



BROADCASTING AND RADIO

THE BU

Morningside College
Library
Sioux City 6, Iowa

N347R
Y 10D
9210

AND RADIO

NEWSPAPER

DEC 6 1962

OCTOBER 8, 1962

Is best of all possible tv seasons upon us?
Agencies see both big rewards, risks .. 29

Translators: SPECIAL REPORT on tv's bonus
to national advertisers 69

Guaranteed tv circulation at local rates?
Ayer seeks sure thing for Sealtest 31

Three-year subscription tv test authorized
for KTVR Denver 44

COMPLETE INDEX PAGE 7



MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY IOWA



RADIO moves with a going America

Lightning fast play! And just as fast as it happens, millions of Radio listeners hear it. Only Radio reaches sports-loving Americans at home, at work and on the road—wherever they are, whatever they may be doing. And Spot Radio lets you choose the time and place to reach them. These great stations *will sell* them your product.

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

Intermountain Network

Edward Petry & Co., Inc.

Radio Division

The Original Station
Representative

CRC's DO-IT-YOURSELF JINGLE KIT

YOU choose YOUR Sig
 YOU write YOUR lyric
 YOU decide the size
 of the series
 YOU can choose the
 basic 20 of six vocal
 ID's, six DJ openers,
 a news, sports and
 weather, and five
 instrumentals, or any
 combination you need.

| JINGLE NOS: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
|-------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|
| VOCAL ID's | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| INSTRUMENTAL ID's | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| FEATURE PROMOS | | | | | | | | | | | | | | ✓ | ✓ | | | | | |
| NEWS | | | | | | | | | | | | | | | | | | | | |
| WEATHER | | | | | | | | | | | | | | | | | | | | |
| SPORTS | | | | | | | | | | | | | | | | | | | | |
| D. J. INTROS | | | | | | | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | |

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



**SEND FOR YOUR
 FREE
 DO-IT-YOURSELF
 JINGLE KIT *TODAY!***

WRITE, PHONE OR WIRE COLLECT

COMMERCIAL RECORDING CORPORATION

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

In Baltimore **PRE-SELL ADULTS HERE!**



YOU GET "SELECTIVE" COVERAGE at 68 radio in Baltimore!

Because WCBM programming aims **exclusively** at—and reaches—the adult audience. These are **your** people—the adults with money to spend in the huge Baltimore market. Adults have shown a longtime preference for WCBM's programming . . . the intensive local news coverage gathered by a fast-moving staff of legmen . . . likeable personalities . . . good music . . . plus CBS radio features. No doubt about it, in Baltimore radio the best spot to PRE-SELL is . . .



A CBS RADIO AFFILIATE

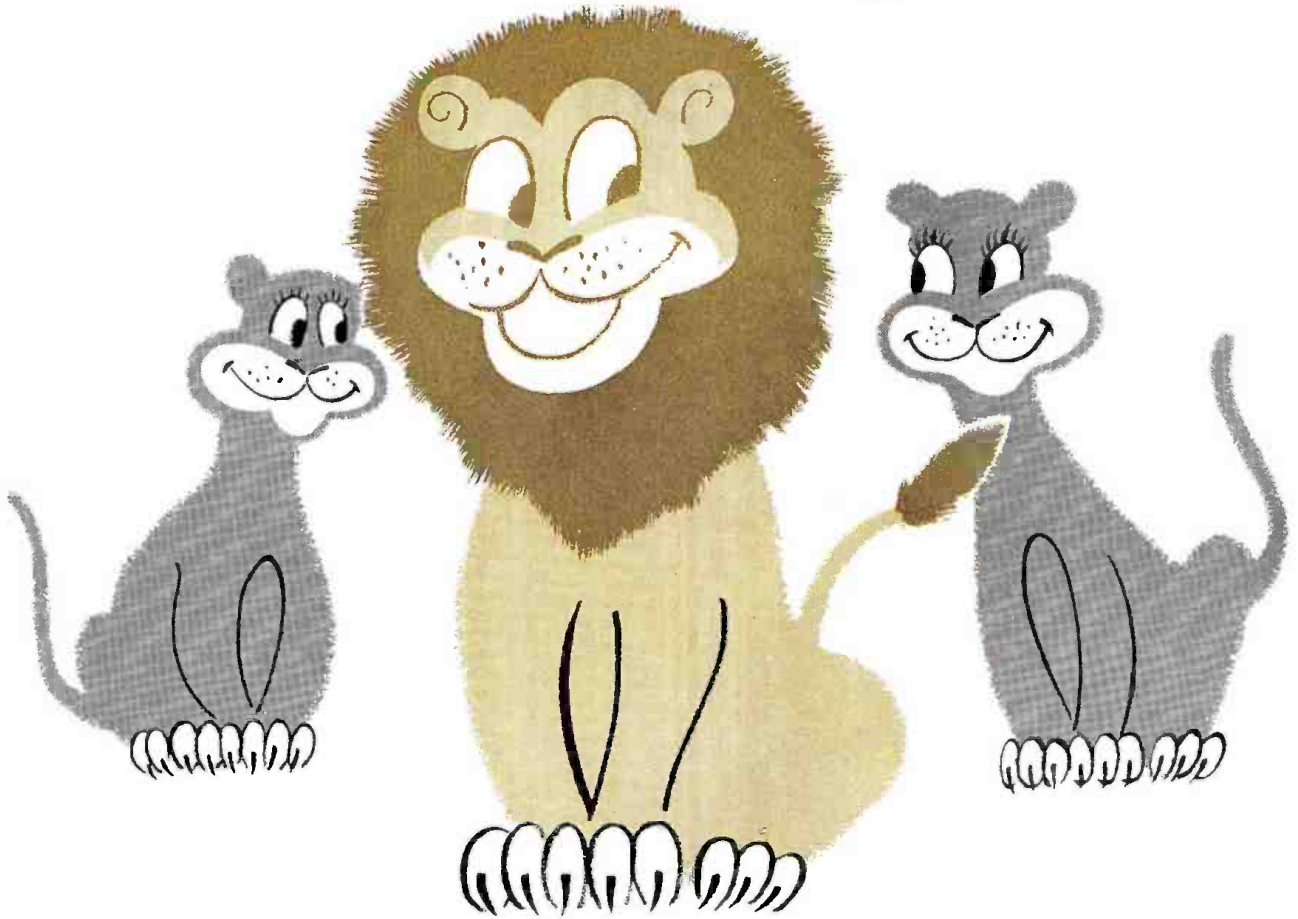
10,000 WATTS ON 68 KC & 106.5 FM • Baltimore 13, Md.

National Sales Representative

Metro Broadcast Sales

A SERVICE OF METROPOLITAN BROADCASTING

one
is
outstanding



THERE IS ALWAYS A LEADER, and **WGAL-TV** in its coverage area is pre-eminent. This Channel 8 station reaches not one community, but hundreds—including four important metropolitan markets. Channel 8 delivers the greatest share of audience throughout its wide coverage area. For effective sales results, buy **WGAL-TV**—the one station that is outstanding.

| | |
|---|---|
| WGAL-TV <i>Channel 8</i> Lancaster, Pa. | NBC and CBS STEINMAN STATION Clair McCollough, Pres. |
|---|---|

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

FTC readies rating move

That Federal Trade Commission move against tv rating services (CLOSED CIRCUIT, July 30) may come anytime now. Negotiations are still being carried on by FTC lawyers and rating services in attempt to issue both complaint and consent order at same time, but some research firms are balking at specifics of suggested order which, they feel, give impression they engage in unlawful or at least unethical practices. FTC under pressure from Senate Commerce Committee wants to show committee it's taking action and is becoming anxious at delays.

New Miami ch. 7 plan

Although Biscayne Television Corp. (ch. 7 WCKT) Miami is prosecuting appeal from FCC decision ordering its deletion as outcome of oversight cases, attorneys have conferred with FCC Broadcast Bureau about plan looking toward possible out-of-court settlement. Bureau, it's learned, thought plan would be feasible but obviously could not commit FCC itself. Attorneys, who represented certain parties rather than Biscayne itself, discussed plan contemplating sale of WCKT's plant and equipment (excluding radio station WCKR) to surviving applicant, Sunbeam Television Corp., headed by Sidney J. Ansin, Miami realtor. Radio station would be reacquired by James M. Cox interests and provision would be made by Cox (*Miami Daily News*) and Knight (*Miami Herald*) interests for gifts to Miami U. of all or part of proceeds from sale of physical assets.

Under plan, Niles Trammell, president of Biscayne and operating head of stations, would dispose of his 15% interest on pro rata basis for cash, as would other minority stockholders, who include officials of Cox and Knight interests. Plan, it's understood, was outlined to Broadcast Bureau official on basis of one under consideration but not finally executed. It varies from earlier plan (BROADCASTING, May 21) wherein proposal was made that owners of ch. 7 donate tv station to Miami U. which, in turn, would lease it to Ansin.

Rights to Instapoll

Deal's not been signed yet, but group said to be "favored" for rights to new audience research system, Instapoll (see story, page 42), is comprised of producer Ted Granik; Foster Furcolo, former Massachusetts governor, and Leonard Key, presi-

CLOSED CIRCUIT®

dent of Berkeley Films Inc., New York. Developed by Teleglobe Pay-Tv System Inc., Instapoll may be used to poll viewers on issues as well as for instantaneous viewer reaction to program itself and to commercials.

Political policy

New FCC policy on political broadcasts by commercial am-fm-tv stations (CLOSED CIRCUIT, Sept. 24) expected to be released this week. Tentative approval was given by FCC last Wednesday with order for redrafting and document to be submitted for final approval by members. Policy statement will include salient points made in earlier FCC directives on political broadcasting plus examples of rulings made since last guidelines in 1960. Licensees will be expected to be guided by examples in their decisions on political requests between now and Nov. 6 elections. Second statement, covering educational tv stations, will be considered by FCC at Wednesday meeting. It will enunciate for first time new FCC doctrine that etv stations have obligation to carry political telecasts.

Watchdogs watch tv

Senate Watchdog Subcommittee, charged with responsibility for checking on fairness of broadcasters' political coverage, is stepping up its activities now that election campaigns are well under way (see story, page 9). Three television sets have been installed in subcommittee office, permitting staff to monitor news shows and political broadcasts on all three networks. In addition, subcommittee continues to add to its file of complaints about alleged broadcaster unfairness, received either directly from candidates or supporters, or referred by FCC. Subcommittee has recommended that thorough analysis be made of radio-tv coverage of current campaigns before Congress considers proposals to loosen bonds of equal-time law.

House newspaper probers

Staff of seven lawyers of House Antitrust Subcommittee of Judiciary Committee is assigned to upcoming investigation of concentration of newspaper ownership and decline of competition, including newspaper ownership of broadcast properties. Chairman Celler (D-N.Y.) of both full committee and subcommittee, personally is directing plans, expected to

get underway in January (BROADCASTING, Oct. 1). Staff will be augmented soon by one or more experts in economics of newspaper publishing who will be consultants to committee.

Heading staff is Stuart Johnson, former New York attorney, who succeeded Herbert N. Maletz upon latter's appointment to membership on the U. S. Court of Claims. Others are Louis Rosenman, associate counsel who transferred this session from Senate Judiciary Committee, and Philip Marcus, formerly attorney in Antitrust Div. of Justice Department.

Code problems shift

With first-run syndicated tv shows virtually displaced by re-runs of former network properties, Hollywood office of NAB Code Affairs has quietly shifted focus from programming to commercials. Only two syndicated series—UA's *Ripcord* and Filmaster's *Death Valley Days*—remain on regular agenda. On network programs procedure now is regular conferences between code and network people.

Major headache for code men is growing volume of programs filmed abroad for American tv where standards are apt to be at variance with those here. British audiences are horrified at violent action which would not disturb most sensitive American viewers, while many Americans find shocking earthy humor which to English is merely enjoyable comedy.

Radio shows revived

Trend toward talk on radio already is precipitating revival of vintage network programming with other revivals in sight. *The Shadow*, granddaddy of mystery thrillers, which ran on 250-station Mutual network from mid-30s through late 40s, has been sold on 18 major market stations in past two weeks, with others in offing, according to Charles Michelson, head of radio-tv programming organization of same name.

Also to be trotted out soon are revivals of Famous Jury Trials and The Clock, both of which were on ABC Radio network in pre-tv era. The Shadow originally belonged to Street & Smith, erstwhile publisher of pulp magazines, which was acquired by Conde Nast, from which Mr. Michelson procured revival rights. Transcriptions are being transferred to tape for new syndication.

MOVERS AND SHAPERS OF A DYNAMIC CITY

The influence of these men umbrellas over the whole shape and face of their city. Through their efforts — and the efforts of others like them — San Diego has boomed into the primary market place it is today. And the boom is still only a bud: visible proof of what is yet to come. San Diego is a city on the move. It requires media on the move . . . to keep pace with this progress, to translate this burgeoning populace into a reachable market place. For you.

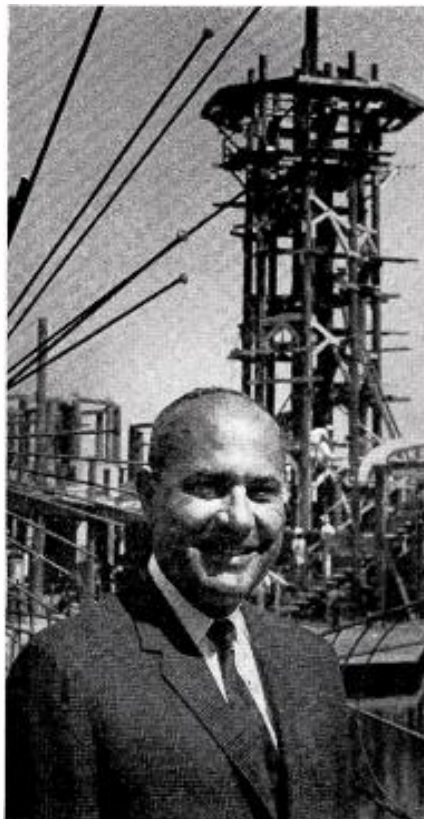
**KOGO-TV-AM-FM-SAN DIEGO
TIME-LIFE BROADCAST, INC.**



Represented nationally by the Katz Agency, Inc.



James Dempsey, 40, directs the giant General Dynamics | Astronautics Division, builders of the USAF's Atlas. West Pointer Dempsey was recently selected by Life Magazine as "one of the 100 most important young men in the United States."



Builder-financier Robert M. Golden, President of M. H. Golden Construction Co. — shown before the now-completed \$3,000,000 Vacation Village resort hotel on Mission Bay — is a uniquely important contributor to the rapidly changing (and rising) face of San Diego.



A merchandising specialist since graduation from the noted Wharton School, 1930, Leo Pollakoff oversees one of San Diego's most vital retail outlets as general manager of May Company's mammoth Mission Valley Center Store.

WEEK IN BRIEF

First appraisals indicate tv's new programming is above usual level, according to views of 27 agencies in New York. They believe new entries in program structure provide improved balance. See lead story . . .

TV BETTER THAN EVER . . . 29

N. W. Ayer has sent a task force into some of the major markets in effort to buy spot tv with a guaranteed minimum circulation for Sealtest. Fifty-two-week spot schedule said to be involved in proposal. See . . .

GUARANTEED CIRCULATION . . . 31

Another test of pay tv is in the works. This time it's at KTVR (TV) Denver which has the FCC's permission to try out the Teleglobe system. Teleglobe delivers sound into homes via telephone lines. See . . .

DENVER PAY TV TEST . . . 44

Retailers and media are concerned over a recent Federal Trade Commission interpretation that poses a threat to cooperative advertising. There's danger that broadcast media will suffer under this new policy.

THREAT TO CO-OP ADS . . . 51

As usual grocery and food advertisers are the front-runners in tv billings for the first half of this year. TvB breakdown shows how sponsors spent their money in tv spot and network time. See . . .

TV'S BANNER HALF-YEAR . . . 34

Still another issue has arisen in the relationship between broadcasters and the courts. Now a U. S. attorney has asked media to withhold "prejudicial information" about defendants in a New York trial. See . . .

PLEA TO WITHHOLD DATA . . . 85

Things were really popping in little Oxford, Miss., but broadcasters did a comprehensive coverage job with few casualties. Networks lost over \$400,000 in revenues as they followed situation closely. See . . .

MISS. COVERED IN DEPTH . . . 88

Remember the FCC's Chicago probe into programming? Well, there's more to come but somewhere else. Commissioner Robert E. Lee made this prediction at meeting of NABET members, feeling idea is worthwhile. See . . .

SECOND FCC ROAD SHOW . . . 50

SPECIAL REPORT: TRANSLATORS

Advertising's mystery medium—the translators that feed tv to communities far from stations—has been explored by BROADCASTING. A minimum of 600,000 homes are served by this little understood tv service. See . . .

TRANSLATOR'S BIG AUDIENCE . . . 69

What is the future of translators? Those who install and operate systems point to the need for higher power transmitting gear, perhaps operating unattended and using unassigned vhf tv allocations. See . . .

TRANSLATOR'S FUTURE HOPES . . . 74

DEPARTMENTS

| | | | |
|------------------------------|-----|--------------------|-----|
| AT DEADLINE | 9 | THE MEDIA | 64 |
| BROADCAST ADVERTISING | 29 | MONDAY MEMO | 26 |
| BUSINESS BRIEFLY | 32 | OPEN MIKE | 18 |
| CHANGING HANDS | 82 | OUR RESPECTS | 107 |
| CLOSED CIRCUIT | 5 | PROGRAMMING | 85 |
| DATEBOOK | 14 | | |
| EDITORIAL PAGE | 108 | | |
| EQUIPMENT & ENGINEERING | 63 | | |
| FATES & FORTUNES | 90 | | |
| FILM SALES | 89 | | |
| FOR THE RECORD | 95 | | |
| GOVERNMENT | 44 | | |
| LEAD STORY | 29 | | |



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.

1

"...the three of us on WTIC Radio?"



2

"Sure Bob...you, I, and Fred Bernard!"



3

"But why Fred Bernard?"



4

"It's his microphone!"



NOW...BOB & RAY are on THE FRED BERNARD SHOW

3:30 TIL 6:00 P.M. WEEKDAYS

WTIC RADIO

50,000 WATTS Hartford, Connecticut
Serving rich, rich, Southern New England

Ask your nearest HENRY I. CRISTAL man for availabilities



Senate to check tv, radio in campaigns

Senate Watchdog Subcommittee will spot check radio and television stations in effort to gauge their fairness in presenting candidates in political campaigns.

In Senate speech Friday, Sen. Ralph Yarborough (D-Tex.), subcommittee chairman, said stations will be asked after November elections for summary of their record in presenting candidates and selling time to them.

He said that in two thirds of Senate, House and gubernatorial races, only two candidates are running. Consequently, he added, many stations could present face-to-face debates without amendment to equal-time law.

Subcommittee is also interested in amount of time sold to candidates. Subcommittee has been advised, Senator said, some stations refuse to sell time for political purposes.

Sen. Yarborough said spot checking of broadcasters is to determine how well freedom given them by 1959 liberalization of equal-time law is being used.

National scale tv set for Maradel Products

Maradel Products Inc., New York, cosmetics and toiletries firm, will go into tv on national scale by end of year.

Maradel, formed in December 1961, has signed Fran Allison, radio/tv personality, to do commercials for its Beaute-Vues Division. First commercials will be for Nutri-Tonic home permanent.

George J. Abrams, president, said Miss Allison may also be featured in future commercials for products of other Maradel divisions.

FTC lodges complaint charging false tv ads

Federal Trade Commission Friday announced complaint against Winston Sales Co., Chicago, charging company with using deceptive television advertising which misrepresents the quality and price of kitchen knife company distributes.

Tv commercial shows Winston kitchen knife cutting through "regular two-inch box nail" without dulling edge. Announcer says "this knife will never, never get dull." FTC said knife will become dull through normal use and that demonstration of salesman cutting through nail is false because back of

FCC catches goof

Over 27 million sheets of paper are printed annually by FCC duplicating division and rare goof was made last week. Office reproduced agenda item for meeting this week and it was mistakenly attached to release announcing FCC action on different matter.

Error was quickly caught by Office of Information and item was withdrawn prior to widespread distribution. Agenda item concerned mutually exclusive applications for new am stations on 1450 kc in Fayetteville (by Fran-Mack Broadcasting Co.) and Spring Lake, both N.C. Staff resumé disclosed that Fran-Mack's programming proposals had been questioned because it did not propose discussion and talk shows.

knife is used and this doesn't prove knife won't become dull.

FTC further charged that purported "regular retail price" of \$3 for knife and \$2.98 for "free" meat chopper are not the amounts these items regularly retail for in all trade areas where they are offered for sale.

WPIX, WCAU-TV carry NFL's only night game

National Football League's only night game of season—Pittsburgh Steelers vs. Philadelphia Eagles Oct. 6 in Pittsburgh—was televised live by Sports Network Inc. for WPIX (TV) New York and WCAU-TV Philadelphia.

WPIX carried game starting at 8 p.m., but WCAU-TV carried delayed tape broadcast at 11:15 p.m., pre-empting late movie. Telecast was sold out in both markets. Advertisers and agencies were P. Ballantine (Esty); Manufacturers Hanover Trust in New York only (Young & Rubicam); Wildroot (Bates); Zerex (BBDO); Rise shave cream (Sullivan, Stauffer, Colwell & Bayles); and Bromo Seltzer (BBDO).

Zenith's Truesdell sees doubled color tv sales

Color television set sales for electronics industry should have "a minimum of a 100% increase in 1963," Leonard C. Truesdell, president of Zenith Sales Corp., said Friday in talk before annual meeting of Illinois State Chamber of Commerce in Chicago. He

also said Zenith color sales are running "well ahead of expectations."

Zenith is planning increases on all product lines, "not only for the first six months, but for the entire year of 1963," Mr. Truesdell said. As for 1962, unit sales will be better than any of past six years, he thought, and radio sales, including foreign imports, will score highest in history. Domestic radio unit sales will be best since 1948, he said.

Charles H. Brower, president of BBDO, told convention that six-letter word "square" should be restored to place of dignity and respect in American life since historically it has represented fair dealing, honest labor and firm stand for principles. "This country was discovered, put together, fought for and saved by squares," he asserted.

Senate faces dilemma on space incorporators

Plan for bringing satellite incorporator nominations to Senate vote before Congress adjourns this week was being formulated late Friday.

Main element in plan would involve unusual procedure of presenting names to Senate without holding public hearings on nominations.

Plan was under discussion Friday by Sen. Robert S. Kerr (D-Okla.), chairman of Senate Space Committee, and Sen. John O. Pastore (D-R.I.), acting for Sen. Warren G. Magnuson (D-Wash.), chairman of Commerce Committee. Thirteen incorporator nominations, submitted to Senate by President Kennedy Thursday (see story page 46), were referred to those committees.

It was understood committee members would be asked to approve nominations on basis of biographical material to be compiled by staff members.

Westinghouse seminar scheduled for radio

Special seminar on radio is set for tomorrow (Oct. 9) at Americana Hotel, New York, under auspices of Westinghouse Broadcasting Corp. Sessions will feature panel discussions and demonstrations on programming. Donald H. McGannon, president, and other WBC executives will join with broadcast spokesmen in day's activities.

Airtemp switches to C&W

Chrysler Corp. has moved its Airtemp Division account to Cunningham & Walsh from Grant Advertising. Airtemp makes heating and air conditioning equipment.

WEEK'S HEADLINERS



Mr. Parnell



Mr. Grade

Lew Grade, deputy managing director of Associated Television Ltd., London, elected managing director, effective Nov. 1. He succeeds to post resigned by **Val Parnell**, who will continue with ATV as member of board and in consultant capacity. Mr. Parnell also will continue as producer of long-running ATV program, *Sunday Night at the London Palladium*. Mr. Grade founded Grade Theatrical Agency, with offices in New York, Hollywood, Paris and London. He formed Incorporated Tv Co., now subsidiary of ATV, for production of tv film programs for U. S. and British markets. Independent Television Corp. is subsidiary of ATV and is distributor of its and other programs in U. S.

Marion Stephenson elected first woman vp in history of NBC at board meeting Friday (Oct. 5). Miss Stephenson, director of business affairs for NBC Radio since 1959, was named vp, administration, NBC Radio. Starting at NBC in 1944 as budget clerk in advertising and promotion department, she became budget manager of NBC Radio in 1954. In 1956 she was named senior operations analyst in staff budget financial evaluation department. In

new post, Miss Stephenson will have responsibility over business affairs activities and sales service and traffic.

John T. Murphy, vp in charge of tv operations for Crosley Broadcasting Corp., elected executive vp. **James H. Burgess**, vp of Crosley Broadcasting of Atlanta and general manager of WLWA (TV), that city, elected vp of Crosley Broadcasting Corp. and appointed general manager of WLWT (TV) Cincinnati. Mr. Murphy joined Crosley in January 1949 as general manager of WLWD (TV) Dayton, Ohio. He was appointed to his present post in March 1953. Mr. Burgess joined Crosley Broadcasting as salesman in 1952 and later became sales manager of WLWC (TV) Columbus. In 1955 he was named national sales manager of Crosley Broadcasting in Cincinnati, and when corporation acquired WLWA (TV) Atlanta, Mr. Burgess was appointed sales manager. He was elected to his present post in January 1961. Crosley Stations are WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton, and WLWC (TV) Columbus, all Ohio; WLWA (TV) Atlanta, Ga., and WLWI (TV) Indianapolis, Ind.



Mr. Burgess



Mr. Murphy

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

FCC waives its rules for public service spots

FCC informed Southern California Broadcasters Assn. that announcements for public service organizations need not be logged as sponsored even though groups have contributed funds to SCBA.

SCBA had asked FCC for ruling on question, noting that member stations have for years omitted sponsor identification on such announcements even though SCBA has received contributions from groups during same period of time. SCBA pointed out that no relationship exists between contributions and air time allotted.

In ruling applicable to all stations,

FCC said that though normally sponsor identification would be required, "the compelling public interest benefits which flow to non-profit organizations" from such broadcasts allows waiver of rules, allowing air time for public service groups to be logged as sustaining rather than sponsored.

Union gives support to tv expansion in uhf

Resolution supporting move to expand tv in uhf band was adopted unanimously Friday as final action of 27th triennial constitutional convention of National Assn. of Broadcast Employees and Technicians in Chicago. Union earlier heard Commissioner Robert E.

Anti-venereal

Five New York City tv stations — WCBS-TV, WNBC-TV, WABC-TV, WNEW-TV and WUHF (TV)—will telecast city department of health anti-venereal disease tv messages as public service. Grey Adv. prepared messages (20s and 10s).

Tv campaign opens today (Oct. 8) and was accepted by stations after their stipulation was met—that messages be in good taste. Grey used symbolic approach in visuals (wilting rose, teardrop from young girl's eye). Klaeger Productions, New York filmed spots.

Lee say FCC soon will hold second hearing on local tv programming (early story page 50).

Union delegates, in unprecedented action, re-elected George W. Smith to third three-year term as international president. Arthur Hjorth was re-elected secretary-treasurer. Eugene Klumpp, Local 25 and WBEN-TV Buffalo, was elected international vice president, filling vacancy. Site for 1965 meeting will be set later.

Collins, Lewis to be BPA speakers in Dallas

NAB President LeRoy Collins and William B. Lewis, board chairman, Kenyon & Eckhardt Inc., will be principal speakers at annual seminar of Broadcasters' Promotion Assn. in Dallas Oct. 28-31.

BPA also will hear speeches by Stephen Riddleberger, president of ABC Radio; Norman E. Cash, president of Television Bureau of Advertising; Roy Danish, director of Television Information Office; and Edmund C. Bunker, president of Radio Advertising Bureau.

Morse Salisbury dies 'Farm & Home' veteran

Morse Salisbury, 63, for many years heard on *NBC National Farm & Home Hour*, died Oct. 5 after long illness. He had retired in 1961 as assistant to general manager of Atomic Energy Commission. As Dept. of Agriculture information specialist he had been active in origination of farm program.

General Foods buys Silvers

General Foods Corp., through Benton & Bowles, will sponsor new (non-GI format) Phil Silvers tv series next season and, according to current plans, on CBS-TV. It will be half-hour and like other GF-B&B arrangements, will be advertiser-owned.



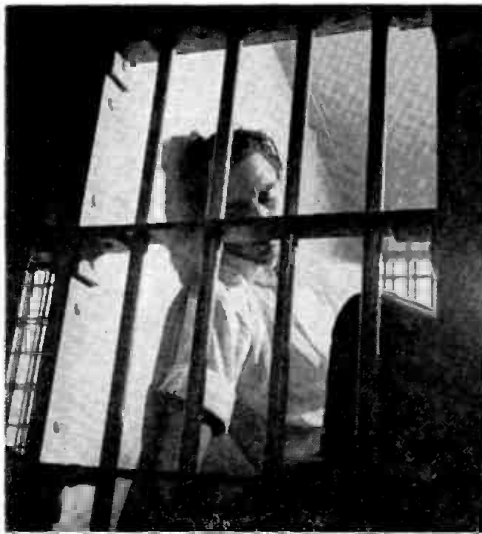
...thank you, Mabel!

Lots of people feel the way you do about the **COLUMBIA POST-48's**! And with good reason. Movie after movie is packed with the kind of entertainment that keeps people glued to their sets no matter what. Remember a few months back when more than 3,000,000 New Yorkers stayed up until 1:30 in the morning in order not to miss a single minute of "The Caine Mutiny"? But, besides record-smashing per-

formances, one of the best indications we have that the **COLUMBIA POST-48's** are *the* outstanding feature film buy is the fact that more than 100 stations have already bought them. So, if feature films are a key factor in your station's programming ... if you'll settle for no less than the best, then you want the **COLUMBIA POST-48's**! Just ask Mabel. Or, better still, call your Screen Gems representative!

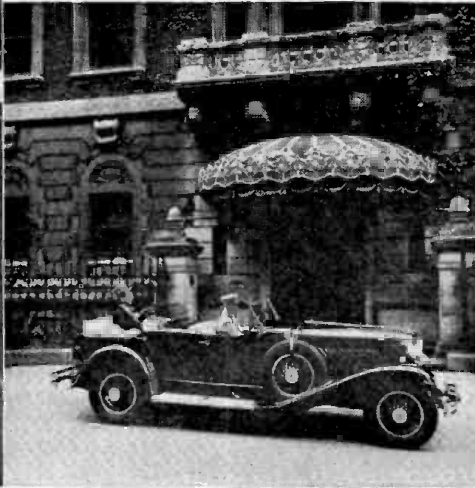
Distributed Exclusively by

SCREEN  GEMS, INC.



The range of WCBS-TV programming is vast. Examples: the narcotics problem, children in need of help, people who feel society has bypassed them,

New York Spectrum



ty and state governmental processes, the elegant life in old New York, "The Merchant of Venice" (2½ hours of New York's Shakespeare Festival).

There's really no city in the world like New York. Its charm, its variety, its vitality are boundless. So are its problems.

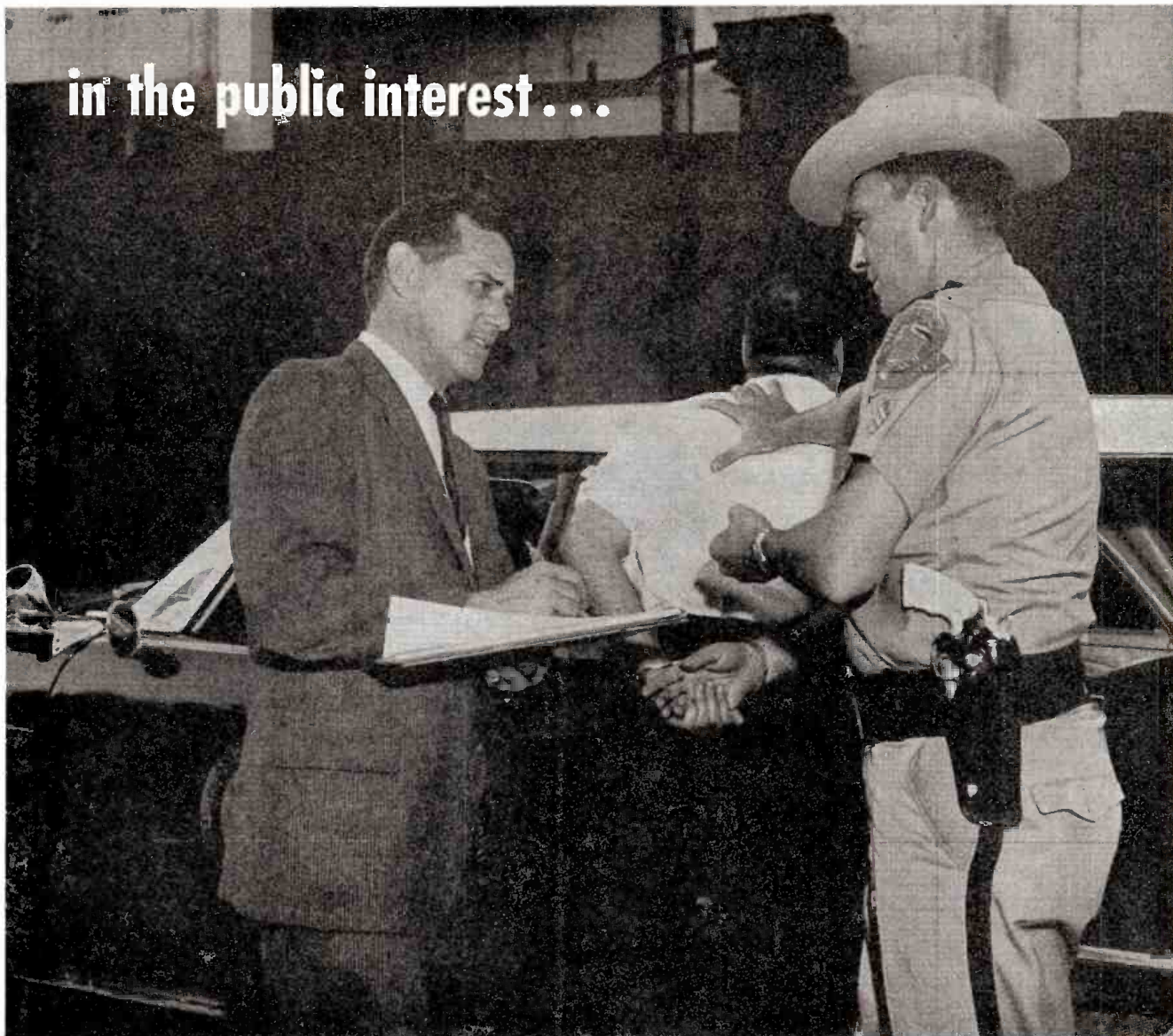
It takes a television station of extraordinary stature to mirror a community this big...to serve the needs of its complex, often troubled society. And that's CBS Owned WCBS-TV, New York's most-viewed station month after month, year after year.

Originating a broad, comprehensive array of local community service activities, Channel 2 produces prime-time specials and regularly-scheduled series which cover the entire spectrum of life in the nation's most dynamic metropolis...from the problems of drug addiction to Shakespeare in Central Park.

Last month, the Chock Full O'Nuts Corporation, an advertiser closely identified with New York and its people, signed a 52-week contract for sponsorship of multiple WCBS-TV public affairs programming — the weekly "Eye on New York" broadcasts, twelve prime-time half-hour documentaries and four hour-long special programs, and the entire Election night local coverage. The largest sale of its kind ever made in New York television, this contract provides uniquely tangible recognition of Channel 2's leadership in — and service to — its community.

WCBS-TV
Channel 2, New York

in the public interest...



A COMPLETE NEWS SERVICE

Whether it be reporting the manshoot direct from Cape Canaveral, sending a news team to Guatemala, or covering a murder 10 minutes from the studio, the WLBW-TV Award-winning News Department under the direction of Paul Frank is prepared with the necessary equipment and manpower to cover an event or story with professional understanding and adeptness.

A COMPLETE NEWS SERVICE to better serve South Floridians. from the Palm Beaches to the Florida Keys.

SEGMENTS OF OUR AWARD WINNING NEWS SERVICE ARE STILL AVAILABLE. CONTACT YOUR H-R REPRESENTATIVE FOR FULL DETAILS.

Represented by



Television, Inc.

WLBW-TV MIAMI
FLORIDA

Affiliated with WCKY 50KW CINCINNATI, OHIO



sunny
channel



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

ON THE GO!



HE KNOWS THE OTHER SIDE OF THE DESK

PGW Television Colonels worked for advertising agencies for 70 years before they joined us. Our Radio Colonels put in nearly half a century with companies that market goods and services. Altogether, we have been on the other side of the advertising desk for 173 years.

They were very productive years for many of us. Because of them, the PGW Colonel is very much at home with advertisers . . . and advertisers are at home to the Colonel.

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

PETERS, RIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
CHICAGO

ATLANTA
BOSTON

DETROIT
ST. LOUIS

FT. WORTH
DALLAS

MINNEAPOLIS
PHILADELPHIA

LOS ANGELES
SAN FRANCISCO





20 YEARS

ON TOP*

Jim Uebelhart,

WSPD-Radio's *Newscaster*

* Consistently at the top in popularity for 20 years . . . Building audience with each passing year. For the last six years, for example, Jim Uebelhart has held an average share of audience of more than 53% for his daily newscasts (Pulse 1955-61).

This type of audience dominance ALL DAY LONG is typical of WSPD-Radio. Listener loyalty like this makes your advertising investment yield the greatest possible return.

Ask your Katz representative
WS12



A STORER STATION
National Sales Office
118 E. 57th St., N.Y. 22

Assn., fall meeting, St. Nicholas Hotel, Springfield, Ill.

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

*Oct. 21-22—Texas Assn. of Broadcasters fall convention. Granada Hotel, San Antonio. Speakers include Dave Morris, general manager of KNUZ Houston, who will discuss fm broadcasting, and Sen. Ralph Yarborough (D-Tex.), who will comment on the Washington scene. New officers and directors will be elected for 1963. Highlighting the discussions will be that of the FCC warning concerning broadcast of controversial foreign matter—tv films and radio broadcast . . . Section 317, 3.119, 3.289 and 3.654—requiring a sponsorship announcement fully and fairly disclosing the true identity of the person or persons furnishing such material.

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

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

television for the Philadelphia school system.

Oct. 21-26—Society of Motion Picture & Television Engineers 92nd convention at The Drake in Chicago. Theme of the Chicago program is "Communications Progress—Television and Motion Pictures in Industry and Education."

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

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

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

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

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

Oct. 28-31—National Community Television Assn. board of directors' fall meeting. Valley Ho Hotel, Phoenix, Ariz.

*Oct. 31—International Radio & Television Society, production workshop, Hotel Roosevelt, New York. Subject: international radio and tv with the accent on commercials and techniques.

NOVEMBER

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

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

OPEN MIKE ®

Central Valley story

EDITOR: Please rush 200 reprints of BROADCASTING's report on California's Central Valley [SPECIAL REPORT, Sept. 17]. . . —William W. Gamble, public relations assistant, McClatchy Broadcasting Co., Sacramento.

EDITOR: Please send 100 reprints. . . —Carl L. Switzer, commercial manager, KONG-AM-FM Visalia, Calif.

EDITOR: Please rush 100 copies. . . —Bill Weaver, general manager, KROY Sacramento.

EDITOR: Please send 100 copies . . . to the attention of William B. Smullin [president]. . . —Frances R. Giffen, KIEM-TV Eureka, Calif.

(Reprints of BROADCASTING's Special Report on California's Central Valley are available at 20 cents for a single copy; \$17.50 per 100 copies; \$27.50 per 200; \$35.00 per 300; \$42.50 per 400; \$50.00 per 500; \$85.50 per 1,000.)

Between the acts

EDITOR: . . . We had fun watching "Weary Willie" perform 117 new, different acts for our tv series of 39 half-hour children's programs, *The Emmett Kelly Show* [PROGRAMMING, Oct. 1].

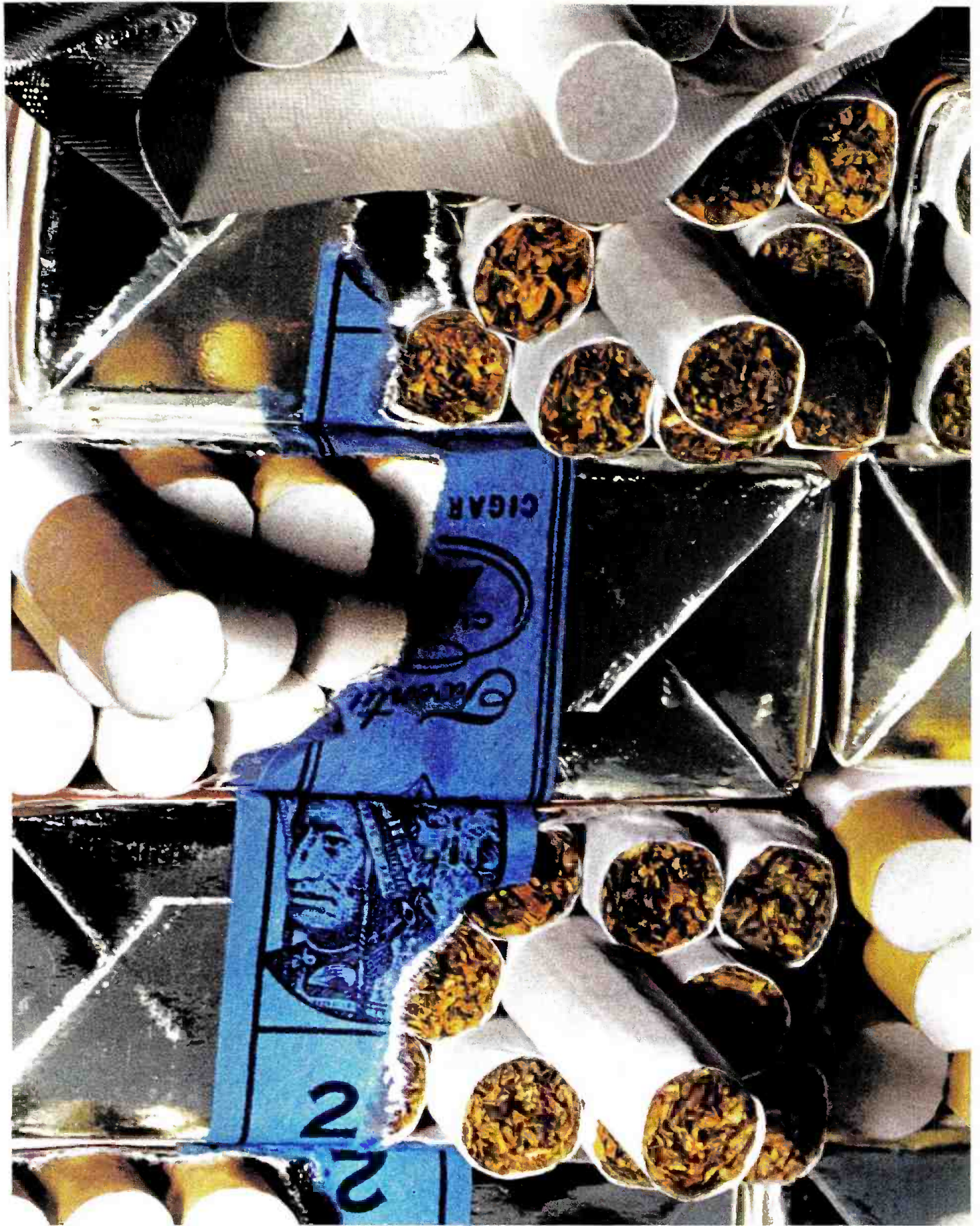
During a break in production, Em-



met picked up a copy of BROADCASTING and our photographer caught this scene which I thought you would particularly enjoy. . . —Harvey Chertok, director of advertising & publicity, Seven Arts Associated Corp., New York.

Spreading the money

EDITOR: . . . The greatest boon financially is to the smaller, independent radio stations, particularly those surrounding a major or metropolitan city. I refer to



who buys the most?

young adults buy the most!

(young adults buy the
most cigarettes...and most
of almost everything)

Young adults (under 50) buy 66% of all tobacco products. This means that when you buy young adult ABC Radio, you're buying cigarette advertising geared to the market that buys most of what you sell. That's because two years ago ABC Radio recognized the potent economic force inherent in your young adult market and did something about it. ABC Radio consistently programs for young adults; promotes



to young adults; presents to the cigarette advertiser (and virtually every other advertiser) the most compelling new "reason why" for network radio. It's young adults with Flair, Sports, The Breakfast Club News and Special Events on ABC Radio. Remember when it comes to tobacco products, young adults always buy the most. Your ABC Radio sales representative will be glad to give you the young adult facts:

Commissioner Lee's proposal of a maximum number of commercials (seven) allowed in each 15-minute broadcasting period [LEAD STORY, Sept. 24].

Just imagine some of our larger stations remarking, "Sorry, our log is filled to capacity. We must turn down your schedule." The advertising agency begins the mad race to locate the stations who have available time, resulting in a fairly even spread of radio advertising money to include our smaller stations.

One of the best ideas the FCC has hit upon!—Gerald O. Jones, general manager, KASK-AM-FM Ontario, Calif.

