



BROADCASTING

THE BUSINESS

Morningside College
Library
Sioux City 6 Iowa

ND 7/11

Y 10B

9210

DEC 62 McG

RD RADIO

NEWSPAPER

JULY 30, 1962

Tv commercial production shifts into high after slow summer start 21

FCC reorganizing the commercial fm band; new classes, separations set up 32

Network tv daytime orders at alltime pace; record fourth quarter looms 23

Late-night boom: a report on the increasing number of sponsors, viewers 26

COMPLETE INDEX PAGE 7



RADIO moves with a going America

Summer's big move outdoors is here, and the race to sell consumers on-the-go starts again. Radio goes with these active people wherever they are. With *Spot Radio* you reach them best — on their way, when they get there — effectively and with economy. These great stations will sell your product.

- KOB Albuquerque
- WSB Atlanta
- WGR Buffalo
- WGN Chicago
- WDOK Cleveland
- WFAA Dallas-Ft. Worth
- KDAL Duluth-Superior
- KPRC Houston
- WDAF Kansas City
- KARK Little Rock
- KLAC Los Angeles
- WINZ Miami
- KSTP Minneapolis-St. Paul
- WTAR ... Norfolk-Newport News
- KFAB Omaha
- KPOJ Portland
- WRNL Richmond
- WROC Rochester
- KCRA Sacramento
- WOAI San Antonio
- KFMB San Diego
- KMA Shenandoah
- KREM Spokane
- WGTO Tampa-Lakeland-Orlando
- KVOO Tulsa
- Intermountain Network

Edward Petry & Co., Inc.

Radio Division
The Original Station
Representative

ON SUBJECTS OF VITAL IMPORTANCE . . .



Dick Compton
KTV NEWS

Charles Powell
KTV NEWS

Larry Roderick
KTV NEWS

KTV Channel 9 Speaks with Authority in Sioux City

Whether it's a political uprising in South America or a matter of local importance, people in Sioux City and surrounding Siouxland look to KTV, Channel 9, for informed reporting on the subject. KTV's news staff knows the news because they're close to it. For example . . . Dick Compton, KTV's skilled news analyst and commentator visited South and Central America to study the people, their problems, and the potentially explosive political turmoil that surrounds their lives. Other visits have been made to Alaska, the Mid-East, and Europe.

Now when trouble brews in one of these countries, Dick reports with firsthand knowledge on the intricacies of the matter. No matter what the news might be . . . people have learned that they get it first and best when they turn their dial to Channel 9, KTV, in Sioux City and Siouxland. This leads to leadership . . . that's what KTV maintains for listeners . . . provides for advertisers. To sell your product in big and growing Siouxland . . . sell it on KTV, Channel 9. See your KATZ man for complete details.

THE KATZ AGENCY, INC.
National Representatives



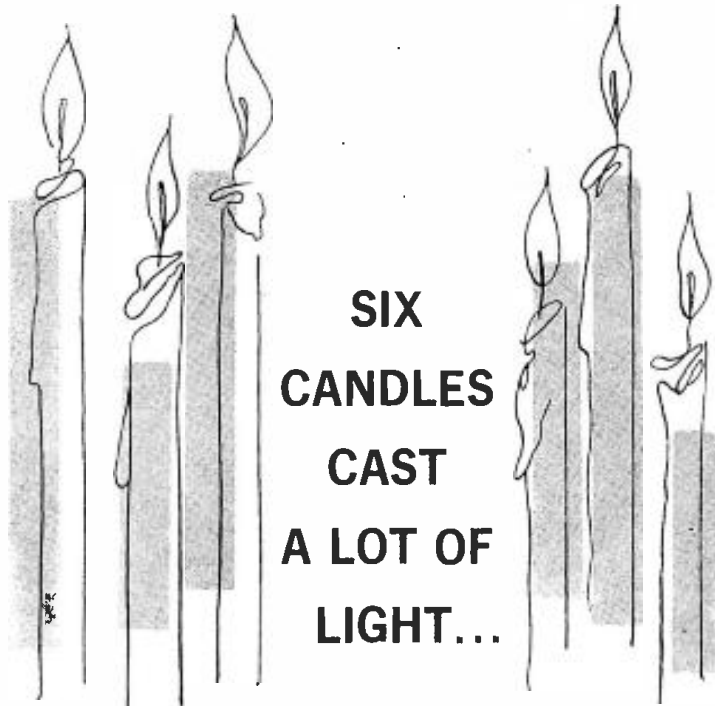
KTV

CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

KTV . . . Sioux City, Iowa
WNAX . . . Yankton, South Dakota
WGAR . . . Cleveland, Ohio
WRFD . . . Columbus-Worthington, Ohio
WTTM . . . Trenton, New Jersey
WMMN . . . Fairmont, West Virginia



**SIX
CANDLES
CAST
A LOT OF
LIGHT...**

... especially when they represent the six illuminating years of community-minded telecasting which WCKT celebrates this month. For six years, WCKT has turned the light of public opinion on controversial issues of local and national interest. For six years WCKT New Force journalism has specialized in timely, on-the-spot coverage of subjects of local interest— from Biscayne Bay to Bogota. A few result-producing credits:

THE BATTLE OF HIGHWAY PASS—
a broad coverage of highway problems and their solutions ... including a comparison of Miami's highways with those of Los Angeles, San Diego and Washington, D. C.

THE RED STAR—
a 5-part series covering the Communist wave from Moscow to Havana ...

MIAMI CONDEMNED—
a harsh, yet constructive, report on slum conditions in Miami. Winner of the coveted "Green Eyeshade" award for the most courageous contribution to journalism among all news media in the entire Southeast.

CRISIS, AMIGO!
Miami's Cuban population: their problems and ours and hopes for a solution ...

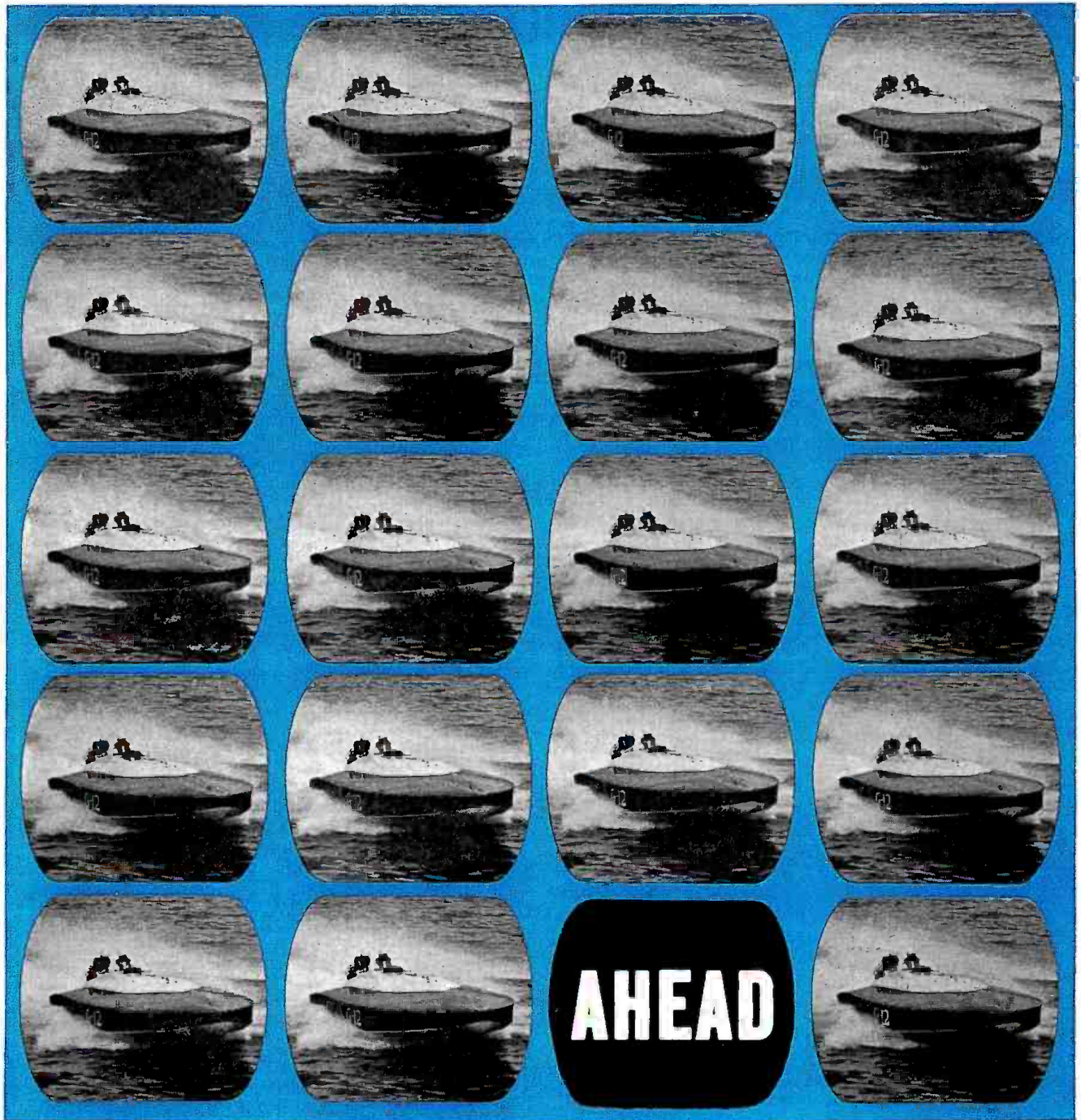
Local coverage? Everything newsworthy is of local interest. That's why WCKT camera and newsgathering crews have chalked up more than 243,100 miles of travel by just about every known form of transportation in 22 states and 21 countries. (And we're just as thorough on Miami news!) That's good citizenship and showmanship as we see it. Six years of it!



BISCAYNE TELEVISION CORPORATION

WCKT— CHANNEL 7 • MIAMI • WCKR— RADIO 61





*in serving
and selling*

Since its founding in 1949, WGAL-TV has firmly adhered to its philosophy of public service—a constant seeking for new and better ways to serve the many thousands of viewers in its wide coverage area. This Channel 8 station is ahead in the large number of communities and cities it serves. For advertisers, this assures outstanding response and sales results.

WGAL TV

Channel 8 • Lancaster, Pa. • NBC and CBS

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

STEINMAN STATION
Clair McCollough, Pres.

Cross out; Hyland or Kimball?

Despite strong political support for reappointment of Commissioner John S. Cross to FCC, President Kennedy has decided to make change, with likelihood that nomination will be forthcoming this week. Aside from broadcast bureau chief Kenneth Cox, who apparently is slated to succeed Commissioner T. A. M. Craven upon his retirement next June 30, two other possibilities are mentioned—both liberal Democrats. They are William F. Hyland, chairman of New Jersey Public Utilities Commission, and Penn T. Kimball, member of faculty of Columbia U. School of Journalism.

Attorney Hyland, 39, is one of New Jersey's young Democratic leaders, and is described as "highly articulate liberal" who was minority leader of New Jersey General Assembly in 1955, and speaker in 1958, during which time he also served as acting governor. Mr. Kimball, in mid-40's, is former staff member of U. S. News & World Report, and was executive secretary to former Senator William Benton (D-Conn.). Mr. Benton's Encyclopaedia Britannica was represented by Adlai Stevenson law firm in which FCC Chairman Newton N. Minow was junior partner. Mr. Kimball resides in Westport, Conn.

Bunker to RAB

Nine-month search for new president of Radio Advertising Bureau is over. Edmund C. Bunker, widely known from years in CBS executive posts, has been tapped by RAB three-man selection committee under Frank Fogarty of Meredith Broadcasting, is due to join RAB in few weeks and take over when president Kevin B. Sweeney's resignation becomes effective next Feb. 28. Mr. Bunker, 46, worked at WCSC Charleston and WIS Columbia, S. C., and WTOC Savannah, Ga., before World War 2; afterward was with ABC briefly, then CBS in number of assignments including general manager of WXIX (TV) Milwaukee, vice president and affiliate relations director and later general sales manager of CBS-TV network, and Washington vice president of CBS Inc. He left Washington post in June 1961 to become executive vice president of Froedtert Malt Corp., Milwaukee, post which he recently resigned.

Rating services under gun

Tv rating services feel FTC is holding loaded gun at their heads. Agency has informed "several" tv firms of intention to issue complaint charging

CLOSED CIRCUIT®

ing services with less than 100% accuracy. Suggestion is rating services might want to sign consent order to be issued simultaneously with complaints. Principals, astonished at statistical purity demanded, are conferring with FTC lawyers but are uncertain whether to fight or submit. Their own lawyers are counseling consent on ground charges can be met with simple disclaimer on reports. Researchers feel, however, they're in bind either way; whether they fight issue or agree to consent order. Decision expected next month.

Mandatory politics on etv

Staff-developed proposal suggesting than non-commercial educational stations carry political broadcasts as public service programming was considered by FCC at its final regular meeting of summer last Wednesday but was tabled for further consideration. Radical suggestion was regarded as raising questions both as to legality and propriety.

Piggyback standards

In hope of developing more reasonable and representative ground rules dealing with use of piggyback and integrated multi-product commercials, Station Representatives Assn. is polling all commercial tv stations for their attitudes toward such shared announcements. Returns coming back at "impressive rate," and SRA officials hope to complete preliminary analysis within week or ten days. Findings will be submitted to both NAB Code Board and American Assn. of Advertising Agencies.

All-channel set start

Closely guarded secret of Electronic Industries Assn. is result of its survey of 21 leading set manufacturers as to when they will be prepared to make transition to manufacture of all-channel receivers. Results of survey will be given FCC this week by James D. Secrest, executive vice president of EIA. Broad extremes were indicated by manufacturers, it's understood, with some of them being as much as year apart, taking into account time required to revamp processing lines and also clear existing vhf set inventories. Best guess on mean average: fall of 1964.

As tv set manufacturers begin preparing for all-channel receivers, there's much discussion among design engineers on whether to have one tuner

or two to cover the vhf and uhf bands. Most set makers say workable all-channel tuner is still dream; that for first production runs they plan to use two tuners in sets, one for vhf and one for uhf.

Post-'48 pattern

New sales pattern seems to be developing in marketing of post-'48 feature films: Sell first to network and then to stations via syndication. Twentieth Century-Fox is reported to be placing into syndication in September 30 features that played on NBC-TV this past season. (Several weeks ago, package released to stations by United Artists Assoc. contained many features that played on ABC-TV.)

Biggest catv deal

Slated for closing this week in Dallas is largest community antenna transaction in history—involving over \$10 million—for 20-plus systems serving more than 50,000 customers in eight states. Purchasing syndicate, in which Bill Daniels, Denver catv owner and broadcaster is principal, understood to include also other broadcasting-connected financial interests and operating personnel.

Striped pants for Meyers?

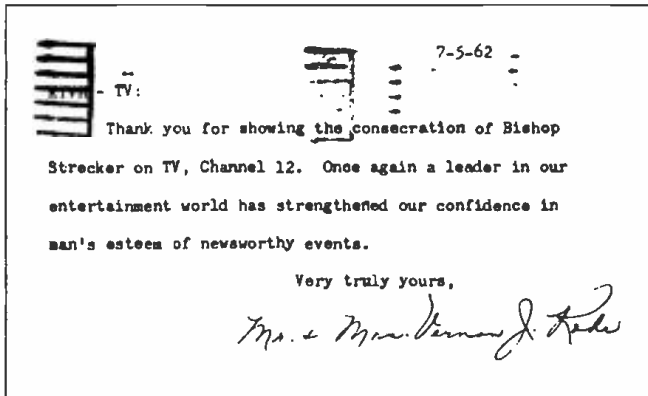
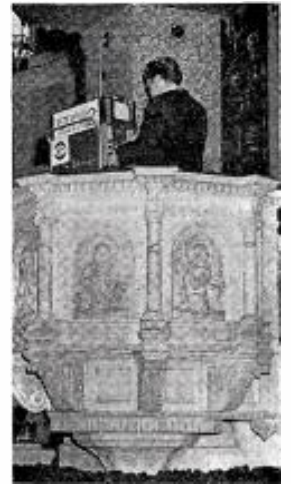
There is good chance that Tedson Meyers, administrative assistant to FCC Chairman Newton N. Minow, will join new office dealing with international tv in State Dept. Planned body will be permanent arm of State and will handle contacts with foreign countries on satellite communications and U. S. aid to overseas tv development. It will be charged with formulating and administering extent of government control over programming sent abroad via Telstar and successors. Mr. Meyers, former ABC attorney, is author of report on importance to U. S. of future worldwide live tv (BROADCASTING, July 16).

Tv's sound may be next

While FCC's first fm revamping in 16 years was being digested by broadcasters, federal regulators were considering another technical change, this time in television. Staff is making progress in study of proposal to cut tv audio-to-video power ratio from 1-to-two to 10 db cut, or 1-to-10 ratio. Tests at stations have shown that audio signal, using relatively narrow fm band, is satisfactory with 1-to-10 ratio. Some foreign countries use similar ratio.

WHY KTVH IS KANSAS TV!

S On June 20, 1962, KTVH moved four cameras to St. Mary's Cathedral in Wichita to cover, live, the ceremonies conducted in connection with the consecration of Ignatius J. Strecker into the bishopric of the Roman Catholic Church. For three and one half hours the KTVH cameras gave the viewers of Central Kansas a closer look at the ceremonies than was afforded the select 400 who attended the consecration personally.



This is but one of more than 500 unsolicited cards and letters received at KTVH.



TO SELL KANSAS...BUY KTVH



KTVH

THE WICHITA-HUTCHINSON STATION



KANSAS

WEEK IN BRIEF

As late summer approaches, producers of commercials for television are increasing their activity after several slow weeks. Most major video advertisers will produce as many or more than they did a year ago. See lead story . . .

TV COMMERCIAL SPEEDUP . . . 21

The way things are going, the television networks will set an alltime record for daytime sales this year, perhaps surpassing the 16.7% increase netted in 1961 over daytime sales during the preceding year. See . . .

TV NETS' DAYTIME RECORD . . . 23

There's a lot going on at night these days. A close look at timebuying trends shows late-night tv is the fastest-growing segment of the medium. TvB finds it accounts for 10% of national advertising. See . . .

TV BOOM LATE AT NIGHT . . . 26

The booming success of Alberto-Culver in selling its toiletries via television is attributed to an unusual formula—doubling of its ad budget every year. Practically all its budget is placed in video. See . . .

ALBERTO-CULVER'S SUCCESS . . . 24

The interference problem is tough in the am band but the FCC showed last week it isn't going to let fm stations have their coverage chipped away by overpopulation. A new set of rules was adopted for fm. See . . .

FCC REVISES FM RULES . . . 32

Advice to permittees: Check up on station adherence to FCC rules. The FCC axe was out again last week. A death sentence was handed WDKD Kingtree, S. C., and several other stiff penalties were handed out. See . . .

FCC GETS TOUGH . . . 40

Television programming hopped the Atlantic last week. Little Andover, in Maine's wooded mountains, was the key spot in relaying television to and from Europe via AT&T's Telstar, in solar orbit. See . . .

TELSTAR'S PROGRAM DEBUT . . . 54

NBC-TV isn't happy about it, but network told affiliates last week its scheduled 5% cut in payments is needed to protect program vitality. Tom Knode, vp, also commented on imbalance in net-station profits. See . . .

PAY CUT NEEDED—NBC-TV . . . 42

NAB's self-regulatory machinery, based on the radio and tv codes, provided FCC Chairman Newton Minow with a neat gambit last week—a proposal that FCC will adopt codes if stations don't adhere to provisions. See . . .

MINOW MAY ADOPT CODES . . . 34

Canadian broadcasters, too, are feeling the government's pull on the reins. The Board of Broadcast Governors, in first such action in Dominion history, starts prosecution of four radio stations. See . . .

BBG MEANS BUSINESS . . . 67

DEPARTMENTS

AT DEADLINE	9	GOVERNMENT	32
BROADCAST ADVERTISING	21	INTERNATIONAL	66
BUSINESS BRIEFLY	26	LEAD STORY	21
CHANGING HANDS	46	THE MEDIA	42
CLOSED CIRCUIT	5	MONDAY MEMO	18
COLORCASTING	56	NEW PRODUCTS IN TV	28
DATEBOOK	15	OPEN MIKE	16
EDITORIAL PAGE	82	OUR RESPECTS	81
EQUIPMENT & ENGINEERING	58	PROGRAMMING	48
FANFARE	65	WEEK'S HEADLINERS	10
FATES & FORTUNES	60		
FILM SALES	48		
FOR THE RECORD	68		



BROADCASTING

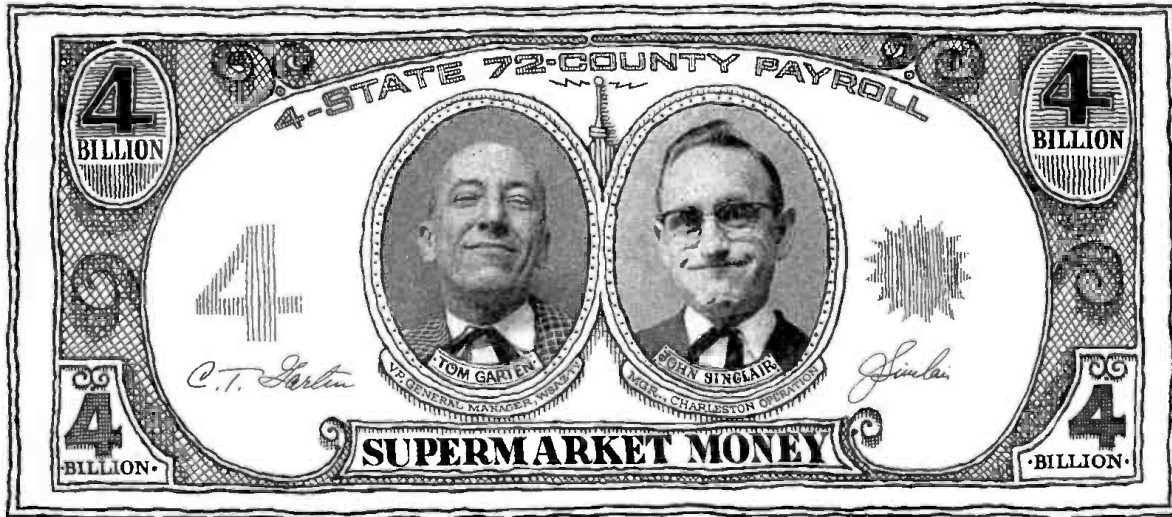
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$7.00. Annual subscription including Yearbook Number \$12.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.

● THE GREAT CHARLESTON-HUNTINGTON DEBATE ●



4-BILLION-DOLLAR DONNYBROOK PITS TOM GARTEN & HIS PURCHASING POWER AGAINST JOHN SINCLAIR & HIS CHEMICAL SPENDING MONEY!!!!

TOM: Tom Garten once again, with gladsome news for advertisers and agencies alike, about the enormous purchasing power of Huntington, West Virginia—Pocketbook, Pouch and *Portemonnaie* of the entire 4-state 72-county *Supermarket* area served by WSAZ-TV!

JOHN: And John Sinclair, Jr., with a bit of news for Mr. Garten! If Charleston—*Mixer of the Nation's Chemicals*—is not the Spending Money Seat of *Supermarket*, then why do most reference sources refer to us as "Charleston-Huntington"? Our own very handsome *Supermarket* brochure (available on request, or through the Katz Agency) does so. Surely you remember our Retail Sales Growth Charts, Mr. Garten? The ones that show "Charleston-Huntington" up more than most markets of ½ - to 2-million population—up 64 % in total sales from 1950 to 1960, up 77 % in food, and up a whopping 103 % in drugs?

TOM: Mr. Sinclair, I am fully aware of those figures and the market designation! Charleston appears before Huntington for purely alphabetical reasons. Further, column widths would not accommodate a more accurate handle: "The Hun-

tington Tri-State Complex-Charleston." I would remind you, sir, that Huntington is no *one* city. Rather, it runs in all directions—west to Affluent Ashland with its petroleum paychecks—north to Ironton and Portsmouth where highly skilled workers play merry tunes on time clocks while their children eat up a storm and their wives spend money as though it were going out of style!

JOHN: Are you suggesting, sir, that Charleston stands plop in the middle of some vast unpopulated waste? You reckon without the peoples and payrolls of Parkersburg, Marietta and Beckley! *All of which lie within easy reach of our station's splendid signal . . .*

TOM: Oh my! Time once again to declare this debate a draw, in the interest of our common selling effort.

JOHN: And to declare the *advertiser* winner! For it is he who, for a single price, can have both Charleston and Huntington. Indeed, *Supermarket* itself! WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: *The Goodwill Stations, Inc.*

3
WSAZ-TV

WDKD persecuted, says Sen. Johnston

Sen. Olin D. Johnston (D-S. C.) Friday (July 27) accused FCC of going "too far" and of "persecution of a small station" in refusing to renew license of WDKD Kingstree, S. C. (see page 40). Senator said he telephoned FCC Chairman Newton N. Minow "to let him know I felt the commission . . . ruling was unjust and harsh."

He charged FCC action was in error and against best interests of Kingstree and broadcasting industry. "If I were the owners of WDKD I would obtain an order restraining the FCC from imposing its ruling and take the matter into the courts to obtain justice," Sen. Johnston said. He added:

"WDKD showed good faith subsequent to the initial complaints. The FCC ruling takes on the form of persecution of a small station. The commission has gone too far in this case."

Chairman Minow said that he refused to discuss merits of case with Sen. Johnston because FCC may be called on to review its decision—made in 6-0 vote. Commissioner John S. Cross not participating.

Prior to FCC decision last week, Sen. Johnston wrote agency that failure to renew WDKD license "would be a grave injustice" (BROADCASTING, June 18). Commission also received letters from Texas and Indiana congressmen urging the license be renewed.

Campbell-Mithun named for Chun King account

Chun King Corp., Duluth, Minn., is announcing today (July 30) appointment of Campbell-Mithun Inc., Minneapolis, to handle advertising for company's canned food line. Billing on account is over \$1 million annually, with about \$500,000 in spot tv. Chun King's frozen food line is handled by McCann-Marschalk Inc., New York. Former agency for both lines was BBDO.

NAB asks new deadline for FCC plans comments

Extensions of time were asked by NAB in FCC's proposed rule changes affecting multiple ownership of stations and public inspection of network affiliate contract information. NAB asked extension from Aug. 20 to Oct. 15 for comments filing in connection with each of proposals.

NAB described the multiple ownership proposal as complex and requiring

more time for study and analysis. As to network contracts, NAB said the affiliate contracts contain business information that has always been considered confidential.

Proposed change could have important significance, according to Douglas A. Anello, general counsel, and Robert V. Cahill, attorney, who filed for NAB. Their petitions noted that broadcast vacation schedules are to great extent related to commission's vacation month of August. Network affiliate notice was released July 20.

Examiner to recheck Flint ch. 12 dropout

Chief FCC Hearing Examiner James D. Cunningham says he wants to take second look at agreement between WJRT (TV) Flint, Mich. (ch. 12), and Lake Huron Broadcasting Co. in which latter would withdraw its application for ch. 12 in Flint.

Specifically, Mr. Cunningham asked Friday (July 27) whether (1) Lake Huron application was filed in good faith and (2) WJRT has agreed to withhold information in future of possible value to FCC "tantamount to acquiescence in a misuse of the commission's processes."

Lake Huron, permittee of ch. 9 WLPA (TV) Alpena, Mich., has asked to withdraw Flint application and WJRT, in turn, has agreed not to oppose any future Lake Huron petition to shift ch. 9 to Bay City, Mich., area (BROADCASTING, July 16).

WJRT renewal application had been set for comparative hearing with Lake Huron ch. 12 application. Examiner Cunningham held in abeyance joint petition for dismissal of Lake Huron application and ordered that replies to his questions be submitted by Aug. 16.

Editorializing talks

Part of New York meeting of ABC's owned tv station managers with network officials this week may be on broad guidelines for station editorializing. Policy move appears to be sparked by WBKB (TV) Chicago editorial over weekend, voiced by Alex Dreier, pleading mercy for "rehabilitated" convict Paul Crump, slated to die Aug. 3. WBKB earlier shelved long and controversial film on Crump case.

Senator's tactics delay satellite bill

Fighting to sidetrack communications satellite corporation bill until after November elections, Sen. Wayne Morse (D-Ore.) and small band of normally strong administration supporters tied up U.S. Senate virtually all day Thursday and Friday through use of parliamentary devices such as insisting on full reading of Senate "Journal" and refusing to yield floor.

Bill, already passed by House in overwhelming vote, would establish corporation to handle communications via satellite, ownership to be open to general public and communications carriers and three members of board to be appointed by President.

Many of those opposing present bill favor some sort of government ownership of corporation, describe administration-sponsored bill as "giveaway" and express fear that giant AT&T will dominate satellite company.

Alexander to test tv ads in theatres

Alexander Productions Inc., New York, announced Friday (July 27) that 11,600 motion picture theatres in U.S. are now available to API for pre-testing of tv commercials.

Facilities are available to API through exclusive affiliation with Alexander Film Co., Colorado Springs, Colo., theatre screen advertising company. Michael Palma, API president, said the new method will enable advertisers to pre-test commercials before audiences that are "both cooperative and attentive."

Bureau urges denial of WPBC-Tedesco plan

Broadcast Bureau urged FCC to deny application under which Nicholas and Victor J. Tedesco would withdraw from hearing for am station in Chisholm, Minn., and be reimbursed \$16,000 expenses by WPBC Minneapolis, rival applicant.

Withdrawal agreement calls for deferred payment by WPBC to Tedescos and since latter have application for station in Bloomington, Minn., possibility of competitor-debtor relationship between two companies exists, bureau contended, claiming this would be contrary to public interest.

Bureau also cited FCC decision in ch. 6 South Miami, Fla., case, where commission refused to approve payoff

WEEK'S HEADLINERS



Mr. Maxwell



Mr. Otter

John M. Otter, director of special program sales for NBC-TV network, appointed director of national sales. He will be succeeded in former position by **Sam K. Maxwell**, who resigned as coordinator of network sales for CBS-TV to join NBC. Mr. Otter fills vacancy caused by resignation of **Thomas B. McFadden** to join Trans-World Airlines (WEEK'S HEADLINERS, June 25). Mr. Otter joined NBC in 1953. Mr. Maxwell has held various positions with CBS in last 16 years.

Darryl F. Zanuck, independent motion picture producer and former head of Fox Film Studios, elected president and chief executive officer of 20th Century-Fox Film Corp. **Spyros P. Skouras**, who resigned June 27 as corporation's president, elected board chairman, succeeding **Samuel I. Rosenman**, holder of post since early this year. Directors also voted to enlarge

board to 14 members. Elected to fill vacancies were **William Wyler**, motion picture producer-director; **Arnold Grant**, New York attorney; **Francis Levien**, president of Universal American Corp., New York company with diversified holdings, and Mr. Zanuck.

Stephen J. McCormick and **Philip D'Antoni** of Mutual and **Donald E. Garretson** of Minnesota Mining & Manufacturing Co., elected to board of directors of Mutual Broadcasting System, 3M subsidiary. Mr. McCormick is vp in charge of Mutual's news and Washington operations. Mr. D'Antoni, Mutual general sales manager, was also elected vp-general sales manager. Mr. Garretson is treasurer of Mutual and manager of general accounting for 3M. **Robert F. Hurleigh** re-elected president of Mutual, and **John J. Verstraete Jr.**, 3M's director of communications, elected chairman of Mutual's newly created executive committee.



Mr. McCormick



Mr. D'Antoni

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

until character issues had been heard (BROADCASTING, July 16). Since trafficking issue in relation to earlier Tedesco tradings is part of Chisholm hearing, FCC shouldn't dismiss until issue is resolved, bureau urged.

FCC allows WTEV (TV) to move transmitter

WTEV (TV) (ch. 6) New Bedford, Mass., received waiver of FCC rules Friday (July 27) to locate transmitter near Tiverton, R. I., at less than minimum mileage separation. Station, granted year ago but not yet on air, also will reduce power to 65.8 kw and antenna to 430 feet above average terrain. In granting application, FCC dismissed protests by various parties and returned to Rhode Island Tv Corp. company's application for ch. 6 New Bedford and petition to revoke WTEV permit.

Commissioners Rosel H. Hyde and Robert T. Bartley did not participate; Commissioner Robert E. Lee dissented.

Ceremonies open Radio Hall of Fame

Radio Hall of Fame, founded by American Academy of Radio Arts, Crafts and Sciences, was formally opened at Chicago's Conrad Hilton Hotel Friday with greetings from President Kennedy and FCC Chairman Newton Minow. Jack Benny, Don McNeill, Norman Corwin and Mrs. Marie de Forest, widow of late inventor Dr. Lee de Forest, were present to receive Hall of Fame nominations, part of initial roster of 14 there.

Names of others placed in new Hall of Fame included Amos 'n' Andy, Fred Allen, Arthur Godfrey, H. V. Kaltenborn, Graham McNamee, Guglielmo Marconi, Edward R. Murrow, Gen. David Sarnoff and Paul White.

President Kennedy wired, "It is gratifying that their contribution to radio over many years has earned them this recognition and expression of appreciation." Mr. Minow wrote, "The recog-

inition of important contributions to broadcasting will help inspire others to high standards of achievement." Nearly 1,000 mid-west broadcasting and ad executives attended luncheon.

Zenith sets record in sales, earnings

Sales for first half of year, plus new highs in factory shipments of radio and tv sets, were announced by Zenith Radio Corp.

Color tv sets also are moving well, firm reported. Consolidated six-month sales were almost \$146 million, up 25% from year ago; profit after tax of \$8 million was up 30%.

ABC Radio gets rights to Patterson-Liston

ABC Radio has obtained rights to broadcast heavyweight championship bout between Floyd Patterson and Sonny Liston on Sept. 25, Robert R. Pauley, president of network, said Friday (July 27). Radio rights were said to be \$400,000. Contest will not be carried on regular tv but presented via closed-circuit tv to theatres.

Bill would authorize FAA ban on tall towers

Rep. Oren Harris (D-Ark.), Chairman of House Interstate and Foreign Commerce Committee, offered bill late last week to authorize Federal Aviation Agency to prohibit construction of radio, tv towers more than 1,650 feet above ground, unless found not to be aviation hazard.

Rep. Harris, in Arkansas for Tuesday primary, was unavailable for comment on bill, HR 12706.

Present regulations require tv and radio tower applications to be submitted to FAA if above 150 ft. high.

Alch to produce commercials

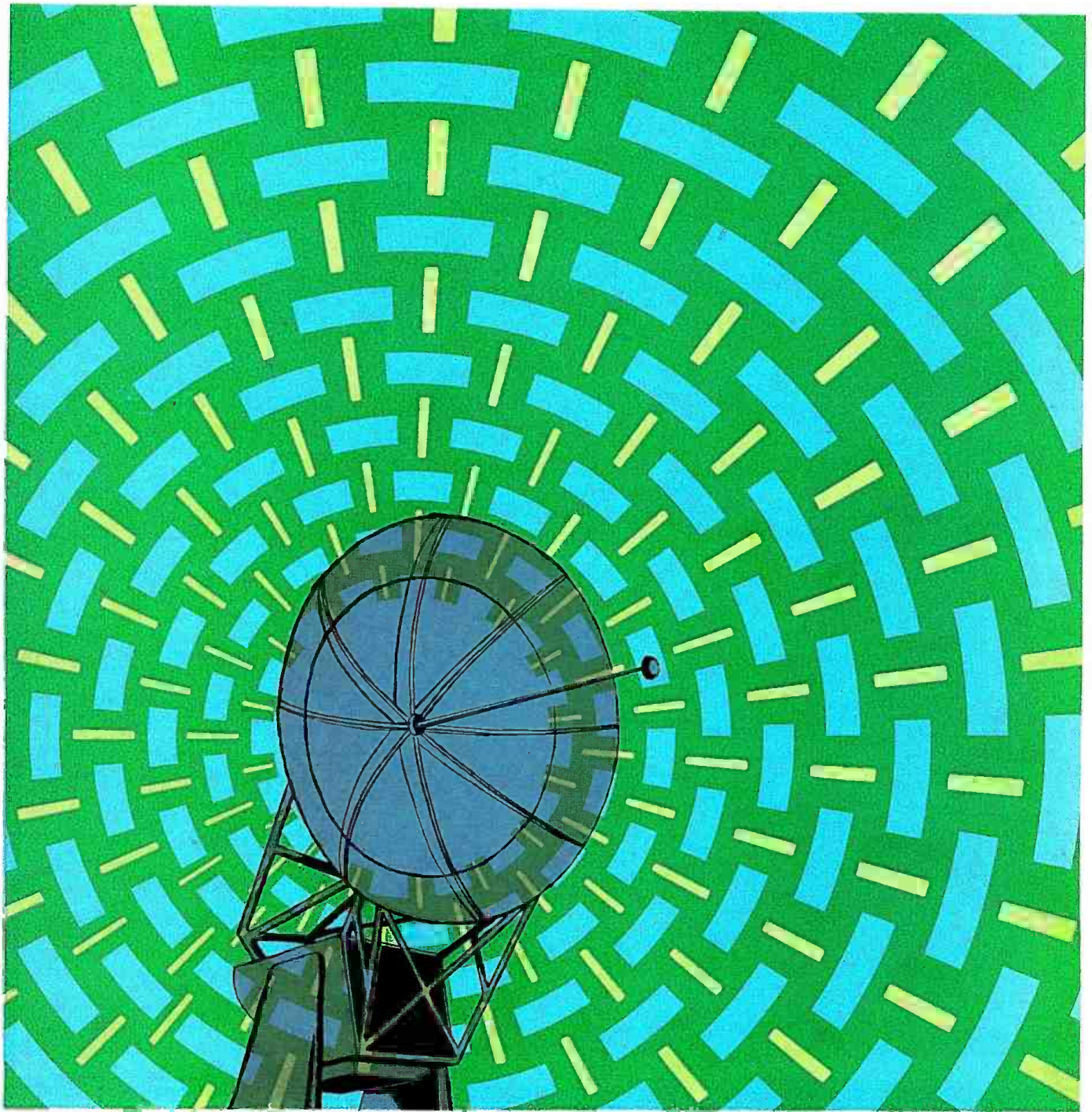
Alan Alch, comedy and commercial writer-producer, has formed his own firm, Alan Alch Inc., Los Angeles, to create and produce radio and television commercials.

Mr. Alch, formerly with Johnson & Lewis Advertising, San Francisco, has been associated with Stan Freberg, wrote for the *Colgate Comedy Hour*, created animated films and won several advertising and media awards.

Alan Alch Inc., located at 9120 Sunset Blvd., is creating commercials for Manischewitz Wine and Delta Airlines.


Campbell radio-tv plans

Campbell Soup Co., Camden, N. J., has bought spot radio and tv campaign, starting in September, for its condensed tomato soup. Spot radio will be used in 65 markets; daytime tv spot in 140 markets. Agency: BBDO, New York.



CHALLENGE: Provide a way for 438,000 TV homes in the Nation's 38th TV market to see for themselves weather conditions in 36 Kentucky, 3 Alabama, and a full 50 Tennessee counties.

SOLUTION: Radar, miraculous as television itself, scanning 65,000 square miles of the Central South, to show "live" weather patterns to viewers—exclusively from WLAC-TV.

MORAL: Buy the station that wins audiences with imaginative, entertaining, and informative programming—WLAC-TV  CBS, of course!

WLAC-TV
nashville

the "way" station *to the central south*

Ask any Katz man—he'll show you the way!



The Embassy of New Zealand

His Excellency G. R. Laking,
Ambassador of New Zealand to the
United States, and Mrs. Laking,
in the Embassy garden . . .
another in the WTOP-TV series
on the Washington diplomatic scene.

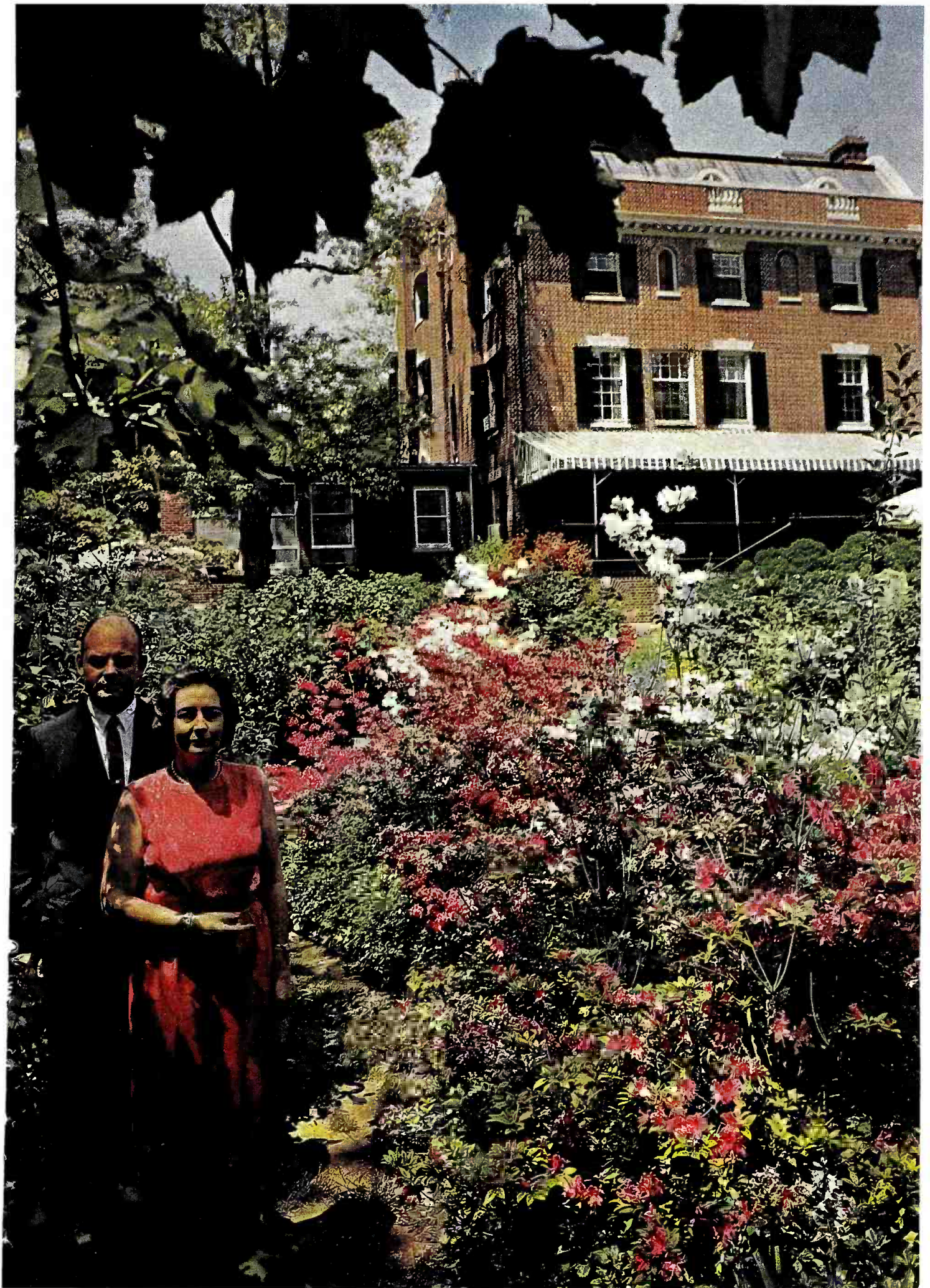
WTOP-TV
WASHINGTON, D. C.

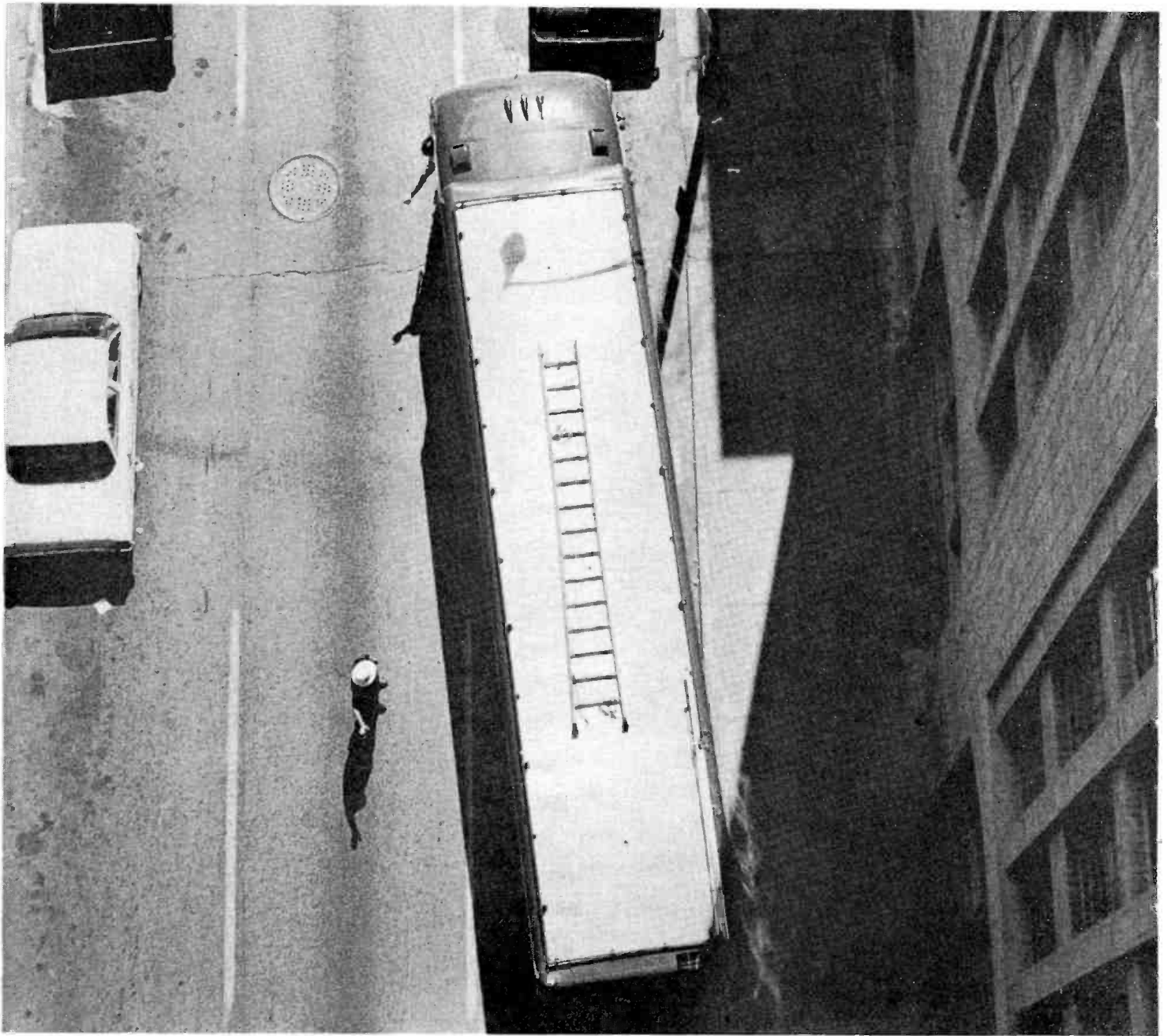


REPRESENTED BY TVAR

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

Photograph by Fred Maroon





Hard to park

Parking is the only thing our quarter of a million dollar cruiser cannot do—with ease. Here are some of the things it *can* do.

