons why the KAY-TALL News Department is UNMATCHED in the Ark-La-Tex ... for COVERAGE of the news ... MANPOWER to reach it ... EQUIPMENT to handle it ... and EXPERIENCE with it!

KTAL-TV News now presents the area's ONLY FULL-HOUR TV Newscast ...  
... NEWSCOPE, 5:30-6:30 P. M., Monday through Friday, with Huntley-Brinkley, Local News, Regional News, Opinion, plus  
EXCLUSIVE Radar Weather - In - Motion!



**BLAIR TELEVISION ASSOCIATES**  
*National Representatives*

**ktal tv**

**CHANNEL 6 NBC FOR  
SHREVEPORT**



## The Embassy of Peru

His Excellency Señor Don Fernando Berckemeyer, Ambassador of Peru to the United States, and Señora de Berckemeyer, in the Drawing Room of the Embassy . . .  
another in the WTOP-TV series on the Washington diplomatic scene

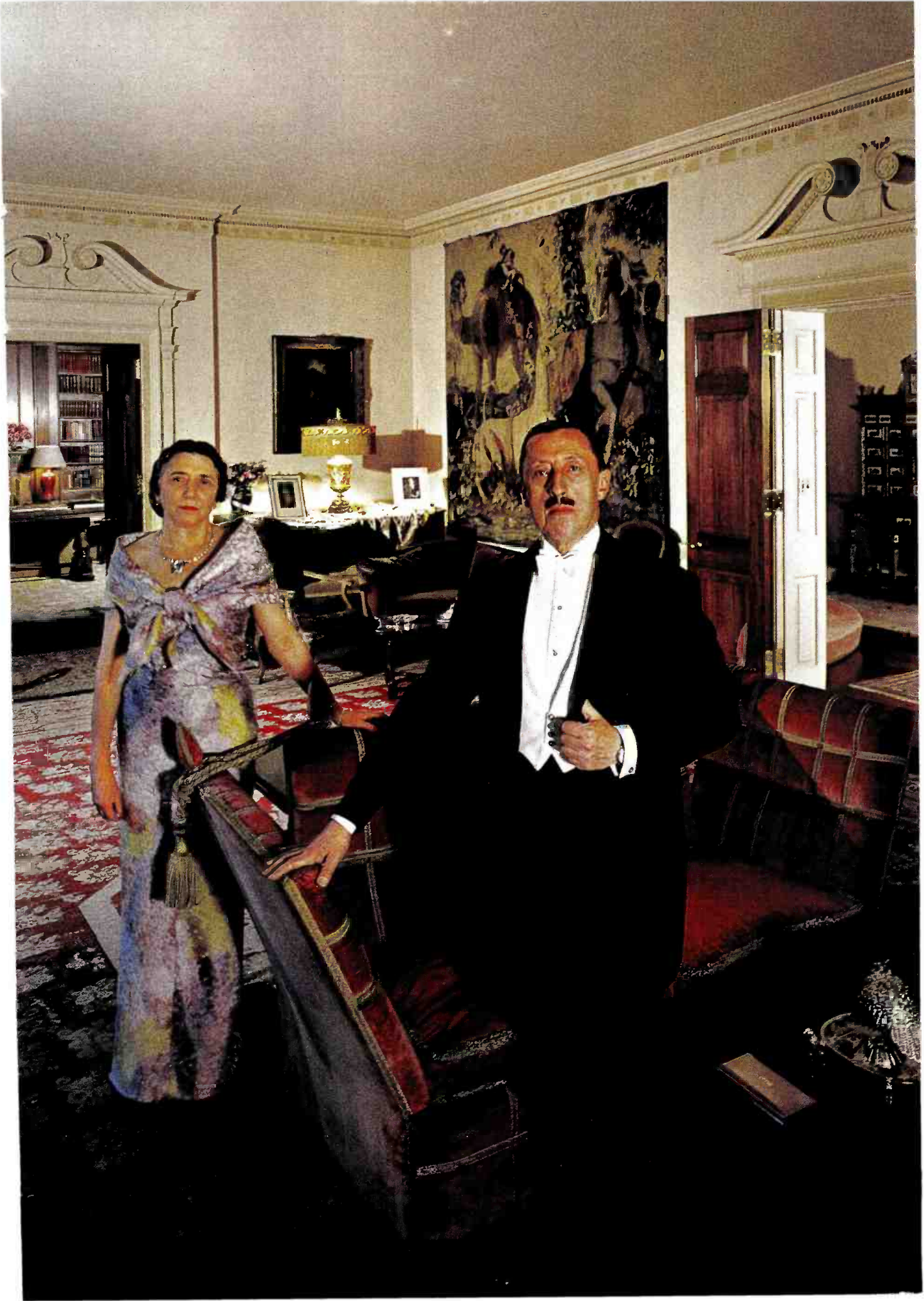
**WTOP-TV**  
WASHINGTON, D.C.

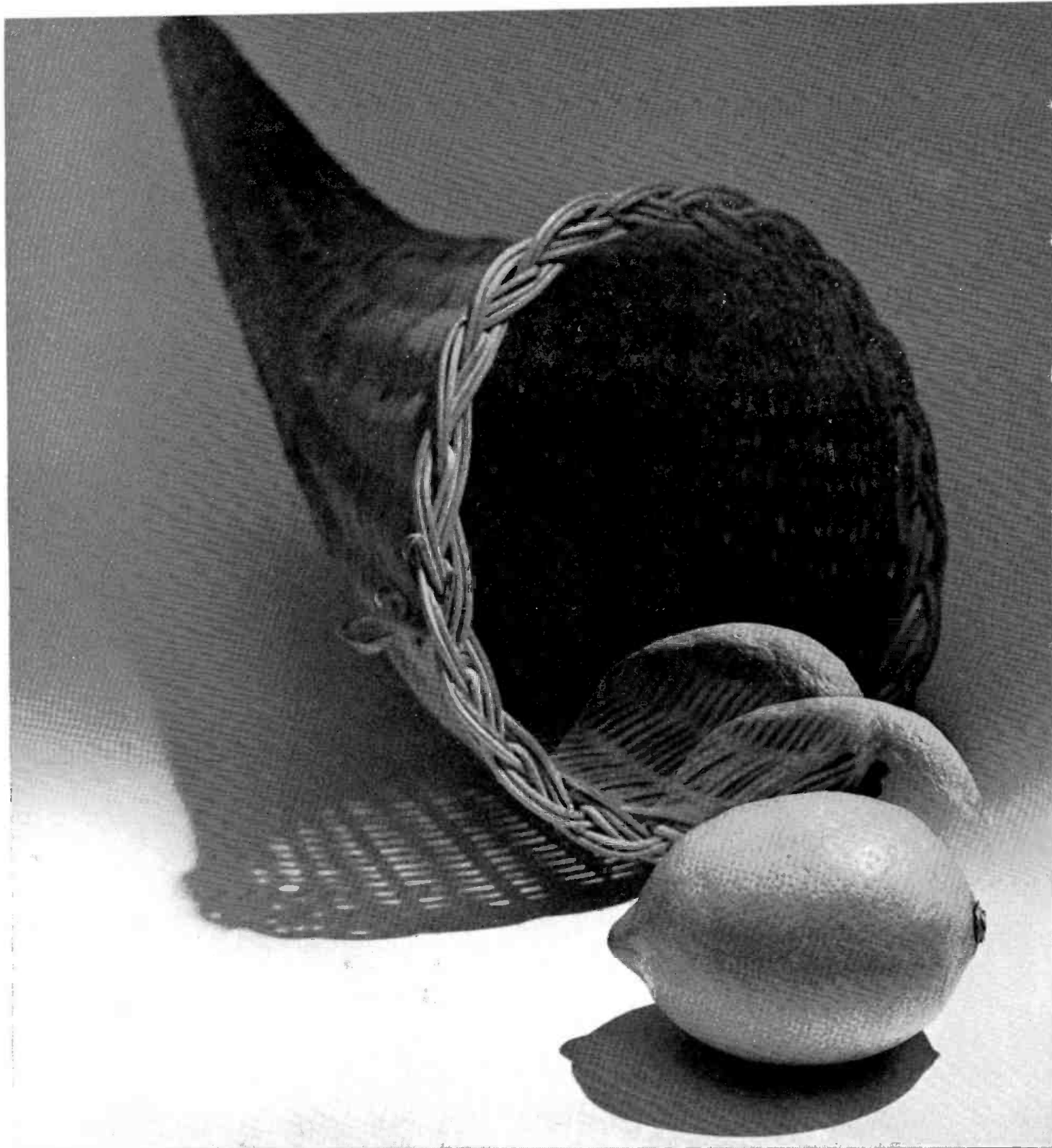


REPRESENTED BY TVAR

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

Photograph by Fred Maroon





## *What kind of harvest do you want?*

The show was great. It gave the sponsor the joy of soaring ratings and congratulations all around.

So he expected the commercial to bring in a bumper crop of sales. Instead, he found it brought forth a lemon.

Today, more than ever, TV commercials must start with a great selling idea ... expressed with skill, imagination, and persuasive facts.

We have a green thumb for this sort of thing. And it has helped to yield many a rich harvest in sales and profits for Ayer clients.

***N. W. AYER & SON, INC. The commercial is the payoff***

## DATEBOOK

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

\*Indicates first or revised listing

### NOVEMBER

Nov. 5—Hollywood Ad Club, luncheon at Hollywood Roosevelt. James T. Quirk, publisher, *Tv Guide*, will speak on "Television Criticism, or Shooting Fish in a Barrel Is a Wonderful Sport if You Don't Happen to be in the Barrel at the Time." Martin Lewis, west coast promotion representative, *TV Guide*, will be chairman of the day.

Nov. 4-7—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—Los Angeles Advertising Women luncheon meeting, Blossom Room, Hollywood Roosevelt Hotel. "A Funny Thing Happened To Me On The Way To The Sponsor" will be Mel Blanc's speech at the 12 noon luncheon. Reservations may be had by calling LAAW at Triangle 7-9186.

Nov. 8—International Advertising Assn. meeting, Los Angeles Press Club. Morris C. Johnson and Robert J. Cooley, vice presidents of General Milk Co., Carnation Co.'s foreign affiliate, will be featured speakers. Anyone interested in international marketing and advertising is invited. For reservations, call Bob Dellinger, Hollywood 1-9231.

\*Nov. 8-9—NAB fall conference, Sheraton-Dallas, Tex.

\*Nov. 8-9—Ohio Assn. of Broadcasters fall convention, Columbus Athletic Club, Columbus, Ohio. FCC Commissioner Ford to speak.

Nov. 8-10—Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va. Subjects include "Talent Union Negotiations," by Harry Schroeter of National Biscuit Co., chairman of ANA broadcast committee, and Guy Farmer, ANA consultant and former NLRB chairman; "Tv's Power: The Advertiser's Responsibility and Opportunity," Merrill Panitt, editor, *Tv Guide*; "Opportunity for Increased Advertising Efficiency Through Improved Agency Management and Client Relations," John Crichton, president, AAAA; "The ANA Program for 1963," Peter W. Allport, president, ANA. Other features include video tape demonstration of improvement in quality of commercials and money-saving techniques. Other speakers include John Veckly, U. S. Steel, chairman of ANA; Roger Bolin, Westinghouse Electric Corp.; Max Banzhaf, Armstrong Corp.; Clinton E. Frank, Clinton E. Frank Inc.; Barton Cummings, Compton Adv.; Gilbert H. Well, ANA general counsel.

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—NAB fall conference, Muehlebach, Kansas City.

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, Ampere; 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.

\*Nov. 13—Broadcast Pioneers, 20th anniversary dinner, Madison Room, Biltmore Hotel, New York.

\*Nov. 13—Academy of Television Arts & Sciences, Hollywood, 8 p.m., CBS Television City; Vox Pop session of tv critics; Bert Granet and Henri Bolinger, coordinators.

Nov. 13-14—Eastern annual conference of American Assn. of Advertising Agencies, Americana Hotel, New York.

\*Nov. 14-16—Television Bureau of Advertising eighth annual meeting. Speakers include Paul S. Willis, Grocery Manufacturers of America, and Amory Houghton, Jr., Corning Glass Works. Winners of station-market presentations to be announced Nov. 16. Past TvB chairmen and association's first president, Oliver Treyz, to be honored. Waldorf-Astoria Hotel, New York City.

\*Nov. 14-17—National Sigma Delta Chi convention, Mayo Hotel, Tulsa, Okla. Jenkin Lloyd Jones, editor of the *Tulsa Tribune*, will be keynote speaker. Merriman Smith, UPI White House correspondent; Elmer W. Lower, general manager of NBC News; and Claude M. Blair, vice president-space communications, American Telephone & Telegraph Co., will address the convention. Mr. Blair will speak Nov. 16 on "Teletar and the Future of Communications."

\*Nov. 15—Southern California Broadcasters Assn. luncheon meeting at Michael's Restaurant, Hollywood. Ted Factor, vp, Doyle Dane Bernbach, will be the speaker.

\*Nov. 15-16—NAB fall conference, Brown Palace, Denver.

\*Nov. 17—Career Conference, sponsored by Advertising Women of New York Foundation Inc., Hotel Commodore, New York. David McCall, vice chairman of the board, C. J. LaRoche Inc., will address college juniors and seniors on "What You Can Do For Advertising."

\*Nov. 19—Deadline to file reply comments at FCC on amendment of Parts 2 and 4 of the rules to establish a new class of etv service in the 1990-2110 mc or 2500-2690 mc frequency band.

\*Nov. 19-20—NAB fall conference, Sheraton-Portland, Ore.

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

\*Nov. 27—Academy of Television Arts & Sciences, Hollywood, 8 p.m., place not set; "Meet the Creative Team of *Gallant Men* with William T. Orr, executive producer of Warner Bros., as coordinator.

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

\*Nov. 28—Open meeting of American Society of Magazine Photographers, Auditorium of Foreign Policy Assn., New York, 8 p.m. Gabe Pressman, WNBC New York, and Morris Ernst, attorney, will discuss Canon 35, ruling of American Bar Assn. which forbids the taking of photographs in court rooms.

\*Nov. 29—The Advertising Research Foundation, midwestern conference, "The Ideas Behind Agency Computers." Ambassador West Hotel, Chicago.

Nov. 30—Academy of Television Arts &

## IN MEMPHIS



Times

HAVE CHANGED  
...AND SO HAS

WMC  
RADIO



"And if elected, I promise to..." Over the years the words remain the same, but the number of Mid-Southern people hearing the candidates has changed. Radio has taken politics out of the town square and into your home, and WMC Radio will be at your service again this year. With important elections scheduled in Tennessee, Mississippi and Arkansas, WMC's microphones will carry the candidates' speeches and its newsmen will report the results minutes after the polls close.

Yes times have changed and so has WMC, but the leadership you've learned to expect during WMC's nearly 40 years of broadcasting continues without change.

WMC/MEMPHIS  
NBC

790 KC  
5,000 WATTS

BLAIR  
GROUP  
PLAN  
MEMBER

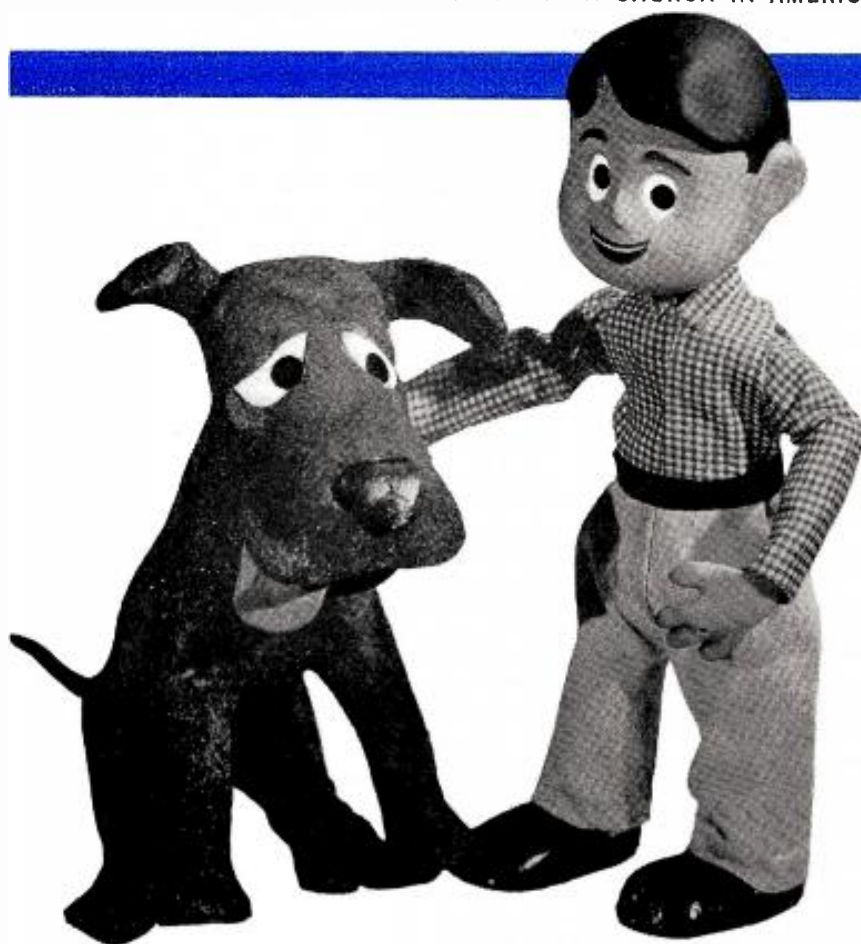
THIRTEEN BRIGHT NEW PROGRAMS NOW AVAILABLE!

# DAVEY AND GOLIATH

A TOTAL OF 39 WEEKS OF HIGHLY-RATED PROGRAMMING

**"WITHOUT DOUBT THE BEST IN ITS FIELD, THE HIGHEST RATED PROGRAM IN ITS TIME PERIOD IN NEW YORK MARKET."** *Tak Kako, WABC-TV*★★★**"CERTAINLY IS POPULAR."** *Kendall Smith, WTIC-TV, Hartford*★**"DESERVES A STANDING OVATION."** *Louis Lang, WIS-TV, Columbia, S. C.*★★**"BEST WE'VE EVER SEEN."** *Fred Noble, KRGV-TV, Weslaco, Texas*★★★★★**"GREAT!"** *Joe Hudgens, KRNT-TV, Des Moines*

A TELEVISION PRODUCTION OF THE LUTHERAN CHURCH IN AMERICA



How to schedule DAVEY AND GOLIATH

GET IN TOUCH WITH YOUR LOCAL COUNCIL OF CHURCHES

or, write, wire, or call collect The Broadcasting and Film Commission

THE NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE U.S.A.

475 Riverside Drive, New York 27, N. Y. Riverside 9-2200, Extension 2251

Sciences annual lampoon "close-up," American Hotel. Imperial Ballroom, New York.

## DECEMBER

\*Dec. 6-7—13th national conference of IRE (Institute of Radio Engineers) professional group on vehicular communications at the Disneyland Hotel, Anaheim, Calif. Some 40 exhibits of base and vehicular radio equipment together with its related control elements, microwave links, frequency measure equipment, etc., will be an important part of the overall conference agenda. Special guests will be the membership of the American Institute of Electrical Engineers pending the 1963 merger of these two engineering societies.

\*Dec. 7—Second annual Chicago awards banquet of American College of Radio, Friday evening, Grand Ballroom, Conrad Hilton Hotel. Seven awards will be given to radio stations; seven to individuals including the radio man and woman of the year, and one award has been created for the best live or transcribed radio commercial.

\*Dec. 10—Academy of Television Arts & Sciences, Hollywood, 8 p.m., place to be announced; BBC documentary film, "Television and the World," Collier Young, coordinator.

\*Dec. 11—Assn. of National Advertisers' first creative workshop, Hotel Plaza, New York. Management techniques in using creativity in advertising will be subject of the meet. Among the presentations scheduled for the workshop session are "How Can A Client Stimulate Maximum Creative Effectiveness From His Agency?," which will be presented by Wilson Shelton of Compton Adv.; "Guideposts for the Selection of Creative People" (John Dale, Dale, Elliott & Co.); "A Good Creative Idea—Pitfalls and Precautions in Getting Management Approval," (John B. Hunter, Jr., B. F. Goodrich Co.); "Coordinating Creative Efforts of Marketing Elements Within the Company" (Ben Wells, Seven-Up Co.); "How to Capitalize on the [Creative] Idea with Salesmen, Dealers and Customers" (Robert Bragarnick, Bragarnick Inc.), and "How to Stimulate and Direct Effective Creativity" (Max Banzhaf, Armstrong Cork Co.).

\*Dec. 12—Southern California Broadcasters Assn. 25th anniversary banquet and Christmas party at Beverly Hills Hotel. FCC Comr. Robert Bartley will be guest of honor.

\*Dec. 18—International Radio & Television Society's annual Christmas Party. Proceeds to Veterans Hospital Radio & Tv Guild and the International Radio & Tv Foundation. Hotel Roosevelt, New York.

\*Dec. 18—Los Angeles Town Hall luncheon at Biltmore Hotel. Newton N. Minow, FCC chairman, is guest speaker.

\*Dec. 19—Academy of Television Arts & Sciences, Hollywood Palladium, 8 p.m. FCC Chairman Newton N. Minow will participate in panel discussion of "What Is Right and What Is Wrong with Television," with William Dozier, Screen Gems vp, as chairman. Other panel members to be announced.

\*Dec. 27-29—American Marketing Assn., annual fall conference, Hilton Hotel, Pittsburgh. Theme of the conference is "Marketing in Transition." Information and registration materials may be obtained from the American Marketing Assn., 27 East Monroe St., Chicago 3, Ill.

## JANUARY 1963

\*Jan. 10-19—International Television Festival of Monte Carlo, Monaco.

\*Jan. 12—Florida Assn. of Broadcasters board of directors meeting, Cherry-Plaza, Orlando, Fla. Orlando broadcasters will host a "hospitality hour" at 6 p.m. Board meets at dinner, 7 p.m. FAB members are invited to send President Joe Field or Executive Sec. Ken Small suggestions for items to go on agenda.

BROADCASTING, November 5, 1962

the time of hurricanes, tornadoes and bad weather we have clocked as many as 1,200 calls and it has been a life saver to station personnel in eliminating calls on the regular trunks.—Charles C. Castle, general manager, WARN Fort Pierce, Fla.

## TAB station awards

EDITOR: A slight amplification of your story on the Texas Assn. of Broadcasters convention [MEDIA, Oct. 29].

You say that two awards were presented. There were two more: KCOR San Antonio won the 1962 TAB award for best on-the-scene news coverage and a second award for best musical spot for local advertiser. This was the first time in history that a Spanish-language station had won anything in the TAB competitions. . . .—Arnold Hartley, Key Broadcast Management Inc., New York.

[BROADCASTING's original story said the two awards were made in a special ceremony apart from TAB's general awards program, but that qualification was excised by an editor a little too eager to save space. More than 20 other awards were made in the general TAB honors ceremony.]

## BOOK NOTES

*Index to Top-Hit Tunes, 1900-1950, compiled by John H. Chipman. Bruce Humphries Publishers, Boston. 249 pp. \$10.*

Broadcasters who carry those programs that regale audiences with the country's hit tunes of yesteryear will find this book a valuable addition to their library. Listed both alphabetically and chronologically are around 3,000 titles from the "Golden Age of Melody" (1900-1950). The alphabetical section also carries the musical key, composer and author, publisher and original publication date and the names of films or musical comedies in which pertinent songs were featured. There is a shorter list of the songs which appeared from 1600 to 1900 and are "still in the repertoire."

*"Variety Music Cavalcade," by Julius Mattfield, with introduction by Abel Green, editor of "Variety." Prentice-Hall Inc., Englewood Cliffs, N.J.; 709 pp. \$12.50.*

This revised and enlarged second edition of *Variety Music Cavalcade* is a musical reference for the entertainment field. It chronologically and alphabetically lists the music which enjoyed a degree of popularity in the U.S. from 1620 to 1961, and outstanding political and cultural events contemporary with the songs. Also included: composer, lyricist, publisher, copyright date and owner and the kind of performance in which it was originally presented. First published in 1950, the book is an aid to musical programming and writing in the broadcasting, publishing and film industries.

BROADCASTING, November 5, 1962

# WIBC

The Friendly Voice of Indiana

## Friday night in Indianapolis!



### LEADS IN ACCEPTANCE

Offices and shops were closed . . . weekend vacationers were gone . . . the city was settling down for a quiet weekend. WIBC staff members were not yet ready for the weekend. Four of them were being honored simultaneously by community service organizations for services rendered.

### LEADS IN SERVICE

WIBC staff members are not honored every Friday night but the service is there nonetheless. Seven days a week . . . twenty-four hours a day community service is in action with special campaigns, spot announcements, programs, features and committee assignments—all designed to further the cause and tell the story of service in our community.

### LEADS IN AUDIENCE

Community service . . . Indiana's largest radio news staff . . . top-rated air personalities and sports news are but a few of the features that have given WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.\* WIBC has a greater 7 AM to 10 PM audience in Indianapolis than the next four Indianapolis stations combined.\*\*

\*Pulse 46-County Area Survey, April, 1961.  
\*Pulse Metropolitan Area Survey, April, 1962.  
\*\* C. E. Hooper, Inc., July, 1962.

50,000  
WATTS
WIBC
1070  
KC

2835 N. Illinois Street  
Indianapolis 8, Indiana

*The Friendly Voice of Indiana*

**JOHN BLAIR & COMPANY**  
National Representative



**WIBC IS A MEMBER OF  
THE BLAIR GROUP PLAN**



## Bob Vaughn

Bob is another reason why . . . more advertisers are investing more dollars on WSUN radio than at any time in our 35-year history!

His voice keeps Tampa Bay area traffic moving smoothly on our Home and Highway Show each weekday afternoon. Put this authoritative voice to work selling your product in the Tampa Bay Market.

One of the Nation's Great Stations



5 KW 620 KC

TAMPA-ST. PETERSBURG

Broadcasting 24 hours daily!

Get all the facts from

Natl. Rep: VENARD, TORBET & McCONNELL  
S. E. Rep: JAMES S. AYERS

## OPEN MIKE ®

### No rate-cutting

EDITOR: Your "to-the-point" reporting of the NAFMB-Magnavox Corp. arrangement is very much appreciated. The NAFMB has gone to great lengths to indicate this is not rate cutting. The donated spots would be a part (in a sense) of the membership dues structure.

I'm very happy to report . . . that non-member fm stations are joining NAFMB now that additional concrete evidence of fm promotion can be of aid to all of us. . . —Will Collier Baird Jr., secretary, National Assn. of Fm Broadcasters, Washington.

### International tv story

EDITOR: I'm very favorably impressed with the report on international tv [SPECIAL REPORT, Oct. 15]. This will prove most useful for a seminar which I conduct in international communications. . . —John H. Larch, professor of broadcasting, School of Public Relations and Communications, Boston University, Boston.

### Results

EDITOR: May we express our appreciation for the fine write-up you gave us [THE MEDIA, Sept. 10]. The news item in your publication has already accounted for several placements. . . —Fulton Nash, manager, Radio and Television Employment Center (RATEC), Houston.

### Visual aid

EDITOR: Has anyone thought of preparing a visual demonstration for radio or tv sales? As many of you know, insurance companies spend small fortunes on these visuals which in one sense make an intangible into a tangible.

Although I've seen these presentations for specific programs or agencies, I've never seen one designed primarily to sell our product—radio and/or tv.

I would appreciate hearing from anyone who may have devised or used such a presentation. It could be useful in combatting other competitive media such as newspapers.—Truman H. Walrod, general and sales manager, KRSD-TV Rapid City, S.D.

### Weather calls

EDITOR: Re your article concerning the WKMI telephone weather [FANFARE, Oct. 22] . . . we at WARN have furnished this service to our listeners for about two years on a commercial basis. Our average number of calls in a 24-hour period is about 500. . . During

## BROADCASTING PUBLICATIONS INC.

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VICE PRESIDENT . . . MAURY LONG  
VICE PRESIDENT . . . EDWIN H. JAMES  
SECRETARY . . . H. H. TASH  
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## BROADCASTING

### THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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Sol Taissoff

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

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

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\*Reg. U. S. Patent Office

Copyright 1962: Broadcasting Publications Inc.

BROADCASTING, November 5, 1962

# AN \$80,000 SALE



## ***PULLING POWER-SELLING POWER OF WPEN DEMONSTRATED IN AMAZING RESPONSE TO . . . "HAWAIIAN HOLIDAY"***



**Outsells all other stations . . . and in less time, too . . .**



If ever we had proof of our own strength, this Hawaiian Vacation promotion was it. In quantity, in quality. Here was action. Fast action. An \$80,000 sale, outpulling, outselling every other radio station in town — and in less time. Customers are customers, whether they buy Hawaiian vacations or packaged goods. You'll find more of them and in a better buying mood on WPEN.



## ***IF YOU HAVE A PRODUCT TO SELL YOU'LL BE INTERESTED IN THESE STATISTICS OF THE HAWAIIAN HOLIDAY***

1,000 inquiries were received in the first 28 days. Within 45 days, the Travel Agency received 45 deposits . . . a month later a Northwest jet took off with a pay load of 100 passengers . . . cost of the tour was \$800 per person . . . average conversion of inquiry for a trip of this nature is 1%. The WPEN conversion was 10% . . . each guest spent \$400 over and above the cost of the trip on luxuries and extra services, more than any other group ever handled by the Travel Agency.



***It's obvious . . . if you're thinking  
of selling Philadelphia, start  
where the selling is easy . . . on***

**WPEN**  
P H I L A D E L P H I A

***Represented nationally by AM Radio Sales Company***

## How tv is helping to tell about a hot premium for a cold cereal

General Mills' Big G cereals are leaning heavily on television this fall to carry the torch for what we hope will be a major breakthrough in merchandising directed to children. Frankly, the idea at issue closely parallels Newton Minow's "vast wasteland" barb aimed at tv programming—except that now we're directing our attention toward what may be a similar "arid area" in cereal premiums for children.

For many years our Big G cereals, in common with the rest of the industry, have used package backs, reinforced by all the media at our command, to pitch the usual child-interest items as self-liquidators or in-package premiums. Included have been such items as cut-out masks, exploding submarines, toy automobiles, *ad infinitum*. In every instance the primary goal has been to flag the child's attention and achieve the sale of the product.

**Something Was Lacking** ■ About a year ago, in September 1961, the thought occurred to some of us that although our programs were reasonably successful, they weren't making much of a contribution to the child's development. Would it be possible, we speculated, to forge an educational instrument that would still have maximum attention value? If this were achieved, we could substitute something really worthwhile for the usual gadgets and gimmicks and probably enhance the public relations image of the company with parents as well. Besides that, we certainly would gain stature with millions of children if we had the right combination.

The area of natural history seemed to be the number one choice. For instance, the University of Minnesota's neat little Museum of Natural History plays host to 250,000 children every year. They come to gawk and stare at the birds and animals. They attend the Sunday lectures in droves, with Pop and Mom. What is more, they support a lively sale of museum publications. A survey showed that the same was true at the state conservation department, where 200,000 youngsters wrote in last year requesting data on native flora and fauna.

**Wild Life Stamps** ■ So Dr. Walter J. Breckenridge, director of the Minnesota museum, and Jim Kimball, who heads the state game and fish department, were signed as consultants. They came up with an idea for a stamp album containing monographs on representative North American birds and animals. The stamps, in five colors, are approximately 2½ x 3½ inches, and each

is to be pasted by the child adjacent to the monograph on the particular species. The text was colorfully written by Dr. Breckenridge, and the whole package was valued at about \$2. But Big G cereals offer it for 30 cents and a box top. Forty-five million packages extol the offer in some 300,000 grocery outlets during an eight-week fall period.

The package-backs are carrying a sample of the stamp book into American homes, where an average 3.8 persons read each cereal package as it returns again and again to the breakfast table. The reader impressions are astronomical, and the educational impact of the natural history material is proving to be likewise. This is borne out by consumer response, which has been so overwhelming that we have raised our initial printing order on the book from 250,000 to one million.

**Plus Razzle-Dazzle** ■ There is no question but that the campaign has been helped tremendously by television, the most razzle-dazzle advertising instrument yet developed for children. Our one-minute commercial will appear 21 times on the Wheaties American Football League post-game network shows, our NBC-TV Sunday *Bullwinkle Show*, our Saturday morning *King Leonardo, Discovery* on weekday afternoons, and our *Rocky* spot operation, which is currently in 45 major markets across the land on what amounts to a five-days-a-week basis. In addition, *My Friend Flicka* carries the commercial on ABC-TV Saturdays.

The commercial opens up on an American eagle in dramatic flight. The flight is suddenly arrested and the eagle becomes a stamp in the album. The commercial quickly moves on to an exposition of representative stamps depicting a bear, jaguar, moose, etc., and then describes the offer succinctly and

with a lot of impact. A full schedule of Metro and Puck, plus independents, described the offer in the Sunday comics Oct. 14 and 21.

We're attempting to plant an oasis in an area that has been pretty dry insofar as high-quality material with educational overtones is concerned. It stems from a conviction that we as a business have an obligation, a responsibility to enhance character development and good citizenship at every turn in the road.

**Only the Beginning** ■ If the response in the next month or two continues to be as encouraging as it has been so far, we intend to step up this type of quality promotion. I think children should be shown that life is more than just four walls and paved streets. There is a whole world of nature out there to fascinate and entertain them. We would like to use the visual magic of television to bring some of that absorbing material to them.

We are discussing with Jay Ward, whose animated cartoon studio produces the *Bullwinkle* and *Rocky* shows, the possibility of a natural history series for tv. Our idea is to present "life stories" of North American wild creatures, using animation with live footage in color to supplement the stories at critical points.

We would also like to send television camera crews to remote places around the world, where animal and bird life persists in spite of natural obstacles. In the distant future is the possibility of factual stories about great naturalists like Darwin, Huxley and Audubon, and discoveries in nature that altered the course of human events.

With a little cultivation, our tiny oasis may turn the juniors' "vast wasteland" into a flowering garden of learning, excitement and fun.



Cyril W. Plattes joined General Mills in 1947 as a public relations staff assistant and worked in the company's nutritional and economics education programs in elementary schools. He was appointed public relations director in 1954, creative advertising services director in 1957, group advertising director for cereals in 1958, cereals and pet foods advertising manager in 1959, and cereals and pet foods marketing manager of General Mills earlier this year.

C O N N E C T I C U T



RPM  
RPM  
RPM  
RPM  
**RPM!**

### **Ratings Programming Merchandising**

The RPM, sales-action station in Connecticut. Big-buy WELI! Reach this Powerful Market . . . our 1,115,200\* "interference-free population served!"

Why does WELI deliver this market? Responsibility to our million-plus audience governs all WELI programming. Results in more sales-power for your ad dollar! National: H-R Representatives, Inc.; Boston: Eckels & Co.

\*Source: Lohues and Culver, Consulting Radio Engineers, Washington, D.C.—in accordance with the service standards shown in the FCC Rules.

**WELI**

The Sound of New Haven 5000 Watts / 960 KC



**"Run a farm. Run a factory. Make money.  
Spend it. And don't be misled by outsiders."**



**Two balanced test markets live by these words.**

*(And The Communicana Group reaches them both.)*

You don't pick a test market by its general store philosophy — rather by its general store sales. But you *do* seek balance. Factories and farms. Money earned and spent. Plus loyalty to *local* media. Look how these markets measure up:

**FT. WAYNE, INDIANA TEST MARKET**

**BALANCE:** Known cross section of manufacturing and agriculture. Among top ten test markets in America for frequency of use.

**BUYING INCOME:** Ft. Wayne, 2nd in Indiana, has \$2,238 per capita; \$7,232 per household. (Compares with \$1,967 and \$5,979 for USA.)

**POPULATION:** (SRDS — 1/1/62 est.) Metro Area: 238,300. City and RTZ: 568,782.

**ISOLATION:** Buying center for 15 counties, 105 miles from Toledo, 116 from Indianapolis.

**SOUTH BEND-MISHAWAKA-ELKHART**

**BALANCE:** Combines diversified manufacturing with rich farming. Typical, stable, and frequently used test site for U.S. Government.

**BUYING INCOME:** South Bend is 1st in Indiana. \$2,250 per capita; \$7,242 per household. (Indianapolis has \$2,118 and \$6,729.)

**POPULATION:** Metro Area: South Bend, 242,500; Elkhart, 109,600. City and RTZ: South Bend, 530,924; Elkhart, 133,593.

**ISOLATION:** Market-place for 7 counties (2 in lower Michigan). Chicago is 90 miles away.

Market-test these towns through *The Communicana Group*. They live here!



**IN TV:** WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne  
**RADIO:** WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne  
**NEWSPAPERS:** *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)

John F. Dille, Jr., President



# MORE COMEDY, DRAMA NEXT SEASON

- Big-name trend, one-hour format will both expand in '63-'64
- Color will increase, but NBC will continue principal advocate
- Blue chip advertisers eye prime time for proposed new series

The programming accent in the 1963-64 television season will be on more comedy, more live and film drama and a continuing trend to big-name personalities.

This is the expectation of network program planners, who currently are blueprinting nighttime entertainment offerings a full season ahead.

Conversely, these planners as well as other program developers indicate fewer new series in the western and action-adventure vein finding slots on network schedules next season. There's also a continuing move toward color, though still mostly confined to NBC-TV.

These indicators highlight projections

for the 1963-64 season as compiled by BROADCASTING editors last week from interviews with network and production company officials, who are in the midst of preparations for a new entertainment season.

There's little at present to report on sales though it is known that the blue-chips of General Foods, Procter & Gamble and Lever Bros. size are lining up properties in order to secure first crack at desired positions on the schedule.

**Advertiser Contracts** ■ It's common knowledge that General Foods has a new Phil Silvers comedy show ready to insert in the CBS-TV lineup next sea-

son, and reportedly the newly announced Danny Kaye one-hour series of 40 shows next season already has sponsor interest. (One report has Reynolds Metals buying into it).

Next year's programs are either in the pilot, script or idea stage by this first week of November. Pilots on many series already have been completed. Each of the three networks is participating in the production of approximately 15 pilots and, when others independently produced are added, the total number is expected to reach 75 or more.

It is too early to indicate the exact direction in which programming will

## Prestige speakers help to 'make' BPA's Dallas convention

Closing its most successful convention Broadcasters Promotion Assn. elected Dan Bellus (l), director of advertising and promotion, Transcontinental Television Corp., as its new president. Retiring president is Don B. Curran (r), director of advertising and publicity for ABC o&o tv stations. The Dallas meeting was highlighted by a distinguished program of speakers including Edmund C. Bunker, president-elect Radio Advertising Bureau; Stephen Riddleberger, president of ABC Radio o&o stations; Mike Shapiro, general manager, WFAA-AM-TV Dallas; Louis Read, WDSU-TV New Orleans; John F. Box, Balaban Stations; LeRoy Collins, NAB president; Robert M. Hoffman, v.p. TvAR; Marcus Bartlett, WSB Atlanta; J. Donald Ratchford, D'Arcy Adv.; David E. Partidge, advertising-sales promotion manager of Westinghouse; James C. Hanlon, WGN-TV Chicago; Norman E. Cash, president TvB, and Jack Harris, KPRC-TV Houston.

Most talked about and controversial was the address of William B. Lewis, board chairman of Kenyon & Eckhardt, who saw advantages in British commercial practices



which bunch commercials at the beginning and the end of programs. Closer ties between management

and promotion departments was reflected in seminar discussions. For complete report see page 58.

## MORE COMEDY, DRAMA NEXT SEASON continued

head next season. A compelling factor will be the fate of this year's shows. Many of the prepared programs (also see story, page 26) for next season may be drafted if needed as replacements before this season ends. But the emphasis on particular types of shows for pilot production provide a strong clue to network strategy.

On the basis of present pre-planning, one authoritative prediction is that CBS-TV will move even more strongly into the name personality comedy area; NBC-TV putting more emphasis on the drama and personality music-variety offerings and ABC-TV accenting situation comedy and action-adventure formats.

Each network is scheduling program types which have previously been iden-

**Drama Ahead** ■ Both NBC-TV and CBS-TV are primed to expand the live and film drama area. Programming heads at these networks believe there is a void here that should be filled. NBC-TV leans to live or taped drama. Both NBC and CBS appear to favor the development of more dramatic shows dealing with meaningful topics.

CBS-TV is blueprinting a weekly half-hour series, *The Fighters*, that will dramatize incidents in American history; Revue Studios is co-producing with Daniel Mann a half-hour series titled *Peace Corps* and NBC-TV is co-financing (with Four Star Productions) a pilot for a 60-minute series on the activities of the Dept. of Health, Education & Welfare that would star Robert Taylor. Neither CBS-TV nor NBC-

programming schedule next season, although preliminary signposts point toward NBC-TV and CBS-TV moving closer toward accomplishment than ABC-TV. The latter network is likely to have fewer name-comedy personalities, live and film drama and musical variety, and will be proportionately heavier in situation comedy and action-adventure.

The future of the first-run motion picture as staple network fare is uncertain. There was no unanimity of opinion as to the role feature films will play in network schedules in 1963-64. ABC-TV and NBC-TV both now program feature films weekly.

Documentary-public information programming appears destined for a slight increase. ABC-TV expects to expand this type of programming and NBC-TV and CBS-TV plan to "hold the line" at



On the planning board at NBC-TV is a new half-hour situation comedy built around Ann Sothern (l). The series, pilot of which was completed

tified with the others. CBS-TV, for example, will have some action-adventure shows; NBC-TV will have its share of situation comedies, and ABC-TV of filmed drama. In short, there will be overlapping of program formats in the effort of all networks to achieve "balance."

The big-name comedy thrust is evidenced by CBS-TV's plans to star Danny Kaye in a regular one-hour series and Phil Silvers in a weekly vehicle, by NBC-TV's development of an Ann Sothern series, *Attaway, Mama*, and the Bill Dana Show. Next year's CBS-TV schedule is likely to include such names as Lucille Ball, Jack Benny, Andy Griffith, Red Skelton, Danny Thomas, Danny Kaye, Dick Van Dyke and Phil Silvers. In addition, NBC-TV is known to be interested in developing regular weekly series for both Jerry Lewis and Milton Berle.

for NBC-TV by Goodson-Todman Productions, is tentatively titled "Attaway, Mama!" ABC-TV expects to slot "The Roosevelt Years" (r) in prime time

TV would elaborate on their plans for live-tape dramas, but they are reportedly under development.

On the basis of pilot production, there seems to be a continuing trend to one-hour format for dramatic programs and half-hour for situation comedies. The increase in drama indicates an expansion in the one-hour length next season.

Two other noticeable trends: increased activity in pilot production by Four Star and United Artists Television, and an expansion in the number of "spin-off" pilots, principally from Four Star and UATV. United Artists Television looms as the favorite contender to replace Warner Bros. as the principal supplier of ABC-TV programming during 1963-64 (also see separate story, page 26).