EDITOR: . . . Commissioner Lee suggested 18 commercial minutes per hour, including public service. Our station could not successfully operate on a schedule such as this, since it would be necessary to cut overhead and our programming service would suffer. We are a 500-watt smalltown station selling on a regional basis to several small towns and communities. . . . We must do volume advertising to stay in business. Some medium and large market stations can solicit a conservative number of large accounts who can spend big, run a good schedule and get results. We have to make our service available to everyone, run all advertisers a pretty good schedule. . . .

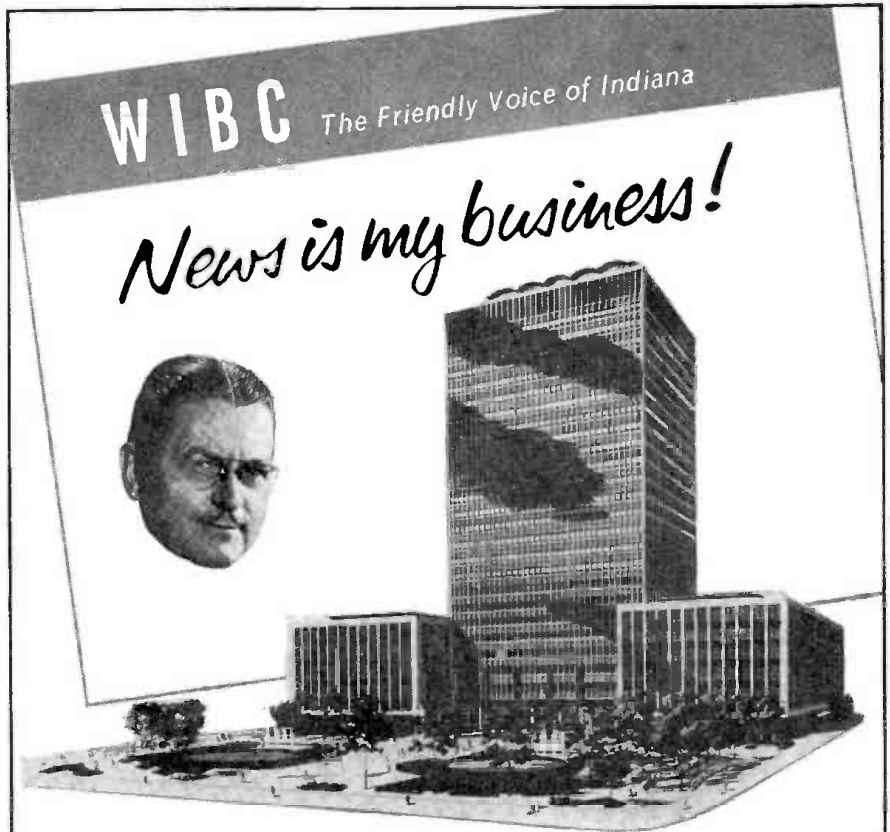
Commissioner Lee mentions that a stopwatch placed on a Washington area station disclosed that over 30 minutes of a single hour was devoted to commercial spot announcements. . . . It is obvious that they are overdoing it. It is also obvious that some big-powered station in downtown D. C. is screaming foul to the commission. Isn't it also obvious that if this station can be 50% commercial, maintain a listening audience and get results, they must be providing a pretty attractive service. . . .?

We are a small local daytimer. . . . But our problems are just as big and real to us as the 50,000-watt major market stations; and, personally, I think that we deserve just as much attention.—Johnny Mitchell, general manager, KWCL, Oak Grove, La.

Multiple media problem

EDITOR: Regarding your editorial on the remarks of Gordon McLendon and Steve Labunski [EDITORIALS, Sept. 17], I'm convinced that these thoughts are mirrored by many broadcasters, particularly those primarily in am and fm and who are unaffiliated with newspapers, tv stations, networks or a combination thereof. There may be some overpopulation, but there certainly is room for all types of radio stations and not all of them can operate under a code set forth by a favored few. . . .

I am considerably concerned about the FCC's sudden and questionable de-



LEADS IN SERVICE

Bob Hoover, WIBC's Mobile News Chief, has covered news in Indianapolis since 1919. City, county, state, the police beat . . . Bob has worked them all during his colorful career. Hoover has moved his headquarters from the now-vacated Indianapolis Police Station to the new City-County Building . . . better to cover the fast-breaking news in this fast-growing city.

LEADS IN ACCEPTANCE

Hoover is one of seven men who staff WIBC Radio News . . . a staff that gathers and reports 223 newscasts weekly plus additional background programs and consistent editorials. Listeners throughout Indiana have stated their preference for WIBC Radio News in qualitative studies conducted by Pulse.

LEADS IN AUDIENCE

WIBC Radio News is only one of the features that has earned for WIBC the largest audience in Indianapolis and Indiana morning, afternoon and evening with an average 7 AM to 10 PM audience in Indianapolis greater than that of the next four stations combined.*

*Pulse Metropolitan Area Survey, April, 1962.

Pulse 46-County Area Survey, April, 1961.

C. E. Hooper, Inc., July, 1962.

2835 N. Illinois Street
Indianapolis 8, Indiana

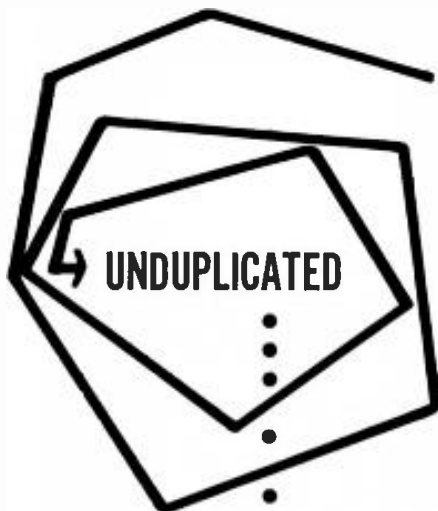
50,000 WATTS **WIBC** 1070 KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative



WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN



ALL THE GREAT ABC SHOWS

Unduplicated coverage makes WSUN your most efficient buy in the Tampa Bay market.



Tampa - St. Petersburg

Get all the facts from
Natl. Rep. Venard Rintoul
& McConnell
S. E. Rep. James S. Ayers

termination that there are too many radio stations. . . . Any set of rules or standards that is good for one station could be a hardship for another. I am not completely in sympathy with the NAB Code, particularly where competition has multiple media advantages. Monopoly of good communications facilities with low rates make it difficult for every competitor in the market. . . .

I have an unhappy feeling that the committee [NAB's Radio Development Committee] is weighted with newspaper and network affiliate people. . . .

I could very easily demonstrate that most low rate structures stem from radio rates changed by the multiple media owner in the market. Two classic examples are WTMJ Milwaukee and KSD St. Louis, both part of multiple media complexes. Neither has realistically priced its radio facilities in relation with the market coreved. Both are in position to charge low rates because of newspaper and tv station ownership, and, I might add, even magazine sections within the newspapers.

Finally, I must observe that both NAB and RAB have some real problems in satisfying the diverse thinking within their own membership.—*Hugh K. Boice Jr., vice president & general manager, WEMP Milwaukee.*

U.S. set count

EDITOR: We would appreciate any information you might have regarding the availability of the 1960 U. S. Census of Housing Radio-Tv Set Counts reprint. . . .—*Gloria Schmall, secretary to William R. Brazzil, vice president-sales, WTVJ (TV) Miami.*

[The 1960 U.S. Census of House Radio-Tv Set Counts is being reprinted at the present time and BROADCASTING will be glad to send them as soon as they are available. The price is 25 cents per copy. Address orders to our Readers Service Department.]

All-night program

EDITOR: . . . Your magazine wrote that ch. 11 in Los Angeles is now showing the country's only all-night program [PROGRAMMING, Sept 24]. Wow! I have been doing that during the past four years.

The name of my show is the *Jack Kogan Variety Theatre*, my hours from 2:30 a.m. to 8 a.m. After that our station resumes its regular telecasting.

My show features interviews with outstanding guests, of whom I have interviewed about 2,000. . . . Our show has also found over 500 missing animals, discovered the whereabouts of lost children, brought divorced people back together and helped people with medical and financial aid, employment, etc. . . .—*Jack Kogan, KSHO-TV Las Vegas, Nev.*

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-TELECASTING 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. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago); ASSOCIATE EDITORS: Harold Hopkins, Dawson Nail; STAFF WRITERS: Sid Booth, Gary Campbell, Jim deBettencourt, John Gardner, Larry Michie, Leonard Zeidenberg; EDITORIAL ASSISTANTS: Elizabeth Meyer, Rosemarie Studer, Nancy K. Yane; SECRETARY 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; PRODUCTION MANAGER: George L. Dant; TRAFFIC MANAGER: Harry Stevens; CLASSIFIED ADVERTISING: Dave Lambert; ADVERTISING ASSISTANTS: Robert Sandor, Joyce Zimmerman; SECRETARY TO THE GENERAL MANAGER: Doris Kelly.

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

Publications and Circulation

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

Bureaus

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

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

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

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

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

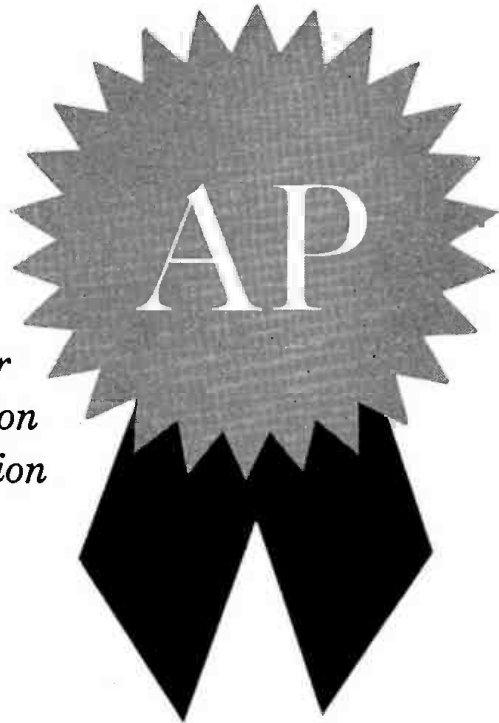
Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

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

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

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

*Reg. U. S. Patent Office
Copyright 1962: Broadcasting Publications Inc.



WPEN wins more top awards for news in Associated Press Competition than any other radio station in Pennsylvania . . .

Results of Associated Press Awards to Radio Stations in Pennsylvania . . .

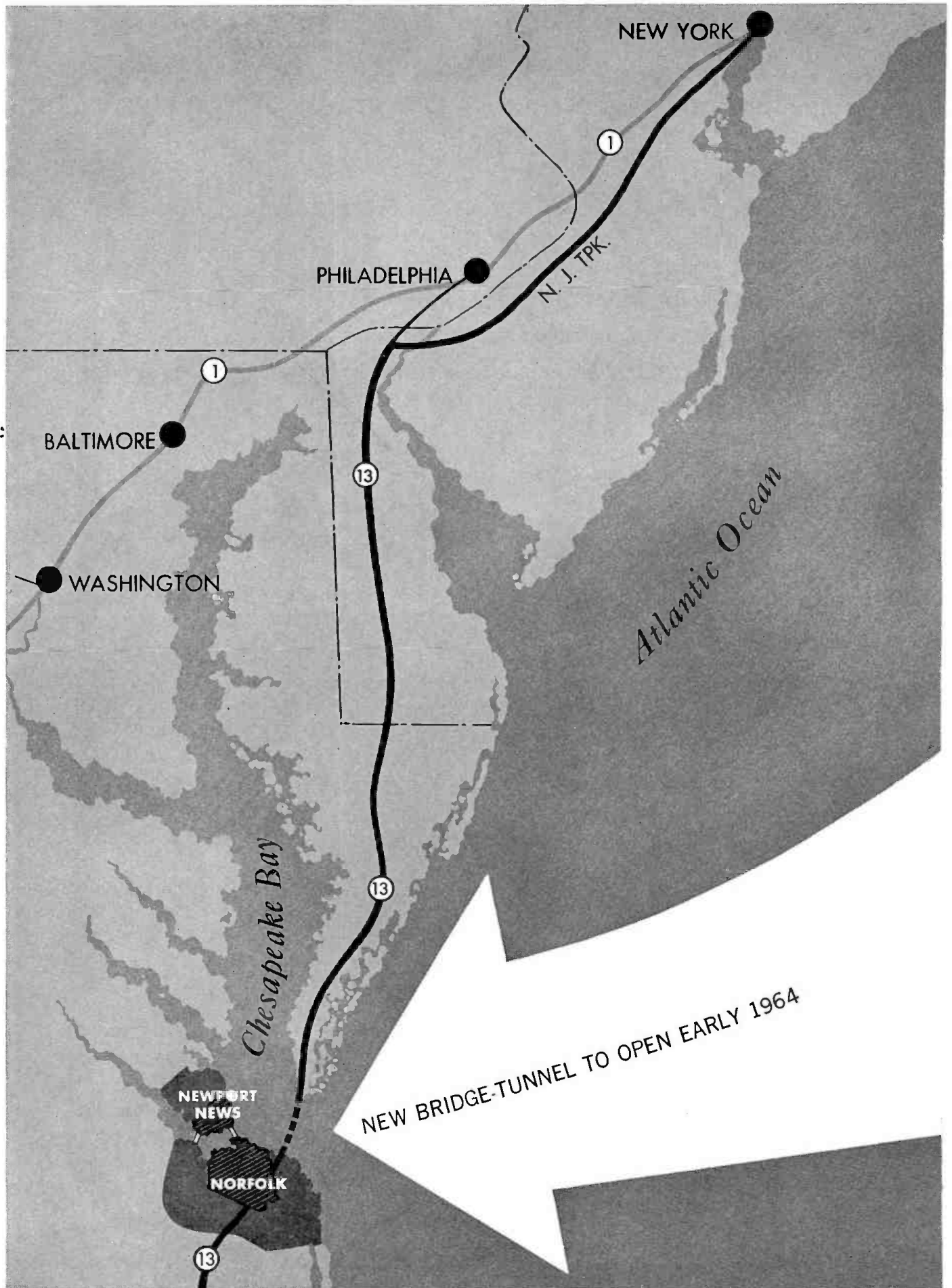
| OUTSTANDING WOMEN'S NEWS | OUTSTANDING COMMENTARY | EDITORIALIZING | OUTSTANDING REPORTING | OUTSTANDING NEWS OPERATION |
|--------------------------|---|---|-------------------------|---|
| FIRST WPEN | FIRST WPBS SECOND ... WPEN | FIRST WCAU SECOND ... WPEN | FIRST WPEN | FIRST WCAU SECOND ... WPEN |

You can't win 'em all, but we believe the above record supports our claim that your commercial gets a pretty good break on WPEN.

WPEN

THE STATION OF PERSONALITIES

REPRESENTED NATIONALLY BY A M RADIO SALES



"ONCE [THIS] CROSSING IS COMPLETED,
[NORFOLK-NEWPORT NEWS],
THE EXPERTS SAY, WILL BURST INTO
MILLIONS AND BECOME THE SOUTH'S
LEADING MARKET."

Newsweek Magazine

This new 17½-mile, \$200 million Chesapeake Bay Bridge-Tunnel will give Norfolk-Newport News industry a rapid transit highway to the great Atlantic Urban Region—and also will make this area even more attractive to *new* industry. Also it will provide a direct link between the great industrial centers of the nation and the greatest natural harbor in the world—Hampton Roads.

With 1,200 men on the job, and construction more than half done, already the effect is tremendous. And this is happening to an area that already was booming—growing at 2¼ times the national rate for the past decade!

What a place to put a TV dollar—Virginia's Tidewater Metropolis! Nearly a million people and only three TV signals.

WVEC-TV

ABC-13

WAVY-TV

NBC-10

WTAR-TV

CBS-3

The computer can be useful when its limits are recognized

Hard Goods.

Soft Goods.

Upon seeing the first phrase, we think of automobiles manufactured in Michigan, steel in Pennsylvania or the multitudinous small and large appliances produced all over the country.

Soft goods, on the other hand, offers an image of New York's Seventh Avenue and the other areas that produce the clothing we and our families wear.

A lexicographer or historian writing in the year 2062 about the advertising business of today would probably include these terms, along with such phrases as "run it up the flagpole to see who salutes," "the ball is now in your court," "put it on the train and see if it gets off at Westport," and other descriptive terminology that rightly or wrongly has become identified with the advertising profession.

These expressions have been borrowed from engineers, mathematicians, statisticians and other members of the operations research fraternity who have introduced a new and important technology to our business.

Hard goods now refers to the very expensive "think" machines that some refer to as "those computers." Soft goods, obviously, is the marketing and media data fed into the machines to produce one or more optimum solutions.

Since the War ■ Although many of us have become familiar with computer usage only recently, these high speed electronic wizards have been serving the military and industry beneficially and faithfully since World War II. Many large advertisers such as S. C. Johnson, General Foods, Texaco, Procter & Gamble and others have large scale computer installations performing varied and useful tasks. In fact, computer technology is moving along so quickly that it threatens to leave behind the input data or "soft goods" necessary for proper use of these machines—at least as far as marketing is concerned and particularly as it applies to media selection.

The swiftness of the computer's development and the recent announcements of its availability to the marketing fraternity have brought an eruption within the industry that is much more explosive than the many other tools, guides and processes that have come along in the past decade.

At one extreme we have those individuals to whom any announced change

or innovation is anathema, who have constantly refused to believe that any new thoughts or ideas could possibly have a beneficial effect upon the business. The old war cries in favor of "seat of the pants" and "from the heart" are being raised again. These extremists have been waging a losing action for years and continue to do so despite clearly demonstrated advances. They refuse to believe that the day of the "one man" operation is over and that advertising has become so complex that group operation, combined thought and the proper use of every facility available is required, as well as those that can and must be developed.

Many of this skeptical group are afraid of change because they do not understand these new developments or they are distrustful for more personal, non-objective reasons.

Machine Worshipers ■ At the other extreme are those who may be more dangerous than the ones just described, who believe that automation represents the ultimate and sole direction for advertising. They are sold on the infallibility of a machine and the ease of pushing a button to get desired results.

Their reaction has been a result of the widespread and often inaccurate publicity that has accompanied the exposition of linear programming, simulation or any other technology being advanced on behalf of this subject.

To this second group computer technology represents a panacea with solutions that can be presented to management without fear of contradiction because of its machine derivation. These individuals, impressed with the technological development of the machine itself, place major emphasis on the "hard goods" to the virtual exclusion of

the "soft goods." But how often have we heard it said that the solutions that we receive from the computer can be only as good as the information that we put into it?

The Prevailing View ■ Happily, these two extremist factions seem to represent a minority. In the vast middle and representing various levels of understanding and sophistication, there is an important third group which seemingly understands the applications that may be made through the facilities of computer technology—and who apparently are aware of its advantages and limitations.

This group, I believe, fully accepts the "hard goods" concept as an aid and guide to optimum media selection. The greatest concern of these individuals quite rightfully is with the deficiencies of marketing and media source material for the computer to process—deficiencies of kind and of quality. They caution against the improper application of this limited material lest the persons who use the solutions presented by these computers tend to forget about limitations and inaccuracies and make decisions based on the quantitative expressions supplied.

These people are not obstructionists. They have been in the forefront of many of the media and marketing innovations. Their concern is with the ultimate use that is made of the optimum solutions that the computer spews forth.

The "to be or not to be" of the computer is not one of their questions. They merely ask that any action resulting from computer programs be based upon sound and accurate input data.

Is this wrong?



The function of computers in media selection is the timely topic picked by Bern Kanner, vp and manager of media at Benton & Bowles, New York, who started in the agency's mailroom in 1952. Mr. Kanner early in 1953 served with the Procter & Gamble media group at B&B as assistant buyer, buyer and then assistant media director. He became associate media director in 1959, was elected a vp in June of last year and manager of media in April 1962.

C O N N E C T I C U T

Reach Power Mellifluence

NEW • HAVEN



RPM! Reach this Powerful Market . . . with the Reach, Power, Mellifluence of WELI . . . our 1,115,200* "interference-free population served!"

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

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

WELI

The Sound of New Haven 5000 Watts / 960 KC



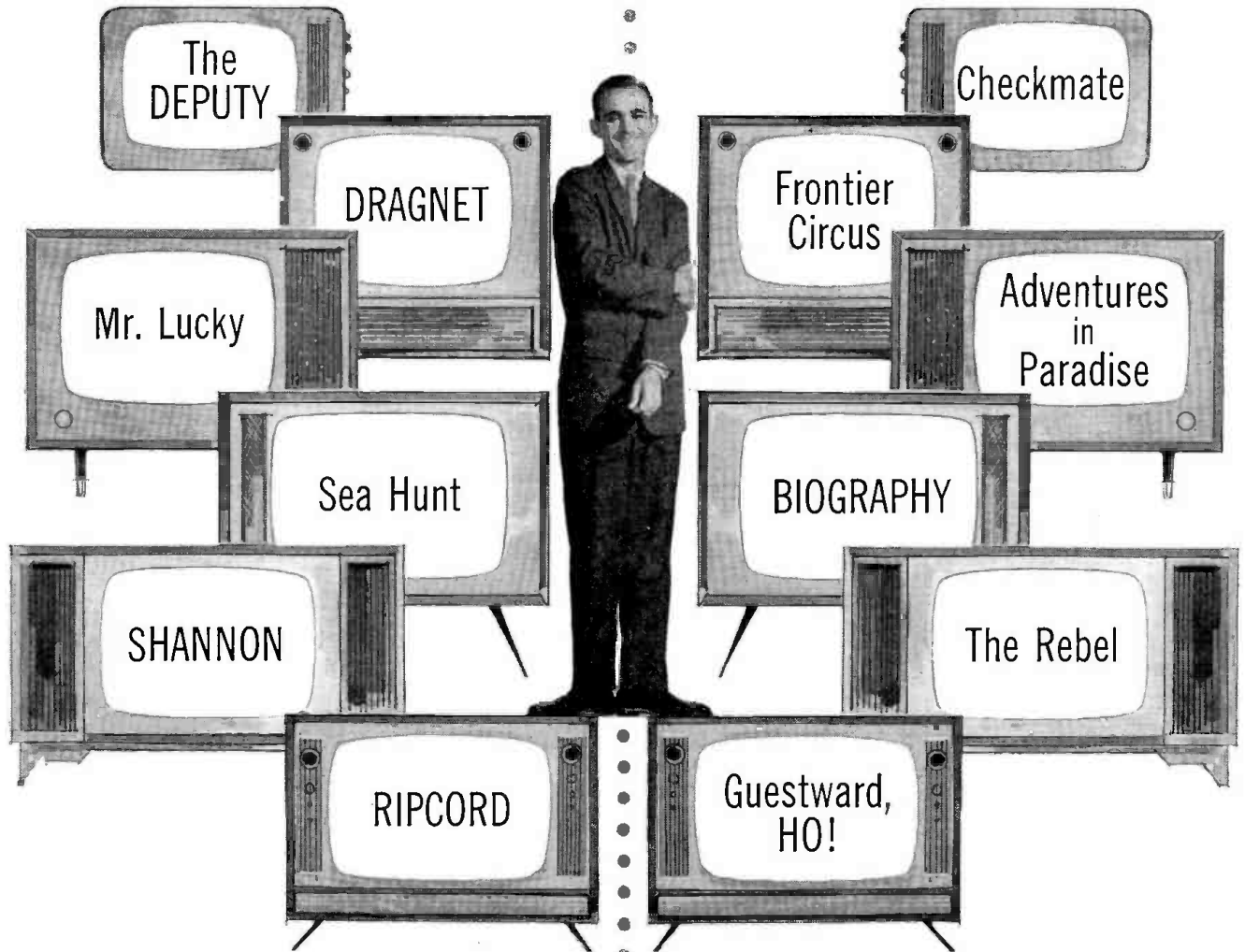
Perhaps we can still squeeze you, too, into these "track-tested" shows!

IN FT. WAYNE:

7—7:30 p.m.
Mon. thru Sat.

IN SOUTH BEND-ELKHART:

6:30—7:30 p.m.
Mon. thru Fri.



WKJG-TV

FORT WAYNE **33** NBC

WSJV-TV

SOUTH BEND-ELKHART **28** ABC

CALL **ATS** TODAY!



IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne

RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne

NEWSPAPERS: *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)

John F. Dille, Jr., *President*



TV BETTER THAN EVER THIS FALL?

- That's what agency people believe after seeing new shows
- First glimpse gives Madison Ave. ideas on hits and flops
- Several highly touted extravaganzas thought doomed to fail

The men who buy the bulk of network television programming think this season's is better than usual.

They say both the entertainment values and the potential are high.

So, they say, is the risk to their clients. This, too, is high whether it be for reasons of a bad buy to begin with, a poor time period, an unpredictable change in audience taste—or, as sometimes happens, for no accountable reason.

This evaluation represents a sampling of opinion gathered from executives of 27 agencies in New York, all represented in buys on the networks.

The program executives were asked in the BROADCASTING canvass to base their judgments of the 1962-63 nighttime schedules on initial performances, knowledge of pilots and scripts seen and read, and to render their verdicts subjectively in the manner of program critics—and before the ratings are in.

The Strong and the Weak ■ Only the new offerings were judged. And on the basis of these shows, in addition to the general network programming already on the air, the agency officials were asked to say which network in their opinion holds the edge in overall programming strength.

■ The verdict for tv in general: A long way to go, perhaps, but a better schedule in program balance and in "image."

■ The verdict for networks: CBS-TV received the preponderant share of "first place" votes. Some went so far as to consider CBS-TV programming a "walkaway" but a significant segment gave that network only an edge.

■ At least two shows, both on CBS-TV, were singled out as sure "hits" for the season—the new *Lucy* show (Monday, 8:30-9 p.m.) and the new *Jackie Gleason's American Scene Magazine* (Saturday, 7:30-8:30 p.m.) and several others were thought to have the potential of unusual successes.

■ The executives' opinion on the categories of programming—whether one program type was being overdone or treated too lightly—varied considerably. There was a feeling that the networks perhaps were too heavy on medical shows and too light on variety-revue

programming.

CBS-TV received the agency nod for its balance and for building on a structure already strong at the close of last season. In addition to *Lucy* and the new Gleason vehicle, agency programmers mentioned *The Nurses* (Thursday, 9-10 p.m.) as a strong entry. But this program also was considered by some as having built-in troubles and some doubted that it would measure up to the mark.

Most programs received attention in both extremes—as possible "hits" and as possible "misses." But interestingly enough, this did not hold true for either *Lucy* or *Gleason* (the former show ranked the highest of all).

Slow Starters ■ The executives cautioned, however, against too hasty conclusions. It was noted that ABC-TV, for example, traditionally seems to get off to a slow start but picks up steam as the season progresses. Similarly, all networks can cite programs in their current schedules which became successes after starting out like candidates for discard.

It also was noted that some networks, especially ABC-TV, had not finished unveiling their new entries when BROADCASTING made its canvass. In

most cases, however, the agency programmers had seen pilots or been exposed to script or story line and thus appeared to feel qualified to have opinions. One executive summed it this way: "I could have given you my candidates for success or failure a month ago."

One of the more than 30 executives polled cautioned that some programs will be strengthened after the initial showing (or even as early as the post-pilot stage) while others may weaken after the first few episodes. Said this man: "Everybody likes to play critic."

A program vice president at a major agency felt CBS-TV gave the new Gleason show a "real try," providing a good time period and a change of pace.

Few agreed on ABC-TV's World War II action entries—*Gallant Men* and *Combat*—both one hour shows. As many considered these a misfire as detected a possible success through a season's buildup.

More Comedy ■ A top tv agency viewpoint expressed by a chief programmer: Tv's richness this season is notable in its emphasis in comedy and in star personalities.

A total of 26 shows were mentioned at least once as having a strong chance

Agency analyst sees CBS ahead by half length

All three television networks have improved their programming this fall but the sweepstakes should go to "CBS by half a length, with ABC and NBC almost neck and neck at the stretch," according to a pre-season analysis and forecast by the N. W. Ayer & Son radio-tv department.

The report, disclosed last week, reviewed the material on which James Cornell, Ayer program analyst, based his program-by-program rating predictions in the October issue of TELEVISION magazine. It concluded that CBS-TV would rate first on Monday, Tuesday, Thursday and Saturday nights; ABC-TV on Wednesday and Friday evenings and

NBC-TV on Sunday night.

As a matter of record the report also points out that NBC has 13 new nighttime shows, CBS 10 and ABC 9 for a total of 32 (including some that are essentially old shows with new or expanded formats). Of the new shows, 17 are hours (eight on NBC, five on CBS, four on ABC); 14 are half-hours (five each on ABC and CBS, four on NBC) and one is 90 minutes (NBC).

The remaining 65 nighttime programs, Ayer's report notes, consist of 27 old programs in new time periods and 38 shows remaining in the same time slots they occupied last season.



Agency executives were divided in their comment on "The Jetsons" (Sunday 7:30-8 p.m.) on ABC-TV. Some

felt it had a strong success potential. Others were equally sure it would not last. "Ensign O'Toole" (Sunday 7-7:30

p.m.) on NBC-TV drew praise from some critics but others felt its time period would be a handicap.

for success. A total of 22 shows—and many of these shows were also mentioned in the rollcall of 26 possible successes—were earmarked by the program experts as candidates for oblivion.

Among the shows mentioned as being in "trouble" were *Saints & Sinners* and *It's A Man's World*, both on NBC-TV; *Gallant Men*, *Combat* and *Going My Way*, all on ABC-TV; and *Fair Exchange* (though this also had a strong following among other agency voters) and the new *Lloyd Bridges Show*, both on CBS-TV.

The Virginian, NBC-TV's new 90-minute entry, received a mixed reception. Some thought its time period and revenue potential plus improvement of the show itself would definitely save it and hypo its ratings; several, however, simply scored the series as sure to be in trouble.

Though some executives felt the schedules this season are not particularly exciting or different from last year, many more rated this reason as potentially better than last. Increasing strength was noted by some in the growing number of shows expected to continue through the season.

'Virginian' Pros and Cons ■ NBC-TV's *The Virginian* is the "world's greatest" clinker to one programmer. He felt the show's 90-minute length made it "very difficult to do" and created a problem for the writers: how to fill the time. Conversely, another programming head felt *The Virginian* has much more room for improvement, but predicted the show eventually would be a hit. He thought the show "too important a concept" for the producers to let it fail and that everything possible would be done to improve it as the season progresses.

One agency executive, summing the eternal problem of choosing a prospective hit show for his client, noted sim-

ply: "The viewing public defies analysis."

A question about show-type balance brought some varied opinions—one programmer thought the current barrage of war stories (*Combat*, *Gallant Men*) would be failures. He said neither of these shows could compare with *Victory at Sea* which was a network entry several years ago.

Other programmers felt there was more situation comedy this season, but less of the ideal-family type; this season's comedy entries contain more variety than those of previous years.

Little Wit ■ Holding the line at the opposite pole was one programmer who stated: "The schedule is much too heavy." The shows, he thought, were "too serious, somber, sober and heavy-handed," with "little wit."

Some of the agency opinions were as mixed as they were apt to be in any large viewing group. The lack of agreement on the prospect of any one show climbing to the audience levels of last season's *Ben Casey* seemed to add credence to one flat prediction that there will be no "run-away" hits this season.

The sampling turned up comments ranging from a veteran broadcast director's belief that the networks are showing more original thinking than they have in the last several years to the downgrading observation of a top agency official who charged: "All they've done is lengthened the shows and doubled the mediocrity."

Variety Trend ■ The networks' addition of Jackie Gleason's variety show was termed a constructive and positive step by another. This executive believed the variety shows represent a "risk" on the part of the networks but that they will give excitement to the medium.

"But who knows whether Gleason will get bored or not?" he asked.

Comedy has a "good chance" this year but war shows (*Combat*, *Gallant Men*) are "weak," said some. They liked the looks of *The Jetsons*, *The Lucy Show*, *Our Man Higgins*, *Joey Bishop* in his new format, and others in the comedy category. But war stories were described as "limited": some executives couldn't "see the public going for them," but others were more optimistic. One executive felt *Ensign O'Toole* showed promise but was handicapped by its 7 p.m. Sunday time period.

"It's obvious that audiences are at least sampling the new shows this year" in the opinion of an executive at one of the top ten agencies. He cited the ratings of the first two weeks on the 7:30 p.m. Wednesday time period. In the first week *The Virginian* on NBC-TV led, with *CBS Reports'* special on teenage smoking second and ABC-TV's *Wagon Train* in third place. The second week found the reverse true, with *Wagon Train* back in the lead spot, he said.

He thought this season is better than last year's but that the schedule could stand "a little more action" and less situation comedy for the sake of better balance. "An awful lot of stuntmen and horses are out of work," he said.

It's a "comme-ci, comme-ca" season with "nothing to get excited about" in the eyes of another agency man: The schedule is "pretty balanced," though there is a "heaviness of one-hour shows." Although he personally liked the one-hour formats he wondered "if the viewing public will accept" the greater number offered this year.

Sameness ■ Critics of the new season's over-all schedule complained that it represents little change from last year's. An overabundance of "copyism," "sameness" in programs and too much conformity in ratings were the most frequently levelled charges. Some ex-

executives who noted an increase in "experimentation" added that there still was not enough diversity to suit their individual tastes.

One programmer, warning that new shows were following "the same old format," said that if programming continues to "display little originality" television will "exhaust its audiences as the movies did." Another executive, noting "copyism" in medic shows and westerns, felt this season may be overburdened by shows with a war theme.

"In this case they did not even wait for the season to end to begin copying," he said.

Executives who saw improvement in the new schedule noted a decline in "violence" and better balance in programming. While they indicated there was still need for efforts toward "diversity," they felt this season marks a trend away from westerns and action drama and toward good comedy and public affairs shows.

The canvass of the agency program

buyers began Oct. 3. Thus during the survey period at least three new network shows were making their first appearances: ABC-TV's *Going My Way* and *Our Man Higgins*, both on Oct. 3, and NBC-TV's *Eleventh Hour*, also on Oct. 3. Still to make their debuts, both on ABC-TV: *Gallant Men* on Oct. 5, and *McHale's Navy* on Oct. 11. All of CBS-TV's new shows had made their initial appearances before the survey of the advertising agencies was started.

Now a push for guaranteed circulation

AYER'S SEALTEST PITCH: SPOTS MUST DELIVER SPECIFIED RATINGS

A leading national advertising agency has sent a task force into major markets to try to buy spot television with a guarantee of minimum circulation and to buy both tv and radio at local rates. The client last season sponsored a national television network show.

The agency is N. W. Ayer & Son, Philadelphia, and the client is Sealtest Foods Div. of National Dairy Products Corp. In the 1961-62 season, Sealtest sponsored the *Bob Newhart Show* on NBC-TV.

The Ayer team has already met with stations in Philadelphia and Washington, D. C., and is scheduled to meet with stations in Baltimore this week and to go on to other major markets. In Washington last week the team engaged a hotel suite and invited officials of stations to a series of individual interviews. Members of the Ayer task force were Theodore Robinson, George Burroughs and James Egan.

Whether Ayer had succeeded in buying any schedules could not be learned.

Local Rates ■ To both radio and television stations Ayer reportedly has

offered what it calls a 52-week spot schedule to begin in January 1963. In many, if not all, of the interviews the Ayer officials were said to have inquired whether the station had different rates for national and local advertising. To stations with dual rates the argument has been presented that Sealtest competes with local dairies and hence is entitled to the local rate. Some stations with dual rates reportedly have been disposed to agree with that reasoning.

Stations have also been asked if their rate cards provided discounts for 52-week schedules. To those stations with discount structures confined to shorter periods, the agency reportedly suggested an additional 10% discount.

Television stations have been asked to guarantee delivery of a minimum number of rating points for time periods in which the Sealtest spots are broadcast. If the guarantee were not met by the predetermined number of spots, the station would replay the commercials—at no pay—until it built up the required minimum.

Word From Headquarters ■ When a

BROADCASTING reporter sought to interview the members of the Ayer task force in Washington, he was referred to Leslie D. Farnath, the agency's media vice president, in Philadelphia. Mr. Farnath denied that the task force on the Sealtest account was demanding guaranteed circulation, but he said that a guarantee of cumulative rating points had been volunteered by a Philadelphia television station that he did not identify. As to requests for local rates he said:

"All we are doing is checking radio and tv stations for the best buys for this account on a competitive basis with local dairies."

The Sealtest campaign for 1963 represents a complete change in advertising strategy, said Mr. Farnath. The orientation of its 1962 campaign was national, he said. It will be local in 1963 and mapped out market by market with radio, television and newspapers as the media.

"Efficiency, promotion, merchandising and ratings are the basics for the campaign," Mr. Farnath said.

Every Now and Then ■ According to



Some observers feel "Lucy" (Monday 8:30-9 p.m.) and "Jackie Gleason's American Scene Magazine" (Saturday 7:30-8:30 p.m.), both on CBS-TV, have

the success potential. Lucille Ball and her long-time partner in comedy Vivian Vance (at left) are sponsored by Lever Brothers Co. and General

Foods Corp. Jackie Gleason's photogenic helpers add much to the appeal of his brand-new Saturday night show.

Lakeside, a new toymaker, gets into tv in a big way

In a relatively short time, Lakeside Industries Inc., Minneapolis, has (1) entered the toy field in a major diversification, and (2) moved into television, including its first use of network, in a "big" way.

Kerker-Peterson, Minneapolis, agency handling the company's advertising, notes that Lakeside (the toy subsidiary is known as Lakeside

Toys Inc.) now has a tv budget 3½ times that of last year. Basically the tv effort is on *The Magic Land of Allakazam!*, which started on ABC-TV Sept. 29 (Saturdays, 12:30-1 p.m. EDT), and a supplemental spot program buy using *Romper Room* in New York, Los Angeles, San Francisco, Seattle, Spokane, Phoenix and probably in San Diego.

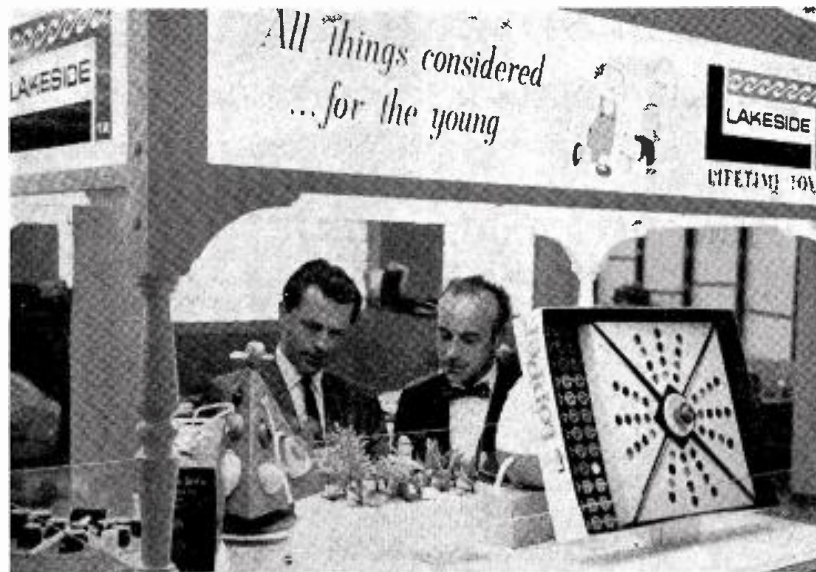
In addition, Lakeside now has spot tv in 29 markets, concentrated in late afternoon periods. The toy line now has 32 items (games and drawing sets, arts and crafts and design packages).

Lakeside entered the toy market at the toy fair in the spring of 1961. The company, a manufacturer of display signs (it's still among the top ones in that field), began producing toys after a careful study of the potential.

Lakeside toys initially had been introduced on a small advertising budget, Kerker-Peterson said.

But things are different today. A Lakeside promotion kit to dealers announces that Lakeside pre-sells over 32 million kids on tv, and notes the ABC-TV lineup and the "strong support in local tv," plus *Romper Room*. The kit says the toy firm is blanketing the nation with "an advertising barrage" (including advertising in "adult women" magazines).

In the picture, Mark Wilson, who stars in the *Magic Land* series, receives a new product line briefing from Zelman Levine, president of Lakeside, before the show's move from CBS-TV.



proposals submitted to Philadelphia and Washington stations, the Sealtest campaign is scheduled to start next January. Ayer proposes flights of spots to run for two weeks in each of the following months: January, March, May, July, November and December, and the agency represents that schedule as a 52-week campaign. The account is estimated to be worth a total of \$1,500-\$2,500 per week (in those weeks described above) for all stations chosen in a major market. One radio station official figured it would mean somewhere between \$200 and \$400 a week for his station if the business were accepted. In his case it was not. A television operator who also rejected the Ayer proposals estimated the potential revenue for his station would be about \$20,000 a year.

To television operators, the Ayer task force was said to have suggested that between 130 and 150 rating points per week would be an acceptable guarantee. The number of spots the agency was offering to obtain that guarantee could not be learned. According to one version of the Ayer proposal, rating points would be accumulated this way: If the spot appeared in a period when the station had a rating of 20, the spot would be credited with 20 rating points. At the end of each week the total rating

points scored by the total spots broadcast would be calculated. If the total fell below the stipulated minimum, the station would continue to broadcast spots until the minimum was reached.

From time to time other spokesmen have suggested the desirability of guaranteed circulation by radio and television. Their argument has been based on the common practice among newspapers and magazines to base their rates on circulation guarantees. Broadcasters have resisted the proposal on a number of grounds. One of their principal objections has been that broadcasting has no measurement that is comparable to the circulation figures for an issue of a publication. According to the reasoning of broadcasters, the size of the audience of any station varies substantially from program to program and from period to period. To attempt specific correlations between audience size and commercials would, in the broadcaster view, create a hopelessly costly accounting problem.

Business briefly...

Gillette Safety Razor Co., Boston, will advertise its Christmas gift line on ABC-TV and a spot tv campaign in "selected areas." ABC-TV buys include *Saturday Night Fights*, *American League Professional Football*, *Wide*

World of Sports and participations in *Wagon Train*. The advertiser reports the Christmas promotion budget is \$1.3 million in all media. Agency: Maxon Inc., New York.

A. E. Staley Manufacturing Co., Decatur, Ill., has ordered participation sponsorship in the *Tonight* show and four daytime programs over NBC-TV. The daytime programs are *The Merv Griffin Show*, *Your First Impression*, *Truth or Consequences* and *Loretta Young Theatre*. Agency: Erwin Wasey, Ruthrauff & Ryan, Chicago.

Procter & Gamble Co., New York, will sponsor the MGM film, "The Wizard of Oz," to be presented on CBS-TV for the fourth consecutive year, Sunday, Dec. 9 (6-8 p.m. EST). Agency: Benton & Bowles, New York.

Fisher Body Div. of General Motors Corp., Detroit, has begun a spot radio campaign in an estimated 20 markets. The campaign, which will run through early December, is intended to add support to the introduction of GM cars. Agency: Kudner Adv., New York.

Homelite Corp., division of Tectron Inc., will co-sponsor *Frank Hemingway News* through Sutherland Abbott on ABC Radio West (7-7:15 a.m. PDT/PST).

FIRST

SPORTS REPORTS
ARE ON ATLANTA'S

WSB RADIO



Results are important to sports-loving Georgians. And WSB Radio gives the sports reports first, fast and factually. The station's expert sports staff presents penetrating features for the fans. Not just football, but golf, baseball, basketball, and all other important sports events. Georgia's best hunting and fishing reports are on WSB, too. Score a touchdown... schedule WSB Radio.



Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.



BUSIEST THOROUGHFARE

Baltimore's busiest thoroughfare is not a street, at all, but the deepwater channel that brings the big ships from all the oceans into the Port of Baltimore past historic Fort McHenry, where the red glare of bursting rockets showed "the flag was still there . . ." one September dawn in 1814.

Today this is a leading American port—third largest in tonnage hauled—just as metropolitan Baltimore is a key American market with nearly two million residents and a manufacturing complex that fills fleets of outgoing ships, trucks and trains that service America and the world.

WMAR-TV, serving most of Maryland and then some, realizes the importance of her "busiest highway" and has, for the past eleven years, featured a program THE PORT THAT BUILT A CITY AND STATE, making Baltimore and Maryland aware of this priceless asset. Produced by Helen Delich Bentley, Maritime Editor of The Baltimore Sun, and the staff of WMAR-TV, "The Port Show" is part of the dynamic concept

of public service programming at WMAR-TV, and enjoys the enthusiastic sponsorship of the following:

American Export Lines
 Arundel Corporation, The
 Association of American Pilots
 Baker-Whitely Towing Company
 Baltimore and Ohio Railroad
 Baltimore Gas & Electric Co.
 Bethlehem Steel Co. (Shipping Div.)
 Consolidated Engineering Co., Inc.
 Curtis Bay Towing Company
 First National Bank of Maryland
 Herd, Robert C. & Co., Inc.
 Langenfelder & Son, Inc., C.J.

Lavship of Baltimore, Inc.
 Martin-Marietta Co., The
 Maryland Port Authority
 Maryland Shipbuilding and
 Drydock Co.
 McCormick and Company
 Ramsay, Scarlett & Co., Inc.
 Ruckert Terminals Corp.
 Steamship Trade Association
 Terminal Shipping Company
 United States Lines Company
 Western Electric Company
 Western Maryland Railway Co.

All this adds up to more reasons why, in Maryland, most people watch WMAR-TV.

