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RADIO

AUGUST 13, 1962

Advent of all-media buyer in agency pattern challenges specialist purchaser 25

Radio-tv to get more auto money this season, but brisk sales keep total down 32

This fall six Hollywood studios will account for 40% of network tv entertainment . . . 58

Collins defends code, urges greater efforts at enforcement 46

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“WHAT OLD GLORY MEANS”

RECOGNITION *“What Old Glory Means” was a special WBAL feature written to glorify a great symbol—the Flag. Hailed by civic leaders, this editorial was entered in The Congressional Record of both the Senate and the House, July 9, 1962.*

RESPONSE *“What Old Glory Means” was aired over WBAL-RADIO on Flag Day, July 3 and July 4 as a public service. Requests for over*

7,000 reprints poured into the station from Veterans organizations, Boards of Education, Public Libraries and a myriad of mature listeners throughout the State.

“What Old Glory Means” is another example of what WBAL-RADIO means . . . Recognition and Response for your product in Maryland.

WBAL-RADIO, BALTIMORE

Maryland's only 50,000 watt station/Associated with WBAL-FM & TV/Nationally represented by Daren F. McGavren Co., Inc.



If you would like a reprint of “What Old Glory Means,” contact your McGavren rep or write to WBAL-RADIO, Broadcast Center, Baltimore 11, Md.

INSERT #1 FOR **KvIL**'s COLORING BOOK FOR RADIO TIME BUYERS*



This is our new national rep. His name is Adam Young. He wears many hats. Some people say this is because he has many heads. He has his KVIL hat on right now because he's in Dallas. If you want to program to Dallas' young influentials, see this man. If you sell bubble gum or autographed pictures of Roy Acuff — he WON'T recommend KVIL.

KvIL *top station among Dallas' mobiles.*

*If you missed out on the first printing of KVIL'S Coloring Book for Radio Time Buyers, write for a free copy to Radio Station KVIL, 4152 Mockingbird Lane, Dallas 5, Texas

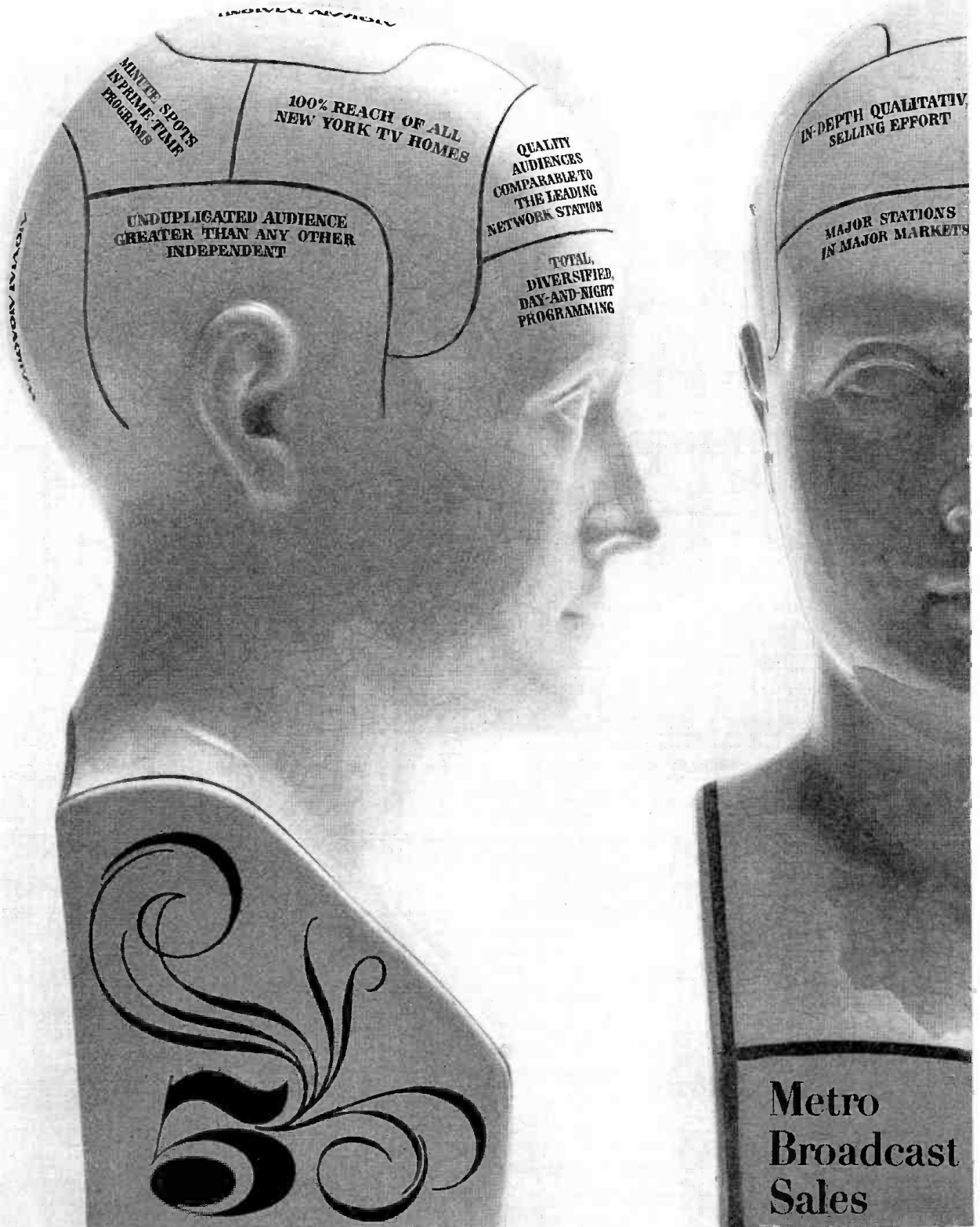
Putting our heads together to serve you more effectively.

