



BROADCASTING

TUE

TELEVISION AND RADIO

Morningside College
Library
Sioux City 6 Iowa

NOV 12
Y 10D
9210
DEC 62 McC

NOVEMBER 12, 1962

Commissioner For
let FCC use fairness

ed tv stations may get query

on local programming 47

ANA-AAAA committee to advise agencies
negotiating commercial talent pacts 34

FCC turns down NBC on temporary exchange
of Boston-Philadelphia stations 40

COMPLETE INDEX PAGE 7

Ignore it

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY IOWA

CLASS OF SERVICE

This is a fast message
unless its deferred char-
acter is indicated by the
proper symbol.

WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

1201 (4-60)

SYMBOLS

NR NETWORK

NR = Edward
Petty & Co.
National Reps.

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

IGNORE KPRC-TV, HOUSTON? YOU CAN'T. NO ONE EVER
IGNORED KPRC-TV. YOUR MESSAGE ALWAYS COMPELS
IMMEDIATE ATTENTION -- AND IMMEDIATE RESPONSE.
TO BE SURE TO GET ACTION, SEND OVER KPRC-TV.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE



MEN AT WORK

IN THE JOHNSTOWN-ALTOONA MARKET

You have to believe in the potential of an area that believes in itself. In this Johnstown-Altoona Market, leading industries and major utilities are plowing millions of dollars into modernization and expansion--public and private projects are going forward at full speed. The result---a real boost in family buying power---a receptive audience for your sales story.

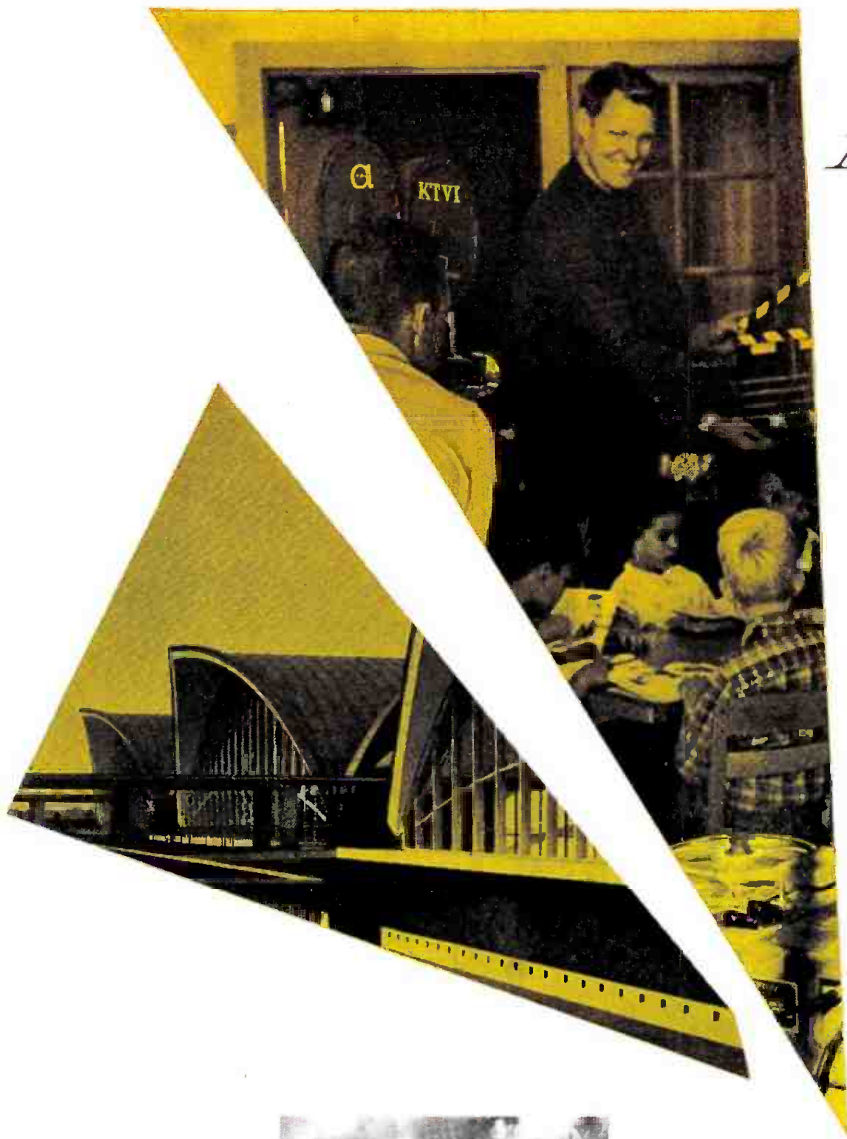
IT'S TIME TO PUT WJAC-TV TO WORK FOR YOU!

The most potent, persuasive salesman in this Johnstown-Altoona Market is WJAC-TV---the station more people watch, more of the time. And, doesn't it stand to reason---the bigger the audience, the greater the number of live prospects for your product? Tell 'em . . . and sell 'em . . . via WJAC-TV!

*Get all the marketing facts from
Harrington, Righter and Parsons, Inc.*



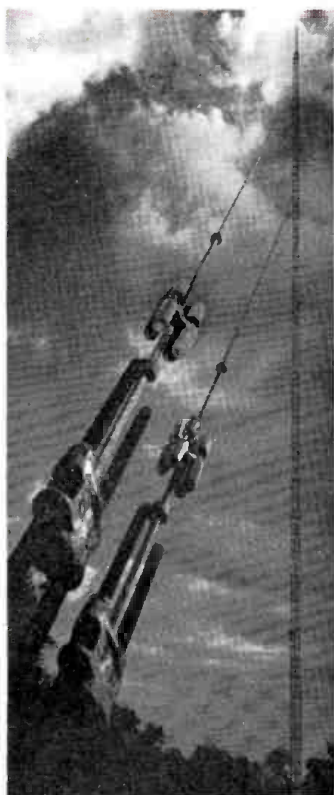
Affiliated with WJAC - AM - FM
The Johnstown Tribune-Democrat Stations



*the
NEW Spirit
of
St. Louis*

"the St. Louis Story"

... is the latest project of the award-winning KTVI Public Affairs team. Locally conceived, written and filmed, "the St. Louis Story" is a twelve-part documentary, exploring municipal, social and civic organizations at work in the growing St. Louis area. From special schools for exceptional children to the complexities of air terminal operation, each program will document growth, change and people. Once a month in prime time, St. Louisans see their city from a fresh point of view. "The St. Louis Story" is another example of KTVI programming serving the viewer by adding dimension to the city in which he lives.



KTVI
BLAIR-TV
ST. LOUIS **2**



Continued dominance...

KRLD-TV continues its long-established pattern of dominance in the Dallas-Fort Worth market . . . The NSI Average Week & Four-Week Cumulative Report for August, 1962, shows that Channel 4 is 22.3% ahead of Station B in Homes Reached, 52.8% ahead of Station C, and 119.6% ahead of Station D.

This is conclusive proof that your ad dollar goes further when you buy KRLD-TV. Your Advertising Time Sales representative will be happy to offer a schedule of dominance for YOU.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

BROADCASTING, November 12, 1962

KSYP to Harron?

Negotiations reportedly are under way for purchase of KSYD-TV Wichita Falls, Tex., by Paul Harron and associates. Mr. Harron is principal in WKTV (TV) Utica, N. Y., and president of World Broadcasting System, Philadelphia, radio programming service. Although confirmation was unobtainable, price being talked for KSYD-TV was said to be in \$2.2-2.4 million range. Station is on ch. 6, CBS-TV affiliate and owned by KSYD Television Co., Sidney A. Grayson, president. Hamilton-Landis reportedly is broker.

Baltimore hearing?

Pleased over results of Chicago local tv programming hearing, FCC staff is prepared to recommend new hearing in three-station eastern tv market. FCC has not yet been consulted but will be asked to approve hearing in Baltimore. Three stations there are WBAL-TV (owned by Hearst papers), WJZ-TV (Westinghouse Broadcasting Co.) and WMAR-TV (Baltimore Sunpapers).

Major-market pay-tv

Stepped up activity in pay-tv, particularly by wire, is predicted in wake of last week's decision of Arkansas Supreme Court ordering Southwestern Bell to supply lines for pay-tv, using International Telemeter system in Little Rock. Although further appeals by theatre owners are indicated, reports in informed circles were that Telemeter immediately would pursue project in larger market—either Dallas or Houston—for wired project, working with programming groups on franchise basis and utilizing Bell lines.

Court decision also may expedite other pay-tv projects, including plan of Richard A. Moore, former president of KTTV (TV) Los Angeles, to launch major market systems in West. Now associated with him, it's learned is Paul McNamara, former Telemeter executive. Still unconfirmed is report that Edwin Pauley, Los Angeles millionaire industrialist, part owner of ch. 2 KTVU (TV) San Francisco, and part-owner of Los Angeles Football Rams, is silent partner in Moore venture.

Harping on Harper plan

There's noticeably little talk among top national advertisers about recent suggestion of Marion Harper, head of Interpublic and chairman of 4A's,

CLOSED CIRCUIT®

that agency compensation system perhaps ought to be changed to cut agencies in on client profits (BROADCASTING, Oct. 22). One leading student of agency-client relationships put it this way in conversation at Assn. of National Advertisers convention last week: "It's not safe to say anything will never happen—after all, we're going to the moon soon. But we're a long way from being able to measure advertising effectiveness accurately enough to divide profits on the basis of it."

If any one change is evident in relationships between advertisers and agencies, it's in that question of advertiser-agency relationships—and particularly agency compensation. Few years ago compensation issue dominated ANA conventions. Leading advertisers were calling for at least review of traditional media commission system, and in self-defense 4A's members spent lot of time talking up virtues of commission method. Now shoe has changed feet. There've been some pay-system changes on individual client-agency basis, but now it's agencies who're talking out loud about further revisions. In addition to Mr. Harper's proposal (see above), 4A's President John Crichton devoted full-dress speech at ANA last week to narrow agency profits and troublesome client-relations problems, in process suggesting new changes to give extra money to agencies for handling new-product introductions (see page 34).

Lee's code crusade

FCC field bureau has been monitoring commercials of stations all over country at behest of Commissioner Lee, as part of his crusade to have FCC adopt commercial limitations of NAB code. He said no support was won for plan at meeting with advertising agency executives in New York (CLOSED CIRCUIT, Nov. 5) but he insisted they did not flatly reject idea. He argues restrictions will help smaller stations acquire national accounts when major outlets are "sold out."

Cox to acquire 2nd catv

In final stages are negotiations for acquisition by James M. Cox interests of second catv system—9,500-connection Aberdeen, Washington facility—for about \$1.5 million. Miami Valley Broadcasting Corp. (WHIO-AM-FM-TV Dayton; WSOC-AM-TV Charlotte) is Cox company making

purchase from group which includes J. Elroy McCaw, Seattle broadcaster. Negotiating transaction is Bill Daniels, Denver broker and station owner and pioneer in catv, with J. Leonard Reinsch, executive director of Cox broadcasting properties. Cox recently acquired 4,500-connection system in Lewistown, Pa., for \$660,000.

Are listeners lost?

Commercial radio stations that have been used by Voice of America for Spanish-language broadcasts to Cuba are wondering if they can recapture regular nighttime audiences when they revert to normal programming—perhaps this week (see story page 42). For past three weeks any listener tuning stations at night has heard only Voice programs. What worries stations is possibility that listening habits may have been changed so drastically that recovery of pre-crisis ratings may take months.

C-P buys 'Girls'

Colgate-Palmolive, it's reported, has committed itself to *Harry's Girls*, half-hour series, for scheduling on NBC-TV in 1963-64 season. This buy is through D'Arcy Adv., St. Louis and New York. Among C-P products handled by D'Arcy: Wildroot Hair Tonic and Halo Shampoo. Program has been plugged by MGM-TV, its producer, for past three years, and, as one close observer puts it, "It just refused to die." *Harry's Girls* is comedy based to degree on MGM-TV's motion picture "Les Girls." Format has American male performer and three girls touring European continent with song-and-dance act.

New junior G-man

William Ray, onetime station owner and NBC newsmen in Chicago, reportedly has been picked by FCC Chairman Newton Minow to be FCC's new boss investigator as chief of important Complaints & Compliance Div. of FCC Broadcast Bureau—succeeding John Harrington who has been tapped for assistant general counsel (CLOSED CIRCUIT, Sept. 24). Both appointments need full FCC approval. Two other selections to fill key staff vacancies also have been tentatively made: Robert Greenberg, of legal staff, to be assistant general counsel and William Jensen, attorney in Opinions & Review, to be chief of that division.

In the Rich Rochester, N.Y., Market
WHEC-TV Delivers

MAXIMUM

Height! Power! Coverage!

We've moved our antenna sixty feet up to the top of the transmitter on Pinnacle Hill—505 feet above average terrain!

More height means more reach to more viewers in the rich, eleven-county Rochester market! More exposure for your sales message! More value for your advertising dollar!

Now more than ever before, we offer you a "ten-strike" on Channel 10!



Television, Inc.

ROCHESTER, N. Y.

*FIRST in New York State!

*TENTH in the Nation!

**"Most Affluent Metropolitan Areas in U.S.A." 1960 U.S. Census Bureau.

WHEC-TV

CHANNEL 10, ROCHESTER, N. Y.

WEEK IN BRIEF

FCC's Ford has new suggestion for Congress on Sec. 315—repeal it, and give FCC responsibility for assuring broadcasters' fairness to all candidates. Political parties and others could help write rules for fairness, he says. See . . .

LEAVE POLITICS TO FCC . . . 27

FCC's Chicago hearing only whetted FCC's curiosity about local television. Commission is considering asking all network-owned stations what efforts they make to ascertain local programming needs. See . . .

LOCAL TV HEARING AFTERMATH? . . . 47

Joint committee formed to look out for interests of advertisers and agencies in contract negotiations with broadcast talent unions; actual dickering will be left to agency representatives. See . . .

NEW VOICE IN UNION TALKS . . . 34

NBC's hopes of meeting deadline for disposing of Philadelphia properties is jarred as FCC rejects proposal for temporary swap with RKO. Court becomes network's last hope for avoiding \$20 million loss. See . . .

FCC VETOES NBC-RKO SWAP . . . 40

Supreme Court also goes against distributors of films offered for television. Ruling banning block booking violation of antitrust law permits stations to buy films they want and reject "dogs." See . . .

FILM BLOCK BOOKING ENDED . . . 62

Dodge finds radio-tv "dependable" in campaign to promote 1963 line: last month was said to be best October in Dodge's history. New radio campaign begins today in top 65 markets. See . . .

RADIO-TV PUT DODGE OVER . . . 29

Golden West Broadcasters will take plunge into pay-tv—but not until after two-year study of various subscription systems. Norman Boggs, ex-president of KGIL San Fernando, named to head GWB pay-tv activities. See . . .

GOLDEN WEST TO TRY PAY TV . . . 68

Idea of direct space-to-home broadcasting may not be as fantastic as most observers believe. This is view of one engineer who foresees satellites powerful enough to reach home receivers of entire continents. See . . .

SPACE-TO-HOME TV? . . . 66

Last week's election held many surprises, but its net affect on Senate and House Commerce Committees, of most interest to broadcasters, is minimal. Most members of those committees will be back in 88th Congress. See . . .

THE ELECTION'S EFFECTS . . . 46

With two mobile 50 kw transmitters being installed on Florida's Keys, Voice of America begins to talk of releasing from service 10 commercial stations that have been broadcasting its message into Cuba. See . . .

VOICE TO DEMOBILIZE . . . 42

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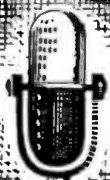
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SO,
STERLING
 ASKS ABOUT DRUG
 STORE SALES IN
KANSAS

Kansas stands up well in your analysis of drug sales—or *any* retail category. And, it's easy to cover Kansas economically and effectively. One market, the WIBW area, delivers 48.3% of the retail drug sales. One media group delivers this market. To insure the success of your Kansas campaign, put your major emphasis on WIBW-LAND—"the best of Kansas."

RETAIL DRUG SALES



WIBW RADIO AREA

1960 \$43,781,000

1961 \$46,510,000

Net Increase \$2,729,000



WIBW TV AREA

1960 \$31,505,000

1961 \$35,045,000

Net Increase \$3,540,000



TOPEKA ONLY

1960 \$7,363,000

1961 \$7,786,000

Net Increase \$423,000

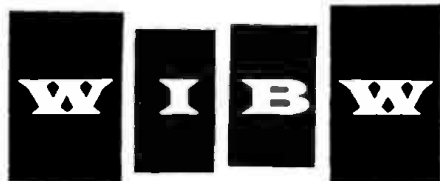
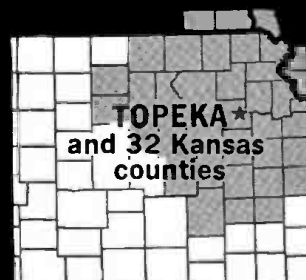
Source: Sales Management Survey of Buying Power, June 1962

Here are the VITAMINS your Kansas sales need...

**WIBW
RADIO**



**WIBW
TV**



TOPEKA, KANSAS

RADIO 5000 Watts at **580**
CBS RADIO NETWORK

TV—Channel 13
CBS—NBC—ABC

FM RADIO 97.3 Megacycles

The drug trade knows that you know Kansas when you schedule WIBW Air Media. Merchandisable at all trade levels. Use all three—WIBW-Radio, TV and FM—or the combination that best fits your distribution pattern. Call Avery-Knodel or the WIBW office for rates and detailed coverage information.

Division of Stauffer Publications
 Represented Nationally by



NABET made party to NBC-RKO hearing

National Assn. of Broadcast Employees & Technicians was admitted by FCC Review Board as party Friday to hearing on proposed exchange of NBC's WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-TV-WRKO (FM) Boston (earlier story, page 40).

NABET contended it's party of interest because it has collective bargaining agreement for 12 WRCV-AM-TV employees and RKO has refused to give assurances for continuance of pension and welfare plans. Review Board agreed that NABET members may suffer "injury of a direct, tangible and substantial nature."

Former FCC patent attorney William H. Bauer asked permission to testify in hearing "... respecting the status of RCA's patent misuses through the commission's technical standards. ..." Mr. Bauer testified in 1958 before House Legislative Oversight Subcommittee and his charges led to recommendations that changes be made in FCC rules.

ANA clinic studies tv commercial effects

Special visual effects and their importance in television commercials were studied in clinic session at Assn. of National Advertisers convention Friday (early story p. 34).

Commercials of more than dozen companies—including Ford, Chevrolet, Hertz, Maxwell House and Bank of America—were shown as examples of "tricks" and other film effect that can add to commercial effectiveness. Session was headed by Robert Bergmann, information director of Film Producers Assn., and Robert Eskridge, director of advertising and promotion for Ralston Division of Ralston Purina Co.

New videotape techniques were to be presented Saturday morning in special demonstration by Video-Tape Productions of New York. Company President Howard Meleghan; Vice President-General Manager John B. Lanigan and Sales Manager Herbert W. Hobler also were scheduled to show "cost-saving ideas and equipment innovations."

Idaho tv outlets file economic protests

Two existing tv stations Friday lodged economic injury protest at FCC on pending applications to transfer construction permits of KGTV (TV) (ch. 10) Pocatello and KBYN (TV) (ch.

Nielsen stakes

Happiest tv agency in New York is Benton & Bowles. It can chortle over current Nielsen top 10 tv program list (see page 39). B&B is agency of record on five of 10 shows listed: *Ben Casey* on ABC-TV for Procter & Gamble, *Danny Thomas*, *Andy Griffith*, *Red Skelton Show* and *Dick Van Dyke Show* all on CBS-TV. As agency of record it has supervision of programs for advertisers. B&B also has another in top 15—*Gunsmoke* on CBS-TV.

13) Twin Falls, both Idaho. Permittee Sam Bennion seeks transfer to corporation owned by himself, E. W. McRoberts, C. N. Lane and five others for \$23,000.

KIFI-TV Idaho Falls and KLIX-TV Twin Falls both claimed operation of Bennion stations would result in economic injury to them. Stations charged Mr. Bennion had abdicated responsibility, trafficked in construction permits and made no effort to construct either station (both granted 1960).

'Opry' booster Craig honored at Nashville

Edwin W. Craig, board chairman of National Life & Accident Insurance Co., operating WSM-AM-TV Nashville, was honored Friday at 37th anniversary cel-

Sanctified jazz

There's no rule saying religious radio programs have to be "dull," so WINS New York public affairs department is planning "entertaining" religious series.

The Two Worlds of Jazz, one-hour program, begins Sunday, Nov. 18 (10-11 p.m.) will feature jazz authority Nat Hentoff as host, with weekly participants Father Norman J. O'Connor, director of radio-tv-film, Paulist communications; and Rev. John Gensel, pastor, Advent Lutheran Church, New York.

They are known respectively as "The Jazz Priest" and "The Jazz Minister." Clergymen will discuss all aspects—secular and non-secular—of jazz and illustrate their discussions with "generous" amounts of jazz music.

bration of *Grand Ole Opry*. Station, music personnel and others associated with *Opry* honored Mr. Craig for his role in development of famed country music program (early story, page 64).

Gov.-elect Frank Clement presented scroll to Mr. Craig describing him as "old mandolin picker." He warned governors of New York and California that they are losing their leadership in music industry.

Members of Country Music Assn. elected Gene Autry, broadcaster-vocalist, as president, succeeding Kenneth Nelson, Capitol Records. Wesley Rose, Acuff-Rose publishing house, was elected board chairman. Others: Steve Sholes, RCA Victor, first vice president; Bud Brown, Acuff-Rose, second vice president; Jack Loetz, Columbia Records, third vice president; Frances Williams Preston, BMI, secretary.

NAFMB, Magnavox to consider fm deal

National Assn. of Fm Broadcasters meets early this week with Magnavox Co., set manufacturer, and Kenyon & Eckhardt, their agency, in hopes of concluding deal whereby Magnavox would pay \$150,000 toward establishment of NAFMB promotion arm in New York in exchange for spot time on about 150 fm stations throughout U.S. (BROADCASTING, Oct. 29).

More than 120 fm stations in 102 markets had approved plan by end of week, including 37 in top 25. Two uncommitted large Southern markets were being urged to join late last week. It's up to Magnavox whether station list will satisfy earlier requirement for 150. NAFMB sources say "it looks promising."

Overpopulation talks postponed to January

"Shirtsleeves working conference" between NAB and FCC on radio's alleged overpopulation problems has been postponed at request of association. Originally scheduled for Dec. 5-6, sessions have tentatively been postponed until second week in January. NAB informally asked for delay because its special committees had not had time to prepare.

Streibert, McGannon to Free Europe board

Three new members were elected to Free Europe Committee Inc. board of directors it was announced in New York Friday (Nov. 9). They are Don-

WEEK'S HEADLINERS



Mr. Keyes



Mr. Clyne

Stanley J. Keyes Jr., president of Adams & Keyes Inc., New York, becomes senior vp of Maxon Inc., Detroit-based advertising agency, effective Jan. 1, 1963, at which time Adams & Keyes will be dissolved. **C. Terence Clyne**, who joined Maxon as a director last January, named executive vp in New York office (see story, page 30).

Marion Harper, 73, advertising executive for 50 years and one-time co-owner of Blackman Co., New York (now Compton Adv.), died Nov. 7 in St. Petersburg, Fla. He was father of Marion Harper Jr., board chairman of Interpublic Inc., New York.

Arnold Katinsky, promotion director of WIP-AM-FM Philadelphia, named manager of station promotion and services for Metro Broadcast Sales, New York, sales arm of Metropolitan Broadcasting Co., licensee of station.

Robert S. Tyrol, vp in charge of sales for WTIC-AM-FM Hartford, elected president of Connecticut Broadcasters Assn. Other officers elected: **Herbert C. Rice**, general manager of WILI Willimantic, vp, and **Howard W. Maschmeier**, general manager of WNHC-TV New Haven, secretary-treasurer.

Wayne C. Marks, president of General Foods Corp., White Plains, N. Y., elected to newly created position of vice chairman of board of directors. **C. W. (Tex) Cook**, executive vp-operations, succeeds Mr. Marks as president. **Arthur E. Larkin Jr.**, vp and general manager of GF's Maxwell House Div., was elected to succeed Mr. Cook as executive vp-operations. **Thomas S. Thompson**, assistant general manager, Maxwell House Div., succeeds Mr. Larkin as general manager.



Mr. Marks



Mr. Cook



Mr. Kramp



Mr. Gramling

Louis J. Kramp, general executive with Associated Press, New York, named assistant general manager in charge of AP relations and services in broadcast field. He replaces **Oliver Gramling**, founder and head of AP's radio-tv operations, who asked to be relieved of administrative duties for health reasons. Mr. Gramling will continue on AP's executive staff undertaking special radio-tv projects. Mr. Kramp joined AP in 1942 and was named general executive in 1956. Mr. Gramling joined AP in 1927.

Bert Briller, vp for affiliate communications and member of executive committee of ABC-TV, New York, joins MPO Videotronics Inc., that city, as assistant to president. He will head MPO's activities in tv programming. Mr. Briller has been with ABC-TV for nine years and was with *Variety* before joining ABC-TV.

For other personnel changes of the week see FATES & FORTUNES

ald H. McGannon, president of Westinghouse Broadcasting Co.; Theodore C. Streibert, president of Radio Free Europe Fund (WEEK'S HEADLINERS, Nov. 5); Robert D. Murphy, president of Corning Glass International and former U.S. under secretary of state for political affairs.

Two western ad firms reveal working links

Two pioneer Rocky Mountain area advertising agencies announced their mutual working affiliation Friday, although no ownership merger is planned

Sarnoff report 'good'

Brig. Gen. David Sarnoff's "post-operative" condition was "good" on Nov. 9. This report from Roosevelt Hospital in New York City was similar to that issued day before and just after RCA board chairman underwent surgery for removal of his gall bladder.

at this time. They are Ball & Davidson, Denver, and Udevitz-Dunne & Co., Cheyenne, Wyo. Presidents of each will serve on plans board of other. Arrangement will allow more effective client service in area, they explained.

New small tv sets introduced by GE

General Electric has introduced three new 22-pound, 16-inch tv sets, with suggested retail prices of \$149.95. Announcement today (Nov. 12) also says company will continue marketing 16-inch Escort models introduced in July at retail of \$170 to \$175.

Dec. 19 deadline set for chs. 14-15 papers

Noting that "complex matters" are involved, FCC Friday granted additional 15 days for filing of comments on proposal to reserve uhf chs. 14 and 15 for land mobile users (see early comments, page 48). New deadline of Dec. 19 was granted at request of several educational groups.

Australian programs offered to tv market

TCN in Australia is blueprinting plans to "crack" world market with some of its programs, concentrating on developing top-quality entertainment specials.

First is one-hour program taped in England spotlighting Australian opera star, Joan Sutherland. Program is being considered for one of two U. S. networks now negotiating with Charles Michelson representing TCN. Sutherland program will be carried on TCN's six stations in Australia on Nov. 18.

Bets are down

Networks now have their sights on individual new shows they think could be hit programs for them this season. CBS-TV is placing odds on *Beverly Hillbillies* (now No. 1 in top 10) and new *Lucy Show*; NBC-TV on *Virginian*, and ABC-TV on *Combat*.



...in any crowd

ONE ALWAYS STANDS OUT!

...and in the Birmingham television market WAPI-TV is always that one...because:

WAPI-TV offers the cream of NBC and CBS.

WAPI-TV owns every major feature film package available.

WAPI-TV staffs one of the largest, most experienced, best equipped full-time news operations in the Southeast.

Make your outstanding buy...the station that stands out...

WAPI-TV

BIRMINGHAM
ALABAMA

Represented Nationally By/HARRINGTON, RIGHTER & PARSONS, INC.

-THINK-

Why does the largest local television advertiser spend over 90% of his advertising budget on KRNT-TV? And why has he for several years?

Try to think like the owner does.

If it was all your own money and all your own sweat and tears that had built up an outstanding business, and that business was all you had between your family and the poor house, you'd soon find out the best television station to use. If it was a question of sink or swim, you'd swim or you wouldn't have been smart enough to start the business in the first place. You would want advertising effectiveness—want it real bad . . . have to have it. You could take or leave alone all that jazz about ratings, total homes, cost per thousand and on ad infinitum. You'd seek to buy sales at your dealers' cash registers for your advertising dollar. Every moment would be the moment of truth for your advertising because you had to eat on the results.

Well, that's the way this local advertiser thinks and acts and so do many more like him here in Iowa's capital city.

Think of this . . . nearly 80% of the total local television dollar is spent on this one-rate station and has been since the station's inception. In a three-station market, too, by government figures! Such popularity must be deserved!

Think—Tis the till that tells the tale.

If you seek to sell your good goods in this good market, this is a good station for you to advertise them on. People believe what we say. We sell results.

KRNT-TV

Des Moines Television

Represented by The Katz Agency

An Operation of Cowles Magazines and Broadcasting, Inc.

DATEBOOK

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

*Indicates first or revised listing

NOVEMBER

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, New York Chapter, 20th anniversary dinner, Madison Room, Biltmore Hotel, New York.

Nov. 13—Academy of Television Arts & Sciences, Hollywood, 8 p.m., CBS Television City: Vov pop session of tv critics; Bert Granet and Henri Bolinger, coordinators.

*Nov. 13-14—Eastern annual conference, American Assn. of Advertising Agencies, at Americana Hotel, New York. Pay-tv, color-tv costs and "magazine concept" of tv advertising will be explored in Oct. 13 afternoon session by panel moderated by Richard A. R. Pinkham of Ted Bates & Co. and composed of Michael Dann, CBS-TV; Sheldon Leonard, T&L Productions; Lee M. Rich, Benton & Bowles, and Sylvester L. (Pat) Weaver Jr., McCann-Erickson. Other sessions will deal with computers, advertising strategy, measuring advertising achievement, account management, copy and art.

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 "Telstar 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—Hollywood Ad Club luncheon, Blossom Room, Hollywood Roosevelt Hotel. Dr. Sydney Roslow, The Pulse Inc., New York, will address the luncheon. His topic will be: "What Are You? Man or Machine: A Glimpse into the 70's." In addition, Dr. Roslow will comment directly on local problems in the broadcasting field, and will answer questions posed by a panel of local advertising executives. Allen Klein, manager of Pulse Pacific Inc., west coast production and sales office for the company, will be luncheon chairman.

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—Detroit Station Representative Assn., luncheon meeting, Sheraton-Cleveland Hotel, Cleveland. FCC Commissioner Robert E. Lee is guest speaker.

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. 23-25—National Assn. of Television & Radio Farm Directors (NATFRD) convention at Conrad Hilton Hotel, Chicago. Grace Sundell, of Sundell & Assoc., Chicago, will discuss Friday, Nov. 23, "The TRFD and his Income Tax." Chester Lauck of "Lum 'n Abner" fame will also address the convention on Friday. Sandra Lee Tibeau, the 1963 Dairy Princess, will be honored guest at Nov. 24 breakfast. Later that day, panel discussions will consider Canadian vs. American broadcasting, and also discussion on whether TRFD's should editorialize. Ted Hyman, North Carolina State College, will report on farm broadcasting in Brazil. Peace Corps Director Sargent Shriver will speak Sun., Nov. 25, and there will be a panel on good taste in farm commercials.

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. 28—Maine Assn. of Broadcasters annual meeting at the Augusta House, Augusta, Me. Principal speaker will be NAB President LeRoy Collins, whose address will be broadcast live by a preliminary lineup of 25 radio outlets in Maine, New Hampshire and Vermont. Officers for the new season will be elected.

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

Nov. 30—Academy of Television Arts & 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



OFFICE BOY BECOMES PRESIDENT!

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

*Nassau-Suffolk (Long Island) accounts for more Drug Sales than 23 states and its \$3¼ Billion Retail Sales out-ranks the following major metro markets:

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

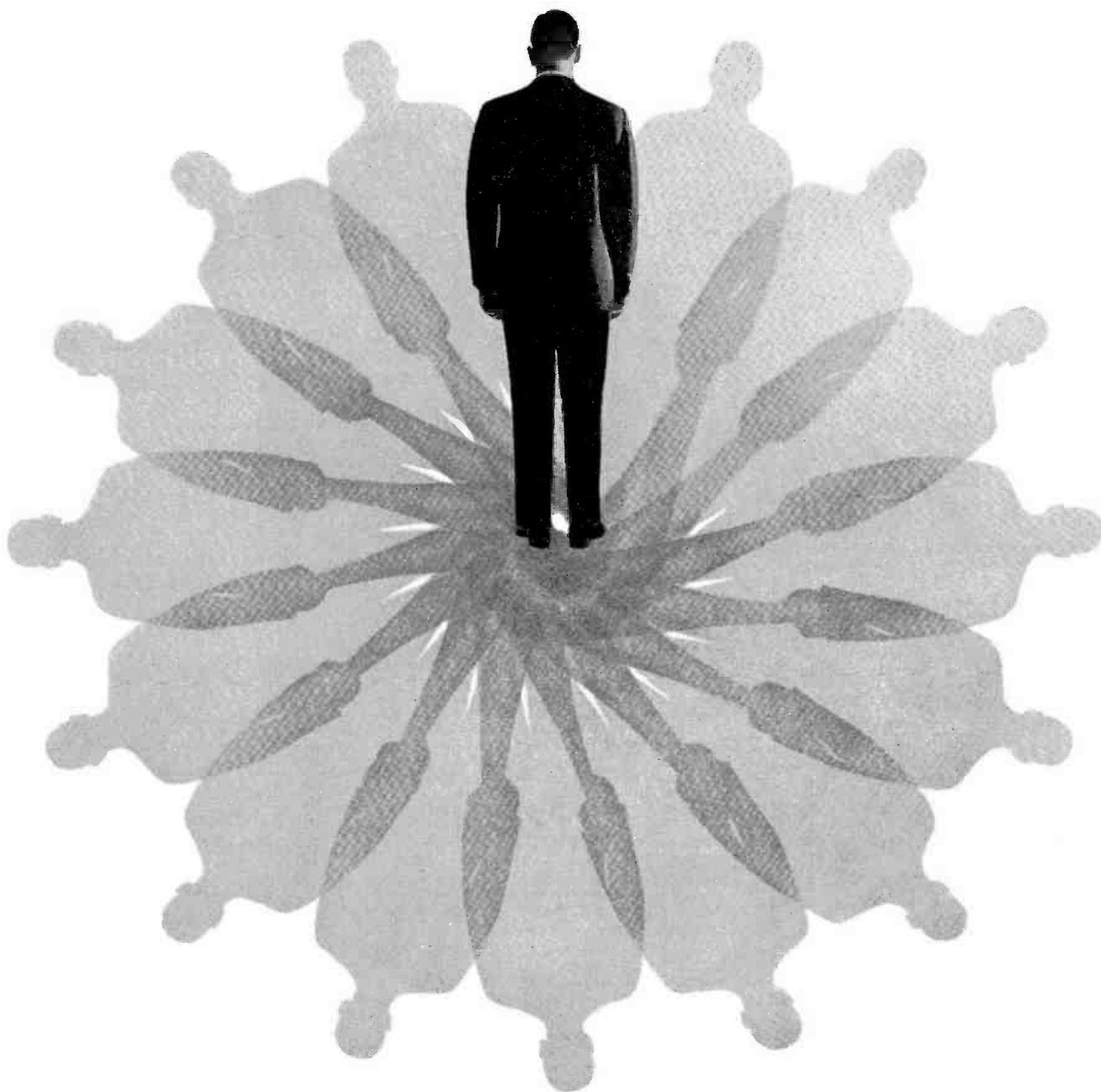
Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

→ 10,000 WATTS



PAUL GODOFSKY, Pres. Gen. Mgr.
JOSEPH A. LENN, Exec. Vice-Pres. Sales

REPRESENTED BY Gill-Perna



HOW
MANY Until now, this was a basic question
SHADOWS forced upon advertisers planning and
MAKE attempting to evaluate
A MAN? a network radio cam-
paign and the full scope of a network radio
audience... **Any Network Radio Audience!**



The vast consumer reach of automobile radio and of transistor radio had to be utilized as an undetermined plus factor to radio in the home, as it was used over a decade and a half ago • 41 MILLION PEOPLE (not houses) drive to work regularly and there are nearly 47 MILLION CAR RADIOS in the country today. • It is readily admitted that noteworthy numbers of transistorized radio sets are listened to daily in and out of the home in every community coast to coast. • Yet the answers to questions vital to planned, creative advertising as: WHO is listening? HOW MANY are listening? WHEN do they listen? WHERE do they listen? WHAT do they hear?—these answers have, until now, remained conspicuous by their absence!

NOW, ABC RADIO has inaugurated a reliable RADIO ACTIVITY SERVICE through SINDLINGER & COMPANY, INC., that will provide these answers for ALL NETWORK RADIO programming regardless of where or when it is listened to and regardless of the size or type of the radio unit.

THE RADIO ACTIVITY SERVICE is founded on a national consumer sample of at least 24 THOUSAND PEOPLE every month. A different national sample is taken every day, seven days a week in 187 representative markets, 287 A through E and rural counties. • **REPORTS WILL BE PUBLISHED MONTHLY** and will reflect total listening in terms of people of all radio programming. • **MALE AND FEMALE LISTENERS** over the age of 18 will be reflected separately and in total for the entire country and by geographic region — East, Middle West, West, South. • **THE PER CENT OF TOTAL POPULATION** over 18 years of age listening to any program will be shown in each report. • **BUYING PLANS AND PRODUCT USE** of ABC Radio and other network audiences will be available on special order.

THE SINDLINGER TELEPHONE INTERVIEWING METHOD has been carefully developed over the past eleven years. Its reliability for accuracy has been repeatedly proven to some of the country's leading business concerns who have utilized its results: CHRYSLER CORPORATION. FORD MOTOR COMPANY WESTINGHOUSE ELECTRIC CORPORATION. E.I. DUPONT DE NEMOURS COMPANY. CAMPBELL-EWALD COMPANY. CHASE MANHATTAN BANK. FEDERAL RESERVE BOARD. FORTUNE MAGAZINE. GENERAL ELECTRIC COMPANY. SCOTT PAPER COMPANY. NEW YORK STOCK EXCHANGE. IRVING TRUST COMPANY. U.S. STEEL CORPORATION. GENERAL MOTORS CORPORATION. NATIONAL INDUSTRIAL BOARD.

THE FIRST RADIO ACTIVITY SERVICE REPORTS are available now through ABC Radio. Additional information, general or technical, will be supplied in full upon request. • It is the sincere belief of this network that the radio branch of the broadcasting industry is a powerful and effective selling force for American manufacturers. It is also our belief these manufacturers and their advertising agencies must have available to them regular and reliable information upon which to determine realistically the truly vast reach of Network Radio Today. • **THE SINDLINGER RADIO ACTIVITY SERVICE** has been inaugurated by ABC Radio to provide this information so that advertisers can fully utilize this medium's ability to sell the millions of heretofore uncounted consumers it reaches every day.





WAVE-TV gives you 28.8% more SHOPPERS —28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales!
Ask Katz for the complete story.

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE
The Katz Agency, National Representatives



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 are Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson Corp. (International) and president of M-E Productions; Frank P. Fogarty, executive vp. Meredith Broadcasting Co., operators of KCMO-TV Kansas City, KPHO-TV Phoenix, WHEN-TV Syracuse and WOW-TV Omaha; Hubbell Robinson, senior vp in charge of network programs, CBS-TV, and Rod Serling, writer-narrator of CBS-TV *Twilight Zone*. Three additional industry leaders will be recruited to complete the panel.

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



Jack Markward, WOOD-TV's station manager and director of sales, welcomes Mark Wodlinger, general manager of WZZM-TV to Grand Rapids. That's Markward on the right, Wodlinger on the left and Willy Wood in the background.

Shake hands and...

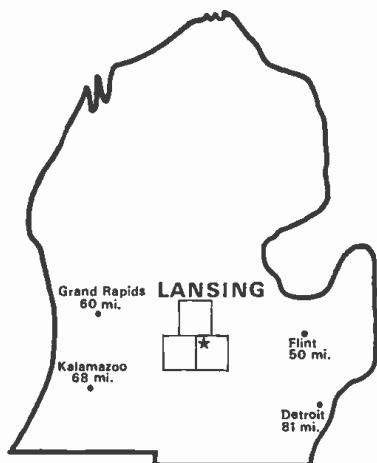
We have a new competitor in Grand Rapids — WZZM-TV, Channel 13, ABC. While we can't honestly say we're ecstatic about a third station coming into the market, we concede the increased competition will be healthy in the long run for viewers, advertisers *and* stations. Our relationship with our

established competitor, WKZO-TV, has been mutually cordial for more than 11 years. And, we welcome WZZM-TV to join us in providing more and even better television to the viewers and advertisers we serve here in the nation's 27th TV market.



WOOD AM·FM·TV *Grand Rapids, Mich.*
TIME-LIFE BROADCAST, INC.

WOOD • THE STATION WITH 2,000,000 CLOSE FRIENDS  NATIONAL SALES REPRESENTATIVES • THE KATZ AGENCY, INC.



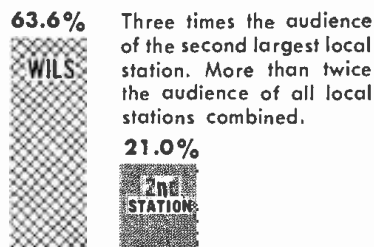
63.6

PER CENT

of the audience* in a
7-station metro market

It's true. The whooping big Hooper (*Jan. thru Mar. '62) taken in Lansing gave WILS Radio 63.6% of the 7:00 til noon audience (59.5% noon til 6:00 p.m.).

Seven stations share a third of the audience (33.2%) and "all others" took 3.2%.



LANSING Metro (3 counties)

- 14th in \$ sales per household
- State Capitol
- Michigan State University
- Oldsmobile plus other industry

**MID-MICHIGAN'S BIG
NO. 1 RADIO BUY**

RADIO
WILS
LANSING
1320 (5000 WATTS)

Representatives:

Venard, Torbet & McConnell, Inc.

items to go on agenda.

*Jan. 17—South Carolina AP Broadcasters Assn., Wade Hampton Hotel, Columbia, in conjunction with the meeting of the South Carolina Broadcasters Assn. Panelists will discuss how to make full use of the AP news report—and how to make that report better by sharing in news gathering. Lamar Caldwell, WHSC Hartsville, will discuss the survey made by the Wire Study Committee.

*Jan. 17-19—16th annual convention of the South Carolina Broadcasters Assn. at the Wade Hampton Hotel, Columbia, S. C.

*Jan. 22-24—Eighteenth annual Georgia Radio-Tv Institute, co-sponsored by GAB and U. of Georgia, Athens.

FEBRUARY

*Feb. 11-13—Electronic Sales-Marketing Assn. first annual convention, Americanna Hotel, New York City. A. D. Adams, vice president and general manager of New York office of Burton Brown Adv., will be convention chairman. For convention applications and more details, industry members are asked to contact Alex White, ESMA executive director, P. O. Box 1, Bellerose, L. I., N. Y.

BOOK NOTES

The Television Program: Its Direction and Production, by Edward Stasheff and Rudy Bretz. Hill & Wang, New York: 335 pp. \$6.95.

This is a completely revised edition, with new material making up more than half its pages, of the widely popular 1951 book of the same name by the same authors.

The most obvious change is deletion of chapters on writing in the original volume plus subsequent revisions. The authors explain that writing needs more than secondary treatment, that whole books on it are available and that by omitting it from this edition "we have been able to provide more material, and more advanced material, on production theory and practice" than was possible in the earlier edition.

Among the subjects are program formats; shots and lenses; terms, cues and directions; pictorial composition; creative uses of cameras lighting; and special effects. There are eight appendices covering camera set-ups for different types of programs. Sections of the author's out-of-print *Television Scripts for Staging and Study* also are incorporated.

Mr. Stasheff, formerly with WPIX (TV) New York and television supervisor for the New York City Board of Education, is now associate professor of speech at the U. of Michigan, teaching radio and tv writing and production. Mr. Bretz, formerly with CBS-TV and WPIX, is now a program and production consultant and head of the educational television office of the U. of California.

The Art of Publicity, by Le Roy Stahl, The Brings Press, T. S. Denison & Co., Minneapolis. 245 pp. \$3.95.

Mr. Stahl's book, "designed for the person who must take up the work of publicity without much previous background," is a basic primer of which more than a third is devoted to broadcasting. It is aimed more toward helping amateur publicists in smaller market stations, operating with limited equipment. It is definitely not the last word on this subject, and he may rankle broadcasters with such offerings as this from a suggested sample radio announcement: "MAYOR: This is Mayor

Billoughby—speaking to you on behalf of the coming drive for the Community Chest. As most of you know—who have been reading the papers lately—there has been an alarming increase in juvenile crime. . . ."

Noon on the Third Day, by James Hulbert. Holt, Rinehart and Winston, New York. 366 pp. \$4.95.

Jim Hulbert, NAB manager of the Department of Broadcast Management, has made Washington politics the basis for his fast-paced first novel. The plot centers around Sen. John Burnett who, after 26 years in the capital, votes for a controversial labor reform bill and finds his seat in serious jeopardy when he loses much of his union support. Woven into the story of the senator's fight for survival are a number of lesser stories—the complicated routine of a senator's office in an election year; the aspirations of the home state governor, a protege of the senator, who hopes to win his job; the union president's problems with his membership, his wife and his girl friend. The author's years in the capital have given him the background needed to give such a novel an authentic Washington setting.

Chases' Calendar Of Annual Events, 1963, compiled by Harrison V. and William D. Chase. Apple Tree Press, Publishers, Flint, Mich. 56 pp. \$1 (Quantity discounts available).

From Ground Hog Day to the most serious commemorative occasions the Chase brothers have put together a compendium of special days, weeks and months in the coming calendar year. This chronological listing of 1,064 events and observances should be useful to broadcasters for general information purposes and in timing of promotional schemes.

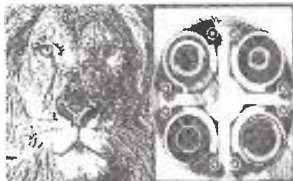
Fisherman's Beach, by George Vukelich. St. Martin's Press, New York; 186 pp., \$3.95.

A first novel about a fisherman's beach on Lake Michigan and the family that controls it. George Vukelich is a disc jockey with a nighttime program on a Wisconsin station, known as Papa Hambone. He has contributed to *The Atlantic Monthly* and served as creative writing instructor at the U. of Wisconsin.



A PRIME FEATURE FOR PROFIT

MGM



TELEVISION

Every feature film purchase of a station is expected to create business above and beyond its cost of being aired. Some features will do this better than others—because of inherent drawing power and in the way they are scheduled.

Example No. 1. A study of 12 markets found that when over 40% of the feature films were post '48's the average feature carried 22% more spots than the older pictures. And the more post '48 films in the market, the more business all features did. *Are you programming the better features of the Fifties?*

Example No. 2. A study of five stations which aired feature films within prime evening time showed that by scheduling a top post '48 premiere at this hour, profit potential for the time period could be increased at least 25%. *Have you considered this type of scheduling of top post '48 films for more profit?*

Details of these two surveys are available from your MGM Television salesman.

The big pictures are from Metro-Goldwyn-Mayer...
Today the 30/61 and 30/62 post '48 features. Tomorrow the 30/63's.

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

Before looking ahead, a look backward could be helpful

Once upon a time there were four radio networks. A lot of people listened to their stations. These were happy people because the radio stations broadcast big stars. Some—Jack Benny, Fred Allen, Eddie Cantor—were already big names from vaudeville, movies and theater. Others—Kate Smith, Bing Crosby, Guy Lombardo—were made big by radio. As I said, listeners were happy because these big stars came into their homes “live” to entertain them.

Advertisers were reasonably happy, too, in those days. They were known as “sponsors” then because they did just that. They paid for all the time and talent and literally owned the stars and shows. Thus, when the star delivered a commercial or a lead-in and generally identified with the product by means of title and mentions throughout the show, advertisers really had something going for them—and at those prices, too. When people went to the grocer’s on Monday and asked for a can of Eddie Cantor coffee, they got their Chase & Sanborn and not a blank look.