WMAR-TV

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

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

Broadway Way

Broadway from 20th Century Fox in:

FOR HEAVENS SAKE—starring Clifton Webb, Joan Bennett, and Robert Cummings

CHICKEN EVERY SUNDAY—starring Dan Dailey and Celeste Holm, and many more top hits contained in Volume 4's 40 great "Films of the 50's."

Broadway from Warner Bros. in:

THE PAJAMA GAME—starring Doris Day, John Raitt and Carol Haney

THE BAD SEED—starring Nancy Kelly, Patty McCormack, and Eileen Heckart

NO TIME FOR SERGEANTS—starring Andy Griffith, Nick Adams, and Myron McCormick and many more top hits contained in Volume 5's 53 great "Films of the 50's."

AND...SUSPENSE...COMEDY...SCIENCE FICTION... ACTION...DRAMA...

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



BERNADINE
Pat Boone, Terry Moore
Janet Gaynor



KISS THEM FOR ME
Cary Grant,
Jayne Mansfield



AUNTIE MAME
Rosalind Russell,
Forrest Tucker, Peggy Cass



DAMN YANKEES
Tab Hunter, Gwen Verdon,
Ray Walston



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105

DALLAS: 5641 Charlestown Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive STate 8-8276
TORONTO, ONTARIO: 11 Adeltaide St. West • EMpire 4-7193

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

a success," he continued. "Proper information fed to the machines enhanced creativity, allowed our creative minds to concentrate on one or two proper strategies instead of floundering about 'by guess and by golly' with a half-dozen, thus saving time and money."

Mr. Casey said that "by no means have we reached the end of the road in our efforts to find the proper long-term place for computers in advertising. But we feel that we are now on the right track as we continue to experiment with a wide diversity of products and services trying to find the right 'people element' in this new age of computers."

Frank Stanton, Benton & Bowles vice president, stressed two potentials of the model employed in the IBM tests: The potential for stimulating creativity and for "providing relief from some of the problems commonly faced when constructing an advertising strategy."

Rep appointments...

■ WAII (TV) Atlanta, Ga. (formerly WLWA [TV]): Blair TV, New York,

as exclusive national representative.

■ KEWB San Francisco: H-R Representatives, New York, as national sales representative.

■ WVOX New Rochelle, N. Y.: Mort Bassett & Co., New York, as special representative, national sales.

■ KEFC (FM) Waco, Tex.: Hal Walton Assoc., New York, as national representative.

Agency appointments...

■ Schieffelin & Co., New York, has appointed Gardner Adv., that city, as advertising agency for its pharmaceutical and laboratories division. Donald J. Slattery Jr., Gardner vice president, will be account supervisor.

■ Maccabees Mutual Life Insurance Co., Detroit, to D. P. Brother & Co., that city, effective immediately.

■ E. & J. Gallo Winery, Modesto, Calif., has named Carson/Roberts, Los Angeles, to handle the advertising for its specialty wines: Thunderbird, Paisano, Ripple and Vin Rose.

Drug firm transfers \$3.2 million account

Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., has shifted an estimated \$3.2 million in billings from Lambert & Feasley, the company's advertising agency subsidiary, to Lennen & Newell Inc., New York. L&N has been assigned to handle Richard Hudnut cosmetics and toiletries, Du Barry cosmetics and toiletries, Ciri Perfumes, Sportsman toiletries and Fizzies soft drink tablets, all effective last week (Oct. 1).

The continuing re-assignment of Warner-Lambert consumer products to new agencies is believed to be based on a decision to limit Lambert & Feasley's activities to the parent company's ethical proprietary lines. Recent product moves include the assignment of Listerine and Pro-Phy-Lac-Tic brushes to J. Walter Thompson (BROADCASTING, Sept. 24). Several agencies are said to have been interviewed in connection with the expected departure of the Phillips Petroleum account from L&F. Listerine was the agency's major broadcast account.

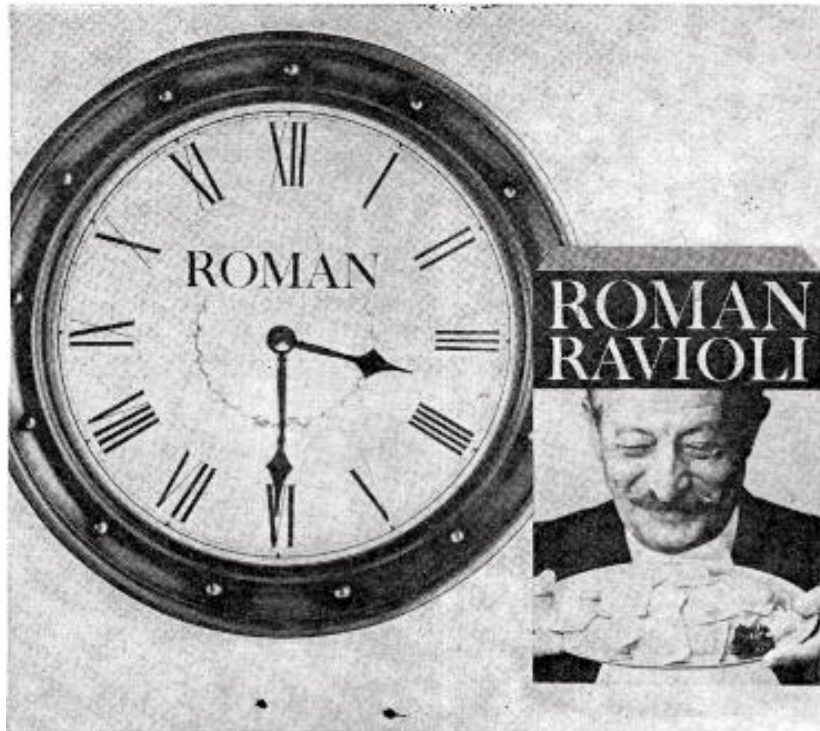
J. Walter Thompson last week said that W. R. Hillenbrand, executive vice president and director of Lambert & Feasley, will join JWT on Oct. 14, and assume account responsibilities as a management supervisor.

Child 'cultural' show attracts General Foods

Advertiser support of network tv programs of a so-called "cultural" or "educational" nature for children—but which had seemed wanting last spring when plans were afoot to produce the shows (BROADCASTING, June 19)—appears a reality for at least one such series.

General Foods Corp. (Post division) has signed on behalf of Post Sugar Crisps and Alpha-Bits for *Discovery '62* on ABC-TV (started Oct. 1, Mon.-Fri., 4:30-4:55 p.m.). The GF contract, through Benton & Bowles for three days per week, makes that advertiser the ninth to sign. Other top advertisers include Wrigley Gum, General Mills and Mattel Inc. For the fall season, the show is more than 90% sold, and before its opening program had its time expanded from the originally-planned 20 minutes to the current 25 minutes.

The show is followed by a newscast also aimed at youngsters in the 7-12 age group being sought by the series itself. *Discovery* is concerned with a variety of material, most of which is of educational value (related reading lists are provided on the program).



PREVIEW: ... do as the Romans do

Roman Products Corp., Hackensack, N. J. (frozen Italian foods), makes full use of its name in its new spot tv campaign. In 10-second spots the time is shown and announced in Roman numerals. Against this background shown above, announcer intones, "the correct Roman ravioli time XXX past III (ex-ex-past

eye-eye-eye)" Each announcement features one of the products in the Roman line. The spots are scheduled for use in New York, Boston, Philadelphia, Washington, Baltimore, Pittsburgh and Scranton-Wilkes-Barre, Pa. Agency for Roman Products Corp. is Smith/Greenland, New York.

"Amana"

His word is worth a thousand pictures

But don't take *our* word for it. Take the word of one of the current sponsors of "Arthur Godfrey Time" on CBS Radio, Amana Refrigeration, Inc. Here is a sampling of what Amana dealers throughout the country have been reporting:

"We've spent thousands of dollars over a period of 10 years promoting Amana and yet people are now coming in and saying that they never heard of

Amana until the Arthur Godfrey program" on CBS Radio.

"One of my salesmen sold a model FF105 in less than 15 minutes. The customer told him that she purchased the refrigerator as a result of listening to Arthur Godfrey."

"And they come in to buy a *quality* product, not a cheap one."

Mr. Merlin E. Morris, Director of Advertising for Amana, sums up:

"One of the strongest features of our

sponsorship of Arthur Godfrey is the vast new audience he reaches. We are finding evidence every day that Godfrey reaches people and causes them to shop and buy who are seemingly not motivated by any other advertising."

Whether you're selling heavy appliances or low-cost, high-turnover items, if you've got a top quality product you'd like to sell faster, Arthur would like a word with you. Arthur Godfrey on **THE CBS RADIO NETWORK**

Statement Required by the Act of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 and June 11, 1960 (74 Stat. 208) Showing the Ownership, Management, and Circulation of Broadcasting, published weekly at Washington, D. C., for September 25, 1962.

1. The names and addresses of the publisher, editor, managing editor, and general manager are:

Publisher and Editor—**SOL TAISHOFF**, Washington, D. C.

Managing Editor—**ART KING**, Bethesda, Md.
General Manager—**MAURICE H. LONG**, Chevy Chase, Md.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm its name and address, as well as that of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.; Lawrence B. Taishoff, Washington, D. C.; Joanne T. Cowan, New York City.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 23,889

MAURICE H. LONG
Vice President and General Manager

Sworn to and subscribed before me this 27th day of September 1962.

SHEILA A. KELLY
Notary Public

(Seal)

(My commission expires Oct. 31, 1963)

. . . about paid circulation

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the Publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

BROADCASTING for the past 12 months averaged a paid weekly circulation of 23,889 (as sworn above in the ownership statement). This is the largest paid circulation in the vertical radio-tv publication field as confirmed by Audit Bureau of Circulations. In fact, BROADCASTING has more paid circulation than the combined totals of the next three vertical publications in the field.

That's why the intelligent advertiser always chooses BROADCASTING as his basic promotional medium in the radio-tv trade field. He knows paid circulation is a true reflection of the publication's value.

Golden Indian invades Midwest via radio

BREAD MIX MARKET EXPANDING IN RADIO-ONLY CAMPAIGN

The Midwest is faced with an imminent Indian invasion. Not scowling Indians with warpaint on their faces, but smiling Indians on the wrappers of Golden Indian bread. These Indians brandish no tomahawks, wield no knives; their target is taste buds, not scalps, and their proven weapon is radio. With it they are sure they can capture the midwestern bread buyers as readily as they have captivated those dwelling on the Pacific Coast.

The story started a couple of years ago when a new firm, A & H Enterprises, bought time on the Ben Hunter midnight-to-morning program on KFI Los Angeles introduce a new bread that is "a delicious adventure in good nutrition, blended from cracked whole grains, soya protein, flaxseed meal and a sparkling touch of honey," to quote from one of the Golden Indian bread commercials.

The A & H principals were veterans of the baking business; they knew that many bakers are night workers, particularly the neighborhood bakers they wanted to bake Golden Indian bread and sell it to the public. These bakers buy the mix in 100-pound sacks from manufacturing distributors, who prepare it from the A & H formula, paying A & H a royalty for the preparation-distribution rights. An active baker will use one 100-pound sack of Golden Indian flour a week; the firm's top retailer, a Los Angeles health food store, turns three sacks into Golden Indian bread each week.

From nighttime radio A & H spread to daytime radio to reach the adult woman, eager for good tasting food, yet extremely aware of calorie content. Carleton Fredericks, nutritionist on KABC Los Angeles, has proved particularly successful at this assignment, according to Jerry Smith, head of

Gerald C. Smith Assoc., Los Angeles, agency for Golden Indian bread. "Realizing that some listeners might not know where to buy a product not carried by supermarkets, we offered on our commercials to send them the names of bakeries near their homes where Golden Indian bread is available. By just making this statement, with no giveaway or other gimmick, not even a booklet, Mr. Fredericks has pulled an average of some 65 letters a week."

A & H prefers to use personalities where it can get them and where it can afford to employ them; otherwise straight sales talks are used in the day and late night hours. The radio time is purchased in flights of about a month's duration, alternated with a lay-off of the same length of time. In addition to KFI and KABC Los Angeles, the company is now using KSON San Diego in Southern California, where the number of bakers baking and selling Golden Indian bread has almost reached 250.

Last spring, arrangements were made to introduce the product into the Pacific Northwest with schedules on KGW Portland, KBOI Boise, KGY Olympia, KOMO Seattle and KIT Yakima. In September, it moved into the San Francisco area via KFRC. The Midwest is next, the advertising to start in Chicago and to expand gradually throughout the 15 states serviced by John W. Allen Co., a manufacturing distributor which will mix and distribute the Golden Indian bread formula to the participating bakers.

"Radio is the only advertising medium we have used," Mr. Smith says. "It has done a fine job and has fitted in with the advertising requirements of A & H, which call for the maximum results from a small budget and which provide for expansion only as it can pay for itself." When he took over the advertising about 1½ years ago, the Golden Indian budget was about \$600-\$700 a month. Today it runs to about \$2,000 a month.

The radio advertising is supported by window streamers, counter cards and headbands with rampant Indian-style feathers for behind-the-counter personnel. Cards and streamers are adorned with the same smiling Golden Indian face that appears on the cellophane bags in which the bread is packaged. In Seattle, some bakers have begun using the mix for "Papoose Muffins" and A & H and its agency are watching sales closely to determine whether this junior addition to the Golden Indian tribe should be promoted in other markets.

Room service

Radio sets have "spread all over the house" according to a new Radio Advertising Bureau survey.

It reveals that 65.6% of U. S. families have working order radio sets in bedrooms; 55.8% in kitchens and 40.2% in living rooms.

The survey, conducted by R. H. Bruskin Assoc., also notes that there are 3.4 radios in the average home; 184 million radios in working order and 97.9% of all homes have working order radios.

The survey covers over 2,500 households.



Us hayseeds got a real OASIS!

GOING back to fundamentals a little bit, we'd like to remind you that the Red River Valley is one of the most fertile areas in America—thousands of square miles of ancient lake-bed with deep, rich soil — so fabulous that even the Encyclopaedia Britannica comments on it. Look up “Red River Valley,” and see!

Fargo is the very heart and center of this enormous and prosperous Valley. People listen to WDAY Radio, all over the Valley — come in from miles and miles around for shopping, recreation, big-ticket spending.

Ask PGW for the whole story. We know you'll be fascinated.

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



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

AUDIENCE POLLING DEVICE ANNOUNCED

Instapoll system offered to licensees by Teleglobe Pay-Tv

A new instantaneous tv audience survey service providing viewer reactions on a qualitative basis is expected to be announced in two weeks.

Called Instapoll, the system is an accidental byproduct of Teleglobe Pay-Tv System Inc., New York, Ira Kamen, Teleglobe executive vice president, said last week. He said one of two interested groups will be assigned rights to the system in a week or two. He said the plan will prevent a conflict with Teleglobe's pay tv interest but will still provide Teleglobe an income from royalties.

The FCC last week granted a three-year test of Teleglobe's pay tv system in Denver (see story page 44).

The idea for an automatic electronic polling system came to Mr. Kamen earlier this year. An engineer who has been associated with several pay-tv systems, he developed the idea and began conducting demonstrations for network and agency research executives, engineers and program producers. His code name for the system originally was "Elmar"—Electronic Measurement of Audience Reaction.

Teleglobe's automated billing system for its pay tv system was the key that opened the way for Instapoll, which will function as completely separate

operation from the pay tv system. Instapoll could presently operate in any community, Mr. Kamen said. A small transistor device, costing about \$10 is plugged into an extension telephone outlet in the viewer's home but not connected to a tv set or radio. The instrument has a row of pushbuttons which are pressed in response to questions asked either on the air or over a special loudspeaker attached to the Instapoll device. Viewer reactions as expressed by pressing the buttons in accordance with instructions are received via telephone lines in a central office, where they can be read directly from a tape or transferred to IBM cards for sorting and tabulating. Each home can be identified on the tape, and tabulations can be made according to the respondents' ethnic group, income, occupation or any other classification.

Mr. Kamen believes the new research tool is potentially useful for product research in test markets selected by agencies, qualitative ratings of tv programs on local or multi-city basis, pilot film tests, reactions to commercials and instantaneous polls conducted on programs.

One of the two groups interested in receiving the Instapoll license is headed by Theodore Granik, a tv-radio pro-

ducer of forum-type shows. According to Mr. Kamen, Mr. Granik is considering a tv forum show in which home viewers are asked to express their viewpoints on controversial topics by pressing buttons. Their answers would be reported within a few minutes on the program.

Mr. Kamen said the second group does not wish to be identified at this time. A news conference and demonstration of Instapoll in New York are planned by whichever group obtains the system, Mr. Kamen said.

Among the advantages of Instapoll over present rating services, according to Teleglobe, is its claim that Instapoll will be the first service to report whether the respondent "enjoyed" what he was viewing. Using this system for program rating enables the interviewer to ask the respondent over a direct-wired speaker hookup to identify the channel being viewed and to elicit personal reaction to the program material. Mr. Kamen said that "many times the viewer selects a program which has been highly touted, but which upon viewing, he does not enjoy, but sees it through anyway." This aspect could change the philosophy of audience rating techniques, Mr. Kamen said.

PROUD'S 'RESIGNATION' Former AFA head forced out, he says; other side told, too

C. James Proud, former president of the Advertising Federation of America who was forced to resign his post in August, said last week the "true cause" of his departure was an ultimatum from the AFA executive committee.

Mr. Proud, who has set up temporary headquarters in the Advertising Club of New York, said in a statement Tuesday (Oct. 2), "My 'resignation' was indeed a pure euphemism since it was demanded by a bare majority of 7 out of 12 members of the AFA executive committee in a meeting taking advantage of my absence from the country Aug. 3. . . . Charges of 'inefficiency and insubordination' against me are quite without foundation, as is the charge of 'weakness.' As everyone who knows me recognizes, I was too aggressive, rather than too weak."

An executive committee statement said that group had been studying and evaluating the performance of paid AFA personnel for over three years. During all sessions on this subject, "it became increasingly apparent that a change had to be made in the presidency," the statement continued.

Mr. Proud, under whose tenure AFA established a Washington office in October 1959, said he was "poles apart" from George W. Head, new chairman



Sol Sagall (l), president of Teleglobe, inspects the tape readout device of the new Instapoll system with Ira Kamen (r), executive vice president and technical director of the firm. Showing in the upper left corner are the readout-tape perforations which

identify the preferences indicated by the respondents in their homes. This tape is subsequently fed into an IBM tape-to-card converter and is sorted and processed in accordance with an IBM system developed for Teleglobe's pay tv system.

**ROCHESTER'S
NUMBER ONE
STATION
HITS**

50.1

**C. E. HOOPER, INC., JULY-AUGUST 1962
MONDAY-FRIDAY, 7 A.M.—6 P.M.**

Uncontested leader in all monthly Rochester Hooper Surveys since June, 1958. Uncontested, during the same period, in Pulse. Miles ahead in adult listenership.



This programming did it:

1-MINUTE EDITORIALS

The only ones broadcast in Rochester. They include station campaigns favoring Foreign Aid, urging crosswalk observance, encouraging community improvement . . .

1-MINUTE SPANISH LESSONS

By Dr. D. Lincoln Canfield, Chairman of University of Rochester's Department of Language and Linguistics.

1-MINUTE SERMONS

In the voice of Rochester's Dr. Harold J. Drown of Rochester's 3rd Presbyterian Church.

1-MINUTE POLITICAL TALKS

1304 of them during the current campaign—one candidate per hour—all sustaining.

LIVE COVERAGE OF CITY COUNCIL

Also, in capsule form. And, yes, we said live.

MUSIC EXCHANGE WITH RADIO MADRID

Introduced, in English, in the voice of Spanish disc jockey Pepe Palau. (Madrid hears Rochester's top tunes, introduced, in Spanish, by BBF's general manager.)

**...AND, OF COURSE, NEWS COVERAGE by
5 EXPERIENCED, EVER-TRAVELING REPORTERS,
AND POPULAR MUSIC PRESENTED BY 6 OF
THE CITY'S MOST SEASONED BROADCASTERS.**

WBBF

ROCHESTER, N. Y.

Gross billings at tv networks

| | AUGUST | | | JANUARY-AUGUST | | |
|--------|--------------|--------------|----------|----------------|---------------|----------|
| | 1961 | 1962 | % Change | 1961 | 1962 | % Change |
| ABC-TV | \$14,484,650 | \$16,075,143 | +11.0 | \$123,417,660 | \$132,474,200 | + 7.3 |
| CBS-TV | 20,574,159 | 25,060,344 | +21.8 | 170,405,122 | 200,402,561 | +17.6 |
| NBC-TV | 20,326,919 | 23,138,711 | +13.8 | 164,245,454 | 183,566,316 | +11.8 |
| Total | \$55,385,728 | \$64,274,198 | +16.0 | \$458,068,236 | \$516,443,077 | +12.7 |

| | MONTH BY MONTH 1962 | | | |
|----------|---------------------|--------------|--------------|--------------|
| | ABC | CBS | NBC | Total |
| January | \$16,673,662 | \$25,528,518 | \$23,578,579 | \$65,780,759 |
| February | 15,757,364 | 23,528,815 | 21,956,372 | 61,242,551 |
| March | 17,762,981 | 25,731,519 | 24,100,566 | 67,595,066 |
| April | 17,237,755 | 24,193,144 | 21,899,207 | 63,330,106 |
| May | 17,227,296 | 25,380,092 | 23,494,373 | 66,101,761 |
| June | 16,031,277 | 25,081,505 | 22,609,590 | 63,722,372 |
| July* | 15,708,722 | 25,898,624 | 22,788,918 | 64,396,264 |
| August | 16,075,143 | 25,060,344 | 23,138,711 | 64,274,198 |

* July 1962 figures revised as of Sept. 28 1962.
Source: TvB/LNA-BAR

of the board of AFA and advertising and sales promotion manager of the National Cash Register Co., Dayton, Ohio, on the "posture AFA should take

on legislative matters."

The former AFA executive officer said Mr. Head ordered him to vacate his AFA office effective Sept. 28 in a

registered, airmail letter dated Sept. 27 (and which he said he received Oct. 1).

Mr. Head wrote, "As requested by the executive committee I am immediately assuming all the duties of the president," according to Mr. Proud.

Meanwhile, the Tenth AFA (Southwest) District has warned the organization it may advise its individual clubs to "re-evaluate" their association with AFA unless the district is reassured of the organization's "grass roots" character (AT DEADLINE, Oct. 1). The district said it was "deeply concerned" that the directors were bypassed by the executive committee. Clarification also was requested of the directors by the Advertising Club of Boston.

In a statement issued last week, Mr. Head recounted the manner in which the AFA requested Mr. Proud's resignation, stating the executive committee and the board of directors had unanimously approved the resignation recommendation.

Mr. Proud became president of AFA July 1, 1957. He was with the organization for 15 years.

GOVERNMENT

New pay tv test set for Denver

FCC AUTHORIZES USE OF TELEGLOBE SYSTEM OVER KTVR (TV)

KTVR (TV) Denver received FCC approval last week to become the second tv station to conduct an experiment in subscription television broadcast over the airwaves.

The ch. 2 outlet was authorized to test for three years the Teleglobe system, which broadcasts a normal tv picture but sends the sound into homes via telephone lines.

A home subscriber, if he wants to hear the program being telecast, turns on the sound with a special switch and is billed only if the sound is on. This system is different from the original pay tv test now underway on WHCT (TV) (ch. 18) Hartford, Conn., which transmits a scrambled picture that is decoded through a special device attached to the subscribers set.

The Teleglobe fee system was developed by Solomon Sagall, president of Teleglobe Pay Tv System Inc., New York, which has granted a 49-year franchise of its system to Teleglobe-Denver Corp. Teleglobe-Denver is two-thirds owned by Macfadden-Bartell Corp. and one-third by Teleglobe Pay Tv Inc.

J. Elroy McCaw presently is the sole owner of KTVR but community antenna entrepreneur Bill Daniels has an option to purchase the station for \$2

million (BROADCASTING, Feb. 5). A spokesman said last week that Mr. Daniels plans to exercise his option "in the near future." Mr. Daniels has agreed to continue the pay tv test if the FCC approves his purchase of KTVR.

Under terms of the FCC grant, the pay tv test must begin within six months and both Mr. Sagall and Gerald Bartell, president of Macfadden-Bartell and Teleglobe-Denver, said that every effort would be made to offer pay programs over KTVR within the required time.

In March 1959, the FCC announced that it would accept applications for tests of pay tv under rigid controls and last week's order found that KTVR had met all the requirements. Subscribers cannot be required to purchase special receiving equipment; the franchise holder, Teleglobe-Denver, must bear these costs. The subscriber will be charged \$10 for the required telephone line connections (subject to refund if the test is terminated in less than a year) and a minimum monthly charge cannot exceed \$3.25. KTVR and Teleglobe said that program charges (with feature films to be the main fare at the start) will ordinarily range from \$1 to \$2 but may go as high as \$3.50 or as

low as 25 cents for some shows.

Minimum Subscribers ■ Teleglobe hopes to have 2,000 subscribers before pay tv programming is begun over KTVR, with fee programs to be offered between 9:30 and 11:30 p.m. at the outset. The station plans ultimately to offer pay programs up to 40 hours a week, mostly during prime time, and will operate as a regular commercial station during other hours.

Macfadden-Bartell has agreed to put \$350,000 into Teleglobe-Denver to finance the pay tv experiment. The franchise holder will pay 5% of its gross proceeds to the grantor (Teleglobe Pay Tv System Inc.), with a minimum annual payment of \$25,000 for the right to use the Teleglobe system. The Denver company also must pay Teleglobe \$50,000 in 18 monthly installments beginning seven days after the grant from the FCC.

Teleglobe-Denver will furnish KTVR all the equipment necessary for the pay tv test and will pay the station \$1,500 weekly after the test begins. The franchise holder also is committed to pay KTVR 20% of the net profits from pay tv before taxes; an amount representing the difference between payments and the time costs computed at KTVR's one-time national rate, and

The CALLMARK OF QUALITY RADIO IN CENTRAL NEW YORK


40TH Anniversary
1922 - 1962

FIRST CHOICE IN A FIRST RATE MARKET

Top personalities, top programming, top facilities and top management combine to insure advertisers a really effective selling job in WSYR's 18-county service area. WSYR's big margin of superiority is confirmed by all recognized market coverage studies.

NBC
In Central New York

WSYR



Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
 NEW YORK • BOSTON • CHICAGO
 DETROIT • SAN FRANCISCO

5 KW • SYRACUSE, N. Y. • 570 KC

Glenn was go, but stations get a red light

Licensees will have to check their program logs again. The FCC last week discarded six of the seven days in its previously announced composite week for applications filed in 1963 (BROADCASTING, Sept. 17).

Noting it has learned that programs "likely to have been broadcast throughout the U. S. on one or more of the dates selected for the composite week were atypical," the FCC announced the following new dates:

| | |
|-----------|----------------|
| Sunday | Aug. 5, 1962 |
| Monday | Sept. 25, 1961 |
| Tuesday | Jan. 23, 1962 |
| Wednesday | Nov. 15, 1961 |
| Thursday | April 26, 1962 |
| Friday | May 11, 1962 |
| Saturday | Feb. 24, 1962 |

Earlier, the FCC had named Tues-

day, Feb. 20, 1962, as one of the days to be used in the composite week. This was the date that astronaut John Glenn orbited the earth three times while most broadcast stations kept an anxious America informed throughout the day (BROADCASTING, Sept. 24). The new composite week incorporates only one day from that previously announced—Friday, May 11.

The commission also pointed out that licensees may submit any additional program material desired if they feel the composite week does not adequately reflect their program service to the public. All stations seeking license renewals and major changes in facilities must submit a programming composite week.

the applications as the record is developed and "depending on the attitude of the applicants towards their contractual commitments" to NABET.

Philco filed last week a further pleading in its effort to induce the FCC to request certain antitrust investigation records concerning RCA-NBC from the files of the U. S. Justice Dept. (BROADCASTING, Aug. 27). Philco included in its filing a letter from Lee Loevinger, assistant attorney general, antitrust division, in which he told Philco that any request for information in the Justice Dept. files should be made through the FCC. He said the department would try to supply material, if requested by the commission, "subject to the obvious difficulties involved in releasing grand jury information or other documents of a privileged or confidential nature." Philco repeated claims that the Justice Dept. suggested in court that the FCC should consider antitrust material concerning NBC in determining the network's qualifications to be a licensee.

A prehearing conference in the proceeding was held Wednesday (Oct. 3) in which Hearing Examiner James D. Cunningham outlined on which party the burden of proof rests for each issue of the hearing and the parties worked out a schedule of procedure. A further prehearing conference has been scheduled for Oct. 11.

Incorporators named for satellite firm

President Kennedy last week named 13 incorporators of the Satellite Communications Corp.

Among those appointed who have interests in broadcasting are: Edgar F. Kaiser, Kaiser Industries; Philip L. Graham, *Washington Post*; Leonard H. Marks, Washington lawyer, and George L. Killion, president of the American President Lines.

Kaiser Industries owns KHVH-TV Honolulu and KHJK (TV) Hilo, both Hawaii. The Washington Post Co. (which publishes the newspaper of that name and also owns *Newsweek* magazine) owns WTOP-AM-FM-TV Washington and WJXT (TV) Jacksonville, Fla. Mr. Marks, a member of the Washington communications law firm of Cohn & Marks, is a former assistant to the general counsel of the FCC and a few years ago was president of the Federal Communications Bar Assn. Mr. Killion is chairman of Loew's Inc. (MGM), which owned WHN (later WMGM but now WHN again) New York for many years until sold to Storer Broadcasting Co. early this year.

The incorporators will organize the corporation, arrange for the sale of stock, and start the corporation's activities in the field of space communi-

out-of-pocket expenses of the station in excess of normal operating costs.

KTVR has a 5-year option to purchase 25,000 shares of Teleglobe stock for approximately \$2 per share.

Denver Area ■ Denver has a city population of approximately 500,000 and the metropolitan area encompasses 929,000. It is served by three other commercial vhf stations—KBTW (TV), an ABC affiliate; KLZ-TV, CBS; and KOA-TV, NBC.

In granting the KTVR application, the FCC turned down protests filed by the Denver Committee Opposed to Pay Tv and a group of local theater owners. The commission said that no substantial and material questions of fact are unanswered and that a hearing on the KTVR application, as requested by the protestors, would serve no useful purpose.

Macfadden-Bartell owns WADO New York, WOKY Milwaukee, KCBQ San Diego, and KYA-AM-FM San Francisco. Besides KTVR, Mr. McCaw owns KTVW (TV) Tacoma, Wash., and 50% of KELA Centralia-Chehalis, Wash. Mr. Daniels owns a group of catv systems and is president of Daniels & Co., catv broker-management firm. He also owns KFML-AM-FM Denver.

Mr. Bartell said that "to the fullest extent that such programs are available . . . we plan to offer the best of legitimate theater, musical shows, opera, ballet, concerts, renowned orchestras and first-run movies." Mr. Sagall described his pay tv system as the simplest technique now developed because no signal scrambling is involved and no extra attachments to the receiver are necessary.

He said all the principals involved are "extremely enthusiastic" over the Denver test and said that city is the "ideal place" for pay tv.

Flick of a Switch ■ Mr. Sagall stressed that the Teleglobe subscriber can first see a picture of the pay tv program offered before turning on the sound. To do the latter, he merely turns on a switch which will register in a central control through holes punched in a recording tape. Scanning equipment will determine twice during each pay program if a subscriber has the sound turned on, and on that basis he will be billed monthly. He will be charged for the program only if the sound is up during both checks.

Commissioner Robert T. Bartley dissented to the pay tv test by KTVR. He questioned whether the grant makes the station a more desired property and if the proposed sale to Mr. Daniels constitutes trafficking in licenses.

The pay tv test by WHCT, which began in June using the Zenith-developed Phonevision system, is still being fought in the courts. That grant was made following a hearing before the commission, and the U. S. Court of Appeals upheld the pay tv test over the objections of a Connecticut theater group. A subsequent appeal was made to the U. S. Supreme Court where it is now pending.

NABET wants voice in Philco-NBC-RKO case

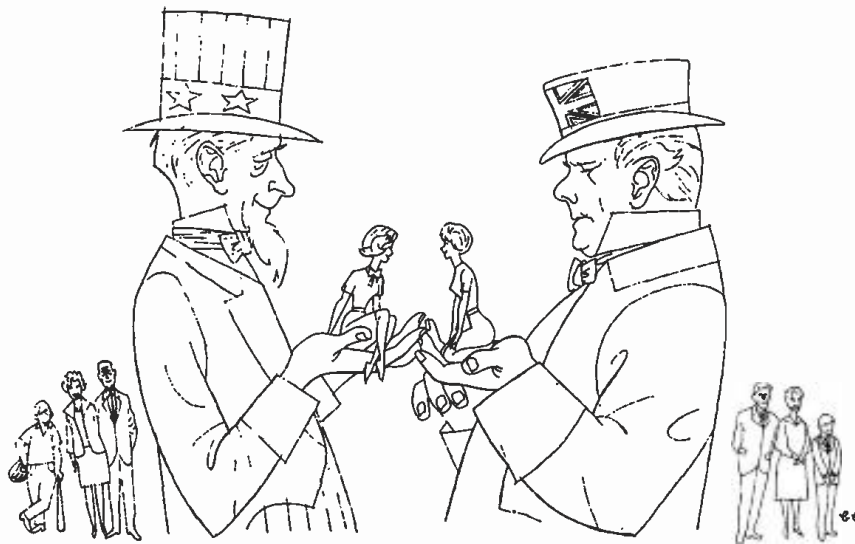
The National Assn. of Broadcast Employes & Technicians last week asked the FCC for permission to participate in the NBC-Philco-RKO General hearing for NBC's renewal of ch. 3 WRCV-TV Philadelphia, Philco's application for a new station on that channel, and the NBC-RKO contract to exchange the former's WRCV-AM-TV for RKO's WNAC-AM-FM-TV Boston.

The union said it wishes to intervene, reserving the right to support or oppose

“FAIR EXCHANGE”

was off to a highly auspicious start... the first hit among the new filmed dramas may be here at long last...!”

— Jack Gould, NEW YORK TIMES



Jack Gould, NEW YORK TIMES

“‘Fair Exchange’ should be a winner... The two families are altogether reasonable and real human beings who bring a note of charm and warmth to the readjustment that attends the arrival of the young visitors in their homes...”

Nick Kenny, NEW YORK MIRROR

“The only ornament of the plethora of premieres so far this season is ‘Fair Exchange’. If the initial canto is any augury, this could well be the situation comedy of the year. It is the first series with a shred of originality.”

Jack Hellman, DAILY VARIETY

“‘Fair Exchange’ is a pure fun show... ‘way out’ comedy has long been Cy Howard’s forte and he hired a pair of skilled hands to keep the big laughs pumping. The casting is near perfect and this and the writing will carry the show through...”



“Gracias,
amigos”

Ben Gross, NEW YORK DAILY NEWS

“For more years than I care to mention I have been waiting for a situation comedy series which would be different... Well, finally such a show came to CBS-TV in ‘Fair Exchange’, the first hour-long weekly program of its kind... it is certainly a good start...”

Bob Hull, LOS ANGELES HERALD EXAMINER

“‘Fair Exchange’, the best new comedy of the season, seems assured of becoming a pace-setter in the field of television comedy... It could switch the industry from its present pre-occupation with dour dramas and wide-open-space horse operas to longer and funnier comedies... Someone at CBS seems to have remembered that people tune in their TV sets to be entertained...”

Hank Grant, HOLLYWOOD REPORTER

“Most importantly, the new series, ‘Fair Exchange’, is the first situation comedy series to go the hour-long route and significantly seems to justify its length... It held interest throughout with a premise which is a solid one for comedy...”

A DESILU PRODUCTION ■ CBS TELEVISION ■ FRIDAY EVENINGS



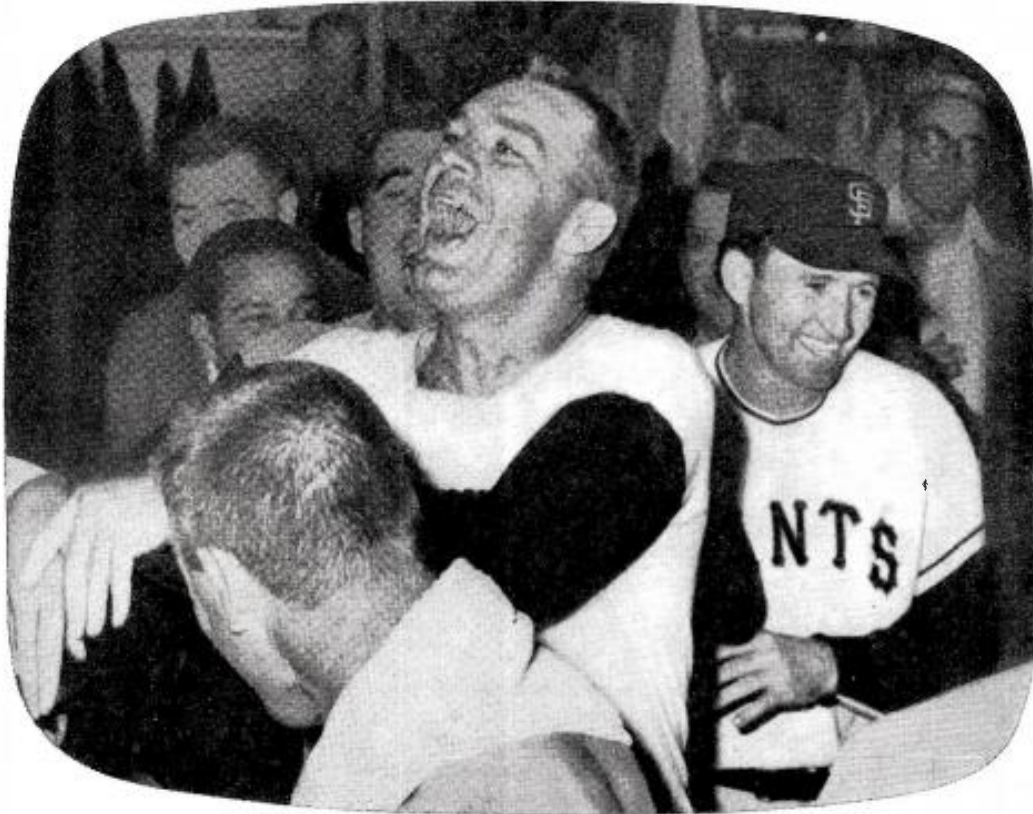
“all programs subject to change without notice”

We *expected* Monday, October 1, to be a big day for NBC Television. It *had* to be. “David Brinkley’s *Journal*” was starting its new season with a full-hour chronicling of corruption in highway-building. Johnny Carson was making his debut as the star of “Tonight.” And our afternoon schedule was opening its doors to the nighttime goings-on of “The Merv Griffin Show.”

So we *expected* it to be quite a day. But two unexpected news happenings the day before—one grimly

serious and the other a sports story—made our Monday’s television programming even more unusual.

The violence at the University of Mississippi (and its aftermath) could not have been covered properly without our cutting into and changing our prepared schedule. This was done. Reports on the Southern crisis reached NBC viewers throughout the day and evening. On the “Today” show alone, there were five up-to-the-minute newscasts on the situation. And in the evening,



"It's A Man's World" was pre-empted for a special, full-hour program highlighted by exclusive interviews with key figures in the controversy. First things first.

The other unexpected event was, happily, much lighter in nature. In California, the National League pennant race wound up in a surprising stalemate. A play-off was to start the very next day between the Dodgers and Giants. We hurriedly made room in our afternoon schedules to bring NBC viewers the exclu-

sive coverage of this two-out-of-three series. (As you may have heard, our cameras are also covering the World Series, just as they've done for 16 years).

As we say, this past Monday was on the unusual side. Even at this network, we don't often have a day that embraces three major premieres and the sudden pre-empting of five hours for special news coverage. But it's comforting to know that when such days come, NBC's resources are *ready*.



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

Second FCC road show seen in Lee's crystal ball

Another Chicago-type FCC investigation of local tv programming will be held shortly after the first of the year, Commissioner Robert E. Lee predicted last Thursday (Sept. 4) in a speech to the National Assn. of Broadcast Employees & Technicians (AFL-CIO), meeting in Chicago.

Commissioner Lee presided over the FCC's initial foray into local tv programming offered by five Chicago stations (BROADCASTING, March 26, *et seq.*). He feels that inquiry benefited the FCC and the industry and that it should be repeated in other cities.

It was learned last week that the FCC's Broadcast Bureau and a majority of the commissioners agree, and that the bureau has several cities under consideration for future hearings. The bureau, it was reported, will recommend to the FCC "very soon" that other hearings be held and will suggest "several cities" as possible sites.

The markets under consideration were not disclosed ("We don't want to scare anybody," an FCC official said), but Commissioner Lee said that he would favor a two- or three-station market much smaller than Chicago. The commission staff said it has "numerous indications" that the Chicago hearing resulted in more and better local, live tv programming in all time segments.

Improvement Seen ■ Among the "indications" cited by Commission-



Mr. Lee

er Lee: two stations moved popular local shows into prime time; there are now "obviously" more local documentaries on Chicago tv; the three network-owned stations in Chicago added more local, live programs. "This hearing didn't hurt anybody," Commissioner Lee said. "The stations are happy; everybody is happy."

Commissioner Lee predicted that no new inquiries into local tv programming in a given city will be held before the first of the year. One drawback is the availability of key staff personnel to prepare the FCC's case. "We want to send our best men and they are busy on other matters," an FCC official said in Washington.

Much of the discussion at the three-day NABET convention was devoted to the FCC's proposals to relax its engineering rules so that broadcast stations could contract for the parttime services of a first-class engineer rather than being required to have one fulltime on staff. NABET has filed pleadings with the commission in opposition to the proposal.

George W. Smith, international president of NABET, told Commissioner Lee that his union also will supply the FCC with "documentary evidence of present technical deterioration in broadcasting." Mr. Smith said any lowering of present standards for technical supervision of broadcast operations "would seriously and adversely affect a station's compliance with FCC operating regulations."

The NABET official also cited the possibility of a Conelrad nuclear warning alert in which the lives of thousands of people within the reception area of a station might be put in jeopardy because of inexperienced or unqualified personnel handling technical operations at the station.

cations. The corporation was voted by Congress several months ago and sponsored by the administration. Half its stock will be publicly owned; half by common carriers. Three members of its 15-man board will be appointed by the President.

All of the incorporators named by the President last week must be confirmed by the Senate.

FTC puts reins on Rybutol ad claims

The Federal Trade Commission has issued an order against the vitamin and mineral product Rybutol which is more restrictive in disallowing advertising claims than past FTC orders in the vitamin field.

The commission adopted an initial decision recommending that Lanolin Plus, a division of Hazel Bishop Inc., be required to explain in Rybutol advertising that a great majority of people suffering from symptoms such as tiredness, loss of happiness and a sense of well-being, etc., experience these symptoms from

causes other than deficiencies due to a lack of the nutrients contained in Rybutol. Furthermore, the FTC ordered, the company must stop making claims that Rybutol will provide strength, pep and energy overnight.

Bureau asks WDOV fine instead of revocation

The FCC's Broadcast Bureau last week accepted a pleading by WDOV-AM-FM Dover, Del., and recommended the station be given the maximum fine of \$10,000 instead of having its license revoked.

The station was ordered by the FCC to show cause why its license should not be revoked for making commercial broadcasts after its regular hours during an emergency. The programs were not entered in the programming log and William S. Cook, vice president, general manager, and minority stockholder, at first denied the violations but later admitted them (BROADCASTING, June 11).

In light of the admission of guilt by

WDOV, the bureau feels that there is no need for an evidentiary hearing and that the decision as to revocation is so close it is better to invoke the maximum fine. The bureau earlier had urged that revocation proceedings be pressed and WDOV's plea dismissed (BROADCASTING, July 30).

WDOV also confessed to practicing double-billing prior to the FCC's general notice to licensees condemning such procedures, but said the practice had been stopped and would not be revived. Since the WDOV case was the first to include double billing as an issue, the bureau said, a fine and a warning would be fair punishment.

FCC heeds ITA plea on automatic logging

The FCC last week, in response to petitions by ITA Electronics Corp., manufacturer of automatic logging equipment, and others, separated from a proposed overall logging rulemaking the section permitting automatic program logging and granted that proposal

(BROADCASTING, Aug. 27).

Other matters concerning maintenance of program logs will be considered with the overall revision of program form requirements, the commission announced.

ITA Electronics told the FCC that it is practicable through automatic logging to retain complete program transcripts from which any desired information could be extracted and compiled. The company further said automatic logging could be used in conjunction with any new application forms.

The automatic logging proposal was not opposed in many comments to the FCC, although other features of the commission's proposed application forms were highly controversial.

High court set to hear film distributors' case

The U. S. Supreme Court will hear arguments next week on the antitrust judgment issued against six major tv feature film distributors more than 18 months ago.

Both the Dept. of Justice and the six film distributors asked the Supreme Court to reverse the ruling by U. S. District Court Judge Archie O. Dawson in New York in 1961 (BROADCASTING, Feb. 13, 1961).

In that ruling, Judge Dawson found the film distributors guilty of block booking and tie-in sales, requiring tv stations to take unwanted feature films in order to get rights to desirable films. The judgment also banned conditions that would require a multiple station owner to take a package of films for all his stations. The lower court ruling did not forbid package sales, but did require that films be individually priced.