Now, New York's big independent television station, WNEW-TV, is

being represented by Metro Broadcast Sales in Chicago, Philadelphia,

*St. Louis, Detroit, Los Angeles and San Francisco. **WNEW-TV***

METROPOLITAN BROADCASTING TELEVISION



**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

Cox enters catv

Another major station owner—James M. Cox stations—has entered catv field. Announcement shortly will be made of acquisition, for \$660,000, of Pennwire Television Co., Lewis-town, Pa., with approximately 4,400 connections. Acquisition is by Miami Valley Broadcasting Inc., parent of WHIO-AM-FM-TV Dayton. (Other Cox stations are WSB-AM-FM-TV Atlanta and WSOC-AM-FM-TV Charlotte.) George Gardner, manager of Pennwire, was also part owner with members of his immediate family. Another stockholder was Thomas W. Metzger, manager of WMRF Lewis-town. Bill Daniels, Denver catv operator and consultant, will be consultant under Cox ownership.

Boston decision looms

FCC will try to reach final decision in Boston ch. 5 *ex parte* case soon after August hiatus. Discussions have been held for several months on whether to leave channel with 1957 winner *Boston Herald-Traveler* (WHDH-TV). "Final" vote already has been cast by Chairman Newton N. Minow, who wrote "dissenting" opinion against WHDH-TV. Tentative lineup has Commissioner John S. Cross with chairman; Commissioners Rosel H. Hyde and Robert E. Lee favoring original winner and Commissioner Frederick W. Ford undecided. Commissioners T. A. M. Craven and Robert T. Bartley are not participating.

Of three applicants remaining, Herald-Traveler and Massachusetts Bay Tv Co. were given comparative demerits by FCC for off-the-record contacts. Greater Boston Tv Corp. did not receive black mark. Chairman's "dissent" does not specify who channel should go to if taken away from Herald-Traveler and there is possibility case will be reargued (last argument before FCC was in October 1961). FCC is holding up action on Orlando ch. 9 and Jacksonville ch. 12 cases until final decision in Boston.