**Balanced Programming** ■ The networks are aiming for a more balanced

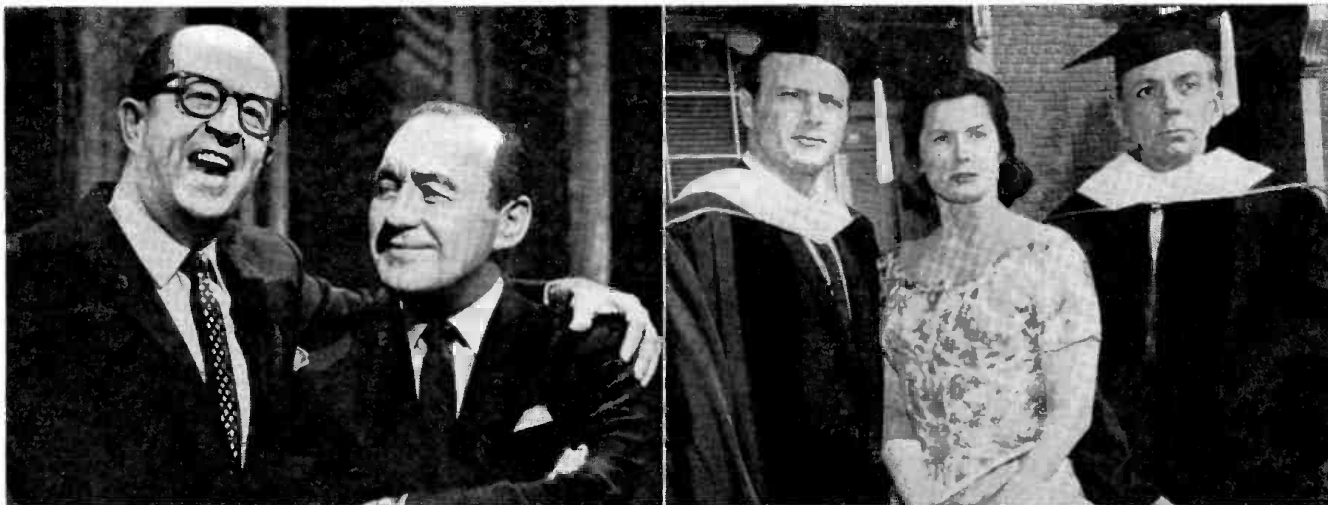
next season. The series would depict the Churchillian era. The scene here shows World War II leaders at the Yalta Conference.

what they consider a satisfactory representation of informational shows.

Costs of programs intended for network exposure will rise approximately 6%, but this is what programmers regard as a "customary" annual increase.

**Color Sights** ■ An increase in color programs is anticipated by network program executives, but they agreed that the extent of expansion in this area depends on advertiser interest. NBC-TV will continue to be the leader in color, but both ABC-TV and CBS-TV are expected to extend their color production during 1963-64.

Mort Werner, vice president in charge of programming for NBC-TV, reported there will be a trend toward more live programming in 1963-64 than during this season, which, he said, shows an increase in live shows over last year. Without disclosing specific plans, Mr. Werner indicated that NBC-



Examples of name stars which CBS-TV will feature next year are Phil Silvers and Jack Benny (l). General Foods will sponsor a new Phil Silvers

comedy series next year. ABC-TV already has "The Best Years," a campus drama featuring Jason Evers as Prof. Joseph Howe, Nancy Hadley as his

wife, Mary, and Henry Jones as Dean Baker (r), in production for presentation on the network in the 1963-1964 season.

TV was particularly interested in developing additional live-tape drama and filmed dramatic programs that rely not on the purely action-adventure format but on high-quality story values.

"We at NBC-TV think there is an audience and advertisers for the more mature dramatic programs," Mr. Werner asserted. "We feel there will be more of the 'in-depth, dramatic programs,' such as *The Defenders*, a CBS-TV show.

Mr. Werner said NBC-TV was actively developing personalities, who could be starred in the future on live or filmed shows. He mentioned Bill Dana in this connection, but declined to name others at this time.

He noted NBC-TV is moving closer and closer to a balanced schedule, pointing out it has a reasonable share of situation comedies, musical variety,

live and film dramatic shows and informational programs.

Mr. Werner said NBC-TV is paying attention, as are other networks, to spin-offs for pilots of new shows, and mentioned the network is interested in several off-shoots from *Dr. Kildaire*, *Sam Benedict* and *The Dick Powell Show*.

**ABC-TV's View** ■ Thomas Moore, vice president in charge of ABC-TV, said the network will concentrate on the development of situation comedy and action-adventure series for next season. He noted that ABC-TV does not have the "star program" in effect at the other two networks and therefore must build in areas in which it can muster strength.

"We like to appeal to the young adult family with growing children," he commented. "We feel that action-adventure and situation comedy, if well done, can

attract responsive audiences."

During this season and next, according to Mr. Moore, ABC-TV will make a special effort at gaining prominence in the so-called early prime-time (7:30-8:30 p.m.), and build from there in the 8:30-10 p.m. period. It will concentrate on "soft spots," as they develop.

He believes that ABC-TV is at least 30 days ahead of last year in program development for '63-64 and that the schedule will be "firm" as early as the end of February.

**Sales Build-Up** ■ Mr. Moore predicted that 1963-64 will be "the best" in history for network sales. He expects an added \$50 million to go into the medium. The reasons for this upsurge, he said, are the adding of new products by advertisers, larger advertising budgets, increased desire to use network tv and expanding sponsorship for infor-



On the planning board at NBC-TV is a new half-hour comedy built around comedian Bill Dana (l). It will be produced by Sheldon Reynolds and Danny Thomas. Danny Kaye (c) signs

up with CBS-TV for a 1963-1964 series. He worked out the details with James T. Aubrey (seated), president of CBS-TV. Contract covers 40 shows and is described as in the "multi-million-

dollar class." NBC-TV plans a weekly hour-long series next year starring Robert Taylor (r) in a dramatic series with the Dept. of Health, Education and Welfare as a background.

mational programming.

Buying, he said, already has begun by the large advertisers. He named those which already have bought or soon will stake out their investments in network tv—General Foods, Procter & Gamble, Lever Bros., Pillsbury and Alberto-Culver. He said these advertisers buy for "positioning," while those who wait until next spring or summer look for "the bargains" at the expense of favorable time periods.

**CBS-TV's Thrust** ■ Hubbell Robinson Jr., senior vice president in charge

of programming for CBS-TV, believes CBS-TV's major thrust in '63-'64 will be in drama. He noted the network already is supplied with a sizable complement of live variety shows (Ed Sullivan and Gary Moore, for example); comedy personalities (such as Andy Griffith, Lucille Ball, Jackie Gleason, and others) and informational programs (*CBS Reports*, *Eyewitness* and *Twentieth Century*).

Mr. Robinson said CBS-TV will aim for drama series, either live-tape or film, that will uphold a point of view

and that will reflect American culture and society. But they should be "oriented directly toward entertainment."

For 1963-64, he added, there will be more "big names" on CBS-TV than ever before. He noted that in addition to the current roster of stars, both Danny Kaye and Phil Silvers will be spotlighted in regular series next year.

"We feel that for next year, CBS-TV will continue to provide the great change of pace in programming which has distinguished us in the past," Mr. Robinson commented.

# Spinoffs lead '63-'64 program parade

## SINGLE EPISODE OF OLD SHOW SUGGESTS SERIES, AGENCY LIST SHOWS

More than 10 months in advance of the 1963-64 season, program buyers have compiled lists of programs under development or in idea form. One such list at a major advertising agency office in New York presents a total of 82 programs.

This agency's list gives such data as program type, working title, stars and network involved, where the information is available. The 82 programs represent some of the shows which have been developed for 1963-64 and is far from complete. To fill out the list, programs from other sources are included in this roundup.

Of the 82 programs being developed, 16, or about 1 out of every 5, are spinoffs. A spinoff is an episode within a series currently on the air, produced not only for its entertainment value to the series but also as a possible theme (or pilot) for a future series.

The spinoff, a growing practice in tv film production, has two advantages: (1) it reduces the financial risk because some, and sometimes all, pilot production costs are absorbed, and (2) it enables the producer (or network or advertiser) to get at least some semblance of audience reaction.

The agency list, as grouped by company.

### Four Star:

*Adamsburg*, an hour adventure story, with script and story lines available; *Admiral's Daughter*, 30-minute spinoff on *Ensign O'Toole* now on NBC-TV; *Ballad Theater*, 30-minute adventure and spinoff on *Lloyd Bridges' Show* on CBS-TV; *Border Line*, an hour adventure and spinoff on *The Dick Powell Show* now on NBC-TV.

*Bureau of Missing Persons*, an hour spinoff on *Powell*, tied to NBC-TV, produced by Aaron Spelling, stars Rory Calhoun, with script by Ellis Kadison; *Capitol Hill*, half-hour adventure spinoff on the *Lloyd Bridges' vehicle*; *Colossus*, one-hour show tied to NBC-TV and written by Dick Simmons; *Dog Watch*, a half-hour adventure

spinoff on *Lloyd Bridges' show*; *Irna Phillips Show*, an hour serial for daytime or evening schedule.

*Flight Surgeon*, one-hour *Powell* spinoff that's a military transport series—a Sam Peckinpah project; *Father Brown*, a half-hour series, Marc Brandel writing a script; *Ford and Hines*, a half-hour comedy that's tied to ABC-TV with Artie Stander mentioned as writer; *Happy Island*, one-hour series based on a New York excursion boat, created by Jule Styne with Hank Garson the writer; *Luxury Liner*, one-hour *Powell* spinoff described by the agency as a "wet *Wagon Train*," which would have running characters of a captain, doctor and first mate of a round-the-world liner—Chris Knopf named as writer; *Metropolis*, one-hour *Powell* spinoff tied to NBC-TV and with six to eight running characters in the series' among them a district attorney, social worker, judge, politician and family psychiatrist.

*Mr. Tooley's Mondays*, half-hour series created by Parke Levy; *Monroe Is A Dog*, half-hour comedy about two

men in the canine corps; another Parke Levy vehicle, *My Daughter's Guy*, a half-hour series with script "in the works"; *Mystery Theatre*, one-hour series of classic whodunits with Jackie Cooper, Charles Boyer, David Niven and a fourth star to appear in an alternating pattern (produced by Mr. Cooper and Buck Houghton with Anthony Bouche as story consultant).

*Parole*, one-hour show produced by Joe Layton with Les Pine writing and Dr. Abbott Kaplan of UCLA consulting; *People Will Talk*, half-hour show that would star Arthur Godfrey and tied to CBS-TV with Quigley and Heatter listed as producer (pilot reported finished); *Project X*, hour adventure and *Powell* spinoff, already tied to NBC-TV, pilot being filmed at Vandenberg Air Base (but show's locale will change) and Collier Young is producer and Michael Rennie, the star; an hour series on startling moments in the lives of various U. S. Presidents would be titled *1600 Pennsylvania Ave.*; an hour series on courtroom drama for NBC-TV possibly.

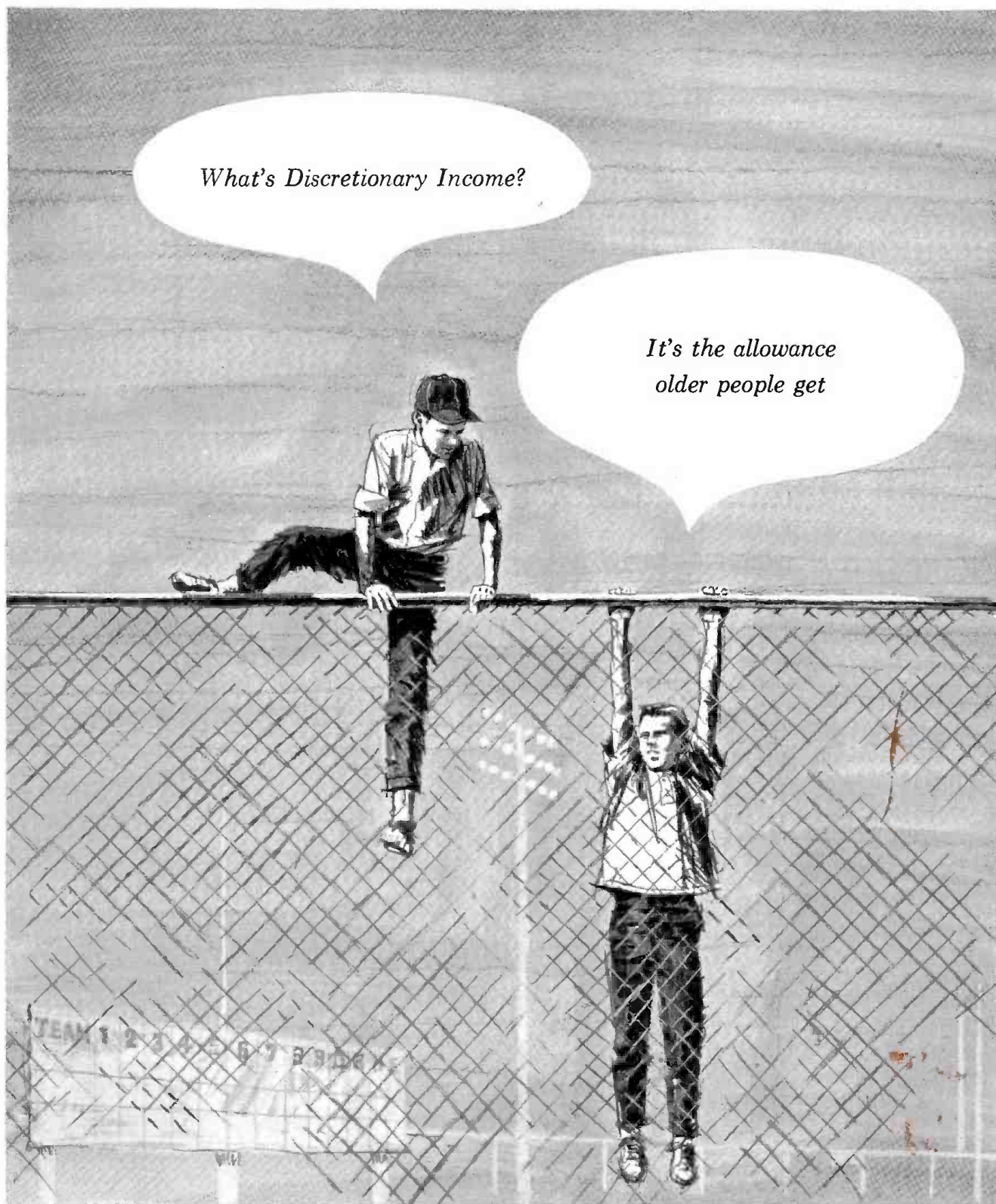
*The Losers*, a spinoff on the *Powell* show and already tied to NBC-TV; an hour series for NBC-TV called *333 Independence* about the Dept. of Health, Education & Welfare with Robert Taylor; an hour version of *The Rifleman* (now a half-hour on ABC-TV) and produced by Gardner, Levy, Laven; *Two Girls from Iowa*, a half-hour comedy with Bill Manhoff writing; *Two Guys from Tokyo*, also a half-hour series. Untitled are three half-hour series, one a situation comedy that would be developed for Martha Raye; another that would star Tom Ewell (Artie Stander reported as writing); and a third, a half-hour series about the Peace Corps for which James Michener would supply a number of story lines and act as story consultant.

### United Artists-Television:

*Bordertown*, one-hour series tied to ABC-TV and a spinoff from that net-



Craig Stevens portrays an adventurous photographer-reporter whose assignments take him to the far reaches of the earth in Independent Television Corp.'s new series, "Man of the World." ITC has 26 one-hour episodes ready for release either for network or syndication entry. The action is laced with music by Henry Mancini.



*and there's 27% more of it (on the national average) in Ohio's Third Market—and no medium—but none—covers it as thoroughly as WHIO-TV, AM, FM. Ask George P. Hollingbery*

**Additional morsel for thought:**

*Dayton continues to lead the state's eight major cities with the highest weekly gross earnings. (Dayton Daily News—8/12/62)*

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



**DAYTON, OHIO • WHIO • AM • FM • TV**

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

**ON THE GO!**



# HE KNOWS THE PRODUCT HE SELLS

PGW Radio Colonels and Television Colonels worked for radio and television stations for 172 years before joining our company.

Those were valuable years—to all of us. Because of them, every PGW Colonel knows more about the product he sells—and presents it more usefully.

*That's why **The** Colonel is **always** on the job.*

**P**ETERS, **G**RIFFIN, **W**OODWARD, INC.

*Pioneer Station Representatives Since 1932*

NEW YORK  
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ATLANTA  
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DETROIT  
ST. LOUIS

FT. WORTH  
DALLAS

MINNEAPOLIS  
PHILADELPHIA

LOS ANGELES  
SAN FRANCISCO



## SPIN-OFFS LEAD '63-'64 PROGRAM PARADE continued

work's *Stoney Burke*, telling a story of two policemen serving along the U. S.-Mexican border; *Charlie Weapon*, one-hour spinoff on *Stoney Burke* and also said to be associated with ABC-TV with Richard Basehart considered for the lead; *Patty Duke Show*, half-hour series slated for ABC-TV, script written by Sidney Sheldon with pilot slated to go before the cameras last week (on Nov. 1).

*Inside Danny Baker*, one-hour show tied to ABC-TV and reportedly to be filmed by last week and described as Mel Brooks property with Don Richardson to direct; *Kincaid*, another one-hour vehicle (*Burke* spinoff) aimed for ABC-TV and based on youth center background with humor of the movies' *Dead End Kids*, with Bob Barbash writing and producing; *Luxury Ship*, one-hour series with ABC-TV ties and Leslie Stevens writing and Walter Pidgeon, the star.

*Magnificent Seven*, one-hour series that would be produced by Friedkin and Fine with John Sturges involved in the property's basic creation; *Pass-*

*ing Years*, a David Wolper 30-minute series with pilot being made; *Pioneer Go Home*, 30-minute series said to be tied to CBS-TV; *Tac Reynolds*, half or hour spinoff from *Burke* and aimed for ABC-TV, about stock car racing with an 18 or 19-year-old in the lead; *Science Fiction*, in half-hour form for ABC-TV possibly with Alex Singer directing and Frank Mossi writing.

*George Scott Show*, one-hour series said to be set for CBS-TV that has pilot dealing with coal mining territory and some film shooting on location in West Virginia Nov. 15 and Jules Bricken as producer; a half-hour comedy starring Walter Matthau and Anne Jackson and said to be aimed for ABC-TV with Jerry Davis producing, Harvey Orkin writing and Jack Smith or Arthur Hiller directing.

### Bing Crosby Productions:

An hour adventure series developed by Jack Douglas called *Across the Seven Seas*; *Coogan*, a half-hour series with a World War II background and "tied" to ABC-TV; *Destiny Day*, one-hour adventure anthology created by

Gil Raston and ABC-TV mentioned.

### Screen Gems:

SG and ABC-TV are producing 30-minute *Archie* situation comedy based on the cartoon strip, with John Simpson playing Archie and Sherrill Hollridge and Roland Winters supporting, Harry Ackerman as executive producer and Winston O'Keefe producing with filming to start in mid-November; *Farmer's Daughter*, a half hour comedy based on the motion picture with Peter Kortner named producer, and Ingar Stevens, William Windom, the stars; *Grindl*, half-hour comedy also produced by Mr. Kortner and Imogene Coca with a pilot said to have been filmed.

*Postmark*, a half-hour action-adventure tied to ABC-TV and pilot being filmed with stars James McArthur and Warner Anderson (producer is Andy Fenady).

### MGM-TV:

*Johnathan Croft*, one-hour anthology based on lead fashioned after an adventurer-writer-traveler such as Ernest Hemingway, and with David Friedkin and Morton Fine as producer-directors; *Goodbye Mr. Chips*, half-hour series based on the feature film with Howard Bailey writing; *Travels of Jamie McPheeter*, half-hour situation comedy coproduced with ABC-TV.

### Revue Studios:

*Health Club*, 30-minute comedy about a health club catering to men and women which may be developed by Nat Hiken; *Jig Saw*, one-hour series based on missing persons bureaus; *No. 1 World Airways*, hour adventure about operations-problems of people at Los Angeles airport; *The Best Years*, coproduced by and set for ABC-TV next season as hour anthology originally spinoff from *Alcoa Premiere* (ABC-TV); *The Lab*, one hour series about solving major industry production problems developed by Rodenberry and Birch.

### 20th Century Fox:

*Misty*, half-hour family situation based on feature film; *Peyton Place*, hour or half-hour series that Paul Monash is developing (also a motion picture and novel); *The Commuters*, one-hour anthology; *Three Coins in the Fountain*, half or full-hour series based on that motion picture with Hal Kantor as executive producer and Mel Shavelson, writer-story supervisor.

*12 O'Clock High*, one-hour adventure based on 1950 feature film with Beirne Lay Jr. writing; an untitled western of hour length being developed by Charles Larson.

**Redwing Productions** (Garry Moore's company):

*Allen & Rossi*, a half-hour situation comedy starring Marty Allen and Steve Rossi written by Vincent Bogert, Ernie Rosen and Coleman Jacoby with Marlo



## A newsreel exclusively for the kiddies

Filmvideo Releasing Corp. will distribute in January 1963 a children's "newsreel" tv program, consisting of 150 five-minute episodes.

Titled *Kiddie Camera*, the series is being offered to stations on a library basis. Maurice Zouary, Filmvideo president and executive producer of the program, pointed out the five-minute shows can be integrated into existing children's tv programming on stations.

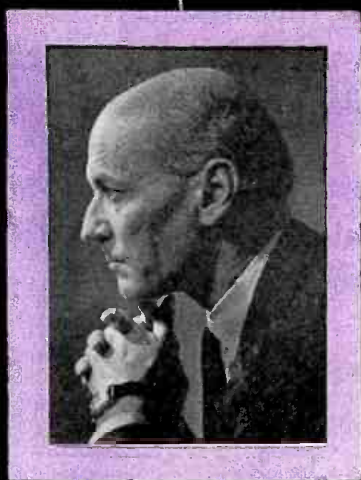
Filmvideo is a major supplier of background news film material and controls more than 18 million feet

of film. *Kiddie Camera* has been produced from film in its library and new material will be added from time to time, Mr. Zouary said.

Segments in the series spotlight such featurettes as a five-year-old motorcyclist, youthful acrobats, the youngest licensed airplane pilot (12-year-old Roland Frazier of Milldale, Conn. See picture), an 18-month-old ice skater, a junior rodeo, an animal school and a visit to a circus in Mexico. Joseph Mawra is producer of the series. Narration is provided by youngsters.

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

# Encouraging advertising's creative men

## BRINGING IDEAS TO PRODUCTION IS SUBJECT OF AAAA DETROIT TALKS

The importance of the agency creative man and of individual responsibility rather than "committee" thinking were stressed Thursday in Detroit by two speakers before the annual meeting of the East-Central region of the American Assn. of Advertising Agencies.

They were Gail Smith, director of advertising and market research, General Motors Corp., and David B. McCall, vice chairman of C. J. LaRoche & Co., New York.

Mr. Smith said an agency creative person should receive "mature" treatment and be allowed to talk freely to the client. He should be in an atmosphere in which he knows "he has the freedom to fail," or his creative output otherwise will be merely safe and dull, Mr. Smith said.

Nor should the creative man be suffocated with "echelon upon echelon of associates who have critical authority but not critical ability," Mr. Smith said. By the time a campaign idea has passed through the layers upon layers of review "the original idea is not only malformed but probably malfunctioning," he said.

Mr. McCall favored fewer creative people and harder work for them, because they are "happier" when busy.

The creative man should learn the client's business activities and problems and be given full responsibility for creating effective advertising, he said.

"Good work and high morale come

issues. They take up the time of the few people who consistently do the serious work. This is frustrating and difficult for the productive creative man."

Mr. McCall said artificial competi-



Mr. Smith



Mr. McCall



Mr. Harper

from hard, solitary labor. No good campaign has ever come out of a conference room," Mr. McCall said.

"For a business that is continually screaming about the profit squeeze," he said, "advertising has a remarkable number of people who clutter the scene. They go to meetings. They confuse

tion is practiced in some agency creative departments where two groups are assigned to work on one problem. Creative people work best "in an atmosphere of responsibility," he said, "and like to see the fruit of their labor." They don't like to "play games" in a competition where "half the labor is

## Ford dealers blaze way in use of local tv

Auto dealers are tv's best customers at the local level, according to a survey of Television Bureau of Advertising's member stations and material compiled by Broadcast Advertisers Reports.

A check of 26 major markets in May showed that 249 auto dealers used tv compared with 139 food stores, which placed second in local tv (see table).

In 95 markets, a total of 927 local auto dealers advertised on tv in the first half of 1962. The findings are reported in a brochure for TvB members entitled "How Tv Makes Customers Out of Strangers for 927 Automobile Dealers."

Ford dealers led in tv usage, with 171 companies on tv in 95 markets. Chevrolet dealers ranked second, with 157 dealers on tv.

TvB noted that increased use of video tape has made local auto dealer

advertising on tv "more extensive, less expensive, more timely and flexible, more skillfully produced and more productive than most observers realized."

### LEADING DEALER BRANDS ON TV\* (January-June 1962)

| BRAND                     | NUMBER |
|---------------------------|--------|
| Ford                      | 171    |
| Chevrolet                 | 157    |
| Pontiac                   | 73     |
| Chrysler-Plymouth-Valiant | 69     |
| Rambler                   | 61     |
| Dodge                     | 49     |
| Foreign                   | 44     |
| Oldsmobile                | 43     |
| Mercury-Lincoln           | 37     |
| Buick                     | 35     |
| Studebaker                | 13     |
| Cadillac                  | 6      |
| Used/Unspecified          | 169    |
| TOTAL                     | 927    |

Sources: 1. Survey of TvB member stations.  
2. Broadcast Advertisers Reports (BAR), 1-3 monitored weeks, January-June 1962, 77 markets.  
\* Exclusive of dealer associations.

### RETAILERS USING LOCAL TELEVISION

|                            |      |
|----------------------------|------|
| Automobile dealers         | 249* |
| Food stores                | 139  |
| Department stores          | 95   |
| Clothing stores            | 86   |
| Furniture stores           | 80   |
| Restaurants                | 71   |
| Laundries and dry cleaners | 32   |
| Appliance stores           | 26   |
| Floor covering dealers     | 25   |
| Drug stores                | 22   |
| Shoe stores                | 12   |

\*Excluding "factory" spot tv and dealer association campaigns.

Source: BAR. Based on tv activity during one monitored week in May 1962, in the following cities: Green Bay, Miami, Milwaukee, Minneapolis, Oklahoma City, Providence, San Antonio, Toledo, Birmingham, Boston, Greenville - Spartanburg - Asheville, Hartford, Memphis, Norfolk, San Francisco, Spokane, Los Angeles, Philadelphia, Seattle, Shreveport, Tulsa, Baltimore, Des Moines, Jacksonville, Richmond, St. Louis, Washington.



## This here Valley is Heaven on Earth!

**H**AVE you ever been to Fargo, on business or to hunt them squawk-voiced pheasants?

If you haven't, you've no idea about how rich we live. The Encyclopaedia Britannica says that the Red River Valley, with its deep, alluvial soil, is one of the richest areas *anywhere*. Look up

"Red River Valley" and see for yourself.

That's doubtless why WDAY Radio is one of the nation's most fabulous producers for radio advertisers — often outranking big clear-channel stations. If you've never heard the full story from PGW, you ain't hardly never heard nothing yet. Get it!

# WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



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

## Avocado group's radio commercials both sell, educate East

The avocado—a nearly pearshaped tropical fruit—sold almost like hot cakes in the East this summer primarily because of a heavy spot radio campaign.

The newly-formed California Avocado Advisory Council spent \$80,000 through its agency, McCann-Erickson, and pushed sales to an estimated 240% increase in five markets east of the Mississippi River.

The council used about 3,600 spots on 16 stations in Philadelphia, Washington, Cincinnati, Cleveland

and Kansas City.

The avocado growers had three aims in the campaign:

- To sell avocados.
- To promote black avocados (the fruit is tastiest when black, not green as some housewives believe).
- To increase the awareness of avocados in the East.

**Radio Selective** ▪ Radio was chosen after a study of all media because it enables an advertiser to reach a specialized audience, the agency explained.

Much of the radio copy suggested recipes for avocados and sought to explain that the black California avocados are indeed tasty and preferable.

In Philadelphia, where more money was spent in radio than in the other Eastern markets, WIP earned praise from Donald H. Ross, account supervisor and vice chairman of M-E's plans board, Los Angeles division. "WIP can take the lion's share of credit" for the greatest percentage increase of sales of any Eastern market, Mr. Ross said.

WIP went all out to promote avocados. There were meetings with produce buyers and specialists in area chain stores and with the avocado distributors to coordinate promotion. Restaurants were asked to feature avocados, and in return received free air mentions. WIP selected a "Miss Avocado" to talk to newspaper food editors (she was a housewife-model), and the station featured listener contests (avocado seed decorations and recipes). WIP also ran 200 free promotional spots suggesting uses for the fruit.

**Next Year** ▪ The radio venture was the first major advertising in the East by the avocado growers. Their plans for next year call for radio in a supplementary role with magazines. Western markets will be added. M-E motivational research indicates the best potential customer for avocados is the housewife with above average income, intelligence and education—a fairly sophisticated adult girl.



Crafted from an avocado seed, "Speedy Avocados," alias WIP Philadelphia personality Joe McCauley,

was the winning entry submitted in the station's all-out avocado promotion this summer.

wasted," he said.

The agency-advertiser relationship is undergoing change, however slowly, as a result of profit pressures and many other forces, Marion Harper Jr., head of Interpublic Inc. and chairman of the AAAA, said in a speech Thursday.

He said the biggest change in the relationship in the past 10 years is that its focus now is more on profits than on sales.

Although his speech dealt at length with profits and the profit squeeze, Mr. Harper did not renew formally his proposal of a few weeks ago that agencies should be allowed, at least under certain circumstances, to share in the profits of their clients (BROADCASTING, Oct. 22).

### Business briefly...

**Menley & James Labs** through Foote, Cone & Belding, and **Quaker State Oil Refining Corp.**, through Kenyon & Eckhardt will sponsor "Sounds of The City," a special highlighting sounds of

New York City and featuring Arthur Godfrey, on CBS-TV, Friday, Feb. 1 (8:30-9:30 p.m. EST).

**White King Soap Co.**, Los Angeles (White King D) with \$100,000 earmarked for the campaign, started a schedule of spot announcements on 92 radio stations in nine western states. Fletcher, Richards, Calkins & Holden, Los Angeles, is agency.

**Westinghouse Electric Corp.** has bought half-sponsorship of *The Polaris Submarine: Journal of an Undersea Voyage*, on NBC-TV Wed., Dec. 19 (10-11 p.m. EST). Agency: McCann-Erickson Inc., New York. Liggett & Myers earlier had bought the other half.

**Clairol Inc.**, New York (hair coloring and other hair products), on Nov. 30 will sponsor one hour of the annual *Hollywood Deb Star Ball* on KTLA (TV) Los Angeles. Presented by Hollywood Make-up Artists & Hair Stylists

Guild Nov. 24 in the Paladium Ballroom, fourteen finalists will be designated as Hollywood Deb Stars of 1963. This is the first time the event has been televised. Agency is Foote, Cone & Belding, N. Y.

### Agency appointments...

▪ **Riviera Manufacturing Co.** (furniture), Los Angeles, appoints Beckman, Koblitz Inc. as agency for its \$350,000 account.

▪ **C. F. Sauer Co.** (spices, salad products), Richmond, appoints Liller Neal Battle & Lindsey, that city, as its agency.

▪ **Perk Foods Co.**, Chicago, has named Stern, Walters & Simmons there as agency for all sales territories except West Coast division of Perk Dog Food Co. Account was formerly handled by Edward H. Weiss & Co., Chicago.

▪ **Gold Seal Products Co.** (pet foods), Birmingham, appoints Noble-Dury & Assoc., Nashville, as agency.

## OUR THANKS TO THE COLORADO BAR ASSOCIATION FOR ITS SECOND ANNUAL JUSTICE AWARD

The Colorado Bar Association established its annual JUSTICE AWARD in 1961, to be presented to the medium... "that best explains the role of the law and the Courts to the American Public." In 1961 and again in 1962 this award was presented to the KLZ stations in Denver.

The JUSTICE AWARD presentation read in part... "It is particularly significant that at a time when the need was never greater to explain the role of the law and the courts to the American Public that KLZ Radio and Television have unselfishly answered this need through the radio program "Party Line" and the brilliant television documentary dealing with court reform."

This is another example of KLZ Radio and Television's dedication to public service programming of real significance.

**KLZ-AM-FM-TV** CBS IN DENVER TIME-LIFE BROADCAST INC.

Incoming President,  
Colorado Bar Assoc.  
William K. Ris

President,  
KLZ-AM-FM-TV  
Hugh B. Terry

President,  
Colorado Bar Assoc.  
Harrison Loesch



# HOW TV STIRS SUPERMARKET SHOPPERS

Magnetism of medium to buyer and seller shown in surveys

Supermarkets that advertise on television attract customers from wide areas, and shopping centers have increased their tv usage by 115% since 1960.

These findings are from a special survey by the International Council of Shopping Centers in cooperation with Television Bureau of Advertising, and from a special study by Pegnataro's Supermarkets in New Haven and Hamden, Conn., in cooperation with TvB. Both studies were presented by Howard P. Abrahams, vice president for local sales, TvB, at an ICSC promotion meeting last week in New Orleans.

Among the findings in the ICSC study on shopping centers:

Of those shopping centers which are tv advertisers, 93% indicated that individual stores within the center are also independent tv users. Of the shopping centers which have been tv advertisers, 91% continued with the medium once they started in tv.

The report said 43.4% of the centers used spot reminder campaigns, 26.8% saturation campaigns, 19.5% program sponsorship and 17.1% program participation (total more than 100% to include multiple usage).

**Dusk Into Dark** ■ Mr. Abrahams noted that shopping centers favor early evening and prime time, primarily because they "want to reach the family as a whole, sell it as a whole." Children's shows rate highest with local personality programs second for both participation and sponsorship. The average shopping center placed 12.1% of its advertising budget in tv in 1960,

14.5% in 1961.

The Pegnataro's study, Mr. Abrahams said, showed that soon after tv advertising started in October 1961, 24% of the housewives travelled more than one mile to shop at the New Haven store. After eight months of tv, in June 1962, 33.7% travelled more than one mile.

In suburban Hamden, 68.2% of the shoppers travelled more than one mile at the start of tv usage in October last year, but the figure had increased to 76% by June.

## Shopping centers get radio's story too

Shopping center executives meeting in New Orleans last week were advised by Radio Advertising Bureau to reevaluate their present "under-promoted" ad programs.

Kevin B. Sweeney, RAB president, presented documented arguments for expanded radio use, and cited a series of case histories of shopping centers showing how they are dramatically increasing their sales and traffic through heavy use of the medium.

He pointed out that "the very geography of most centers makes concentration on standard promotional techniques ridiculous. The 'outside' suburban and trading center communities that are the target of most shopping centers are missed by most daily newspapers even with their zoned sections." He said that centers with small budgets concentrated in newspapers "abandon" chances of

## RAB offers help

Radio Advertising Bureau last week offered its help to major retailers in the New York area in the event of a newspaper shut-down. Miles David, RAB vice president for administration, wired store presidents and advertising executives an offer for materials on the use of the medium should a strike materialize.

The Newspaper Guild of New York on Nov. 1 struck at the *Daily News*, one of seven newspapers in the city. Negotiations were in progress with publishers of all seven. There was a possibility that the walkout would spread to the other papers if an early settlement is not reached. The guild seeks a 10% general wage increase and other gains.

hitting their target.

Mr. Sweeney also warned the executives of increasing competition from newly-built centers and discount houses, which will 'cut sharply into the business of the normal under-promoted shopping center."

## Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial when available. Joe Feagins Productions, 104 East 30th St., New York City.

Kinney Shoe Co., two 60's for tv, two 60's for radio, videotape and jingles. Agency: Frank B. Sawdon Inc. Joe Feagins, agency prod. Raymond Scott Enterprises Inc., 140 West 57th St., New York City.

Procter & Gamble Co. (Ivory) one 58, music score. Charles Barclay, prod. mgr. Agency: Compton Advertising Inc. Ruth Davis, agency prod.

DX Sunray Oil Co. (Super Boron) one 58, tv music score. Charles Barclay, prod. mgr. Agency: Gardner Advertising Co. Ralph Pasek, agency prod.

## Philip Morris buys CCA plan

Philip Morris Inc. has bought a Community Club Awards campaign for Philip Morris Commanders on a multi-market basis through Leo Burnett Inc. The schedule runs through February 1963 and calls for about 10 spots a week in most markets, CCA announced last week.

## 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. 26.

Product: Fling Support Hosiery.  
Company: Fling Hosiery Div., Bauer & Black.  
Agency: Tatham-Laird, Chicago.  
Schedule & Markets: Day and night minutes in North Central region.

Product: AKRO "Mr. Inside" Nylon Mat.  
Company: Buxbaum Co.  
Agency: Curtice York Adv., Mount Vernon, N.Y.  
Schedule & Markets: Daytime minutes in

North Central area.

Product: Golden Glow Safflower Salad Oil.  
Company: Best Foods Div., Corn Products Co.  
Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Schedule & Markets: Day and night minutes on Pacific Coast.

Product: Dyna-Jets Vitamins.  
Company: Hoffman-La Roche.  
Agency: Kastor, Hilton, Chesley, Clifford & Atherton, New York.

Schedule & Markets: Daytime 10-second spots in South Central area.

Product: Sego Dietary Soup.  
Company: Pet Milk Co.  
Agency: Gardner Adv., St. Louis.  
Schedule & Markets: Daytime minutes in Southeastern and Northeastern U.S.

Product: Magic Finish Spray Sizing.  
Company: Sta Nu Corp.  
Agency: Fuller & Smith & Ross, Chicago.  
Schedule & Markets: Daytime minutes in North Central region.



## Why WJAR-TV bought Volumes 1, 2, 3, 4 and 5 of Seven Arts' "Films of the 50's"

### Says Joseph Sinclair:

President and General Manager, WJAR-TV Providence, R. I.

"There is no question about it, we think Seven Arts' 'Films of the 50's' are the best films available. We purchased Volume 1 to get leadership in the market, and when Volumes 2 and 3 became available we bought them because we knew they would help us continue to maintain our position as the top television station in Rhode Island. We have just recently added Volumes 4 and 5 of Seven Arts' 'Films of the 50's' to our library, assuring us of dominance in this market for a long time to come.

## SPONSORS ARE IMPRESSED WITH RATINGS,

and the way to get numbers is to run the best films. Seven Arts' 'Films of the 50's' have always done very well for us rating wise, and as for sponsors . . . they're happy, and have been for some time."



**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, ADams 9-2855  
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. 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.



## Growers urge 'Know Your Apples' on radio

The New York and New England Apple Institute and the Western New York Apple Growers Assoc., through their advertising agency, Charles W. Hoyt Co., New York, launched a heavy spot radio and newspaper "Know Your Apples" campaign in New York, New England and selected Eastern markets.

Officials of the apple institute, Monte Marvin (l), secretary, and Rockwood Berry (r), executive vice

president, are shown here sampling the product (MacIntosh, in this case) with Miss Valerie O'Brien, of the Hoyt radio and tv department.

Four New York City radio and three tv stations are being used in a three-week campaign. Radio also is being used in New England, the Albany-Schenectady-Troy area, Pittsburgh, Erie and Scranton, Pa., Youngstown, Ohio, and Miami, Tampa and St. Petersburg, Fla.

## RADIO USERS: INFINITE VARIETY

### BCH check shows wide use, flexibility of medium in spot

The variety of products which radio serves and the speed and flexibility with which it can adapt to their needs are pointed up in a study reported last week by Broadcast Clearing House.

The study found that 58 products were represented in 100 radio orders picked at random from the BCH centralized billing operations. The orders were placed by 41 advertising agencies in 12 cities.

In this cross-section of the spot radio business almost 20% of the orders were on the air within a week after they were placed, and 80% were on in less than six weeks. At the other extreme, one was placed five months and another nine months in advance of start time.

The campaigns covered in the randomly selected orders tended to be relatively short—a distinguishing feature of many spot radio campaigns in the last few years. Seventeen called for less than a week of announcements, and 81 called for less than eleven weeks. One of the 100 orders was for a firm 52-week schedule and one was placed on a till-forbid basis.

The three main advertiser categories represented were automotive (perhaps

at least partly because the analysis was begun during the new-car introductory season); food (with emphasis on such cold-weather lines as macaroni and spaghetti); and drugs (again focused on cold-weather lines).

**Half From New York** ■ BCH's study found that New York agencies placed exactly half of the 100 orders. Reflecting the automotive influence, Detroit ranked second as a point of origination with 16 orders, while Los Angeles was third with nine. Chicago and San Francisco tied for fourth place with seven orders each.

Philadelphia originated four orders and Kansas City two, while Boston, El Paso, Cleveland, Baltimore and Atlanta placed one each.

The 50 orders that originated in New York were placed by 18 agencies on behalf of 27 products.

D. P. Brothers & Co., Detroit, placed eight of the 100 orders to head the list of business originations. BBDO and J. Walter Thompson Co., both New York, were next with seven each. They were followed by Sullivan, Stauffer, Colwell & Bayles, New York, with six, and Ted Bates & Co. with five.

Automotive products accounted for

30 orders; food products for 27; drugs, 14; agriculture, cigarettes and real estate, 4 each; airlines and apparel, 3 each; beer and trading stamps, 2 each; and insurance, finance, stereo equipment, magazines, religion, sports and oil-and-gas, 1 each.

The 100 orders on which the study was based were drawn at random from the initial orders flowing through Broadcast Clearing House, which offers a centralized billing service for spot radio. Details of the orders—product names, expenditures, etc.—could not be disclosed, BCH officials said, because this data is not seen even by the BCH staff, but goes directly to the processing center which Bank of America operates for BCH.

Broadcast Clearing House spokesmen say the company currently is working with 46 agencies which handled approximately 85% of all spot radio billings in 1961. BCH is headed by John E. Palmer, president, and Lee P. Mehlig, executive vice president.

## Pulse offers service for agency machines

The Pulse Inc., market research organization, has begun syndicating qualitative data by time periods for all major radio stations in 100 top radio markets.

Syndication of the research data is planned to meet the demand of advertising agencies which have installed or plan to install electronic computing equipment. Among these are BBDO, Leo Burnett, J. Walter Thompson and Young & Rubicam.

The study, "LQR-100," announced last month (BROADCASTING, Oct. 22), will show numbers reached, occupation of male listeners, audience composition by age and sex family size. The 100 markets will be studied on a schedule which will provide one look at each market in a 12-month period.

Dr. Sydney Roslow, Pulse director, said this marks the first time syndicated qualitative research has been made available in radio.