The decision culminated an antitrust suit filed against the following distributors in 1958, charging violations of the Sherman Act:

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

Both the Dept. of Justice and the film distributors appealed this decision. The government claimed that the proposed order did not go far enough in ensuring that tie-in sales would be prohibited. The film distributors claimed the projected order was too stringent.

Pay Tv Docket ■ The only other major broadcast case before the Supreme Court in the October term, which begins today (Oct. 8), is the appeal of Connecticut theatre owners against the FCC's authorizations to RKO General to operate a pay tv test for three years over WHCT (TV) Hartford, Conn.

CO-OP ADVERTISING DEAD?

Retailers say interpretation of law vague; FTC to meet with manufacturers next week

A storm has been brewing in the ranks of cooperative advertisers over the Federal Trade Commission's stringent interpretation of that section of the Robinson-Patman Act, which prohibits discriminatory advertising allowances. The storm should reach peak intensity, it is expected, when the five FTC commissioners meet with parties who asked for a conference with the trade commission Oct. 17 (AT DEADLINE, Oct. 1).

Certain groups who requested the conference feel this is an unusual and promising opportunity to meet directly with the FTC members instead of dealing only with the staff; some spokesmen told BROADCASTING they hope to persuade the FTC to an interpretation of the Robinson-Patman Act that cooperative advertisers can "live with."

The pertinent section of the R-P Act says, according to the FTC: "if a seller chooses to make payments to his customers for services or facilities such as advertising, such payments must be available on proportionately equal terms to competing customers."

The newspaper medium would be the hardest hit by a cutback in co-op advertising funds, according to Robert Alter, manager, sales administration, Radio Advertising Bureau. Radio advertising would also be greatly affected however, he said.

Television, though, would experience less cutback at the local level with the possibility that national spot and network advertising on television would benefit, according to Howard Abrahams, TvB vice president in charge of retail sales.

He explained that tv advertising by retailers (department, drug, food stores) accounts for a smaller part of overall tv revenue than it does in other media. Contrary to common belief, however, he said some retailers tell TvB it is easier to get co-op money from manufacturers for use on television than for use in newspapers.

For the most part, retailers continue to use most of their co-op ad funds in newspapers.

If co-op funds should disappear as a result of stricter FTC enforcement or stricter rules, Mr. Abrahams predicts that manufacturers might convert their co-op funds to national campaigns. If this happens, he sees the possibility of a definite increase in tv advertising by manufacturers now using the co-op system.

Conference Genesis ■ The Oct. 17 co-op advertising meeting was requested by the National Retail Merchants Assn.,

the American Retail Federation, and others. The American Newspaper Publishers Assn. is also expected to participate.

The NAB said last week it does not intend to actively participate in the co-op conference but that the group will keep an eye on developments and be prepared to offer suggestions if needed.

The trade commission has been cracking down on co-op ad allowances in a series of cases, covering a variety of products. The FTC order that triggered the conference request was "designed to bring a large segment of the apparel industry under broad cease and desist orders, aimed primarily at the practice of manufacturers to engage in cooperative advertising with retailers," according to the National Retail Merchants Assn.

This association comprises more than 10,500 retail apparel distributors, including department, specialty and chain stores. A spokesman said that about one-third of the members' advertising budgets are in co-op.

If apparel manufacturers sign the FTC consent order, they would be forced to abandon or to severely limit their participation in co-op advertising programs, Harold H. Bennett, president of NRMA, told the FTC. He said the FTC orders were broadly phrased in the general statutory language of the Act and thus shed no light whatever on the alleged illegal practices; that the "proportionately equal" payments provision of the act was so vague that it is impossible to determine whether a particular co-op plan is lawful, and that "exceedingly heavy statutory penalties" made any co-op plan too risky for the average apparel manufacturer.

Limits Choice ■ Mr. Bennett said that, as interpreted by the FTC, the Act means that any co-op plan "must provide something for each competitive customer. It would be unlawful, for example, to limit the benefits solely to customers purchasing \$100,000 or more of the sellers' goods annually or only to those customers who can provide television advertising." Such restrictions, he claimed, have the effect of dictating to the manufacturer the kind of advertising campaign he can carry out, by prohibiting a range of choice.

Congress had no intention of outlawing cooperative advertising or other joint promotional plans, Mr. Bennett said, but the FTC, through sweeping



The new commissioner takes over

E. William Henry (right), who was sworn in as a member of the FCC last Tuesday morning (Oct. 2), receives congratulations from Supreme Court Associate Justice Byron (Whizzer) White, who presided at the Washington ceremony.

Commissioner Henry, at 33, displaces Chairman Newton N. Minow as the second youngest man ever to serve on the FCC (former Chairman Charles Denny was 32 when appointed). The Memphis attorney said that "it is with a great deal of pride that I become a bureaucrat . . . because a bureaucrat is a servant of the people."

The ceremony was held before a standing-room-only crowd in the FCC's meeting room. He thanked the many FCC staffers present for attending. On Wednesday, Commissioner

Henry attended the FCC meeting but did not participate.

Commissioner Henry, a Democrat active in the 1960 campaign on behalf of President Kennedy, replaces fellow Democrat John S. Cross. Mr. Cross, an engineer, plans to establish a consulting practice. Lonnie Emerson and Bruce Longfellow, legal and engineering assistants, respectively, to Commissioner Cross, will remain in the same positions on the staff of Commissioner Henry. Commissioner Henry also announced that Cross secretaries Lillian Watson and Frankie Fox will continue on his staff and that he is interviewing prospects for his confidential assistant.

Mrs. (Sherrye) Henry was present when her husband took his oath of office and the family (three small children) still is house-hunting in Washington.

consent orders, would destroy this means of product promotion.

In a recent FTC order, 16 toy manufacturers were told to stop "discriminating among competing customers in paying allowances for advertising in any printed buying guide distributed by their customers." In 3 of the 16 cases—Transogram Co., Ideal Toy Corp., and Mattel Inc.—the FTC charged that the companies also granted allowances "to certain named favored customers" to finance tv advertising of their toys, and that these allowances were not made available on proportionately equal terms to the companies' other competing customers.

Revocation dropped; WMPP licensed for year

A license revocation proceeding the FCC instituted against WMPP Chicago Heights, Ill., in 1961 was dismissed last week and the commission granted the station a one-year license.

The commission said a "misunderstanding" caused the station not to report a 40% transfer in stock and that the violation was not enough to warrant revocation. WMPP was granted in November 1960 to Seaway Broadcasting Co. Before the grant there was a transfer of stock to Charles J. Pinckard. This transfer was not reported, the FCC

charged in the revocation order (BROADCASTING, April 17, 1961).

WMPP waived its right to a hearing but said its failure to report the transaction was unintentional and denied any effort to conceal the transfer of stock. An application for transfer was filed in December 1960, the station said.

Mobile users ask for chs. 14, 15

The FCC was asked last week to reallocate chs. 14 and 15 from television to the land mobile service (BROADCASTING, Oct. 1).

Mobile communications users on Oct. 1 petitioned the FCC to institute rule-making to make the change to relieve frequency congestion "seriously impairing" the communications links of police, fire, highway maintenance, and emergency services for doctors and hospitals, they said.

The petition was filed by the Land Mobile Communications Section of the Electronics Industries Assn.

The land mobile radio services have grown from 86,000 transmitters in 1948 to 1.7 million this year, William J. Weisz, chairman of the section, said. He estimated that space must be found for 5 million transmitters by 1978.

Reallocation of chs. 14 and 15, Mr. Weisz said, would make possible 240 new land mobile channels.

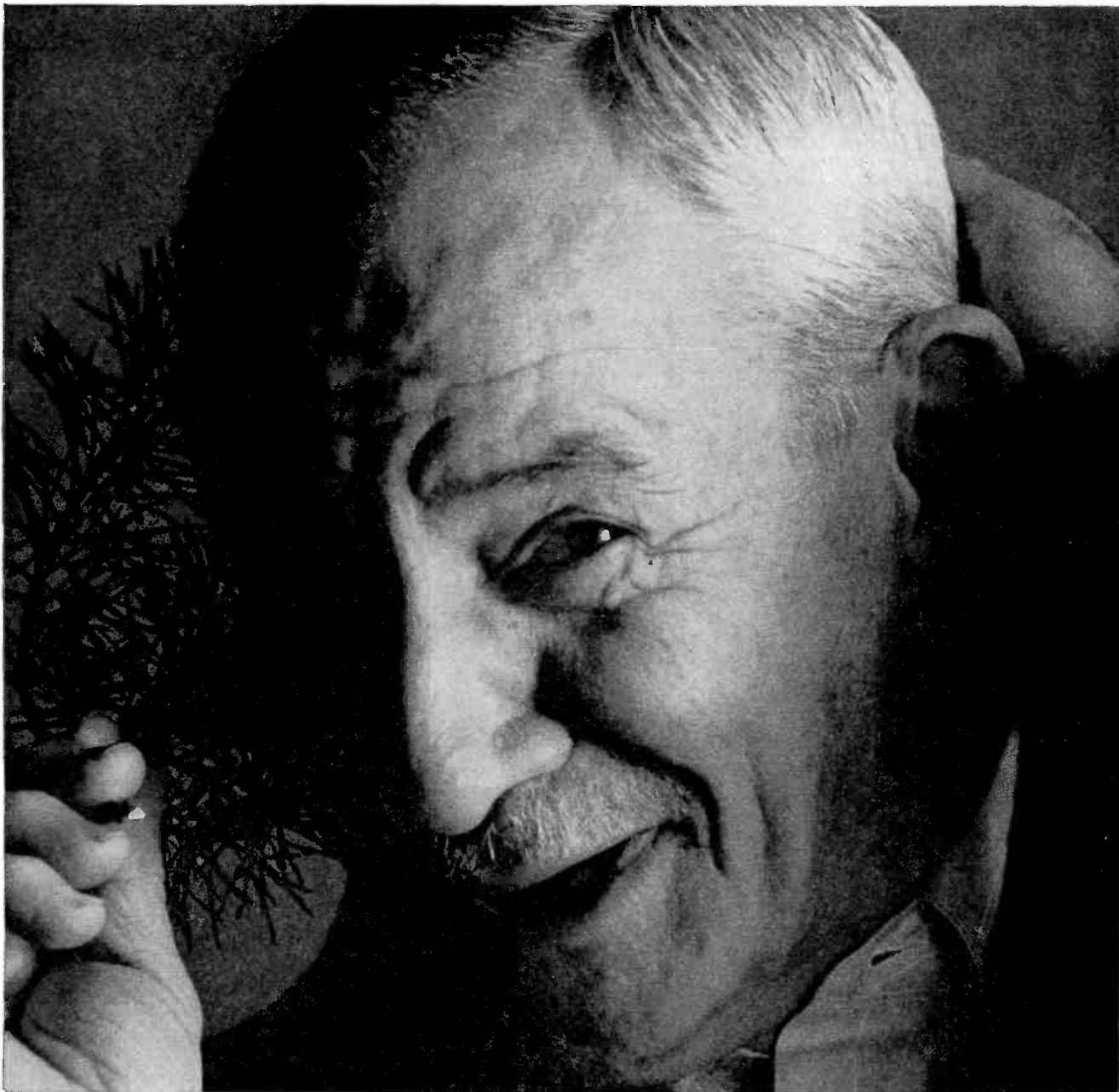
Tv chs. 14 and 15 (470-482 mc) are at the very beginning of the uhf television band. Sixteen tv stations are authorized to operate on those two bands—five on ch. 14 and 11 on ch. 15. The petition points out that only three stations on ch. 14 and five on ch. 15 are actually in operation.

The mobile users suggest that tv stations on chs. 14 and 15 would be protected by banning the operation of a mobile service "within a reasonable distance" of any of those tv transmitters, but only for an interim period until the existing stations on the two uhf frequencies could move to other assignments, they said.

It is understood the "reasonable" distance in the minds of the mobile service group is 150 miles.

Calling for a quick decision, the petition said: "It is also timely that this issue be determined now so that all-channel tv receivers which will be on the market in the next few years may be properly designed so as not to include these channels." This is a reference to the recent law requiring all tv receivers sold in interstate commerce to be equipped for both vhf and uhf reception.

Three Bands ■ Mobile services (local government, manufacturers, trucking, taxicabs, citizens radio, etc.) are assigned to three bands. They are 25-50 mc band, 150-174 mc area and the 450-460



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

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

Flint-Saginaw-Bay City, where else? . . . That's where WJRT "programming from within" is aimed at people in the market by people who know them and their interests best. By the Social Security Administration's John Brown, for instance, who runs the popular question-and-answer period on the "Almanac" show. Judging by his mail, John's helped area people of all ages make long-range retirement plans. (And John's become so interested that he's invested in a 7,000-unit Christmas tree plantation for *his* later years.)

Nothing out of the ordinary for Channel 12, really. Because we're committed to the view that keeping people's interests in front of our cameras keeps their

interest in front of the set. That's why, in just 2½ years, some 25,000 area people have appeared on WJRT to represent over half a thousand various interest groups.

Results? An average nightly audience of 75,000 families. People, that is, who have \$546 more annual income than the national average.*

Which boils down to a weekly figure of \$10 extra for deodorants and shaving cream and breakfast foods. And for whatever *you* sell on TV.

Call Harrington, Righter and Parsons today. *They're* big as life in New York, Chicago, St. Louis, Boston, Atlanta, Los Angeles and San Francisco.

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

WJRT

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

mc area. If chs. 14 and 15 are reallocated to the mobile services, this would give them a contiguous band running from 450 mc to 482 mc.

Many of the individual radio services in the Safety & Special Services group are "suffering highly crowded conditions," the petition reads, requiring the stacking of as many as 20-30 users on the same frequency in the same area. The most seriously affected area, according to Mr. Weisz, is Los Angeles, where as many as 50 systems are "packed" in to the same frequency.

Channel splitting has helped somewhat, the petition states, but is insuf-

ficient for long term growth. The group added:

"However, it is becoming increasingly clear that there is no frequency spectrum likely to be available in other frequency bands now in use by the Land Mobile Radio Services. Channel splitting has been exploited to the limits of the technical art as a ready source of additional spectrum for these services . . ."

Among the companies represented in the Land Mobile section of EIA are General Electric, Philco, Motorola, Collins, Bendix, Raytheon, Lockheed and Western Electric. The only dissent from the action was taken by RCA.

SLOW START SEEN FOR ETV PROJECT

House cuts three-fifths of initial HEW request

The new federal educational television project appeared destined last week to get off to a slow start. The Dept. of Health, Education & Welfare, which administers the project, is almost ready to proceed. But Congress isn't—at least, not at full speed.

The department's request for \$4,989,000 to get the five-year \$32 million program started was slashed by the House last week to \$2 million, and indications were that the Senate Appropriations Committee would recommend agreement with that figure. That committee, however, was still working on its version of the appropriation measure late Thursday.

The department has already drafted rules and regulations to implement the new law, which provides for matching grants to states and localities that want to establish etv stations. And HEW says inquiries have been received from more than 175 educational institutions, organizations and agencies.

But HEW Undersecretary Ivan A. Nestingen, in asking the Senate Appropriations Committee last week to restore the \$3 million cut, said many applicants now ready to proceed with projects will be unable to do so under the House-approved appropriation.

The original request contained \$4,750,000 for grants. Mr. Nestingen said this would have provided for 35 projects. Twenty of these would have been new stations; the remainder, expansions of existing stations.

Fewer Grants Possible ■ Under the House figure, he said, the number of grants would have to be reduced to 13—eight for new stations and five for existing ones. But, Mr. Nestingen added, "in view of the need for new stations," the available funds would more likely be used to help start 10 new stations.

He said this means that "less than half of the applicants now holding construction permits from the FCC could receive a grant."

"The result is not economy," he added, "for eventually the authorization will be used. Instead, it is only long and unnecessary delay in funding projects, which makes orderly and systematic development impossible and is contrary to the intent of Congress when the Act was passed."

But Sen. Spessard Holland (D-Fla.), who presided at the hearing, indicated an unwillingness to quarrel with the House so late in the session over a relatively minor difference of \$3 million. "Maybe you can go to January with the \$2 million," he told Mr. Nestingen, adding that the department could request supplemental appropriation when Congress reconvenes.

The House action in approving the \$2 million recommended by its Appropriations Committee followed rejection by voice vote of an effort by Rep. John Ashbrook (R-Ohio) to eliminate the appropriation entirely.

Rep. Ashbrook, who was supported by Rep. Donald Bruce (R-Ind.), contended that the program could lead to federal control of local etv stations. They also argued that the FCC proposal for using either the 1990-2110 or 2500-

2690 mc band for low-cost closed-circuit etv purposes would make the federal program unnecessary.

Elimination Opposed ■ Rep. Albert Thomas (D-Tex.), chairman of the House Appropriations Subcommittee that approved the \$2 million appropriation, opposed the effort to eliminate it. He warned members the federal etv program was popular with the public and recommended that HEW be given funds to get it started.

Rep. Frank Bow (R-Ohio) first used the FCC proposal as an argument against the federal program during House Appropriations Committee hearings on the HEW request (BROADCASTING, Sept. 24). During the House debate, Rep. Bow said the \$2 million provided in the House bill would be sufficient for HEW to proceed "on a proper basis." He said HEW shouldn't push ahead with the federal program until more is known of FCC proposal.

Senate confirms FTC nominee

The nomination of A. Leon Higginbotham Jr. to a seven-year term on the Federal Trade Commission was confirmed by the Senate Friday.

The Senate acted a day after the Senate Commerce Committee held a hearing on the 34-year-old Philadelphia lawyer's nomination and approved it without a dissenting vote as did the Senate Friday.

During the hearing, Sen. John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, disclosed his group has received a preliminary report from the FTC on the broadcast rating investigation it has been conducting for two years. But he didn't discuss the details of the report, and staff members said it probably won't be made public now.

Mr. Higginbotham will succeed William C. Kern, whose term expired two weeks ago. Both men are Democrats.

FCC changes rules on notice requirements

Tv stations must focus their cameras on announcers when airing local notice of applications which have been filed with the FCC or designated for hearing, the commission said last week in changing its rule requirements on local notice.

Such tv notices also must be given orally, the commission said, as opposed to flashing a printed notice on the screen. Under a 1960 amendment to the Communications Act, applicants are required to publish and/or broadcast notice locally what facilities are being sought so that the public can make its views known

to the FCC.

In other changes in the notification rules, the commission (1) gives applicants seven instead of five days to inform the FCC that local notice has been given; (2) makes clear that international broadcast stations are not subject to local notice requirements; (3) makes provision for stations which do not operate during the hours specified for such a notice to make appropriate announcements at other times; and (4) excuses educational stations from the local broadcast notice during the summer months.

Girl Watching in Eastern Iowa

LET THE American Society of Girl Watchers take heed. Watching a girl watch corn has it all over plain girl watching. More room to swing your eyes. You could turn your head without being seen. You could even whistle, verboten though it be—it would sound like the wind rustling a tassel. Furthermore, the air's fresher, the sky's bluer—and fuller of refreshing WMT waves.

Our farm department (three farm-born college graduates and a girl) allows as how there's nothing prettier than an Iowa farm girl in an Iowa cornfield. See Exhibit A. This high-class corn-watching is taking place on the site of the 1962 Iowa Mechanical Corn Picking Contest, due October 9, on the Root and Stanerson farms south of Belle Plaine. Like to enter? Bring your own mechanical corn picker. Or, if you prefer to be a mechanical corn picker watcher, stand over there—with the 12,000 to 15,000 other spectators expected. WMT and the Belle Plaine Jaycees sponsor the annual event. There will

also be 60 acres of commercial and educational exhibits, free parking, and a special roped-off area for Madison Avenue girl watchers.

WMT, CBS Radio for Eastern Iowa
Represented by the Katz Agency
Affiliated with WMT-TV, Cedar Rapids—Waterloo;
K-WMT, Fort Dodge; WEBC, Duluth



Exhibit A



BROADCAST STEREO WITH

What makes the listener turn the dial to your FM station? Superior programming and superior quality rendition. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards, the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. RCA had "Direct FM" in its first FM transmitter, built in 1941—and in all the FM transmitters built since then (over 500).

With their time-proven Direct FM exciter, RCA FM transmitters supply the widest frequency response, with minimum distortion. Such a system is simpler, requires fewer tubes, and needs less adjusting. Consequently, RCA FM transmitters have the finest sound, and are easily tuned and maintained. Such performance is the happy result of RCA's long background of pioneering and achievement in the world of radio.





THE FIDELITY OF DIRECT FM

RCA designs and builds its complete line of FM transmitters to accommodate stereophonic signals and an SCA multiplex sub-channel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or write: RCA Broadcast and Television Equipment, Dept. NB-22, Building 15-5, Camden, N. J.

For STEREO the Easy Way...

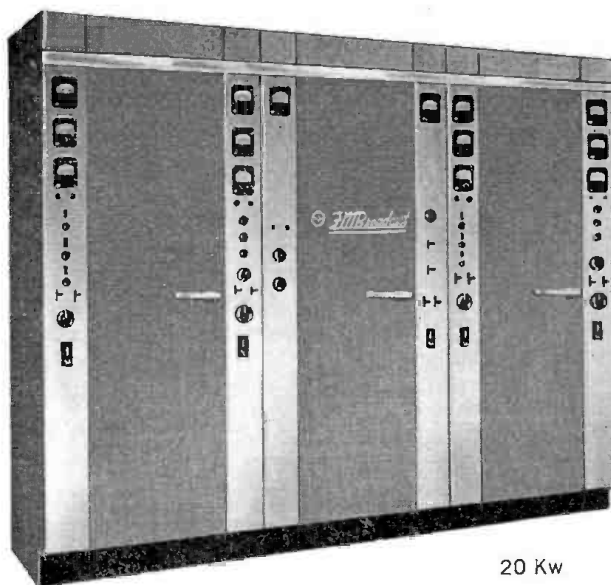
With an RCA FM transmitter (any post-war model) all you need to do is add the relatively simple RCA BTS-1A Stereo Generator. No need to buy a new exciter—the RCA BTE-10B Exciter, incorporated in all RCA FM transmitters since 1957, provides for SCA, too. (Those with earlier type exciters need change to 10B only if they want SCA.)



THE MOST TRUSTED NAME IN RADIO



10 Kw



20 Kw

California audience groups challenge KHJ-TV, KRCK, KLOA

Three California stations up for license renewal were challenged last week by independent organizations who charged program shortcomings. The groups asked that their complaints be considered with the station's renewal applications.

National Assn. for Better Radio & Television, a viewer group dedicated to improving radio and tv programs, submitted a 57-page report evaluating the promises and performance of KHJ-TV Los Angeles. The China Lake, Calif., branch of the Assn. of University Women criticized the programming of the two radio stations in Ridgecrest, Calif., KLOA and KRCK.

The former group claimed its monitor made notes about programming on KHJ-TV over the week of Aug. 10 for comparison with the sta-

tion's proposed composite week in its 1959 renewal application. The complaint charged that KHJ-TV promised to devote 79.2% of its time to entertainment programs, but actually broadcast 91.1% entertainment. The association said education promised was 5.6%, broadcast 2.8%; talks, 6.1% proposed, 0.6% aired.

The group said KHJ-TV promised to carry no commercials longer than 90 seconds, but that 99 spots of greater length were broadcast.

The association's complaint also enclosed and questioned commercial continuity allegedly broadcast by KHJ-TV and noted a complaint of "bait advertising" by the Better Business Bureau against a KHJ-TV advertiser.

KHJ-TV's news coverage is inade-

quate, NAFBRAT opined, and charged "significant deficiencies" in religious and agricultural programming, an "unhealthful saturation of crime and violence" in entertainment programs, and repeated violation of NAB commercial codes.

The Assn. of University Women's branch said there is "little or no" programming on either KLOA or KRCK with intellectual content; no classical music; almost no semi-classical music; and virtually no information or discussion programs. The group said volunteers monitored the stations. The complaint did not mention the stations' programming proposals to the FCC.

The news programming of KRCK and KLOA is generally good, the report said, but both stations carry too many commercials.

SOUTHERN WINS CH. 8 FCC cites experience, record in North Carolina decision

Ch. 8 Greensboro-High Point, N. C., was granted to Southern Broadcasters Inc., one of four applicants, by the FCC last week in a 3-2 vote. Southern, a combination of two dark uhf stations and local High Point citizens, was favored in areas of proposed programming, equipment, integration of ownership with management, past experience and broadcast record.

Voting for Southern were Commissioners Rosel H. Hyde, Robert T. Bartley and T. A. M. Craven. Chairman Newton N. Minow and Commissioner Frederick W. Ford favored the application of TriCities Broadcasting Co. Commissioners Robert E. Lee and E. William Henry did not participate.

Staff instructions issued last spring also looked toward a grant to Southern (BROADCASTING, April 16), but a March 1961 initial decision had favored TriCities. Other applicants included Jefferson Standard Broadcasting Co. (WBT-WBTV [TV] Charlotte, N. C.), WBTW (TV) Florence, S. C., and 17% of WFMY-TV Greensboro) and High Point Tv Co.

Southern is 55% owned by Winston-Salem Broadcasting Co., 35% by principals in Sir Walter Tv Co. and 10% by five local citizens. Winston-Salem Broadcasting owns WTOB-AM-TV (ch. 26) Winston-Salem, N. C.; KTHH Houston; WSGN and 50% of WBMG (TV) (ch. 42), both Birmingham, Ala. James W. Coan is president of both Southern and Winston-Salem Broadcasting and owns 11.64% of the latter.

Lennox P. McLendon, Southern vice

president and 2.5% owner, votes an additional 35% held by the Sir Walter group under a trust agreement. He is trustee for the stock owned by John W. English, James R. McBrier, Lydia McBrier Jarecki, Jean D. Jarecki, George J. Mead, James B. Donovan, Thomas Watters, Marie Watters and John J. Boland Jr. Messrs. English, Boland, Donovan and McBrier jointly own WNAO-TV (ch. 28) Raleigh, 36.5% of WSEE-TV Erie, Pa., and formerly owned WNAO-AM.

A condition of the ch. 8 grant is that both groups dispose of all interests in WTOB-TV and WNAO-TV.

TriCities is equally owned by Hargrove Bowles Jr., James G. W. MacLamroc, R. H. Nutt and Ralph C. Price. Messrs MacLamroc and Price

each own 33⅓% of WKIX Raleigh. High Point Tv principals include George W. Lyles Jr. (president), 17%; George E. Hutchens, 18%; David A. Rawley, 18%; Paul Ingie, 17%; Dorothy P. Terry, 18%; and Holt McPherson, 12%. Mr. Lyles owns 15% of WTNC Thomasville, N. C., and Mr. Ingie owns 69% of WOHS Shelby, N. C. Mr. Rawley and Miss Terry have interests in the *Burlington (N. C.) Times-News* and the *High Point Enterprise*. Mr. Ingie is editor of the *Enterprise*.

The Southern grant will bring the third vhf service to the Greensboro-High Point-Winston-Salem area. Presently on the air are WFMY-TV (ch. 2) Greensboro and WSJS-TV (ch. 12) Winston-Salem.

CONFLICT-OF-INTEREST MEASURE PASSED

President gets bill restricting former government employes

Former government officials are to be permanently barred from representing private parties before the FCC and all other government agencies in cases with which they were "substantially" involved while in federal service.

The ban is contained in a bill (HR 8140) to strengthen and recodify a host of conflict-of-interest and bribery laws relating to government employes; it was given final approval by the Senate and House last week and sent to the President.

The bill's prohibition extends beyond cases in which a former official was "substantially" involved to those which were "within the area of his official responsibility" during the last year of his government employment. In such cases,

the former official would have to wait one year after leaving government service before representing a private party.

Another provision prohibits full-time government employes from assisting private interests in obtaining licenses or other awards from the government. Under present law, they are barred only from participating in suits involving claims for money. In the case of former employes prosecuting suits with which they were directly involved while on the government payroll, this ban at present is in effect for only two years.

The bill, requested by President Kennedy, also:

Provides criminal penalties for anyone giving or accepting bribes in matters before federal agencies, congress-

sional committees or courts.

Authorizes the President to invalidate any transaction with the government which is clouded by a final conviction under the conflict-of-interest or bribery statutes.

Although it tightens the restrictions on activities of present and former full-time employes, the bill gives some leeway to part-time officials in an effort to make it easier for the government to recruit special employes.

The bill also leaves untouched the question of conflict-of-interest problems affecting members of Congress—and was criticized as a result in the Senate. Congressmen are now barred from receiving pay for representing private parties before government agencies and the Court of Claims.

But Sen. Kenneth B. Keating (R-N. Y.) said other possible conflicts-of-interest, involving members of Congress should be prohibited by law. He said there should not be "a double standard of morality in government."

He said he would press for legislation next year to bring members of Congress under the conflict of interest laws.

He also favors legislation to require that all communications from congressmen dealing with matters before regulatory agencies be made a matter of public record.

Only reserved etvs would get U.S. money

Federal funds to be provided under the new Educational Television Act would be limited to stations utilizing channels that the FCC has reserved for etv under proposed rules for administering the appropriation.

This is a key provision in the rules and regulations drafted by officials of the Dept. of Health, Education and Welfare to implement the \$32 million etv program enacted by Congress this year. The program, which is to be administered by the HEW secretary, provides for matching grants to assist states and localities establish etv stations.

The proposed limitation on assistance is expected to lessen if not eliminate the possibility of etv groups competing with commercial operators for non-reserved channels.

The limitation, however, wouldn't affect the eight etv stations already operating on non-reserved channels, or any organizations that now have applications pending before the FCC for etv stations on such channels.

An HEW official said these stations and groups would be "grandfathered in" under the draft prepared by HEW officials in cooperation with representatives of etv groups.

The proposed rules and regulations,

DOMINANCE in the AUGUSTA market

THE AUGUSTA TELEVISION AUDIENCE

MARCH 1962

AVERAGE QUARTER-HOUR HOMES REACHED SUMMARY

| NETWORK OPTION TIME AND LOCAL TIME DAY-PARTS | STATION AVERAGE HOMES REACHED | |
|--|-------------------------------|-------------|
| | WJBF (NBC-ABC) | Station "A" |
| MONDAY THRU FRIDAY 5:00 PM to 7:30 PM | 37,400 | 10,800 |
| MONDAY THRU SUNDAY 5:00 PM to 7:30 PM | 36,100 | 11,100 |
| 7:30 PM to 11:00 PM | 39,200 | 20,800 |
| 11:00 PM to Midnight | 5,500 | 5,400 |

| BROAD DAY-PARTS | WJBF (NBC-ABC) | Station A (CBS) |
|---|-------------------|--------------------|
| MONDAY THRU FRIDAY 9:00 AM to 12:00 Noon | 16,800 | 5,400 |
| 12:00 Noon to 6:00 PM | 22,300 | 7,900 |
| SATURDAY & SUNDAY 9:00 AM to 12:00 Noon | 15,100 | 5,600 |
| 12:00 Noon to 6:00 PM | 20,500 | 8,200 |
| MONDAY THRU SUNDAY 6:00 PM to 10:00 PM | 43,400 | 18,700 |
| 10:00 PM to Midnight | 13,600 | 12,100 |
| 6:00 PM TO MIDNIGHT | 33,500 | 16,500 |
| 9:00 AM TO MIDNIGHT | 25,400 | 10,900 |

AMERICAN RESEARCH BUREAU



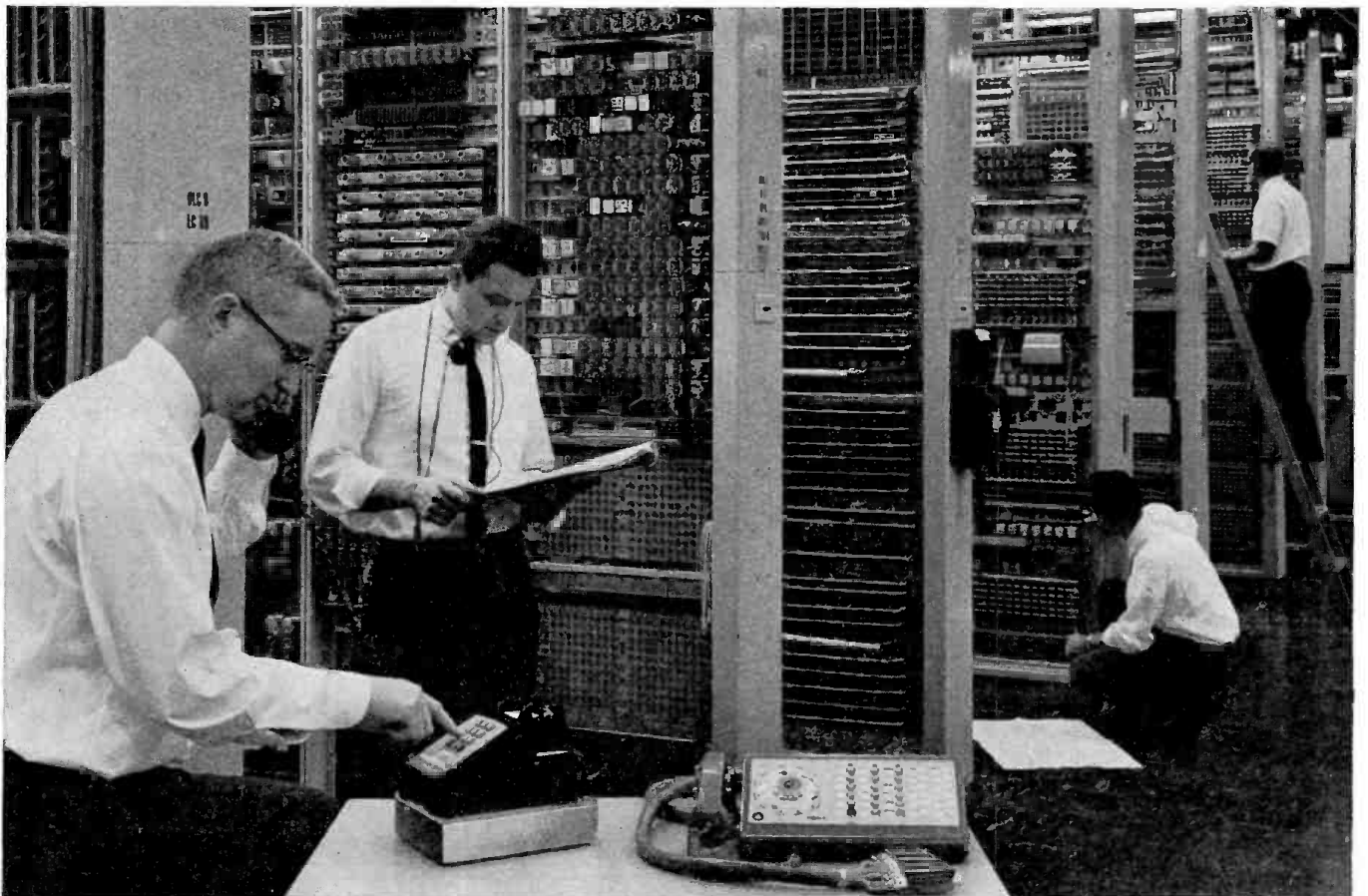
call GEO. P. HOLLINGBERY COMPANY, national representatives

How Western Electric and Bell Telephone Laboratories Work Together to Meet Bell Telephone Companies' Needs

Communications systems are constantly becoming larger and more complex as America grows. To be able to meet expanding needs, it is necessary to produce communications equipment and develop new processes quickly. That is why Western Electric people, who manufacture vital Bell System communications products, and Bell Telephone Laboratories people, who carry out research and development, work together with the American Telephone and Telegraph Company from the very birth of the idea for a top-priority communications product or system.

To make products that meet the Bell System's standards of high quality, low cost, and compatibility with existing equipment requires the close cooperation of A. T. & T. planning, Bell Laboratories development and W. E. manufacturing engineers. To help achieve this goal, branches of Bell Telephone Laboratories have been established in 6 of Western Electric's major manufacturing locations, thereby permitting concurrent progress on final design and manufacturing capability. The Laboratories staff works with W. E. manufacturing engineers in an integrated development-manufacturing effort that produces workable devices and new systems faster and more economically than ever before.

It is this daily, side-by-side working association of Western Electric and Bell Laboratories to make equipment needed by the Bell Telephone companies that has given America the most reliable, low-cost communications services in the world. We work best because we work together.



TELEPHONE CENTRAL OFFICE, within W. E.'s Columbus, Ohio, plant and identical to those used by Bell Telephone companies across the nation, enables Western Electric and Bell Telephone Laboratories engineers to try out new equipment and proposed modifications in switching apparatus while they are still being developed. This in-plant lab facility, employing almost 200 people, promotes speedier perfection of new communications devices and techniques.



HEADQUARTERED at Murray Hill, New Jersey, Bell Telephone Laboratories is one of the most experienced industrial research complexes in the U. S. More than 1,500 Bell Labs people are located at 6 of Western Electric's major manufacturing locations across the nation. This permits Western Electric engineers to become involved in the final design stages of new processes and products as soon as specifications for manufacture are initiated and to add their manufacturing know-how to the final designs. The result is the best possible communications products at the lowest possible cost for the benefit of Bell System subscribers everywhere.

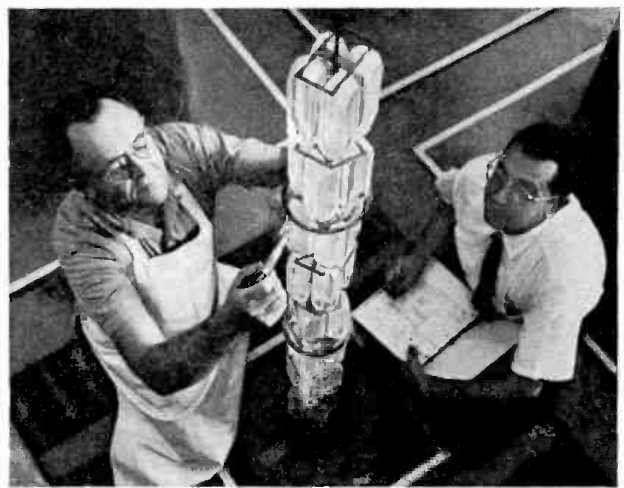
GIANT MODEL, 25 times the actual size of a developmental transistor, is discussed in the Bell Labs section of W. E.'s Laureldale Plant by Meade Hower, left, of the Labs technical staff and Robert Lepiane, Western Electric product engineer. The remarkable transistor came into being at Bell Laboratories in 1947, revolutionizing the electronics industry.



TOUCH-TONE CALLING is an important innovation now being tested in several towns and cities across the nation. The new telephone system was developed at Bell Telephone Laboratories. Then, Bell Laboratories and Western Electric engineers worked together to develop the manufacturing processes. Made in W. E.'s Indianapolis Works, TOUCH-TONE equipment is designed to provide faster, more convenient telephoning.



INSPECTING QUARTZ CRYSTALS "grown" synthetically for oscillators and filters in Bell System communications equipment at W. E.'s Merrimack Valley Works in North Andover, Mass., are Charles Andrew, left, and Nick Lias, both of Western Electric. The development of this time- and money-saving process on a mass-production basis was made possible through traditional Bell Laboratories and Western Electric teamwork.



Council to seek new broadcast restraints

The Administrative Conference of the United States is going to be asked by its council next week to approve proposed changes in FCC procedures that would have the commission encourage local participation in renewal hearings and in local advisory groups working with broadcasters to establish program segments for "minority tastes." Also to be suggested is that the FCC set limits on the number of commercials per segment to quash "over-commercialization."

The proposals were a part of the recommendations approved by the council of the conference Oct. 2 at an all-day meeting which reviewed proposals on FCC procedures suggested by Prof. William K. Jones of Columbia U. (BROADCASTING, Sept. 24). His report was submitted to the Committee on Licensing of the

conference, and then to the council itself.

The full conference meets Oct. 16 in Washington.

The council also agreed to recommend that the conference:

- Discontinue evidentiary hearings between two or more applicants for the same facility when only one applicant shows pre-eminent qualifications; and when two or more applicants are equal, establish a procedure which would make the grant by lot or to the first applicant who filed.

- Authorize hearing examiners to rule on interlocutory appeals unless new issues are presented.

- Give the FCC power to investigate prospective purchasers of broadcast properties to make sure they have the same qualifications as the commission found in the appli-

cant who received the initial grant.

In discussing renewal hearings, the council recommended, as did Prof. Jones, that the commission ask local community organizations to make presentations on the extent to which a broadcaster has met the needs of "minority interests as well as the mass audience."

The council also accepted a suggestion that the FCC require a minimum percentage of time for public interest subjects—agriculture, religion, public affairs, etc., and that the agency help define over-commercialization by imposing "quantitative limits within specified time periods."

The council will urge the "wide-spread publication" of renewal dates.

The council is headed by Judge E. Barrett Prettyman of the U. S. Court of Appeals for the District of Columbia circuit; Max D. Paglin, general counsel of the FCC, is vice chairman.

which have the support of lower-level HEW officials, are expected to be submitted to HEW Secretary Antony J. Celebrezze for his approval this week.

In specifying that federal assistance will be limited to stations that intend

to operate on reserved channels, the authors of the regulations have attempted to define the intent of Congress. The etv act states that the HEW secretary shall base his decision on whether to approve a grant on criteria

"designed to achieve prompt and effective use of all educational television channels remaining available."

The act also requires the secretary to consider the need for an equitable geographical distribution of etv facilities and for providing etv service that will serve the greatest number of persons in as many areas as possible.

The criteria embodied in the proposed rules and regulations state that the secretary, in deciding on an application for a grant, will consider such factors as:

- The area and population to be served.
- The hours of proposed operation.
- The general, educational and cultural needs of the area to be covered, and the extent to which the station would meet those needs.

FREQUENCIES WASTED? Hill action near on funds for study of federal use

Congress was expected to complete action late last week on a \$100,000 supplemental appropriation intended to finance, among other things, a study of whether government agencies are making efficient use of the radio frequencies assigned to them. The study could result in the release of frequencies for non-governmental use.

The money would provide the recently appointed director of telecommunications management a staff to help carry out his duties of coordinating executive branch activities in telecommunications and formulating policy in this field.

Dr. Irvin Stewart, the director, feels one of his functions is to investigate



EXCLUSIVE!

COLOR MOTION PICTURES

PROFESSIONAL QUALITY—
16 & 35MM.
FROM TELEVISION SIGNALS
LIVE OR VIDEO TAPE
SOLID STATE ELECTRONICS

COLOR AND B&W TRANSFERS

LOGOS SUBSCREEN PICTURES
FULL GEOMETRIC CORRECTION
CUSTOM CONTRAST RATIO
COMPLETELY INTERLOCKED
PLANT

COMPLETE PRODUCTION SERVICES

SCRIPTS—DIRECTION
DESIGN—SETS—GRAPHICS
COLOR—BLACK AND WHITE

LOGOS, Ltd.

1017 NEW JERSEY AVENUE, S.E.
WASHINGTON 3, D. C.
TEL: 543-6076



congressional charges that some government agencies are holding onto frequencies they don't need. This suspicion has been voiced by important members of the Senate and House Commerce Committees.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, has been particularly concerned about the Defense Dept. in that area, and Dr. Stewart says the department will be a principal object of his study.

No Reviews Made ■ In appearing before the House Appropriations Committee on the supplemental request, Dr. Stewart said that although government machinery exists for finding frequencies to accommodate new services, a survey has never been made of the frequencies once they are assigned.

"There are those," he said, "who want to use frequencies for non-government use—television for instance—who maintain that if the government made more efficient use of the frequencies allocated to it then more frequencies would be available for non-government use."

EQUIP. & ENGR'G.

Triangle sets up automatic logging

The Triangle Stations announced plans last week to begin immediate automatic logging, using the ITA Documentor recording system.

In announcing purchase of ITA recording equipment for 10 of the Triangle Stations, Roger W. Clipp, vice president of the group, termed the commission's ruling permitting automatic logging (see page 50) a farsighted one which will aid stations in maintaining complete permanent record of broadcast materials. ITA is owned by Triangle.

Tests conducted with ITA Documentors has demonstrated that a full year's broadcast material can be stored in less than four inches of shelf space, he said.

Henry E. Rhea, Triangle Stations' director of engineering and president of ITA, said the ITA Documentor is much like a conventional turntable and can be custom engineered to fit special broadcasting needs. The machine records over 24 hours of program material on a single nine inch disc. It comes equipped with a calibrated indicator that enables the operator to locate and play back recorded material at any spot on the disc.

The Triangle Stations that will use the new Documentors are: WFIL-AM-TV Philadelphia, Pa.; WNBC-AM-TV Binghamton, N.Y.; WNHC-AM-TV New Haven, Conn.; WFBG-AM-TV Altoona, Pa., and KFRE-AM-TV Fresno, Calif.



Ed Coughlin, of Peters, Griffin, Woodward, passes the club hat to Bob.