Well, I’d say the broadcasters then were pretty smart boys. They developed an entertainment-advertising medium like nothing that had ever gone before. Network radio, as it was, was unique unto itself.

Great Expectations ■ Then along came television. For a while it looked as if the broadcasters were going to continue to be smart. They seemed to follow the same programming “feel” that existed in radio. Milton Berle, Sid Caesar, Arthur Godfrey, were “live” friends coming into the viewer’s home at the moment they were performing. Even the costs weren’t too unreasonable.

But as this was going on, the broadcasters were beginning to forget the success formula that carried them from their infancy—through the depression—and into the fabulous fifties. They went “Hollywood.”

At first it wasn’t easy. Each time they approached the hallowed halls of the Brothers Warner, MGM, Fox, etc., the tirades and invectives hurled against the television industry were something to behold. But the broadcasters were a dauntless lot who didn’t know their own strength. They kept crawling back for more abuse even while their own infant was rapidly eating away the foundations of the motion picture industry.

Then one day the Brothers Warner,

et al., suddenly saw a vision—television—and decided to condescend to consider “tainting” their pocketbooks with tv money. And how “tainted” their pocketbooks became is—well, it should just happen to you and me!

Second Hand ■ Now, where does that leave the viewer? Aside from Ed Sullivan, who comes into his home “live” (perhaps that’s largely the answer to the perennial question, “What makes Sullivan tick?”), the viewer is left alone with his ghost shadows in their versions of the B movies that helped close theaters. Gone are the friends of radio and earlier television who took the time and trouble to come into his home at the same moment he was listening or watching. Tv, rather than growing into the personal entertainment-sales medium it should be, has instead grown gigantically impersonal. It is, for the most part, cold and “canned.”

And the advertiser?

Many, like A&P coffees which owned a full hour weekly show in radio, or Florsheim shoes or Nestle’s chocolate bars or Robert Burns cigars, which owned weekly half-hour shows, or Wrigley’s gum, which owned their own nightly 15-minute show—are out of network broadcasting. Most of the others scrounge around for rating points via one-minute purchases on Hollywood’s best (?).

And woe is the advertiser—and his agency—who is locked into a flop film series that is already in the can. Gone is the integrated commercial, the sponsor identification, the star endorsement and viewer appreciation. As to the latter, I can just visualize customers

rushing to buy a product in appreciation for its one-minute spot on *Frontier Circus*, *The Dakotas*, or the like!

The Vital Spark ■ For my own part I’ll practice what I preach. In guiding the television destinies of Timex watches from its start, I always tried to put them into “live” personality shows—Steve Allen, Jerry Lewis, Dean Martin, etc. We did our commercials “live,” integrating the stars into them. On occasions when the show was on film we still integrated the star into our live commercials.

For example, when Bob Hope filmed a Timex special in Casablanca in July for an October air date, we had Hope on film removing his watch and throwing it across the ocean to land “live” on John Cameron Swayze’s desk. In another instance, Hope—filmed four months before—conversed back and forth with a “live” Swayze, covering such timely topics as the World Series and other events happening at that moment. As for viewer appreciation, the Timex Jazz Specials brought in thousands of letters, word of mouth reactions AND sales.

The moral of this story? There really isn’t any except that the addition of pictures really doesn’t change the psychology of home entertainment. The home viewer still wants his “live” friends but has had to settle for the weather girls and agitated daytime “fun show” m.c.s. I have a hunch, though, that a few new Ben Bernies with all the lads would be enthusiastically welcomed in millions of homes if the broadcasters would find one. Yowsah, Yowsah, Yowsah!



Sylvan Taplinger conceived and executed the Timex Watch product punishment commercials and saw that company assume leadership in its field. He served as vice president in charge of tv and radio for W. B. Doner Advertising. Before this he was associate head of broadcast activities for Kenyon & Eckhardt. Last month he joined Norman Gladney to form Taplinger, Gladney Co., 415 Madison Ave. The firm will specialize in creative marketing, emphasizing tv-radio.

A JEM FOR JACK

Oklahoma City's Adult Audience Station **K-JEM** featuring "Music and Talk for Adults*"—is pleased to join the list of major radio stations appointing Jack Masla & Company, Inc. exclusive national representative, effective immediately.

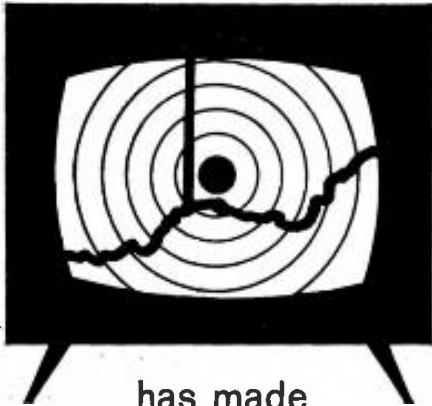
**Every rating service shows K-JEM reaching the second largest adult audience—all day—at 50% the cost of Station "B"*



Jack Masla & Company, Inc.

New York Chicago Detroit St. Louis Kansas City San Francisco Los Angeles

WLW-T



has made

CINCINNATI NUMBER 1 COLOR TV MARKET

—with more color TV sets per population in Cincinnati than in any other U. S. city!

—with over 55 hours of weekly color programs, including 30 hours of NBC Network and 25 hours of WLW-T's own local originations ... averaging ½ of WLW-T night-time shows in color!

—with WLW-T survey proving color commercials 3½ times more effective than black and white commercials!

—with the many WLW-T technical contributions to the color television industry!

So there's a pot of gold waiting for advertisers at the end of the WLW-T color rainbow.

Call your WLW Representative ... you'll be glad you did!

The other dynamic WLW Stations

WLW-I	WLW	WLW-D	WLW-C
Television	Radio	Television	Television
Indianapolis		Dayton	Columbus

Crosley Broadcasting Corporation

OPEN MIKE ®

High time

EDITOR: Why don't you start a regular feature like the *New York Times* Quote of the Day. I've got a candidate for Quote of the Week on tv, maybe of the year:

"Let's have a nice hand for Herbert Hoover!"—Ed Sullivan, on the Richard Rodgers tribute bash at Carnegie Hall.—*Richard Krolik, Time-Life Broadcast Inc., New York.*

Map mishap

EDITOR: I was shocked to see in your magazine evidence of the greatest political steal in history [THE MEDIA, Nov. 5.]—and coming as it did on the day



before the 1962 general election makes it even worse.

ABC-TV has pulled off the gerrymandering coup of the age in trading the entire state of Kansas for Nebraska! Say it isn't so!—*Ed J. McKernan Jr., president & general manager, KVOE Emporia, Kan.*

[ABC discovered the mistake before election day and switched the names back to their rightful owners.]

Clagett's solution

EDITOR: I note with interest your news item about a statement by David Ogilvy, president of Ogilvy, Benson & Mather, that there are "too many commercials" on tv. . . . It is not the mere number of commercials . . . it is harsh, annoying sounds, both human and mechanical—particularly jazzed up volume—that at times threatens to knock your head off.

. . . Why doesn't the industry subdue announcements, control sound volume, avoid unnatural sounds; in short, refine away all this harsh listening? This may enable the industry to have even more commercials—and more revenue—without offending anyone.—*John F. Clagett, attorney, Washington.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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VICE PRESIDENT AND SALES MANAGER
Winfield R. Levi (New York)

ASSISTANT PUBLISHER
Lawrence B. Taishoff

SOUTHERN SALES MANAGER: Ed Sellers; PRODUCTION MANAGER: George L. Dant; TRAFFIC MANAGER: Harry Stevens; CLASSIFIED ADVERTISING: Dave Lambert; ADVERTISING ASSISTANTS: Carol Ann Jenkins, Robert Sandor, Joyce Zimmerman; SECRETARY TO THE GENERAL MANAGER: Doris Kelly.

COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.

Publications and Circulation

DIRECTOR OF PUBLICATIONS: John P. Cosgrove; CIRCULATION MANAGER: Frank N. Gentile; CIRCULATION ASSISTANTS: David Cusick, Christine Harageones, Edith Liu, Burgess Hess, James E. O'Leary, German Rojas.

Bureaus

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

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

VICE PRESIDENT AND SALES MANAGER: Winfield R. Levi; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; ADVERTISING REPRESENTATIVES: Don Kuyk, Syd Abel; ADVERTISING ASSISTANT: Ellen Reilly.

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

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

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

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

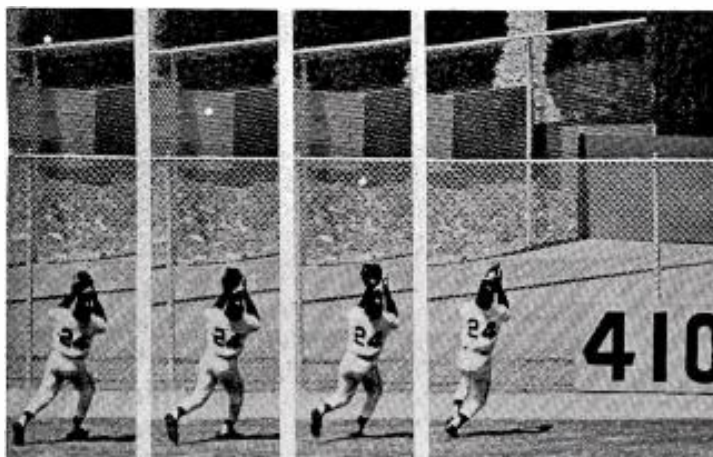
BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING®—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932, Broadcast Reporter in 1933 and Telecast® in 1953. BROADCASTING-TELECASTING® was introduced in 1946.

*Reg. U. S. Patent Office

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BROADCASTING, November 12, 1962

ACTION...



Baseball's great center fielder, S. F. Giant Willie Mays, displays his ease and grace in robbing another batter of a sure hit. San Francisco Examiner photographs by Charlie Doherty.

...live and direct. That's what sports fans associate with San Francisco's KTVU. San Francisco Giants baseball, college basketball, ice hockey, pro football, wrestling... they're all live and direct on KTVU. Sponsors know KTVU offers still another kind of direct action...the immediate buying action of audiences tailor-made for the advertiser's product message. Top syndicated shows, post '50 movies, children's programs, local productions. Match the program to your product and watch sales go.

The Nation's LEADING
Independent TV Station



SAN FRANCISCO • OAKLAND

Represented by H-R Television, Inc.

COMMERCIAL PREVIEW: Weapons choosers choose girl who chooses Tweed

"If men would fight to the end over you, blame it on Tweed." That's the theme of a Christmas test-market tv campaign scheduled in four markets for the Lentheric product. The 10- and 20-second spots, taken from a print advertisement, have been ordered in Milwaukee, Buffalo, Seattle and New Orleans, beginning

Nov. 27 and running four to five weeks.

Lentheric's agency, Altman, Stoller, Chalk Adv., New York, reported it bought spots on "about 10" stations in the four markets. The commercial was filmed at Elliot, Unger & Elliot studios in New York. Lee Batlin was ASC producer and art

director, and Dorothy Perillo was copywriter.

The "If men would fight" theme is used for the radio portion of a commercial that shows a duelling scene that is interrupted by a young lady. As the video dissolves to a picture of a bottle of Tweed, the Christmas message is delivered.



and Ernie Thompson, Dodge director of advertising. Don Dolen of BBDO was copy director while George Olden and Larry Berger contributed the artwork.

WNBC-TV offers 'subscription' plan

A "subscription" plan for selling local public-affairs programs to national advertisers was announced last week by Peter M. Affe, manager of NBC's WNBC-TV New York.

The plan offers 10 non-competitive national advertisers an opportunity to join in presenting five programs a week for 52 weeks at \$25,000 per advertiser (CLOSED CIRCUIT, Nov. 5).

Each "subscriber" will be identified visually at the opening and close of each show. Two 60-second messages will be scheduled in each program, one at the start and one at the end, and these positions will be rotated among the "subscribers" so that in ten weeks each company's message will have appeared in both opening and closing positions of each of the five programs.

The commercial messages are expected to be institutional, Mr. Affe said, in keeping with the nature of the programming. The \$25,000 "subscription" fee is a flat price, not discountable, and covers a firm 52 weeks.

Mr. Affe noted a growing attraction to information programs among both viewers and advertisers. He said WNBC-TV's plan, called "Pathways," offers a select group of business organizations an opportunity to join in a program of community service.

Jay J. Heitin, WNBC-TV national

sales manager, said the plan is being marketed through a six-part mailing to top-level advertiser and agency executives. Mailings to clients will go to the board chairmen, presidents and advertising vice presidents, while agency mailings go to radio-tv vice presidents, account executives and media directors.

The five programs in "Pathways" total 3 hours 15 minutes. They are live and are presented on weekends: *Dorothy Gordon's Youth Forum* (Sun., 12-12:30 p.m.) a panel geared for the high-school and college levels; *Direct Line* (Sun., 2:30-3 p.m.), in which viewers interview public officials; *Open Mind* (Sun., 3-4 p.m.), panel discussions; *Dialogue* (Sun., 4-4:30 p.m.), discussions of cultural pursuits of viewers, and *Recital Hall* (Sat., 6:15-7 p.m.), presented in cooperation with the Juilliard School of Music.

New Cleveland agency

Bud Wendell, Cleveland advertising and broadcasting executive, has joined Charles L. Getz as partner in the newly formed advertising and public relations agency, Wendell & Getz Cleveland.

Mr. Wendell started his own agency in 1952 but left in 1957 to join KYW Cleveland as program manager and air personality for two years. More recently he was with Westinghouse Broadcasting Co. in New York as an associate producer of the *Mike Wallace Show* and coordinator of nighttime radio programs.

Mr. Getz had been a partner of Wain & Getz Assoc. and prior to that was public relations director of KYW for four and a half years. The new agency is at 1176 Union Commerce Bldg., Cleveland 14.

MAXON INC. TO ABSORB A&K ACCOUNTS

Key personnel and about \$5 million billings are moving

The acquisition of top accounts and key executives of Adams & Keyes Inc. by Maxon Inc. was announced last week by Lou R. Maxon, president. The move takes effect Jan. 1, 1963, when Adams & Keyes will be dissolved.

The accounts involved are Revere Copper & Brass, Stauffer Chemical Co. and the Allegheny Power System, which were said to bill a total of \$5 million. Revere spends about \$500,000 annually in tv for its houseware products and Stauffer approximately \$150,000 a year in radio for its agricultural chemicals.

In the change-over, Stanley Keyes Jr., president of A&K, will become sen-

ior vice president of Maxon. Alfred A. Anthony, a senior vice president and creative director of A&K, and Thomas A. Gullette, vice president and account executive at the agency, will serve Maxon as vice presidents. John C. Lawton and Troy Ferguson Jr., vice presidents and account executives at A&K, will join Maxon as account supervisors.

Mr. Keyes said that Revere, Stauffer and Allegheny were the three dominant accounts at the agency and indicated that smaller accounts already had been transferred to other agencies.

Mr. Maxon also announced that

The winnah!



Round one: WRAL-TV announces change to ABC Television, effective August 1. **Round two:** Switch is made and ARB study of Raleigh/Durham metro audience is authorized. **Round three:** WRAL-TV the winner! ARB telephone coincidental reports WRAL-TV the dominant station with king-sized 49% share of audience.

Two area stations split what's left. **Ringside comment:** Your commercial has Sunday punch impact seven days a week on Champion Channel Five. See your H-R man for the complete ARB report and for suggestions how to K.O. your competition in the nation's 50th tv market...Channel 5/Raleigh-Durham/North Carolina

WRAL-TV

Data Source: Raleigh-Durham ARB Nighttime
Telephone Coincidental August 15-21, 1962

C. Terence Clyne, who joined Maxon as a director last January, has been named executive vice president in the New York office. Earlier Mr. Clyne had been a top-level executive with McCann-Erickson, heading its radio-tv operations and serving as chairman of M-E Productions.

Radio 'public service' succeeds for Chevron

A public service-type campaign by the California Oil Co. (Chevron gasoline) with spot radio the primary medium was termed "highly successful" last week by the company's agency, BBDO New York. The campaign urged the installation of automobile safety belts at "a reasonable price" (\$5.95) and at a "convenient location" (Chevron gas stations).

About \$1 million was allocated, \$650,000 in spot radio and the rest in magazines and tv. The campaign began last May in radio and magazines and continues through November. The tele-

vision effort consisted of a one-week drive on 15 stations which carried the World Series coverage. More than 100 radio stations in the Northeast are carrying the Chevron safety-belt messages.

A spokesman for BBDO said that by the end of the year more than 250,000 safety belts will have been installed, and added: "We are highly pleased by the results of this campaign." He said the spot radio campaign originally was scheduled to end in late September, but was "so effective" it was extended through November.

Computers in advertising subject of ARF program

The use of computers in advertising will be the subject of three presentations at the Advertising Research Foundation's midwestern conference in Chicago on Nov. 29.

Under the direction of Leonard Kent, vice president and director of research, Needham, Louis & Brorby Inc., Chic-

ago, the program will consist of:

- (1) What contributions can communication theory make to constructing and evaluating an advertising campaign?

- (2) Practical media models: What must they look like?

- (3) Year-long media planning for clients.

A two-hour discussion and question/answer period will follow the presentations.

Principle speakers will be: Clark L. Wilson and Herbert Maneloveg, BBDO; Richard F. Casey and Frank Stanton, Benton & Bowles; Frank S. Scalora, Service Bureau Corp., and William T. Moran, Young & Rubicam.

Rep appointments...

- WCNS Canton and WJER Dover, both Ohio: Prestige Representation Organization, New York, as national representative.

- WHIM Providence, R. I.: Adam Young Inc., New York.

Why regional reps? Auerbach tells—then gets more regional

When a regional broadcast sales representative walks into an advertising agency, "he is selling against a station man who knows only his own problems, rarely knows the clients, and never knows the client's problem outside his own market," said Leonard F. Auerbach last week.

Mr. Auerbach is president of Ohio Stations Representatives Inc., Cleveland, one of the 70 or so regional representative firms selling radio and television time in the U.S. His six-year-old firm represents 41 radio and four television stations in Ohio—all on a straight commission basis.

"We originally found, when we started in the business, that many stations wanted to add to their rate card because of the existence of a representative." That's no good, he said, "it looks to the advertiser as though it costs more to do business with us" if other-than-local rates are higher. "We're paid just as if we were another salesman on the station sales staff, and we pay for our own long distance calls, too," Mr. Auerbach added.

Real "Pros" ■ A regional representative offers experienced selling skills and a thorough knowledge of his market, his client—and the agency client's problems as well, he explained. "This extra know-how is something stations just don't have enough of, and they don't have the time to sell the regional advertisers the way the representative does.



Leonard F. Auerbach, president of Ohio Stations Representatives Inc., Cleveland, presenting "yellow books" of station information to Mrs. Joan Stockhaus, radio-tv buyer at McCann-Marschalk Co., Cleveland advertising agency.

"If a representative in New York makes sense where you're selling against other representatives, then it certainly makes sense regionally where we're just selling against the local salesman," said Mr. Auerbach. "And some local salesmen just don't know how to sell," he added.

A representative keeps an eye on advertisers and their budgets, the Ohio salesman maintained, and he knows which stations to offer. "We're called on by large and small agencies for market information and for sta-

tion information and we're relied on to give the straight unbiased answers . . . often in markets where we don't have a station. . . . This kind of service can't be performed by one representative in a 'rep market,'" he said.

New Business ■ "We have been able to prove in many multi-station markets that we can get business for stations which they've never had before," Mr. Auerbach said.

An Akron station, which is so close to Cleveland that an Auerbach man commutes, "pays us greater commissions each month than they pay their top local man because they know that we can do more for them," he said.

Mr. Auerbach prods his clients to tell him what they're doing, and what's going on in their markets. This information is valuable, enabling representatives to anticipate advertising and to provide agencies with information they might not otherwise have. "We provide them with the information they need . . . with all the baloney extracted," he said.

Expansion ■ Last week, Ohio Stations expanded. It opened Penn State Reps in Pittsburgh, with Jack DeHaven, a former salesman for 12 years with WWSW-AM-FM Pittsburgh as general manager. The new Pennsylvania operation will keep Mr. Auerbach on the road even more, although he plans other additions to his four-man staff.

"Orkin, world's largest pest control firm, is in business to sell pest and termite protection to homes and industry. An important factor in Orkin's amazing growth has been broadcast. Since the day WSOC-TV went on the air we have scheduled them each year. Results speak for themselves. In the Charlotte market, results mean WSOC-TV."

LEON ROBBINS, Adv. Mgr.
Orkin Exterminating Co., Inc.
Atlanta, Georgia

"Orkin, world's largest pest control firm, is in business to sell pest and termite protection to homes and industry. An important factor in Orkin's amazing growth has been broadcast. Since the day WSOC-TV went on the air we have scheduled them each year. Results speak for themselves. In the Charlotte market, results mean WSOC-TV."

LEON ROBBINS, Adv. Mgr.
Orkin Exterminating Co., Inc.
Atlanta, Georgia

Nearby neighbors get to know a lot about you. Fast. So when you are scheduling in the Carolinas, take a lead from Southeastern advertisers and agencies who know the Charlotte market best. Go strong with WSOC-TV. You'll like the personal support and follow-through our staff people give you. You'll like the sales our big audience gives you. WSOC-TV is one of the great area stations of the nation.

WSOC-TV

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

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

AN AGENCY VOICE IN UNION TALKS

ANA, at annual meeting, forms joint committee with AAAA to advise in negotiating for tv commercials talent pacts

A joint policy committee to oversee the interests of advertisers and agencies in next year's broadcast talent union negotiations has been formed by Assn. of National Advertisers and the American Assn. of Advertising Agencies.

The creation of the committee was reported last Thursday at the ANA annual meeting at The Homestead, Hot Springs, Va. It emerged as one of the highlights of a two-day program that also delved into such diverse subjects as public and government attitudes toward advertising, computer influences, and agency-advertiser relationships.

The new committee—which was formed, officials stressed, in line with plans announced nine months ago (BROADCASTING, March 5)—would be concerned primarily with the broadcast unions' television commercials code, providing overall guidance but delegating responsibility for actual negotiations to advertising agency representatives.

The unions involved are the American Federation of Television & Radio Artists for tape and the Screen Actors Guild for film. Presumably the negotiation of program codes with these unions would remain with the networks—

which in the past have negotiated agreements covering both programs and commercials.

Expire Next Year ■ Current contracts expire in November 1963 but negotiations are expected to start early in the fall.

Harry Schroeter of National Biscuit Co., chairman of the ANA broadcast committee and newly elected chairman of the ANA itself (see below), and David Miller of Young & Rubicam, were named co-chairmen of the joint policy committee.

Other members, representing ANA, are Kenneth Baumbusch, American Home Products; E. P. Genock, Eastman Kodak; William R. Gurganus, Procter & Gamble; Daniel Ladd, P. Lorillard Co.; Palmer D. McKay, Sun Oil; Alfred L. Plant, Block Drug; Gail Smith, General Motors; and John Tyner, Bristol-Myers.

Agency members with Mr. Miller are David W. Dole, Leo Burnett Co.; Hugh L. Lucas, Campbell-Ewald; June McNamara, M-E Productions; Hildred Sanders, Honig-Cooper & Harrington; Harold J. Saz, Ted Bates & Co.; William Schneider, Benton & Bowles;

Lewis H. Titterton, Compton Adv., and Herminio Traviesas.

Two Meetings ■ The importance of broadcast union negotiations to the nation's leading advertisers was reflected in ANA's schedule of two convention sessions on the subject: one Thursday afternoon, one Friday morning. Both sessions were closed.

Last week's committee announcement was by Guy Farmer, consultant to the committee. It appeared to add little to last winter's disclosures—except the names of the committeemen. But authorities said much attention was being given the whole question to make sure ANA members fully understand its importance and are aware of the procedures being followed.

In the past, agencies have participated in SAG-AFTRA negotiations as "observers," while advertisers have followed the negotiations unofficially, though closely.

After current contracts were negotiated in 1960, a number of agency-advertiser sources charged that the networks agreed to substantial increases in union fees for spot tv commercials while successfully avoiding major hikes affecting network programming.

Do It Yourself ■ Without commenting officially, networks let it be known they would not object if agencies or advertisers or both wanted to take over the commercials code negotiations.

The ANA-AAAA announcement last week said that although the joint committee would let agency men handle the negotiations, other interested industry groups including networks, film producers and advertisers might also participate.

Other convention highlights:

Frank B. Senger, chairman of the School of Journalism at Michigan State U., reported that a study of student complaints about advertising found 77.5% of the "objectionable" ads were in magazines, 14% on tv, 6% in newspapers and 2.5% in radio.

Mr. Senger cautioned, however, that "college students do surprisingly less television viewing than the rest of the population—studies and dates interfere with television on the campus."

He thought magazines may have received more than their share of the criticism because, in the study, students had to submit the ads they criticized, and it is easier to tear an ad out of a magazine than to reconstruct a commercial.

The product categories whose ad-

Broadcast committee chief heads ANA



Mr. Allport



Mr. Schroeter



Mr. Smith

Harry F. Schroeter, advertising and marketing vice president of National Biscuit Co., was named chairman of the Assn. of National Advertisers last Thursday at ANA's annual meeting.

Mr. Schroeter has been head of ANA's broadcast committee and is co-chairman of the new joint committee set up by ANA and American Assn. of Advertising Agencies to oversee broadcast talent union negotiations.

With his election as ANA chairman, a new broadcast committee chairman probably will be selected.

As head of the association Mr. Schroeter succeeds John Veckly, advertising director of U. S. Steel.

Douglas L. Smith of S. C. Johnson & Son was elected ANA vice chairman.

Peter W. Allport was re-elected president.

Six new directors were named: Richard Borden, Atlantic Refining Co.; James S. Fish, General Mills; T. M. Hunt, Alcoa; John B. Hunter Jr., B. F. Goodrich Co.; George H. West, Consolidated Electrodynamics Corp., and Ernest P. Zobiun, Vick Chemical Co.

vertising drew the most criticism, Mr. Senger said, were health and beauty aids (20.8% of the criticisms); drugs (15.7%); foods and beverages (14.7%); household supplies (8.7%).

The principal criticisms, totaling almost three-fourths of all received, fell into one of these categories: (1) unbelievable medical claims, (2) use of "blatant sex," (3) exaggeration, and (4) general unbelievability.

Hard to Find ■ In general, however, Mr. Senger said the students "agreed that it was more difficult to find objectionable ads than they had suspected it would be."

A man whose job is to seek out misleading ads, Charles A. Sweeny, chief of the Federal Trade Commission's Division of Food and Drug Advertising, meanwhile told ANA that it and his agency have "just about the same objectives: improving the image of advertising."

Mr. Sweeny denied FTC is "anti-advertising": "In baseball," he said, "an umpire is not accused of being anti-baseball when he calls a batter 'out'."

He said FTC's actions against vitamin advertisers during the past year have not led other vitamin companies to amend their advertising. "It is apparent," he said, "that we face the wearisome task of proceeding against the advertisers one by one."

Gilbert Weil, ANA general counsel, warned against what he called a government trend that may in time require so much "affirmative disclosure" in consumer advertising as to amount to "a bill of specifications" as to the products' contents, leaving little or no time in commercials (or space in print advertising) to devote to selling the product.

Peter Langhoff, vice president and director of research for Young & Rubicam, predicted that one of the eventual results of the computer age in advertising will be "redesign of media vehicles and new approaches to media selling, with emphasis being placed on values rather than gross numbers."

Computer Review ■ This was one of a series of forecasts he offered after a review of the use of computers in advertising, particularly at his own company (BROADCASTING, Oct. 1).

The advertiser's interest and perhaps responsibility should be to "keep his advertising media healthy," Merrill Panitt, editor of *TV Guide*, said in a speech Thursday morning.

He noted that broadcasters get their revenues from advertisers, not the public, and that newspapers and magazines similarly are getting less and less from subscribers and more from their advertisers.

This situation, coupled with rising media costs, could intensify pressures on all media to "appeal to advertisers,



Mr. Crichton



Mr. Langhoff

possibly at the expense of informing and entertaining the public," Mr. Panitt asserted.

He said this is already evident, and asked:

"If radio stations in some areas are nothing more than wireless juke-boxes, doesn't this concern national advertisers?"

"If nearly a third of the nation's television stations refuse to sign and abide by provisions of the television code, aren't advertisers concerned?"

"If magazines become preoccupied with sex in blatant attempts to grab circulation (and what kind of circulation can it be?), shouldn't advertisers wonder how healthy the magazine is?"

John Crichton, president of the American Assn. of Advertising Agencies, told the advertisers some things he thought they ought to know about agency problems—and what the advertisers could do to help solve them.

Among these problems: lack of advertiser understanding of the range and depth of agency services; inadequate communications which prevent an agency from knowing all it ought to know about clients' problems; the need for elaborate agency account organizations to match "over-structured" client

organizations; new-product work and how to make it pay; instability in the agency-client relationship—and the ever-present question of making a profit.

In 1961, Mr. Crichton noted, agency profits averaged 2.49% of gross income, or 44/100ths of 1% of billing. He pointed out that the percentage has been declining steadily for the past several years.

Recalling the observation of Fairfax Cone of Foote, Cone & Belding that the agency business is the only one where "your inventory goes down in the elevator every night," Mr. Crichton reported that payroll accounts for 70% of agency expenses. Rent, he said, takes about 7%, profit-sharing 1%, entertainment less than 2%, and taxes and other expenses 17%.

He offered this quote by an agency executive to explain agencies' "apprehension over profit":

"If an agency gets a million-dollar account, and most agencies will never see one, and staffs for it at even one-half of the average rate during the 90-day period before billing begins, two or three or even four years may pass before that account is actually profitable and the agency has recouped its investment—if the agency is in an average

Is ad man's entertainment fund imaginary?

The Martini luncheon is disappearing from Madison Avenue. In fact, it may never have existed.

That's one conclusion to be taken from a report John Crichton, president of the American Assn. of Advertising Agencies, made to the Association of National Advertisers.

Showing where agency money goes, Mr. Crichton invited his audi-

ence of clients to focus for a moment on "entertainment." It amounts, he said, to less than 2%—actually 1.72%—of agencies' gross income (not of billing).

"This is far smaller than most gossip would make you think," he observed. "Also, it is trending down. It is now about one-fifth lower than it was five years ago.

position on the profit scale."

Mr. Crichton called upon advertisers to let their agencies know if they become dissatisfied—to give them notice and a chance to improve before firing them.

"No one disputes the right of the advertiser to change his agency," he said. "The request is only this: that there be a good reason, that the agency management be told what it is and have some opportunity to correct the situation."

He renewed AAAA officials' suggestion that at least six months' notice be given agencies in terminating their services. He also renewed the suggestion by Marion Harper of Interpublic, chairman of AAAA, that advertisers extend the "marketing year" to 36 months, allocating advertising budgets on a three-year basis, to permit better advance planning.

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.

Niles Communications Centers Inc., 1058 W. Washington Blvd., Chicago 7.

Purex Co. Ltd. (Blu-White) one 60, film. Harry Lange, prod. mgr. Agency: Edward H. Weiss & Co. Rolf Brandis, agency prod.

Dixie Crystal Sugar. five 60's, film. Walt Topel, prod. mgr. Agency: Burton Wyatt & Co. Burton Wyatt, agency prod.

Union Central Life Insurance. two 2:30's, film. Charles Ticho, prod. mgr. Agency: Meldrum & Fewsmith. Bruce Stauderman, agency prod.

American Dairy Assn. (sour cream) two 60's, film. Harry Lange, prod. mgr. Agency: Compton. Bob Berg, agency prod.

Community Fund of Chicago. two 60's, two 30's, two 20's, two 10's, film. Harry Lange,

Admen prefer self-policing, says Crichton

Advertising wants to cooperate with government, but prefers self-regulation, said John Crichton, president of the American Assn. of Advertising Agencies, in a speech to the Adcraft Club of Detroit Nov. 2.

The injunctive powers sought by the Federal Trade Commission were opposed by AAAA this year because "we thought FTC's present powers were sufficient," Mr. Crichton explained.

"If one looks fairly at the highly-publicized cases involving television commercials in which the FTC became engaged two years ago, it seems impossible not to feel that in most of them the FTC has somehow become engaged in trivia," he said.

In a speech entitled "What the Government Should Know About Advertising," the AAAA president said the government ought to recognize that advertising:

- Is essential to an industrialized, expanding consumer economy.

- Has positive values invaluable to telling a sales story.

- Makes a contribution to economic growth, an especially important factor in expanding world trade.

- Builds sales, profits and revenues.

- Is basically opposed to government regulation.

Mr. Crichton also outlined three problems facing advertising in Washington: "tax deductibility of advertising aimed at legislation, defense contractor advertising, and the possibility of independent Internal Revenue Service action on advertising's allowance as a cost of doing business."

"We have not told our story well in Congress or in the executive branch," he said. "Congressmen, and government officials generally, tend to think of advertising as something apart from the rest of business," he continued. "Of course it is not. It is inseparable."

prod. mgr. Agency: Direct. Bernard Roloff, agency prod.

Rath Packing Co. (meats) two 20's, one 10, film. Harry Lange, prod. mgr. Agency: Earle Ludgin & Co. Don Hockstein, agency prod.

Quaker Oats Co. (Ken-L-Ration) two 60's, two 20's, film. Harry Lange, prod. mgr. Agency: J. Walter Thompson. Mike Horwitz, agency prod.

Riceland Rice. three 20's, film. George Jarrett, prod. mgr. Agency: Noble-Dury & Assoc. W. S. Graham, agency prod.

California Foods (Del Monte Products) three 60's, film. Ed Morgan, prod. mgr. Agency: McCann-Erickson.

Stewart-Warner (Alemite C-D-2) One 60, film. George Jarrett, prod. mgr. Agency: MacFarland-Aveyard & Co. Grant Atkinson, agency prod.

Van Praag Productions. 1600 Broadway, New York.

Studebaker Corp. (full line of cars) four 60's, film. Dan Karoff, prod. mgr. Agency: D'Arcy. Joe Felice, Agency prod.

Ad Council honors six campaign workers

Six volunteer campaign coordinators and seven advertising agencies were cited Nov. 8 for "outstanding public service to the national welfare" at the awards luncheon of the Advertising Council.

James A. Barnett, Purex Corp., received a council award for serving 10 years as a campaign coordinator. Five-year citations went to A. H. Thiemann, New York Life Insurance Co.; Ted Bates & Co.; Leo Burnett, and J. Walter Thompson.

First-year awards went to William C. McKeehan Jr., Metropolitan Life Insurance Co.; Young & Rubicam; Robert M. Gray, Humble Oil & Refining; Grey Adv.; H. George Wolfe, Merck Chemical Division; Doherty, Clifford, Steers & Shenfield; BBDO; Joseph F. Anderson, and Dictaphone Corp.

Also in advertising...

FC&B signs ■ Foote, Cone & Belding's Chicago office has signed as first tenant for new \$25 million building to be constructed there on Michigan Avenue opposite the Wrigley Bldg. by Equitable Life Assurance Society. Building is to be finished in early 1965 and FC&B will have 9th through 12th floors.

WSAAA scholarships ■ Scholarships in advertising and marketing are being offered to two outstanding students at major colleges and universities in the Los Angeles area by the Western States

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 Nov. 2.

Product: Posieron Cough Syrup.

Company: Sauter Labs.

Agency: Kastor, Hilton, Chesley, Clifford & Atherton.

Schedule & Markets: Nighttime minutes in

South Central area.

Product: Golden Ladle Spaghetti Mix.

Company: Lipton Division of Lever Bros.

Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Schedule & Markets: Daytime minutes in Pacific Northwest.

Product: Post Count Off Cereal.

Company: General Foods.

Agency: Benton & Bowles, New York.

Schedule & Markets: Daytime minutes in Pacific Coast area.

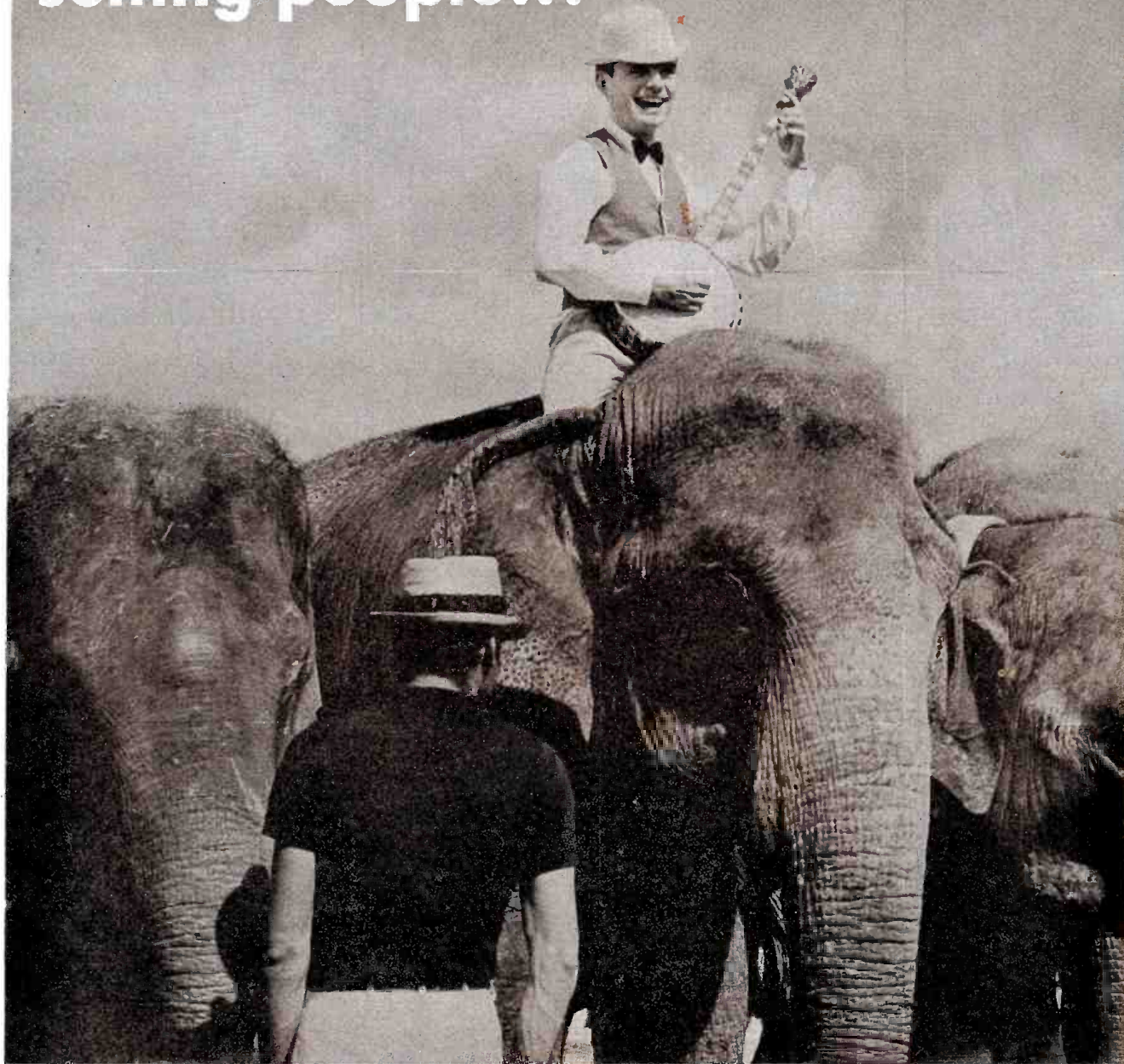
Product: Aqua Velva Shave Cream.

Company: J. B. Williams Co.

Agency: Parkson Adv., New York.

Schedule & Markets: Day and night minutes in Rocky Mountain area.

selling people...



BANJO BILLY

Kids love him — adults, too! Banjo, along with Captain Jack and all the "gang", travels to scintillating, imaginative places in his daily "cruise" aboard the "Funboat" — from the Land of Moog, populated by giants, to a South Seas island paradise; from the bottom of the ocean to miles above the earth on a wonderful magic carpet.

Banjo is in great demand for public appearances and has been seen riding on many unusual vehicles — elephants, horses, donkeys, old fashioned high wheel bike, and the Banjo Billy landboat. Not only is Banjo in demand in person, but from 9 to 10 AM, Monday through Friday, television sets

from the Palm Beaches to the Florida Keys
are tuned to Channel 10.

Sponsors know it because their products sell on Banjo Billy's Funboat!

Represented by



Television, Inc.



WLBW-TV

**MIAMI
FLORIDA**

Affiliated with WCKY 50KW CINCINNATI, OHIO



sunny
channel



more **FOOD SALES** per dollar

Whatever your product, Channel 8 moves goods. WGAL-TV is unique in its extensive, multi-city coverage of its large and prosperous coverage area. This television station is outstanding because it is far and away the favorite with many, many thousands of viewers. Your advertising expenditure on this Channel 8 station will pay rewarding returns.

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

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

Advertising Agencies Assoc. Scholarships are for \$500 each, according to Macy Baum, WSAAA scholarship chairman. Applicants are required to submit a paper on "the role of advertising in the American business economy." This is the fourth annual scholarship program sponsored by the WSAAA.

Council on crisis ■ An educational campaign using radio and tv has been prepared by the Advertising Council, New York, to spread understanding of the present world situation. Radio and tv kits are being sent to all the networks and stations with announcements created by Young & Rubicam, New York.

K&E grant ■ A grant of \$1,000 has been awarded by Kenyon & Eckhardt, New York, to the school of business administration of American U., Washington, D. C., for retailing research.

Advertising for advertisers ■ Clarence Jones, president and owner of WQIZ St. George, S. C., gives his advertisers extra mileage by circulating lists of his advertisers to listeners (more than 1,000 each month) and urges patronage of those establishments in special air promotion.

Quarterly dividend ■ Directors of Chirurg & Cairns Inc., New York and Boston advertising agency, have voted a quarterly dividend of 12.5 cents a share. It is payable Dec. 1 to stock-



Kenner's tagline

Kenner Products Co., Cincinnati toy manufacturer, is putting a uniform ending on all its tv commercials. To create association between all Kenner ads and to establish the Kenner name with its complete line of toys, a four and one-half second animated "tag" is used at the close of all Kenner tv spots. The short film pictures a long-beaked goony bird (see above) which skids across the screen and comes to a screeching halt shouting a Kenner slogan. The goony bird is being used in 17 different Kenner commercials. The film was produced at Robert Lawrence Studios, New York. Leonard M. Sive Assoc., Cincinnati, is agency for Kenner.

NIELSEN RATINGS

Second Report for October, 1962
(Based on two weeks ending Oct. 21, 1962)

NIELSEN AVERAGE AUDIENCE (†)

Rank		% U.S. TV Homes	No. Homes (000)
1	Beverly Hillbillies	33.7	16,783
2	Lucille Ball Show	30.9	15,388
3	Ben Casey	30.8	15,338
4	Bonanza	30.0	14,940
5	Red Skelton	29.0	14,442
6	Candid Camera	28.8	14,342
7	Danny Thomas Show	28.8	14,342
8	Andy Griffith Show	28.7	14,293
9	Dr. Kildare	26.0	12,948
10	Dick Van Dyke	24.8	12,350

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

Copyright 1962 by A. C. Nielsen Co.

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. In-

formation is in following order: program name, network, number of stations, sponsor, agency, day and time.

Lucille Ball Show (CBS-179); General Foods (Y&R), Lever (JWT), Mon. 8:30-9 p.m.

Ben Casey (ABC-239); participating: Mon. 10-11 p.m.

Beverly Hillbillies (CBS-180); Kellogg (Burrnett), R. J. Reynolds (Esty), Wed. 9-9:30 p.m.

Bonanza (NBC-203); Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.

Dr. Kildare (NBC-178); participating, Thur., 8:30-9:30 p.m.

Candid Camera (CBS-183); Bristol Myers (Y&R), Lever Bros. (SSC&B, Sun. 10-10:30 p.m.

Andy Griffith (CBS-187); General Foods (B&B), Mon. 9:30-10 p.m.

Red Skelton (CBS-195); Best Foods (L&N), S. C. Johnson (FC&B), Philip Morris (B&B), Lever (BBDO), Tues. 8:30-9:30 p.m.

Danny Thomas (CBS-185); General Foods (B&B), Mon. 9-9:30 p.m.

Dick Van Dyke (CBS-165); P&G (B&B), P. Lorillard (L&N), Thur., 9:30-10 p.m.

holders of record on Nov. 15. Announcement of the dividend was made by Wallace L. Shepardson, C&C president.

New office for PGW ■ Peters, Griffin, Woodward Inc., New York, last Monday (Nov. 5) opens new offices in Chicago. Located in the Prudential Plaza since 1957, the Chicago office has taken larger quarters on the 25th floor of the same building.

Business briefly ...

Philip Morris Inc. for Commanders has purchased test campaign through Community Club Awards on CCA radio stations in eight markets that will run through February. About 10 spots per week are being used on each station. CCA is providing centralized billing for purchase. Agency is Leo Burnett Co., Chicago.

Magnavox Co., New York, fully sponsored NBC-TV's *A Stage for Excellence: The National Cultural Center*, yesterday (Nov. 11). Agency: Kenyon & Eckhardt Inc., New York.

DuPont, Union Carbide Co. and National Biscuit Co. have signed as participating sponsors of NBC-TV's *Eleventh Hour* (Wed., 10-11 p.m. EST). Agencies: BBDO (DuPont); McCann-Erickson (Nabisco), and William Esty Co. (Union Carbide).

Film-Makers forms in Chicago

The Film-Makers Inc., a new tv commercial production company, has been formed in Chicago. The new organization is located at 615 N. Wabash Ave.

Lincoln Scheurle, former commercial producer for J. Walter Thompson, Chi-

cago, is president and creative director of the company. Edward E. Katz, former financial vice president for Fred A. Niles Communication Centers, is board chairman and general manager.

Tv tape sparking local business—TvB

Television Bureau of Advertising's member stations are using tape facilities to increase local business, a survey shows. Besides being a production tool, tv tape is widely used for selling advertising.

Out of 190 stations in the study, three-quarters, or 144, have tape facilities. Of those with tape installations, 71% report increases in local business because of tape and 51% report savings in manpower. TvB, which uses its own tape facilities for sales meetings to orient agencies and representatives, said 49% of the equipped stations use tape for sale meetings.

TvB's study found that 86% of the stations with tape installations use tape for preparing sales presentations for prospective advertisers; 79% prepare commercials for prospective advertisers.

New station group formed

The Lark Network, a new station group in north Louisiana and southern Arkansas, has been formed, Ollie Bales, manager of KUZN West Monroe, La., announced. Billing will be handled by Grant Webb & Co., New York station representative, and will be on one rate card with one bill. Affiliating with Lark: KCKW Jena, KMAR Winnsboro, KRUS Ruston, KVCL Winnfield and KWCL Oak Grove, all Louisiana, and KAGH Crosett and KDMS El Dorado, both Arkansas.

FCC vetoes temporary NBC-RKO swap

NETWORK EYES DEC. 31 DEADLINE FOR DISPOSAL OF WRCV-AM-TV

NBC's plan to exchange WRCV-AM-TV Philadelphia for RKO General Inc.'s radio-tv stations in Boston to comply with a consent decree entered into with the Justice Dept. reached the critical stage last week.

The FCC last week refused to approve a temporary exchange of the Boston-Philadelphia properties which would have enabled NBC to comply with terms of the decree requiring it to dispose of WRCV-AM-TV (ch. 3) by Dec. 31, 1962. Unless the U. S. District Court in Philadelphia grants an extension of the deadline or the FCC revises its decision of last week, NBC will face forfeiture of the stations—an estimated \$20 million loss.

Also last week, the commission denied a request by Philco Broadcasting Co. for temporary authority to operate on ch. 3 Philadelphia. Philco is contesting the proposed exchange and has applied for a regular construction permit on ch. 3 in a contest against WRCV-TV's renewal application.

An FCC hearing in the case, which began Oct. 22, continued last week with testimony from Donald McGannon, president of Westinghouse Broadcasting Co., and three executives of NBC's parent, RCA, on patent licensing matters.

NBC has asked the Philadelphia court for an extension of the consent decree deadline—a move opposed by both the Justice Dept. and Philco. The court, however, said two weeks ago that it would not act on the motion pending a decision by the commission on the joint NBC-RKO request for an interim exchange. RKO stations involved are WNAC-AM-TV and WRKO-FM, all Boston.