## International Latex shifts four products

International Latex Corp., New York, has re-assigned various products to new agencies effective Feb. 1, 1963. Ted Bates and Young & Rubicam will each receive from \$3-4 million in billing as a result.

Ted Bates was assigned Playtex Living Bras and new Living Girdle. Y&R, already handling Sarong for another division of International Latex, gets Playtex Girdle and Playtex \$2.50 Bras. Lynn Baker Inc. will continue to handle Playtex Nurser, and Reach McClinton Inc. will lose its Playtex business (bras).

# 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**

*Represented by*



## TV'S 'GREAT' FUTURE

### World of tomorrow discussed at ad women's conference

"Television is good today; tomorrow it will be great." William R. Gibbs, vice president of J. Walter Thompson, addressing a joint meeting of the Eastern Conference of Women's Advertising Clubs and the Advertising Federation of America last week, predicted tv's growth in the next ten years:

- Tv will be world-wide, with the commercial not only functioning as a selling device but also as a teaching device.

- The European Common Market will equal our gross national product not by 1970 as usually predicted, but by 1968, and tv commercials will figure prominently as Europe's products compete with ours and ours with Europe's in reciprocal markets.

- By 1975, black and white tv will be a novelty; color tv will be the standard.

- Media planning and timebuying will become a computer operation and computer training classes will become required for media people.

- Pay tv will be a "new industry within itself, neither similar to, nor competitive with, free tv."

**Defends Tv** ■ Referring to criticism leveled at tv programming and commercials, Mr. Gibbs said, "In spite of the brickbats, no industry has ever offered so much to the public directly in entertainment, news and education, and no industry has aided the free enterprise system so precious to us as has tv."

Elaborating on television's national economic role and strength in marketing, he pointed out that 69% of the products now offered on tv were nonexistent 14 years ago.

Alfred de Jonge, vice president of international operations for Benton & Bowles Inc., told the gathering "our client successes or failures will be our successes or failures." It is the agency's job to stir sales of American-made products in the European Common Market, he said.

Warning that techniques in selling American goods to American consumers must be adapted to the European customer, Mr. de Jonge said, "our leadership position in advertising . . . will quickly be challenged by expanding European agencies" if U.S. agencies fail to adapt.

Pointing to an influx of American advertising and advertising agencies in Europe, Mr. de Jonge said, "European manufacturers [are using] advertising to a degree which would have been unheard of just a few short years ago as they strive to protect their share of mar-



### Lashbrite's saleslady

Actress Linda Darnell has agreed to be the tv spokeswoman for Maradel Products' Lashbrite eye beauty line. Here Miss Darnell completes the arrangements with George J. Abrams, Maradel president (l), and Stanley Leifer, advertising manager. Miss Darnell is to appear in a Lashbrite spot tv campaign beginning early next year. Mogul, Williams & Saylor Inc., New York, is the agency.

ket in a new area of competition with American brands."

**Silent Revolutions** ■ "There are silent revolutions changing the minds of men—because they are living in a changing world," noted Miss Jean Rindlaub, vice president of BBDO.

"Watch the population shifts, . . . the news of the week, the news that radio is on its way back, that media men are rediscovering magazines, that color tv is getting bigger, that diet patterns are changing . . . read the news of the world with a weather eye out for What's-In-It-For-Me?" she suggested.

Roger A. Purdon, president of Kudner Adv., called for a "return to the good old kind of intuitive thinking which built [the advertising] business." He noted a "large and growing tendency" today to let computers plan advertising.

Intuitive thinking, contrary to some beliefs, is "usually in complete harmony with . . . research," Mr. Purdon said. ". . . isn't [intuitive thinking] the net result of years of continuous personal research, observation and information-gathering, all brought into focus by his . . . skill of analysis and communication?" he asked.

Advertising research was called the "handmaiden" of advertising judgment by Earle K. Angstadt Jr., senior vice president of Young & Rubicam.

Research data compiled by "decision systems" computers is "responsive to

professional and intuitive judgments about those subtle aspects of advertising of which we have so little concrete knowledge [and] can be more important than many of our known facts," said Mr. Angstadt.

## Tv households 90% ARB report states

The percentage of U. S. households equipped with one or more television sets has inched closer to a saturation, according to a report released last week by the American Research Bureau. The total tv households as of Jan. 1, 1962: 49,029,100—90% of the total 54,469,900 U. S. households estimated by the Standard Rate and Data Service, representing an increase of 1,143,100 above last year. The tv household statistics are updated from U. S. Census figures.

The figures are available in a county-by-county breakdown of the 50 states published by ARB and which will be used in all of the research firm's reports for September-December this year.

New York State continued to lead the nation in total tv homes (4,927,000), but California was a close second (4,821,100).

Two smaller Eastern states ranked highest in percentage of tv penetration: Rhode Island and New Jersey, both with 96%.

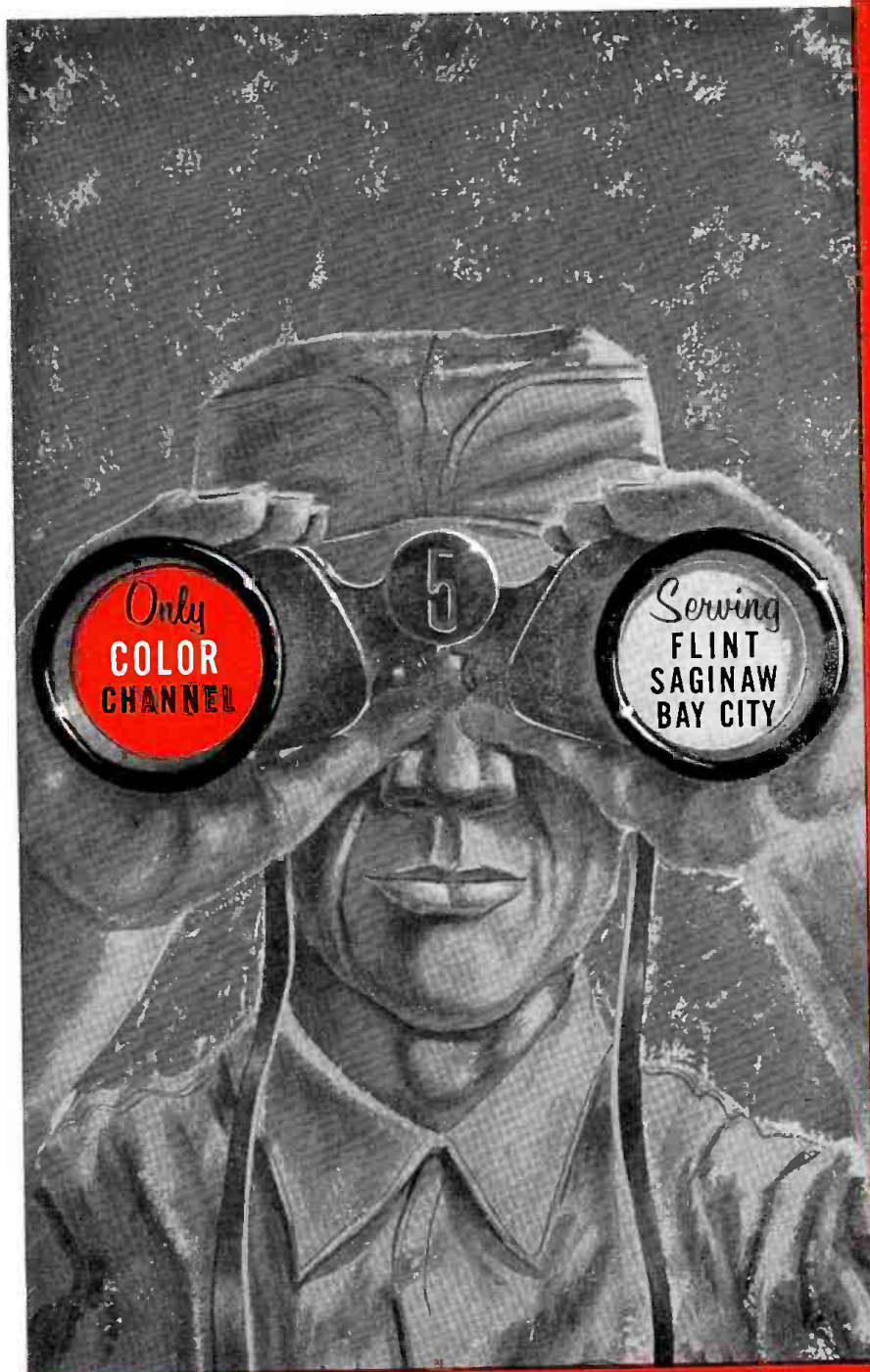
## No peril on the Hill, Crichton tells admen

The advertising business has not told its story well in Washington and faces difficult problems there, but it need not fear "legislative persecution," President John Crichton of the American Assn. of Advertising Agencies said last week.

In a speech prepared for delivery at a Friday luncheon of the Detroit Adcraft Club, Mr. Crichton estimated that out of about 200 bills introduced in the last session of Congress that could "conceivably" have affected advertising, all but six were favorable to positions generally taken by the advertising business.

"If we make clear what advertising has done and can do; if we make clear to government—and to some businessmen—that advertising is an inseparable part of our business structure; if we continue to contribute to our national growth and to a strong free enterprise economy," he said, "then I should think that no government will be inclined to change what is essentially a very productive working relationship."

He did suggest that in some of its actions regarding television commercials the Federal Trade Commission "has somehow become engaged in trivia." He noted that some of these cases are



## 5 REASONS WHY

IT PAYS TO BUY...  
CHANNEL 5!

- 1—Local-level merchandising support.
- 2—Top FM coverage in All Eastern Michigan.
- 3—Every commercial gets full-page, front-page exposure.
- 4—Eastern Michigan's only TV station telecasting color daily.
- 5—Nearing 10 years of one-ownership service to all Eastern Michigan.

**WNEM-TV**



SERVING THE ONE **BIG** TOP 40  
MARKET OF FLINT • SAGINAW •  
BAY CITY AND ALL EASTERN  
MICHIGAN



**WNEM-TV**

Affiliated with WNEM-FM, 1102.5 MC, Bay City, and WABJ, CBS in Adrian.



awaiting court rulings.

"One cannot avoid feeling that the power and majesty of the U. S. government could be better employed than in a debate over the validity of a prop in a commercial where there is no indication that the public was misled as to the qualities of the product," he declared.

Mr. Crichton suggested that government should have some self-interest in supporting the free-enterprise communications system because these facilities are of "paramount importance" to government: "the quick news flash, the televised press conference, the speech to the nation, the editorial comment, the magazine article—all play an important part in the government's plans."

These facilities are advertising-supported, Mr. Crichton continued, and

though many could exist without advertising, "they would not be so cheap, and probably they would not be as good."

## Nielsen to offer new viewer data

A. C. Nielsen Co. said today (Nov. 5) that with its October-November National Audience Composition Report it is providing a "key viewer index" that will provide additional data on family members viewing tv.

The new qualitative audience data report will cover all regularly scheduled sponsored network programs and many special telecasts and will summarize viewer information by both program-type and time periods.

Nielsen said the report will offer the advertiser a "precise tool for matching program viewers to product consumption and purchase patterns."

The report indicates demographic material in percentages. For example, the percentage of homes where the lady of the house is watching and, broken down further, what age group she may be in. There are of course several other categories, such as head of house, whether an adult is watching and if so, of which sex, etc.

The new data will come from an expanded sample of 2,200 homes by means of the Nielsen Recordimeter-Audilog technique. Reports are based on four weeks of viewing and will be published five times a year and offered as an optional service of the Nielsen Television Index.

## GOVERNMENT

# Ten stations continue Voice broadcasts AM, SHORTWAVE OUTLETS PRAISED FOR THE HELP IN CUBAN CRISIS

Ten commercial radio stations were in their second week last week as outlets for Voice of America programs aimed at Cuba, with the end to their unprecedented service not yet in sight (BROADCASTING, Oct. 29).

The decision on whether to use the stations to augment VOA's shortwave broadcasts is made on a day-to-day basis by VOA Director Henry Loomis in consultation with Donald Wilson, deputy director of the U. S. Information Agency, and other administration officials.

But Mr. Loomis said the need for the commercial outlets—eight standard wave and two short wave—would remain as long as the Cuban crisis is acute. The concentrated effort to penetrate Cuba with VOA Spanish-language programs of news and commentary "is absolutely essential," he said. "There should be no let up."

Mr. Loomis, who is in frequent contact with the stations, said there was no indication any of their owners or managers are beginning to chafe under the burden they are carrying for VOA. Rather, he said, "They are increasingly aware of the problem, and are proud of their contribution" to the Voice's effort. All of the commercial stations are linked up with VOA transmitters, and most are carrying a dusk-to-dawn schedule of VOA programs.

The government has promised to reimburse the stations, but a plan for this won't be worked out until the crisis is ended.

**Pastore Praise** ■ The stations were praised last week by FCC Chairman

Newton N. Minow and Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee. Mr. Minow, who helped make arrangements for use of the commercial facilities by the VOA, submitted a report on the operation to Sen. Pastore.

In it, Mr. Minow said the request was unprecedented and the response was "a remarkable demonstration of our radio community's willingness to co-

operate fully with the government . . . during this period of national emergency."

Sen. Pastore, in releasing the report, included the FCC in his praise. "The speed and efficiency with which the Federal Communications Commission moved in making the arrangements and the full cooperation of the broadcasters . . . was a fine demonstration of how effectively government and private en-

## Cuba giving U.S. some radio troubles

Cuban radio broadcasts have been interfering with several southern area radio stations, according to the FCC and afflicted broadcasters.

WMAL Washington, D. C., complained that CMQ Havana has been causing distressing interference to the station. The Havana station operates, on the same frequency (630 kc) as WMAL, with a power of 50 kw using a directional antenna, under the North American Regional Broadcasting Agreement.

CMQ, however, has apparently switched to a non-directional antenna and stepped up its power, said James Barr, assistant chief of the FCC's Broadcast Bureau. This is in violation of NARBA, but the Cuban observance of the treaty has been generally inconsistent, Mr. Barr stated. Although Cuba entered the agreement 10 years before the U. S. (which signed just prior to breaking diplomatic relations with the island

country), there has been little cooperation from the Cubans.

Mr. Barr said that no official study of the interference problem has been made, but that there could be "no end of interference" the Cubans could make. Complaints to the Castro government have been made through the Swiss Embassy, but to no avail.

Harold Green, WMAL program manager, said there has been interference since last winter. Mr. Green indicated that if the problem became too bad WMAL might have to apply for a new frequency.

WPLO Atlanta, Ga., which operates on 590 kc, has also complained of similar interference from Cuban origins. Other frequencies being molested are 640, 760, and 720 kc.

Mr. Barr said that there are no known complaints from other member nations in NARBA, possibly because they are farther from Cuba.

1



2

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

**TOM GARTEN<sup>1</sup> AND JOHN SINCLAIR<sup>2</sup>  
DON APRONS AND DECIDE TO GO INTO  
THE SUPERMARKET BUSINESS!!!!!!**

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

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

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

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

1. Vice President, General Manager, WSAZ-TV

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

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

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

2. Manager, Charleston Operation, WSAZ-TV

**3  
WSAZ-TV**

terprise can cooperate . . . and is deserving of high praise," he said.

Originally, nine stations became VOA outlets when asked by White House News Secretary Pierre Salinger to help the agency beam President Kennedy's Oct. 22 speech to the Caribbean. They are WCKR, WGBS and WMIE, all Miami; WSB Atlanta; WWL New Orleans; WCKY Cincinnati; and WKWF Key West; and international short-wave stations KRUL New York and KGEI Belmont, Calif.

**KAAY Volunteers** ■ Two days later, KAAY Little Rock offered its services and became part of the VOA network. In addition, WGN Chicago, on its own initiative, stayed on the air throughout the night of Oct. 22-23, transmitting the president's speech repeatedly in English and Spanish. All 11 stations were cited by Sen. Pastore and Mr. Minow.

Mr. Minow's report disclosed that, initially, the VOA had a list of only five stations powerful enough to put strong signals into Cuba. Mr. Minow said that FCC Defense Commissioner Robert Bartley and George Turner, chief of the FCC Field Engineering and Monitoring Bureau, were able to suggest four more. Mr. Minow, who had been in New York on Oct. 22 to address the European Broadcasting Union, was called back to Washington that day to help in recruiting the commercial stations for the VOA.

The programs the 10 commercial stations are beaming to Cuba—mostly news, commentary and analysis of the Cuban crisis—are being widely received, according to Mr. Loomis. He said FCC monitoring indicates some jamming of WGBS, WMIE, WKWF and WWL. But, he said, Cuba lacks the facilities to jam all of the frequencies being used.

In another aspect of the propaganda war being waged by radio, Radio Free Europe is devoting almost its entire schedule of broadcasts to Eastern Europe to the Cuban crisis. In the seven days following President Kennedy's speech, RFE broadcast 160 hours of special programming on the Cuban situation behind the Iron Curtain. RFE operates 28 transmitters to offset the Communists' 2,500 jamming stations.

## KFUR quits ch. 2 fight

The FCC granted KFUR-TV Santa Fe, N. M., dismissal of its application to move to ch. 2 in lieu of operating on ch. 11, and retained in hearing the competing application of New Mexico Broadcasting Co. Inc. for a new tv station on ch. 2.

An agreement between KFUR-TV and New Mexico will reimburse the former applicant \$3,000 as partial cost of legal and engineering fees.

# Protests to proposed fm allocations voiced

## NAB SAYS ASSIGNMENTS WOULD CURB MEDIUM'S GROWTH

The FCC received over 50 filings last week at its deadline for comments on its proposed fm allocations rule. The deadline had been extended from Oct. 1 to Nov. 1 (BROADCASTING, Oct. 1).

The commission has proposed the adoption of a definitive table for fm allocations. The proposal establishes three zones in place of the present two, and stations operating with more power than their class calls for under the new zoning, may have to cut back (BROADCASTING, July 30 and Aug. 6).

The NAB charged that the proposed table of assignments is too rigid and could cause more problems in the future of a growing fm industry than now exist. NAB suggested that the commission "augment its 'go-no-go' approach with a specified mileage separation plan rather than through a table of assignments."

The NAB noted that in the commission's initial plan it rejected the idea of reinstating a table of assignments such as was in effect from 1945 to 1958 because of the difficulty in providing for assignments not planned for in the table of assignments. To make such assignments the commission had to resort to lengthy rulemaking proceedings and the system was soon dropped. However, said the NAB, "The commission has offered no explanation nor reasons why these same difficulties would not prevail today."

A table of assignments would not provide the flexibility needed "for fulfilling the future potential of fm" NAB said, and would not be in the public interest.

Finally the association said that if a table of assignments should be adopted, all interested parties should be given further time for commenting before it is finalized. A table cannot be evaluated unless it is available for study, NAB added.

The NAB, backed by many fm stations and interested parties, opposed the commission's suggestion that Class B stations in Zone I and I-A and Class C stations in Zone II be required to reduce power or antenna height if operating in excess of maximum power permitted under new rules (BROADCASTING, Oct. 1).

Under the existing rules Zone I stations (the Mid-Atlantic states) were closely restricted in power, but Zone II stations (the remainder of the country) were allowed and encouraged to operate at more than maximum power to provide wide area service, the NAB said.

This was particularly true of California, and many replies to the com-

mission's proposal were drawn from there. California, from the 40th parallel south, would be Zone I-A under the new rules. KRON-FM San Francisco urged the deletion of the new zoning and the making of all California Zone II. This would resolve any need for power cutbacks and would not hinder new allocations, the station said. KPEN (FM), same city, said the new rules offered no legal or factual reason for reducing existing facilities.

The NAB, making a study of 19 fm stations serving the Los Angeles area, noted that the majority of those stations would not be able to comply with the 3.16 mv/m principal city signal requirement if they had to make a reduction in power or antenna height. Such reduction would "undoubtedly result in several so-called 'white areas' lacking fm service," NAB said.

NAB went on to say that many of the stations that would be afflicted have been pioneers in fm broadcasting and in providing such service to their communities.

It was the opinion of the NAB and others that existing facilities should be protected by a "grandfather clause"; otherwise great hardship would be wrought.

## Dropping of u permits clears way for N.C. vhf

Two North Carolina uhf tv permits have been deleted, according to the FCC.

The two are WNAO-TV (ch. 28) Raleigh and WTOB-TV (ch. 26) Winston-Salem, owned by Sir Walter TV Co. and Winston-Salem Broadcasting Inc., respectively. The two companies, doing business as Southern Broadcasters Inc., were granted a construction permit on ch. 8 in Greensboro-High Point, N. C., conditioned that both groups dispose of all interest in WNAO-TV and WTOB-TV (BROADCASTING, Oct. 8).

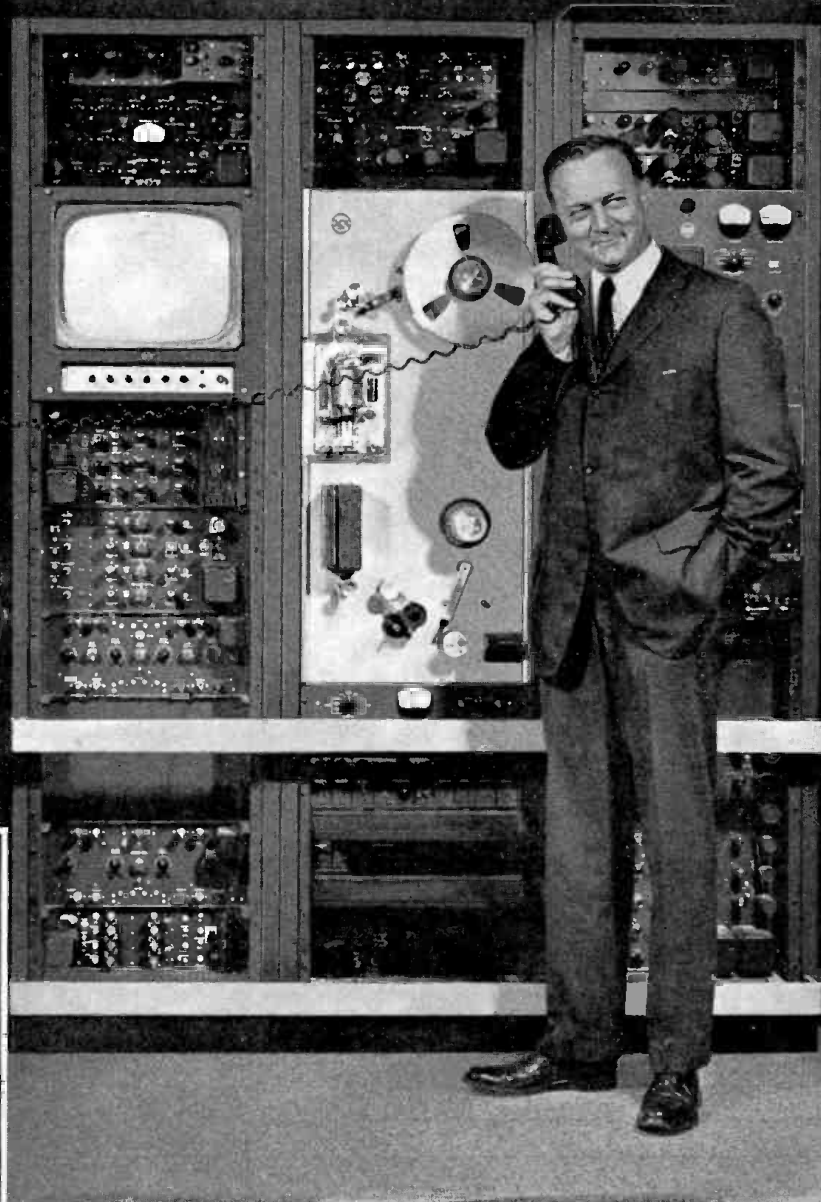
The ch. 8 grant is owned 55% by principals of Winston-Salem, 35% by the principals of Sir Walter and 10% by five local citizens.

In complying with the commission's condition, Southern will bring a third vhf service to the Greensboro-High Point-Winston-Salem area. Presently on the air are WFMY-TV (ch. 2) Greensboro, and WSJS-TV (ch. 12) Winston-Salem.

WTOB-TV suspended operation in May 1957 and WNAO-TV ceased operation in the following December. Both stations retained their construction permits in the interim.



# TELEVISION TAPE



**—“does a big job for our members”**  
says NORMAN E. CASH, President, TV Bureau

“Since we have an RCA TV Tape Recorder, sales managers of stations can go before their TV Cameras and tape reviews of their programs, personalities and opportunities—then send them here for playback before reps and prospective advertisers. Our conference room with closed circuit facilities can be used to present sales pitches with the impact of TV itself. As a result, one station made a \$30,000 sale . . . one rep's sales totaled \$150,000 . . . a station group sold \$65,000 worth of television . . . all through our RCA TV Tape Recorder.”

You're really shooting for sales when you use RCA Taping equipment. With RCA, you get superb picture quality and outstanding operating convenience, in a completely matched line of equipment, for finest all around performance. Regardless of what model you choose, you know that it is backed by superior engineering and service. Call the RCA Broadcast Representative with complete confidence. Or write RCA Broadcast and Television Equipment, Dept. O-22, Building 15-5, Camden, New Jersey.



**The Most Trusted Name in Television**

# Sec. 315 confuses, bothers, bewilders

## LATEST FCC EDICTS ON EQUAL TIME ONLY COMPLICATE THINGS

A welter of Sec. 315 (equal time and fairness) complaints, inquiries, counter charges and decisions have poured in and out of the FCC the past two weeks.

In the resultant turmoil, broadcasters and their Washington counsel have become more confused than ever on what they can and cannot program politically; on what is and is not exempt from Sec. 315; on who is and isn't a legally qualified candidate.

The FCC's political broadcasting statement of three weeks ago, citing 87 Sec. 315 rulings and interpretations, has been of little or no value to stations and to attorneys in advising clients (BROADCASTING, Oct. 15).

Citing FCC equal time decisions over the past 10 days, a veteran communications attorney said last Thursday that he no longer knows how to advise stations on Sec. 315 matters. Before these decisions, which he charged give no clear guidelines for the FCC rulings, the attorney said that he had no hesitation on advising a client that such-and-such an appearance was exempt.

Referring to an FCC ruling on his station, WMCA New York, President R. Peter Straus charged that it means "the American electorate will hear less and less newsworthy discussion around election time. . . . The ruling is the consequence of a law which must be repealed—a law which forces broadcasters to put obscure candidates representing splinter parties on an equal footing with serious, newsworthy candidates."

Last Tuesday, the commission ruled that WMCA must give "equal time"

to Eric Hass, Socialist Labor Party candidate for governor of New York, following the appearance of Conservative Party candidate David Jaquith on WMCA's *Barry Gray Show*. Attorneys did not quarrel with the decision the commission reached but with the fact the FCC merely stated: "On the basis of the information submitted, it does not appear that you (WMCA) have established that this is an exempt program."

In its decisions, the FCC has not answered arguments made by the stations as to why appearances by candidates have not been "uses" under 315, many stations and attorneys charge. They maintain the decisions cannot be used as guidelines when similar cases arise. "Can you tell me what is or what isn't an exempt news interview from the WMCA opinion?" an attorney asked.

In the California and Michigan gubernatorial races, the commission has ruled that splinter party candidates were entitled to equal time because stations carried debates between the two major candidates arranged by others. In both states, counsel had advised the broadcasters that such a program was exempt from Sec. 315 as on-the-spot coverage of a bona fide news event.

"No," said the FCC. These were "debates" and thus clearly not exempt from equal time demands.

**Quick Action** ■ As opposed to previous years, the commission staff has been acting with dispatch the past two weeks to resolve complaints. Late last week when there was no time for telegrams and letters, the FCC turned to the telephone to relay complaints

to broadcasters and to get the stations' justifications for their actions.

"Thank goodness next Tuesday [tomorrow] is election day," a harried FCC official who is on the fringe of the FCC team said last week. Working fulltime (60 hours a week) on 315 matters for the past several weeks have been Ed Brown, chief of the FCC's renewal branch, and Stan Kaufman. Several others, including Kenneth Cox, chief of the Broadcast Bureau, Sylvia Kessler, acting chief of renewals and transfers, Bud Slosberg, assistant general counsel, and attorneys on Mr. Brown's staff have been devoting extra hours to political matters also.

And last week, Review Board member Joseph Nelson also was called in. Until moving to the board last summer, Mr. Nelson was the acknowledged FCC expert on all Sec. 315 matters and had acted in that capacity for several years.

**Flood of Complaints** ■ The complaints handled by the FCC this year have been heavier than for any election in the past, it was reported. Both Messrs. Brown and Kaufman refused to estimate the number, saying that so many have been handled that there is no way to keep count.

Another source reported, however, that 15-20 equal time or fairness inquiries have been received daily at the commission for the past few weeks. A major portion of these was settled "out of court" between the station and the complaining candidate. Others were decided in staff actions while a few went to the full commission. The FCC, in fact, has had at least three special meetings on Sec.

## FCC ADAMANT ON CBS-TV PAY PLAN

### Agency tentatively finds against it but to accept pleadings

A "tentative conclusion" that CBS-TV's amended incentive compensation plan for affiliates violates FCC rules was reached by the agency last week.

However, the commission said, CBS and its affiliates have until Dec. 18 to file pleadings attempting to convince the FCC otherwise. The tentative conclusion was reached by the commission in an order refusing to reconsider its decision of last May (BROADCASTING, June 4) that the original plan tended to prevent CBS affiliates from accepting

programming from other networks, syndicators and independent sources.

Three weeks later, the network asked the FCC to reconsider but at the same time amended the compensation plan (BROADCASTING, June 25) in a move to meet commission objections. In its new order, the FCC agreed the CBS contract no longer inhibits inter-network competition but raised questions as to the effects of the plan on clearances for other than network shows.

"The commission believes that the

inevitable effect of the plan is to hinder affiliates from rejecting the programs of CBS which they believe to be unsatisfactory, unsuitable, or contrary to the public interest or from substituting programs of greater local or national importance for CBS offerings," the commission said last week. Accordingly, the commission told CBS-TV and the affiliates under the plan that they have until Dec. 18 to file comments arguing otherwise.

### MST opposes exceptions to all-channel law

Maximum Service Telecasters Inc. told the FCC last week that there should be no exceptions to the all-

315 matters over the past 10 days (one was scheduled last Friday).

During 1960, the commission received approximately 200 complaints prior to the November election. Up to August of this year, some 75 had been handled on the various primary elections.

As of last Friday morning, several equal time and fairness demands still were unresolved. One involved a question of whether two Ohio stations had "censored" a proposed broadcast by Republican senatorial candidate John M. Briley. At least five other stations had carried the program, in which Mr. Briley had taped-in comments made by his opponent Sen. Frank Lausche (D-Ohio) on a WOSU Columbus program.

**Exemption Amendment** ■ The 1959 amendment to the Communications Act which exempted bona fide newscasts, interviews, documentaries and on the spot coverage of news from Sec. 315 has resulted in a major portion of this year's complaints.

Most broadcasters like the amendment—short of outright repeal—much better than the pre-1959 Sec. 315 because they feel it gives them more leeway in political programming. Many stations program widely in the political area in an effort to help inform the public even though they realize such programming can and does in many instances, lead to splinter demands for time.

"We couldn't do in 1958 what we are doing today," an executive said last week. "I think there is a tremendous improvement in political programming as a result of the 1959 amendment. It's just the minority or fringe candidates which cause all the trouble for the conscientious broadcaster."

A smaller industry element is unhappy with the new freedom granted

in 1959. These broadcasters do not like the problems which might arise and preferred the old method of just ignoring all candidates' newsworthy actions. They do not like the added responsibility of programming their stations so as to inform the voters, it is charged.

The FCC did not completely endorse the 1959 amendment because of a fear resultant complaints would increase its administrative burden. John C. Doerfer, commission chairman at the time, favored outright repeal of the equal time yoke but he was the only commissioner to publicly express such an opinion.

Commissioner Frederick W. Ford reportedly has informed his colleagues that he now would like to see Sec. 315 repealed as it relates to equal time and to make broadcasters accountable under the fairness doctrine—added in the 1959 amendment. The FCC presently is considering legislation it will recommend to Congress in 1963 (see *CLOSED CIRCUIT*, page 5) and there currently is nothing on Sec. 315. Commissioner Ford, however, has served notice that he may attempt to add a proposed bill repealing the equal time yoke.

In FCC actions the past 10 days, he has put forth the strongest voice for a strict and literal interpretation of Sec. 315. In a vote much closer than the 4-1 count indicates, Commissioner Ford was the leader in denying CBS and NBC reconsideration of a staff ruling that a minor party candidate for governor of California was entitled to equal time (*BROADCASTING*, Oct. 29).

**Congress, Too** ■ Actively watching this year's coverage of the political races is the Senate Watchdog Subcommittee. The subcommittee has established monitors and tape recorders in Washington to check the

networks' every offering and plans to question all stations on their news coverage and time sold after the election. This same subcommittee, created in time to police the 1960 elections, held lengthy hearings in 1961 on coverage the previous year.

Subcommittee counsel Creekmore Fath said last week that complaints received on 315 this year by the Senate group are higher than the number received during the 1960 campaign.

With a presidential election coming in 1964, congressional hearings on Sec. 315 undoubtedly will be held next year. Equal time was suspended for the 1960 Presidential and vice presidential races and such is also a possibility for two years hence. Many broadcasters fought for outright repeal in 1959-60 but accepted the suspension as a workable compromise.

More and louder and stronger voices for repeal will be heard next year and the groundwork for such a campaign already is underway. Yesterday (Sunday), WMCA followed Mr. Hass' ordered appearance with a panel discussion on Sec. 315. Participants were Washington attorney Marcus Cohn, Justin Feldman, campaign manager for Robert Morgenthau, Democratic candidate for governor, Nicholas Atlas, campaign coordinator for Louis Lefkowitz, Republican Attorney General of New York who is seeking reelection, and Edwin H. James, vice president-executive editor of *BROADCASTING* and *Television* magazines.

Chicagoan Lar Daly, the No. 1 user of Sec. 315 in the past, reentered the fray last week with a demand on Chicago stations. Mr. Daly contended that he is a legally qualified write-in candidate for the U.S. Senate in Illinois. Late Thursday, Mr. Daly said he had not received a reply from any of the stations or the FCC and announced plans to seek an "urgent" ruling.

channel tv receiver legislation.

MST said Congress passed the bill requiring that tv sets be capable of receiving all channels, it didn't provide for exceptions. MST said that the commission should therefore deny petitions by Motorola and Philco seeking exceptions for sets used in hotels, public institutions and similar situations. (*BROADCASTING*, Oct. 22).

MST stated that neither Motorola nor Philco has shown any "overriding public interest considerations which would warrant the requested exemptions." The group also said it would cost too much for the government to police the manufacture of special sets and their distribution.

## Philco-NBC hearing calls McGannon

Donald H. McGannon, president of Westinghouse Broadcasting Co., is to take the witness stand today (Monday) as the FCC hearing resumes in the many-sided Philco-NBC controversy over ch. 3 Philadelphia (*BROADCASTING*, Oct. 29).

Involved in the hearing before Chief Examiner James D. Cunningham are (1) the exchange of NBC's WRCV-AM-TV Philadelphia for WNAC-AM-TV and WRKO-FM Boston (owned by RKO General); (2) renewal appli-

cations of WRCV-AM-TV (ch. 3), and (3) the application of Philco Corp. for a new tv station on ch. 3 in Philadelphia.

Philco attorney Henry Weaver has announced on the record that Mr. McGannon will be questioned concerning alleged NBC overtures to WBC after the network had been ordered in a 1959 consent decree to dispose of WRCV-TV. The network acquired its Philadelphia stations in a 1955 exchange with Westinghouse and this transaction resulted in a Justice Dept. anti-trust suit against NBC which led to the consent decree.

Other Westinghouse witnesses testi-

# Pentagon charged with managing news

The censorship and "directed" news philosophy of the Kennedy administration, put into effect two weeks ago during the Cuban crisis, drew sharp and challenging objections last week by broadcast and newspaper newsmen.

William Garry, WBBM-TV Chicago, president of the Radio Television News Directors Assn., wired Arthur Sylvester, assistant secretary of defense for public affairs, asking for a meeting "to review the guideline restrictions . . . because of the inherent danger in the present Defense Department's policy of managing the news."

Lee Hills, president of the American Society of Newspaper Editors, telegraphed Mr. Sylvester that the latter's statements have come as "a deep shock to responsible newspaper editors."

Newspapers in stories and editorials castigated the concept which lies behind Mr. Sylvester's acknowledgment that the administration considers news as part of the "weaponry" in the crisis.

At week's end neither Mr. Sylvester nor Pierre Salinger, White House news secretary, had budged from their positions. In fact on Friday, Frederick Kuh, *Chicago Sun-Times* Washington correspondent, reported that Secretary of State Dean Rusk was at the point of instituting the same bars that were put into effect at the Defense Dept. last week.

**Two-Pronged** ■ What was all the fuss about? Basically, the confrontation by newsmen of two iron curtains placed on newsgathering at the Defense Dept.

Two weeks ago, the military issued a 12-point guide to its officials and to news editors of all media referring to information which might be of value to enemies of the United



Mr. Sylvester



Mr. Garry

States (BROADCASTING, Oct. 29).

Last week, the Defense Dept. issued a second order, this time to its own military and civilian personnel, instructing them to report daily to public relations officers the substance of each interview and telephone conversation with a media (newsman) representative.

Such a report would not need to be made if a representative of the public information office is present at the interview, the directive stated. This was clearly intended, it is understood, to dry up out-of-channel sources used by newsmen.

Mr. Sylvester, a former Washington correspondent for the *Newark* (N. J.) *Evening News*, turned up the burners in the ensuing furor when he explained:

"News flowing from actions taken by the government is part of the weaponry of the cold war . . . In the kind of world we live in, the generation of news by actions taken by the government becomes one weapon in a strained situation. The results, in my opinion, justify the methods we used."

This touched the raw nerves of U. S. newsmen accustomed to getting the hard news not only from official handouts but also from their own digging.

One of the major complaints ever since the Cuban crisis broke Oct. 22 is the paucity of detailed operational news from the Defense Dept. or the White House. Newsmen are given "official" statements and officials refuse to amplify, clarify or illuminate. In some instances misleading information has been fed to newsmen.

The theory behind this attitude, it has been explained, is that the government, in the ambiguous situation that is involved, "must speak with one voice."

Shocked and angered newsmen blasted the Sylvester order, the administration's philosophy and warned that such is the type of controlled news used by the Russians and other dictatorships. News media must not, Mr. Hills warned, be used as an implement to mislead the public.

Mr. Garry's telegram to Mr. Sylvester:

"In view of the fact radio and television and the press have cooperated wholeheartedly in this current crisis to protect the national security, it comes as a shock to read your statement that 'news flowing from actions taken by the government is part of the weaponry' in the total response to the Cuban crisis.

"We recognize the self-imposed responsibility of all news media in time of grave national emergency, but your statement most certainly will prompt the American public to question the validity of the information it is receiving in this critical period of our history.

"We of the Radio Television News Directors Assn. suggest representatives of the news media meet with you at the earliest possible moment to review the guideline restrictions set forth earlier because of the inherent danger in the present Defense Dept. policy of managing the news."

fied two weeks ago on the negotiations which preceded the 1955 WBC-NBC swap of Philadelphia-Cleveland facilities. While it was the first public testimony on the case, much of the information brought out already was in the hands of the FCC and the Justice Dept. No witnesses were called in the case last week with only a brief meeting held Wednesday.

Under terms of the consent decree, NBC must cease operating WRCV-TV by Dec. 31. The network and RKO have asked the commission to approve

a temporary exchange of the Boston and Philadelphia stations pending a final decision in the current hearing. Also pending before the FCC is a Philco application for temporary authority to operate on ch. 3.

Last week the FCC dismissed a request by Philco that the agency obtain Dept. of Justice files, for Philco use, on three antitrust suits against NBC (including the ch. 3 case) and parent RCA. However, Examiner Cunningham last week issued a subpoena requiring that much of the same informa-

tion be turned over to Philco by NBC.

An oral argument on NBC motion to quash this subpoena and another directed toward RCA patent files has been scheduled for Wednesday.

## Westinghouse loses round in tax fight

Westinghouse Broadcasting Co.'s nine-year legal battle to have a network affiliation contract considered a depreciable asset for tax purposes has



Radio Station WSM and the Stars of the WSM Grand Ole Opry announce their 11th Annual National Country Music Festival to be held November 9 and 10 in Music City, U.S.A. to celebrate the 37th Anniversary of the Grand Ole Opry. All Country Music DJ's are invited to register and actively participate in a Country Music programming seminar.

**WSM** 650 CLEAR CHANNEL  
NASHVILLE, TENNESSEE

suffered another court reverse.

The U. S. Court of Appeals in Philadelphia, in a ruling filed Oct. 19, upheld a Tax Court finding issued in the case last year that an automatically renewable two-year affiliation contract has "an indeterminate useful life" and therefore is not a depreciable asset. (AT DEADLINE, Sept. 4, 1961).

The case grew out of WBC's purchase of WPTZ (TV) (now WRCV-TV and owned by NBC) Philadelphia from Philco Corp. for \$8.5 million, in 1953. The sales agreement allocated \$5 million of the purchase price to the station's NBC affiliation, which at the time had seven months to run.

WBC, in its income tax returns for 1953 and 1954, depreciated the \$5 million over a 55-month period—the seven months remaining plus two renewable terms of two years each—on the assumption that affiliation contracts can be expected to be renewed twice. NBC acquired the station from Westinghouse in 1956 in a station exchange now involved in an FCC hearing.

**IRS Said No** ■ The Internal Revenue

## FCC to cloak docket case instructions

Instructions by the FCC to its staff in adjudicatory and other docket cases will no longer be made public effective immediately, the FCC announced last week.

The practice of making known its intentions in docket cases prior to a final decision was started by the commission in February 1957 in a move to halt the premature disclosure of FCC actions. Last week's order, a two-sentence announcement, stopped the five-year practice with-

out giving any reasons for the new policy.

Commissioner Frederick W. Ford reportedly motivated the FCC action. The commissioners reportedly felt that announcement of their preliminary decision made it extremely hard for them to issue a different final decision even though they reserved the right to do so. The staff instructions did not give the individual votes of commissioners nor reasons for the planned decision.

Service disallowed this depreciation, and the issue was subsequently taken to the Tax Court.

In appealing that court's decision, WBC argued that a business contract with a specific term and provision for renewal is limited to that term and those renewals "reasonably certain to occur." The company added that the

"maximum period of renewal was to Jan. 1, 1958."

In its decision, however, the Appeals Court held that WBC had failed to show that, based on experience in the television industry, the number of renewals of affiliation contracts could be estimated with "reasonable certainty," as required by Treasury Regulations.

## PROGRAMMING

# Networks ready equipment for election

## COMPUTERS, MANPOWER LINED UP TO REPORT U.S. VOTING RETURNS

The print media reporter's main tools are a pencil and paper. The broadcast reporter's main tools encompass a wide range of implements.