Remotes: well enough for one rival network to use it for the "Today" show on location at Six Flags Over Texas, an amusement park between Dallas and Fort Worth.

Taping: well enough for the other network to send us from Dallas to Central City, Colorado . . . on to Aspen, Reno, Lake Tahoe, and San Francisco . . . 10,000 miles for a series of summer vacation specials.

This is the unit that won a Best of Category award at the '62 TV Film Festival for an Allstate Insurance commercial. Created, produced, and edited on the spot during Hurricane Carla.

Other facts? Our cruiser is completely self-sufficient; can power its own air conditioning as well as six Marconi cameras and two Ampex VTR units. It is exactly 40 feet long and strongly recommended for people who think BIG.

WFAA-TV

Channel 8, abc, WFAA-AM-FM-TV, Communications Center, Broadcast services of The Dallas Morning News, Represented by Edward Petry & Co., Inc.

DATEBOOK

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

*Indicates first or revised listing.

JULY

July 30-Aug. 4—Cornell U.'s fourth annual Public Relations Institute. Speakers will include Dr. Karl A. Menninger, chairman of the board of trustees and chief of staff of the Menninger Foundation, Topeka, Kan.; Clarence Randall, retired president and board chairman of Inland Steel Co. and former special assistant to President Eisenhower, and Edward Bursk, editor of *Harvard Business Review*, Ithaca, N. Y.

July 31 — Radio & Television Executives Society's fourth annual Fun Day, Wykagil Country Club, New Rochelle, N. Y.

July 31-Aug. 4 — Fifth annual Summer Workshop on Creativity in Advertising, sponsored by "Advertising Age." Palmer House, Chicago.

AUGUST

Aug. 1—Reply comments due on FCC proposal to permit automatic maintenance of operating logs by broadcast stations.

Aug. 1—Deadline for comments on FCC rulemaking proposal to allow etv stations to use the same forms as educational fm stations when applying for licenses or renewals; also a new educational ownership form different from that used by commercial stations.

Aug. 5-7—Joint meeting of Georgia Assn. of Broadcasters and South Carolina Broadcasters Assn. Speakers include Oren Harris (D-Ark.), House Commerce Committee chairman; NAB President LeRoy Collins and James H. Hulbert, NAB economics-broadcast personnel director; Howard McIntyre, executive vice president, Henderson Advertising, Greenville, S. C.; Ted Leitzell, Zenith Radio Corp.; Arthur Gilbert, FCC's Miami office. Annual GAB prestige awards to be presented. Holiday Inn, Jekyll Island, Ga.

Aug. 10-14—The Ethical Aftermath of Advertising Seminar, sponsored by Woodstock College. Five days of discussions led by executives of all media. College providing free room and board (contact Rev. Francis X. Quinn, S. J.) at Woodstock, Md.

Aug. 13—Deadline for comments on FCC rulemaking which would permit emergency operation, under certain conditions, at nighttime with daytime facilities by all classes of broadcast stations.

*Aug. 17-18—Oklahoma Broadcasters Assn., summer meeting, Skirvin Hotel, Oklahoma City. Speakers include Howard H. Bell, NAB vice president.

*Aug. 17-19—National Assn. of Radio Announcers convention, Sheraton-Jefferson Hotel, St. Louis.

*Aug. 18—Sixth annual Broadcasters Sales Management Conference, Heidelberg Hotel, Jackson, Miss. Co-sponsored by Mississippi Broadcasters Assn. and U. of Mississippi.

RAB management conferences

- Sept. 10-11 — Hyatt House, Burlingame, Calif.
- Sept. 13-14—O'Hare Inn, Des Plaines, Ill.
- Sept. 17-18—The Lodge, Williamsburg, Va.
- Sept. 20-21—Cherry Hill Inn, Haddonfield, N. J.
- Sept. 24-25—Hilton Inn, Atlanta, Ga.
- Sept. 27-28—Dearborn Inn, Dearborn, Mich.
- Oct. 1-2—Glenwood Manor, Overland Park, Kan.
- Oct. 4-5—Western Hills Hotel, Fort Worth, Tex.

NAB Fall Conferences

- Oct. 15-16—Dinkler-Plaza, Atlanta
- Oct. 18-19—Biltmore, New York
- Oct. 22-23—Edgewater Beach, Chicago
- Oct. 25-26—Statler-Hilton, Washington
- Nov. 8-9—Sheraton Dallas, Dallas
- Nov. 12-13—Muehlebach, Kansas City
- Nov. 15-16—Brown Palace, Denver
- Nov. 19-20—Sheraton-Portland, Ore.

Conference will be addressed by Gene Hendryx, KVLB-AM-TV Alpine, president of Texas Broadcasters Assn.

Aug. 20—Comments due in FCC rulemaking which would make public network affiliation contracts with affiliated stations.

Aug. 20—Comments due in FCC rulemaking which would establish explicit rules for the amount of permissible overlap by commonly owned broadcast stations.

Aug. 20-21—Television Affiliates Corp. Program directors meeting on public affairs shows. Lake Tower Motel, Chicago.

Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena.

Aug. 22—Western Electronic Mfrs Assn. annual luncheon, Statler-Hilton, Los Angeles. John H. Rubel, assistant secretary of defense, will speak on research and development in defense work.

Aug. 24-25—Arkansas Broadcasters Assn., meeting. Sam Peck Hotel, Little Rock.

Aug. 31-Sept. 9—1962 World's Fair of Music & Sound. An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago.

SEPTEMBER

Sept. 4—Reply comments due in FCC rulemaking which would make public network affiliation contracts with affiliated stations.

Sept. 4—Reply comments due in FCC rulemaking which would establish explicit rules for the amount of permissible overlap by commonly owned broadcast stations.

Sept. 4-6—Atlantic Assn. of Broadcasters annual convention at the Nova Scotia Hotel, Halifax, N.S. The meeting was to have been held in mid-June but postponed because of Canadian federal elections on June 18. Jack Fenety, CFNB Fredericton, N.B., will preside.

Sept. 4-7—National Advanced-Technology of Washington, seven professional engineering groups and a number of technologically oriented business firms. Keynote speaker will be Sen. Warren G. Magnuson (D-Wash.). Opera House, World's Fair, Seattle, Wash.

*Sept. 6-8—New York State Broadcasters Assn's first annual executive conference, Gideon Putnam Hotel, Saratoga Springs, N. Y. Reservations are to be submitted to the NYSBA executive office in Albany.

*Sept. 7-10—American Statistical Assn. and related groups, Leamington and Curtis Hotels, Minneapolis.

Sept. 10-19—First International Television Programs & Equipment Fair at Lyons, France. Tv program producers, distributors, and equipment manufacturers are invited. New York contact: Henri Goldgran, 545 Fifth Ave.

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

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

Sept. 12-13—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, New York.

NOW NUMBER



IN FLORIDA

ORLANDO-DAYTONA

Fastest growing market in Florida

	Nat. Mkt. Ranking*	Homes* TV
Miami	26	566,300
Tampa	40	425,100
Orlando-Daytona	67	292,100
Jacksonville	75	257,700

*Television, May 1962

WESH-TV

Florida's Channel 2

Advertising Time Sales, Inc.
National Representatives



Covers more of Florida than any other TV Station

MAN ON
THE WAY UP



A man who likes to generate action

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

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



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO



OPEN MIKE ®

King uncrowned

EDITOR: Since Dr. John F. W. King is a staff member of the American Cancer Society you had every right without further checking to quote from his talk in your editorial, "More smoke than sense" [EDITORIALS, July 2].

If through some lucky instinct you had double-checked, you would have learned that Dr. King's was one man's opinion and is by no means the opinion of the American Cancer Society. . . . The society has an obligation to convey to the public the facts developed by research, both clinical and epidemiological, and any sound statistical conclusions that can be observed. Currently, facts are developing which concern smoking as it relates to health, including lung cancer (with which the society is vitally concerned). . . .

As principal purveyors of news, the radio and television industries share this responsibility with the society. . . .

The broadcast industry and the society have shared many problems over the years and, through notable cooperation, have devised the means to bring to the public matters of great importance. . . . It wasn't an easy thing to undertake any of these projects. But as a result . . . where one in seven patients was being saved a few short years ago, today the figure is one in three. Radio and television have contributed mightily to this progress. . . .

We are confident that the broadcasting industry and the society will be as good partners in the future as we have been in the past.—*William B. Lewis (board chairman, Kenyon & Eckhardt, New York), chairman, public information committee, American Cancer Society.*

Editorializing report

EDITOR: Congratulations on your excellent articles on editorializing [SPECIAL REPORT, July 16]. The scholarly research will be most helpful to all of us writing editorials for broadcasting.

Of special interest to me was "Freedom to editorialize came in 1949." The historical background and resulting operating principles for editorializing in radio and tv were well delineated. . . . Certainly the reversal of the "Mayflower" decision and the subsequent adoption of the doctrine of fairness cannot help but impress broadcasters with the responsibility they must accept if they are to present a point of view. . . .—*Allen E. Koenig, editorial writer, KPIX (TV) San Francisco.*

EDITOR: Your report on editorializing [SPECIAL REPORT, July 16] proved to be very interesting. We take some pride

in your having quoted us so generously on pages 50 and 54. . . .—*Lawrence A. Reilly, president, WTXL West Springfield, Mass.*

EDITOR: You are to be congratulated on the special issue dealing with editorials. It was comprehensive and informative and should be read by every broadcaster. . . .—*Chuck Williams, publicity director, WEEL Boston.*

Roman error

EDITOR: BROADCASTING [GOVERNMENT, July 16] incorrectly designates the San Francisco tv channel for which we applied as ch. XX. It actually was ch. XLIV.

The same story designated the Corona, Calif., application as ch. 45. This is also an error, since it was ch. 52—or ch. LII, if you prefer.—*Richard C. Block, manager, Kaiser Industries Corp., Oakland, Calif.*

[In rendering unto Kaiser what is Kaiser's, BROADCASTING's reporter was not employing Roman numerals for tv channels; he was using the algebraic "x" for digits then unknown to him but which he planned to fill in later. He did mark in both corrections on a proof but the electronic device which transmitted the final proof to the printer failed to pick up the fountain pen corrections: it's insensitive to non-carbon ink.]

Reproduction of article

EDITOR: . . . Request your permission to reproduce, with appropriate credit to BROADCASTING, portions of the article, "4A head puts radio on couch" [BROADCAST ADVERTISING, June 25].—*George W. Thorpe, president & general manager, WVCG Coral Gables, Fla.*

[Permission granted, with proper credit.]

First in Venice

EDITOR: I noted the story about Robert Lawrence Productions and the Venice Cup [PROGRAMMING, July 16].

I hasten to point out that Playhouse Pictures, Hollywood, was the *first* American studio to receive the cup in the seventh International Advertising Film Festival in 1960 at Venice. Playhouse also remains the only American studio to win three first place awards in this festival (for Ford Dealers of Southern California, Kaiser Foil and Olin Mathieson packaging materials).—*George W. Woolery, director of public relations, Playhouse Pictures, Hollywood.*

The Michigan story

EDITOR: Your Michigan story is still being widely acclaimed around these here parts. The *Detroit News* carried an editorial playing up the story.

Your expertly prepared article was most constructive.—*E. T. Burroughs, assistant vice president, Michigan Bell Telephone Co., Detroit.*

BROADCASTING PUBLICATIONS INC.

PRESIDENT SOL TAISHOFF
VICE PRESIDENT MAURY LONG
VICE PRESIDENT EDWIN H. JAMES
SECRETARY H. H. TASH
TREASURER B. T. TAISHOFF
COMPTROLLER IRVING C. MILLER
ASST. SEC.-TREAS. LAWRENCE B. TAISHOFF

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

EDITOR AND PUBLISHER
Sol Taishoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
Edwin H. James

EDITORIAL DIRECTOR (New York)
Rufus Crater

MANAGING EDITOR
Art King

SENIOR EDITORS: J. Frank Beatty, Bruce
Robertson (Hollywood), Frederick M. Fitz-
gerald, Earl B. Abrams, Lawrence Christo-
pher (Chicago); ASSOCIATE EDITORS: Harold
Hopkins, Dawson Nail; STAFF WRITERS:
Gary Campbell, Jim deBettencourt, Malcolm
Oettinger Jr., Leonard Zeidenberg; EDITORIAL
ASSISTANTS: Elizabeth Meyer, Larry Michie,
Rosemarie Studer, Nancy K. Yane; SECRE-
TARY TO THE PUBLISHER: Gladys Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
Maury Long

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

ASSISTANT PUBLISHER
LAWRENCE B. TAISHOFF

SOUTHERN SALES MANAGER: Ed Sellers; PRO-
DUCTION MANAGER: George L. Dant; TRAFFIC
MANAGER: Harry Stevens; CLASSIFIED ADVER-
TISING: Syd Abel; ADVERTISING ASSISTANTS:
Joyce Zimmerman, Robert Sandor; SECRE-
TARY 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. Gentle;
CIRCULATION ASSISTANTS: David Cusick, Chris-
tine Harageones, Edith Liu, Burgess Hess,
Steve Bell, James E. O'Leary.

Bureaus

New York: 444 Madison Ave., Zone 23, 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; SALES SERVICE MANAGER: Eleanor R.
Manning; ADVERTISING REPRESENTATIVE: Don
Kuyk; ADVERTISING ASSISTANT: Ellen Reilly

Chicago: 360 N. Michigan Ave., Zone 1,
Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MID-
WEST 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: Vir-
ginia 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 Teletast* in 1953. BROADCASTING-
TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

Copyright 1962: Broadcasting Publications Inc.

BROADCASTING, July 30, 1962

ktal  tv

1ST

IN THE
ARK-LA-TEX
both ARB & NSI!

After only six months of
operation from The Tallest
Tower in The South (1,580'
A.A.T.), both surveys* confirm
that KTAL-TV is FIRST in the
booming Ark-La-Tex market in
average-homes-delivered!

*Mon.-Sun., 6:30-10:00 PM, 49,200
homes. ARB & NSI, March, 1962.

ktal  tv

CHANNEL 6 — NBC FOR
SHREVEPORT

WALTER M. WINDSOR
Gen. Mgr.

JAMES S. DUGAN
Sales Dir.



BLAIR TELEVISION ASSOCIATES
National Representatives

Radio-tv's challenge of the coming decade: six ways to grow

Within a decade I believe that radio and television will have taken great strides toward six accomplishments:

(1) They will have tapped a hitherto largely untapped audience. (2) They will have helped increase attention value for both programs and commercials. (3) Believability in broadcast advertising will have increased tremendously. (4) Radio-tv will have found an equitable manner of charging for commercial time.

(5) I hope they will have found a way to tap the tremendous amount of marketing information available in each market. (6) And lastly I believe that they will have found ways to market more efficiently in their coverage areas.

First, let's take a look at the untapped audience. Nielsen indices tell us that more than 50% of all listening comes from less than one-third of the families. With almost every home containing at least one radio set and at least one tv set, it hardly seems possible that there is a giant-size, two-thirds of the U. S. that accounts for less than half of the listening and viewing.

Big Potential ■ When you stop to think that this present audience (composing mainly one-third of all households) buys enough products from radio and tv advertising to make these media two of the most productive ever developed, you wonder what would happen if the other two-thirds of the potential audience was also available in good measure. The reluctant two-thirds, I suspect, has buying power considerably higher than the one-third which produces more than half of the ratings.

How does one go after these people? The obvious answer is with improved programming. But this is only a half-answer. Newspapers, and especially magazines, have solved this problem in a different way. They "program" their material to appeal to specific markets. They provide different menus for people with different appetites.

In Chicago and in other cities we can discern this trend in broadcast media. An important segment is fm stations that are beginning to take a fairly substantial bite out of the available audience. Since am radio reception has improved so much in the past 10 years that its quality is only slightly less good than fm, the reason for the trend must be programming.

Effective Selling ■ My second wish for 1972 is for better, more consistently interesting commercials that are in good taste. When newspapers and magazines carry advertising that is objectionable, the audience need only turn the

page. For tv and radio the audience is a moderately captive one.

Yet there are plenty of statistics available that make it plain to all that tv commercials are viewed by a far smaller number of people than are recorded as audience. This is a problem; they might just as well not have tuned in the program in the first place as far as the advertisers are concerned.

My third wish is for more careful screening of advertising copy—for consistently believable advertising. Personal experience tells me that some newspapers, most magazines—and the networks, too—can get pretty stuffy about advertising copy claims. Some stations may have similar policies. If one of these days the broadcasting associations pull together to develop something similar to the Good Housekeeping Seal of Approval, believability will have taken an important step forward.

The 'Rate Race' ■ Fourth, methods of charging for commercial time may be the biggest problem and at the same time the biggest opportunity of all. I don't know how long it took newspapers and magazines to unscramble their rates, but they have done at least a fair job of it to date. I hope the broadcast media will do likewise.

Today, everyone insists on buying radio during the driving hours and tv during the peak evening hours. The results are double and triple spotting. This means only one thing: Pricing is wrong.

My objective would be to establish a rate structure that more directly reflects audience values. In time, I hope, it may be possible to develop a rate structure based strictly on audience. An advertiser would buy his spots at what would amount to a standard cost-per-thousand viewers or households. He would buy on a guaranteed rate and, as with print media, he would enjoy any bonuses in

audience that came his way. He also would be credited with time or dollars if ratings fell below the minimum.

Valuable Data ■ Fifth, station managers today are sitting on gold mines of marketing and product information that move into their orbit, remain for a brief period, and disperse to the winds.

How many product failures has each seen in his market, analysis of which would greatly benefit the marketing community? What does he know about promotional efforts and competitive counter-attacks? I'll bet there are darn few managers who cannot go to one, two or three people and somehow arrange for purchasing data in a dozen stores or more on every single product that buys time on his station.

This information is worth a fortune to most advertisers. Local data is so much easier to obtain locally, which explains why those of us not local have to learn some things the hard way.

It took me two years to learn that a major copy improvement on a beer may take as long as six months to catch hold. It took me one year to learn that the same advertising copy on a successful product of the writing instrument variety will build immediate sales through a newspaper ad, will build even heavier sales on tv—but will take three weeks to get started.

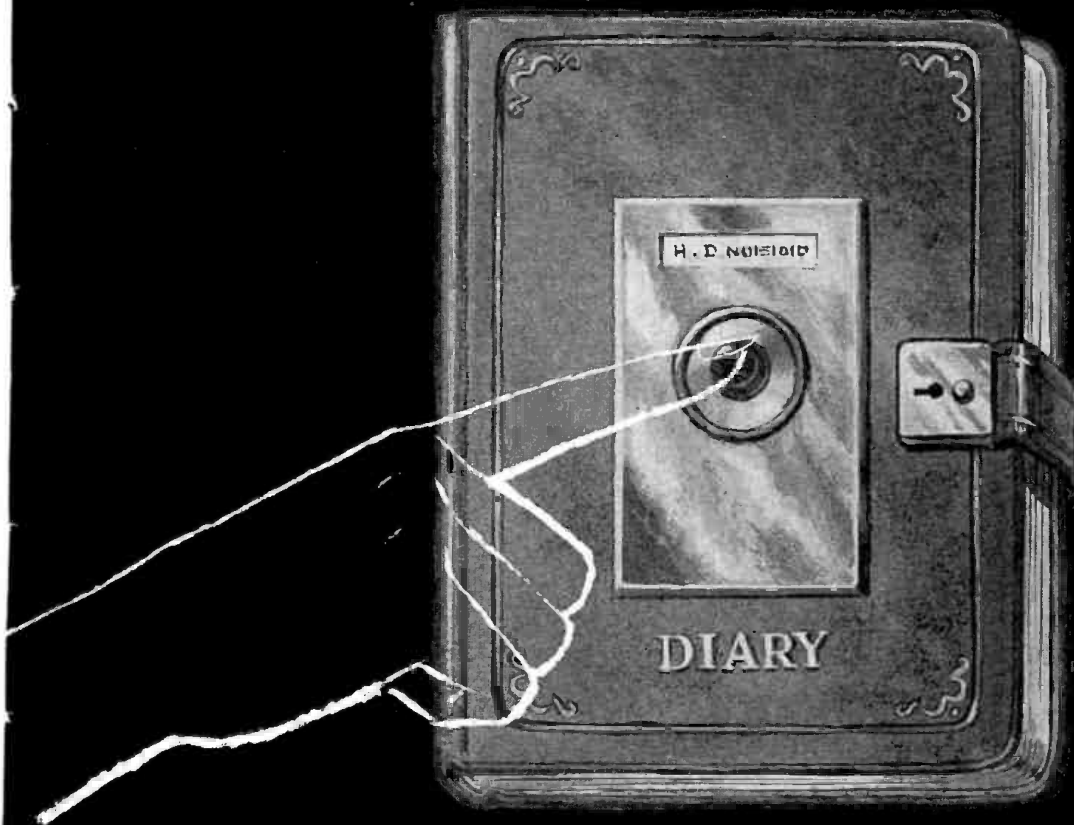
Tomorrow's Dollar ■ My sixth wish is for really effective assistance, merchandising and promotion assistance for products in the local market. Some stations do this and it makes a significant sales difference if done properly.

Unfortunately, its greatest value is on the new product, the one on which you rely the least for income today. Many good products—with tremendous advertising potential—die in a month for lack of such merchandising support and distribution help. Tomorrow's ad dollars die with them, too.



David G. Watrous, 47, has been in advertising and marketing since he was 19, with the exception of four years in the U. S. Navy. He joined Ludgin two years ago and became president early this year. Before that he was with Tatham-Laird Inc., Chicago, for two periods, with time in between at Benton & Bowles, New York. His accounts experience range from dog food, cereals and banks to heavy industry. He is a governor of the Chicago council of the American Assn. of Advertising Agencies.

What happens when you cross face-to-face research with a diary?



PULSE TRIED IT. Got an 82% return.

(Do you know what absentee diaries bring back?)

Television measurement will never be the same.

Watch for **TELEPULSE/P/D/Q**

THE PULSE, INC.

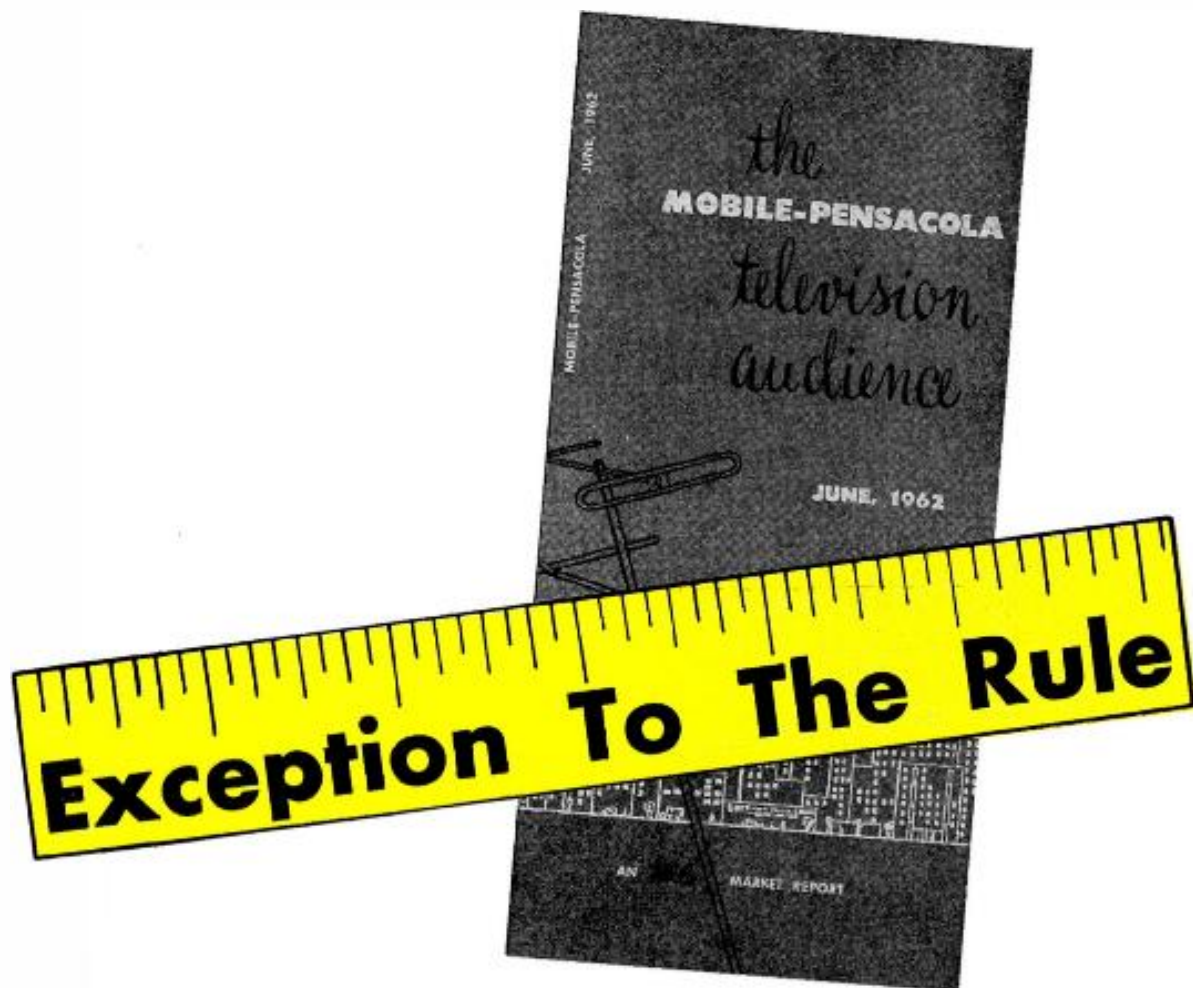
The face-to-face touch in radio, television and market research.
If it's audience characteristics you want, Pulse qualifies.

730 Fifth Avenue, New York 19, N.Y.

Judson 6-3316

W K R G • T V

Mobile—Channel 5—Pensacola



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

Effective Immediately Call
H-R TELEVISION, INC.

or

C. P. PERSONS, JR., General Manager

COMMERCIAL MAKING SPEEDS UP

- Prolonged slack period ends with burst of new activity
- Agencies argue business profitable; producers cry blues
- Both sides agree medium-sized firms may soon disappear

The television commercial production business was shifting into high gear last week after several months of doldrums.

A check of leading advertising agencies and film production houses by **BROADCASTING** indicates the cheering news that most advertisers will produce as many commercials as last year, and perhaps more. Only a minority plans a reduction in commercials intended for presentation this fall.

These findings emerged from a study undertaken because of recurrent reports that the industry suffered a spring drought far more acute than usual and that outside production companies are beset by serious problems. The study explored the economics of the commercial production business as well as immediate commercial production plans.

An objective report on the status of the business is difficult to compile. It depends on the perspective from which the industry is scanned—from the production houses' or the agencies'.

The consensus is that business in general is as brisk as it has been in years. With understandable variations, agencies report volume of commercials in production is as heavy as it has been in recent years. Producers, on the other hand, tend to agree that current activity is quick-paced, but insist this can be a misleading criterion.

If this sounds like a paradox, listen to the plaint of one large film commercial producer:

"It's not how many commercials you turn out; it's what you get paid for them. The prices have not kept pace with our costs over the past three or four years. Some commercials I produce bring me the same price I got three or four years ago. Meanwhile, my own costs have gone up considerably."

Allegedly low prices paid for film commercials) which account for 85 to 90% of all commercials, with the remainder on tape) constitutes the key gripe of producers. This is a virtually unanimous pronouncement, though there is agreement that there is no easy solution to the subject of pricing.

Viewpoint of Agencies ■ Agency officials tend to discount producers' complaints. Most are skeptical that a well-

managed production house could not turn a profit at the prices they are receiving.

One top agency executive who has had job experience with commercial production companies makes this observation:

"For years producers got away with charging exorbitant prices. Starting four or five years ago, agencies started to become more vigilant. But it's still my impression that producers charge a 50% mark-up on jobs. In other words, producers today aren't making as much money as they used to, but that doesn't mean they're losing money."

Both producers and agency officials seem to agree that the economics in the commercial production field are com-

plex and fast generalizations cannot be drawn. Producers are insistent that prices must be raised somehow, but are frank to acknowledge they do not know how this can be accomplished under the present system of competitive bidding. The agencies hold that the production business is like any other business and individual producers, depending on their resources, management and creative skills, either will flourish or wither.

"Frankly, this isn't our problem," one agency man said. "That is, if it is a problem. Producers have been griping for years. Yet only a few have gone out of business, except for those one-man operations."

Producers Worried ■ Apprehension developed among producers this spring



A Telstar reunion for Cioffis

One year ago Lou Cioffi went abroad to become ABC's chief European correspondent. Last Tuesday, for the first time since then, his parents, Mr. and Mrs. Louis Cioffi of New York, saw their son. This was on the first live transmission of an American newsman from Europe on an individual network presentation, with Mr. Cioffi coming through

via Telstar from Paris for the ABC news roundup. The Tuesday network programs came the day after the successful first exchange of live tv programs between the United States and Europe, hailed throughout the western world as a breakthrough in intercontinental television transmissions.

(See story, page 54)

COMMERCIAL MAKING SPEEDS UP continued

because the usual hiatus from commercial production appeared to stretch over a longer period than in previous years. Several film producers claim that the "dry" period used to be a month—usually in May—but this year the inactivity began in March and continued through June.

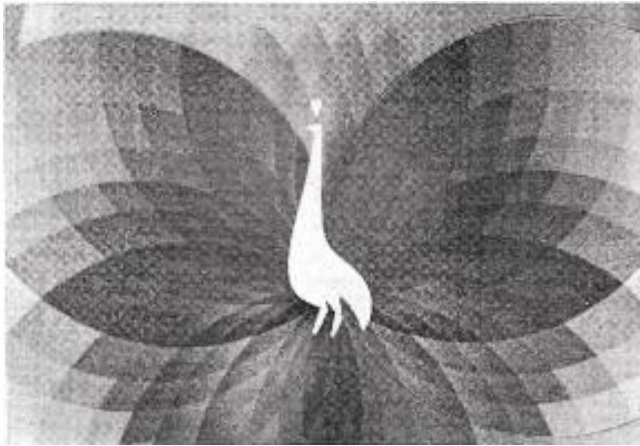
They are pessimistic that dollar volumes, despite the feverish pace at the moment, will approach that of recent years. They are fearful that business peaks will be less frequent, while the valleys will recur.

Producers view these facets as contributing to their overall problem:

- The field continues to be crowded,

will be affected adversely by sparser production of commercials intended for spot tv. They concede that there probably will not be a drop-off in network commercials.

The reason behind the cut-back in spot tv commercial making, they claim, is the residual talent fees paid on commercials carried on a market-to-market basis. The last Screen Actors Guild-American Federation of Television & Radio Artists pact covering spot commercials resulted, they say, in a substantial hike to performers, whose commercials are carried on spot tv. The network commercial code for performers is milder and, accordingly, adver-



Trend to an emphasis on graphic designs in commercials is epitomized by this 10-second spot for NBC-TV's new "living color" peacock, which Elektra Films produced. It took four months to make and used special back lighting and a spectrum of gray tones.

fostering competition and encouraging low pricing.

- The practice of competitive bidding (anywhere from four to eight companies are asked to submit bids for a job) tends to depress prices even further.

- Concentrating activity during an eight-month period rather than a year-round plan opens up "dry" periods in the spring and early summer, during which many production companies are idle. This tends to sharpen competition for the available business, contributing to downgrading of prices.

Though many agencies say they expect to spend at least as much money as last year, there is no uniform pattern. Some agencies say they'll be producing fewer commercials and re-running them more often. But again there appears to be no general trend in this direction, as asserted by some outside producers.

Many producers claim that on an overall basis there will be less money invested in commercials than in past years. They insist that the total figure

tisers are more inclined to invest in new production in this area, producers assert.

Cheaper Method ■ "Even though they have to pay re-run fees," they point out, "advertisers feel that it is less expensive in the long run than making a new commercial. Provided of course that the re-run commercial is a good one."

Many producers feel they are "short-changed" by agencies, which compute their costs to include production, residual fees and station time charges without distinguishing the areas of so-called inflation. They contend that costs of production have remained static or risen slightly over the years, while station charges and talent re-payments have zoomed.

"But the agencies feel they can't bargain with the stations or the union but can with us because our field is so competitive," one leading producer moaned.

The competition in the field is likely to become less acute in the future, but no one will predict when this would

occur. Several point out that some moderately-sized production companies already have gone out of business and others are likely to follow them.

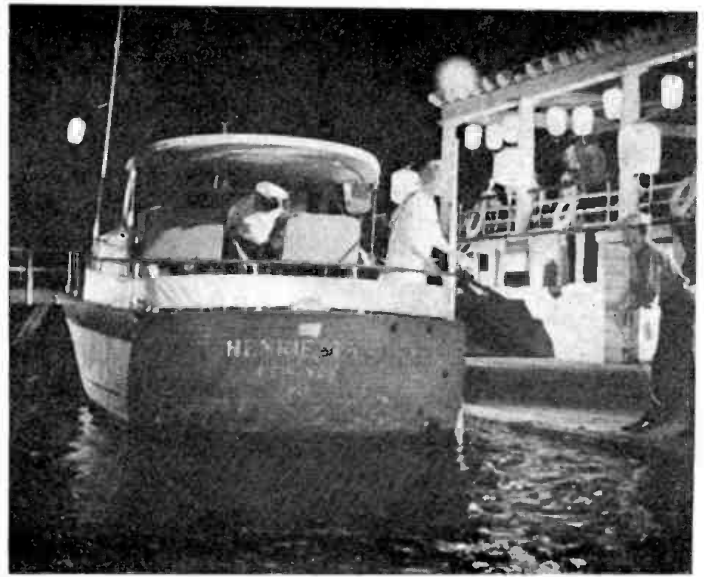
Though agencies generally believe that the plethora of producers enhances their bargaining position, most seem to feel that the industry would be "better off" if there were fewer production houses. They believe that this would provide stability to what often is a chaotic undertaking.

Thinning Out ■ One area of agreement among agency men and producers is that as time goes on, there will be two types of production organizations—the very large and the very small. The giant companies, they reason, can offer a multiplicity of services under one roof (a one-stop shop) and the very small one can provide a highly specialized, often creative, service for a specific assignment. The medium-sized house, they aver, will not be able to compete with either because it is not likely to be in a position to offer completeness on the one hand or specialization on the other.

Agencies disagree with producers on two scores—that production for spot tv is dwindling and that they are being "short-changed" because of increases in residual talent costs and in station time charges. Several executives claim that costs are evaluated carefully to ascertain the amount of money allocated for production, for residual costs and for time charges. They indicate they are fully aware of the way a budget is spent. With respect to producers' claims that spot tv commercials will be cut back, several agency officials said they are unaware of such a development, and one executive said:

"I can't see where there would be a conscious, planned effort to cut back on spot tv commercials. Why jeopardize a campaign in order to save on the cost of a new commercial that might run anywhere from \$6-\$8,000. We make our decisions—and I'm certain other agencies do too—on the effectiveness of the commercial. If one is particularly effective, we re-run them until we feel that they have run their course.."

Slice-of-Life ■ Producers and agencies agree on this point: for the new fall season there will be an extension of the so-called "slice of life" commercials that spotlight families in real-life situations; an emphasis on commercials that are humorous, warm and friendly, and a heavier reliance on graphic designs. There is a belief that commercials will rely less and less on claims of a particular product, because, as one agencyman commented: "Let's face it. So many products are almost identical. When claims of superiority are made for many competing products, they lose their believability. And a good commercial



Typical of the "slice-of-life" motif that agencies and producers believe will continue to be popular this fall is this scene (l) from a Schaefer taped spot produced on location by MGM Telestudios for BBDO, New York. Describing incidents at a family picnic, 21 different scenes are used in the spot that is being run this summer. A new Clairol

filmed commercial (r) produced by MPO Productions for Foote, Cone & Belding, New York, also typifies trend toward spots telling a family situation story. Commercial, scheduled to run on daytime network programs next month, is for Clairol's Silk & Silver spray and glamorizes gray hair in an evening of fun at the yacht club.

must first of all have a basis of believability."

Among producers, a bright note is sounded by video-tape production com-

panies. They report that the business outlook is "excellent." Two of the leading organizations—Videotape Productions of New York and MGM Tele-

studios—state that July business has been at record levels and prospects for the late fall and summer continue to be bright.

Daytime network tv sees fall record

ABC, CBS, NBC EXPECT AS GOOD OR BETTER SALES THAN FOR 1962

Network television daytime sales, continuing a two-year upward trend, are heading toward a record fourth quarter. Daytime sales for the year can now be expected to at least equal last year's 16.7% increase over 1960.

Not only are the three tv networks writing more daytime orders for the fall season than in past years, but they are getting the business earlier, spokesmen for ABC-TV, CBS-TV and NBC-TV said last week. All are approaching an overall sold-out level and most time periods are completely sold.

ABC-TV said its fall daytime schedule is virtually sold out (95%-98%) for the coming fourth quarter. Edward Bleier, vice president in charge of daytime sales, claims it's ABC-TV's "best pre-sold sales record ever." Similarly, CBS-TV and NBC-TV report their fall schedules are near the 100% sold status. "We've locked up the fourth quarter earlier than ever before in our history," a CBS-TV spokesman said. He added that the 12-5 p.m. schedule is completely sold and only scattered minutes remain in the morning minute plan.

NBC-TV noted that a program re-scheduling process at present makes it difficult to cite a percentage figure covering the total amount already sold. It appears, however, that six of the 12 half-hour daytime periods are 100%

sold and the remaining half-hours are at about the 80% sold level, according to James G. Hergen, NBC-TV director of daytime program sales. He said fall business is a little better and it's earlier than last year. He said that fall of 1961 was "very good but daytime was only about 70% sold at this time of the year."

Daytime Analysis ■ Mr. Hergen sees three major reasons for the "better and earlier" business. In the first place, he believes all three networks "have learned to explain and sell daytime better—advertisers and agencies have more understanding of daytime tv's values."

Secondly, he singles out "improved flexibility through changes of policy in daytime selling." The third factor involves the "three-network competition for programming strength, thus providing a broader choice and greater values for both advertisers and viewers."

Best Ever ■ The bright outlook for fall, combined with the sales record for the first nine months, undoubtedly will add up to make 1962 the most prosperous year for network tv daytime sales. In the first five months of this year, according to Television Bureau of Advertising, daytime sales have averaged 15% higher than in the corresponding months a year ago. TvB reports January up 14.9%; February up 18.4%; March up 11.9%; April up 12.1%, and May up 17.6%.

TvB records over the past few years show that daytime was strong for the full year in 1959, which was 17.7% ahead of 1958. A weak period developed, however, in the fall of 1959 that continued to the fall of 1960.

The full story of summer 1962 has not been told. The networks have enjoyed good summer daytime business in the last two years, and all report that this summer is ahead of last year. As one network executive said: "The advantages of summer discounts more than compensate for the smaller number of sets in use."

NBC-TV daytime sales

NBC-TV's daytime business in June totaled \$10,688,000 in new and renewal orders, it was announced late last week. The June sales volume plus May's \$13,470,000—the largest one-month total of sales in the history of the network's daytime programming—totals \$24,138,000 over the two-month period. During June, nine national advertisers placed new orders totaling \$3,643,000 and six national advertisers renewed orders totaling \$7,025,000.

ALBERTO-CULVER'S SUCCESS

Chicago firm annually doubling tv ad budget; sales doubling, too; 1962-63 goal: \$30 million

Every year since its beginning in 1955, the Chicago-based toiletries firm, Alberto-Culver Co., has about doubled its advertising budget—placed virtually 100 percent in tv, saturated year-round—and has ended each year with total sales approximately double the year before.

The 1962-63 year will be no exception, the firm told its national sales convention Thursday afternoon in Chicago, and spending in tv spot and on all three tv networks will be boosted to the \$30 million mark. This is twice the budget this time last year and more than the total of product sales itself for 1961.

Saturation spot tv schedules alone currently are running at the \$1 million-a-month rate. Alberto-Culver agencies are Compton Adv. and BBDO, both Chicago.

The unusual three-day sales meeting, styled as a tv spectacular (BROADCASTING, July 23), featured executives of the tv networks as well as a parade of tv stars such as Vince Edwards, Bud Collyer and others seen in the collection of 20 daytime and nighttime network programs to be partially sponsored by the company beginning with the fall season. The sponsor has a heavy network schedule running now, too.

First nighttime tv ■ For the first

time, Alberto-Culver will have programs at night on all three tv networks, according to Charles A. Pratt, advertising director. Its daytime participation schedule includes eight shows on CBS-TV and six on NBC-TV.

Alberto-Culver plows back nearly two-thirds of its sales dollar into advertising and selling, president Leonard H. Lavin said, while others in the industry spend less than one-half of their sales dollar for these purposes. The firm now claims to have become "No. 1" in the health and beauty field and expects to sell \$55 million worth of product this calendar year and hit the \$200 million mark with a wide product diversity by 1964.

Tribute to Alberto-Culver for its sky-rocket growth in both sales and tv advertising was paid in person Thursday by James Aubrey, CBS-TV president; Edgar Scherick, ABC-TV sales vice president; Walter Scott, NBC-TV executive vice president, and Edward Voynow, president of Edward Petry & Co. Other speakers included Barton A. Cummings, president of Compton, and Charles H. Brower, president and chairman of the executive committee of BBDO.

Mr. Lavin founded Alberto-Culver in early 1955 with the initial product, Alberto VO5, a hair dressing and conditioner he purchased from a California

beauty supply firm of the same name. He switched emphasis to the consumer market and tried a small schedule of three spots a week in Philadelphia. The firm acquired a second product, Rinse Away, a dandruff treatment for home use, soon afterwards and began to develop its own line of companion products.

Tv in first year ■ By the end of the firm's first full year of operation in 1956 sales were \$1.5 million and aggressive use of tv was underway. Sales went up to \$2.9 million in 1957 and \$5.3 million in 1958. Command, a men's hair dressing, was added the next year and sales jumped to \$10.4 million. Tv expenditures were upped proportionately.

In 1960 Alberto-Culver expanded into new offices and factory space in the Chicago suburb of Melrose Park and entered the world market. Sales hit \$14.9 million. In 1961 the factory size was doubled, other products were added, and sales hit more than \$25.3 million. Sales the first half of this year topped that figure before the end of this year's first six months. Products now are manufactured in 11 countries and marketed in 29.

This next year's \$30 million ad budget is only domestic. Foreign spending was not disclosed.

President Lavin told the 300 salesmen Thursday their ranks will double by this time next year.

What about competition from the Procter & Gambles of the business? The convention hall rang with such expressions as, "We'll mow 'em down."

CBS-TV colorcasting for concert unlikely

Corning Glass commercials were being shot in color last week in the hope CBS-TV will carry them in color this fall when Corning sponsors a two-hour telecast of the opening concert at New York's Lincoln Center for the Performing Arts. But the chance that CBS-TV thus will return to colorcasting is said to be slim.

A Corning spokesman said he doubts that the Sept. 23 program will be colorcast because the air conditioning cannot handle the extreme heat created by the lighting required for a colorcast.

Lighting engineers at Corning, which makes bulbs for color tv, are trying to devise a special lighting system to meet the conditions, but it's not expected to be ready in time.

Agency appointments...

■ Wilkins Coffee Co., Washington, D. C., names Kal, Ehrlich & Merrick, that city.

■ Ocean Products Inc., Tampa, Fla., appoints Geyer, Morey, Ballard Inc., New York, for Treasure Isle and Tampa Bay seafood brands, effective Aug. 1.



Examining meeting agenda (l to r): Robert L. Haag, Alberto-Culver vice president in charge of retail sale;

Peter Burns, Compton Advertising; Dean Proctor, BBDO, and Charles A. Pratt, A-C director of advertising.

Charlotte's WSOC-TV takes 4 out of 5 first place awards Southern Newsfilm Competition



For third consecutive year
a big sweep for
WSOC-TV news staff:

1. First in 4 out of 5
tv news categories.
2. Amassed 25 out of
the possible 35
contest points.
3. Each WSOC-TV staff
member placed in contest.
4. WSOC-TV's George Carras
named "Southern TV
Photographer of the Year."

Some of the prettiest sales pictures in the Carolinas are being built within the framework of Channel 9's hard-hitting, imaginative news service. WSOC-TV's Carroll McGaughey and staffers bring local and regional events alive for a market of nearly 3 million people. You'll do well yourself with Charlotte's WSOC-TV. Let us tell you how this great area station of the nation can work with you.

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

TV'S BOOM PERIOD: LATE NIGHT

Billings are now 10% of tv national advertising figure, representing tripling of total in five years to over \$150 million

Late night television is the medium's fastest-growing time period, accounting for more than 10% of national advertising in tv, the Television Bureau of Advertising reported last week.

TvB estimates that more than \$150 million in national advertising gross

time billings (covering network and national spot tv) will be invested in late night during 1962, said to be more than three times the \$46 million spent in that period five years ago. TvB notes that while nighttime tv expenditures tripled, total tv billing for na-

tional advertisers increased by only 50%. (Late night tv includes the periods between prime time and sign-off).

In the first quarter of 1962, late night television reached 36,603,000 homes during an average week between 11 p.m. and 12 midnight, representing 74.7% of all U. S. tv homes (Source: A. C. Nielsen Co.). TvB reported that each week home viewers watched late night programs an average of 2 hours and 49 minutes

Nielsen figures also show, TvB said, that of all the time periods during the day, late night tv shows have the fewest year-round changes between highs and lows. For example, sets-in-use during late night range from a 31.4% high to a 26.3% low, TvB stressed.

The bureau estimated that of the more than \$150 million to be allocated for late night tv in 1962, approximately \$140 million will be spent in spot tv and about \$12 million in network tv. In the first quarter of 1962, spot tv gross time billing in late night amounted to \$38,091,000, or 20.9% of total spot tv, as compared with 1957 first quarter spot tv billing in late night of \$10,724,000 or 9.2% of the total (Source: TvB-Rorabaugh).

Leading late night advertisers (see tables) were Procter & Gamble, Lever Bros. and Colgate-Palmolive in spot and Sun Oil, P. Lorillard and Beech-Nut (Life Savers) in network tv.

A pre-midnight look into the tv homes

% TV HOMES VIEWING
11 P.M.-12 MIDNIGHT

(AVERAGE PER MINUTE)

Family size

1-2	22.8%
3-4	33.3
5+	35.0

Age of head of house

Under 40	35.4%
40-54	31.3
55+	24.7

Age of housewife

Under 35	37.3%
35-49	33.1
50+	25.4

Age of children

Any	33.6%
Any under 6	36.6
Any 6-11	33.4
Any 12-17	31.5

Occupation of head of house

Prof. & white collar	31.8%
Skilled	34.3
Farm & unskilled	29.4
Ret'd. & unemployed	22.9

Family income

Under \$5,000	25.2%
\$5,000-\$7,999	33.7
\$8,000+	29.8

Education of head of house

Grade school	25.5%
1-3 yrs. H. S.	30.5
4 yrs. H. S.	35.0
1 or more yrs. college	30.0

Business briefly...

Zenith Radio Corp., through Foote, Cone & Belding, and Amana Refrigeration Inc., through MacFarland, Aveyard & Co., will co-sponsor NBC-TV's coverage of the *World Series of Golf* on Saturday, Sept. 8 and Sunday, Sept. 9 (4:30-6 p.m. EDT). Champions Jack Nicklaus, Arnold Palmer and Gary Player will compete for a \$50,000 first prize. Event originally was to have featured a foursome, composed of winners of four golf events—U. S. and British Opens, the PGA and Masters—but field in World Series was reduced to three when Palmer won two of the events.