EIA-NEMA merger

Now that Institute of Radio Engineers and American Institute of Electrical Engineers have merged, with membership exceeding 150,000, long-range sequel is expected to be merger of Electronic Industries Assn., representing receiver, components and equipment manufacturers, with National Electrical Manufacturers Assn. Combined memberships of these

CLOSED CIRCUIT®

groups overlap in many areas and substantial number of companies are members of both.

EIA, headquartered in Washington, has overall membership of 348, of which 29 are consumer products manufacturers; about 200 electronic equipment and parts manufacturers, many of them heavily involved in government contract work. NEMA, headquartered in New York, has membership of 480. Such companies as General Electric and Westinghouse are members of both.

CBS Radio status survey

CBS Radio is keeping under wraps results of survey it has been conducting quietly over past 11 months to ascertain reasons why some of its affiliates are top rated in their markets. Results will analyze program, promotion, public service and community affairs policies of top-notch affiliates and will be disclosed at CBS Radio affiliates convention to be held in New York next month. It is hoped that other affiliates will benefit from operational policies and methods of top-rated stations.

Cold remedies hot

First signs of cold-remedy buying: At least three cold-remedy product advertisers are reported to have asked stations for spot tv availabilities. Network buying for most part is complete. Three product advertisers said to be Vick Cold remedies (SSC&B is agency); Contac (Foote, Cone & Belding); Four-Way Cold-Tablets (Donahue & Coe). Cold-remedy season usually starts about Oct. 1.

No satellite debate on tv

Senate opponents of communications satellite bill are chortling over fact that although they are believed to be outnumbered by about 80-20, CBS-TV was unable to find two backers of bill to debate two of their champions, Sens. Wayne Morse (D-Ore.) and Albert Gore (D-Tenn.) last week. CBS official confirmed that "tentative" plan to present debate over *CBS Reports* on Thursday was dropped after network found only one senator—he wouldn't say which one—available to take affirmative side. Official added, however, that only "small handful" of bill backers in Senate were approached with invitation to participate, "not all 80" who are believed to favor measure.

FCC's uhf giveaway

With FCC planning to close down its uhf experimental tv station (WUHF ch. 31 New York) Oct. 1, WNYC-TV New York shortly will file application seeking to take over government facilities. WNYC-TV holds construction permit for ch. 31 and FCC plans to donate government-owned equipment (including antenna) to municipally-owned station. Much of WUHF equipment (transmitter, etc.) is leased and will not be given to WNYC-TV. WUHF has been on air 10 months in \$2-million study of uhf reception in "canyons of New York." WNYC-TV hopes to keep station on air as noncommercial outlet after FCC departs.

Catv in Georgia

Community antenna incursions into southeast communities have southern broadcasters concerned. Subject is bound to be major topic at Southeast Radio-Tv Seminar (SERTS) in October, now in planning stage by Georgia Assn. of Broadcasters. Some of Georgia communities faced with potential catv competition: Savannah, Albany, Waycross, Brunswick. GAB sent out special confidential bulletin to members July 30 on catv "danger."

ITA expansion stalled

Britain's Pilkington report, which lambasted ITA commercial operations, with naught but praise for non-commercial BBC, has had depressing effect on expansion of operations of program contractors equivalent of U. S. commercial networks. Impact has been felt principally by personnel with expansion and staff promotions apparently stalled until policy is established by Parliament.

'Going public' climate

If and when nation's economy settles down, usually reflected by stock market, several more multiple owners will "go public." At least three such companies, who had plans in works, deferred them on advice of underwriters when market broke last May. While market is still jittery, climate appears to be improving and if it reaches reasonable balance this fall, new flotations will follow. Despite decline in number of new issues being registered with SEC generally, tv film distribution and production companies still find public offerings attractive method of raising expansion capital.