In denying both the NBC-RKO and Philco pleadings, the commission said that it could not make a finding that the "extraordinary" relief sought is necessary at this time for the continuation of an existing service. If the court refuses to extend the Dec. 31 deadline and WRCV-TV is faced with imminent darkness, it was reported NBC could come back to the FCC for relief.

The commission denied the NBC-RKO pleading less than two weeks after it was filed and just two days after the Broadcast Bureau, Philco and Westinghouse all filed oppositions. NBC and RKO were not afforded an opportunity to submit replies to the oppositions.

Hands Tied ■ In its plea to the court for an extension, NBC said that the consent decree does not contemplate a

forfeiture on the part of the network and that it has taken every step possible to comply. The consent decree was signed in 1959 following a Justice civil suit alleging that NBC had violated the antitrust laws when it acquired the Philadelphia stations in 1955 from Westinghouse.

Bernard G. Segal, NBC attorney from the Philadelphia firm of Schnader, Harrison, Segal & Lewis, told the court in an affidavit that NBC would never have signed the decree without an understanding that it would not be required to forfeit the Philadelphia stations. "The Dec. 31, 1962, date was never intended to be a fixed and inflexible deadline which, without fault by NBC,

performance, it has acted with utmost expedition to comply. . . ." Mr. Segal told the court.

Financial experts have estimated that the loss to NBC would be in excess of \$20 million if it were to forfeit the Philadelphia stations, the NBC attorney said. "Further, NBC would also be severely handicapped in its ability to compete with . . . CBS and ABC. . . . The present competition between the three networks would be drastically reduced. And these results would occur although NBC has complied with the decree insofar as it was in its power to do so. . . ."

If NBC does not receive other stations in exchange for WRCV-AM-TV, he said, the penalty would be more severe than any that has ever been imposed under any divestiture decree even after finding of criminal guilt, "let alone under a consent decree that was represented by the government as being fair and equitable to both sides."

NBC said that it was not guilty of the antitrust charges which led to the decree and that it entered negotiations only to avoid costly and long-drawn-out litigation. At the very outset of talks with Justice, NBC said it stressed that it would never agree to a consent decree which would result in a forfeiture of any of its stations.

NBC contended that the Justice Dept. agreed that no forfeiture would be required and that the Dec. 31 deadline was suggested by network negotiators. NBC "firmly believed . . . there would be no problem in obtaining a reasonable extension," Mr. Segal said.

Purpose Defeated ■ In a reply to NBC, Justice told the court in a brief filed Nov. 2 and made public last week that the requested extension "would defeat the purpose of the divestiture provisions. . . . The germane directives of the judgment are unequivocal and absolute—the defendants must get out of the Philadelphia tv station business by Dec. 31, 1962, and stay out for nine years thereafter."

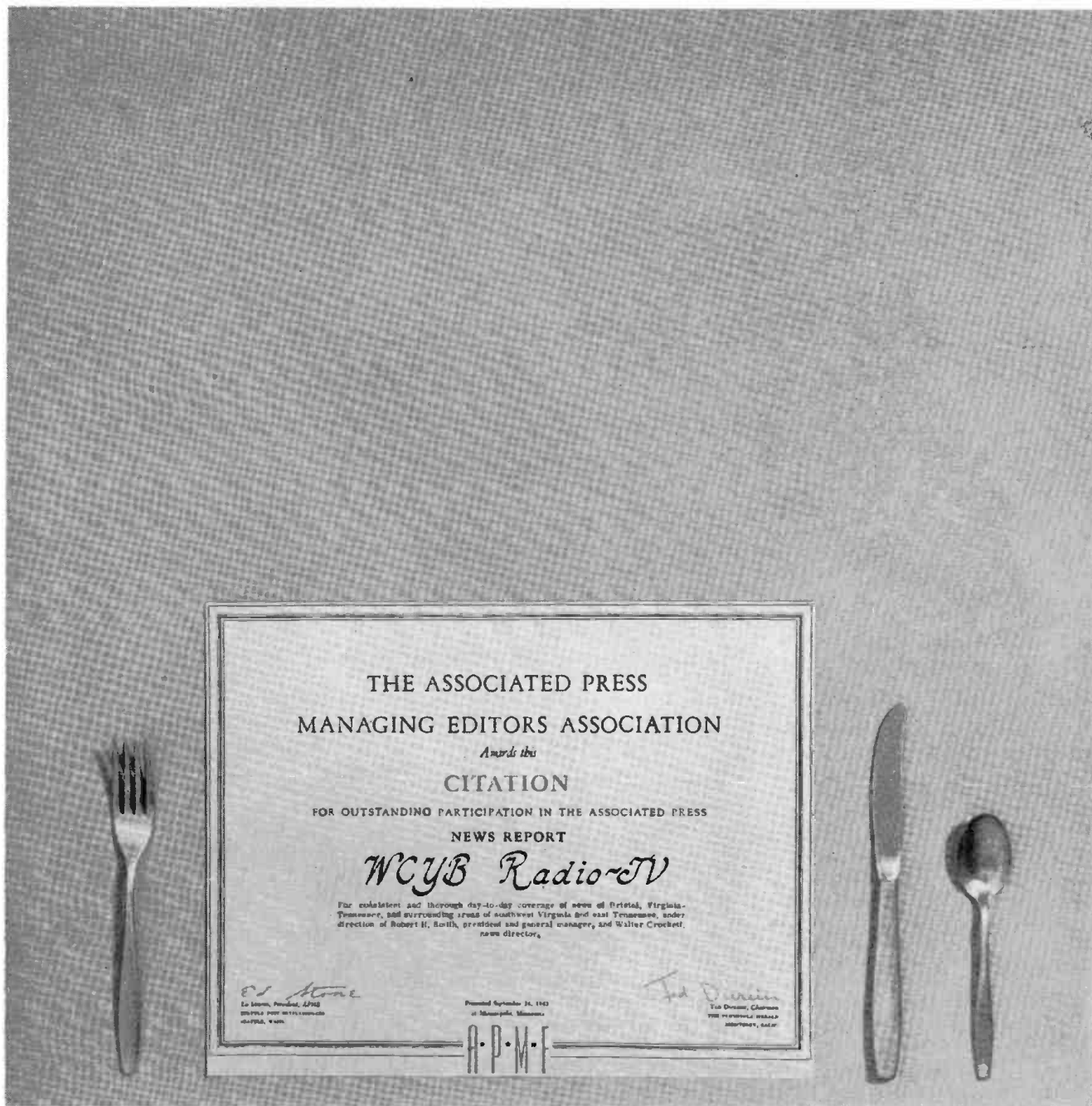
The judgment does not condition compliance on FCC approval of the transfer, Justice said, and NBC is attempting to substitute divestiture at an indefinite future date. Justice charged NBC deliberately risked unfavorable action or inaction by the FCC in agreeing to the deadline. The network's grounds for modification are legally insufficient and any economic hardship resulting from the decree was foreseen when the judgment was agreed to and there is no



Mr. McGannon
"I said he must be joking"

would become a means to bring about a forfeiture," he said. The date (which gave NBC over three years to secure FCC approval of a transfer) was nothing more than the best estimate of the reasonable time necessary for such action, he said.

Mr. Segal pointed out that within nine months of the consent decree, it sought FCC approval of the even-up Boston-Philadelphia swap even though the NBC stations were more valuable. "Certainly no one then contemplated that NBC should be severely penalized, where far from procrastinating in its



WCYB Radio-TV continues to serve up the best

So says the Associated Press Managing Editors Association in awarding us the highest national recognition for "consistent and thorough day-to-day coverage of news." One of the three broadcast mediums in the United States to receive this Associated Press citation (others: KRLD Radio-TV, Dallas and KNBC Radio, San Francisco), WCYB Radio-TV has also received awards this year for excellence of news coverage from Virginia and

Tennessee state associations. In the thriving, growing 37-county Tri-Cities area, WCYB Radio-TV is the authoritative voice of *news*. WCYB-TV (first in TV coverage); WCYB-Radio (first in Radio coverage). And, the TRI-CITIES (Bristol, Johnson City, Kingsport) is the 19th largest metro county area in the Southeast! Serve up the best total audience for your advertising dollar on WCYB. Food for thought?



equitable basis for a modification, Justice maintained.

There is no recognizable inequity in insisting that "NBC's continued exploitation of the Philadelphia market be terminated by the agreed date," Justice said. "In fact, NBC's timely departure is essential to the basic aims of the instant judgment—establishing competitive conditions in Philadelphia free from any interference by NBC . . . and ending NBC's enjoyment of the fruits of its allegedly illegal conduct. These underlying conditions of the judgment have not been changed by NBC's inability to accomplish an advantageous disposal."

Justice said WRCV-AM-TV are presently earning \$5 million annually and will have returned to NBC by Dec. 31 more money than the network has invested in the properties.

The court has not given any indication when it will rule on the NBC request for an extension. In postponing argument on the petition, the court said NBC should properly seek relief from the FCC first. That relief now has been denied.

Meanwhile, in Washington ■ Mr. McGannon, who became president of WBC shortly after the Westinghouse-NBC swap was agreed to in 1955, told the FCC hearing that NBC approached WBC shortly after the consent decree was signed in 1959. David Adams, NBC executive vice president, told him NBC wanted to acquire stations in two cities selected from Boston, Detroit, Pittsburgh and San Francisco, Mr. McGannon said.

"Mr. Adams' was exploring with me WBC's attitude in entering into [an exchange for Philadelphia] since of the four markets he mentioned, we had tv

stations in three of them—Boston (WBZ-TV), Pittsburgh (KDKA-TV) and San Francisco (KPIX [TV])."

After consulting with Westinghouse officials, Mr. McGannon said he told Mr. Adams at a second meeting that WBC could see no value in "upgrading" from Boston to Philadelphia. "I smiled and said he must be joking about Pittsburgh," said Mr. McGannon. Pittsburgh is the home of the parent Westinghouse Electric. As to San Francisco, it is a city "in which we wanted to operate a tv station," Mr. McGannon said.

Voice to demobilize 10 commercial stations

Two mobile 50 kw transmitters will replace present hookup

The Voice of America hopes to begin demobilizing this week the 10 commercial radio stations that have been broadcasting its Spanish-Language programs into the Caribbean since the Cuban crisis began three weeks ago. All 10 may be released within two weeks.

This was disclosed last week by Henry Loomis, Voice director, in confirming reports that two mobile 50 kw transmitters were being installed in Florida. He said he hopes they will serve as replacements for the commercial stations.

One of the transmitters, located on Florida's Marathon Key, is VOA property (CLOSED CIRCUIT, Nov. 5), and will operate on 1180 kc. The other is U. S. Navy equipment, and Mr. Loomis declined to divulge any details about it. But it was understood that the transmitter will be located on one of the Florida Keys near Marathon.

Connect With Voice ■ The two transmitters will be connected by land lines with VOA studios in Washington, and will broadcast day and night. This would provide greater flexibility than that offered by the commercial stations, most of which broadcast a dusk-to-dawn schedule.

Mr. Loomis said it's hoped that, because of the transmitters' location and power, coupled with the directional antennas they'll utilize, the mobile transmitters will broadcast a stronger signal into Cuba than that provided by the commercial stations.

Weakest Go First ■ The installation of the transmitters was expected to be completed by the weekend (Nov. 10-11). "As they come on," Mr. Loomis said, the Voice would "probably release" the two commercial stations determined by engineering tests to be beaming the weakest signal into Cuba.

At the same time, he said, the Voice would "probably reduce" the amount of time it uses on the remaining stations. Within two weeks, he said, it's hoped that all 10 can be released entirely.

In testimony three weeks ago, Westinghouse executives said that they agreed to the 1955 trade with NBC because of a fear of losing NBC affiliations, but Mr. McGannon said that was not a factor in 1959 because ABC-TV had become competitive as a third network. Also, he said, there was a "strong psychological element" which was missing in 1959. "Bluntly stated, enough is enough," he said. "We had been through Philadelphia and Cleveland. We weren't going to go through Boston and Philadelphia and *ad infinitum*."

The 10 stations, which are linked up with VOA transmitters, have been broadcasting Spanish-language programs of news, commentary and analyses of the Cuban crisis since President Kennedy's Cuban "quarantine" speech Oct. 22 (BROADCASTING, Oct. 29). They are WCKR, WGBS and WMIE, all Miami; WSB Atlanta; WWL New Orleans; WCKY Cincinnati; KAAY Little Rock; and WKWF Key West; and the international shortwave stations WRUL New York; and KGEI Belmont, Calif.

Waive Rules ■ The FCC on Oct. 30 waived its rules to permit WRUL to operate through the night. The station, which normally broadcasts from 10 a.m. to 11 p.m., had been operating on the longer schedule since the crisis began under special FCC permission. The waiver extends through Jan. 20.

The only break in the solid dusk-to-dawn schedule of VOA broadcasts carried by the standard wave stations occurred Tuesday night, when special arrangements were made to enable them to broadcast election results for their local audiences.

Half-Hour of Election News ■ Mr. Loomis said that some of the standard-wave stations broadcast 30 minutes of election news every hour on the hour, the remaining, 30 minutes every hour on the half hour. This schedule, which permitted at least half the network to be carrying VOA broadcasts at all times, was maintained until midnight, when all 10 stations resumed carrying VOA programs exclusively.

Mr. Loomis reported that, even after more than two weeks of VOA service, the morale of the stations' management remains high. He said they have willingly given up broadcasting features of great interest to their listeners when reminded of VOA's need for their facilities.

"They're completely understanding, completely public-service minded," he said.

The government has given assurances that the stations will be reimbursed for

Trouble network

The Oregon Assn. of Broadcasters, spurred by Gov. Mark Hatfield, has asked the FCC to call a meeting of key communications experts in that state to discuss the establishment of an emergency communications network.

Gov. Hatfield believes such a system could warn and inform Oregon citizens in time of any major disturbance, such as storm, fire or enemy attack. State officials recently decided to locate the communications center for such a network in the basement of the Capitol Building in Salem.

Gov. Hatfield has indicated to Ted Smith, president of OAB, that the government will help the OAB establish the proposed network.

STRIKE - SAVER !

WJXT in Jacksonville eliminates all argument about the most efficient advertising medium with eye-catching figures on the picture in the *total* market: 210% more homes outside the metro area . . . 30% more homes inside Jacksonville . . . 22 of the top 25 programs . . . but! why go on and on? No matter how you look at it, more people look at WJXT . . . the dominant medium in the entire North Florida/South Georgia regional market!

Source: July 1962 NSI

WJXT



JACKSONVILLE, FLORIDA

Represented by TvAR

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

lost advertising revenue and out-of-pocket expenses connected with their VOA service. A plan, however, has not yet been worked out.

Mr. Loomis said he would like the stations themselves to "sort this thing out among themselves" and then submit a proposal for reimbursement to the agency.

Freezer firm agrees to amend advertising

The Federal Trade Commission announced last Friday (Nov. 9), that Town and Country Food Co. Ft. Wayne, Ind., has consented to an order

prohibiting it from advertising practices which they have been using in various media including radio and television.

The commission had taken issue with pricing and savings claims and other "misrepresentations" the company had been using to sell home freezers, food and freezer food plans. The FTC's complaint alleged that contrary to the concern's advertising, purchasers of the freezer food plan (1) do not save enough money on the purchase of food to pay for the freezer, and (2) are required to pay interest or finance charges in addition to the price of the freezer, food and tax.

The order was contained in an agreement between the respondents and FTC staff counsel, which the commission accepted. The agreement is for settlement only and does not constitute admission of violation of the law.

Arkansas high court backs wired pay tv

Pay tv scored a victory in Arkansas last week when the state supreme court upheld a Public Service Commission ruling which ordered Southwestern Bell Telephone Co. to feed subscription tv over its lines in Little Rock.

In a unanimous decision the state court denied objections by Arkansas theatre owners who held subscription television to be contrary to the public interest and outside the jurisdiction of state agencies. The theatre owners claimed jurisdiction belongs to the FCC.

Pay tv is planned in a 10,000-home section of Little Rock by Midwest Video Corp., parent company of a group of community television systems in that area. Midwest, among whose principals is C. Hamilton Moses, former chairman of the Arkansas Power & Light Co., holds a franchise to use the Telemeter system. Telemeter is owned by Paramount Pictures Inc., and utilizes a coin box at the receiver to unscramble the video and audio program. The programs are sent to subscribers' homes on wire lines.

Midwest last year asked the Public Service Commission to require Southwestern Bell to permit the transmission of pay tv over its lines. The Arkansas commission approved. A lower state court upheld the decision.

Mr. Moses said Midwest will not begin construction of the pay tv cable system until the theatre owners have exhausted all legal remedies. Spokesmen for the theatre owners said they probably will file a petition for rehearing before the Arkansas court.

No auto log favorite, commission explains

The FCC has clarified its recent stand on automatic program logging (BROADCASTING, Oct. 8) in emphasizing the rulemaking does not favor "a particular system of automatic program logging."

The new rule allows stations to log automatically if they wish, the commission said, but neither imposes an obligation to do so nor acts as an endorsement for "any particular manufacturer."

Originally one of the least controversial parts of a proposed overall logging rulemaking, the new logging rule was adopted separately Oct. 3 and was adopted largely at the urging of ITA Electronics Corp., a manufacturer of automatic logging equipment.



Pete Holland, of S.S.C.&B., joins the Tricorn Club

How come? He's wise, that's how. Wise to the fact that North Carolina's No. 1 metropolitan market (in population, households and retail sales) is that combined three-city "tricorn" . . . Winston-Salem, Greensboro, and High Point. Want to join the Tricorn Club? You're probably eligible already, if you're also wise that North Carolina is the No. 12 state in population. And in the market upper crust today, my deah, one simply doesn't ignore the No. 1 market in the No. 12 state! And while you have your lorgnette out, remember WSJS Television is your best sales entree to all this Confederate money.

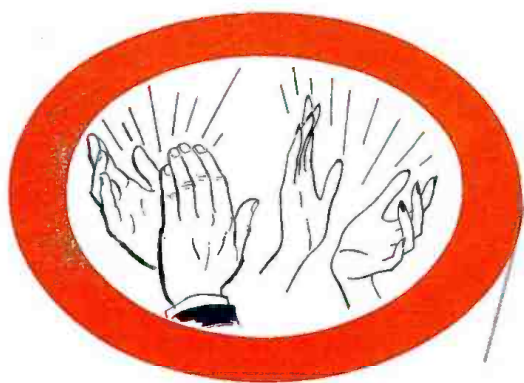
Source: U. S. Census

WSJS
TELEVISION



WINSTON-SALEM / GREENSBORO / HIGH POINT

Ted VanErk, of Peters-Griffin-Woodward, "hats" Pete with Club symbol



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music

Quality Programming New National Distribution

O-VATION MUSIC—Programatic's sparkling new adult music with a new, audience-building format is now available through Telesynd, international distributor of outstanding television films.

Telesynd's national distributing organization makes it possible for broadcasters everywhere to enjoy the many benefits of O-VATION MUSIC. You will get quality adult music at minimum cost, reduce studio overhead and enjoy a new dimension in local programming flexibility.

O-VATION is available to only one station per market. Make it yours.

PROGRAMATIC®

Automated For Economy

Precision-automated O-VATION Music features 8-hour tapes of new and exciting instrumental and vocal arrangements, programmed to today's adult audiences, performed by top talent and reproduced in true tonal quality. Programatic start-stop automation provides for pre-selected news breaks, commercials, local broadcasts—lets you inject your own "personality" into every program.



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INTERNATIONAL SERVICES OF WRATHER CORPORATION



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I would like to have the full story on how Programatic's
O-VATION Music will benefit me.

NAME _____

ADDRESS _____

CITY _____ STATE _____

The elections' effects on broadcasting

FEW COMMUNICATIONS LEGISLATORS NIPPED BY FALL POLITICAL FIRE

Most of the Senate and House members primarily responsible for an impressive record of broadcast legislation in the 87th Congress—the members of the Senate and House Commerce Committees—will be back to serve in the 88th.

Every member of the Senate committee who sought reelection last week was successful. With the exception of Rep. Peter F. Mack Jr. (D-Ill.), the same was true of the House committee.

As a result, barring juggling of committee assignments when Congress organizes in January, there will be few new members of the two committees which were largely responsible for enactment in the last Congress of the all-channel-receiver, educational-television, communications-satellite and FCC-reorganization bills.

Since the Democrats scored a net gain of four seats in the Senate, they will increase slightly their majorities on committees in that chamber. On the Commerce Committee, the line-up is now 11-6. The party alignment on the House committees should remain the same—20 Democrats and 13 Republicans in the case of Commerce.

One significant change, however, will be in the chairmanship of the House committee's Communications Subcommittee. Rep. Morgan Moulder (D-Mo.), chairman in the 87th Congress, didn't seek reelection.

Next Chairman ■ Rep. Walter Rogers (D-Tex.) is the next ranking Democrat on that subcommittee and is expected to succeed him. But Reps. John Bell Williams (D-Miss.), Kenneth A. Roberts (D-Ala.), and Harley Staggers (D-W. Va.) outrank him on the full

committee and would have a prior claim to the subcommittee chairmanship if they wanted to exercise it. Both Reps. Williams and Roberts, however, have other subcommittee chairmanships.

Among the winners last week were the chairmen of the two committees, Sen. Warren G. Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.). Sen. Magnuson, a member of Congress since 1937 and of the Senate since 1944, won by about 47,000 votes out of some 900,000 cast. This was a narrower margin than he was expected to post over his relatively unknown opponent, Richard G. Christensen, a 32-year-old Lutheran minister.

Rep. Harris, who in 11 previous campaigns for the House had never faced Republican opposition, was Arkansas' biggest winner in defeating Warren Lieblong, a school supply salesman from Pine Bluff, by a 4-to-1 margin.

The lone election day casualty on either committee, Rep. Mack, was beaten by another incumbent, Rep. Paul Findley, a Republican. Their districts were thrown together as a result of Illinois reapportionment.

The House Commerce Committee lost another member when Rep. Peter Dominick (R-Colo.) a one-term congressman, gave up his House seat to make a successful run for the Senate. He defeated the Democratic incumbent, John A. Carroll.

Sen. Carroll himself is known to broadcasters as chairman of the Senate Administrative Practice & Procedure Subcommittee, which in previous congresses held hearings on bills intended to assure high ethical conduct of administrative agency personnel.

Butler Gone ■ The only certain vacancy on the Senate Commerce Committee involves the seat of Sen. John Marshall Butler (R-Md.), who has been in the Senate since 1950 and is ranking minority member on the committee. He didn't seek reelection.

The members of that committee who joined Sen. Magnuson in winning another term are Sens. A. S. Mike Monroney (D-Okla.), George A. Smathers (D-Fla.), Frank J. Lausche (D-Ohio), Norris Cotton (R-N.H.), and Thruston Morton (R-Ky.). The hold-over members of the committee are Sens. John O. Pastore (D-R. I., and chairman of the Communications Subcommittee), Strom Thurmond (D-S. C.), Ralph Yarborough (D-Tex.), Clair Engle (D-Calif.), E. L. Bartlett (D-Alaska), Vance Hartke (D-Ind.), Gale W. McGee (D-Wyo.), Hugh Scott (R-Pa.), Kenneth Keating (R-N. Y.) and Winston L. Prouty (R-Vt.).

The House Commerce Committee members who won reelection along with Rep. Harris are Democratic Reps. Williams, Roberts, Staggers, Rogers, Samuel N. Friedel (Md.), Torbert H. Macdonald (Mass.), George W. Rhodes (Pa.), John Jarman (Okla.), Leo W. O'Brien (N. Y.), John E. Moss (Calif.), John D. Dingell (Mich.), Joe M. Kilgore (Tex.), Paul G. Rogers (Fla.), Robert W. Hemphill (S. C.), Dan Rostenkowski (Ill.), James C. Healey (N. Y.), Horace R. Kornegay (N. C.).

And Republicans Reps. John B. Bennett (Mich.), William L. Springer (Ill.), Paul F. Schenck (Ohio), J. Arthur Younger (Calif.), Harold R. Collier (Ill.), Milton W. Glenn (N. J.), Samuel L. Devine (Ohio), Ancher Nelsen (Minn.), Hastings Keith (Mass.), Wil-



Sen. Magnuson
Election night wasn't dull



Rep. Harris
GOP opposition was buried



Sen. Capehart
Clear channels lose a friend



Rep. Mack
Reapportionment victim

lard S. Curtin (Pa.), Abner W. Sibal (Conn.), and Vernon W. Thomson (Wis.).

Capehart Defeated ■ In another election result, the unexpected defeat of Sen. Homer Capehart (R-Ind.) removes a powerful supporter of clear-channel broadcasters from Congress. Sen. Capehart, a member of the Senate since 1945 and a former commerce committee member, opposed FCC plans to duplicate the clears and had urged, instead, higher power for them. Sen. Capehart's connection with radio goes back to the early days of the medium when he founded Capehart Inc. to manufacture radios.

Three men with broadcasting connections sought election to state-wide office. The only successful aspirant,

Rep. William Scranton (R-Pa.), is being talked of as a possible GOP Presidential contender in 1964 as a result of his victory in the Pennsylvania gubernatorial election. Fred Seaton lost in his bid to become governor of Nebraska, and Alvin Bentley was defeated for congressman-at-large from Michigan.

Rep. Scranton is 1.4% owner of Transcontinent Tv Corp., which owns KFMB-AM-FM-TV San Diego, WGR-AM-FM-TV Buffalo, KERO-TV Bakersfield, WDAF-AM-FM-TV Kansas City, WNEP-TV Scranton-Wilkes-Barre, and WDOK-AM-FM Cleveland.

Fred Seaton, who was Secretary of Interior in President Eisenhower's cabinet, is vice president and director and owns 535 of 1,200 shares of common stock in KGGF Coffeyville, Kan.; pres-

ident and director and owner of 113½ of 329 shares of common stock in KHAS Hastings, Neb.; president and director and in control of 140 shares of stock in KHAS-TV, that city; and president and director and owner of 179 out of 500 shares of common stock in KMAN Manhattan, Kan.

Mr. Bentley is vice president and director and owner of 300 of 900 common shares in WKNX-AM-TV Saginaw, Mich.

FCC defends Cox against NCTA attack

The FCC last week came to the defense of its Broadcast Bureau chief, Kenneth A. Cox, charging that a court brief filed against the FCC is "largely

Offspring of that Chicago local tv hearing?

Any hopes by the tv networks that the FCC's hearing in Chicago on local tv programming could be relegated to history are about to be shattered by the same commission.

The FCC soon will vote on sending questionnaires to all network owned tv stations with the "primary purpose . . . to ascertain the policies and practices of the network stations in the broadcast of local programs." The seven-page quiz (including instructions) grew out of the Chicago hearing and will be on the FCC agenda for possible approval at this week's meeting.

Also in the foreseeable future is the possibility that the same questions will be asked of all stations owned by multiple licensees. This proposal, however, is not before the FCC at this time but there is some thought that stations owned by the networks should not be singled out. In addition, it was pointed out that many of the same problems in the selection of local programming by stations owned by the networks are present where a non-network licensee operates a group of stations.

However, if the questionnaire is sent to all multiple-owned stations, approval of the Budget Bureau is needed—one of the factors prompting the commission staff to single out the network outlets at this time.

As presently drafted by the staff, the questionnaire asks for a detailed statement describing the efforts and activities by the network stations (except in Chicago) to ascertain the needs and interests of the public for local programming. The stations are instructed to contact 10 types of civic leaders and organizations (plus

"others") in reply. These include public officials, educators, religious groups, ethnic groups, labor, business, cultural, entertainment, etc.

Names, Too ■ Names and positions of persons contacted also are to be submitted in reply. The statement "shall include but need not be limited to any efforts [by the station] (1) to make a canvass of the listening public and (2) to consult with civic leaders and others who bespeak the interests of the community or communities served. . . ."

The station is asked if it maintains a complaint file and, if so, the number and nature of those received during past year on local programming. A series of questions order "a description in reasonable detail of the policies and practices established by the network licensee to enable the management of each station to plan, devise and provide a program schedule to serve the needs and interests of the local community." In this connection, the licensee must submit the names of all persons who participate in programming decisions and the extent of their authority and who has final authority in case a conflict occurs.

Stations are asked if local management has authority to refuse network shows and, if so, to cite examples with descriptions of the network and local shows involved.

NAB, Notice ■ Although all networks and their owned stations are subscribers to the NAB codes, this question is asked: "Do you have established policies with respect to programming and advertising standards (whether developed by station or

contained in a code of broadcasting standards and practices) which guide the operation of the station? If yes, attach a copy of such policy statements, or a summary thereof if policies are not in written form. Describe station policies and practices designed to implement such programming and advertising standards."

The stations are asked to describe the facilities, staff and equipment available for the development, production and presentation of local programs. Under this question is included the name and title of each person engaged in any phase of local program presentation.

Another commission question requires a listing of all local programs between Nov. 1, 1962, and Nov. 1, 1963, as to classification (talk, religion, agriculture, entertainment, public service, etc.). Also, the licensee is asked to state whether "these programs have been developed by the station in cooperation with, or to meet the needs of, specific community organizations." In addition, the local programs are to be identified as to day, time and number of weeks scheduled.

During the month of October, 1962, the network stations also are asked the number of public service announcements they broadcast. In addition, each station is permitted to "supply any additional information which will assist the commission in understanding the policies and practices of the station in serving the needs of its community for local programming." The FCC even submits an example of a program which might provide an "opportunity for local self expression."

DO YOU HAVE
ONE OF THESE
CLIENTS ...

- DAIRY
- BOTTLER
- BAKERY
- DRUG CHAIN
- CANDY
- POTATO CHIPS
- PACKAGED MEATS
- SUPER MARKETS
- FROZEN FOODS
- GAS STATIONS

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based upon scandalous material" and constitutes a "personal attack" upon Mr. Cox.

The brief in question (BROADCASTING, Oct. 15), was filed by the National Community Tv Assn. in behalf of Carter Mountain Transmission Corp., a common carrier first granted, then denied an application to carry Idaho, Wyoming and Montana channels. NCTA charged that Mr. Cox swayed the FCC from its traditional position of claiming no jurisdiction over catv, causing the FCC's "capricious" action.

NCTA alleged no fact that indicates "any impropriety" by Mr. Cox, the commission told the court. Mr. Cox "acted in complete accord with his duties and responsibilities," the agency brief said, and the charges made against him are "nothing but irrelevant innuendo."

The FCC concluded its defense of Mr. Cox by asking the court to rule out any "further participation in the case" by NCTA.

A BAD BLOW TO UHF?

Land mobile users proposal
would deter uhf, FCC told

Three Broadcast groups opposed a proposal to allocate television chs. 14 and 15 for land mobile radio use in comments to the FCC last week.

The Land Mobile Section of the Electronic Industries Assn. initiated the proposal by asking the FCC to provide 470-482 mc for land mobile use (BROADCASTING, Oct. 1). Ch. 14 operates on 470-476 mc, and ch. 15 on 476-482 mc range. The EIA unit had held the present facilities are overcrowded.

That request drew opposition from the Maximum Service Telecasters Inc. and others. "It would fly in the face of the will of the Congress, explicitly declared at the last session, that maximum development of all 70 uhf television channels is to be encouraged," MST said.

It would hurt uhf development as chs. 14 and 15 are the two most desirable uhf channels, the organization said. Indiana Broadcasting Corp. concurred and called it a poor reward to uhf pioneers "to shunt them off to the upper uhf channels."

Both MST and Indiana noted the 1959 study by the Television Allocations Study Organization which emphasized the greater effectiveness of the lower uhf channels over the upper. The TASO results show that the effective distance for chs. 14 through 40 is about 40 miles and for chs. 41 and up is only about 30 miles.

Workhorse channels ■ MST gave these figures on the utilization of the lower uhf channels: as of Oct. 4, 1962,

of 196 uhf tv authorizations 148 (75%) are on channels below ch. 40 or 39% of all uhf channels; 56 (29%) are on channel 20 or below, or 10% of all channels; only 12% of all authorizations are above ch. 50, or 30% of the channels. MST calculated that the average uhf channel load is 2.8 authorizations, and that there are 5.7 on chs. 14 through 39. "The low uhf channels are thus the workhorse channels of the uhf band," MST said.

MST said land mobile users have not made extensive use of the 450-470 mc band because they consider it less well adapted for all-around use than the lower frequencies.

Manufacturer Interests ■ MST charged that the Land Mobile Section does not speak for mobile users but only for the manufacturers of such equipment. It also pointed out that the recent all-channel receiver legislation "is replete with express statements that the purpose . . . is to facilitate maximum development of all 82 channels."

Triangle Publications Inc. argued that the proposed allocations are a "contradiction" to the FCC plans to develop the uhf spectrum.

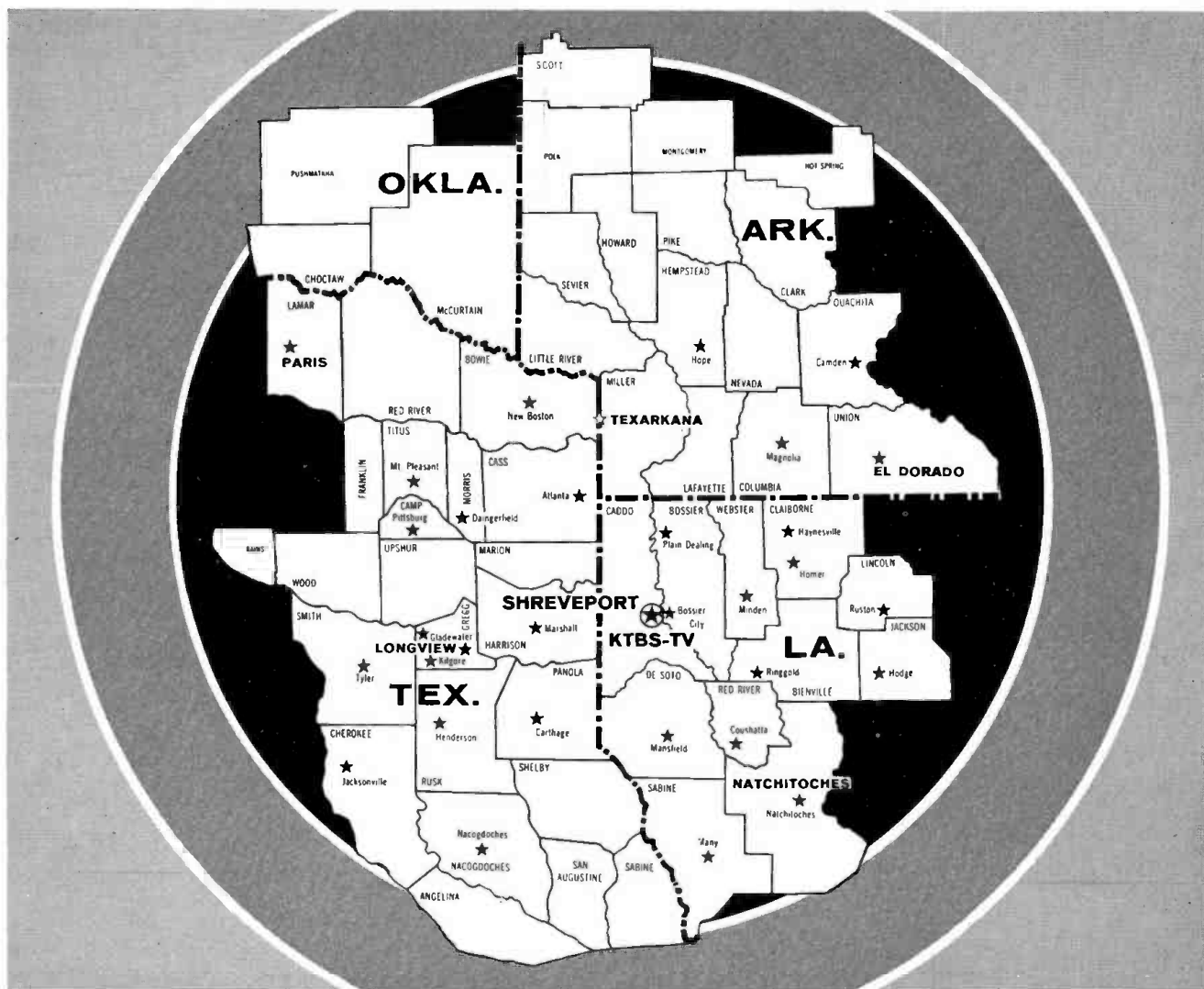
Only American Telephone & Telegraph supported Land Mobile Section's request but said even then the two channels couldn't provide the frequency space that land mobile services require. AT&T said more FCC investigation is needed and referred to the company's proposals in the 1959 inquiry for the development of the 25-890 mc band.

Two balk at transfer of WHHM Memphis

Two minority stockholders in WHHM Memphis last week asked the FCC not to approve an application for transfer of the station on the grounds their rights as stockholders had been violated and that the consideration (\$160,000) was below the fair market price.

Joseph P. Trantino and Victor Muscat, trading as Vic-Tran Co., charged the terms of the sale were designed to serve the interests of two persons (William H. Grumbles, president, 51%, and Marie Copp, over 45%) contrary to the interests of the licensee corporation, Mercury Broadcasting Inc. Two weeks ago, Vic-Tran filed suit in Chancery Court of Shelby County, Tenn., seeking a permanent injunction against the sale to Thomas W. Shipp and last week the FCC was asked to either dismiss the application or withhold action pending court action.

Vic-Tran charged that Mr. Shipp, who owned WHHM in 1959-60, took control of the station last May in viola-



TOPS IN THE AREA

ARB station circulation totals March, 1962, show KTBS-TV, Shreveport, Louisiana, with more viewers than its two competitors:

	KTBS-TV Channel 3	Station Y	Station Z
TV Home Potential	258,600	257,700	239,500
Net Weekly Nighttime	225,200	221,400	210,500
Net Weekly Total	237,700	230,000	220,500
Average Daily Nighttime	131,200	128,300	122,500
Average Daily Total	165,800	155,800	154,900

KTBS-TV reaches 1.9-billion dollar four-state market of 1.5 million buyers *with exclusive ABC programming*. Its performance, as indicated above, is an important reason more spot buyers are specifying KTBS-TV, Channel 3, Shreveport, Louisiana.

Sources: Sales Management's 1962 Survey of Buying Power; ARB Station Circulation Totals (March 1962)

KTBS-TV

THE KATZ AGENCY, INC.
National Representatives

E. Newton Wray, Pres. & Gen. Mgr.



CHARLIE GADDY

"The best on the air salesman I have ever had"—

says James B. Womble, President of Womble of Hargett Street, exclusive men's clothiers of Raleigh.



WPTF

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

Dick Mason, General Manager
Gus Youngsteadt, Sales Manager

HENRY I. CHRISTAL CO. National Rep.

tion of FCC rules. The minority stockholders claimed that Mr. Shipp advanced funds to the station, hired and fired employees, signed checks, and performed other functions associated with management.

Mr. Grumbles, Vic-Tran said, left Memphis several weeks ago and has not exercised supervision of the station since, although still retaining the title of president. (Mr. Grumbles currently is general manager of WNYS [TV] Syracuse, N. Y.). Messrs. Trantino and Muscat said that they purchased 20 shares in the WHHM licensee from Miss Copp. The transfer was filed for FCC approval in September.

ETV REQUESTS

**Shifts in Neb., Kan. allowed;
Pa. asks similar allocations**

Tv channel allocations—proposed, granted and denied—played a prominent role in the FCC's business last week, as two states were allotted channels for etv networks, another state asked for a similar rulemaking, and assorted channel shifts were appraised by the commission. A rundown of the happenings:

- Nebraska received 6 channels for its proposed statewide etv network in addition to KUON-TV (ch. 12) Lincoln, among which were ch. 16, unapplied for, in Omaha; and chs. 13 in Alliance and 9 in North Platte (both presently commercial). Other assignments were ch. 3 to Lexington, ch. 7 to Bassett, and ch. 25 to Albion. FCC also assigned two commercial channels to Nebraska, Albion receiving ch. 8 and Superior ch. 4.

- FCC simultaneously with the Nebraska actions provided for a similar statewide etv network in Kansas, shifting ch. 8 from Manhattan (etv station KSAC-TV Manhattan recently surrendered its cp) to Hutchinson and reassigning ch. 11 from Lawrence to Topeka. Topeka also received ch. 48. Other assignments: ch. 9 to Lincoln, ch. 3 to Lakin, ch. 21 to Chanute and ch. 33 to Oakley. Having moved these channels, the commission found it necessary to delete commercial ch. 9 from Garden City, substituting ch. 13, and commercial chs. 21 from Ottawa and 20 from Independence.

- Pennsylvania's Dept. of Public Instruction, in a move similar to the earlier proposals of its midwestern sister states, asked the FCC to allocate channels for a statewide etv network. Channels eyed were: 39 in Allentown, now commercial; 36 in Altoona; 3 in Clearfield (Pa. State U. has asked the FCC for the same allocation); 65 in Harrisburg; 68 in Scranton; and 71 in Shamokin (this would mean the deletion of commercial ch. 65). According to the

petition, the proposed channels are all in areas presently void of etv reservations.

- FCC shifted ch. 26 from Richmond, Ind., to the site it occupied prior to 1960, Anderson, Ind. Previously used by WCBC-TV Anderson, the channel was shifted at the request of James A. Chase and William J. Wheat, who want to apply for a cp using ch. 26 and the technical equipment and site of WCBC-TV. The station suspended operation in 1958.

- The commission denied a proposed ch. 3 shift from Sterling, Colo., to Cheyenne, Wyo., on the grounds that the present tv channel assignments in those cities should not be disturbed.

- The same Sterling, Colo., channel was noted in the commission's refusal to grant a shift of ch. 3 from Alamosa to Colorado Springs. FCC said the shift would violate the commission rules on short-spacing.

- FCC invited comments on its proposed allocation of channels in South Dakota, which would add commercial ch. 11 to Lead, etv ch. 9 to Rapid City, and switch the etv reservation in Pierre from ch. 22 to ch. 10.

Ch. 8 losers file court, FCC pleas

Three unsuccessful applicants for ch. 8 in North Carolina's Winston-Salem-Greensboro - High Point triangle launched attacks on the FCC's decision of last month which granted the vhf facility to Southern Broadcasters Inc. (BROADCASTING, Oct. 8).

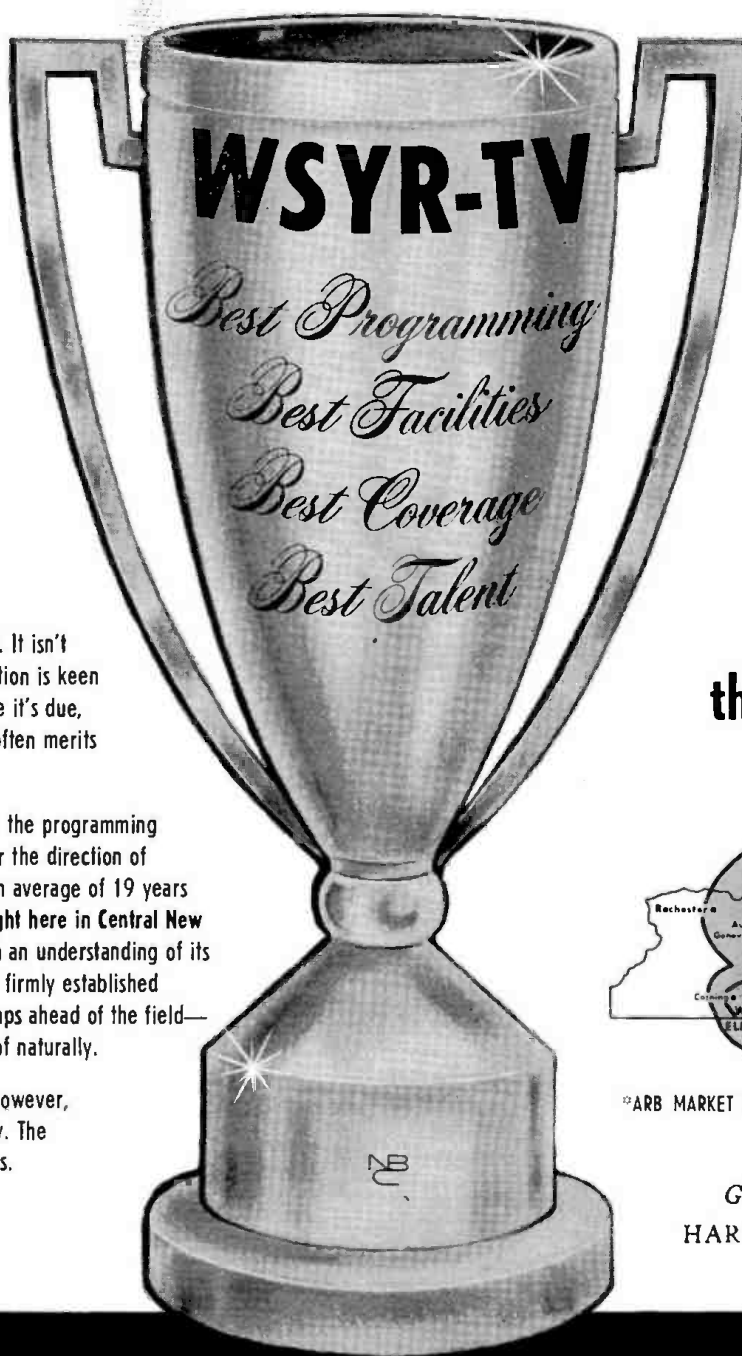
Jefferson Standard Broadcasting Co. and High Point Television Co. both filed appeals with the U. S. Court of Appeals in Washington. TriCities Broadcasting Co. asked the FCC to reconsider the decision.

Jefferson Standard, owner of WBT and WBTW (TV) Charlotte and WBIG and 19% of WFMY-TV Greensboro, all North Carolina, and of WBTW (TV) Florence, S. C., argued that the commission failed to state "rational" reasons for the conclusions it reached in ranking the applicants and in weighing the significance of the comparative differences.

Jefferson Standard also maintained that TriCities should be disqualified because one of its principals was, with his family, a large stockholder in Jefferson Standard. Jefferson Standard had promised to dispose of its interest in WFMY-TV if granted ch. 8.