Metro Goldwyn Mayer has purchased five participations on the *Tonight* show (Mon.-Fri., 11:15 p.m.-1 a.m., EDT) during the week of July 30 to advertise the motion picture "Lolita." Agency: Donahue & Coe, New York.

Edward Dalton Co., division of Mead Johnson & Co., has purchased participations in 10 ABC-TV programs for fourth quarter of 1962, to advertise Metrecal and Nutriment. The shows are: *Combat, Sunday Night Movie, The Untouchables, Going My Way, Wagon Train, The Gallant Men, 77 Sunset Strip, Naked City, Mr. Smith Goes to Washington* and *Premiere*. Agency: Kenyon & Eckhardt, New York.

Pittsburgh Plate Glass Co. has bought sponsorship in NBC-TV's *Laramie* (Tue., 7:30-8:30 p.m. EDT) and *International Showtime* (Fri., 7:30-8:30 p.m. EDT) during the 1962-63 season. Agency: Maxon Inc.

Rep appointments...

WALA-AM-TV Mobile: nationally by Select Station Representatives, New York, effective Aug. 1; regionally by Clarke Brown Co., Dallas (continuing).

WDXR Paducah, Ky.: Gill-Perna Inc., New York.

WSTV-TV Steubenville, Ohio-Wheeling, W. Va.: Peters, Griffin, Woodward, New York, as exclusive national representative, effective Aug. 1.

Channel 13 of Rochester, interim company formed by eight applicants for tv channel in Rochester, N. Y.: Blair-TV, New York, as national representative.

Young & Rubicam tests opinion measurement

Young & Rubicam, New York, is experimenting with a new research technique called "Instant Data Service," intended to provide rough measurements of national opinion on short notice through the use of a very small but well-distributed sample of the population.

Y&R's development of the technique

Tv's biggest spenders in the late hours

LEADING LATE NIGHT ADVERTISERS SPOT TV GROSS TIME BILLINGS*, FIRST QUARTER 1962

	Total	Late Night	% Late Night
Procter & Gamble	\$16,528,700	\$4,927,300	29.8
Lever Brothers Co.	6,599,300	1,564,600	23.7
Colgate-Palmolive Co.	5,244,200	1,166,100	22.2
Bristol-Myers Co.	3,324,600	1,078,100	32.4
Alberto-Culver Co.	1,998,400	1,049,700	52.5
Gillette Co.	2,006,900	991,700	49.4
Wm. Wrigley Jr. Co.	3,282,100	889,400	27.1
Philip Morris Co.	2,080,200	868,300	41.7
Miles Laboratories	2,295,100	828,000	36.1
General Foods Corp.	4,762,800	743,000	15.6

TOP SPOT BRANDS IN LATE NIGHT*, FIRST QUARTER 1962

	Late Night	Total	% Late Night
Wrigley Gum	\$889,400	\$3,282,000	27.1
Alka Seltzer	664,600	1,566,800	42.4
Parliament Cigarettes	596,200	1,357,400	43.9
Contac	461,600	954,100	48.4
Bromo-Seltzer	404,500	855,300	47.3
Avon Cosmetics	382,800	1,700,900	22.5
Gleem	371,400	1,181,100	31.4
Dash	345,800	1,040,300	33.2
Downy Softener	343,800	1,021,400	33.7
Clorox	340,600	915,900	37.2

* Source: TvB-Rorabaugh

LEADING LATE NIGHT ADVERTISERS* NETWORK TV GROSS TIME BILLINGS FIRST QUARTER 1962

	Total	Late Night	% Late Night
Sun Oil Co.	\$ 424,778	\$422,870	99.6
P. Lorillard Co.	3,358,395	392,319	11.7
Beech-Nut Life Savers	3,229,478	301,820	9.3
Mogen David Wine Co.	206,714	206,714	100.0
Gold Seal Co.	465,339	202,956	43.6

* Source: TvB/LNA-BAR

SRO sign hung out for Carson late show

NBC-TV's *Tonight Show Starring Johnny Carson* has reached sold-out status, nearly three months in advance of its Oct. 8 starting date, reports William Storke, NBC-TV director of participating sales. He said 29 advertisers have signed for the fourth quarter.

The advertisers and their agencies:

Lehn & Fink Products (Geyer, Morey, Ballard and Fuller & Smith & Ross); Valor Enterprises (Howell & Young); Tubular Textile Machinery (Mogul, Williams & Saylor); Otto Bernz (The Rumrill Co.); Technical Tape Corp. (Product Services Co.); Liggett & Myers Tobacco (J. Walter Thompson); W. A. Sheaffer Pen (BBDO); Block Drug (Sullivan, Stauffer, Colwell & Bayles); Adam Hats (Mogul, Williams & Saylor); Revere Copper & Brass (Adam & Keyes); Baldwin Piano (Hill, Rogers, Mason & Scott).

Mogen David Wine (Edward H. Weiss); Mirro Aluminum (Cramer-Krasselt); Gulf American Land Corp. (Paul Venze Assoc.); American Cyanamid (Perry-Brown); F&F Labs (Lilienfeld & Co.); Dominion Electric (Howard Swink); Philco Corp. (BBDO); Sunbeam Corp. (Foote, Cone & Belding); Dodge Div., Chrysler Corp. (BBDO); Wembley Inc., (Walker Saussy); Trylon Products (Lilienfeld & Co.); Kayser-Roth (Daniel & Charles); Masonite Corp. (Buchen Adv.); International Shoe (Krupnick & Assoc.); Armstrong Cork (BBDO); Cracker Jack (Doyle Dane Bernbach); Eureka-Williams (Earle Ludgin), and Minnesota Mining & Mfg. (MacManus, John & Adams).

was revealed last week when it became known the agency had conducted two surveys for the White House in mid-June to determine the attitude of adult Americans toward President Kennedy's news conferences. They showed that two-thirds of the sample did not know on the first day (June 14) that the President had held a conference, and the next day (second survey) three-fifths of the sample had not learned that Mr. Kennedy had held a conference. Among those who had seen or heard the conference on radio-tv, 95% maintained that it was a "worthwhile experience."

Agency officials refused to reveal the details of the technique or its application for radio, tv and other media, claiming "it's still too early." It is known that the two surveys were made by telephone to 84 individuals in 12 cities on the first day and 93 in 12 cities on the second day.

\$75 million ad bill seen for N.Y. fair

An estimated \$75 million will be spent by exhibitors in advertising their participation in the New York World Fair, Thomas J. Deegan Jr., chairman of the fair's executive committee, predicted in a speech to the Magazine Promotion Group in New York City last week.

The media to be used in advertising the fair, which starts in April 1964, include television, radio, closed-circuit tv, magazines, newspapers and outdoor advertising. So far no budget breakdown has been made.

Mr. Deegan said major tv advertisers who sponsor "spectaculars" will devote numerous shows to the fair, many originating at the fairgrounds.

The agency for the New York World Fair is J. Walter Thompson Co., New York.

SRDS-Data to set up Honeywell computer

Plans to install a Honeywell 400 electronic computer to speed its media planning, billing and evaluation services in advertising were announced last week by SRDS-Data Inc.

Officials said that among the initial uses of the Honeywell unit, capable of handling up to 10,000 mathematical calculations per second, will be a "bill-pay" arrangement under which Data Inc. could control an agency's entire accounting procedure, including responsibility for placing broadcast and print buy orders.

The computer, they said, also will be able to examine advertising programs, determine the "best" buys obtainable and then, upon instruction from the advertising agency, place the orders with the selected media. Spokesmen discouraged speculation that "automated

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.

The arrival of new products in television identifies them—often for the first time—as potential sources of future business for stations generally, and as potential competitors for other advertisers and agencies. BROADCASTING's reports will list, each week, all prod-

ucts which during the latest monitoring period appeared for the first time in BAR records, whether they are entirely new products or are existing products not recorded in spot television before. BAR monitors six to eight markets each week, an average of 28 per month and a total of 77 different markets per quarter.

Monitored during period ended July 20:

Product: White Palmolive Soap.
Company: Colgate-Palmolive Co.
Agency: Ted Bates & Co., New York.
Schedule and markets: Nighttime minutes in South.

Product: Welch Apple-Grape drink.
Company: Scott Paper Co.

Agency: J. Walter Thompson Co., New York.
Schedule and markets: Nighttime minutes in South.

Product: Radiant Furniture Wax.
Company: Boyle-Midway Div., American Home Products.
Agency: Ted Bates & Co.
Schedule and markets: Day and night minutes in North Central.

Product: Beam Decongestant eye-drops.
Company: Labaron Pharmacal Division, Chas. Pfizer & Co.
Agency: Ted Gottself Assoc., New York.
Schedule and markets: Day and night minutes on West Coast.

Product: Bounty Brand food products (meat stew, chicken stew, chili con carne).
Company: Campbell Soup Co.
Agency: Needham, Louis & Brorby, Chicago.
Schedule and markets: Day and night minutes in North Central.

timebuying" is anywhere in the offing.

The Honeywell unit is due for delivery Aug. 17, about 10 days before BBDO is scheduled to get one, also a Honeywell 400, for its own uses. Data Inc. claimed its unit would be "the first such installation in the New York market" and "the first installed for specific application in the advertising field."

Broadcast Billing Co., one of the firms currently offering "clearing house" services to stations, agencies and reps in the buying of spot advertising, is a division of SRDS-Data.

Heavy budget set for World Series

To support its 1962 World Series sponsorship, Gillette will be advertising at the rate of \$85,000 a day for a seven week period. Total ad budget in all media for the series campaign is \$4.15 million, according to A. Craig Smith, vice president in charge of Gillette advertising. Bulk will be in radio-tv.

Gillette will be sponsoring the World Series for the 24th year. It will be carried by NBC on more than 200 tv and 400 radio stations. Gillette will also sponsor the series broadcasts in Canada and Latin America.

Spot tv will be used to advertise the World Series products—a combination offer of a newly designed "slim adjustable razor" and a can of Foamy Aerosol shaving cream—in major markets with four spots weekly for seven weeks. Spot radio will be used in the top 100 markets.

The campaign also includes sponsorships in *American League Professional Football*, *Saturday Night Fight of The Week*, *Wide World of Sports* and *Surf-side Six*, all on ABC-TV. Maxon Inc., New York, is Gillette's agency.

Sweeney proposes effectiveness study

Formation of an industry-wide "foundation" to develop methods of measuring the sales effectiveness of advertising was proposed last week by RAB President Kevin Sweeney, who said RAB would contribute up to \$50,000 to get the project started.

"The only realistic standard of effectiveness is the jingle of metal and the whisper of paper as they're placed into the cash register," he told the Miami Advertising Club in a speech Wednesday. "I believe this so thoroughly that I propose that the advertising industry drop the necessary seed money into the cup to develop accepted methods to measure the sales effectiveness of advertising.

"I believe that all the organizations now studying the problems of measuring sales effectiveness should combine forces and finances into one organization . . . and make a crash study with projects in many cities, the results of which will be open to all contributors."

Mr. Sweeney said RAB also would make available to such an "advertising effectiveness foundation" the 9,000 case histories of advertising sales results developed in the Higbee-RAB department store challenge study. This study evaluated radio and newspaper sales effectiveness for Higbee's store in Cleveland over a two-year period.

Mr. Sweeney said his foundation proposal is "selfish" because radio would get "many times" more support if sales results were the criterion on which advertisers select media. The current basis of evaluation, he said, is "some circulation data plus personal opinion, which has kept radio out of a dominant place in retail and national advertising."

He said radio "tripled its efficiency"

for the Higbee's store in less than two years. In that span, he said, sales-per-dollar increased from a little over \$3 per dollar of radio advertising to about \$11 in sales for each dollar spent in radio.

Four markets added to Streitmann buy

Streitmann Biscuit Co., Cincinnati, has increased its lineup of the *Biography* syndicated series from 24 to 28 southern markets, reports Seymour Reed, president of Official Films Inc., distributor. The four markets were not named. Ralph H. Jones Co., Cincinnati, is the agency.

Mr. Reed said *Biography* now has been sold in 117 markets. New client sales include the Mercantile National Bank of Kansas City, Omaha National Bank, Milwaukee Federal Savings & Loan Co. and Baltimore Federal Savings & Loan Assn. The latest station sales have been to WTOP-TV Washington, WATE-TV Knoxville, WCKT (TV) Miami, KGNC-TV Amarillo, KTBC-TV Austin, WHEN-TV Syracuse, KROD-TV El Paso, KOSA-TV Odessa, Tex., and KREX-TV Grand Junction, Colo.

Y&R field service unit

Young & Rubicam, New York, announces it has set up a field service unit in its media department to represent the agency in all local markets and function in all phases of local media. The unit will be headed by Thomas Lynch, an associated media director.

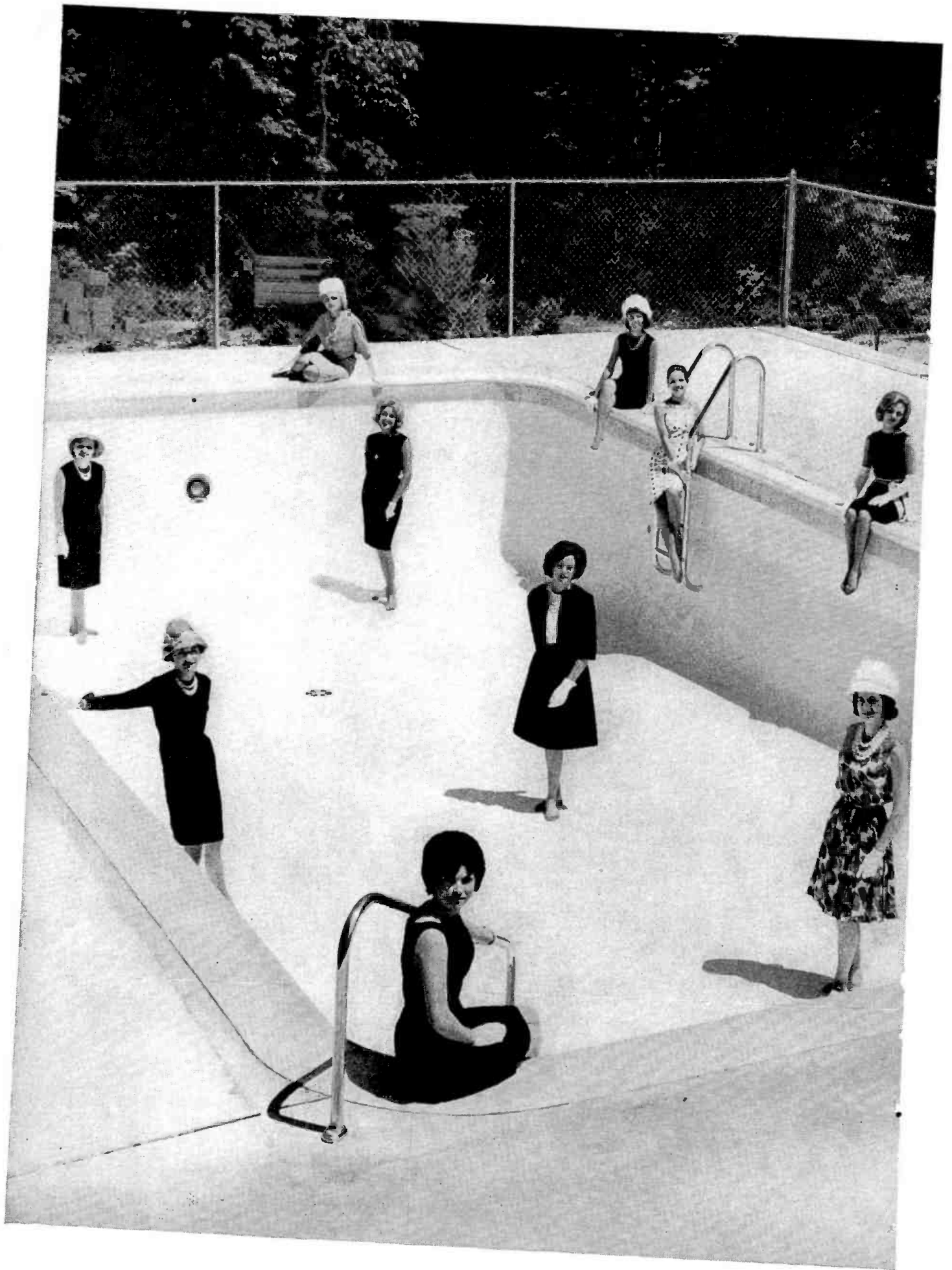
The unit will include the spot radio-tv availability group supervised by Ray Jones and the local tv programming group which maintains up-to-date information on and liaison with local radio-tv stations. This function is being transferred from the radio-tv department.

**one radio
station in
the nation's
top ten markets
surpasses all
others in
weekly penetration***

**KMOX
RADIO
"THE VOICE OF ST. LOUIS"**

*Cumulative Pulse, 1962

*KMOX Radio is a CBS Owned station represented
nationally by CBS Radio Spot Sales*





Eleven Brides

in a rather special swimming pool

Certainly, few swimming pools were more badly wanted—or were ever more elaborately obtained.

This pool was built because 12,000,000 used tax stamps were mailed in by Ohio families, when they were asked to by the strongest radio voice in Northern Ohio—KYW Radio in Cleveland.

The State then redeemed these stamps (at 2% of their face value) for the Cleveland Society of the Blind. With the cash this provided, the Society paid for the Summer Camp Pool (designed especially for the blind) which it had been dreaming of for fifteen years.

And the 11 brides?

They were picked for a surprise “June Shower” given to them by KYW in honor of this year’s vintage-crop of *new* families in the 10,000 square miles of 23 northern Ohio counties, where KYW has intensive coverage.

We asked the brides to help us to take this picture because the pool and the brides *together* tell still another story.

They represent two sides of the many-sided, continuous flow of events in KYW’s lively, year-round “Family Affair” with its listeners, the largest radio audience in Northern Ohio.

They also indicate in small part how KYW’s services to its listeners cover *five different dimensions* of radio, briefly summarized as: Community Involvement, Entertainment, News, Personalities and Public Affairs.

These five dimensions of responsible radio are the hallmark of all WBC Radio Stations—whose creativity, importance, and impact are measured by the way in which their listeners respect and respond to them as *prime movers* of ideas, goods... and people.



WESTINGHOUSE BROADCASTING COMPANY, INC.

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

FCC rules revision overhauls fm band

IT'S FIRST MAJOR CHANGE SINCE 1946: NEW CLASSES, SEPARATIONS

The first step in a major overhaul of the commercial fm band (92-108 mc) was taken July 26 by the FCC. The commission revised its rules to set up new coverage classes and tightened its mileage separations, the first significant rules change since 1946.

Still to come is a brand new table of channel allocations by cities, similar to that used in television. A proposed table will be completed during the autumn after clearance with Canada.

Behind the FCC's new fm rules is a desire to update the coverage curves for the first time since the postwar rules plus mounting pressure for a halt to shrinkage of areas served by large (Class B) stations. Lessons learned from deterioration of am coverage patterns and the antiquity of fm coverage curves took an important role in the commission's new action.

While the new rules, titled "First Report and Order," are of profound importance to the fm band, the practical significance awaits issuance of the proposed allocations table.

Here are some of the highspots of the proposed table:

- All existing fm stations would retain their present facilities in the new allocation table. The FCC will build its table around these current assignments.
- Each community would have at least one fm station, as far as possible, especially if it lacks much am service.
- At least two fm services are deemed

desirable, especially where there is no primary am service and the community is outside an urban area.

▪ Fm would provide a substitute for am operations where am service is marginal.

Fm Zones and Classes ▪ Three classes of fm stations and three geographic zones are specified by the FCC's new report and order (see box this page).

These changes, the FCC is convinced, will prevent further deterioration of the fm band, especially acute where population is heavy. They will provide more growth of the medium.

Three key subjects were not touched in the new rules:

- Equipment rules are unchanged.
- Nothing was done about the touchy matter of am-fm duplicate programming.

▪ Proposals for wider spacing of fm stations because of multiplexed stereo were passed by, the commission apparently feeling multiplexed signals do not travel as far as primary signals.

▪ Educational fm (88-92 mc) wasn't touched.

The three new geographic zones are as follows: Zone I (same as Tv Zone I) includes part or all of 18 Northeastern states and the District of Columbia. Zone I-A is confined to California south of the 40 degree north latitude line (just north of San Francisco). Zone II includes the rest of the United States.

Applications for fm stations pending

at the FCC, or applications for changes in existing stations, will be acted on if they conform (or are amended to conform) to the new rules. The commission will help applicants find another channel assignment if a mileage problem is involved, especially if they filed before July 5, 1961 when the changes were proposed by the FCC.

Educational Fm Angle ▪ Educational fm is involved in one respect. Stations in the three 91 mc channels adjacent to the 92 mc commercial limit must meet mileage separations affecting the three lowest commercial channels.

The upcoming allocations table is expected to bring fm into line with tv by providing a "go-no go" basis for assignments. Thus the commission and potential applicants will be able to predict, as it stated, "whether a particular proposed operation will be granted or must be denied. The absence of such a concept in the am service necessitates, in many cases, the elaborate consideration of various factors on a case-to-case basis in connection with each application. Service gains must be weighed against losses in each case; populations must be counted; field strength measurements and often counter-measurements are submitted to attempt to determine the exact location of contours; extent of other service available must be considered.

"The controversies over all of these matters often result in long, involved and costly hearings. The whole process has led to the great delays and burdens, on the commission, on private parties, and on the public, all too familiar in the standard broadcast service. Moreover, the absence of the fixed standards leads to the generation and filing of marginal applications."

As to directional antennas, the proposed additional order said, "They should not be used as a device for reducing the co-channel and adjacent channel spacings. Not only would such a use obviously be incompatible with the preparation of a table of assignments, but it would tend to thwart the orderly and efficient development of the medium generally.

"The directional antennas must be used only on the basis they do not radiate, in any horizontal or vertical direction, more than the maximum power permissible for an omnidirectional operation; and stations will not be assigned at substandard spacings simply

The new vital statistics for fm service

Three classes of stations (by coverage) replace the present two classes (providing maximum and minimum power and maximum "equivalent" antenna height*):

Class	Power	Antenna
A	3 kw (100 w min.)	300 ft.
B	50 kw (5 kw min.)	500 ft.
C	100 kw (10 kw min.)	2,000 ft.

*Where antenna height above average terrain exceeds the figure given, power must be correspondingly reduced.

Shorter mileage separations provided between co-channel and adjacent channel stations (up to three channels removed). Here are protected service ranges and minimum co-channel separations.

Class	Service Range	Minimum Co-channel Spacing
A	15 miles	65 miles
B	40 miles	150 miles
C	65 miles	180 miles

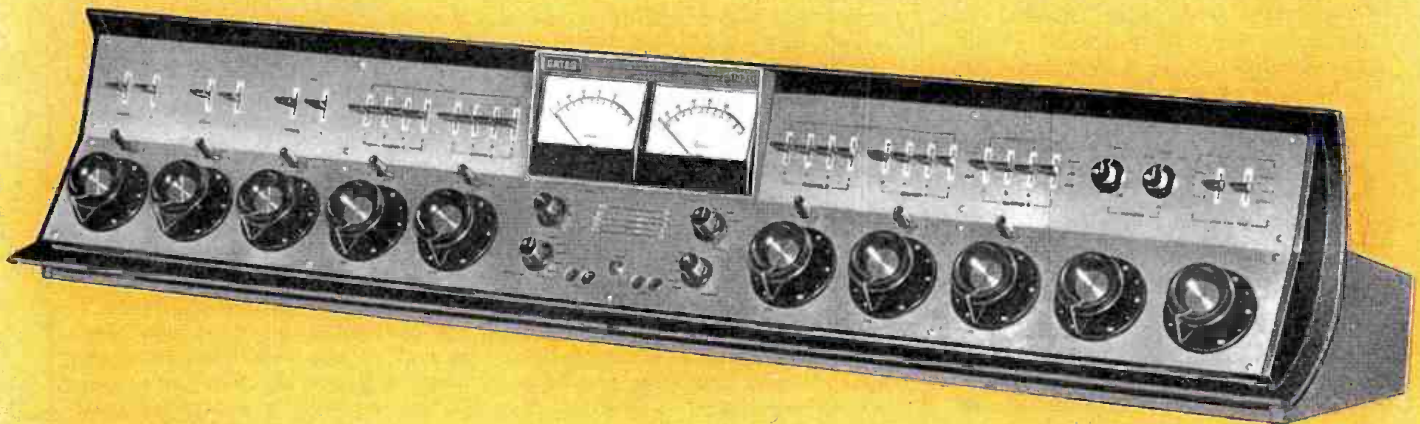
A proposed rulemaking to adopt an assignment table for the 80 commercial fm channels is premised on the following criteria of community population:

1960 City Population	No. of coml. Channels
1,000,000 and over	10 to 15
250,000 to 1,000,000	6 to 10
100,000 to 250,000	4 to 6
50,000 to 100,000	2 to 4
under 50,000	1 or 2

Superb performance . . .

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

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



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

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

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

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

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

There's more—much more—to the **EXECUTIVE** story. Write today for Brochure No. 107.

Our 40th Year
1922-1962



GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

HARRIS
INTERTYPE
CORPORATION

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

because, by directionalizing, they protect existing stations."

License Surrender ■ The FCC order provided that a cp or license surrendered voluntarily under the proposed rule sets up this situation: The FCC will determine whether the channel involved should be assigned elsewhere. This does not apply to normal station sales, however.

As of last week there were 934 licensed commercial fm stations on the air plus 66 with cps; another 201 cps weren't on the air and 180 fm applications were pending. About 200 educational fm stations are on the air.

Currently forty fm stations in the nation are operating with 100 kw. Tower heights above the maximum are to be offset by reduced power to maintain the coverage ratio.

Chicago fm outlet faces revocation

Citing a nine-count indictment, the FCC last week ordered WCLM (FM) Chicago to show cause why its authorizations for regular fm, multiplex and storecasting should not be revoked. The revocation order said the station "appears" to have violated commission rules in the following practices:

- Using its storecasting facilities for commercial announcements and horse-race results.

- Leasing the same facility to Newsplex Inc., a local news service, without informing the FCC.

- Failing to maintain operating logs, supply the commission with requested information and not taking corrective action after the FCC had notified WCLM of violations.

- Devoting its major broadcast time to music and commercial announcements directed primarily to chain grocery stores although the station's license was renewed upon a promise of balanced programming.

- Entering into a contract with a commercial firm that denied WCLM control over programming. This, the FCC said, constituted a time broker's contract which was not reported to the commission.

Last April, WCLM called a news conference to deny reports in Chicago newspapers that the station's race results to special subscribers is intended to promote illegal gambling (BROADCASTING, April 23). William Drenthe, manager, said WCLM was cooperating fully with an FCC investigation of the charges, the FBI and local police.

WCLM is on 101.9 mc with 60 kw. It is licensed to Carol Music Inc.

The commission gave WCLM 30 days to reply to the charges and said a hearing, if held, will be in Chicago.

Minow warns of apathy to NAB codes

The radio and tv codes of the NAB will be incorporated into the FCC rules if the industry does not enforce the codes' provisions, FCC Chairman Newton N. Minow warned July 22 on *Meet the Press* (NBC).

Asked if the commission can limit the number of commercials, the chairman replied: "I think it is within our power . . . and the industry itself has a code on how many commercials you can have. I have suggested that if the industry is unable to enforce it we will just take its own [NAB] code, not touch it, and make it a rule that does apply to everyone."

Chairman Minow also said he would like to do something about "serious drama interrupted in the middle by a toilet ad." Among other points by the chairman made during the interview:

- Present tv programming is a "modified vast wasteland." The chairman said he has not regretted his 1961 definition of tv and "given the circumstances" would use the term today. He said the industry has repeated the wasteland characterization repeatedly "which I regard as sort of evidence of some conscience that has been felt."

- "Inevitably the government will

play a part" in deciding what programming is used for live, international broadcasts via space satellites. The question is how large a role is to be played by the government and the State Dept. is working on the problem, he said. [A State Dept. spokesman said last week that a task force soon will be established within the department to handle various problems of international tv.] Present FCC authority on overseas broadcasts is "hopelessly vague and inadequate," Chairman Minow said, but the government cannot control what is sent overseas as film or tape.

- The networks do not deserve a tax exemption because of the high costs of their news, public affairs and documentary programming. "I do not think they need a tax exemption," he said. "I think they are doing well without it and I regard this as a small price to pay for limited monopolies to use the public air."

- No political pressures have been exerted on the FCC in connection with the Boston ch. 5 *ex parte* case. He agreed with a questioner that there "unquestionably" has been an undue amount of delay (oral argument was held in October 1961) and said "some differences" among members of the commission has delayed the decision.

Everybody likes automatic logging plan

NAB-ADDED FEATURES WOULD HURT SMALL OUTLETS

None of some two dozen comments filed last week opposed the FCC's proposed rulemaking to permit stations to use automatic operating logging equipment.

But all opposed some new procedures added by the FCC to the NAB's request for rulemaking.

NAB applauded the proposal as promising a more accurate and continuous record of a station's technical performance than under present manual methods.

But the added proposal, to require a maintenance log and an operating log with a daily inspection entry by a first-class engineer, would unduly burden smaller stations, the NAB complained. An inspection entry should be required only on the five days a week the engineer works at the station, NAB suggested. Others favored a monthly entry or no maintenance log.

Several stations said FCC enforcement of its present rules provide enough safeguards against technical violations. Small tv stations opposed a proposal for a monthly comparison of transmitter

frequency with an external primary standard. A few asked automatic logging procedures for program as well as operating logs.

The deadline for comments was extended to Sept. 20 at the request of NBC and CBS (who did not comment last week). ABC supported the plan.

FCC fine excessive, WCUY (FM) complains

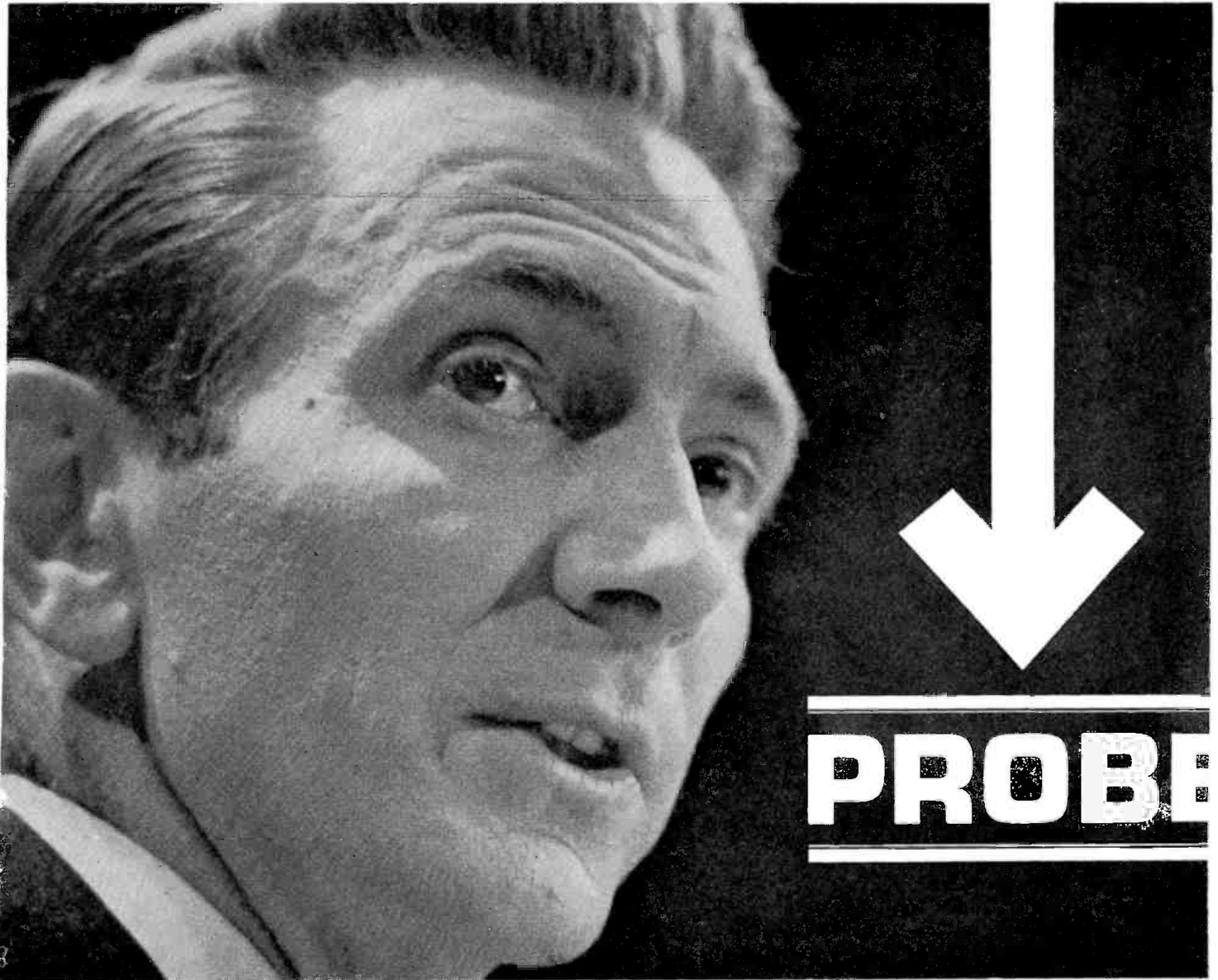
WCUY (FM) Cleveland Heights, Ohio, still feels the FCC's fine for technical violations is excessive. The commission originally fined WCUY \$8,000, then cut it to \$4,000 (BROADCASTING, June 25).

The station last week asked the FCC to reconsider, claiming Congress specified the penalty should apply only to "willful or repeated" violations, not to negligence.

The station was fined for operating with a new transmitter and making program tests without notifying the FCC and receiving authorization.

"Probably the most articulate spokesman for democracy since Thomas Jefferson"

Dr. Albert Burke—a man dedicated to the crises of our times! A dynamic force in the world of ideas; a man who is making Americans think. ■ Now available from NTA, in 39 all-new, provocative half-hour television programs on film or tape. ■ In his new series "Probe," Dr. Burke utilizes a compelling documentary format to combine vital and dramatic film with hard-hitting analyses of the important problems in politics, world affairs and domestic problems today. ■ Dr. Burke and "Probe" are a unique television combination with a pre-built, responsive audience. Contact NTA for availabilities, and further details of the program's proven merchandising plan.



NTA

8530 Wilshire Boulevard, Beverly Hills
CA. 90211
444 Madison Avenue, New York
NY. 10017

Pre-sold before release to Crocker Anglo National Bank in San Francisco, Sacramento, Eureka, Chico/Redding, Fresno, Bakersfield, Santa Barbara and Salinas; to Glendale Federal Savings and Loan Assn. in Los Angeles; and to KLZ-TV, Denver; KOMO-TV, Seattle; Graceman Advertising, Hartford; WTMJ-TV, Milwaukee; KONO-TV, San Antonio; WPIX, New York City; WSB-TV, Atlanta; WGAN-TV, Portland, Maine; XETV, San Diego; WSM-TV, Nashville; WFGA-TV, Jacksonville, Fla.; and WMT-TV, Cedar Rapids, with more stations being added every day.

ENRIGHT SCHEMES ALLEGED

'Twenty-One' winner says WGMA principal suggested he carry out proposals to frustrate House hearing

A winner of \$98,500 on the defunct tv quiz show *Twenty-One* told an FCC hearing last week that it was suggested he (1) leave the country to avoid testifying before a House investigation of the rigged quizzed shows or (2) approach contacts in Congress to attempt to get the hearings shifted to the Senate.

The witness, Henry S. Bloomgarden, said during direct examination that Daniel Enright, executive producer of *Twenty-One*, made both suggestions to him. Mr. Bloomgarden said he refused to leave the country and then Mr. Enright suggested that he contact an unnamed "Senator Y" because a public airing in the Senate would be less damaging to all concerned than one in the House.

Mr. Bloomgarden testified in the continuing hearing on the license renewal application of WGMA Hollywood, Fla., owned by Mr. Enright and Jack Barry, quiz master on *Twenty-One* during the time the program was on the air (1956-58). Barry & Enright Productions also originated *Twenty-One* and *Tic Tac Dough* on which it has been admitted that contestants were given the questions and answers in advance. The WGMA hearing was ordered on the character qualifications of the station's owners because of their involvement in the quiz shows.

During cross-examination of Mr. Bloomgarden, counsel for WGMA brought out that the witness had told the New York district attorney in 1959 that Hyman Zoloto, a New York attorney for Barry & Enright, had sug-

gested that he (Bloomgarden) either leave the country or contact congressional friends. During this examination, Mr. Bloomgarden said he wasn't sure whether Mr. Enright or Mr. Zoloto had made the suggestions.

Earlier, he told Broadcast Bureau counsel that Mr. Enright knew that he had become friendly with members of Congress through his (Bloomgarden's) activities for mental health. Mr. Bloomgarden said that Mr. Enright said he (Enright) had "\$15,000 or \$25,000" which could be used in efforts to get the hearings moved to the Senate. The witness said he thought Mr. Enright meant the money could be used "as one uses a political contribution—to influence someone to do something."

(Testifying two weeks ago, Mr. Enright denied that he ever suggested that any former contestant leave the U. S. to avoid testifying in the congressional investigation or that he ever talked to any of them about working to have the hearing moved to the Senate [BROADCASTING, July 23]. Mr. Zoloto said at the hearing last week that he would testify later on the Bloomgarden statements.)

House Investigator ■ Under cross-examination, Mr. Bloomgarden said that Richard Goodwin, former investigator for the House Oversight Subcommittee and now Under Secretary of State, told him that he (Bloomgarden) would not have to testify in the quiz hearings. Mr. Bloomgarden said this meeting took place in the early fall of 1959, before Mr. Enright allegedly had asked him to go to Washington and

that he did not remember if he had informed Mr. Enright of Mr. Goodwin's representation.

Mr. Bloomgarden explained what happened to the \$98,500 he won. He invested "the whole bundle" in oil wells and lost about three-fourths of it, he said.

Bowser Returns ■ In earlier testimony last week, former *Twenty-One* contestant James Bowser said that in a statement he made to the New York district attorney he did not want it to appear the Mr. Enright was the direct cause of his having lied earlier to the D.A. about having received answers in advance. Mr. Bowser had testified that Mr. Enright told him a lot of innocent people would be hurt if he told the truth (AT DEADLINE, July 23).

Mr. Bowser said the district attorney's questions were phrased to make it appear that Mr. Enright had caused him to lie in earlier testimony before the grand jury. The witness said he wanted to take his share of the blame and did not want his confession to be direct testimony against Mr. Enright.

The hearings will continue this week before Hearing Examiner Elizabeth C. Smith. Joseph Stone, a member of the New York district attorney's staff who investigated the quiz shows in 1958, has been in attendance during the two weeks of the WGMA renewal hearing. During all that time he has been under subpoena of the Broadcast Bureau and a week ago was subpoenaed by WGMA. Neither side has as yet called him to testify.

Bureau asks rejection of WDOV-AM-FM plea

The Broadcast Bureau last week urged the FCC to reject the plea of WDOV-AM-FM Dover, Del., that the station be fined but that license revocation proceedings be dropped (BROADCASTING, July 16).

The plea for reconsideration contains no fact not before the commission when it instituted the proceeding except the assurance of Henry Rau, WDOV president, that the practice of double billing was discontinued when the FCC issued its station-wide warning and will not be resumed, the bureau said.

Still to be resolved, said the bureau, are charges that William S. Cook, vice president, stockholder and station manager of the station, knew that commercials were broadcast when the station was on the air beyond regular hours for hurricane emergency; that he heard the commercials and ordered them discontinued and subsequently wrote the FCC that no commercial time was sold during the emergency period.

The bureau said WDOV's contention

Helping hand for etv: 27 more u allocations

The FCC last week added 27 new uhf channels for etv in Florida, Georgia and Kentucky, revived a rulemaking procedure about tv channels in Maine and asked for comments on etv reservations in New Mexico.

The wholesale uhf additions were made possible by drop-in channels or commercial channel assignment changes which do not dislocate any operating broadcast station, the FCC said. The additions were requested in rulemaking by the respective state educational authorities, who wish to develop statewide etv networks (BROADCASTING, June 11).

Twelve new uhf channels were assigned to etv in Florida, six in

Georgia and nine in Kentucky.

The Maine proceeding has been in rulemaking posture for over a year with both commercial broadcasters and educators seeking channels in Calais and Bangor. Last week's development: Canadian authorities have objected to assigning ch. 3 to Calais but have suggested ch. 13 as an alternative. Calais now has ch. 7, which the proposal would shift to Bangor.

The FCC also invited comments on a request by the Board of Regents, New Mexico U., to shift ch. 12 from Silver City to Hatch. This proposal also suggests removing the reservation on ch. 10 Silver City and reserving ch. 6 instead of ch. 10.

that the station was in a state of "chaos" because of the emergency does not excuse willful violations and misrepresentations.

FCC HEARS 'BUSINESS'

Radio's 'edge' over video presented in RAB session

A three-hour exploration of "The Business Side of Radio Broadcasting" was conducted for FCC members and key staff executives last week by the Radio Advertising Bureau.

FCC Chairman Newton Minow, five of his six colleagues and top Broadcast Bureau officials listened for two hours to a slide presentation by RAB president Kevin B. Sweeney, and staff members stayed for an hour afterwards asking questions. Mr. Sweeney was assisted by Miles David, RAB administrative vice president.

The presentation stressed that the public interest is served best by prosperous stations, and that prosperity depends on advertising revenues. "We have won the fight to survive," Mr. Sweeney said in a review of radio's adjustments to the economic pressures of the 1950's, "but the fight to prosper is just beginning."

He said he was confident radio would win "the fight to prosper" for several reasons. Among them: radio "is learning to compete effectively with television," has proved that "the spoken word can outsell the printed picture," has developed means of persuading advertisers to evaluate radio on the basis of sales effectiveness, is diversifying its programming to serve a wider range of audience interests, and has developed experienced managers and owners to replace those who moved into television during the 1950's and to meet radio's growing management needs.

Other highlights of the presentation: an explanation of how automation can improve programming; the latest trends in programming; how radio time is sold at the national spot, network and local levels; ratings and their role in time-buying; what radio is doing to expand its revenues and an analysis of radio's management manpower needs.

The presentation, held Monday morning in Washington, was the outgrowth of negotiations started several weeks ago (CLOSED CIRCUIT, May 28) along with planning for the coming FCC-NAB conference on radio's overpopulation and other problems.

All FCC commissioners except Rosel H. Hyde attended. Also present: Kenneth A. Cox and James O. Juntilla, chief and assistant chief of the Broadcast Bureau; Dr. Hyman H. Goldin, chief of the Research and Education Division, and Max D. Paglin, general counsel.



Aim - community participation!



LEADS IN SERVICE

LEADS IN ACCEPTANCE

LEADS IN AUDIENCE

INDIANAPOLIS TODAY was first heard on WIBC in 1955 . . . it's still on the air in 1962. Five days each week, representatives of state and local community service organizations join a WIBC announcer to talk about the hopes, aims and accomplishments of their particular group. Policemen, firemen, organizations concerned with health problems, safety groups, community improvement agencies . . . all have had, and continue to have, access to WIBC microphones.

The walls of WIBC's lobby are lined with plaques and awards, tangible evidence of the community acceptance of the public affairs programs broadcast regularly on WIBC.

Special features like INDIANAPOLIS TODAY . . . Indiana's largest radio news staff . . . consistent editorializing . . . air personalities that sell . . . have combined to give WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.* This combination is ready to work for you . . . the national advertiser.

*Pulse Metropolitan Area Survey, April, 1962
*Pulse 46-County Area Survey, April, 1961

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN



Sen. Scott



Sen. Prouty



Sen. Cotton



Sen. Case

Sen. Scott returns to communications unit; Sen. Prouty added

Sen. Hugh Scott (R-Pa.), a former member of the Senate Commerce Committee's Communications Subcommittee, returned to that group last week, and Sen. Winston L. Prouty (R-Vt.) also was assigned to the subcommittee.

Sen. Scott replaced Sen. Norris Cotton (R-N.H.), who left the communications subcommittee to take an assignment on the Surface Transportation Subcommittee.

Senator Prouty was assigned to the parent Commerce Committee

earlier this month to replace Sen. Clifford P. Case (R-N.J.), who joined the Senate Armed Services Committee, succeeding the late Sen. Francis Case (R-S.D.).

The third G.O.P. member of the Communications Subcommittee is Sen. Kenneth B. Keating (R-N.Y.).

No change has been announced in the membership of the Communications Subcommittee's three-man Freedom of Communications (Watchdog) Subcommittee: Sen. Ralph Yarborough (D-Tex.), Sen. Gale W.

McGee (D-Wyo.) and Sen. Cotton. It's presumed Sen. Cotton will be replaced on the Watchdog group by Sen. Scott, Sen. Keating or Sen. Prouty.

The lineup of the Communications Subcommittee at the end of last week was six Democrats (Chairman John O. Pastore, R. I.; A. S. Mike Monroney, Okla.; Strom Thurmond, S. C.; McGee; Vance Hartke, Ind.; and Yarborough) and three Republicans (Scott, the ranking member, Keating and Prouty).

WLWA (TV) SALE PRICE CALLED 'FAIR'

Crosley, WIBC tell FCC how determination was made

The sale of ch. 11 WLWA (TV) Atlanta for \$3.36 million "represents a fair and moderately high price for this television station," attorneys for the buyer and seller told the FCC last week.

The commission had asked for more information on the proposed sale of WLWA by Crosley Broadcasting Co. to WIBC Indianapolis and the latter's dismissal of its application for ch. 13 Indianapolis (BROADCASTING, July 23). Crosley, which owns WLWI (TV) (ch. 13) Indianapolis, also has agreed to pay WIBC \$100,000 for expenses incurred by the latter in prosecuting its ch. 13 application. The FCC has reversed a 1957 Indianapolis grant to Crosley and awarded ch. 13 to WIBC.

Lengthy negotiations for the purchase of WLWA did not take into account the reimbursable expenses incurred by WIBC in the Indianapolis ch. 13 case, both parties said. The joint filing included affidavits intended to show why and how the \$3.36 million is a fair price for WLWA; that negotiations for the sale were concluded prior

to and independent of discussions of the ch. 13 WIBC expenses and the WIBC reasons for withdrawing from the Indianapolis case.

WIBC and Crosley asked the FCC to take action on the joint request prior to the August recess. No action was taken last week. The commission meets again Wednesday (Aug. 1), but just a bare majority is expected to be on hand.

The price for WLWA was determined after WIBC had made studies of the station including engineering, real estate, earnings record, competitive situation with other Atlanta stations and film and talent commitments, according to Harry Ice, Indianapolis counsel for WIBC. Mr. Ice said it was determined that the transmitter and other technical equipment of WLWA would have to be replaced within the next five years at a cost of over \$300,000.

No Network? ■ WIBC was motivated to initiate the settlement discussions with Crosley because of a fear that it could not obtain a network affiliation in Indianapolis, Mr. Ice said.

This possibility was pointed up by outstanding rulemaking to shift ch. 4 (WTTV [TV]) Bloomington, Ind., to Indianapolis, which would give that city four commercial vhf's, he said. WIBC said that the licensee of WTTV already is the owner of two other tv stations affiliated with ABC and therefore "WIBC Inc. probably would not be capable of obtaining a network affiliation with ABC."