SELL BIG

in 6 of America's Top 10 Markets

Sell big on the chain that's big in six of America's top ten markets, plus one of the South's richest areas. How big? RKO General sells your product in areas populated by over 70 million consumers. And RKO General delivers the cream . . . puts you in tight touch with people who are interested in your message and have the buying power to act. That's because RKO General captures their interest and wins their respect with mature programming that sets your message in a framework of imagination and excitement. Discover the big new dimensions in sales on America's biggest, most powerful independent radio

and TV chain. Call your nearest RKO General Station or your RKO General National Sales Division man.



NATIONAL SALES DIVISION OFFICES

New York: Time & Life Building, Longacre 4-8000
Chicago: The Tribune Tower, 644-2470
Hollywood: 5515 Melrose, HOLLYWOOD 2-2133
San Francisco: 415 Bush St., YUKON 2-9200
Detroit: Guardian Bldg., WOODWARD 1-7200
Atlanta: 1182 W. Peachtree N.W., TR 5-9539
Dallas: 2533 McKinney Street, RIVERSIDE 2-5148
Denver: 1150 Delaware Street, TABOR 5-7585

A GENERAL TIRE ENTERPRISE

NEW YORK WOR-AM/FM/TV	LOS ANGELES KHJ-AM/FM/TV
DETROIT CKLW-AM/FM/TV	BOSTON WNAC-AM/FM/TV THE YANKEE NETWORK
MEMPHIS WHBQ-AM/TV	WASHINGTON, D. C. WGMS-AM/FM
SAN FRANCISCO KFRC-AM/FM	

WEEK IN BRIEF

Media buying still is a specialist's function in most advertising agencies, although the all-media expert is gaining ground in some Madison Avenue shops. A BROADCASTING survey. See . . .

MOST RADIO-TV BUYERS SPECIALIZE . . . 25

Detroit is getting ready for the 1963 models with a hefty share of advertising dollars to be used in broadcasting. Dodge's tv spot buys offset by Chevy's reductions in radio. See . . .

AUTOMAKERS READY FOR PUSH . . . 32

Satellite communications bill is seen facing another filibuster by liberal bloc in Congress; Foreign Relations Committee reports legislation back to Senate without amendments. See . . .

SATELLITE BILL: STATUS QUO . . . 68

Gov. Collins maintains NAB approach to code enforcement and radio overpopulation is right. Joint meeting of Georgia and South Carolina broadcasters also hears Rep. Harris, FTC's Sweeny. See . . .

COLLINS DEFENDS NAB CODE . . . 46

Six Hollywood studios account for 40% of network tv prime time programs according to an agency survey. The six: Revue, Warner, 20th Century, MGM, Four Star, Screen Gems. See . . .

SIX STUDIOS BIG IN NETWORK TV . . . 58

Television experts with yen for Latin American hitch being sought by Peace Corps to train Colombians for etv. Not much pay, but physical training will make a man of you. See . . .

VOLUNTEERS FOR COLOMBIA . . . 70

Music by IBM cards is technique being used by Plough stations in Chicago and Boston to ensure that listeners get the sounds they like. Process leaves nothing to chance. See . . .

PLOUGH MUSIC BY THE NUMBERS . . . 59

British Postmaster General chides Pilkington Report for lack of balance. In debate in House of Commons, Bevins charges commercial tv was unjustifiably criticized. See . . .

PILKINGTON IMBALANCE . . . 80

Tv cameramen are barred from meeting of trial judges at ABA convention, while still photographers and reporters are welcomed. Session was on, of all things: "The Press, the Courts and Canon 35." See . . .

KRON-TV ACCUSES JUDGES . . . 52

RKO General starts new monitoring service to assure agencies programming on RKO stations remains the same. Proof of programming performance taping to be performed by BAR. See . . .

RKO STARTS MONITORING . . . 30

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

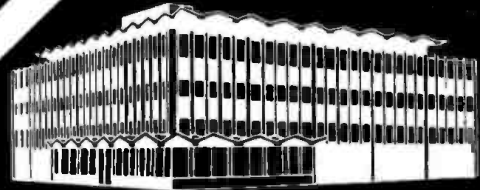
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ABUILDING IN
CONSTITUTION PLAZA!