High Point called the FCC criteria in its decision "inherently contradictory . . . inequitable . . . [and] unreasonable." High Point said the decision disregards the Communications Act provision for equitable distribution of

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

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

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



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HARRINGTON, RIGHTER
& PARSONS

WSYR • TV

**NBC
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Channel 3 • **SYRACUSE, N. Y.** • *100 K W*
Plus WSYE-TV channel 18 **ELMIRA, N. Y.**

**NBC—once again the network
most people elected
to watch...**

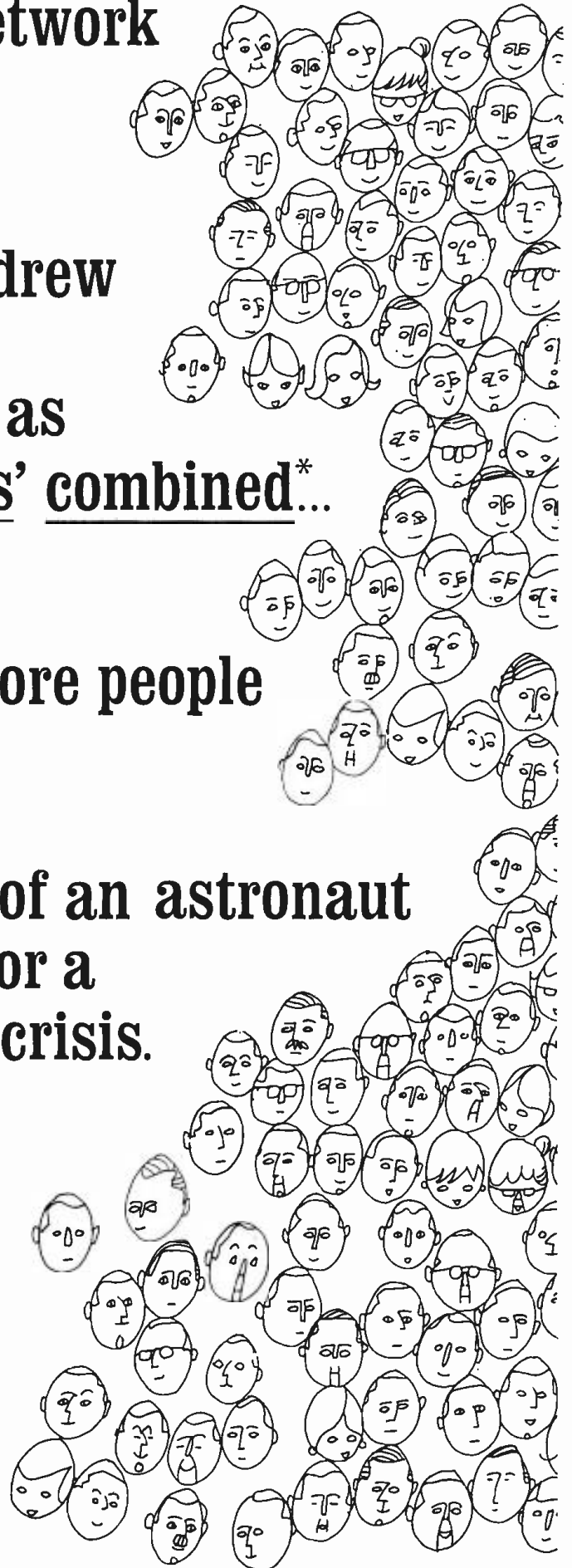
**NBC—the network that drew
an Election Night
audience nearly as big as
the other two networks' combined...**

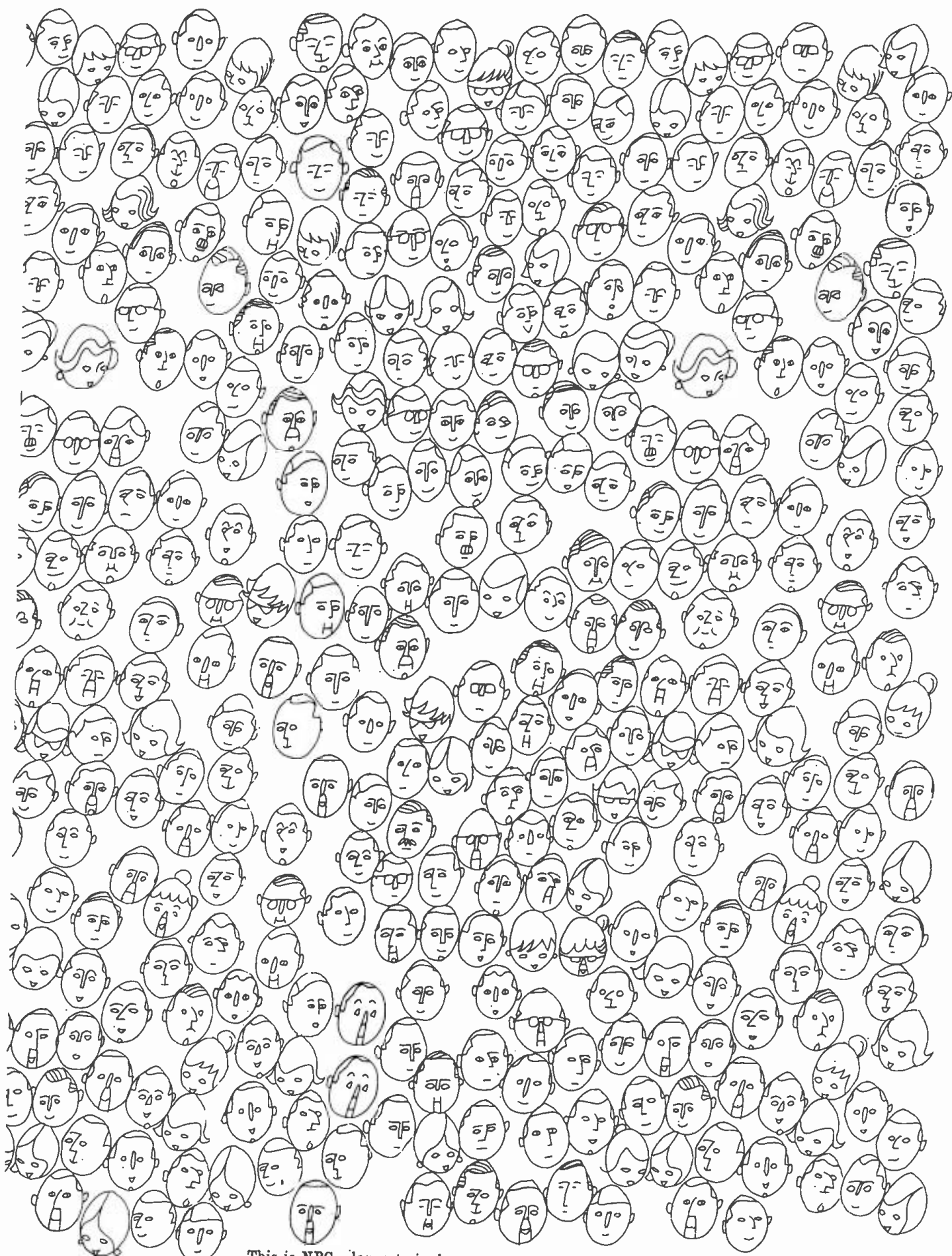
**NBC—the network
that always attracts more people
whenever all networks
cover a national event,
whether it is the flight of an astronaut
or a Telstar broadcast or a
President's report on a crisis.**

**The reason?
NBC News leadership
in bringing world news
to the nation rapidly,
accurately,
responsibly.**



*Source: National Arbitron.





This is NBC—largest single source of news, information and entertainment in the free world.

**WANT L.A.'s
"BUY MOST"
AUDIENCE?**

**MORE
KABC
LISTENERS
OWN
SECURITIES***

(Per cent of Households)

**KABC LISTENERS
48.6%**

**L.A. AVERAGE
34.7%**

*Source: our recent Pulse Audience Profile Study of Los Angeles. A free copy is available upon request.

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**KABC
conversation
RADIO 79**

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

54 (GOVERNMENT)

facilities, because Southern is primarily owned by a Winston-Salem group.

A Drop-in ■ Ch. 8 was dropped into the North Carolina tri-city area in 1958. In 1961, an FCC examiner's initial decision favored a grant to TriCities. Last month the FCC voted to make the grant to Southern. Three commissioners (Hyde, Craven, Bartley) voted for Southern and two (Minow and Ford) for TriCities. Commissioners Lee and Henry did not participate.

Southern is 55% owned by principals of the now-deleted uhf outlet, WTOB-TV Winston-Salem, headed by James W. Coan.

It is 35% owned by stockholders of the deleted uhf, WNAO-TV Raleigh,

N. C., and by four High Point businessmen.

TriCities is owned equally by Hargrove Bowles Jr., James G. W. MacLamroc, R. H. Nutt and Ralph C. Price. Messrs. MacLamroc and Price each own one-third of WKIX Raleigh, N. C.

High Point principals include George W. Lyles Jr. as president, and Paul Ingie, David A. Rawley and Dorothy P. Terry. Mr. Lyles owns 15% of WTNC Thomasville, N. C., and Mr. Ingie 69% of WOHS Shelby, N. C. Mr. Rawley and Miss Terry have interests in the *High Point Enterprise* and the *Burlington (N.C.) Times-News*. Mr. Ingie is editor of the *High Point Enterprise*.

SECRET PROBE OF PENTAGON SECRECY

Rep. Moss to investigate, but just what is under wraps

The staff of the Government Information Subcommittee is investigating the government's controversial news dissemination policies in the Cuban crisis.

Sam Archibald, staff director, said investigators have questioned information officers—including those at the policy-making level—at the White House, Defense and State Depts. about policies broadcasters and newspapermen have criticized (BROADCASTING, Nov. 6).

He said a report will be submitted to Rep. John E. Moss (D-Calif.), subcommittee chairman. He said the report will enable the subcommittee to decide—if it's reconstituted in the next Congress as expected—whether to hold hearings.

There is some question about how much will be made public in the inquiry.

Mr. Archibald said details have been given the staff, but the information involves military security and he can't release it. He said if hearings are held, the classified nature of the material would require the subcommittee to hold most of its hearings behind closed doors.

Opportunity To Explain ■ But he said hearings will enable government information officers to explain their acts and the subcommittee to "weigh the adequacy" of the administration's information policies.

Rep. Moss has said his subcommittee will review government plans for releasing information under varying conditions of emergency. Mr. Archibald said Rep. Moss wants to know if there is such a system in existence or if policies are improvised as situations arise.

The Pentagon has been criticized for requiring that personnel report the substance of interviews with reporters to supervisors. The State Dept. has a similar order.

Another controversial point is Assistant Secretary of Defense Arthur Syl-

vester's statement that news is part of the government's "weaponry" in the Cuban crisis—which caused newspapers to charge the government is attempting to manage the news. Richard S. Salant, president of CBS News, said the Sylvester statement makes it "imperative" that the government remove the restrictions the White House asked newsmen to impose on themselves in covering the Cuban crisis (AT DEADLINE, Nov. 5).

The Defense Dept. said it may set up a centralized office to establish standards for classifying and declassifying information.

A spokesman said the office would help "increase the flow of news."

The Moss subcommittee has urged creation of such a centralized office, holding it would permit reporters to appeal for declassification of information they do not feel should have a secrecy label.

Harkins asks ch. 20 for Phoenix pay tv

A former broadcaster-theater owner last week asked the FCC to allocate ch. 20 to Phoenix and announced plans to apply for a pay tv station there if the channel assignment is made.

Dwight Harkins, a pioneer in fm multiplexing who developed a system in wide use, made his request of the commission in a one-paragraph petition. He said he proposed to operate a pay tv outlet only, with no commercials or free programming at any time.

Mr. Harkins said he would use a pay tv system he has invented, different from all other systems proposed or in use. "I would rather not expose the technical details . . . at this time," he said. But he said both the audio and video signals would be scrambled.

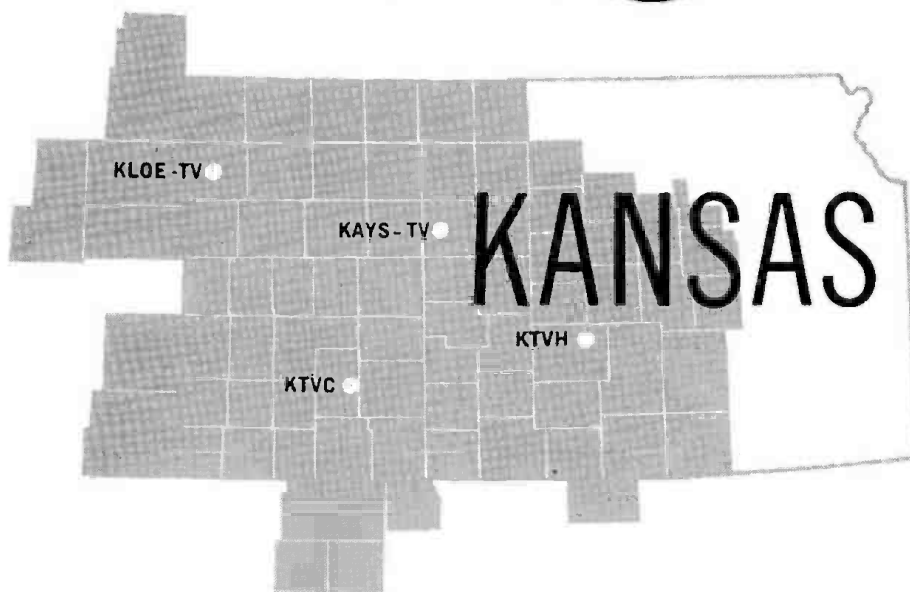
Ch. 20 is not currently assigned to

BROADCASTING, November 12, 1962

KBS

KANSAS BROADCASTING SYSTEM

KTVH — WICHITA - HUTCHINSON KTVK — ENSIGN
KAYS-TV — HAYS KLOE-TV — GOODLAND



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

NEW 77-COUNTY MAJOR MARKET

KBS COUNTIES	TOTAL HOUSEHOLDS	TV HOMES	PER CENT	KBS COUNTIES	TOTAL HOUSEHOLDS	TV HOMES	PER CENT	KBS COUNTIES	TOTAL HOUSEHOLDS	TV HOMES	PER CENT	KBS COUNTIES	TOTAL HOUSEHOLDS	TV HOMES	PER CENT
KANSAS:				Gray	1,340	1,130	84	Norton	2,650	2,170	82	Stanton	600	440	73
Barber	2,880	2,290	80	Greeley	650	540	83	Osborne	2,550	1,850	73	Stevens	1,320	920	70
Barton	10,070	9,320	93	Hamilton	960	700	73	Ottawa	2,360	1,710	72	Sumner	8,390	7,270	87
Butler	12,360	10,880	88	Harper	3,290	2,790	85	Pawnee	3,040	2,590	85	Thomas	2,270	1,710	75
Chase	1,350	1,030	76	Harvey	8,260	6,850	83	Phillips	2,920	2,040	70	Trego	1,630	1,250	77
Cheyenne	1,510	1,250	83	Haskell	880	760	86	Pratt	4,100	3,580	87	Wallace	600	470	78
Clark	1,160	1,020	88	Hodgeman	930	720	77	Rawlins	1,550	1,260	81	Wichita	820	620	76
Comanche	1,130	790	70	Kearney	890	780	88	Reno	19,360	17,420	90				
Cowley	12,370	10,410	84	Kingman	3,090	2,790	90	Rice	4,530	4,040	89	COLORADO:			
Decatur	1,910	1,580	83	Kiowa	1,470	1,010	69	Rooks	3,030	2,620	86	Baca	1,960	720	37
Dickenson	7,240	6,020	83	Lane	960	830	86	Rush	2,030	1,740	86	Cheyenne	830	530	64
Edwards	1,670	1,430	86	Lincoln	1,910	1,390	73	Russell	3,690	3,030	82	Kit Carson	2,120	1,340	63
Ellis	5,840	5,190	89	Logan	1,210	900	74	Saline	17,330	15,080	87	Lincoln	1,680	1,330	79
Ellsworth	2,560	2,040	80	Marion	4,830	3,750	78	Scott	1,580	1,340	85	Prowers	4,000	2,380	60
Finney	4,750	4,120	87	McPherson	7,680	5,840	76	Sedgwick	110,200	100,040	91	Yuma	2,890	2,130	74
Ford	6,530	5,760	88	Meade	1,730	1,650	95	Seward	5,040	4,240	84	TEXAS			
Geary	8,140	7,140	88	Mitchell	2,940	2,220	76	Sheridan	1,210	970	80	Lipscomb	1,060	680	64
Gove	1,170	850	73	Morris	2,480	1,890	76	Sherman	2,150	1,830	85	Ochiltree	2,920	2,490	85
Graham	1,690	1,470	87	Morton	1,020	810	79	Smith	2,710	2,210	82				
Grant	1,470	1,240	84	Ness	1,750	1,460	83	Stafford	2,590	2,190	85	KBS TOTAL	368,740	332,700	86

BLAIR TELEVISION

National Representatives

any city in Arizona and will fit into Phoenix with no engineering problems, Mr. Harkins said. He formerly owned KTYL-AM-FM Mesa, Ariz. (sold in 1958) and theaters in Arizona from 1932-61. Mr. Harkins holds the Muzak franchise for Phoenix and in the 1950's equipped more than 75 U. S. fm stations for multiplexing. He presently owns an electrical repair firm in Phoenix.

Appeals court backs FCC cutoff date

The U. S. Court of Appeals in Washington last week upheld the FCC practice of announcing a cut-off date after which the agency refuses to accept mutually exclusive applications to those already pending. A unanimous court turned down an appeal by Century Broadcasting Corp. which in 1961 had sought to apply for a new am on 1510 kc in Jeannette, Pa.

Century tendered its application after the announced cut-off date had expired and the court ruled the FCC was within its rights in refusing to accept the application. The court noted that Century did not file its application until four months after competing applications had been set for hearing.

NIXON IN DEFEAT

Radio, tv get his praise, but newspapers are blasted

Richard M. Nixon, in a bitter farewell to public life, assailed the press last week for the way it reported his unsuccessful campaign for governor of California, but he had high praise for television and radio.

The former vice president, in conceding the election to Gov. Edmund G. (Pat) Brown, told a televised news conference:

"I think that it is time that our great newspapers have at least the same objectivity, the same fullness of coverage that television has. And I can only say thank God for television and radio for keeping the newspapers a little more honest."

Mr. Nixon singled out only one newspaper reporter—Carl Greenberg of the Los Angeles Times—as having given him coverage he considered fair, objective and complete.

To the assembled reporters, he said: "You won't have Nixon to kick around any longer."

Mr. Nixon also swiped at the FCC. Declaring that he didn't think publishers should tell their reporters how to write

their stories, he added: "I don't believe the FCC or anybody else should silence the one voice raised in the wilderness" in his behalf.

This was an apparent reference to the FCC inquiry to KTTV (TV) Los Angeles about complaints that that station's Tom Duggan had spoken out strongly in support of Mr. Nixon's candidacy. As a result of the inquiry, the station added a 15-minute program to its schedule to present the Democratic viewpoint.

This FCC action was attacked last week in a front page column of the *Hollywood Citizen News*. Dave Heyler, the author, called the action "the most diabolic and vicious attack on free speech ever perpetrated on a free America."

WLYH-TV to identify as Lancaster-Lebanon

The FCC reallocated ch. 15 from Lebanon, Pa., to Lancaster-Lebanon last week (Nov. 7) (*FOR THE RECORD*, page 92). The action permits WLYH-TV Lebanon to establish main studios in Lancaster and is the latest in a series of maneuvers affecting the CBS-TV lineup in the Central Pennsylvania area:

WLYH-TV will become a CBS-TV affiliate for the Lancaster-Lebanon area effective Jan. 1, 1963, and will be interconnected with two other uhf stations which were linked to carry CBS programs last May: WHP-TV (ch. 21) Harrisburg and WSBA-TV (ch. 43) York (*BROADCASTING*, May 21, and *CLOSED CIRCUIT*, April 9). WLYH-TV will maintain its Lebanon studios, according to Roger W. Clipp, vice president of Triangle Stations, WLYH-TV licensee.

WGAL-TV (ch. 8) Lancaster, now primary NBC-TV and CBS-TV, will drop CBS.

KRCK denies group's charges

A complaint by the Ridgecrest, Calif., chapter of the American Assn. of University Women against the programming of KRCK, that city (*BROADCASTING*, Oct. 10), contains "inadvertent errors or misstatements," the station told the FCC several weeks ago.

Victor M. Farel, KRCK owner, said that the survey by the AAUW unit is "quite unrepresentative" of the station's overall programming. He said KRCK does feature classical and semi-classical music, contrary to misstatements of AAUW, and has "numerous" opinion and informational and public service programs.

He said the intellectual and cultural programs of the station have failed to obtain the support of the complaining AAUW group.



The day Dad gives Jimmy his first shaving gear is a big one for both of them. The father in the background is one of the nation's adults, who receive and control 98% of the U. S. income.* In the WBT 48-county basic area, adults receive and control most of the \$2,690,786,000 worth of spending money** ... and WBT radio has the largest number of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more adults...

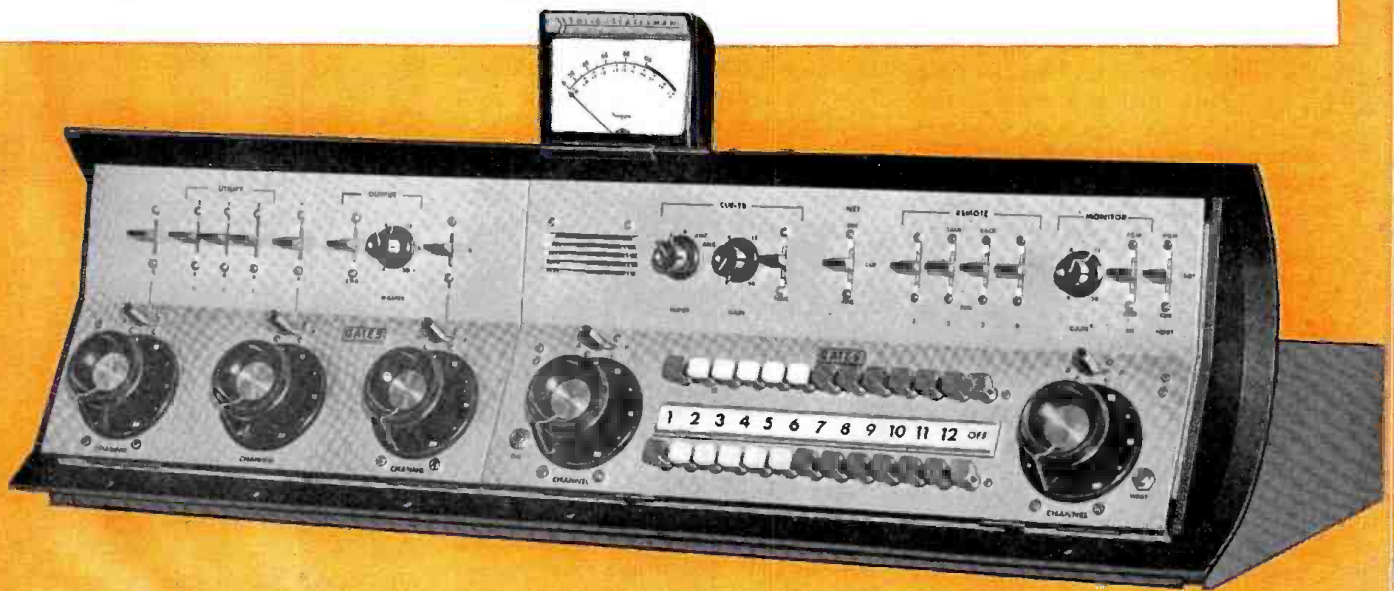
WBT RADIO CHARLOTTE. Represented nationally by John Blair & Company. Jefferson Standard Broadcasting Company

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

Almost Beyond Belief...

Mr. F. E. Vale, General Manager of Station KLMX, Clayton, New Mexico, reports on the new Gates **Ambassador** Single Channel Transistor Audio Console:

“The results are not only amazing, they are outstanding and almost beyond belief. We are getting full value from our decision to purchase the Gates Ambassador transistorized console.”



Stir your listener's imagination with a completely new programming format built around the *Ambassador's* touch-control nerve center. For example:

MUSIC: ESTABLISH THEME, UNDER.

ANNCR: This is Entertainment Central.

MUSIC: UP AND UNDER.

ANNCR: WZZZ is now programming through the dramatically new touch-control nerve center located in Studio A. Red control-contact Number 8—one of 12 command circuits readied with a special entertainment payload—is in prime position. All systems are go!

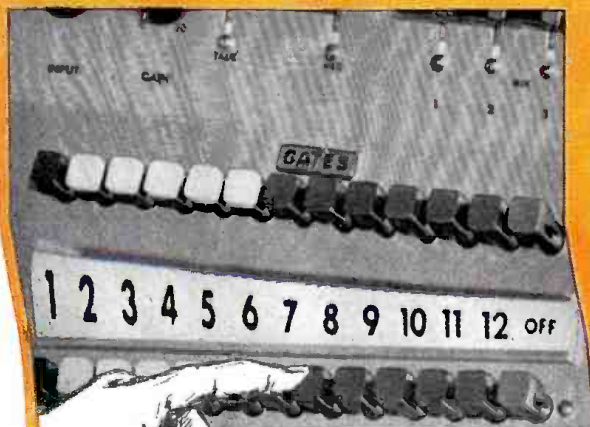
MUSIC: UP FULL.

The totally new 12-position touch-control nerve center provides almost unlimited programming from a wide range of tape and ET sources. Turntables and tape machines are readied and then activated at the precise moment by the *Ambassador's* illuminated touch-control keys. You have complete control coordination.

And, as illustrated above, you can capitalize on this new switching concept with an exciting new format right out of the space age—emphasizing push-button command and control communications.

Let us tell you more about the *Ambassador*.
Send for Brochure No. 105 today.

Our 40th Year, 1922-1962



GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

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

HARRIS
INTERTYPE

ITC SHARE-REVENUES PLAN

Distributor offers 'after hours' tv programming to stations in return for percentage of revenues

Independent Television Corp. thinks it has hit a nerve that "touches upon an industry-wide problem."

The film distributor said last week its "after hours" plan has caught the attention of a number of tv stations, some outlets in major markets. The plan offered to supply programs to stations without charge for telecast in hours which come after the normal sign-off time (BROADCASTING, Oct. 29). Any revenue gains from sale of time to advertisers would be shared with ITC.

Latest development, said Abe Mandell, ITC's executive vice president, is a flood of requests from stations asking for further information.

Mr. Mandell notes that "it seems as if almost every station has some problem that it believes can be answered by our offer."

"An Arizona station asked if we would accept acres in a new land development in return for programs. There are stations that have no interest in telecasting later at night but would like to start earlier in the morning."

"Some have been thinking of cutting back their telecast schedule because of the difficulty in selling late-night time."

Help Wanted ■ Mr. Mandell said the latter stations asked to be included



Mr. Mandell

in ITC's plan so they could continue on a 24-hour schedule. Others (in Seattle and Philadelphia, for example) had found full-time programming too costly but are willing to try again via the ITC-proposed route, particularly if some revenue might be revived.

ITC said after an inquiry is received

an analysis is made based on each market's nature and size; the current programming situation and the "ITC history" in the area. The station then is advised of programs available to it and the formula for sharing revenue should any sales be derived. The film distributor provides free prints and asks the station to pay shipping charges plus a nominal handling charge.

Meany foundation plans annual show on NBC-TV

A new foundation named in honor of George Meany, AFL-CIO president, will sponsor an annual program on NBC-TV's *The Eternal Light* series.

The establishment of the George Meany Foundation to "further the understanding of the ethical principles by which all moral men live," was announced in New York Friday (Nov. 9). The foundation was created by trade union friends of Mr. Meany within the Herbert H. Lehman Institute of Ethics.

The network program was announced as one of the foundation's first projects. This year's program, devoted to the life of William Green, late president of the American Federation of Labor, will be seen Nov. 25 (Sun., 1:30-2 p.m. EST). *The Eternal Light* is produced under the auspices of The Jewish Theological Institute.

NBC-TV's 'Virginian' extended to 1963-64

The 90-minute *Virginian* on NBC-TV (Wednesday, 7:30 p.m.) has been extended for a full season, Revue Productions said last week.

The extension apparently settles in part the question asked by program experts as to whether the series would prove successful as a concept (BROADCASTING, Oct. 8).

Also announced were production plans for a pilot in a proposed series for ABC-TV by Warner Bros. for the 1963-64 season and called *Ready for the People*. The series filming starts today (Nov. 12) on location in Brooklyn. It is being produced in cooperation with the National District Attorneys' Assn. Kings County (Brooklyn) District Attorney Edward Silver is offering his assistance.

Heller-Ferguson Inc. set up in Hollywood

Heller-Ferguson Inc., a new consultant and programming firm, has been formed by Hugh Heller as president and general manager and Allyn Ferguson, vice president in charge of production. Headquartered at 1800 North Argyle Ave., Hollywood, the firm is an out-



WLOF-TV viewers get cartoons with editorials

Cartoons in tv editorials? "Why not?" asked Joseph L. Brechner, general manager of WLOF-TV Orlando, who is an inveterate doodler himself.

The result (see cartoon) is the regular use of cartoons in WLOF-TV editorials. Roughs are furnished

by the news department. Virginia Peck, staff artist and graduate of Florida's Ringling School of Art, develops them into final art.

This cartoon illustrated an editorial urging increased advertising efforts by Florida's citrus industry.



"And there I was, big as life, on TV"

(and in one of the top-40 markets, too!)

Flint-Saginaw-Bay City, of course . . . where Helen Luther sandwiches *March of Dimes* and *Salvation Army* work in with her daily duties as housewife and mother of three. And where this Civil Defense Director gave area residents the lowdown on near receiver warning systems and sandbag shelters on WJRT's well-attended "In Our Opinion" discussion show.

You see, like most communities, industrial Flint-Saginaw-Bay City has an abiding interest in defense and post-attack survival. But these are just a few of the many interests which abound here—ranging from scuba diving to Little League and coin collecting.

Splendid opportunity, we think, for WJRT's "program-

ming from within" concept. And, in fact, in the past 30 months over 25,000 area people have appeared before Channel 12 cameras to talk about these and half a thousand other interests.

Splendid opportunity for you, too, if you advertise on TV. Because households here (75,000 of them watch WJRT on the average night) have an extra \$10 of weekly income*. Or nearly \$550 more each year than the national average household to spend for cars, boats, houses or whatever *you* sell.

Let Harrington, Righter and Parsons carry it from there. Call them in New York, Chicago, St. Louis, Boston, Atlanta, Los Angeles or San Francisco.

WJRT

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

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

Final curtain falls on block booking

U.S. SUPREME COURT UPHOLDS ORDER BANNING FILM SALES DEVICE

Broadcasters now have a green light to choose among feature films offered for tv showing. The U. S. Supreme Court last week unanimously ruled that six distributors of pre-1948 films for tv violated the Sherman Act when they forced tv stations to take packages containing films they didn't want.

The court not only prohibited block booking; it added more stringent provisions to a lower court's proposed judgment to prevent the practice.

The decision, announced Monday, was notable in three other respects: It was the first written by freshman Justice Arthur J. Goldberg; it was the first decision of the court's new term, and it came only 20 days after the case was argued (BROADCASTING, Oct. 22). Supreme Court decisions usually come three or more months after argument.

Last week's ruling brings to a close a government antitrust suit against six feature film movie distributors, brought in 1957. That suit resulted in a guilty verdict by federal Judge Archie O. Dawson of the U. S. District Court in New York in 1961. He found the defendants had violated the antitrust laws. Judge Dawson proposed not only to forbid block booking and tie-in practices, but also to require distributors to put a price on individual films.

The movie distributors appealed that verdict as well as some of the provi-

sions of the judgment. The government also appealed the judgment, holding it was not strong enough.

The distributors affected: Loew's Inc. (MGM features), Associated Artists Productions Inc. (Warner Bros.), C&C Super Corp. (RKO), National Telefilm Assoc. (20th Century-Fox), Screen Gems Inc. (Columbia) and United Artists Corp. (independent productions).

Horrible Example ■ In discussing the illegal contracts, Justice Goldberg illustrated the practice by citing the experience of WTOP-TV Washington, D. C. WTOP-TV paid \$118,800 for 99 AAP features, but had to take some "dogs" to get some good films. "To get 'Treasure of the Sierra Madre,' 'Casablanca,' 'Johnny Belinda,' 'Sergeant York' and 'The Man Who Came to Dinner,'" Justice Goldberg said, "WTOP also had to take such films as 'Nancy Drew, Troublesooter,' 'Tugboat Annie Sails Again,' 'Kid Nightingale,' 'Gorilla Man' and 'Tear Gas Squad.'"

Because the films are all copyrighted, Justice Goldberg said, "the requisite economic power is presumed." He thus answered an argument that since the films were only a small part of the tv stations' programming, the seller's dominance of the market must be shown before a tie-in practice can be ruled

illegal in such cases.

"Moreover, there can be no question in this case," Justice Goldberg said, "of the adverse effects on free competition resulting from appellants' illegal block booking contracts. Television stations forced by appellants to take unwanted films were denied access to films marketed by other distributors who, in turn, where foreclosed from selling the stations." Nor can there be any question as to the substantiality of the commerce involved. The 25 contracts found to have been illegally block booked involved payments to appellants ranging from \$60,800 in the case of Screen Gems to over \$2.5 million in the case of Associated Artists. A substantial portion of the licensing fees represented the cost of the inferior films which the stations were required to accept. "These anticompetitive consequences are an apt illustration of the reasons underlying our recognition that the mere presence of competing substitutes for the tying product, here taking the form of other programming material as well as other feature films, is insufficient to destroy the legal, and indeed the economic, distinctiveness of the copyrighted product. . . ."

Paramount Decree ■ Answering the argument that the 1948 Paramount case (which held block booking in theatrical exhibition to be illegal) does not apply

growth of Archer Productions, producers of radio and television programs and commercials, now owned by Mr. Ferguson and with which Mr. Heller was formerly associated. The two firms will operate as separate entities.

Besides producing radio and tv commercials for advertisers and agencies, the new firm will offer its programming services to stations direct as a package. (Programming aids, comedy and promotion materials, where needed, and disc jockey and personality talent on request). It will also create an image type of station-community identification similar to those now being serviced by the firm to more than 35 outlets. On order only, they are from five seconds to 1½ minutes in length and consist of from a small jazz combo to huge orchestra.

Mr. Heller was program director of Golden West Stations (KMPC Hollywood, KSFO San Francisco, KEX Portland, KVI Seattle) before organizing his new firm which is being retained by the stations on a consultant basis. Mr. Ferguson was an orchestrator for name singers.

Screen Gems net up, though gross is down

The net income of Screen Gems Inc. for the fiscal year ended June 30 amounted to a record high of \$3,466,294 (\$1.37 a share) compared with \$2,665,371 (\$1.05 a share) for the previous fiscal year, it was announced last week by A. Schneider, president.

The record income was despite a decline in gross to \$52,188,900 for \$55,821,052 in fiscal 1961. The company's consolidated statement showed that in the 1962 fiscal year, Columbia Pictures Corp. and affiliated companies were paid \$5,961,698, while in the 1961 fiscal year Columbia was paid \$10,328,401. Columbia Pictures holds 89% of Screen Gems stock.

Jerome Hyams, executive vice president and general manager of Screen Gems, noted that the outlook for the 1963 fiscal year is promising. He said contracts for film programs to be delivered in fiscal 1963 amount to \$25.1 million, 15% higher than at the end of the previous year. In addition, Mr.

Hyams said, SG has a record number of 534 half-hours and 132 hour programs for re-run release.

Screen Gems owns WAPA-TV San Juan, P. R., and through WAPA-TV holds one-third interest in WOLE-TV Aguadilla, P. R. Screen Gems bought the San Juan properties last April for \$1.5 million. The company also is buying KCPX-AM-FM-TV Salt Lake City from Columbia Pictures for approximately \$2.5 million. Columbia Pictures bought the Salt Lake City stations in 1959 for \$3.1 million.

Screen Gems also owns the Cello-matic Corp. (audio-visual products) and is associated with a local group in seeking a tv license for Sydney, Australia.

In a notice of the annual stockholders meeting to be held Nov. 27 in New York, the following aggregate remuneration of officers was listed:

A. Schneider, president, \$52,000; Leo Jaffe, chairman of finance committee and first vice president, \$30,083.17; Jerome Hyams, executive vice president and general manager, \$52,000; and the following vice presidents—William Dozier, \$54,960; John H. Mitchell, \$55,-

to tv, Justice Goldberg stated: "Enforced block booking of films is a vice in both the motion picture and television industries, and that the sin is more venal (in dollar amount) in one than the other does not expiate the guilt for either."

Justice Goldberg also refused to accept the explanation offered by C&C Super Corp. that its practices were different from the other distributors and therefore that company should not be found guilty. He stated: "... the thrust of the antitrust laws cannot be avoided merely by claiming that otherwise illegal conduct is compelled by contractual obligations."

C&C Super had maintained that it bought the RKO features with cash advanced by the International Latex Corp. International Latex, it was explained, required that tv stations buying the films pay for them with spot time to be used by International Latex.

In the judgment issued by Judge Dawson, film distributors are prohibited from conditioning the sale of one feature film on the purchase of another. They are also banned from conditioning the sale of films to a group broadcaster on condition he also purchase the motion pictures for all his stations. Any price differential between the package and the individual films, Judge Dawson ordered, must not have the effect of a tie in. He did not bar package film sales or a better price for the package as against single films.

The government complained that this order does not ban the practice of offering a package to one tv station in a

market on an all or nothing basis, and, if unaccepted, offering it on the same terms to other stations in the same market—before breaking the package down into individual films. The order, the government also complained, does not bar "unreasonable" differentials between the package price and individual film prices, and it does not require that an adequate description of every film in a package be furnished tv stations in advance of negotiations.

To close these loopholes, Justice Goldberg ordered that the judgments require (1) distributors to quote individual film prices at the same time that they offer packages to tv stations; (2) that they be prohibited from establishing prices for individual films that do not bear a cost relationship to savings made on package sales, and (3) that distributors be prohibited from stalling with one tv station while they attempt to sell the same package to other stations in the area. Under the Supreme Court decision they would be permitted "briefly to defer licensing or selling to a customer pending the expeditious conclusion of bona fide negotiations already being conducted with a competing station on a proposal wherein the distributor has simultaneously offered to license or sell films either individually or in a package."

There were two dissents to the changes in the judgment orders. Justice John M. Harlan objected, calling the changes "comparatively trivial glosses" upon the District Court's decree. Justice Potter Stewart joined Justice Harlan in his dissent.

Tagging along

NBC Films' *Hopalong Cassidy* has a steady commercial sidekick in Fresno, Calif.

Last week's renewal by Producers' Dairy Assn., that city, was for the 10th straight year. Clifford Ogden, NBC Films' West Coast sales head, said another familiar note is KJEO-TV Fresno, which has carried the series for all but 2 of the 10 years.

WFAA-TV sends camera back to Tyler court

The Billie Sol Estes trial returned to live television coverage last week after a hiatus imposed on the medium by a Texas law which specifies that no witness may hear the testimony of another witness in the same case (BROADCASTING, Oct. 1, 15).

During testimony only film cameras were allowed but last Monday WFAA-TV Dallas, whose equipment was used to feed the trial proceedings to the three major networks, returned its camera to the Tyler, Tex., courtroom of District Judge Otis Dunagan.

The camera was placed inside a specially constructed booth at the rear of the courtroom and precautions were again taken to insure that broadcasting equipment was as unobtrusive as possible.

Coverage of the trial ended last Wednesday when Mr. Estes was convicted of swindling and sentenced to an eight-year prison term.

RCA Records shifts promoters

RCA Victor Records has expanded its radio and tv relations department to increase artist promotion.

In the new expansion, Stan Pat has been promoted to manager, West Coast radio and tv relations and artist promotion. Mr. Pat formerly covered the Chicago-Milwaukee-Minneapolis territory.

Augie Blume, who previously represented RCA Victor artists in Baltimore-Washington, will move into Mr. Pat's former territory.

New MGM-TV post-1948s

MGM-TV will release a third group of 30 post-1948 feature films in January.

The new package, titled the 30/63 group, will include "The Blackboard Jungle," "Silk Stockings" and "Go for Broke." The two earlier offerings were released in 1961 and in January of this year.

000; Harry Ackerman, \$70,200; William Sackheim, \$57,200. The amounts given for Messrs. Schneider and Jaffe represent payments made by Screen Gems to Columbia Pictures for one-third the salaries paid to these two officers who are employed by both Columbia and Screen Gems. The other officers also have employment contracts which provide for deferred benefits after they leave the company.

'Auction' debuts in color on WGN-TV schedule

When WGN-TV Chicago added *Junior Auction* to its fall schedule this season, it marked the first color telecast of the live, half-hour children's program. Other stations programming the show for the first time are KVOO-TV Tulsa and KODE-TV Joplin, Mo.

Among renewals for the fall season: WJBK-TV Detroit, WDAF-TV Kansas City, Mo., WSPD-TV Toledo, KMTV (TV) Omaha, WLAC-TV Nashville, WGAL-TV Lancaster, Pa., KOCO-TV Oklahoma City, KARD-TV Wichita, Kan., WJHL-TV Johnson City, Tenn.,

WIBW-TV Topeka, WBOY-TV Clarksburg and WTAP-TV Parkersburg, both West Virginia, WDAU-TV Scranton, KYTV (TV) Springfield and KOMU-TV Columbia, both Missouri.

Film sales...

The Golden Age of Hollywood: Silents Please (Walter Reade-Sterling): Sold to WPIX (TV) New York; KCOP (TV) Los Angeles; KPIX (TV) San Francisco; KIRO-TV Seattle; WTCN-TV Minneapolis-St. Paul; KTVR (TV) Denver; WGR-TV Buffalo; WTTV (TV) Indianapolis; KCRA-TV Sacramento, KBAK-TV Bakersfield and KNTV (TV) San Jose, all California; WILX-TV Jackson, Mich., and WCAX-TV Burlington, Vt. Now in 13 markets.

Allied Artists' Westerns (Allied Artists Tv): Package of 145 western features sold to WGAL-TV Lancaster, Pa.

Films of the Fifties (Seven Arts Assoc.): Vols. 4 and 5 sold to WTAE (TV) Pittsburgh and WNEM-TV Bay City, Mich. Now in 31 markets. Vol. 3 sold to WCNY-TV Watertown, N. Y.

3,000 ATTEND COUNTRY MUSIC EVENTS

BMI passes out honors at WSM's country music festival

The growth of Nashville as a center of the music business was shown last weekend as more than 3,000 disc jockeys, musicians, publishers, composers and record executives met there.

Over 250 top songwriters, publishers, artists and recording officials were guests of Broadcast Music Inc. Thursday night at its annual awards dinner. The awards were presented by Robert J. Burton, BMI vice president, and Frances Williams Preston, BMI's southern representative.

BMI's open-door policy for composers is given much credit for Nashville's growth as a music center where writers outside Tin Pan Alley can have their works performed.

The weekend included a series of events during the 11th annual country music festival of WSM Nashville, whose 37-year-old *Grand Ole Opry* is evidence of worldwide interest in folk and western music, and the fourth annual convention of Country Music Assn., whose 700 members represent various facets of the music industry.

WSM's festival opened Friday with a welcome by John H. DeWitt Jr., president. Governor-elect Frank Cle-

ment of Tennessee was the principal speaker. WSM was the host Saturday at the 37th anniversary performance of *Grand Ole Opry*.

Ken Nelson of Capitol Records, who reported to the membership as CMA president, said tv stations and networks are showing more interest in country music. A CMA survey of all tv stations that brought a 50% response showed 70 stations are using live country talent, 32 are using country music films only and 28 are using both film and live talent, a total of 130 tv stations performing country music. Of the stations 83 use gospel and religious; 88 use no country music; and 56 are not interested.

The CMA survey showed that 57 stations are interested in using well-produced country music films, 39 are "possibly" interested, 16 said no, 15 said doubtful, 3 are interested if the films are sponsored and 2 would accept free films. Canadian stations showed a marked interest in country music.

Surveying radio stations, CMA found that two of 74 fulltime country music stations changed their format in the

last year. This was more than offset by the addition of 23 new fulltime country music stations, making a total of 97 stations on a fulltime basis including some 50 kw stations. CMA is preparing a radio kit to aid stations and advertising agencies in using and promoting country music.

Douglas to produce color commercials

An independent television film series producer has announced his firm will produce color film commercials.

Jack Douglas, president of Jack Douglas Co., Hollywood, said last week he has formed Jack Douglas Sales Co. to produce films for industry and "specialized products and services."

Miss Winifred Waring, formerly with Kenyon & Eckhardt Inc., will be supervisor. Larry Krasner, sales manager for the Douglas organization, will direct the sales arm. Headquarters will be at 8833 Sunset Blvd., Hollywood 69.

No financial tie-in

The proposed establishment of Filmways-Sutherland Assoc. by Filmways Inc. (BROADCASTING, Oct. 22) will not involve a financial interest by either company in the other, Martin Ransohoff, chairman of Filmways, said last week.

The Sutherland organization will lease certain Filmways' facilities in New York and "take-over" personnel who have been engaged in tv commercial production, Mr. Ransohoff pointed out. Fred Raphael, former production executive at Filmways, has been named president and general manager of the new company.

Program notes...

New office location ■ Sextant Inc., New York production firm, has consolidated its production offices at the Time & Life Bldg. in New York. Telephone is LT 1-7611.

Trans-Lux earning up ■ Trans-Lux Corp., parent company of Trans-Lux Television Corp., has reported unaudited not profits of \$532,235 (72 cents per share) on 743,037 common shares outstanding for the first nine months of 1962. This compares with a net profit of \$465,815 (63 cents per share) on the same number of shares for the corresponding period of 1961.

Spanish series ■ A new series of 260 half-hour Spanish musicals for radio called *Lucho Gatica Canta* is being syndicated by Tele-Radio & TV Sales, New York. The program, featuring Lucho Gatica, Latin American singing star, will be offered to Spanish-programmed stations in the U. S. and Puerto Rico.

IMPORTANT NOTICE!

KNBC
IS NOW

KNBR

NB RADIO • SAN FRANCISCO

THE MOST POWERFUL VOICE IN NORTHERN CALIFORNIA

- San Francisco's Only 50,000-Watt, Clear-Channel, Non-Directional Station
- Covering 1,870,965 Radio Homes in 46 Counties
- Now in its Forty-First Year

Owned and Operated By

THE NATIONAL BROADCASTING COMPANY

Represented Nationally by NBC Spot Sales



**Hey!
We've
changed
our
name to
KNBC!**

DON'T SHOUT.

Psssst! We've changed our name. KRCA/4 Los Angeles is now KNBC/4 Los Angeles. And we've moved to more modern television facilities in the NBC studios here. Of course, our transmitter stays exactly where it is. And we'll continue to provide the same strong coverage in the ever-growing Los Angeles area. We wouldn't have it any other way. Come to think of it, neither would our viewers.



GE engineer envisions space-to-home tv

HE FEELS LOW-COST SYSTEM FEASIBLE FOR VAST, UNDEVELOPED AREAS

Direct television transmission from space to the home set, struck off the list of feasible uses of communications satellites by most top ranking engineers and communications specialists, has one champion.

Robert P. Haviland, engineer, satellites and space systems, General Electric Co., Philadelphia, admits that he sometimes feels like a pygmy among giants.

Mr. Haviland, who specializes in future developments in the space field for GE, made his suggestion public for the first time at the Television Symposium last summer in Montreux, Switzerland. His ideas have been reported with some prominence in Sweden and India.

Simply stated, Mr. Haviland's belief is that there is a possibility space satellites can be used as transmitters in the sky to cover whole continents with tv. He mentions, for instance, such wide and undeveloped areas of the world as South America, Africa and Asia, where television is almost non-existent.

"You get a Syncom satellite up and, with the proper power and beaming of its antenna, you can cover all of South America," Mr. Haviland says.

Syncom is the term for a synchronous communications satellite orbited 22,300 miles above the earth so that its rotation is the same as the daily rotation of the earth. Thus it remains in the same relative position above a particular point on earth.

Power and Directivity ■ Mr. Haviland figures a transmitter radiating 10 kw, with a directional antenna, could cover the South American continent.

With that amount of power, and the gain coming from a directional antenna, he says, home receiver antennas would not have to be much more elaborate than some used now by many tv viewers in suburban areas.

Mr. Haviland warns that the system he has in mind is a minimum service, "something like two hours a day." The limit is necessary to conserve power in the satellite.

He agrees the U. S. has no space vehicles powerful enough to orbit a satellite big enough to accommodate a 10 kw transmitter, although he thinks the time may not be far away for that development.

He feels the transmitting elements for 10 kw, with suitable revisions in design, could be carried in a 500-pound spacecraft. The power supply under present conditions would require 10,000 pounds, although new designs for solar silicon cells could reduce the amount to half. If there were nuclear power, the power supply element would need only 1,000 to 2,000 pounds, he said.

So far, U. S. space communications satellites weigh less than 200 pounds. Telstar, radiating about 2.5 watts, weighs 170 pounds, and is orbiting the earth 500 to 3,500 miles up. Relay, the government's communication satellite scheduled to be placed into orbit next year, will radiate 10 watts and will weigh about the same as Telstar. It will orbit 800 to 5,000 miles above the earth.

In about two years, the National Aeronautics & Space Administration expects to put its first Saturn booster, capable of lifting 20 tons to a 300-mile height, into operation.

Esperanto, Anyone? ■ One of the major obstacles against the feasibility of worldwide space telecasts to home viewers is language.

Mr. Haviland doesn't think this holds water for his system, at least in South America. "If we beam our signals down to a single continent, which is what I am talking about, there is no real problem. Take South America, for instance. Except for Brazil, everyone speaks Spanish. Therefore we'll use Spanish. And for Brazil, perhaps certain programs in Portuguese."

In other parts of the world, Mr. Haviland acknowledges that language may be a problem. In Africa hundreds of dialects are spoken, and in Asia even thousands, he agrees. "We would have to pick the most popular or the most basic language and by broadcasting in

that tongue make it the *lingua franca* of the continent," he explained.