Howard S. Frazier, tv-radio consultant, made a study of the financial study of WLWA (an ABC affiliate) which showed the station is running a poor third among Atlanta's three tv stations. WLWA's share of average time sales was 20.9% in 1961 and averaged 20.7 over the past six years. The station's Atlanta share of tv income was only 5.7% last year and averaged 7.7% since 1956.

Health chief to name smoking/cancer probers

President Kennedy has assigned the nation's top health official the job of naming a study group to investigate whether lung cancer is linked to smoking.

Dr. Luther L. Terry, surgeon general

of the United States—a heart specialist and a moderate smoker himself—will pick a 12-member panel by mid-September. Scientists already on record in the controversy between the American Cancer Society and the tobacco industry and others will not be chosen.

Findings of the study—the first government-sponsored inquiry of the subject—may have an enormous impact on the tobacco industry, estimated as an \$8 billion business in this country.

Britain's International Television Authority has banned five kinds of cigarette commercials after a report by the Royal College of Physicians concerning smoking's effect on lung cancer (BROADCASTING, July 16).

The U. S. inquiry, which was restricted to smoking when first proposed by the Health Service, will explore hazards from air pollution, automobile exhaust fumes and other factors.

Ch. 2 to St. Louis; KTVI (TV) licensed

The final shift of ch. 2 from Springfield, Ill., to St. Louis (BROADCASTING, July 23) becomes effective Aug. 27, the FCC ordered in the text of the decision released last week. In reaffirming its move of the channel five years ago, the commission granted KTVI (TV) St. Louis its first license to operate on the channel.

Since KTVI has used the channel under program test authority for five years, the commission said "it is only fair and reasonable to require" KTVI to account for its operation during that period. Therefore, the station's license was granted for a four-month period only and KTVI was told to file a renewal application by Sept. 27. The commission noted that under normal procedures, a regular KTVI license would have expired last February along with those of other Missouri stations.

In a separate deintermixture case, the FCC reaffirmed its 1957 shift of ch. 8 from Peoria, Ill. (making that city all uhf), to Davenport-Rock Island-Moline. Ch. 25 was added to Peoria to replace ch. 8, and ch. 77 was substituted for ch. 40 in Galesburg, Ill. Both the ch. 8 and ch. 2 shifts were made at the same time; the Peoria case was returned to the FCC along with the St. Louis-Springfield proceeding by the U. S. Court of Appeals.

Six applicants contested for ch. 8 in Rock Island-Moline. The FCC has proposed to make a grant to Moline Tv Corp. (BROADCASTING, Feb. 12). The commission also announced that no grant would be finalized until the deintermixture cases involving chs. 2 and 8 were finalized.

THE PROS AND CONS OF VHF DROP-INS

AMST asks abandonment of FCC plan; ABC defends it as urgent

The ashes of the FCC's proposal to delete single vhf assignments in eight markets were fanned only faintly in reply comments last week.

But the lively issue of whether vhf assignments should be added to eight other markets at less than the minimum mileage separations caused considerably more heat.

(The deintermixture plan was postponed when the FCC promised the House Commerce Committee not to implement it in the near future if the all-channel set bill were passed. But the FCC did not cancel reply comments.)

Opponents of the short-spaced vhf assignments said the moratorium precludes the FCC from adding vhf's in markets with one uhf and two vhf stations. That, too, is a form of deintermixture—to all-vhf, they said.

Those who favor drop-ins said the plan is now more urgent to insure competitive tv in the markets where deletion of vhf channels has been abandoned.

Uhf operators chided the FCC for its bargain with Congress which they thought made it rather futile to file replies. Deintermixture opponents demanded immediate termination of the proceedings. Some implied that just accepting further comments violates the FCC's pact with Congress.

The markets in which drop-ins have been proposed are Oklahoma City, Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn.; and Charlotte, N. C.

New Era ■ The Assn. of Maximum Service Telecasters urged the FCC to scrap the drop-in plan. Short-spaced vhf assignments were intended by the FCC as an interim measure pending determination of national tv allocations policy, AMST said. With enactment of

the set bill that policy has been decided—side-by-side development of both bands, AMST claimed.

AMST also claimed that such drop-ins would "create interference destroying or degrading a tremendous amount of existing television service without providing offsetting public benefit." AMST said short-spacing could create a situation similar to the "overpopulation crisis" in am radio.

Network advocate ■ ABC-TV, the network with which most of the drop-in stations presumably would affiliate, urged adoption of the proposals.

ABC said the FCC has already decided that certain short-spaced drop-ins are desirable and has established criteria for them; that the only question now is whether the proposals in these eight markets meet the criteria.

ABC attacked AMST's contention that "tremendous interference" would result from the vhf drop-ins. The FCC's allocations plan never contemplated that vhf stations would be free of interference "out to the uttermost limits of their possible service areas," but only within their basic market and principal community, ABC claimed.

Interference from the drop-ins has been exaggerated by AMST, the network said.

ABC also disagreed that drop-ins would cause uhf stations to fail. Many have told the commission they will fail in any case and are holding on in hope they will get a vhf channel, ABC said.

FCC to fine four; bills up to \$5,000

KELP El Paso, Tex., and three commonly-owned Ohio radio stations—WCHI Chillicothe, WCHO Washington Court House and WKOV Wellston—were told by the FCC last week they are liable for fines ranging from \$1,500-

FCC asks Congress to aid in catv problem

The FCC has tossed to Congress a problem raised by WBOY-TV Clarksburg, W. Va.: how to protect tv stations whose coverage areas are invaded by catv systems carrying duplicate network programs.

WBOY-TV had requested specific rulemaking to prohibit the duplication: that the FCC deny licenses to stations which permit catv to carry their signal into such areas.

The FCC said it has recommended to Congress that legislation be adopted which would give the

FCC express power to regulate catv systems in situations where they enjoy inequitable competitive advantages over local tv stations. Bills are pending, the FCC said, and the agency chooses not to initiate such rulemaking until its jurisdiction is certified.

The FCC also expressed doubt that WBOY-TV had chosen the best method to deal with the problem, in that such a rule might place an unfair burden on the licensee whose signal is picked up by catv.

to-\$5,000 for alleged violations of commission rules.

In citing KELP for a possible \$5,000 forfeiture, the commission said the station "apparently" broadcast commercials for which it received payment but did not identify the sponsor. The spots in question promoted a locally, commercially-prompted series of teen-age "fun dances" from May-October 1961, the FCC said. KELP received "\$1,000 and other considerations" for the dance commercials, although the advertising copy indicated that the dances were KELP presentations, the commission said.

The three Ohio stations were facing fines for failure to employ a full-time, first-class operator. In addition, the FCC said, WCHI had been cited nine times for over-modulation. The proposed fines: WCHI, \$3,000; WKOV, \$2,000; WCHO, \$1,500. W. N. Nungesser (60%) and associates own the Ohio stations.

All four stations have 30 days to reply to the FCC's forfeiture notice.

Public Service Tv loses new Miami Ch. 10 filing

Public Service Tv Inc. Miami, former licensee of ch. 10 (WPST-TV), but disqualified for *ex parte* activities, has been refused another chance to gain the channel.

The FCC last week returned the company's application as "unacceptable." National Airlines holds controlling interest in Public Service Tv. (BROADCASTING, May 28).

Commissioner Robert E. Lee dissented to the FCC action; Commissioner T. A. M. Craven did not participate.

FCC assigns vhf's under border pact

Several additional vhf assignments in Arizona, California, New Mexico and Texas were made by the FCC last week in conformance with a U. S.-Mexico agreement last spring (BROADCASTING, May 7). No vhf allocations were deleted and the following assignments were added:

Arizona—Nogales, ch. 11; Prescott, ch. 7.

California—El Centro, chs. 7 and 9.

New Mexico—Silver City-Truth or Consequences, ch. 6.

Texas—Brady, ch. 13; Boquillas, ch. 8; Del Rio, ch. 10; Fort Stockton, ch. 5; Marfa, ch. 3; Presidio, ch. 7; San Angelo, ch. 6; and Sonora, ch. 11.

Tele-Broadcasters Inc., licensee of five radio stations, already has applied for ch. 7 in El Centro (BROADCASTING, July 16).

FCC DENIES WDKD RENEWAL

Licensee Robinson charged with misrepresentations, sanctioning 'coarse, vulgar, suggestive' programs

The FCC voted 6-0 last week to strip E. G. Robinson Jr. of his license for WDKD Kingstree, S. C. (BROADCASTING, May 30, 1961).

The commission adopted the Broadcast Bureau's proposed condemnations virtually wholecloth, rejected Hearing Examiner Thomas H. Donahue's contention that the case is "a close one" where "a little leniency would not be amiss" and flatly turned down WDKD's plea for some sanction short of non-renewal. The examiner also had recommended non-renewal.

Commissioner John S. Cross did not participate in the vote.

The commission action takes away Mr. Robinson's license on either of two charges standing alone—making misrepresentations to the FCC and for permitting a disc jockey, Charlie Walker, to broadcast programs that were "coarse, vulgar, suggestive and susceptible of indecent double meaning." On two other issues the FCC said it might have punished the licensee by a short-term renewal: whether he maintained adequate control of his station and whether WDKD's overall programming was in the public interest.

The commissioners agreed with the hearing examiner that in each case where Mr. Robinson's testimony was contradicted by other witnesses, they believed the others. The commission accused Mr. Robinson of lying when he said at the hearing he did not know the true nature of the Walker programs. "His unfitness as a licensee . . . is, we think, established on this record."

The Walker programs were found "flagrantly and patently offensive in the context of the broadcast field." The FCC rejected WDKD's argument that if the programs were obscene the case belongs in a criminal court and if they were something less the FCC is making a judgment approaching censorship.

Said the FCC, in effect: "We have the authority under the Communications Act to base our decision on a criminal violation of the obscenity law, but in this case we are making our finding in the terms of the issue and concluding that such programs are not in the public interest."

The FCC said the Walker shows occupied about 25% of WDKD's programming and that local witnesses had indicated the program matter was offensive. "Radio could become predominantly a purveyor of smut and patent vulgarity—yet unless the matter broadcast reached the level of obscenity" under the criminal act the FCC would be powerless to prevent this perversion of

a valuable natural resource (if WDKD's argument were accepted), FCC said.

In programming generally, the FCC decided, Mr. Robinson "subverted the public interest to his advertisers' convenience." The commission disagreed with the examiner's finding that WDKD's programming served the public and that it was adequate in political or agricultural broadcasting.

The FCC gave Mr. Robinson until Sept. 25 "to wind up his affairs."

Cp denied WHYZ-TV; 'unfit,' says FCC

Proposed modification of a construction permit for WHYZ-TV (ch. 10) Duluth, Minn., was denied by the FCC last week, which found the applicant "unfit to be a licensee."

WDUL Tv Corp., the licensee, was charged with making misrepresentations to the FCC and with allowing an unauthorized transfer of control.

WDUL Tv Corp. has applied to the FCC to sell the WHYZ-TV permit for about \$400,000 to Producers Inc. The proposed buyer's purchase of three North Dakota stations was approved by the FCC last week (KXGO-TV Fargo, KNOX-TV Grand Forks and KCND-TV Pembina). Producers Inc. has also applied to buy WTVW (TV) Evansville, Ind.

In asking the FCC to approve the sale, WDUL Tv Corp. said one of the principals, Louis Caster, has died and his widow and other beneficiaries would be unjustly punished for his alleged misdeeds if the investment is frozen.

Some \$5,000 of the sale price would go to the Caster estate. Ashley L. Robinson, to whom the FCC said WDUL Tv Corp. made an unauthorized transfer, would get \$240,989. Bruce and L. E. Gran would get \$22,543.

House unit resumes on D.C. censorship

A House District subcommittee hearing on proposed legislative censorship of television and other forms of entertainment in the Nation's Capital resumes today (July 30).

Broadcasting representatives opposing the bills (HR 9686 and HR 9648) testified earlier this month the proposals are unworkable, unnecessary and unconstitutional (BROADCASTING, July 23). "They are too vague and indefinite," said WWDC Washington attorney W. Theodore Pierson in a written statement.

Mr. Pierson, Mrs. Evelyn Freyman

of the American Federation of Television & Radio Artists, and almost a dozen representatives of Methodist and Catholic organizations and the Women's Christian Temperance Union are scheduled to testify before the congressional group.

Subcommittee Chairman John Dowdy (D-Tex.) and Carroll Kearns (R-Pa.), sponsors of the bills, would impose criminal penalties on District broadcasters who air programs emphasizing crime, violence or sex, or containing obscene language.

Interim operation given in Grand Rapids

A third interim tv station was granted by the FCC last week. Ch. 13 Grand Rapids, which includes four of five applicants for the channel, will operate the station until an applicant for regular service is chosen.

As in the two other interim authorizations the FCC specified that no comparative advantage will accrue in the hearing for final grant to any of the interim group by virtue of its participation. The other two interim operations were granted for ch. 9 Syracuse and ch. 13 Rochester, both New York.

Opposition to the Grand Rapids interim grant because the site originally proposed would violate FCC mileage separation rules evaporated when the station proposed a second site conforming to the rules. (BROADCASTING, July 23).

In the interim group are applicants Grand Broadcasting Co., West Michigan Telecasters Inc., MKO Broadcasting Corp., and Peninsular Broadcasting Corp. A fifth applicant, Major Tv Co., is not now participating in the interim operation.

The FCC last week...

- Waived the mileage separation requirement of its rules and granted the application of KVKM-TV Monahans, Tex. to move its transmitter toward Odessa and Midland, both Texas, and increase antenna height to 1,270 feet above average terrain and power to 240 kw. The FCC denied the objecting petitions filed by KDCD-TV Midland, KOSA - TV Odessa. Commissioner Robert E. Lee dissented.

- Granted the application of WVUE-TV (ch. 12) New Orleans to move its transmitter from Socola to near Chalmette, both Louisiana, decrease power from 316 kw to 120 kw and antenna height to 1010 feet from 1320 feet. In taking this action, the FCC denied protests by Assn. of Maximum Service Telecasters Inc., WJTV (TV) Jackson, Miss., and KHMA (TV) Houma, La. Commissioner Robert E. Lee dissented.



WAVE-TV gives you
28.8% more HOUSEWIVES
—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



Affiliate pay cut essential—NBC

KNODE TELLS HOW 5% REDUCTION WILL HELP PROGRAMMING

NBC-TV affiliates were told last week that the scheduled 5% reduction in their network compensation (BROADCASTING, July 23) is essential to protect the "vitality" of the network's programming.

How the cutback will work, why it is necessary and what NBC-TV is doing to take some of the sting away were outlined in letters received by affiliates from Thomas E. Knode, NBC station relations vice president.

Mr. Knode assured stations NBC has been making "continuing economies" throughout its operations to improve its profit position; that it does not regard compensation reduction as the only solution or the coming 5% cutback as the first of any series of such moves.

"Although future developments are not predictable and no company can commit its course of action over a long-range period," he said, "we have no plans or intentions for further overall compensation action."

Mr. Knode noted that the "economic imbalance" between network and station profits—a matter of concern at all networks—has been getting worse from the network standpoint, primarily because of spiraling program costs. Despite substantial revenue gains, he said, between 1956 and 1960 the pre-tax profits of the tv networks dropped 23% while those of stations gained 43%. NBC-

TV's own unrecovered program costs rose 70% in the same period, he reported.

Daytime Cuts • The 5% reduction in affiliates' compensation to help correct this "imbalance" will be achieved



Mr. Knode

by a reduction in daytime rates for time, on which compensation is based. But advertiser discounts will be eliminated and daytime programs re-priced on a quarter-hour package basis which will not affect the actual cost to advertisers.

Mr. Knode said it will not take much of an increase in daytime sales volume to "more than offset" the 5% reduction. "In fact," he stressed, "if this plan had been in effect throughout 1962, we estimate station compensation, even after the reduction, would have exceeded 1961 compensation because of the increase in NBC daytime volume in 1962 over 1961." The new plan goes into effect Jan. 1, 1963.

Mr. Knode said the cutback had been discussed with the NBC-TV Affiliates Board but that the board was not asked to approve or disapprove it.

To make the plan more palatable, NBC-TV meanwhile is increasing the number of daytime one-minute and 70-second availabilities for station sale, starting Oct. 1. These increases—long sought by the affiliates' board, headed by Jack Harris of KPRC-TV Houston—include:

(1) The 70-second breaks in Monday-Friday daytime schedules will be increased from 20 per week to 40 by eliminating the 30-second breaks within the programs they precede; (2) eight 70-second breaks will be added on Saturdays between 10 a.m. and 1:30 p.m., New York Time; (3) recapturable one-minute in-program commercial positions in Monday-Friday daytime schedule will be increased from 10 per week to 20, subject to co-op fee; (4) two one-

KHJ-TV overcomes problems for symphony pickup

KHJ-TV Los Angeles Wednesday (Aug. 1) will telecast a two-hour program "Symphony Under The Stars" that represents a high mark in local tv station programming. The \$30,000 tab has been picked up by Security First National Bank of Hollywood, but until 10 days ago the station was setting up the telecast without a sponsor and with the possibility of a heavy financial loss.

Mal Klein, vice president and general manager of KHJ-TV, and Wally Sherwin, KHJ-TV program director, soon after deciding to broadcast a full "Symphony Under the Stars" program from the Hollywood Bowl, agreed the all-Tschaikowsky program Andre Kostalanetz was to conduct at the Bowl July 24 would be the best choice for taping and broadcast Aug. 1. They found the conductor eager to take part in the experiment.

But Mr. Sherwin wanted more than what he calls "the Firestone Hour treatment" with 2 cameras in front center to pick up the whole orchestra and another camera or two spotted to catch solo musicians. "We're trying to use the 87-minute Bowl program to build a two-hour tv program that we hope will entertain our audience from beginning to end."

Where There's Heat • There were problems, like catching audience reaction in the lightless auditorium. But there were solutions, like the RCA tube C-74902, which uses the infra-red rays in body heat as a light source. KHJ-TV made a pre-check and anxiety vanished when the monitor screen revealed of a young couple kissing in what they thought was a protective cover of darkness.

The plan called for seven cameras: four in fixed positions: one atop the

back of the Bowl for extreme longshots such as the opening "master shot," a picturama encompassing Bowl, audience and orchestra; another was mounted halfway down the amphitheatre, in the center, and two more were stationed on-stage, on eight-foot platforms at either side of the shell.

The seven cameras fed their pickups into five tape machines, three at the KHJ-TV studios, two more in a mobile vtr truck outside the Bowl, rented for the occasion. Each tape included a complete sound-track of the concert.

Portions of the program were recorded in advance of the concert (the Bowl history, morning rehearsal segments, evening pre-concert activities). The film then was transferred to tape and integrated with the rest of the broadcast.

minute positions will be made available in Saturday 12:30-1:30 p.m. children's show on a guaranteed basis, subject to co-op fee.

In addition, the network will try, but not guarantee, to make available two minutes for station sale in each of two nighttime programs: *It's a Man's World* and *Wide Country*.

Low KMEX-TV rates offered first 20

KMEX-TV Los Angeles is offering its first 20 participating sponsors low-cost, long-term rates before the station's initial broadcast Sept. 15.

The new uhf station says it's spending almost \$100,000 to promote its claim as the first Spanish-language tv station in a market with one million Spanish-speaking people representing over 250,000 tv homes.

The Los Angeles County Regional Planning Commission has authorized immediate construction of a transmitter and 192-foot tower on Mt. Wilson. Other broadcasters waived requests for a three-month delay, considered normal for approval of such permits.

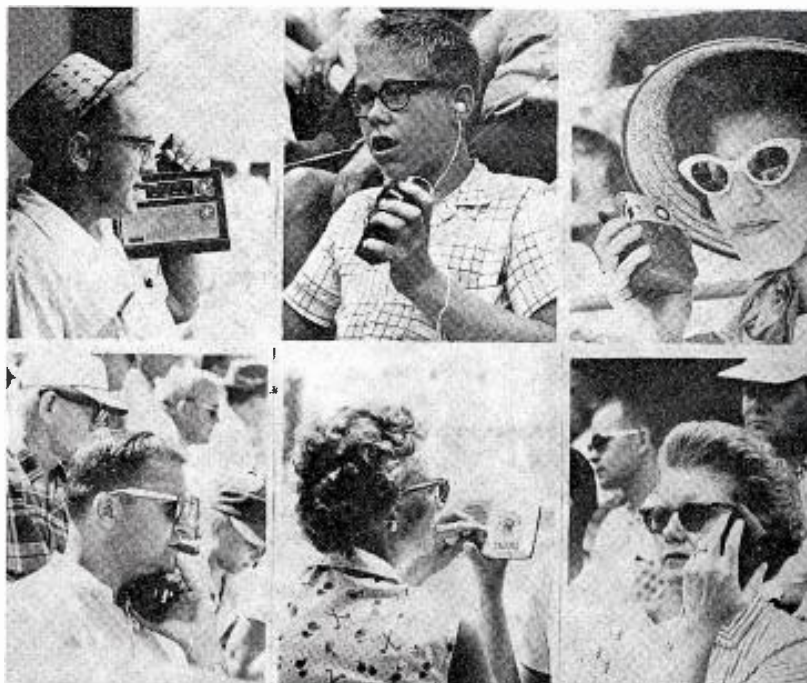
The Golden Charter Franchise contract, described as two-year, "non-cancellable," offers rates at 10% of list for the first 13 weeks, 20% for the second 13, 30% for the third 13 and 50% for the final quarter. Commercials will be 60% of the original list for the entire second year, regardless of possible increases to other advertisers not holding the franchises.

Carnation Co. was the first to become a Golden Charter sponsor. Carnation will sponsor 520 spots during prime time during the station's first year of operation. Erwin Wasey, Ruthrauff & Ryan, Los Angeles, is the Carnation agency.

KMEX-TV's regular rate card shows participations priced at \$120 each, with frequency discounts. One-minute adjacencies run from \$80; 20-second from \$60; 10-second from \$40; billboards are \$40, or \$20 for co-sponsorship. The highest program rate is \$400 an hour.

"It is anticipated there will be 5,000 to 10,000 uhf tv homes in Los Angeles before KMEX-TV goes on the air," says Rene Anselmo, programming vice president, in a letter to advertisers and agencies.

Programming will be 5 p.m. to 11:30 p.m. Plans are for soap operas, musicals, sports and news during the week, plus drama and children's shows on the weekends. Americanization and English language classes are planned for local, live programming. Many of the program hours will be supplied from south of the border by the Spanish International Network.



Fans take radios to ball game in Minnesota

A check of the 40,944 baseball fans in Metropolitan Stadium for a double header between the home Minnesota Twins and New York Yankees showed 2,426 portable radio sets. WCCO Minneapolis-St. Paul, releasing these findings last week, said the count was made by ushers and did not include personal sets too small to be spotted.

WCCO General Manager Larry Haeg said the high number of in-park listeners (panel shows some candid photos made during the double-header) "stagger the imagination to think how many more thousands are following the action with portables at beaches, golf courses . . .

and countless other out-of-home locations."

Theo. Hamm Brewing Co., which sponsors Twins play-by-plays was quick to take advantage of the listening inside the ball park. It now aims a portion of its commercials at the radio-equipped fans. For example, one commercial reminds that "if the Hamm's vendor isn't nearby, don't forget you can get Hamm's at counters under the stands."

One complaint was heard: the feedback to announcers handling the game, particularly to out-of-town fans who might be reporting a subdued version of some home team heroics to the enemy fans.

Catv management institute

The first annual management institute of catv operators will be held at the U. of Wisconsin Aug. 26-29. Sponsored by the National Community Television Assn., the institute theme is "Change and Challenge, The Decade Ahead." Among the leaders of the institute will be Profs. Norman C. Allhiser and William P. Stilwell, both of the university's Management Institute; Robert Beyer, Touche, Ross, Bailey & Smart, Milwaukee consulting firm, and L. T. White, Washington, D. C., consultant.

WMIN now all-news

WMIN St. Paul, Minn., last week switched to an all-news format continuously from 6:00 a.m. to midnight.

The station also presents national and community bulletins in the public interest. Station said the value of radio news in the Twin Cities area was emphasized by the strike against the cities' two newspapers, that has been in effect since April.

WWVA to join ABC Radio

WWVA Wheeling, W. Va., becomes an ABC Radio affiliate Oct. 25, Robert R. Pauley, ABC Radio president, announced last week. WWVA is currently a CBS Radio affiliate. A spokesman for CBS Radio said it has not as yet chosen a station to replace WWVA. WWVA is on 1170 kc with 50 kw fulltime. It is owned by Basic Communications Inc., of which Ira Herbert is board chairman.

WKMH patrol helps drivers—and can prove it

Assistance to motorists in distress is as much the task of the four-car, seven-man "traffic safety patrol" at WKMH Dearborn, Mich., as the



broadcasts every quarter hour on traffic conditions during rush periods in the Detroit area. Here WKMH Officer Stewart Warren reports on the air, but he also may have just finished aiding a lost tourist, putting free gas in a stalled car on the freeway or helping to rush an expectant mother to the hospital.

Retired police officers man

WKMH's white patrol wagons under the supervision of James Hoy, former Detroit director of traffic. Since the patrol began in the fall of 1960, the men have driven nearly 200,000 miles on the freeways, aired 10,000 traffic reports, helped more than 5,000 motorists, assisted at 1,700 accidents and pumped 1,000 gallons of free gas (motorists who run out of gas on the freeway can be fined).

A recent study by the Michigan Highway Department of traffic on a three-mile test section of the Lodge Freeway credits WKMH patrolmen with assisting 30% of the motorists whose cars stopped. WKMH reports the patrol also has placed 2,400 emergency calls, taken four people to the hospital and reported over 30 fires and explosions, 10 broken water mains and 300 traffic signal failures.

Pure Oil Co. has been co-sponsor of the patrol since its inception. Although the operating cost to WKMH runs around \$5,000 a month for the patrol, the station feels it has more than paid its way in community service. The many awards prove it, WKMH says.

the microwave will keep KLZ-FM from being forced off the air when lines are blown down or damaged.

The station's transmitter tower is located 7,600 feet above sea level, atop the area's Lookout Mountain.

Metromedia reports record sales, net

Metromedia Inc.'s first-half gross business rose to a record \$26,206,832. The parent company of Metropolitan Broadcasting Stations last week reported that the gross revenue for the 26-week period ending July 1 compares with \$23,397,580 for the like period in 1961.

Metromedia's net income, after taxes, also rose to a new high during the period: \$1,021,655, equal to 60 cents per share, against \$446,587, or 26 cents per share, for the first half of 1961. The 1962 per share net income represents a 131% increase over the 1961 figures.

Net income for the 13-week period, ending July 1, was a record \$882,923, or 52 cents per share, compared with \$434,253, or 25 cents per share for the like quarter last year. Metromedia's cash flow of \$2,736,615, or \$1.60 per share for the first half of 1962 compared with \$2,387,844, or \$1.40 per share, for the similar 13-week period last week.

Metromedia's shares are listed on the

Where tv, newspapers can help each other

TvB, which spends a lot of time fighting newspapers generally, offered last week to work with them individually.

Howard P. Abrahams, vice president for local sales, cited fashion shows as an area where it might be done. Tie-in advertising built around a tv fashion show, he noted, can help retailers to sell more goods and at the same time increase the mediums' individual billings.

He said TvB is "prepared to work with any newspaper which would like to work with a TvB member to help local retailers sell more fashion goods."

Mr. Abrahams spoke Wednesday at a meeting of Rockford, Ill. businessmen convened by WREX-TV there.

Transcontinent earnings up

A record six months earnings was reported by Transcontinent Television Corp. last week.

For the six months ended June 30, the company's net income after taxes was \$872,940 (49 cents per share) compared with the same 1961 period's \$646,192 (37 cents per share). Total revenues for the 1962 half-year period were \$7,879,380 compared with \$7,-

849,204 for the six months in 1961. TTC stations are WGR-AM-FM-TV Buffalo, N. Y.; WNEP-TV Scranton-Wilkes-Barre, Pa.; WDAF-AM-FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, both California, and WDOK-AM-FM Cleveland, Ohio.

Larger color screens available from TNT

Theatre Network Television Inc. announces the availability of what it calls the "first large-screen color tv network" in the United States.

Nathan L. Halpern, TNT president, said in the past, equipment has been on the market to project color tv pictures of 4½ by 6 feet. But TNT's new projectors manufactured by Philips of the Netherlands permit pictures of 9 by 12 feet. Mr. Halpern said the projectors are available for closed-circuit telecasts of meetings for business, industry and other groups. A lineup of 51 cities is available immediately, he added.

Microwave to studio

KLZ-FM Denver, which went on the air July 20, plans to provide noise-free, uninterrupted service through the use of microwave instead of telephone lines in its studio-to-transmitter operations.

Station Manager Lee Fondren says

'Ho-Ho' at Miami radio

Two Miami broadcasters indulged in a little horseplay last week when WFUN, a Rounsaville station, asked WQAM, a Storz station, to make good on an air offer.

Ted Clark, disc jockey of WFUN, sent a registered letter to Jack Sandler, general manager of WQAM, asking him to provide him with a copy of "Edition No. 2 of the WQAM Copy Cat Kit." The Clark letter explained the offer included: 300 sample contests, two ways to determine hit songs of the future, 101 funny sayings, advance copies of the WQAM Fabulous 56 Survey and 20 copies of an old Haley Mills record.

Stating his heart was "overflowing," Mr. Sandler responded by sending the prizes offered accompanied by a lengthy letter to Mr. Clark. He sent copies to FCC Chairman Newton Minow, Pierre Salinger, White House news secretary, and about a score of others.

Mr. Broadcaster . . .



*the quality
of our product . . .*



*is heard
in yours.*

The sound of quality from Continental's 315B/316B 5/10 kw AM broadcast transmitter holds instant appeal for progressive broadcasters everywhere. The Regulinear* Screen Modulation system results in unusually low levels of distortion.

Frequency response between 30 and 15,000 cycles is within 1.5 db or less. Carrier shift is less than 1%. Performance is not limited by heavy iron core components in the modulation system. Transmitter can be continuously modulated 100% at any audio frequency without damaging components or sacrificing quality. "On-the-air"

quality is comparable to that of F.M. To get more information about putting the sound of quality to work in your market, write or call:

Continental Electronics

MANUFACTURING COMPANY • MAILING ADDRESS: BOX 17040 • DALLAS 17, TEXAS
4212 S. BUCKNER BLVD. • EV 1-7161 • LTV SUBSIDIARY OF LING-TEMCO-VOUGHT, INC.
Designers and Builders of the World's Most Powerful Radio Transmitters

*Pat. No. 2,918,631



New York Stock Exchange. Its divisions include Metropolitan Broadcasting (WNEW - AM - FM - TV New York, WTTG [TV] Washington, WHK-AM-FM Cleveland, WIP-AM-FM Philadelphia, WTVH [TV] Peoria and WTVP [TV] Decatur, both Illinois, KOVR [TV] Stockton, Calif., and KMBC-AM-FM-TV Kansas City) and Worldwide Broadcasting Co. (WRUL Scituate, Mass.).

Changing hands

APPROVED ■ *The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 68).*

■ **KYA-AM-FM San Francisco, Calif.:** Sold by Bartell Family Radio group to Clinton D. Churchill and others for \$1.25 million and agreement not to compete. Mr. Churchill is the former vice president and station manager of WKBW-AM-FM-TV Buffalo, N. Y., sold last year by the Churchill group to Capital Cities Broadcasting Corp. for \$14 million. Associated with Mr. Churchill in the San Francisco transaction is Lewis Avery, Avery-Knodel station representation firm, and former stockholders of the WKBW stations.

WDRK research for editorial changes views

The proposed construction of a bypass around U. S. Route 127, Greenville, Ohio, seemed at first like a bad idea to John D. Kennedy, president of WDRK in that city. But a series of tape recorded interviews and research by his staff not only changed Mr. Kennedy's mind — it convinced him he should editorialize in favor of the project.

Mr. Kennedy said discussion concerning the bypass at a preliminary meeting indicated to him the construction would be detrimental to motels, service stations and restaurants in the area.

WDRK contacted the chambers of commerce in surrounding cities where similar work has been done in the past five years; to his surprise, he says, each chamber secretary report-

ed business improved after construction of a bypass.

Suspecting the chamber directors might have "axes to grind," the station then began a careful survey of business establishments.

"We took a portable tape recorder along, and drove some 320 miles, interviewed 31 individual owners of filling stations, motels and restaurants," he said. "Owners who had been in business before and after being bypassed [were interviewed]. Again, surprisingly, without exception, each owner reported business as good or better than prior to the new road construction.

"We naturally aired all of this evidence and along with it our official editorial stand in favor of this bypass. And the sooner the better."

■ **KEX Portland, Ore.:** Sold by Westinghouse Broadcasting Co. to Golden West Broadcasters Inc. for \$900,000 and agreement to pay certain conveyance taxes and to make adjustments for prepaid expenses at closing. Golden West, headed by Gene Autry, owns KMPC Los Angeles, KSFO San Francisco, KVI Seattle; Mr. Autry controls

KOOL - AM - FM - TV Phoenix and KOLD-AM-TV Tucson, both Arizona. Associated with Mr. Autry in Golden West are Robert O. Reynolds and Lloyd C. Sigmon.

■ **KXGO-TV Fargo, KNOX-TV Grand Forks and KCND-TV Pembina, all North Dakota:** Sold in series of transactions to Ferris Traylor, 46% owner of WTVW (TV) Evansville, Ind., and group for aggregate of \$675,200. Traylor group is buying 100% of KCND-TV from Harry Rice and Harry C. Lukason group for \$190,200; KCND-TV is buying 95% of KNOX-TV for \$90,279; Traylor group is buying KXGO-TV from John W. Boler and associates for \$390,000. Messrs. Rice and Lukason are repurchasing 20% of KCND-TV for \$38,050, and will retain ownership of KNOX Grand Forks. FCC Commissioner Robert T. Bartley dissented to the KCND-TV transaction, abstained on the others.

■ **KTHS Little Rock, Ark.:** Sold by W. H. Bronson and associates to Frederick Gregg Jr. and group for \$500,000 and \$79,000 not to compete. Buyers own WMAK Nashville, Tenn.; WAKY Louisville, Ky., and KEEL Shreveport, La.

■ **KULA Honolulu, Hawaii:** Sold by Charles Stuart III and Charles T. Stuart to A. J. Krisik, Theodore J. Wolf, A. Judson Sturtevant Jr. and Herbert W. Dustin for \$5,000 and relief of sellers from liability for a \$395,000 note. Buyers control KFAQ San Francisco, KGMS Sacramento, KFIV Modesto, all California, and KAGO Klamath Falls, Ore.

■ **KAVR Apple Valley, Calif.:** Sold by Newton T. Bass and associates to BHA Enterprises for \$200,000. BHA is head-

we are pleased to announce

that our Beverly Hills office has moved to new and larger quarters in the Bank of America Building, 9465 Wilshire Boulevard. The phone number has been changed to CRestview 4-8151.

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASH., D. C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Gerard F. Hurley
RCA Building
Federal 3-9270

MIDWEST

H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John G. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

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

ed by M. D. Buchen, general manager of KRKD Los Angeles and president of KNEZ Lampoc, Calif.;

▪ **WAIP Prichard, Ala.:** Sold by D. V. Dismukes and associates to Charles W. and Connie I. Holt and Robert N. Robinson for \$92,500 and agreement not to compete. Buyers own WHSY Hattiesburg, WHNY McComb, both Mississippi, and WHHY Montgomery, Ala.

WWDC to campaign against narcotics use

WWDC Washington is conducting a three-month editorial campaign against narcotics addiction, "Death by the Installment Plan," which includes interviews and will conclude with a documentary.

The station—which in the past has discussed venereal disease, treatment for child molesters, equal housing opportunities and alcoholism—advocates a compulsory hospitalization law for addicts, closer control over amphetamine and benzedrine and "diligent prosecution of drug peddlers, particularly those who prey on juveniles."

"Most of all what is needed is education," said Ben Strouse, WWDC president. Washington ranks fifth among U. S. cities in rate of narcotics addiction, he said.

The current campaign was prompted by the U. S. Supreme Court decision overturning a California law which made addiction a crime and the retirement of Harry Anslinger, former Commissioner of Narcotics, Mr. Strouse said.

Media reports ...

Larger quarters ▪ **WLIB** New York, which broadcasts largely to the Negro community, moved to enlarged offices and studios last Tuesday (July 24) at 310 Lenox Ave., New York 27. The telephone number is Templeton 1-1000. The occasion was marked by a party for officials of agencies and advertiser organizations and community leaders.

Cameraman released ▪ Five American prisoners, including an NBC News cameraman, were released last week from custody in Laos by Prince Souphanouvong, Pathet Lao leader and acting premier of Laos. The cameraman, Grant Wolfkill, had been prisoner of communist forces in Laos since May 1961, when a helicopter in which he was riding was forced down behind the Pathet Lao lines.

Talking newspaper ▪ A morning newspaper-of-the-air was introduced last week by Hearst-owned WISN-TV Milwaukee after its affiliated *Milwaukee Sentinel* was sold to the *Milwaukee Journal*, operator of WTMJ-AM-FM-

TV there (BROADCASTING, July 23). Scheduled Monday-through-Friday in the 7-8 a.m. period, the new WISN-TV program presents many of the features previously carried by the Hearst paper. The show's title is *Wisconsin News—Morning Edition*.

Bob & Ray on WHN ▪ Radio-tv personalities Bob Elliott and Ray Goulding have been signed to a contract by WHN New York. The comedy team will be carried on WHN on a Monday-through-Friday basis (4-8 p.m.), starting July 30. WHN will promote the program with a \$235,000 campaign using newspapers, tv, movie theatre advertising, outdoor and bus advertising.

Real etv ▪ **WSFA-TV** Montgomery, Ala., will coordinate with the Department of Radio and Tv, U. of Alabama, offering three-month internships to graduate students working toward MA's. The students will move through all of the station's departments to receive experience in sales, news, copy writing, programming, and management.

New home ▪ **KLAC-AM-FM** announces it will move into new and larger quarters late this summer at 5828 Wilshire Blvd., into what was formerly known as the Arthur Murray Bldg. KLAC owner Mortimer W. Hall says the building will undergo complete renovation,

and new engineering equipment will be installed. Topping the building will be a 100-foot sign.

Another winner ▪ The Maryland-D.C. Broadcasters' Assn., which endowed a scholarship at American University, Washington, D. C., has announced the winner of an additional scholarship award for the 1962-63 academic year. Roland Shumate, Hyattsville, Md., will receive a \$500 award for the U. of Maryland.

School problem studied ▪ "After High School—What?" an hour documentary created and filmed by KTVU (TV) Oakland, Calif., will be carried by 14 radio and tv stations in the state following such a request by the California Teachers Assoc. The program is part of the KTVU public affairs series *Editor's Forum*.

Tower suit halts WHWH plan

A group of citizens living near six radio towers erected last spring for the proposed WHWH Princeton, N. J., has gone to court to force the permittee to dismantle them.

The station reports it has halted other construction and postponed the early September date set for going on the air. The FCC granted the new station Feb. 6 for 1350 kw with 5 kw fulltime.

CENTRAL SOUTH—Excellent capable full-time radio station grossing between \$13,000.00 and \$14,000.00 monthly and yielding healthy annual cash flow. Located in solid economy market. Priced at \$300,000.00 with 29% down and balance on terms. *Another H&L Exclusive.*

NORTHWEST—Daytime-only radio station in beautiful, growing area grossing \$45,000.00-plus annually. Equipment plentiful and in excellent condition. Includes approximately \$5000.00 in cash and Accounts Receivable. Quick sale priced at \$57,500.00 with \$16,000.00 down and balance out over eight years. *Another H&L Exclusive.*

Hamilton-Landis
AND ASSOCIATES, INC.

John F. Hardesty, President

America's Most Experienced Media Brokers

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D. C.

Ray V. Hamilton
1737 DeSales St., N.W.
Executive 3-3456
Warren J. Booram
New York

CHICAGO

Richard A. Shaheen
John D. Stebbins
Tribune Tower
DElaware 7-2754

DALLAS

Dewitt Landis
1511 Bryan St.
Riverside 8-1175
Joe A. Oswald
New Orleans

SAN FRANCISCO

John F. Hardesty
Don Searle
111 Sutter St.
EXbrook 2-5671

MCA DROPS ITS TALENT

Agreement with Justice Dept. also forbids turning over any representation to former MCA employees

More than 1,400 American and foreign actors, actresses, writers, directors, band leaders and other talent were at liberty last week, following an agreement between MCA and Justice Dept. attorneys requiring MCA to dissolve its talent agency business. They were without an agent.

The agreement requires MCA to cancel all its talent representation contracts and forbids it to turn over any of its talent business to anyone else. This overcomes a government objection to having MCA employees establish a new talent agency succeeding to the business.

The action came early last week and is the first move in the government's antitrust suit against MCA (BROADCASTING, July 16, 23). The government charged that MCA had engaged in tie-in practices, monopoly, and restraint of trade in conducting both a talent agency business and tv production operations. The government also seeks to prohibit MCA from merging with Decca Records, since Decca controls Universal

Pictures Corp. It alleges that MCA has violated the antitrust laws in its tv production business.

Several former employees of MCA have established new agencies to handle talent, while others have joined other talent agencies. All are competing to represent the artists formerly served by MCA.

MGM earnings down

Earnings of MGM dropped to \$3,308,000 or \$1.30 per share for 40 weeks ended June 7, 1962, from \$9,442,000 or \$3.74 per share in comparable period of last fiscal year, Joseph R. Vogel, president, told stockholders over weekend. Income for third quarter amounted to \$755,000 or 30 cents per share against \$2,758,000 or \$1.09 in same period last year.

Film sales...

Probe (National Telefilm Assoc.): Sold to KLZ-TV Denver, KOMO-TV Seattle, WTMJ-TV Milwaukee, KONO-

TV San Antonio, XETV (TV) San Diego, and WMT-TV Cedar Rapids. Now in 17 markets.

Superman (Flamingo): Sold to WKY-TV Oklahoma City, Okla.; WLUK-TV Green Bay, Wis.; KMTV (TV) Omaha, Neb.; KOGO-TV San Diego; WNYS-TV Syracuse, N. Y.; KOAM-TV Pittsburg, Kan.; WVEC-TV Norfolk, Va.; WSIX-TV Nashville, Tenn., and KLRJ-TV Las Vegas. Now in 90 markets.

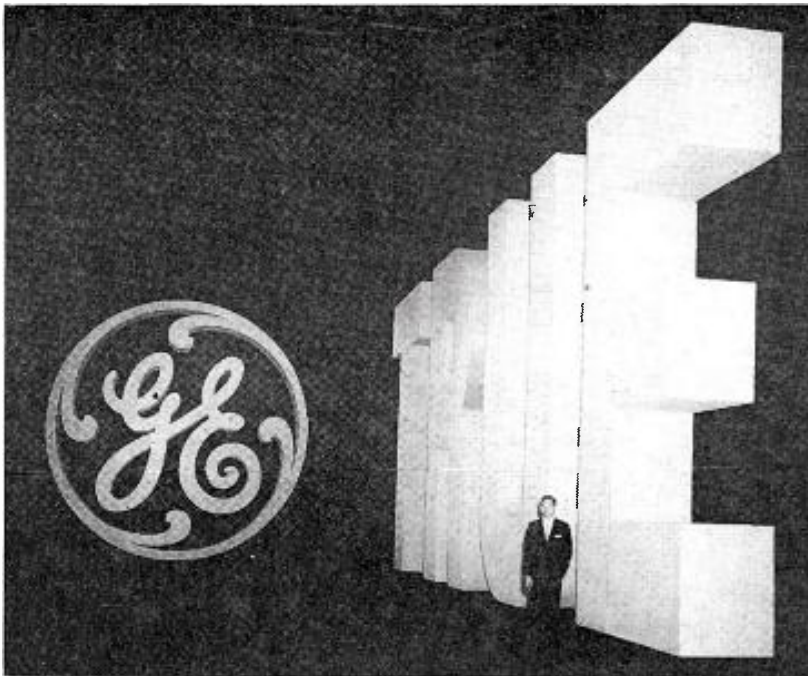
Science Fiction Features (Allied Artists): Sold to WKZO-TV Kalamazoo, Mich.; KGO-TV San Francisco; KENS-TV San Antonio, Tex.; KJEO (TV) Fresno, Calif.; WLOS-TV Asheville, N. C., and KVOO-TV Tulsa, Okla.

Bomba, the Jungle Boy (Allied Artists): Sold to KCPX-TV Salt Lake City; KTRK-TV Houston; WREX-TV Rockford, Ill.; WPTV (TV) West Palm Beach, Fla., and KGO-TV San Francisco.

WERE to air Browns football

WERE Cleveland has acquired the 1962 rights to the 19-game Cleveland Browns football schedule, and has sold portions to Carling Brewing Co., that city, and Standard Oil Co. of Ohio, both associated with the Browns in recent years.

Officials of the Browns and WERE



The title is 'True' and so is photography

When producer-director Jack Webb introduces the *General Electric True* program (CBS-TV 9:30 p.m. EDT

Sept. 30) and each Sunday evening thereafter he'll be standing beside what the producers call the largest

title ever constructed for a film—large screen or tv.

Shunning the typical Hollywood effects to indicate size, Mr. Webb chose letters 25 feet high and the sponsor's trademark of similar scale. Stan Fleischer, head of Warner Bros. Studios' art department, and 20 carpenters labored seven days to build the insignia and the four letters spelling "TRUE," each piece measuring 15 feet wide and four feet deep and weighing more than two tons.

Mr. Webb and series producer Mike Meshehoff used miniatures to work out camera movements and the host-narrator's route between the giant letters. Self-contained banks of lights are used and the set is against a black muslin cyclorama backdrop 55 by 160 feet. Black paint (65 gallons) was spread across half the studio floor, and the entire on-camera area was dusted with lamp black and black sawdust to kill built-in reflections.

End titles and credits crawl over the letters as well. The entire project results in 30 seconds of billboard and 45 seconds of background for end titles and credits.

For the timebuyer

who thinks he* has everything

Do you have the tv station that annually awards a Gold Pork Chop that isn't gold and isn't a pork chop to the producer of the champion carcass in the Iowa State Spring Market Hog Show?

Do you have the tv station that is number one in all time periods from sign-on to sign-off, Sunday through Saturday?

Do you have the tv station that has three farm-born college graduates in its farm department?

Do you have the tv station whose radio progenitor will be forty years old July 30?

Do you have the tv station first in 390 (83%) of the quarter-hours measured for homes reached?