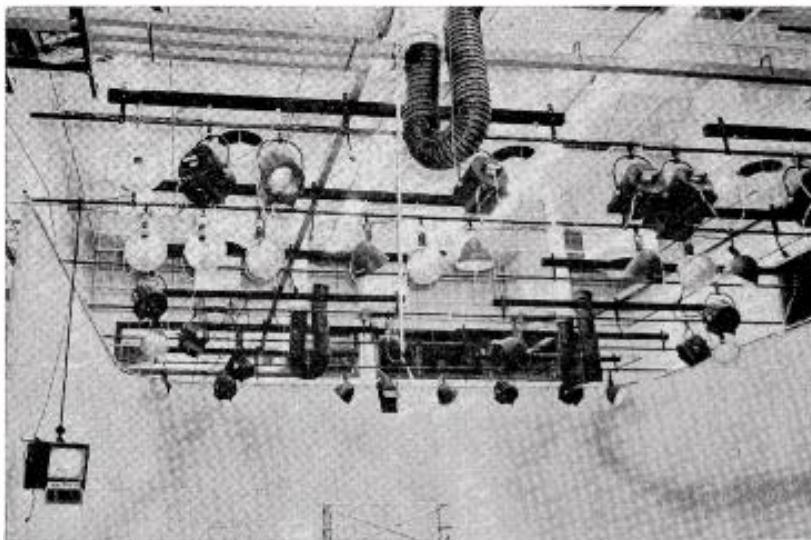
Bob Rowell, of F., C. & B., joins the Tricorn Club

Our club hat is crowning some of the smartest market-media brains in the land. It makes no difference whether they're adorned with crew-cuts, flat-tops, ivy-league-trims, Jackie K. bouffants—or just a flesh-tone expanse. Bob made the club's exclusive ranks by winning this required quiz: 1. What is the Tricorn Market? 2. What is North Carolina's No. 1 metropolitan market in population, households and retail sales? Answer to both: the 3-city "tricorn" of Winston-Salem, Greensboro, High Point. He then scored a triple parlay by knowing what state ranks 12th in population. (Sure you knew it's North Carolina?) But the real money winner is the marketing team that knows WSJS Television is the No. 1 sales producer in the No. 1 market in the No. 12 state.

Source: U. S. Census.

WSJS TELEVISION  
WINSTON-SALEM / GREENSBORO / HIGH POINT

United Press International news produces!



Beating the heat in Big D

"Individualized" air-conditioning at WFAA-TV Dallas cools performers under hot spotlights.

Long a source of misery to performers, the intense heat generated by spotlights has been counteracted there by these specially-designed flexible ducts attached to the air-

conditioning system. The ducts, four in each of the station's three studios, can be easily re-directed to follow a performer's movements.

Designed by George Dahl and Assoc. of Dallas, the ducts are each 10 feet in length and are lifted out of the way when not in use.

Adler sales up 85%

Adler Electronics Inc. reported sales of \$16,624,000 for the fiscal year ended June 30, an increase of 85% over the prior year's sales of \$8,963,000. Net earnings increased 88% to \$440,000 (65 cents per share), compared to \$234,000 (35 cents per share) a year earlier. At the end of the 1962 fiscal year, the company's backlog of orders was \$15,075,000, compared to \$3,677,000 at the close of fiscal 1961. Net worth increased to \$2,711,000 from \$2,270,000 and working capital reached \$4,308,000 compared to \$1,802,000.

New fm monitor offered

An fm modulation monitor, produced by McMartin Industries Inc., Omaha, type approved by the FCC, is now in production, the firm has reported.

The equipment, TBM-4000, monitors SCA multiplex modulation, crosstalk, injection and frequency of two sub-carriers simultaneously, said the McMartin company. Unit price is \$1,495.

"A major design breakthrough is the monitor's capability of separating either stereo fm or monaural modulation from SCA multiplex by at least 60 db," according to the manufacturer.

THE MEDIA

CODE VIOLATION CHARGED TO STATIONS

Four radio subscribers charged; nine others ditch code

Four radio stations which carried hemorrhoidal remedy advertising stand to lose their radio code seals. The four were cited last week by the NAB's Radio Code Board in what was described as part of a new "get tough" policy.

The unidentified quartet of radio stations was cited for seal revocation after monitoring disclosed they were carrying the hemorrhoid remedy commercials in violation of a specific ban on such advertising in the radio code.

An NAB announcement last week said nine other radio stations also found carrying advertising for the banned product resigned from the code subscription to avoid being cited. These 13 were in a group of 34 stations carrying the remedy, it was explained. The other 21 cancelled this advertising and retained their code status.

The product is Preparation H, handled by the Ted Bates agency in New York.

Final action on the code expulsions must be taken by the NAB Radio Code Board which meets Jan. 16, 1963, in Phoenix, Ariz.

The code provision specifically banning hemorrhoidal remedies was added

to the radio code July 1, 1961. It is part of the general provision prohibiting the broadcast advertising of personal hygiene products.

The radio move follows by two years the same action taken against 13 tv stations by the Tv Code Board for carrying the same type of advertising (BROADCASTING, June 22, 1959). In that case 17

other tv stations resigned from code subscription.

More Monitoring - The Radio Code Board's action against the four stations was taken at a meeting in Washington last week. The Board also approved a step-up in monitoring of radio stations to check violations of the code, and the addition of more administrative personnel for the code staff. The board made plans for a code presentation at the NAB fall conferences. A different code board member is to attend each meeting.



At NAB Radio Code Board meeting Oct. 1-2 in Washington, were (l to r): John F. Meagher, NAB radio vice president; Elmo Ellis, WSB Atlanta; Robert L. Pratt, KGGF Coffeyville, Kan.; Cliff Gill, KEZY Anaheim, Calif., chairman; Robert D. Swezey, NAB code authority director; Richard O. Dunning, KHQ Spokane, Wash.; Charles

M. Stone, NAB radio code director; Lee Fondren, KLZ Denver. Board members not in photo: Richard M. Fairbanks, WIBC Indianapolis; Herbert L. Krueger, WTAG Worcester, Mass.; Richard H. Mason, WPTF Raleigh, N. C. All members attended except Robert B. Jones Jr., WFBR Baltimore, who is out of the country.

Move to all-color tv predicted by Quaal

A veteran broadcaster predicted last week that in 10 years black and white television will be a thing of the past; all tv will be broadcast in color.

The prophecy was made by Ward L. Quaal, executive vice president and general manager of WGN Inc. (WGN-AM-TV Chicago).

In a speech to the Indiana Broadcasters Assn. in Indianapolis Mr. Quaal said that although there still will be monochrome receivers in homes, all new sets, "even portables" will be color sets.

By 1975, Mr. Quaal estimated, the Chicago area will have 3.2 million color units in operation. Chicago now has an estimated 123,000 color sets. He foresaw this jumping to 275,000 in the next two years and to 800,000 by 1967.

He also predicted that the "big price drop" in color receivers is four years away.

The Indiana broadcasters also heard NAB President LeRoy Collins urge more radio and television coverage of government and court proceedings. He warned against government attempts to muzzle news and tendencies to impose its "taste and judgment" on programming. Calling on broadcasters to "discipline" themselves.

Ford fund announces \$109,800 in etv grants

The Ford Foundation, New York, last Thursday (Oct. 4) announced grants totaling \$109,800 to various educational television activities. The grants:

Language Research Inc., \$15,000 for production of a film series for a visual communications course at Harvard U.

Philadelphia Board of Education, \$30,000 for production of four experimental lessons on video-tape.

Southwestern Indiana Educational Tv Council, \$15,000 for a training program in tv teaching.

U. of Tennessee, \$12,500 to assist planning in the use of three of the eight tv channels reserved for etv in Tennessee.

Twin City Educational Television Corp., \$28,500 for production of an eighth-grade course in earth and space science.

U. of Utah, \$8,800, for development of a statewide etv plan.

WPEN splits am, fm

WPEN-FM Philadelphia, effective Oct. 1, "will be separately sold, separately programmed and separately advertised" from its AM partner said William B. Caskey, executive vice presi-

NEW LOW PRICE ... \$621.

POWER SOURCES

transistorized power supply

For dramatic, 3-way savings, specify PS4000C semi-conductor supplies for your TV operation. Transistorized unit increases overall efficiency.



CHECK YOUR 3-WAY SAVINGS

for the smallest — least expensive — best designed power supply available.

SPACE

Much-needed, costly rack space requirement is cut to a bare minimum. Unit, only 5 1/4" high, can be stacked in multi-

ples without dead-space between. Saves up to 85% of usual power supply space needs!

COST

Already priced below comparable vacuum tube units, VISUAL offers the Power Sources PS4000C at a new low price . . . due to increased acceptance and quantity production.

BEST DESIGN FOR ECONOMY OPERATION

Proven semi-conductor design requires less maintenance time, less parts replacement, and reduces power costs up to 60%.

NEW LOW PRICE \$621⁰⁰

Due to industry acceptance and widespread use by networks and leading independents, VISUAL can now offer the Power Sources PS4000C at this new reduced price. Compare for 3-way savings.

For the best and most modern broadcast systems and supplies, look to **VISUAL**—your **SOURCE** for Superior Equipment from Specialist Manufacturers.

Write today for complete technical specifications.

VISUAL ELECTRONICS
CORPORATION

Keeps You in View!

356 west 40th street • new york 18, n. y. • pennsylvania 6-5840

ELECTRIC POWER FOR RURAL AMERICA

WHY America's farms and rural people will continue to have plenty of electric power in the years to come.

HOW the investor-owned companies will make certain that they do, without the need to use taxpayers' money.

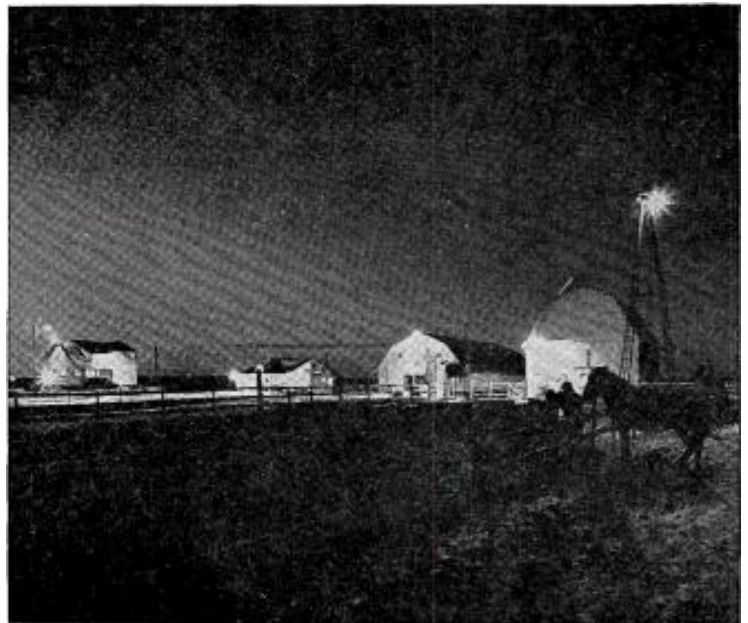
Today everyone in America benefits from electric power on the farm. And everywhere farmers are using more and more electricity, year after year. Nearly 98% of America's farms have electric power, and most of the rest can get it if they want it.

From about the turn of the century until 1935, the investor-owned electric power companies, cooperating with equipment manufacturers and farming groups, pioneered in electrifying rural areas. Since then they have worked together with rural elec-

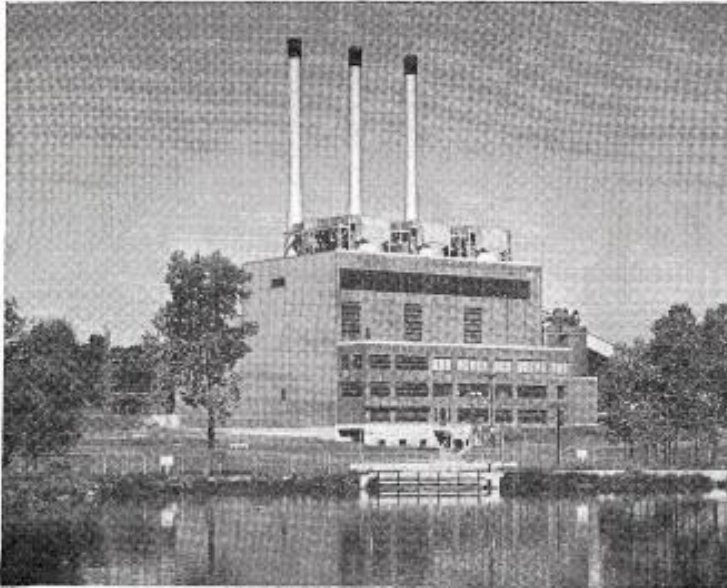
tric co-operatives to bring electricity to farms across the nation. Today the investor-owned companies produce about two-thirds of all the electricity used on the country's farms. Most of this power goes to farms that the companies serve directly. The



A Rural Service Engineer of an investor-owned company gives advice on "push-button" barn feeding—one of many ways companies help farmers make better use of electricity.



One of the millions of electrified farms served by investor-owned companies glows by night in Kansas. Every day new ways are being found to replace farm man-hours with kilowatt-hours.



Today investor-owned power plants like this one generate electricity for millions of rural customers. Four million Americans all over the nation have their savings invested in such plants.



In farm homes, too, electric power has taken drudgery from rural life. The farmer's wife, as well as the farmer, will be using much more electricity in the future.

rest is sold to co-operatives at rates which average substantially less than the usual wholesale price of electricity. The co-ops in turn retail this power within the areas they cover.

To supply the energy demands of America's farms and cities, American business has developed, through free enterprise, the greatest electric system in the world. This system is made up of more than 300 separate, investor-owned companies. Working together they now serve about four-fifths of America's power users. Because many of the companies are interconnected, they can take advantage of the economies that come from using the largest, most economical generating units.

In years to come the demand for electric power in America

will be so great that only large, ultra-modern systems will have the capacity and versatility to fill the need and keep costs down. The nation's need for additional electric power into the far future can be met through plans the investor-owned companies have already made to build new plants and lines within the present system. They will increase America's power capability 6 to 10 times in the next 40 years.

Despite these plans, the Rural Electrification Administration in Washington is urging a lot of rural electric co-operatives to go deeper into debt to build their own electric plants by borrowing tax money at subsidized interest rates. (The rate is 2%, at present—about half the cost of money to the government.) These federally subsidized plants will cost

taxpayers money and at the same time eliminate a source of tax income to the government, since co-ops pay no federal income tax.

On the other hand, the new plants and lines planned by the investor-owned companies will be financed on the free market, without using taxpayers' money. They will share the tax load a growing America will face. They will make America's electric system ever more economical, the service ever better, the rates ever more reasonable.

There is no need to use tax funds to build electric plants to serve either urban, suburban or rural areas. Nor does it make sense to eliminate a source of taxes. The investor-owned companies can supply all the low-cost electric power all the people of America will ever need.

INVESTOR-OWNED ELECTRIC LIGHT AND POWER COMPANIES...serving more than 140,000,000 people across the nation
Sponsors' names on request through this magazine

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

Mutual Radio | 3^M
 A Service to Independent Stations



dent of the William Penn Broadcasting Co., licensee.

As the first step to individualize the operation of the fm station Mr. Caskey named John E. Surrick as sales manager. Mr. Surrick is on transfer from his position as national sales manager at WPEN.

WPEN announced the change Sept. 28.

Promotion group suggests officers

The list of suggested officers and directors for the Broadcasters' Promotion Assn. was announced last week by Don Curran, BPA president.

The list, suggested by the BPA nominating committee: president, Dan Bellus, Transcontinent Television Corp., New York; first vice president, Clark Grant, WOOD-TV Grand Rapids, Mich., second vice president, Caley Augustine, WIIC (TV) Pittsburgh.

For three-year terms on BPA's board of directors: Clayton Kaufman, WCCO Minneapolis; John J. (Chick) Kelly, Storer Broadcasting Co., Miami; Stan Cohen, WDSU-TV New Orleans; Paul Lindsay, WIND Chicago. Recommended for the board for a one-year term, replacing Mr. Augustine, was George Rodman, KGO-TV San Francisco, and (for a two-year term, re-

placing Mr. Bellus) Art Garland, General Electric Broadcasting, Schenectady, N. Y.

The suggested list of officers will be voted on at the BPA convention, which begins Oct. 29 in Dallas.

Transcontinent dividend

The board of directors of Transcontinent Television Corp. has declared a dividend of 12½ cents per share, payable Nov. 15 to stockholders of record Oct. 31. This brings the total dividends declared this year to 50 cents per share, compared to 30 cents per share for 1961, TTC President David C. Moore stated. TTC stations are WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo.; WNEP-TV Scranton-Wilkes-Barre, Pa.; KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, both California, and WDOK-AM-FM-TV Cleveland, Ohio.

WBRC signs with Mutual

Taft Broadcasting's WBRC Birmingham, Ala., has signed as a Mutual affiliate and will carry MBS newscasts on the half-hour with local and regional news on the hour, according to MBS stations vice president, Charles W. Godwin, and the WBRC general manager, James E. Bailey. WBRC is on 960 kc with 5 kw.



New home opened for WSIX-AM-FM-TV

WSIX AM-FM-TV Nashville dedicated its new Broadcast Center late last month (Sept. 26-27), placing the three stations under one roof in what it calls "the mid-South's only broadcasting center housing am and fm radio and television in one plant."

Among the guests who toured the center were (shown here l to r) James McCann, Peters, Griffin, Woodward Inc., New York; Louis R. Draughon, president of WSIX Inc.; Frank G.

Clement, former Tennessee governor seeking re-election; and Robert L. Coe, ABC-TV vice president.

"I don't know of another [center] quite like this," commented Mr. Coe. "It's certainly one of the best designed in the country."

The building contains 40,000 square feet of floor space and was designed by George Burkhalter of Burkhalter, Hickerson and Assoc., Nashville architects and builders.



SPECIAL REPORT

Translators supply uncounted audience

TWO MILLION VIEWERS, MOSTLY IN RURAL AREAS, GET TV THIS WAY

A major market for television advertisers, national in scope, is the least understood medium in the advertising spectrum.

It's the translator audience, consisting of hundreds of cities and communities far from large metropolitan centers that get their television by means of automatic repeating stations.

This medium has a national circulation estimated conservatively at 600,000 television homes, or three-fourths the wired (catv) audience.

In terms of people, that's nearly 2 million viewers.

Scattered Audience ■ Little is known around Madison Avenue about the translator audience because it's so widely scattered. In fact, it's almost a mystery medium because so few have taken the trouble to explore it.

The reason is simple—the scope and nature of translator circulation can be understood only by going out into the Rockies and Appalachians, the wooded lakes of Minnesota and the isolated valleys of Washington, Oregon and California.

There's almost no literature or research data dealing with this national audience. Even the Federal Communications Commission has trouble finding many of the mountain-top and lakeside translators that pick up distant tv signals, give them an electronic kick and retransmit to eager communities that otherwise would have no television.

A weeks-long tour into some of the major translator concentrations leads to the belief an accurate tabulation—and unfortunately this just isn't possible—might show a total of 750,000 tv homes delivered by translators, or nearly 2.5 million people. Some estimates go as high as 1 million homes. (See list of major translator states, page 72.)

This is the sum of more than 800 small totals—a vast, scattered collection of cities, tiny towns and small communities. Few national advertising agencies think in these terms and few tv stations promote these audiences.

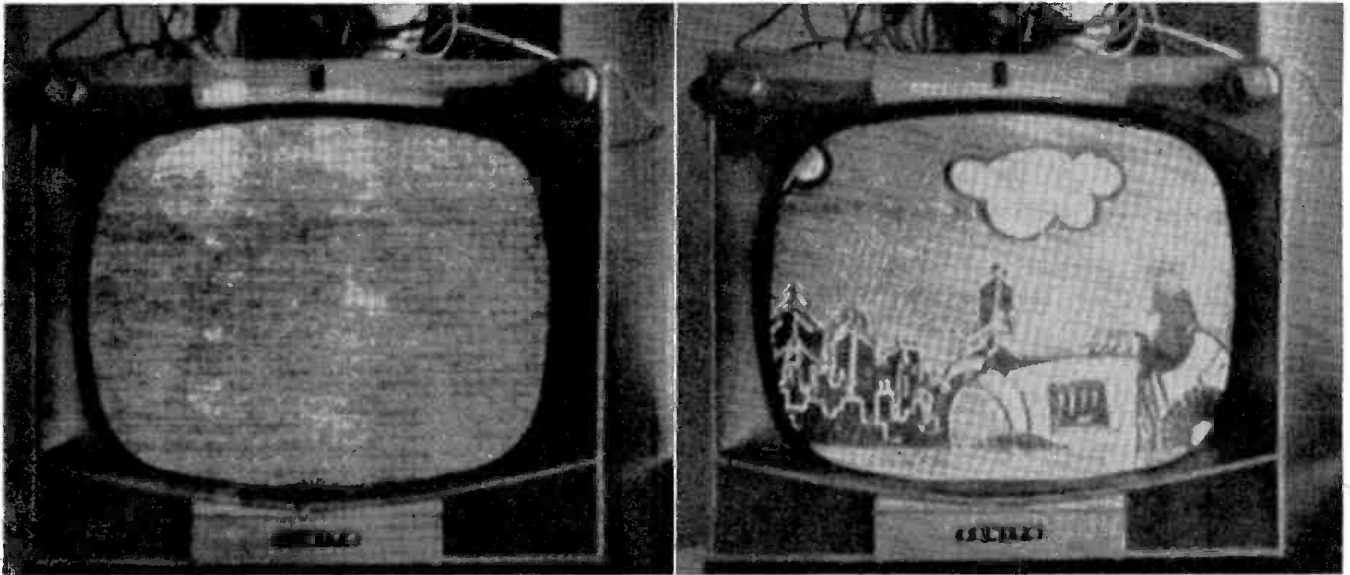
Small Town Boon ■ The translator audience can be understood and appreciated by talking to civic-minded citizens of Bemidji, Minn., or Boulder,

Mont., or Wenatchee, Wash., or Eureka, Utah. These communities owe their television service to the loyal efforts of local folk who have raised enough money to mount a low-power, automatic tv repeater station atop a mountain or tower 10, 75 or maybe 200 or more miles away from a television broadcasting station.

There are 1,400 tv translators shown on the official FCC records as of Sept. 13. By yearend there will be 1,600.

These unattended electronic kickers serve one or more tv signals to 900 communities ranging in size from the 50,000 people in Butte, Mont., to a half-dozen ranchers and wheat farmers in the gentle rolling country across northern Montana. Or they may provide video light to a blind spot within a few miles of a major Pennsylvania tv transmitter whose emissions won't bend enough to get around or over a good-sized hill.

Unfortunately the existence of a minimum 600,000 tv families served by translators is appreciated by only a limited number of media men, mostly tv



The before-and-after benefits of a translator system are shown on these two photos taken in the lobby of the

Golden Hotel, O'Neil, located in northern Nebraska. At left is Sioux City, well over 100 miles away, direct

off-air pickup. At right, the image after the town put in its own translator system.

station operators who know they have important, extended circulation and by technical people who make, sell and/or install the receiving and transmitting gear.

Uncounted Audience ■ Actually, the most frustrated of all broadcasters is the tv station salesman from Duluth or Salt Lake City who tells a Madison Avenue timebuyer, "We deliver 25,000 to 30,000 tv homes by means of translators," only to be answered with a polite nod or maybe a vacant stare. Yet this same timebuyer will take a survey report and make a major buying decision on the basis of a 25,000 differential in homes delivered.

Obviously translators have numbers troubles.

Their homes-delivered figures simply haven't been truly measured, according to tv station operators who take the trouble to cooperate with the civic groups in International Falls, Minn. (and Fort Francis across the river in Canada), or Gunnison, Colo., deep in the Rockies, or Lemon Cove, Calif., or Cumberland, Md., or Fort Dodge, Iowa.

These two questions must be quickly answered before the translator audience can be appreciated:

Q—What is a translator?

A—It's a 1-w vhf or 10-to-100 w uhf unattended transmitter that picks up a distant tv signal, translates it to another channel and rebroadcasts to an audience ranging out as far as 35 miles.

Q—How big is a translator's audience?

A—It depends on power of translator, location and number of people within viewing range.

Because the semantics of this tv medium are vague and inconsistent, it's well to straighten out the difference between translators and boosters. It's this:

A translator changes the signal to another channel to prevent interference; a booster transmits on the same channel as the received picture, can cause interference and is illegal if it's uhf.

Both amplify a distant signal and retransmit it to areas unable to pick up the signal direct from the tv station. In rugged terrain a high percentage of houses are built in sheltered spots where tv reception may be impossible without the help of a translator or a wired community antenna (catv) system.

Each Signal Needs Translator ■ One translator picks up one tv station signal and rebroadcasts to its audience. Where more than one signal is available, translators are located in bunches. They may feed as many as four or more tv station services to those within range; each signal requires its own translator.

Translator and catv operations are competitive methods of providing signals from distant stations. Around the nation they occasionally compete in the same market — International Falls, Minn., and Eureka, Utah, are examples. But as a rule they don't live together.

Catv reached national scope a decade ago as local capital financed the wiring of communities, usually over 1,000 population, and delivered distant tv station signals for a house connection fee up to \$150 or more and a monthly charge of anywhere from \$1.50 to \$9 or \$10.

With the profit motive behind them, catv operators grabbed off most of the choice markets that couldn't get adequate signals from distant tv stations, especially in the East.

But catv had several weak spots. It needed a minimum of around 800 connections to make money; the delivered signal was inferior in some places; worst of all, only people living in

crowded centers were serviced, ignoring homes in outlying and rural areas without access to tv.

The hard realities of catv economics set up the opening for local booster transmitters that would fan out 10 or more miles with a signal that could be picked up by anyone with an antenna and tv set, plus a uhf converter where uhf translators were used.

Boosters Easy ■ At first it was very simple to put in a local vhf booster. An isolated Colorado community, for example, had a tv repairman buy or build one or more low-cost, low-power vhf boosters. These were mounted on water towers or mountain peaks or even in trees. They simply picked up channel 2, for instance, and gave it an electronic shot-in-the-arm.

Home owners were delighted at this new entertainment and educational medium. At last they, too, had tv just like city folks. These boosters were absolutely illegal so the FCC began to take informal notice of their existence.

Before the commission was able to start a partial count, the word had gone around Capitol Hill in Washington that hundreds of thousands of loyal voters in the valleys back home were living the new life thanks to illegal boosters that were hidden in the brush or often brazenly located out in the open, protected from blizzards inside sheds.

The FCC turned its official back on boosters, as it has always done with catv, despite many learned interpretations of the Communications Act by attorneys and officials supported by varying degrees of protocol. Finally a federal court issued an official rebuke, telling the FCC to make some provision for tv service in remote areas far from good reception. The FCC complied, authorizing 10 w uhf



**WESTCHESTER
COUNTRY CLUB?**

TAKE A SECOND LOOK

It's Northland Country Club, in Duluth. Take a second look at the Duluth-Superior-Plus market—it's bigger than you think! Bigger because KDAL-TV now delivers Duluth-Superior—plus coverage in three states and Canada—through fifteen licensed translator stations!

This ranks Duluth-Superior-Plus 63rd among CBS affiliates* in homes delivered—it's bigger than you think! And only KDAL—serving over 250,000 television homes—delivers it all!

KDAL
a WGN station

*Duluth-Superior-Plus
—now 63rd in average
homes delivered!*

TRANSLATORS SUPPLY UNCOUNTED AUDIENCE *continued*

translators, later 100 w. At insistence by Congress, FCC set up rules that legalized vhf boosters. Many booster operators refused to abide by some of the FCC's rules. Soon Capitol Hill was besieged with phone calls, telegrams, letters and indignant constituents. And soon the FCC was aware that it had a dilemma on its hands—the genuine need of keeping these on-channel boosters on the air without interfering with (a) tv reception in other areas and (b) airplane beacons.

The chance of interference with beacons is often remote, many engineers claim, but they know the FCC has a job to do. And the FCC says it is anxious for people in remote areas to have tv, keeping paper work simple.

Anyhow, legislators began making speeches about the rights of their con-

(See Colorado story, page 78.)

Here is a quick FCC chronology of translator regulation: Experimental grants permitted in 1951; uhf translators formally authorized May 24, 1956; vhf translators replacing the old boosters authorized July 27, 1960; vhf fill-in translators owned by tv stations limited to A and B contours (if no duplication), authorized July 3, 1962 (effective Aug. 15). This 1962 order unfroze the applications of many stations for vhf translators to fill-in blind spots.

Most States Have Them ■ Of all the 50 states, only eight and the District of Columbia lack translator service, according to E. B. Craney, of Butte, Mont., president of Tri-State Tv Translator Assn. Mr. Craney, former group operator of radio and tv stations, listed the eight non-translator states as Ala-

individualism that often skirted the niceties of polite decorum. Translator lore, especially in the West, includes many tales of catv operators who allegedly shot down mountainside power lines leading to translator sheds or set up oscillators to jam their tv signals. And catv people have tales of purported sabotage by early booster operators.

Group Financed ■ The vast majority of translator systems are financed by such civic groups as Kiwanis clubs and Junior Chambers of Commerce. In several mountain states the legislatures have enacted laws permitting political subdivisions—school or tax districts, for example—to vote bond issues or tax levies so television can be brought in by translators.

Since their beginning, translator systems not owned by tv stations or supported by public funds have had a serious financial problem. They have been financed by non-profit companies formed by volunteer workers who solicited funds—from \$1,000 to \$100,000 depending on type of installation. Then they have faced the annual job of raising \$5 to \$10 a year per family to take care of maintenance.

The greatest headache of all is the problem of deadheads. Translator signals are non-selective; anyone within range needs only a tv set and an antenna. Naturally translator communities have many homes—50% in some towns—that refuse to pay their share of maintenance. Ingenious solicitation methods are used by translator committees to get money out of these homes, if they can be located. A favorite device of the deadhead is the attic antenna.

National Community Television Assn. strongly emphasizes the improvement in service supplied by its member companies. Many of the catv operators are installing music services and filling as many as nine channels on subscriber tv sets.

Catv Has Automatic Count ■ Catv systems, of course, have an accurate check on their subscribers—a physical connection from set to street cable.

The average catv system has 1,000 subscribers, according to NCTA. Total homes served are described as 792,800 from 991 systems in 45 states and Virgin Islands.

The cost factor in building a local translator system is based on price of translator, protection from weather, access road to the site, receiving antenna (often on a fabricated tower), building of a power line, power consumption and services of a maintenance man.

An example of translator cost is the Emcee list—vhf 1 w (vhf to vhf translation) \$1,195; vhf 1 w (uhf to vhf) \$1,495; vhf 10 w (export model), \$5,900; uhf 100 w, \$6,200. The price

States leading in use of translators

A check of the FCC's official log shows these leading translator states (including licenses, CPs and applica-

tions, many of which are changes bringing old equipment up to new commission specifications):

| | Translator* Channels | Communities served by Trans. | CATV |
|--------------|-------------------------|---------------------------------|------|
| Colorado | 207 | 132 | 16 |
| Montana | 199 | 146 | 18 |
| Utah | 187 | 70 | 9 |
| Washington | 148 | 69 | 66 |
| Oregon | 128 | 73 | 74 |
| Wyoming | 114 | 72 | 21 |
| California | 100 | 42 | 80 |
| New Mexico | 79 | 37 | 21 |
| Arizona | 78 | 38 | 26 |
| Nebraska | 75 | 39 | 8 |
| Texas | 72 | 37 | 52 |
| Idaho | 60 | 37 | 34 |
| Minnesota | 54 | 24 | 13 |
| South Dakota | 45 | 30 | 5 |

*This list shows the number of translators (one channel each) and communities in the states that have translators; it does not show source of input signals by states.

stituents in communities distant from tv stations. The more they talked, the more the voters leered in defiance of Washington and its red tape.

Booster Snoopers Beware ■ There's a documented story, now disclaimed by its principal, that centers around an indignant western political figure who told an FCC chairman that his state would tolerate no booster snooping by commission field men. If any were discovered, he said, the state wouldn't be responsible for their fate; no district attorney would prosecute, and no jury would convict.

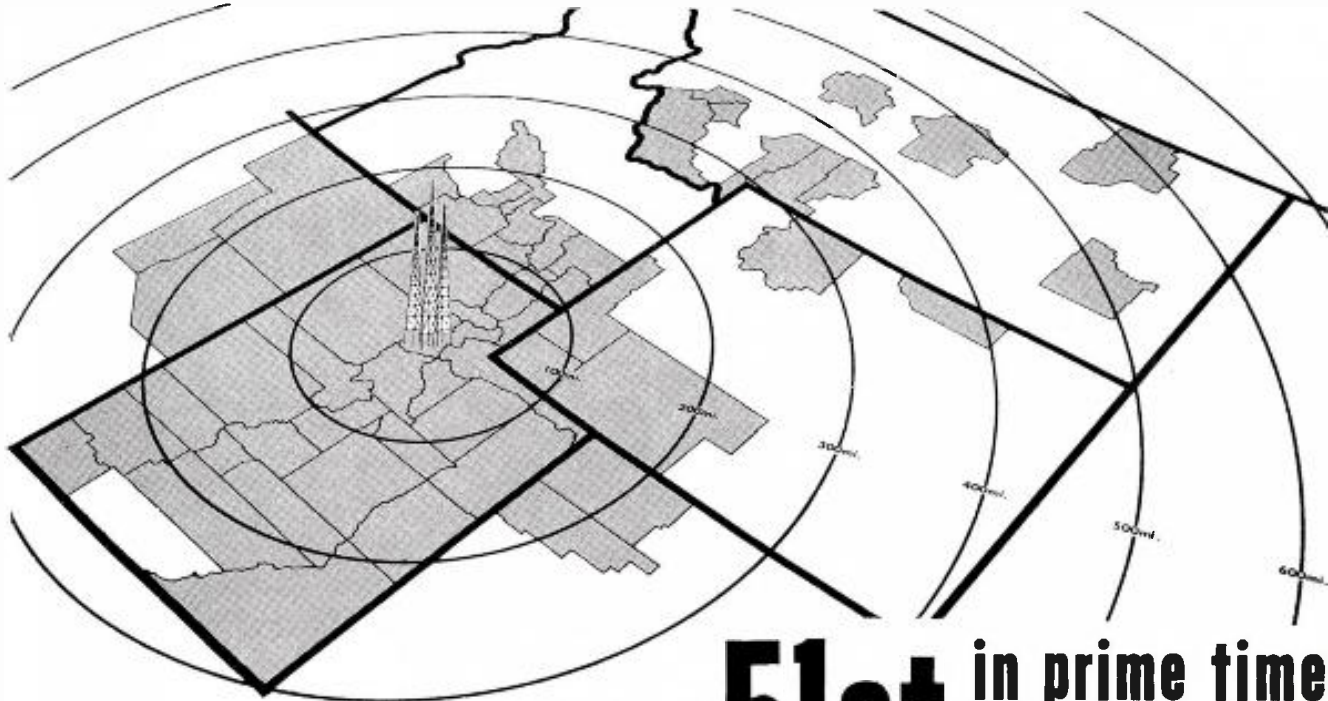
The ultimate FCC compromise was the order grandfathering-in (legalizing) all illegal boosters that would bring equipment up to specifications by translating to another channel, installing a code-identification wheel and putting in an automatic switch and other items.

bama, Connecticut (has one application), Florida, Georgia, Indiana, New Jersey, Rhode Island and South Carolina. Tri-State comprises local operators of civic translator projects.

The basic philosophy behind all translator projects was voiced by LeRoy Abell, Tri-State vice president, this way, "Why should we be second-class citizens just because our homes aren't in station coverage areas? Why shouldn't we have the blessings of this great medium in remote towns where we most need its cultural and entertainment programs." Mr. Abell, who lives in Shelby, Mont., made the comment while flying this observer on a tour of Montana translator installations that he services with the aid of his Cessna plane.

The parallel growth of translators and catv systems was marked by rugged

ONE SPOT - ONE BUY delivers 1,429,000 customers in SIX states!



Salt Lake - Ogden - Provo is **51st** in prime time circulation!*

6:30 to 10:00 PM Salt Lake-Ogden-Provo is ranked the nation's 51st market by ARB in prime time television viewing.

Just as network TV programs are relayed from coast to coast along the AT & T Microwave Network, relay stations have been set up to carry signals cross-country from community to community in the vast Intermountain region. The picture carried 3,000 miles from New York to San Francisco loses none of its quality because microwave boosters relay the signal along the entire Trans-Continental line. In the same way, signals from the three Salt Lake City stations are carried via microwave relay stations to community antenna systems (CATV) in Utah, Nevada, Idaho, Montana, Wyoming, and Colorado. The quality of the signal delivered in this way to thousands of Intermountain homes in the Six-state area is equal to the quality of program service in Salt Lake, New York, Chicago, or San Francisco!

All three Salt Lake stations have cooperated with the American Research Bureau to finance specialized studies on a county-by-county basis, not only for the number of TV homes per county (coverage), but also for program viewing. During the 1962-63 season, the largest and most intensive research sample ever undertaken will be made by the American Research Bureau with a minimum of 50 returned usable diaries per county from a total of 58 counties in six states. This means the Salt Lake-Ogden-Provo market will have as a minimum effective sample base approximately 3,000 diaries. This means too that you'll have an accurate report on Salt Lake television's impact on the cities, towns and counties in a region in which manufacturing, farming, missile making, retailing, stock raising, mining, transportation and recreation combine to build one of the nation's ten fastest growing markets . . .

A must on your MUST BUY list.

*Re-evaluated by ARB, Nov. '61 "Survey of All TV Markets."

KCPX-TV Katz Agency, Inc.

KSL-TV Blair TV Associates

KUTV Edward Petry & Co., Inc.

BROADCASTING, October 8, 1962

73

covers one translator repeating one tv station signal. Emcee also has a "legalizer" unit to help illegal boosters conform to FCC requirements. It has provided over 500 vhf translators.

Uhf translators with higher power and greater coverage are preferred in many markets despite the \$50 set-antenna conversion cost and the \$10,000 to \$100,000 needed for a translator system. Minnesota, for example, is mostly uhf. Adler Electronics says it has provided 99% of the uhf translators. Uhf has no channel availability problem because uhf translators operate in

the ch. 70-83 portion of its band.

Need Permission ■ FCC's rules require translator applicants to get permission from stations and networks whose programs they plan to rebroadcast. The Commission, by the way, is far behind in processing translator applications, especially fill-ins.

WLVA-TV Lynchburg, Va., has a long-pending FCC application to install a 1 w vhf fill-in translator in neighboring Roanoke where it has a blind spot caused mainly by Mill Mountain.

These are some of the high spots in the development of an important na-

tional medium whose extent can't yet be accurately computed. There is ample evidence, though, to show a basic 600,000 translator homes served; more optimistic estimates reach 750,000; the highest figure encountered among those familiar with the translator medium was 1 million homes served, which is generally considered overoptimistic.

Who'll win the extended circulation race—non-profit translators or money-making catv? The future is anybody's guess (see story below). In any case, it will be worth serious study by the advertising professions.

Translator users see hope for future

FCC DECISIONS, GROWTH OF CATV SYSTEMS MAY DETERMINE FATE

The low-powered translators that serve tv programming to 800 communities that otherwise might be video blind are increasing in number. They face a future subject to the decisions of the FCC, the growth of community antenna wired systems and the quality of equipment available.

In a cross-country tour of translator installations there is apparent a growing interest in the use of higher power and improved equipment. The present 1 w limit on vhf and 100 w on uhf translators is bitterly resented by many

communities that would like at least 10 w vhf power. They would like to be on equal terms with Canadian communities, where higher power vhf is allowed—as high as 500 w vhf in more than one instance.

Translator operators are handicapped by a lack of the profit motive and the need of a national organization that could match the powerful lobby of National Community Television Assn. Some volunteer groups are operating in the mountain states, subject to the money and energy that can be mustered

by earnest individuals who want their areas to have television.

All-Channel Set Hope ■ A long-range hope of translator people is based on the new law calling for exclusive manufacture of all-channel sets. This will simplify the problem of installing 100 w uhf translators, eliminating the need for \$50 set-antenna conversions. But the full effect of the all-channel set law won't be important for five years. Within a decade a high percentage of sets will be all-channel models.

Assorted solutions for the translator problem are offered by translator operators contacted in the mountain states, where translators have been described as surpassed in importance only by the weather and sex. Translators are very important, as personal inspection will show. It's common in remote sections to find 99% of homes with tv reception where direct or translated signals can be picked up.

Translators have gone a long way since early pioneers hitched together some spare parts from a repair shop shelf, rigged a beer-can antenna on a high tree and started making tv-starved neighbors happy.

E. B. Craney, president of Tri-State Tv Translator Assn. with headquarters in Butte, Mont., makes a strong case for the use of idle FCC-assigned tv channels by high-power translators as a way to provide multiple program service for all U. S. citizens.

Craney Enthusiastic ■ A former broadcaster, Mr. Craney cited the case of CJLH-TV Lethbridge, Alb., which has a 500 w vhf unattended translator in the Rockies. This equipment, based on a 150 w GE transmitter, does the work of 11 1 w translators by pushing a strong signal through winding Burmis Valley and Crows Nest Pass, according to Norman Botterill, CJLH-TV manager (see photo page 75).

Vic Reed, chief engineer, said there is no difficulty keeping the installation

Class A Reception Extended 5000 Square Miles . . .

WDSM-TV (NBC-ABC Duluth-Superior) in 1961 served an estimated additional 5,000 square miles outside the normal Class B contour with Class A reception. Additional installations are being constructed. Here is a run-down of Translators and CATV Systems now serving TV homes in Minnesota, Michigan, and Canada.

**Minnesota—Eleven UHF Translator Stations
One CATV System.
Two applications pending.**

**Michigan —One UHF Translator Station.
One application pending.**

Canada —WDSM-TV serves four CATV Systems.

Duluth-Superior metropolitan area is the 2nd LARGEST MARKET in size only to the Twin Cities in Minnesota and Milwaukee in Wisconsin. The additional Translator and CATV System Areas naturally make this Trading Area more important to Television advertisers.

For detailed information please contact WDSM-TV's National Representative PETERS, GRIFFIN, WOODWARD, Inc. or Bill Hurley in Minneapolis, Minnesota.

in trouble-free service. It's located on a wind-swept mountain looking toward the strung-out communities lying in the circuitous valley. Most of the 10,000 valley residents have simple dipole antennas mounted on fences stuck in the ground or attached to the sides of houses. The Burmis translator uses a slot antenna. The layout is neat and efficient.

"We have eight tv allocations in Montana that are going to waste," Mr. Craney said. "Obviously there wouldn't be a serious interference problem from the use of high vhf power or the allocations wouldn't have been made by the FCC in the first place.

"By putting relatively low-cost unattended transmitters on these channels, Montanans could receive tremendously improved tv service. The Lethbridge installation proves that transmitters can be efficiently operated without personnel. Just stop and think what could be done in Montana and other underserved states with high-power off-channel transmitters."

Some day, Mr. Craney added, these automatic translators might develop into satellites or full television stations. Right now there's little desire to put costly tv broadcasting stations in the vacant channels. The sixth report and order was adopted 10 years ago, Mr. Craney reminded, and the channels are still vacant. "Why not put them to work?" he asked.

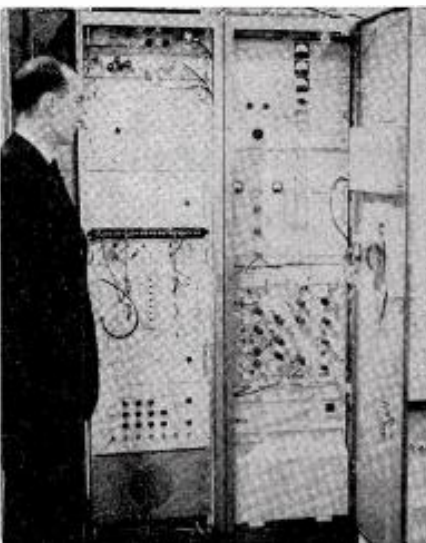
LeRoy Abell, Shelby engineer who is Tri-State vice president, said the use of higher power—5 or 10 w—on vhf translators would solve some of the interference problems, improve signal quality and extend the service area of translators. He said many of the translator operators whose equipment he services complain about the FCC's paper work.

A Service ■ Mr. Craney added, "The FCC should be more concerned over the opportunity to provide tv service to those who need it most—and enjoy it most—when available."

FCC Commissioner T. A. M. Craven agrees that many vacant vhf assignments can be used to extend service, but he said they should not be a barrier to eventual use of the channels for local broadcasting stations.

"Communities in these areas could form nonprofit corporations to build repeater stations without studios," he said. "They might even grow into maximum power repeaters even if they started out on a shoestring. But the use of higher power than 1 w on vhf translators could bring chaos.

"In the course of time the repeater stations on unassigned broadcasting channels might develop into regular broadcasting stations. But the repeaters must be attended. I'm not satisfied that automated, unattended vhf translators



How it's done in Canada. Vic Reed, chief engineer of CJLH-TV Lethbridge, inspects unattended 150 w GE translator that puts 500 w vhf signal into winding Burmis Valley in Canadian Rockies. It does work of 11 1 w vhf translators.

of 100 w or more are practical at this time. We need more information.

"Attended repeater stations could be operated with minimum personnel and expenses could conform to the economics of the area."

Craven Likes Translators ■ Commissioner Craven is known as the translator operator's best friend. He is widely credited with pushing through the FCC the grandfathering of the old illegal boosters and is often called the man who kept the booster operators out of jail. He took the position that boosters (translators) were not broadcasting stations but devices to help people receive television—in effect, a reception radiation device. This Craven position was not accepted by the commission but it eventually agreed to legalize boosters if they met requirements set up by the commission.