In tomorrow night's coverage of the 1962 election, the three television networks and the four radio networks will haul out a vast multi-million dollar apparatus to give the American public the fastest and most accurate election returns ever attempted.

More than 10,000 people—reporters, editors and technicians—will be involved in the coverage. The majority will be spread throughout the country, reporting the latest election figures to the networks' headquarters in New York.

As in past election coverage, electronic computers will be very much on the scene. ABC-TV will use a Minneapolis-Honeywell 400 machine; CBS-TV

will use the IBM RAMAC 1410; NBC-TV will use five RCA computers. ABC-TV and CBS-TV computer equipment will be stationed in New York; NBC-TV equipment will be at RCA's Cherry Hill, N. J., center.

**No Predictions** ■ Of the three tv networks, CBS-TV claims that its computer equipment will not be used to "predict" the final outcome of various election contests. The computers, CBS



NBC-TV's Chet Huntley and David Brinkley look over network's Studio 8-H as it's prepared for tomorrow's Election Night.



ABC-TV anchorman Ron Cochran confers with director Mac Hemion in front of map which will serve as Mr. Cochran's backdrop.

## a new American Ace

When the sky was first used for war, the job of aerial interception could be handled by daredevil youths with 30 caliber machine guns and canvas-covered biplanes. Today, interception is a job that has to be handled by a different kind of Ace, a machine that is half electronic brain and half bomb—the Nike-Zeus. It's a supersonic Ace that can intercept an airplane or a missile traveling at thousands of miles an hour. To build it, American missile men needed a light but exceptionally strong metal for the motor case. United States Steel research scientists provided the material—an alloy steel rolled into wider, longer, *thinner* sheets than any ever rolled. In a new process called "sandwich rolling" the alloy steel is placed between two heavier plates of carbon steel, heated, then rolled into the strong, lightweight sheets needed for a missile's skin. This is one example of why steel is the most vital material in our growing missile program. *America grows with steel.*



**United States Steel**

TRADE MARK

## Tv campaigning (and the FCC's authority) as Nixon sees it

Television is an essential part of any modern political campaign, Richard Nixon told a news conference Monday (Oct. 29) night. The former vice president of the United States, now campaigning for election as governor of California, stated: "Television is here to stay. Any candidate today has to learn to use the medium and to use it effectively."

Using it effectively means either debates or telethons and in Mr. Nixon's case it has meant the latter. He has conducted seven telethons during the last month of the campaign, six of three hours each and the final one last Saturday (Nov. 3) for five hours in Los Angeles, where KTTV (TV) originated it to a statewide tv-radio hookup.

"Debates are better because they get larger audiences," Mr. Nixon said, "but telethons are effective in getting you into the homes of the voters." His use of telethons came after he and Gov. Edmund G. Brown, incumbent who seeks re-election, were unable to get together on terms for face-to-face tv debates. However effective, telethons are grueling experiences for a candidate, he declared. Because it takes the candidate into the living rooms of viewers, it forces him to adopt an in-



Mr. Nixon

formal conversational approach. Notes, TelePrompTers, idiot boards are taboo and so are charts and graphs and other visual aids.

"You don't come into a living room and when someone asks a question, pull out a chart and say 'I just happened to have this with me.' You've got to be conversational and you've got to be ready to answer any

question regarding any angle of the campaign. This means an immense amount of preparation. I never schedule anything else on the day of a telethon."

**No Letup** ■ Mr. Nixon said that during a telethon he stays on camera throughout, never leaving the stage, never pausing even for a drink of water. "You've got to do your homework and have all the answers in your head. You've got to be able to talk extemporaneously and effectively."

Television has given an added importance to a candidate's appearance, as well as to his ability to extemporize effectively, Mr. Nixon commented, adding: "I'm not sure this is good. Tv may be putting too much emphasis on a candidate's appearance and on his glibness and these aren't necessarily the prime qualities of a statesman."

When he is using paid political time, the candidate can control the situation if he is prepared for all contingencies, Mr. Nixon said, but when he appears on a news program, usually in a clip of a film made during a rally or informal speech at a station or supermarket or in an interview, his exposure is normally a matter of seconds and how he appears

and IBM officials claim, will be used only to help network analysts "determine" the outcome of chosen important races.

NBC, which won the ratings race in the last election coverage in 1960, is basically relying on the same equipment and studio layout it used at that time. ABC-TV and CBS-TV have made heavy financial expenditures for a non-presidential election year, pointing out that the equipment purchases can be used, like NBC's, in future election coverage.

CBS-TV spent a reported \$250,000 on new automated equipment to show the voting tabulations in various contests on the home screen (see picture). ABC-TV also has new automated equipment. At ABC-TV, election coverage was reportedly budgeted for an outlay of \$400,000. The budget has already been over subscribed in what is admitted to be the network's first serious attempt to compete with its rivals in coverage of a national election.

NBC-TV will use its "Dewline" procedure for the first time in a national election. The scheme was first used in the New York mayoralty election last year and again in the Massachusetts

primary earlier this year. It reports voting in key precincts of important races and purports to show the results in these races at an early hour.

**The Anchors** ■ David Brinkley and Chet Huntley will be NBC-TV's anchor men; Walter Cronkite will be anchor man for CBS-TV and Ron Cockran will handle this chore for ABC-TV.

CBS-TV and NBC-TV will break their coverage into four areas—East, South, Midwest, and West. ABC-TV



Page boys have been eliminated from the task of posting election returns. CBS-TV spent over \$250,000 for equipment to automatically post the vote.

coverage will be broken into six areas—New England, East, South, Midwest, Rocky Mountains and West.

Coverage for the radio network brethren of the three tv networks will rely on the vote gathering of their respective tv networks. Mutual has announced that its commentators will cover the election beginning at 5:05 p.m. EST. Charles Bachelder in Washington, D. C., will be Mutual's anchor man. Other anchor men: ABC Radio, Art Van Horn and Don Gardiner; CBS Radio, Dallas Townsend; NBC Radio, Morgan Beatty and Robert McCormick.

### Locals using computers for election coverage

The networks will trot out more electronic gear than ever before to help bring election returns into quick, accurate focus tomorrow night (Nov. 6). But they won't have a monopoly on computers, the latest rage in the bi-annual dopester derby.

At least four local stations reported last week they would be using electronic computers to help evaluate local returns: WRCV-AM-FM-TV Philadel-

is up to the cameraman and, especially, the news editor. "Never underestimate the power of the man who selects the clip," he warned other candidates.

Asked about the FCC "suggestion" to KTTV that it take steps to provide time to the Democrats to compensate for the outspoken pro-Nixon views of its late evening personality, Tom Duggan (see *PERSPECTIVE ON THE NEWS*, page 48), the Republican candidate called the action "indefensible." "The FCC is saying, 'We're going to analyze the opinions of every commentator on the air,' and I don't like it. I believe that tv should be as free as the newspaper in saying how it feels about political issues and candidates."

**Knifery** — "Duggan's trouble is that he's not as subtle as the others. Huntley and Brinkley have been chopping me up for years. Bill Lawrence on ABC cuts my guts out every chance he gets. But I wouldn't dream of asking for equal time. But Duggan made the mistake of suggesting that he's for me, when Wyman (Eugene Wyman, chairman of the California Central Democratic Committee) went to school with Minow."

(As a result of the FCC "suggestion," KTTV on Oct. 24 started a 15-minute *Election 1962* series featuring Democratic spokesmen, inserted into Mr. Duggan's 90-minute period each evening through Nov. 5.

phia, WWJ-AM-FM-TV Detroit, WISN-TV Milwaukee and WCCO-AM-TV Minneapolis-St. Paul.

## Film sales...

*Stagecoach West* (Four Star): Sold to WNEW-TV New York. Now in two markets.

*The Law and Mr. Jones* (Four Star): Sold to KREX-TV Grand Junction, Colo. Now in five markets.

*Target: The Corrupters* (Four Star): Sold to WNEW-TV New York and KMSP-TV Minneapolis. Now in six markets.

*Dick Powell's Zane Grey Theatre* (Four Star): Sold to KPTV (TV) Portland, Ore. Now in three markets.

*The Detectives* (Four Star): Sold to WNEW-TV New York; KMSP-TV Minneapolis; KTAR-TV Phoenix, Ariz., and KGW-TV Portland, Ore. Now in 13 markets.

*Trails West* (Robeck & Co.): Sold to WLBW-TV Miami; KSHO-TV Las Vegas; KOIN-TV Portland, Ore.;

KBTB (TV) Denver; KSD-TV St. Louis; WCSC-TV Charleston, S. C.; KPHO-TV Phoenix, Ariz.; WXEX-TV Richmond-Petersburg, Va.; KLTB (TV) Tyler, Tex.; KIMA-TV Yakima, Wash.; KOLO-TV Reno; WEAR-TV Pensacola, Fla.; KVOS-TV Bellingham, Wash.; WKYT (TV) Lexington, Ky.; KREM-TV Spokane; WCYB-TV Bristol, Va.; KQTV (TV) Ft. Dodge, Iowa; WKNX-TV Saginaw, Mich.; KMMT (TV) Austin, Minn.; KBES-TV Medford, Ore.; WKZO-TV Kalamazoo, Mich.; WROC-TV Rochester, N. Y.; WBAY-TV Green Bay, Wis.; KBMT (TV) Beaumont, Tex.; KTAG-TV Lake Charles, La.; KDUB-TV Lubbock, Tex.; KXMC-TV Minot, N. D.; WSJV (TV) Elkhart, Ind.; WOWL-TV Florence, Ala., and KXMB-TV Bismarck, N. D. Now in 70 markets.

*Films of the Fifties* (Seven Arts Assoc.): Vols. 4 and 5 sold to WOC-TV Davenport, Iowa; WTVT (TV) Tampa, Fla.; KLFY-TV Lafayette, La.,

and KSHO-TV Las Vegas. Now in 30 markets. Vol. 3 was also purchased by WTVT, and is now in 83 markets.

*Hanna-Barbera Cartoons* (Screen Gems): Sold to WTEN (TV) Albany, N. Y.; WCIV-TV Charleston, S. C.; WTVC (TV) Chattanooga, Tenn.; WTVT (TV) Tampa, Fla.; WITN-TV Washington, N. C.; KLFY-TV Lafayette, La.; WWL-TV New Orleans; WMID-TV Midland, Tex.; WJRT (TV) Flint, Mich.; WHO-TV Des Moines; KETV (TV) Omaha; KARD-TV Wichita; KBTB (TV) Denver; KNTV (TV) San Jose, Calif.; KVAL-TV Eugene, Ore.; KCRL-TV Reno, Nev., and KING-TV Seattle. Now in 51 markets.

*Science Fiction Features* (Allied Artists Tv): Sold to WTVN (TV) Columbus, Ga.; KATC-TV Lafayette, La.; WISN-TV Milwaukee; WLAC-TV Nashville, and WSLs-TV Roanoke, Va. Now in 71 markets.

# ASCAP EXPANDS FEE POLICY

Etv's 'free-for-nothing' use of music may end; rights society also seeks cash from catv systems

ASCAP may soon start charging educational television stations for their use of its music, President Stanley Adams indicated last week.

Up to now, he reminded the semi-annual east coast membership meeting in New York last Wednesday, the Performing Rights Society has been granting free licenses to etv just as it did to commercial television in tv's early days.

Now etv is beginning to take on "substantial proportions" in both education and broadcasting, and ASCAP members cannot be expected to spend time creating for it without "financial encouragement," Mr. Adams asserted. He sold the members they would get reports from time to time on ASCAP's progress in connection with etv, "and we do intend to make progress."

He said the next report also would deal with ASCAP's plans for licensing community-antenna television operations. Existence of such plans was disclosed at the west coast membership meeting last month (BROADCASTING, Oct. 8).

Mr. Adams also reviewed the society's plans to start soon to process the logs of all radio networks in computing performances on which to base distributions to members. In the past ASCAP has processed the logs of all three tv networks but only two radio networks, NBC and CBS. Acquisition of new electronic computing equipment will enable the society to add ABC and

Mutual logs to those processed and to include sustaining as well as commercial programs in the radio tabulations.

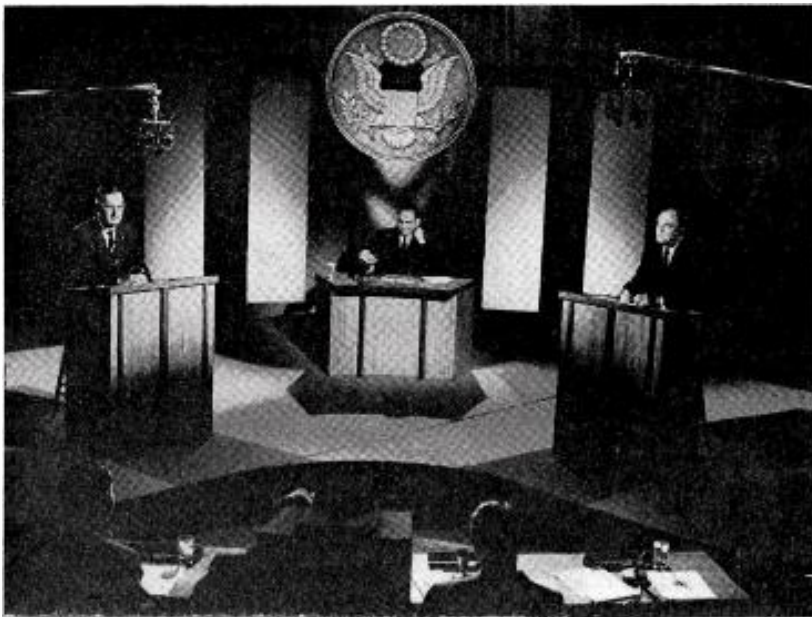
President Adams reported briefly on litigation between television broadcasters and the society over new music license terms. The case is currently awaiting appeal to the U. S. Supreme Court by television stations seeking licenses which would not require them to pay ASCAP directly for music used in future syndicated programs and feature films (BROADCASTING, Sept. 17, *et seq.*).

Most of the three-hour meeting dealt with members' protests, especially regarding the society's systems for measuring music performances and for distributing payments to members. ASCAP's revenues from licenses, as reported earlier, were placed at \$23,585,658 for the first eight months of this year.

## MCA to finance Broadway shows

MCA Inc. plans to become active in the financing of Broadway shows as a means of acquiring the television, motion picture and record rights to the productions.

Lew R. Wasserman, MCA president, said last week the company plans to invest in both musical and dramatic presentations. He noted that MCA merged recently with Decca Records,



## Humphrey-Scott debate a la Kennedy-Nixon

NBC-TV and radio networks presented a nationwide debate between two non-office-seeking representatives of the major political parties last Monday (Oct. 29).

Sen. Hugh Scott of Pennsylvania (l) spoke for the Republicans; Sen. Hubert Humphrey of Minnesota (r) presented the Democratic Party viewpoint. They were chosen by the na-

tional committee chairmen of their respective parties. The Senators discussed issues within a format resembling the fourth Nixon-Kennedy debate of 1960; four-minute opening statements, questions from a panel of four newsmen and three minutes for closing remarks. Edwin Newman (c), NBC News, was program moderator.

which owns a controlling interest in Universal Pictures, and said the company is active in tv productions through a subsidiary, Revue Productions. He said that one or more of MCA components may participate in the financing of shows.

"We are not interested in financing plays just to make money out of their Broadway runs," Mr. Wasseman observed. "We want to get basic materials for our company. . . . Of course, if the plays make money, we won't object."

MCA probably will not be active in the Broadway season already begun, but will begin its financing next year, a spokesman said.

## New shows being readied by Westinghouse am, tv

Westinghouse Broadcasting Co. programmers said last week that a new radio series, *America Sings* (BROADCASTING, Oct. 15), would be produced in a tv version and released possibly by the spring.

WBC also said that a new "South America Project"—now being gathered by camera crews—may come up initially with three hours of programming filmed in three countries. Most likely

this informational programming will be scheduled in "takes" throughout the broadcast day on WBC tv stations and "exposed" in all types of program segments.

## Brinkley roads show defended by McAndrew

NBC has restated its stand that a program dealing with irregularities in highway construction was an accurate presentation.

In a point-by-point response to Bureau of Public Roads' criticism of the program, NBC last Tuesday (Oct. 30) told Rex Whitton, Federal Highway Administrator, that an Oct. 1 *David Brinkley's Journal* program, "The Great Highway Robbery," had been prepared by "a team of experienced NBC News personnel with no axe to grind and no commitment except to report the facts as they found them. (BROADCASTING, Oct. 8)"

William R. McAndrew, executive vice president in charge of NBC News, said in a letter to Mr. Whitton:

"What Mr. Brinkley did was to report and document wrongdoing in the building of highways. Most of the information was developed from official

records of the federal and state governments."

The NBC executive charged that the network is being subjected to an organized letter-writing campaign on the part of highway contractors, suppliers and officials. He said "the thrust of these complaints seems to be an objection to the fact that we would broadcast a program dealing with wrongdoing in highway construction at all."

## Sextant, 'Life' sign tv production plan

Sextant Inc., New York, and *Life* magazine have joined to produce network tv programs, according to Robert D. Graff, Sextant president, and C. D. Jackson, publisher of *Life*.

Under the agreement, Sextant will act as *Life's* exclusive tv production partner, with responsibility for developing and creating programs from the magazine's visual and editorial material files.

Sextant, which has just completed *FDR*, a 26-segment series, showing on ABC-TV next season, has also produced *Winston Churchill: The Valiant Years* for ABC-TV, and *Noah and the Flood* for CBS-TV.

## Program notes...

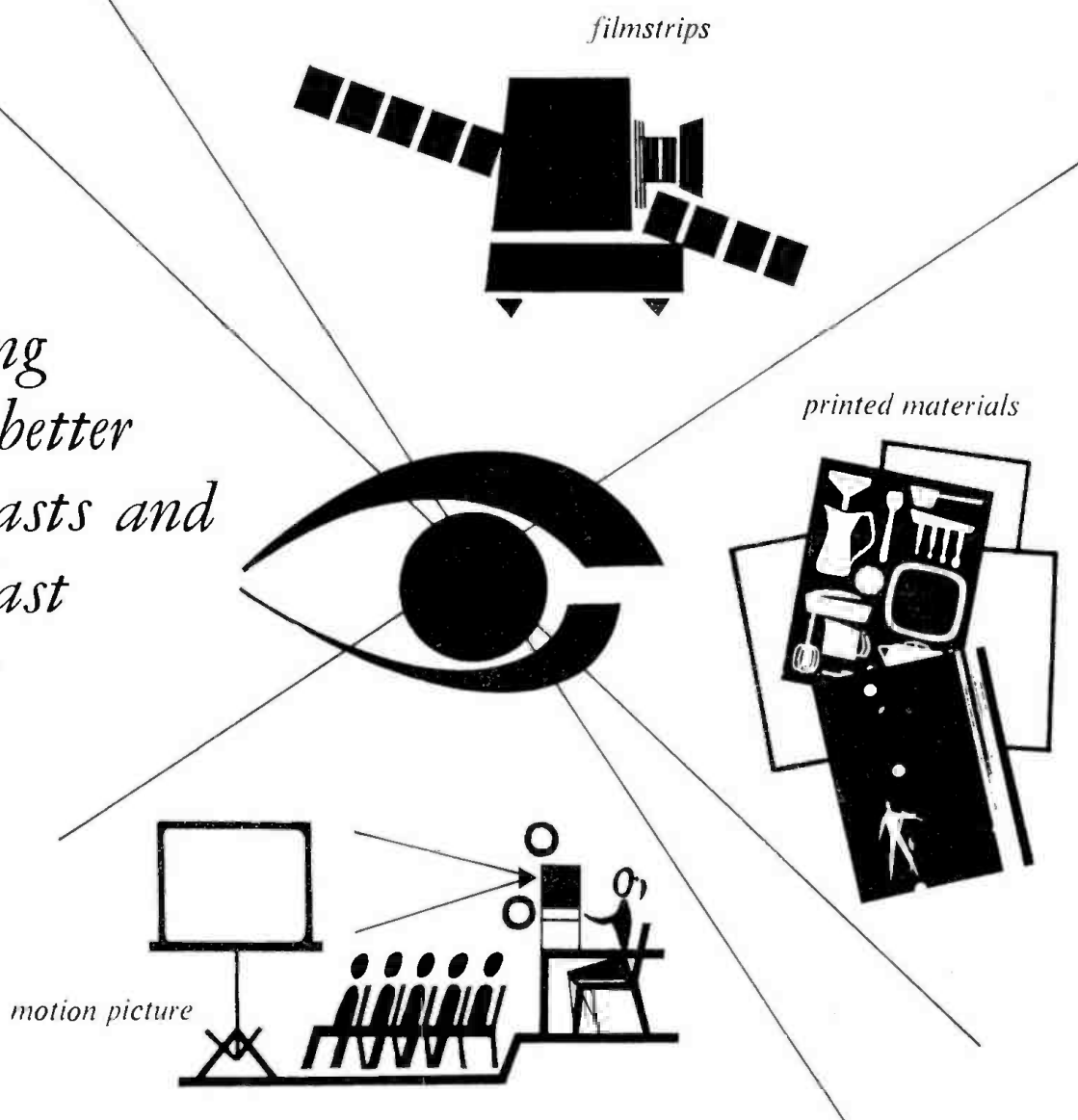
**Free radio series** ■ *Around the World*, a transcribed series of seven 4½-minute news and travel interview programs recorded on location in five continents, is available to interested radio stations as a public service at no cost by the radio-tv division of U. S. Rubber Co. Distribution is handled by Empire Broadcasting Corp., 480 Lexington Ave., New York 17, N. Y.

**Mental health** ■ WFMV-TV Greensboro, N. C., announces a new series, *Frame of Mind*, with Dr. Alice Schriver of Woman's College, Greensboro. Discussion topics include frustrations of young mothers, new approaches to mental health, problems of senior citizens, etc. The series, which began early last month, is shown Mondays at 9:15 a.m. and will continue for 10 weeks.

**New chief** ■ W. B. H. Legg Jr. has become the new owner of Paragon Productions, Washington, D. C., producers of scientific, technical and industrial films and tv commercials. Mr. Legg had been previously associated with Paragon as sales director and associate producer.

**Reviewing stand offer** ■ Robert W. Thomas, producer of Northwestern University's *Reviewing Stand*, has announced the availability of the program to stations not in the Mutual Broadcasting System, pending approval by that network and N.U. MBS has carried the show for the past 28 years.

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breakfast  
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# HIGHER STANDARDS BUILD TV IMAGE

Better programs, improved commercial controls will help promotion men do their work, seventh annual BPA meet told

Broadcasting promotion executives must have the support of higher programming and commercial standards if they are to do a better job of building the radio and tv station and industry images. This conclusion came out of the seventh annual seminar held Oct. 29-31 by Broadcasters Promotion Assn., meeting at Holiday Inn Central, Dallas.

With a record attendance of 350, BPA started off its three-day seminar by hearing a major address by a leading agency executive, William B. Lewis, board chairman of Kenyon & Eckhardt.

Mr. Lewis made a powerful plea for better commercial practices in radio and television, proposing adoption of the English or "magazine" concept of bunching commercials to reduce the number of program interruptions (BROADCASTING, Oct. 29).

The commercial-cluster idea drew mixed reaction from management executives who participated in the WFAA-TV Dallas *Let Me Speak to the Manager* program (see story, page 65, also see story on reaction in New York, page 62).

**Many Panels** ■ BPA's three-day meeting included two-dozen panel sessions in which guest speakers and association members worked over the practical problems that face promotion men. Unusual management participation marked the seminar, reflecting the closer ties developing between the front office and promotion department heads. The three tv networks held affiliate confer-

ences and social events.

Opening the BPA seminar Oct. 29, Mr. Lewis made a strong plea for improvement of tv's image by promotion men, with improved programming and commercial techniques offering the basis for promotional effort. The widespread usage of millions of tv sets suggests tv's image is good right now with the preponderance of viewers, he said. He lauded radio, calling it "a worthwhile service of news and music, generating no great excitement, but presenting as many and as uninhibited commercials as the FCC and FTC will allow without license revocation."

**Aimed at Tv** ■ His criticism of commercials was directed mainly at tv, and he called for stricter control of commercial content and scheduling. He said broadcasters should exercise the right of control "to the extent of lowering the decibel count of the more obnoxious hog-callers, of banning outright the commercials in palpably bad taste which irritate, antagonize or nauseate large segments of the viewing and listening public, and of adopting a scheme for eliminating program interruptions which has proven profitably feasible in England."

The rewards, he said, will be a material increase in the value and image of the medium in the eyes of critics, the public and advertising customers. He illustrated the idea with K&E commercials and with excerpts from British and Italian programs, citing figures showing

how commercial tv interests in England made a profit of \$70 million before taxes in 1961 compared to \$24.7 million for the three U. S. networks.

Mr. Lewis expects important results from an NAB public reaction study to be conducted by Melvin A. Goldberg, NAB research vice president. If the study produces standards to guide broadcasters, he said, "it will be the most important step forward the broadcasting industry has taken in its brief but turbulent history."

**Bunker Urges Seminar** ■ Edmund C. Bunker, president-elect of Radio Advertising Bureau, advocated an annual seminar of radio promotion executives to be held under RAB auspices. He offered the idea as a "trial balloon," he said, explaining, "the national sales techniques developed by RAB might then be exposed to station men . . ."

RAB, he said, has always sold radio on the local and national levels and would continue to make available the local tools needed to do a truly professional job of promoting and selling radio. He felt the seminar might provide "that important something extra which can put promotion men in a position to take advantage of all of the discoveries the radio industry has made in our behalf."

Mr. Bunker outlined RAB's Radio Test Plan, which takes "a long, hard look at a prospect's marketing problem."

**Service in Crisis** ■ LeRoy Collins,



Head table reception at BPA convention included (l to r): Frederick S. Gilbert, Time Inc. Broadcast Div.; Norman E. Cash, Television Bureau of Advertising; Marcus Bartlett,

WSB Atlanta; Jim Terrell, KTVT (TV) Dallas-Fort Worth; Edmund C. Bunker, Radio Advertising Bureau; Stephen Riddleberger, ABC Radio.

NAB president and keynote BPA speaker, reviewed the industry's role of service during the Cuban crisis. He advised promotion "to tell the good story" of the public service activities of their stations and their acceptance of responsibility as journalists and discussers of controversial issues.

"Tell the good story of the broadcaster's fight to advance the freedom of broadcasting," he urged, adding that progress must not be stifled by the strictures of government or any other force in or out of broadcasting.

"The too-often unjustified use of the security label and the hazy doctrine of executive privilege, the substitution of the pat handout for first-hand inquiry by the press—these are trends, often well-intentioned, which should be reversed," he said. "Only in the rarest of cases can the closed-door policy of government operation be justified.

"Yet the U. S. Supreme Court, under which our Constitution is the final bulwark of defense against all assaults upon the freedom of expression—continues to cling tenaciously to its anachronistic tradition of overcloister and excludes broadcast coverage from all its proceedings." He criticized, too, rules of criminal procedure that forbid coverage of a federal trial under threat of jail for contempt.

**Trade Campaign** ■ In a discussion

of management's concept of promotion, Stephen Riddleberger, president of ABC Radio o&o stations, described a trade advertising campaign and merchandising effort on behalf of the stations. He explained the interest of station managers in the campaign. Last year, he said, \$75,000 was spent on advertising, with more to be spent in the future. Don B. Curran, retiring BPA president, "was hired to tell the story of ABC Radio as a group," he said. He described the ABC-Paramount complex as "the largest entertainment empire in the world."

Frederick S. Gilbert, general manager of the Time Inc. broadcast division, said programs are sterile without exploitation. He was appalled at the minuscule promotion money spent to further the broadcasting business. Bill Michaels, regional vice president of the Storer Stations, said all promotion managers in the organization have department head ranking. A lot of promotion money is wasted, he said. "Have a plan to offer management and be prepared to argue for it," he suggested.

**Shapiro Describes Ad Theme** ■ Mike Shapiro, general manager of WFAA-AM-TV Dallas, told how the stations' "Quality Touch" image had been promoted. "The series did much to make WFAA-AM-TV recognized in the industry—by broadcasters, account executives,

timebuyers, clients and most everyone else who came in contact with the ads," he said, but added an obligation was created to maintain a quality standard in all phases of our operation. He said management must see that employees have a "public relations desire" at all times. The station's *Let Me Speak to the Manager* program has been important in developing station image and he warned such a program should not be used as a purely promotion gesture. "Shoot straight with the answers," he said, "and don't talk down your competitors." (See program story, page 64.)

Louis Read, WDSU-TV New Orleans, stressed the importance of combining the entertainment and community service phase of broadcasting. He reviewed the station's experience with editorializing and its news emphasis. The station has begun a special caravan project, sending personalities and equipment into outlying communities.

**Imagination Wanted** ■ John F. Box, executive vice president and managing director of the Balaban Stations, called for "more originality and less imitation" in radio programming and commented there is danger that "everyone will sound alike."

Lionel F. Baxter, radio vice president of the Storer Stations, said, "Never freeze a format; there is no way in the world to conduct a station without this

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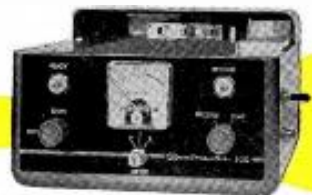
### BROADCAST ELECTRONICS

8800 Brookville Road, Silver Spring, Maryland, JU 8-4983

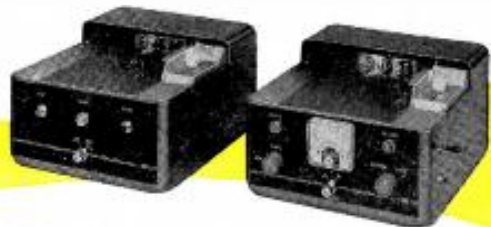
Sold Nationally by:

**VISUAL ELECTRONICS CORP.,**  
356 W. 40th St., N.Y., N.Y.

**CANADA: Northern Electric Co., Ltd.,**  
250 Sidney St., Belleville, Ontario.

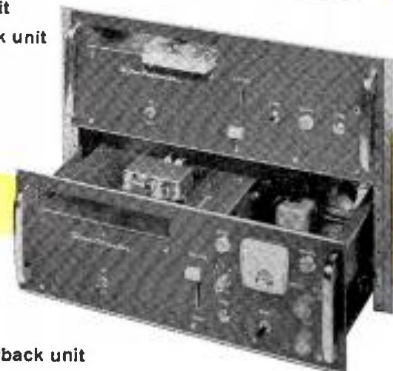


500 compact recorder-playback unit



505 compact playback unit

500 compact recorder-playback unit



505R rack mount playback unit

500R rack mount recorder-playback unit

rule." He said there is too much intra-industry fighting. "I would rather take a nickel from newspapers than \$1 from a competitive radio station," he said.

Bob Watson, KGNC Amarillo, Tex., said the main job an operator faces is to decide he will be first in his market and then do what's necessary to accomplish the goal. He said the three KGNC farm specialists traveled 75,000 miles in the station's territory last year and added that "Cotton John," editor-in-chief, knows 50% of the farmers in the area by their first name.

**Market Data Needed** ■ Broadcasters should supply market data for agency guidance, Robert M. Hoffman, vice president of Television Advertising Representatives, told a panel on market information. He said the manner of presentation is important and said the agency wants to know how and why the station and market is different.

Jack Taylor, research director of Tracy-Locke Adv. Agency, Dallas, cryptically summed up the market data with his private formula: "GI + GO, or Garbage In equals Garbage Out." He explained it this way, "Information which we receive from you, unless it is right or factual, does not give us much to go on and may cause us to fail in covering your market."

E. Boyd Seghers Jr., broadcast media director of Knox-Reeves-Fitzgerald, New Orleans, said agencies need to



High spot of BPA convention in Dallas was address by William B. Lewis, chairman of board, Kenyon & Eckhardt. BPA speakers on opening

morning included (l to r) Mike Shapiro, WFAA-TV Dallas; Jack Harris, KPRC-TV Houston; Mr. Lewis; Dean Linger, Corinthian Broadcasting Corp.

know what is different about a station. "Include the source on all material presented, because the agency cannot quote an unreliable or unknown source," he said.

**Promotional Victim** ■ The problem of personal appearances, a frequent headache for promotion men, was worked over by both talent and management. Actor Sebastian Cabot, star of *Checkmate* and *Stump the Stars*, said that as a victim of these promotional appearances, he had some gripes, mainly that promotion managers often don't stick to agreed itineraries and some-

times quibble over small food and drink bills. He appeared in a red-and-white checker suit symbolic of Ralston Purina Co. packaging.

Eli Henry, ABC-TV, told of unusual twists for celebrity appearances. He suggested promotion managers get fresh ideas by visiting West Coast stars and set up telephone interviews with radio-tv editors. Caley Augustine, WIIC (TV) Pittsburgh, said the background of stars should be studied before setting up a time schedule for celebrities. Murray Weissman, CBS-TV Los Angeles, discussed types of actors available for

## Stations DO Have Personality!



LES BIEDERMAN, PRESIDENT

In the case of the Paul Bunyan stations, the personality is that of its founder and president, Les Biederman.

A northern Michigan broadcast pioneer, Les built his seven stations - one community at a time.

The stations carry the "stamp" of Les Biederman. A local businessman recently referred to Les as the "conscience of the community" and as "guardian of the public trust", because of his community and editorial stands.

This is the image of Les and of his stations. This is the kind of image that established the "trust" of the audience in the station (and in the products it sells).

## THE PAUL BUNYAN STATIONS

WPBN-TV • WTOM-TV • WTCM • WMBN • WATT • WATC • WATZ

Paul Bunyan Bldg., Traverse City, Mich. Venard, Torbet and McConnell, Inc.

appearances and what a station should do in handling appearances.

It takes a year-round campaign for a uhf station to compete in an area dominated by a big vhf outlet, according to Howard V. Wry, WHNB-TV West Hartford, Conn. Fred Foerster, WBRE-TV Wilkes-Barre, Pa., said the station must erase the mental or written parenthesis which puts uhf after its call letters. The fact that the market is all-uhf "equalizes things as far as getting the viewer goes," he said.

David R. Klemm, Balaban Stations, urged broadcasting promotion people "to take advantage of their free air time and treat it as carefully as though planning a major advertising campaign." On-air promotion should be the broadcaster's most powerful tool, he said. He proposed BPA hold regional meetings.

**Sales Details** ■ Details of sales promotion were outlined in a panel by Dick Paul, WAVY-TV Norfolk, Va.; Lila Gordon, KTRK-TV Houston, and William H. Steese, sales promotion manager of Edward Petry & Co. Mr. Steese described preparation of 1,000 printed pieces prepared by this station representative firm and showed how special presentations are used. Charles Cash, WSB-TV Atlanta, was moderator.

Marcus Bartlett, WSB Atlanta, told a panel on station image that the station practices "the hat trick—putting on a hat and meeting people." He mentioned employee loyalty, strong local programming and promotion, believable advertising rates and the "White Columns" building in Atlanta as factors that help build station image.

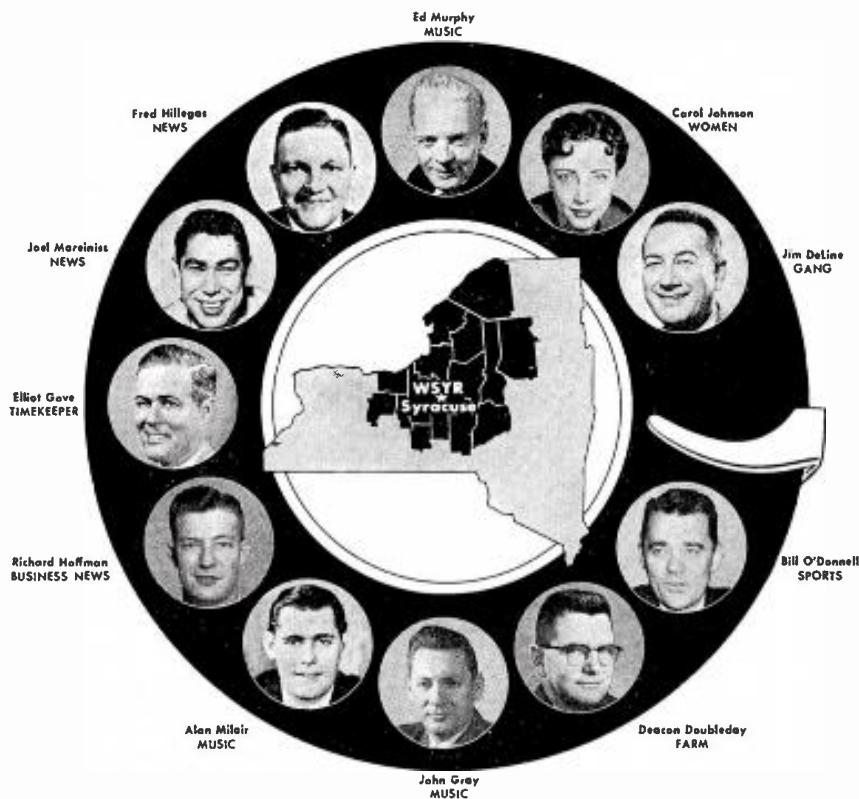
Press releases were discussed by Lila Gordon, KTRK-TV Houston, who commented on the lack of contact between promotion managers and the

### Bellus new BPA president

Dan Bellus, Transcontinent Television Corp., was elected president of Broadcasters Promotion Assn. Oct. 30 at the Dallas convention. He succeeds Don B. Curran, ABC-Radio, who becomes an *ex officio* board member.

Clark Grant, WOOD-AM-TV Grand Rapids, Mich., was elected first vice president; Caley Augustine, WIIC (TV) Pittsburgh, second vice president. Elected to the board were George Rodman, KGO-TV San Francisco; Art Garland, General Electric Co. stations; Clayton Kaufman, WCCO Minneapolis; John J. Kelly, Storer Stations; Stan Cohen, WDSU-TV New Orleans; Paul Lindsay, WIND Chicago.

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Participants in a BPA market data panel were (l to r): E. Boyd Seghers Jr., Knox Reeves-Fitzgerald; Jack Taylor, Tracy-Locke Co.; Robert M. Hoffman, Television Advertising Representatives, and F. C. Strawn, KCMO-TV Kansas City, moderator.



Ways to personalize radio were reviewed at a BPA panel by (l to r): Bob Watson, KGNC Amarillo, Tex.; Lionel F. Baxter, Storer Stations; John F. Box, Balaban Stations, and Roy Pederson, WDAY Fargo, N. D., who was moderator of the panel.

working press. Paul Meneg, Rogers & Cowan, Beverly Hills, Calif., pointed to the importance of the printed word in tv program promotion. He cited a survey by "a major tv advertiser" showing that 4.5% tuned in because of tune-in advertising; 35.7% as a result of highlight and best-bet listings; 55.6% as a result of newspaper publicity. J. J. Graham, *Advertising Age*, said press releases should be written for the anticipated audience, not for people receiving the releases.

Bob Brock, *Dallas Times-Herald* radio-tv editor, complained about the volume of unnecessary or throw-away mail and advised use of attention-getting releases as opposed to the hard-news approach.

**Merchandising** ■ J. Donald Ratchford, promotion manager of D'Arcy Advertising Agency, told a merchandising panel that merchandising is not a primary consideration. But he added "there may be two or more stations in a given market that deliver everything the buyer is looking for in an advertising way. This being the case, merchandising becomes the key factor in making a decision on which one gets the business."

Donald K. Lutenbacher, assistant advertising manager of Jackson Brewing Co., New Orleans, suggested broadcasters, promoters and merchandisers can best aid advertisers by making the retailer more aware of the product.

George Sperry, WGR-TV Buffalo, said every station should make certain its merchandising capabilities are known to the station sales department, station representatives and agencies. He said direct mail is often is a waste.

**Westinghouse Way** ■ During a panel titled "Toutin' the Greenhorn," David E. Partridge, advertising-sales promotion manager of Westinghouse stations, showed a series of advertisements for the 11 stations in the group. Station budgets were pooled to pay for the

campaign, he said, with all WBC advertising controlled at headquarters.

James C. Hanlon, WGN-TV Chicago, said "trade advertising reflects what you are and what you do," providing an effective door-opener for salesmen. He stressed the importance of continuity and repetition. He said photos of important Chicago points dominate WGN-TV advertising whereas in Duluth, Minn., the emphasis is on the size of the market—250,000 homes and "bigger than you think."

James H. Knight, WTRF-TV Wheeling, W. Va., reviewed station experiences in promoting a market of this size. "Eight years ago buyers did not know where Wheeling was located, and trade publications played an important part in getting this message to the buyers," he said. "The market has finally succeeded in getting on most of the timebuyers' lists. . . . The station has achieved what it set out to do, first to build a market and second to sell the station."

**Market Sale** ■ James W. Evans, WTAR-TV Norfolk, Va., panel moderator, said, "Six years ago the station

set out to sell the area as a single market." He said, "Other stations joined the effort later. The plan has been successful and additional advertising money is coming into the market. Trade advertising builds an important franchise for any station."

At an fm panel discussion Irene Runnels, KBOX Dallas, called on fm broadcasters to join in community promotion. "Many fm stations do not realize the importance of their community role," she said, suggesting intensive promotion of fm as a radio medium. Lee Segall, KIXL-FM Dallas, was critical of am-fm simulcasting. He cited the quality factor of fm. Homer Griffith, KAZZ (FM) Austin, said he promotes fm "like an am station."

At the final sessions Wednesday BPA panels considered contests, stunts and exploitation; public interest policies, newspaper and tv guide advertising and on-the-air promotion.

The 1963 BPA convention will be held Nov. 17-20 at the Jack Tar Hotel, San Francisco. The 1964 session will be held in Chicago and in 1965 Washington will be the site.

## ADVERTISERS DISLIKE LEWIS PROPOSAL

### Poll shows little enthusiasm for clustering commercials

A general disinclination to support the proposals of Kenyon & Eckhardt board chairman William B. Lewis was noted in a spot check of advertising spokesmen in New York last week.

Mr. Lewis advocated broadcasters exercise greater control over scheduling and content commercials and proposed they consider clustering commercials between programs (AT DEADLINE, Oct. 29, see story page 58).

Top executives at major agencies had comments ranging from a cryptic "ridiculous" to a detailed rebuttal.

Media men felt Mr. Lewis' ideas of clustering commercials was not practi-

cal in an agency-client relationship that places a premium on obtaining a "reasonable hope of the advertiser registering on the viewers."

Advertising practitioners generally seem to believe that in tv (or radio) a commercial stands to lose attention when grouped with several others.

Executives saw Mr. Lewis' proposal as unrealistic because in tv, the advertiser puts money down on the line for just that extra, "isolated" attention an individually-placed commercial obtains.

**Audience Catch** ■ Said one executive: "It's the job of media buying to catch

## The AMF Awards

**"...for outstanding reporting in the field of physical recreation."**

Each year AMF, in cooperation with the National Recreation Association, honors journalists and broadcasters who help create better understanding of projects in physical recreation...by focusing attention on individuals or groups active in the field.