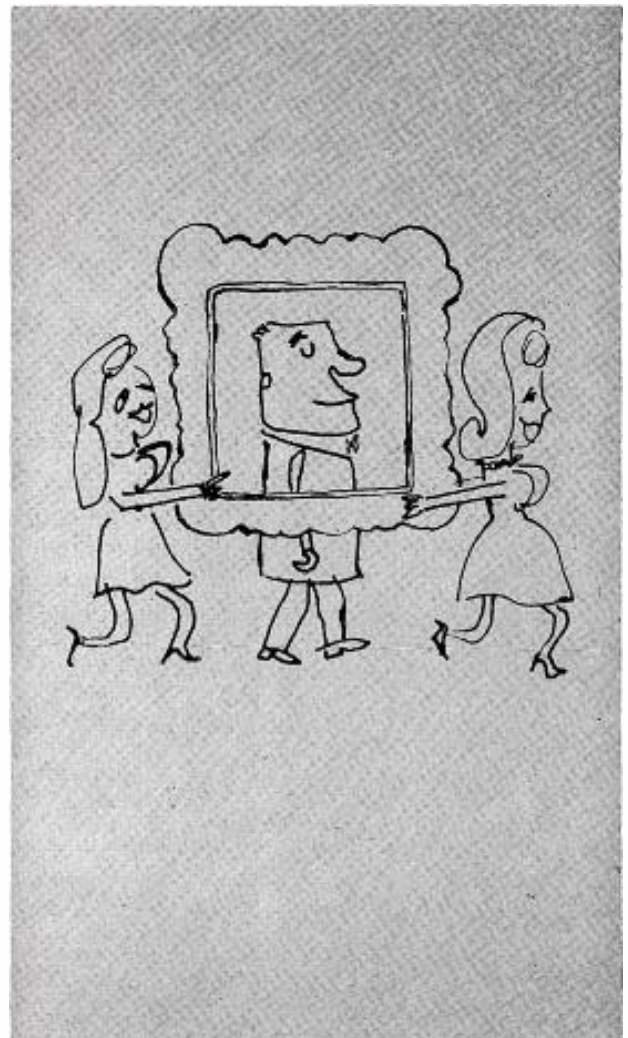
Do you have the tv station whose 1,450' tower was the tallest horizontal big stick in the world after it toppled one sad day six years ago just before it was completed? (We grew another one.)

Do you have the tv station that dominates the Eastern Iowa area which includes Cedar Rapids, Waterloo and Dubuque, three of Iowa's six largest population cen-

ters and constitutes 60% of Iowa's population and purchasing power, without stopping for breath?

Do you have the tv station whose national reps are The Katz Agency, whose network affiliation is CBS, whose channel is two, and whose initials are WMT-TV?

Quite a coincidence. So do we.



*Collective term embracing *she* as well—and why not?



Radio Press adds WWDC as client in ceremony

Radio Press International observed the addition of WWDC Washington as a member station a fortnight ago carrying a statement from FCC Chairman Newton N. Minow, who said: "Broadcast news is becoming more important to all of us each day, both because of the growth of the United States' responsibilities around the world and because of the decline in the number of competing

newspapers in many of our cities."

RPI gave Mr. Minow a recording of its 5,000th transmission. WWDC joined RPI at that time after discontinuing its own syndicated news service, Deadline Washington Inc.

Seated (l to r): Mr. Minow, WWDC President Ben Strouse, RPI General Manager Michael J. Minahan and RPI President R. Peter Straus.

also announced plans for a 50-station network to carry the games in Ohio, Indiana, Pennsylvania and New York.

The Browns open against the New York Giants Sept. 16, and close their regular schedule Dec. 15.

MGM-TV plans tv series on Shirer's '3rd Reich'

A tv series based upon William L. Shirer's best-selling *The Rise and Fall of the Third Reich* is being planned by MGM-TV for the 1963-64 season.

MGM bought the movie as well as the television rights for the book before it was published. However, script and production difficulties in boiling the book down to movie length resulted in abandonment of the film plans.

Ted Rogers, MGM-TV producer, will be in charge of adapting the book for the documentary series. Available government film on the subject will be used for a major part of the series.

When the property is developed into series form, it will be offered to the networks for the 1963-1964 tv season.

U.S. radio-tv entries listed for Prix Italia

The U. S. will compete for international broadcasting honors in one tv and two radio categories in the Prix Italia competition in Verona, Italy, Sept. 10-25. Broadcasting Foundation of America, New York, will be the official U. S. representative for the third successive year.

BFA, which is the international divi-

sion of the National Educational Tv & Radio Center, has announced these program entries: *Vincent Van Gogh: a Self-Portrait*, an NBC News tv production conceived, written and produced by Louis Hazam; *Born to Live*, a WFMT (FM) Chicago program, written and narrated by Studs Terkel, which will compete for the new "East-West Prize" endowed by UNESCO; and *Adventures in Sound*, a documentary conceived, written, directed and produced by Tony Schwartz. Mr. Schwartz is a previous radio award winner in the Prix Italia.

The entries were chosen by Marya Mannes, author and critic for *The Reporter* magazine; Stockton Helffrich, director of the New York NAB Code Office, and Davidson Taylor, director of the Arts Centre Program at Columbia U., New York.

Thunderbird to sell foreign film in U. S.

Television City Arizona Inc., a new Phoenix film production center, has formed Thunderbird Sales to distribute foreign film domestically.

Thunderbird Sales will be headed by Alvin Schoncite, who will begin acquiring foreign motion pictures for theatrical and tv release in the U. S., according to Ben Pivar, president of Tv City.

The Phoenix film company is setting aside an initial \$200,000 to finance the sales firm, Mr. Pivar said.

Early in July, Tv City formed Libra Films to produce commercial and industrial films.

Bob & Ray offered to radio stations

Harry O'Connor Associates, Dallas, announced last Monday (July 23) a new Bob and Ray (Bob Elliott and Ray Goulding) transcribed radio service. Called the *Bob and Ray Comedy Service*, the package is produced by Graybar Theatrical Productions, New York. Purchasing stations will also receive station breaks, time signals and production aids in the package.

Twenty charter stations have bought the service, among them WFAA Dallas, WDAF Kansas City, WDSU New Orleans, and WVAM Altoona, Pa., the Dallas firm said.

Program notes...

Composer signed - Composer-librettist Gian-Carlo Menotti has been signed for two original musical dramas or operas during 1963-64 on CBS-TV. Mr. Menotti, who will produce and direct the productions, has also signed with CBS-TV for the 1964-65 and 1965-66 seasons.

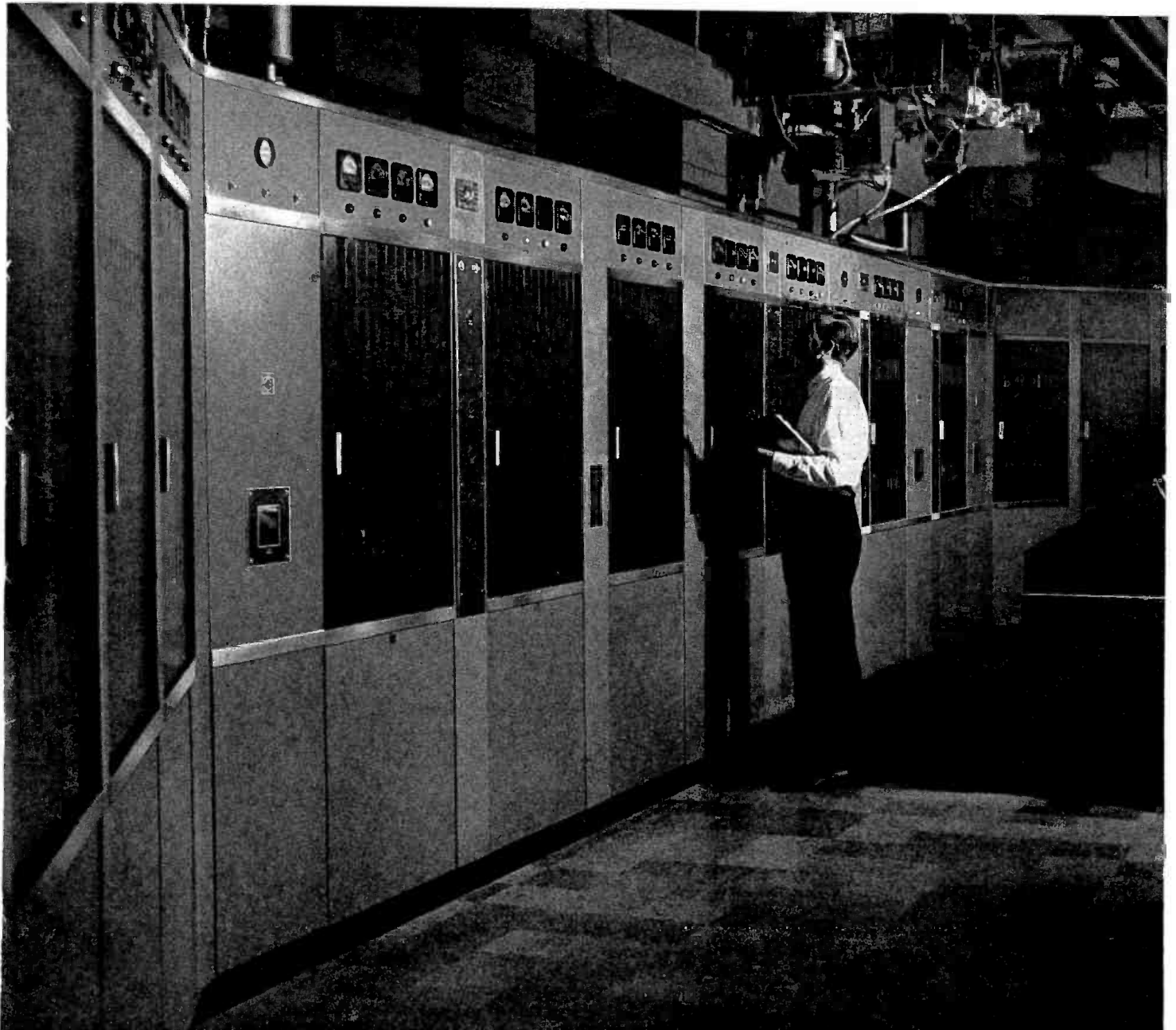
Poets' eye-view of America - *Americans: A Portrait in Verses*, a one-hour special reflecting American poets' impressions of the nation's people, will be presented on CBS-TV Thur., Aug. 16 (10-11 p.m. EDT).

Exploring Korea - An NBC-TV *Project 20* exploration of the Korean conflict, "That War in Korea," is now in production and will be telecast this fall. Donald B. Hyatt, director of NBC special projects, is producer-director.

Charles Boyer tv series - French filmstar has acquired the rights to a series of stories by writer Jean Pierre Clauzet, which will form the basis of a new tv series, *Gentleman from the Left Bank*. Four Star Television, in which Mr. Boyer is a partner, will produce the series, but his commitments to a new Broadway play, *Lord Pengo*, will hold up production of *Left Bank* until the play's run is completed.

Tv drama - Mark Goodson and Bill Todman say they are negotiating with Richard Boone to host and star in a 90-minute tv series, *Broadway Previews*. The format would present plays of famous authors, some of which have not made Broadway, and others which are Broadway-bound. This would be a co-production between Goodson-Todman and Boone's own company.

'Opening Night' - Five CBS-TV stars, Lucille Ball, Jack Benny, Andy Griffith, Garry Moore and Danny Thomas, will be featured in a one-hour special, *Opening Night*, to be presented on the network Sept. 24 (8-9 p.m. EDT). *Open-*



RCA 50-KW IN NEW YORK CITY UHF-TV TESTS

For its UHF tests in New York City the FCC is using a high-power transmitter designed and built by RCA. The most powerful of its kind, this 50-KW UHF transmitter consists of two TTU-25's in parallel. It operates on channel 31 and is installed on the 80th floor of the Empire State Building, where seven other channels serving the metropolitan area are located.

The work was performed under a contract awarded RCA by the FCC on March 1, 1961. The award was made based on considerations of power consumption, tube replacement and experience in equipment

installation, as well as general performance and cost.

RCA also supplied the studio equipment to WNYC (the New York City-owned station) which will handle programming for the FCC outlet. This includes four TK-12 4½ inch I.O. Cameras, a film system with TK-21 Film Camera, TP-11 Multiplexer, TP-6 Film Projectors, TP-7 Slide Projector, and a TRT-1B Television Tape Recorder.

This same RCA experience and equipment are available to all those who seek for leadership in the field of television broadcasting.



RCA BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N.J.



The Most Trusted Name in Television

ing Night will be sponsored by General Foods, which sponsors portions or all of the five CBS-TV programs in which the comedy stars are regularly featured. General Foods' agency is Young & Rubicam, New York.

Year-round sports ■ WCBS-AM-FM New York, which broadcasts New York Yankees baseball games and Ivy League football, announced last week it will air 110 home and away games of the New York Knickerbockers (basketball) and the New York Rangers (ice hockey) beginning in mid-October. Phillies Cigars and Budweiser Beer will each sponsor one-third of the programs and negotiations are being held with a prospective third sponsor. Agencies: Wermer & Schorr Inc., Philadelphia, for Phillies, and D'Arcy Adv. Agency, St. Louis, for Budweiser.

Bernstein commission ■ Conductor-composer Leonard Bernstein has been commissioned by the Ford Motor Co. to write an original 90-minute modern musical drama to be presented on CBS-TV April 1, 1963. It will be the highlight of a series of four programs on CBS-TV in 1962-63, entitled *Leonard Bernstein and the New York Philharmonic Presents the Ford Festival of Great Music*. The series, originally called *Leonard Bernstein and the New York Philharmonic*, will be returning

Movie agents help WIIC (TV) program hits

WIIC (TV) Pittsburgh reports that advice from two experts in another medium resulted in high ratings for WIIC's own feature film schedule programmed to complement NBC-TV's *Saturday Night at the Movies* (9-11 p.m., EDT). Appropriately, the local show is called *Saturday Night at the Movies: Part II*.

WIIC asked two Pittsburgh theatre agents to look over the features scheduled by NBC and a list of the station's available films. The purpose: to develop a "blockbuster" double bill, says WIIC.

The station reports the results are

highly satisfactory. The features are averaging high ratings, and the 11 p.m. news, sandwiched between the movies, is boosting sales of Fort Pitt beer, says WIIC. Thompson Assoc., the beer's agency, said sales of an eight-ounce special have increased 153% over 1961.

WIIC is grateful to its "unsung heroes." The information, records of performance and other material supplied by the theatrical agents, helped make possible the "terrific ratings" enjoyed by WIIC, said Bob Mortensen, WIIC vice president and general manager.

for its fifth season on CBS-TV. Ford's agency is J. Walter Thompson Co.

Emmett Kelly signed ■ Seven Arts Assoc. announced last week it has signed Emmett Kelly, internationally-known circus performer, to star as host of a series of 39 half-hour children's cartoon programs, *The Emmett Kelly Show*, to be produced in New York this fall. Mr. Kelly will perform three routines on each program as a lead-in to different segments of the show.

Division signs division ■ Telesynd, a

division of the Wrather Corp., has been named to handle sales of programs and equipment of Programatic Broadcasting Service, effective Aug. 1, it was announced last week by Hardie Frieberg, Telesynd president, and Joseph W. Roberts, vice president, Muzak Corp., parent firm of Programatic. Programatic and Muzak also are divisions of Wrather. Programatic, formed in 1959, is an automated radio programming facility for both am and fm stations.

Patriotic messages ■ Syracuse, N. Y., radio stations are carrying a series of 13 public service spots delivered by members of the Citizen's Foundation, a group of local civic leaders. The spots, which are being rotated through Sept. 29, describe America's democratic heritage and the acceptance of responsibility.

Filmstrip how-to ■ A 60-page handbook providing picture and sound specifications and other technical data for the production of film strips, "Handbook for Production of Filmstrips and Records," illustrated, is available (\$2.50) from the DuKane Corp. Audio-Visual Div., 100 N. 11th Ave., St. Charles, Ill.

Solid, man ■ "Story of a Jazz Musician" has been set by Ziv-United Artists Inc. as the next segment to be telefilmed by Wolper Productions for *The Story of*. Paul Horn has been signed by series producer Mel Stuart to appear as the title subject.

Ripcord in color ■ Ziv-United Artists reports that the second-year cycle of its half-hour, syndicated series, *Ripcord*, will be produced in color as well as black and white. Ziv-UA announced the series has been renewed for 1962-63 by the following sponsors: Malone & Hyde (supermarkets) for WMCT (TV) Memphis and WCBI-TV Columbus, Miss., and Gustafson's Dairy for WLOF-TV Orlando, Fla.

WCHS-TV survives, thrives on day of remotes

How does a two-camera remote tv crew produce a women's program, an important special news conference, an outdoor ceremony on the steps of the state capitol, and a regular news program—all in sequence and fully sponsored?

WCHS-TV Charleston, W. Va., had that problem and solved it handily for the opening ceremonies of the state's 99th anniversary celebration.

Station Manager William P. Dix (pictured with former President Harry S. Truman) reports everything went off on schedule this way:

■ A half-hour women's variety show, normally a studio origination, became a remote, and was fed from the capitol steps.

■ A news conference with former President Truman was conducted inside the capitol, and the WCHS-TV crew zipped inside for that, returning to the capitol steps just in time for—

■ The anniversary ceremonies, featuring Mr. Truman and Gov. W. W. Barron, was held before an audience of several thousand spectators;



■ Finally, the regularly scheduled newscast was produced—where else?—on the capitol steps.

Mr. Dix says the only hitch in the tightly scheduled afternoon was something neither the production nor traffic department could have foreseen—a five-month-old bear cub bit the governor's wife. She was not injured, Mr. Dix reports.

In Detroit...

"This is WWJ NEWSMAN
DICK WESTERKAMP"



News leadership is always the mark of a great station. Note, then, that month after month, more Detroiters watch and hear Dick Westerkamp than any other newscaster. A mature reporter, university instructor, painter and family man, Westerkamp is another important figure in the great WWJ News operation—the only local service that includes:

- *13-Man Broadcast News Staff—Michigan's Largest*
- *Newsgathering Resources of The Detroit News*
- *NBC Correspondents in 75 Countries*

WWJ ◀ **THE NEWS STATIONS** ▶ **WWJ-TV**

U.S. networks, Eurovision swap programs

ENGINEERS TAKE FEAT IN STRIDE AS 200 MILLION WATCH EXCHANGE

Andover, Maine, has little in common with New York and even less with Old World cities like London, Paris, Rome, Belgrade, Vienna, Taormina (Sicily) or Gällivare (Sweden). But, last Monday, July 23, the little community of 700 in Maine's lake and mountain region rubbed electronic elbows with New York and with Europe.

It was at AT&T's Andover space station that the tv pictures arrived out of New York from the four corners of North America for beaming to Europe, and in turn arrived from Europe to be fed to the U. S. networks in New York for distribution throughout the country.

The occasion was the first formal exchange of television programming between the United States and Europe—via Telstar.

It was at Andover's Space Hill the next day (Tuesday) that the U. S. networks divided up the minutes of two of the communications satellite's passes for special, competitive, individual, live programs from their European correspondents.

The third such program is scheduled today, July 30, when BBC and Radio-Tv Francais beam programs from the U. S. to their respective countries. Each is taking 10 minutes of Telstar's afternoon pass and BBC is sharing its 10 minutes with the United Kingdom's commercial ITA.

After that, Telstar will be used pri-

marily for experiments in telephony (23 American cities were linked by telephone with 23 sister cities in Europe last Thursday), telegraphy and data transmission.

The possibility of an intercontinental color telecast was discounted by AT&T spokesmen who explained the satellite is not specifically designed to transmit color. It had been reported that NBC was eager to undertake a live color broadcast to Europe via the space relay. Still color pictures, however, were successfully transmitted via Telstar two weeks ago.

The 34-inch, 170-pound satellite is spinning 600 to 3,500 miles above the earth and circling its planet every 158 minutes. Telstar was launched just 20 days ago from Cape Canaveral (BROADCASTING, July 16, 23).

Cool, Man ■ The July 23 exchange was a brilliant success with little real technical difficulty. The 125 engineers at Andover treated the event as casually as they do any long distance telephone call. Men drank coffee from paper cups and chatted or joshed with each other as they manipulated switches and adjusted dials.

A woman technician (a computer programmer) knitted a baby sweater while she watched on two monitors while the U. S. and Europe joined in the first exchange of live television. Technicians moved about routinely per-

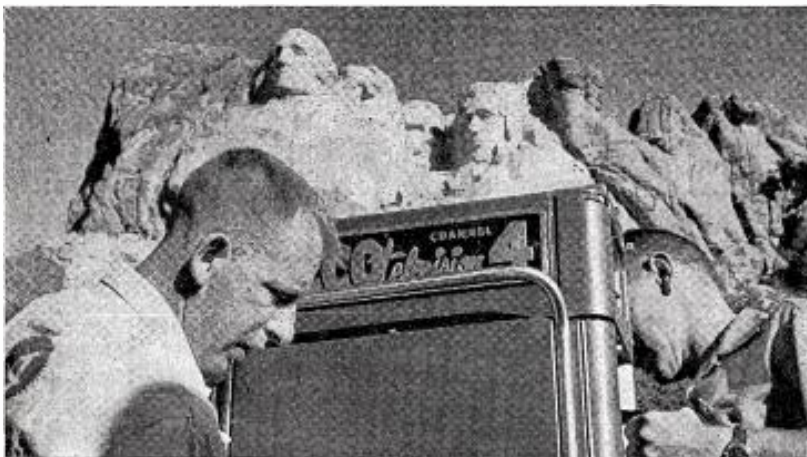
forming duties, or just looking at the monitors. There were no skipped heartbeats, no tensions.

In the afternoon sun outside with a steady breeze flapping the AT&T ensign in front of the rustic visitors' building, an excited and steady stream of vacationers moved through the exhibits arrayed for their inspection and watched the program on two tv receivers in the hall. More than 1,000 people visit Space Hill each day—and on rainy days when the children can't go swimming or hiking or fishing, the count mounts to 1,500.

Immediately in front of the one-story visitors' building is the 200-foot-high, inflated, cream-colored plastic radome. This protects the 340-ton horn antenna complex that is the heart of the Telstar ground communications installation. Squat in the clearing of scrub pines, a quarter of a mile from the antenna, is the control building—a one-story, cement block structure crowded with computers, control desks, telemetry equipment and filled with the whish of giant air conditioning apparatus.

The control building is flanked on one side by a three-pronged helical antenna and on the other side by a more conventional radar. The helical antenna is used to track Telstar within 20° (and also to transmit the coded command signal which turns the space communications satellite on and off).

Mormon Choir-Mt. Rushmore Telstar segment costly, complex



One of the most complex and expensive remotes in the history of television took place Monday, July 23, when the Mormon Tabernacle Choir and the Presidential likenesses on Mt. Rushmore were broadcast to Europe via Telstar.

The cost of the 2½ minute pickup from the buffalo farm at Custer State Park, Mt. Coolidge and the Mt. Rushmore scene was more than \$50,000, according to John M. Sherman, director of engineering for WCCO-TV Minneapolis, Minn., who

supervised the remote for a network pool committee. The sum included two days of rehearsal costs.

A WCCO-TV crew of 15 engineers manned six cameras at Mt. Rushmore. A KLZ-TV Denver crew of five was at Mt. Coolidge. Northwestern Bell, Mountain States T&T and AT&T's Long Lines used six microwaves and 30 people.

The program would not have been possible without a reversal of the six-hop microwave from Denver to KOTA-TV Rapid City, S. D. KOTA-TV went without network service for 2½ days to permit the Telstar broadcast to Europe. The KOTA-TV relay feeds into Horse Creek, Wyo. The pictures from Custer, Mt. Coolidge and Mt. Rushmore were fed into relays, some of them mobile dishes erected for the purpose, until they reached AT&T facilities at Horse Creek.



Fashion news was a highlight on the pooled telecast to and from Europe July 23—Indian haute couture on the plains of Custer State Park, S. D. (left), and on the indi-



vidual CBS telecast from Paris July 24—milady's chapeau, by Balmain (right). Dress designs by leading Paris houses were also shown.

The radar is used to narrow the tracking gap to 2°. It is after this that tracking is turned over to the horn antenna whose 3,600 square foot aperture aligns itself down to 0.2°.

The Start ■ This was the scene July 23 as the time neared for the first truly transoceanic tv transmission.

AT&T and the three networks had held two rehearsals the day before, one full-scale with all pickup points participating, and a third rehearsal that morning.

At 2:46 p.m., EDT, Andover "acquired" Telstar. At 2:54 p.m., mutual visibility was acknowledged. Two minutes later a picture of the Statue of Liberty in New York Harbor flashed across 3,000 miles of the Atlantic Ocean via the man-made satellite zooming across the sky 2,500 miles up, and an engineer at the French space installation at Plemeur-Bodou in Brittany excitedly exclaimed that he had a picture of the Statue of Liberty and of the Eiffel Tower on a split screen, and shouted:

"Go, America, go!"

Above Expectations ■ The transmissions both ways were beyond expectation. All that marred the U. S.-to-Europe pictures were jumps whenever the picture was switched from one scene to another. AT&T officials at Andover determined these "hits" were not being caused by Telstar; the jitters, they decided, were caused somewhere in the networks' pickup routes. Except for one jump, there were no such aberrations in the tv broadcast from Europe.

The U. S. program went from Plemeur-Bodou to the Eurovision control center in Brussels. Here it was converted to the different European standards and transmitted to the 16 member nations taking the overseas feed.

The European broadcast to the U. S. came during Telstar's 124th orbit and was transmitted from the Brussels control center to Goonhilly Down, in England's Cornwall, where it was flashed to

Telstar and received at Andover.

There was a report that the European Broadcasting Union program ran out because Telstar faded beyond the horizon. Actually, AT&T turned off the communications satellite, as it always does, before it reached 10° above the horizon. Normally this is done five minutes before this point; but on Monday AT&T let it run 30 seconds longer and turned it off at 4½ minutes before the 10° point. It is necessary to switch off Telstar to conserve its batteries when it goes to the other side of the globe.

An estimated 200 million viewers saw the programs. American Research Bureau estimated that if the New York City tune-in was representative of the whole U. S., more than 28 million

Telstar clear in Denmark

Telstar's performance last week "opens up tremendous additional opportunities for American broadcasters," Neville Miller, Washington, D. C., communications attorney and former president of NAB, said last week. Mr. Miller saw the July 24 international program in Copenhagen, Denmark. "It was thrilling, an accomplishment for peace, not war," he said, adding that the intercontinental picture was superior to what tv was capable of providing just a few years ago.

American homes were tuned to the historic program exchange. This was based on Arbitron measurements from 2:45 p.m. to 11 p.m. that night, showing that 2.5 million homes, or 58.3% of all New York metropolitan area tv homes, had seen some part of the exchange programming.

Half-Million Expenses ■ The three

U. S. networks spent an estimated \$200,000 on their portion of the international tv exchange. The New York to San Francisco, Niagara Falls to the Rio Grande coverage used 50 cameras and over 200 men in the production. This did not include the AT&T personnel involved in the program.

Eurovision budgeted \$350,000 for its Lapland-Sicily, Belgrade-Cornwall production, using 54 cameras and, according to one report, 8,000 engineers.

Although the Iron Curtain countries are not members of Eurovision (except Yugoslavia), there are guesses that many viewers in the Soviet satellite countries bordering the Free World tuned in; East Germans near Berlin undoubtedly saw the program, as did viewers in Hungary and Czechoslovakia, bordering Austria. Moscow paid little attention to the ocean-spanning tv first.

Instantaneous News ■ The three networks took over Telstar again on the next day, July 24. But this time they apportioned the 15-minute segment among themselves for individual overseas newscasts. At the 5:35 p.m. pass, ABC carried Lou Cioffi, from Paris, on a report from Europe, including a film clip of the train wreck at Dijon; from Geneva, John Scali reported on the disarmament conference, including a film clip of the conference in session with recognizable closeups of U. S. Secretary of State Dean Rusk and Soviet Foreign Minister Andrei Gromyko.

CBS, which sent an American standard tv camera to Radio-Tv Francais to be used in picking up Robert Kleiman in Paris (so no conversion would be necessary from the French 819 line standard), carried also a filmed interview with French Foreign Minister Maurice Couve de Murville, and a film clip of a fashion show from designer Balmain's Paris salon. NBC had Dave Brinkley in Paris talking to Chet Huntley in New York on the day's news.

On Telstar's 134th pass (8:30 p.m.), the 15 minutes again was apportioned

among the three networks. CBS had Winston Burdette reporting from Geneva, and Daniel Schorr interviewing Secretary of State Rusk; NBC broke into the Hitchcock show with a live report from Piers Anderton at the Berlin Wall. ABC taped its regular report from Paris showing at the 11 p.m. newscast.

The use of Telstar for newscasts raised serious questions in the minds of some newsmen. Jim Hagerty, chief of ABC News, observed that Telstar—or any communications satellite system—must be used with care. “We must be careful not to exaggerate news through the use of the satellite,” he said. “News must be played in proportion to its value, not warped by using an exciting new method of transmitting a story. This is the responsibility of a newsmen.”

Most comments were to the effect that communication satellites will be used for major events, such as coronations, summit meetings, major disasters and the like, not for run of the mill news.

Thomas Moore, executive vice president of ABC, said in Denver last week that the network would bid for coverage of Christmas Eve midnight mass from the Vatican, the May Day celebration from Moscow, the Festival of Lights from Oslo, and Queen Elizabeth's birthday celebration from England.

Neither on the Monday pool broadcast nor on the individual network feeds Tuesday was there any charge for the use of Telstar. Telstar is an experimental facility, and under FCC rules no charge can be made for its use.

Gold Standard ■ A glimpse of how significant instantaneous transoceanic tv can be came in the reaction to President Kennedy's emphatic denial that the U. S. had any intention of devaluing the dollar. The price of gold on European gold markets moved downward almost immediately.

A special live camera was used for the Telstar pickup of the Presidential news conference. It carried no signal light but the President had a red light on his lectern indicating when the conference was on the way abroad via Telstar.

The President squelched a loaded question apparently intended to lure him into criticism of television programming. The question, asked late in the news conference: “Mr. President, now that the U. S. image is being transmitted instantaneously overseas by Telstar, do you think the U. S. networks should make a greater effort to do something about the vast wasteland?” To which the President replied: “I am going to leave it to Mr. Minow to argue the wasteland issue, I think.”

Reactions Abroad ■ The *London Daily Mail*, alluding to the drop in the price of gold the day after President Kennedy's news conference remarks, termed the occasion “prophetic.” President Kennedy, the newspaper said, “has said this before. But this time many nations saw and heard him for themselves. The impact was enormous and the effect instantaneous.”

Perhaps the most perceptive remark made by a European at the close of the U. S. program eastward was that by a Danish student, Henrik Docker, in Copenhagen: “Now you can say that

the world is coming into your house.” Government communications officials in all the Eurovision countries hailed the event. The Vatican Radio said that Telstar and the west-east tv program is “capable of opening the way to a growing victory of truth over error, ignorance and deceit.”

Some comments raised the question of what use will be made of the new advance in communications technology. This attitude was expressed by Gerald Fay, London editor, *The Guardian* of Manchester, England: “The big question is what are we going to do with it?”

In the midst of the general acclaim, some voices were raised in critical evaluation:

Jack Gould of the *New York Times* felt the American presentation suffered from superficiality. It showed too much play, he said, and not enough depth.

The economics of overseas communications may take the glow off Telstar, David Lawrence, national columnist, said. Once the novelty wears off, he speculated, Telstar's performance would have to be matched against shortwave radio and cables for the bulk of overseas communications, mainly telephone and telegraphy, and it may be, he commented, that it will be more economical to transmit by cable.

Westinghouse purchases Meadowlane jazz series

Steve Allen's Meadowlane Productions has reached agreement with Westinghouse Broadcasting Co. for purchase by the latter of 39 half-hour telecasts of *Jazz Scene U.S.A.*, being filmed in Hollywood for tv syndication.

The series, produced by Mr. Allen, directed by Steve Binder and conducted by Oscar Brown Jr., is scheduled to begin on the five Westinghouse stations—WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, WJZ-TV Baltimore, and KPIX (TV) San Francisco—in September.

The package includes such groups as the Teddy Edwards Quartet, The Jazz Crusaders, Paul Horn Quartet and the Harold Land Quartet with Carmel Jones. Other programs reportedly will feature many new contemporary music groups to be filmed in New York this season.

Four Star drops stock sale

Four Star Television, North Hollywood, Calif., has withdrawn its registration statement for a proposed secondary offering of 211,250 shares of Four Star common stock. The offering was withdrawn because of unsettled market conditions, according to Thomas J. McDermott, executive vice president. The sale of the securities was planned to broaden stockholder ownership.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

July 30-Aug. 3, 6-8 (10:30-11 a.m.) *Play Your Hunch*, part.

July 30-Aug. 3, 6-8 (11-11:30 a.m.) *The Price Is Right*, part.

July 30-Aug. 3, 6-8 (12-12:30 p.m.) *Your First Impression*, part.

July 30-Aug. 3, 6-8 (2-2:25 p.m.) *Jan Murray Show*, part.

July 30-Aug. 3, 6-8 (11:15 p.m.-1 a.m.) *Tonight*, part.

July 30, Aug. 6 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

July 30 (TBA) *All-Star Baseball Game*, Gillette through Maxon and Chrysler through Leo Burnett.

July 31, Aug. 7 (7:30-8:30 p.m.) *Laramie*, part.

Aug. 1, 8 (10-10:30 p.m.) *Play Your Hunch*, part.

Aug. 1, 8 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

Aug. 2 (9:30-10 p.m.) *The Lively Ones*, Ford through J. Walter Thompson.

Aug. 2 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

Aug. 4 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

Aug. 4 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

Aug. 4 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

Aug. 4 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

Aug. 5 (5:30-6 p.m.) *Patterns in Music*, sust.

Aug. 5 (6-6:30 p.m.) *Meet the Press*, co-op.

Aug. 5 (7-7:30 p.m.) *Bullwinkle*, part.

Aug. 5 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

Aug. 5 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

Aug. 5 (10-11 p.m.) *Du Pont Show of the Week*, Du Pont through BBDO.

Aug. 6 (10-11 p.m.) *Actuality Specials*, various sponsors.



FROM EDITORIAL DESK

TO: Staff

Got a letter today that points out an error we've made by calling BAND-AID Adhesive Bandages just Band-Aids. The letter emphasizes concern for the legal protection of a valuable and long-standing trademark. They state BAND-AID is an adjective, not a noun, and should always be followed by the product name, i.e., BAND-AID Adhesive Bandages, or more specifically, BAND-AID Sheer Strips, etc.

We don't make a practice of catering to whims, but this concerns the legal problem of protecting a trademark. Let's try to cooperate. Thanx.

GEH



Johnson & Johnson

TvQ's top ten for June-July by age

Rank	Program	Total Audience TvQ	6-11 TvQ	12-17 TvQ	18-34 TvQ	35-49 TvQ	50+ TvQ
1	Bonanza	54	53	62	51	50	55
2	Ben Casey	50	53	59	49	47	48
2	Doctor Kildare	50	53	63	50	45	44
4	Andy Griffith Show	48	64	52	41	45	48
4	Hazel	48	67	48	45	42	46
4	Saturday Night Movies	48	73	69	45	42	29
7	Red Skelton	44	72	55	40	41	33
8	Disney World of Color	42	70	49	28	39	33
9	Gunsmoke	41	53	40	30	42	45
9	Perry Mason	41	24	30	36	41	55
9	Wagon Train	41	42	39	35	39	48

Copyright Home Testing Institute, Inc., 1962

Theatre exhibitors query studios on pay-tv policy

Two theatrical exhibition associations have called upon the presidents of all major film production companies to state their policy on serving feature films to subscription tv operations.

The Theatre Owners of America and the Allied States Assn. wired film production company heads, stating that the sponsors of the pay tv experiment in Hartford (RKO General Phonevision) have testified under oath they intend to show first-run motion pictures. The theatre groups affirmed their opposition to pay tv and asked the studio heads to apprise them of their present and future policy with respect to serving toll tv with first-run features.

Telegrams were sent to the presi-

dents of Allied Artists, Buena Vista Productions, Columbia Pictures, Metro-Goldwyn-Mayer, Paramount Pictures, 20th Century-Fox, Universal Pictures and Warner Bros.

Occupational hazards

Ted Yates, producer of NBC-TV's *David Brinkley's Journal* and a cameraman, while filming street riots in Lima, Peru, were "gassed by tear gas grenades, hosed down by water-firing tank-like vehicles, arrested and marched off under armed guard to the local bastille," Mr. Yates reports in a letter to NBC. Mr. Yates said they were released without the cameras but later recovered the equipment and film "by virtue of a local two-step custom called bribe-and-pull."

County medical group relaxes bar for KAPE

KAPE San Antonio opened its microphones to 90 minutes of informed discussion on President Kennedy's medical care-for-the-aged plan last month.

The Bexar County Medical Assn. for the first time allowed two doctors to represent the group in a public discussion, according to KAPE.

Scheduled for an hour, the program drew such response that it was allowed to run another 30 minutes, according to Sam Riklin, KAPE president.

Each speaker made brief opening remarks, then answered listeners' questions.

The participants were Dr. Francis O'Neill, Dr. Ed Sykes, County Commissioner Albert Pena and Texas Democratic committeeman and former congressman Maury Maverick Jr.

20th-Fox production units

Twentieth Century-Fox Television announced last week it is introducing a production plan for separate units to operate under various executive producers.

Peter G. Levathes, president, said Hal Kanter and Paul Monash are the first two executive producers signed under the new plan. Mr. Kanter will head a unit to produce comedies, and Mr. Monash will be in charge of the dramatic series unit.

EQUIPMENT & ENGINEERING

Logos Ltd. claims new color tv system

FORMER WALTER REED PROFESSOR HEADS D. C. FIRM

A new color tv system tested over five years is claimed by Logos Ltd., its developer, to be "an exclusively engineered system to produce the purest color on television—live, tape or film." The system was worked out in Logos Washington laboratories.

Dr. Paul Schafer, a professor of surgery who directed color experiments at Walter Reed Hospital, Washington, said a pilot film will be shot in a fortnight with Dave Garraway doing the commentary. Everard Meade and David Levy, former Young & Rubicam tv vice presidents, are program consultants for Logos. Dr. Schafer heads Logos.

The Logos-Garraway package of scientific films, Logos' first production, will be handled by Goodson-Todman Productions, Dr. Schafer said. The Logos studios are located at 1017 New Jersey Avenue, S.E., Washington. Former RCA and Ampex engineering executives are handling the electronic

end, it was stated. Dr. Schafer said, "We now feel we are about to effect another perfect marriage—Logos' revolutionary color system and the company's programming concept of imparting information through entertainment."

Record sales at new high

Sales of phonograph records exceeded a half-billion dollars for the first time last year, setting a new high for the industry of \$513.1 million, according to Henry Brief, executive secretary of the Record Industry Assoc. of America.

Mr. Brief credits the business boom to the industry's "aggressive search" for new talent and new music, technical refinements and advances in sound and communication equipment.

He said that the World's Fair of Music and Sound (McCormick Place, Chicago, Aug. 31-Sept. 9) would pro-

vide an opportunity for all segments of the industry to exhibit products to dealers and consumers at one time and in one place. This would be advantageous to phonograph record manufacturers, he explained, for their profit potential is increased by developments in products and recording processes.

Engineers to consider all-channel problems

More than 25 engineers of tv set and uhf tuner manufacturing companies will meet in New York Aug. 7 to consider all-channel receiver problems. Invited by Electronic Industries Assn., the production engineers will attempt to determine what constitutes an "adequate" receiver capable of receiving uhf as well as vhf signals, as required in the law passed by Congress last month.

The FCC asked EIA to correlate the industry's definition.

Also to be discussed is the best estimate when set makers can retool their production facilities for all-channel re-

ceivers. The meeting will take place in EIA's engineering office, 11 W. 42nd St., New York. Chairman will be F. R. Lack, director of the association's engineering department.

Technical topics...

Vtr information ■ Minnesota Mining & Manufacturing Co. is publishing a quarterly, technically-oriented bulletin on video tape recording entitled *Video Tape Playback*, and a free copy is available from Dept. E2-309, 3M, 2501 Hudson Rd., St. Paul 19, Minn.

Bogen name change ■ Bogen-Presto Div. of Lear Siegler Inc., Paramus, N. J., has changed its name to Bogen Communications Div., that city. "Bogen," "Challenger," "Presto," "Page-master" and other established trade names will be retained.

Electronic firms bankrupt ■ Crosby-Teletronics Corp. and a subsidiary, Crosby Electronics Inc., both of Syosett, L. I., have been declared bankrupt by U. S. District Judge Joseph C. Savatt of Brooklyn, N. Y. The proceeding has been turned over to referee William J. Rudin of Mineola, to arrange for distribution of assets among creditors.

New uhf translator ■ A New York manufacturer announces a new 100 w uhf translator, Model HTU-100, claiming an entirely new concept featuring "unique push-pull circuitry in the mixer and output stage eliminating cavities, thus permitting the use of economical tube types." The same firm is offering a 12-page brochure. Available from Electronics, Missiles & Communications Inc., 262 E. Third St., Mt. Vernon, N. Y.

VOA transmitters ■ Gates Radio Co., Quincy, Ill., has shipped four 50-kw transmitters, a medium wave and three shortwave units, to the Alpha Division of Collins Radio Co. for installation in mobile station trailers to be used by the U. S. Information Agency. The portable plants can be flown anywhere in the world on short notice to relay Voice of America programs.

Video test gear ■ First models in a new line of Telechrome transistorized video test equipment for both color and monochrome have been announced by Telemet Co., Amityville, N. Y. Featuring a new lightweight, compact design, the new test equipment includes multiburst, stairstep and sine-squared pulse-window generators and are all designed to fit the standard 19-inch rack.

Mach-Tronics Inc. has leased an additional 6,000 square feet of floor space adjoining its present space in Mountain View, Calif., and expects to have its portable video tape recorder in full

production by December. A steady stream of inquiries from tv stations regarding broadcast use of the low-priced unit (BROADCASTING, June 4, 18) has led the company to consider bringing the present MVR-10 up to on-the-air quality, but no decision has been made, according to David Thompson, director of marketing. The MVR-10 was designed primarily for closed circuit use.

High-power electronics ■ *Super Power Transmitters/Systems* is a new capabilities brochure available from Continental Electronics Mfg. Co., P.O. Box 17040, Dallas 17.

861 video tape units now in U. S.—RCA

Television tape recorders in use in the United States increased 15% to a total of 861 in the nine-month period ended June 1, according to a survey made by the RCA broadcast and communications products division, Camden, N. J. An additional 450 U. S. recorders are in use outside the country, the division reported.

The survey showed a steady increase in recorders used by all domestic categories, commercial tv broadcasting stations leading with a gain of 49 units for the period. Networks and educational tv also increased their number of recorders.

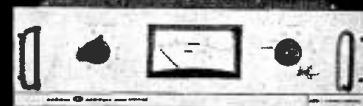
The growth of the market has been stimulated by the proven advantages of tv tape, particularly in commercial broadcasting and development of transistorized recorders, said E. F. Caldwell, manager of market research and product planning for the division.

Broadcasters operate their tape recorders an average of six hours daily, although some stations use their machines for as many as 16½ hours, the survey revealed.

Tv tape allows for more efficient use of manpower and studio facilities since recording sessions can be scheduled within normal working hours, according to stations participating in the survey. Recording of network news and entertainment programs for delayed broadcasts, to compensate for time zone differences, also was cited as an advantage of tv tape.

Detroit fair postponed

Detroit's International Sound Fair, scheduled July 25-29 at Cobo Hall, was postponed indefinitely and radio programming and other trade workshops, including professional exhibits have been integrated into World's Fair of Music & Sound to be held Aug. 31-Sept. 9 at McCormick Place, Chicago.



INCREASED COVERAGE CLEARER SOUND

An ever increasing number of profit and quality minded broadcasters own Audimax—a new concept in automatic level control. Audimax provides greater coverage, improved signal quality, operating economies, plus the benefits of automation.

CFRB CKAC KBOI
 KCBS KCMO KENS
 KFBK KMOX KNX
 KNXT KOIN KOTA
 KRLD KTTV WBBM
 WCAU WCBS WCCO
 WCIA WCLM WDBO
 WEAN WEEI WELM
 WGAN WGGA WHCU
 WHIO WINQ WINS
 WINZ WIP WJCW
 WJLS WKBN WKNE
 WKOK WKPT WLEU
 WMAS WMIL WNEB
 WNLC WOMI WOPA
 WREC WRNL WSAU
 WSPA WTOP...

...and many others

For full details or a demonstration write: Audio Products Department

CBS LABORATORIES

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

BROADCAST ADVERTISING



Mr. McParland



Mr. Lehman

Joseph McParland and **Robert H. Lehman** elected vps of Kudner Agency, New York. Mr. McParland, with agency since 1950, is executive on General Telephone & Electronics Corp. corporate account. Mr. Lehman, who joined Kudner in 1959, is executive on GT&E's Sylvania Photolamp Div. account.

William G. Johnson, executive vp of Street & Finney, New York, elected to agency's board of directors. **Donald M. Gannett** elected treasurer and **John Byrne** joins agency as manager of production department.

Lester A. Weinrott, former vp and general manager of Reach, McClinton & Co., Chicago, joins North Adv., that city, as director of newly formed industrial advertising division. Mr. Weinrott in earlier years was producer of many Chicago-originated radio programs for major consumer advertisers.

Paul Elliott-Smith elected president and general manager of Morse International, New York, succeeding **Jerome Patterson**, who becomes consultant to president of Vick Chemical Co. Morse International handles advertising of Vick International Div. of Richardson-Merrell Inc.



Mr. Smith

Robert Angelus, supervisor on Brown & Williamson account at Ted Bates, joins Foote, Cone & Belding, New York, as supervisor on Lever Bros. Imperial margarine account. **Jay Cheek**, formerly with McCann-Erickson, joins FC&B's copy department as copy group head on Menley & James account. **Donald McKechnie**, previously with Erwin Wasey, Ruthrauff & Ryan, named copy supervisor at FC&B on Trans World Airlines international advertising.

Jim Switzer and **Jerry Rohlfing** join BBDO's Los Angeles office as copy writers on agency's North American Aviation account. **Bob Penninger**, **Virginia Weigl** and **Yrsa Grasshoff** to agency's Los Angeles media department.

William B. Stewart, senior account supervisor at Doherty, Clifford, Steers & Shenfield, New York, elected vp. Before joining DCSS earlier this year, Mr. Stewart was management supervisor at Compton Adv.



Mr. Stewart

Eugene A. Letourneau, of Detroit office of Geyer, Morey, Ballard, named account executive on Rambler radio-tv advertising and Rambler export sales in account group serving automotive division of American Motors Corp. **Charles R. May**, appointed to Rambler Dealers Service Dept. as account executive for Greater Detroit Rambler Dealers Assn.

Frank P. Clark, account executive with Arthur Meyerhoff Assoc., Chicago, appointed account executive at Geyer, Morey, Ballard, that city.

Howard Englander, formerly of Lennen & Newell, and **Charles O'Rourke** of BBDO, join Doyle Dane

Bernbach, New York, as account executives. Mr. Englander is assigned to American Airlines account, Mr. O'Rourke to Clairol Inc.

Jay Russell, former advertising manager of Grand Union Co. and Chock Full O' Nuts coffee and recently head of his own advertising agency in New York City, joins Williams & London Adv., Newark-New York, as radio-tv director and account executive. Mr. Russell moved to Grey Adv. as senior account executive when Chock Full O' Nuts account was assigned there.



Mr. Russell

W. Gray Davis, national sales coordinator of WHK-AM-FM Cleveland, joins Charles M. Schloss Adv., that city, as account executive.

J. Donald Cusenbery, copywriter with Hoefler, Dieterich & Brown, San Francisco, promoted to radio-tv director. **John K. DeBonis**, Foster & Kleiser, San Francisco, and **John Tucci**, Hal Stebbins, Los Angeles, join HD&B as art directors. **Phil R. MacTaggart** joins HD&B as account executive and **Paul S. Lessig** to San Francisco agency's marketing research department.