Other objections to space-home telecasts, such as time differentials and cultural differences, are not germane, Mr. Haviland emphasizes, because he is talking only of broadcasting to one sector of the world at a time.

He agrees with the bearish views on this subject enunciated most recently by FCC Commissioner T. A. M. Craven and AT&T scientist John R. Pierce—but only as they apply to the United States.

"In this country," he said, "we have a comprehensive and mature system of television and we do not need wide area coverage from such a unique system as direct space transmission. This might also be true of Europe. So I agree with Craven and Pierce there. But I'm talking about areas of the world where television, and radio too in most respects, is on the threshold of coming into service."

Perhaps the most exciting of Mr. Haviland's ideas is how relatively modest he thinks the cost will be for his project. "I say we can cover South America for about \$35 million; to cover the major continents of the world, I'd say \$200 million to \$500 million." This would pay for the entire program—from research and development to a full operating system over a 10-year span, he says.

Not Official ■ His views are not the official GE policy, Mr. Haviland emphasizes, but he notes that GE's top management has not objected to his expressions on this subject.

Mr. Haviland joined GE 15 years ago, after serving in the Navy's Bureau of Aeronautics during World War II as a lieutenant commander.

GE will devise pay-tv set fittings

General Electric Co. has contracted to design consumer equipment for a pay-tv system developed by Home Entertainment Co. of America, for use with existing television sets.

Under the system, transmission of programs will be directly to subscribing homes with signals carried through cables installed by local telephone companies.

GE is designing the metering device which will compute the charges for programs watched and a push button selector which will allow the viewer to switch back and forth between regular

Honors for Goldsmith

Dr. Alfred N. Goldsmith, honorary vice president of RCA, has been elected a Benjamin Franklin fellow of the Royal Society of Arts of England.

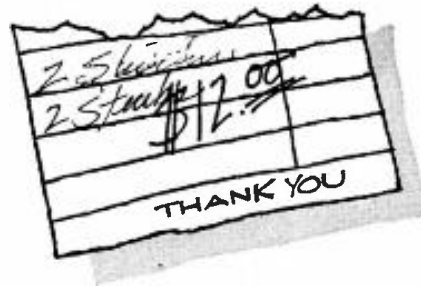
Dr. Goldsmith joined RCA in 1919 as director of research and was responsible for the development of the first commercial radio with only two control knobs and a built-in speaker. He has also made contributions to development of the first color tv tube to be used commercially.

He is co-founder of the Institute of Radio Engineers and was president of that organization in 1928.



puzzle:

Separate the Men from the Girls — (Algebraically)



A group of guys and gals from WMAL-TV's Sales Department, working overtime on a knotty problem,* went to supper in a neighborhood beanery. Their bill came to \$12. (This was for food only; no cocktails or other potables were served. These dedicated young people wanted to keep clear heads for their clients.)

"Let's just split it even all around," came the generous offer from the heaviest consumer in the group.

"Let's not," demurred the local Galahad. "If we men pay the two gal's share and then split it, it'll only cost us 50 cents more apiece."

How many men were there in the group? (No value judgments, please. Treat the term "men" in its narrowest biological sense.)

The ability to make lightning calculations of this sort has enormous practical application, so work this out on the back of an old restaurant check and send it along. A small but interesting prize will come your way.

**Solve your clients' problems without working overtime with WMAL-TV's widely discussed, widely watched, hour-long, daily 6:30 P.M. Evening Report. Compiled by Washington's largest, most experienced, best equipped news staff, the Evening Report is a "must" for well-informed Washingtonians, a great buy for well-informed sponsors. Check H-R for current availabilities.*

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

wmal-tv

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

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

commercial programs and one of the two planned channels offering subscription programs.

Home Entertainment Co. of Los Angeles, franchised by HECA, has signed commitments with the General Telephone Co. of California to install the cable system in Santa Monica, Calif., where operation is scheduled to begin in 1964.

Zenith sales, earnings reaching new records

Zenith Radio Corp.'s sales and earnings for the third quarter and the first nine months of 1962 were at new highs stemming from continued increases in sales of tv-radio and other products the company said Thursday. The nine-month earnings rose 17% to nearly \$11.6 million on sales of \$227 million, up 21% from last year's previous high for sales.

Zenith claimed its monochrome tv set unit sales achieved "the highest percentage of industry sales in history," but declined specifics. Late in October, however, Zenith announced sale of a million units several weeks earlier this year than last.

Technical topics...

New Norelco ■ North American Philips Co., New York, has introduced a Norelco four-track stereo recording and playback transistorized tape recorder featuring the new fourth speed of 15/16 per second for up to 32 hours of recording on a standard 7-inch reel. Called the Continental 401, it records stereo and monaural. Suggested list price is \$399.50.

Sweep generator ■ A new sweep generator which is designed to simplify optimum alignment of video tape recorders is being distributed by Visual Electronics Corp., New York, for Allen Electronic Corp., Palo Alto, Calif.

Adler earnings up

Alder Electronics Inc., New Rochelle, N. Y., manufacturer of uhf translators among other broadcast and electronic apparatus, reported net earnings after federal taxes of \$440,000 (65 cents per share) for the fiscal year ended June 30. This is an 88% increase over the 1961 net earnings of \$234,000 (35 cents per share). Per share earnings are based on 671,754 shares outstanding at the June 30 date compared to

670,504 shares last year.

Sales for the year were \$16,624,000, an 85% increase over the prior year's \$8,963,000.

Set output and sales continue upwards

Production and sales of tv and radio sets reached new highs in September, the Electronic Industries Assn. reported last week. In tv, 731,517 sets were produced and 731,100 receivers sold by distributors. In radio, a total of 2,196,371 sets were made and 1,255,346, excluding auto radios, were sold by distributors. These were the highest figures in both categories for the year so far.

Cumulative totals for the nine months of the year:

		PRODUCTION	
Period		Tv	Radio
Jan.-Sept.	1962	4,864,120*	13,848,819**
Jan.-Sept.	1961	4,393,768	12,001,488
		SALES	
Jan.-Sept.	1962	4,423,117	7,825,890***
Jan.-Sept.	1961	4,050,107	7,433,380

* Includes 418,966 sets with uhf tuners compared to 246,264 similarly equipped for same period last year.

** Includes 4,990,274 auto and 791,587 fm radios compared to 3,744,786 auto and 583,973 fm radios for same period last year.

*** Excludes auto radios.

THE MEDIA

GOLDEN WEST TO TRY PAY TV

Preliminary organization is set up but two-year study is planned before group goes into operation

Golden West Broadcasters, owner-operator of four major market radio stations plus a majority interest in the Los Angeles Angels, baseball team, is adding pay tv to its interests. GWB's intention to invade this new field was revealed last week with the appointment of Norman Boggs as general manager of this phase of GWB's activities. The division does not even have a formal name as yet but Golden West Subscription Television or Golden West Pay Tv are under consideration.

Golden West stations are: KMPC

Los Angeles, KSFO San Francisco, KEX Portland, Ore., and KVI Seattle, Wash. Gene Autry, GWB chairman, owns KOOL-AM-FM-TV Phoenix and KOLB-AM-TV Tucson. Robert O. Reynolds is Golden West president.

Two-Year Study ■ Mr. Boggs, who resigned last month as president of KGIL San Fernando, Calif. (BROADCASTING, Oct. 22), will begin his new duties by exploring every aspect of subscription television, from Zenith's Chicago test of broadcast service and Paramount's Palm Springs cable sys-

tem in the mid-1950's to the current tests in Toronto (using the Paramount wired system) and Hartford (with a scrambled broadcast signal). At the conclusion of his research, for which up to two years is allowed, Mr. Boggs will make recommendations to GWB for its own pay tv operation.

"We expect Mr. Boggs to dig into every phase of pay tv," GWB's executive vice president, Loyd Sigmon, said last week. "When he is through we want firm recommendation as to what kind of system we should have, what kind of program service we should offer and what the economics of the operation should be."

Mr. Sigmon reported that he had reached a number of tentative conclusions regarding pay tv as a new GWB operation, but he emphasized that these are subject to drastic alteration if they are not upheld by Mr. Boggs' research. "For instance, our present thinking is to distribute our program service to subscribers via the broadcast method, using a uhf band to transmit scrambled signals unscrambled at the receiving end by a coded device of some sort. But we don't intend to close our minds to wire or any other method which may turn out to be more feasible."

Printed Circuit ■ If the scrambled signal procedure is followed, Mr. Sigmon said, the unscrambler would prob-



Mr. Autry

Mr. Reynolds

Mr. Sigmon

Mr. Boggs



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OF
ACCURACY**

... not luck

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From the master clockmaker of over 100 years—the standard-bearer, by which Swiss watches are timed for accuracy—comes a completely integrated system of master clocks with the widest selection of secondaries.



Precision-engineered for:

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RELIABILITY

FLEXIBILITY

at Low Installation Costs to you.

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Guaranteed within 5 seconds per month. Sweep-hand advances in one-second intervals. All secondaries advance simultaneously. All studio clocks constantly on-target.

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Entire system, (all secondaries), unaffected by sudden power outages. No extra batteries for secondaries.

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Simple — economical! No extra power lines to each clock. Easy maintenance. Pendulum is free of typical clockwork mechanisms. No clock specialists required!

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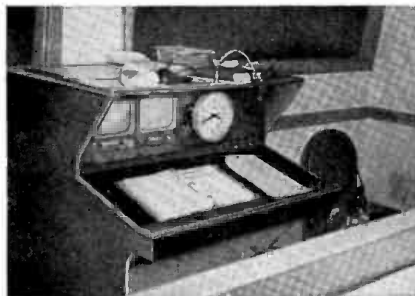
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reports J. E. Newman, Chief Engineer for Roanoke's WDBJ-TV, a Favag master clock system user since early 1961. "The dependable, precise step seconds movement has proved ideal for our broadcast requirements."



The gracefully-styled master Favag clock enhances the decor of Newman's private office, while acting as the nerve-center for the station's clock system.



This Favag secondary, located in the announcer's console, has an oil bath movement for complete silence. Other secondaries are located in the Film Projection VTR room, the main studio, the Master Control room and in the news editing room.

Additional Favag secondaries are throughout the building in corridors, offices, control rooms and the WDBJ reception area.

Stations using Favag Master Clock Systems

KSD-TV	WTIC	WJAC
WNEW-TV	CFTM-TV	WMAR
CBS-TV	CJCH-TV	WGAL
WBAL	CFCF	KNXT
WOKR	WPIX	WTAE
WOI-TV	WTEV	CJOH
WDBJ-TV	WNYS	KWBE

THE ROAD TO MARKET MUST PASS MAIN STREET To reach Main Street, U.S.A., turn at Mutual.

Main Street, U.S.A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street, U.S.A. lock, stock and big town—with 453 local affiliates everywhere. If you want to sell where the buying is biggest, check the signpost, turn at Mutual. **LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America.**

Mutual Radio 

A Service to Independent Stations



ably be a card bearing printed circuit, not unlike those used to open the gates of parking lots which some companies maintain for their employees. The cards would be changed monthly, the old card being sent in by the subscriber when he receives a new one for the month ahead. The returned cards would be used in billing, he said, adding that quite possibly this would be handled by a credit card organization, whose other services might also be made available to GWB pay tv subscribers. Preliminary talks with Diners' Club executives have evoked considerable interest, Mr. Sigmon reported.

Instead of mounting a descrambling device on the present tv sets of subscribers, Mr. Sigmon suggested that GWB install new tv sets with a fixed dial permanently tuned to the pay-tv frequency, leased to subscribers in much the same way the telephone companies rent their instruments to the users of their service. There would be an installation charge of some kind, but he said he had no idea what it would be, pending exploration of the cost of manufacturing the one-channel receivers.

If a cable is used in place of a broadcast channel to deliver programs to paying viewers, the cable can also be used profitably to provide other services during hours when it is not needed for pay tv. Mr. Sigmon pointed out that the circuits in the cable could be utilized for reading gas and/or water meters, with computing equipment recording the reports of usage and automatically making out the bills for the gas and water consumers.

Buttons for Reaction • With its own receiving sets, GWB could add buttons enabling subscribers to register their pleasure or displeasure with what they are viewing, Mr. Sigmon noted. The sets could also include a clock device to register tune-on and tune-off times "giving us a built in rating system of our own as well as providing a record of viewing for billing purposes."

As to billing, he said that under consideration is a combination plan which offers the subscriber a chance to buy all the station's programming for a fixed monthly fee, all of one type of programming (sportscasts, for example), also for a fixed fee, or individual programs individually priced.

The program plans for the pay television service are extremely nebulous, Mr. Sigmon stated, but he noted that sports programming will undoubtedly play an important part. "One reason for our interest in pay tv is to protect our investment in the Angels." Stage shows from New York and Las Vegas presented live or on tape would have high audience interest, he believes, and he added that color receivers

would be available to subscribers for a slight extra fee.

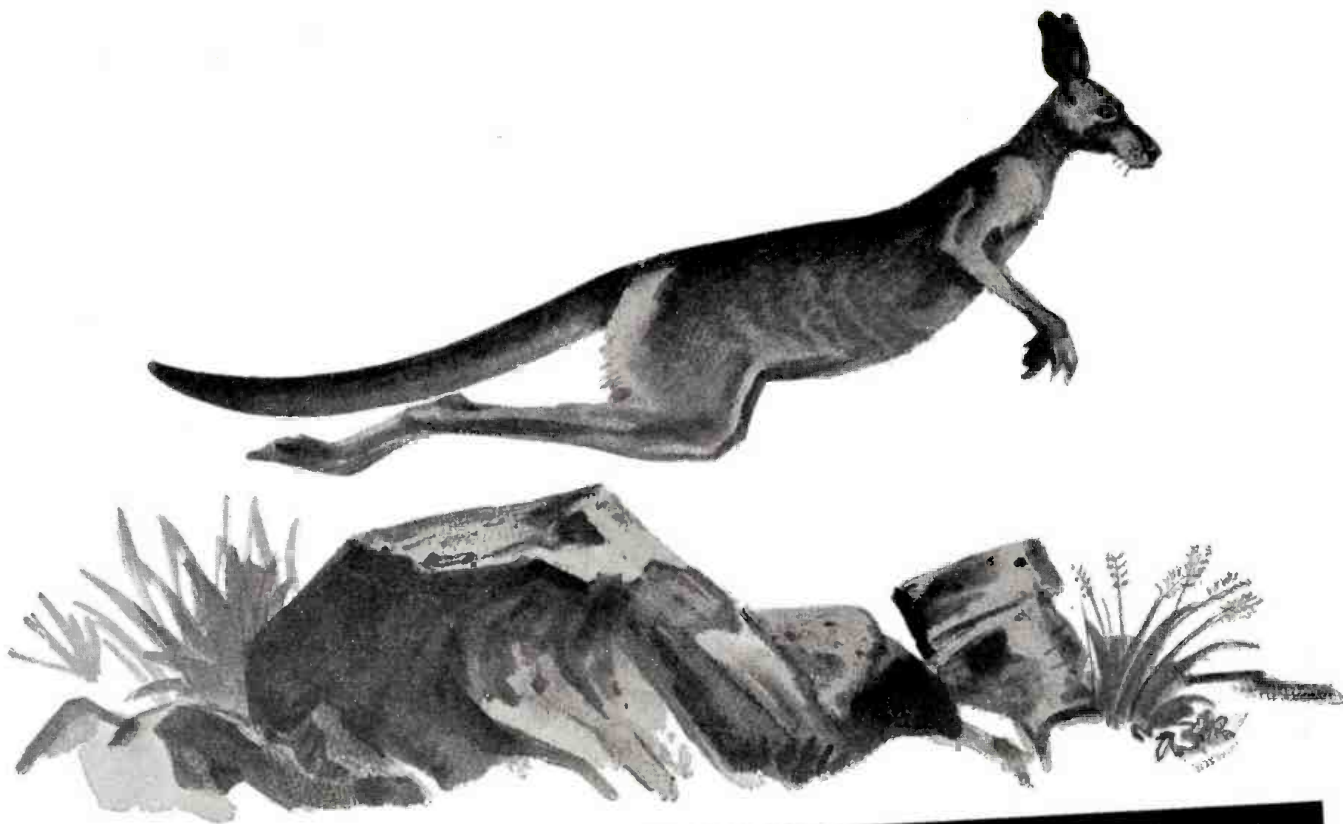
During times when pay programming is not offered, the station may offer educational features or other public service programming, unscrambled and available without charge not only to subscribers to the pay-tv service but to any owner of a tv set able to receive GWB's uhf channel. "All of this is going to cost money," he declared. "I wouldn't want to inaugurate a pay tv service in Los Angeles, say, unless a minimum of \$10 million was available. And to provide the kind of service that will make subscribers good pay customers—and happy to be so—is going to take a lot of professional know how, both in the programming and technical phases of the service."

A potential partner in GWB's contemplated subscription tv program service is Autry-Sigmon Communications, a microwave relay carrier system designed to serve West Coast community antenna systems. ASC, owned by Mr. Autry and Mr. Sigmon, has recently received a grant to build and operate a microwave relay connecting Los Angeles with San Luis Obispo (about halfway between Los Angeles and San Francisco) and is applying for a second such relay between San Luis Obispo and the Bay City to provide L. A.-S. F. service. Conceivably, KMPC, which now feeds play-by-play broadcasts of the Angels during the summer and the Los Angeles Rams, pro football team, in the fall-winter season, to a special radio sports network, could supply closed circuit video coverage of these games to catv operators as an introduction of pay-tv sports programming into the catv communities along the coast. The Golden West station in San Francisco, KSFO, could similarly provide coverage of the San Francisco Giants and the pro football 49ers of that city, to whom it now gives regional radio coverage. This kind of tv service, or any kind for that matter, would have to be arranged for by new contracts, as the Golden West stations presently have only radio rights to the baseball and football games.

Earl Cullum of Dallas, Tex., is consulting engineer for GWB's new pay-tv project. Dowe, Lohnes & Albertson serve as Washington legal counsel for this as well as the organization's other interests.

KALF goes on air in Mesa

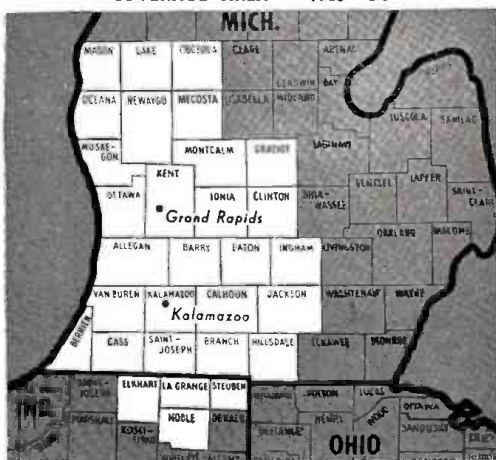
KALF Mesa, Ariz., held its grand opening Oct. 27 with an afternoon open house at 930 Country Club Drive. The new station operates with 10 kw daytime on 1510 kc. Its mail address is P.O. Box 1510 and phone is 964-5641. Sheldon Engel is president and general manager. KALF is licensed to Maricopa County Broadcasters Inc.



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*Kangaroos can cover 42 feet at a bound, clear heights of 10½ feet.



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EDITORIAL BY COMMITTEE?

NAB Dallas meeting hears that several heads may be better than one in preparing editorials

Southwest broadcasters were urged last week to consider breaking away from the personal journalism traditionally associated with newspaper editorials and experiment with a committee system to determine editorial viewpoints.

Newspaper-owned stations need not necessarily reflect the positions of their "parents," but ought to establish their own stands on issues, some of which may conflict with the parent newspaper point of view, members attending the NAB fall conference in Dallas were told Friday (Nov. 9).

The speaker was John F. Dille Jr., president of the Communicana Group Stations (WSJV-TV, WTRC-AM-FM both South Bend-Elkhart, and WKJG-AM-TV Ft. Wayne, all Indiana) and Truth Publishing Co., of Indiana. The combination newspaperman-licensee, a member of the NAB editorializing committee, was a participant on a newspaper editorializing panel.

Favors Differences ■ "I think shades of difference or diametric difference are all right," Mr. Dille said. He asked whether an editorial couldn't represent many voices, a consensus of the board of directors, staff or even of members of the community.

In another discussion of editorials, NAB President LeRoy Collins told the conference at a Friday luncheon that the association would publish early next year a revised edition of its booklet on editorializing which would contain an "expanded set of broad guidelines to help the growing number of broadcasters who speak their convictions on important issues."

Gov. Collins also revealed that NAB would sponsor a local programming seminar which would include the fields of news gathering, reporting and interpretation during the annual state presidents conference in Washington next February.

On Nixon ■ Asked at a news conference to comment on former Vice President Richard M. Nixon's remarks concerning press responsibility, Gov

Collins said he thought some of the Californian's statements were a great compliment to broadcasters but that his comments about a biased press were, while understandable, not excusable (see story, page 56).

Formal presentations at the Dallas meeting were similar to those made at earlier fall conferences in Atlanta, New York and Chicago. The next conference is scheduled at the Muehlbach in Kansas City Nov 12, 13.

Next-door property purchased by NAB

The search for a new headquarters for NAB ended last week.

The association announced purchase of the property next door to its present building in Washington, D. C. (CLOSED CIRCUIT, Oct. 22). The announcement was made by Clair R. McCollough,

board chairman, and LeRoy Collins, NAB president.

The price for the property (6,900 square feet) at the corner of 18th & N Sts., northwest Washington, was not announced. It is understood to be about \$425,000.

The deed, filed with the District of Columbia Recorder of Deeds on Nov. 6, carries D. C. recordization stamps in the value of \$2,125. This is supposed to represent 0.5% of the purchase price.

The property, now used as a parking lot, was bought from the National Presbyterian Church, located across N Street from the present NAB headquarters building. The church bought the land in 1953.

There are no specific building plans and no date has been set for beginning construction. There has been some thought given to construction of a single new building covering both the present and the newly purchased land. This would require razing the present headquarters, at 1771 N St.

NAB moved into its present building (a converted private town house) in 1946, buying the land and building from the Canadian Military Mission. The land is over 7,000 square feet.

Radio's best listeners have high incomes

PULSE SURVEY EXAMINES ABOVE-\$7,500-FAMILY AUDIENCE

A study of the U. S. radio audience released last week indicates that relatively high income families make up the largest segment of "heavy" radio listeners.

"Dimension '62," prepared by The Pulse Inc., New York, for four national radio representative firms "as a contribution to the industry," represents 2,000 in-house interviews conducted March 20-31, 1962. It characterizes the audience by age, income, sex, education, place of listening (at home, in car, etc.) and provides an hour-by-hour breakdown of who's listening from 6 a.m. to midnight.

A few highlights:

- Of the 54,662,000 households in the U. S. (reported by the U. S. Bureau of the Census), 49,844,000 are radio homes.

- Of these radio homes, 14,081,000 (28.3%) fall into the \$7,500 or above average annual income group.

- These high income radio families make up 35.4% (4,411,000) of those families which do the "heavy listening." (Pulse defines "heavy listening" as 11.8 hours total per family per week-day).

- High income families also make up 30.8% (3,838,000) of those homes characterized as "light listeners" (averaging 1.3 hours of total listening per week-day).

- The unduplicated radio audience consists of 38,455,000 radio homes (77.2%) on an average week day.

- The average total number of hours listened per family per weekday is 4: 54% at fixed, in-home sets (2.2 hours); 25% at movable in-home sets (1 hour); 13% at auto sets (0.5 hours) (these are March figures—out-of-home listening would presumably be greater during the summer); 8% at other places (undefined) (0.3 hours).

Peak years for radio just ahead—Sweeney

Kevin B. Sweeney, Radio Advertising Bureau president, claims radio's growth in the late 60's and early 70's will be based on its "ability to capture virtually all adults for an average of nearly two hours a day through its simple availability." He told the San Diego Advertising Club last Wednesday (Nov. 7) that radio is "probably two or three years from its greatest growth as an advertising medium."

Comparing the outlook for radio with that of other media, the RAB executive suggested that newspapers will have "the most serious growth problem from 1965 on, because there is apparently no solution to the economics of their dis-

KNBC to L.A.

KRCA (TV) Los Angeles became KNBC yesterday (Nov. 11), second change in call letters for NBC-owned station, which started on the air as KNBH. Network's radio station in San Francisco concurrently changes its call from KNBC to KNBR.

Catch-2

"Don't waste your time," Doc PhD told him.

"There must be other stations in Eastern Iowa."

"We disappeared them."

"Read me your last line back."

"Read me your last line back."

"Not *my* last line—your last line."

"We disappeared them."

"How can you disappear a station?"

"Atrophy."

"A trophy as in coveted award?"

"No. Atrophy as in a tv set's front end."

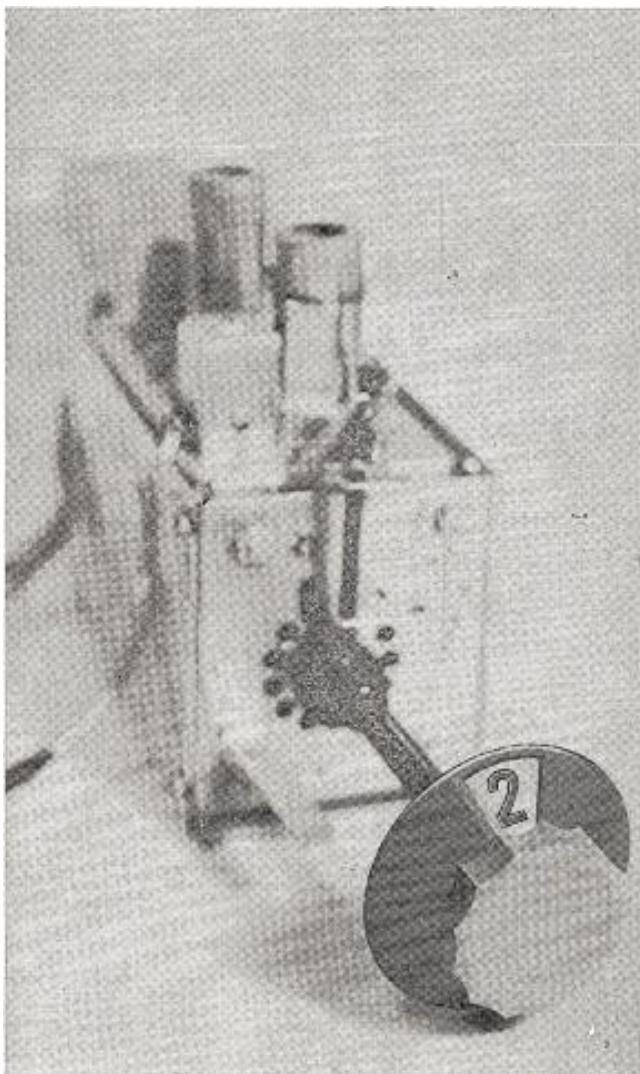
"Where?"

"In Eastern Iowa. The Darwin of the air waves* has chronicled evolution at work. Because WMT-TV (Channel 2) (CBS television for Eastern Iowa) is number one in share of audience in all time periods from sign-on to sign-off, Sunday through Saturday, many channel selectors of the front ends of sets in the area have atrophied."

"There must be a catch."

"Yeah. Catch-2, as Eastern Iowans do."

**ARB. The Katz Agency, our national reps, has additional anthropological and technical data.*



tribution problem." He said general magazines are "scrambling to stay alive," and he predicted an early demise for "one women's magazine and one general weekly." Television, he said, "certainly is no longer a new frontier for circulation."

"Tv must solve a problem not unlike that of the newspapers and magazines," Mr. Sweeney declared. "Too few families account for too much of its viewing time. Just as half of the families account for virtually all the circulation of most of the magazines, more and more of the 60% tv families are apparently piling up most of the hours in tv viewing." Forty percent of the adults in tv homes are increasingly inactive. Half of them are spending less than a half hour daily with their tv set. And these adults are hypo-active consumers, not old fogies. They are the cream of the market for a wide range of consumer products—coffee, automobiles.

Two more for ABC Radio

Two Pacific Coast stations have joined ABC Radio. KREM Spokane, Wash., became an affiliate Nov. 6. It operates on 970 kc with 5 kw fulltime. KNGL Paradise, Calif., on 930 kc with 500 w daytime, joined the network Oct. 28.

OAB TOLD ABOUT MEN AND MACHINES

Denenholz, Harrison, Ford address Columbus meeting

The value of the radio salesman and the usefulness of the computer were among the subjects explored last Thursday (Nov. 8) at the opening of the Ohio Assn. of Broadcasters fall meeting. The two-day session in Columbus also heard FCC Commissioner Frederick W. Ford urge the repeal of the political broadcasting section of the Communications Act (see story, page 27).

Computers are here to stay and broadcasters are going to have to learn to live with them, Daniel Denenholz, vice president and director of research and promotion, The Katz Agency Inc., New York, told the OAB.

He offered four suggestions to help station operators adjust to the "computer age."

First, he said, keep informed about what's going on; find out all you can about electronic data processing as a system.

Second, he suggested that stations urge TvB and RAB to make arrangements to work with agencies and research services to coordinate data requirements and find out and evaluate from the point of view of the over-all spot medium, the input data, the value

judgments and assumptions being fed into the machines *vis-a-vis* other media."

Third, Mr. Denenholz urged broadcasters not to "risk the danger of short-changing your medium because of insufficient data." He said that in self-protection broadcasters should be "realistic about furnishing audience data . . . to satisfy reasonable agency requirements—once they are clearly defined."

His final suggestion was that broadcasters encourage research designed to replace subjective assumptions with objective facts.

Formula for Sales ■ The radio salesman of today can be successful if he knows intimately both his medium and the products to be advertised, Thomas Harrison, vice president, Blair Radio, Chicago, told the meeting.

He indicated that the "blue-sky" salesman of the past is gone. The two most important characteristics of the radio salesman of today are enthusiasm for his medium and a keen knowledge of radio and advertising. He noted that Blair salesmen work closely with other units in the representative organization, such as research, planning, promotion and advertising, to achieve what Mr. Harrison calls the "creative" sell.

Changing hands

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

■ KVON Napa, Calif.: Sold by Jack L. and Alyce M. Powell to Jan-Lar Inc. for \$275,000. Jan-Lar is owned equally by Lawrence B. Scheer and Janice Lynn. Mr. Scheer is a reporter for KTLA (TV) Los Angeles and Miss Lynn is an actress. Station is fulltime on 1440 kc, 500 w. Broker was Blackburn & Co.

■ KBIC-TV Los Angeles: Sold by John Poole to Martha W. Mills and H. C. Young Jr. for \$180,000. Mr. Young Jr. along with Walter Duke owns WENO Madison, Tenn.; Mrs. Mills plans to buy Mr. Duke's half interest in WENO. The Young Jr. and Mills combined ownership of KBIC-TV will then be transferred to Central Broadcasting Corp., licensee of the Madison station, making that company the parent (95%) of KBIC-TV licensee Central Broadcasting of California. KBIC-TV, now dark, operates on uhf ch. 22, with 540 kw.

APPROVED ■ The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR

check our "ratings," too, before buying or selling a broadcast property

Join the hundreds of satisfied clients who have benefited from Blackburn's Total View of TV and other media. Our analysis of the ever-changing market puts all of the facts—pro as well as con—in proper perspective.

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Stanley Whitaker
John G. Williams
Gerard F. Hurley
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Jackson 5-1576

BEVERLY HILLS

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G. Bennett Larson
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Beverly Hills, Calif.
CRestview 4-8151

■ KSUM Fairmount, Minn.: Sold by John E. Hyde Jr. and associates to Charles V. (Jr.) and Elizabeth R. Woodard for \$250,000. Mr. Woodard Jr. is former business manager of WIND Chicago. Station operates on 1370 kc, 1 kw.

Network radio looks strong in new study

Robert A. Pauley, ABC Radio president, and Albert E. Sindlinger, president of Sindlinger & Co., asserted last week that network radio is reaching three times the audience previously estimated.

They drew this conclusion from the first results of studies being conducted for ABC Radio by Sindlinger.

In releasing the data, Mr. Pauley pointed up Sindlinger's figures showing that increased audiences are being attracted not only to ABC Radio but other network radio shows (Sindlinger sample is based on 28,000 interviews per month, with its make-up changing as compared to a fixed panel).

Sindlinger's appointment to service ABC Radio was announced Sept. 11 and details released then on the methods used (BROADCASTING, Sept. 17).

ABC Radio, in the meantime, announced its intention to raise rates at the start of next year (BROADCASTING, Nov. 5). Its increased audiences are cited as one of the basic reasons for the rate hike.

Mr. Pauley said that the network next week will start a series of cross-country presentations showing the new data to agencies.

Washington shirked news problem—SDX

Neither the White House nor the Congress seems ready to take positive steps to find an answer to "the major American problem" of secret government in Washington, the annual report of the Freedom of Information Committee of Sigma Delta Chi, national journalistic society, concluded Friday.

Close contact during the year with the federal government, study of government news policies and an exchange of letters with President Kennedy and congressional leaders disclose that there has been "no major change in the bureaucratic censorship" carried on through the withholding of records and information from the public, according to V. M. Newton Jr., committee chairman. Mr. Newton is managing editor of the *Tampa (Fla.) Tribune*.

Mr. Newton was encouraged by gains in the campaign for laws requiring

state, county and city governments to keep their records and meetings open to newsmen and the public. He said 25 states have adopted one or both of SDX's model laws for open records and open meetings.

He said President Kennedy has expressed "doubt as to whether the fundamentals of the problem are susceptible of being dealt with by statute." Similar responses came from congressmen, he said.

Mr. Newton thought the fight by tv-radio newsmen and of photographers to cover trials and hearings received "a serious setback" from the tightening of a ban on photo and broadcast coverage by federal judges and from the general "atmosphere of antagonism" among lawyers at the annual meeting of the American Bar Assn. last summer.

The report cited examples of tv-radio coverage bans in the Indianapolis milk price hearing by the Federal Trade Commission and train derailment hearing by the Interstate Commerce Commission at Missoula, Mont.

AB-PT buys Florida site

Florida's Silver Springs, a scenic tourist attraction, has been acquired by American Broadcasting-Paramount Theatres Inc., New York.

Silver Springs, located near Ocala,

Fla., is the second attraction center in Florida acquired by AB-PT. The company also owns Weeki-Wachee Spring, near Tampa.

AB-PT sold its interest in Disneyland last year, but continues to operate food concessions in the amusement park.

Phononews reported latest news medium

A new advertising medium which operates like the telephone companies' time and weather reports is being introduced to broadcasters in the Southwest by Jack Roth, president and general manager of KONO San Antonio.

Although the system, called Phononews, reportedly has operated in San Antonio for a year, Mr. Roth wouldn't talk about the venture last week. He said he isn't ready to release information.

But others say he has been offering the system to stations as a new way to sell advertising time. One Texas station reportedly has already bought rights to use the system.

They say it works this way: a station records late news items, plus paid advertising and station promotions, and hooks the recording to a telephone ex-

\$50,000.00 (or less) DOWN!

SUNNY WEST —Based on cash flow record, this fulltime radio station can pay out \$185,000.00 total price in $\frac{3}{4}$ of required time. \$50,000.00 down!

SOUTHWEST —Fulltime radio station with owner-operator profit of over \$25,000.00. Priced at \$90,000.00 with \$30,000.00 down.

NORTHWEST —Daytime-only facility grossing \$45,000-plus annually. \$5,000.00 in cash and accounts receivable included. Total price of \$57,500.00 with \$16,000.00 down.

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change. In the meantime, listeners have been told the telephone number to dial to hear the latest news.

It's understood that stations buying Phononews pay a royalty for the idea and the name.

The Texas station understood to have purchased Phononews is said to have reported 38,000 daily calls during the peak of the Cuban crisis and a daily average of some 10,000.

The system now appears in some danger of losing its news sources. Mr. Roth originally relied on regular United Press International service and AP for Phononews items. But UPI has since informed Mr. Roth its service may not be used for this purpose. Last week, AP said it is considering whether its contracts permit its news to be employed for Phononews.

UPI believes Phononews ought to pay a proportionate share of the cost of covering the news. The news service feels that Phononews is a "new" news medium that competes with broadcasters and publishers who are paying, wire-service subscribers. UPI also said last week that its news coverage is available to Phononews in the same manner it is to broadcasters and newspapers—on a contractual basis.

Mr. Roth didn't appear worried last week about UPI's position. He indicated his major concern at the moment is in reaching agreements with various telephone companies around the country to clear the way for wider distribution of Phononews.

Improved status shown in H&B report

H & B American Corp., Beverly Hills, Calif., operating 22 community antenna tv systems in the U. S. and Canada, last week said that its operating earnings before depreciation (cash flow) in the fiscal year ended July 31, 1962 were \$1,186,035 or 46 cents a common share as compared with \$322,008 or 13 cents in the like 1961 period.

David E. Bright, president, in his report said the company's goal in the next 12 months is the addition of some 10,-

000 new subscribers to the present 68,800 through continued growth in its operation and from the construction of new cable systems.

Revenues for fiscal 1962 were \$3,845,768, double the \$1,928,773 generated by the company's community antenna television systems the previous year, Mr. Bright said. H&B American now is devoted exclusively to the catv field.

Net income in 1962 after depreciation and amortization charges but before special items was \$66,214 and with special items was \$225,928. This compares to a net loss in 1961 after depreciation and amortization but before special items of \$41,455 and a net loss with special items of \$259,188, Mr. Bright's report said.

The special items are retroactive adjustments with respect to renegotiation refunds, federal income tax and expenses of prior years, and expenses incurred in connection with proposed public financing.

Kentucky's etv goal: tv in every classroom

Televised classes in every classroom in the state by 1963 is the stated aim of the Kentucky Authority for Educational Television. The chairman of the authority, Roy Owsley, admitted this goal is "a little too optimistic" but he foresees substantial completion of the plan by that time.

A survey will be launched soon to determine the location of microwave stations for a proposed network. An appropriation of \$11,990 has been made by the state for the survey and the contract has been awarded to Collins Radio Corp., Dallas.

The state network, which will cost an estimated \$5.4 million, will have 11 assignments. Main production facilities will be at the U. of Kentucky, Lexington.

UNESCO asks help of radio-tv

George V. Allen, chairman of the U. S. National Commission for UNESCO and former director of the U. S. Information Agency, is asking broad-

casters to support observance of Human Rights Week (Dec. 10-17).

One-minute film clips of U. S. Attorney General Robert Kennedy delivering a message on the theme of human rights will be sent to television stations along with a letter asking cooperation in publicizing the special week.

3M notes 12% rise in operating revenue

Total operating revenues of Minnesota Mining & Manufacturing Co. (which owns the Mutual Broadcasting System) were up 12% for the first nine months of this year, compared to the same period last year. For the three quarters of 1962, net sales and other operating revenues reached \$505,759,118, which compares to the 1961 nine months' \$452,298,927.

Net income after taxes for the three-quarter mark was \$58,815,685 (\$1.13 per share), which compares to \$53,496,604 (\$1.03) for the similar period in 1961. The 1962 net figures are based on 52,017,557 shares; the 1961, on 51,722,837 shares.

Sales for the third quarter this year were the highest in the company's history: \$171,246,746, compared with \$158,723,022 for the third quarter of 1961. Net income was \$20,065,425 (39 cents per share), compared to \$19,027,421 (37 cents per share) for the same period last year.

Marion uhf starts

WTAF-TV Marion, Ind., began regular operations on ch. 31 Saturday (Nov. 3), Eugene C. Thompson, president, announced last week.

Studios and transmitter are in the Elks Building, located in Marion's central business district. Robert Fincannon is general manager. Weed Television Corp. is representative.

Media reports...

BPA changes schedule ■ Broadcasters' Promotion Assn. is changing the schedule for the annual BPA on-the-air promotion awards competition for members to Dec. 15 as deadline for entries with winners announced in February. The later date was made necessary due to heavy promotion work load carried by all stations in the fall, according to Dave Partridge, chairman of the BPA awards committee.

New location ■ KTTV (TV) Los Angeles has moved its New York sales office to 555 Madison Ave., New York 22. Phone is Murray Hill 8-8555. Charles Young, KTTV national sales director, heads the New York office.

Sarnoff resting well after second operation

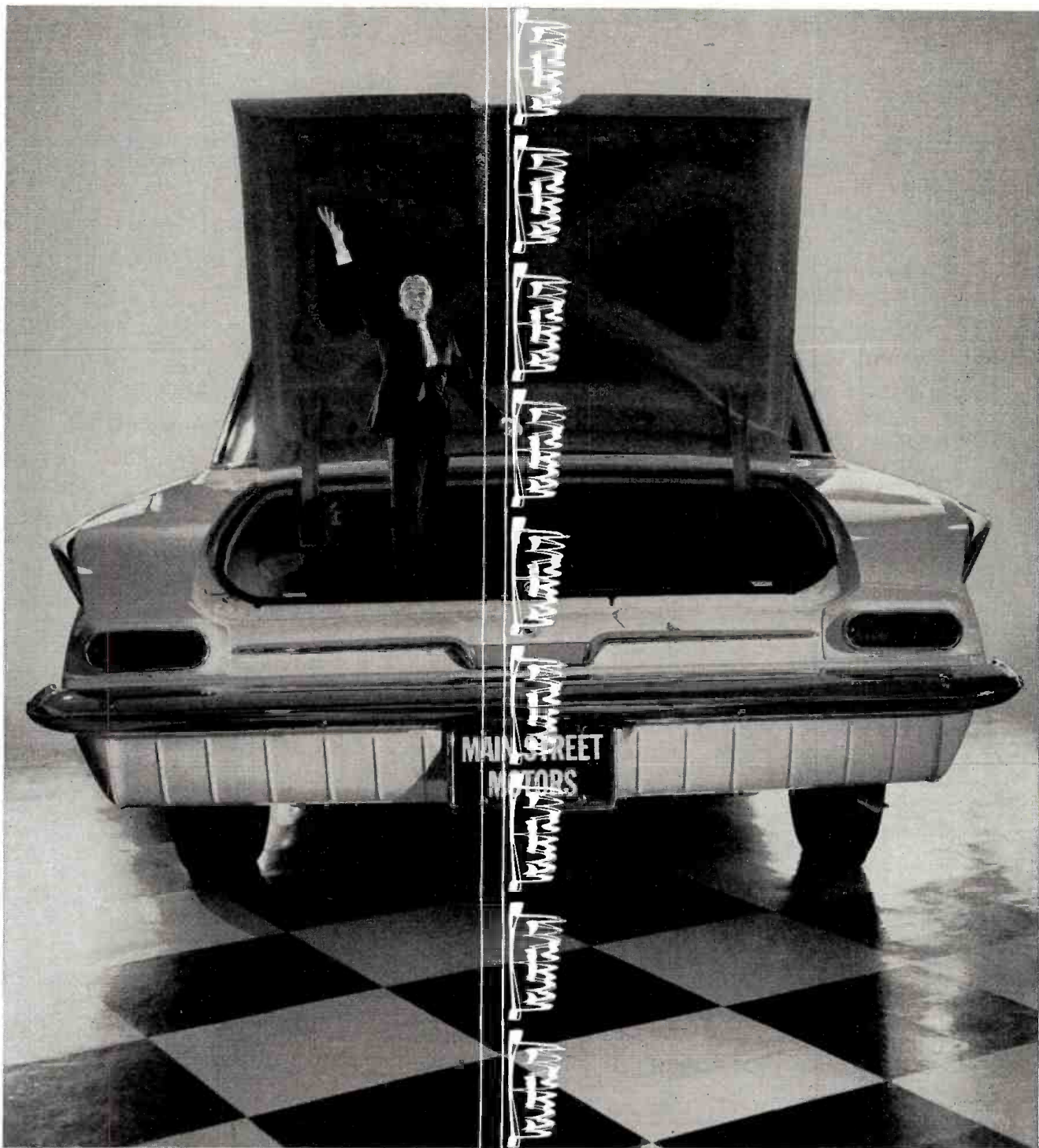
Brig. Gen. David Sarnoff, RCA board chairman, underwent surgery on Nov. 8 for the second time this year. RCA said Gen. Sarnoff's "post-operative condition is good, and he is resting comfortably."

The Nov. 8 operation at Roosevelt Hospital in New York City was the second phase of a two-phase operation, according to doctors and was for the removal of his gall bladder. The July 25 surgery was for the removal of gall

stones. The General's age was given as the reason the two phase operation was necessary.

RCA said the operating surgeon was Dr. Howard A. Patterson and that Gen. Sarnoff's personal physician, Dr. Cornelius H. Traeger, attended. Another doctor acted in a consulting capacity (Dr. Isidor Ravdin).

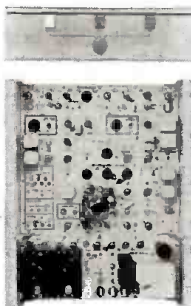
Gen. Sarnoff is 71 years old. He was elected president of RCA in 1930, and chairman of the board in 1947.



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need for specially trained film crews. Your own staff can handle every job. Another Ampex accessory for better programming: Amtec—an automatic time element compensator that gives you geometrically perfect pictures. For more information write the only company providing recorders, tapes and memory devices for every application: Ampex Corporation, 934 Charter Street, Redwood City, California. Sales, service throughout the world.

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WHAT THEY CHARGE FOR TV OVERSEAS

ABCI releases rate cards of foreign stations it represents

A quick look at the commercial rates being charged by television stations in many parts of the world was provided last week in rate cards released by ABCI International.

The cards, reflecting recent changes in a number of cases, detail the rate structures of most of the foreign stations represented—and in a number of instances partly owned—by ABCI. They were released by Charles P. Dwyer, ABCI sales manager. One radio rate card also was included.

Some of the highlights are presented below. These show gross rates (before discounts) for basic time units in the highest-priced periods of the day (usually evening time but in some cases also including about two hours in midday). ABCI officials have pointed out that U. S. advertisers may pay in U. S. dollars or in local currency.

Central American Television Network (TG-BOL-TV Guatemala, YSEB-TV and YSDR-TV San Salvador, HRTG-TV Honduras, YNSA-TV Nicaragua, TI-TVCR Costa Rica and TV-2 Panama)—Hour, \$639; participations, rates on request.

TV-2 Panama (ch. 2)—Hour, \$80; minute, \$22. YNSA-TV Managua, Nicaragua (ch. 6)—Half-hour, 337.50 Nicaraguan cordobas or \$45; minute, 30 cordobas or \$4 (7.50 cordobas equal \$1).

CVT (VeneVision) Network, six-station lineup in Venezuela (chs. 4 and 9 in Caracas; ch. 9 Picacho, ch. 6 Terapaima, ch. 9 Agua Linda and ch. 4 Maracaibo)—Half-hour (26 minutes) 3,900 Venezuelan Bolivares; minute, 16,000 Bolivares (4.76 Bolivares equal approximately \$1).

JOOR-TV Osaka, Japan (ch. 4)—Hour, 600,000 Japanese yen; 30 seconds, 120,000 yen (360 yen equal approximately \$1).

CFTO-TV Toronto, Canada (ch. 9)—One hour, \$1,400; one minute, \$335.

CJCH-TV Halifax, N. S. (ch. 5)—Hour, \$400; minute, \$90.

Ch. 11, Beirut, Lebanon—Hour, 1,100 Leb-

anese pounds; one-minute spot, 270 Lebanese pounds (2.98 Lebanese pounds equal \$1).

Nippon Educational Television, Tokyo, Japan (ch. 10)—Hour, 750,000 Japanese yen; minute, 90,000 yen (360 yen equal approximately \$1).

DZBB-TV Manila, Philippines (ch. 7)—Hour, 400 Philippine pesos; 26-second spot, 88 pesos (3 pesos equal approximately \$1).

LS-84 (Teleonce) Buenos Aires (ch. 11)—Half-hour, 30,000 Argentine pesos; minute, 6,000 pesos. (Recent free rates, approximately 100 pesos equal \$1.)

HCPTVE2 Guayaquil, Ecuador (ch. 4)—Hour, 1,250 Ecuadorian sucres; minute, 192 sucres. (25.53 sucres equal approximately \$1.)