The \$1,000 awards are made in four major communications categories: newspaper, magazine,

radio and television. This year's award winners: **Newspaper**—\$1,000 to reporter Dennis Wittman, The Journal-News, Hamilton, Ohio; **Magazine**—\$1,000 divided among several authors on Boys' Life; **Radio**—\$1,000 to producer Ray Starr, WRFB Tallahassee, Fla.; **Television**—\$1,000 to producer John F. Pival, WXYZ-TV, Detroit, Mich.

**Send us your best work (or a colleague's).** To enter the 1962 award competition, clip the coupon and mail to AMF. You'll be sent an entry blank and details of the annual awards. All entries for work published or broadcast during 1962 must be received by March 15, 1963.

**American Machine & Foundry Co.**

261 Madison Avenue, New York 16, N.Y.



AMF Awards, American Machine & Foundry Company  
261 Madison Ave., New York 16, N. Y.

Please send me entry blank and details on the AMF Awards for reporting in the field of physical recreation.

Name \_\_\_\_\_

Station or Publication \_\_\_\_\_

Street Address or Box \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## People want entertainment, Harris tells BPA

Broadcasters must meet head-on the critics who generalize on specific points to condemn tv programming, according to Jack Harris, general manager of KPRC-TV Houston.

Addressing the opening session of the Oct. 29-31 Broadcasters Promotion Assn. in Dallas, he reminded broadcasters that programming must be continually improved. But, he contended, FCC Chairman Newton N. Minow's wasteland really has been a means "that has enabled America to grow and prosper and remain free in these troubled times.

**Preferred Programs** ■ "I believe the American people have earned their right to the kind of entertainment they prefer, and do not subscribe to the idea, dictated by a Washington bureau, that times are too serious for frivolity."

Mr. Harris said the critics who "want the government to change the face of television to suit their own ideas have never suggested that gov-

ernment should control the printing of books to protect the public from trash or mediocrity, or sex and violence. One of the things that disturbs me about the attitude of the critics, both in and out of Washington, is their labeling of most programs as mediocre and their assumption that entertainment *per se* is bad. In my opinion, a principle function of television is to entertain."

Television's image problem, he reminded, lies not with the vast majority of Americans but with a relatively small minority. He said a group of protestors "like very little that is on television and incidentally watch little, if indeed any. Unfortunately this small group represents a very important segment, far outweighing the measure of their numbers—the most important single group in this country—professional people, top executives, magazine and newspaper editors, upper-echelon men in government."

He conceded some specific criticism of sex and violence is justified in specific instances but said "as a generalization it is hardly realistic. Few plots can be written to hold interest without conflict and possibly some violence. The crux of the question is good taste, not the elimination of sex and violence from all tv scripts as some Washington politicians appear to advocate."

**Ratings Chastized** ■ Mr. Harris blamed "an enslavement to ratings for a sameness and in some instances a blandness in programming service which I think is the most responsible criticism that has been levelled against our industry."

His problem with professional and amateur critics, he explained, "is that they have little faith in the public. They advocate those programs that are 'good for the people' and leave unsaid the tacit assumption that it is they who know and therefore will decide what is good for the public."

the audience where it exists, throughout the program," thus questioning Mr. Lewis' call for fewer or no interruptions within programs.

A spokesman for a major tv advertiser said studies have been made with the idea of determining just how far apart commercials should be in a sched-

ule and that Mr. Lewis' proposal would go against the findings. An agency executive added, "we feel positive the bunching of commercials would reduce the effectiveness of any one."

The same view was reflected by broadcast research experts who said they knew of no studies which compare the effectiveness or attention-getting qualities of commercials when presented in clusters.

They thought such scheduling might make it a lot easier for viewers to leave the room for a sandwich or a beer. An agency spokesman seconded this thought, when he noted: "We don't buy advertising in movie houses because we found quite clearly that when advertising messages were strung together, people left their seats to buy popcorn in the lobby."

## Changing hands

**ANNOUNCED** ■ The following sales of station interests were reported last week subject to FCC approval:

■ KETV (TV) Omaha, Neb.: Omaha World Herald, which owns KETV, sold to Peter Kiewit Sons Co. for reported \$41.4 million. This is \$400,000 more than price offered by newspaper publisher-broadcast group owner S. I. Newhouse last month (BROADCASTING, Oct. 15). Newspaper understood to have \$8 million in cash assets. Kiewit company is Omaha-based construction firm with projects all over the world. Transaction, effective Dec. 31, was approved by stockholders Oct. 31.

## we give the facts a thorough airing

Media transactions present a risk as well as an opportunity to both buyer and seller. But the risks are considerably narrowed when all of the facts are available through our penetrating knowledge of the ever-changing market.

## BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

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Chicago, Illinois  
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### ATLANTA

Clifford B. Marshall  
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John G. Williams  
Gerard F. Hurley  
1102 Healey Bldg.  
Jackson 5-1576

### BEVERLY HILLS

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

KETV on ch. 7, with ABC affiliation, was founded in 1957.

■ **WIRL** Peoria, Ill.: Sold by Robert Frudeger to Len and Burrell Small for \$750,000 plus \$60,000 consultant's fee for five years. The Smalls own the *Kankakee Journal* stations—WKAN Kankakee, WRRR Rockford and WQUA Moline, all Illinois. Seller keeps \$90,000 receivables. WIRL is fulltime on 1290 kc with 5 kw. Broker was Norman & Norman (corrected item).

■ **KITE** San Antonio, Tex.: Sold by trustee in bankruptcy of Townsend Growth Fund Inc. to Jester Broadcasting Co. for \$395,000 in cash and assumption of liabilities amounting to \$135,000. Jester Broadcasting is principally owned by Mrs. Barbara J. Burris, wife of Howard L. Burris, onetime owner of KLBS Houston (now KILT) and KTEN Sherman, both Texas. Mrs. Burris is a minority stockholder in KWTX-AM-TV Waco, Tex. KITE operates on 930 kc with 5 kw daytime only. Sale is subject to court approval and is open to other bidders; a hearing is scheduled to be held in the U. S. District Court, New York, Nov. 19. Sale was handled by Blackburn & Co.

■ **KBLF** Redbluff, Calif.: Sold by Victor Industries, Chico, Calif., to group headed by William Baumgarten for \$120,000. Mr. Baumgarten is the present KBLF station manager. KBLF operates on 1490 kc with 1 kw daytime and 250 w nighttime. Broker was Lincoln Dellar & Co.

■ **KFLY** Corvallis, Ore.: Sold by Mrs. Frances Hoss to James L. Hutchens for \$42,000. Mr. Hutchens is an engineer. Station operates fulltime on 1240 kc with 250 w. Broker was Blackburn & Co.

### Cowles buys 'Family Circle'

Stockholders of Cowles Magazines & Broadcasting Inc., Des Moines, Iowa, voted last week to approve acquisition of *Family Circle* magazine at a special meeting in New York (AT DEADLINE, Oct. 22). They also elected two additional members to the company's board of directors: Palmer K. Leberman and Carl J. Schaefer, principal *Family Circle* owners.

To purchase the magazine, CMBI stockholders approved a plan to create a 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 now held in the company treasury.

Cowles owns KRNT-AM-TV Des Moines and publishes *Look* magazine and the *Des Moines Register* and *Tribune*.

## Cash suggests trying 'bunched' commercials

### QUICK OPPOSITION FROM BROADCASTERS ON PROGRAM

Tryout of the magazine concept of bunching commercials was suggested last week by Norman E. Cash, president of Television Bureau of Advertising, but he drew fast opposition from a pair of broadcasters. (A similar idea was expressed before the BPA convention by William B. Lewis, Kenyon & Eckhardt board chairman.)

Mr. Cash made the suggestion on the *Let Me Speak to the Manager* program of WFAA-TV Dallas, taped Oct. 30 during the Broadcasters Promotion Assn. convention at Dallas for airing Nov. 4.

**Back from Europe** ■ Explaining he had just returned from England and France, Mr. Cash said the bulking of commercials in England causes fewer interruptions. "Maybe we should ignore the clock face," he said.

Marcus Bartlett, general manager of WSB-TV Atlanta, another of the seven broadcasters on the program, asked, "If we did that, how would we get around the NAB codes?" Mike Shapiro, WFAA-TV general manager who moderates the program, observed that the public objects to the number of interruptions, not the length of time.

Jack Harris, vice president-general manager of KPRC-TV Houston, said he was not sold on the British idea. "Good commercials never bring complaints," he said.

**Loud Commercials** ■ In a discussion of overloud commercials, panel members agreed they originated with the advertiser. Mr. Harris suggested viewers write stations and advertisers since the loud commercials are delivered that way to the station.

### Petry-list stations like cross-plugging

Cross-plugging of promotion announcements by jointly operated am and tv stations received a vote of approval at the sixth annual tv-radio seminar held Nov. 1 in Dallas by Edward Petry Co. Representatives of all Petry-represented broadcast stations met with several Petry executives.

Charles Cash, promotion and publicity director of WSB-TV Atlanta, announced results of a survey of all 32 Petry stations. It showed that 17 of 19 stations with am affiliates are practicing

## WHAT IS YOUR STATION WORTH?

Since May 1st of this year we have formally appraised over \$16,100,000.00 worth of broadcast properties.

Of the 13 stations involved (AM and TV), one was appraised for the purpose of their obtaining a sizeable bank loan. Another for insurance reasons. A third as a basis for helping to settle an estate—and a number of the others because the owners wanted to establish sale prices.

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

Our services are thorough and the prices reasonable.

*Hamilton-Landis*

& ASSOCIATES, INC.

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

#### WASHINGTON, D. C.

Ray V. Hamilton  
1737 DeSales St., N.W.  
EXecutive 3-3456

#### CHICAGO

Richard A. Shaheen  
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#### DALLAS

Dewitt Landis  
Joe A. Oswald  
John H. Hicks  
1511 Bryan St.  
Riverside 8-1175

#### SAN FRANCISCO

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

*America's Most Experienced Media Brokers*

cross-plugging. The survey also showed that 43% of all Petry tv stations use other radio stations in their coverage areas. Eighty-four percent of promotion executives in the Petry-represented list spoke enthusiastically of the importance of cross-plugging in the overall promo-

tion effort that is made.

Petry executives at the Dallas seminar were Ben Holmes, radio vice president; Bill Steese, radio promotion manager; Jack Carter, tv presentations director; Dave Milam, Dallas tv manager, and Barney Broiles, Dallas radio manager.

## Florida CD-Cuba appeal broadcast statewide

### ESTIMATED 95% HEAR SPECIAL SHOW FROM TALLAHASSEE

With the center of a world crisis located just 90 miles off their coast, Florida broadcasters cooperated last week in blanketing their state with a special appeal for civil defense preparations from Gov. Farris Bryant and national and state civil defense officials.

Florida Assn. of Broadcasters officials estimated that 95% of the state's residents heard the program, which was broadcast from 7 to 7:30 p.m. Monday (Oct. 29), under FAB auspices. They said 21 television stations and "135 to 140" of the state's radio stations carried the broadcast either direct or on a delayed basis.

Lee Ruwitch, immediate past president of FAB and executive vice president and general manager of WTVJ (TV) Miami, said the cooperative effort was unprecedented. "Never before in the history of broadcasting has a governor's voice been carried by such a vast network of radio and television stations," within a state, he said.

Appearing with the governor were Stuart L. Pittman, U.S. assistant secretary of defense for civil defense, and Col. Hiram Tarkington, state civil defense director. The officials, whose remarks were taped after Soviet Premier Khrushchev agreed to withdraw Soviet missiles from Cuba, said that although the immediate crisis had passed, there was still a need for the state to proceed with civil defense preparations. They pointed to Florida's proximity to Cuba, and warned the situation in the Caribbean was still critical.

The first request for Florida broadcasters' cooperation in carrying a broadcast by the governor was received Saturday night (Oct. 27) by Mr. Ruwitch. Gov. Bryant and Mr. Pittman telephoned him from the White House, where they had been conferring on the Cuban crisis. They said they wanted to address the state by television and radio as soon as possible, and Mr. Ruwitch immediately began seeking the necessary clearances for a Sunday night broadcast.

After the conciliatory Khrushchev message to President Kennedy Sunday morning, however, plans for the broadcast were cancelled, and arrangements were made for the officials to present a message on the continuing need for civil defense preparations on Monday

night instead.

The program was taped at WFSU-TV, an etv station in Tallahassee, the state capital, then flown to WFGA-TV Jacksonville, where it was fed into the radio and television network lines of ABC, CBS, NBC and Mutual.

## R&D firm issues bought by Gross Telecasting

Gross Telecasting Inc., licensee of WJIM-AM-FM-TV Lansing, Mich., has announced the purchase of \$750,000 of 4½%, 10-year, convertible debentures of Aero Geo Astro Corp., Alexandria, Va.

Aero Geo Astro is engaged in research, development and fabrication for military and aerospace firms of radar, satellite and antenna systems, power supplies, command receivers, beacons and missile transponders, as well as engineering services. It has eight facilities in five states and its sales this year were at the rate of \$7 million.

Gross Telecasting, whose 1961 revenues were \$2.5 million, sells over the counter at current \$20-\$22 bid and asked. Aero Geo Astro, also over the counter, has been selling in the \$5-\$6 range. Harold F. Gross, president of the broadcasting firm, was elected to the board of Aero Geo Astro.

## NAB catv committee may meet with NCTA

### MOVE FOLLOWS SUGGESTION AT GEORGIA SEMINAR

The NAB staff has been instructed to "explore" the possibility of a meeting between broadcasters and catv operators.

In a carefully worded directive, NAB's community television committee, told the association staff to meet with the staff of the National Community Television Assn. "to see if there is any common ground for discussion of broadcaster-catv problems" by representatives of the two associations.

This was the first move by NAB following the suggestion that the two groups get together to try to iron out their difficulties. The suggestion was first made by William Dalton, president of NCTA, at the Georgia Assn.

## Ch. 13 Grand Rapids in razzle-dazzle bow

WZZM-TV (ch. 13) Grand Rapids, is out of the planning stage and on the air after three months of exceptionally intensive promotion.

Under the direction of Mark Wodlinger, vice president and general manager, the new ABC-TV affiliate, through the Wallace Blakeslee agency, Grand Rapids, is conducting advertising which includes 13 radio stations carrying 50 spots a week for 52 weeks, 250 billboards, \$10,000 worth of newspaper ads, and distribution of a myriad of novelty promotional items.

A "triakaidekophile" teaser campaign has received heavy response. (Triakaidekophilism is an unusual fondness for the number 13.)

WZZM-TV officially went on the air at 6:30 p.m. last Thursday (Nov. 1) with a special program introducing Mr. Wodlinger. This was followed by a special film of ABC-TV programming prepared for the premiere. A capsule presentation of local news, sports, entertainment and public service programming to be televised as part of the local schedule was offered by news director Jack Hogan.

The regular ABC-TV evening lineup was carried at the conclusion of the premiere.

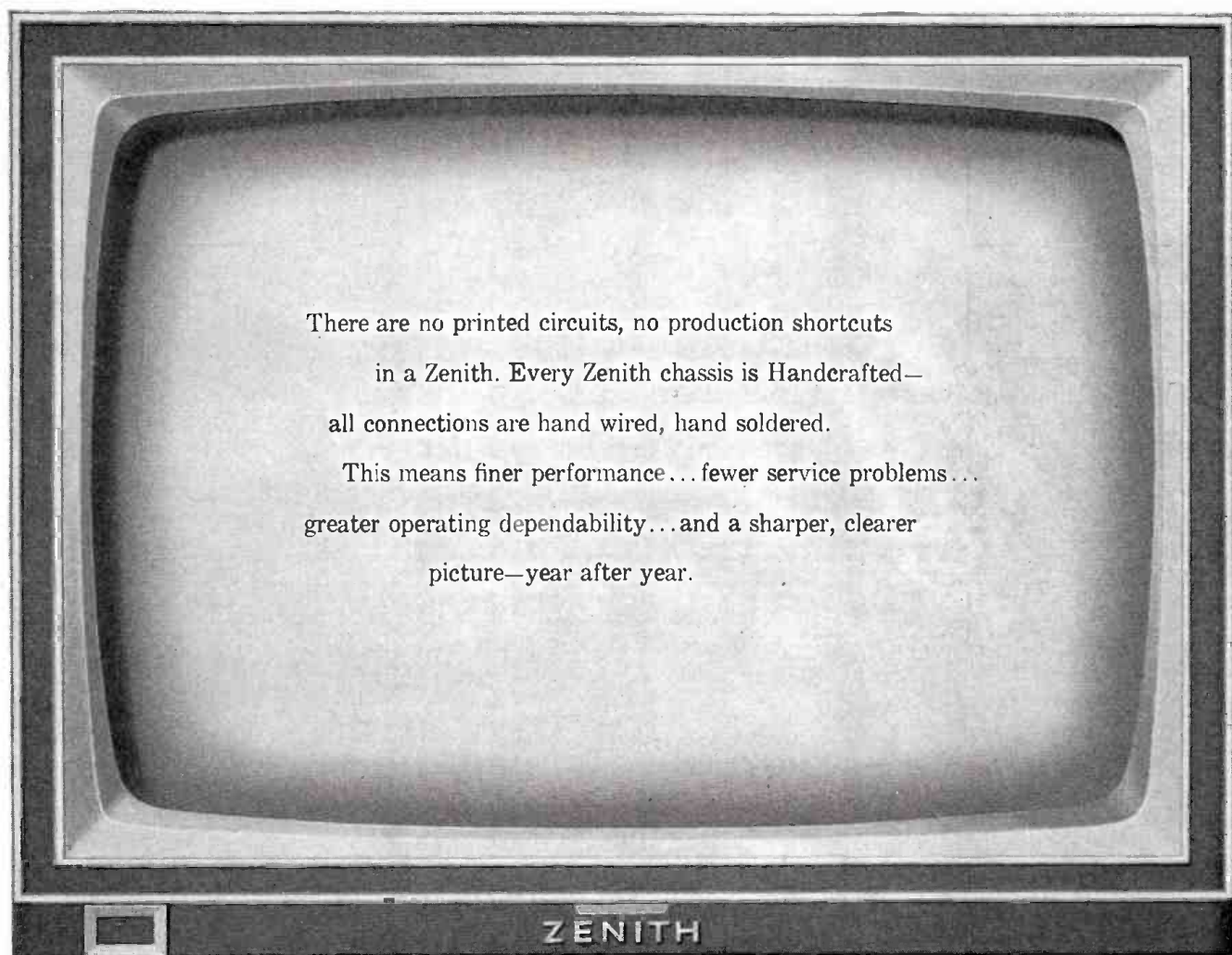
The new station, represented by Peters, Griffin, Woodward, is operating under an interim board of directors representing West Michigan Telecasters Inc., Grand Broadcasting Co., MKO Broadcasting Co. and Peninsular Broadcasting Co. pending an FCC grant to one of the four.

of Broadcaster's seminar on catv in Atlanta (BROADCASTING, Oct. 22).

At the same time, NAB committee chairman Eugene S. Thomas, KETV (TV) Omaha, emphasized that the decision to have the staff explore talks "in no way changes the NAB's determination to work for catv regulatory legislation in the next Congress."

**Continues Opposition** ■ Meanwhile continued opposition to legislation affecting the catv industry was affirmed by the NCTA board meeting last week in Scottsdale, Ariz. The NCTA board not only reaffirmed its stand against the need for any legislation, according to Mr. Dalton, but also that the "areas of incompatibility" between catv opera-

If everyone knew this  
almost everyone would  
own a Zenith TV!



There are no printed circuits, no production shortcuts  
in a Zenith. Every Zenith chassis is Handcrafted—  
all connections are hand wired, hand soldered.  
This means finer performance... fewer service problems...  
greater operating dependability... and a sharper, clearer  
picture—year after year.

NO WONDER MORE PEOPLE BUY ZENITH THAN ANY OTHER TV



Members of NAB's catv committee at their meeting in Washington last week (seated, l to r): Eugene S. Thomas, KETV (TV) Omaha, chairman, and Fred Weber, WSTV-TV Steubenville, Ohio. Standing (l to r): Alfred R. Beckman,

ABC; Richard A. Forslinger, CBS; William C. Grove, KFBC-TV Cheyenne, Wyo.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Dwight W. Martin, WDSU-TV New Orleans; C. Howard Lane, KOIN-TV Portland, Ore.

tors and broadcasters have been so reduced there is no necessity for such a move now.

The NCTA board, however, by unanimous resolution backed its president's offer to meet with NAB and stated it "encourages and offers assistance" in clarifying and overcoming

catv-broadcaster problems.

A. J. K. Malin, owner of a catv system in Laconia, and of WWNH Rochester, both New Hampshire, and a past president of the NCTA, is chairman of the special industry relations committee of the cable operators' association.

## TV NETWORKS DENY NEGRO BIAS

### Rep. Powell hears pro and con testimony in New York

The tv networks told a congressional committee last week about their efforts to stop discrimination against minorities in employment practices.

Their prepared statements, however, ran into counter-arguments from Negro witnesses.

Rep. Adam Clayton Powell Jr. (D-N.Y.) presided over the House Committee on Labor & Education hearing in New York. The network executives testified along with producers, performers, union officials and other representatives of the performing arts. Advertising agency executives and models were scheduled to appear Friday morning (Nov. 2), the last session of the five-day hearing that began Oct. 29.

Rep. Powell said he plans regional hearings early in 1963 and will seek legislation to prevent abuses.

**Negro Testimony** ■ Three well-known Negro actors—Sidney Poitier, Ossie

Davis and Hilda Simms—testified on Monday (Oct. 29) that it was virtually impossible for Negro performers to earn a steady living in the U. S. theatre, motion picture or broadcasting industries.

Theodore Fetter, ABC vice president and program director, said his network currently has "non-white employees in many diverse, creative and technical capacities, including managerial positions. . . . ABC encourages the hiring of the best talent available regardless of color."

Mr. Fetter submitted a list of 19 programs carried by ABC-TV and ABC Radio during the past two years that employed featured Negro performers and personalities.

Lawrence W. Lowman, CBS Inc. vice president-personnel, said CBS now employs approximately 250 Negroes on its permanent staff in 42 job categories

in New York City. Rep. Powell congratulated Mr. Lowman on CBS-TV's regular use of Negroes in *The Defenders* and *The Nurses*.

George H. Fuchs, NBC vice president in charge of personnel, said, "There can be no discrimination because of race, creed, religion or national origin against anyone seeking employment with the company." He said RCA's employment practices manual, which dates back to 1919, states the basic employment policy of RCA and its subsidiaries, including NBC.

Mr. Fuchs said NBC program executives have "constantly inquired" of the outside producers what each is doing in casting Negroes and members of other racial minorities, "subject to their availability and competence as performers in many varied roles."

Several union spokesmen indicated negotiations have started to strengthen their respective codes to assure equal opportunities. Union witnesses were Donald F. Conaway, national executive secretary of American Federation of Television & Radio Artists; Alfred J. Manutin president of Local 802, American Federation of Musicians; Dwight Weist, president of the New York branch of Screen Actors Guild; and Joey Adams, president of American Guild of Variety Artists.

Howard Sanders, account executive of WWRL New York, charged that radio stations which program for the Negro are responsible for "perpetuating the stereotype of the Negro." He said advertising agencies are "able to segregate the Negro market from the total market," and the FCC permits this "double standard."

Ed Sullivan, CBS-TV personality, said his program has had "no major trouble" in 15 years of presenting Negro performers. Rep. Powell asked if threats of southern boycotts prevent the use of Negroes on tv. Mr. Sullivan said: "This is completely untrue, because otherwise our show would have gone off."

## WIS licensee awarded Florence catv permit

A bid by the Broadcasting Co. of the South for a franchise to operate a catv system in Florence, S. C., was approved unanimously by the Florence City Council last week (Oct. 31).

The firm was opposed by Jefferson Standard Broadcasting Co., which on Aug. 20 acquired controlling interest in a competing application submitted by Communication Systems of Huntington, N. Y. (James Y. Nishimura). Spencer Kennedy Labs., an electronics equipment manufacturer, retained a 12.5% interest, as did Mr. Nishimura.

Installation of the catv system would

open Florence to service by eight tv channels, including two uhfs.

The city council indicated a reason for its preference of the winning applicant is an absence of equity interest in the firm by an equipment manufacturer, a factor which the city thought would enable the franchise holder to select equipment impartially.

The Broadcasting Co. of the South owns WIS-AM-TV Columbia, S. C.; WSFA-TV Montgomery, Ala.; and Video Corp. of Ocala (Fla.), a catv system. G. Richard Shafter, executive vice president, has personal interests in cable systems located in Myrtle Beach, Conway and Georgetown, all South Carolina.

Jefferson Standard owns WBT and WBTW (TV) Charlotte and WBIG Greensboro, all North Carolina, and WBTW (TV) Florence.

## Policy editor at NBC named to N.Y. post

Gov. Nelson Rockefeller of New York has appointed George Norford, policy editor for NBC, as a consultant to the State Commission for Human Rights, effective Nov. 1. Mr. Norford has been granted a one-year leave of absence by NBC.

Mr. Norford's "primary goals," as outlined by the governor, "will be to work with the networks through the commission toward the improvement of the image of minority groups on tv and to increase the opportunities for Negro and other minority group actors within the industry."

## KSL-AM-TV appoints PGW

Appointment of Peters, Griffin, Woodward as national representative for KSL-AM-TV Salt Lake City is being announced today (Nov. 5) by Arch Madsen, president of Radio Service Corp. of Utah, owner of the stations, and H. Preston Peters, president of PGW. KSL-TV operates on ch. 5 with maximum power. KSL has been on the air since 1922 and operates at 1160 kc with 50 kw. PGW's appointment is effective on Nov. 1.

## National Audience Board folds

The National Audience Board, New York, which Peter Goelet founded in 1954 to "serve as a catalyst between the public and the broadcaster," has ceased operations.

The board has been financed and directed by Mr. Goelet, who said last week that the organization's increased recognition had not been matched by a sufficient increase in revenue and that he could "no longer afford to carry the load."

# ABC RADIO PLANS 8%-35% RATE BOOST

The reason: better facilities, clearances, more demand

ABC Radio will raise its rates to advertisers 8% to 35% effective next Jan. 1, with a six-month protection for existing clients (CLOSED CIRCUIT, Oct. 29).

Robert R. Pauley, ABC Radio president, in announcing the rate increase today (Nov. 5), said the percentage hike will depend on the program and time period and is being instituted because of an improvement in station facilities and clearances in addition to greater advertising demand.

Rates will be determined by "time" factors such as "total market time, commuting time, family information time, housewife time, shoppers' time and mobile market time." Mr. Pauley said the move should bring radio rates up to a more realistic level while marking a first step toward ABC Radio's objective of obtaining "greater prosperity" for radio as well as for the network's affiliates.

**Cites Greater Value** ■ Mr. Pauley said he doubts that there will be advertiser resistance because the network is "delivering far greater value" than in the past. Suggesting where the increases will come, Mr. Pauley cited a

34% increase in weekday newscast clearances since Oct. 1, 1960, and clearance hikes in that period of 19% in weekend news, 11% in *Flair* and 6% in *Breakfast Club*. He noted also that since the first quarter of 1961, ABC Radio's dollar volume has gone up 63%.

Mr. Pauley said that in the past two years the network's affiliate roster has grown from 362 to 420, the total including prominent additions in power, audience and community standing.

Details have yet to be worked out on time periods but it's indicated that the 7-9 a.m. period—or "commuting time"—will probably have the highest percentage increase.

Definitive percentage increases and a rate card are expected soon.

## MBS adds W. Va. outlets

Two West Virginia stations have joined Mutual. They are WCAW Charleston, which became an MBS affiliate Oct. 26, the same day it increased its daytime power to 10 kw. The station, previously 250 w fulltime, is on 680 kc. WKWK Wheeling, on 1400 kc with 250 w, joined the network Oct. 25.

## Eliminate Propagation Fades From Your TV Signal



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

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

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



## Micromega Corporation



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

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

# Uhf works, it's agreed after N.Y. test

## CITY TAKES OVER CH. 31 AS WNYC-TV IN OPTIMISTIC CEREMONIES

A lot of people are convinced that uhf will work anywhere, particularly after a year's trial run in New York.

Some are willing to put up money to back that belief—for instance, New York City, which last week laid out \$384,000 in taking over the ownership of WUHF (TV), the experimental station operated on ch. 31 for a year by the FCC from the top of the Empire State Building, where all of the seven New York vhf stations have their antennas.

WUHF was used to determine how uhf will work among the skyscrapers and industrial environment of what is admittedly the toughest broadcast terrain for uhf in the country. The government confined its measurements to 5,000 receiver locations within a 25-mile radius of the transmitter.

The New York City bet was supported by FCC Chairman Newton N. Minow. At ceremonies Nov. 1 at the transfer of ch. 31 from the government to New York, he said:

"[Channel 31's] success in the most difficult reception area of the country shows that uhf will work anywhere and paves the way for the growth of commercial and non-commercial tv."

Seymour N. Siegel, director of New

York City's non-commercial Municipal Broadcast System, said at the same occasion: "The use of WUHF for municipal purposes leads to only one conclusion: uhf works!"

Some 300 other officials, educators and broadcasters attending the Gracie Mansion ceremony made similar comments. A consensus of government and non-government engineers who worked on the project indicates agreement with that sentiment.

**It Works** ■ One engineer said simply: "It works." Another put it this way: "Where vhf can be received, uhf can be received just as well. Where vhf has trouble, so does uhf." A third explained: "There are variations, of course, but it's a standoff. There are areas where uhf reception is troublesome. But the important thing is that there are areas also where vhf reception is a problem. They cancel each other out."

Other comments by those who worked on the test in New York:

■ In areas where reception of the three channels (the FCC took measurements on chs. 2, 7 and 31) is difficult, ch. 31 was sometimes the easiest to remedy. That's because uhf receiving antennas not only have a higher gain

than vhf antennas, which helps overcome noise, but if they are moved only a few inches it can make the difference between a good, clear, sharp picture and an inadequate picture.

■ The New York experiment corroborates closely the conclusions of Television Allocations Study Organization (TASO)—uhf works as well as vhf up to about 40 miles from the transmitter. It begins to deteriorate rapidly, however, from that distance on. At 70 miles, uhf becomes virtually nil, whereas ch. 2 is still fairly good and ch. 7 usable.

TASO was an industry-sponsored technical group which in 1957 and 1958 studied the differences between uhf and vhf. It determined that uhf and vhf signals are comparable within 30-40 miles of the transmitter; beyond this distance, however, uhf suffers increasing deterioration.

**Terrain Trouble** ■ TASO warned that terrain features are much more critical in uhf than vhf. It was this finding that persuaded the FCC to choose New York for its test, the agency feeling that if it worked in New York, admittedly the most difficult city in the country for uhf, it would work anywhere. The commission persuaded Congress to appropriate \$2 million for the test.

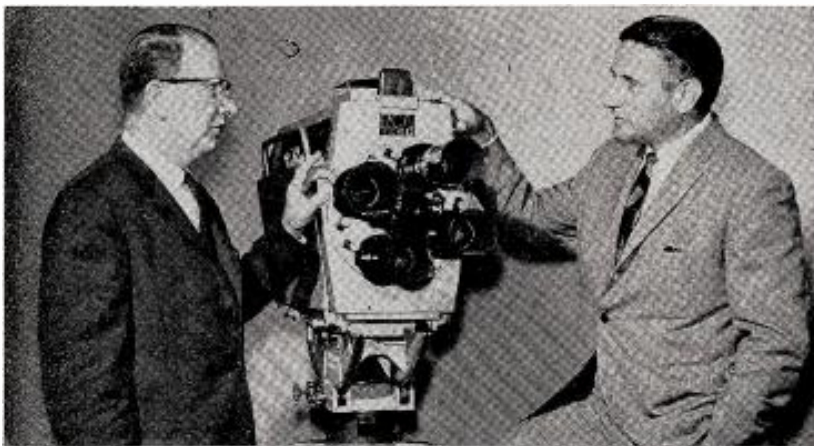
■ The belief that uhf installations will require elaborate outside antennas has been disproved. The antenna factor is comparable; where vhf can be received with an indoor antenna so can uhf. Where an outdoor antenna is needed for vhf, so is it required for uhf.

Uhf does have one critical problem, not known to vhf, tuning, it's noted. Whereas vhf receivers are equipped with switch tuners, uhf receivers and converters have continuous tuners. That means the public must learn to hand-tune and in uhf this can mean the difference between a sharp picture and none at all.

Last July the FCC made public the results of the first 800 measurements made in the New York City test. These findings, although preliminary, stand up with few variations, it is understood.

In its July report, the FCC indicated that a passable or better picture was received from ch. 31 in 77% of the location with an indoor antenna and in 95% of the locations with an outdoor antenna. This compares to 88% and 98% respectively for ch. 2, and 90% and 97% for ch. 7.

Pictures were graded as excellent (Grade 1), fine (Grade 2), passable



### MGM Telstudios buys new RCA tv cameras

George K. Gould (r), president of MGM Telstudios Inc., looks over the new RCA studio tv camera with C. H. Colledge (l), RCA Broadcast & Communications Products Division vice president-general manager. MGM Telstudios has ordered four of the TK-60 cameras which use a 4½-inch image orthicon tube and

have improved circuitry based on 10 years experience in which RCA built and shipped more than 2,000 tv cameras of the 10 type. Among the improvements, according to Mr. Colledge, are better picture quality, greater reliability, ease of set-up procedures and greater simplicity of operation.

(Grade 3), marginal (Grade 4), inferior (Grade 5) and unusable (Grade 6).

**Other Checks** ■ Besides the FCC checks, measurements beyond the 25-mile perimeter were made by the Assn. of Maximum Service Telecasters. AMST is an organization of existing stations using maximum authorized power (most of them vhf). The AMST tests, including the checking of color broadcasts, are continuing under special arrangements with New York City.

The locations used in the FCC test were chosen by the Bureau of the Census to ensure a proper random selection. Receiver installations were made by the Jerrold Electronics Corp., Philadelphia, which also made field strength measurements and supervised the grading of pictures. Measurements were submitted to the FCC without evaluation. The commission in turn forwarded the readings to the National Bureau of Standards where they are being fed into a computer for final conclusions.

In buying the equipment of the station, now renamed WNYC-TV, New York officials figure they are getting \$1.3 million worth of equipment for the \$384,000 paid to RCA. The figure is based mainly on the difference in what the federal government paid RCA for leasing the 50 kw transmitter and the value of that equipment today. WNYC-TV radiates 890 kw of visual power.

FCC officials have announced they are turning back to the U.S. Treasury about \$250,000 of the \$2 million they received to run the New York uhf test.

All the FCC members were present at the New York takeover ceremonies except Robert T. Bartley and T. A. M. Craven.

**Appreciation** ■ Commissioner Robert E. Lee, the FCC member who pushed hardest for the New York test, presented certificates of appreciation to Mayor Robert F. Wagner and Mr. Siegel for the city's cooperation in the experiment.

Mr. Minow handed the mayor the license for WNYC-TV and a replica of the title to the antenna and other equipment.

Mayor Wagner thanked the FCC and others who participated in the uhf operation. Speaking particularly to New York broadcasters, he said he has "only words of praise for the sense of responsibility" they have shown.

WNYC-TV, Mayor Wagner said, will continue to be experimental in terms of techniques and programming. The results will be made available to other broadcasters, he said.

Describing the aims of the new station, Mr. Siegel said they will range well beyond exclusively educational objectives. He added:

"It must be this new outlet's effort to move its cameras across the entire spectrum of life in the city, and our pro-

## This is what the July report showed:

| Picture Grade | Overall Picture Quality<br>Percentage of locations where grade is equal or better |          |           |          |            |          |
|---------------|-----------------------------------------------------------------------------------|----------|-----------|----------|------------|----------|
|               | Channel 2                                                                         |          | Channel 7 |          | Channel 31 |          |
|               | Indoor                                                                            | Roof-top | Indoor    | Roof-top | Indoor     | Roof-top |
| 1             | 18%                                                                               | 64%      | 25%       | 66%      | 17%        | 56%      |
| 2             | 66                                                                                | 93       | 68        | 92       | 54         | 87       |
| 3             | 88                                                                                | 98       | 90        | 97       | 77         | 95       |
| 4             | 97                                                                                | 100      | 98        | 99       | 89         | 99       |
| 5             | 100                                                                               | 100      | 100       | 100      | 98         | 100      |
| 6             | 100                                                                               | 100      | 100       | 100      | 100        | 100      |

gram plans will be unique in scope. Telecasts of such municipal activities as the training programs of the police, fire, health and hospital departments . . . to name but a few, are well within the province of the public interest because they serve the ultimate benefit of the population as a whole.

"It will be as much a part of our responsibility to explore the problems of minorities among us as it will be to feature the outstanding events in the city's many concert halls.

"We will bring as much care to special programs for such groups as the disabled, our senior citizens, our pre-school children and our high school dropouts, as we will bring to our full coverage of the sessions of the United Nations.

"It is not WNYC-TV's intention to make its product a mere duplication of the efforts of educational programming. It is the range of our objectives that will make our operation unique and it will always be clear that the city's tv station is concerning itself with municipal activity in all its variety."

**Police Lineup** ■ One of the functions already in use on ch. 31, even as it was being used by the FCC in its testing program, is a regular police lineup originated from police headquarters in Manhattan and transmitted over the air to police precincts throughout the five boroughs. Using a Teleglobe scrambling device, the daily police lineup cannot be received by the general public. General viewers receive an audio signal to indicate that there is no defect in the operation of their sets.

## Technical topics...

**Scope-O-Trol** ■ The Acme Electric Corp., Cuba, N. Y., announces an improved version of their Scope-O-Trol, an instrument particularly useful in connection with oscilloscope observations. The new design includes restyled operating panel, new enclosure, more precise regulating components and improved circuitry.

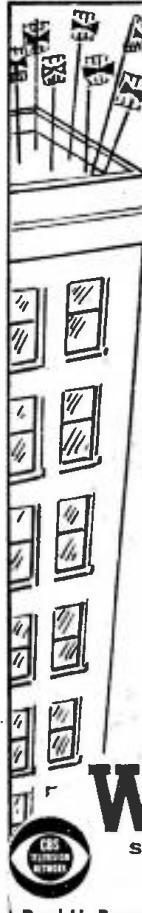
**Jerrold introduces** ■ Jerrold Electronics Corp. has announced a new video sweep generator (Model 1015) covering the 1 kc to 15 mc range for testing frequency response of crystal filters and similar networks. The generator, priced at \$2,540, comes in three types: wide sweep, narrow sweep and c.w.

## TelePrompter Corp. buys Conley firm

TelePrompter Corp., New York, announced last week completion of the acquisition of Conley Electronics Corp., Evanston, Ill., (BROADCASTING, Sept. 17).

The company was purchased for about \$1 million, according to Irving B. Kahn, chairman and president of TelePrompter. The New York firm, a catv owner and hi-fi components maker, also completed refinancing of a long-term debt through a 6% six-year loan of \$2.4 million from the Continental Illinois National Bank & Trust Co. of Chicago.

Conley Electronics will operate as a wholly-owned subsidiary, retaining its present management, Mr. Kahn said.



**Wherever They Live..**

Within the 8,000 sq. miles that encircle South Bend live 1.3 million people. And wherever they live in this area the powerful WSBT-TV signal can reach them, thanks to our new 1047 ft. tower and 498,200 watts. Get the facts on The New World of WSBT-TV. It's a \$2 billion market, and growing!

**WSBT-TV**  
SOUTH BEND, INDIANA  
Channel 22

Paul H. Raymer, National Representative

# ABC shows off its overseas tv lineup

## INTERNATIONAL ARM MAKES SALES PRESENTATION TO 900 U.S. ADMEN

With the help of a big screen, an orchestra and dancing girls, ABC International introduced U. S. advertising leaders to its overseas television advertising possibilities in a major presentation in New York last Wednesday.

President Donald W. Coyle told an estimated 900 agency, advertiser and government guests at a breakfast session at the Americana Hotel that ABC International, now three years old, currently serves 14 million tv sets in 17 nations.

"Our overall goal," he added, "is the creation of a world-wide broadcasting network of active associates, and we are only on the threshold of the future."

Mr. Coyle announced new ABCI associations with four broadcasting organizations in four countries at the meeting, bringing the total to 26 stations in 17 countries (see below). ABCI holds minority interests in most of these stations; it has lent money to some others. It represents most of them for network and spot sales, and also in the buying of programming (BROADCASTING, Oct. 15).

**Low Costs** ■ Mr. Coyle told advertisers that the costs are "flexible and down to earth." He gave some examples:

"With ABC International you can order a one-minute program participation in prime time, once weekly for 52 weeks on the six-station Central Ameri-

can network for approximately \$8,800 per year. Or you can enjoy the impact of full sponsorship of a half-hour film program in all of ABC International's Latin American markets, including Central America, Panama, Ecuador, Venezuela and Argentina, for an entire year for \$125,000, including time and talent.

"You can reach up to 10.5 million homes in Japan, through Japan's extensive microwave relay system, with a fully sponsored half-hour film program for only \$6,500 a week. Or your message can reach the heart of the Middle East with Tele-Orient, with a popular half-hour live program for 1,500 Lebanese pounds—about \$500 a week.

"In addition to these low rates, advertisers on ABC's family of stations enjoy liberal frequency discounts, and for added convenience, payment can be made in U. S. dollars or local currency."

ABC authorities listed close to 50 major advertisers and 30 agencies which they said already have used ABC's foreign tv advertising facilities.

**U. S. vs. Overseas** ■ In a large-screen Visualscope presentation, "ABC Worldvision: Your Passport to the Future," Mr. Coyle and his associates traced the growth first of U. S. television and then of television overseas.

He estimated the current world tv set count at 117,475,850, distributed as

follows:

North America 61,665,000; Western Europe 29,929,450; Far East 12,736,500; Mexico and Central America 389,700; South America, 3,009,000; Near East 292,000; Africa 95,500; others 9,358,700.

Television's international growth is so rapid that statistics can't keep up, Mr. Coyle asserted. "Last year alone," he said, "the free world's television capacity increased by 442 stations and almost 9 million homes."

He also noted that free-world television outside the U. S. had grown from 22 stations serving 1 million sets in 1951 to 133 stations and 7 million sets in 1955; 1,224 stations and almost 36 million sets in 1960, and 1,700 stations and 57 million sets this year.

Representatives of most of the foreign stations with which ABC is associated were on hand for the presentation, which also included assurances by Leonard H. Goldenson, president of the parent AB-PT, that AB-PT is 100% behind ABC's international operations.

## ABC International adds four overseas groups

New associations with four broadcasting organizations in four countries were announced last week by ABC International.

The new associates were listed as



Executives of overseas stations associated with ABC International Television Inc. are shown with Donald W. Coyle, president of ABC International.