Mr. Hubert

Robert E. Hubert, former member of pr department of Pepsi-Cola Co., joins Colgate - Palmolive Co., New York, as pr manager.

Joella Cohen, public service director of WHB Kansas City, joins Savage-Dow, Omaha advertising agency, as radio-tv director.

Duane Zimmerman, former assistant radio and television manager of BBDO, Minneapolis, named radio-tv business manager of Lawrence C. Gumbinner Adv., New York.

Lon C. Hill, former senior writer on Ford Motor Co. account at J. Walter Thompson, appointed copy director of Chirurg & Cairns, New York.



Mr. Hill

Tom Galanti, formerly with Wilson, Haight & Welch, joins Wexton Adv. Agency, New York, as production manager.

James C. Voors, radio-tv director of Bonsib Inc., joins Martin & Robers, Fort Wayne, Ind., advertising agency, as creative director.

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

THE MEDIA



Mr. Leslie

Kenneth Leslie, for past year sales manager of KYA-AM-FM San Francisco, resigns to join KGO-AM-FM, that city, effective Aug. 6, as general sales manager, replacing **Del Gore**, who resigned.

Roger Stoner, member of KYA sales staff for past two years, replaces Mr. Leslie as sales manager. Before moving to San Francisco, Mr. Leslie was general sales manager of WBNF-AM-FM Binghamton, N. Y. Mr. Stoner is former station manager and sales manager of KTRN Wichita Falls, Tex.

Mrs. Robert C. Wolfenden elected president and general manager of Mountain Empire Broadcasting Corp. (WMEV-AM-FM Marion, Va.). Mrs. Wolfenden, who served as program director, succeeds her late husband who held post since station went on air in December 1948.

Mort Silverman, managing director of KMRC Morgan City, La., elected president, succeeding **Warren Fortier**. **Dr. William Barletta** and **Mrs. L. B. Lee** elected vp-treasurer and secretary, respectively.

Mark Olds, program director of WNEW - AM - FM New York, named general manager of WINS, that city, which was recently purchased by Westinghouse Broadcasting Co. (AT DEADLINE, July 16). Mr. Olds previously worked with WBC at KYW Philadelphia as producer-director. He moved with KYW to Cleveland in 1955 as program manager and joined WNEW in 1959.



Mr. Olds

Eugene Alnwick, former national sales manager of Mutual Radio Network, New York, appointed director of new Chicago office for E. S. Sumner Corp., station representative firm servicing several Canadian stations in U. S. Sumner's Chicago office will be at 307 N. Michigan Ave.

Lonnie Frye, general manager of WORG Orangeburg, joins WQIZ St. George, both South Carolina, as station manager. **Julia M. Jones**, former secretary and program director of WORG, elected vp-secretary of WQIZ Inc. (WQIZ). **J. T. Greene III** appointed WQIZ's chief engineer.

Daniel Sklar, former director of business and legal affairs of Ziv-UA, Hollywood, appointed director of business affairs of CBS-TV, that city.

Moore to BNF committee



Mr. Moore

Thomas W. Moore, vp in charge of ABC-TV network, named chairman of national meetings planning committee of Brand Names Foundation.

Committee plans and coordinates series of meetings in New York attended by foundation member manufacturers of consumer goods, advertising agencies and media, and leading U. S. and Canadian retail dealers.

Aubrey W. Groskopf, assistant to Merritt Coleman, vp of business affairs in Hollywood, named to newly created position of director of commitments, talent and properties, CBS-TV business affairs department.

Homer H. Odom, vp and general manager of KABL Oakland - San Francisco, appointed general manager of newly created Chicago sales office of The McLendon Corp., licensee of station. Mr. Odom, general manager of KABL outlet since 1959, will also serve as general sales manager of WGES Chicago, newly acquired McLendon property (BROADCASTING, June 18). **Richard H. Wilcox**, former vp and general manager of KEEL (recently sold by McLendon to permit ownership of WGES) Shreveport, La., joins KABL, in similar capacity, replacing Mr. Odom.



Mr. Odom

Bob Best, former radio-tv director of Washington Senators baseball club, appointed station manager, national sales manager and sports director of WABW Annapolis, Md.



Mr. Whitaker

Bernie Whitaker, national sales manager of WRAL-TV Raleigh, N. C., promoted to general sales manager. **William R. Murray** joins station as local sales manager. **Del Carty**, with Raleigh tv outlet for five years, continues as regional sales manager, with expanded territory.

Carolyn J. Metheny named national sales manager of WGKV (formerly WHMS) Charleston, W. Va. **Jerry Stock** and **Jerry Miller** appointed production manager and music director, respectively.

James P. Mitchler, formerly with Flint sales office of WNEM-TV Saginaw-Bay City-Flint, Mich., promoted to station's advertising and merchandising manager.

B. J. (Bob) Rodgers III, senior account executive of WHIH Portsmouth, Va., promoted to sales manager.

Douglas Streff named assistant daytime sales manager of ABC-TV Central Div., Chicago.

Rodger Bubeck, commercial service manager in broadcast production department of Leo Burnett Co., Chicago, joins KOB-TV Albuquerque, N. M., as sales service director.



Mr. Button

Dave Button named general manager-sales manager of KMOP Tucson, Ariz., replacing **Kenneth Ferguson**, vp-general manager, who resigned July 16 to move to Yuma, Ariz., where he plans to

purchase KOFA, subject to FCC approval. Mr. Button, former manager and owner of KMIN Grants, N. M., joined KMOP year ago. **Lou Cate**, formerly with KGUN-TV Tucson, joins KMOP's sales staff. **George Richey** and **George Solberg** appointed KMOP's program director and chief engineer, respectively.



MUSIC NEWS



AND INCREASED



COMBINE TO MAKE

KPOL

LOS ANGELES

A BETTER BUY THAN EVER!

New Power, 50,000 Watts for KPOL AM 1540 and 100,000 Watts for FM 93.9 is ringing the cash register louder than ever for KPOL advertising. Phone WEBster 8-2345 for facts.

REPRESENTED BY PAUL H. RAYMER CO.



Edward R. Theobald, member of media department of D'Arcy Adv., joins Chicago office of Harrington, Righter & Parsons as tv account executive.



Mr. Frost

Donald W. Frost, salesman with Peters, Griffin, Woodward, station representatives, since 1953, named sales manager of WIND Chicago, effective today (July 30), succeeding **Bennett O. Scott**, who resigned. Prior to joining PGW, Mr. Frost was time salesman for Weed & Co., and earlier, salesman with WCAU-TV Philadelphia. Mr. Scott, who joined WIND 18 years ago, had served successively as sales representative, local sales manager and for past four years as sales manager.

Harry J. Durando, account executive at George P. Hollingbery Co., joins H-R Radio, New York, as account executive.

Ed Sullivan, radio-tv personality, joins board of advisors of Bedside Network of Veterans Hospital Radio & Television Guild. **John C. Moler**, president and general manager of WHN New York, and **Don B. Curran**, president of Broadcasters Promotion Assn. and director of advertising and publicity for ABC owned and operated stations, elected to organization's board of directors.



Mr. Yergin

James A. Yergin, assistant research director of Westinghouse Broadcasting Co., New York, promoted to research director, replacing **Melvin A. Goldberg**, who resigned to join NAB, Washington, as vp and director of research. Prior to joining WBC in present capacity in 1959, Mr. Yergin was director of research, promotion and advertising for WOR-AM-FM-TV New York.

RCA chairman hospitalized



Gen. Sarnoff

Brig. Gen. David Sarnoff, RCA board chairman, was reported in good condition Thursday at New York's Roosevelt Hospital, following an operation for removal of gallstones. Gen. Sarnoff, 71, entered the hospital Wednesday morning and the surgery was performed that evening.

Elmer F. Willrich, general manager of WBBR-AM-FM East St. Louis, Ill., joins WIL-AM-FM St. Louis, Mo., as account executive.

Tom Reilly, formerly with sales department of *Milwaukee Sentinel*, joins WITI-TV, that city, as account executive.



Mr. Heffner

Richard D. Heffner, general manager of WNDR (TV) Newark, N. J., elected vp and general manager of Educational Broadcasting Corp., New York, licensee of etv station. **Kershaw Burbank**, director of development, elected EBC secretary and **G. Edward Hamilton**, director of engineering for WNDR, named assistant general manager.

Irving Kagan, classified advertising manager of *New York Post*, joins WMCA New York as account executive.

Albin R. Hillstrom appointed director of engineering for Arizona Broadcasting Network (KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson).

Jack Gilbert, formerly with Crowell-Collier Broadcasting Corp., joins At-

lass Broadcasting Co. as operations and programming director of KKHI-AM-FM San Francisco.

Phillip Beigel, assistant program manager of WJW-TV Cleveland, joins WNDR (TV) Newark, N. J., effective Aug. 1, as producer of in-school tv service. WNDR is licensed to Educational Broadcasters Corp., New York. **Milt Frankie**, member of production department of KGO-TV San Francisco, resigns to join WJW, replacing Mr. Beigel.

Merrill Brockway, producer, director and writer at WCAU-TV Philadelphia, named staff director at WCBS-TV New York.



Mr. Stewart

Frank Stewart, former station manager of KPRC Houston, Tex., named general manager of KTRH-AM-FM, that city. Mr. Stewart joined KTRH staff last March.

Steve Allen, tv personality, Hollywood, and **Dr. Samuel B. Gould**, president of Educational Broadcasting Corp., licensee of WNDR (TV) Newark-New York, appointed to national steering committee for National Library Week of 1963 by Donald L. McGannon, chairman of committee and president of Westinghouse Broadcasting Co.

Alvin L. Hollander Jr., head of his own talent representative firm, The Hollander Agency, and former program manager of WABC-TV New York, appointed program manager of WCAU-TV Philadelphia.

Gary Ferlisi, assistant to president of KSBW-TV Salinas, Calif., joins Television Affiliates Corp., New York, as manager of newly created station relations department. Mr. Ferlisi will also assist in overall development of TAC operations.



Mr. Nelson

Roger O. Nelson appointed sales representative for new Detroit sales and sales service office of WJRT (TV) Flint, Mich. New office, located in Detroit's Fisher Bldg., will service that city's advertisers and advertising agencies.

Hermine (Lu) Lukacsy, for past year business manager of KWKW Pasadena, Calif., joins KMEX-TV Los Angeles, in similar capacity. KMEX, all-Spanish-language station, has expected target date of September.

William Paine, news director of WCKR-AM-FM Miami, joins news department of WIP-AM-FM Philadelphia.

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

ELDORADO 5-0405

Jim Morrison joins news staff of WBTV (TV) Charlotte, N. C.

Don Allen, formerly with WFMJ-TV Youngstown, Ohio, joins news staff of WTOF-AM-FM Washington.

Dick French named production manager of WSPD-AM-FM Toledo, Ohio.

Thomas E. Even, formerly with WTOL-TV Toledo, Ohio, joins WSAV-TV Savannah, Ga., as program production manager.

B. G. Morrison, news director of WGCD Chester, S. C., appointed news and public affairs director of WPEO Peoria, Ill.

Ed Fleming, formerly with KABC-AM-FM-TV Los Angeles, joins WTVJ (TV) Miami, Fla., as reporter on *11 O'Clock News* Sunday-Friday nights.

Pete Williams, sports director of WMFD Wilmington, joins WWNC Asheville, both North Carolina, in similar capacity.



Mr. McCormick

Mike McCormick, former local-regional sales manager and assistant general manager of WHAS-TV Louisville, Ky., appointed sales manager of KPLR-TV St. Louis.

Bob Fuller joins WJAB Westbrook, Me., as announcer.

Dick Munro, WBRX Berwick, Pa., and **Bill Brenneman**, WMOA Marietta, Ohio, join WTAP Parkersburg, W. Va., as air personalities.



Mr. Bechtel

Earl R. Bechtel, account executive with WTVN (TV) Columbus, Ohio, since joining station three years ago, promoted to local sales manager.

Morris W. Butler, member of news staff of WLWC (TV) Columbus, Ohio, appointed special broadcast service director, responsible for station's public affairs programming. He replaces **Bud Gillis**, who resigned to become executive secretary of Ohio Educational TV Network Commission.

Jimmie Logston, formerly with WHAS-TV Louisville, Ky., joins WCKY Cincinnati as air personality.

Gerry Wheeler, head of his own St. Louis production company, Gerry Wheeler & Assoc., joins WJZ-TV Baltimore to do ten children's shows weekly beginning today (July 30).

Shirley Rasmus, formerly with Arndt, Preston, Chapin, Lamb & Keen,

Philadelphia advertising agency, joins WRCV, that city, as assistant promotion manager.

Charles H. Cash Jr., director of promotion and publicity for KTVI (TV) St. Louis, joins WSB-TV Atlanta, in similar capacity.



Mr. Hodgkins



Mr. Van Amburgh

Roger W. Hodgkins, chief engineer of WGAN-AM-TV Portland, Me., named director of engineering for Guy Gannett Broadcasting Services, licensee of stations. **Henry Van Amburgh**, chief engineer of WPRO-AM-FM Providence, R. I., appointed chief engineer of WGAN-AM-TV.

Bob Stewart, assistant publicity director of Colorado Hospital Assn., joins KLZ Denver as promotion and publicity manager.

PROGRAMMING



Mr. Pearson



Mr. Klein

Irving Klein, member of advertising department of Screen Gems, elected president of Donall & Harman, New York, house advertising agency for Independent Television Corp., that city. **John E. Pearson**, director of ITC's international sales, elected vp in charge of international sales.

Thomas A. Cronin, vp of Wells Television, elected executive vp of Sterling Information Services Ltd., New York. He will be in charge of Teleguide, Sterling's closed-circuit tv network for New York City hotels.

Alan Waite, formerly with Warner Bros. Records as west coast promotion manager and recently head of his own publicity firm, appointed general manager of Archer Productions, Hollywood. He replaces **Harry O'Connor**, who resigned. In addition to commercial production and radio identification, Mr. Waite will function in creation and development of I.D. material for tv.



Mr. Cronin

Dan Nathan, former associate producer to Harry Ackerman on *Leave It To Beaver* tv series and editor of such 20th Century-Fox productions as *Adventures In Paradise*, *Follow The Sun* and *Hong Kong*, appointed film supervisor in charge of technical staff of Jack Douglas Organizations. Initially, Mr. Nathan will supervise *Across the Seven Seas*, color tv series released in association with Bing Crosby Productions.

Earl Haley appointed director of feature film and dubbing departments of Television City Arizona. New operation, which will produce theatrical and tv films, will be built in Phoenix this year by Hollywood group headed by Ben Pivar and David I. Pincus.

GOVERNMENT



Sen. Magnuson

Sen. Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee, named by Joint Chiefs of Staff to receive annual National Transportation Award of National Defense Transportation Assn. Award, which will be presented at association's 17th transportation and logistics forum in San Francisco Oct. 28-31, cites Sen. Magnuson as being "particularly active and effective" in field of transportation legislation.

INTERNATIONAL

James P. Gilmore, controller of operations and vp of engineering and operations of Canadian Broadcasting Corp., Ottawa, named vp in charge of personnel and operations. **William G. Richardson**, in charge of engineering of CBC-TV, promoted to director of engineering and technical operations.

Robin D. Morton, formerly with Scottish Television Ltd., London, named manager of London office of Telefis Eireann, Irish tv network.

Ian Sutherland, formerly with Benton & Bowles and McCann-Erickson, London, England, joins Cockfield, Brown & Co. Ltd., Toronto, as radio-tv producer.

Dennis Scuse, chief tv assistant for British Broadcasting Corp., named U. S. representative of BBC. He succeeds **Derek Russell**, who was named Canadian representative. **David Williams** named engineer in charge of BBC's New York office, succeeding **Steve Toby**, who retired.

Peter MacFarlane, for past two years executive producer in Sydney, Australia, of MCA's hour-long *Revue* show,

appointed executive producer with CTV Television Network Ltd., Toronto.

Michael Glynn appointed production executive of Wales (West and North) Television Ltd., newest member of Britain's commercial network which starts operations in September.

Ian Grant, operations manager of *Canadian Broadcaster*, Toronto, joins tv sales promotion department of All-Canada Radio & Television Ltd., that city.

Jacques Filteau, program director of CFCM-TV Quebec City, Que., elected president of Eastern Quebec Regional Drama Festival.

Doug Burrows appointed news director of CKGM Montreal. **Bob Gillis**, formerly with CFCF-TV Montreal, to CKGM as air personality.

cently vacated by **George Mozek** who was promoted to chief application engineer for Lawrence firm.

William A. Harrison, controller and assistant secretary of Allied Radio Corp., Chicago, assumes added duties of treasurer, replacing **Arthur Davis**, executive vp and director of company, who will devote full time to other managerial responsibilities. Prior to joining Allied in May 1961, Mr. Harrison was with Philco Corp. for 20 years.

ALLIED FIELDS

Earl J. Lasworth named director of sales for client services department of Associated Market Research, Dallas. Mr. Lasworth, former account supervisor with Calkins & Holden in New York and Chicago, joined Associated in 1961 as account executive.

Nicholas N. Kittrie, former minority counsel with Senate antitrust subcommittee, joins Washington communications law firm of Wilner, Bergson, Scheiner & Lessenco.

R. Russell Porter, associate director of U. of Denver School of Communication Arts and chairman of radio-tv department, granted two-year leave of absence to devote full time to assignment as executive director of D. U. Centennial observation. **Noel Jordan**, associate professor of radio-tv, will serve as department's acting chairman during Mr. Porter's absence. **Geoffrey Kucera**, former Czechoslovakian journalist and recently with WJIM-AM-FM-TV Lansing, Mich., joins U. of Denver as assistant professor of radio-tv.

Professor Herbert A. Seltz, program supervisor of Indiana U. Radio & Tv Services, Bloomington, granted leave of absence, effective Aug. 1, to study European tv music production. **Jack Sheehan**, head producer, will serve as acting program supervisor during Professor Seltz's absence.

DEATHS

Harold T. Graves, 45, vp of Ben Sackheim Inc., New York advertising agency, died July 19 of heart attack in Roosevelt Hospital. Mr. Graves joined Sackheim in 1956 and was elected vp in 1959.

Lloyd G. Whitebrook, 43, radio-tv advisor to numerous Democratic candidates, died July 21 in Washington after surgery for internal hemorrhage at George Washington U. Hospital. Head of Communications Research Advisory Corp., New York, Mr. Whitebrook was in Washington to attend Democratic campaign conference for congressional candidates when taken ill. He was former vp of several advertising agencies: Ben Sackheim Inc., Kaster, Farrell, Chesley & Clifford, and Joseph Katz Co., all New York.



Mr. Whitebrook

Thomas S. Sullivan, 37, associate of Washington communications law firm of Dow, Lohnes & Albertson and former employe of Securities Exchange Commission, died July 25 of self-inflicted bullet wound he accidentally received, according to police authorities, while cleaning .32 caliber pistol in his Fairfax, Va., home.

Dr. Adolph Henry Rosenthal, 56, physicist and electronics engineer, died July 23 at his home in Forest Hills, N. Y. Holder of more than 50 foreign and U. S. patents in tv and microwave communication, Dr. Rosenthal most recently was scientific advisor to president of Kollsman Instrument Corp., Elmhurst, Queens, N. Y. His invention and development of dark trace cathode ray tube was basis for Skiatron subscriber tv system. Born in Frankfurt, Germany, he came to U. S. in 1936.

Pierre Andre, 62, announcer at WGN Chicago and pioneer of broadcast industry, died July 21 in Evanston, Ill., hospital after long illness. Mr. Andre's career began in 1920's at WEBC Duluth, Minn. He later joined KSTP St. Paul-Minneapolis and moved to WGN in 1930 assigned to *Harold Teen Show*, early radio serial adaptation of *Chicago Tribune* comics. Later he announced *Little Orphan Annie*, *Helen Trent*, *Betty and Bob* and other shows. He is survived by wife Gertrude and son David, who is on WGN's news staff.

Lester Damon, 53, veteran actor who played soap opera roles on radio and tv for more than 20 years beginning in Chicago in 1936, died of heart ailment July 21 at UCLA Medical Center in Los Angeles.

EQUIPMENT & ENGINEERING

Matthew D. Burns, senior vp of Sylvania Electric Products, Emporium, Pa., retires Aug. 1. Mr. Burns joined Sylvania in 1921 as industrial engineer. He was elected senior vp in 1958 and since 1961 has assisted Sylvania President Gene K. Beare in corporate and interdivisional activities.



Mr. Burns

Henry Mutz, co-founder and director of engineering of Astron Corp. (capacitors and radio noise filters), East Newark, N. J., joins Film Capacitors Inc., New York, as chief engineer, directing electronics firm's research and development program.

William A. Gould, district sales manager for Hughes Aircraft Co., joins National Transistor, division of National Computer Products, Lawrence, Mass., as district sales manager for New England. Mr. Gould assumes duties re-

BROADCASTING

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

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

52 weekly issues of BROADCASTING \$ 7.00

52 weekly issues and Yearbook Number 11.00

Payment attached Please Bill

nametitle/position*

company name

address

cityzonestate

Send to home address—

* Occupation Required

Women's group, NAB set up service plan

A joint program has been set up by the General Federation of Women's Clubs and NAB intended to explain to 8 million clubwomen how radio and tv serve America and to become a gauge of public reaction to broadcast services.

NAB President LeRoy Collins said NAB soon will publish a speakers bureau directory that will be distributed by the federation. The directory will list 16,000 women's clubs in the 50 state federations and 400 top radio and tv executives who are available to talk before local, state and regional groups.

Gov. Collins said the project, set up by John M. Couric, public relations manager, is the most ambitious so far undertaken by NAB in its new program of organizational services.

Mrs. Dexter O. Arnold, federation president, said the new cooperative venture "should bring new understanding between NAB members and the federation."

Drumbeats...

Teen treat ■ WTRF-TV Wheeling, W. Va., working with *Pepsi Dance Party* sponsor Joe Ovies, the Pepsi distributor, and local businessmen, each week offers 12 teenage guests dinner, theater tickets, and free phonograph records. The dozen youngsters are selected on the basis of popularity, deportment, and scholastic achievement. The station says Pepsi sales have risen an average of 17% each of the five years the program's been sponsored by the bottler.

Jumbo mailers ■ WLOF-TV Orlando, Fla., is mailing sets of five oversize, two-color mailers to 1,500 local and regional advertisers and agencies, stressing various station offerings: "News," "Sports," "Talent" and "Specials." Special rate information is provided on the reverse side.

'Dairy Go-Round' ■ WCAU Philadelphia will launch another promotion to increase the use of dairy products in the Delaware Valley when it conducts "Dairy Go-Round" Aug. 12-19. The station will devote two minutes of each hour, 24 hours a day, to the promotion. WCAU will offer a free meal to listeners on the station's grounds Aug. 15 to climax the "Round." Farm director Hugh Ferguson initiated a similar promotion for eggs last summer, "Eggs 'Round the Clock."

Paradise found ■ WSWA-AM-FM-TV Harrisonburg, Va., sent more than 700 copies of "Timebuyer's Paradise" to



WBTV goes west

Midwest agency people turned out July 17 in Chicago for a standing-room-only performance by Arthur Smith and His Crackerjacks — occasionally interrupted for "commercials" in behalf of WBTV (TV) Charlotte, N. C. Welcoming Mary Lou Ruxton, timebuyer at Leo Burnett Co., are Wallace J. Jorgenson (l), WBTV managing director, and Lamont Thompson, Chicago vice president of Television Advertising Representatives Inc. Because of audience reaction to the Chicago "experiment," the Smith group, featured weekdays at 7-8 a.m. on WBTV's *Carolina Calling*, may do similar shows in other key markets to "sell" WBTV.

agency executives, inviting them to spend their vacation in "WSVA Land (the Shenandoah Valley)." Packet includes maps, resort brochures, station rates and market information.

Hog call ■ KLAC-AM-FM Los Angeles is offering weekly prizes on Dick Whittington's afternoon disc jockey program to the best hog callers who telephone the station and demonstrate their skill on the air. Mr. Whittington, who says he once earned his living milking cows in Teaneck, N. J., stipulates that professional callers are not eligible.

Essay honor ■ WNAC-TV Boston and the Volkswagen dealers of Massachusetts have awarded a \$1,000 scholarship to Jane Rotman, 17, of Belmont, for her essay on the life of Helen Keller, judged the best of those submitted by high school juniors and seniors on the subject, "In What Ways Did This Man or Woman Influence Our Society?" based on WNAC-TV's *Perspective in Greatness* series.

Pet clinic ■ Public demand has induced

WIND Chicago to schedule a repeat this September of its "pet clinic." For three hours on the special day listeners phoned WIND to ask a panel of expert veterinarians about the ailments or problems of their pet animals. It was not broadcast.

Recruiting ■ The popularity of a journalism teachers' clinic sponsored this spring by WKRS Waukegan, Ill., has prompted the station to plan a repeat for students this fall. The series of weekly workshop sessions helps solve the newsman recruiting problems, WKRS feels.

Chicago sound ■ Agency timebuyers in New York, Detroit, St. Louis, Cincinnati and Minneapolis-St. Paul for the next two months, as they travel to and from work, will become aware that "Chicago sounds marvelous on WGN Radio 720." WGN Chicago is reminding them of the point with 24-sheet billboards in those markets just as it is doing for timebuyers and listeners too in its own hometown. A total of 300 billboards are being used. Agency for WGN is Foote, Cone & Belding, Chicago.

Storer special ■ To bring Los Angeles radio-tv editors into the spirit of the 35th anniversary of Storer Broadcasting Co., Storer's KGBS Los Angeles purchased a \$2 win ticket for each editor on a horse in the fifth race at Hollywood Park on a Thursday, designated as the "Storer Broadcasting Co. 35th Anniversary Special."

WOW's Wiseman back ■ When WOW Omaha Sales Manager Bill Wiseman returned to work after five months convalescence (after a fall on the ice last winter), he found the station's sales staff wearing WOW pocket handkerchiefs. He's worn them for years because his full name is William Orrin Wiseman. The linen rated a good response from clients, says WOW, so the handkerchiefs are now standard equipment.

WROC salvage promotion

Jim Schoonover, station manager at WROC Rochester, N. Y., dumped 1,500 milk cartons into Lake Ontario early one morning, but instead of being cited for littering, incident brought out thousands of area residents to the beaches searching for the bobbing containers.

The station was promoting the Cinema film "Windjammer," and announced the milk cartons contained certificates which could be redeemed for transistor radios, phonograph albums, movie passes and dairy products.

The promotion included "anti-litter" warnings.

House of Lords approves White Paper

LEADER HAILSHAM WARNS COMMERCIAL TV TO CUT PROFITS—OR ELSE

The United Kingdom's House of Lords has unanimously approved the government's White Paper [INTERNATIONAL, July 16] ensuing from the Pilkington Report on broadcasting after a two-day debate.

The commercial tv companies were warned to cut their profits or "the days of their empire may be numbered" by Viscount Hailsham, lord president of the council and leader of the House of Lords, who spoke for the government in opening the first debate in Parliament since the Pilkington Report was published.

He said the time has come to skip superficial generalities about paternalism, commercialism, monopoly and free enterprise and return to a broadcasting policy based on technical necessity and practical politics. He said it is "undignified and out of place" for some newspapers and businessmen to respond to the report with "shrill cries of almost hysterical lamentation and rage." He implied they may be so reacting because of vested interests.

Commercial interests should be restrained from dictating the future policy of commercial broadcasting, although it shouldn't be assumed such interests are bad simply because they are commercial and sometimes become hysterical when criticized, he said.

Underestimated ■ Viscount Hailsham suggested the Pilkington Committee underestimated the popularity of commercial network programs. The "genuine serious popular unease" reflected in the report shouldn't be dismissed, he said. People who view do so with varying degrees of enthusiasm and therefore what they tune in is not necessarily a conclusive guide to program popularity, he said.

Although he didn't think a fourth network should be given to the British Broadcasting Corp., neither did he feel it should be carved up by the commercial operators.

Other remarks during the debate:

Lord Morrison of Lambeth, a Labor peer, opposed a second commercial network and said program quality is lowered because advertising seeks a maximum number of viewers.

Dr. Wilson, the Bishop of Chichester, thought the commercial network handles big events with more freshness, independence and originality than the BBC.

The Earl of Derby, a shareholder in a commercial tv company, said the criminal is always punished in westerns and crime programs and that he can't believe tv is the cause of increasing juvenile delinquency.

Baroness Burton of Coventry said the count of a given audience may be reliable, but does not guarantee to the advertiser that this number is watching his commercials.

Agrees ■ The Earl of Longford for the labor opposition agreed with the two main Pilkington recommendations: that BBC-TV get another network and that the ITA be reorganized. But the report has a serious weakness in that it does not give "a clear formulation of the purpose of broadcasting," he said.

Lord Dilhorne, the lord chancellor, stressed the government's lack of enthusiasm for the reorganization of the commercial tv network as proposed by the Pilkington report.

"I myself simply do not accept the proposition that you cannot work to secure a profit and at the same time work for the public good," he added.

Lord Shepherd for the Labor Party opposition said that there must be some control over the rates charged to advertisers. He felt that commercial breaks within programs ruin continuity. He suggested companies limit advertising to the breaks between programs.

"This is a challenge to them and I hope they will accept it," he said.

The Earl of Swinton, who said he is a shareholder in a television company, wanted reasonable liberty of choice for viewers. Complaints of violence in programs are exaggerated, he said.

Lord Strang, a member of the general advisory council of the BBC, said the Pilkington Committee provoked a stream of abuse and ridicule because it concerns itself with "the moral aspect of broadcasting."

Payola? ■ Lord Brabazon was worried about the tie-up of some of the commercial tv companies with manufacturers of broadcast equipment, record makers, music publishers and other show business interests.

"This sort of thing is . . . undesirable, because it must affect where orders are placed. It must affect, for instance, artists as to whether their songs should be plugged and who should record them."

Lord Shackleton, winding up for the opposition, said the tv companies are worried about the new BBC network.

"I think they [the commercial companies] will be lucky to get away with a good deal of rather painful reorganization," he said.

Seven Arts (of Canada) in black for 1961

Seven Arts Productions Ltd., Toronto, which holds tv rights to Warner Bros. pictures and some 20th Century-Fox films, earned \$1,100,555 or 85 cents per share in the fiscal year ended Jan. 31, against a loss of \$1,090,212 the previous year.

Louis Chesler, board chairman, and David B. Stillman, president, reported a production program of more than 50 major motion pictures and Broadway theatrical presentations. The report also stated that negotiations had been completed with Metro-Goldwyn-Mayer for joint production and financing of about 20 motion pictures over the next several years. Seven Arts Productions financed the motion picture "Lolita."

During 1961, tv station sales contracts for motion pictures increased.

Canada to postpone radio standby plan

Six key Canadian Broadcasting Corp. 50-kw radio stations may have to postpone construction of planned emergency facilities because of the Canadian government's austerity program to cut government expenses \$250 million.

No orders have been placed and no contracts let on fallout shelters for staffs and emergency independent power supplies which had been planned for completion early in 1963.

The government now will examine the new CBC capital spending budget.

Emergency facilities are planned for CBL and CJBC Toronto at near-by Hornby; CBW Winnipeg at Carman, Man.; CBX Calgary at Lacombe, Alta.; CBF Montreal and CBA Sackville, N. B., at Vercheres, Que. Special arrangements are planned for Vancouver, where CBU and all independent radio transmitters are within potential target areas.



The Mexico City studios and a live performance of "Max Factor, Las Estrellas, y Usted," the manufacturer's highly successful musical variety show now in its eighth

season of simulcasts to Spanish speaking audiences. The program also is syndicated in the U. S. and in other markets in the Western hemisphere.

Factor show's still Mexican favorite after eight years

Max Factor & Co. is happily selling cosmetics in Mexico, largely through a half-hour Spanish language television and radio variety program produced in Mexico City.

Max Factor, Las Estrellas, y Usted (*Max Factor, the Stars, and You*) has meant entertainment for eight seasons to viewers and listeners in the Mexican capital. The program, packaged by Dillon-Cousins & Assoc., is simulcast Fridays at 9 p.m. and simultaneously video taped for national and foreign distribution (including Los Angeles and San Antonio) through Teleprogramas de Mexico.

The emphasis is on music and a little talk. The formula has been keeping the show among Mexico's top ten and in first place more than

half the time, according to Teleprogramas. The ratings, between 48 and 56, average about twice that of the closest musical competitor. Teleprogramas claims viewers in front of two million tv sets and four million radio listeners during the live broadcasts in Mexico City.

The program cost is about \$4,000 per show, according to the producers.

Max Factor & Co. has used the show to advertise lipsticks, various make-ups and fragrances, and other specialties.

Commercials are woven around a high-fashion style show which includes beauty hints. Mario Huarte has created more than 300 new designs for the Max Factor program.

The title might be close to some clients' dreams. *Max Factor, the*

Stars, and You gives client identification, a tip on program content, and a come-on for the audience.

Musical numbers are limited to 2 minute 45 seconds, and they're frequently tied to a show theme. One popular series was a hands-across-the-sea salute to the musical tastes of Mexico and Spain.

The personnel responsible for the weekly program work under the supervision of Luis Dillon, president of Dillon-Cousins & Assoc. His director is the unit's youngest regular staffer, Manuel Morales, 28, who has been with the program five years. The continuity is written by Angel Estivil. Juan Silva writes copy and creates the Max Factor commercials. Scenery and staging are handled by Fulvio Sotomayor.

from \$1,917,230 to \$12,199,118. The company expects to maintain this sales level through 1966.

Tv, radio set sales up

More radio and television receivers made-in-Canada were sold in the first five months this year than last, according to a report by the Dominion Bureau of Statistics, Ottawa.

Radio set sales totaled 237,648, compared to 216,619 during January-May 1961. Automobile radio receivers accounted for 121,083 units during the 1962 period.

Television receiver sales this year totaled 140,509 units, compared to 117,782 in the same period last year. Ontario accounted for just over a third of all tv receivers sold and Quebec for just under one-third of the total.

Imported radio receiver sales totaled 38,193 and imported tv receivers totaled 409 during the same 1962 period.

THE BBG MEANS BUSINESS

Canadian body to act against four radio outlets; seeks mandatory tv coverage of yearly grid classic

Two moves by Canada's Board of Broadcast Governors at Ottawa on July 20 show that regulatory body means business.

In the first action of its kind in Canadian radio history, the BBG announced it would prosecute four radio stations for serious infractions. The BBG also announced that at its Aug. 18 public hearing at Ottawa it will discuss a proposed amendment to its regulations to require all licensed tv stations to carry such national events as the Grey Cup football game and receive part of the sponsorship revenue.

The BBG said prosecution of the four stations, which were not named, will be conducted under the Canada Broadcasting Act of 1958, which pro-

vides for summary conviction under the Canadian Criminal Code. If convicted, the station licensees could be fined up to \$500 or given three months in jail or both.

The BBG statement said: "In the opinion of the BBG, the infractions . . . are of a serious nature and may, in particular cases, be evidence of a disregard . . . of the law of the land. Such disregard is not typical of broadcasters in Canada, and the board makes this statement . . . to ensure that its proceedings against the licensees in the present instance is not seen as an indictment of the body of Canadian broadcasters."

The charges against the four stations will not be made formally until BBG

counsel W. C. Pearson returns from vacation. Meanwhile, the BBG action might make each of the 269 Canadian radio stations think more carefully of its responsibilities, the BBG chairman, Dr. A. Stewart, said.

BBG also will go to court for an interpretation of a provision in the Canadian Broadcast Act which prohibits politically partisan broadcasts on election days and the two preceding days. BBG reports receiving complaints that the Canadian Broadcasting Corp. on its national newscasts prior to the June 18 federal election violated a BBG interpretation that the ban includes news items of a partisan political nature. Independent broadcasters and the attor-

neys-general of two provinces have filed complaints that CBC's national newscast on June 16 included a news item prohibited by the act.

Football Trouble — Since the advent of second tv stations in eight major Canadian markets two years ago, Canadian football telecasts have caused trouble. This year, as last, CFTO-TV Toronto has obtained exclusive rights to the football broadcasts and has sold network rights to the second Canadian tv network, CTV Television Network Ltd., Toronto. The Grey Cup final championship game between teams from eastern and western Canada has become as important an event in Canada as baseball's World Series.

Last year the Grey Cup game was carried on the CBC tv network. This year CTV network sold sponsorship of the game for its eight stations, and offered the game free, without sponsorship, to the CBC national tv network. Early this summer the arrangements were believed completed, CBC offering free announcements to the Canadian Red Cross in place of commercials.

BBG's plan to amend the Canada Broadcast Act regulations shows a hitch has developed. The BBG amendment would require all tv stations to carry the Grey Cup game on Dec. 1, and would divide the sponsorship revenue among all stations instead of the eight stations of the CTV network.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 19 through July 25 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY BROADCAST BUREAU

Ken-Ten-Va Telecasting Co., Corbin, Ky.—Waived Sec. 3.613(a) of rules and granted cp for new tv station to operate on ch. 16; ERP 494 kw visual and 247 kw aural; ant. height 470 ft. Action July 23.

Desert Telecasting Co., Yuma, Ariz.—Granted cp for new tv station to operate on ch. 13; ERP 1.97 kw visual and 0.99 kw aural; ant. height 220 ft. Action July 23.

APPLICATIONS

Chicago, Ill.—Tv Chicago A Joint Venture. Uhf ch. 32 (578-584 mc); ERP 197.69 kw vis., 98.845 kw aur. Ant. height above

average terrain 608 ft., above ground 631 ft. Estimated construction cost \$332,010; first year operating cost \$300,000; revenue \$200,000. P. O. address c/o H & E Balaban Corp., 190 N. State St., Chicago 1. Studio and trans. location Chicago. Geographic coordinates 41° 53' 05" N. Lat., 87° 37' 42" W. Long. Trans. RCA TTU-12A; ant. RCA TFU-24DM. Legal counsel McKenna & Wilkinson, Washington, D. C., consulting engineer Walter F. Kean, Riverside, Ill. Principals: Winebago Tv Corp. (H & E Balaban Corp. owns 47.5% (controlling interest) of Winebago Tv Corp., thus will have controlling interest of applicant corporation, also is applicant for ch. 13, Grand Rapids, Mich.) (58.66%), Transcontinental Properties Inc. (29.33%), Harold Froelich (7%), and Milton D. Friedland (5%). Winebago Tv Corp. is licensee of WTVO (TV) Rockford, Ill., Transcontinental Properties owns 50% of Plains Tv Corp. licensee of WICS (TV) Champaign, WICD (TV) Danville, all Illinois. Mr. Froelich is general manager of WTVO (TV), and Mr. Friedland is general manager of Plains Tv's stations and vp of same. Ann. July 20.

Cleveland, Ohio—The Forest City Publishing Co. Uhf ch. 19 (500-506 mc); ERP 598.4 kw vis., 323.3 kw aur. Ant. height above average terrain 622 ft., above ground 462 ft. Estimated construction cost \$695,322; first year operating cost \$506,080; revenue not figured as uhf is new in area. P. O. address 1801 Superior Ave., Cleveland 14. Studios location Cleveland; trans. location Brecksville 14. Geographic coordinates 41° 16' 50" N. Lat., 81° 37' 22" W. Long. Trans. RCA TTU-25B; ant. RCA TFU-27J. Legal counsel Dow, Lohnes and Albertson, Washington, D. C., consulting engineer Carl E. Smith, Cleveland. Applicant is publisher of Cleveland Plain Dealer and formerly had interest in WHK-AM-FM-TV Cleveland. Ann. July 19.

*Orono, Me.—U. of Maine. Vhf ch. 12 (204-210 mc); ERP 229 kw vis., 149.5 kw aur.

Ant. height above average terrain 753.5 ft., above ground 258 ft. Estimated construction cost \$709,700; first year operating cost \$182,750; revenue none above legislative appropriations. P. O. address, c/o Frank Borda, Orono, Me. Studio location Orono; trans. location 6.8 miles S.E. of Bangor on Hog Hill. Geographic coordinates 44° 43' 51" N. Lat., 68° 40' 38" W. Long. Trans. RCA TT-25DH, ant. RCA TW-15A12-P. Legal counsel Dow, Lohnes and Albertson, Washington, D. C., consulting engineer Jansky & Bailey, Washington, D. C. Principals are Board of Trustees. Ann. July 23.

*Presque Isle, Me.—U. of Maine. Vhf ch. 10 (192-198 mc); ERP 209 kw vis., 104.5 kw aur. Ant. height above average terrain 512.5 ft., above ground 428 ft. Estimated construction cost \$395,200; first year operating cost \$40,200; revenue from legislative appropriations. P. O. c/o Frank Borda, Orono, Me. Studios and trans. location Presque Isle. Geographic coordinates 46° 44' 30" N. Lat., 60° 00' 26.5" W. Long. Trans. RCA TT-25DH, Ant. RCA TW-9A10-P. Legal counsel Dow, Lohnes and Albertson, Washington, D. C., consulting engineer Jansky & Bailey, Washington, D. C. Principals are Board of Trustees. Ann. July 23.

Existing am stations

APPLICATIONS

KPGE Page, Ariz.—Cp to increase daytime power from 250 w to 1 kw. Ann. July 23.

WARI Abbeville, Ala.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. (Request waiver of Sec. 1.354 of rules.) Ann. July 25.

WPOM Pompano Beach, Fla.—Cp to increase hours of operation from D to unl., install D DA-ND, using power of 5 kw ND and make changes in ant. system (add 2 towers). Ann. July 25.

KWKC Abilene, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 24.

WCBY Cheboygan, Mich.—Cp to increase daytime power from 250 w to 1 kw. Ann. July 23.

KKIT Taos, N. M.—Cp to increase power from 250 w to 1 kw daytime and 250 w nighttime. Ann. July 24.

KNBX Kirkland, Wash.—Cp to change ant.-trans. and studio location and change station location to Seattle. (Request waiver of Secs. 1.310 and 1.351; accept for filing as of March 22, 1962, or request waiver of Sec. 1.354) Ann. July 23.

New fm stations

APPLICATIONS

Arab Hill, Ala.—Paul R. Nielsen. 103.5 mc, ch. 278, 20 kw. Ant. height above average terrain 827 ft. P. O. address Route #1, Laceys Spring, Ala. Estimated construction cost \$2,700; first year operating cost \$10,000; revenue \$10,500. Principal: Mr. Nielsen is sole owner. Applicant is aeronautical research and development engineer. Ann. July 20.

Morristown, N. J.—Morristown Bestg. Corp. 107.1 mc, ch. 298, 205 kw. Ant. height

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242;
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164;
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

above average terrain 458 ft. P. O. address Box 345, Morristown. Estimated construction cost \$13,785; first year operating cost \$9,600; revenue \$7,800. Principals: Olive S., Kenneth A. and George S. Crox and estate of James R. Crox, each 25%. Through applicant corporation all have stock in WMTR Morristown, and Messrs. Crox are stockholders in Warren Bestg. Corp., licensee of WCRV Washington, N. J. Ann. July 19.

Martinsburg, Pa.—Beacon Bestg. Concern. 103.3 mc, ch. 277, 1.1 kw. Ant. height above average terrain 913 ft. P. O. address Rd. #2, Martinsburg. Estimated construction cost \$31,291; first year operating cost \$19,888; revenue \$86,040. Principal: Kenneth W. Ferry is sole owner, and is retired local businessman. Ann. July 19.

San Juan, P. R.—American Colonial Bestg. Corp. 103.7 mc, ch. 279, 2.8 kw. Ant. height above average terrain 1133 ft. P. O. address Box 4189, San Juan. Estimated construction cost \$40,000; first year operating cost \$5,000; revenue \$8,000. Principals: Ralph Perez Perry (99%) and others. Applicant is licensee of WKVM San Juan, WKBM-TV Caguas-San Juan and WSUR-TV Ponce, all Puerto Rico. Ann. July 19.

Existing fm station

APPLICATION

WRCV (FM) Norfolk, Va.—Cp to change frequency from 102.5 mc, ch. 273 to 102.9 mc, ch. 275. Ann. July 23.

Station deleted

Am license forfeited and call letters deleted (request of attorney): WHBI, Bartell Bestrs. of New York Inc., Newark, N. J.—1280 kc, 2.5 kw D, 1 kw N, share-time hours of operation (with Bartell's WADO New York). Ann. July 23.

OTHER ACTION

In accordance with commission action of July 18, 1962 granting waiver of Sec. 1.354(c) of commission's rules permitting below described application to be placed at top of processing line, notice is hereby given that on August 27, 1962, following application: BP-15220 NEW, Winslow, Ariz. Willard Shoecraft Req: 1230 kc 250 w, unli, will be considered as ready and available for processing. Pursuant to Sec. 1.100(b)(1) and Sec. 1.361(c) of commission's rules, application, in order to be considered with this application or with any application on file by close of business on August 24, 1962 which involves conflict necessitating hearing with this application, must be consistent with interim criteria contained in "NOTE" to Sec. 1.354 of commission's rules and must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier: (a) close of business of August 24, 1962, or (b) earlier effective cut-off date which this application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Action July 20.

Ownership changes

ACTIONS BY FCC

WKJK Felix C. Abernethy, Granite Falls, N. C.—Granted assignment of cp to James B. Childress; consideration \$6,187 for expenses. Assignee owns WKRK Murphy, WKSK West Jefferson, both North Carolina; and has interest in WLAF La Follette, Tenn., and WMSJ Sylva, N. C. Action July 25.

WBAR, Radio Station WBAR Inc., Bartow, Fla.—Granted transfer of control (100% interest) from William Avera Wynne, et al., to James E. and Hazel D. Yarbrough and John A. Buning; consideration cancellation \$8,721 liabilities owed Wynne, and \$60,000. Action July 25.

WLSB, Copper Basin Bestg. Inc., Copperhill, Tenn.—Granted (1) renewal of license and (2) acquisition of positive control by Blaine Goss through purchase of 33 1/3% additional interest from Leon Beaver for \$4,500. Action July 25.

WAIP, Prichard Bestg. Inc., Prichard, Ala.—Granted (1) renewal of license and (2) assignment of license to Broadcast Service of Mobile Inc. (Charles W. and Connie I. Holt and Robert N. Robinson); consideration \$92,500 including agreement not to compete in radio broadcasting in market area of Prichard so long as consideration of \$92,500 is unpaid. Charles W. Holt, assignee president, has majority interest in WHSY Hattiesburg, WHNY McComb, both Mississippi, and WHYY Montgomery, Ala.; Connie I. Holt has minority interest in

WHYY and Mr. Robinson has minority interest in WHSY and WHYY. Action July 25.

KTHS, Radio Bestg. Inc., Little Rock, Ark.—Granted assignment of license to KAAV Inc.; consideration \$500,000 and \$79,000 for agreement not to compete in radio broadcasting for nine years within 75 miles of Little Rock. Assignee is owned by LIN Bestg. Corp., which is parent corporation of WMAK Nashville, Tenn.; WAKY Louisville, Ky., and KEEL Shreveport, La. Action July 25.

KJOE, Armand Kovitz, Shreveport, La.—By order, commission, on showing of compliance with exceptions to the three-year holding rule, granted assignment of license to Armand Bestg. Inc. (Kovitz and Harrison-McElroy Theatres Inc.); consideration \$119,000. Action July 25.