YSEB-TV (ch. 6) and YSDR-TV (ch. 8) San Salvador, El Salvador—Half-hour, 147.69 Salvadorean colones; minute, 30 colones. (2.50 colones equal approximately \$1.)

HRTG-TV Tegucigalpa, Honduras (ch. 5)—Hour, 150 Honduran lempiras; minute, 18 lempiras. (2 lempiras equal \$1.)

TI-TVCR San Jose, Costa Rica (ch. 7)—Hour, 498.75 Costa Rican colones or \$75; minute, 99.75 colones or \$15 (6.65 colones equal approximately \$1).

Radio

CKFH Toronto (1430 kc, 10 kw day, 5 kw night)—10 minutes, \$45; 10 spots a week, \$18.5 per spot.

Beaumont buys into Aljanvic, Paris agency

George B. Beaumont, former vice president of Benton & Bowles Inc., New York, and a former director of Benton & Bowles Ltd., London, has purchased an interest in Aljanvic S. A., Paris advertising agency.

Mr. Beaumont will share financial control and management of the agency with its current managing director, Jean-Pierre Liger. Aljanvic's name is being changed to Liger, Beaumont & Aljanvic.

Mr. Beaumont has been active in

account and agency management during the past five years in London, Brussels and Paris, where he supervised advertising on Procter & Gamble brands. Before moving to Europe in 1957 he worked for five years in B&B's New York office.

Mr. Liger has been with Aljanvic for 16 years and has been managing director since 1955.

LB&A expects to bill about \$2 million in 1963. Clients include Max Factor, KLM and the Florida Citrus Commission.

CHSJ, CKAR can't quit CBC radio, says BBG

CHSJ Saint John, N.B., and CKAR Huntsville, Ont., must serve as affiliates of the Canadian Broadcasting Corp.'s new English-language radio network, the Board of Broadcast Governors ruled at Ottawa Oct. 30.

The two stations had requested disaffiliation for economics. The BBG denied the request and they must carry the minimum of 26 hours and 7 minutes of CBC programs weekly, some sponsored and some sustaining in evening time.

Television rebroadcasting station licenses, with transmitters of 5 w were granted to CHAU-TV Carleton, Que., at Port Daniel, Que., on ch. 5; at Chandler, Que. on ch. 5; at Gaspé, Que., on ch. 10; at Santa Anna, N.B., on ch. 5; and at Perce, Que., on ch. 5 with 154 w video and 77 w audio power.

Similar rebroadcasting facilities were granted to CKBL-TV Matane, Que., at Murdochville, Que., on ch. 9 with 5 w, on the understanding that the service is to be expanded with more such stations in the area.

CKAM-TV Upsalquitch Lake, N.B., has been granted permission for a 5 w tv rebroadcasting station on ch. 12 at Gaspé West, Que. Arrow Lakes TV Society is recommended for a ch. 4 station with 3.3 milliwatts power at Nakusp, B.C. The new station will pick up the programs of KXLY-TV Spokane, Wash.

CFCY Charlottetown, P.E.I., has been recommended for a power increase on 630 kc from 5 kw to 10 kw.

A new tv station at Chicoutimi, Que., licensed to John Murdock, will go on the air with 61 kw instead of the original 68 kw video power, and the same 34 kw audio; its antenna will be 440 feet instead of the originally planned 431 feet above average terrain.

CHED Edmonton, Alta., is getting a power increase from 10 kw day and 1 kw night to 10 kw on 630 kc.

CFTK Terrace, B.C., has been

Japan enters family of space communicators

Another country is joining the group of nations which plan space communications systems. Japan has signed a "Memorandum of Understanding" with the U. S. National Aeronautics & Space Administration under which both nations agree to cooperate in testing experimental communications satellites launched by NASA.

This brings to six the number of nations which have or plan to have ground stations for communicating via satellites. The others are Great Britain and France, where stations are already operative, and Italy, Germany, and Brazil, where stations are under construction.

Next year NASA hopes to launch

the first of a series of "Relay" satellites. These will be placed in a 5,000-to-6,000-mile equatorial orbit. The relay satellite is being built for NASA by RCA. Later next year, NASA plans to launch a Syncom satellite in a 22,300-miles-high orbit; its rotation will be synchronous with the earth's and it will appear fixed above a particular point of the earth. Syncom is being built by Hughes Aircraft.

Meanwhile, AT&T's Telstar satellite continues its 3,500-miles-high orbit, but communications between the U. S. station at Andover, Maine, and Great Britain and France will be suspended six weeks beginning Nov. 26 for maintenance work.



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NC—Network Commercial
 RC—Recorded Commercial
 WC—Wire Commercial
 LC—Local Commercial
 SA—Spot Announcement

CODE
 NS—Network Sustaining
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 WS—Wire Sustaining
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CODE:

The last digit of the code numbers reproduced on this log indicates the length of program material as follows:

- 1...10 seconds
- 2...20 seconds
- 3...30 seconds
- 4...1 minute
- 5...3 minutes

CODE
 D—Drama
 V—Variety
 S—Sports Associated
 I—Sitcom Identification
 T—Time Associated As Mechanical Record

6...5 minutes
7...10 minutes
8...15 minutes
9...30 minutes
0...

RS-M

3 AA 01 A

00 A 1001

100 A 12837

101 A A 251 A

1015 A 1001

1015 A 10667

1025 A 2564

1026 A 1001

1027 A 10167

1037 A 41014

granted change of frequency from 1140 kc to 590 kc, and power from 1 kw to 1 kw day and 250 watts nighttime.

CFAX Victoria, B.C., was denied an application for an fm station on 100.3 mc and a frequency change and power boost from 1 kw on 810 kc to 10 kw on 1070 kc because of unsettled conditions in the broadcasting market in Victoria.

Because CBC has applied for a 10 kw station at Fredericton, N.B., two applicants for stations here on 970 kc and 900 kc have been turned down. The BBG feels that Fredericton cannot support three stations in the city where CFNB is now the only station.

CJSS-TV Cornwall, Ont., ceases to be a local station and becomes a re-broadcasting station of CJOH-TV Ottawa, Ont., as a result of BBG decision to allow CJOH-TV to purchase CJSS-AM-FM-TV. BBG will review the situation in 1965 when the CJSS-TV license comes up for renewal.

CHFI-FM Toronto, Ont., has been temporarily denied the right to form an fm network, pending new regulations for fm broadcasting now being studied. A planned CBC-FM network of CBL-FM Toronto, CBO-FM Ottawa, and CBM-FM Montreal, has been allowed to terminate because of Canadian government austerity measures.

A French-language radio network has been sanctioned by BBG to the CBC with three CBC stations in Quebec province, 26 independent stations throughout Canada, and 14 CBC repeater stations in eastern Canada.

CFPL charged by board

CFPL London, Ont., is one of four Canadian stations being charged by the Board of Broadcast Governors in court with overcommercialism infractions of the Canadian Broadcasting Act. CFPL is charged with exceeding the 1,500-minutes weekly limit of commercial time by a total of 60 minutes during one week.

It is BBG's first court charge against any station. The other three stations have not yet been identified by the BBG.

Pakistan tv demonstration

Pakistan is seeing television for the first time through a station and 200 receivers built and supplied by Time-Life Broadcast, New York, and Philips Electric Co., London, England, for the Karachi Trade Fair. The fair began on Oct. 13 and closes Dec. 13.

Almost 78 hours of the scheduled programming has been supplied to the Pakistan government by Screen Gems, New York. The programs include *Father Knows Best*, *Huckleberry Hound*, *The Flintstones*, *Rin Tin Tin* and *Shirley Temple Storybook*.

Radio-tv use rises in UK for quarter

Greater use was made of tv and radio during the July-September quarter in Britain than in the corresponding period last year.

Figures issued by BBC's Audience Research Department show that during the three months ended Sept. 30, a total of 31 million people viewed one or more programs on the average day compared with 30.4 million a year ago. The number who watched BBC-TV only rose from 8.7 million to 9.7 million and the number who watched only the commercial network fell from 11 million to 10.4 million.

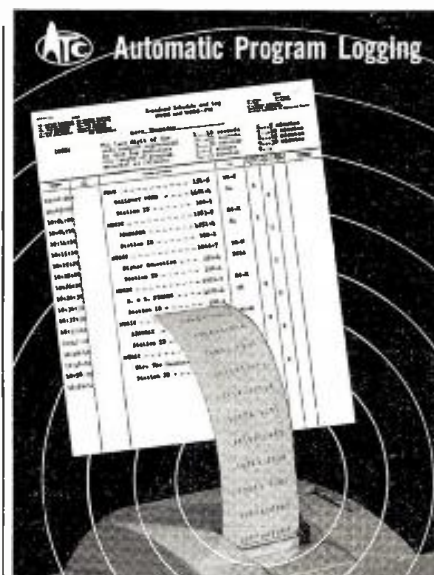
Viewers with multi-channel sets (i.e., able to get both tv networks) spent 44% of their time watching BBC-TV and 56% watching the commercial network programs. In July-September last year the proportion was 39% for BBC-TV 61% for the commercial network. The total time spent in viewing was similar to a year ago—about 12 hours a week for each person.

The report shows that the total number of people with tv sets has increased more than a million over the year to 42,080,000 and more than 86% of the population can now tune to tv. The number of people with multi-channel sets went up more than 2.25 million and there was a decrease of over a million in sets that can pick up only BBC-TV. The audiences for BBC-TV have climbed; the daily average is 5.2 million compared with 4.7 million last year. The commercial network audiences have gone down a little, averaging 6 million against 6.2 million a year ago.

More people used radio and listened longer. The number who listened to any BBC radio during the average day rose 1.1 million to 25.5 million. The amount of listening between 7 a.m. and 11 p.m. rose from 7.5 to 8 hours a week per person. The total number of people with radios went up over the year nearly half a million to 46.3 million. Most of them also had tv sets and the number with radio only has fallen to 6 million.

Canadian unions merge

The Assn. of Radio and Television Employees of Canada (ARTEC), representing 2,300 employees of the Canadian Broadcasting Corp. in 12 locals, has joined the National Union of Public Service Employees (NUPSE), effective Nov. 1. The merger was announced at Montreal and Toronto, respective headquarters for the two unions. NUPSE has 30,000 members in 116 locals. The merged union hopes to invade the realm of independently owned radio and television stations.



FCC Approves Automatic Program Logging

On Oct. 5, 1962, the FCC issued an order to establish rules permitting automatic program logging. This is a significant move for broadcasters.

Automatic programming is being used more and more by stations to improve production, conserve manpower, and make air personnel available for more profitable pursuits than just routine control board operation. However, much of the value of automation is lost if personnel is still restricted to the board for logging procedures.

ATC has developed a system which automatically prints all required logging data directly from ATC magnetic tape equipment. On the opposite page is a reproduction of the schedule of WJBC-FM, Bloomington, Illinois, and the printed verification. This station has been field-testing the ATC system since Dec. 1961. Similar systems have now been purchased by WHBF, Rock Island, Illinois, and WBNS, Columbus, Ohio.

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City _____ State _____

Uninvited White House caller not greeted

SOUND TRUCK, PETITIONS UNWELCOME IN DRIVEWAY

A television film producer learned last week that White House guards and Washington police aren't accustomed to Hollywood publicity stunts—and apparently aren't interested in a closer acquaintance with the subject.

Jay Ward, partner in Jay Ward Productions, producers of *The Bullwinkle Show* (Sunday, 5:30 p.m., NBC-TV), drove a gaudily painted truck, loud speakers blaring an outrageous song, the "Moosylvania Anthem," into a White House driveway Thursday (Nov. 8) to present a petition to the President urging creation of a State of Moosylvania (for Bullwinkle, a dull-witted moose featured in the program).

"You can't go in there," Mr. Ward says he was told by an irate guard. "And turn off those loud speakers!" Informed the Californian sought to petition the President, the guard said an appointment was required. Before the producer could drive away, however, he'd been chewed out by at least two other guards. Two passengers who had gone along for the ride (WRC-TV Washington's Mrs. Pat Humphrey, tv promotion coordinator, and a reporter) indicated they'd apparently picked the wrong day to visit the President.

Efforts to arrange an appointment by telephone failed, Mr. Ward reported, but he promised to continue his efforts by correspondence. Meanwhile, he was able to pay a social call on FCC Chairman Newton N. Minow, although he presented no petitions.

Mr. Ward is concluding a 30-day cross-country driving tour during which he is plugging his statehood movement at local television stations.

Drumbeats . . .

School salute ■ Georgia broadcasters are marking Broadcast Education Week (Nov. 11-17) and Georgia School Day of the Air (Nov. 12) with special programming. The Georgia Assn. of Broadcasters has announced a \$500 annual radio-tv scholarship as a contribution to the state-wide educational effort.

Special tour ■ A "see-through-feeling" tour of the KMBC-TV Kansas City studios was conducted last month by 13 students in the fifth and sixth grades at the Kansas State School for the Blind. Prepared for an examination of a *Free for All* studio set, the children were surprised to learn they also made a live appearance on the show.

All outdoors ■ KABC-TV Los Angeles reports its outdoor advertising campaign on a "Set Your Watch" theme for its program lineup, in cooperation with ABC-TV, marks the largest use of billboards (12) by a broadcast advertiser in that area.

Fore! ■ Four champion U. S. golfers played an exhibition round Nov. 4 at the KTVH (TV) Wichita, Kan., benefit for the National Institute of Logopedics, whose main facilities are in that city. A Wichita team of Jim Vickers, former national collegiate champion, and John Stevens, Missouri Valley Conference champion, combined for a one-under-par 70 to beat Labron Harris Jr., national amateur champion, and R. H. Sikes, U. S. Public Links champion.

Tightest fit wins? ■ KEX Portland, Ore., will help open the ski season at Timberline Lodge, Mt. Hood, Nov. 24 and 25 with a weekend "Winterfest," featuring gag contests, a "Pray for Rain" dance, mountain climbing and a "Miss Stretch Pants" competition.

Cottage small ■ KDKA Pittsburgh has awarded a modern "A" frame cottage in the Bear Rocks resort area to Mr. and Mrs. C. F. Ferguson of Youngwood, Pa., the winners of the station's "Sound Around" contest during celebration of KDKA's 42nd anniversary.

On-track promo ■ KCBS, KGO-TV and KRON-TV, all San Francisco, con-

Jack for Boys' Clubs

KEWB Oakland has donated \$6,132.46, the sum KEWB earned on a record album, "KEWB Disc/Coveries," to the Boys' Clubs of America.

KFWB Los Angeles, which like KEWB is owned by Crowell-Collier Broadcasting Corp., turned over the profits from a similar album in January to the Hollywood Chapter of the Boys' Club.



Pretty corn pusher

Gloria Bartl, 20, WXYZ-TV Detroit's "Miss Award Movie," distributed popcorn at area newspaper offices to signal the start of its run of the post '48 *Screen Gem* Columbia-Universal film package.

The corny goodies were tagged for area newspapermen: "To be eaten by [writer's name] only when watching *Award Movie* on ch. 7."

verted three of the city's famed cable cars into rolling advertisements during a celebration of the Municipal Railroad System's 50th anniversary.

Longhair info ■ Listeners to WTLB Utica, N. Y., a "top 40" station, have been hearing a series of one-minute discussions about classical and modern music and the composition of symphony orchestras by Joseph Henry, Utica symphony conductor. The educational tips promote symphony ticket sales.

Listen here ■ WKBW Buffalo reports 100,000 respondents to a listening contest in which they sent 300,000 mailers to homes in Niagara and Erie County. Listeners were instructed to send in entry blanks cut from the mailers and listen for their names on WKBW. The winner received a \$2,500 free shopping spree.

Sights for seeing ■ *Ad Man's Guide to Boston* is being distributed by WBZ-TV Boston to agency and media people. The guide includes phone numbers and addresses of production firms, stations, hotels, talent agencies, and other information.

Last chance ■ The Charles L. Burrow Co., Portland, Ore., sales representative firm, will welcome agencies and advertisers Nov. 15 at "The Last Fourth of July Picnic of the Year."

FATES & FORTUNES

BROADCAST ADVERTISING

William L. Ballard and **David C. Loomis**, account group heads at Ted Bates & Co., New York, elected senior vps. Mr. Ballard, who joined Bates in 1959 and was elected vp following year, was formerly with John W. Shaw Adv., Chicago. Mr. Loomis joined Bates in 1955 and became vp in 1956. He was formerly at Dancer-Fitzgerald-Sample, New York.



Mr. Ballard



Mr. Loomis

Jack Northrup, general manager of grocery products division; **L. C. Bruce**, director of advertising and marketing research; and **William R. Tincer**, special assistant to president of Purex Corp. Ltd., Lakewood, Calif., elected vps. **Edwin M. Burke**, president of E. H. Ludlow & Co., Peapack, N. J., elected to Purex Corp.'s board of directors, succeeding **Frank G. Burke Jr.**, who resigned.

D. J. (Bud) Ollister, former sales manager of Regal Beer and sales and advertising manager of Papoose Food Products, elected vp of Ronny Caire Adv. Agency, New Orleans.

Francis C. Kerr, former executive director of Frozen Potato Products Institute and Frozen Pea Council, joins Henry Senne Adv., Chicago, as vp and director of creative group for grocery products field.



Miss Cerrone

Ruth Cerrone, former vp and copy supervisor at Lennen & Newell, joins Cunningham & Walsh in New York as vp in copy department. **John Voulgaris**, of BBDO, and **Donald Spector**, of Lawrence Gumbinner Adv., have also joined C&W's copy staff. **Donald Knoob**, promotion art director at Conover-Mast Publications, joins C&W as art director.

Robert B. Harris, advertising manager of Gluek Brewing Co., Minneapolis, promoted to general manager in charge of sales and advertising, effective Dec. 15. **Harlow G. Harris**, vp in charge of marketing, resigns effective that date. Before joining Gluek, Robert Harris was executive on Gluek account at United Breweries of America. Earlier, he was sales promotion and mer-

chandising director for Friendly Group of radio-tv stations in Steubenville, Ohio.

John Ormond, publicist previously with Walt Disney Studios and Jerry Lewis Productions, joins Mann Scharf & Co., Los Angeles pr firm, as associate.

Martin L. Nierman, executive vp of Edward Petry & Co., New York, re-elected to board of directors of Television Bureau of Advertising, that city, for new two-year term. Mr. Nierman was re-elected to position by vote of TvB's station representative membership.



Mr. Nierman

W. Ware Lynch appointed vp and manager of newly established New York branch office of Jack Wyatt Co., Dallas-based advertising and pr firm. **H. Eugene Dickhuth** and **Sallie Kreda** join Wyatt's New York branch as account executives in charge of east coast financial pr and marketing and sales promotion, respectively. Wyatt's New York City office is located at 225 E. 46th St.

Jack Clyde Moser, tv production manager of WAVY-TV Norfolk - Portsmouth-Newport News, Va., appointed radio-tv production director of McCurry, Henderson, Enright, Norfolk advertising agency.



Mr. Moser

William L. Morrison, director of administration and assistant secretary-treasurer of Radio Advertising Bureau, New York, joins Advertising Research Foundation, that city, in administrative capacity.



Mr. Greene

Bill Greene, for past two years with Electrical Products Corp., Seattle, appointed general manager of Choate Advertising Service, that city. Agency recently moved to downtown location at 715 Logan Bldg., Seattle 1. Telephone: MA 4-3520. **Tom Herbert**, who formerly operated his own pr firm, joins Choate as pr and publicity director. Other Choate appointments: **Jack Armstrong**, for past four years producer-director-writer with KIRO-TV Seattle, to radio-tv director, and **Pat Kale** named art and production director.

Howard F. Gersten, former principal

of Gersten & Smith Inc.; **Norman Vale**, Sullivan, Stauffer, Colwell & Bayles; and **Theodore Angelus**, formerly with BBDO, join Lennen & Newell, New York, as executives on Colgate-Palmolive account.

James D. Killins, senior copywriter, and **John MacClure**, senior art director, Geyer, Morey, Ballard Inc., Detroit, elected vps. Both work on American Motors Corp. account. Mr. Killins was also named associate creative director.



Mr. Killins

Carl Ewert Jr., advertising and pr manager of Advanced Scientific Instruments Inc., Minneapolis, joins copywriting staff of Erwin Wasey, Ruthrauff & Ryan, St. Paul, Minn. Mr. Ewert's major responsibilities will be in connection with EWRR's work for Control Data Corp., Twin Cities-based manufacturer of high-speed, digital computers and St. Paul Port Authority.



Mr. MacClure

JACKSON, MISSISSIPPI
WJTV CH. 12

64
COUNTIES

OVER 1½
MILLION
PEOPLE

1615 FT.

JACKSON, MISSISSIPPI

George T. Maniates, for three years art director with Hill, Rogers, Mason & Scott, Chicago, joins Clinton E. Frank Inc., that city, in similar capacity.

E. James Charlesworth, account executive at Needham, Louis & Brorby, Chicago, has been transferred to agency's New York office. Mr. Charlesworth has been with NL&B for 11 years.

Humphrey Sullivan, associate pr director of Lever Bros., New York, promoted to pr director. He succeeds J. E. Drew, who retired.

THE MEDIA



Mr. Clarendon

James P. Clarendon II, former advertising manager of *Life en Espanol* in Mexico City, joins Time-Life Broadcast Inc., New York, as manager of Latin American operations. Time-Life Broadcast recently announced its participation in Proartel, Argentine tv program production company. Mr. Clarendon has been with Time Inc. for eight years.

Stephen A. Machcinski, vp and general sales manager of Young Television Corp., New York, has replaced **Edward**

N.Y. pioneers plan job help

Peggy Stone of Radio-Tv Representatives, New York, and Jay Victor of Jay Victor & Assn., Newark, have been named by the New York Chapter of Broadcast Pioneers to head a project to help find jobs for members who are out of work.

They will not assist employed members in finding new jobs but will seek opportunities for Pioneers who lose jobs "without cause."

Committees will be formed representing the various fields within the organizations—reps, agencies, etc.—

to pass upon the legitimacy of requests for assistance. When an application has cleared the appropriate committee, companies in the applicant's field will be queried to find what openings are available. The identity of the applicant will be kept confidential until he and a prospective employer are brought together.

Miss Stone may be reached at Radio-Tv Reps, 7 E. 47th St., New York, and Mr. Victor at Victor & Assoc., 1225 Raymond Blvd., Newark, N. J.

Shurick, formerly of Blair Television Inc., as chairman of television trade practices committee of Station Representatives Assn., New York.

Alexander P. (Kal) Hunter, assistant to vp of broadcast division of King Broadcasting Co., Seattle (KING-AM-FM-TV), named station manager of KREM-AM-FM-TV Spokane, effective Dec. 3.

Don E. Fuller, former regional and local sales director of WSJV (TV) Elkhart-South Bend, Ind., promoted to commercial manager. Mr. Fuller will continue to handle national sales for WTRC-AM-FM Elkhart. Both stations are owned by Truth Publishing Co.

Roy Shapiro, senior analyst in research department of ABC, New York, joins Westinghouse Broadcasting Co., that city, as assistant director of research. Mr. Shapiro fills vacancy created past summer when James Yergin assumed research directors post vacated by Melvin Goldberg, who left WBC to become vp and research director of NAB. Prior to joining ABC, Mr. Shapiro held marketing research post at Benton & Bowles.



Mr. Shapiro

Merrill Myers, manager of publicity for CBS News and Public Affairs, appointed manager-corporate information, CBS Inc., New York.

Robert A. Mortensen, executive vp of WIIC (TV) Pittsburgh, elected vp of Phoenix Press Club.

Jack Murphy, station manager of KOOL-TV Phoenix, elected president of Phoenix Press Club.

Robert J. Zimmerman, sales manager of KRUX Glendale, Ariz., assumes added duties of station manager.

Dan Millikin joins WNOP Newport, Ky., as sales manager. **Ray Scott** named

program director, and **Dean Miller** joins as air personality. **Ty Williams**, WNOP air personality, assumes added duties as promotion and publicity manager.

F. Proctor Jones, sales manager, promoted to director of sales for WNAC Boston and Yankee Network. **Thomas F. Bateson**, vp, continues in charge of WNAC-TV sales. Move was made to completely divide responsibilities for sales in both radio and tv. Mr. Jones joined Yankee in April 1950 in sales service department. In January 1955 he was named assistant sales director, and two years later promoted to national sales manager for WNAC-AM-TV and Yankee Network. In October 1961 Mr. Jones assumed responsibility for firm's local radio sales as well as national.



Mr. Jones

Robert A. Stuart, former advertising representative of Curtis Publishing Co. in Midwest and Southwest, joins Chicago tv sales staff of The Katz Agency.

Ray Padden joins Los Angeles office of Venard, Torbet & McConnell, radio-tv rep firm, as account executive.

Charles C. Allen, general manager of radio-tv department at Kudner Agency, joins ABC-TV, New York, as director of sales service for tv network. Mr. Allen was with BBDO for 11 years before joining Kudner in 1959.



Mr. Allen

Martin K. Hawthorne, formerly with WHK-AM-FM Cleveland, joins WJW-AM-FM, that city, as account executive.

Jim McQuade, manager of financial and administrative services for WCBS-AM-FM New York, named radio ac-

BROADCASTING, November 12, 1962

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!
FOR TRAVELERS AND GOURMETS!

A Bigger and Better

Berkshire
HOTEL

Madison Avenue at 52nd Street
NEW YORK CITY

Just steps from anywhere...
now with 500 individually decorated
rooms and suites — and
completely air conditioned.

Color brochure available.

The magnificent new
BARBERRY

17 E. 52 St.

Your rendezvous for dining
deliberately and well...
open every day of the week
for luncheon, cocktails,
dinner, supper.

PLAZA 3-5800 • TWX: 212-867-4936



count executive, replacing **Bob Hoskins**, who has joined CBS Radio Spot Sales. **Win Gould**, WCBS sales service manager, becomes manager of financial and business services, and **Don Steffens**, coordinator of WCBS Yankee baseball broadcasts, appointed sales service manager.



Mr. Brewster

Robert J. Brewster, formerly with McCann-Erickson, Chicago, as vp and radio-tv director and J. Walter Thompson Co. there as radio-tv group head, joins NBC-TV, Chicago, as account executive.

Doug Setterberg, commercial manager of KETO-FM Seattle, named commercial manager of KETO-AM.

Aline Daly appointed sales service director of KMOX-AM-FM St. Louis. Miss Daly, with 12 years broadcast business experience in St. Louis market, had previously served at KMOX as director of advertising and sales promotion, and as availabilities manager.

Alan B. Boesger, sales representative for F. W. Dodge Corp., joins WGAR-AM-FM Cleveland as national sales representative.

Jack V. Arbib, former sales executive with NBC Films and Cellomatic Div. of Screen Gems, joins Blair-TV, New York, as sales executive. Mr. Arbib has also served as circulation sales manager of *New York Daily News*.



Mr. Arbib

Richard Lewis, for past five years operations and program director of KSDO San Diego, Calif., resigns to join American Freedom Network, Bonita, Calif., as director of programming and production. In addition Mr. Lewis will head newly formed commercial production and programming service, utilizing Freedom Network's studio, recording, and high-speed dubbing facilities. **Keath G. Allen** named AFN's research and special projects director.

Ron Zimmer appointed director of programming for KPRO Riverside, Calif. Mr. Zimmer, former program manager of KBIS Bakersfield, Calif., joined KPRO in June 1961.

William N. Ellison, for past three years program director of CJSS-TV Cornwall, Ont., joins WBJA-TV Binghamton, N. Y., in similar capacity.

Richard J. Lamoreaux, former operations director of WOOD-FM Grand

YMCA honors Minow

Newton N. Minow, chairman of Federal Communications Commission, will be given special citation by Young Men's Christian Assn. of Greater New York in recognition of his "important contribution to education of nation's youth, through his significant support and encouragement of educational television."



Mr. Minow

The award will be presented at annual dinner of YMCA of Greater New York to be held today (Nov. 12) at Hotel Astor.

Rapids, Mich., appointed assistant program and production manager of WWJ-TV Detroit.

Tony Donald and **Herb McMurray** named program director and commercial manager, respectively, of WABW Annapolis, Md.

Donald M. Schulman appointed director of *Casper Citron Show* on WRFM (FM) New York.

R. Lee Gray, formerly in charge of production and special events at WOKY Milwaukee, named production supervisor at WIND Chicago.

Douglas H. Rand, formerly with Procter & Gamble Co., Cincinnati, joins WBBM Chicago as merchandising manager, succeeding **Charles Harley**, who transfers to station's local sales staff as account executive.

Betty Ann True appointed merchandising director of WCCO-TV Minneapolis-St. Paul.



Mr. Stalnaker

Howard Stalnaker, KPHO-TV, elected president of Metropolitan Phoenix Broadcasters for 1963, succeeding **Gene Spry**, KPHO radio. Other officers elected: **Ray Odom**, KHAT, vp; **Hayes Stewart**, KTAR-TV, secretary-treasurer. Elected to board of directors: **James Ross**, KOY-AM-FM; **John Redfield**, KIFN; **Bill LaDow**, KTVK (TV), and Mr. Spry.

Bob Martin, former program director of WHUM-TV Reading, Pa., joins WCUE-AM-FM Akron, Ohio, as director of traffic and continuity. **Dick Fain**, **Fred Meeks** and **Ed Kalail** join

WCUE's announcing, news and sales staffs, respectively. **Dick Kenyon**, WCUE account executive, promoted to local sales manager.

Richard Bell, art director at W. G. Spencer Adv., Los Angeles, joins promotion department of KNXT (TV), that city, as art director.

Pat McGee, former assistant manager and news director of WBZY Torrington, Conn., joins WRYM Newington, Conn., as news correspondent and analyst. **Henri E. Campisi**, WRYM account executive, assumes added duties as special events coordinator. **Frank Michaels**, with WRYM for past year, appointed program director.

Charles M. Sias Jr., for past six years sales manager of WABI Bangor, Me., appointed to newly created position of state-wide sales manager for Hildreth Radio Network (WABI-AM-FM Bangor, WPOR Portland, and WAGM Presque Isle).



Mr. Sias

Wanda Ramey, who left KPIX (TV) San Francisco several months ago to give birth to her first child, returns to station's *Noon News* show as co-news-caster.



COATS & BURCHARD COMPANY appraisers

- Specialists in radio and TV property appraisals
- Acquisitions — sales — mergers — or purchase
- Allocations under Section 334(b) 2 of the 1954 Internal Revenue Code

Write for complete information and analysis of your specific requirements (no obligation).

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SERVICE — COAST TO COAST
Industrial • Commercial • Institutional Appraisals

Joseph Brush, formerly with WCAU-AM-FM-TV Philadelphia, joins news staff of WGR-AM-FM Buffalo, N. Y.

Graham E. McDade, formerly of Seattle World's Fair promotion department, joins KING-AM-FM, that city, as promotion manager. **Robert C. Dinsmore** to KING-TV as scenic designer. **Jon-Henri Damski** joins KING-FM as account executive.

Steve Armstrong, former air personality at WJAB Westbrook, Me., joins WJNO West Palm Beach, Fla., as announcer-newsman.

Dick Wahl, former news director of KGBS Los Angeles, joins announcing staff of KNX-AM-FM, that city.

Mrs. Lois Zeiher, editorial assistant and columnist for *Wantagh Citizen* and *Bellmore Home News*, both Long Island weekly newspapers, joins public-affairs staff of WHLI-AM-FM Hempstead, N. Y.

Ernie Schultz, member of WKY-TV Oklahoma City news department since joining station in August 1955, promoted to news director, succeeding **Dick John**, who resigned.



Mr. Schultz

Hugh Harper, for past three years member of pr staff of Philco Corp., Philadelphia, joins KYW-TV Cleveland, effective today (Nov. 12), as pr director.

Laddie Schaeffer, former program director-disc jockey with WFJX Fort Jackson, S. C., joins WLIR (FM) Garden City, N. Y., as air personality.

Ray Ramsey, air personality with KREM-AM-FM Spokane, joins KEX-AM-FM Portland, Ore., in similar capacity. **Bob Blackburn** appointed KEX sports director.

David A. Boyle, formerly with Baker-

Johnson & Dickinson Adv., Milwaukee, joins WISN-TV, that city, as assistant to Robert L. Meyer, director of publicity-promotion.

Harold E. Carpenter appointed local sales manager of WPRO-TV Providence, R. I. Mr. Carpenter, who joined WPRO sales staff in March 1959, formerly served as commercial manager of WNBH-AM-FM New Bedford, Mass.



Mr. Carpenter

Irwin Spiegel named promotional specialist in New York office of Avery-Knodel, radio-tv sales representatives.

Ken Malden, public affairs director of WGBS-AM-FM Miami, named promotion manager, succeeding **John P. Hanly**, who resigned to join Harris, Buggeln & Brumby, advertising agency, that city. **Mike O'Neil** succeeds Mr. Malden as public affairs director.

Jay Neely, former announcer and newscaster with WITH-AM-FM Baltimore, joins announcing staff of WJZ-TV, that city.

Peter Kraus joins WLIS Old Saybrook, Conn., as staff announcer.

Marge Injasoulian, former secretary and assistant to promotion director of WISN-TV Milwaukee, named promotion director of KOOL-AM-FM-TV Phoenix.

Richard J. Braun appointed promotion manager of KBTB (TV), KBTR Denver. Mr. Braun, formerly assistant promotion manager, will in his new duties place all advertising for dual broadcast operation.

PROGRAMMING

Joseph C. Bernstein, former vp and partner in Wylde Films, New York, named general manager of New York

film studios of Fred Niles Communication Centers Inc. He will supervise both sales and production.

Merwin Bloch, previously with Donahue & Coe Adv. as copywriter on MGM and Columbia Pictures accounts, joins advertising department of Paramount Pictures, New York, working under supervision of Jerry K. Levine, advertising manager. Mr. Bloch had also done free-lance writing for motion pictures, radio and tv in New York and Hollywood.

W. R. Higginbotham elected vp and producer of Movietone News Inc., New York, unit of 20th Century-Fox Film Corp. handling newsreels, short subjects and other film production. He succeeds **Edmund H. Reek**. Mr. Higginbotham, who was with UPI since 1935, joined UPI-Movietone tv news film operation in 1951. He was European news manager of UPI, then United Press, from 1945-49.



Mr. Higginbotham

Monroe Glasberg named manager of special services for Warner Bros. Records, with headquarters in company's New York offices. In addition to coordinating sales with eastern distributors, Mr. Glasberg will maintain sales liaison with company's Canadian licensee, The Compo Co., and coordinate Warner Bros. Records' activities in premium field. **Matt Gilligan** appointed operations manager. He will report to Ed West, treasurer, and will be responsible for purchasing and inventory control, with headquarters in Burbank, Calif.

William Hooper, **Al Shore** and **Buddy Brooks**, all formerly of Ziv-UA, join Four Star Distributors, New York, as sales representatives.

Lou Melamed, former associate producer of *Car 54, Where Are You?*, joins Television Graphics, New York, as tv commercial producer.

John A. Carroll, since 1960 manager of United Press International bureau in Pittsburgh, named Pennsylvania manager of UPI, succeeding **Frank L. Berkopec**, current night bureau manager in Pittsburgh. Mr. Carroll joined UPI, then United Press, in 1950.

William C. Barnard, chief of Associated Press bureau in Dallas, named general executive in New York, assigned to membership relations. **Robert H. Johnson**, chief of Indianapolis AP bureau, replaces Mr. Barnard in Dallas. **William Richardson**, chief of Albuquerque, N. M., bureau, moves to Indianapolis, and **Howard Graves**, regional membership executive in Portland, Ore., named Albuquerque bureau

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



NAB's Broadcasting Engineering subcommittees

Subcommittees of Broadcast Engineering Conference were named by Conference Committee Chairman **Orin W. Towner**, WHAS Inc., Louisville, Ky., to nominate recipient of 1963 Engineering Award of National Assn. of Broadcasters and to recommend luncheon speakers for conference, which will be held in Chicago, March 31-April 3, as part of NAB's annual convention.

George Bartlett, NAB manager of engineering, was appointed chairman of Awards Committee. Other members are **Clyde M. Hunt**, Post-Newsweek Stations, Washington; **James D.**

Parker, CBS-TV network, New York, and Mr. Towner.

Leslie S. Learned, Mutual Broadcasting System, appointed chairman of Luncheon Speakers Committee. Other members are **J. B. Epperson**, Scripps-Howard Broadcasting Co., Cleveland, and **Jack Petrick**, KETV (TV) Omaha, Neb.

In addition to subcommittee members, those on Broadcast Engineering Conference Committee are **William S. Duttera**, NBC, New York; **James E. Gray**, WYDE Inc., Birmingham, Ala.; **Albin R. Hillstrom**, KOOL-AM-FM-TV Phoenix; and **Frank Marx**, ABC, New York.

chief. **William H. Heath**, formerly of KCHS Hot Springs, N. M., and member of Associated Press bureau in Albuquerque, N. M., joins AP's Detroit bureau. **William S. Stevens**, formerly with WHEN-TV Syracuse, N. Y., and former acting assistant city editor of *Syracuse Herald-Journal*, joins AP in Albany, N. Y.

Jess Oppenheimer, independent Hollywood producer, named chairman of Hollywood branch of National Academy of Television Arts & Sciences' library and museum project. **Evelyn F. Burkey**, executive director of Writers Guild of America, East, is co-chairman in New York, with **Lillian Broan**, head of radio-tv department of George Washington U., Washington, D. C., as co-chairman in that city.



Mr. Ginsberg

Sidney Ginsberg appointed assistant vp of Trans-Lux Pictures Corp., Trans-Lux Distributing Corp., Trans-Lux Television Corp., and Trans-Lux Television (E.S.) Corp. In newly created post, Mr. Ginsberg will function as assistant to Richard Brandt, president of Trans-Lux Corp. **Harry Semels**, formerly with National Screen Service Corp., joins Trans-Lux TV Corp. as production head.

Robert E. Miller, tv director formerly on assignment in New York on *U. S. Steel Hour*, has been signed by MGM-TV to direct initial episodes of its new series for ABC-TV, *The Human Comedy*.

Philip Sterling, assistant publicity director of CBS Radio, named collaborator with Bella Rodman on *Fiorello La Guardia*, new biography published by Hill & Wang, New York.

ALLIED FIELDS



Mr. Thomas

William Thomas named chairman of journalism and communications department of Point Park Junior College, Pittsburgh, Pa., succeeding **Dr. Benjamin Fine**, former education editor of *New York Times*, who established department at Point Park two years ago. Mr. Thomas has served on instructional and administrative staff of journalism and communications department since 1961.

Robert Shultz, formerly with American Research Bureau and more recently with Radio Advertising Bureau, New York City, joins TvQ, of Home Testing Institute, Manhasset, N. Y., as senior account executive. **Herbert Altman**, client contact supervisor, assumes added duties of client service director.

Colin Kemper, survey manager for *Chicago Tribune*, joins Market Facts Inc., Chicago, as study director.

Rex L. Campbell, program manager of KSL-AM-FM Salt Lake City, joins U. of Utah, that city, as assistant director of radio and tv services. University operates KUED (TV) (educational ch. 7) and KUER (FM) Salt Lake City.

EQUIPMENT & ENGINEERING

Roger M. Daugherty appointed manager of communications department of Allen B. Du Mont Labs, division of Fairchild Camera & Instrument Corp., Clifton, N. J. He will direct national marketing organization for Du Mont/Fairchild two-way mobile radio systems, closed-circuit tv, and combined systems using microwave, facsimile, data-processing, display, and other readout meth-

ods. Prior to joining Du Mont divisions, Mr. Daugherty was with Dynamics Corp. of America as general manager of Reeves Instrument Corp., Farmingdale, N. J.

Chester A. Snow

former chief engineer of Gray Manufacturing Co., Hartford, Conn., named chief engineer of Gray Research & Development Co. (broadcast equipment manufacturer), Newington, Conn. Mr. Snow's new duties will center around design and production of professional tone arms, turntables, equalizers and slide projectors for industrial use.



Mr. Snow

Erwin J. Arendt, formerly with RCA Victor, appointed general sales manager in Chicago for Sylvania Home & Commercial Electronics Corp., marketing subsidiary of Sylvania Electric Products, New York. Mr. Arendt is responsible for marketing of Sylvania tv sets, radios and stereo hi-fi phonographs in Chicago and Peoria, Ill., markets.

Edmund J. Goehring named general sales manager of Hart Manufacturing Co. (switches, relays, motor controls),

ROHN TOWERS STAND THE TEST!

Heavy ice loading, coupled with high winds, is the severest of all tests for a tower. It PROVES sturdiness and sound engineering. Below is a ROHN Communication Tower that clearly withstood such a test.



For Towers That Can Stand Rigorous Abuse, Call or Write. Complete engineering and erection service available.

ROHN Manufacturing Co.

P. O. Box 2000
Peoria, Illinois

"Pioneer Manufacturer of
Towers of All Kinds"

REPRESENTATIVES WORLD-WIDE

Hartford, Conn. Mr. Goehring formerly was key accounts sales representative for Oak Manufacturing Co., Crystal Lake, Ill., which acquired Hart Manufacturing in July 1962.

L. Gunter promoted to chief engineer of new products department and manager of patent department, and **R. W. Carr** to manager of applications engineering section of Shure Bros. Inc., Evanston, Ill., manufacturer of microphones, high fidelity and electronic components. Mr. Gunter formerly served as chief engineer of design and development, and Mr. Carr was manager of development.

Joseph T. Dougherty, of E. I. du Pont de Nemours & Co., New York, elected to board of governors of Society of Motion Picture & Television Engineers, to complete unexpired term as financial vp, succeeding **Ethan M. Stifle**, who was elected executive vp in recent society national election. **Byron Roudabush**, president of Byron Motion Pictures Inc., Washington, elected to SMPTE board

of governors for eastern region, replacing Mr. Dougherty. **Edward A. Winkler**, of Eastman Kodak Co., New York, named chairman of national membership committee, also replacing Mr. Dougherty.

INTERNATIONAL

Geoffrey C. Lewis, former general sales manager of CKOC Hamilton, Ont., appointed general manager of newly formed Canadian division of International Community Club Awards. ICCA opened offices in Toronto on Nov. 1.

Max Rosenzweig appointed equipment sales manager of electronic tube section of Canadian General Electric Co. Ltd., Toronto. **Gordon Lee** named electronic tube section's distributor sales manager.

Derek Russell appointed British



Mr. Lewis

Broadcasting Corp. representative in Ottawa, Ont. **George Young** named tv assistant in BBC's Toronto office.

Gordon Walker, formerly of All-Canada Radio & Television Ltd., Toronto, appointed retail sales manager of CFRC Calgary, Alta.

DEATHS

Marion Harper, 73, advertising executive for 50 years and one-time co-owner of Blackman Co., New York (now Compton Adv.), died in St. Petersburg, Fla., on Nov. 7. He was father of Marion Harper Jr., board chairman of Interpublic Inc., New York.

Herbert Manning, 49, recently news director of CKGM Montreal, died Oct. 27 of heart attack in Vancouver, B. C.

James DeLine, 46, host of *Jim DeLine Gang* show on WSYR-AM-FM-TV Syracuse, N. Y., died Nov. 3 of coronary attack at his home in North Syracuse.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Nov. 1 through Nov. 7 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

Tuscumbia, Ala.—Elton H. Darby. Granted

cp for tv station to operate on uhf ch. 47 (668-674 mc); ERP 220 kw vis., 110 kw aur. Ant. height above average terrain 340 ft., above ground 365 ft. Estimated construction cost \$263,003; first year operating cost \$100,000; revenue \$100,000. P.O. address 509 N. Main St., Tuscumbia. Studio location Tuscumbia; trans. location Sheffield. Geographic coordinates 34° 46' 37" N. Lat., 87° 40' 34" W. Long. Type trans. RCA TTU-12A; type ant. RCA TFU-24DM. Consulting engineer Kear & Kennedy, Washington, D. C. Mr. Darby is sole owner and licensee of WVNA Tuscumbia. Action Nov. 7.

APPLICATIONS

Cleveland, Ohio—Cleveland Bestg. Inc. Uhf ch. 19 (500-506 mc); ERP 235 kw vis., 117.5 kw aur. Ant. height above average terrain 646.45 ft., above ground 485.9 ft. Estimated construction cost \$431,735; first year operating cost \$200,000; revenue \$150,000. P.O. address 1500 Chester Ave., Cleveland. Studio and trans. location Cleveland. Geographic coordinates 41° 20' 28" N. Lat., 81° 44' 29" W. Long. Type trans. GE TT-25A; type ant. GE TY-24B. Legal counsel Spearman and Roberson, consulting engineer George P. Adair, both Washington, D. C. Principals: there are over 15 stockholders having small interests. Applicant is licensee of WERE-AM-FM Cleveland and

WLEC-AM-FM Sandusky, both Ohio. Ann. Nov. 1.

Oklahoma City, Okla.—KLPR-TV Inc. Uhf ch. 19 (500-506 mc); 32.1 kw vis., 16.1 kw aur. Ant. height above average terrain 435 ft. Estimated construction cost \$108,201; first year operating cost \$345,600; revenue \$365,565. P.O. address c/o Lovelle Morris Beasley, Box 4248, Oklahoma City. Studio location & trans. location both Oklahoma City. Geographic coordinates 35° 27' 58" N. Lat., 97° 31' 03" W. Long. Type trans. ITA TVU-1A; type ant. Alford 1044S. Legal counsel W. Howard Payne, Washington, D. C.; consulting engineer Commercial Radio Equipment Co., same city. Principals: Lovelle Morris Beasley, Omer Carl Thompson and William Toombs Richardson (each 25%), Leon C. Nance (20%), and Mark H. Webb (5%). Messrs. Nance, Beasley and Thompson are stockholders in KTCS Fort Smith, Ark. Ann. Nov. 7.

Existing tv station

ACTION BY FCC

KSBW-TV Salinas, Calif.—Waived Sec. 3.652(a) of rules to permit identification as Salinas-Monterey station. Comr. Bartley dissented. Action Oct. 31.

New am station

ACTION BY FCC

Fort Campbell, Ky.—Fort Campbell Bestg. Co. Granted cp for new am station to operate on 1370 kc, 500 w-D; conditioned to presunrise operation with daytime facilities precluded pending final decision in Doc. 14419 and that station identification be made to clearly indicate that it is privately owned civilian activity which is in no way sponsored by or in any manner connected with the Army or other federal agency. P.O. address Circle Drive, Hopkinsville, Ky. Estimated construction cost \$23,560; first year operating cost \$28,000; revenue \$40,000. Principals: E. T. Breathitt Jr., J. S. McCallum, and Gary H. Latham (each 33⅓%). Mr. Breathitt Jr. is attorney, Mr. McCallum is sole owner of WCBL Benton, Ky., ⅓ owner KMIS Portageville, Mo., and WTRB Ripley, Tenn., Mr. Latham owns motel. Action Nov. 7.

Existing am stations

ACTIONS BY FCC

KGIL San Fernando, Calif.—Granted in-

BROADCASTING, November 12, 1962

EDWIN TORNBERG & COMPANY, INC.

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Radio And TV Stations
Appraisers • Financial Advisors

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

creased nighttime power on 1260 kc, DA-2, from 1 kw to 5 kw, continued daytime operation with 5 kw; conditions. (Will operate with 5 kw DA nighttime pattern during SH of KPCC.) Chmn. Minow and Comr. Ford dissented and voted for hearing. Action Oct. 31.

WRUL Scituate, Mass.—Granted waiver of rules and modified operating schedule of international broadcast station on specified frequencies from Nov. 4, 1962 to March 3, 1963. Action Nov. 6.

KRG1 Grand Island, Neb.—Granted increased daytime power on 1430 kc, from 1 kw to 5 kw, continued nighttime operation with 1 kw, DA-N; remote control permitted; conditions, and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Comrs. Bartley and Ford dissented. Action Nov. 7.

LICENSE DELETED

■ By memorandum opinion & order, commission (1) dismissed incomplete application of Gordon J. Forsyth, receiver of KLIL Inc., for renewal of license of am station KLIL Estherville, Iowa, (2) ordered that license to operate KLIL (1340 kc, 100 w, U) be deemed to have expired, and (3) deleted those call letters. Applicant did not respond to various sections in application form, and failed to submit required information requested by commission. Mitchell Bestg. Co., which requested dismissal of KLIL renewal application, has pending application for new station to operate on 1340 kc, 250 w, U, in Estherville, which was ready for processing on Sept. 10 last. KLIL has been off the air since July 11, 1961. Action Nov. 7.