The latest development in translators is the entrance of factories and distributors into the financing end of the medium, according to B. W. St. Clair, president of Electronics, Missiles & Communications, Mt. Vernon, N. Y., manufacturer of Emcee vhf and uhf translators.

Addressing the Washington chapter of Institute of Radio Engineers Sept. 28, he said factories and distributors are starting to handle fund raising in communities, collect pledges and maintain equipment as well as to sell and install it. They're also starting to supply equipment on a long-term basis, with lease-purchase contracts similar to the type used in financing broadcast station transmitters.

**46 VHF BOOSTERS
PROVIDE UNIFORM COVERAGE
FOR 120 MILES**

**KREX-TV and KREY-TV
COVERS THE ROCKY MOUNTAINS
OF WESTERN COLORADO**

**PROVIDING EXCLUSIVE SERVICE
TO THIS RICH SINGLE SIGNAL MARKET**

KREX-TV GRAND JUNCTION, COLORADO
KREY-TV MONTROSE, COLORADO

CBS NBC ABC

REX HOWELL, President **ROBERT McMAHAN, Sta. Mgr.**

Represented by Hal Holman Company

Solution in Some Areas ■ Mr. St. Clair believes a partially attended uhf translator offers the solution for tv service in many smaller cities and communities. These would pick up a broadcast station on an unattended basis much of the day. One combo man could comprise the staff, doing some local programming each day and perhaps selling some time when he had a few spare moments. He would hold an engineering ticket, of course.

This type of translator might be built for \$35,000 (some translators now operating have cost \$100,000).

Commissioner Robert E. Lee, the FCC's most militant advocate of all-uhf television, prefers uhf equipment for translators. He argues that good technical service can be given with virtually no interference problems. On the other hand, vhf translators pose potential interference with direct reception from stations, and possibly with aviation beacons.

Fill-In Unit Advocate ■ I. S. Blonder, board chairman of Blonder-Tongue Labs. (Benco translators), sees "a tremendous future" in the use of fill-in units. "Broadcasters have been lax in their installation of low-power, fill-in translators within their coverage areas," he said. There are about 300 Benco translators around the nation.

Robert J. Myers, president of Industrial Television, Garden Grove, Calif., has proposed a national educational tv network based on all-uhf broadcast stations and low-power vhf repeaters in small communities and rural areas. He said this plan would make at least six tv channels available to nearly every home, accommodating all network programs, an independent and two instructional stations.

Two equipment firms are field-testing uhf on-channel translators for use in filling holes in translator service areas or reaching nearby spots not reached by conventional translators. This equipment might sell for around \$500. It picks up translator service only, not direct tv signals.

MINNESOTA SOLVES PROBLEM

Translators serve many smaller communities with signals as good as big cities receive

Nearly eight months have passed since the Bemidji Blackout.

This bleak day in Minnesota—Feb. 20, when Col. John Glenn orbited the earth—won't be forgotten in a long time by the 25,000 persons who live in Bemidji, Cass Lake, Deer River and Walker. They'll remember it because their tv sets were dark, the translator system having been shut off for lack of funds.

The uhf translators that feed the signals of KDAL-TV and WDSM-TV Duluth-Superior had been installed three years earlier by local citizens who solicited funds to get facilities installed. But the system costs \$10,000 a year to maintain and the local translator committees had turned off the equipment until enough residents came up with \$10 each.

Bemidji and the other towns on the translator system were seething when Col. Glenn went into orbit and they couldn't watch their tv sets. Some of the local businessmen who had worked hard to raise the translator funds were besieged and badgered because their system was dark, according to Emmett O'Meara, of O'Meara's department store. They managed to get a technician who had the translators operating by nightfall so network programming of the flight could be viewed.

Not for Long ■ Next day the system was dark again. Not for long, however. People started lining up to pay their \$10 maintenance fees when Northern National Bank opened, Bill Howe, cashier, recalled. Soon enough money was in the till and the system was turned on again.

The translators in Bemidji and other towns in the four-translator system are

part of a network of uhf and vhf translators that serve a score of communities in Minnesota. Bemidji through Junior Chamber of Commerce instigation had sold \$50 shares of non-profit stock to 100 citizens and had received loans from KDAL-TV and WDSM-TV, later repaid. First a 10 w uhf translator system had been built but power was increased to 100 w.

All around the outlying areas in Minnesota's lake and pine country these uhf and a number of small 1 w vhf translators bring distant television to points northeast toward Fort William and Port Arthur, Ont., on the north shore of Lake Superior, and west to Bemidji and beyond plus installations in the southern part of the state.

KDAL-TV and WDSM-TV are licensees of 100 w uhf translators at Grand Marais and Grand Portage, a service that makes tv possible for 90,000 residents along the north shore.

Collection Problem ■ As in hundreds of other markets where translators are formed as civic projects there's always a collection problem when maintenance fees are due. Bemidji no longer charges a fee to join the system, merely asking \$10 for maintenance. KBUN, local radio station, and the *Daily Pioneer* have been cooperative in the project. In 1960 Bemidji won first prize in the United States from the Jaycees for its community development project.

The Bemidji system has a potential of around 4,500 homes for the three translators. There are 2,100 paid members and perhaps that many deadheads who avoid paying their share.

There's an interesting setup at White Pine in the copper country. Porky Mountain Television Co. built its translator with the help of a White Pines Copper Co. loan and a subscription drive. Later the company donated its coffee-vending franchise to the translator group, with the income used for maintenance and repayment of the original loan.

These stories are typical of the growth of translator tv in the vastness of the lake country. Up in the far north, along the Canadian border, another type of translator story is still in the telling stage—the competitive translator and community antenna systems at International Falls.

The catv was first in the market, starting five years ago. The operator, International Cable Tv, is said to have charged \$150 for a connection. But along came a uhf translator system formed in 1959 by local labor union

Careful research on little-understood medium

An important national advertising medium—the tv translator audience—is regularly bypassed by most time-buyers because it is so widely distributed and so rarely counted even by the television stations that derive important circulation in remote communities from these automatic signal boosters.

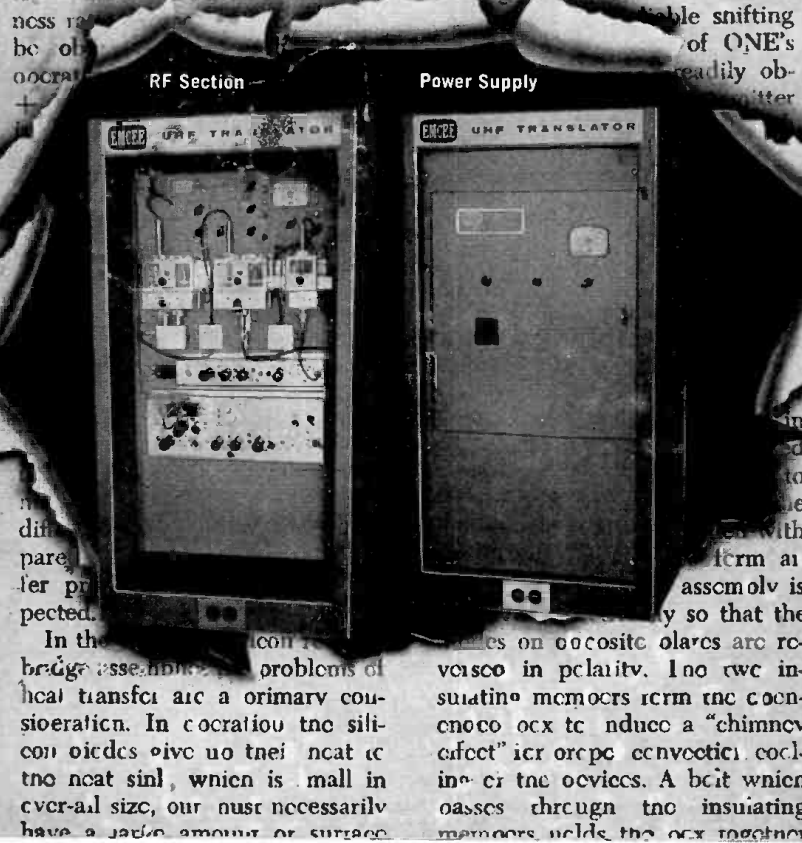
Little is known about this translator audience in media circles. To provide the first major compilation of information on the subject BROADCASTING sent J. Frank Beatty, senior editor, on a 6,500-mile trip out into

the Minnesota Lake country, the Rockies and other main translator concentrations. He climbed mountains in Colorado and Utah, looked at dozens of translator installations from the vantage point of private planes, interviewed many civic groups that operate translator facilities, talked to home owners and inspected sites with servicemen.

His findings tell the highlights of this medium, dating back to the days of bootleg boosters and looking into the future. Several of the major concentrations are explored in detail.

At last! A spectacular

BREAKTHROUGH in UHF TRANSLATORS by EMCEE



The many features indicated in this new UHF concept are just a small portion of the many new advances incorporated in this new EMCEE UNIT. PLEASE NOTE THIS FACT ALONE: EMCEE offers a complete 100 Watt UHF Translator . . . at a price complete competitive with what you would expect to pay for a 100 Watt Amplifier alone! If you're looking for a UHF Translator . . . try EMCEE and see!

- New concept in Translator UHF Circuitry increases reliability, ease of tuning minimizes costs all along the line.
- Full metering of all important operating parameters, including separate measurements of visual and aural powers, visual measurement is true peak sync.
- Visual-Aural power ratio control permits easy adjustment of ratio.
- Built-in Plate Supply and Heater Voltage regulator ends line voltage variation problems forever.

This is just a sampling of the new features available for the first time ever in any translator.

FCC TRANSLATOR RULES AMENDED!

Now you can bring TV to problem areas!

Class of Service
This is a four message unit as defined elsewhere in the code book.

WESTERN UNION TELEGRAM

W. P. MARSHALL, President

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The time shown in the day box on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination.

TO ALL BROADCASTERS

NEW FCC RULES AMENDMENT PERMITS WIDER USE OF TRANSLATORS BY BROADCASTERS STOP LET EMCEE WITH THE WORLD'S MOST COMPLETE SELECTION OF VHF AND UHF EQUIPMENT SHOW YOU HOW TRANSLATORS CAN INCREASE COVERAGE STOP WRITE WIRE PHONE ELECTRONICS, MISSILES & COMMUNICATIONS INC., 262 EAST THIRD STREET, MT. VERNON, NEW YORK.



VHF & UHF TRANSLATORS

Electronics, Missiles & Communications, Inc.
262 East Third Street • Mount Vernon, New York • Dept. B-1

Gentlemen: Please rush

Detailed specifications of the all-new EMCEE Model HTU-100 UHF Translator just released.

Catalog B showing world's most complete line of VHF Translators.

New Rule change.

NAME _____

ADDRESS _____

CITY _____ STATE _____

groups at the paper mills. That made a difference. Now the cable connection is \$50—or a uhf converter if the subscriber has been getting KDAL-TV and WDSM-TV via translators.

Ed Christie, who directs the translator company, said 4,000 to 5,000 homes pay \$10 a year to keep the system operating. The union group had once planned to start their own tv station but found the project a little too rich for the \$100,000 it had raised. He said the translator puts a good signal into Fort Francis, Ont., across the river and said the cable system was hurting because of off-air reception. Color reception by translator is excellent, he said. The black-and-white picture in Mr. Christie's home was of top quality.

Annual Fee ■ Bill Saunders, operating the cable system, said the annual subscriber fee is \$60. He recently added a 24-hour background music channel. International Falls catv uses microwave over the iron ridge at Virginia. The translator system gets it from other translators along the line.

Minneapolis stations, too, have big

translator audiences. WCCO-TV claims 11,600 paid subscriptions out of a potential 16,800 translator homes.

Thus Minnesota gets television far from A and B coverage areas, valuable circulation that timebuyers seldom recognize.

The uhf translators in Minnesota and four cities in Iowa cover an estimated 57,000 tv homes, according to John Klindworth, president of Miratel Inc. He said the firm has installed over 70 uhf translator systems. The highest circulation figures are Fort Dodge, Ia., 10,000 tv homes, and Spencer, Ia., 8,000 tv homes, he said. Nine out of 10 Miratel systems are sold under a maintenance contract.

The 100 w Fort Dodge translator is owned by KRNT-TV Des Moines. It's antenna equipment is mounted on the tower of KQTV (TV) Fort Dodge, a ch. 21 uhf station in a one-station market. The translator adds CBS to the NBC-TV (primary) and ABC-TV (secondary) service of KQTV, operated by Ed Breen.



Among the evergreens 10,500 feet up Round Top Mountain sits this tiny shed housing a 1 w vhf translator that provides tv service from KREX-TV Grand Junction, Colo., to canyon-isolated Lake City, 100 miles away. (See Lake City panorama on page 69.)

TRANSLATORS DOT COLORADO

Many communities like Lake City—no doctor, but tv in home of each of its 108 winter residents

"We haven't any doctor in Lake City but we have tv in every home."

The president of the Lake City, Colo., (8,500 feet elevation) Chamber of Commerce, L. C. Ely, started up his jeep, glanced over his dude-ranch cabins and headed along the foot of Uncompahgre Peak (14,301 feet) in the general direction of Slum Gullion Pass and Lake San Christobal so an eastern observer could take a look at mountain-style television.

All 108 year-round residents of Lake City and two or three dozen ranch dwellers enjoy television thanks to a 1 w vhf translator that picks up KREX-TV Grand Junction, 100 miles to the northwest on the western slope of the Rockies. KREX-TV estimates it has 10,000 translator tv homes.

The welcome signal put out by the one-channel translator atop Round Top mountain (10,500 feet) reaches a majority of the dwellers in Hinsdale County, which boasts its 218 population is the smallest of any U. S. county (see photo this page).

Fish 10¢ an inch ■ Hinsdale County has fine fishing in little Gunnison River, a swift mountain stream, as well as in cultivated ponds where dude ranchers pay 10 cents an inch for the captive fish that take their bait. It's the only place in the U. S. where the Continental Divide crosses twice, Hinsdale claims.

But Lake City is only one isolated community in Colorado. Over the state

at least 30,000 homes are served by translator television. A dawn-to-dusk air cruise will convince a translator hunter the state has, as shown in FCC records, a total of 207 translators that serve one or more tv channels to 132 communities and settlements. Some more optimistic Coloradans put the figure at a minimum 50,000 homes served.

The translator list includes clusters of ranchers and metropolitan areas such as Manitou Springs, projecting out of Colorado Springs. A three-channel municipal translator system at Manitou feeds the two local stations—KKTU (TV) and KRDO-TV—and KCSJ-TV Pueblo. Manitou is blind because of a bend in Cheyenne Mountain where the local stations have their transmitters.

Seven Colorado communities are served by uhf translators. They are Durango, Animas Valley (near Durango in the southwest), Antonio, Bayfield, Leadville, Pagosa Springs and Salida.

FCC data show that KOA-TV Denver is translated in 46 communities; KBTU (TV) Denver in 9; KLZ-TV Denver in 6; KTVR Denver in 1; KKTU (TV) Colorado Springs in 9; KRDO-TV Colorado Springs in 8; KREX-TV Grand Junction in 28; KREY-TV Montrose, a KREX-TV semi-satellite, in 11. Other stations picked up in Colorado include KWHT-TV Goodland, Kan.; KHPL-TV Hayes

Center, Neb.; KDMC (TV) McCook, Neb.; KGLD (TV) Garden City, Kan.; KNOP-TV North Platte, Neb., and KTVC (TV) Ensign, Kan.; all Albuquerque, N. M., stations. Salt Lake City tv stations, which document a total of more than 30,000 homes served by translators, have the following Colorado service listed on FCC's records; KSL-TV, 7 translator communities; KUTV (TV) 6; KCPX (TV) 5.

Found Pick-up Spot ■ The documentation isn't entirely clear, but around little Lake City, Colo., they recall that tv first came to the area in 1955. A volunteer engineer had finally found a spot on Round Top where both picture and voice could be picked up. Hinsdale County bulldozed a road up Round Top, 2,000 feet above Lake City, which is at the 8,500-foot level. Remote from Washington, Lake City was so busy making money off dude ranchers in the summer and minding the ranches plus looking at television both summer and winter that nobody had time to hire a Washington lawyer who knows the Communications Act and FCC rules.

Eventually bureaucracy caught up with Lake City. Purvis Vickers, a dude ranch operator at the foot of Round Top, recalled what happened a couple of years ago. "The government made us throw out most of our equipment," he said. "The rig was working fine until

they imposed all those unnecessary technical standards on us, including that code wheel and automatic switch. The old translator worked better before we added the gadgets and became legal."

Mr. Vickers offered a neat point worthy of study by political scientists and the FCC: "If the government wanted us to change a perfectly good translator, then the government should have paid for it. Our engineer, Wayne Fobare, keeps it operating but we're bothered by the signal identification wheel."

Many Others Dependent ■ Lake City is only one of two-score western Colorado communities that depend entirely on translators for service from KREX-TV and its semi-satellite, KREY-TV at Montrose, 55 miles southwest of Grand Junction. In Aspen, 100 miles east of Grand Junction behind 10,000-foot Grand Mesa, 450 known homes are served by a 1 w translator recently kicked up from 1/3 w, according to John Oyharcabal, of M&M Electric Co. "The 1 watt isn't much better than the old one," he recalled. The translator group filed for its license in 1961 when boosters were legalized.

Little Lake City and its 108 population, plus another 32 ranchers who share its electronic blessings, were able to raise \$1,450 to make their one-channel translator legal. They need about \$200 a year for maintenance.

Gunnison County has 11 translators. Though it's located 130 miles from Grand Junction, 130 from Pueblo and 200 from Denver, Gunnison citizens decided back in 1956 they wanted television. "They just did it," Charles A. Page, Chamber of Commerce manager, recalled. "They put in \$10 a family." A cable project flopped about that time so the C of C got behind the translator idea.

"Only about 50 families don't have tv," Mr. Page said, "and some of these are summer residents." Gunnison gets its tv from KREY-TV. The chamber has \$30,000 assets in its translator treasury. "A girl does the billing," Mr. Page explained. "She's good." Gunnison is the home of Western State College, immortalized by a huge white "W" on a mountainside.

The translator that serves Aspen sits atop Sunlight Mountain, 11,750 feet. It's powerful 1 w signal also serves Glenwood Springs, Carbondale, Basalt and a lot of ranches.

More than 1,000 homes in the west end of San Miguel and Montrose counties get their television from translators installed with the help of Rural Electric Assn.

In Rio Blanco County, Emcee has provided equipment for a three-translator system.

This type of loyalty makes television possible in the Colorado mountains.

TOWNS NEED TRANSLATORS

Some 500 small communities in seven states get television by magnifying faint available signals

Seven western states have over 500 communities that depend almost solely on the ability of translators to pluck faint tv signals out of the air and feed them where they are wanted.

In Utah, Montana, Washington, Oregon, Idaho, Wyoming and California there are towns and settlements whose thousands of homes are served by translators. Texas, New Mexico, Nevada, Arizona and other states of vast acreage have overcome television's limited range and its limited ability to get behind mountains.

Utah provides the outstanding example of station cooperation to promote the extended circulation provided by translators and catv. A survey conducted jointly by KSL-TV, KUTV (TV) and KCPX-TV shows that 30,575 tv homes in five states get them via translators. This tops the 25,904 homes that get Salt Lake tv by means of catv wired hookups.

Extra Audience ■ The three stations published the survey during the sum-

mer. It shows these added tv homes:

| | Translators | Catv | Total |
|--------|-------------|--------|--------|
| Colo. | 843 | | 843 |
| Idaho | 1,784 | 3,976 | 5,760 |
| Mont. | | 9,321 | 9,321 |
| Nev. | 2,660 | 1,650 | 4,310 |
| Utah | 19,826 | 4,271 | 24,097 |
| Wyo. | 5,462 | 6,686 | 12,148 |
| Totals | 30,575 | 25,904 | 56,479 |

In addition there are another 50,594 potential homes in catv communities "expected to be added in normal growth of systems, pending applications and systems under construction."

The survey lists each translator licensee, towns served, number of homes served by translator, signal translation and call letters. Similar information about catv systems is provided. It was conducted for the three Salt Lake tv stations by Catherine Dimas, of the KUTV research department.

This is the only fully documented research of the type encountered in a tour of many of the major translator

Eliminate Propagation Fades From Your TV Signal



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

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

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



Micromega Corporation

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

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

TOWNS NEED TRANSLATORS continued

states and in dozens of telephone contacts in states not actually visited.

It's presented in a type of language that advertising agencies understand. No buyer can ignore 30,575 tv-home circulation, 25,904 catv circulation or the combined extended service of 56,479 homes. That's big business in any market.

Volunteer Group ■ An effective volunteer organization is maintained in the Montana-Idaho-Wyoming region by translator operators. Called the Tri-State Tv Translator Assn., it is headed by E. B. Craney, of Butte, Mont. With his practical background in broadcasting, Mr. Craney keeps in touch with translator operators in the region, observes technical changes and FCC developments, and keeps members posted on catv and other topics.

But what translator people need most is a national association that can match the powerful 11-man Washington organization of National Community Television Assn. with 500 dues-paying members (90% of catv connections). Unluckily translators are mostly non-profit, whereas NCTA members are money-making business groups who are willing to fight jointly to protect their investment. When anything affecting catv is pending around Washington, NCTA makes its national influence felt with support of the grass-roots ties of its members. It has not been idle as the FCC continues to avoid regulation of catv, though some catv people concede it's only a holding operation and eventual regulation can be expected.

One of the larger translator installation and service operations is headquartered in Salt Lake—Electronic Sales Corp. (ELSCO), headed by Lyle O. Keys, former chief engineer of KUTV. Most of the firm's installations include Emcee 1 w vhf translators. He and Garr Johnson, assistant manager of ELSCO, have put vhf translators in high spots all over the mountain area. They have developed radio-controlled translator standby equipment that can keep systems operating even when the trail up a mountain is blocked by 20 feet of snow.

In Southern Utah school districts are putting in translators and eventually it's hoped every classroom and home in this part of the state will be tv-equipped. Some of the pickups are as much as 180 miles from stations. Beaver, for example, as first pickup point passes on the translated signal to Enoch, Kanarville, Cedar City, Paravan and Panguitch.

The average distance reached by a 1 w vhf translator is 20 miles but Medina picks up Milford 80 miles away. ELSCO has installed 250 translators or more than 100 separate sys-

tems. Mr. Johnson said the quality is good and will continue to improve. Color transmission is fine, he added.

Lofty Locations ■ The three Salt Lake stations have their transmitters above the 8,000-foot level, or an average of 4,000 feet above average terrain in the region (three times the height of the Empire State Bldg.). Catv systems serve many of the larger communities at fees ranging from \$3.50 to \$10 a month but they don't reach small centers or those living outside congested areas or thousands of ranch-

ers. And that's where translators come into the Salt Lake tv picture in a big way.

An interesting example of catv-translator competition is found in Eureka, Utah. The catv system charges \$100 for a connection and \$2.50 a month. The new Emcee translator system installed by ELSCO is making its influence felt. A look at the competitive pictures on home tv sets showed this observer 1 w vhf translators on Eureka mountain—a tough climb that shot a pair of eastern shoes—are able to provide a top-grade image when properly installed.

Montana, too, is blessed with dozens of translator systems. Lacking a major metropolitan center, its few tv stations are widely separated. In Butte, for example, the town council financed a 1 w vhf translator to bring in KMSO-TV Missoula, supplementing the direct service from the local KXLF-TV. Missoula has 28,000 population, Butte 50,000. But it's not unusual for a station to have a larger audience via translators than off the air. Butte's translator, while operating, is still on the FCC's processing list. Butte also has a cable system.

As in other states, a Montana three-channel 1 w vhf translator system can be built for \$6,000 upward depending on local conditions.

Montana's translator circulation is guessed at anywhere from 25,000 to 50,000. Actually Butte alone probably has 15,000 tv homes that get the municipal translator service. Idaho has an estimated 35,000 translator homes. Together these mountain states have a minimum of 60,000 homes. Utah, Montana and Idaho strongly prefer the 1 w vhf translators to uhf, citing the effect of rugged terrain and the availability of choice spots for vhf translator antennas.

Nobody has ever denied seriously that the Rockies were reeking with illegal boosters during the 1950s. "They were crawling out of the woodwork," one FCC field man said. But now they're being legalized. Legal or illegal, western states want television and they've been getting it, though in limited amounts. Now they'd like the FCC to let down the bar some more and permit the higher power they desperately want—on unused tv allocations, for example.

California has two-score communities serviced by 100 translators. Triangle Publications, operating KFRE-TV Fresno, has been actively promoting translator service for mountain-shadowed communities. At Three Rivers and at Lemon Cove-Woodlake, Triangle donated a total of \$13,000 worth of equipment to the local tv committees. Service is provided a population of 9,000 in the three markets.



This map shows how Salt Lake City stations get 56,479 tv homes by means of translators (30,575 homes) and catv (25,904 homes). Square symbols indicate translators, triangles are catv. Lines show microwaves carrying Salt Lake tv. Portions of Nevada, Wyoming and Montana are not shown on this cross-section map.



The last half-mile of the trip up Eureka Mountain, Utah, is negotiated via footpath. Here are the receiving antennas that pick up Salt Lake City's tv stations for an Emcee translator

system that feeds the town of Eureka, mountain-surrounded, and another valley on the opposite side. The system was installed by Electronic Sales Corp., Salt Lake City.

TWO MEN'S STAND GAVE TV TO MANY

Governors made possible booster service in western area

Two prominent Coloradans have observed the development of translators with keen interest. They are Gov. Steve McNichols and ex-Gov. Edwin C. Johnson, at one time chairman of the Senate Commerce Committee.

Both watched television spread over most of the nation a decade and more back, only to find that Colorado's towering mountains were partially blind because of television's vulnerability to rugged terrain.

Ex-Gov. Johnson made television and governmental history when he defied the FCC's rules, with their barriers to local tv booster equipment, by issuing a proclamation calling on a citizen, W. R. Webber, "to continue to serve the people of Steamboat Springs without charge by 'boosting on-channel' the tv signal of KOA-TV Denver to the extent he has its permission to do so, and to the extent that he does not interfere . . . with interstate communications."

Signed in 1956 ■ This executive order was issued Aug. 3, 1956 by the governor. Its impact was soon felt in the halls of Congress and the corridors of the FCC. The proclamation, the former governor recalled as he sat high in a roomy apartment overlooking Denver and distant mountains, made this point, "Mr. Webber's booster does not interfere electronically or otherwise in any degree with any tv broadcast intrastate or interstate or affect adversely the reception of any broadcast or telecast to anyone anywhere."

Mr. Webber saw his duty as a Coloradan and loyal citizen of Steamboat Springs. He operated an electronic business there, retiring in September. He felt it was his duty to make tv available in Yampa Valley by means of a booster

and with a gubernatorial proclamation in his hands, decided to obey the state's mandate.

"It looked like either television or Leavenworth would get me for a while," he recalled. The *Steamboat Pilot* in its Aug. 16 issue put it this way, "Mr. Webber had to fight weather, interference and the FCC but with help of other citizens he brought television to Steamboat." Currently Mr. Webber is president of Colorado Television Repeater Assn.

Gov. McNichols succeed Gov. Johnson and soon found himself neck deep in booster crises. A favorite quote attributed to him at a session with some FCC officials goes like this, "It will take more than the U. S. Army to shut down these boosters."

Mass Medium ■ Gov. McNichols said he still feels tv is a mass medium and calls it "inconceivable that its benefits should not be equally available to every citizen by the most convenient and inexpensive methods consistent with sound technical procedures and safety. It has long been my view that low-powered boosters are a most effective and inexpensive means of providing tv program service to small clusters of people in outlying areas."

Translator audience count to improve

Many tv stations claiming important tv circulation in remote areas served by translators claim national research services aren't able to reflect adequately the extent of this audience. In Salt Lake City, where the three stations cooperate in translator promotion, a special Amer-

ican Research Bureau survey will be conducted in translator areas.

ARB explained its translator-counting role this way: "ARB assigns from four to 10 sampling points to each outer area county, and at least 20 points per metro rating area. Individual sample locations are chosen in ARB's regular systematic sampling pattern designed to represent every television-owning rural and urban telephone home in a specified area."

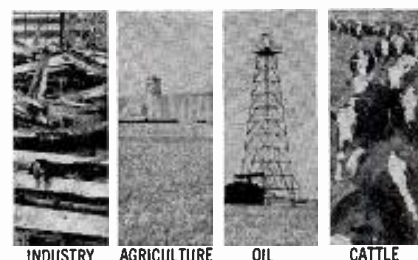
Special Study ■ In its November 1962 and March 1963 U. S. sweeps, ARB will conduct a special survey for the three Salt Lake stations, "assuring a minimum of 25 usable diaries per county throughout the entire survey area. All diaries will be tabulated and included in the Salt Lake market reports for those two months." At the end of the March 1963 survey the total number of diaries for the two sweep months (50 per county), will be processed to produce a county-by-county coverage study.

The effect of this larger sample, ARB said, will be to provide more precise audience viewing data, particularly in the counties served by catv and translators.

A. C. Nielsen Jr., vice president of A. C. Nielsen Co., said the firm's local station index (NSI) reflects total viewing in areas. "The index goes as far as stations, translators and cables reach," Mr. Nielsen said.

KTVH
IS KANSAS TV

MORE KANSANS VIEW KTVH
THAN ANY OTHER KANSAS TV*



INDUSTRY AGRICULTURE OIL CATTLE

KANSAS
IS A BIG MARKET

* Nielsen, February 1961

Diversified economy, stability, over \$1,500,000,000 effective buying power, 290,000 TV families — all within the BIG UNDUPLICATED CBS COVERAGE OF KTVH. To sell Kansas . . . buy KTVH!



To lessen confusion, it's WZZM-TV

Mark L. Wodlinger, vice president and general manager of the new ch. 13 outlet being built in Grand Rapids, Mich., announced last week that call letters have been changed from WIIM-TV to WZZM-TV.

WJIM-TV Lansing, Mich., had requested the FCC to reconsider the call letter assignment to the Grand Rapids corporation, complaining of a "likelihood of confusion" between the two calls.

Mr. Wodlinger (l) is shown here assisting Lon King of Peters, Griffin, Woodward Inc. in crossing out the old "confusing" call. "We certainly don't want any viewers to be confused," Mr. Wodlinger said.

The ABC-TV affiliate has set Nov. 1 as the date it will be on the air. The station is an interim operation by the applicants for the ch. 13 facility,



pending FCC determination of a final grantee.

H&B buys 3 translators in Palm Springs area

One of the largest community antenna systems has bought three translators operating in its territory and intends to keep them operating to serve the

people beyond reach of its cable.

H&B American Corp., Beverly Hills, Calif., owner of the Palm Springs, Calif., catv system which carries the seven Los Angeles tv stations to subscribers in the desert resort, paid \$40,000 to Frank H. Bennett for the

three uhf translators. They will be continued, Leon N. Papernow, operations vice president of H&B said, as long as public needs exist. He said that H&B feels it is part of its responsibility to continue the translator service for those areas where it is not feasible to extend its cable service.

H&B operates multiple catv systems serving 70,000 subscribers in 30 communities in 12 states and Canada.

Radio batteries burn most in sunburn time

Everybody knows that portable radio sets are used more in summertime than in winter, but A. C. Nielsen Co. reported last week that for the first time it can tell how much more. It put the summer gain at 49 %.

Nielsen's first summertime NRIBPR, for Nielsen Radio Index Battery Portable Report, showed total radio use is about the same in summer as in winter, averaging 20 hours 12 minutes per home per week as against a cold-weather 20 hours, 36 minutes. But the change of seasons brings dramatic changes in the sources of this listening.

Plug-in receiver usage during the past summer dropped to 9 hours 32 minutes a week as compared to 12 hours 13 minutes during last winter. Auto radio listening didn't change much—an even four hours per home per week during the summer as against 4 hours 6 minutes in winter—but battery-portable listening climbed to 6 hours 30 minutes, almost 50 % ahead of its winter-time average of 4 hours 18 minutes.

The figures do not include radio listening done "at work" or at public sets.

The amount of time spent listening to portables at home (including porches and yards) during a summer week amounted to 4 hours 7 minutes or 64 % of the portable listening total. Thus portables get substantially as much home listening during the summer as they get in all places during the winter.

The Nielsen battery-portable reports are to be issued twice a year as part of the package of Nielsen Radio Index measurements of radio listening.

Changing hands

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

■ KRIZ Phoenix, Ariz.: Negotiations near completion for sale by former Sen. Burton K. Wheeler and family to Frank Flynn group for \$500,000. Mr. Flynn recently was general manager and part owner of KYOS Merced, Calif. Associated with Mr. Flynn are Charles Cahill and Paul O'Brien, both of Cheyenne, Wyo. The Wheelers own 49% of

depth perception: the facts as seen through our eyes

Hundreds of satisfied clients in the past have depended on Blackburn's clear analysis of the facts on changing markets before entering into a media transaction. Protect your investment, too, consult Blackburn.

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASH., D. C.

James W. Blackburn
Jack V. Harvey
Joseph M. Strick
RCA Building
Federal 3-9270

CHICAGO

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

ATLANTA

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

BEVERLY HILLS

Colin M. Sefp
G. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

KTLN Denver, Colo. KRIZ operates on 250 w fulltime on 1230 kc. Broker is Hamilton-Landis & Assoc.

■ KSTB Breckenridge, Tex.: Sold by Hugh M. McBeath to Frank Junell and associates for \$60,000. Mr. Junell has interests in KBYG Big Spring and KNIT Abilene, both Texas. Daytimer KSTB is on 1430 kc and operates with 1 kw. Transaction was handled by Hamilton-Landis & Assoc.

APPROVED ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 95).*

■ KVOG-TV Ogden, Utah: Sold by Arch G. Webb and associates to Board of Education of Ogden City for \$170,000. Station, on ch. 9, suspended operation on Jan. 16. It will now be operated as a non-commercial, educational station.

\$500,000 in loans set for Wyoming catv firm

Wentronics Inc., a catv system firm with headquarters in Casper, Wyo., has arranged for loans totaling a half million dollars for further acquisition of systems in the Rocky Mountain region.

Central Investment Corp., a Denver lending institution, has agreed to provide \$250,000 at 7½% interest with maturities ranging from two to seven years and with warrants to purchase 17% of the common stock of Wentronics. The First National Bank of Casper has committed an equal amount on a long-term basis.

The firm operates catv systems in Casper and at Independence, Kan. The Casper system was started in 1953 and has more than 4,200 monthly subscribers. The Independence system began operations in January 1962.

A portion of the Central Investment Corp. loan will be used to make improvements on the present Casper system.

Outlet Co. revenues up

The Outlet Co., Providence, R. I., department store which owns WJAR-AM-TV there, had total revenues of \$8,142,373 for the six months ended July 28, compared to \$8,118,119 for the same period last year. Revenues from broadcasting (less expenses), service charges and other sources totaled \$1,111,063, the company reported. Net income after federal taxes for the half-year was \$336,347, compared to \$304,341 for the same period in 1961. The board of directors declared a dividend of 25 cents per share, payable Nov. 1 to stockholders of record at the close of business Oct. 19.

New Metro Broadcast Sales appointments

METROMEDIA UNIT OPENS HEADQUARTERS IN NEW YORK

New staff appointments by Metro Broadcast Sales, the station representation unit of Metromedia Inc., were announced last week by H. D. (Bud) Neuwirth, vice president and director. The announcements coincided with official opening of the sales firm's national headquarters at 3 E. 54th St., New York.

Mr. Neuwirth said the operating staff now totals 32 sales executives in New York headquarters and six regional offices: Philadelphia, Chicago, Detroit, St. Louis, San Francisco and Los Angeles. Appointments included:

Headquarters—Lawrence P. Fraiberg, assistant to Mr. Neuwirth.

Television Dept. (New York)—William Carpenter, Thomas Hardy, Charles (Bud) Meehan, Gerard Mulderrig, Norman Taylor and Douglas Yates, account executives. The department is headed by John W. Doscher, eastern tv sales manager, whose appointment was announced previously.

Radio Dept.—Robert V. Coppinger, New York office sales manager, supervises the department. His staff includes John T. Bray, Walter Cortese, Robert

Goldsholl, George Ponte and Herb Weiss, account executives.

Philadelphia office—LeRoy Rizor, account executive. Head of the office, at 19th and Walnut Sts., is William Dallman.

Chicago—Richard Kelliher, midwest radio manager. Midwest tv manager, announced earlier, is Thomas Tilson. Office is at 400 N. Michigan Ave. Noyes (Skip) French, Robert Glaser, Carl Kiefel and Martin McAdams, television account executives. Gordon Copeland and Robert Williamson, radio sales executives.

Detroit—Richard Janssen, account executive under manager William Lauer. Office is in the Fisher Building.

San Francisco—Graham Moore, account executive under manager Richard Schutte. Office is at 155 Montgomery St.

Los Angeles—Robert Jones, account executive under manager Richard E. Drummy Jr. Office is at 3600 Wilshire Blvd.

George N. Diederich is manager of St. Louis office, at 915 Olive St.

Metro Broadcast Sales represents all tv

IT'S NAB FALL CONFERENCE TIME!

... and we urge you to make plans right now to attend the one scheduled nearest you. The agenda this year is chock full of subjects of vital interest to both radio and television station operators. You can not help but benefit from the open exchange of discussions these meetings offer.

Additionally, these conferences will provide an opportunity for us to get together in the event you want to discuss the sale or purchase of a broadcasting property. We'll be represented at every meeting, so please look us up—starting at the Dinkler-Plaza Hotel in Atlanta next Monday.

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. Boorum
New York

CHICAGO

Richard A. Shaheen
John D. Stebbins
Tribune Tower
DFlaware 7-2764

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



WHN to become Mutual's New York affiliate

Storer Broadcasting Co.'s WHN New York signed last week as an affiliate of Mutual, effective Oct. 14.

As part of the arrangement Storer will get the use of Mutual's network lines for two quarter-hours each day—during periods when Mutual isn't using them—for a closed-circuit exchange of programs and other material within the Storer group of stations. A daily newscast from Storer's new Washington bureau may be fed to the Storer stations in one such use of the lines.

Officials said WHN would carry at least seven of the 16 five-minute newscasts Mutual offers each day on the half-hour, plus *The World Today* and commentaries by Fulton Lewis Jr. and George Hamilton Coombs. In addition, the station will excerpt other Mutual newscasts for insertion into WHN's own news programs.

George B. Storer, board chairman and chief executive officer, said that "networks hold an important place in radio broadcasting, and we think that Mutual deserves our cooperation in having a New York outlet for its programming."

MBS President Robert F. Hurleigh said Mutual was "profoundly proud" of the new arrangement. WINS, recently acquired by Westinghouse Broadcasting Co., has been the Mutual outlet in New York. WOR New York has carried commentators Lewis and Coombs.

At the signing (l to r), sitting: Robert F. Hurleigh, Mutual president, and Lionel Baxter, Storer Radio Division vice president; standing: Charles Godwin, vice president in charge of Mutual stations; John C. Moler, WHN president and general manager; Stanton P. Kettler, Storer executive vice president.

Newton, was named vice president. Appointed to the executive board were Glenn C. Jackson, general manager, WTTM Trenton; Paul Alger, general manager, WSNJ Bridgeton; Frank J. Matrangola, general manager, WCMC Wildwood; Gordon Giffen, general manager, WKDN Camden, and Howard L. Green, general manager, WOND Pleasantville.

WCCO program head criticizes all-music

A Minnesota broadcaster says the all-music station is a "wireless jukebox."

Val Linder, program director of WCCO Minneapolis-St. Paul, called on broadcasters to operate full-service stations, not "limited service" outlets, in a talk to the Minnesota Assn. of Broadcasters Sept. 28 in Minneapolis. He urged broadcasters to furnish full-size services—news, including on-the-spot reports and background information, commentary by the public itself, agricultural reports (where the area is agricultural), news on recreation, health, hunting, fishing and national resources conservation, women's services, sports and full weather service.

The "single-program" operator—all music, all talk or all news—has removed himself from the "general stream of modern radio," Mr. Linder said.

Mr. Linder had a word of praise for the music formula broadcasters: "They made a real contribution to the industry for a short time. They alerted all broadcasters to an unmistakable trend which some had overlooked. The newcomers, with their emphasis on noisy music were brash enough to kick stuffy old-timers into new interest in their own medium."

WNYS dedicates ch. 9 in Syracuse observance

WNYS (TV), third tv station in Syracuse, N. Y., was dedicated last Tuesday (Oct. 2). The station officially opened its studios and offices and presented an inaugural program featuring tv stars, government officials and community leaders.

The new ABC-TV affiliate on ch. 9 was host to Troy Donahue and Connie Stevens, stars of *Hawaiian Eye*; Don Morrow, host of *Camouflage*, and Horace McMahon, of *Naked City*. Other guests included Gov. Nelson Rockefeller, Syracuse Mayor William Walsh and some 1,000 business and educational leaders. The opening 90-minute live show originated at the Kallet Theatre in Shoppingtown, where the new station is located. Public tours of the station's facilities were conducted from Tuesday through Saturday last week.

and radio stations of the Metropolitan Broadcasting Division of Metromedia, plus WCBM Baltimore. The Metropolitan stations are WNEW-AM-TV New York; KMBC-AM-TV Kansas City; WTTG (TV) Washington; KOVR (TV) Stockton-Sacramento; WTVH Peoria and WTVP (TV) Decatur, both Illinois; WIP Philadelphia, and WHK Cleveland.

Officers, weather network okayed at NJBA meeting

The executive board of the New Jersey Broadcasters Assn. has authorized the employment of a full-time executive secretary "to provide the sense of continuity so essential" to such an organi-

zation.

The board, meeting Oct. 3 in Atlantic City, on the last day of the two-day annual NJBA convention, added that "many . . . projects to further the purpose and program of the association would require the services of such an executive officer." One of the projects is the association's FM Emergency Weather Network, a weather report feed through four key fm stations in the state to all 32 member stations of the association, which will be augmented by a direct line to the U. S. Weather Bureau station at Pomona, N.J.

Fred M. Wood, owner and general manager of WMVB Millville, was elected president of the association; Ronald L. Hickman, manager, WNNJ

Media asked to screen data in trial

NEW YORK STATIONS ASKED TO WITHHOLD 'PREJUDICIAL INFORMATION'

In one of the few known requests of its kind, New York radio and television stations were asked by court officials last week to withhold the broadcast of so-called "prejudicial information" about defendants in a current trial there.

The request was in a letter from U.S. attorney Vincent L. Broderick in the federal court trial of former teamsters union President Dave Beck and other defendants on charges of violating the Taft-Hartley Act. Mr. Broderick said U. S. District Judge Wilfred Feinberg, presiding over the case, joined him in the request. He said similar requests had been sent to New York newspapers.

There was no indication of what action, if any, might be taken against stations or newspapers which ignore the request; at least some stations were reported planning to comply.

Mr. Broderick "specifically" asked the stations not to broadcast anything about past convictions or other "prejudicial" material about any of the defendants until Judge Feinberg rules as to whether such material is admissible as evidence in the case.

If the judge rules that such information is not admissible, the letter suggested, stations should not carry it until the trial is over.

Beck's Status ■ Mr. Broderick said some broadcasts and telecasts in the New York area already have mentioned Mr. Beck's "present status [as a prisoner] and his prior criminal record." As a result, he continued, extended interrogations of the jury have been necessary to learn whether members saw or heard and were influenced by such broadcasts.

This process will have to be repeated during the trial, he said, unless stations refrain from reporting such information until the judge has ruled that the jury may properly hear it or, absent such a ruling, until the trial is over. The letter continued:

"The court has, of course, admonished members of the jury not to read about the case or its subject matter in the newspapers, and not to watch telecasts or listen to broadcasts about the case.

"The court and this office, however, are greatly concerned about the effect which the publication of a defendant's prior criminal record may have on the constitutionally protected rights of that defendant, irrespective of the court's admonitions to the jurors, and of the latter's good faith attempts to abide by the court's directions.

"We recognize and respect the right of the press, and of radio and television industry, fully to inform the members of the public of the progress of judicial proceedings in open court.

"We believe, however, that there is a correlative responsibility on the part of the broadcasting media and the press not to publish material which will interfere with the rights of individuals standing trial. We believe that the publication of information concerning alleged prior criminal activities of any defendant may derogate from the rights of the defendants.

"We suggest that there is a duty upon the television and radio industry and the press, which is a correlary [sic] to the freedom which they enjoy, not to publish information which may derogate from the rights of the individual defendants in a case until the evidentiary admissibility of such matter has been determined by the trial judge.

"We specifically request that you refrain from publishing information which refers to past criminal convictions, past criminal activities, or other prejudicial information concerning any defendant on trial, until such information has been reviewed by the court and referred to the jury as legally admissible evidence, or until the trial has been completed . . .

"This matter greatly affects the integrity, and the continued effectiveness, of our judicial processes. We should very much appreciate your cooperation, to the end that justice may be served."

Rare But Precedented ■ The letter, dated Oct. 1, was regarded in broadcasting circles as a rare but not unprecedented request. A network legal authority said one very much like it was received, also from a U. S. attorney, a few years ago. He could not recall the details.