L to r: Rene Picado, Costa Rica; Jose Rosenbaum, Ecuador; Alberto Vilar, El Salvador; Coyle; Carlos Reyes, Costa Rica; Peter Simoncini, Buenos

Aires; Ramon Casanova, Consul-General of Argentina; Fernando Mitjans, Argentina, and Robert Crawford, Toronto, Canada.

Ryukyus Broadcasting Co. in the Ryukyus Islands (KSAR-TV on Okinawa, ch. 12, which ABC International said has a potential audience of 47,000 sets); Shamrock Network in Saskatchewan and Manitoba in Canada (CKOS-TV Yorkton, chs. 3, 6, 7, and 8; with audience potential placed at 60,000 sets); Western Nigeria Radiovision Service (WNTV Ibadan-Lagos, ch. 4, with set count placed at 10,000 sets; also WNBS Radio in same cities); and Televisao Excelsior of Brazil (ch. 9 in Sao Paulo, set count reported at 750,000) and ch. 2 in Rio de Janeiro (set count put at 500,000).

Officials said ABC has announced a minority ownership interest in the Okinawa station that it is a sales representative for but has no financial interest in the Shamrock network; that it represents the Nigerian and Brazilian stations for sales, program buying and as a consultant and, in the case of the Nigerian outlets, also has an option to buy a minority interest.

## U.S. tv standards proposed for world

Universal adoption of U.S. tv technical standards for visual part of transmission has been proposed in Chicago before Society of Motion Picture and Television Engineers by M. W. S. Barlow, CFCF-TV Montreal, Que. Other tv standards such as audio, channel spacing, allocations, etc., would remain same in each country, he said, and virtually no adjustment would be needed in home tv receivers or transmitters.

Four versions of 625 lines-50 fields now used abroad will convert to U.S. 525-line system more satisfactorily than vice versa, he said. Switch to 525 lines would greatly aid international program exchange. Foreign sets convert to program 525 lines, 60 cycles by simple adjustment of vertical hold, he explained.

## 2,000 overseas sales reported by ABC-TV

Britain's ABC Television Ltd. has sold 2,000 programs throughout the world during the first nine months of 1962. In this figure is a recent distribution deal with Desilu Production Inc. covering the sale of *Journey of a Lifetime* throughout North America. Negotiations are continuing with Desilu to distribute the religious series in South America.

Lakeside Television Inc. of New York has signed a distribution contract for 39 segments of *Time to Remember*.

Seven Arts Corp. has taken the *Armchair Theatre* series for distribution in North America and elsewhere.

Contracts also have been completed



## At the wall in West Berlin

Broadcasters get close-up view of infamous Berlin wall at Potsdamer Platz in West Berlin, Oct. 22, during the 10-day inspection tour of Radio Free Europe's facilities in West Germany and Portugal. (BROADCASTING, Oct. 1).

David Grozier (with microphone), RFE Munich staff, interviews Phyllis J. Ariano, administrative assistant to the president, Westinghouse Broadcasting Co., New York; and Henry Cassidy, foreign news analyst, WNEW New York.

Others in picture (l to r): James Lavenstein, administrative manager of network programs, CBS-TV New York; Theodore C. Streibert, President of RFE fund, New York; C.

Rodney Smith, director RFE Munich; John P. Cosgrove, publications director, Broadcasting Publications, Washington; Donald B. Curran, director of advertising and publicity, ABC-owned stations, New York; Cecil Woodland, general manager, WEJL Scranton, Pa.; Ray Ruester, news director, WLOF-TV Orlando, Fla.; Russell Tornabene, manager of operations, NBC News, New York; Donald Albritton, WBUR Boston, Mass.; and Mrs. Lee Jeter, co-owner, KFJL Walsenburg, Colo.

Not present when picture was taken: Evans A. Nord, KELO-TV Sioux Falls, S. D., and Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N. C.

with Television International Enterprises for the showing of *Flying Doctor*, *Journey of a Lifetime* and several plays from *Armchair Theatre* on stations in Kenya, Sierra Leone, Trinidad

and Gibraltar.

ABC-TV programs have also been sold to stations in Malta, Australia, Thailand, Yugoslavia, New Zealand, Belgium and Finland.

*More than a decade of Constructive Service  
to Broadcasters and the Broadcasting Industry*

**HOWARD E. STARK**

*Brokers—Consultants*

50 EAST 58TH STREET

NEW YORK, N. Y.

ELDORADO 5-0405



## BBDO briefs visiting overseas broadcasters

A group of 21 overseas broadcasters in the U. S. to study broadcasting received a detailed account of BBDO's tv-radio operation at the New York offices last week.

At the Oct. 25 meeting were (l to r) Aaron Beckwith, a vice president in BBDO's tv programming; Mrs. Ghodsi Rahbari, news announcer and producer of Radio Iran; Bob Foreman, executive vice-president-creative services, BBDO; Herminio Traviesas,

vice president in charge of television, and Segundino D. Tecson, program development director of CEBU Broadcasting Co. in the Philippine Islands.

The visitors are in the U. S. at the invitation of the State Department. Syracuse U. is handling the four-month tour that includes Washington, Syracuse, Boston, New York and visits with stations elsewhere around the country.

Olds (WINS New York), and Leonard Mauger (Amalgamated Tv Services of Australia) agreed that American-made commercials are more effective with a European audience when they stress the picture story.

It was noted, however, that the final trend will be somewhere in between: Too much stress on the visual can be a deterrent to "sell." The American agency, it was asserted, must find a happy medium of commercial effectiveness abroad by combining copy and picture to the European taste.

Most U. S. commercials would insult the European audience, it was asserted, because of its higher degree of "sophistication": the European tv commercial can be more subtle and more symbolic than the American, with similar impact.

The panel also discussed "run-away production," the practice of filming abroad commercials for American tv. Agency producers were warned by the panel, "If you go to Europe to save money, don't." Cost they said, is not a big factor in going abroad to film commercials. It should be done only if the location is needed to give a certain creative touch to the tv commercial.

## CBS Films makes nine-ply sale to Japan

CBS Films has completed new sales or renewals of nine CBS-TV entertainment programs in Japan and has renewed its news and public affairs contract with the Tokyo Broadcasting System, it was announced last week by Willard Block, international sales manager of CBS Films.

The sales included *The Nurses*, *The Defenders*, *Perry Mason*, *Rawhide*, *Trackdown*, *Twilight Zone*, *Have Gun, Will Travel*, *The Millionaire* and *Tom Terrific*. All of the sales were made either to Nippon Hoso Kyokai, Nippon Educational Television Co. Ltd., or Tokyo Broadcasting System. Under the agreement with TBS on news and public affairs shows, such CBS-News produced series as *Twentieth Century*, *Eye-witness*, *CBS Washington Report* and various news specials are broadcast regularly by TBS.

Mr. Block, who returned recently from a sales trip to the Far East, predicted that within two years Japan, with the possible exception of Canada, will become the most important foreign market for U. S. tv film distributors. He offered these reasons: prices for "first-class" tv shows continue to rise in Japan; set circulation is booming and now is in excess of 11 million; restrictions on the number of programs that can be imported are expected to be lifted within two years.

## STRESS FOR EUROPEAN COMMERCIALS

### Emphasize 'picture' rather than copy, IRTS workshop told

The accent is on "concept" instead of "script" in European commercials, according to the panel at an International Radio & Television Society production workshop in New York Oct. 31.

Pete Miranda, eastern director, radio-tv department, Campbell-Ewald Co., and Sidney Berry, president of Carson

New York Corp., emphasized this basic difference between U. S. and European commercials: European commercials stress the picture story instead of the copy story as U. S. producers usually do.

The other panel members, Don LaVine (McCann-Erickson Inc.), Mark

## Automation to fit the station . . .

### FROM TWO TAPE TO TEN TAPE TRANSPORTS

## NEW

A system to store up to 16 hours of pre-recorded material or 960 one-minute spots automatically selected by pre-recorded dial pulses.

Several systems of control available.



305 HARRISON STREET  
TAFT, CALIFORNIA — RODGER 5-4086

## Hollinger and Phillips win RAB audience quiz

Two Atlanta, Ga., media executives won the Radio Advertising Bureau's sweepstakes to estimate the extent of radio's audience superiority over that of television last summer.

The winners, Martin Hollinger, media supervisor, Burke Dowling Adams, and Avrilla S. Phillips, media buyer, Liller Neal Battle & Lindsey, predicted the 14-week span from early June through late September and came within a few thousand of the exact audience margin between the two media. They received \$250 and \$100, respectively.

Sindlinger & Co. placed radio's audience ahead of tv's during that period by 7,494,929.

## Drumbeats . . .

**Radio book** ■ *The KRLA Story—1962*, a 54-page spiral-bound volume issued by that Pasadena, Calif., radio station, illustrated with a minimum of text, portrays KRLA's activities "in the public service" during the past year.

**Career builders** ■ Two Philadelphia area youngsters have been awarded a full year's tuition by WPEN, that city, to the School of Broadcasting Video Arts. Miss Mary D'Angelo and David Klahr wrote winning letters on why they wanted careers in broadcasting.

**Calorie counters** ■ KCMO-AM-FM-TV Kansas City, Mo., awarded \$500 in scholarships last month to young owners of winning steers in KCMO's annual calf contest. More than 3,000 Missouri and Kansas 4-H and FFA members have participated since the contest began in 1959.

**Jumping station** ■ WXYZ Detroit joined with Michigan sky diving clubs and helped raise almost \$500 for the United Foundation Torch Drive through sponsorship of a two-day sky diving contest, "Sky Dive for the Torch Drive."

**Mail madness** ■ KPEN (FM) San Francisco announced its fifth anniversary Oct. 27 with five successive promotional mailings to advertising agencies and representatives which were to be collected for a do-it-yourself promotion kit. It included a candle (for a birthday cake), a penny ("dough" for the birthday cake) and a staple to keep the kit together.

**Your own description** ■ WABC New York is asking listeners to send in descriptions of themselves, including color of hair and eyes, weight and height. If the listener's description matches an arbitrary one the station has selected



## Floyd's floater

This balloon ascension over Mt. Rushmore, Black Hills, S. D., earned a freedom bond citation last week for Joseph L. Floyd, president of Midcontinent Broadcasting Co., who served as publicity committee chairman in South Dakota for the 1962 Freedom Bond Drive, which the Treasury department said "set an outstanding record of Savings Bond purchases."

The ascension was reported by the tv networks and the wire services, Mr. Floyd said. He is president of KELO-AM-TV Sioux Falls, KDLO-TV Florence and KPLO-TV Reliance, all South Dakota.

the listener wins foreign money, totaling between \$300 and \$400 (according to current exchange rate). The money consists of 100,000 Italian lira, 1,000 Indian rupees, 100 Japanese yen, 2 Hong Kong dollars and a Swedish krona. The contest, which will continue until Nov. 12, will pay the foreign money to as many people as fit the station's description. Meanwhile, the selected description is in a vault at a Chinatown bank.

**Rich remote** ■ San Francisco's United Crusade had \$350,000 in pledges after KFRC personalities (that city) completed an 11-hour broadcast in support of the drive in a window of the Emporium department store. Civic officials, show business stars and crusade volun-

teers appeared before the KFRC microphone to solicit contributions.

**News effort** ■ WTAR-AM-FM-TV Norfolk, Va., has published a pamphlet titled "Contact," explaining to the public its programming policy and stressing the activity of the station's public affairs and news department. The 24-page booklet is heavily illustrated with photos and sketches of WTAR personnel in on-the-job situations.

**Popeye makes rounds** ■ The star of King Feature Syndicate's television cartoon series *Popeye*, has launched a round of department store performances. A live Popeye show for toy departments has been held in stores in Pennsylvania and will travel to stores in Rhode Island and Long Island later this month.

**Romper party** ■ KMBC-TV Kansas City reports almost 1,600 pre-school children and their mothers attended the eighth birthday party of the station's *Romper Room*, held in the station's studios and an adjacent theatre on Oct. 4, which was proclaimed "Romper Room Day" by Mayor H. Roe Bartle. "Miss Virginia" Hassenflu was cited for her work by Mr. Bartle.

**"INSURED AGAINST EVERYTHING."**

**YES?** Check on the chance that somebody "out there" will accuse you of

**LIBEL**

**SLANDER**

**INVASION OF PRIVACY**

**PIRACY, VIOLATION OF  
COPYRIGHT.**

For these and related hazards you need our **EXCESS POLICY** to hold your loss upon any claim to whatever figure you choose to carry yourself — **INSURANCE** to cover the excess.

**WE ORIGINATED THIS  
SPECIAL COVER  
AND IT IS USED NATION-WIDE  
and is SATISFACTORY  
AND INEXPENSIVE.**

Write for details and rates.

**EMPLOYERS  
REINSURANCE  
CORPORATION**

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KANSAS CITY, MO.

New York,  
111 John  
St.

Chicago  
375 W.  
Jackson

San Francisco  
100 Eash  
St.

## BROADCAST ADVERTISING

**William M. Weilbacher**, vp and director of research for Dancer - Fitzgerald - Sample, joins C. J. LaRoche & Co., New York, as senior vp.



Mr. Weilbacher

**James K. Graham**, associate radio-tv director of Reach, McClellan & Co., New York, promoted to director of radio-tv, succeeding **Werner Michel**, who resigned.

**Bill Humphreys** joins staff of Dean & Slaughter Adv., Minneapolis, responsible for midwestern division. His sales responsibility will include The Dakota Salesmaker Radio Stations.

**Peter Revson**, account executive at Mogul, Williams & Saylor, named brand manager for Maradel Products Inc., New York cosmetics and toiletries manufacturer.



Mr. Bruce

**John T. Bruce**, manager of Portland, Ore., office of Geyer, Morey, Ballard, elected vp. Mr. Bruce joined GMB last April and was made manager of Portland office one month later. He was national accounts

marketing executive with D'Arcy Adv., New York, before joining GMB.

**John W. Thorne III**, former assistant executive on General Electric account at Young & Rubicam, New York, and with advertising staff of GE's audio products department since July 1960, named manager, portable phonograph advertising.

**Lawrence C. Puchta**, with Young &

Rubicam, New York, since earlier this year, named account supervisor.

**Robert Varian**, brand manager at Lehn & Fink, joins Kenyon & Eckhardt, New York, as account executive.

**Stanford Karp**, former service executive at Ellington & Co., joins Morse International, New York, as account executive for Vicks cough syrup and Vicks Formula 44.

**John A. Bartels**, formerly head of his own sales promotion-pr firm, Idea House, joins Klau-Van Pietersom-Dunlap, Milwaukee, as account executive.

**Michael Sasanoff**, director of radio-tv creative department of Lawrence Gumbinner Inc., joins Henry R. Turnbull Inc., New York, as creative vp. Mr. Sasanoff is former tv creative director at The Biow Co., and was at one time art director and writer in Warner Bros. animation department.



Mr. Sasanoff

**Prof. George T. Clarke**, New York U., New York, named director of club service department of Advertising Federation of America. Prof. Clarke is also director of AFA's bureau of education & research.

**Robert S. Weinberg**, manager of marketing research for IBM, New York, named chairman of operations research discussion group of Advertising Research Foundation, that city.

**Charles F. Seefeldt**, formerly with research departments of J. Walter Thompson and Gordon Best Co., joins George H. Hartman Co., Chicago, as assistant director of marketing services.

**Margaret Auchstetter**, radio-tv time-buyer with Erwin Wasey, Ruthrauff & Ryan, and **Laura Dulberger**, supervisor of estimating and contracts at McCann-Erickson, Los Angeles, join media department of Carson-Roberts, Los Angeles, as broadcast buyer and assistant broadcast buyer, respectively.

**J. Edward Fry**, for past two years assistant to vp in charge of sales of Noxzema Chemical Co., Baltimore, Md., promoted to product manager, newly created position. In his new capacity, Mr. Fry's responsibilities will include management and development of Noxzema's new products. He will work with William Hunt, vp, who heads company's new products development division. Mr. Fry was formerly affiliated with Bristol Myers Co.



Mr. Fry

**Fred A. Narciso**, faculty member at Philadelphia Conservatory of Music, joins copy department of N. W. Ayer & Son, Philadelphia.

**Sally Talbert** appointed timebuyer and production supervisor of Byer & Bowman Adv. Agency, Columbus, Ohio.

**Harry Petro**, New York tv production coordinator and pr advisor, joins staff of Mann Scharf & Co., Los Angeles pr firm, in similar capacity.

**E. J. (Jerry) Ade**, president of his own pr consulting firm for past six years, joins Fuller & Smith & Ross, New York, as director of agency's pr department.



Mr. Bumstead

**Roger C. Bumstead**, former eastern division media director of MacManus, John & Adams, joins Kelly, Nason, New York, newspaper rep firm, as vp-director of media planning and media relations. **Arthur F. Dermody**, who had been media director of Kelly, Nason, retired Nov. 1.

**Mann Scharf**, pr counsellor who dissolved his partnership with Al Stern last month, forms Mann Scharf & Co. to handle both commercial and theatrical pr accounts as well as product promotion. New firm is located at 9056 Santa Monica Blvd., Los Angeles 69. Telephone: Crestview 4-6222.

**Jack Perlis**, head of his own New York pr firm, appointed consultant on informational media to *Festival of Performing Arts*, tv series produced by James Fleming and David Susskind.

## Special committee named to recommend AFA president

Nine members of board of directors of Advertising Federation of America, New York, have been appointed to committee to recommend new AFA president. Committee was named by George W. Head, chairman of AFA board.

Special committee has goal of making its recommendation to board so that new president can take office by Jan. 1, 1963.

Named to committee representing AFA member clubs: **William Knight**, chairman, Council of Clubs; **Edna Johnson**, chairman, Council of

Women's Clubs; **Donald Heath**, governor, First District; **Frank Baker**, governor, Second District; **Wilbur Kurtz**, governor, Seventh District.

Representing company members: **Robert Gray**, director of advertising, Humble Oil Co.

For associations: **John Crichton**, president, Assn. of American Advertising Agencies.

For media: **Edward Von Tress**, vp, Curtis Publishing Co.

For agency members: **Emerson Foote**, president, McCann-Erickson Inc.

## THE MEDIA



Mr. Scruggs



Mr. McElwee

TV since station became operational in April 1957.

**Abe Jacobowitz**, vp in charge of engineering for Communications Industries Corp., Newark, N. J., and **Sidney Liebowitz**, New York attorney, elected to board of directors of CIC. CIC-owned stations are WJRZ-AM-FM Newark; WACE Springfield-Chicopee, Mass.; WEOK Poughkeepsie, N. Y.; WKST New Castle, Pa., and WKST-TV Youngstown, Ohio.

**James M. Gaines**, president and general manager of Southland Industries Inc., owners and operators of WOAI-AM-TV San Antonio, Tex., elected to board of directors of Lone Star Brewing Co., filling unexpired term of late **R. G. Kneedler**. Prior to moving to San Antonio, Mr. Gaines served in executive capacities for 13 years with NBC in New York.



Mr. Gaines

**David Maxwell**, sales manager of KLYD-TV Bakersfield, Calif., elevated to vp and general manager. **William Walker**, KLYD-AM-FM station manager, elevated to vp and general manager of radio outlets. These appointments replace executive functions of **Edward Urner**, who resigned Nov. 1 as general manager of Kern County Broadcasting Co. (licensee of KLYD-AM-FM-TV) in order to devote full-time to personal business interests.

**Paul Blanshard Jr.**, former radio-tv director at U. of Pennsylvania and for past two years in Africa where he was resident representative for American Friends Service Committee in Nigeria, appointed general manager of WFMZ (FM) Allentown, Pa.

**K. S. Gordon**, for past 22 years general manager of KDTH Dubuque,

## News group elects slate

**Don Newberg**, WJBC-AM-FM Bloomington, elected president of Illinois News Broadcasters Assn., succeeding **Bill Miller**, WTAX-AM-FM Springfield. Other officers: **Dave Davis**, WKRS Waukegan, vp; **John Cramer**, WILL-AM-FM Urbana, treasurer; and **Donald E. Brown**, U. of Illinois, executive secretary. Elected directors: **Bruce Dennis**, WGN Chicago; **Richard E. McGee**, WMIX-AM-FM Mt. Vernon; **Chuck Hippler**, WSOY-AM-FM Decatur, and Mr. Miller.

Iowa, resigns to join Interstate Power Co. of Dubuque, effective Dec. 1. Mr. Gordon served as president of Tall Corn Radio Network and of Iowa Broadcasters Assn.

**Gideon Klein**, former sales manager of KCMT (TV) Alexandria, Minn., joins KROC-TV Rochester, Minn., in similar capacity. **Don Herrick** joins KROC-TV sales staff.

**George A. Edgar**, for past three years station manager of KETO-FM Seattle, assumes same duties at KETO-AM which plans to go on the air next month.

**William A. Courtenay III**, former editor of *Live Better Electrically*, electric utilities magazine for consumers, named director of farm sales for WFIL-AM-FM-TV Philadelphia.

**G. E. (Buck) Hurst**, formerly of KABL San Francisco, joins Peters, Griffin, Woodward, that city, as manager-radio.

**Jules Dundes**, vp of CBS Radio and general manager of KCBS-AM-FM, elected president of San Francisco Radio Broadcasters Assn. for 1962-63 term, succeeding **Elmer O. Wayne**, who resigned



Mr. Dundes

two weeks ago (**WEEK'S HEADLINERS**, Oct. 29) as ABC vp and KGO-AM-FM general manager. **William B. Decker**, general manager of KNBC-AM-FM, elected association vp, and **Lewis H. Avery**, vp and general manager of KYA-AM-FM, assumes post of secretary-treasurer, vacated by Mr. Dundes.

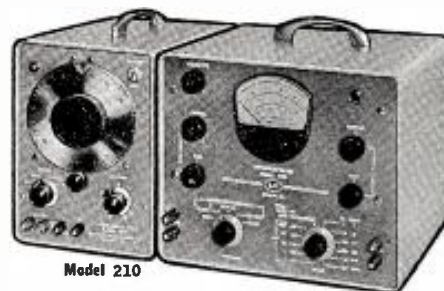
**Tony C. Malara**, announcer at WWNY Watertown, N. Y., promoted to sales manager.

**Charles Esposito**, former general manager of WGOH Grayson, Ky.,

New!



## INSTRUMENTS for AUDIO MEASUREMENTS



Model 210

Model 410

### MODEL 410 DISTORTION METER

- Measures audio distortion, noise level and AC voltages • Also a versatile vacuum tube voltmeter.
- Distortion levels as low as .1% can be measured on fundamental frequencies from 20 to 20,000 cps, indicates harmonics up to 100,000 cps • Distortion measurements can be made on signal levels of .1 volt to 30 volts rms • The vacuum tube voltmeter

provides an accuracy of  $\pm 5\%$  over a frequency range from 20 cps to 200 KC. For noise and db measurements, the instrument is calibrated in 1 db steps from 0 db to -15 db, the built-in attenuator provides additional ranges from -60 db to +50 db in 10 db steps.

### MODEL 210 AUDIO OSCILLATOR

- Provides a sine wave signal from 10 cps to 100 kc • Output level within  $\pm 1$  db when working into 600 ohms (reference 5 kc) • Power output, variable to above 150 mw • Hum and noise, -70

db at 5 volts output • Distortion is less than .2% at 5 volts output from 50 to 20,000 cps, slightly higher at higher output and frequency extremes.

**These instruments are supplied with many B.C. station installations for FCC Proof-of Performance tests.**

**BARKER & WILLIAMSON, Inc.**  
Radio Communication Equipment Since 1932  
BRISTOL, PENNSYLVANIA • STILLWELL 8-5581





## AWRT honors chapter president at New Hampshire meet

**Kitty Broman** WWLP (TV) Springfield, Mass., and president of New England chapter of American Women in Radio & Television, was presented with an award for her outstanding contribution to broadcast media at organization's fall conference held in Franconia, N. H. L to

r: Miss Broman; Julie Fuller, WTAG-AM-FM Worchester, Mass., and AWRT eastern area vice president; **Commissioner Robert E. Lee** of FCC and principal speaker at the convention; and **Edythe Meserand**, of New York, and first AWRT national president.

named general manager of WNVL Nicholasville, Ky.

**Tommy Acevedo**, former assistant manager and production manager of WISA Isabela, Puerto Rico, resigns to become general manager of WRJS San German, Puerto Rico. **Diego A. Aviles**, WISA staff announcer, promoted to Mr. Acevedo's former positions.

**Warren M. Kelly** named station manager of WBJA-TV Binghamton, N. Y. Station, an ABC-TV network programming affiliate, which has scheduled target date of Nov. 11.

**Jack C. Long**, national sales manager

of WSFA-TV Montgomery, Ala., joins WSIX-TV Nashville, Tenn., in similar capacity.

**Richard Carleton Meeker**, account executive at KNXT (TV) Los Angeles, joins west coast office of Adam Young Inc., that city, as account executive.

**B. J. (Bob) Rodgers**, former sales manager of WHIH Portsmouth, Va., joins sales staff of WHHM Memphis, Tenn.

**Edward Wooten**, merchandising-production director and account executive at KALB-TV Alexandria, La., named

to newly created post of station manager. Other staff appointments: **Harold Thom**, director of production; **Dowell Bushnell**, chief announcer; and **William Murphree**, promotion director. **Larry McHale**, KALB-TV's operations manager and program director, joins WSAV-TV Savannah, Ga., as program director.

**George Schmidt** elected vp and eastern sales supervisor of Radio Tv Representatives, New York. Mr. Schmidt, formerly with WOR New York, joined rep organization as sales executive five years ago.



Mr. Schmidt

**Frank Ridolphi**, administrative assistant of WSFA-TV Montgomery, joins WTVT (TV) Tampa-St. Petersburg, Fla., as business manager.

**James A. Stabile**, vp and associate general attorney of NBC, New York, elected to board of directors of National Multiple Sclerosis Society, that city.

**Ted Reinhard**, manager, NBC-TV co-op sales, New York, named regional manager, NBC station relations. Mr. Reinhard joined NBC as guest relations staff in 1956, and has been sales service representative with NBC-TV sales service.



Mr. Butler

**Tom Butler**, station manager of KCIN Victorville, Calif., appointed general manager of KDUO (FM) Riverside, Calif.

**William J. Murray**, tv sales manager of Crosley Broadcasting Corp.'s New York office, named national sales manager of WMEX Boston. He will have his headquarters in New York.

**Rusty Bruton**, program and production manager of WFGA-TV Jacksonville, Fla., joins WSB-TV Atlanta, Ga., as production manager, replacing **Mark Toalson**, who has taken leave of absence.

**T. Ray Cline**, WPTA (TV) Roanoke, Ind., joins WTAF-TV Marion, Ind., as production manager. WTAF-TV was scheduled to have gone on air Nov. 3.

**Bill Gormly**, formerly with WFIL-AM-FM Philadelphia and WOW-AM-FM Omaha, joins WITH-AM-FM Baltimore as production director.

**John L. O'Donnell** named news director and community projects director of WWHG-AM-FM Hornell, N. Y.

**Loren J. Kallsen**, newsman at KSTP-TV Minneapolis, joins WINS New York

# SUBSCRIPTION APPLICATION

**BROADCASTING** *The Businessweekly of Television and Radio*  
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

- ☐ 52 weekly issues \$7.00 ☐ 104 weekly issues \$12.00  
☐ 52 issues & Yearbook published next November \$12.00

- ☐ Payment attached  
☐ Please bill

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company name \_\_\_\_\_  
address \_\_\_\_\_  
city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

Send to home address—

\*Occupation Required

**Steve Arvin**, newscaster at KGBS Los Angeles, promoted to director of news operations. **Alan Lissner**, formerly with KBIG Avalon, Calif., joins KGBS's news staff.

**Rear Admiral A. W. McKechnie** (USN Ret.) joins KOGO-AM-TV San Diego, Calif., as special news consultant during Cuban situation. Admiral McKechnie was added in order to provide broader news coverage for San Diego area and particularly for large number of military families in area.

**Dave Perry**, member of news department of WESC-AM-FM Greenville, S. C., promoted to news director, succeeding **K. C. (Casey) Jones**, who resigned to join Greater Greenville Chamber of Commerce.



Mr. Haddix

**Charles E. Haddix**, former president of California Spot Sales Ltd., San Francisco, and general manager of west coast operations of Forjoe Tv Inc., appointed station manager of KAIL (TV) Fresno, Calif.

**Forrest McBride**, formerly with WBIR Knoxville, Tenn., joins WSIX-TV Nashville, Tenn., as staff announcer.

**Joe Phillips**, former news director of WJRL Rockford, Ill., joins WISN-AM-FM Milwaukee as announcer.

**Bernard Morris**, former news director of WCAR Detroit, joins news department of WJBK-AM-FM, that city.

**Nathan Rutstein**, former news editor with WNEW-TV New York, joins WJRZ-AM-FM Newark as director of news. **Richard J. Jennings**, director of news and special events, named director of special events, and **Harold (Hal) Gold**, community relations director, has also been assigned supervision of public affairs programming.



Mr. Ferrante

**Robert F. Ferrante**, news assignment editor of WNAC-AM TV Boston, promote to news director of WNAC-TV. **William Whalen** will continue to direct WNAC and Yankee Network News Service operations. Mr. Ferrante joined WNAC-TV in June 1957 and in 1959 was appointed to his present post. He will continue to produce, write and direct station documentaries and special programs.

**Elmer O. Wayne**, former ABC v. and KGO-AM-FM San Francisco general manager, joins Texas Star Broad

## WBC's McGannon lauded



Mr. McGannon

**Donald H. McGannon**, president of Westinghouse Broadcasting Co., New York, will be recipient of the third CARTA Award, given by Catholic Apostolate of Radio, Television & Advertising, New York. Award will be made at 15th annual CARTA communion breakfast at New York's Waldorf-Astoria Hotel on Sunday, Nov. 11. Award is given for "significant achievement in elevating the standards of good taste, moral values and ethical practices in the industry." Ben Duffy received 1960 award and Danny Thomas received it in 1961.

casting Co. (operators of KENS San Antonio) as executive vp and general manager. BROADCASTING, Oct. 29 issue erroneously reported that KENS-TV was operated by Texas Star Broadcasting Co., whereas the tv outlet continues under ownership and operation of Express Publishing Co., San Antonio, Tex.



Mr. McCarthy

executive.

**John Gary** joins WDSU-TV New Orleans as air personality.

**Erv Williams**, for past three years with WRNL-AM-FM Richmond, Va., joins WSEN Baldwinsville, N. Y., as air personality.

**John F. McCarthy**, formerly with Commercial Recording Corp., Dallas, joins WROW-AM-FM Albany - Schenectady - Troy, N. Y., as local sales manager. **Julian Brownstein** joins WROW as account

**Pat Wilson**, formerly with WYAK (FM) Sarasota and WTRL Bradenton, both Florida, joins WTVT (TV) Tampa-St. Petersburg as announcer.

**Ray Kinnamon** and **Buzz Walker**, former air personalities at WTJH East Point, Ga., join WYZZ Atlanta in similar capacity. Mr. Kinnamon will also serve as program director.

**Richard K. Helledy**, account executive at Blair Television Assoc., Chicago, joins Chicago office of Storer Television Sales in similar capacity. Before joining Blair, Mr. Helledy was with Chicago office of George P. Hollinberry Co.

**Robert C. King**, WJBK Detroit newsman, promoted to director radio news. Before joining WJBK in 1959, Mr. King was newsman at CKEY Toronto, WTAC Flint, WKMH Dearborn and WWJ-TV Detroit.

**Steve Shannon**, since March 1961 assistant to Frank Fogarty, executive vp of Meredith Broadcasting Co., in Omaha, Neb., named director of pr for Meredith Syracuse Radio Corp. and Meredith Syracuse Tv Corp., operators of WHEN-AM-TV Syracuse, N. Y. Mr. Shannon has been with Meredith seven years.

## EQUIPMENT & ENGINEERING

**Frank X. Banko**, advertising coordination manager of RCA Electron Tube Div., Harrison, N. J., named manager for distributor advertising and sales promotion. **Harvey M. Slovick**, manager of publications and editorial services in same division, appointed manager for equipment advertising and sales promotion.

**Charles H. Donahue** appointed to newly created post of magnetic tape sales director for Burgess Battery Co., Chicago.

**Dr. Brian Dale**, former manager of theoretical and device research for Transitron Electronic Corp., joins semiconductor division of Sylvania Electric Products, Woburn, Mass., as manager of advanced device research.



## Stanley B. Resor, retired JWT board chairman, dies

**Stanley B. Resor**, 83, who retired last year as board chairman of J. Walter Thompson Co., New York, died Monday, Oct. 29, at Le-Roy Hospital, New York.

Mr. Resor joined JWT in 1908 when he opened agency's office in Cincinnati. He moved in 1912 to New York office as vp and general manager. In 1916, Mr. Resor,



Mr. Resor

Charles E. Raymond (who had originally hired Mr. Resor) and Harry E. Ward purchased Thompson Agency when founder J. Walter Thompson retired. Mr. Resor then became president of agency, and served in that capacity until 1955 when he became board chairman.

Mr. Resor was one of founders of Assn. of American Advertising Agencies in 1917 and was 4A's president in 1923-24. He was member of first jury to select winners of Advertising Awards founded by Edward Bok and was recipient of its Gold Medal Award as "advertising man of the year" in 1948.

**Vern Furber**, regional sales representative in Canada and U. S. for *Romper Room*, syndicated tv kindergarten, promoted to director of Canadian operations.

## INTERNATIONAL



Mr. Jones

**Maitland Jones**, vp and associate creative director of Donahue & Coe, New York, named creative director of Smith-Warden Ltd., London. Mr. Jones, who joined Donahue & Coe, in 1960, has also served

as creative director of Sullivan, Stauffer, Colwell & Bayles, New York, and Hutchins Adv., also in that city. Prior to those posts, he was vp at J. Walter Thompson, and copy supervisor at Kenyon & Eckhardt.

**D. A. Clarke**, commercial manager of CHCA-TV Red Deer, Alta., appointed general sales manager of CJCH-TV Halifax, N. S.

**John J. White**, former vp and general manager of Forjoe & Co., New York, and for past year with Weed & Co. as sales executive for Canadian radio and tv stations, appointed national sales manager of CTV Television Network Inc., New York. CTV Television Network Inc. is American subsidiary of CTV Ltd., responsible for sales of new Canadian private network in U. S. Previously, Mr. White was sales executive with H-R Television for two years and from 1954 to 1956 served as radio-tv director for Pepsi-Cola Co.

**Terry Yarwood**, program director with Southern Television Ltd., joins BBC-TV to work on *Tonight* current affairs program.

**Elaine Grand**, former freelance interviewer on CBLT (TV) Toronto and CBC tv network and for past six months doing tv programs in England, named panelist on CBC tv network program, *Flashback*, originating at CBLT.

**Allan Muir**, member of production department of CFRN Edmonton, Alta., named publicity and promotion director of CFRN-TV.

## ALLIED FIELDS

**Gerard F. Hurley**, formerly in charge of market research and promotion in Washington office of Blackburn & Co., media brokers, transfers to company's Atlanta office where he will concentrate on brokerage. Replacing Mr. Hurley in Washington office is **Mrs. Dolores Newcomb Poe**, formerly of *Billboard*



Mr. Holtum

**Alfred Holtum** appointed chief of antenna design group of Andrew Corp. (antennas, antenna systems and transmission lines), Chicago. Mr. Holtum joined Andrew organization in 1957 as chief engineer of company's California affiliate. In October 1961 he was transferred to Chicago to direct company's government research and development department. Mr. Holtum succeeds **Dr. Richard Yang**, who has joined faculty of Illinois Institute of Technology. Dr. Yang will continue his service with Andrew on part-time basis.

**G. H. Myers**, field salesman for eastern district office of RCA Electron Tube Div., Newark, N. J., retired Oct. 31. Mr. Myers began in radio-electronics field in 1916 as production manager with General Electric Lamp Works, Harrison, N. J., and has been with RCA since 1930 when it acquired Harrison plant.

## GOVERNMENT

**John E. Dunn** and **Willis O. Freitag** join engineering department of U. S. Information Agency, Washington. Mr. Dunn formerly served as senior electronics engineer with Westinghouse Electric Corp. Mr. Freitag was formerly engineer with Red Skelton tv studios, CBS-TV, Hollywood, and chief engineer of KRKD-AM-FM Los Angeles and KTYM-AM-FM Inglewood, Calif.

## PROGRAMMING

**Robert Grant** appointed radio-tv director of newly created Hollywood office of Shield Productions, Chicago. Location is 1539 N. Vine St., Holly-

wood 28. Telephone: Hollywood 2-7600.

**Richard Restler**, former assistant to treasurer of Screen Gems, joins Trans-Lux Television Corp., New York, as assistant to vp.



Mr. Friendly

**Fred W. Friendly**, executive producer of *CBS Reports*, named to produce *Town Meeting of the World*, special live international forum program planned by CBS-TV for next spring. Panelists on both sides of Atlantic are slated to take part, with program being relayed to viewers in both Europe and America via Telstar communications satellite (BROADCASTING, Oct. 29).

**Penny Stewart**, former production assistant on *Jazz Scene, U.S.A.*, appointed associate producer of syndicated video series which is now being filmed in Hollywood by Steve Allen's Meadowlane Productions.

**Charles Naylor**, arranger, composer, conductor and pianist, joins Phil Davis Musical Enterprises, New York, as assistant creative director.

**Robert Weenolsen**, broadcast supervisor on Rheingold Beer account at Foote, Cone & Belding for past nine years, joins Videotape Center, New York, as executive producer.

**Eddy Mason** signed to compose-conduct-arrange hour-long NBC-TV special to be filmed aboard nuclear powered polaris submarine, *George Washington*, to be telecast Dec. 19 at 10 p.m.

**Maxine Anderson**, former producer at North Adv., joins Gerald Schnitzer Productions, Hollywood, as producer and fashion design head.

and other trade publications.

**Jo Whitehead**, formerly with Doug Bailey Adv., Rockville, Md., appointed assistant director of radio-tv department at George Washington U., Washington, D. C.

**Marion Corwell**, former manager of educational tv at Henry Ford Museum and Greenfield Village, Dearborn, appointed media specialist for Dearborn (Mich.) Public Schools.

## DEATHS

**John T. Battle**, 60, motion picture and tv writer, died Oct. 20 in Hollywood, following heart attack. Former radio writer for Orson Wells in New York, Mr. Battle recently contributed to such tv series as *Bonanza* and *Adventures in Paradise*.

**Frank Raymond Holloway**, 46, commercial manager of KPLC Lake Charles, La., died Oct. 18 at Veterans Hospital, Alexandria, La. Mr. Holloway, who entered broadcast field in 1936, had been associated with KOMA and KWTW (TV) Oklahoma City, WOAI San Antonio, and KGUL Port Lavaca, Tex. He joined KPLC four years ago.

Miss **Marian Shairk**, administrator in advertising records section at CBS Radio, New York, until her retirement in 1960, died Oct. 16 after long illness. Miss Shairk had been member of CBS Radio staff for 20 years.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Oct. 25 through Oct. 31 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*—educational. Ann.—Announced.

#### New tv stations

##### ACTION BY FCC

\*Chatsworth, Ga.—Georgia Board of Education. Waived Sec. 3.613 of rules and granted cp for uhf ch. 18 (494-500 mc); ERP 180 kw vis., 90 kw aur. Ant. height above average terrain 1,850 ft., above ground 330 ft. Estimated construction cost \$476,624; first year operating cost \$82,000. P.O. address State Office Bldg., Atlanta 3. Studio and trans. location Chatsworth. Geographic coordinates 34° 45' 06" N. Lat., 84° 42' 54" W. Long. Type trans. GE TT-25-A; type ant. GE TV-25-B. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn, Washington, D. C., consulting engineer A. Earl Cullum Jr., Dallas. Principals are State Bd. of Ed. members. Applicant is permittee of following stations: \*WXGA-TV Waycross, \*WEGA-TV Savannah, \*WJSP-TV Columbus, and is applicant for vhf channel assignments for etv network. Ann. Oct. 31.

##### APPLICATION

Honolulu, Hawaii—University of Hawaii. Vhf ch. 11 (198-204 mcs); 145 kw vis., 87 kw aur. Ant. height above average terrain minus 382 ft., above ground 408 ft. Estimated construction cost \$819,910; first year operating cost \$323,600. P.O. address 1801 University Ave., Honolulu. Studio location and trans. location both Honolulu. Geographic coordinates 21° 17' 44" N. Lat., 157° 51' 06" W. Long. Type trans. RCA TT25CH; type ant. RCA TF6AH. Legal counsel Donald H. C. Low, Dep. Atty. Gen., State of Hawaii, Honolulu; consulting engineer Dan Hunter, same city. Principal is corporate body of University of Hawaii. Ann. Oct. 31.

#### Existing tv station

##### ACTION BY FCC

KTVH (TV) Hutchinson, Kan.—Granted renewal of license; engineering conditions. Action Oct. 31.

#### Existing am station

##### APPLICATION

WSM Nashville, Tenn.—Cp to increase power to 750 kw from 50 kw and install new trans. Petition for waiver of rules and acceptance of application. Ann. Oct. 29.

#### New fm stations

##### ACTION BY FCC

Bluefield, Va.—Daily Telegraph Printing Co. Granted cp for new class B fm station to operate on 104.5 mc; ERP 5.9 kw; ant. height above average terrain 1,170 ft. P.O. address c/o John C. Shott, 412 Bland St., Bluefield. Estimated construction cost \$20,789; first year operating cost \$24,000; revenue \$12,000. Principals: Hugh I. Shott, estate of Jim H. Shott, Lillian S. Brandt (each approx. 33%) and others. Assignee also owns WISH-AM-TV Bluefield. Ann. Oct. 31.

##### APPLICATION

\*Northern Michigan College, Marquette, Mich.—90.1 mc, ch. 211, 336 w. Ant. height above average terrain minus 36.6 ft. P.O. address Marquette. Estimated construction cost \$7,038; first year operating cost \$4,050. Ann. Oct. 30.

#### Existing fm stations

##### APPLICATIONS

WDIF Buffalo, N. Y.—Mod. of cp (which authorized new fm station) to change ant. trans. location from 424 Main St., Buffalo, N. Y., to Buffalo Ave., Niagara Falls, N. Y., change studio location from 424 Main Street, Buffalo, N. Y., to Hotel Niagara, Niagara Falls, N. Y., operate trans. by remote control from studio location, decrease ERP to 19.4 kw, decrease ant. height above average terrain to 346 ft., change type ant. and change station location to Niagara Falls, N. Y. Ann. Oct. 30.

WBLK Depew, N. Y.—Mod. of cp (which authorized new fm station) to decrease ERP to 50 kw, increase ant. height above average terrain to 393 ft., change type trans. and ant., change ant.-trans., change studio location and change station location

to Buffalo, N. Y. Ann. Oct. 30.

#### Ownership changes

##### ACTIONS BY FCC

KTUX Pueblo, Colo.—Granted assignment of license to H. Myers Bumgardner (100%), trustee in bankruptcy, from Wayne D. Costner, sole owner, d/b as Steel City Bestg. Inc. Ann. Oct. 30.