APPLICATIONS

WQXT Palm Beach, Fla.—Cp to increase daytime power to 1 kw from 250 w and install new trans. Ann. Nov. 1.

KBOI Boise, Idaho—Cp to change frequency from 950 to 670 kc; increase power to 50 kw from 5 kw; change from DA-N to DA-CH; install new trans., change site, make changes in ant. system and ground system and delete remote control operation of trans. Ann. Nov. 1.

WUNO Rio Piedras, P. R.—Mod. of license to change station location from Rio Piedras to San Juan, P. R. Ann. Oct. 5.

WINA Charlottesville, Va.—Cp to change frequency to 1070 kc from 1400 kc; increase power to 5 kw unli. from 250 w-1 kw LS; install new trans.; install DA-N and change site. Ann. Nov. 1.

New fm stations

ACTIONS BY FCC

*Moscow, Idaho—Regents of U. of Idaho. Granted cp for new fm to operate on 91.7 mc; ERP 1.25 kw; ant. height above average terrain minus 56 ft. P.O. address U. of Idaho. Estimated construction cost \$1,900; first year operating cost \$1,000. Principals: regents of U. of Idaho. Ann. Nov. 1.

Cedar Rapids, Iowa—WMT-TV Inc. Granted cp for new class C fm station to operate on 104.5 mc, ch. 283, 20 kw. Ant. height above average terrain 500 ft. P.O. address Paramount Theatre Bldg., Cedar Rapids. Estimated construction cost \$37,700; first year operating cost \$15,000; revenue \$10,000. Principals: William A. Porter is sole owner and licensee of WMT-TV Cedar Rapids and WEBC Duluth, Minn. Action Nov. 7.

APPLICATIONS

Idaho Falls, Idaho—PK's FM Inc. 100.5 mc, 40 kw. Ant. height above average terrain 574 ft. P.O. address Eugene A. Piquet, North Yellowstone Highway, Idaho Falls. Estimated construction cost \$33,714; first year operating cost \$32,520; revenue \$36,000. Eugene A. Piquet is over 99% owner. Mr. Piquet is electrician. Ann. Nov. 7.

Dubuque, Iowa—Dubuque Bestg. Co. 105.3 mc, ch. 287, 14.94 kw. Ant. height above average terrain 341 ft. P.O. address 9th & Main Sts., Dubuque. Estimated construction and operating costs are purchase price of WDBQ and fm. facilities; revenue \$2,700. Principals: Hart N. Cardozo Jr. (84.62%) and Philip T. Kelly (15.38%). Mr. Cardozo Jr. is sole owner WDBQ Escanaba, Mich., and KATE Albert Lea, Minn. Mr. Kelly is manager WDBQ Bestg. Co. Both are transferees (same ownership as above) in WDBQ Dubuque application for transfer of control. Ann. Nov. 1.

Prestonsburg, Ky.—Stephans Industries Inc. 103.7 mc, ch. 279, 100 kw. Ant. height

above average terrain 625.6 ft. P.O. address c/o D. C. Stephens, Prestonsburg. Estimated construction cost \$21,445; first year operating cost \$24,000; revenue \$42,000. Mr. Stephens is sole owner and licensee of WPRT same city. Ann. Nov. 2.

Wapakoneta, Ohio—West Central Bestrs. Inc. 97.7 mc, ch. 249, 3 kw. Ant. height above average terrain 150.6 ft. P.O. address 30½ N. Detroit St. Xenia, Ohio. Estimated construction cost \$13,300; first year operating cost \$21,000; revenue \$24,000. Principals: Ernest J. Rogers (75%) and Harry B. Miller (25%). Mr. Miller is owner WHBM Xenia. Mr. Rogers is retired farmer. Ann. Nov. 2.

Lawrenceburg, Tenn.—Lawrenceburg Bestg. Co. 106.3 mc, ch. 292, 3 kw. Ant. height above average terrain 203 ft. P.O. address Box 353, Jackson, Tenn. Estimated construction cost \$10,950; first year operating cost \$8,400; revenue \$11,350. Principals: The National Bank of Commerce of Jackson, Tenn., trustee for A. R. Robinson, deceased (75%), Harold Simpson (12.5%), Frank M. Davis and Kenneth Marston (each 6.25%). Lawrenceburg is licensee of WDXE that city. Ann. Nov. 2.

Existing fm station

APPLICATION

KPSR Palm Springs, Calif.—License to cover cp which authorized change of frequency from 92.1 mc to 100.7 ch. 264; increase ERP from 1 kw to 4 kw and make changes in trans. equipment. (Delete change of studio location and operation by remote control.) Ann. Nov. 5. (Station deleted, effective Aug. 16).

Ownership changes

ACTIONS BY FCC

WNPT Tuscaloosa, Ala.—Granted acquisition of positive control of licensee corporation by Edna Ruth L. Harris (59% after transfer, from William G. Harris (36% before transfer), through purchase of 30 shares of stock from Mr. Harris. Consideration not given in application. Ann. Nov. 7.

WDSR Lake City, Fla.—Granted assignment of license from Alfred H. Temple and W. H. Jones, receivers, to Mr. Temple and Alma Horn Temple (55% and 45% respectively), d/b as Deep South Radioways. Consideration \$72,500. Mr. and Mrs. Temple own laundry firm and were both previous owners of WDSR. Ann. Nov. 7.

WDEB, Johnston Bestg. Co., Pensacola, Fla.—By order, commission, on showing of compliance with exceptions to three-year holding rule, granted assignment of license from Rose Hood Johnston, individually and as executrix of estate of George Johnston Jr., to Wheeler Bestg. Inc. (Mel and Vinny Wheeler); consideration \$125,000. Ann. Nov. 7.

WSOL Tampa, Fla.—Granted assignment of license from WPIT Inc. to Rust Craft Greeting Cards Inc., sole owner of WPIT Inc. No financial consideration involved, as assignment is for purpose of corporate integration and simplification. Assignor is large corporation with no majority stockholder. Rust Craft Greeting Cards Inc. is sole owner of Rust Craft Bestg. Co., licensee of WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; and WRGP-TV Chattanooga, Tenn. Assignor

also 40% owner of WVUE-TV New Orleans, La. Present proposed liquidation of assets of WPIT Inc. also involves WPIT-AM-FM Pittsburgh, Pa., and WRDW-TV Augusta, Ga. Action Oct. 31.

WRDW-TV Augusta, Ga.—Granted assignment of license and cp from WPIT Inc. to Rust Craft Greeting Cards Inc., sole owner of WPIT Inc. No financial consideration involved, as assignment is for purpose of corporate integration and simplification. Assignor is large corporation with no majority stockholder. Rust Craft Greeting Cards Inc. is sole owner of Rust Craft Bestg. Co., licensee of WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; and WRGP-TV Chattanooga, Tenn. Assignor also 40% owner of WVUE-TV New Orleans, La. Present proposed liquidation of assets of WPIT Inc. also involves WPIT-AM-FM Pittsburgh, Pa., and WSOL Tampa, Fla. Action Oct. 31.

WFMQ Chicago, Ill.—Granted assignment of license from Lester Vihon, sole owner, d/b as individual, to same person tr/as Lester Vihon & Assoc. Inc. No financial consideration involved. Ann. Nov. 7.

KSUM Fairmount, Minn.—Granted assignment of license from John E. Hyde Jr. (82.9%), John E. Hyde Sr. (17%), and Katherine Hyde (.1%), d/b as KSUM Bestg. Co., to Charles V. Woodard Jr. (50%), Elizabeth R. Woodard (49.8%) and John T. Miller (.2%), tr/as Woodard Bestg. Inc. Consideration \$250,000. Mr. Woodard Jr. is former business manager of WIND Chicago; Mrs. Woodard is housewife; and Mr. Miller is part owner of advertising firm. Ann. Nov. 7.

KTRC Minneapolis, Minn.—Granted assignment of license from Albert S. and Patricia W. Tedesco (85% and 15% respectively), d/b as Hennepin Bestg. Assoc., to same persons tr/as as corporation. No financial consideration involved. Mr. Tedesco owns Broward County Bestg., licensee of WIXX Oakland Pk., Fla., and 75% of North American Bestg. Co., licensee of WMNI Columbus, Ohio, and KDUZ Hutchinson, Minn.; Mrs. Tedesco owns 15% of North American. Ann. Nov. 7.

WZAK (FM) Cleveland, Ohio—Granted assignment of cp from William O'Neil (75%) and J. William (25%), d/b as Ohio Music Corp., to Xenophon Zapis, Robert L. Stumpf, Joseph F. Bauer, and Ohio Music Corp. (each 25%), tr/as The Trans World Bestg. Corp. Mr. Zapis is attorney, Mr. Stumpf is owner meat processing firm, Mr. Bauer owns advertising agency, Ohio Music is 53% owner WSKP Miami, Fla., and Mr. O'Neil, 75% owner of Ohio Music and is sole owner of WSTA Charlotte Amalie, St. Thomas, V. I. Ann. Nov. 7.

WPIT-AM-FM Pittsburgh, Pa.—Granted assignment of cp to license to Rust Craft Greeting Cards Inc. from WPIT Inc., wholly-owned subsidiary of Rust Craft Greeting Cards Inc. No financial consideration involved, as assignment is for purpose of corporate integration and simplification. Assignor is large corporation with no majority stockholder. Rust Craft Greeting Cards Inc. is sole owner of Rust Craft Bestg. Co., licensee of WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; and WRGP-TV Chattanooga, Tenn. Assignor also 40% owner of WVUE-TV New Orleans, La. Present proposed liquidation of assets of WPIT Inc. also in-

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volves WSOL Tampa, Fla., and WRDW-TV, Augusta, Ga. Action Oct. 31.

WLAR Athens, Tenn.—Granted assignment of license to Helen M. Arterburn, executrix of estate of Lowell F. Arterburn (deceased), d/b as Athens Bestg. No financial consideration involved. Dr. H. M. Arterburn is part-owner of newspaper (*Daily Post Athenian*), and publishing firm. Ann. Nov. 7.

WLSB Cooperhill, Tenn.—Granted transfer of control of licensee corporation from Blaine and Clint Goss (66% and 33% respectively) d/b as Copper Basin Bestg. Inc., to Robert P. Schwab (100%), tr/as same company. Consideration \$30,000. Mr. Schwab is minority stockholder and general manager of WGGG Gainesville, Ga. Ann. Nov. 7.

APPLICATIONS

WTHG Jackson, Ala.—Seeks transfer of control of licensee corporation, Jackson Bestg. Inc., from T. H. Gaillard Jr. (100% before, 20% after) to Rowdy McGee (57.6 shares) and Lennette Horton & Fred Huggins (each 19.2 shares). Consideration \$37,500. Mr. McGee is sole owner of WJAM Marion, Ala.; Lennette Horton is employed by WTHG; Mr. Huggins is employed by WCTA Andalusia, Ala. Ann. Nov. 7.

KJKJ Flagstaff, Ariz.—Seeks assignment of cp from Joseph E. Patrick and Joseph A. Brandt (each 50%), d/b as Dateline Bcstrs., to same persons in same percentage tr/as Dateline Bcstrs. Inc. No consideration. Both applicants presently work for KRUX of cp from Joseph E. Patrick (50%) and Glendale, Ariz. Ann. Nov. 1.

KBVM Lancaster, Calif.—Seeks acquisition of positive control of licensee corporation, Tri-County Bcstrs. Inc., by Donald D. Lewis (80%, presently 40%) from George Patton and Roy N. Hinkel (each 20%). Consideration \$9,553 and liquidation of debts. Other stockholders: Don P. Park & D. Dean Roper (each 10%). Ann. Nov. 7.

KVON Napa, Calif.—Seeks assignment of license and cp from Jack L. Powell and Alyce M. Powell (each 50%), joint tenants, to Lawrence B. Scheer and Janice Lynn (each 50%), d/b as Jan-Lar Inc. Considera-

tion \$275,000. Mr. Scheer is reporter for KTLA-TV Hollywood; Miss Lynn is actress. Ann. Nov. 1.

WMMB Melbourne, Fla.—Seeks transfer of control of licensee corporation from Harlan G. Murrelle, John T. Stethers, Howard L. Green, Albert E. Theetge, Donald M. Simmons and Myron W. LaBarr, d/b as Indian River Radio Inc., to Franklin A. Hardy & John C. Palmer (each 33%), Robert E. Haskins, Thomas F. Fitzpatrick, & Wilson M. Meeks (each 11.1/3%). Consideration \$220,000. Mr. Hardy is auto dealer; Mr. Palmer is in real estate; Messrs. Haskins & Fitzpatrick are lawyers; Mr. Meeks is sociologist. Ann. Nov. 1.

WKOS Ocala, Fla.—Seeks assignment of license from Robert L. Gillam (100%) to same person d/b as WKOS Inc. No financial consideration involved as assignment is for business purposes. Ann. Nov. 7.

WTHR Panama City, Fla.—Seeks assignment of license from Robert D. Sidwell (100%), receiver, to C. H. Grider & Joe W. Collins (each 49.5%) and Ethel W. Grider & Stella H. Collins (each .5%), d/b as Radio Gulf Inc. Consideration \$20,500. Mr. Grider is stockholder in WIMO Winder. WFSR Manchester, both Georgia, and WGSW Greenwood, S. C. Mr. Collins is businessman. Ann. Nov. 7.

WGOV Valdosta, Ga.—Seeks assignment of license from W. H. Keller Jr. (498 shares of 10,000 shares outstanding) d/b as Georgia-Florida Radio and Tv Co., to E. D. Rivers Jr. (99.98%), Marie R. Rivers and Hubert E. Ulmer (each .01%) tr/as WGOV Inc. Consideration that there is cancellation of \$100,000 mortgage note. Mr. Rivers Jr. is owner of WGUN Atlanta, WEAS Savannah, both Georgia, and KWAM Memphis, Tenn. Mr. Keller Jr. is owner of WCRY Macon, Ga. Ann. Nov. 2.

Muskegon Heights, Mich.—Seeks assignment of cp from William Kuiper, William Eugene Kuiper and Peter J. Vanden Bosch (each 1/3), d/b as Muskegon Heights Bestg. Co., to W. Kuiper & W. E. Kuiper (each 1/3), tr/as same company. Consideration \$1,300. Messrs. W. & W. E. Kuiper also share ownership of WDOW Dowagiac and WKPR Kalamazoo, both Michigan, and are stockholders in WFUR-AM-FM Grand Rapids, Mich. Ann. Nov. 7.

KQTE Missoula, Mont.—Seeks transfer of control of licensee corporation from Marion E. Dixon (87 shares), William J. Strothman (77 shares), Donald Haines, L. A. Dixon, Mabel Ginoft, and Lester Madsen (each 10 shares), to Lewis Vetere (60.4%). Consideration \$5,000 to transferees. Mr. Vetere is owner catv system (Vetere Motor & Tv Inc.) and automobile dealership. Ann. Nov. 2.

WTKO Ithaca, N. Y.—Seeks transfer of control of licensee corporation from Ellis E. Erdman (78.5%), George and Janice B. Abbott (each 11.75%) to Ellis E. and Phebe Erdman (each 25%) and George and Janice Abbott (each 25%), d/b as Ivy Bestg. Inc. Consideration of 235,900 shares no par common stock to Mr. Erdman, and 32,050 each to Mr. and Mrs. Abbott. Ivy plans to recapitalize with issuance of 1,500,000 shares no par common and recall of current outstanding shares. Ivy owns WOLF Syracuse, WMIV (FM) South Bristol, WOIV (FM) De Ruyter, WJTV (FM) Cherry Valley, WBIV (FM) Wethersfield, and WEIV (FM) Ithaca, and is applicant for new tv station on ch. 9 Syracuse, all New York. Ann. Nov. 2.

WOIV-FM Cherry Valley Township, N. Y.—Seeks acquisition of positive control of licensee corporation by Ellis E. and Phebe W. Erdman, as family group (51.1%), through purchase of unissued stock by transfer of control of WTKO Ithaca, N. Y., to Ivy Bestg. Inc. (See application of WTKO). Other stockholders in Ivy after recapitalization: George and Janice B. Abbott (each 15%), Robert Davidson, William A. Dillon Jr., David B. Slohmm (each 3.8%), Joel Fleming, Nayte Shoonover, and Samuel Zatooff (each 2.5%). See reference for other ownership. Ann. Nov. 2.

WOIV-FM De Ruyter Township, N. Y.—Seeks acquisition of positive control of licensee corporation by Ellis E. and Phebe W. Erdman, as family group (51.1%), through purchase of unissued stock by transfer of control of WTKO to Ivy Bestg. Inc. (See application of WTKO). Other stockholders in Ivy after recapitalization: George and Janice B. Abbott (each 15%), Robert Davidson, William A. Dillon Jr., David B. Slohmm (each 3.8%), Joel Fleming, Nayte Shoonover, and Samuel Zatooff (each 2.5%). See reference for other ownership. Ann. Nov. 2.

WEIV-FM Ithaca, N. Y.—Seeks acquisition of positive control of licensee corporation by Ellis E. and Phebe W. Erdman, as

family group (51.1%), through purchase of unissued stock by transfer of control of WTKO to Ivy Bestg. Inc. (See application of WTKO). Other stockholders in Ivy after recapitalization: George and Janice B. Abbott (each 15%), Robert Davidson, William A. Dillon Jr., David B. Slohmm (each 3.8%), Joel Fleming, Nayte Shoonover, and Samuel Zatooff (each 2.5%). See reference for other ownership. Ann. Nov. 2.

WMIV-FM South Bristol Township, N. Y.—Seeks acquisition of positive control of licensee corporation by Ellis E. and Phebe W. Erdman, as family group (51.1%), through purchase of unissued stock by transfer of control of WTKO to Ivy Bestg. Inc. (See application of WTKO). Other stockholders in Ivy after recapitalization: George and Janice B. Abbott (each 15%), Robert Davidson, William A. Dillon Jr., David B. Slohmm (each 3.8%), Joel Fleming, Nayte Shoonover, and Samuel Zatooff (each 2.5%). See reference for other ownership. Ann. Nov. 2.

WOLF Syracuse, N. Y.—Seeks acquisition of positive control of licensee corporation by Ellis E. and Phebe W. Erdman, as family group (51.1%), through purchase of unissued stock by transfer of control of WTKO to Ivy Bestg. Inc. (See application of WTKO). Other stockholders in Ivy after recapitalization: George and Janice B. Abbott (each 15%), Robert Davidson, William A. Dillon Jr., David B. Slohmm (each 3.8%), Joel Fleming, Nayte Shoonover, and Samuel Zatooff (each 2.5%). See reference for other ownership. Ann. Nov. 2.

WBIV-FM Wethersfield Township, N. Y.—Seeks acquisition of positive control of licensee corporation by Ellis E. and Phebe W. Erdman, as family group (51.1%), through purchase of unissued stock by transfer of control of WTKO to Ivy Bestg. Inc. (See application of WTKO). Other stockholders in Ivy after recapitalization: George and Janice B. Abbott (each 15%), Robert Davidson, William A. Dillon Jr., David B. Slohmm (each 3.8%), Joel Fleming, Nayte Shoonover, and Samuel Zatooff (each 2.5%). See reference for other ownership. Ann. Nov. 2.

WCSM Celina, Ohio—Seeks assignment of cp from Marshall Rosene (100%) to Mr. Rosene (50%), C. Oscar Baker (25%) and Richard E. Hunt (25%), tr/as WCSM Radio Inc. No consideration, as Mr. Rosene desires benefits of broadcast experience of Messrs. Baker and Hunt, who also own WPTW-AM-FM Piqua, Ohio. In addition, Mr. Hunt is sole owner of WCBY Cheboygan; maj. owner of WCRM Claire; and 1/3 owner of WMAB Munsing, all Michigan. Ann. Oct. 31.

KUGN-FM Eugene, Ore.—Seeks assignment of construction permit and license from KUGN Inc. to State of Oregon, acting through State Board of Higher Education. No financial consideration involved. Ann. Nov. 2.

WERI Westerly, R. I.—Seeks assignment of license from Augustine L. Cavallaro (62 1/2%) and Augustine L. Cavallaro Jr. (37 1/2%), d/b as Rhode Island-Connecticut Radio Corp., to William E. Matthews (80%), Louise M. Matthews (30%), and Joan M. Russell & Christopher B. Russell (each 5%). Consideration \$35,000. Messrs. Matthews & Russell are associated with Young & Rubi- cam Inc., N. Y.; Mrs. Russell is teacher. Ann. Nov. 7.

WFCT Fountain City, Tenn.—Seeks



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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 7

	Lic.	Cps.	CPS Not on air	TOTAL APPLICATIONS For new stations
AM	3,727	66	127	546
FM	1,016	46	148	164
TV	513	64	74	115

OPERATING TELEVISION STATIONS

Compiled by FCC, Sept. 30

	VHF	UHF	TOTAL TV
Commercial	471	86	557
Non-Commercial	47	21	68 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC Oct. 31

	AM	FM	TV
Licensed (all on air)	3,727	1,017	512
Cps on air (new stations)	66	46	65
Cps not on air (new stations)	126	146	73
Total authorized stations	3,919	1,209	658
Applications for new stations (not in hearing) ¹	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	0	0
Cps deleted	1	0	2

¹Figures on applications for new stations and major changes not in hearing and in hearing are for September; October figures not yet released.

²Includes 3 stations operating on unreserved channels. All figures as of September.

6:30 a.m.) except that KTW will operate on Sunday evenings between local sunset and 11:15 p.m., and between 6:30 a.m. and local sunrise on Sunday mornings during period from Nov. 1 to Feb. 28. Agreement also provides that KWSC may operate on Sunday evenings between sunset and 11:15 p.m. if KTW does not, and that KWSC may, upon 90 days notice, preempt Sunday 6:30 a.m. to sunrise period. Commissioner's Jan. 16 decision was, accordingly, modified to reflect agreed-to hours of operation. Commissioner Henry not participating. Action Nov. 7.

■ By order in proceedings on applications of KSTP Inc. for mod. of cp of station KOB Albuquerque, N. Mex., and American Bcstg.-Paramount Theatres Inc. for renewal of licenses of station WABC and aux., New York, N. Y. (docs. 6584 and 14225), commission granted petition and accepted amendment to change corporate name from KSTP Inc. to Hubbard Bcstg. Inc. and closed record. Action Nov. 7.

■ By memorandum opinion & order, commission granted petition by The Torrington Bcstg. Co. Inc. for waiver of Sec. 1.351(c) of rules to permit further processing of its application to change facilities of station WTOR Torrington, Conn., from 1490 kc, 250 w, U, to 610 kc, 500 w-N, 1 kw-LS, DA-2. Petitioner has demonstrated that further processing of its application for 610 kc, and even grant thereof, would have no effect upon commission's determination of ultimate use of clear channel 640 kc, and commission feels it would be purposeless to refuse waiver and require petitioner to await outcome of proceeding which can have no possible effect upon consideration of its application. Commissioner Lee concurred and issued statement. Action Nov. 7.

■ By memorandum opinion & order, commission waived Sec. 1.354 of rules and accepted for filing application of The LBJ Co. to change trans. site and ant. system of station KTBC Austin, Tex. Applicant stated that there is substantial possibility of imminent loss of trans. site due to change in ownership of land; that because of great population expansion and rising land costs in Austin area, only economically feasible land is rural areas east of Austin requiring nighttime DA to cover city. Action Nov. 7.

■ By memorandum opinion & order, commission waived provisions of Sec. 1.85(h) of rules to permit consideration of reply of Scranton-Wilkes-Barre Fine Music Bcstg. Inc. (FM station WYZZ), Wilkes-Barre, Pa., to opposition to its petition for review, rehearing and reconsideration of July 5 grant of application of Princeton Bcstg. Service Inc. to change frequency of station WPRB (FM) Princeton, N. J., to 103.3 mc, and denied that petition and affirmed WPRB (FM) grant. Commission concluded that no substantial or material questions of fact have been presented by pleadings and that petitioner failed to establish that grant would be *prima facie* inconsistent with public interest, convenience and necessity. Commissioner Henry not participating. Action Nov. 7.

■ By report & order, commission finalized rulemaking in doc. 14613 and shifted ch. 26 from Richmond to Anderson, Ind., where it formerly was assigned. James A. Chase and William J. Wheat had petitioned for channel return so they may apply for cp using that channel and technical equipment and site of former station WCBC-TV in Anderson. Action Nov. 7.

■ By report & order, commission finalized rulemaking in doc. 14668 and reallocated ch. 15 from Lebanon to Lancaster-Lebanon, Pa. At same time, it modified license of Triangle Publications Inc., which had petitioned for change, to specify location of its station WLYH-TV at Lancaster instead of Lebanon, conditioned that it complies with main studio location requirements of Sec. 3.613 within 90 days. WLYH-TV does not intend to change its trans. site or abandon its Lebanon studios, and commission expects it to continue its service to Lebanon. Commissioner Craven abstained from voting; Commissioner Ford not participating. Action Nov. 7.

■ By memorandum opinion and order in proceeding on NBC-RKO broadcast transfers and related applications in docs. 13085 et al., commission dismissed pleading by Philco Broadcasting Co. requesting commission to obtain from Department of Justice material in department files pertinent to three cited anti-trust suits prosecuted by U. S. against RCA in two cases and RCA and NBC in third. Action Nov. 1.

transfer of control of licensee corporation, Radio Tennessee Inc., from Frederick L. Allman & Robert K. Richards (each 50%) to J. Olin Tice Jr. (100%). Consideration \$56,219. Mr. Tice is majority stockholder in WCAY Cayce, S. C.; WKTC Charlotte, N. C.; WBAZ Kingston, N. Y.; and WKEN Dover, Del. Ann. Nov. 6.

WKSJ Pulaski, Tenn.—Seeks assignment of license from John R. Stephens (100%), d/b as Richland Bcstg. Co., to George M. Martin Jr. & Dee L. Hoover (each 33 1/3%) and Alma S. Myers & Allene W. Cane (each 16 2/3%), tr/as The Richland Bcstg. Co. Consideration \$130,000. Mr. Stephens is retiring, and all new owners are presently employed by WKSJ. Ann. Nov. 7.

WAGE Leesburg, Va.—Seeks assignment of license from James H. & Valeria H. Symington (69% jointly), and A. V. Tidmore & John R. Gill (each 15.5%), d/b as WAGE Inc., to same persons in same percentages tr/as Radio WAGE Inc. No consideration, as change is for corporate reasons. Ann. Nov. 6.

WLRJ-FM Roanoke, Va.—Seeks assignment of license from Lee Hartman (100%), d/b as Lee Hartman & Sons Sound Equipment, to same person tr/as Lee Hartman & Sons Inc. No financial consideration involved, as assignment is for business purposes. Ann. Nov. 7.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Fifth Market Bcstg. Inc. to increase power of station WGSM Huntington, N. Y., on 740 kc, D, from 1 kw to 5 kw, with DA (1 kw-CR, non-DA); condition and pre-sunrise operation with daytime facilities precluded pending final decision in Docket 14419. Action Nov. 8.

DESIGNATED FOR HEARING

Verne M. Miller, Crystal Bay, Nev.—Designated for hearing application for new am station to operate on 1240 kc, 250 w-N, 1 kw-LS; made KROY Sacramento and KSUE Susanville, Calif., who opposed grant, and

KDOT Reno parties to the proceeding. Action Nov. 7.

WAPF McComb, Miss.—Designated for hearing application to increase power from 1 kw to 5 kw, continued operation on 980 kc, D; issues include 3.35 multiple ownership determinations; made KREB Shreveport and WJMR New Orleans, both La., parties to the proceeding. Action Nov. 7.

■ Designated for hearing application of Mitchell Bcstg. Co. for new am station to operate on 1340 kc, 250 w, U, in Estherville, Iowa; made KELO Sioux Falls, KIJV Huron, both South Dakota, KRCC Rochester, KWLM Willmar, both Minnesota; and KHUB Fremont, Neb., parties to the proceeding. Action Nov. 7.

North Atlanta Bcstg. Co., J. Lee Friedman, North Atlanta, Ga.—Designated for consolidated hearing applications for new am stations to operate on 680 kc, 5 kw, DA-1, U; made WQXI Atlanta, Ga., WCTT Corbin, Ky., and WPTF Raleigh, N. C., parties to proceeding. Action Oct. 31.

OTHER ACTIONS

■ By decision, commission adopted Feb. 12 initial decision in docs. 14188-14190 and granted applications of San Juan Non-Profit T-V Assn. for three new uhf tv translator stations on chs. 73, 77 and 83 to serve Farmington-Bloomfield Highway and Huerfano-Bloomfield Highway areas, N. Mex., from trans. locations on Huerfano Peak by transmitting programs of Albuquerque stations KGGM-TV (ch. 13), KOB-TV (ch. 4) and KOAT-TV (ch. 7). Commissioners Ford and Henry not participating. Action Nov. 7.

■ By order, commission granted joint petition by Washington State University and The First Presbyterian Church of Seattle and modified licenses of their shared-time stations KWSC Pullman and KTW Seattle, both Washington, to specify operating hours in accordance with agreement entered into by these licensees. Two stations will operate pursuant to commission's Jan. 16 decision in docs. 13442-4 (KWSC licensed to operate unlimited time, but not during the hours 11:15 p.m. to 6:30 a.m. daily, and KTW licensed to operate during daytime hours only and during nighttime hours after 11:15 p.m. and before

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted motion by Debs Memorial Radio Fund Inc. and dismissed its petition to modify issues in proceeding on its application for renewal of license of station WEVD New York, N. Y., et al. Action Nov. 2.

■ Granted petition by Broadcast Bureau and extended to Nov. 15 time to file exceptions to initial decision in proceeding on application of Wilkes Bcstg. Co. for new am station in Mocksville, N. C. Action Nov. 2.

■ In consolidated am proceeding on applications of The Denison Bcstg. Co. (KDSN), Denison, Iowa, et al., granted petition by Lancaster County Bcstg. Co., Lincoln, Neb., to strike appearance of David N. Osborne and hold that applicant of default, to extent of dismissing with prejudice for failure to prosecute Osborne's application for new am station in Lincoln. Action Nov. 2.

■ Granted petition by Miami Television Corp. and Civic Television Inc. and extended to Nov. 2 time to file their opposition to petition by L. B. Wilson Inc. (WLBW-TV) to enlarge issues in Miami, Fla., tv ch. 10 proceeding. Action Nov. 1.

■ Granted motion by Speidel Bcstg. Corp., and extended to Nov. 13 time to file exceptions to initial decision in proceeding on its application and Greene County Radio, for new am stations in Kettering and Xenia, Ohio, respectively. Action Nov. 1.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conference for Dec. 4 and hearing for Dec. 27 in proceeding on applications of North Atlanta Bcstg. Co. and J. Lee Friedman for new am stations in North Atlanta, Ga. Action Nov. 5.

By Hearing Examiner Asher H. Ende

■ Granted petition by Laramie Community Tv Co. on behalf of all parties to proceeding on its application, et al., for cps for new vhf tv translator stations in Laramie, Wyo., and extended from Nov. 5 to Nov. 13 time for parties to file proposed findings and from Nov. 26 to Dec. 4 for replies. Action Nov. 2.

By Hearing Examiner Charles J. Frederick

■ Granted motion and supplement by Thomas County Bcstg. Inc. (WKTG), Thomasville, Ga., and changed date for exchange of exhibits from Nov. 8 to Dec. 10, cancelled Nov. 20 date for notification of witnesses, and changed Nov. 26 hearing to further prehearing conference, at which conference revised hearing schedule will be arranged, in proceeding on Thomas County's am application. Action Oct. 31.

■ Granted petition by People's Bcstg. Co. (WPBC), Minneapolis, Minn., and continued Nov. 7 hearing to Jan. 18, 1963, in proceeding on its application and Gabriel Bcstg. Co. for new am station in Chisholm, Minn. Action Oct. 31.

By Hearing Examiner Millard F. French

■ By order formalized agreements and rulings made at Nov. 2 prehearing conference in proceeding on am applications of Bluestem Bcstg. Inc. (KVOE), Emporia, and KAYS, Inc. (KAYS), Hays, both Kans., and scheduled certain procedural dates and rescheduled Dec. 4 hearing for Jan. 18, 1963. Action Nov. 2.

■ Granted petition by Harry Newby for leave to amend his application for new am station in Cambridge, Minn., to reflect another source of credit with respect to his financial qualifications. Action Nov. 1.

■ By order formalized ruling made at Oct. 31 prehearing conference in Largo, Fla., tv ch. 10 proceeding, continuing Nov. 13 hearing to Nov. 27. Action Oct. 31.

■ In proceeding on application of Poplar Bluff Bcstg. Co. (KWOC), Poplar Bluff, Mo., (1) sustained Broadcast Bureau objection to portion of KWOC Exhibit 1 and ordered that they not be received in evidence, and (2) closed record and ordered proposed findings to be filed by Nov. 26 and replies by Dec. 6. Action Oct. 31.

By Hearing Examiner Arthur A. Gladstone

■ Continued Nov. 15 prehearing conference to Nov. 20 in proceeding on applications of Service Bcstg. Corp. and Z-B Bcstg. Co. for new am stations in Kenosha, Wis., and Zion, Ill. Action Oct. 30.

By Hearing Examiner Walther W. Guenther

■ By order formalized agreements reached and rulings made at Nov. 2 prehearing conference in proceeding on am application of International Radio Inc. (KGST), Fresno, Calif., scheduled certain procedural dates and continued Dec. 6 hearing to Dec. 19. Action Nov. 5.

■ Granted request by Finley Bcstg. Co. (KSRO), Santa Rosa, Calif., and extended time to Nov. 26 for the exchange of KSRO's written rebuttal evidence, and continued Nov. 20 hearing to Dec. 3 in proceeding on application of Bay Shore Bcstg. Co. for new am station in Hayward, Calif. Action Oct. 30.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Kent-Ravenna Bcstg. Co., and continued Nov. 5 hearing to Nov. 9 in proceeding on its application for new am station in Kent, Ohio, et al. Action Oct. 31.

By Hearing Examiner H. Gifford Irion

■ Upon request by applicants, continued Nov. 16 further hearing to Dec. 21 in proceeding on applications for renewal of licenses of WPOW Inc. (WPOW), Debs Memorial Radio Fund Inc. (WEVD main and aux.), both New York City, and Rensselaer Polytechnic Institute (WHAZ), Troy, N. Y. Action Nov. 2.

■ On own motion, continued Nov. 9 further hearing to Nov. 16 in proceeding on applications for renewal of license of WPOW Inc. (WPOW), New York, N. Y., et al. Action Oct. 30.

■ Upon request by applicant, changed certain procedural dates and continued Nov. 13 hearing to Dec. 17 in proceeding on am application of New Madrid County Bcstg. Co. (KMIS), Portageville, Mo. Action Oct. 30.

By Hearing Examiner Jay A. Kyle

■ Granted petition by respondent KYOR Inc. (KYOR), Blythe, and continued Nov. 5 hearing to Jan. 21, 1963, in proceeding on application of Geoffrey A. Lapping for new am station in Blythe, Calif. Action Oct. 30.

By Hearing Examiner Forest L. McClenning

■ Granted petitions by Grand Bcstg. Co., West Michigan Telecasters Inc., MKO Bcstg. Corp., and Peninsular Bcstg. Co. to amend their applications in Grand Rapids, Mich., tv ch. 13 proceeding to reflect changes occasioned by their participation in interim operation on that channel; permitted Grand Bcstg. Co. to withdraw certain portion of proffered amendment. Action Nov. 2.

■ Dismissed petition by Eastern Bcstg. System Inc. for leave to amend its application for new am station in Brookfield, Conn., which is consolidated for hearing in Docs. 14166 et al.; proposed amendment would accomplish no more than to reflect filing of agreement among parties presently matter of record. Action Nov. 1.

■ Made corrections in various respects to transcript of record in Corpus Christi, Tex., tv ch. 3 proceeding. Action Oct. 31.

■ By Order formalized certain agreements reached at Oct. 31 prehearing conference in proceeding on applications of Pender Bcstg. Co. and Duplin Bcstg. Co. for new am stations in Burgaw and St. Pauls, N. C., respectively concerning certain procedural

dates, and continued Nov. 28 hearing to Jan. 3, 1963. Action Oct. 31.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted petition and motion by applicant and reopened record and received in evidence its exhibit 2A, closed record, and continued from Nov. 2 to Nov. 16 date to file proposed findings and from Nov. 16 to Nov. 30 for replies in proceeding on am application of Birch Bay Bcstg. Inc. (KARI), Blaine, Wash. Action Nov. 2.

By Hearing Examiner Herbert Sharfman

■ Scheduled further conference for Nov. 8 to discuss question of advertising of application of Genkar Inc. for new am station in Gouverneur, N. Y., which is consolidated for hearing in revocation proceeding against Martin R. Karig (WIZR), Johnstown, N. Y., and other related applications. Action Nov. 5.

■ Upon request by Central Coast Tv, and without objection by other parties, further extended from Nov. 5 to Nov. 9 time to file reply findings of fact and conclusions in proceeding on its application and Santa Maria Telecasting Corp. for new tv stations to operate on ch. 12 in Santa Maria, Calif. Action Nov. 1.

■ On concurrence of all counsel, scheduled further prehearing conference for Nov. 5 in proceeding on applications of Rockland Bcstg. Co. for new am station in Blauvelt, N. Y., et al. Action Oct. 31.

BROADCAST ACTIONS by Broadcast Bureau

Action of Oct. 8

KQAL-FM Omaha, Neb.—Granted renewal of license and SCA.

Action of Oct. 31

WKBX Kissimmee, Fla.—Granted extension of completion date to Jan. 31, 1963.

Actions of Nov. 1

*KOAP-TV State of Oregon, Portland, Ore.—Granted license for tv station.

WWL-TV New Orleans, La.—Granted cp to make changes in ant. system (relocation of tower, no change in coordinates) and change ant. height to 1000 ft.; condition and without prejudice to such action as commission may take with respect to pending applications for renewal of license (main trans. and ant.).

WCAU-TV Philadelphia, Pa.—Granted cp to install aux. ant. system near main trans. and ant. location; condition.

WATR-TV Waterbury, Conn.—Granted mod. of cps to change trans. location to near Prospect, Conn., and make changes in ant. structure; and extension of completion date to May 1, 1963.

K04CT, K02CY Oakridge, Ore.—Granted mod. of cps to change frequency to ch. 4 and type trans., and frequency to ch. 2 and type trans. for vhf tv translator stations.

WINB Red Lion, Pa.—Granted mod. of cp to change type trans. for international broadcast station.

Actions of Nov. 2

KGBC Galveston, Tex.—Granted involuntary transfer of control (98% of stock) from James W. Bradner Jr., deceased, to Lenore

(Continued on page 99)

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APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

The man I need is intelligent, ambitious, creative, mature, and ready to settle down in a lifetime career; a happy family man, 30-40 years old; willing to relocate; an engineer with first phone ticket, but also has had at least five years experience in sales and/or management. He types and is familiar with fundamental accounting and good business procedures. He and wife must be willing for him to travel 2 states spending 3 or 4 nights a week away from home. If this is you, write me full details of your past performance and education plus your hopes for the future. Convince me and I'll finance personal interview. The man I select will receive a comfortable base salary plus lucrative incentive compensation, retirement benefits, insurance, travel expenses, and unlimited advancement opportunity. Box 183R, BROADCASTING.

Station manager with proven sales background. Midwest station with room to grow. Excellent salary and incentive. Box 221R, BROADCASTING.

Aggressive young station manager wanted by new owner of metropolitan, progressive Georgia market radio station. (1) Must be family man, (2) Strong on sales, (3) Record of longevity with previous employers, (4) Must be hungry for success and responsibility. The right man will get a fair percentage and an opportunity for eventual partial ownership. Unless you are a strong creative salesman do not apply. Box 16R, BROADCASTING.

Immediate opening for general manager of KPSP, Fairfuries. Good profit sharing plan for right man. Previous long time manager leaving because of family problem. Send full information in first letter to Box 1240, Raymondville, Texas.

Sales

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.

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 Dahlsen, 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 Dahlsen, General Manager, WLPO, LaSalle, Illinois.

Detroit radio station. Good growth potential. Prefer outstate Michigan time salesman who wants to move into a large market. Box 198R, BROADCASTING.

Outstanding opportunity for aggressive young midwestern salesman with drive and confidence. Adult programming in a million plus market. Guaranteed draw commensurate with background, and prospects good for five figure earnings. Ability to engage in part time announcing would enhance earnings capability. Send experience, details and references. Box 220R, BROADCASTING.

FM only wants mature salesman/businessman. 40% of sales. WRNW, The Crossroads, Mt. Kisco, New York.

Help Wanted—(Cont'd)

Sales

Salesman-announcer. Must be strong on selling and able to handle mike. Opportunity to handle play by play sports. Write Chuck Mizner, Manager, KIKO, Globe-Miami, Arizona.

Salesman—can you sell for high commission in nation's 4th largest market—N. Y. area, FM stereo? You can! Box 82R, BROADCASTING.

Salesman-announcer, experienced, emphasis on sales and servicing established accounts. Quality small market radio. Good salary-commission. Send complete data, audition tape, in confidence. Box 240R, BROADCASTING.

Washington, D. C. Exceptional opportunity for local salesman. Good draw, commission and expense account. Box 234R, BROADCASTING.

Sales and management positions, 636 stations, accent on Midwest. Free registration, professional placement. Write: Broadcast Employment Service, 4825 10th Ave. So., Minneapolis 17, Minn.

Announcers

Swinging midwest top 40, #1 in market, needs experienced jock with first ticket immediately. No engineering involved. Send tape, resume to Box 200R, BROADCASTING.

Top flight R & B jock for traffic times. Top northern market. Must pass rigid personal investigation. Good opportunity for right man. Tape and resume. Box 209R, BROADCASTING.

Illinois daytimer needs versatile announcer for good music and news. Salary commensurate with other abilities. Box 216R, BROADCASTING.

Immediate opening for daytime announcer. Opportunity to become program director. Address Ellis Atterberry, KCOL, the #1 station in Fort Collins, Colorado.

Announcer engineer. Limited experience acceptable. KVMA, Magnolia, Arkansas.

WSPT, Stevens Point, Wisconsin, top-rated Nielson station in the area wants adult morning man, must be up tempoed, bright strong news. Able to assume authority. Send tape resume, salary other information to: Peter A. Barnard, WSPT, Stevens Point, Wisconsin.

Wanted...staff announcer for fast-paced good music station. Send picture, tape and resume to WANE radio...Fort Wayne, Indiana.

Good voice needed by fifteenth. First ticket essential but no maintenance. Beginner considered. Reply to Bart Rainey, Bastrop, Louisiana.

Country music announcers—need two—one with first ticket—both must be country boy personality types with plenty of southern phrases. Must be able to meet and charm clients. Short hours, long pay. Send resume. Box 41R, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Morning man—experienced with bright sound and board savvy. Permanent position with well established 5,000 watt full-time station near Philadelphia. WCOJ, Coatesville, Pennsylvania.

KGNO, 32 years old, 5,000 watts, in the famous "Cowboy Capitol of the World," Dodge City, Kansas, needs announcer. Contact Herschel Holland, Program Director.

Opportunities, AM or TV announcers and combomen. 636 stations nationwide, majority Midwest. Free application. Broadcast Employment Service, 4825 10th Ave. So., Minneapolis 17, Minn.

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.

Announcer, first phone, engineering unimportant. Good pay, good morale, top rated power station. Good opportunity. Write, phone, KARR, Redding, California.

1st phone operations director, complete charge of continuity, administrative ability, mature voice for midday modified top 40 3 hour air trick. We are a part of 7 station major market chain. Fringe benefits include retirement program. Present opening in midwest market of over half million. Box 173R, BROADCASTING.

Announcer with first phone for single station market in Michigan. Hard work, long hours, personal satisfaction guaranteed with salary open. Box 179R, BROADCASTING.

Announcer with 1st class ticket capable of some maintenance—mature voice. Send tape, photo, resume or apply to WBUX, Doylestown, Pennsylvania.

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.

New d.j. comedy. Professional package \$5.00. Box 92, Kansas City 41, Missouri.

Announcer, 1st class ticket for quality station in east. Excellent facilities, good group, wonderful living area. Send details first letter to Box 225R, BROADCASTING.

Technical

Wanted engineer, first ticket transmitter. Experience not required. Pennsylvania. Write Box 227R, BROADCASTING.

Needed two engineers with first class license for VHF transmitter and video. Contact WECT, Wilmington, North Carolina.

First class studio transmitter engineer. No announcing. Chicago area. Box 176R, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Chief Engineer, announcer, thriving New York state station in excellent community. Must run clean, well maintained shop. Send tape, photo, and state salary expected. Box 202R, BROADCASTING.

West's leading Christian educational institutions building its second station. Christian chief engineer wanted; must thoroughly know FM plus be a qualified announcer. Top equipment, working atmosphere, and security. Send resume, tape, and salary requirements air mail to Manager, KBBW-FM, Box 15224, San Diego 15, California.

Needed! Radio and TV technicians, or combomen. 636 stations nationwide, majority Midwest. Free application. Broadcast Employment Service 4825 10th Ave. So., Minneapolis 17, Minn.

Production—Programming, Others

Where are you? New York City radio station looking for a news man (writer-broadcaster) and a personality who can appeal to the adult mind. Somewhere there are eager, mature, talented, aggressive men who have attained stature under demanding conditions... and are up to the responsibility to receive final recognition where thoughtful men face America's largest and most critical audience. If you feel you are exceptional send a tape and biography. Starting salary and growth potential to match challenge. Box 189R, BROADCASTING.

News director to gather, write and air news in midwest medium size city near scenic lake country. Must have mature voice and ability to write editorials. Excellent opportunity. Send tape and resume to Box 190R, BROADCASTING.

News editor-journalism graduate who wants to head a real-live local news department. Must know news. Best available news equipment. CBS affiliate. Kentucky. Box 193R, BROADCASTING.

If you have basic writing abilities and a good commercial voice we will help you develop into a polished production writer. Send resume and audition tape immediately to Box 852P, BROADCASTING.

Wanted at once—sharp traffic gal. Quality station with stable management. WPBC, Adult radio, Minneapolis, Minnesota.

Newsman write, gather local news. Cover city council, write editorials. Must have experience. Excellent salary. Send resume. WMOH, Hamilton, Ohio.

Radio newsman must be able to gather news. Should be competent, newscaster and good interviewer. Contact Tom Frawley, WHIO, Dayton.

Mature newsman who can "dig" for news. Heavy on beepers, remotes, and special features. Board experience preferred. Sidney King, KATI, Casper, Wyoming.

Phoenix, Arizona successful fulltime facility needs outstanding news director. Excellent opportunity for man who is experienced in gathering and writing, and can deliver authoritative, mature, creative commentary. Must have stable background. Rush tape and resume: Program Supervisor, Box 5178, Phoenix.

RADIO

Situations Wanted—Management

General manager. Over 30 years experience all phases. 8 years management. Creative, civic and sales minded. Box 231R, BROADCASTING.

General and/or sales manager. Dynamic. Experienced. Creative. Minimum five figures. An outstanding salesman. 38, married. Box 191R, BROADCASTING.

Situations Wanted—(Cont'd)

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.

Results in management, with know-how and getting the job done. Not a desk man. Will prove sales can be made. Box 139R, BROADCASTING.

Sales

Salesman announcer 14 years experience all phases radio, including sales manager, presently employed as announcer-sales for tv, desires relocate south-southwest. Available two weeks notice. Stations with turn over need not apply. Box 241R, BROADCASTING.

Eight radio stations too many for market of 50,000 desire to move now, have three years in radio selling and announcing, can do own copy, have third phone. All offers considered, call 323-5691, 2218 C Street, Bakersfield, California . . . Robert Holland.

Experienced broadcast salesman desires position with radio station. Possibility of buying in at future date. Box 143R, BROADCASTING.

Announcers

Swingin' live wire top forty type radio and tv personality ready to make money for your operation. Five years major market background and musical programming know how man available now. Contact Bob Montgomery, 160806 Lkwd. Hts. Blvd., Cleveland 7, Ohio.