In Maryland in 1948 a Baltimore supreme court rule against reporting the confessions and criminal records of defendants was overturned in an appeal taken by five stations which had defied the ban. The stations had been fined for contempt after a hearing before Circuit Judge John B. Gray Jr. Judge Gray's ruling was reversed by the Maryland Court of Appeals.

By coincidence, last week's action in New York came at a time when the same Judge Gray, acting as chairman of a special committee of the Maryland Bar Assn., was planning a hearing dealing with media's rights in reporting court trials. This hearing, set for Oct.

11 in Baltimore, is to investigate the desirability of a rule or law which among other things would prohibit broadcast or publication of jury deliberations. It stems from a case in which a Baltimore station broadcast a reconstruction of the jury's deliberations in a murder trial.

The reconstruction in that case was done with the help of some of the jurors. It was broadcast after the jury had returned a guilty verdict but before sentence was imposed. Presiding Judge Rosel Thompson proceeded to pass sentence, but asked Judge Gray a week ago to head a special committee to look into the advisability of stricter controls over such matters.

The Maryland-District of Columbia Broadcasters Assn. has been invited to participate in the Oct. 11 hearing. The invitation went to Joseph Goodfellow of WRC-AM-TV Washington as vice president of the association, who was contacting the group's other board members late last week for their views on the association's approach.

WSBT-TV Towers Over The South Bend Market

With a new 1047' tower and 480,000 watts, WSBT-TV is the most powerful station in Indiana and Michigan. We now serve an 8,000 sq. mile area centered by the rich South Bend-Mishawaka-Elkhart metro zone. Within this WSBT-TV market are over 1,000,000 residents! By rating (see any ARB), plant and able personnel WSBT-TV towers over the South Bend market. Get all the facts before your next TV buy in South Bend.



WSBT-TV
SOUTH BEND, INDIANA
Channel 22

Paul H. Raymer, National Representative

A RUGGED, BUT PROFITABLE CONFLICT

That was NBC-TV coverage of baseball and Schirra orbits

NBC's fear of conflict between the six-orbit manshoot of astronaut Walter M. Schirra Jr. and the nine-inning contest on the baseball diamond proved well founded (BROADCASTING, Oct. 1).

The network's "abundance of riches" seemed to do it no harm, however, as the national Arbitron ratings gave NBC-TV a 17.8 rating (51% share of audience) to 11.0 (31% share) for CBS-TV and 4.5 (13% share) for ABC-TV during the 4-6 p.m. EDT period when the astronaut was returning to earth.

NBC-TV informed its baseball audience of the spaceman's progress through a "travelling" news sign running across the bottom of the tv screen and interrupted the audio of the Dodger-Giant game with a sound description of the crucial re-entry period.

NBC-TV provided about four hours coverage of the manshoot, sponsored by Gulf Oil, through Young & Rubicam, plus a 15-minute roundup at 11:15 p.m. EDT, sponsored by Procter & Gamble, through Leo Burnett (see separate story below). NBC Radio covered the manshoot for about eight hours and 40 minutes over a 12-hour period.

Sold Out ■ Sponsorship of the baseball coverage was sold out on both NBC-TV (19 sponsors) and NBC Radio (seven sponsors) by the final contest of the three-game playoff series.

Radio sponsorship was highlighted by the sale of one-quarter sponsorship 55-minutes before the first game, to Schlitz Brewing Co., through Leo Burnett, Chicago. Schlitz advertising copy arrived at the ball park in San Francisco 14 minutes before game time. The second game was half-sold on NBC Radio and the third game was a sell-out.

Other NBC Radio sponsors (and agencies) in the second and third games: E. I. duPont de Nemours & Co. (BBDO), Buick Motor Div. of General Motors (McCann-Erickson), Chemical Compounds Inc. (S. T. P. Motor Oil) through Standart & O'Hern Adv. Agency, Kansas City, Studebaker-Packard Corp. (D'Arcy Adv.). Additional sponsors in the third game were: Aetna Casualty & Surety Co. (Remington Adv., Springfield, Mass.) and Whitehall Labs Div. of American Home Products Corp. (Anacin) (Ted Bates).

19 Tv Sponsors ■ NBC-TV sponsors of the baseball playoff were:

All three games—Liggett & Myers (J. Walter Thompson), Bristol-Myers Co. (Doherty, Clifford, Steers & Shenfield), Schick Inc. (Norman, Craig & Kummel), Union Carbide Consumer Products (William Esty), Chesebrough Pond's Inc. (Esty), Thomas Leeming & Co. (Esty), Sterling Drug Inc. (Dancer-Fitzgerald-Sample), P. Ballantine &

Sons (Esty) and Kemper Insurance Group (direct).

Last two games—Noxema Chemical Co. (DCS&S), Block Drug (Sullivan, Stauffer, Colwell & Bayles), Dodge Div. of Chrysler Corp. (BBDO), Hills Bros. Coffee Inc. (N. W. Ayer), Hormel Meats (BBDO).

Final game only—Philip Morris Inc. (Leo Burnett), Miles Labs Inc. (Wade Adv.), Standard Brands Inc. (JWT), Lewis-Howex Co. (M-E) and Plymouth Div. of Chrysler Corp. (Ayer).

Although the weather was perfect for both baseball and manshoots, there were some clouds in NBC-TV's coverage of the baseball playoff. The second game, which ran four hours and 18 minutes, ran into prime time on Tuesday, ending at 8:25 p.m. EDT. An NBC spokesman estimated it cost the network \$250,000 to \$300,000 to complete the game which resulted in the pre-emption of two network programs—*The Huntley-Brinkley Report* and *Laramie*.

MAMMOTH TV SPECIAL

Cantor hopes for \$15 million to finance Salk institute

Plans for a two-hour, three-network tv spectacular program to raise \$15 million for the projected Salk Foundation research institute in La Jolla, Calif., were announced last week by Eddie Cantor.

The program will be titled "Something to Remember," Mr. Cantor told a news conference, and will be made up of a dozen or so of television's "all-time show stoppers," such as the Mary Martin-Ethel Merman duet on the Ford 50th anniversary tv special of a dozen years ago, Jack Benny and the Marquis Chimps, a routine from Danny Kaye's first tv special and Polly Bergen's Emmy-winning performance in "The Helen Morgan Story." Edie Adams, Perry Como, Bing Crosby, Sammy Davis Jr., Judy Garland, Phil Silvers and Dinah Shore are other top stars who will contribute from 7 to 10 minutes of their past tv performances to the program. No new material is planned, nor any live entertainment, Mr. Cantor said.

Mr. Cantor originated the March of Dimes crusade 25 years ago at the request of President Franklin D. Roosevelt, and his charitable fund-raising activities during a long career are estimated at having produced more than a billion dollars overall.

Clearances for the use of the classic tv material have already been obtained from the performers and from AFTRA and AFM, Mr. Cantor said. The net-

works have not been approached but will be shortly by Harry Maizlish, owner of KRHM(FM) Los Angeles and KPAL Palm Springs, who is assisting the veteran entertainer in preparing the special telecast which will honor Dr. Jonas Salk, discoverer of the initial vaccine against polio, by raising the money needed to build his institute for research for vaccines against other deadly diseases. Neither Mr. Cantor nor Mr. Maizlish foresaw any difficulty in obtaining suitable network time, as they are not pushing for an immediate broadcast date.

Mr. Cantor wants to have the broadcast introduced by President Kennedy and Dr. Salk in an informal conversation and to have it concluded by Postmaster General J. Edward Day with a request to all postmen throughout the nation to pick up contributions for the Salk Foundations as they carry the mail to the country's homes and offices the following day. Mr. Cantor said he hopes to get Edward R. Murrow to narrate the program and introduce the participating performers. If this is impossible, he may handle the narration himself.

No sponsorship of the two-hour three-network special is contemplated, Mr. Cantor and Mr. Maizlish said. Instead, they are planning for brief appearances on the show by the presidents of 10 of the nation's leading companies, each to present a check for \$100,000 to Mr. Cantor, so that the fund-raising drive may have a nestegg of \$1 million to start it off before the program leaves the air.

Less tv coverage given Schirra

While astronaut Walter M. Schirra Jr. spent more time in space than his American predecessors, the tv network spent less television time covering his activities.

ABC-TV and CBS-TV each devoted about five hours of the day to live coverage. NBC-TV, which also had a baseball game on its schedule (see separate story), devoted around four hours.

An early estimate was that 98 million people watched tv coverage of the manshoot at some times during the day. Radio coverage was more extensive in terms of time devoted to the manshoot with ABC Radio devoting 5½ hours, CBS Radio about 9 hours, NBC Radio eight hours and 40 minutes and Mutual 4 hours.

CBS-TV coverage was sponsored by Metropolitan Life Insurance Co. (through Young & Rubicam); NBC-TV by Gulf Oil Co. (also Y&R); Mutual by Minnesota Mining & Manufacturing (placed direct, MBS is a 3M subsidiary). Other radio-tv coverage was sustaining.

National Arbitron ratings of the

blastoff period (8-10 a.m. EDT): NBC-TV 14.0 (54% share); CBS-TV 8.1 (31% share) and ABC-TV 2.8 (11% share). The same relative rating positions were also in evidence at recovery time (see separate story on NBC baseball-manshoot coverage, page 86).

Roach, Case in new film production firm

Hal Roach Jr., former tv producer and former business associate of Alexander L. Guterman (now in jail on stock fraud and other charges) will produce films for theatres and tv for a newly formed company, Allied Producers of America, Los Angeles.

Mr. Roach's association with the new company was disclosed in a filing at the Securities & Exchange Commission in which APA seeks to offer 95,000 shares of common stock at approximately \$2 per share.

The president of APA, Carroll Case, has also produced tv series, among them *Sugarfoot* and *Public Defender*. Mr. Case owns 52,000 shares of the 176,250 shares of common stock outstanding. Allied Producers of America told the SEC it has a contract with Showcase Enterprises Inc. which provides for production of full-length motion pictures at a cost of no more than \$150,000 per picture.

Messrs. Roach and Case are listed as the prospective producers. Mr. Roach's tv production credits include *My Little Margie*, *Duffy's Tavern* and *Public Defender*.

Official's earnings \$433,000 over year

Official Films Inc., New York, last week reported earnings of \$433,000 for the fiscal year ended June 30, 1962. Net income after taxes amounted to \$205,000, or \$0.07 per share on 2,829,328 shares outstanding on that date.

Comparative figures for last year are not available, according to Official President Seymour Reed, because of Official's acquisition of several corporations whose activities were reported for fiscal years varying from that of Official.

Two years ago the company showed substantial losses, but the present management has placed Official in a profit position since then by reducing overhead, developing a strong sales organization and acquiring salable new properties, Mr. Reed said.

Official, a distributor and co-producer of tv films, has a catalogue of 36 series consisting of 2,604 shows running from one-hour to one-minute in length. Official's latest half-hour series, *Biography*, has been sold in more than 140 markets and is scheduled for a second year of production.

ASCAP's eight-month take: \$23.8 million

PLANS FOR CATV LICENSING REPORTED AT MEETING

For the period January through August 1962, ASCAP took in a total of \$23,876,658, George Hoffman, treasurer, told a West Coast membership meeting Thursday at the Hollywood Palladium. Of that total, \$23,585,658 came from license fees, he reported. After expenses of \$4,757,765 there was \$19,119,004 left for distribution to members.

Stanley Adams, ASCAP president, told the meeting that the society's membership now totals 5,805 active writers, 165 publishers and 269 non-participating writers, representing addition of 220 active writers, 165 publishers and 269 non-participating writers since the last West Coast meeting on Feb. 27.

ASCAP is now on the threshold of issuing licenses to a new class of music users, the community television antenna systems, according to a report by J. J. Bregman, chairman of the executive committee. Mr. Bregman also said that with its recently acquired electronic computing equipment, ASCAP will soon start to process the logs of all four radio networks as well as the three tv networks.

Heretofore only CBS and NBC logs have been processed, he said, but now ABC and MBS logs will be added to the base for calculating performances of ASCAP music. It is planned to include sustaining programs as well as the purely commercial shows in the radio performance tabulations.

After President Adams had hailed the successful passage of a bill to extend the present copyrights expiring between the date the bill became law, Sept. 19, 1962, and Dec. 31, 1965, to the latter date, to give time for amending the present copyright act and to prevent them from dropping into the public domain in the interim, West Coast member Robert MacGimsey urged further efforts along these lines.

"Public domain is the chief competitor of ASCAP," he stated. Noting that BMI now is getting three-fourths of the new hit tunes and that the public domain has been clipping the ASCAP list at the other end, Mr. MacGimsey declared that unless this is stopped, "in another 10 years the broadcasters will be able to get along without us and to tell us what they will pay us, if anything."

NBC can document facts, Brinkley tells governors

NBC newsman David Brinkley said last week that every fact on "The Great Highway Robbery" (*David Brinkley's Journal*, 10-11 p.m., EDT) "is supported by official records and every fact on our program can be proved."


New Hampshire Gov. Wesley Powell said the program contained "not an iota of truth" in reports of dishonesty in the state's interstate road-building program. The governor demanded equal time from NBC-TV and threatened to go to the FCC unless the network replied promptly. As of Thursday, NBC had said only "No comment."

Late last Friday, no official protest against the Brinkley program had been filed with the FCC.

Meanwhile, another irate chief executive, Vermont Gov. F. Ray Keyser, sought all background research material used in the premiere broadcast.

Vermont and New Hampshire were among 22 states where Mr. Brinkley said the General Accounting Office has investigated rights-of-way purchases and in which wrong doing had been discovered.

"The FBI has found crime in the highway programs in Indiana, Illinois, Maine, New Hampshire, Vermont and Missouri. Its findings included price-fixing, shakedowns and bribery," Mr. Brinkley said on the *Journal* telecast.




IN ROCHESTER, N.Y. —

With a new, higher antenna 511 feet above average terrain, CHANNEL 10 now gives you more reach—more homes —with Rochester area coverage *second to none!*

WHEC-TV

CHANNEL 10

BASIC CBS • National Rep. H-R TELEVISION, Inc.



Ole Miss coverage courageous, complete

\$400,000 IN REVENUE LOST BY NETWORKS; STATIONS COVER NEWS WELL

There were a couple of narrow escapes, but tv and radio came out of last week's "battle" of Oxford, Miss., with few scars and entered a chapter of courageous and thorough coverage in its log of service to the public.

It was a two-fold story: the massive programming efforts of the radio and television networks and the equally fine job of individual stations in offering on-the-spot coverage.

Tired broadcast newsmen tried to catch some sleep late last week bracing themselves for the next events in the violence-plagued saga of James H. Meredith's enrollment at the U. of Mississippi—the first such act by an apparent Negro.

By Wednesday last week it was estimated that tv coverage of the campus rioting and the day-by-day story had cost the networks more than \$400,000 in lost ad revenues. News stories were aired from Oxford, Jackson and Memphis in a steady flow; special reports pre-empted scheduled programming almost nightly.

Sunday night in Oxford was the worst. Two men lost their lives, including a French correspondent. Lights were shot out during the rioting, and newsmen were unable to reach the improvised news center and telephones set up in the administration building.

While the battle raged there, Don Stevens, news director of WMPS-AM-FM Memphis, and Harvey Tate, national coordinator of news and public affairs for Plough Inc. stations, fed live reports through the height of the riots

from a telephone in the chemistry building. At one point the mob broke in and grabbed up chemicals improvised in missiles hurled at troops.

In one of the few reports of destruction to broadcast equipment, the WMPS news vehicle, a 1962 Ford panel truck, was overturned and burned near the campus. The men evacuated their vantage point shortly after they learned that rifle fire had killed two men, one the French newsman.

In another instance, Charlie Cadwell, a WMCT (TV) Memphis cameraman, tripped and fell on his camera, breaking a rib. Earlier, he had heard someone yell from the mob, "That's Cadwell from Memphis—leave him alone."

Southern newsmen reported little difficulty with the townspeople, and there was but one major report of trouble getting access to news. This was the complaint of a Los Angeles newsman (Al Wiman of KFWB) who objected to not having enough time with Mr. Meredith during a walking taped interview when he was designated as radio pool reporter on Tuesday.

However, Steve McCormick of Mutual Broadcasting System said he had no trouble and that authorities were giving full cooperation to newsmen.

The tv networks used Jackson and Memphis affiliates for their feeds. Remote equipment at the stations often was turned over to the networks for their own use.

In Oxford Itself ■ Within the little college town of Oxford, WSUH, a day-

timer, is the only station other than a wired operation on campus, WBCH. Faced with the possibility of riot at any time, WSUH, which normally follows a "swinging" format, switched to slow, music Monday and dropped all its commercials. Appeals for an end to disorder were delivered in a low key.

A strange turn of events occurred in Jackson, where, as in almost the entire Magnolia State, moderate voices were unheard until the middle of last week. According to the *New York Herald Tribune's* Milton Lewis, a leading Jackson businessman called on Gov. Ross Barnett "to go to Oxford to stop the violence." He was William H. Mounger, president of the Lamar Insurance Co., owner of WLBT (TV) and WJDX, both Jackson. Mr. Mounger spoke for about eight minutes and said "We are part of the United States of America and must obey the laws of the United States of America . . ."

At the Networks ■ By Wednesday of last week CBS-TV and NBC-TV said program pre-emptions for unsponsored reports had cost each \$175,000. ABC-TV's loss was smaller due to a single pre-emption of part of *Voice of Firestone* on Sept. 30 for President Kennedy's tv appeal for a peaceful admission of Mr. Meredith to Ole Miss. His address also was carried by CBS-TV, NBC-TV and all the radio networks.

ABC maintained a staff of 22 persons in the Oxford area last week for tv and radio coverage.

ABC-TV's first special on the crisis was scheduled for yesterday (Sunday). *Editor's Choice* (2:30-3 p.m.) was to tell the story through interviews with students and local residents. A second special program was planned for *Howard K. Smith's News and Comment* program (10:30-11 p.m.), an exploration of the causes of racial conflict in light of the unrest in Mississippi.

CBS news coverage in Mississippi was launched Sept. 28 with a report on *Eyewitness*, followed by seven tv bulletins that weekend.

President Kennedy's 10-minute address Sunday night was incorporated in a half-hour special from 10 to 10:30 p.m., pre-empting *Candid Camera*. Correspondent Charles Collingwood anchored a live broadcast following the President's talk, as well as on another report Monday night (10:30-11 p.m.) which pre-empted *Stump The Stars*.

NBC News mobilized newsmen from New York, Chicago and New Orleans to cover the swift-breaking events, resulting in three NBC-TV specials on Sept. 29-30, numerous bulletins on tv and radio and live reports on NBC



Rough going for WMPS truck in Oxford

Radio's *Monitor* '62.

The President's Sunday night talk delayed for 15 minutes the *DuPont Show of the Week*. When it ended at 11:15 p.m., NBC-TV showed its third special of the weekend—a 15-minute program summarizing late events.

Frank Jordan, manager, NBC News, Chicago, coordinated all that network's reports out of Oxford. A mobile tv tape unit from WDSU-TV New Orleans was rushed to Oxford on Sunday. Two exclusive appearances, one by Attorney General Robert Kennedy and the other by Mississippi Governor Ross R. Barnett, were included in an NBC-TV special on Oct. 1 from 7:30 to 8:30 p.m., pre-empting *It's A Man's World*. Ralph McGill, publisher of the *Atlanta Constitution*, also was interviewed on the program.

Equal Time ■ Although the three tv networks rejected a Sept. 30 bid by Gov. Barnett for equal time to reply to the President's speech, the Mississippian appeared in many news reports.

Mutual called on a staff of nine correspondents from affiliates in Birmingham, New Orleans and Jackson to feed eyewitness accounts to the network. Two special programs were aired the night of Sept. 30, plus one on Oct. 1 and one on Oct. 2. The programs were edited by MBS President Robert Hurleigh.

Radio Press International correspondent Herb Brubaker supplied coverage of the crisis to more than 100 radio stations in the U.S., Canada and Australia.

KYW-AM-FM-TV Cleveland reported than an arrest threat was given Sept. 29 to their newsman Bud Dancy and a Canadian Broadcasting Corp. newsman, Bill Beatty, by Oxford Police Chief James B. Jones. The two newsmen said they were interviewing Negro reporter James Hicks of the *Cleveland Call-Post* and *New York Amsterdam News* when Mr. Jones joined the trio and advised them that he was following up on "citizen complaints" regarding the use of private property to magnify the Oxford situation. The newsmen countered that they were on the sidewalk—public property. Mr. Jones was said to reply that they would be subject to arrest if the interview continued. Asked what the charge would be, the police chief was quoted to say "for inciting to riot." Mr. Hicks called an end to the interview, expressing a desire not to create a disturbance.

Film sales...

UA Showcase For The Sixties (United Artists Assoc.): Sold to WBAP-TV Ft. Worth; KGW-TV Portland, Ore.; KONA-TV Honolulu; KATV (TV) Little Rock, Ark.; WFMY-TV Greensboro, N. C.; WTVY

(TV) Dothan, Ala.; KALB-TV Alexandria, La.; KPLC-TV Lake Charles, La., and WRAL-TV Raleigh, N. C. Now in 61 markets.

Roaring 20's (Warner Bros. Tv): Sold to WHDH-TV Boston and WKST-TV Youngstown, Ohio. Now in 16 markets.

Maverick (Warner Bros. Tv): Sold to WXIX-TV Milwaukee; WKRG-TV Mobile, Ala.; WNEP-TV Scranton, Pa.; and WBTW (TV) Florence, S. C. Now in 26 markets.

Sugarfoot (Warner Bros. Tv): Sold to WXIX (TV) Milwaukee and WKRG-TV Mobile, Ala. Now in 21 markets.

Bronco (Warner Bros. Tv): Sold to WXIX (TV) Milwaukee. Now in 15 markets.

Surfside 6 (Warner Bros. Tv): Sold to WKRG-TV Mobile, Ala.; WATE-TV Knoxville, Tenn.; and WIS-TV Columbia, S. C. Now in 28 markets.

Divorce Court (Storer Programs Inc.): Sold to KBTW (TV) Denver; WPIX (TV) New York; WROC-TV Rochester, N. Y.; WFBG-TV Altoona, Pa.; WFIL-TV Philadelphia; WZZM-TV Grand Rapids, Mich.; KDAL-TV Duluth, Minn.; KENS-TV San Antonio, Tex.; KPAC-TV Port Arthur, Tex.; KTVT (TV) Dallas-Ft. Worth; WNYS-TV Syracuse, N. Y.; WCCO-TV Minneapolis; WSOC-TV Charlotte, N. C.; WLOS-TV Asheville, N. C.; KTAL-TV Shreveport, La.; KMBC-TV Kansas City; KTVI (TV) St. Louis; KLRJ-TV Henderson-Las Vegas, Nev., and KOLO-TV Reno. Now in 56 markets.

Boston Symphony Specials (Seven Arts Assoc.): Sold to WIS-TV Columbia, S. C. Now in 26 markets.

Films of the Fifties (Seven Arts Assoc.): Vol. 1 sold to WHIO-TV Dayton, Ohio, and WTAF-TV Marion, Ind. Now in 128 markets. Vol. 2 sold to WHIO-TV, WTAF-TV and WAFB-TV Baton Rouge, La. Now in 104 markets. Vol. 3 sold to WHIO-TV, WTAF-TV, WAFB-TV and KIRO-TV Seattle. Now in 79 markets.

ABC Radio's short bout still long on audience

ABC Radio's audience for the Floyd Patterson-Sonny Liston heavyweight championship fight Sept. 25 was the largest for any commercially sponsored event in broadcast history, Robert Pauley, ABC Radio president, said last week.

Mr. Pauley said that the official audience figure of 67,783,000 persons were supplied in a report from the Sindlinger Co. Listeners outside of the continental

U.S. are not included in the measurement.

Although the fight lasted only two minutes and six seconds, ABC Radio's fight program was on the air from 10:05 to 11:17 p.m. EDT. Mr. Pauley said that all advertiser guarantees were fully met and the network would not be asked for any rebates. Sponsors were Hudson Vitamins and Bristol-Myers. The Mennen Co. sponsored the pre-fight segment.

Warner, Van Bernard sign working agreement

Warner Bros. Pictures and Van Bernard Productions Inc. (the latter firm's president is Red Skelton) have announced jointly that the respective production companies have entered into a partnership for the development of tv and motion picture properties.

Guy della-Cioppa, executive producer of Van Bernard's *The Red Skelton Hour* on CBS-TV, and former vice president of CBS-TV programs, Hollywood, will be in charge of project development for Van Bernard-Warner Bros.

Van Bernard, which will operate offices at Warner studios and at CBS Television City in Hollywood, will be a separate unit with its own creative staff. An announcement of properties is expected shortly.

"INSURED AGAINST EVERYTHING."
YES? Check on the chance that somebody "out there" will accuse you of

LIBEL
SLANDER
INVASION OF PRIVACY
PIRACY, VIOLATION OF COPYRIGHT.

For these and related hazards you need our **EXCESS POLICY** to hold your loss upon any claim to whatever figure you choose to carry yourself — **INSURANCE** to cover the excess.

WE ORIGINATED THIS SPECIAL COVER AND IT IS USED NATION-WIDE and is SATISFACTORY AND INEXPENSIVE.

Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

New York, 111 John St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

Four Star profits up for 5th straight year

Four Star Television showed a net after taxes of \$734,077, equal to \$1.20 a share, for the fiscal year ended June 30, up 13.4% over the net of \$647,422, equal to \$1.06 a share, for the previous year. This was the fifth consecutive year in which profits increased over the preceding year. Gross revenues for 1961-62 were \$19,962,980, down 17.5% from the previous year's gross of \$24,193,715.

Annual report, issued by Dick Powell, president, and Thomas J. McDermott, executive vice president and chief executive officer, notes that the company has six series, new or renewed, on the tv networks in 1962-63, compared with five for the 1961-62 season.

Texas bar to decide on Estes tv coverage

The question of tv coverage of the Billie Sol Estes case was left up to Texas Bar Assn. members last week by a Texas district judge who, however, completely eliminated live tv coverage of the trial.

Judge Otis D. Dunagan issued a ruling early last week stating that if the Texas Bar Assn. does not invoke Canon 35 of the American Bar Assn., tv coverage will be permitted—but only on a pool basis and only with a single film camera without sound.

The judge named Marshall Pengra, WLTV (TV) Tyler, Tex., where the trial is to take place, to coordinate the tv pool.

In the same order, Judge Dunagan prohibited live coverage of the interrogation of prospective jurors or the testimony of witnesses. This is required, he said, under Article 644 of the Texas Criminal Code which specifies that no witness may hear the testimony of another witness in the same case.

The pool arrangement for tv, the judge said, is also applicable to press photographers.

If the Texas Bar Assn. calls for invoking Canon 35, no tv or radio coverage of the trial, scheduled to be resumed Oct. 22, may take place. This would also apply to press cameras. Canon 35 prohibits cameras or microphones at court trials.

Bar Meeting — The judicial section of the Texas Bar Assn. began meeting in

Austin Oct. 5. A group of Texas attorneys is urging that the association go on record against permitting tv or radio coverage of the Estes trial.

At the first session of the trial, Sept. 24 and 25, Judge Dunagan permitted live tv coverage of the proceedings over the objections of the defendant's lawyers. Seven cameras, plus microphones and a row of still photographers covered the two-day session (BROADCASTING, Oct. 1).

East End Productions formed in New York

Three former CBS-TV production executives have formed East End Productions Inc., New York, to film and package tv documentaries and industrial programs. It is located at 40 E. 52nd St.

The president is Charles Romine, writer-producer of documentaries for CBS-TV since 1946. The other former CBS-TV people: Charles R. Fagan and David Moore.

East End has completed a half-hour documentary, "The Other Side of Sonny Liston," is planning a *True Action* and biographical series for 1963-64.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Clements



Mr. Libberton

James W. Beach, Harvey W. Clements and John A. Libberton elected vps of Foote, Cone & Belding, Chicago. Mr. Beach, broadcast supervisor, joined agency in 1961 in his present capacity. Formerly, he was central division vp of ABC and manager of network-owned WBKB (TV) Chicago. Mr. Clements joined FC&B as copywriter in 1947. Three years later he was appointed account executive and has since been associated in that capacity with Kimberly-Clark, Kraft and Hallmark accounts. Mr. Libberton joined art department of Foote, Cone & Belding in 1946. In 1949, he was assigned to radio-tv department as tv art director, responsible for production of film commercials in New York and Hollywood.



Mr. Beach

Mr. Libberton was named director of agency's newly formed commercial production department this year.

Daniel E. Welch, who resigned last month as vp and account supervisor on General Mills and Johnson's Wax accounts at Needham, Louis & Brorby, Chicago, joins Foote, Cone & Belding, that city, today (Oct. 8) as vp and account supervisor. He previously had been with FC&B before joining NL&B. His new account assignments have not been made.

Robert H. Blend, executive art director of Mogul Williams & Saylor, New York, elected vp.

William F. Craig, associate director of tv - radio department at Young & Rubicam, New York, elected vp. Before joining Y&R, Mr. Craig was in executive capacities at Grey Adv. and William Morris Agency. He was also manager of daytime radio and director of tv for Procter & Gamble for 10 years.



Mr. Craig

Frank O'Hare, account executive on P. Lorillard Co. account at Lennen & Newell, New York, elected vp of production and traffic department.

Sylvia Simmons, member of special projects group at Young & Rubicam,

named assistant to Edward L. Bond Jr., executive vp and general manager of Young & Rubicam.



Mrs. Korda



Mr. Field

Reva Korda and Clifford Field, vps and copy group heads at Ogilvy, Benson & Mather, New York, elected senior vps. Mrs. Korda joined agency in July 1953 and Mr. Field in September 1955. Both were elected vps in April 1958.

Karl W. Dahlem, corporate director of pr for American Airlines Inc., New York, elected assistant vp in charge of public relations.

William Casey, account supervisor at John W. Shaw Adv., Chicago, elected vp. Mr. Casey, formerly with Chicago office of Foote, Cone & Belding, joined Shaw in 1960.

Francis P. Delaney, media buyer, and **Dorothy Shahinian**, assistant to media director at Fuller & Smith & Ross, New York, named associate media directors. **Lucille Giorelli**, supervisor of estimating, named media buyer. **Mary Meahan**, formerly with Lynn

Baker Inc., joins F&S&R as media buyer.



Mr. Metzger

and tv creativity, production, talent and time-buying. He was founder and first station manager of WOUB-AM-FM Athens, student educational station on Ohio U. campus.

John E. Rowan, formerly with D'Arcy Adv., joins creative department of Street & Finney, New York, to work on Colgate-Palmolive account.

Donald C. Heath, vp and group supervisor of The Sackel-Jackson Co., Boston, elected governor of first district of Advertising Federation of America, succeeding **David B. Tyler**, Norton Co., Worcester, Mass. **Gordon Schonfarber**, Gordon Schonfarber & Assoc., Providence, R. I., elected first lieutenant governor and **James M. Connolly**, John Donnelly & Sons, Boston, named second lieutenant governor. Elected as secretary was **Katherine M. Ryan** of Providence, and re-elected treasurer was **Daniel M. O'Connell** of Hartford, Conn.



Mr. Coleman

James A. Dodge, vp in charge of marketing for milk products division of Pet Milk Co., St. Louis, promoted to vp-marketing of Pet Milk Co. **Albert M. Coleman** and **Albert G. Hodor** elected vps of Pet's milk products division. Mr. Coleman, who was general sales manager, will serve as vp in charge of sales. Mr. Hodor, general products manager, becomes vp in charge of product management. Between them, Messrs. Coleman and Hodor will assume duties formerly carried out by Mr. Dodge, in previous post. Mr. Dodge joined Pet Milk as salesman in 1938 in Chicago. Mr. Coleman joined Pet in 1947. Among assignments he has held are assistant sales manager of New York



Mr. Hodor



Mr. Dodge

division; division sales manager in Atlanta, and regional sales manager in San Francisco. Mr. Hodor joined company in 1960 from Pillsbury Co. in Minneapolis.

Leo Parenti, former copy group head at J. Walter Thompson, joins Chicago copy staff of McFarland, Aveyard & Co.

Dale Dickson, formerly with George Hartman Adv., named writer-producer in creative department of Post, Morr & Gardner, Chicago. He will work on Old Milwaukee beer account.



Mr. Arnold



Mrs. Van Slyke



Mr. Bernstein



Mr. Roffis

Herbert Arnold, **Helen Van Slyke**, **Samuel Bernstein** and **Murray Roffis** elected vps of Norman, Craig & Kummel, New York-based advertising agency. Mr. Arnold joins agency as account supervisor after seven years at Benton & Bowles where he last served as vp and supervisor on Instant Maxwell Coffee account. Mr. Bernstein, who has been elevated to director of NC&K's art department, joined agency in February. Before that he was with McCall Corp. Mrs. Van Slyke, copy plans supervisor, joined NC&K last January from Doyle Dane Bernbach. At one time she was beauty editor and later promotion director of *Glamour* maga-

zine. She has also been fashion and beauty editor of *Washington Star*. Mr. Roffis, assistant vp and media director, joined Norman, Craig & Kummel in June 1961. Previously he served as media supervisor at McCann-Erickson and media buyer at Maxon Inc. and Compton Adv.

Tom D. Scholts, account supervisor in Los Angeles office of Wade Adv., elected vp. In addition to his other responsibilities at Wade, Mr. Scholts supervises two of agency's major west coast accounts: Seven Up Bottling Co. of Los Angeles and Barbara Ann Baking Co., division of Langendorf United Bakeries Inc.



Mr. Scholts

Harold V. Lauth appointed pr manager for Washington office of Kaiser Industries Corp. In his new position, Mr. Lauth will direct pr activities for all affiliated Kaiser companies including Kaiser Aluminum & Chemical Corp., Kaiser Steel, Kaiser Engineers, Willys Motors and Permanente Cement. Before joining Kaiser Industries in 1960 as assistant to pr coordinator, Mr. Lauth was regional pr and advertising manager of Volkswagen.

Frank Fitzgerald joins Warwick & Legler, New York advertising agency, as director of programming. Previously, Mr. Fitzgerald spent five years with NBC in network sales and station operations and also four years with Ziv-United Artists. Program development and evaluation for all W&L clients will comprise his principal functions.



Mr. Fitzgerald

Richard H. Bower, BBDO, New York, joins new products department

*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

of household products division of Colgate-Palmolive Co., New York.

James J. Egan and **Al Paul Lefton** appointed timebuyers at N. W. Ayer & Son, Philadelphia. **Frederic D. Bell**, former Young & Rubicam copywriter, joins Ayer's Philadelphia copy department.

Richard K. Burton, former producer-director at WSLS-TV Roanoke, Va., appointed radio-tv director of Houck & Co., advertising agency, that city.



Mr. Burton

Sidney H. Lawrence, former staff analyst in marketing development department of Benton & Bowles, joins Norman, Craig & Kummel, New York, as marketing account executive.

Arnold Carr, director of publicity and promotion for Hanna-Barbera Productions, resigns to form his own pr firm, Arnold Carr Public Relations, at 3487 Cahuenga Blvd., Hollywood. Telephone: HO 6-8307. Mr. Carr will retain Hanna-Barbera and their seven tv shows as clients.

THE MEDIA



Mr. Boyle



Mr. Lahey

John A. Thackaberry, Los Angeles manager, and **Frank L. Boyle**, member of New York sales staff, elected vps of Robert E. Eastman & Co., New York. **Lee A. Lahey**, also on Eastman's New York sales staff, was elected rep firm's secretary. **Al Carrell**, manager of Eastman's Dallas office, elected to firm's board of directors. Mr. Thackaberry joined Eastman in January 1959 and has been Los Angeles manager since December 1960. Mr. Boyle joined rep as Detroit manager in September 1959. He was transferred to New York in February 1961. Mr. Lahey has been with Eastman since company was formed in June 1958.



Mr. Thackaberry

Hugh DeSamper, radio-tv manager of Colonial Williamsburg Inc., appointed to newly created post of executive

secretary of Virginia Assn. of Broadcasters. Mr. DeSamper will continue with Colonial in his present capacity, and serve VAB on part-time basis.

Gary Sankey, former display salesman of Rochester (N.Y.) *Democrat & Chronicle*, joins WHEC, that city, as local sales representative. He succeeds **Steve Kronquest**, who was appointed local sales representative of WHEC-TV Rochester.

Richard H. Burt, former vp and general manager of WDOE Dunkirk, and **Edgar R. Smith**, former sales representative of WHAM Rochester, both New York, join sales staff of WOKR (TV) Rochester, N. Y.

Kenneth L. Ross joins sales staff of KSDO San Diego, Calif. Previously, he worked in pr department of San Diego Gas & Electric Co., was salesman for Prudential Life Insurance Co. and for KFMB-AM-FM San Diego.

Dotty Abbott, program director of WHER Memphis, Tenn., promoted to general manager.

Bill Carroll, formerly with sales staff of KHQ-TV Spokane, Wash., appointed sales manager of KHQ-AM-FM, that city. Mr. Carroll joined KHQ Inc. in August 1958.

Gene F. Seehafer, account executive in Chicago office of CBS Radio network sales department, transfers to New York office in same capacity.

Edward A. (Al) Royster, midwestern sales representative of Whlaye Co., taxi advertising company in Louisville, Ky., joins WJW-TV Cleveland as local account executive.

Ted Froming appointed chief engineer of KEYT (TV) Santa Barbara, Calif. Mr. Froming, one of original engineers who put KEYT in operation in 1953, succeeds **Lloyd Jones** who resigned to devote his time to new business venture in Buellton, Calif.

Donald W. Parker, for past two years chief engineer of WHAM, WHFM (FM) Rochester, N. Y., appointed technical supervisor of WBZ-AM-FM Boston. Previously, Mr. Parker was assistant chief engineer of WJPG Green Bay, Wis.

Don Kelly, program director of WPTR Albany, N. Y., resigns to join KMBC-AM-FM Kansas City, in similar capacity. **Frank C. Visk** joins WPTR as continuity director.

Dr. John H. Haefner, professor of social studies of University High School, State U. of Iowa, Iowa City, named associate for teacher education on CBS-TV's *College of the Air* series. He will appear on every fifth program

of college-credit series, *The American Economy*.

John F. Casey, for past three years program director of WMNS Olean, N. Y., resigns to enter mass communications program of Syracuse U. Graduate School. Mr. Casey will also serve as weekend program host of WSOQ North Syracuse, N. Y.

Bill Pierson appointed morning news editor of KBTR Denver, Colo.

George Kolpin, sales manager of Extended Market Plan (EMP) of CBS-TV network sales department, New York, resigns after 26 years with network to head his own radio station—KDMO Carthage, Mo.

Nat Asch, radio-tv writer-producer, joins WNEW-AM-FM New York, as special projects director in program department.

Crawford Rice, former director of programs, news and public affairs of WTVT (TV) Tampa-St. Petersburg, Fla., joins KTVT (TV) Fort Worth-Dallas, Tex., as administrative assistant. Both stations are owned by WKY-TV Systems Inc. (WKY-TV Oklahoma City-Oklahoma Publishing Co.).



Mr. Kelly

Charles Kelly, station manager of WCKT (TV) Miami, Fla., elected vp of Biscayne Television Corp., owners and operators of WCKT and WCKR-AM-FM, that city. Mr. Kelly joined staff of WCKT in 1956 as operations manager and was promoted to station manager in 1958. Prior to joining Biscayne Tv Corp., he was general manager of WSUN-AM-TV Tampa-St. Petersburg. Earlier, Mr. Kelly served as assistant general manager of WMAL-AM-FM-TV Washington, and prior to that, program manager of NBC-TV, Washington.

Paul K. Taff, executive producer of children's programming for National Educational Television & Radio Center, New York, named assistant director of programming.

Paul Yacich named producer-director at WDSU-TV New Orleans. He joined station in 1946.

James Keough, sales manager of WFEA Manchester, N. H., named director of merchandising for Knight Quality Stations (WHEB Portsmouth, WTSV Claremont, WTSL Lebanon and WGIR Manchester, all New Hampshire, and WEIM Fitchburg, Mass.).

Les Keiter, for past 8½ years sports director of WINS New York, joins WFIL-AM-FM-TV Philadelphia, in similar capacity.

Bill Flower, news director of WWCO-AM-FM Waterbury, joins news staff of WAVZ-AM-FM New Haven, both Connecticut.

Leon M. Johnson Jr., former reporter with *Arizona Republican* in Phoenix, joins KLZ Denver as news writer.

Harry Frey joins news staff of WTHI-TV Terre Haute, Ind.

Robert M. Dooley, former senior account executive with CBS Radio Spot Sales, New York, joins radio-tv division of Triangle Publications Inc. as general manager of WNHC-AM-FM New Haven, Conn.



Mr. Dooley

At same time, **Carl Grande**, WNHC sports and special events director, was promoted to assistant general manager. Before joining CBS, Mr. Dooley served as general sales manager of Blair Tv, New York; general sales manager of WOW-AM-FM-TV Omaha, Neb., and administrative assistant to late John J. Gillin Jr., president of Omaha stations.

Bud Foster, west coast sportscaster who has broadcast all pre-season games of Los Angeles Rams, appointed sports editor of KGO-TV San Francisco.

Fred Knight, WAVY-TV Norfolk, Va., joins announcing staff of WJZ-TV Baltimore.

Richard S. Paul and **Joseph R. Jessen** join announcing staff of WWVA-AM-FM Wheeling, W. Va.

Chuck Heiser, member of merchandising department of WCAU-AM-FM Philadelphia for past three years, promoted to merchandising director.

Jim Brown, news director of KGB-AM-FM San Diego, joins news staff of KPOL-AM-FM Los Angeles as field reporter and commentator.



Mr. Link

Jack J. Link, for past three years general manager of KIDO Boise, Idaho, named general manager of Chem-Air Stations (KETO-AM-FM Seattle, Wash.; KPAM, KPFM [FM] Portland, Ore., and KIDO Boise, Idaho), with headquarters in Seattle. Before accepting KIDO position, Mr. Link was program director of KING-AM-FM Seattle.

Philip Lenhart, newscaster at WPEN Philadelphia, joins news staff of WCBS-AM-FM New York.

Merle Pollis, former news director of WEEP Pittsburgh, Pa., joins WJAS-

AM-FM, that city, as general reporter. Mr. Pollis will report, write and broadcast on regular news programs and produce special news features and commentary for NBC-owned station.

Alberto Gandro joins WCKY Cincinnati as Latin American news correspondent.

Tony McFayden, air personality with WTFM (FM) Lake Success, N. Y., appointed music director.

Tony Donald, air personality with WNAV-AM-FM Annapolis, Md., joins WABW, that city, in similar capacity.

Taylor Grant and **Rege Cordic** join WCAU-AM-FM Philadelphia as air personalities.

Marty Scott, former news director of WNNJ-AM-FM Newton, N. J., and recently on active military duty, returns to station as air personality.

Barbara A. Militello, member of pr department of Straus Broadcasting Group, New York, named assistant director of pr for Straus-owned WMCA, that city.



Mr. Kline

John H. Kline, for past three years general sales manager of CBS-owned WCAU-AM-FM Philadelphia, resigns to accept post of vp of White Oaks Broadcasting Co. and general manager of KDEF-AM-FM Albuquerque, N. M. **Vern Rogers**, pr director of New Mexico National Guard and former news director of KOB-AM-TV Albuquerque, appointed news director of KDEF. Mr. Kline joined WCAU in 1954.

Howard D. Sturm, recently retired from active duty as U. S. Navy Commander, appointed manager of public affairs for KRCA (TV) Los Angeles. He served in various pr posts during most of his 21 years in navy, with his public service film, "Challenge to Americans," winning this year's George Washington Medal of American Freedom Foundation.

Simon Goldman, president of WJTN-AM-FM Jamestown, WDOE Dunkirk and WGGO Salamanca, all New York, and WWYN Erie, Pa., is one of seven incorporators of Morning Star Publishing Co. of Jamestown, N. Y., which was formed when city's Sun Publishing Co. ceased operations June 30. New tabloid, *Morning Star*, has leased plant and equipment formerly used by Sun.

William D. Kosick, formerly with Westinghouse-owned KDKA-AM-FM Pittsburgh as news intern under company's summer scholarship plan and

recently on active duty with U. S. Army, returns to station as news editor.



Mr. Eckersley

Vance L. Eckersley, since November 1961 consultant for WTEV (TV) New Bedford, Mass., named general manager of station. Mr. Eckersley, former practicing attorney and certified public accountant, has been active in tv since 1953 when he was appointed management representative of Scranton Broadcasters Inc. (WDAU-TV Scranton, Pa.). Following year, he discontinued his accounting and law practice to devote full time to Scranton Broadcasters.

Art Donovan, formerly with Baltimore Colts of National Football League, joins sports staff of WITH-AM-FM Baltimore.

Peggy Stoops appointed traffic manager of WCHS-TV Charleston, W. Va. Miss Stoops joined station in August 1961 as copy writer.

R. Raymond Shannon Jr., for past two years news reporter at WFMJ-AM-TV Youngstown, Ohio, joins writing staff of KDKA-TV Pittsburgh news department.



CONTINENTAL'S TYPE MR1C MONITOR RECEIVER

- Monitors transmitter operation at studio location
- Indicates relative field intensity at pickup point
- Has audio monitoring channel
- Gives warning lamp for carrier, buzzer alarm for loss of carrier

write for details today

*Continental
Electronics*

MANUFACTURING COMPANY
BOX 17040 • DALLAS 17, TEXAS
Subsidiary of Ling-Temco-Vought, Inc.