WKEN Dover, Del.—Granted assignment of license from J. Olin Tice Jr. (51%) and George H. Breivogel (49%), d/b as Coastal Carolina Bestg. Corp., to Drew J. T. O'Keefe (65%) and Howard S. Parsons (35%), tr/as Capital Bestg. Corp. Consideration \$87,500. Mr. O'Keefe has 60% interest in WBCB-AM-FM Levittown, Pa.; Mr. Parsons is educator. Ann. Oct. 31.

WKBX, William A. Jacob, trustee for Mid-Florida Bestg. Inc., Kissimmee, Fla.—Granted (1) renewal of license and (2) assignment of cp and license to Osceola Bestg. Inc. (Howard R. King and Rodney B. Walker); consideration \$35,000 to Automation Equipment Leasing Corp. for equipment; assignee to lease equipment for \$887 per month. King has 51% interest in WELC Welch, W. Va. Station has been silent since Sept. 10, 1960. Action Oct. 31.

WOKB Winter Garden, Fla.—Granted assignment of license from John B. Cook Jr. (100%) to John H. (65%) and Charlotte B. Everbach (35%), d/b as Everbach Bestg. Inc. Consideration \$150,000. Mr. Everbach is presently vp & gen. mgr. of WTMP Tampa; Mrs. Everbach is representative of WKLO-TV Louisville, Ky. Ann. Oct. 29.

WSRO, William F. Brewin, Marlboro, Mass.—Granted assignment of license to County Bestg. Corp. (29 original stockholders before reorganization and Chair City Bestg. Corp.); latter to pay \$10,000 for 70 percent interest. Chair City owns WGAW Gardner, Mass. Action Oct. 31.

WLFI Little Falls, N. Y.—Granted assignment of cp and license to Carmen Hentosh Gaines (100%), executrix of estate of Walter T. Gaines (deceased). No financial consideration involved. Ann. Oct. 29.

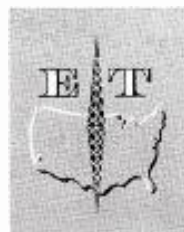
##### APPLICATIONS

KTHO Tahoe Valley, Calif.—Seeks assignment of cp from Phillip N. Harrold (37.5%), Albert W. Nelson (20%), Kenneth E. Gallagher and Orville G. Harrold (each 7.5%). Donald C. McBain (20%), Robert W.

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Pendergrass (5%) and Edward S. Adams (2.5%), d/b as Harrold Bcstg. Co., to A. W. Nelson (30.25%), K. E. Gallagher (16.40%), D. C. McBain (39.6%), R. W. Pendergrass (11%) and E. S. Adams (2.75%), tr/as Emerald Bcstg. Co. O. G. & P. M. Harrold are retiring, and no financial consideration is involved other than reimbursements of expenses. Ann. Oct. 31.

WLDS-AM-FM Jacksonville, Ill.—Seeks transfer of control of licensee corporation, Jacksonville Radio and Television Bcstg. Corp., from W. A. Fay (40.6%), Emily J. Fay, William L. Fay, Robert A. Fay (each 5%), Helen W. Hackett, Ruth W. Curtis and William E. Walton (each 18.3%), d/b as Jacksonville Journal-Courier Co., to same persons tr/as Jacksonville Newspapers Inc. No consideration. Ann. Oct. 29.

WIRL Peoria, Ill.—Seeks assignment of license from Robert W. Frudeger (100%), d/b as Frudeger Bcstg. Co., to Burrell L. Small & Len H. Small (each 41.73%) and others, tr/as Twelve Ninety Radio Corp., wholly owned subsidiary of Kankakee Daily Journal Co. Consideration \$750,000. Kankakee Daily Journal Co. also sole owner of WKAN Kankakee, 70% of WQUA Moline, and Ottawa Republican-Times, Ottawa, all Illinois. Ann. Oct. 29.

WRCK-AM-FM Rockford, Ill. — Seeks transfer of control of Rockford Newspapers Inc., parent corporation of licensee corporation Rockford Bcstrs. Inc., from E. Kenneth Todd (28%), voting trustee, to E. Kenneth Todd (72%), individually and as trustee. Request consideration be withheld from disclosure. Corporation publishes Rockford Star and Register-Republic, two newspapers. Ann. Oct. 29.

WLAW Lawrenceville, Ga.—Seeks acquisition of positive control of licensee corporation, Radio Gwinnett Inc., by Stephen B. McGarity (100%, now 33 1/3%) from Eathel Holley and Leslie E. Gradick Jr. (each 33 1/3%). Consideration \$39,000. Ann. Oct. 31.

WSER Elkton, Md.—Seeks assignment of cp from L. Edward Pamphilon, Glen L. Musser & Howard S. Frazier (all 33.16%) and Harry J. J. Bellwoar Jr. (.052%), d/b as Suburban Bcstg. Corp., to Russell H. Morgan (70%), E. Elwood Baumgardner

and Howard E. Koontz Jr. (each 15%), tr/as WSER Inc. Consideration \$7,000. Mr. Morgan owns 1.67% WBMD Baltimore, and Mr. Morgan (46.9%), Mr. Baumgardner and Mr. Koontz (each 3.54%) own majority interest in WTRR Westminster, Md. Ann. Oct. 28.

KYTV-TV Springfield, Mo.—Seeks transfer of control of 50% of voting stock of licensee corporation, Springfield Tv Inc., from Lester L. Cox (749 shares) and wife, Claudine B. Cox (1 share), and Lynn E. Bussey (749 shares) and wife, Virginia Cox Bussey (1 share), to same persons d/b as Grand Prairie Investment Co., of which they are sole owners, in same proportion. No consideration. Mr. Cox is part-owner of KOAM-AM-TV Pittsburg, Kan. Ann. Oct. 30.

WENO Madison, Tenn.—Seeks transfer of negative control of licensee corporation, Central Bcstg. Corp., from Walter A. Duke (50%) to Cohen T. Williams (14.11%), Joe D. Williams (8.77%), trust fund for two children of C. T. Williams and four children of J. D. Williams (24.04%) and more than 15 others, d/b as Martha White Mills Inc. (50%). Consideration \$175,000. Other 50% of WENO is owned by H. C. Young Jr., who also shares ownership of WGUS North Augusta, S. C., with Martha White Mills. Ann. Oct. 30.

KVKM-TV Monahans, Tex.—Seeks assignment of cp and license from John B. Walton, J. B. Walton & J. Ross Rucker (each 33 1/3%), d/b as Tri-Cities Bcstg., to John B. Walton (100%), tr/as Tri-Cities Bcstrs. No financial consideration involved, as J. B. Walton, father of John B. Walton, plans to receive assets of corporation in lieu of debt it owes him and transfer assets to son as gift. Messrs. Walton, Walton & Rucker are also owners of KVKM Monahans (see below). Ann. Oct. 29.

KVKM Monahans, Tex.—Seeks acquisition of positive control of licensee corporation, Monahans Bcstrs., by John B. Walton (100%, presently 32%) from J. Ross Rucker (36%) and J. B. Walton (32%). No financial consideration involved, as J. B. Walton, father of John B. Walton, plans to receive assets of corporation in lieu of debt it owes him and transfer assets to John B. Walton as gift. Messrs. Walton, Walton & Rucker are partners in KVKM-TV Monahans (see above). Ann. Oct. 29.

KEYE Perryton, Tex.—Seeks assignment of license from Carl Ellis, Jessie Stewart & Virby Conley (each 82 shares) and Irvin R. Buchanan (4 shares), d/b as Great Plains Bcstg. Co. (250 shares issued), to Dossie Marion Wiggins & Frank Junell (each 35%), T. D. Wiggins (20%) and William J. Wallace (10%), tr/as Perryton Radio Inc. Consideration \$37,500. D. M. Wiggins is part-owner of bank and two businesses; F. Junell is part-owner of KBST-TV Big Spring, KNTT Abilene, and KBYG Big Spring, all Texas; W. J. Wallace is part-owner of KBST-AM-TV, KEDY-TV and KBYG, all Big Spring, Texas; T. D. Wiggins is farmer and auto dealer. Ann. Oct. 29.

## Hearing cases

### INITIAL DECISIONS

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Ubiquitous Corp. for new am station to operate on 950 kc, 500 w, D, in Hyde Park, N. Y.; interference conditions and pending final decision in Doc. 14419 pre-sunrise operation with daytime facilities precluded. Action Oct. 28.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward denying application of KDOK Bcstg. Co. to change operation of station KDOK Tyler, Texas, on 1330 kc from D to unl. time with 500 w-N, DA-N, continued daytime operation with 1 kw. Action Oct. 28.

### OTHER ACTIONS

■ By memorandum opinion and order in proceeding on applications for new am stations of Massillon Bcstg. Inc., Norwood, Ohio, and Covington Bcstg. Co. and Kenton County Bcstrs., Covington, Ky., commission granted petition by Kenton County to extent of making clear that all parties are permitted to make new coverage and interference showings and have rights of cross-examination and rebuttal in remanded proceeding; denied that portion of petition for reconsideration and for enlargement of issues. Commissioner Bartley abstained from voting. Action Oct. 31.

■ Commission gives notice that Aug. 31 initial decision which looked toward granting application of Williams County Bcstg. System for new am station to operate on 1520 kc,

500 w, 250 w (CH), D, in Bryan, Ohio, conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Docket 14419, became effective Oct. 22 pursuant to sec. 1.153 of rules. Action Oct. 30.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order, denied, for lack of required factual showing, joint request by Mineola Bcstg. Co. and Center Bcstg. Inc., applicants for new am stations in Mineola and Pittsburg, Texas, respectively, for approval of proposed agreement whereby Center's application would be dismissed and Mineola would reimburse Center not more than \$2,000 as partial reimbursement of expenses incurred in connection with latter's application. Action Oct. 30.

■ By memorandum opinion and order in proceeding on applications of York-Clover Bcstg. Co. to change facilities of WYCL York, S. C., from 1580 kc, 250 w, D to 1540 kc, 1 kw, D, and Ridsen Allen Lyon for new daytime station on 1540 kc, 1 kw, in Charlotte, N. C., directed WYCL to comply with provisions of Sec. 1.318(b)(2) concerning publication of intended withdrawal of its application and subsequent merger with Lyon, so that other persons may be afforded further opportunity to apply for facilities specified in WYCL application. Action Oct. 30.

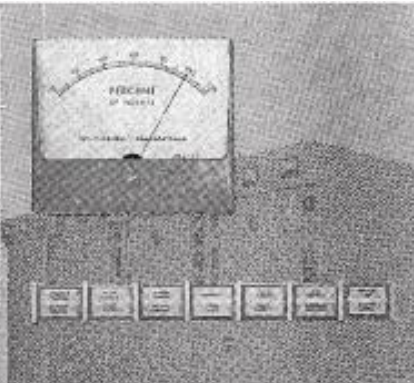
■ By memorandum opinion and order in proceeding on applications of K & H Tv Station for mod. of cp to specify operation of station KFUR-TV on ch. 2 in lieu of ch. 11, and New Mexico Bcstg. Inc. for new tv station to operate on ch. 2, both Santa Fe, N. Mex., granted their joint request for approval of agreement whereby KFUR-TV's application would be dismissed and New Mexico would reimburse KFUR-TV \$3,000 as partial reimbursement of expenses incurred in connection with latter's application; dismissed application with prejudice; and retained in hearing status New Mexico application. Action Oct. 29.

■ Granted petition by Broadcast Bureau and extended to Oct. 31 time to file its response to petition for deletion or mod. of issues filed by KAYS Inc. (KAYS), Hays, in proceeding on latter's application and that of Bluestem Bcstg. Inc. (KVOE), Emporia, both Kansas. Action Oct. 29.

■ Granted petition by Louis Handloff and extended to Oct. 29 time to reply to partial opposition and statement in reply to petition for reconsideration filed by Alkima Bcstg. Co. and Howard Wasserman in proceeding on their applications for new am stations in Newark, Del., and West Chester, Pa. Action Oct. 26.

■ Granted petition by Ouachita Valley Radio Corp. and extended to Nov. 5 time to respond to petition to enlarge issues and consolidate proceedings filed by Broadcast Bureau in proceeding on Ouachita's application for new am station in Camden, Ark. Action Oct. 26.

■ Granted petition by NBC and dismissed its petition filed Aug. 13 for change of issues in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085 et al. Joseph N. Nelson not participating. Action Oct. 25.



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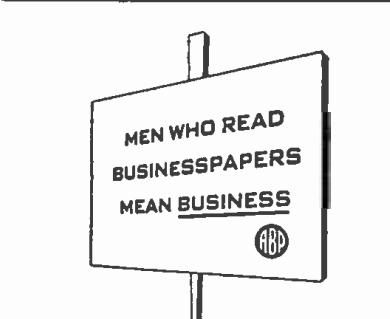
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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 31

|    | Lic.  | ON AIR | Cps. | CPS<br>Not on air | TOTAL APPLICATIONS<br>For new stations |
|----|-------|--------|------|-------------------|----------------------------------------|
| AM | 3,728 |        | 52   | 134               | 428                                    |
| FM | 1,012 |        | 45   | 153               | 161                                    |
| TV | 508   |        | 59   | 90                | 115                                    |

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 31

|                | VHF | UHF | TOTAL<br>TV |
|----------------|-----|-----|-------------|
| Commercial     | 471 | 84  | 555         |
| 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   |

■ Granted petition by Rollins Bcstg. Inc. and extended to Nov. 26 time to file exceptions to initial decision in Wilmington, Del., tv ch. 12 proceeding. Action Oct. 25.

■ Granted joint petition by Eastern Bcstg. System Inc., Brookfield, Colonial Bcstg. Co., New Milford, George F. O'Brien, New Milford, and Fairfield Bcstg. Co., Easton, all Connecticut, and extended to Oct. 26 time to file supplemental data to joint request for approval of agreement, and to Nov. 9 to respond to such data in am consolidated proceeding in Docs. 14166 et al. Action Oct. 25.

### ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: Nov. 23 and Dec. 12: Potomac Bcstg. Inc., Keyser, W. Va.; Nov. 23 and Dec. 28: Continental Bcstg. Co., Hamden, Conn., et al.; Nov. 23 and Dec. 17: Richard Tuck Enterprises, Arlington, Texas; Nov. 23 and Dec. 18: Bigbee Bcstg. Co., Demopolis, Ala. Action Oct. 29.

■ Granted petition by Wide Water Bcstg. Inc. and extended from Oct. 22 to Oct. 26 time to file proposed findings in proceeding on its application and Radio Voice of Central New York Inc. for new am stations in East Syracuse and Syracuse, N. Y. Action Oct. 26.

■ Ordered, in interest of expediting disposition of proceeding on applications of Western Bcstg. Co. and R. L. McAlister for new am stations in Odessa, Texas and with consent of all interested parties, that Hearing Examiner Chester F. Naumowicz Jr. will associate with Examiner Isadore A. Honig, who presided in proceeding, in preparation of initial decision and both will participate in said decision. Action Oct. 26.

■ Denied petition by International Bcstg. Corp. for change in place of hearing from Washington, D. C., to San Juan, P. R., in proceeding on its application, Jesus Vargas Candelaria and Mauricio Alvarez-Martin for new am stations in Carolina and Bayamon, both Puerto Rico. Action Oct. 25.

■ Ordered that examiner Charles J. Frederick, in lieu of Isadore A. Honig, will pre-

side as hearing examiner in proceeding on am application of Smith Radio Inc. (WNUE), Fort Walton Beach, Fla.; that Examiner Chester F. Naumowicz Jr., in lieu of Isadore A. Honig, will preside as hearing examiner in proceeding on applications of Charles County Bcstg. Inc. and Dorlen Bcstg. Inc. for new am stations in LaPlata and Waldorf, both Maryland; and that examiner Arthur A. Gladstone, in lieu of Isadore A. Honig, will preside as hearing examiner in proceeding on am application of Washington Bcstg. Co. (WJPA), Washington, Pa. Action Oct. 25.

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: Nov. 23 in Washington, D. C., and Jan. 23, 1963 in Millington, Tenn.: consolidated am proceeding on applications for renewal of licenses of Tipton County Bcstg. (WKBL), Covington, and Shelby County Bcstg. Inc. (WHEY), Millington, both Tennessee, et al.; Nov. 19 and Dec. 11: am applications of William S. Cook, Colorado Springs, Colo., et al., Osage Programers, Bartlesville, and Cherokee Bcstg. Co., Pawhuska, both Oklahoma; Nov. 15 and Dec. 10: on complaint by Thornell Barnes Co. against Illinois Bell Telephone Co. Action Oct. 23.

■ Scheduled further evidentiary hearing for Nov. 5 in proceeding on applications of Kent-Ravenna Bcstg. Co., Joseph P. Wardlaw Jr. and Portage County Bcstg. Corp., for new am stations in Kent and Canton, both Ohio. Action Oct. 23.

■ Granted petition by Modern Air Communicative Electronics Inc. for dismissal of its application for new am station in Lincoln, Nebr., but dismissed application with prejudice, and retained in hearing status remaining applications involved in proceeding. Action Oct. 23.

By Hearing Examiner Basil P. Cooper

■ Pursuant to ruling made at Oct. 23 prehearing conference in proceeding on applications of Five Cities Bcstg. Inc. and Bolling Branham, tr/as Douglas County Bcstg. Co. for new am stations in Austell and Douglasville, both Georgia, respectively, denied petition by Five Cities to enlarge issues to permit inquiry into sufficiency of Branham's funds, without prejudice to right to renew request after comparative aspects of two proposals

are placed in issue and Five Cities has had reasonable opportunity to ascertain what Branham proposes in way of construction and operation of Douglasville station. Action Oct. 25.

■ Scheduled Nov. 27 for evidentiary hearing in proceeding on applications of Wyman N. and Willa M. Schnepf and Valley Bcstg. Co. for new am stations in Abilene and Beloit, both Kansas. Action Oct. 23.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Monroeville Bcstg. Co., Monroeville, Pa., and extended from Oct. 25 to Oct. 29 time to file replies to proposed findings of fact and conclusions of law in proceeding on its am application and that of Miners Bcstg. Service Inc. (WMBB), Ambridge-Aliquippa, Pa. Action Oct. 29.

■ Waived time requirement of Sec. 1.140 (e) of rules and accepted appearance of respondent Deep South Bcstg. Co. (WBAM), Montgomery, Ala., in proceeding on am application of Thomas County Bcstg. Co. Inc. (WKTG), Thomasville, Ga. Action Oct. 29.

■ On own motion, continued indefinitely Nov. 5 hearing in proceeding on applications of Hershey Bcstg. Co. Inc. and Reading Radio Inc. for new fm stations in Hershey and Reading, both Pennsylvania. Action Oct. 25.

By Hearing Examiner Arthur A. Gladstone

■ Upon request of all parties in Huntsville, Ala., tv ch. 19 proceeding, continued Oct. 30 prehearing conference to Nov. 13. Action Oct. 29.

■ Continued Nov. 23 prehearing conference to Nov. 26 in proceeding on applications of Tipton County Bcstg. for renewal of license of station WKBL Covington, Tenn., et al. Action Oct. 26.

■ Pursuant to agreements reached at Oct. 22 prehearing conference in proceeding on application of Storer Bcstg. Co. (WJBK), Detroit, Mich., scheduled certain procedural dates, and set hearing for Nov. 19. Action Oct. 23.

By Hearing Examiner Walther W. Guenther

■ In proceeding on applications of Desert Bcstg. Inc. for additional time to construct station KANT-FM Lancaster, Calif., and for assignment of cp of that station, denied applicant's petition for continuance of hearing from Oct. 31 to at least Nov. 19, and on own motion (1) in event applicant fails to petition Review Board by Nov. 2 for acceptance of late publication of hearing notice on assignment application, continued hearing to Nov. 5 to be held on issues bearing only on application for additional time to construct, or (2) if applicant files subject petition by Nov. 2, continued hearing to date to be fixed by Examiner after action by Review Board. Action Oct. 29.

■ Granted motion by Hastings Bcstg. Co., and held in abeyance applicable procedural dates, established by Oct. 5 order, in proceeding on its application and Northfield Bcstg. Co. for new am stations in Hastings and Northfield, both Minnesota, and Albert Lea Bcstg. Co. to increase daytime power of station KATE Albert Lea, Minn., pending disposition by Review Board of Oct. 19 joint petition by Northfield and Hastings for approval of agreement looking toward withdrawal of Northfield's application and petition by Northfield to dismiss its application, and further order of Hearing Examiner to be issued as result of Review Board's action. Action Oct. 26.

■ On own motion, scheduled oral argument for Oct. 26 on petition of Desert Bcstg. Inc. for continuance of hearing in proceeding on its applications for additional time to construct station KANT-FM Lancaster, Calif., and for assignment of cp of that station to Manuel Martinez. Action Oct. 24.

■ On own motion, changed hearing scheduled for 2:00 p.m., Nov. 2, to 9:00 a.m., on that date, in proceeding on am application of International Radio Inc. (KGST), Fresno, Calif. Action Oct. 24.

■ Pursuant to ruling made at Oct. 22 hearing conference in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., scheduled further hearing conference for Oct. 24. Action Oct. 22.

By Hearing Examiner Annie Neal Huntling

■ Granted request by Peter-Mark Bcstg. Co., and continued Nov. 5 hearing conference to Nov. 7 in proceeding on its application and Progressive Bcstg. Corp. for new am stations in Vandalia and Highland, both Illinois. Action Oct. 29.

■ Scheduled hearing conference for Nov. 5 in proceeding on applications of Progressive Bcstg. Corp. and Peter-Mark Bcstg. Co.

for new am stations in Highland and Vandalia, both Illinois, respectively. Action Oct. 25.

#### By Hearing Examiner H. Gifford Irion

■ On own motion, reopened record and scheduled further hearing for Jan. 14, 1963, in proceeding on applications of WIDU Bestg. Inc. and AL-OR Bestg. Co. for new am stations in Asheboro and Mebane, N. C. Action Oct. 29.

■ Granted request by Rensselaer Polytechnic Institute, and extended to Oct. 31 time to file replies to comments of Broadcast Bureau re petitions for leave to amend filed by three applicants 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. 29.

■ Granted request by Broadcast Bureau, and extended from Oct. 29 to Nov. 5 final date for filing proposed findings in Santa Fe, N. Mex., tv ch. 2 proceeding. Action Oct. 26.

#### By Hearing Examiner David I. Kraushaar

■ Denied petition by Syracuse Television Inc. on its own behalf and on behalf of all applicants save Syracuse Civic Television Association Inc. to reopen record to afford them additional opportunity to present testimony of two witnesses in Syracuse, N. Y., tv ch. 9 proceeding. Action Oct. 29.

#### By Hearing Examiner Chester F. Naumowicz, Jr.

■ Formalized by order certain agreements made at Oct. 29 further prehearing conference in proceeding on applications of Edina Corp. and Tedesco Inc. for new am stations in Edina and Bloomington, Minn., continued certain procedural dates, and rescheduled Nov. 19 hearing for Jan. 3, 1963. Action Oct. 29.

■ Granted petition by Cannon Bestg. Co., and substituted following dates for those specified in Sept. 18 order in proceeding on its application for new am station in Woodbury, Tenn.: informal exchange—Nov. 30; formal exchange—Dec. 24; notification of witnesses—Jan. 2, 1963 and hearing—Jan. 14, 1963. Action Oct. 29.

■ Upon request of parties, continued Oct. 26 prehearing conference to Oct. 29 in proceeding on applications of Edina Corp. and Tedesco Inc. for new am stations in Edina and Bloomington, Minn. Action Oct. 25.

■ Scheduled further prehearing conference for Oct. 26 in proceeding on applications of Edina Corp. and Tedesco Inc. for new am stations in Edina and Bloomington, both Minnesota. Action Oct. 23.

#### By Hearing Examiner Herbert Sharfman

■ Rescheduled Oct. 26 hearing for Oct. 31, and canceled Nov. 13 prehearing conference in proceeding on am application of General Communications Inc. (KXKW), Lafayette, La. Action Oct. 26.

■ Scheduled further hearing for Nov. 26 in proceeding on applications of Hayward F. Spinks and Greenville Bestg. Co. for new am stations in Hartford and Greenville, both Kentucky, respectively. Action Oct. 25.

■ By memorandum opinion and order in proceeding on applications of Central Coast Television and Santa Maria Telecasting Corp. for new tv station to operate on ch. 12 in Santa Maria, Calif., dismissed petition for relief by Santa Maria Telecasting implying that Central Coast was responsible for certain broadcasts and newspaper items erroneously announcing or suggesting that commission has already granted Central Coast's application. Action Oct. 25.

■ Granted petition and supplement by Delaware Valley Bestg. Co. (WAAT), Trenton, N. J., to extent of accepting Oct. 8 amendment to its application, which would make changes in DA system, and removed amended application from hearing docket and returned to proceeding line; retained in hearing status applications of Asbury Park Press Inc. (WJLK), Asbury Park, and City of Camden (WCAM), Camden, both New Jersey, and scheduled further hearing for Oct. 30. Action Oct. 24.

■ Granted petitions by South Mississippi Bestg. Co. for leave to amend its application for new am station in Mississippi City, Miss., to (1) reflect resignation of Holton D. Turnbough from certain corporate officerships and directorships, and disposition by him and his wife of certain corporate stockholdings; and (2) to change operation proposed on 1520 kc, DA-D, from 5 kw, 1 kw (C.H.), to 1 kw during all daytime hours; removed amended application from hearing and returned to processing line; retained in

hearing status application of General Communications Inc. (KXKW), Lafayette, La. Action Oct. 23.

■ Issued memorandum of rulings made at Oct. 10 and 19 oral arguments denying petitions by Radio Station WRSA Inc. for leave to amend its application for new am station in Troy, N. Y., to permit applicant to prove its financial qualifications; date for appeal from denials would date from release of this memorandum; application is in consolidated am proceeding in Docs. 14617 et al. Action Oct. 23.

#### BROADCAST ACTIONS by Broadcast Bureau

##### Actions of Oct. 30

KXII (TV), Texoma Bests. Inc., Ardmore, Okla.—Granted license for tv station. KBBO, Yakima Bestg. Co., Yakima, Wash.—Granted assignment of license from James J. Christenson, Fred G. Maloney and Kye Harris to company of same name.

WDY Calais, Me.—Granted acquisition of positive control by John H. Vondell Jr. through purchase of stock from Wesley J. Wentworth.

WILD Boston, Mass.—Granted mod. of license to change studio location and remote control point.

WLBI-FM Mattoon, Ill.—Granted cp to install new ant.

WPHB Philipsburg, Pa.—Granted cp to move ant. and trans. location.

KROD El Paso, Tex.—Granted cp to make changes in nighttime DA system.

■ Following stations were granted extensions of completion dates as shown: WTCN Minneapolis, Minn., to Dec. 15; KUDD Kansas City, Mo., to Feb. 1, 1963; WVIC (FM) East Lansing, Mich., to May 15, 1963.

##### Actions of Oct. 29

KBAB, The James R. and Barbara J. Roberts Co., Indianola, Iowa—Granted assignment of cp to Charles L. Hamilton Sr. and Mildred B. Hamilton (husband and wife); consideration \$3,500.

KTBS-TV Shreveport, La.—Granted extension of completion date to April 29, 1963.

##### Actions of Oct. 26

WHAG, Regional Bestg. Co., Halfway, Md.—Granted license for am station.

WHEB Portsmouth, N. H.—Granted license covering installation of new trans. and change in studio location.

WILI Willimantic, Conn.—Granted license covering installation of old main trans. as aux. trans. daytime and alternate main nighttime at main trans. site with remote control operation.

WJLB Detroit, Mich.—Granted license covering use of old main trans. as alternate main nighttime trans. and aux. daytime at main trans. site with remote control operation.

\*WKSU-FM Kent, Ohio—Granted license covering change in frequency, ERP, ant. trans. location, studio location, remote control point and ant. height, and installation of new trans. and ant.

WGAU-FM Athens, Ga.—Granted license covering change in frequency, installation of new ant. and increase in ERP.

WGBI-FM Scranton, Pa.—Granted license covering installation of new trans. and ant., and changes in ant. system and ant. height.

WKAQ-FM San Juan, P. R.—Granted license covering change in ERP and ant. height, and installation of new trans. and ant.

■ Granted licenses for following fm stations: WFNY Racine, Wis.; WKBC-FM North Wilkesboro, N. C.; WIL-FM St. Louis, Mo.; condition; WIST-FM Charlotte, N. C., and change type trans.; WKTM North Charleston, S. C., and specify type trans.; \*WICR Indianapolis, Ind.

■ Granted licenses for following vhf tv translator stations: K07CU, Virginia City T. V. Booster Club, Virginia City, Mont.; K06AC, Stacey TV Club, Volborg, Mont.; K12BL, Town of Holyoke, Colorado, Holyoke, Colo.; K02BO, K03AU, K04BN, K05BG, K06BS, K07CT, K08CQ, K09CU, K10CY, K11DB, K12CO, K13CY, County of Wayne, Teasdale, Torrey, Loa, Hanksville and Rural Wayne County, Utah.

■ Granted licenses covering increase in power and installation of new trans. for following stations: WKAI Macomb, Ill.; WJLB (main) Detroit, Mich.; KLMX Clayton, N. M., and changes in ant. and ground systems; WJTN (main) Jamestown, N. Y.; WIBU Poynette, Wis.; WHVF Wausau, Wis.; WHBU Anderson, Ind., and specify type trans.

■ Granted licenses covering use of old main trans. as aux. trans. at main trans. site for following stations: WJRI Lenoir, N. C.; WJTN Jamestown, N. Y.

■ Granted licenses covering changes in ant. system for following stations: WFTD-FM Rio Piedras, P. R.; WFLS Fredericksburg, Va.

North Tillamook T. V. Translator Inc., Rockaway and vicinity, Ore.—Granted cp for new uhf tv translator station, on ch. 71, to translate programs of KOIN-TV (ch. 6) Portland, Ore.

##### Actions of Oct. 25

■ Granted SCA on multiplex basis for following stations: KZAM (FM) Seattle, Wash.; WMVA-FM Martinsville, Va.; condition.

KCAD Abilene, Tex.—Granted license for am station.

KMAP (FM) Dallas, Tex.—Granted license for fm station (specify main studio and remote control point).

WGIV Charlotte, N. C.—Granted license covering change in hours of operation, ant. trans. location, changes in ground system, installation of DA-N and new trans., and operation by remote control while using non-DA.

KMAP (FM) Dallas, Tex.—Granted license covering changes in ERP and ant. height, installation of new ant. and re-description of studio and remote control site.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WFKY Frankfort, Ky.; WGAP Maryville, Tenn.; WISP Kinston, N. C., and change in ant. trans. location, studio location, changes in ant. system and deletion of remote control.

■ Granted licenses covering use of old main trans. as aux. trans. at main trans. site for following stations: WGGG Gainesville, Fla.; WFIX Huntsville, Ala.

■ Following stations were granted extensions of completion dates as shown: WCUE Cuyahoga Falls, Ohio, to Jan. 24, 1963; KETX Livingston, Texas, to Jan. 2, 1963; WEUP Huntsville, Ala., to Jan. 2, 1963; WNSH Highland Park, Ill., to May 15, 1963; WCHI Chillicothe, Ohio, to Jan. 16, 1963; WELW Willoughby, Ohio, to Jan.

*Continued on page 91*



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## 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.

Combination manager-commercial manager wanted for single station Virginia market. Must have good sales record. Box 148R, BROADCASTING.

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; "Dakota's-Minnesota-Wisconsin"; "Intermountain"; "Nebraska-Iowa-Kansas-Missouri." Other territories also available. Openings immediately, personal interviews required. Extensive field training provided. Salary, commission-incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pix; Community Club Awards, Westport, Connecticut.

### Sales

Salesman needed. Good west Texas market. Sky the limit. Salary and commission. Must be capable and reliable. Give details first letter. Box 113R, BROADCASTING.

All country California medium market daytime needs salesman. Excellent working conditions. 1st ticket helpful but not necessary. KVRE, 2555 Bennett Avenue, Santa Rosa, California.

First phone combination man wanted by Florida daytimer. Work in sales or announcing. Send resume and tape to WFTN, P. O. Box 10, Ft. Walton Beach, Florida. No phone calls please.

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.

Two salesmen needed by number one rated station in the heart of Texas. Must be able to sell in competitive market. Will be paid commission against guarantee. Growing station with winning sound. Grow with it. Bill Dahlsten, General Manager, KAWA, Box 482, Waco, Texas.

Salesman wanted by progressive, good sounding station 75 miles from Chicago. Station 15 years old. Part of community, successful, rates number one in six county area. Commission against guarantee. Pension plan, hospital insurance, fringe benefits. Base of a growing organization that will let you grow with it. Write Bill Dahlsten, General Manager, WLPO, LaSalle, Illinois.

Salesman wanted. No. 1 station, medium market. The opportunity is great, \$10,000 or more if you are willing to work. Enclose record of past performance. Box 96R, BROADCASTING.

Pre-sold accounts in central Illinois need imaginative servicing. Commission, with chance of advancement on performance. Write Manager WEIC, Charleston, Illinois.

### Announcers

Washington D.C., exceptional opportunity for experienced local newsmen. Send tape and background. Box 149R, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Announcer and combination engineer-announcer wanted for small Virginia market. Send tape with resume. Box 147R, BROADCASTING.

Announcer-salesmen. Leading major market am-east coast with policy of using announcer-salesmen needs 3 good men. Excellent income. No. 1 station in market. Major group operation. Box 31R, BROADCASTING.

Top Chain continually on lookout for top airmen with format experience. Believable personality and creativity important qualifications. To be considered send tape and resume to Box 834K, BROADCASTING.

Top 40 dj's. Tape and details at once. Steady, good working conditions. Box 115R, BROADCASTING.

Good music format station in major eastern market has excellent opening for announcer. Must have tight production board ability with warm mature voice. Experience required, working knowledge of production tapes useful. Send resume and tape to Box 107R, BROADCASTING.

Opportunity for capable, ambitious first-ticket combo man with one-station market 250. Friendly community, middle of the road format. Tape, resume to Box 62R, BROADCASTING.

Experienced announcer. If you are above-average and want creative work with pros, we offer a steady job with fringe benefits and profit sharing. Eastern fulltime-regional. Box 123R, BROADCASTING.

Number one rated CBS affiliated station in the high plains area needs a good announcer with a first class license—accent on announcing. Send tape, resume to Box 129R, BROADCASTING.

Central Kentucky daytimer has permanent position open for announcer in solid music and news operation. Send resume and audition tape. Box 134R, BROADCASTING.

Adult good music format station on Florida's gold coast needs good all around staff announcer with ticket. Must be strong on news and versatile on commercials. No personality kids, no maintenance, only experienced need apply—good salary. Box 158R, BROADCASTING.

Announcer, first phone, engineering unimportant. Good pay, good morale, top rated power station. Good opportunity. Write, phone, KAHF, Redding, California.

Flagship station of midwest Stuart Radio Group has immediate opening for announcer. Send resume and tape: Orv Koch, KFOR, Lincoln, Nebraska.

Announcer for 6:00 PM to midnight shift on leading station in booming Black Hills market. No rock and roll. Thirty-eight hour, six-day work week. Good salary, plus fringe benefits. Send complete resume and tape with first letter to: Norm Heffron, KOTA P.O. Box 1752, Rapid City, South Dakota.

Immediate opening combo man no maintenance required. Opportunity for person who prefers announcing. WBEC, Pittsfield, Mass.

Quality CBS radio station seeking applications from quality announcers with first class licenses. Expanding am adding fm. Fine opportunity to continue education at beautiful East Carolina College. J. T. Snowden, Jr., WGTC, Greenville, N. C.

## Help Wanted—(Cont'd)

### Announcers

Jackson, Michigan—new daytimer. Experienced number one staff announcer. WRST, Box 380, Jackson, Michigan.

Staffing new NBC outlet, northern Arizona. Require announcers, salesmen, sportscaster, bookkeeper-receptionist. KEYNO, Box 1543, Globe, Arizona.

Help! Combo 1st phone emphasis on announcing, WTHM, Box 1530, Lapeer, Michigan.

Chief engineer-announcer position opening soon. Present engineer being promoted within chain. Applicant must be sober, dependable, and community minded. Above average pay and opportunity in progressive small market station. Send resume to J. Ardell Sink, General Manager, WKSK, West Jefferson, North Carolina.

Great opportunity. Our extensive, expanding sports coverage demands a top-notch sports back up man. Play by play covering all sports on one of the nation's great stations. also dj work. Send resume, tape and photo to WMBD RADIO, Peoria, Illinois.

We need a morning man who is willing to work. He must have experience, be dependable, and looking for a position with rapid advancement. In return we will give him a free room, at one of the best motels on the east coast, with indoor and outdoor swimming pool, free tv, putting green and restaurant—plus \$65 a week to start. Our station is 20 minutes from Washington D.C. in Charles County, Maryland. Send resume and tape to WSMD, Waldorf, Maryland.

Immediate opening. Need mature voiced dependable announcer who can deliver selling commercial. Must be good board man. Better than average salary on areas. Dominant station. Send recent tape, photo and complete resume of experience and personal qualifications to Hal Barton, WTAD and KHQA TV, Quincy, Illinois.

Top 40 man for WRBC Jackson, Mississippi. Must be from Miss. or Alabama. Contact Herb Guthrie, Mgr.

The top rated station in Peoria, Illinois, is adding a drive time personality. Must be experienced, top rated and bright sounding. Also adding mobile news man. Must be experienced, and have a feeling for local news. Send tape and complete resume to: WIRL, Peoria, Illinois.

Cape Canaveral day-timer adding announcer-salesman. All around man needed. WRMF, Titusville, Florida.

### Technical

Engineer, first ticket. Prefer combo, but not necessary. Write resume to WINI, P. O. Box 336, Murphysboro, Illinois.

Chief engineer, am-fm, eastern metropolitan area. Salary \$150 a week for good man. Send resume, education and experience with picture. Box 87R, BROADCASTING.

Chief engineer—news station, Chicago area. KW fm-am directional. State experience and salary. WNSH, Box 1430, Highland Park, Illinois.

Combo man—not over 24 hours per week boardwork. Not interested in paper engineering. Must be able to handle maintenance. Send tape, qualifications and salary requirements to WNVL, Nicholasville, Kentucky.

## Help Wanted—(Cont'd)

### 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.

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.

Production assistant who can edit music and speech tapes, has knowledge of mike placement and recording equipment and 1st phone; announcing ability desirable. Send sample work if possible. Will not be returned. Box 99R, BROADCASTING.

Southern radio station wants a news editor willing to work. Must be experienced newscaster, have previous experience, possess a mature voice and authoritative delivery. You'll join a solid, pioneering staff. Send resume, tape and recent photo to Box 76R, BROADCASTING.

Mobile newsmen. Should also know announcing, top 40 station. Steady. All information first letter. Box 114R, BROADCASTING.

Newsman with good background for major upstate New York market . . . Albany, Schenectady and Troy. Send resume and tape. Box 161R, BROADCASTING.

Radio newsman must be able to gather news. Should be competent, newscaster and good interviewer. Contact Tom Frawley, WHIO, Dayton.

Continuity and traffic girl—some air work. KDDI, Cody, Wyoming.

Immediate opening for local news editor and broadcaster. WVOS, Liberty, New York.

## RADIO

### Situations Wanted—Management

Need a selling manager? Offering thirteen years, documented sales and administrative success record. Want full responsibility only. Qualified, mature and employed. Box 995P, BROADCASTING.

Capable and highly versatile professional seeking management of absentee owned station. Know radio from every angle. First phone. Plenty of experience, honest, reliable, sober, used to hard work and long hours. Box 39R, BROADCASTING.

35 year old announcer-p.d.-salesman. Many years radio and television. Looking for position in management, or with view to same. Box 61R, BROADCASTING.

Riding a dead horse? Mgr. with imagination and know-how. Proven record in small, medium, and metro markets. Have worked with the best. Get back in the race—write Box 116R, BROADCASTING.

Native midwesterner now on west coast. Eighteen years heavy, highly successful sales and management experience—seven in radio and tv station management/ownership. Available as management executive. Finest references. Box 124R, BROADCASTING.

Results in management, with know-how and getting the job done. Not a desk man. Will prove sales can be made. Box 139R, BROADCASTING.

CP holders, station owners; Experienced "launching" manager, former owner, available now. Know station operation, experience to 50kw. Manager, assistant or p.d. Prefer small-medium market. Box 146R, BROADCASTING.

Creative! Exceptional salesman! Successful general manager. 38, college, married. Minimum five figures. Box 136R, BROADCASTING.

## Situations Wanted—(Cont'd)

### Sales

Will relocate. Arizona preferred. Now selling for large midwest station. Box 105R, BROADCASTING.

Sales engineer desires position broadcast or electronic manufacturer. Have proven sales record with major firm. Aggressive, responsible, sober. Will relocate. Box 126R, BROADCASTING.

Experienced broadcast salesman desires position with radio station. Possibility of buying in at future date. Box 143R, BROADCASTING.

Director or sales development for group operations—specialist in developing major sales presentations, market research project and implement sales plans for group or individual stations. Top experience in all phases radio and television. Box 156R, BROADCASTING.

Experienced time salesman or sales manager, radio or tv. Top billings, dependable, neat, married, producer. South California, only. 28006 Acana road, Pkias Verdes Estates, California. Phone 377-4256.

## Announcers

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 656P, BROADCASTING.

Polished air personality. Willing worker, available at once. Have third phone. Box 64R, BROADCASTING.

Seeking first position. Trained, college graduate. draft exempt. Musician, mature, enthusiastic, production conscious. Rewrite, on the spot. Box 106R, BROADCASTING.

Young announcer seeks relocation. Three years experience in radio and television announcing, engineering and construction. College and first phone. Box 110R, BROADCASTING.

Disc jockey announcer. No floater or prima dona; sincere; creative; wants to settle, some experience; tight board. Box 119R, BROADCASTING.

Just what you've been looking for. A new personality for women's programs, training includes singing with band, mc'ing, semester of college and courses in all phases of announcing. Own car; willing to travel. Box 121R, BROADCASTING.

2 years in radio sales; would like to get job as announcer/dj. Have 2 years as rodeo announcer. Single; age 22. Will relocate. Contact: Jim Andrews, 4810 N. Mueller St., Bethany, Oklahoma. Phone Su 9-5205.

Family man seeks first position as announcer. Radio school graduate. Want security and future. Will relocate. Tape, resume. Write or call W. W. Fentress, 2305 Dixie Hwy., Louisville 16, Ky. Spring 6-6570.

Young 44 year old announcer available. Sports, news and music. Your advantage to contact D. J. McNally, 138 Market, Mt. Clemens, Michigan, for tape.

Announcing school graduate: Ohio college grad; 25, military finished, news and sports announcer looking for first job. Eager and willing to work hard. Prefer Ohio and Penn., but will relocate anywhere. Tape and resume on request. Write or phone Bob Hutton, 91 Lloyd Road, Montclair, New Jersey. PI 4-6385.