Broadcast House



Next door to Broadcast House, new home of WTIC TV-AM-FM, the luxurious, twelve-story Hotel America is under construction. Designed to offer visitors to Hartford the utmost in comfort and convenience, the new Hotel Corporation of America unit is set in one of the most dynamic and esthetic urban developments in the United States. Like Broadcast House, first structure completed and occupied in Constitution Plaza, the Hotel America contributes to the continuing growth of an already bustling market.

Burgeoning with Hartford is WTIC Television and Radio. Latest ARB and Nielsen reports show WTIC-TV's clear leadership in southern New England. The superiority of WTIC Radio is delineated in the latest Alfred Politz Media Study of the Southern New England area.

WTIC TV 3/AM/FM

Hartford, Connecticut

WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INCORPORATED
WTIC AM-FM IS REPRESENTED BY THE HENRY I. CRISTAL COMPANY

Paley, Stanton see radio-tv sales up 13%

Broadcast revenues in first quarter of 1962 ran about 13% ahead of comparable 1961 period, as compared to 3% gain for non-broadcast media.

These estimates, based on "latest available advertising indices," were given to CBS stockholders Friday by Chairman William S. Paley and President Frank Stanton in special report accompanying six-month financial statement (see story page 52). Authorities said figures referred to broadcast billings generally, not those of CBS alone.

In six-month review, Messrs. Paley and Stanton said, each of CBS Inc.'s five owned tv stations reported increased sales and CBS-TV network remained "world's largest advertising medium." Columbia Records' sales were reported up "substantially."

Of Telstar communications satellite they said: "Although it may be several years before this spectacular accomplishment will have any substantial impact on what one sees on his receiver, eventually it will lead to enlarging the scope of television and this marks another milestone in the growth of the medium."

'Washington Post' buys 'Art News,' 'Portfolio'

Phillip L. Graham, president of the Washington Post Co., owner of WTOP-AM-FM-TV Washington, D. C. and WJXT (TV) Jacksonville, Fla., and *Newsweek* magazine, Saturday (Aug. 11) announced purchase of Art Foundation Press Inc., publishers of *Art News* and *Portfolio*.

Dr. Alfred M. Frankfurter continues as president, editor and chief executive officer. "We welcome this opportunity to extend our publishing activities into this important cultural area with the most authoritative and honored American magazine (*Art News*) in the world of art," said Mr. Graham.

Bar group postpones action on Canon 35

American Bar Assn. voted to put off consideration of 100-page report on revision of Canon 35 by special committee until February. Canon 35 bars camera-microphone coverage of court trials. During convention in San Francisco, lawyers' group presented gavels to CBS Television and to WRFB Talla-

More free rides

Telstar is being made available by AT&T to all three networks and other news media for transmissions from Europe beginning this week. AT&T confirmed Friday (Aug. 10) that satellite would be available on Wednesday and Thursday of each week. Networks have already asked for use of satellite for news transmissions this Wednesday and Thursday. A 15-minute period of time allocated to networks will be split among the three.

hassee, Fla., for contributing to understanding of American system of law and justice. FCC Hearing Examiner Elizabeth C. Smith was elected secretary of ABA Section on Administrative Law.

Ban of KRON-TV San Francisco news cameramen from judges' meeting by Judge Frank Murray Aug. 4 (see page 52) was "political," charged Richard E. Cheverton, president of Radio-Television News Directors' Assn. Friday.

"To lock out a television station, willing to demonstrate its ability to be unobtrusive and factual at a meeting of justices who were discussing television and the courts, is tantamount to excluding a defendant from his own trial," said Mr. Cheverton. It "... can easily be interpreted as a calculated pressure to discourage any modification of Canon 35 (which bans microphones and cameras from courtrooms)," he added.