Wayne Seal, former program director of WQOK Greenville, S. C., joins announcing staff of WLOS-TV Asheville, N. C.

Jerry Birge, news director of WJPS Evansville, Ind., joins WTVW (TV), that city, as sports director.

Bertram Libin, account executive at WMAL-AM-FM Washington, resigned Sept. 30 to form his own Washington pr and sales consulting firm, Bertram Libin & Co.

Norm Spaulding, formerly with WGES (now WYNR) Chicago, and **Al Parker**, radio-tv freelancer there, join WAAF Chicago as disc jockeys.

Frank Moran, senior timebuyer at Ted Bates & Co., joins H-R Television, New York, as account executive. Before joining Bates, Mr. Moran was all-media buyer at Young & Rubicam, New York.



Mr. Moran

Galen Scott and **Kent Morgan** join WLPO LaSalle, Ill., as air personality and sports director, respectively. Mr. Scott formerly served as program director of KOFO Ottawa, Kan. Mr. Morgan is former news and sports director of KAFM (FM) Salina, Kan.

John Wilson, formerly with KHOU-TV Houston-Galveston, Tex., and **Bart Darby**, WBRC-TV Birmingham, Ala., join WDSU-TV New Orleans as air personalities.

Robert Walker, news editor of WZRH Zephyrhills, Fla., joins WBAX Wilkes-Barre, Pa., as air personality.

Gene Davis, recently with KWK St. Louis, joins personality staff of KMBC Kansas City.

Sylvia Arnold, public service director of WHK-AM-FM Cleveland, resigns to become administrative assistant of Cleveland chapter of American Institute of Banking. **Allan Michaels**, air personality who has been assisting Mrs. Arnold in public service office, assumes added duties as public service director.

John Hartman, news stringer with WIIC (TV) Pittsburgh, joins station's public affairs department as photographer.

Pat Visik, assistant promotion manager of KUTV (TV) Salt Lake City, appointed manager of station's new sales promotion, development, and research department. Mr. Visik will handle KUTV's market research-analysis and will coordinate station's advertising services with clients and other media.

William L. Means, formerly with Portland Cement Co. and before that with WICS (TV) Springfield, Ill., and WGN Chicago, named promotion director of WLS Chicago.

Tony Arnone, who left KHJ-TV Los Angeles two months ago after three years as pr director, returns to RKO General-owned outlet today (Oct. 8) as director of pr and exploitation. In his new position, Mr. Arnone will concentrate on community pr and station development. **Mona Skager**, Mr.

Arnone's former assistant, will be in charge of publicity.

Mel Aldridge, former engineer-announcer with WCER Charlotte, joins staff of WYSI Ypsilanti, both Michigan, as engineer-disc jockey.

Loretta Lynn joins cast of *Grand Ole Opry* of WSM Nashville, Tenn.

PROGRAMMING



Mr. White

Lawrence White, former vp of daytime programs, CBS-TV, appointed director of program administration for Goodson-Todman Productions, New York. Mr. White held CBS post from February 1961

until his recent resignation. He was previously associated with Benton & Bowles for eight years, and earlier was producer-director for DuMont Tv Network.

Ernest Walling, formerly in tv production at Grey Adv., BBDO and Fuller & Smith & Ross, elected vp and producer-director of James Love Productions, New York.

Fred Mogubgub, partner in Ferro, Mogubgub & Schwartz, New York film production firm, resigns to open his own studio, Mogubgub Ltd., New York (location to be announced). FM&S will keep its present name until further notice.

Robert E. Melahn, Pelican Productions, New York, joins Rose-Magwood Productions, that city, as vp in charge of sales.

Dick Morrison, former vp of Richard H. Ullman Inc., sales arm of The Peter Frank Organization, Hollywood, establishes his own sales firm at 4924 Greenville Ave., Dallas 6, Tex. Mr. Morrison will represent Commercial Recording Corp., also of Dallas, in sales of special jingle packages.

Don Joannes, formerly with western division of ABC Films, appointed western division manager of 20th Century-Fox Television, with headquarters at company's Western Ave. studios in Hollywood. He replaces **William L. Clark**, who transfers to New York to assume post of eastern division manager. Mr. Clark will have expanded responsibilities with tv stations, agencies and station representatives in New York City and eastern territory.

John L. Galvin joins sales staff of Consolidated Film Labs, Hollywood.

Alan Landsburg, production executive at Wolper Productions, Hollywood, promoted to producer on *The Biography of . . .* series. **Al Ramrus**, writer

A prayer for broadcasters

A special invocation for broadcasters was delivered at the convention of the Louisiana Assn. of Broadcasters by The Rev. Elmo L. Roagosa, director of information for the Archdiocese of New Orleans. It was forwarded to BROADCASTING by Winston B. Linam, vice president and manager of KSLA(TV) Shreveport:

“Heavenly Father
Let us stand by each day
That You, O God, may theme
this work
Yours and ours!

May Thy Holy Spirit guide us
in the programming of our
lives,
Make us ever aware that we are
always on camera,
That our every word is recorded,
That the picture of our lives may
always be in sync.

So we beg You, O Lord,
Take the controls,

Cue us.
That words, sounds, notes mic-
rophoned
May ride the gains
Floating clear-channeled
through unmeasured space,
That just as a communications
satellite appeared in the skies
over Bethlehem to announce
the birth of the prince of
Peace,
So likewise may Telstar be the
harbinger of a rebirth of
world peace in the 20th Cen-
tury through world commu-
nication.

In this spirit, we pray
Bless us, O Lord and these Thy
gifts,
Which we are about to receive
from Thy Bounty,
Through Christ our Lord. And
may God provide for the
needs of others. Amen.

and production executive, named associate producer on *Biography* series.

Donald McDougall and **Thomas Garr** signed to multiple-picture directorial pacts, and given immediate assignments upon resumption of production of CBS-TV's *Rawhide* series.

EQUIPMENT & ENGINEERING

James H. Kogen, former chief engineer of GPL Controls, subsidiary of General Precision Inc., Chicago, appointed chief engineer of expanded research and development department of Shure Brothers Inc., Evanston, Ill., manufacturer of microphones, high fidelity and electronic components. Mr. Kogen, who is president of National Electronic Conference for 1962, will direct all research, development, production design, specifications and model shop activities for company's new products division.



Mr. Kogen

William F. Chase and **Harold I. Ross** appointed product managers of Allied Electronics Corp., Chicago, industrial sales subsidiary of Allied Radio Corp. Mr. Chase becomes product manager for semi-conductors, solar cells and special purpose industrial tubes, replacing **Ronald Kramer**, who was re-

cently appointed marketing manager of Allied Radio of California. Mr. Ross succeeds Mr. Chase as product manager of transformers, test instrumentation, wire and cables.

Dr. John Gelb joins research staff of Mincon Div. of Minnesota Mining & Manufacturing Co., Los Angeles-based firm specializing in magnetic tape data storage and retrieval systems. Dr. Gelb was formerly associated with such firms as Fairchild Stratos, Magnavox Research Labs, Electro-Optical Systems, Hughes Aircraft and Bell Aircraft.

G. C. Brewster, data systems and services manager of RCA Electron Tube Div., Harrison, N. J., appointed administrative services manager for same division.

ALLIED FIELDS

Father John P. Donnelly of Spokane, Wash., named director of bureau of information of National Catholic Welfare Conference, Washington. Father Donnelly, who is director of Spokane diocese bureau of information and editor of *Inland Register*, diocesan Catholic weekly, replaces **Msgr. John E. Kelly**, who resigned post Aug. 31 to become pastor of St. James parish in Jamesburg, N. J. Father Donnelly is member of Sigma Delta Chi and Spokane Press Club.

DEATHS



Mr. Reulman

Stanley J. Reulman, 54, vp of western division of The Katz Agency and manager of rep firm's San Francisco office, died Sept. 24. Mr. Reulman joined Katz in Chicago in 1937. He was appointed manager of Los Angeles office in 1944, and moved to similar post in San Francisco in 1951. His wife, Mabel, died Aug. 19. Two sons and daughter survive.

Joseph Weinstein, 56, vp of Kal, Ehrlich & Merrick, Washington advertising agency, died Sept. 27 at George Washington U. Hospital after brief illness. Mr. Weinstein, born in Russia and raised in Baltimore, Md., came to Washington in 1927 and formed Joseph Weinstein Adv. Agency. Following service with Army Air Corps in World War II, he returned to Washington and subsequently joined Kal, Ehrlich & Merrick as account executive.

Howard W. Dunk, 70, former secretary of Premium Advertising Assn. of America, died Sept. 25 at his home in New York City. Mr. Dunk had been head of his own office, now at 45 West 45th St., as consultant on premium merchandising plans, since 1937.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Sept. 27 through Oct. 3 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTION BY FCC

High Point, N. C.—Southern Bestrs. Inc. Granted application for new tv station to operate on vhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 1269 ft., above ground 1252.5 ft. Conditioned that operating authority will not be issued until permittee and its stockholders have divested all interest in, and severed all connections with, WTOB-TV Winston-Salem and WNAO-TV Raleigh, both North Carolina. Estimated

construction cost \$715,755; first year operating cost \$805,564; revenue \$901,700. P.O. address 300 S. Stratford Rd., Winston-Salem; trans. location 1.2 miles S.E. of Sophia, N. C. Geographic coordinates 35° 48' 46.5" N. Lat., 79° 50' 38" W. Long. Type trans. RCA TT-25BH; type ant. RCA TW-18A-8. Legal counsel Welch, Mott & Morgan, Washington, D. C., consulting engineer Janskey & Bailey, same city. Principals: Winston-Salem Bcstg. Inc. (55%) (interest voted by James W. Coan, Albert L. Butler, or Robert V. Brawley), Lennox P. McLendon (37%) (35% voted as trustee), and others. Winston-Salem Bcstg. is licensee of

WTOB Winston-Salem, permittee of WTOB-TV that city, WSGN-AM-FM Birmingham, Ala., WLOW Portsmouth, WOTV (TV) Richmond, both Virginia. Action Oct. 3.

APPLICATIONS

Chicago, Ill.—Essaness Tv Corp. Uhf ch. 44 (650-656 mc); ERP 16.9 kw vis., 84.5 kw aur. Ant. height above average terrain 631.3 ft., above ground 651.6 ft. Estimated construction cost \$553,417; first year operating cost \$375,000; revenue \$300,000. P.O. address 54 W. Randolph St., Chicago. Studio location to be determined; trans. location Chicago. Geographic coordinates 41° 53' 05" N. Lat., 87° 37' 47" W. Long. Legal counsel Cohn & Marks, Washington, D. C., consulting engineer Silliman, Moffet & Kowalski,

EDWIN TORNBURG & 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 7-9581



same city. Principals: Essaness Tv Corp. (60% through Essaness Theatres Corp. owned 94% by Edwin Silverman), Harry F. Chaddick, Charles Aaron, Robert M. Arnold, Gardner H. Stern, and Justin G. Turner (each 8%). Essaness Theatres owns a group of companies operating movie theatres. Mr. Stern is vp of WTTW Chicago. Ann. Oct. 3.

Hurley, Wis.—Alvin E. O'Konski. Vhf ch. 12 (204-210 mc); ERP 1.698 vis., 1.018 aur. Ant. height above average terrain 427.5 ft., above ground 217 ft. Estimated construction cost \$123,163; first year operating cost \$100,000; revenue \$125,000. P.O. address House Office Building, Washington, D. C. Studio and trans. location both Hurley. Geographic coordinates 46° 26' 30" N. Lat., 90° 11' 25" W. Long. Legal counsel Spearman & Roberson, Washington, D. C., consulting engineer Kreutz & Snowberger, same city. Rep. O'Konski (R-Wis.) is from Tenth Congressional District, Wis., and is former owner of several radio stations. Ann. Oct. 2.

Existing tv stations

ACTIONS BY FCC

By order, commission granted motion by Gross Telecasting Inc. (licensee of WJIM-TV Lansing, Mich.) and stayed Aug. 27 action of chief engineer which assigned call letters WIIM-TV to ch. 13 Grand Rapids Inc., interim permittee of ch. 13 in Grand Rapids, Mich., pending action by commission on WJIM-TV's petition for reconsideration which raises substantial question as to whether use of call sign WIIM-TV would result in public confusion in area which will be served by both tv stations. Action Oct. 1.

By order, commission affirmed an Aug. 31 Broadcast Bureau memorandum opinion and Order which granted STA to New Orleans Television Corp. to operate station WVUA-TV New Orleans, La., on ch. 12 from site of its station WVUE ch. 13, at Jung Hotel, New Orleans, for period ending Nov. 30, and which denied opposing pleadings by St. Anthony Television Corp. (KHMA, ch. 11) Houma, La., and Capitol Bestg. Co. (WJTV, ch. 12) Jackson, Miss.; denied latter's application for review. Action Oct. 3.

SUBSCRIPTION TV

By memorandum opinion and order, commission granted application of Gotham Bestg. Corp. for authorization to conduct trial subscription tv operation over KTVR (TV), ch. 2, Denver, Colo., for period of three years under conditions for pay-tv tests specified in commission's third report on subject of March 23, 1959. In so doing, commission denied opposing petition by Denver Committee Opposed to Pay Tv and group of local theater owners. Denver test, which is required to start within six months, will use Teleglobe system. This system transmits visual portion of program in normal way (without scrambling) and it can be received on regular tv sets. However, aural portion is sent from station by telephone lines to speakers in homes of

subscribers but not connected with their tv sets. Record will be kept by punched holes in tape on subscriber's speaker control unit which, in turn, will be transferred to cards for billing purposes (see story in Government section). Action Oct. 3.

New am stations

ACTIONS BY FCC

Robstown, Tex.—George Leon Gossage. Granted cp for new daytime am station to operate on 1510 kc, 500 w; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Estimated construction cost \$13,665; first year operating cost \$30,000; revenue \$35,000. P.O. address Robstown. Dr. Gossage is sole owner. Ann. Oct. 3.

Hinton, W. Va.—David B. Jordan. Grant cp for new daytime am station to operate on 1380 kc, 1 kw and remote control permitted; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Estimated construction cost \$13,300; first year operating cost \$30,000; revenue \$40,000. P.O. address Box V, Grundy, Va. Mr. Jordan is sole owner. Mr. Jordan is 25% owner WNRG Grundy, and 24.6% stockholder in Hazard Bestg. Corp. Action Oct. 3.

Existing am stations

APPLICATIONS

KMRS Morris, Minn.—Cp to increase daytime power to 1 kw from 250 w. Ann. Oct. 1.
 WPMP Pascagoula-Moss Point, Miss.—Cp to change hours of operation from daytime to unil., using power of 1 kw, and install DA nighttime. Request waiver of Sec. 1.354. Ann. Oct. 1.

KBST Big Spring, Tex.—Cp to increase daytime power to 1 kw from 250 w and install new trans. Ann. Sept. 28.

New fm stations

ACTION BY FCC

Warren Consolidated Schools, Warren, Mich.—Granted cp for new low-power non-commercial educational fm station to operate on 91.5 mc with 10 watts. Action Oct. 3.

APPLICATIONS

El Dorado, Ark.—Radio Enterprises Inc. 105.1 mc, ch. 286, 10.557 kw. Ant. height above average terrain 165.5 ft. P.O. address Box 610, El Dorado. Estimated construction cost \$13,620; first year operating cost \$1,200; revenue \$20,000. Principals: W. N. McKinney (94%) and R. E. Meinert (5%). Applicant owns KELD El Dorado. Ann. Oct. 1.

Mount Dora, Fla.—Robert A. Lewis. 99.1 mc, ch. 256, 23.4 kw. Ant. height above average terrain 234 ft. P.O. address Box 956, Mount Dora. Estimated construction cost \$30,569; first year operating cost \$5,000; revenue \$6,000. Mr. Lewis is owner of WVGT Mount Dora. Ann. Oct. 1.

Columbia, Ill.—Joseph L. Lepp Inc. 104.9 mc, ch. 285, 2.85 kw. Ant. height above

average terrain 229 ft. P.O. address Columbia. Estimated construction cost \$11,111; first year operating cost \$9,069; revenue \$12,600. Principals: Joseph L. Lepp (58%), Mary Dorothy Lepp (39%) and Alvin H. Maeyes, Jr. (3%). Mr. Lepp is employed by a railroad. Mrs. Lepp is housewife and Mr. Maeyes Jr. is attorney. Ann. Oct. 3.

Existing fm station

APPLICATION

WLIN (FM) Detroit, Mich.—Mod. of cp (as modified, which authorized new fm broadcast station) to change studio location and remote control location and change station location to Lincoln Park, Mich. Ann. Sept. 27.

Ownership changes

ACTIONS BY FCC

KIZZ, Sunland Bestg. Co., El Paso, Tex.—By order, the commission, on showing of compliance with exceptions to three-year holding rule, granted (1) renewal of license and (2) assignment of license from I. T. and Anne H. Cohen, Norman L. and Miriam W. Posen to Sunland Bestg. Co. Inc.; consideration \$15,000 by 5 newcomers for the Posens' 50% interest. Action Oct. 3.

KWLW, Chester C. Whittington, Nampa, Idaho—By order, commission, on showing of compliance with exceptions to three-year holding rule, granted (1) renewal of license and (2) assignment of license to KAIN Inc. (Doyle Cain and Howard Nafziger); consideration \$37,000 and agreement not to compete in radio broadcasting for five years within 100 miles of Nampa. Action Oct. 3.

*KVOG-TV, United Telecasting & Radio Co., Ogden, Utah—By order, the commission, on showing of compliance with exceptions to three-year holding rule, granted assignment of cps to Board of Education of Ogden City, Utah (Karl O. MacFarlane, president); consideration \$170,000. The station, which suspended operation on Jan. 16, will now be operated as noncommercial educational station. Action Oct. 3.

KAPA, Willapa Bestg. Co., Raymond, Wash.—Granted assignment of license from Robert E. Claunch, John W. Reavley and R. W. Regan to Willapa Bestg. Co., Inc.; consideration \$11,500 by Claunch and Reavley for Regan's one-third interest. Action Oct. 3.

APPLICATIONS

WNPT Tuscaloosa, Ala.—Seeks acquisition of positive control of licensee corporation by Edna Ruth L. Harris (59% after transfer, from William G. Harris (36% before transfer), through purchase of 30 shares of stock from Mr. Harris. Consideration not given in application. Ann. Oct. 3.

WHCN Hartford, Conn.—Seeks assignment of license from Concert Network Inc. (T. Mitchell Hastings 49.61% and more than 25 others), to WCHN Inc. (same persons). Assignment is to facilitate financial procedures and there is no consideration involved. Assignor owns WBCN Boston, and WXCN Providence, R. I. Ann. Oct. 3.

WBCN Boston, Mass.—Seeks assignment of license from Concert Network Inc. (T. Mitchell Hastings, 49.61%, and more than 25 others), to WCHN Inc. (same persons). Assignment is to facilitate financial procedures and there is no consideration involved. Assignor owns WHCN Hartford, Conn., and WXCN Providence, R. I. Ann. Oct. 3.

KDLO-TV Florence, S. D.—Seeks assignment of license from Edmond R. Ruben, N. L. Benton, and Joseph L. Floyd (each 33 1/3%), d/b as Triple-City Bestg. Co., to same persons tr/as Midcontinent Bestg. Co. No financial consideration involved. Applicant is owner of KELO-AM-TV Sioux Falls, KPLO-TV Reliance, and cp for new am station in Rapid City, all South Dakota. Ann. Sept. 28.

WLAR Athens, Tenn.—Seeks assignment of license to Helen M. Arterburn, executrix of estate of Lowell F. Arterburn (deceased), d/b as Athens Bestg. No financial consideration involved. Dr. H. M. Arterburn is part-owner of newspaper (Daily Post Athenian), and publishing firm. Ann. Oct. 3.

WLSB Copperhill, Tenn.—Seeks transfer of control of licensee corporation from Blaine and Clint Goss (66 2/3% and 33 1/3% respectively) d/b as Copper Basin Bestg. Inc., to Robert P. Schwab (100%), tr/as same company. Consideration \$30,000. Mr. Schwab is minority stockholder and gen-

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
 1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

- 52 weekly issues \$7.00
- 104 weekly issues \$12.00
- 52 issues & Yearbook published next November \$12.00
- Payment attached
- Please bill

name _____ title/position* _____

company name _____

address _____

city _____ zone _____ state _____

Send to home address—

*Occupation Required

PROFESSIONAL CARDS

| | | | |
|---|---|---|--|
| <p>JANSKY & BAILEY Offices and Laboratories 1339 Wisconsin Ave., N.W. Washington 7, D.C. FEderal 3-4800 <i>Member AFCEE</i></p> | <p>JAMES C. McNARY Consulting Engineer National Press Bldg. Wash. 4, D. C. Telephone District 7-1205 <i>Member AFCEE</i></p> | <p>—Established 1926— PAUL GODLEY CO. Upper Montclair, N. J. Pilgrim 6-3000 Laboratories, Great Notch, N. J. <i>Member AFCEE</i></p> | <p>GEORGE C. DAVIS CONSULTING ENGINEERS RADIO & TELEVISION 527 Munsey Bldg. STERling 3-0111 Washington 4, D. C. <i>Member AFCEE</i></p> |
| <p>COMMERCIAL RADIO EQUIPMENT CO. Everett L. Dillard, Gen. Mgr. Edward F. Lorentz, Chief Engr. INTERNATIONAL BLDG. DI 7-1319 WASHINGTON 4, D. C. <i>Member AFCEE</i></p> | <p>A. D. Ring & Associates 41 Years' Experience in Radio Engineering 1710 H St., N.W. 298-6850 WASHINGTON 6, D. C. <i>Member AFCEE</i></p> | <p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 930 Warner Bldg. National 8-7757 Washington 4, D. C. <i>Member AFCEE</i></p> | <p>Lohnes & Culver Munsey Building District 7-8215 Washington 4, D. C. <i>Member AFCEE</i></p> |
| <p>RUSSELL P. MAY 711 14th St., N.W. Sheraton Bldg. Washington 5, D. C. REpublic 7-3984 <i>Member AFCEE</i></p> | <p>L. H. Carr & Associates Consulting Radio & Television Engineers Washington 6, D. C. Fort Evans 1000 Conn. Ave. Leesburg, Va. <i>Member AFCEE</i></p> | <p>KEAR & KENNEDY 1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D. C. <i>Member AFCEE</i></p> | <p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS MElrose 1-8360 <i>Member AFCEE</i></p> |
| <p>GUY C. HUTCHESON P.O. Box 32 CRestview 4-8721 1100 W. Abram ARLINGTON, TEXAS</p> | <p>SILLIMAN, MOFFET & KOWALSKI 1405 G St., N.W. Republic 7-6646 Washington 5, D. C. <i>Member AFCEE</i></p> | <p>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 <i>Member AFCEE</i></p> | <p>WALTER F. KEAN CONSULTING RADIO ENGINEERS Associate George M. Sklom 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb) <i>Member AFCEE</i></p> |
| <p>HAMMETT & EDISON CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco 28, California Diamond 2-5208 <i>Member AFCEE</i></p> | <p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY 14, MISSOURI</p> | <p>JULES COHEN Consulting Electronic Engineer 617 Albee Bldg. Executive 3-4616 1426 G St., N.W. Washington 5, D. C. <i>Member AFCEE</i></p> | <p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4386 <i>Member AFCEE</i></p> |
| <p>J. G. ROUNTREE CONSULTING ENGINEER P.O. Box 9044 Austin 17, Texas GLendale 2-3073</p> | <p>VIR N. JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering 232 S. Jasmine St. Phone: (Area Code 303) 333-5562 DENVER 22, COLORADO <i>Member AFCEE</i></p> | <p>JOHN H. MULLANEY and ASSOCIATES A Division of Multronics, Inc. 2000 P St., N.W. Washington 6, D. C. Columbia 5-4666 <i>Member AFCEE</i></p> | <p>A. E. Towne Assocs., Inc. TELEVISION and RADIO ENGINEERING CONSULTANTS 420 Taylor St. San Francisco 2, Calif. PR 5-3100</p> |
| <p>PETE JOHNSON Consulting am-fm-tv Engineers Applications—Field Engineering Suite 601 Kanawha Hotel 8ldg. Charleston, W.Va. Dickens 2-6281</p> | <p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas NEptune 4-4242 NEptune 4-9558</p> | <p>WILLIAM B. CARR Consulting Engineer AM—FM—TV Microwave P. O. Box 13287 Fort Worth 18, Texas BUTler 1-1551</p> | <p>ERNEST E. HARPER ENGINEERING CONSULTANT AM FM TV 2414 Chuckanut Shore Rd. Bellingham, Washington Telephone: Regent 3-4198</p> |
| <p>RAYMOND E. ROHRER & Associates Consulting Radio Engineers 436 Wyatt Bldg. Washington 5, D. C. Phone: 347-9061 <i>Member AFCEE</i></p> | <p>E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan Phone: BRoadway 8-6733</p> | <p>PAUL DEAN FORD Broadcast Engineering Consultant 4341 South 8th Street Terre Haute, Indiana Wabash 2643</p> | <p>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</p> |

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 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-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

Miscellaneous

Lambert Beuwkes: Please contact Nick Bleu. **IMPORTANT.** 3900 SW Freeway at Milam, Houston, Texas. Ph: JA 3-6821.

Commercials taped for small market stations using major market announcers. Robert Best and Associates, 5801 Peabody St., Hyattsville, Md. HA 2-3233.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gilham 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.

Elkins training now available in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instruction. Elkins Radio School of New Orleans, 714 Masonic Temple Building, 333 Saint Charles Avenue, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School of Modern Radio Technique graduates all over the country. DJ instruction, alive, active and new. September class open. 259 Geary Street, San Francisco, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N. Y. OK 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Six weeks courses in FCC first phone license, and in Announcing. Nine months courses in Chief Engineer, Program Director, Owner-Manager. Guaranteed training and placement service since 1947. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

RADIO

Help Wanted—Management

Wanted: Production Manager, also "Top 40" DJ's with production experience. Southeast Metro market. Send tape, brief resume and salary required to: Box 717P, BROADCASTING.

Experienced manager who can run an East Coast daytime station without ratings, and who will build a good organization and staff. Salary \$12,000. Send full particulars and picture, but no material that must be returned. Box 859P, BROADCASTING

Sales

EXECUTIVE-SALES

Here's where your successful background in radio-television management or sales management will pay off. Need (2) executive type proven salesmen to manage and travel Mid West and West Coast territories for old line radio-TV firm. Primary consideration to residents of areas. No ceiling on earnings—we pay top money to top men. All expenses paid. Home weekends. Send resume and all particulars with photograph first letter to:

Box 736P, BROADCASTING

WANTED . . . A TOP RADIO SALESMAN!

The man KBTRadio is looking for is presently employed and desires to move up the sales ladder to the Denver Market. KBTRadio is 5,000 watts at 710 with a modern adult format and ABC and InterMountain Networks. If you're not afraid of a real challenge and hard work, have ideas and like to make calls, send complete resume and sales record in first letter to:

Jackson Fleming
GENERAL MANAGER
KBTRadio
1089 BANNOCK STREET
DENVER, COLORADO

Announcers

WANTED—A MAD DADDY

A very special station in a TOP TEN MARKET wants a *way-out* DJ, who can play to the kids. Already have excellent pop music men, so don't reply if you're *normal*. We want a showman who dares to be different and makes it come off. Show us on tape how you would capture a million teenagers! Great fame and much bread waiting if you're crazy enough to earn it.

Reply Box 769P, BROADCASTING

Help Wanted—(Cont'd)

Announcers

CREATIVE PROGRAM ANNOUNCERS EXCLUSIVE NEW MODEL FM

Must have excit. music BG, original program ideas to pioneer FM Stereo in highly competitive TV & AM market. Top salary for top exper. Prof. Family man for growth opport. Start Dec. Write letter only. KRGN-FM, 510 Fremont Street, Las Vegas, Nevada.

Production—Programming, Others

WE ARE LOOKING FOR A UNIQUE WOMAN

She is a rare combination of intelligence, charm and talent. She is a TV news reporter who can handle feature material, hard news reporting, and host a half-hour weekly public affairs program. She is a perceptive interviewer . . . knowledgeable in current affairs . . . ambitious.

If you meet these qualifications or know someone who does, we would like to hear from you. We have an extremely interesting position open for a talented news woman in our major east coast station.

Box 834P, BROADCASTING

WANTED PROGRAM MANAGER

for CBS radio affiliate in large upstate New York market. Want a man who can deliver a solid, responsibly, but not stodgy sound. More important—a wide open track for advancement. This is a station operated by an expanding group. Track record and references in first letter.

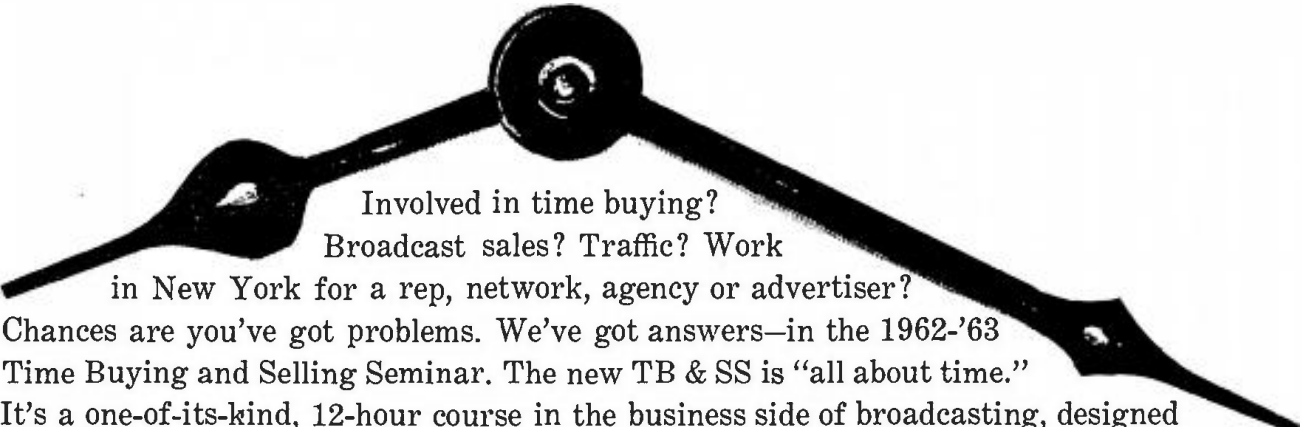
Box 806P, BROADCASTING

WNOE NEW ORLEANS

is looking for creative, dependable promotion and continuity director. Must have experience in fast-taste, bright and tight production; Ideas and ambition, and air quality voice preferred—not essential. The man we want has a background which will stand through investigation.

Contact James A. Noe Jr.
or Ken Elliott,
WNOE
New Orleans

All about time... in 12 hours



Involved in time buying?
Broadcast sales? Traffic? Work

in New York for a rep, network, agency or advertiser?

Chances are you've got problems. We've got answers—in the 1962-'63 Time Buying and Selling Seminar. The new TB & SS is "all about time."

It's a one-of-its-kind, 12-hour course in the business side of broadcasting, designed to help make your work easier and provide the know-how that can mean faster advancement. ¶ Curriculum: Covers everything from the basics to the nuances of time buying and selling. Sessions: Eight, 5:30 to 7:00 p.m., every Tuesday starting October 30. Instructors: Industry executives representing advertiser, rep, agency and network operations. ¶ Enrollment is limited to 75. So use the coupon below *today* to reserve your place. (The check you send is tax-deductible. But then it's probably also a step toward a higher tax bracket.) ¶ If you prefer to first see a program listing the Seminar subjects, call Claude Barrere, International Radio and Television Society, PL 8-2450.

Enroll me immediately in the 1962-'63 IRTS Time Buying and Selling Seminar (Fee: \$15)

Check enclosed

Please bill me

Name _____ Firm _____

Address _____

OUR RESPECTS to Stephen C. Riddleberger

People in radio must be dedicated to the medium

At a dinner party last February at the Friars Club in New York there was one man present who would have been excused if he had rubbed his eyes—to either wipe away a tear of gratitude or to be sure they were not playing tricks.

That man was Stephen C. Riddleberger, who 20 years before had started in the broadcast business as an energetic page in NBC studios in New York.

At the Friars Club testimonial—and it was for Mr. Riddleberger—his management peers at ABC and the managers of each of the owned radio stations had taken time out during a series of owned-and-operated station management meetings to congratulate the newly elected president of the ABC Radio owned stations division.

This moment in a 20-year career remains a highlight for Mr. Riddleberger, who has not forgotten how to be humble.

20 Years at Networks ■ Mr. Riddleberger's experience of two decades in broadcasting is divided equally between ABC and NBC.

Although his background includes radio and tv, much of the time he's lived and breathed radio, which makes one wonder what Steve thought about, or talked about, during the other 22 years. (He will be 42 years old this November.)

But there's no doubt as to what Mr. Riddleberger, the owned stations and their managements are up to now in radio.

Each station has been staffed with expert men, Mr. Riddleberger explains, and programmed individually after considering community and business aspects. He notes ratings and billings reflect the effort placed behind a lengthy period of preparation, pointing out that in 1962 there's been an average gain of 30% in business over 1961 and all stations have substantially increased in audiences.

Mr. Riddleberger's functions might best be described as liaison between ABC management and the stations. He reports to Simon B. Siegel, executive vice president of American Broadcasting-Paramount Theatres Inc. and ABC.

There is some personal philosophy to which Mr. Riddleberger adheres: "People in radio today must be dedicated to the medium—they must believe in it and be willing to work exhaustively at it. Radio management is a profession for experts—haphazard operations will result only in disaster. I find it much more difficult to find a competent radio man than recruit people for any other positions in broadcasting."

He points precisely to the heart of the fascination that holds him to broadcasting with such deep conviction.

The Changing Challenges ■ Mr. Riddleberger finds the magnetism of broadcasting work in its variety, there's little or no "routine," he says. "We deal with a commodity of time that is perishable. It's imperative for one to act decisively and quickly."

Stephen Cuddy Riddleberger was born in Brooklyn, on Nov. 28, 1920. He attended Columbia U. where he majored in government and economics. In 1941, he joined NBC as a page.

He fondly recalls those days as among my "happiest memories."

In 1946, following a stint with the field artillery in the European Theatre of Operations, Mr. Riddleberger advanced to the financial department of the radio recording division at NBC.

The Move to ABC ■ Three years later, he was in budget operations, joining ABC in March 1952 as radio budget officer; becoming assistant administrative manager of the tv program department in June, 1953; in cost control administration in May, 1954; business manager of the radio network in 1955, and administrative vice president of the radio network in the Spring of 1957.

In November 1957 Mr. Riddleberger was made vice president and controller; and in February 1959 was advanced to

vice president for the owned and operated stations (tv and radio). In February of this year, he was elected to the presidency of the owned radio station division.

Steve Riddleberger's close association with the broadcast business was maintained in wedlock. In 1949, he married the former Cornelia Bartz (of Hornell, N. Y.) who worked at NBC, and later joined the tv-radio production department at Warwick & Legler.

His associates at ABC recognize that Steve Riddleberger has a lighter side that tickles their funnybone. His name has been subject of good-natured ribbing from his colleagues (from whom, incidentally, Steve gets a full measure of loyalty and friendship).

For example, there's the little skit prepared (on audio tape) for that Friars Club dinner in which a group spells out his last name in the manner of "Mickey Mouse Club."

It's freely banded about that Steve's habit of intentionally stirring a "debate" and thus new and fresh thinking on a problem by taking the opposing side has added a pet phrase of his to the ABC lexicon. The phrase: "Now let me be the devil's advocate in this . . ." or "I'll play the devil's advocate in the argument . . ."

Mr. Riddleberger is probably one of the more kindly and genteel proponents to ever argue on the side of the "devil."

Other Activity ■ Mr. Riddleberger spends most of his waking hours with the intricacies of radio programming, operation and station prestige. But he also finds time to pitch in on two other service fronts:

In broadcasting, he's concerned particularly with the Radio Advertising Bureau where he serves on the board; and with the Bedside Network which provides help in programming for the handicapped, using radio techniques at Veteran Hospitals.

In Ho-Ho-Kus, N. J., the community where the Riddlebergers live, Steve is active in school and church affairs and in cub scouting. They have two children, Thomas, 10, and Alice, 6.

As for other than radio interests, Mr. Riddleberger devotes himself to a fair amount of symphony listening, theatre going and reading on politics and government. (He's a devotee of James Bond mysteries, the Ian Fleming series which appear on President Kennedy's reading list.)

Of his faith in ABC radio-owned stations there's no "mystery": This year, he asserts, will be "our stations' best year."



ABC's Riddleberger
Time is a perishable commodity

Fair warning

AN atheist demanding time on a San Francisco radio station has confronted the FCC with an embarrassing reminder of one of the more ridiculous actions of its past.

The atheist, Robert H. Scott, is asking the FCC to refuse a license renewal to KNBC San Francisco which has denied him access to its microphones. The same Mr. Scott in 1946 demanded the revocation of three San Francisco licenses, and although he failed in that request he did get from the FCC a judgment that he was owed time to air his views because the stations had broadcast the views of clergymen.

It will be interesting to see how the present FCC responds to Mr. Scott's new gambit. His argument is that he must be given time on KNBC because the station has carried broadcasts by Protestant, Catholic and Jewish clergymen. The FCC's "fairness doctrine," which obliges broadcasters to air opposing views on controversial issues, fits his case, Mr. Scott says, and whatever we may think of atheism we must agree with him.

The range of conflicting views on questions of religion is almost limitless, and the holders of each are protected in their beliefs by the U. S. Constitution. If the "fairness doctrine" means anything, the FCC must rule that anyone who represents any body of serious opinion on the subject of religion is entitled to air time if the subject is treated at all.

But of course the fairness doctrine doesn't mean anything, no matter how often it may be invoked by an FCC that operates in the illusory belief that fairness provides a definitive criterion of judgment. What is "fair" to a Catholic may be unfair to a Jew. Was the northern newspaper coverage of the Mississippi riots "fair"? For an interesting contrast in answers to that question, ask it of Bobby Kennedy and Ross Barnett.

As a practical matter a judgment of "fairness" or "unfairness" by the FCC represents nothing more than the combined prejudices of a voting majority of commissioners. Whichever way the FCC majority may rule on Mr. Scott's petition, it will be ruling foolishly indeed if it tries to base its ruling on the fairness doctrine. What it ought to do is to face up to the admission that fairness cannot be reasonably defined and that the government has no business trying to define or invoke it.

To be utterly fair, a station ought to throw open its microphones to all comers who have anything to say on any controversial subject that happens to come up in any program. The absurdity of such an arrangement is evident. And so is the absurdity of the fairness doctrine.

Celler ownership investigation

PUBLISHERS identified with broadcast station ownership would be well advised to prepare themselves for next year's scheduled investigation by Representative Emanuel Celler's House Antitrust Subcommittee. Unattractive as that prospect may be, it is just as well that it be met head-on: to allow the condition that provoked the overall investigation to fester could only worsen the ultimate reckoning.

Newspaper and magazine ownership of television and radio stations is not the underlying reason for the inquiry. Mr. Celler describes the problem as "the concentration of ownership and the decline of competition in news media."

The undeniable fact is that many newspapers and consumer magazines are in trouble. It is also a fact that those publishers with vision and foresight who diversified their operations or who pioneered in radio and television have, for the most part, been better able to weather the economic disturbances that have plagued the publishing field.

A fair and impartial search for the facts by the Celler committee could be helpful.

We expect the inquiry will show that there would have been many more newspaper consolidations or failures and that even additional magazines would have gone under had it not been for the income derived from affiliate radio stations before television's advent, and from television since it became a profitable medium. This was underscored during the big depression in the 1930's when about one-fourth of the radio stations were newspaper-connected.

Conditions have changed since the FCC, in 1944, wisely and unanimously agreed that it would not adopt any general rules with respect to newspaper ownership of radio stations, but decided to consider applicants on a case-to-case basis.

As we said, conditions have changed—but for the better. Whereas radio stations used to be mostly appendages of newspapers, now they mainly operate as separate divisions or entities. Combination newspaper-station rates, or special discounts for use of both media, may have been common practice in the first generation of newspaper ownership but are virtually non-existent today. Prudent business and the antitrust laws augur against such practices now.

Conditions have changed in other ways, too, as broadcasting emerged as a profession, capable of standing on its own feet. Whereas in the early days newspaper-owned stations were the elite of broadcasting, they are no longer either in the majority or in a distinct class unto themselves. For the most part they are still among the best-operated stations, but there are numerous independent and group ownerships that are just as efficiently operated and which perform on equal footing in news coverage and in editorializing.

The void created by the decline in competing newspaper editorial voices is being amply filled by editorializing on the air. Not infrequently, stations owned by newspapers now will take editorial positions diametrically opposed to their printed counterparts.

These and other essential facts will emerge if publishers and broadcasters are given adequate opportunity to present their cases before the Celler committee. Partisan politics or the editorial content of newspapers, magazines or stations, should not be allowed to enter the proceedings and, indeed, could not under the First Amendment. The committee's concern is with competition in reporting and commenting on the news. The committee will find that it exists probably to a greater degree than at any time in our nation's history.



Drawn for BROADCASTING by Sid Hix
 "Before you take over client contact on our cigarette show, Philbrick, there's one little thing I want to talk to you about!"



"Saints and Sinners"
Monday
7:30



"Empire"
Tuesday
7:30



"The Virginian"
Wednesday
6:30



"The Eleventh Hour"
Wednesday
9:00



"The Andy Williams Show"
Thursday
9:00

These great new shows,



"Car 54, Where Are You?"
Sunday
7:30



"Bonanza"
Sunday
8:00



"The Dick Powell Show"
Tuesday
8:30



"Dr. Kildare"
Thursday
7:30



"Hazel"
Thursday
8:30

plus these old favorites,



John MacDougall
"News"
12:00 Noon-10:00 PM Daily



Johnny Morris
"Weather"
12:15-6:15-10:15 PM Daily



Al Wester
"Sports"
6:25 - 10:20 PM Daily



Bob Ryan
"News"
6:00 PM Daily



Jim Hutton
"Treasure Chest"
12:20 PM Daily

join KSTP-TV's local stars
for a great new
season on

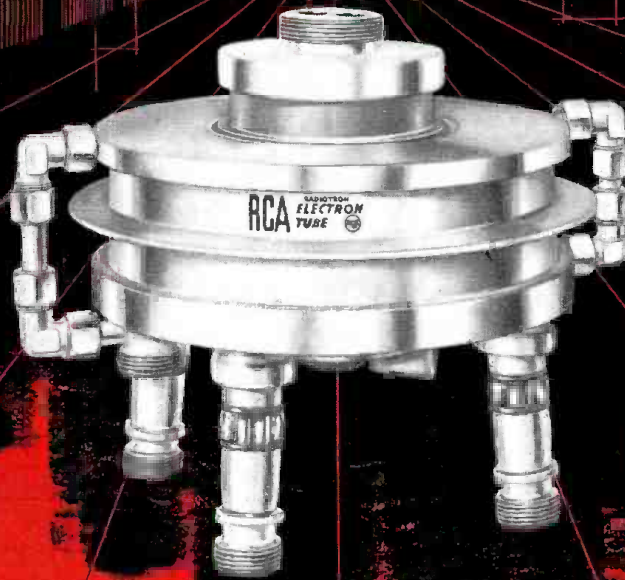
KSTP-TV

100,000 WATTS-NBC
MINNEAPOLIS-ST. PAUL

5

Edward Petry & Co., Inc.

RCA-6448 AND -6806 BEAM POWER TUBES



The Tetrode Power behind UHF-TV transmitters

THE TUBES THAT MADE UHF-TV PRACTICAL. Today, the majority of "on-air" UHF-TV transmitters—operating in the range from 470 to 890 Mc—use RCA-6448's and -6806's in grid-driven power amplifiers. They are the industry's champion beam power tubes for reliable, high power UHF-TV.

In installations from coast to coast, UHF telecasters know that the output power and high efficiency of these tubes remain essentially the same as they were on the first day of installation. Some broadcast engineers report tube costs of less than 35 cents per hour. Telecasters get low-cost operation with RCA-6448's and -6806's on any UHF-TV channel.

These tetrode designs incorporate a coaxial electrode structure, ceramic-metal seals, and thoriated tungsten filaments. This kind of advanced technology makes them highly versatile tubes for use in black-and-white or color TV.

The appeal of long life and low cost operation per "on-air" hour has placed RCA-6448's and -6806's in the forefront of UHF-TV power tubes with the majority of station owners.

FOR FAST SERVICE ON THESE TYPES CALL YOUR RCA DISTRIBUTOR OF BROADCAST TUBES

RCA ELECTRON TUBE DIVISION, HARRISON, N.J.

The new edition of RCA TRANSMITTING TUBES (TT-5) has been extensively revised and contains data on over 180 tube types. It includes maximum ratings, characteristics, typical operating values, and power-tube circuit-design considerations, as well as tables for quick, easy tube selection. Also included are circuit diagrams for transmitting and industrial applications and new design information on linear rf amplifiers for single-sideband service. Available from your RCA Electron Tube Distributor or RCA Commercial Engineering.



Optional List
Price: \$1.00



The Most Trusted Name in Electronics