Announcer/program director with top 40 and good music experience. First phone/ good production ideas/veteran/married. Box 81R, BROADCASTING.

Negro announcer; young, college graduate, mass communications major, A.F.R.S., experienced. News, d.j., personality or modern formats. Available immediately. Box 98R, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Announcer, dj, experienced, talented. Seeking position in northeast U.S. Strong on top 40 and record hops. Contact Joe Swing, 259 N. Midland Ave., Nyack, New York.

Large chain PD desires quality operation. sober management. Fifteen years sports, staff, administrative. Phone George, 501-782-5951, write Box 937P, BROADCASTING.

Wide awake morning man. . . versatile dependable, willing to follow direction. Box 122R, BROADCASTING.

Top rated personality, real pro. Am used to being number one. Program director, news director, experience. Married. Box 130R, BROADCASTING.

Aspiring announcer wants that first job. Speech background, some college, third phone. Box 131R, BROADCASTING.

Attention choosy fm stations—choosy announcer with major market am & fm experience, knows both Buxtedude and Marconi (1st ticket), will help put (or keep) you tops in field. Box 133, BROADCASTING.

No. 1 rated teen-jock desires return to Ohio radio. Wife and child to support—payments to make therefore, job helpful. Can your station use a 50% hooper? I've got it Box 135R, BROADCASTING.

Experienced first phone announcer desires position in northern California (stations near San Francisco preferred). Box 138R, BROADCASTING.

Attention Baltimore—one of America's funniest or is it most ignorant dj's is now available. He was recently offered a job at NBC in the animal cracker division. As this original or is it aboriginal showman once said "remember friends, if you must be blue be a bright blue!" He prepares program in advance. Oh yes, he has a first phone, but who cares about "them grapes?" Live shipment guaranteed! Box 144R, BROADCASTING.

No substitute for experience. Six years all phases. Best references including Boston. Prefer New England. Tapes available. Box 145R, BROADCASTING.

Announcer/dj, newscaster. Experience, tight productional fast board. Family man. Will re-locate. Box 151R, BROADCASTING.

Young man 24, beginner seeks start as a radio announcer. Box 152R, BROADCASTING.

9 years experience—announcing, play by play and p.d. 28, college graduate and married. Seeking sports-minded station demanding excellent character, versatility and dependability. Box 154R, BROADCASTING.

Positively need employment. Have ability, experience, and good references. Box 163R, BROADCASTING.

Announcer-dj . . . married 3 years experience-network affiliates. Wants to settle down with station that offers future. Box 164R, BROADCASTING.

Announcer, engineer, 1st phone, 5 years experience. No echo, no shout. Good music only. Box 165R, BROADCASTING.

Major college sportscaster, seeks basketball play by play. Presently working football in large eastern market. Prefer east, south-east. Box 166R, BROADCASTING.

Manager needs job for versatile announcer in midwest, because of changes within station. We have an announcer with 3 years experience available immediately. Tight production, board, news, play by play, drawt exempt, Hugh Dickie, Manager, WTMB Tomah, Wisconsin.

## Situations Wanted—(Cont'd)

### Announcers

Have first phone, experienced, will travel. Prefer southwest. High I.Q., veteran, no drifter. Keith Balfour, 6239 Stefani Drive, Dallas 25, Texas. EM 1-0337.

Announcer and/or p.d. Brigh sound, 7 years experience. Will boost ratings. Any format. Brad Harris, 277 Van Siclen Avenue, Brooklyn, New York. Hyacinth 8-5479.

Due to format change we have available for immediate placement top Negro Gospel personality. For information phone WABQ, Cleveland, Ohio—Cherry 1-7555. Burt Noble.

Experienced 1st phone announcer. Experienced in programming, news, and farm director. Also copywriter, remote and interviews. 36, family, prefer Iowa. References furnished. Dwaine Brewington, 104 Maple Street, Janesville, Iowa. Valley 6-2624.

Young man looks for advancement. Three years broadcast experience, two years chief engineer. Box 112R, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

We want to place experienced combo man, now employed, available soon. Announcer, chief engineer's background, vet. For details contact WCUB, Manitowoc, Wisconsin.

Capable, conscientious chief engineer. Twelve years radio, television. Construction experience. Box 94R, BROADCASTING.

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.

First phone license. Two years 1000 watt station. No announcing. Box 157R, BROADCASTING.

Have 1st class ticket, radio-tv servicing and comm. school graduate. 2 years college, 2 years as technician. Eastern Pa. only. Box 160R, BROADCASTING.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

Experienced announcer-dj, available now. Bud Hamod, 568 Mathew, Gary, Indiana.

Ready late Jan. for radio/tv broadcasting, producing, public affairs and/or women's interest to utilize my background in news reporting European work travel, broadcasting, education and interpretative work for community health, counseling youth services and travel promotion. Single, 35. Box 140R, BROADCASTING.

Newsman—considered outstanding journalist in gathering, editing, airing by current employer in major market. Family man; mid 30's; will re-locate to tv or radio operation. Box 137R, BROADCASTING.

Experienced program director desires relocation. 1 offer: 13 years broadcast experience, proven record, ability, organizational knowhow all phases; air trick included. Good music operation only. Prefer east. Box 605P, BROADCASTING.

Young newsman, 4 years experience, gathering, writing, reporting. Prefer northeast or mid-Atlantic. Box 155R, BROADCASTING.

Broadcasting's finest copywriter is available. Male. Commercial voice. Outstanding production. Box 108R, BROADCASTING.

For bright, creative radio copy that sells contact me. Top 30 metro market experience. Box 95R, BROADCASTING.

## YOUR HANDY CLASSIFIED AD ORDER FORM

### ISSUE DATE(s)

☐ TF (until forbid)

### RATES

☐ Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)

☐ Help Wanted—25¢ per word—\$2.00 minimum

☐ Display ads \$20.00 per inch—STATIONS FOR SALE and WANTED to BUY advertising require display space. Situations Wanted—(Payment in advance)

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ All other classifications 30¢ per word—\$4.00 minimum  
(No charge for blind box number)

Indicate whether Radio or TV

☐ Radio

☐ TV

### HELP WANTED

☐ management

☐ sales

☐ announcers

☐ technical

☐ production-programming

### SITUATIONS WANTED

☐ management

☐ sales

☐ announcers

☐ technical

☐ production-programming

### FOR SALE

☐ equipment

### WANTED TO BUY

☐ stations

☐ equipment

### ADDITIONAL CATEGORIES

☐ Instructions

☐ Business Opportunity

☐ Miscellaneous

## TELEVISION

### Help Wanted—Management

TV ownership opportunity for aggressive part-owner-manager for new tv application west coast. Prefer Spanish language knowhow. Substantial market. Complete engineering site, financing available. Only modest cash needed for association. Telephone 503-364-4973, or reply to Box 162R, BROADCASTING.

### Sales

Immediate opening, aggressive, experienced local sales manager, CBS, ABC, NBC, affiliations, single station market, 35,000 sets, the man we want must be strong in sales ideas, able to lead and handle men, and like civic activities. He wants a permanent position, he is most likely presently employed in a two or three station market of medium size.

This station is located in the heart of Idaho's wonderland. Good trout fishing, all kinds of hunting, water and snow skiing, and all other outdoor recreation close by. Good guarantee commission on own sales plus over-ride. Send complete resume, references, picture, etc., to Gordon Glasmann, KLIX TV, Twin Falls, Idaho.

### Announcers

Announcer—opening for thoroughly professional versatile announcer capable of doing local level sports show. WSAV Radio-Television, Savannah, Georgia.

### Technical

Wanted experienced tv studio engineer. Must have 1st phone. State experience and salary requirements first letter. Box 78R, BROADCASTING.

Chief engineer with experience backup, heavy on maintenance, willing to work. We have G.E. tv transmitter and cameras. Need immediately. Contact John H. Marshall, Jr. KICA TV, Clovis, New Mexico. Also need assistant chief with maintenance experience.

Technician for tv studio work. Personal interview required. WICS-TV, East Capitol Avenue, Springfield, Illinois. Attention J. Merritt, 523-528-0465.

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed \$

☐ Bill

## Help Wanted—(Cont'd)

### Technical

Immediate opening for experienced engineer. Transmitter duty plus studio and transmitter maintenance. C. A. Parrott, Chief Engineer, WTVM, Columbus, Georgia.

Desire to add experienced engineer with first phone for 5kw am and fm. Collins, Gates, Muzak, and IGM automation install smaller SCA installations, help service them. Salary 95 weekly plus extra for each SCA installations. State age, experience, military status, references, education, and photo. Write KBIM, Box 910, Roswell, New Mexico.

Competent studio engineer with VTR experience wanted by progressive VHF station. Permanent position. Contact Chief engineer, WJBF, Augusta, Ga.

Expert television engineer, familiar with Gates low power television transmitter, needed. No six week license boys need apply, only a well trained technician is wanted. Give all information including picture and salary requirements in first letter. Send to Gene Hendryx, KVLFF-TV, Alpine, Texas.

Wanted, experienced engineer for position with full power VHF channel 2 station in Montana's largest metropolitan area, close to good hunting and fishing. Maintenance, operation, planning and installation. Pleasant working conditions in ultra modern new studios. For information call 252-5611 or write to Grant French, KOOK-TV, Billings, Montana.

### Production—Programming, Others

Production manager, southwestern VHF seeks skilled director with leadership ability to head production operations and make our production absolutely tops in sharp 3-station market. Will fill this position as soon as right man found, no sooner, no later. Tell your story to Box 847P, BROADCAST-ING.

Midwest tv station needs experienced continuity writer. Send samples, photo, resume, salary expected. Box 132R, BROADCAST-ING.

Newsman needed at once. Cover beat and telecast same. Will consider experienced radio man who is ready to break into television. Send tape, photo, resume and salary expected to Sam Fitzsimmons, WIMA-TV, Lima, Ohio.

## TELEVISION

### Situations Wanted—Management

Native midwesterner now on west coast. Eighteen years heavy, highly successful sales and management experience—seven in radio and tv station management/ownership. Available as management executive. Finest references. Box 124R, BROADCAST-ING.

Preferably southwest! Solid background in management (general and commercial). Full knowledge every phase broadcasting. Top-notch record with leading film distributor. Very best references. Available at once. Contact Ray Dorsey, 335 Littlejohn, Beaumont, Texas. Phone TE 8-0103.

### Sales

Need Help? A tv sales manager with 11 year National Rep. and station experience in Network and National-local spot sales is now available. Top industry references will guarantee ability and background. Check and see! Box 159R, BROADCAST-ING.

### Announcers

Children entertainer. Over 12 years experience including 6 years tv. Experienced in tv production, hosting live shows, ad-lib commercials and client contact. Presently employed. If your station demands personality with bright program and high ratings, I'm your man. Box 128, BROADCAST-ING.

Announcer—10 years radio and tv including sports—family man. Box 142R, BROADCAST-ING.

## Situations Wanted—(Cont'd)

### Technical

Six months television experience backed by three years of radio. Write Box 111R, BROADCASTING.

### Production—Programming, Others

Director, writer, announcer wants position western U. S. Available now. Box 118R, BROADCASTING.

35 year old announcer-p.d.-salesman. Many years radio and television. Looking for position in management, or with view to same. Box 61R, BROADCASTING.

Director . . . for major eastern market. Must have creative ability, at least one year directing experience, thorough knowledge and strong background in tv production. Good educational background necessary. Send complete resume. Box 153R, BROADCASTING.

### For Sale

### Equipment

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-9258.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrounding, repair, etc. BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 31, Temple, Texas.

Thermometer, remote electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Transformers—3 only—4000VDC, 600 ma., CCS. Chicago P-4353. New. \$200.00 each. We will honor the first POs received. FOB Los Alamos Sales Company, Box 795, Los Alamos, New Mexico.

Recording blank 16". Clearance sale price of 30 for \$13, plus postage. Send cash, check or C.O.D. order to Sam Dudas, Box 215, Doerun, Georgia.

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.

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.

Used Schaffer automation unit mounted in cabinet type rack, consisting of American Concertone tape recorder with new Capstan drivemotor; one silence sensing unit, one automatic tape cue unit, one 25 cycle oscillator, one 25 cycle discriminator, one relay power supply. Total price \$500 F.O.B., KBLI Helena, Montana.

2-444' self supporting, blaw knox towers', in excellent shape, insulated, and lighting equipment. John J. Hoke, phone RE 2-9350, U.S. Tower & Const., Petersburg, Virginia.

For sale: Gates 101 Spotmaster, in service less than one year. Excellent condition, complete. Best offer over \$500.00. Radio Station WJAK, Jackson, Tennessee.

Best offer buys RCA 311-A frequency monitor 1230 crystal. Frequency conversion instructions supplied. KHAS Radio, Hasting, Nebraska.

## For Sale—(Cont'd)

### Equipment

Model 250C-1 Gates 250 watt transmitter, \$895.00; in perfect condition; level-devel, turntables, cartridge playbacks, antenna tuning unit, unused transmitting tubes, etc. A great savings. Box 167R, BROADCASTING.

Magnecord PT6-J amplifier and PT8-A mechanism. In good condition. \$250 for both units. GL-7-D21 tubes. \$100.00 each. WFMB, Nashville, Tennessee.

Andrew 3½" coax, tupe 452, 220 feet. Good condition. \$675 FOB Pennsylvania. Box 125R, BROADCASTING.

Seeburg 100 library unit, new condition, purchased from Gates, similar to "Auto-trans" unit. Comes complete with Seeburg control-amplifier unit, which cost over \$100 additional. New cost over \$425. Complete, with inbuilt limiter, ready for your multiplex installation, \$315.00. WTVB, Coldwater, Michigan.

For Sale: Two Blaw-Knox self-supporting towers 444 ft. high. In excellent condition. Presently in place in Denver area. Buyer would assume cost of dismantling and shipping. Available immediately. What's your offer? P.O. Box 5007, Denver, Colorado.

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.

Good, one kw Raytheon transmitter RA 1000-A, \$15,000 at site, being replaced by 5 kw XTR. Telephone: J. S. Booth, Chambersburg, Pa. CO 4-7121.

## WANTED TO BUY

### Equipment

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

Wanted—GE BMI-A fm, frequency and modulation monitor any condition. Martin Williams, 7401 East 14th Street, Indianapolis.

Field strength meter for use in broadcast band. Contact Glenn Winter, WSBA-TV, York, Pennsylvania.

5,000 watt fm transmitter wanted. Must be in good condition. Other pertinent equipment will be considered. Box 42R, BROADCASTING.

WANTED: Used general radio type 1931-A modulation monitor in good condition. Write Chris Bauer, WHBL, P.O. Box 27, Sheboygan, Wisconsin.

Used tv tower 750 feet or higher galvanized guyed suitable support 12 bay channel 13 antenna tower top. State condition, where located best cash price. C. H. Fisher, Tower Sales & Erecting Co., 6100 NE. Columbia Blvd., Portland 18, Oregon.

Transmitter for UHF, either 1 kw or higher power. Give specifications, condition and price—will pay cash. WIBF, Jenkintown, Pa. Turner 7-5400.

Studio equipment for tv, also microwave equipment. Give all detail and price—will pay cash. WIBF, Jenkintown, Pa. Turner 7-5400.

### Miscellaneous

Special rates to religious broadcasters 6 to 9 am daily. WMDE, Greensboro, North Carolina.

"Stinger Series" Forty musical cappers, stings, punctuators, newly recorded in Hi-Fi and pressed on to pure vinyl just \$9.95. Station Services, 1st National Bank, Peoria, Illinois.

## Miscellaneous

Christmas in Europe—10 three and four minute vignettes for station use or time sales. Woman's voice. Audition for mailing costs. Sale: \$7.50-\$25 per station according to power. Box 141R, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 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.

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.

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. 1st phone, DJ instruction, placement. Free illustrated brochure. 259 Geary St.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N. Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 9, April 24. 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.

## EMPLOYMENT SERVICE

**IMMEDIATE NEED!**  
ALL BROADCAST PERSONNEL PLACED  
ALL MAJOR U.S. MARKETS  
MIDWEST SATURATION  
Write for application NOW  
**BROADCAST  
EMPLOYMENT SERVICE**  
4825 10th Ave. So.  
Minneapolis 17, Minn.

## 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

## Help Wanted—Management

### WANTED TOP PROGRAM DIRECTOR

*For number one rated fulltimer.  
Good Eastern market. Long time  
ownership. Send proof and full de-  
tails fast. Salary plus rating incen-  
tive.*

**Box 45R, BROADCASTING**

## Production—Programming, Others

### WANTED CREATIVE RADIO WRITER

50,000 watt midwesterner interested in writer to:

- \*Write Imaginative Commercial copy
- \*Research and Write Documentaries
- \*Write Unique Station Promos

Rush sample copy, pictures, resume and salary expected to

**Box 109R, BROADCASTING**

## TELEVISION

## Production—Programming, Others

### WE ARE LOOKING FOR A UNIQUE WOMAN

She is a rare combination of intelligence, charm and talent. She is a TV news reporter who can handle feature material, hard news reporting, and host a half-hour weekly public affairs program. She is a perceptive interviewer . . . knowledgeable in current affairs . . . ambitious.

If you meet these qualifications or know someone who does, we would like to hear from you. We have an extremely interesting position open for a talented news woman in our major east coast station.

**Box 834P, BROADCASTING**

## TELEVISION

## Help Wanted—(Cont'd)

## Production—Programming, Others

### Film men—Program Men **NEGRO TV**

Do you have program ideas or material for Top Market TV?

*Not interested in high cost extravaganzas*

We want novel, unique approach to Specialized TV

*H. C. (Cal) Young, Jr.  
4552 Franklin Road  
Nashville, Tennessee  
TW 5-5401 Or CY 7-8035*

## 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.

## Technical

### ENGINEER

First phone licensees. Minimum two years experience in TV. Write or wire chief engineer, WRDW-TV, Augusta, Georgia.

## TELEVISION

### SITUATIONS WANTED

#### Production—Programming, Others

#### SOUTH FLORIDA

Desire employment with major Radio or Television station in the greater Miami area.

Experienced announcer, programming and news reporting with major market stations. Excellent references. Now employed in New York area market. If interested available for interview.  
Box 150R, BROADCASTING

## INSTRUCTIONS

## EMERSON COLLEGE

Fully accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 81st year. For catalog write: Director of Admissions.

EMERSON COLLEGE  
303 Berkeley St., Boston 16

RADIO  
TV  
SPEECH  
THEATRE

#### For Sale

#### Equipment

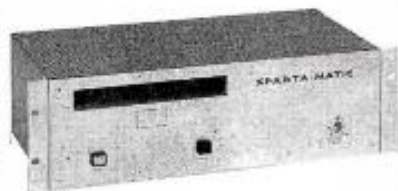
#### WE BUY AND SELL UNUSED BROADCAST PARTS

XLR-3-13 connectors \$10 a dozen. Tubes 4-400A \$35 each; \$65 a pair. SAVE 10% OR MORE—We welcome your inquiry on all special purpose and transmitting tubes.

A-OK ELECTRONICS  
P. O. Box 3850  
Hollywood, California  
Hollywood 5-8774

## SPARTA-MATIC

### CARTRIDGE TAPE



- Continuous Duty Rated
- Compact, Modern, Functional Design
- Proven Reliability

## SPARTA ELECTRONIC CORPORATION

6430 FREEPORT BOULEVARD  
SACRAMENTO 22, CALIFORNIA



## Miscellaneous

#### WE BUY AND SELL UNUSED BROADCAST PARTS SAVE 10% AND MORE

Audio & Linear Taper AB Pots, Tubes, Capacitors, Meters, Connectors PC, UG, XIR, UA, MS, AN, DPD and many other hard to find broadcast parts.

#### A-OK ELECTRONICS

P. O. Box 3850  
Hollywood, California  
Hollywood 5-8774

#### WANTED GOOD BUY IN COMPLETE TV STUDIO EQUIPMENT

Must be in A-1 condition  
H. C. (Cal) Young, Jr.  
4225 Franking Road, Nashville Tennessee  
TW 5-5401 or CY 7-8035

#### For Sale

#### Station

#### 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.

#### FLORIDA FULLTIME

Power—Good earnings—Station  
Priced Right—Good Terms

Associated Media Brokers  
Suite 328 Bayview Building  
Fort Lauderdale, Florida  
Phone LOgan 6-7843

Bob Flynn Myles Johns

#### FLORIDA—SOUTHEAST

Fulltime—One of Florida's fastest growing areas—Excellent terms

Associated Media Brokers  
Suite 328 Bayview Building  
Fort Lauderdale, Florida  
Phone LOgan 6-7843

Bob Flynn Myles Johns

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   |
| Ga   | 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.

## Continued from page 85

9, 1963; WAQE Towson, Md., to Feb. 6, 1963; WRST Jackson, Mich., to Jan. 2, 1963; KCJH Arroyo Grande Calif., to Dec. 15; WISN Milwaukee, Wis., to April 21, 1963; KGBM Honolulu, Hawaii, to Dec. 31; WFTL Fort Lauderdale, Fla., to Dec. 31; WJAC Johnstown, Pa., to May 8, 1963; KFYR Bismarck, N. D., to Jan. 9, 1963.

Junior Chamber of Commerce, Neligh, Neb.—Granted cps for new vhf tv translator stations, on chs. 13 and 2, to translate programs of KTIV (TV) (ch. 4) Sioux City, Iowa and KOLN-TV (ch. 10) Lincoln, Neb.

#### Actions of Oct. 24

WRBL-FM Columbus, Ga.—Granted SCA on multiplex basis.

WJTN-FM Jamestown, N. Y.—Granted license covering changes in trans. equipment (change type trans.).

WKRC-FM Cincinnati, Ohio—Granted license covering changes in ERP, ant. height and ant. system and installation of new ant.

WAMO-FM Pittsburgh, Pa.—Granted license covering changes in ERP, ant. height, type trans. and type ant.; remote control permitted.

WBLV-FM Springfield, Ohio—Granted license covering changes in trans. location, type trans. and ant., ERP and ant. height, and specify type trans.

WITH, WITH-FM Baltimore, Md.—Granted licenses covering increase in D power, installation of new trans., change ant.-trans. location, and make changes in ant. and ground system; use of old main trans. as aux. trans. at main trans. site with remote control operation; use of alternate main trans. as aux. trans. at main trans. site; and changes in ERP, ant. height, ant.-trans. location and ant. system, and installation of new ant.

WAGY-FM Forest City, N. C.—Granted license covering increase in ERP and installation of new trans.

KLIR-FM Denver, Colo.—Granted license covering change in ERP and installation of new trans.

KEWI Topeka, Kan.—Granted cp to make changes in ant. patterns.

KTUX Pueblo, Colo.—Granted authority to remain silent for period ending Jan. 2, 1963.

Granted licenses for following fm stations: WMNI-FM Columbus, Ohio, and change main studio location to Grove City, Ohio (trans. site); WEDA-FM Grove City, Pa.; KCLO-FM Leavenworth, Kan., and specify type ant.; WAPC-FM Riverhead, N. Y.; WILQ-FM Frankfort, Ind.; WBEU-FM Beaufort, S. C.; WBUD-FM Trenton, N. J.; KRSI-FM St. Louis Park, Minn.; WAVQ Atlanta, Ga.; WBT-FM Charlotte, N. C.; KLZ-FM Denver, Colo., and specify type trans.

#### Action of Oct. 19

Barton Television Translators Inc., Barton, Md.—Granted cp for new vhf tv translator station, on ch. 13, to translate programs of WJAC-TV (ch. 6) Johnstown, Pa.

#### For Sale—(Cont'd)

#### Station

#### FLORIDA MAJOR MARKET

Fulltime—Good earnings—Located in a growth area—Priced sensibly with liberal terms

Associated Media Brokers  
Suite 328 Bayview Building  
Fort Lauderdale, Florida  
Phone LOgan 6-7843

Bob Flynn Myles Johns

#### STATIONS FOR SALE

TEXAS. Exclusive daytime. \$60,000 annual gross. Asking \$55,000 with 29% down. Excellent terms on balance.  
SOUTHWEST. Full time. Serves growing market. Gross \$40,000. Asking \$70,000. 29% down. Includes site.  
ROCKY MOUNTAIN. Daytime. Absentee owned. Gross \$103,000. Asking \$150,000, 29% down.

**JACK L. STOLL & ASSOCS.**  
Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279

# You do a world of good when you send \$1 Food Crusade packages please care — *hunger hurts!*

**how** do you answer the hunger in a child's eyes, if he lives thousands of miles away? By joining CARE's Food Crusade, you span the world to help feed hungry school children, orphans, refugees, disaster victims, the aged and sick, poor families.

**what** you do is share our farm abundance—staples donated by the U. S. Food for Peace program. CARE adds other foods, packs various units to match country needs. Every \$1 you give sends one package—delivered with your name and address, to bring a personal message of friendship from the American people.

**where** need is urgent, CARE delivers your gifts. Multiply the dollars to your heart's content. You cannot specify persons, but you may choose any of these places: Colombia, Cyprus, Dominican Republic, Ecuador, Greece, Haiti, Hong Kong, Iran, Israel, Jordan, Korea, Macau, Mexico, Pakistan, Poland, Sierra Leone, Turkey, West Berlin, Vietnam, Yugoslavia.

**EVERY \$1 SENDS A FOOD PACKAGE  
IN YOUR NAME — A PERSONAL GIFT**

**CARE** New York 16, New York  
or your nearest CARE office

Here is \$..... for the Food Crusade.  
(Make checks payable to CARE, Inc.)

\_\_\_\_\_  
(Your name)

\_\_\_\_\_  
(Address)

☐ CARE to choose country; or

☐ I prefer .....



*Space contributed by this publication as a public service*

## OUR RESPECTS to Robert Lee Dellinger

### A one-time track star has never forgotten the value of speed

"A serious young man, intent on getting places in a hurry." That's a business associate's thumbnail description of Robert L. Dellinger, vice president of Grant Advertising Inc. and general manager of the agency's Los Angeles office. Judging from the fact that he has held this position for nearly two years and that his 33rd birthday is still a month away, one could say that Mr. Dellinger's intention is paying off rather handsomely.

In defiance of the currently popular philosophy of getting ahead in advertising without really trying, Bob Dellinger believes in giving every assignment the old college try. In his case, this is a very good try indeed. When he was an undergraduate at Indiana U., Bob was captain of the track and cross country teams and an All-Big-Ten mile and two-mile runner.

**No Time To Waste** ■ Bob's love of speed is not confined to the cinder track. When he travels to Washington, New York or Chicago he goes by jet to get there and back the same day. One of his office's accounts is Tidewater International, whose affairs frequently take Bob to Europe. "When things break right, I'm back in four days," he says.

"Unlike the vertical agencies with big centralized staffs, Grant is a horizontal agency, with a cadre of specialists in each of its thirty-eight offices who are available to other Grant offices and their clients when their counsel is needed," Bob explains. "In our New York office, the specialties are fashions and food; in Chicago's it's packaged goods and out here on the Coast it's aerospace. The significance of this approach is that there is a great growth potential with Grant."

The reason that aerospace is the specialty of Grant/Hollywood is chiefly Bob Dellinger himself. It was at a meeting of the Aerospace Writers Assn. that he met the manager of Grant's Hollywood office, who hired him as public relations director. Bob's expertise in aerospace enabled him to land the Marquardt Corp. account for Grant and at the same time move himself into an account executive's berth.

**Radio To The Rescue** ■ Marquardt, manufacturer of various electronic and aerospace systems, is constantly on the look-out for top personnel. Young Dellinger put his mind to work on the problem, came up with *Engineering Report*, a five-minute radio program broadcast at 6:55-7 a.m. each weekday, as an answer.

"With some 50 engineering and scientific categories—each with its trade

journals, society meetings, pamphlets and direct mail—we learned that it is extremely difficult for engineers to keep up-to-date with the rapidly advancing technology." Mr. Dellinger wrote in a Monday Memo (BROADCASTING, June 29, 1959): "Why not then an engineering-to-science news digest which the engineers and scientists could listen to while driving to work?"

At that time *Engineering Report* had had some 500 broadcasts on KFI Los Angeles. Last week, three and a half years and 1300 broadcasts later, it was still informing KFI's early morning listeners about new technological developments, reminding them of scientific and engineering society meetings and, in a brief commercial, adding that Marquardt always has a place for a top man. One year ago, the program was also placed on WGMS in Washington, D. C.

"Radio is a fine medium which is too often overlooked," Mr. Dellinger comments, "but today television is the prime advertising medium. Whenever we have a package goods item to advertise we start there and fill in with other media."

**A Hustling Lad** ■ Robert Lee Dellinger was born Dec. 14, 1929, in New Albany, Ind., on the Ohio River across from Louisville. He went to high school in nearby Jeffersonville, earning his way as sports editor of the *Evening News* and as a stringer for both AP and UP. At Indiana U. Bob wrote a daily column for the college newspaper and was

managing editor of the humor magazine. He was also campus advertising representative for L. Strauss & Co., Indianapolis menswear store, and a sorority house hashslinger. Perhaps the pressure of these money-earning activities was responsible for his record-breaking track career. "I didn't have time to walk, so I ran every place and was always in top condition," he laughingly recalls.

Graduated in February 1952, Bob heard that Brown-Forman, Louisville distiller, was testing candidates for its executive training program. He took the tests, did so well he was hired on the spot . . . and went to work unloading grain from freight cars.

Four months later, his education in the way grain is turned into whiskey was interrupted for a tour of Korean War duty as an Air Force lieutenant. He returned briefly to Brown-Forman, then headed for Los Angeles, where he found a job in the advertising department of General Electric's apparatus sales division. There he developed the interest in aerospace that subsequently led to his joining Grant Advertising in June 1956.

**Full Speed Ahead** ■ Bob Dellinger's rise at Grant has been as rapid as even he could wish. In February 1958 he was made a vice president and account supervisor. After a year as head of the agency's Dallas office, he returned to Hollywood as chairman of the plans board and No. 2 man to John Cody. When Grant lost the Dodge account and a merger with Robinson, Fenwick & Haynes (a local Los Angeles agency) failed to jell, Mr. Cody resigned and Bob became general manager. That was December 1960; since then the Hollywood staff has increased from four to 12, the office's local billings to more than one million.

Bob Dellinger is unmarried. Organization work fills his out-of-office hours. He is president of the International Advertising Assn.'s Los Angeles chapter; past president of the Junior Ad Club; a governor of the Arthritis Rheumatism Foundation (for whom he is running a telethon next February); a director of the Thelians; on the executive committee of the domestic trade division of the Los Angeles Chamber of Commerce; past president, Indiana Alumni Assn.; past director, Big Ten Club of Southern California; active member of Aerospace Writers Assn., International Society of Aviation Writers. He also belongs to the Jonathan Club, and to the Racquet Club of Palm Springs (where he can still play seven sets of singles in a day and come up smiling).



Grant's Dellinger  
Puts emphasis on radio and tv

## But first a message (or messages) . . .

**A** PERSUASIVE argument for the clustering of television commercials in time reserved for that purpose has been made by William B. Lewis, chairman of the board of Kenyon & Eckhardt. It is a radical change that he proposes, and it is resisted, as must be expected, by most of those in the broadcast advertising business to whom this publication talked last week.

Yet Mr. Lewis is not entirely alone in his attraction to the notion that commercials ought to be confined to breaks between programs as a means of avoiding program interruptions. Variations of that arrangement are already in effect in some foreign television systems. The one that has received the most attention here is Britain's, and it was used by Mr. Lewis as support for his argument that American television could adapt the cluster system with profit. The commercial tv system in Britain, he said, serves 11,500,000 homes and made a profit of \$70 million in 1961. The three U. S. television networks, serving 49 million homes, made only \$24.7 million profit in 1961.

Mr. Lewis also argued that the British system had been proved effective in its advertising impact. Television has become the main selling medium in England, he said, and advertiser confidence in the cluster system is demonstrated by the report that prime time is sold out through 1963.

There seems to be no doubt that clustering has worked in Britain. Without testing it, there is no way to know whether it would work here. Indeed little is known about the effects of the limited amount of clustering that is already practiced on U. S. television.

Among advertisers and agencies in this country there is a general conviction that commercials tend to lose identity when presented in groups. There is also the conviction that American viewers turn their attention elsewhere when commercial breaks come on and that it is necessary to outwit the audience by inserting advertising messages at unexpected intervals in programs. To our knowledge, no body of research exists to support these widely held convictions.

Surely there would be no harm, and just possibly there would be great good, in an experiment to discover the true effects of various kinds of commercial placements. This is a research gap that ought to be filled. The NAB has announced its intentions to broaden its research activities. A good start could be a study of advertising scheduling.

## What 'on-the-spot' really means

**I**N ITS recent rulings on application of the political broadcasting law, the FCC has moved farther and farther toward the assumption of final editing authority over radio and television journalism. If the trend is allowed to continue in future election campaigns, broadcasting will be corrupted into a soap box available to any candidate, no matter how absurd his cause or how trivial his prospects.

It is evident that the commission is determined to do whatever it can to negate the liberalization of the law that was achieved in the amendment of Sec. 315 in 1959. By ever-narrowing administrative interpretations, the FCC is building a set of rules that are clearly intended to minimize the freedoms the 1959 amendment sought to guarantee.

The actions of the commission demonstrate how an administrative agency can bend the law to suit its purposes. The 1959 amendment exempted newscasts, news interviews, news documentaries and on-the-spot coverage of news events from application of the equal time requirements for political candidates. It is in judging whether disputed programs fall within those categories of exemption that the FCC has fig-

ured a way to inhibit the exercise of sound editorial judgment by broadcasters.

Take, for example, the commission's decision that Robert L. Wyckoff, Prohibition Party candidate for governor of California, must be given equal opportunity by broadcasters who carried a debate between the major candidates, Edmund Brown and Richard Nixon, before a convention of United Press International in San Francisco. The contention of broadcasters was that the broadcast of the Nixon-Brown debate was on-the-spot coverage of a news event. The debate had been arranged by UPI, would have been held whether broadcast or not, and was an event of indisputable news interest since it was the first face-to-face confrontation of the two candidates.

The commission ruled that the broadcast was not exempt from Sec. 315 with this explanation: "Whether the appearance of a candidate is designed by him to serve his own political advantage and such appearance is ultimately the subject of a broadcast program encompassing only his entire appearance, such program cannot be considered to be on-the-spot coverage of a bona fide news event simply because the broadcaster deems that the candidate's appearance (or speech) will be of interest to the general public and, therefore newsworthy."

In another decision requiring WJR Detroit to give equal time to an obscure candidate for governor of Michigan, the FCC provided one definition of what it thought did constitute on-the-spot coverage of a news event. "Where a congressman seeking reelection appeared in connection with a ribbon cutting ceremony for a new highway or bridge, such an appearance would be incidental to the actual news events being reported and would be exempt."

From these decisions, broadcasters now have a handy guide to the practice of journalism during political campaigns. Never mind how important the election, how significant the issues, how interested the public may be in the principal candidates, avoid coverage of all occasions in which these vital subjects may be intelligently explored. While newspapers and magazines report, without obstruction the information that the public needs to know, let radio and television restrict their journalistic enterprise to coverage of ribbon-cutting ceremonies.

It is essential to the growth of broadcasting as journalistic instruments and to the enlightenment of the public that the FCC be removed from its desired role as news and program director of American radio and television. The revision of the Communications Act, including its Sec. 315, becomes more necessary every day.



Drawn for BROADCASTING by Sid Hix  
*"Right now your camera's on a safety man backed up against my competitor's billboard . . . what kind of product protection is that?"*

# NOW IS THE TIME TO BE IN FLORIDA



In 1961, more than 12 million people left snow shovels behind to visit sunny Florida.

83% of these families traveled by automobile and more of them turned their car radios to powerful W-GTO than to any other Florida station.

The tourist season is here again, and families by the thousands are heading for Florida.

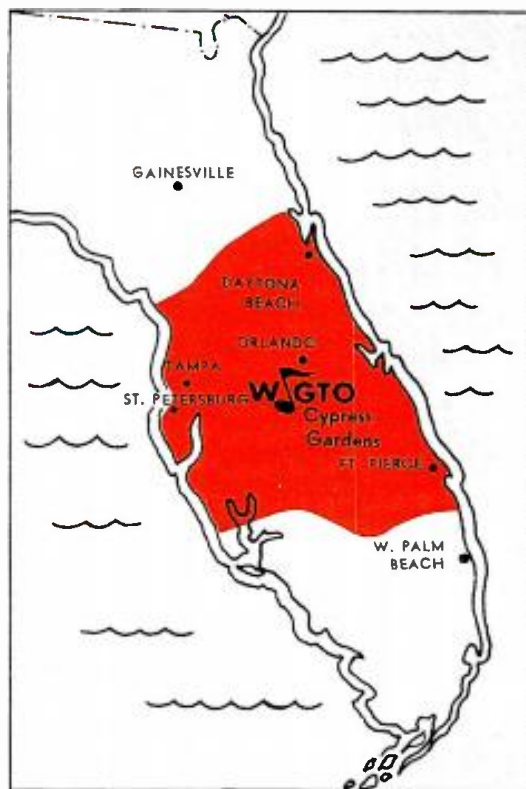
## THEREFORE...

## NOW IS THE TIME TO SELL FLORIDA

Located in beautiful Cypress Gardens, a major tourist attraction and the fastest growing interurban area in the nation, W-GTO Radio serves and sells 2,554,000 permanent residents within its half-millivolt area in addition to the tremendous bonus coverage of active-buying tourists.

To sell *all* Florida, your best buy is . . .

**THE MOST POWERFUL COMBINATION IN  
THE NATION: 50,000 WATTS AT 540 kc**

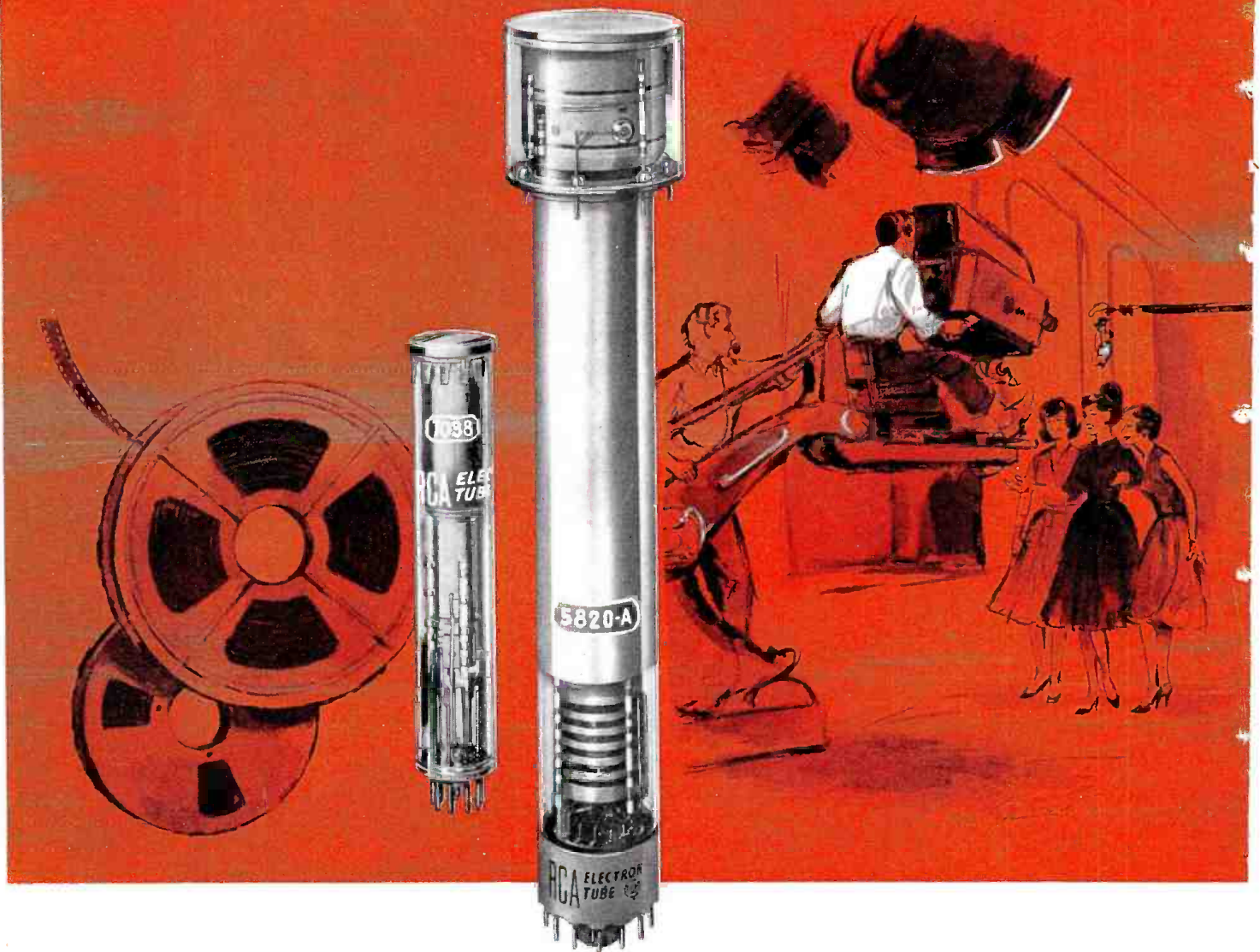


# W-GTO

**RADIO  
CYPRESS GARDENS  
FLORIDA**

FLORIDA DIVISION OF HUBBARD BROADCASTING, INC.  
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

## RCA TV CAMERA TUBES



## RCA's Image Orthicons and Vidicons Meet Industry's Demands for Image Quality

Image quality and TV-Camera Tube quality go hand in hand. And the star performers in the quality department in any TV function are RCA Image Orthicons and RCA Vidicons. In both lines, RCA has the widest range of tubes in the field, plus unmatched performance and reliability characteristics.

RCA introduced the first Image Orthicon in 1946; the first Vidicon in 1952. Over the years, RCA research and development continue to set the "standards" of image quality for studio, closed-circuit, and remote TV. While no one camera tube possesses all of these characteristics, some of the RCA standards in-

clude: highest sensitivity, highest resolution, lowest lag, highest signal-to-noise ratio, finest registration capability, greatest freedom from spurious signals, and the most uniform tube-to-tube product.

These families of RCA TV-Camera Tubes include units for low-light-level work, others that double for indoor and outdoor operation, and for color and black-and-white. There are tubes for superior successive recording of tapes and tubes to suppress "TV Ghost" and other undesirable effects.

Whatever your station requirements, there's an RCA Image Orthicon or an

RCA Vidicon to provide superior TV-pickup for your specific application. For information on specific types, see your authorized RCA Distributor of Broadcast Tubes. RCA ELECTRON TUBE DIVISION, HARRISON, N. J.

Recently sent to TV-station Chief Engineers throughout the country, this attractive, two-color brochure, RCA Camera Tubes—1CE-262, contains pertinent information and illustrations pointing out some of the superior design features found in RCA TV Camera Tubes. Additional copies may be obtained through your local distributor.



The Most Trusted Name in Television