KEX, Westinghouse Bestg. Inc., Portland, Ore.—Granted assignment of licenses to Golden West Bestrs. Inc.; consideration \$900,000 and agreement to pay certain conveyance taxes and to make adjustments for prepaid expenses at closing. Assignee interest in WHSY and WHYY. Action July 25. is licensee of KMPC Los Angeles, KSFO San Francisco, and owns KVI Seattle, Wash. Melody Ranch Enterprises Inc., majority stockholder, is owned by Gene Autry and wife; Mr. Autry has interest in KOLD AM-TV Tucson, and KOOL-AM-FM-TV Phoenix, Ariz. Action July 25.

KBYP, Lyman Brown Enterprises, Shamrock, Texas—Granted assignment of license from Lyman C. Brown to Eugene B. Henderson; consideration \$350 per month to operate facilities under lease for 24 months. Action July 25.

KAVR, Apple Valley Bestg. Co., Apple Valley, Calif.—Granted assignment of license to BHA Enterprises Inc.; consideration \$200,000 and agreement not to compete in San Bernardino County for period of ten years. Six officers and stockholders have interest in KNEZ Lomoc, Calif. Action July 25.

KULA, KULA Bestg. Corp., Honolulu, Hawaii—Granted transfer of control from Charles Stuart III and Charles T. Stuart to A. J. Krisik, Theodore J. Wolf, A. Judson Sturtevant Jr., and Herbert W. Dustin;

consideration \$5,000 subject to certain adjustments, and relieve transferors of any personal liability on \$395,000 note. Transferees control KFAX San Francisco, KGMS Sacramento, KFIV Modesto, all California, and KAGO Klamath Falls, Ore. Action July 25.

WOXR (FM), Radio Oxford, Oxford, Ohio—Granted (1) renewal of license and (2) assignment of license from William D. Shearer and Harold F. Parshall to Mid-American Bestg. Corp. (Howard E. Toney, president); consideration \$8,026. By letter dismissed opposing petitions by Western Ohio Bestg. Service Inc. (WTSM), Eaton, Station has been silent since May 23, 1961, and has permission to remain silent until Aug. 31. Action July 25.

KTRY, Paul R. Schilling, Bastrop, La.—Granted assignment of license to Mercer L. King Sr., Neva S. and Margaret G. King, d/b as Radio Station KTRY; consideration either \$35,000 cash or \$39,500 over period of years with 6% per annum interest. Action July 25.

KYA-AM-FM, Golden State Bestrs. Inc., San Francisco, Calif.—Granted assignment of licenses and SCA to Churchill Bestg. Corp. (Clinton D. Churchill, president); consideration \$1,250,000 and agreement for five years not to engage in broadcasting within 100 miles of San Francisco. Action July 25.

By memorandum opinion & order, commission granted application of Good Radio Inc. (WBRL), Berlin, N. H., to transfer control from William F. Rust Jr., and Ralph Gottlieb to A. A. Dickey, J. L. Morello, W. G. and Royston Phillips; consideration \$20,267 for 100%; denied petition by Berlin Bestg. Co. (WMO-AM-FM), Berlin, to designate application for hearing. Station is still under construction, and purchase price does not exceed out-of-pocket expenditures. Action July 25.

APPLICATIONS

WJBB Haleyville, Ala.—Seeks acquisition of positive control of licensee corporation from W. P. Theilens (33.33%), W. G. and Edna R. Harris (each 16.66%), by John L. Slatton (100%). Consideration

What does EDWARD FITZGERALD* say about BROADCASTING YEARBOOK?



"YEARBOOK OF GREAT HELP"

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

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

*Manager
Broadcast Media
J. Walter Thompson
Chicago



BROADCASTING

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

\$6,178 to Mr. Theilens and \$3,088 to each of Harrises. Ann. July 19.

WYNE Baton Rouge, La.—Seeks assignment of cp from James A. Noe, sole owner, to Denver T. Brannen (100%), d/b as KCIL Inc. Consideration \$18,991, is for out-of-pocket expenses by assignor. Mr. Brannen is owner of KCIL Houma, La. He is also president and 99.4% owner of Radio Dixie Inc., licensee of WDLF-AM-FM Panama City, WCOA Pensacola, both Florida and is applicant for cp for am station in Brunswick, Ga. Ann. July 25.

WPRY Perry, Fla.—Seeks assignment of license from Alpha B. Martin (100%), individually and as administratrix of estate of E. P. Martin (deceased) d/b as Taylor County Bestg. Co., to Orrel R. Buckler, Arthur D. Pepin and Ira W. Brown (each 1/3%), tr/as WPRY Bcstrs. Inc. Consideration \$45,000. Mr. Buckler is general manager of WPOP, Gainesville, Fla., Miss Brown is news and farm director at same station. Mr. Pepin is sole owner of beverage firm. Ann. July 25.

WEFA (FM) Waukegan, Ill.—Seeks assignment of cp from Edward C. Fritz Jr., sole owner, to Goldie E. Luftig and Suzanne P. Victor (each 50%), d/b as WEFA Inc. Consideration \$1,500. Mr. Luftig is general manager and stockholder of appliance and furniture store and vp and stockholder of construction firm; Miss Victor is college student. Ann. July 23.

WALE Fall River, Mass.—Seeks assignment of license from George Sisson Jr. (78.9%) and same acting as Trustee (19.9%), d/b as Narragansett Bestg. Co., to Milton E. Mitler (100%), tr/as Keynote Bestg. Inc. Consideration \$245,000. Mr. Mitler is vp of realty firm. Ann. July 19.

WQSR Solvay, N. Y.—Seeks assignment of license from Jacob J. Bolotin (33.18%), Albert Pezzuto (15.15%), Myron H. and Frederick D. Bolotin (each 13.68%), Per Corp. (9.11%), and Mae E. Wallen and Barbara C. Bolotin (each 7.60%), d/b as Entertainment and Amusements of Ohio Inc., to Jean N. Erickson (51%), Malcolm Richards (25%) and Sophie S. Morrison (24%), tr/as WQSR Inc. Consideration \$30,000. Mrs. Erickson is secretary-treasurer of commercial production firm, Mr. Richards is independent contractor for radio and tv commercials, Mrs. Morrison is housewife. Ann. July 25.

KAKC-AM-FM Tulsa, Okla.—Seeks assignment of license from Public Radio Corp., Lester Kamin (55%), Max Kamin (30%) and Morris Kamin (15%), d/b as Radio Station KAKC Inc., to Sidney Carl Mark (60%) and Patricia G. Mark (40%), tr/as KAKC of Tulsa Inc. Consideration \$500,000. Mr. Mark is owner of WTTM Trenton, N. J.; Mrs. Mark holds no other interests. Ann. July 25.

KEZI-TV Eugene, Ore.—Seeks transfer of control from Donald A. McDonald (28.33%) to Durward A. Boyles (35.32%), through sale of 750 shares of permittee corporation. Consideration \$100,000. Ann. July 25.

KBEV Portland, Ore.—Seeks assignment of cp from R. E. Allen, court appointed receiver, to J. M. Arnoff, tr/as individual. Condition that Mr. Arnoff assume obligation of Coast Bestg. (\$51,301) to Bellvue Bcstrs., payable at rate of \$1,063.40 per month. Mr. Arnoff is sole owner of KUZZ

Bakersfield, Calif., and 50% cp for new fm in San Fernando, Calif. Ann. July 23.

WLOW Aiken, S. C.—Seeks assignment of cp from Robert S. Taylor, sole owner, to same d/b as Radio Aiken Inc. No financial consideration involved. Ann. July 19.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Chester F. Naumowicz Jr., issued initial decision looking toward granting application of The Mullins & Marion Bestg. Co. to increase power of station WJAY Mullins, S. C., from 1 kw to 5 kw, continued operation on 1280 kc, D. Action July 25.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward (1) denying application of Simon Geller for new am station to operate on 1540 kc, 1 kw, D, DA, in Gloucester, Mass., (2) withholding action on application of Richmond Bros. Inc., to change facilities of station WMEX Boston, Mass., on 1510 kc from 5 kw, DA-1, U, to 50 kw-LS, 5 kw-N, DA-2, until dispositive action is taken by commission with respect to WMEX license renewal application and until further order of commission, and (3) ordering that pending final decision in doc. 14419 with respect to pre- sunrise operation with daytime facilities, present provisions of Sec. 3.87 of commission rules are not extended to WMEX and such operation is precluded. Action July 19.

STAFF INSTRUCTION

■ Commission on July 20 directed preparation of document looking toward affirming Dec. 5, 1961, initial decision which would (1) grant following applications to increase daytime power from 250 w to 1 kw, continued nighttime operation with 250 w: 1230 kc—Easton Publishing Co. (WEEX), with DA, Easton, Pa.; Westchester Bestg. Corp. (WFAS), White Plains, N. Y.; 1240 kc—The Shore Bestg. Co. (WCEM), Cambridge, Md.; Eastern Radio Corp. (WHUM), Reading, Pa.; Long Island's First Station Inc. (WGBB), Freeport, N. Y.; Eastern States Bestg. Corp. (WSNJ), Bridgeton, N. J.; and Francis J. Matrangola (WCMC), Wildwood, N. J., to increase power on 1230 kc, U, from 100 w to 250 w, each with interference condition, and (2) deny applications for new am stations on 1230 kc, 100 w, U, of WFPG Inc., and Ocean County Bcstrs., Toms River, N. J., and Harlan Murrelle & Assocs., Lakewood, N. J. Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision. Action July 20.

OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition by Olney Bestg. Co., Olney, Tex., to add issue concerning proposed program service of James R. Williams, Anadarko, Okla., in consolidated proceeding on their am applications. Action July 25.

■ By separate memorandum opinion & order in above proceeding, commission granted petition by Williams and added Sec. 3.35 "overlap" issue to Olney application. Comrs. Hyde and Cross dissented. Action July 25.

■ By memorandum opinion & order, in Indianapolis, Ind., am proceeding in Docs. 14015-8, commission denied petition by Ronald B. Woodyard, principal in applicant WIFE Corp., for declaratory ruling that he has not engaged in trafficking of broadcast authorizations or, in alternative, to order immediate hearing on that issue. Chmn. Minow concurred and issued statement. Action July 25.

■ By order, commission denied that portion of petition by Connecticut Tv Inc. (WHNB-TV), New Britain, Conn., and Springfield Tv Bestg. Corp. (WWLP), Springfield, Mass., requesting stay of engineering phase of proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. The hearing examiner has authority to postpone exchange of exhibits, or hearing, as necessary, and it appears there is no circumstance serious enough to require commission action in examiner's stead. Action July 25.

■ By decision, commission denied application of WDUL Tv Corp. for mod. of cp of WHYZ-TV (ch. 10), Duluth, Minn., to change trans. and main studio locations, ant. system and increase ant. height from 800 ft. to 980

ft. Commission concluded that (1) there has been willful misrepresentation by WDUL Tv Corp., in connection with filing of this application, and (2) there has been unauthorized transfer of control of that corporation to Ashley L. Robison, both rendering applicant unfit to be licensee of commission. Comrs. Lee and Ford not participating. June 13, 1961 initial decision looked toward this action. Action July 25.

■ By decision, commission granted application of Salina Radio Inc., for new am station to operate on 910 kc, 500 w, D, DA, in Salina, Kan., and denied application of Kansas Bcstrs. Inc., seeking same facilities. Chmn. Minow not participating; Comr. Bartley dissented. May 31, 1961 initial decision looked toward this action. Action July 25.

■ By memorandum opinion & order in Rochester, N. Y., tv ch. 13 consolidated proceeding, commission denied petition by Rochester Area Educational Tv Inc., for review of examiner's denial of its request that programming showing required by issue 7(d), which was added by commission, need not include existing programming from Canadian tv stations which place an interference-free grade B signal in proposed service area of petitioner. Chmn. Minow dissented. Action July 25.

■ By memorandum opinion & order, commission (1) denied petition by Los Angeles Bestg. Co. (KFAC), Los Angeles, Calif., to enlarge issues in proceeding on application of Dolph-Petty Bestg. Co. (KUDE), Ocean-side, and (2) on own motion, added Sec. 3.28(d) interference issue. Action July 25.

■ By decision, commission (1) denied applications by E. G. Robinson Jr., tr/as Palmetto Bestg. Co., for renewal of license of am station WDKD (1310 kc, 5 kw, D), Kingstree, S. C., and for license to cover cp, and (2) allowed Palmetto to operate WDKD until Sept. 25 to wind up its affairs. Comr. Cross not participating. Dec. 12, 1961 initial decision looked toward this action. Action July 25.

■ By memorandum opinion & order, commission denied request by Assn. of Federal Communications Consulting Engineers for one-month extension of time from July 23 to file reply comments in proceedings on de-intermixture of Madison, Wis.; Rockford, Ill.; Hartford, Conn.; Erie, Pa.; Binghamton, N. Y.; Champaign, Ill.; Columbia, S. C., and Montgomery, Ala. Action July 18.

■ By Report & order in de novo rulemaking in Doc. 14267, which was instituted in compliance with July 27, 1961 Court of Appeals remand decision, commission reached same determination on basis of new record as it did in 1957 in Doc. 11747 that public interest requires deletion of ch. 2 from Springfield, Ill., and its assignment to both St. Louis, Mo., and Terre Haute, Ind. Accordingly, it amended tv table of assignments, effective August 27, by deleting ch. 2 from Springfield and assigning it uhf chs. 26 & 36, thus making that city all uhf; assigned ch. 2 to St. Louis and Terre Haute; substituted ch. 49 in place of ch. 29 at Jackson, Ill.; and substituted ch. 68 in place of ch. 36 at Davenport, Iowa-Rock Island-Moline, both Illinois, to permit new uhf assignments to Springfield. Action July 18.

Routine roundup

OTHER ACTIONS

■ Commission on July 18 granted petitions by NBC and CBS and extended time from July 20 to Sept. 20 to file comments and from Aug. 1 to Oct. 1 for replies in amendment of Secs. 3.111(b), 3.281(b), 3.581(b) and 3.663(b) of rules so as to permit use of automatic logging devices. Action July 18.

■ Commission on July 18 granted petition by Denver Committee Opposed to Pay-Tv, et al., and extended time to July 30 for petitioners to reply to opposition by Gotham Bestg. Corp. to Denver Committee's petition to deny Gotham Bestg. Corp. application for authorization to conduct subscription tv operations over its station KTVR (ch. 2), Denver, Colo., or designate application for hearing, denied Gotham's opposition to request for extension. Action July 18.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motions by Wilton E. Hall, as altered, and Spartan Radiocasting Co., and corrected transcript of June 8 oral argument in proceeding on application of The Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S. C. Action July 20.

**ADVERTISING IN
PUBLIC
BUSINESSPAPERS
MEANS BUSINESS**

In the Radio-TV Publishing Field
only **BROADCASTING** qualifies for
membership in Audit Bureau of
Circulations and Associated
Business Publications

By Commissioner T. A. M. Craven

■ Granted petition by Storer Bcstg. Co. (WJBK), Detroit, Mich., and extended time to Aug. 17 to respond to such response as Broadcast Bureau may file to Storer's July 2 petition for declaratory ruling or revision of issue in proceeding on its application which is in consolidated am proceeding in Docs. 14288 et al. Action July 19.

■ Granted petition by Rensselaer Polytechnic Institute and extended time to Aug. 15 to respond to petition by Debs Memorial Radio Fund Inc. to modify issues in proceeding on applications of WPOW Inc., for renewal of license of WPOW New York, N. Y., Rensselaer for renewal of license of WHAZ Troy, N. Y., and Debs for renewal of license of WEVD New York, N. Y. Action July 17.

■ Granted petition by Broadcast Bureau, and extended time to July 26 to respond to petition by Storer Bcstg. Co. (WJBK), Detroit, Mich., for declaratory ruling or revision of issue in proceeding on its application, et al., which is consolidated for hearing with am applications of Radio One Five Hundred Inc., Indianapolis, Ind., et al. Action July 16.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Harry A. Epperson Jr., for dismissal of his application for new am station in Mt. Holly, N. C., which is in consolidated am proceeding in Docs. 14384 et al.; dismissed application with prejudice. Action July 23.

■ Because of current workload of Hearing Examiner Annie Neal Huntting, and with consent of parties, transferred proceeding on applications of La Fiesta Bcstg. Co. and Mid-Cities Bcstg. Corp., for new am stations in Lubbock, Tex., to Hearing Examiner Herbert Sharfman for completion of presiding officer duties and preparation and issuance of initial decision. Action July 17.

■ Scheduled prehearing conferences and hearings in following am proceedings on the dates shown: Sept. 14 and Oct. 16: Alfred Ray Fuchs, Grants, and C. M. Rouse, Milan, both New Mexico; Sept. 11 and Oct. 10: Gulf South Bcstrs. Inc., Houma, La (Doc. 14705); Sept. 14 and Oct. 9: Queen City Radio Station, Tullahoma, and Cannon Bcstg. Co., Woodbury, both Tennessee. Action July 17.

■ Dismissed with prejudice for failure to prosecute application of Coronado Bcstg. Inc., for assignment of license of am station KPBM Carlsbad, N. M., to Taylor Bcstg. Co.; and terminated proceeding. Action July 17.

By Hearing Examiner Basil P. Cooper

■ By order in proceeding on applications of 1540 Radio Inc., and Eliades Broadcast Co., for new am stations in Richmond and Hopewell, Va., received in evidence 1540 Radio Inc.'s affidavits to effect that no consideration was promised or paid to BCD Bcstg. Co. or to WDYL Radio Inc. for dismissal of their respective applications or to Dover Bcstg. Co. for amendment of its application, and closed record; proposed findings of fact to be filed within 20 days after release of this order and reply findings within 10 days thereafter. Action July 20.

By Hearing Examiner Charles J. Frederick

■ Granted petition by People's Bcstg. Co. (WPBC), Minneapolis, Minn., to extent of rescheduling July 23 hearing for Sept. 28 in proceeding on its am application and Gabriel Bcstg. Co., Chisholm, Minn. Action July 18.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau, and extended time from July 16 to July 26 to file proposed findings and from July 30 to Aug. 9 for replies in proceeding on applications of Speidel Bcstg. Corp. of Ohio and Greene County Radio for new am stations in Kettering and Xenia, Ohio. Action July 17.

By Hearing Examiner Walther W. Guenther

■ Granted motion by The Walmac Co. and corrected as indicated in order, including corrections made on hearing examiner's own motion, transcript in proceeding on Walmac's applications for renewal of licenses of KMAC and KISS (FM), San Antonio, Tex. Action July 18.

■ Granted petition by WHYI Inc. for leave to amend its application for new tv station to operate on ch. 12 in Wilmington, Del., to reflect recent changes in membership of its Board of Directors; application is consolidated for hearing with Rollins Bcstg. Inc., seeking same facilities. Action July 17.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 25

	ON AIR		CPS		TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations	
AM	3,675	67	143	669	
FM	936	64	201	184	
TV	481 ¹	78	89	123	

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, July 25

	VHF		UHF		TOTAL
	Cps.	Not on air	Cps.	Not on air	TV
Commercial	471	91	91	562	
Non-Commercial	42	17	17	59	

COMMERCIAL STATION BOXSCORE

Compiled by FCC June 30

	AM	FM	TV
Licensed (all on air)	3,686	955	484 ¹
Cps on air (new stations)	59	57	76
Cps not on air (new stations)	141	179	83
Total authorized stations	3,886	1,012	654 ²
Applications for new stations (not in hearing)	438	112	46
Applications for new stations (in hearing)	10	14	51
Total applications for new stations	448	126	97
Applications for major changes (not in hearing)	436	91	34
Applications for major changes (in hearing)	45	10	13
Total applications for major changes	481	101	47
Licenses deleted	3	1	0
Cps deleted	1	3	0

¹There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

■ Granted petition by Rhode Island-Connecticut Radio Corp. (WERI-FM), Westerly, R. I., and extended time from July 16 to July 20 for applicants to exchange entire direct case exhibits in written form; application is in hearing with The Willie Bcstg. Co., Willimantic, Conn. Action July 17.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum of ruling made at July 20 oral argument in proceeding on am applications of Don L. Huber, Madison, and Bartell Bcstrs. Inc. (WOKY), Milwaukee, Wis., denying petition by Huber for leave to amend his application. Action July 20.

By Hearing Examiner Annie Neal Huntting

■ Denied joint petition by Joseph P. Wardlaw Jr., and Kent-Ravenna Bcstg. Co. to close record in proceeding on their applications and Portage County Bcstg. Corp., for new am stations in Canton, Kent and Kent-Ravenna, Ohio. Action July 23.

■ Granted petition by Ulster County Bcstg. Co. and extended time from July 20 to Aug. 1 to file reply findings in proceeding on its application, et al., for new am stations in Ellenville, N. Y. Action July 18.

■ By order in Rochester, N. Y., tv ch. 13 proceeding, granted motion by Heritage Radio and Tv Bcstg. Inc., and deferred until July 30 date for taking of Bernard P. Birnbaum's testimony for direct and/or cross-examination, conditioned that no further extension of time will be granted for production of Mr. Birnbaum, based on his participation as expert witness on behalf of Syracuse Bcstg. Corp. in civil antitrust action against Newhouse Bcstg. Corp. Action July 17.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Leader Bcstg. Co., Edwardsville, Ill., and extended time to Aug. 20 for exchange of direct case exhibits and to Sept. 4 for rebuttal exhibits in proceeding on its application and Salem Bcstg. Co. (WJBD), Salem, Ill. Action July 23.

■ By order in Syracuse, N. Y., tv ch. 9 proceeding, granted petition by Syracuse Tv Inc., for leave to amend its application to reflect correctly certain changes in number of stockholders and officers and directors of Macmillan Ring-Free Oil Inc., 20% corporate stockholder. Action July 19.

■ On own motion, scheduled prehearing conference for July 31 in proceeding on applications of Massilon Bcstg. Inc., Covington Bcstg. Co. and Kenton County Bcstrs. for new am stations in Norwood, Ohio, and Covington, Ky. Action July 19.

By Hearing Examiner Jay A. Kyle

■ Rescheduled Sept. 7 prehearing conference for Sept. 4 in proceeding on application of Geoffrey A. Lapping for new am station in Blythe, Calif. Action July 20.

By Hearing Examiner Forest L. McClenning

■ Dismissed petition by Suburban Bcstg. Inc., to reopen record for limited purpose in proceeding on its application and Beacon Bcstg. Inc., for new am stations in Jackson and Grafton-Cedarburg, Wis. Action July 23.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Scheduled conference for July 31 to determine further hearing schedule in proceeding on applications of W.W.I.Z. Inc., for renewal of license of WWIZ Lorain, Ohio, et al. Action July 19.

WHIP THE HAZARD OF
LIBEL, SLANDER,
INVASION OF PRIVACY, PIRACY,
VIOLATION OF COPYRIGHT

WITH 1) Good Practices
2) Good Care
3) Good Insurance.

YOU handle No. 1 and No. 2 — WE'LL look after No. 3 with our SPECIAL and UNIQUE EXCESS POLICY, built to do it satisfactorily and quite inexpensively!

For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
 21 W. Tenth, Kansas City, Mo.
 New York, Chicago, San Francisco,
 107 William St. Jackson 174 W. 100 Bush St.

■ On own motion, scheduled conference for July 23 in proceeding on application of Williams County Bcstg. System for new am station in Bryan, Ohio, dates established for filing of proposed findings and replies shall remain in effect, pending further order of hearing examiner. Action July 17.

By Hearing Examiner Herbert Sharfman

■ Issued memorandum of ruling made at May 15 hearing in proceeding on applications of La Fiesta Bcstg. Co. and Mid-Cities Bcstg. Corp., for new am stations in Lubbock, Tex., denying motion to quash subpoena duces tecum filed May 11 for Mid-Cities. Action July 19.

■ Scheduled hearing for July 24 on applications of Delaware Valley Bcstg. Co. (WAAT), Trenton, Asbury Park Press Inc. (WJLK), Asbury Park, and City of Camden (WCAM), Camden, all New Jersey, which are in consolidated am proceeding in Docs. 14510 et al. Action July 19.

■ Scheduled further hearing for July 26 on applications of Rockland Bcstg. Co., Blauvelt, N. Y., and Rockland Radio Corp. and Rockland Bcstrs. Inc., both Spring Valley, N. Y., which are in consolidated am proceeding in Docs. 14510 et al. Action July 17.

■ In accordance with July 11 memorandum in matter of revocation of cp of Martin R. Karig for WIZR Johnstown, N. Y., et al., rescheduled hearing for Sept. 17 in Saratoga Springs, N. Y., at place to be announced. Action July 17.

■ Commission on July 23 denied request by City of Cleveland, Ohio, for extension of time from Aug. 1 to Nov. 1 to file comments in matter of amendment of Parts 2, 10, 11, 16 and 19 of rules regarding allocation of assignable frequencies in the 25-42 mc band.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of July 24

KBMT (TV), Television Bcstrs. Inc., Beaumont, Texas—Granted relinquishment of negative control by Ralph C. Reed and N. D. Williams through sale of stock to Thomas S. Reed, N. D. Williams, trustee of N. D. Williams Investment Trusts, and L. L. Williams, trustee of The Noel Douglas Williams Jr. Trust (main and auxiliary trans.).

WENT Gloversville, N. Y.—Granted license covering increase in daytime power and installation of new trans.

KWES Eugene, Ore.—Granted license for am station, specify studio location (same as trans. location as redescribed) and delete remote control.

KDLO-TV Florence, S. D.—Granted mod. of license to reduce aural ERP to 50 kw.

KPLO-TV Reliance, S. D.—Granted mod. of license to reduce aural ERP to 50 kw.

KPCN Grand Prairie, Texas—Granted mod. of license to change name to Radio KPCN Inc.

KOK-760 Mt. Clemens, Mich.—Granted cp and license for new remote pickup station.

KCMO-TV Kansas City, Mo.—Granted cp to install new auxiliary trans. at main trans. site.

WMRN Marion, Ohio—Granted cp to install auxiliary trans. at main trans. site; remote control permitted.

KLIX-TV Twin Falls, Idaho—Granted cp to replace expired permit for changes in tv station (main trans. and ant.).

KCHU (TV) San Bernardo, Calif.—Granted assignment of cps to KCHU Tv., Inc.

WPRO-TV Providence, R. I.—Granted cp to change location of auxiliary trans. to main trans. and ant. location.

KEWI Topeka, Kans.—Granted cp to install new trans. as an auxiliary daytime trans. and alternate main trans.-nighttime at main trans. site.

KBRR Leadville, Colo.—Granted request to operate cut back hours to 6:00 p.m. for period ending Aug. 31.

WJIG-FM Tullahoma, Tenn.—Granted mod. of cp to increase ERP to 3.6 kw, change type trans. and type ant.; remote control permitted.

National Bcstg. Co. New York, N. Y.—Granted mod. of cp to add three trans. to low power station; conditions.

*WSIU (FM) Cabondale, Ill.—Granted mod. of cp to change trans.

■ Granted licenses for following tv stations: KTVF Fairbanks, Alaska; WCCA-TV

Columbia, S. C.; KALU Hilo, Hawaii; KTPS Tacoma, Wash.; WYAH-TV Portsmouth, Va.; WXGA-TV Waycross, Ga., and specify studio location; KNDU Richland, Wash.; WLKY Louisville, Ky.; WHER-TV Hampton-Norfolk, Va., ERP 118 kw aural, and redescribe trans. location and specify studio location as Hampton; WIPM-TV Mayaguez, P. R., ant. height 590 ft.

■ Granted licenses covering changes in following tv stations: KTAL-TV Texarkana, Tex.; KPFO-TV Phoenix, Ariz., ERP 16.9 kw visual, 8.45 kw aural, and redescribe trans. location; KSWO-TV Lawton, Okla.

Actions of July 23

WKJF (FM) Pittsburgh, Pa.—Granted cp to make changes in transmitting equipment.

KCTA Corpus Christi, Tex.—Granted cp to install new trans.

KTHO Tahoe Valley, Calif.—Granted mod. of cp to change ant. trans. location.

■ Granted mod. of cps to change type trans. for following stations: WYSI Ypsilanti, Mich.; KOVC Valley City, N. D.; KCLO-FM Leavenworth, Kan.

Actions of July 24

■ Granted renewal of license for following stations: KAML Kenedy-Karnes City, Tex.; KASE Austin, Tex.; KBYP Shamrock, Tex.; KCBD-AM-TV Lubbock, Tex.; KCLE & alt. main., KCLE-FM Cleburne, Tex.; KCOH Houston, Tex.; KGNS Laredo, Tex.; KGLV Greenville, Tex.; KILT Houston, Tex.; KIMP-AM-FM and SCA, Mt. Pleasant, Tex.; KMHT Marshall, Tex.; KMIL Cameron, Tex.; KMUL Muleshoe, Tex.; KONO & alt. main, San Antonio, Tex.; KPDN Pampa, Tex.; KPLT Paris, Tex.; KPRC-AM-TV Houston, Tex.; KPSO Falfurrias, Abilene, Tex.; KRLD & alt. main, KRLD-FM-TV (main trans. & ant.) (aux. trans. & ant.), Dallas, Tex.; KRUN Ballinger, Tex.; KSET & alt. main, El Paso, Tex.; KSKY Dallas, Tex.; KSST Sulphur Springs, Tex.; KSTA Coleman, Tex.; KTEM Temple, Tex.; KTRF-AM-TV Lufkin, Tex.; KTSM El Paso, Tex.; KUNO & aux., Corpus Christi, Tex.; KURV Edinburg, Tex.; KVET Austin, Tex.; KVLL Livingston, Tex.; KVOP Plainview, Tex.; KVWC Vernon, Tex.; KWFR San Angelo, Tex.; KWHI Brenham, Tex.; KWTX & aux., Waco, Tex.; KZEY Tyler, Tex.; KZZN Littlefield, Tex.; WACO-AM-FM, and SCA, Waco, Tex.; WFAA-AM-FM, Dallas, Tex.; WOAI & aux., San Antonio, Tex.; WTAW College Station, Tex.; KHFI (FM), and SCA, Austin, Tex.; KXLX-FM & aux., Dallas, Tex.; KLIF-FM Dallas, Tex.; KODAFM, and SCA, Houston, Tex.; KOST (FM) Houston, Tex.; KQUE (FM), and SCA, Houston, Tex.; *KUT-FM Austin, Tex.; KCEN-TV Temple, Tex.; KCTV (TV) San Angelo, Tex.; KEDY-TV Big Spring, Tex.; KFDX-TV Wichita Falls, Tex.; KHOU-TV Houston, Tex.; KMDI-TV Midland, Tex.; KZTV (TV) Corpus Christi, Tex.; WOAI-TV San Antonio, Tex.; *KUHT (TV) Houston, Tex.; KAYC Beaumont, Tex.

Actions of July 20

KSHA Medford, Ore.—Granted license for am station and specify studio location and remote control point.

WTPR Paris, Tenn.—Granted license covering installation of old main trans. as auxiliary trans.

WAGR Lumberton, N. C.—Granted license covering change in ant. trans. location and make changes in ant. and ground systems.

WPAM Pottsville, Pa.—Granted license covering use of old main trans. at present main trans. location for auxiliary purposes during daytime and alternate main nighttime.

WJMJ Philadelphia, Pa.—Granted license covering installation of new trans. as auxiliary trans. at main trans. location, DA, D.

KGRO Gresham, Ore.—Granted license covering increase in power and installation of new trans.

WINR-TV Binghamton, N. Y.—Granted license covering change in tv station.

WSEE (TV) Erie, Pa.—Granted mod. of license to change studio location.

WBRL Berlin, N. H.—Granted mod. of cp to change type trans. and extension of completion date to Sept. 7.

KSCO Santa Cruz, Calif.—Granted license covering increase in daytime power and installation of new trans. for daytime use only (2 trans.).

WPAM Pottsville, Pa.—Granted license covering increase in daytime power and installation of new trans.

■ Granted licenses covering installation

of new trans. for following stations: WVMI Biloxi, Miss., and WTPR Paris, Tenn. (Main).

Actions of July 19

Progress Valley Bcstrs. Co., Shakopee Bcstg. Co., Shakopee, Minn.—Designated for consolidated hearing applications for new daytime am stations on 1530 kc. Progress with 500 w and Shakopee with 1 kw, DA.

WLSE Wallace, N. C.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans. conditions.

WENN Birmingham, Ala.—Granted cp to change from DA to non-DA; conditions.

WVEC Hampton, Va.—Granted license covering change in ant. trans. location, changes in ant. and ground systems, studio location and install new trans. and remote control operation.

WFBC-TV Greenville, S. C.—Granted license covering installation of auxiliary ant. system at main trans. and ant. location.

WLOS-TV—Asheville, N. C.—Granted license covering changes in ant. system and other equipment (main trans. and ant.).

WIIC (TV) Pittsburgh, Pa.—Granted license covering installation of auxiliary trans. and ant. at main trans. site.

WGN-TV Chicago, Ill.—Granted license covering use of auxiliary trans. at main trans. site.

KTIV (TV) Sioux City, Iowa—Granted license covering installation of auxiliary ant. system at main trans. site.

WDSU-TV New Orleans, La.—Granted license covering installation of alternate main driver to main trans. (main trans. and ant.); conditions.

*KUSU-FM Logan, Utah—Granted cp to change ant.-trans. and studio location, type ant. and make ant. changes.

KKHI-FM San Francisco, Calif.—Granted cp to install new ant. and decrease ant. height to 1060 ft.; remote control permitted.

*WAMF (FM) Amherst, Mass.—Granted cp to change ant.-trans. and studio locations, make changes in ant. system (increase height), and install new trans.; remote control permitted.

WCNF Weldon, N. C.—Granted mod. of cp to change type trans.

WSEB Sebring, Fla.—Granted authority to remain silent for period ending Oct. 15.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WKOY Bluefield, W. Va., change ant.-trans. and studio locations and remote control operation; WCSS Amsterdam, N. Y.; WDBQ Dubuque, Iowa, and remote control operation.

■ Granted licenses covering changes in following stations: WDMAM-TV Laurel, Miss.; WWJ-TV Detroit, Mich., ant. height 1068 ft.; WSTV Steubenville, Ohio; KPIC (TV) Roseburg, Ore.; WJZ-TV Baltimore, Md., and redescribe studio and trans. locations (main trans. & ant.); KTAR-TV Mesa, Ariz.; WJHG-TV Panama City, Fla.; WPSD-TV Paducah, Ky.; WBZ-TV Boston, Mass. (main trans. & ant.); WITN (TV) Washington, N. C.; KMMT (TV) Austin, Minn.; KUTV (TV) Salt Lake City, Utah (main trans. and ant.); KRCC-TV Rochester, Minn.; WKTV (TV) Utica, N. Y. (alternate main trans. and main ant.); condition; WBRC-TV Birmingham, Ala. (main trans. & ant.).

■ Granted extensions of completions dates as shown for following stations: WFRL Freeport, Ill., to Dec. 26; WPAR Parkersburg, W. Va., to Oct. 31; KACY Port Hueneme, Calif., to Sept. 20; KHND Hardin, Mont., to Dec. 26; KFYR Bismarck, N. D., to Oct. 9.

Actions of July 18

■ Granted renewal of license for following stations: KBMY Billings, Mont.; KXMC-TV Minot, N. D.; KOIL Omaha, Neb.

WENC-FM Whiteville, N. C.—Granted license for fm station.

WXUR-FM Media, Pa.—Granted license for fm station.

WVOE Chadbourn, N. C.—Granted license for am station.

KMAM Butled, Mo.—Granted license for am station, specify studio location (same as trans.) and delete request for remote control.

WDMC Otsego, Mich.—Granted license for am station, specify studio location and delete request for remote control.

WDXB Chattanooga, Tenn.—Granted license covering use of old main trans. at main trans. site to be used as alternate

Continued on page 79

PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. Federal 3-4800
Member AFCEE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCEE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCEE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-0111
Washington 4, D. C.
Member AFCEE

**COMMERCIAL RADIO
EQUIPMENT CO.**
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
INTERNATIONAL BLDG.
DI 7-1319
WASHINGTON 4, D. C.
Member AFCEE

A. D. Ring & Associates
41 Years' Experience in Radio
Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCEE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCEE

Lohnes & Cufver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCEE

RUSSELL P. MAY
711 14th St., N.W. Sheraton Bldg.
Washington 5, D. C.
REpublic 7-3984
Member AFCEE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCEE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MElrose 1-8360
Member AFCEE

GUY C. HUTCHESON
P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

**SILLIMAN, MOFFET
& KOWALSKI**
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCEE

GEO P ADAIR ENG CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCEE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCEE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN
Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4616
1426 G St., N.W.
Washington 5, D. C.
Member AFCEE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFCEE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
GLendale 2-3073

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
232 S. Jasmine St.
Phone: (Area Code 303) 333-5562
Denver 22, Colorado
Member AFCEE

**JOHN H. MULLANEY
and ASSOCIATES**
A Division of Multronics, Inc.
2000 P St., N.W.
Washington 6, D. C.
Columbia 5-4666
Member AFCEE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

WILLIAM B. CARR
Consulting Engineer
AM—FM—TV
Microwave
P. O. Box 13287
Fort Worth 18, Texas
BUtler 1-1551

ERNEST E. HARPER
ENGINEERING CONSULTANT
AM FM TV
2414 Chuckanut Shore Rd.
Bellingham, Washington
Telephone: Regent 3-4198

**RAYMOND E. ROHRER
& Associates**
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCEE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan
Phone: BRoadway 8-6733

PAUL DEAN FORD
Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Wabash 2643

**BARKLEY & DEXTER LABS.,
INC.**
Donald P. Wise James M. Moran
Consulting, Research &
Development for Broadcasting,
Industry & Government
50 Frankfort St. Diamond 3-3716
Fitchburg, Massachusetts

SERVICE DIRECTORY

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, LaClede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

**SPOT YOUR
FIRM'S NAME
HERE...**

To Be Seen by 100,000* Readers
—among them, the decision-mak-
ing station owners and manag-
ers, chief engineers and techni-
cians—applicants for am, fm, tv
and facsimile facilities.
*ARB Continuing Readership Study

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Northeastern city (population 40,000) has one radio station in need of two people—manager and sales manager. Young, outstanding salesmen with managerial talents and aspirations wanted by mature radio operators to take over smallest of group of stations. Salary, profit sharing—five figures. Organization offers real future. Send complete resume to Box 947M, BROADCASTING.

Sales

Salesman - announcer. Michigan station. Small market. Big opportunity. Salary plus commission. Send resume, references. Box 949M, BROADCASTING.

Wanted—sales manager with possible 25% ownership and general manager within one year for right man, 5000 watt station on West Coast. Apply Box 964M, BROADCASTING.

Salesman—Quality small market radio station needs good, experienced time salesman to handle station's key accounts. Must be experienced hustler. This is the job you have been looking for. Good pay, security, good working conditions. Salary \$100 weekly plus commission override, fringe benefits. Forward complete information, photo. Job open August 16. Box 1P, BROADCASTING.

California-sales, single market, salary plus commission, insurance. References important. Box 8P, BROADCASTING.

Opportunity for a salesman in the fabulous Rocky Mountain empire. Salary and commission. Write Ellis Atteberry, Radio KCOL, P. O. Box 574, Fort Collins, Colorado.

Experienced salesman—for really progressive daytime 75 miles from Chicago. Must be able to sell radio. Present salesman leaving radio—making \$10-15,000 yearly. Send photo and resume to Bill Dahisten, Manager, WLPO, LaSalle, Illinois.

Management and sales openings throughout U. S. accent Midwest. Write for information and application. Walker Employment 83 So. 7th. St. Minneapolis 2, Minn.

Announcers

Announcer, first phone required for New England daytime. Excellent salary. Box 403M, BROADCASTING.

Wanted: Announcer with first class ticket. Box 682M, BROADCASTING.

Current opportunity for experienced announcer. Smooth delivery, mature resonant voice. Highly formatted operation; production commercial grouped every quarter hour; beautiful music. Midwest. Send tapes, photo and resume to Box 750M, BROADCASTING.

Experienced air personality under 35 for large southern radio station with adult programming. Send tape, biography and recent photo. Box 863M, BROADCASTING.

August opening for experienced announcer. Newly equipped station. Wonderful climate. If you work in Arizona, New Mexico, Utah or Colorado, write Air Mail giving expected salary, number in family and include tape. Our staff knows of this ad. Box 892M, BROADCASTING.

WIRK, West Palm Beach, Florida is expanding. Need morning man, strong on production. Top rated format operation. Send tape of dj, news and production. Box 9P, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Newsman who can really do the job as one-man news department for daytime, 6,000 population town, plus writing ad copy. Play-by-play for extra pay, too. Write, including references, Box 960M, BROADCASTING.

Mature experienced, good music announcer. References necessary. Up state New York. Box 961M, BROADCASTING.

Experienced personality morning announcer/salesman for non-rock southern Oregon net station. Sell afternoons. \$400 start plus 15% sales. Send tape/photo. Box 982M, BROADCASTING.

Wide awake fulltime operation east coast, wants steady, experienced man with personality. \$90 for 40 hour week to start. Box 985M, BROADCASTING.

Announcer wanted at Pennsylvania station. Excellent salary. Opportunity as program director. Write Box 7P, BROADCASTING.

Experienced staff announcer, good music, news conscious station. Good voice, looking for permanency, progressive community. Send audition, background, photo, references. KSIB, Creston, Iowa.

Mature announcer for medium market station. No collect calls. Salary above average for market size. Resume and tape to KBRZ, Freeport, Texas.

First phone announcer, 250 watt daytime single station. College town, possible to forward your education while working. Contact Manager, KMCK, Fairfield, Iowa.

Number one station in four station market in southwest Texas college town auditioning announcers with first class license. Good pay and working conditions. Send tape and resume or call 855-8116, Bill Nicholson, KPEP, San Angelo, Texas.

Boardman-sales for solid lkw station in California. Recreation area. KPRL, Paso Robles, California.

Have opening for versatile mature announcer in pleasant progress community. New studios, mobile units, and adult music format with cheerful type production. Send tape, photo and resume to: General Manager, WCSI, Columbus, Indiana.

Immediate opening for two experienced announcers. Send tape and all details. Unless you want a permanent position don't apply. Nathan Frank, WHNC, Henderson, N. C. Tel. GE 8-7136. No collect calls please.

FM announcer wanted—staff man familiar with better music, including classics. Top working conditions. Don't apply unless you want to work. Send tape, photo, and other details to: Manager, WGH-FM, P.O. Box 98, Newport News, Virginia.

Beginning announcer we can train. Work nights and weekends. \$60 to start. Send tape, resume to Eldon Johnson, PD, WKEL, Kewanee, Ill.

Immediate opening for experienced top 40 dj with 1st phone. Salary open for real swinger. No phone calls . . . send tape and resume . . . all tapes will be returned . . . your inquiry confidential. WLOF Radio, P. O. Box 5756, Orlando, Fla.

Mature man with news background wanted for top Florida station. Must handle a one-day air shift. Airmail tape, photo, resume and salary to Dick Clark, Box 5606, Daytona Beach, Florida.

Help Wanted—(Cont'd)

Announcers

Negro disc jockeys wanted. The Ok Group is expanding its programming. Good spiritual men and jive men wanted. Ambitious and experienced air personalities can earn good pay with the oldest and largest Negro Group in radio. Must be able to do a live, imaginative, exciting show and pitch a commercial effectively. Write full details. Send audition tape. The OK Group, 505 Baronne St., New Orleans, Louisiana.

Wanted—announcer-salesman, first phone preferred but not necessary. Baltimore fm station. Base salary plus commission. Contact A. Styne, 300 Garden Road, Baltimore 4, Maryland.

Close to 100 jobs to fill next two months throughout country, particularly Midwest. Announcers and combo, radio and tv, write, Walker Employment, 83 So. 7th St. Minneapolis 2, Minn. Now!

Immediate opening for an experienced staff announcer technician, first F.C.C. ticket required. Apply MacClatchy Broadcasting Company, Personnel Department, Sacramento, California.

Announcers-many. Edwards Agency, 73 Warren Street, N.Y.C.

Technical

Chief engineer, Michigan metropolitan daytime. Operation and maintenance. Some announcing. Well equipped including automation. Desire experienced, management-oriented man. Box 936M, BROADCASTING.

Wanted—chief engineer for full time Pennsylvania station. AM and FM. Network affiliated. Production and taping. Good family living; schools and cultural life. Own boss. Send resume, references, salary. Box 996M, BROADCASTING.

Sportscaster-newsman; experienced in sportswriting, newswriting, announcing of both and play-by-play. Midwest. Resume. Box 998M, BROADCASTING.

Combo man, capable doing maintenance. First phone preferred; permanent. WSBC AM-FM, 2400 West Madison, Chicago 12.

Immediate opening chief engineer, capable of maintenance and top 40 board shift. Contact, West Ninemire, Drake 4-1637, P. O. Box 128, Amarillo, Texas.

Permanent opening for engineer, first phone, must be good on preventative maintenance, must know AM-FM stereo multiplex, Inquire WBLV, Springfield, Ohio.

Engineers and combo-men in radio and tv. Write Walker Employment, 83 So. 7th St. Minneapolis 2, Minn. for application now. Many opportunities, free registration.

1st phone engineer for 5 kw, Michigan's finest broadcasting plant. Apply now-wanted starting date of September 1st. Confidential. Write: Floyd Holes, C. E. WKMI, 1360 Melody Lane, Box 911, Kalamazoo, Michigan.

Production—Programming, Others

Program, production director with good understanding of general operations needed at midwest medium large market station by September 1st. Must be capable of programming both top forty and good music formats. Send complete resume with salary requirements first letter. Excellent opportunity for long term position. Box 971M, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

News director—gathering news, plus air work. City 21,000, emphasis local, regional coverage. Write Manager, KWPC, Muscatine, Iowa.

Imaginative, experienced, female copywriter as continuity chief in two-women department, WIBX, 5000W, adult-programming, CBS, Utica, N. Y. Livable starting salary; increases on merit. Staff congenial; working conditions pleasant. Immediate opening. Reply: Elliot Stewart, Station Manager.

RADIO

Situations Wanted—Management

Manager for twelve pridesful, profitable years. Long on sales. Now employed, but want full responsibility in Southeast. Excellent personal and ownership references. Area \$10,000. Box 861M, BROADCASTING.

Somewhere in Florida is a solid operation looking for a family man with 15 years experience as manager, sales manager, program director, sports, announcer, and first phone. I'm searching for that operation. If you need this man, Write Box 887M, BROADCASTING.

Successful general manager of medium market group operation desires promotion to single station, or group. Have successful program formula, if needed, and definite aggressive sales policy. Real leader organizer. Salesmen. Best industry references. Proof of performance on paper for examination. Thirty five year old family man. Currently northwest, will relocate according to best opportunity. Desire chance by September. Box 929M, BROADCASTING.

I can bring your small-medium station top billing and efficiency. Proven record. Box 953M, BROADCASTING.

Sales

Radio time sales, experienced magazine, paper, background, college, 27, creative. Box 979M, BROADCASTING.

Announcers

Young, married newsman-announcer, 4 years experience. Gather, write, report local news. Prefer mid-Atlantic or northeast. Box 475M, BROADCASTING.

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 602M, BROADCASTING.

Stop! I'm your man if your station is in Arizona or California and if you want a young announcer with happy attitude, tight production, and excellent sales background. Box 634M, BROADCASTING.

Ben Casey cannot handle your operation as well as I! Young and versatile with a happy sound and tight board. Michigan or midwest preferred. Box 635M, BROADCASTING.

Award winning newsman. Thirteen years experience includes broadcasting, reporting and network news writing. Journalism degree. Family. Box 796M, BROADCASTING.