Teen, age 16, needs employment. No license or experience. Henry Mavin, 9325 Beacon Street, Cleveland 5, Ohio.

Young Negro disc-jockey announcer. School trained. No floater. Granger, 2237 First St., New Orleans, Louisiana.

First phone personality, showmanship maturity, college, 5 years experience, No. 1 ratings, draft free. Minimum \$140.00. Box 743P, BROADCASTING.

Announcer/dj. Versatile personality, modern middle road programming. Experienced. References. Box 211R, BROADCASTING.

Experienced newsman/salesman. Family man looking for permanent position. Box 213R, BROADCASTING.

Top sportscaster, air personality available immediately. Will consider all offers. Now employed top drawer market. Box 215R, BROADCASTING.

C & W program director and dj seeking position because of ownership and format change. Presently employed in Kansas City. 12 years experience in tv and radio. Directing, producing, copy and announcing. Jack W. Call, 3413 Vermont, Independence, Mo. CL 2-9259.

Announcer 26, married, 1st phone, 3 years announcing experience, 2 years Twin Cities board engineering. Tom Booker, 1111 South 1st Street, Stillwater, Minn. Phone 439-3129.

Your night time audiences need Robert Shafto—the "phone-me and talk about it" man, wise, witty, cultured, kind. Fresh from foreign corresponding in Europe. Get tape from: Bill Maher, c/o Mutual B'cast. System, 1440 B'way, New York 18, S.W. state or south preferred.

Negro disc jockey announcer, tight board, excellent news. Refreshing dj style. Tremendous potential. Top 40 or good music. Box 203R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, first phone, solid news and sports, looking for start. Box 186R, BROADCASTING.

DJ, announcer, newscaster. Married, experienced, fast-tight board. Authoritative newscast. Available immediately. Box 199R, BROADCASTING.

Attention Michigan stations! Experienced announcer. Low, resonant voice with smooth delivery on commercials and news. Family man, knowledge of music, seeks secure position with adult programming station. Box 201R, BROADCASTING.

Announcer, 2 years experience in news, sports, dj show and programming. Tight board and friendly delivery. Box 235R, BROADCASTING.

Capable and versatile married man, wishes to relocate in southern market. Now employed. Can furnish highest form of references . . . adult programming, good news delivery, color man for all sports. (Would like to throw my hat in the sports-casting ring.) Faithful and hard working. Box 236R, BROADCASTING.

Attention medium, metro, or major markets. Swingin' dj, family man with 10 years experience in all phases of radio and some tv. Looking for position with future. Box 237R, BROADCASTING.

Play by play basketball, college graduate, five years broadcasting college sports, including news, announcing, available immediately. Box 238R, BROADCASTING.

Attention New England—looking for adult music station (not classical). Now at 5000 w. Broad. School Grad. Will send resume and air check tape on request. Box 242R, BROADCASTING.

Announcer, ten years experience in all phases of radio seeks permanent position in New England. Family man. Contact Bob Germain, Colrain, Massachusetts. Phone NATIONAL 4-3460.

Bright, happy sounding morning man seeks new medium, large market. Currently doing radio and tv. Sharp production, play by play, prefer midwest. All areas considered. Box 204R, BROADCASTING.

Dj, newscaster presently employed desires professional radio and/or tv combo; chance to work into tv. Speech degree; 1st ticket. Westcoast/southwest. Minimum \$125. No rock. Married. Tape, resume. Box 205R, BROADCASTING.

Experienced announcer, dj. Good news, record hopes, available now. Box 206R, BROADCASTING.

Jockey/personality, with proven past record. Looking to settle down. Excellent credit and character references. Know music. All inquiries answered. Box 207R, BROADCASTING.

Professional sports man desires top sports job in midwest or south. College network preferred. Available after January 15th. Would consider pd job in combination. Currently managing station. For complete details write Box 219R, BROADCASTING.

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 656P, BROADCASTING.

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.

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

Negro dj seeks start. Professional radio school graduate. After xmas will start. Tape on request. Box 244R, BROADCASTING.

Medium paced, bright, tight announcer/production man. Will travel anywhere. Box 170R, BROADCASTING.

Female d.j. announcer. Continuity writer. Do woman-type program, or traffic assignments. Box 171R, BROADCASTING.

Attention getter + keeper = 1 top 40 dj. 8 years major metro experience. Medium swinger. Only top 100 markets need apply. \$170 minimum. Box 172R, BROADCASTING.

Mature young 1st phone announcer-sales. Family man, need security. Prefer combo work in Texas or Oklahoma. Box 174R, BROADCASTING.

Top rated southeastern major market deejay. Five years experience—married. Box 175R, BROADCASTING.

Announcer-disc-jockey — young, experienced, looking for good sound, a place to settle, with advancement opportunities. Box 180R, BROADCASTING.

Texas market. Three year mature top forty personality and newsmen. First phone. Strong production. Married. Jay Lindsay, 1018 Woodlawn, San Antonio, Texas.

Experienced announcer/d.j. First phone, married, top rated morning man in metro market. Minimum \$500.00. Box 182R, BROADCASTING.

TV meteorologist professional member AMS, personable experienced forecaster, also will sell time. Tape available. Box 184R, 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 133R, BROADCASTING.

Announcer/dj, newscaster. Experience, tight production fast board. Family man. Will re-locate. Box 151R, 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.

Technical

Engineer eleven years, chief five. Installations, directionals. Competent. South only. Box 230R, BROADCASTING.

Have first phone, slide rule, will travel. Some radio experience, excellent recommendations, prefer fm only, outside of the south. No announcing experience, \$95 per week minimum. For resume write, Grady Dixon, 503 Snow Hill St., Ayden, North Carolina.

Experienced first phone engineer/announcer. Versatile. Midwest. Box 195R, BROADCASTING.

Chief or maintenance engineer, experienced, including directional. R. Allen, Box 111, Twining, Michigan.

Production—Programming, Others

Desire program dj position in Carolinas. Creative production, unafraid of work. Not now, nor expect to be underpaid button-pusher. Married. References. Box 197R, BROADCASTING.

Attention New York City area! Modern program director-air personality . . . track record of top ratings. Presently programming number one station in east. Seeks position with progressive operation. Box 228R, BROADCASTING.

Broadcasting's finest copywriter is available. Male. Commercial voice. Outstanding production. Box 108R, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

For bright, creative radio copy that sells contact me. Top 30 metro market experience. Box 95R, BROADCASTING.

News director. Now associate producer New York net. Former foreign correspondent, network newscaster. All-round experience every phase radio-tv, news, Married, children. Top references. Wants out New York area, settle west, dependable, sober, thrives on work. Aim: award-winning newsroom. Don't write if expect bargain price. Contract only. Box 239R, BROADCASTING.

TELEVISION

Help Wanted—Sales

We have an opening for an aggressive, creative television salesman. Excellent opportunity attractive compensation with one of nation's leading group operators. Mid Atlantic area. Box 210R, BROADCASTING.

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.

Technical

Wanted experienced tv studio engineer. Must have 1st phone. State experience and salary requirements first letter. Box 78R, BROADCASTING.

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.

250 Kilowatt uhf has need for engineer. Strong on maintenance, must have sufficient experience to assume full responsibilities for maintenance shift. Salary open. Wire or phone M. J. Lamb, WIMA, Television, Lima, Ohio.

Production—Programming, Others

Production manager—perhaps operations manager for right background. Should be able to direct, announce as well as coordinate and supervise production of commercials. Midwest area. Box 217R, BROADCASTING.

TELEVISION

Situations Wanted—Management

Is there a need for a mature tv manager from top 10 market with vast local and regional sales record, 3 major broadcasters. Write Box 218R, BROADCASTING.

General manager. 6 years successful small market tv management. Seeking opportunity in larger operation. Mature, strong sales, employed. Box 232R, BROADCASTING.

TELEVISION

Situations Wanted—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, BROADCASTING.

Announcers

Thoroughly versed, employed tv announcer. Authoritative voice, 9 years broadcasting. Married, 27, responsible, relocate. Box 187R, BROADCASTING.

10 years tv-weather/children's personality. Versatile staffer. VTR available, married. Box 208R, BROADCASTING.

Technical

Experienced first phone xmtr studio technician. Versatile. Midwest. Box 194R, BROADCASTING.

First phone. Experienced studio, control operations. Wants larger station. Northeast. Box 229R, BROADCASTING.

First phone engineer, two years experience, additional two years tv engineering school, also eight years technical experience in allied field. Desires steady permanent position in large or medium market progressive tv, station in midwest with prerequisite, good starting wage. Box 917P, BROADCASTING.

Production—Programming, Others

Production manager. Reached top here. Desire producer/director job in major market or production manager job with challenge. Can furnish references and portfolio of qualifications. Eight years experience, college. Box 754P, BROADCASTING.

Producer-director-cameraman. Young, creative, high-powered talent available December. Desire opportunity with imaginative station expanding in news and public affairs. Experienced in all phases tv/motion picture/radio production. For resume write Box 178R, BROADCASTING.

Director, writer, announcer wants position western U. S. Available now. Box 118R, BROADCASTING.

WANTED TO BUY

Equipment

Field strength meter for use in broadcast band. Contact Glenn Winter, WSBA-TV, York, Pennsylvania.

WANTED: Used general radio type 1931-A modulation monitor in good condition. Write Chris Bauer, WHBL, P. O. Box 27, Sheboygan, Wisconsin.

Six sections of 8½ inch 75 ohm teflon transmission line and six 6½ inch flanged 90° elbows. Please state condition and price in replies. Write George R. Townsend, WWLP, P.O. 2210, Springfield, Mass., or call 785-1201.

Studio equipment for tv, also microwave equipment. Give all detail and price—will pay cash. WIFB, Jenkintown, Pa. Turner 7-5400.

BUSINESS OPPORTUNITY

Needed—\$3,000. Return in five years at 10%. Investment secured. Box 196R, BROADCASTING.

Miscellaneous

Special rates to religious broadcasters 6 to 9 am daily. WMDE, Greensboro, North Carolina.

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.

Miscellaneous—(Cont'd)

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions: Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Comedy! "Days, Dates and Data" is a collection of patter, bits, one-line fillers, program ideas, etc. Current sample \$3.00. Show-Biz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

For Sale

Equipment

Continental 1 kw, UHF tv transmitter, model PA-715, complete with tubes, without sideband filter, very clean and in working order, \$3500, Ruth Higdon WAFG-TV, Huntsville, Ala., 539-1783.

One new Fisher-Pierce photo cell, four-Hughes Phillips 300 mm beacons, eight side light. Make offer. WNLC, New London, Connecticut.

Transformers—3 only—4000 V-DC 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.

Xmission Line; Teflon insulated, 1 1/4" 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.

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., KBLH Helena, Montana.

2-444' self supporting, blow knock towers', in excellent shape, insulated, and lighting equipment. John J. Hoke, phone RE 2-9350, U.S. Tower & Const., Petersburg, Virginia.

Seeburg 100 library unit, new condition, purchased from Gates, similar to "Autotrans" 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.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

One Western Electric 5 kw transmitter, model 405B-2 in good condition. Make an offer. Box 881P, BROADCASTING.

Rust, 108-OE control unit, 108-14C am monitor preamplifier, 108-1E transmitter unit, \$450 for three units. WDUZ, Green Bay, Wisconsin. Hemlock 5-5331.

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.

INSTRUCTIONS

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.

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.

Instructions—(Cont'd)

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.

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.

PUBLIC COURT SALE OF RADIO STATION KITE

KITE • Independent • Standard radio broadcasting station
• Located at Terrell Hills and San Antonio, Texas • Only good music station serving Greater San Antonio area • Power 5,000 watts daytime and 1,000 watts nighttime
• Frequency 930 kilocycles • Operating schedule 5 A.M. to 1 A.M. (Next day) • Owns 121 1/2 acres at transmitter and towers site at Terrell Hills close to San Antonio • Leased offices in Kallinson Building, 535 S. Main Avenue, San Antonio • Well equipped • Profitable operation • Tax advantages.

A hearing will be held by the Court in Room 1105, United States Court House, Foley Square, City, County and State of New York, on November 19, 1962 at 10:30 A.M., E.S.T., or any adjournment thereof to consider and act upon:

1. An agreement which has been made with Mr. Howard L. Burris, subject to the approval of the Court to sell KITE in the form stated below, at a base price of \$395,000 cash net, plus or minus the defined net income (or loss) of KITE for the period of July 1, 1962 to the closing date; and

2. ANY BETTER OFFER which may be made before or at such hearing.

The agreement with Mr. Burris, the balance sheets and profit and loss statements, the books of account, records and other pertinent documents of KITE are available for inspection in New York City.

The sale will take the form of transfer of 100% of the capital stock of KITE Broadcasting Company, a Delaware corporation which owns KITE, and transfer of two unsecured demand notes, liabilities of Kite Broadcasting Company, in the unpaid principal sum of \$82,333.34, with accrued interest of \$2,291.38 as of September 30, 1962. It will be accompanied by the resignations of all the directors and officers of Kite Broadcasting Company. The buyer will thus be vested with stock ownership of KITE, and with control of all of its assets, subject to all of its liabilities, including the above notes and their tax advantages.

No other offer will be considered unless accompanied by a \$50,000 deposit on account of the purchase price in the form of a bank cashier's check constituting New York City funds, drawn or duly endorsed and delivered to the Trustee. No other offer will be considered unless the Court is satisfied as to the financial and other ability of the offeror to complete the transaction. Any better offer shall be made on the same provisions and conditions as those contained in the agreement with Mr. Burris; with such modifications as to price and otherwise as may be required to reflect such better offer. The balance of the purchase price will be payable on the closing date, to be fixed by notice after approval of the transaction by the Federal Communications Commission.

Published pursuant to order of the United States District Court for the Southern District of New York, made "In the matter of TOWNSEND GROWTH FUND, INC., Debtor. In proceedings for the reorganization of a corporation under Chapter X of the Bankruptcy Act, File No. B375/61."

For further information write or phone the Trustee.

Dated, New York, N. Y.
October 26, 1962

LESLIE KIRSCH

Trustee
350 Fifth Avenue
New York 1, New York
Telephone: LOngacre 4-4140

RADIO

Help Wanted—Announcers

TOP RADIO MORNING MAN WANTED

Experienced, bright personality, willing to work. Immediate opening. Middle of the road format. Central Virginia area station. TV opportunity. Send tape, photo, and complete resume to:

Box 224R, BROADCASTING

Technical

WANTED: GOOD ENGINEERS

Top Salary, Retirement Plan, Full Company Paid Insurance. WAIM-WCAC-FM, WAIM-TV.

Electronics Engineer (closed circuit color t.v.)

Well-known Phila. drug company is looking for recent graduate electrical or electronics engineer for its closed circuit color television group. Will assist in the research and development of new t.v. techniques. Will also be a t.v. crew member participating in medical color television presentations. Opportunity for varied travel. Company offers modern facilities, progressive policies and broad benefits. Send complete resume including salary to.

Box 188R, 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 and salary expected to

Box 109R, BROADCASTING

SITUATIONS WANTED

Sales

IF YOU WANT SALES LET'S GET TOGETHER NOW! BECAUSE I LIKE MONEY!

You furnish the opportunity, and I will furnish the sales. Sober hard-working with over 20 years in film sales, tv, radio and ad agency, top producer in syndication, can furnish good references, financed to travel.

Box 243R, BROADCASTING

TELEVISION

Help Wanted—Sales

EXECUTIVE SALES ..

Television and Film Productions
Experienced man with proven, successful production or agency background. Excellent opportunity for the right man. Established producers of national and local programs. New, modern offices and studios in Chicago area. Only top, experienced salesmen, accustomed to 5-figure earnings need apply. Commission agent guarantee. All replies will be kept confidential. Forward resumes to;

Box 219R, BROADCASTING.

Technical

RAY-EYE PRODUCTIONS

FILM AND VIDEOTAPE
PRODUCERS, WILL MOVE
INTO EXPANDED STUDIOS
IN EVANSTON, ILL.

WE ARE LOOKING FOR:
ENGINEERS TALENT
CAMERAMEN ARTIST
PHOTOGRAPHER

Send resumes to:

Rudy Wright
Ray-Eye Productions

222 W. 75th St. Kansas City, Mo.

ENGINEER

First phone licensee. Minimum two years experience in TV. Write or wire chief engineer, WRDW-TV, Augusta, Georgia.

Production—Programming, Others

EAST COAST MAJOR MARKET

NEGRO RADIO NEWS EDITOR
Experienced "Live" wire-editorial writer, deep phone technique. Tape, picture, success story to

Box 127R, BROADCASTING

WANTED TV NEWSMAN

Prominent group tv station in important major market seeks journalistically trained or experienced newsman for both live and film on-camera news assignments. Submit recent photo and references to:

Box 181R, BROADCASTING

MISCELLANEOUS

CHRISTMAS GIFT

for staff & clients

PERFUME is correct. Smart prestige packaging. New WEST WIND. Sparkling, genuine, lasting. High fashion quality. Intuitive. Clear plastic gift oval on satin platform. STURDY self-mailer. \$1 ea. \$12 doz. \$85 hundred.

THE PERFUMERY
ROSEMEAD, CALIFORNIA

For Sale

Station

NEW ENGLAND

Fulltime facility in one station market. Network affiliated. 1000 watts, N.D. Est. over 10 years. Owner retiring. Asking \$125,000 with excellent terms. No brokers.

Box 185R, BROADCASTING

FOR SALE:

Daytime station in Arkansas town of 12,000. Fixed sign on time. \$40,000. Don't reply unless financed.

Write Box 117R,
BROADCASTING

SACRIFICE TO SETTLE ESTATE

1,000 watt daytime station in fast-growing city on Eastern Coast of Florida. All offers considered but purchaser must have substantial cash.

Box 226R, BROADCASTING

GUNZENDORFER

WESTERN STATES — TELEVISION
STATION. Asking \$433,000.

CALIFORNIA FULLTIME. \$50,000 with \$17,000 down.

\$10,000 DOWN FOR ARIZONA NET
FULLTIME. Asking \$70,000.

FM's: \$65,000, \$100,000, \$125,000.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-2800
864 So. Robertson, Los Angeles 35, Calif.

NEW 1,000

Watt daytimer in Pacific N.W. \$100,000.00. Terms. No brokers please. Qualified buyers only need reply.

Box 222R, BROADCASTING

CALIFORNIA COAST

Fulltime single market station in choice living area and growth country now grossing \$80,000 which good operator should double in two years. Real estate and accounts receivable included in total price of \$155,000 with low down and good terms to qualified buyer.

Box 233R, BROADCASTING

C. Bradner.

WWRJ White River Junction, Vt.—Granted extension of authority to remain silent for period ending Nov. 30.

KELE-FM Phoenix, Ariz.—Granted extension of authority to remain silent for period ending Jan. 31, 1963; condition.

WSLC Clermont, Fla.—Granted extension of authority to operate 5:45 a.m. to 6:30 p.m. weekdays and 8:00 a.m. to 6:30 p.m. Sundays, for period ending Dec. 31.

WRUF-FM Gainesville, Fla.—Granted extension of authority to remain silent for period ending Jan. 10, 1963.

Granted cps and licenses for following new low-power stations: WTAR Radio TV Corp., Norfolk, Va.; Memphis Community Television Foundation, Memphis, Tenn.

Granted mod. of cps to change type trans. for following stations: KJKJ, Dateline Bcstrs., Flagstaff, Ariz.; KVVWG, McKinley-Pilant Bcstg. Co., Pearsall, Tex.

Following stations were granted extensions of completion dates as shown: WKWK Wheeling, W. Va., to Dec. 31; KABL Oakland, Calif., to April 28, 1963; WTHM Lapeer, Mich., to March 22, 1963.

Actions of Nov. 5

WTTG (TV) Washington, D. C.—Granted cps to change trans. and studio locations, type ant., ant. height to 770 ft., and make changes in ant. system and other equipment (main trans. and ant. and alternate main driver); condition; and change location of aux. ant. system to proposed main location.

WGAN-TV Portland, Me.—Granted cp to install aux. trans. at main trans. site.

KTAL-FM Texarkana, Tex.—Granted cp to install new ant.

WCMR-FM Elkhart, Ind.—Granted mod. of cp to change type transmitter.

Waived Sec. 1.323 (b) of rules and granted cps to replace expired permits for following new vhf tv translator stations: K12DF, K10DU, Deadwood T. V. Club, Deadwood, S. Dak.; K13BR, Two Dot T. V. Repeater Association, Big Elk Valley, Lebo Valley and Two Dot, Mont.

Following stations were granted extensions of completion dates as shown: KLRJ-TV Henderson, Nev., to Dec. 1; KOMY-FM Watsonville, Calif., to April 3, 1963.

Actions of Nov. 6

WORG Orangeburg, S. C.—Granted cp to install new trans. as alternate main trans.

For Sale—(Cont'd)

Station

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Ala	single	daytime	85M	terms
Pa	small	daytime	60M	10M
Ca	medium	daytime	65M	18M
Fla	medium	daytime	125M	35M
N.Y.	medium	fulltime	230M	50M
N.C.	metro	daytime	125M	terms

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

NORTH WEST CENTRAL. Daytime. Gross \$8,000-\$9,000 monthly. Cash flow profit \$2,000-\$3,000 monthly. Asking \$160,000 with 29% down.

SOUTHERN CALIFORNIA. Metropolitan daytime. An ideal place to raise a family. Growth real, not imagined. Asking \$125,000 with 29% down.

PASIFIC NORTHWEST. Exclusive. Daytime. Absentee owned. Gross \$42,000 last year but has done better. Asking \$75,000 including real estate and other assets. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollywd Blvd.
Los Angeles 28, Calif. HO 4-7279

at main trans. site; remote control permitted.

WDEA Ellsworth, Me.—Granted cp to install old main trans. as aux. trans.; remote control permitted.

KEYL Long Prairie, Minn.—Granted cp to replace expired permit to increase daytime power, install new trans. and specify type trans.

WEZE Boston, Mass.—Granted cp to install new aux. trans.; remote control permitted during non-DA operation.

KMHL Marshall, Minn.—Granted cp to use former main trans. as aux. trans. at main trans. site.

KRBE (FM) Houston, Tex.—Granted cp to replace expired permit for changes in ERP, ant. height, type ant. and ant. system.

WWCO-FM Waterbury, Conn.—Granted mod. of cp to change ant.-trans. location, make changes in ant. system and decrease ant. height to minus 140 ft.; remote control permitted.

WPRT Prestonsburg, Ky.—Granted mod. of cp to change type trans.

KING-FM Seattle, Wash.—Granted request and cancelled SCA on multiplex basis.

Granted cps to install new trans. for following stations: WRUF-FM Gainesville, Fla.; KPFS Kansas City, Mo.; WDEL Wilmington, Del.

Granted cps to install new main trans. for following stations: WEZE Boston, Mass., and remote control permitted during non-DA operation; WKNT-FM Kent, Ohio.

Following stations were granted extensions of completion dates as shown: WWCO-FM Waterbury, Conn., to April 15, 1963; WZAK (FM) Cleveland, Ohio, to May 15, 1963.

WRIG Wausau, Wis.—Granted cp to use old main trans. as alternate nighttime trans. and aux. daytime; remote control permitted.

Processing line

Notice is hereby given, pursuant to Sec. 1.354 (c) of commission rules, that on Dec. 11, 1962, standard broadcast applications listed in attached appendix will be considered as ready and available for processing. Pursuant to Sec. 1.106 (b) (1) and Sec. 1.361 (c) of commission rules, application, in order to be considered with any application appearing on attached list or with any other application on file by close of business on Dec. 10, 1962, which involves conflict necessitating hearing with application on this list, must comply with interim criteria governing acceptance of standard broadcast applications set forth in note to Sec. 1.354 of commission rules (adopted May 10, 1962) and be substantially complete and tendered for filing at offices of commission in Washington, D. C., by whichever date is earlier: (a) close of business on Dec. 10, 1962, or (b) earlier effective cutoff date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309 (d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.359 (i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Applications from top of processing line:

Hendersonville, N. C.—Hentrol Bcstg. Co. 1580 kc, 1 kw-D (BP-15026).

Montgomery, Ala.—Fine Music Inc. 1500 kc, 1 kw-D (BP-15029).

WHIL Medford-Everett, Mass.—Conant Bcstg. Inc. To 1430 kc, 5 kw, KA-N, unil. (Medford-Everett); from 1430 kc, 5 kw-D (Medford) (BP-15030).

KFIV Modesto, Calif.—Modesto Bcstg. Co. To 1360 kc, 1 kw, 5 kw-LS, DA-2, unil.; from 1360 kw, 1 kw, DA-N, unil. (BP-15033).

Plymouth, Ind.—Van Wert Bcstg. Co. 1050 kc, 250 w-D, DA (BP-15034).

KASL Newcastle, Wyo.—Northeast Wyoming Bcstrs. Inc. To 1240 kc, 250 w, 1 kw-LS, unil.; from 1240 kc, 250 w, unil. (BP-15036).

St. Ignace, Mich.—Mighty-Mac Bcstg. Co. 940 kc, 5 kw-D (BP-15037).

East Lansing, Mich.—Wright Bcstg. Co. 1540 kc, 5 kw-D, 1 kw (CH), DA (BP-15044).

WMOP Ocala, Fla.—Andrey B. Letson. To 900 kc, 5 kw-D; from 900 kc, 1 kw-D (BP-15045).

Burley, Idaho—Tel-Ad-Rad Inc. 1490 kc, 250 w, 1 kw-LS, unil. (BP-15050).

Cozad, Neb.—Tri-Cities Bcstg. Co. 1580 kc, 1 kw-D (BP-15052).

Midland, Tex.—Mid-Tex Radio. 1510 kc, 1 kw-D (BP-15054).

Larned, Kan.—Hoagland-Downie. 1510 kc, 1 kw-D, 500 w (CH) (BP-15056).

Cape Girardeau, Mo.—Missouri-Illinois Bcstg. Co. 1220 kc, 250 w-D (BP-15057).

Virginia Beach, Va.—Princess Anne Bcstg. Corp. 1600 kc, 1 kw-D (BP-15058).

Myrtle Beach, S. C.—Grand Strand Bcstg. Corp. 1520 kc, 1 kw-D (BP-15059).

WHYN Springfield, Mass.—The Hampden-Hampshire Corp. To 560 kc, 1 kw, 5 kw-LS, DA-1, unil.; from 560 kc, 1 kw, DA-1, unil. (BP-15066).

KAMD Camden, Ark.—Camden Radio Inc. To 910 kc, 500 w, 5 kw-LS, DA-2, unil.; from 910 kc, 500 w, 1 kw-LS, DA-N, unil. (BP-15067).

Roswell, N. Mex.—F. F. Moore Jr. 1320 kc, 1 kw-D (BP-15068).

WHBL Sheboygan, Wis.—WHBL Inc. To 1330 kc, 1 kw, 5 kw-LS, DA-2, unil.; from 1330 kc, 250 w, 1 kw-LS, unil. (BP-15069).

WOKJ Jackson, Miss.—Ni-Mac Bcstg. Inc. To 1590 kc, 1 kw, 5 kw-LS, DA-N, unil.; from 1590 kc, 5 kw-D (BP-15071).

Port Washington, Wis.—Great Lakes Bcstg. Corp. 1560 kc, 250 w-D, DA (BP-15074).

WAPE Jacksonville, Fla.—Brennan Bcstg. Co. To 690 kc, 10 kw, 50 kw-LS, DA-N, unil.; from 690 kc, 10 kw, 25 kw-LS, DA-N, unil. (BP-15079).

WRKD Rockland, Me.—KNOX Bcstg. Inc. To 1450 kc, 250 w, 1 kw-LS, unil.; from 1450 kc, 250 kw, unil. (BP-15081).

KCEE Tucson, Ariz.—Associated Bcstrs. of Tucson Inc. To 790 kc, 500 w, 5 kw-LS, DA-2, unil.; from 790 kc, 5 kw-D, DA (BMP-9774).

Greensburg, Ind.—Tree Bcstg. Co. 1330 kc, 500 w-D (BP-15084).

Perry, Fla.—Eugene Ketrang. 1310 kc, 1 kw-D (BP-15085).

Carthage, Miss.—Meredith Colon Johnston. 1480 kc, 500 w-D (BP-15088).

WALO Humacao, P. R.—Ochoa Bcstg. Corp. To 1240 kc, 250 w, 1 kw-LS, unil.; from 1240 kc, 250 w, unil. (BP-15090).

WEBJ Brewton, Ala.—Brewton Bcstg. Co. To 1240 kc, 250 w, 1 kw-LS, unil.; from 1240 kc, 250 w, SH (BP-15091).

KPKW Pasco, Wash.—Century Bcstg. Corp. To 1340 kc, 250 w, 1 kw-LS, unil.; from 1340 kc, 250 w, unil. (BP-15097).

WBRX Berwick, Pa.—Columbia County Bcstrs. Inc. To 1280 kc, 1 kw-D; from 1280 kc, 500 w-D (BP-15098).

KKAR Hope, Ark.—Hope Bcstg. Co. To 1490 kc, 250 w, 1 kw-LS, SH; from 1490 kc, 250 w, SH (BP-15100).

Dalton, Ga.—Cherokee Bcstrs. 1530 kc, 10 kw-D, DA (CH) (BP-15105).

New Albany, Ind.—M. R. Lankford Bcstg. Co. 1290 kc, 500 w, DA-1, unil. (BP-15106).

WSTA Charlotte Amalie, V. I.—V.I. Industries Inc. To 1340 kc, 250 w, 1 kw-LS, unil.; from 1340 kc, 250 w, unil. (BP-15113).

WJAZ Albany, Ga.—James S. Rivers Inc. To 960 kc, 1 kw, 5 kw-LS, DA-2, unil.; from 960 kc, 5 kw-D, DA (BP-15114).

Blountville, Tenn.—C. M. Taylor. 1520 kc, 1 kw-D, 500 w (CH) (BP-15115).

WAML Laurel, Miss.—New Laurel Radio Station Inc. To 1340 kc, 250 w, 1 kw-LS, unil.; 1340 kc, 250 w, unil. (BP-15116).

WIGL Duluth, Minn.—Superior, Wis.—Radio Superior Inc. To 970 kc, 1 kw-D (Duluth-Superior); from 970 kc, 500 w-D (Superior) (BMP-9832).

Harriman, Tenn.—Harriman Bcstg. Co. 970 kc, 500 w-D (BP-15122).

KCOR San Antonio, Tex.—Inter-American Radio Inc. To 1350 kc, 5 kw, DA-N, unil.; from 1350 kc, 1 kw, 5 kw-LS, DA-2, unil. (BP-15123).

WALE Fall River, Mass.—Narragansett Bcstg. Co. To 1400 kc, 250 w, 1 kw-LS, unil.; from 1400 kc, 250 w, 500 w-LS, unil. (BMP-9842).

Muncie, Ind.—Muncie Bcstg. Corp. 990 kc, 250 w-D, DA (BP-15125).

Crowley, La.—Rice Capital Bcstg. Co. 1560 kc, 1 kw-D, DA (BP-15130).

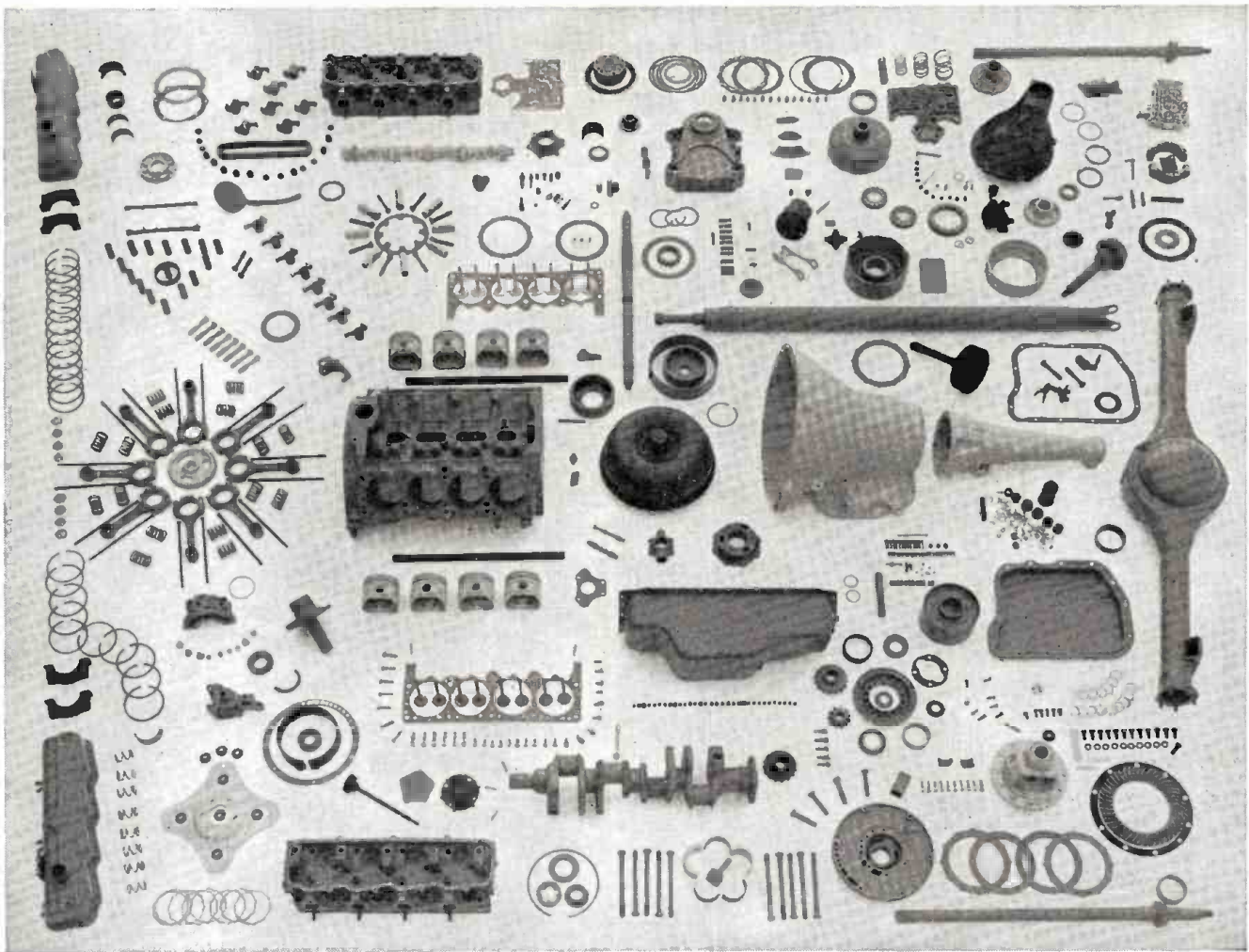
WASA Havre de Grace, Md.—The Chesapeake Bcstg. Corp. To 1330 kc, 5 kw-D, from 1330 kc, 1 kw-D (BP-15134).

Paoli, Ind.—King & King. 1560 kc, 250 w-D (BP-15138).

WCGC Belmont, N. C.—Central Bcstg. Co. To 1270 kc, 500 w, 5 kw-LS, DA-N, unil.; from 1270 kc, 500 w, 1 kw-LS, DA-N, unil. (BP-15138).

KLIZ Brainerd, Minn.—Brainerd Bcstg. Co. To 1380 kc, 5 kw, DA-N, unil.; from 1380 kc, 1 kw-D (BP-15140).

WNJH Hammononton, N. J.—Hammononton Bcstg. Co. To 1580 kc, 1 kw-D; from 1580 kc, 250 w-D (BP-15141).



Chrysler Corporation warrants every part on this page for 5 years or 50,000 miles.

Chrysler Corporation makes possible this new warranty,* by your authorized Chrysler Motors Corporation Dealer, covering all major parts of the engine, transmission, torque converter, drive shaft, universal joints, rear axle, differential, and rear wheel bearings. It pays for labor as well as parts.

It comes with our 1963 Plymouth, Valiant, Dodge, Dart, Chrysler and Imperial cars, and Dodge trucks. It can be transferred to the new owner if you sell your car.

It lasts for 5 years or 50,000 miles, making your car more valuable at trade-in time.

The only thing we ask is that you have your car serviced at reasonable intervals. (You'd probably do that anyway.)

This broad new protection is a result of establishing and maintaining the highest engineering and production standards, combined to give you another great automotive "first" from Chrysler Corporation.

*Your authorized Chrysler Motors Corporation Dealer's Warranty against defects in material and workmanship on 1963 cars has been expanded to include parts replacement or repair, without charge for required parts or labor, for 5 years or 50,000 miles, whichever comes first, on the engine block, head and internal parts; transmission case and internal parts (excluding manual clutch); torque converter, drive shaft, universal joints (excluding dust covers), rear axle and differential, and rear wheel bearings, provided the vehicle has been serviced at reasonable intervals according to the Chrysler Motors Corporation Certified Car Care schedules. Trucks are included, but are subject to additional limitations of 1500 hours operation if mileage does not accurately reflect the extent of actual use and operation of parts covered by the warranty. Coverage will not apply to trucks subjected to prolonged power-take-off or off-highway use.



OUR RESPECTS to Morris S. Novik

He has dedicated his life to people and the issues affecting them

Few broadcasters have kept as vigilant an eye on the extent of station participation in the 1962 political campaigns as M. S. Novik. As a public-service radio-tv consultant, he has made it his business the last few months to help stations carry out their public-service role at the local political level.

A 30-year radio veteran, Mr. Novik has definite opinions about a station's responsibility to its audience.

Mr. Novik believes "good" radio management requires the allocation of political time in the same way as other commercials. "It can be not only a public-service feature, a basis for a good story in the next morning's paper, but also a good audience builder. But the station must be on the level and cannot play favorites."

He insists that no station can take the position that it will not clear time for politics. That may be within the law, he says, but it is not good public relations. "Radio and tv stations will not be able to get away forever with the excuse that the good time is sold.

"Radio and tv cannot beg for the privilege of broadcasting hearings of legislative committees without assuming the proper responsibility during election time."

Grew Up in New York ■ Morris S. (initial only, no middle name) Novik was born Nov. 15, 1903, in Nevel, Russia. Coming to America a dozen years later with his parents, he grew up on New York's Lower East Side.

In the early 1920's he became interested in the activities of the Socialist movement that was growing in popularity. This association, from which he divorced himself when Communists began to assert control of the organization, led to his appointment in 1927 as director of Unity House, supervising the cultural and educational work of the Pocono Mountains summer resort of the International Ladies Garment Workers Union.

Working there in the production of musical shows and similar amateur program ventures prepared Mr. Novik for a career in professional theatrical circles. From 1927 through 1936 he spent summers at Unity House and, beginning in 1928, winters in New York as director of the Discussion Guild. All was going well until radio rushed the demise of the guild in 1932.

Can't Beat Radio ■ In 1932, Mr. Novik saw that radio could offer a much greater platform than all the auditoriums combined, for discussions of contemporary public affairs. On Sept. 10, that year, he joined WEVD New York, owned by The Debs Mem-

orial Radio Fund Inc. He was the station's program director until 1938, with responsibility for all non-Yiddish nighttime programs.

His most successful program, *The University of the Air*, was an outgrowth and extension of the forums he had been staging earlier.

He had been in radio for only one year when he accepted an additional post that was to launch him in the consultant field. The Social Security Board, in 1933, named him the radio specialist in charge of its first registration campaign.

In 1936, Mr. Novik introduced Brown & Williamson Tobacco Corp. to radio advertising. He sold B&W on the idea of sponsoring WEVD's coverage of the American Federation of Labor convention in Tampa, Fla. The commercials for Avalon cigarettes emphasized that the brand was "union made."

Turns Non-commercial ■ Mr. Novik shifted from commercial to non-commercial radio in 1938, becoming director of communications for New York City and director of municipal station WNYC. Mayor Fiorello La Guardia later appointed him the city's first commissioner of communications. During World War II, Mr. Novik assisted the mayor in his weekly Italian language program that President Roosevelt had asked Mr. La Guardia to broadcast to Italy via the BBC.

In 1940, he became executive secretary of the National Assn. of Edu-

cational Broadcasters, a post he held until 1948. In 1945 he was a member of the ETO mission of 12 broadcasters that toured European installations of the armed forces and advised on the utilization of radio facilities.

Mr. Novik and his younger brother Harry acquired WLIB New York in 1950, which they established as a Negro programming station. Five years later Morrie resigned as president of WLIB to become owner and president of WOV New York, specializing in Italian programming. He sold WOV in 1959, but has kept his interest in WLIB.

President Harry Truman appointed Mr. Novik to the Paris UNESCO conference of 1952, and the following year Mr. Novik was a participant at the UNESCO London conference to assist European countries starting in tv.

Since 1946 he has been radio-tv consultant to the AFL (since 1955, AFL-CIO), which sponsors news commentator Frank Morgan's broadcasts on ABC Radio. Mr. Novik has produced the program since it started in 1949.

Last May Mr. Novik was appointed to the U.S. Advisory Commission on Information. He also is presently program consultant to Ohio State U.'s Radio Institute and is a frequent lecturer on communications at universities. He maintains an office in the apartment house where he also resides with his wife on New York's West 23rd Street. He married the former Manya Davidson on Sept. 13, 1930. They have no children.



Consultant Novik
Capitol Hill hearings have benefited from his expertise

The outlook from the 88th

FROM now until the new Congress convenes in January the pundits and the politicians will expound on the crazy-quilt pattern of last Tuesday's elections. Each party will discern clear signs of victory in the presidential sweepstakes two years hence.

Some candidates will grouse about radio and television treatment, alleging 315 violations. The FCC will harass stations with questionnaires and other unconscionable demands for information—much of it non-existent and most of it none of the government's business.

What concerns broadcast licensees, advertisers and agencies most is the complexion of the 88th Congress and its probable disposition toward radio and television. Their search for improvement will prove futile.

The elections brought no significant changes in congressional alignments. The chairmanships of both the Senate and House Commerce Committees, which ride herd over both the FCC and the Federal Trade Commission, will continue with their 87th Congress occupants—Sen. Warren G. Magnuson of Washington and Rep. Oren Harris of Arkansas. Similarly no significant changes are indicated on subcommittees specifically charged with communications and advertising matters.

If anything, the hand of the New Frontier has been strengthened. There aren't likely to be any changes in the regulatory philosophies of the FCC or the FTC.

Tougher regulation is indicated, particularly by the FCC. Regulation will become increasingly stringent if the broadcasters do not fight back. The most docile broadcaster now must realize that acquiescence leads only to subservience.

Watch and ward society

THE mechanism for government enforcement of the NAB radio and television codes, without the formality of government regulation, could be seen in action last week.

In an address last Thursday at a regional NAB meeting in Dallas, LeRoy Collins, the association president, exhorted broadcasters to subscribe and adhere to the codes. "It is our responsibility," Gov. Collins said, as he has at all the regional meetings of the past month, "to improve our codes to the point that any eligible broadcaster will be embarrassed not to be publicly identified as a member."

On the same day, by what must be presumed to have been coincidence, the FCC was giving serious consideration to the adoption of sections of the NAB codes as FCC rules. The commission postponed voting on the matter, but it listened for more than an hour to Commissioner Robert E. Lee, the principal advocate of the proposal.

Mr. Lee and his like-minded colleagues, it is now plain, have at last discovered in the NAB codes a ready-made apparatus for imposing their will upon broadcasting. They can argue, as they have, that since the codes were written and approved by broadcasters themselves, broadcasters cannot object if the government endorses those standards. The response of the NAB has been the obvious one: The only reason the FCC is thinking of adopting parts of the codes in its own rules is that, under self-regulation, many stations pay no attention to them. To head off the FCC threat, code subscriptions must be vastly increased and code compliance enforced with more vigor by broadcasting's own code authorities.

This sequence of threat and response can be continued indefinitely with the probable result that more and more stations will subscribe to the code and cede more and more power to the NAB code authority. At any time that code

subscriptions decline or enforcement weakens, the FCC can revive the threat of assuming jurisdiction.

Mr. Lee's proposal cannot at this time attract a majority of FCC votes. At best, it is conjectured, he can muster three: his own, Chairman Newton Minow's and, possibly, one from the newly appointed member, E. William Henry. At this point he needs no more than three, for three are enough to emphasize the existence of the threat of government intervention and to persuade at least some broadcasters to take refuge in Gov. Collin's sanctuary.

Either way the present course veers, it must eventually arrive at one destination: a powerful, central code authority to which all broadcasters pay allegiance under threat of FCC reprisal of some kind.

Another course would seem to be more desirable if radio and television are to avoid being forced into a state of faceless conformity that requires all stations to sound or look alike. What is needed is the courage to ignore Mr. Lee's threats and to be prepared to resist the FCC if he can ever persuade enough members to issue rulemaking orders.

How many voices?

THE 10 commercial radio stations that have scrapped their regular nighttime schedules to carry Voice of America broadcasts to Cuba fully deserve the praise they have received. Theirs has been an act of patriotism in a time of national danger, and no one will begrudge the points they may have made with an FCC that set up the arrangement.

It in no way demeans the service these 10 have rendered to suggest that undesirable precedents may have been set. Who is to say when another emergency will arise or how broadcasting might seem useful to the government? Ten commercial stations have been used as vehicles to transmit propaganda to Cuba. What is the difference between that and the use of other stations, in a troubled time, to transmit propaganda to Mexico, say, or Canada or even the U. S.?

The Voice of America undeniably provides a useful service that was improved by the inclusion of the 10 commercial stations in its broadcast structure. As a permanent policy, however, the Voice—and the American system of private broadcasting—would be better served by an expansion of the Voice's own facilities. As reported elsewhere in this issue, a start has been made in that direction with the installation of Voice stations in and near Florida.

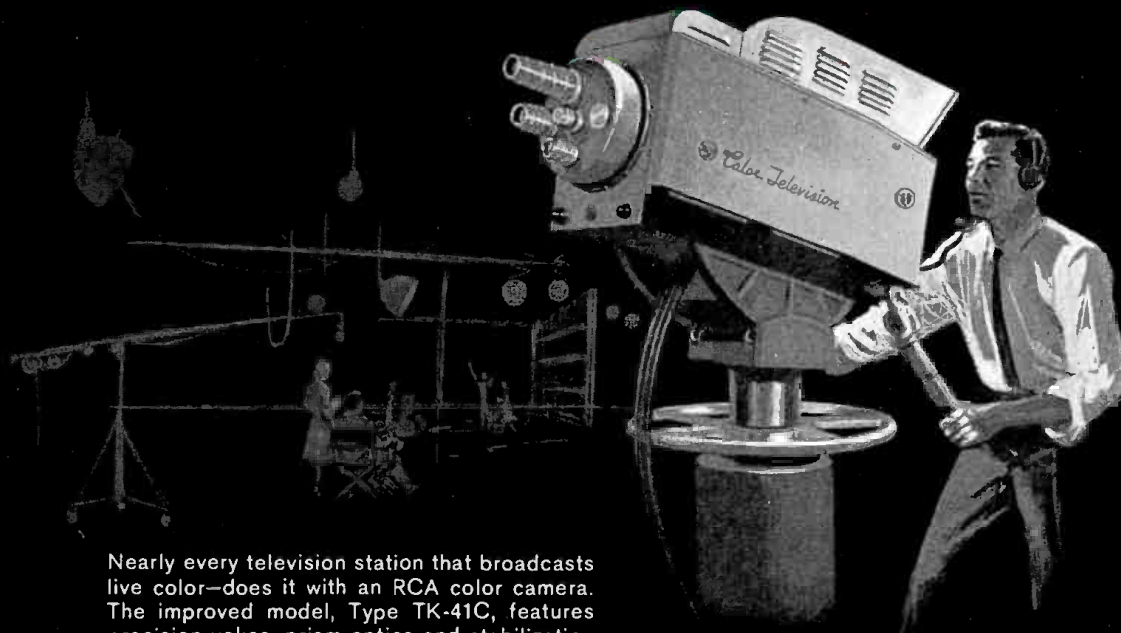


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Channel 3 is located in the State Capitol City of Wisconsin. News and public service coverage of all Governmental Departments is an essential service to WISC-TV viewers.

In the past month here is a list of departments which have received such special public service coverage: Highway, Motor Vehicle, Conservation, Agricultural, Industrial, Health, Civil Defense, Natural Resources, and all Elective offices.



WISC-TV 
MADISON, WISC.

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