WNYS-TV starts Sept. 9 as affiliate of ABC-TV

WNYS-TV Syracuse, N. Y. (ch. 9), plans to begin programming Sept. 9 as ABC-TV affiliate. WNYS-TV will be interim operation composed of 10 applicants seeking regular grant on channel (BROADCASTING, April 16).

William H. Grumbles, general manager of WNYS-TV, was given additional duties of president of licensee, Ch. 9 Syracuse Inc., last week. He succeeds Asher S. Markson, principal in Onondaga Broadcasting Inc., applicant for regular operation.

Interim stations on ch. 13 Rochester, N. Y. (WRTM-TV), and ch. 13 Grand Rapids, Mich. (no call letters assigned), also plan fall beginnings as ABC-TV

affiliates. FCC added third vhf to three cities year ago and encouraged interim agreements among competing applicants. Syracuse was first temporary grant; both WRTM-TV and Grand Rapids were granted last month.

Ted Husing, 60, dies; pioneer sportscaster

Ted Husing, 60, pioneer sportscaster paralyzed after surgery for brain tumor in 1954 and who was partially blind, died Friday (Aug. 10) in Pasadena, Calif. Noted for smooth, knowledgeable delivery, Mr. Husing began career in 1924, was with CBS Radio from 1927-46 announcing sports and public affairs. He covered all sports—Kentucky Derby for 13 years—and Presidential elections in 1928 and 1932.

Mr. Husing joined WMGM New York in 1946 where he was one of nation's highest-paid disc jockeys for eight years. He retired temporarily after illness and worked briefly with CBS sports in 1957. He wrote autobiography, *My Eyes Are in My Heart*.

Satellite debate resumes in Senate

Debate over communications satellite bill resumed in Senate Friday amid indications leadership is prepared to employ stern measures if bill's opponents continue efforts to talk measure to death (see earlier story page 68).

Senate Democratic Leader Mike Mansfield (D-Mont.) said he is prepared to recommend cloture vote "if legislative paralysis" sets in again.

Noting that Friday marked 15th day of debate on measure (HR 11040), he said Senate must decide whether it will "legislate or vegetate."

Senate was expected to meet until late hour Friday, and to meet again Saturday. Long hours were in prospect for Senate this week in backers' effort to wear down bill's opponents.

Senate's determination to reach vote on bill was shown by decisive margins in which it beat down three efforts by talkathon-bloc to lay aside satellite bill in favor of other legislation.

Bill providing for private corporation to operate space communications system was reported to Senate for resumption of debate by Chairman William Fulbright (D-Ark.) of Senate Foreign Relations Committee. He called measure "a first step in an uncharted sea."

WEEK'S HEADLINERS

J. W. Knodel has been elected president of Avery-Knodel Inc., New York, succeeding Lewis H. Avery, who becomes honorary board chairman and remains as director. Thomas J. White was named Mr. Knodel's successor as executive vp, and Robert J. Kizer, director of tv sales, New York, was elected vp. Mr. White was named senior vp in



Mr. Knodel



Mr. Avery



Mr. White

recent re-organization of station rep firm (BROADCASTING, May 14). Mr. Knodel has been executive vp in Chicago office. Elections of all three last Thursday (Aug. 9) followed resignation announcement on same day

of Mr. Avery as president, effective Aug. 31. He plans to devote time to station consulting services and to be general sales manager of KYA San Francisco, of which he is part owner (see story, page 51).

Louis A. Novins resigned last week as president of International Telemeter Co. and vp of its parent Paramount Pictures Corp. International Telemeter is Paramount's pay-tv division and currently is actively associated with West Toronto (Canada) wired experiment. Mr. Novins is replaced by Howard Minsky.