Experienced radio announcer. Quality sound for commercial. Music and news. Only New England, New York City, New Jersey need apply. Box 773M, BROADCASTING.

Stop reading! I'm the one. Tight board . . . happy sound . . . any format! Young, dependable and married. Will travel. Box 794M, BROADCASTING.

Still using those greasy kid jocks on your air? Try a scintillating swinger. Tight board, quick mind, single, will travel. Box 860M, BROADCASTING.

College grad., d.j., strong news voice, solid commercial delivery, married. Box 866M, BROADCASTING.

Announcer, experienced, dependable, tight board, draft exempt, want to settle. Box 878M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

3 years experience, 29, veteran, articulate, good board, AM/FM Midwest. Available August 1st, married, permanent. Box 879M, BROADCASTING.

Announcer, first phone, sales. Experienced family man desires Florida station. Position must offer security. Box 888M, BROADCASTING.

Announcer. Excellent references, sincere and reliable. Little experience but a lot of drive and interest. Know board and broadcast procedures. Will locate anywhere. Box 909M, BROADCASTING.

Newsman currently employed 4th market. Seeks better hours. Write, gather, delivery, own casts. Box 924M, BROADCASTING.

Young announcer—disc jockey—tight board experienced—will travel anywhere. Box 925M, BROADCASTING.

Sports director wants fulltime play-by-play. 15 years experience. Football, basketball, some baseball, boxing, track, golf. Strong on interviews plus all around radio background. Loyal, dependable. Present salary \$8500.00 per yr. For background, photo, tape, contact Box 927M, BROADCASTING.

Announcer, dj, 4½ years experience, family-man, desire advancement N.E. Box 934M, BROADCASTING.

Top rated country music disc jockey-salesman. Best references. Box 935M, BROADCASTING.

Sports, news. Play by play, football, basketball, baseball. 7 years experience. News director or staff. Box 2P, BROADCASTING.

Announcer seeks position in east, starting September. Married. One child. Box 939M, BROADCASTING.

Serious and enthusiastic-news minded-on the spot-rewrite-musical knowledge-college graduate. Available immediately! Box 940M, BROADCASTING.

Swinging announcer dj, tight production. Married. Desire to leave N.Y.C. for New England area, preferably in or near Boston, Mass. Other areas are considered. (colored). Box 946M, BROADCASTING.

6 years experience, personality dee-jay, tight production, ready to move up and settle permanently before September. Draft free, family man . . . want \$150 . . . first phone. Box 950M, BROADCASTING.

First phone announcer-dj, looking for position in the south. Young, married, professionally trained, and well experienced. Make an offer. Box 951M, BROADCASTING.

Swingin' top 40 dj currently working desire change of scenery. Box 952M, BROADCASTING.

Available September. Limited exp'd., 1st phone, mature, dependable light announcing. Box 956M, BROADCASTING.

Am now working 60 hours weekly for 48 hours pay. Willing to do same for you, if you need a p.d. and/or news director. Interested in N.E. or upstate N.Y. network station who wants a young progressive man with conservative leaning and quality consciousness. Four years experience. Presently employed in ½ million market with 5 kw net station. Desire small to medium market. Box 959M, BROADCASTING.

Announcer top 40, very good resonant voice, school graduate. Prefer Southern California or ? Start at low salary. Box 972M, BROADCASTING.

Attention Florida. Announcer with 1st phone. Tight board, good production, family man. Box 978M, BROADCASTING.

Married announcer wants staff position with 30 hours or more in East. Box 980M, BROADCASTING.

Radio school grad. Need starting position. Excellent knowledge of sports. Age 29, married, will travel. Box 983M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Responsible, loyal, energetic! Strong on news 29 years old. Married. 7 yrs. in radio broadcasting. (4 yrs. at same station.) Operate board. (No top 40 stations.) Wish to re-locate in pleasant climate. Salary open. Box 984M, BROADCASTING.

1st ticket—15 months experience—excellent musical background—good references—will rush tape—available immediately—fair copy—try selling. Send reply to Box 986M, BROADCASTING.

Announcer, 2nd phone license. (Beginner) Prefer up state New York. Box 992M, BROADCASTING.

First phone. Young, married, versatile. 2 years experience. Prefer north or northeast. Any format. Relocate. Box 995M, BROADCASTING.

Deejay—highest pulse rating in eight station market. Desire larger market top or second place station. Five years—top references. Box 997M, BROADCASTING.

Young, family man, draft free, looking for first break. Broadcasting grad. Bill Messier, 48 Walnut Street, North Brookfield, Mass.

Newsman . . . seeks on air position in large metropolitan market; college training in broadcasting; three years commercial experience in production writing, airing, on the spot coverage. Familiar with voice, wire news services, mobile units. Available immediately. Contact Harold Platzker, 785 West End Ave., New York 25; University 4-2829.

Top man in field of voice characterizations and humor seeks experienced man for partner to do Bob & Ray type dj show. Unquestioned ability, a real asset to anyone in the field. Also excellent baseball play by play and flare for copy. Winning personality and voice. 3 years compus station experience. Lehigh university grad. Draft exempt. Desperately want start in radio, will accept almost any deal at any station. Write: Bill Schaefer, 737 Norman Place, Westfield, N. J. AD 2-7346.

Technical

Engineer, twelve years maintenance experience am, fm, first phone, radar endorsement. Five years one station. Box 962M, BROADCASTING.

Top drawer production and recording engineer. Thirteen rewarding years experience with same company. Present position eliminated. Desire to grow further with a good company. Resume upon request. Contact Don Dewsnap, 98 Wildflower Road, Levittown, Bucks County, Pennsylvania. Box 969M, BROADCASTING.

Engineer, fair announcer, employed, directional experience, references, permanent, stable operation only! Box 967M, BROADCASTING.

Chief engineer—experienced am-fm construction, maintenance, directionals, proofs to 50kw. Box 989M, BROADCASTING.

Announcer, 2nd phone license. (Beginner) Prefer up state New York. Box 993M, BROADCASTING.

Combo, engineer, light announcing, 1st phone, experienced. Available 6-4-62. Frank Mailard, WMYB, Beach, South Carolina.

Chief engineer, commercial or station manager. Sixteen years experience. Good references to character and ability. Box 126, Sheffield, Alabama.

Experienced chief, combo. First class license, recommendations. Available immediately. Telephone Mr. Downie, Dover, Delaware, 734-3326.

Employed as office manager. Returning to engineering. Have own test equipment. Experienced in building, maintaining, or repairing equipment. No announcing. Stable position only. Box 933M, BROADCASTING.

Chief engineer—14 years experience—250 thru 5 kw directional, construction, maintenance, operational, versatile, family man, stable. Box 943M, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman—expert reporter, writer, newscaster. Experienced all general news and features. Wants news-oriented radio or tv which knows value of intensive coverage. Station should favor total commitment to news. Box 954M, BROADCASTING.

Program director—air personality with top rated station, eastern market of 85,000 desires to relocate, meet new challenge. Five years experience small, medium markets. Fine references. Provide sharp sound for your top 40 programming. Desire air shift major, pd medium, but consider all offers. Complete background, air check. Box 957M, BROADCASTING.

Production director; talent, with organizational ability. Know music, copy, people. Top versatile announcer. \$10,000. Majors. East. Box 931M, BROADCASTING.

Stop look, hire! Mell 3½ years experience. Now p.d. and news director. Excellent references. Desire relocate. Box 990M, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Program director—morning man of Illinois daytimer seeks chance to move up in mid-west. Creative in programming, copy, news, and personable good music host. Four years experience, 2 years commercial, proven record, best references, degree in radio 'v, married, 24, hard worker. Present employer knows of ad. Box 994M, BROADCASTING.

Former major market dj who went to small market for pd experience—ready to move up again as medium market pd. Know all formats. Married, college, 1st phone, salary important, security more so. Ken Lipps, 226 Sunset, Cape Girardeau, Missouri. ED 4-4687.

Creative radio man who has worked himself up to manager position would like to accept the tv challenge. Wide radio background—you name it, I've done it. Looking for opportunity to prove self in tv production and direction or work as operations manager. B.A. degree Box 850M, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Jock and production man available immediately, 5 years experience. Minimum \$125. Prefer Missouri, or southern Ill. I have a talent for production your station needs. Also a fair copy writer. If you want that big station sound contact me. Box 938M, BROADCASTING.

Award winning sportscaster seeks challenging position with sports-minded station. Frequent network contributor, top interviewer, and play-by-play man. College grad, family man . . . top references. Box 976M, BROADCASTING.

New York state, mature, married, 2 years experience, permanence, no screamer, military complete. News, announcing, programming experience. References. Box 937M, BROADCASTING.

TELEVISION

Help Wanted—Sales

Number one Tv Station in midwest market needs alert, experienced local salesman. Exceptional benefits for right man. Send photo and complete resume to Box 658M, BROADCASTING.

Television station in leading mid-west market needs experience local salesman. Send complete resume and picture with salary requirements to Box 3P, BROADCASTING.

Progressive, independent Channel 21, serving many communities in all-uhf Fresno-area market, seeking creative, aggressive account executives to package and sell live-remote and studio-originated sports, special events, community salutes, and variety shows at rates comparable to radio. Extremely rewarding commissions against living-expense draw to qualified applicants who have high regard for maintaining the public interest on a local basis for these many communities. Resume, pictures, and references to Harold Gann, KDAS-TV, Hanford, Calif.

CBS owned KMOX-TV, has opening in sales promotion dept. Excellent opportunity for ambitious young man. This is a sales trainee position involving preparation of sales materials, national sales contacts, and trade promotion. Experience in tv sales promotion desirable. Send complete resume and samples of sales presentations if you have them to: Judd Choler, KMOX-TV, St. Louis 6, Mo.

Announcers

Commercial talent, experienced, for southern florida vhf station. Send photo and resume to Box 932M, BROADCASTING.

Technical

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Experienced chief engineer for maximum power Rocky Mountain tv station. The man we want must be thoroughly experienced in theory, technical and practical areas of tv engineering, including microwave. Plus—and this is most important—he must be capable administrator. References required. Salary open. Write, Box 991M, BROADCASTING, giving a complete resume of your experience, salary expectations, etc.

Channel 21 in all uhf Fresno-area market needs chief engineer. All G.E. equipment. 1kw transmitter, vidicon studio and film chains, 10 watt remote gear, 1990-2008 mc. Harold Gann, KDAS-TV, Hanford, Calif. Ludlow 4-7421.

Number one tv station in midwest market needs experienced VTR man. Heavy on maintenance. Exceptional benefits for right man. NABET. Send photo and complete resume. Box 974M, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

TF (until forbid)

RATES

Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)

Help Wanted—25¢ per word—\$2.00 minimum

Display ads \$20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)

1" 2" 3" 4" other

All other classifications 30¢ per word—\$4.00 minimum (No charge for blind box number)

Indicate whether Radio or TV

Radio TV

HELP WANTED

- management
- sales
- announcers
- technical
- production-programming

FOR SALE

equipment

WANTED TO BUY

stations
 equipment

SITUATIONS WANTED

- management
- sales
- announcers
- technical
- production-programming

ADDITIONAL CATEGORIES

- Instructions
- Business Opportunity
- Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _____

COMPANY _____

ADDRESS _____

Remittance enclosed \$ _____

Bill

Help Wanted—(Cont'd)

Technical

Technician, 1st phone. WBTW, Florence, South Carolina. Control room, VHF transmitter duty, multiple ownership, fringe benefits. Prefer some tv experience, but will consider solid radio technical background. Send resume and recent photograph to: Engineering Manager, WBTW, Florence, South Carolina.

Production—Programming, Others

Staff director. Immediate opening for right man with minimum 2 years in responsible directing job. Must have full resume, references and photo first letter. Midwest. \$115 week to start. Box 915M, BROADCASTING.

Number one tv station in midwest market needs alert experienced traffic director. Exceptional benefits for right girl. Send photo and complete resume including salary requirements. Box 975M, BROADCASTING.

News director. Must be strong on-air personality. Experienced only. Mature. Administrative ability required. Salary open. Present news director has taken job in local industry and will be available to help you get started. Send sof and biography to Redd Gardner, General Manager, KCRG Stations, Cedar Rapids, Iowa.

Airman-reporter for aggressive local news staff. Journalism background preferred. Picture, tape, SOF if available and resume. KTIV, Sioux City, Iowa.

Girls—TV traffic girl wanted with experience in handling avails and twx. Plush offices, many extra benefits. Write, wire or call PL 9-6800—HR-TV, 375 Park Avenue, NYC, N. Y.

Wanted young farm specialist. We're looking for a third man in our very important farm department. Since he'll obviously start as low man on totem pole, beginning salary is only \$100 weekly. Work will involve television and radio. While we expect much, we compensate (in part) with ideal living conditions, plus pension, insurance and blue-chip environment. Write Haydn Evans, WBAY Stations, Green Bay, Wisconsin.

TELEVISION

Situations Wanted—Management

Experienced Agency Vice-President. For: Assistant General Manager, in Charge of TV Programs and station operations. Age 38. Have had twenty years in radio and television. Started in Tv in 1949. Experienced in all phases, programming, sales, operations and announcing. For last seven years have been Vice-President of six advertising agencies, affiliated in the south. Only interested in becoming the assistant to a general manager of Tv outlet in good size market. Box 638M, BROADCASTING.

Announcers

Good on newscasts. Mature, reliable. Experience . . . seven years radio, five television. Will locate anywhere. Box 944M, BROADCASTING.

4 years experience tv, commercial announcer, newscaster, writer, 16mm photographer, college grad, single, 29. Currently employed in tv. Committed to Sept 1st. Box 977M, BROADCASTING.

Kid's show personality. Imaginative, ventriloquist, cartoonist. Successful on-camera sales. \$150 weekly minimum. Box 6P, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Chief 4½ years, built maximum-power vhf station and microwave. Midwest, West. Box 813M, BROADCASTING.

Chief engineer. Proven ability in highly competitive market. \$800.00 monthly, or salary and percentage of savings I effect. Box 903M, BROADCASTING.

Present position eliminated after 13 years. Broadcasting and recording. Abilities and interests dedicated to broadcasting. Desire to expand further with good company. Resume upon request. Contact Don Dewsnap, 98 Wildflower Road, Levittown, Bucks County, Pennsylvania. Box 970M, BROADCASTING.

Production—Programming, Others

"Television or radio continuity can be creative—mine is Graduate next week from Kansas University's Journalism School. Draft free, responsible, 22, single. Limited commercial experience—unlimited ideas. Trained in continuity, news, performance. No sales. Replies promptly answered. Box 927M, BROADCASTING.

Creative college graduate desires position as producer-director. 3 years experience in all phases of production. Currently assistant director for large CBS affiliate. In one of top 25 markets. Box 930M, BROADCASTING.

Ten years experience with top network TV newsroom as writer, editor, producer, reporter, with credits all major programs. Seeking increased responsibility with commensurate pay. Will consider foreign. Not a "yes man," but I'll work for you, not for me. Box 941M, BROADCASTING.

Film manager. Photographer, editor, darkroom technician. Capable, mature and very responsible. 9 years TV experience in all phases of film operations, film buying, programming, contract negotiations and film production. 17 years experience in motion picture, still photography and darkroom operations. Capable of supervising entire film and photo operation. Box 942M, BROADCASTING.

Seeking position as tv news director. Presently employed as correspondent with national radio network in addition to solid background as newsreel cameraman with Fox Movietone and network tv. Extensive college study in the media. Box 945M, BROADCASTING.

Young aggressive man would like to make change where his abilities can be utilized. Age 28, married, B.F.A., M.E.D., 8 years directing-producing in all phases of television. Professional musician. Will answer all replies. Box 956M, BROADCASTING.

Gods gift to show biz I am not. But if an honest "doer" with 8 solid years experience and a genuine knowledge of operations, promotion, production, programming interests you, Box 987M, BROADCASTING.

FOR SALE

Equipment

ITA 1000 watt FM transmitter, one year old, new tubes in transmitter with spares, also one program line amplifier 6 months old. Box 657M, BROADCASTING.

Used FM transmitters. One 10-kw Western Electric now operating. One 1-kw Western Electric. Write Box 725M, BROADCASTING.

Gates BC-1F 1kw am transmitter. Best one Gates ever made! Remote controlled fine for 0.25-1kw combination. Excellent condition, your inspection. Now operating. Best offer takes. Box 955M, BROADCASTING.

RCA BTF-3B 10 kw fm transmitter \$6500.00. Will crate for shipment. Box 966M, BROADCASTING.

GPL 16mm film recorder with Maurer sound galvanometer equipment. Excellent condition, \$13,750. Stancil-Hoffman S-5 16 mm magnetic film transport with preamp and power supply for playback, \$750. KETC, St. Louis, Mo.

For Sale—(Cont'd)

Equipment

Great savings . . . take over monthly payments of \$176 on like new Shaler-Aitken automation equipment complete with MacKenzie tape recorders. Contact Verne Paule, Gen. Mgr., KRNO, San Bernardino, California.

450mc. antennas. Communication Products. Stationmaster #201-509. Corner reflector #161-509. Used one year. Best offer. WBRD Bradenton, Fla.

One Gates level devil. Like new. Used less than six months—\$150.00. FOB, WENC, Whiteville, N. C.

RCA Tk-18 monoscope camera, excellent condition, \$1,000. Gates 52-CS audio console, \$350. WYAH-TV, Box 111, Portsmouth, Virginia.

Fedelipac cartridges—best prices, fastest delivery. Reconditioning service. Cartridge equipment. Sparta Electronic Corporation, 6430 Freeport Boulevard, Sacramento, California.

Five brand new Collins ATC PB190's and two AB190's. Never installed. Change of plans. Priced for fast sale. PB's \$400.00. AB's \$275.00. Contact James Watt, 1601-33rd Street, Moline, Illinois. Phone 762-7340.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co. 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Wanted: General Electric 12.5 kw UHF amplifier equipment. Must be complete with power and heat exchange and in good condition. Box 711M, BROADCASTING.

Used UHF transmitter wanted by education institution. Channel 14-30 preferred. Box 852M, BROADCASTING.

Small college (independent, non-profit, degree-granting) starting radio broadcast courses needs console, two turntables, two professional tape recorders, rack, microphones. Will buy or be grateful for gifts. Box 876M, BROADCASTING.

Broadcast console, consolette (Gates, RCA) college station. Dr. Conston, (516 MA 6-1200, ext. 837, (New York).

1000 dollar bill waiting for best fm transmitter offered, also need monitors. Interested in complete equipment for UHF tv. Box 965M, BROADCASTING.

RCA MI-27327H harmonic filter. Buy or trade for MI-27327L. Wire collect Mel Burrill, KIMA-TV, Yakima, Washington.

Wanted in good condition: Professional disc cutting system; studio mixer, two or three channel; rec/rep amplifiers, Ampex 350 or equivalent; microphones, EV-666 U-47 or equivalent. Box 4P, BROADCASTING.

STL—950 Mc/s for use in FM installation. Call Glenn Winter, 25531, York, Pennsylvania.

WANTED TO BUY

Stations

Interested in purchasing all or part of radio station—preferably midwest. Box 973M, BROADCASTING.

Wanted to Buy—(Cont'd)

Stations

Management sales team of two men with twenty years total broadcast experience desire to purchase controlling interest and operate small market station in midwest. Highest references available. Box 988M, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts August 27—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting September 19, January 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start July 31, and Sept. 18.

Miscellaneous

DJ inserts; short comic skits, tailored for your show. Complete details free. Box 999M, BROADCASTING.

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Stinger Series" Forty musical cappers, stings, punctuators, newly recorded in Hi-Fi and pressed onto pure vinyl just \$9.95. Station Services, 1st National Bank, Peoria, Illinois.

Tapes. 1200' 99¢. Sample 25¢. Free catalog. Box 3095, Philadelphia 50.

Business Opportunity

West Coast Florida station to go on air in fall has stock interest and long term financing available to non active partners. Box 870M, BROADCASTING.

RADIO

Help Wanted

NEW STATION

Entire program staff. Non-format. Announcers, news, sales, some experience. Car necessary.

WPAC
Patchogue, L. I., N. Y.

Technical

OVERSEAS OPPORTUNITIES EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given.
Submit experience and earnings to

Box 841K, BROADCASTING

Announcers

ANNOUNCER

Fast-paced—production minded—mature sound-tight board. I want a professional for the number one station in a 4 state competitive market. Station is part of a chain offering liberal company benefits including; profit sharing trust; educational foundation; full coverage insurance; personal growth potential. Send resume and tape to:

Box 981M, BROADCASTING

Sales

NEW OPPORTUNITY

Diversified Muzak franchise with over \$1,000,000 in assets and contracts seeks additional salesman-investor.

Box 882M, BROADCASTING

Help Wanted—(Cont'd)

Sales

Salesman—experienced. Guaranteed draw. Expanding group operation. Announcer—Adult music format. Mel Ring, WHLT, Huntington, Indiana. Phone 3404.

Situations Wanted—Announcers

NO "JOB" WANTED

Desire good newscasting, "on spot" reporting, and/or public affairs, affiliation . . . capable writer . . . fine voice . . . interviews and documentaries . . . 16 yrs. experience . . . presently employed . . . married . . . will locate anywhere.

Box 10P, BROADCASTING

TELEVISION

Help Wanted

Production—Programming, Others

SEEKING CHILDREN'S PERSONALITY

Major midwest television market is seeking creative daily children's programming personality. Gentle, light, constructive approach. No cowboys or ship captains. A respect for and understanding of children's audience are mental requirements. Resume, references, and visual examples of work required.

Box 883M, BROADCASTING

INSTRUCTIONS

SIX WEEK COURSES

- FCC first phone license
- Announcer, Disc-Jockey
- Time Salesman

NINE MONTH COURSES

- Chief Engineer
 - Program Director
 - Owner-Manager.
- Guaranteed training and placement. Our graduates are working in all categories.

Write for school catalog
KEEGAN TECHNICAL INSTITUTE
"Since 1947"
207 Madison, Memphis, Tenn.

SALES MANAGER

PROGRAM DIRECTOR

SELLING SALESMEN

WRITE STANLEY RAY THE OK GROUP IS EXPANDING!!!

- Do you have the ability to sales manage men? Do you have ideas for selling new approaches to advertisers? Are you an aggressive hard worker?
- Are you a proven and tested radio salesman with a good sales record? Can you sell ideas and originality rather than ratings?
- Are you an idea man when it comes to programming? Do you know Music? Can you watch details and handle a staff?
- Fit into any of these positions and you can find a place with the oldest and largest and most successful Negro Radio Group in business today. You can earn top pay.
- The OK GROUP operates stations in New Orleans, Houston, Memphis, Baton Rouge, Mobile and Lake Charles. We have immediate openings in at least one of the above categories in all 6 stations. Write sending full particulars, first letter. OK GROUP, 505 Baronne Street, New Orleans, La.

WANTED TO BUY

Stations

What Will \$50,000 Buy?

Am looking for outright purchase or interest in either radio or television station. General Manager of top radio station—non rocker—in first 30 markets for last six years. Thirteen years additional executive experience at TV station, national representative and national network. In early forties. Will acknowledge each response.

Box 786M, BROADCASTING

FOR SALE

Equipment

FOR SALE OR LEASE

Two Ampex Videotape 1000-A Recorders—Less than 700 hours operating time. Perfect condition. Bargain price. Peter DeMet Productions 1317 W. Belmont Avenue Chicago 13, Illinois

FOR SALE

Stations

Southern Arizona Full Time Single Market Station \$8,500 down—\$75,000 Good Potential—Qualified Purchasers Only. Address Owner

Box 788M, BROADCASTING

SOUTHERN CALIF. REGIONAL

Fulltime station in one of the state's dynamic growth areas. Excellent market with unusual potential. Original owner since 1946 desires to sell because of other primary interests. Valuable real estate included in total price of \$150,000 on terms.

Box 919M, BROADCASTING

TEXAS SINGLE MARKET

Daytime station in growth area averaging \$60,000 annual sales for past several years. Good ownership earnings. Ideal for owner-operator. Asking \$65,000 on good terms.

Box 5P, BROADCASTING

Ala	single	daytimer	\$ 85M	terms
Ky	single	daytimer	75M	\$29M
Fla	medium	fulltime	275M	\$110M
Ca	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

For Sale—(Cont'd)

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHMENT 1946

Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

Texas single at approx. annual billing. \$65,000 with \$25,000 down—Texas single \$65,000 only \$7,500 down—Colo. single \$50,000—Tenn. fulltime major \$275,000—Tenn. fulltime major \$350,000—Ark. single \$79,000—Ark. medium \$150,000—Fla. fulltime power \$160,000—La. single \$45,000—Many others!

PATT McDONALD CO.
Box 9266—CL 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

NORTHWEST. Medium market. Gross \$85,000 in 1961. Asking \$125,000 plus assumption of \$30,000 in obligations. Very excellent terms.

NORTHWEST. Top one hundred markets. Absentee owned. Full time. Asking \$100,000.

WEST SOUTH CENTRAL. Exclusive. Daytime. Gross \$3,300 a month average. Profitable. Asking \$75,000. 29% down.

MIDDLE ATLANTIC. Markets exceeds 250,000. Daytime. Asking \$75,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY OR SELL?

For Best Results You Can't Top A CLASSIFIED AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 72

main nighttime and as auxiliary daytime.

WHAL Shelbyville, Tenn.—Granted license covering change in ant.-trans. location and changes in ground system.

WCHL Chapel Hill, N. C.—Granted license covering changes in ground system and change in ant.-trans. and studio locations.

WMAX Grand Rapids, Mich.—Granted license covering changes in ant. system.

WSAZ-TV Huntington, W. Va.—Granted license covering changes in auxiliary trans.

KHQ-TV Spokane, Wash.—Granted license covering use of auxiliary trans. and ant. at main trans. site.

WPIX (TV) New York, N. Y.—Granted license covering installation of auxiliary ant. system.

WNEW-TV New York, N. Y.—Granted licenses covering use of two bays of main ant. as auxiliary ant.; maintenance of old main trans. as auxiliary trans. at main trans. site.

WDAU-TV Scranton, Pa.—Granted license covering maintenance of trans. and ant. and STA as auxiliary facilities at main trans. site.

WSM-TV Nashville, Tenn.—Granted license covering use of auxiliary trans. at main trans. site.

WNEP-TV Scranton, Pa.—Granted license covering use of auxiliary trans. at main trans. site.

KDKA-TV Pittsburgh, Pa.—Granted license covering use of auxiliary trans. and ant. near main trans. site.

WTOC-TV Savannah, Ga.—Granted license covering change in ERP, type trans. and ant. system.

WKAQ-TV San Juan, P. R.—Granted license covering change in type ant. and equipment.

KTKR Taft, Calif.—Granted license covering increase in power and installation of new trans.

WTTG (TV) Washington, D. C.—Granted licenses covering changes and installation of alternate main trans. (main trans. and ant. and alternate main driver); and use of auxiliary ant.

WMCT (TV) Memphis, Tenn.—Granted license covering change of type of auxiliary trans.

KOOL-TV Phoenix, Ariz.—Granted license covering installation of auxiliary trans. at the main trans. site.

WLBT (TV) Jackson, Miss.—Granted license covering installation of auxiliary trans. and ant. system.

Granted cps covering increase in daytime power and installation of new trans. for following stations: **WMID** Atlantic City, N. J.; **WMBH** Joplin, Mo.; **WFIX** Huntsville, Ala.; **KIRX** Kirksville, Mo.

WKDN-FM Camden, N. J.—Granted cp to install new trans.

WMSP (FM) Harrisburg, Pa.—Granted mod. of cp to change type trans., type ant. and ERP to 1.75 kw.

WHBI New York, N. Y.—Granted request for cancellation of license for am station operating on 1280 kc, 1 kw, 2½ kw-LS, share time-WADO.

KFNF Shenandoah, Iowa.—Granted extension of authority to sign-off at 7:15 p.m., Monday through Saturday, and 7:30 p.m., Sunday, for period ending Sept. 1.

Granted licenses covering changes in following stations: **WRIK-TV** Ponce, P. R.; **WLBT (TV)** Jackson, Miss. (main trans. and ant.); **WTVY (TV)** Dothan, Ala.; **WKZO-TC** Kalamazoo, Mich. (main trans. and ant.); **KOOL-TV** Phoenix, Ariz. (main trans. and ant.); **KREY-TV** Montrose, Colo., and redesignate trans. location; **WMCT (TV)** Memphis, Tenn. (main trans. and ant.); **WLUK-TV** Green Bay, Wis.

KWG Stockton, Calif.—Granted license covering installation of old main trans. as auxiliary trans. at main trans. site.

WCRS Greenwood, S. C.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

Actions of July 17

Granted cps for following new vhf tv translator stations: Yampa Valley Tv Assn. on ch. 2, Elk River Valley, Colo., to translate programs of KOA-TV (ch. 4), Denver, Colo.; and Moffat County on ch. 7, Hiawatha, Colo., KOA-TV (ch. 4), same city.

KCA Denver, Colo.—Remote control permitted.

Actions of July 16

KMBC Kansas City, Mo.—Remote control permitted.

KMBC Kansas City, Mo.—Granted change in remote control authority.



Does he know what time it really is?

It's time to close ranks behind our country. And you are the one who can best tell your employees how, with your promotion of the Payroll Savings Plan for U.S. Savings Bonds. Sure, you talk in terms of their own personal stake in savings that give them security and peace of mind. You show them how easy it is. How completely painless. But then you owe it to the bigger purpose to show how much savings also help the individual's community—and his country. You can get all the facts and help you need by calling your State Savings Bonds Director. Or write to Treasury Dept., U.S. Savings Bonds Division, Washington 25, D.C.

Keep Freedom in Your Future... **U.S. SAVINGS BONDS**

The U. S. Government does not pay for this advertisement. The Treasury Department thanks, for their patriotism, The Advertising Council and this magazine.



BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

OUR RESPECTS to David Michael Sacks, vp & gen. mgr., KGO-TV San Francisco

You don't win games standing on the sidelines

"Of all the agencies working on this summer's drive to find vacation jobs for Bay Area students, KGO-TV did the most outstanding job," California Gov. Edmund G. Brown said last October. He made the statement in presenting the state's Certificate of Commendation to David M. Sacks, vice president and general manager of KGO-TV, ABC-owned station in San Francisco.

That campaign is just one example of what Dave Sacks calls "the Sacks theory of personal involvement." To him, public service by a tv station means more than 20-second slides saying "Be Nice to Boy Scouts." It means getting personally involved in a community project and "when you're personally involved the project becomes something big and you get into it with both feet.

"Once you're involved, the next step is to get others involved. And with a thing like summer jobs for kids, which affects every family with teenage members, it's not too difficult. But you can't stop there. You've got to keep them involved with periodic reports on how the drive is going and when it's over you've got to tell them how it worked out. You must keep them personally involved every step of the way."

The Results ■ The 1961 "Summer Jobs for Students" campaign, which KGO-TV spearheaded, found summer work for 11,409 teenagers, 63% more than the best previous year. This year KGO-TV is at it again, just as energetically and, judging from the record employment of 3,939 students in the first month of vacation, even more successfully than before.

Dave's personal involvement also paid off handsomely the day that Russian cosmonaut Gherman Titov was touring San Francisco. About 9:30 that morning, Tennessee Ernie Ford, whose daytime show on ABC-TV originates at KGO-TV, remarked that Titov and his wife would make great guests, if it were possible to get them. "At KGO-TV, nothing's impossible," Mr. Sacks replied, and picked up the phone to call Cyril Magnin, host of the Titov party, a personal friend. Mr. Magnin said it looked bad; the schedule was airtight, but he'd see. In a few minutes he called back to say Titov was delighted at the invitation. "So were we, so was Ernie and so was Ernie's audience," Mr. Sacks related.

A Start in Radio ■ David Michael Sacks was born in New York Oct. 24, 1917. He was a teammate of Sid Luckman on the undefeated Erasmus Hall football team of 1932, but at Columbia U., where he got a B.S. in physics several months before his 19th birthday, there was no time for sports. "I was

very young and very much the student," he recalls. After two years work on private projects ("I was sure I would revolutionize science"), Dave went to work for CBS as a studio engineer. "I was no good as a trouble shooter, but I was fascinated by show business and could read music and get a good balance, so I worked out all right in the studio," he says.

Dave spent World War II in the Navy as an educational officer at the Merchant Marine Training School on Long Island, writing textbooks and supervising the instruction of fledgling radio officers. The war over, he returned briefly to CBS, but he'd seen Northern California and knew it was the place for him. So he left New York and moved west, only to find that he had too much experience for an engineer's job in San Francisco radio. "I'd been used to 10-microphone set-ups for big network shows and west coast local programming then was mostly one man in front of one mike."

Wilt Gunzendorfer, now a station broker and who at that time was manager of KROW (now KABL) San Francisco, suggested that Dave try his hand at selling radio and offered to give him a trial. In less than a year, Dave was sales manager of KROW, a post he kept until 1951, when he joined the sales staff of KGO-TV.

Early in 1952, Mr. Sacks was appointed San Francisco manager of ABC Spot Sales, a short-lived operation whose demise brought him back home to KGO-TV as sales manager. In 1955 he added KGO to his sales responsibili-

ties, but two years later he gave up the radio end to concentrate on tv sales. In May 1960 he became general manager of KGO-TV and in January 1961 he added "ABC vice president" to his title.

Staff Involvement ■ "I'm a happy accident of the growth of ABC," Mr. Sacks said last week. "I'm where I am because of the company's ability to take people and develop them. They moved me along, gave me the chance to get to know San Francisco, its people and their needs, the kind of knowledge that underlies all good station operation.

"That's what I'm trying to impress on everyone who works at KGO-TV—that ABC's growth, ABC's future, is their growth and their future. The main thing they have to do is become involved, personally involved, with their station and network. The first thing I did on becoming manager was to spruce up the KGO-TV building. I wanted to make it the best-looking station in town, a place every employe would be proud to work at.

"Next step was to strengthen our news operation. I am convinced that ABC-TV is going to be the first network in news nationally and I want KGO-TV to be first in San Francisco."

"If I've done anything worthwhile in the past two years, it's inculcating the staff with a pride of achievement, a pride of being part of the KGO-TV team. Now, I'm trying to inculcate the same feeling in our audience—the feeling that KGO-TV is their station, that we're doing the job they want done in the way they want us to do it."

At Home ■ Dave Sacks and his wife, nee Ruth Goorian, live in the Marina section of San Francisco ("It has a fine view of the Bay and it's only 10 minutes from the station) with son Paul, 18, and daughter Deborah, 14. Another daughter, Judith (Mrs. Charles Patterson), made him a grandfather last October. He got the news on the sixth hole at Green Hills and he solemnly avers that he broke all speed records from there to the clubhouse.

Mr. Sacks is a member of the board of governors of the Bay Area Economic Council and of the board of directors of the Science Fair of Junior Achievement projects. He serves on numerous city and state committees and is a member of the professional advertising fraternity, Alpha Delta Sigma. His hobbies are golf and tennis ("more golf and less tennis each year"), boating ("when you can look at the water all week you just have to get out on it weekends") and watching the Giants and the 49ers. His home is equipped with five tv sets, all tuned to KGO-TV.



Mr. Sacks

EDITORIALS

Seeing is believing

LAST Monday's historic exchange of live television programs between the U. S. and Europe was doubly fruitful. It proved what it was intended to prove—and a great deal more.

It demonstrated impressively what test transmissions two weeks earlier had shown less dramatically—that intercontinental live television is here, feasible, now. But the performance was prophetic in a different way.

A portion of President Kennedy's news conference was Telstarred to Europe as part of the U. S. program, and in reply to a question during this portion, the President denied intentions of devaluing the U. S. dollar. He and others in his administration have been saying the same thing for some time, yet gold mining prices on the London stock market—prices which had been going up despite earlier devaluation denials—slumped sharply as a result of the President's telecast. It was as if, seeing him say it, the European dealers had suddenly heard him for the first time.

This phenomenon—the redoubling impact when sight is added to sound—is well known in commercial television. Last week's demonstration suggested that it will be no less effective in international affairs, and that television's role as a news and information medium will be strengthened as well as enlarged and quickened by Telstar and its orbiting successors.

Code dilemma

AN editorial in this month's issue of *Television* magazine examined some of the consequences that may be expected from the thickening apparatus of internal censorship in broadcasting. The editorial pointed out that the NAB code administration had been tightened and the internal screening forces of the networks had been enlarged—all as a result of threats of government intervention.

"A system of self-regulation that responds to the criticism of government officials," the editorial said, "can be almost as useful to the aggrandizing bureaucrat as the power of direct censorship would be. The more elaborate the system of internal censorship, the more sensitive it will be to external pressures, and the more easily it can be manipulated."

The timeliness of the editorial was pointed up when FCC Chairman Newton Minow was interviewed July 22 on NBC-TV's *Meet the Press*. Mr. Minow was asked if the FCC could enforce restraints on commercials.

"I think," he said, "it is within our power to do something about the number of commercials, and the industry itself has a code on how many commercials you can have on. I have suggested that if the industry is unable to enforce it, we will just take its own code, not touch it, just take it as it is and make it a rule that does apply to everyone."

The use of government threats can be a handy mechanism to force compliance with the code without the formality of government rule-making. Once the mechanism begins to work in its application to the commercial sections of the code, it can easily be extended to force conformity to the code's standards of programming. Quite apart from any judgment as to whether the code's provisions are good or bad, it may be said that the use of the code as an instrument of informal government regulation is unquestionably detrimental. Yet broadcasters ought not be surprised to find themselves in exactly the switch they are in. The more they talk about the code as a strong system of self-regulation, the more firmly they commit themselves to a universal endorsement of the code's provisions and the more difficult it becomes for them to keep the government

from according at least an informal recognition to its existence. If the broadcasters themselves, or a majority of them, assert that the code is a measurement of "good" broadcasting, how can they object if the government agrees? In the long run it must be inevitable that the FCC will look with suspicion on any renewal application that does not clearly indicate adherence to NAB standards.

Uncomfortable though it may be, the position in which broadcasters now find themselves is beyond immediate repair. Certainly the radio and television codes cannot be summarily discarded without disastrous consequences. But broadcasters must eventually disentangle themselves from the binding effects of centralized codes if they hope to escape being strangled by them. They may effect that escape only by assuming the responsibility of setting individual standards that can be defended in the face of whatever criticism may arise.

Laws, lawmen and logic

BBROADCASTERS have just about had it for this session of Congress. There isn't much hope for outright repeal of Section 315—the political section—in the remaining weeks of this divided legislature. Evidently the most that can be expected is temporary suspension of the equal time provisions for some offices.

It should be clear that solution of broadcasting's regulatory problems—of which Section 315 is merely one—will emerge only through the enactment of an entirely new communications law. The existing statute was written more than a generation ago. It is as antiquated as button shoes.

There are, however, encouraging signs. The Federal Communications Bar Assn. has named a committee of able lawyers to consider the desirability of a new law (BROADCASTING, July 16).

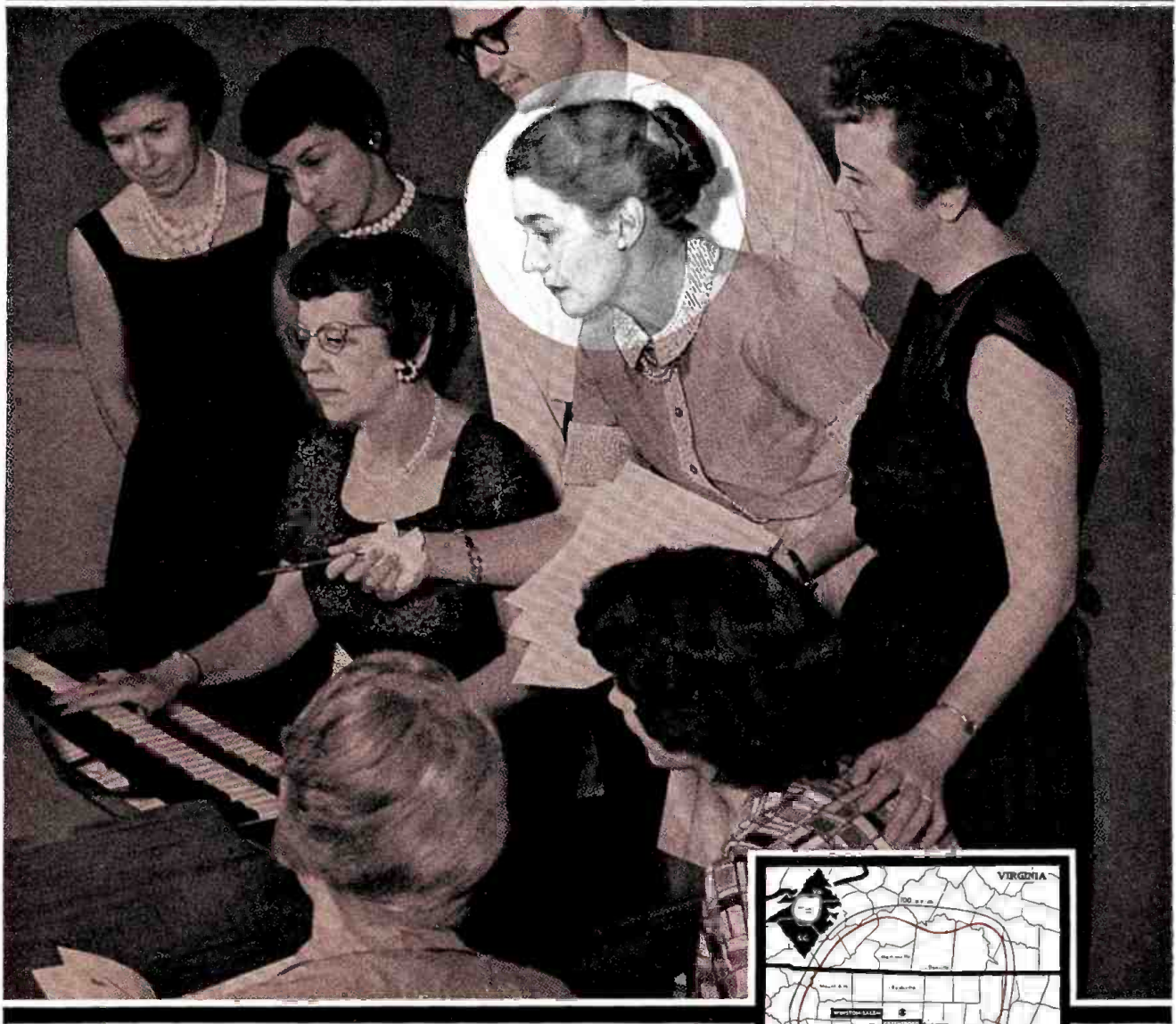
Additionally, several state associations of broadcasters have importuned the NAB to move. The NAB board at its meeting last June discussed a model statute. This association, drawing its sustenance from broadcaster members, should underwrite the effort.

The new law should be clean, clear, cohesive and intelligent. It should be a declaration of national policy. It can be achieved—possibly in the next year or two—if all elements in broadcasting work together in the realization that it is their only hope against all-out government control of their programming and business operations.

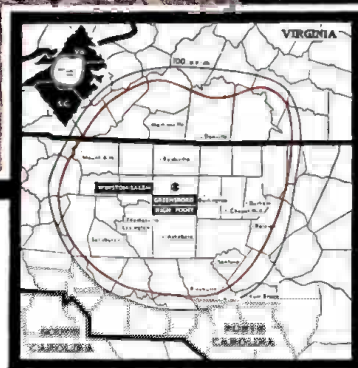


Drawn for BROADCASTING by Sid Hix
"Quit saying there are too many radio stations in Texas—
those are oil well towers!"

PERSONALITY AT WORK!



"The bouffante style comes on here"... Carroll Stoker, WFMY-TV, rehearses a hair style-fashion show to benefit the Cerebral Palsy Association. It's just one of the many things you do off camera when you're considered the local expert on fashions, gardening, club and civic activities. Women throughout WFMY-TV's area of 466,640 TV homes think of Carroll this way—but more than that, she's the charming neighbor with whom they have that very pleasant "Second Breakfast" every morning at 9:15. Carroll gives the housewife a "breather" after the morning rush, and together they explore the many fascinating areas of creative homemaking. Carroll's support among women and their organizations is strong... The area Garden Club Council has established a permanent committee to offer assistance on her programs about gardening. Check any woman's group in WFMY-TV's 44-county service area and you'll find a Carroll Stoker fan club.



wfmy-tv

GREENSBORO, N. C.

"Now In Our 13th Year Of Service"



Represented by Harrington, Righter & Parsons, Inc.

S E R V I N G T H E P R O S P E R O U S P I E D M O N T

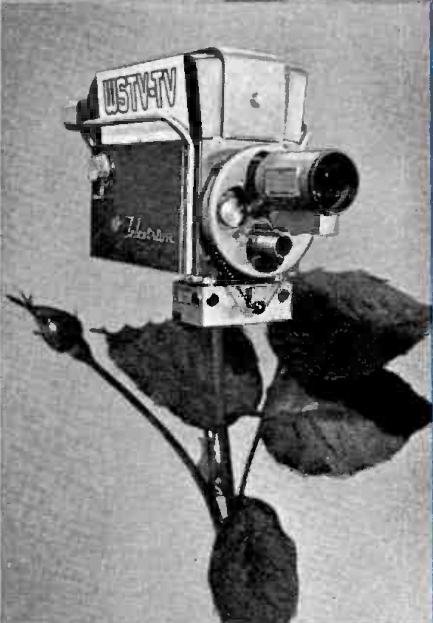
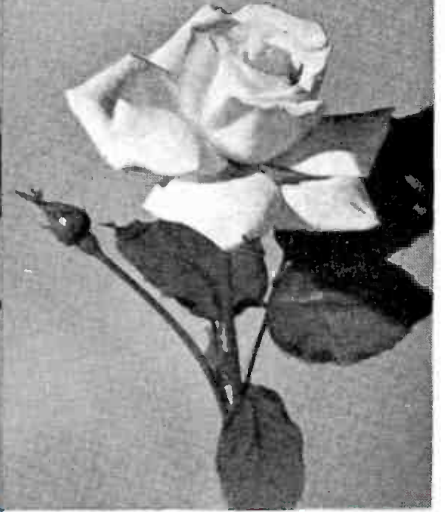
*Greetings from
Rust Craft Broadcasting*



*Greetings from
Rust Craft Greeting Cards*



*Greetings from
Rust Craft Broadcasting*



*Greetings from
Rust Craft Broadcasting*



*Greetings from
Rust Craft Greeting Cards*



**The Friendly Group
becomes
RUST CRAFT
BROADCASTING
COMPANY**

A famous name in broadcasting now joins with another famous name . . . Rust Craft Greeting Cards. Result: new depth in creative imagination, management and merchandising to give you better service than ever!



- WSTV-TV*(CBS), WSTV-AM, Steubenville, O.
- WRGP-TV (NBC), Chattanooga, Tenn.**
- WRDW-TV, (CBS) Augusta, Ga.
- WBOY-TV, WBOY-AM (NBC), Clarksburg, W. Va.
- WPIT-AM/FM, Pittsburgh, Pa.
- WSOL-AM, Tampa, Fla.

EXECUTIVE HEADQUARTERS:
John J. Laux, Exec. Vice President
Steubenville, Ohio

NEW YORK OFFICES:
Lee Gaynor, National Sales Manager
Fred Weber, V.P., Planning/Development
680 Fifth Ave., N.Y., Canada House, JU 6-5510

REPRESENTATIVES:
*Peters-Griffin-Woodward, Inc.;
Avery-Knodel, Inc.; **H-R Television, Inc.