James P. Murtagh elected board chairman of International Telemeter. Other Telemeter elections: Leslie Winik becomes executive vp, William C. Rubinstein, vp in charge of research and development; Philip Isaacs vp in charge of franchise sales. Barney Balaban, Paramount's president, said company proposed to continue



Mr. Novins



Mr. Minsky



Mr. Murtagh

pay-tv activities with "increased vigor." Mr. Novins in statement said he'd been planning to leave company for some time, emphasized Telemeter's progress as cited by Mr. Balaban, and said he planned to participate "at the right time" in pay tv in which he "believes" and as one of "other" interests. One report said Mr. Novins may return to private law practice (he's veteran Paramount executive). Mr. Murtagh is partner in law firm Simpson Thacher & Bartlett, Paramount's counsel. Mr. Minsky has been with Paramount for 12 years and had served in executive capacity at Telemeter. Mr. Winik was vp in charge of programming at Telemeter where he has been active for six years. Mr. Rubinstein and Mr. Isaacs continue in posts they assumed some time ago at Telemeter.

Mr. McCaffrey, management account supervisor at OB&M since 1955, joined that agency in 1952 as media director. Mr. McCall, OB&M copy chief since 1960, has held various positions there starting in 1951. Both men began in advertising at Young & Rubicam.

Lee gets into swim with Minow on codes

FCC Commissioner Robert E. Lee apparently agrees with Chairman Newton N. Minow that if NAB codes are not voluntarily complied with by broadcasters, commission may make rules to cover provisions.

In speech prepared for delivery Saturday (Aug. 11) to seminar on ethical aftermath of advertising at Woodstock College, Woodstock, Md., Mr. Lee stressed importance of broadcasting as news and advertising media, particularly because number of newspapers is diminishing. He stressed licensee's responsibility to resist advertiser control of flow of information.

Mr. Lee said he doesn't want extension of government control of media. "But to prevent such an incursion by government, we must achieve and maintain the plateau where the public has confidence in the ability of any given industry to manage its own affairs with acceptable morality," he said.

Commissioner Lee urged support of NAB codes by broadcasters as evidence of self-regulation.

Similar warning was served by Chairman Minow last month (BROADCASTING, July 30).

Commissioner Lee suggested public could boycott advertisers, newspapers and stations with low ethical standards. "Implementation of this consumer responsibility and sanction would create a great and positive force for reformation on the part of both advertiser and mass media sinners," he said.

Keating suggests new equal time law

Legislation to amend equal-time law to permit debates between candidates for U. S. Senate this fall was urged by Sen. Kenneth B. Keating (R-N. Y.) on television program taped for broadcast yesterday (Sunday).

Sen. Keating, member of Senate Commerce Committee, which is considering Sec. 315 amendments, favored suspension of law for 1962 senatorial campaigns and permanent suspension for Presidential races.

Sen. Keating, who comes up for reelection in 1964, said his proposal would provide opportunity to assess desirability of debates between senatorial candidates.

For other personnel changes of the week see FATES & FORTUNES

LaRoche denies he's selling out

Chester J. LaRoche, owner and board chairman of C. J. LaRoche & Co., New York advertising agency, Friday (Aug. 10) denied report that his agency is in process of being sold to two newly appointed officers and that they would acquire full control.

Mr. LaRoche said he will retain ownership and will continue as board chairman. Earlier, Mr. LaRoche an-

nounced that James J. McCaffrey and David B. McCall, presently senior vice presidents and board members of Ogilvy, Benson & Mather Inc., New York, will become officers of his agency on Oct. 1, and that both have invested unspecified sum of money in it.

Mr. McCaffrey will become president, chief executive officer and board member. Mr. McCall will join agency as vice chairman of board. Mr. LaRoche emphasized that appointments were made on basis of ability and performance.



who buys the most?

young adults buy the most!

young adults buy
the most food...and most
of almost everything

Young adults (under 50) buy 65% of all food products. This means that when you buy young adult ABC Radio, you're buying food 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 food 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 food, (and related products), young adults buy the most of everything you sell. Your ABC Radio sales representative will be glad to give you the young adult facts.

BOOK NOTES

Public Relations Handbook, by various contributors and edited by Philip Lesly, Prentice-Hall, Englewood Cliffs, N. J., 900 pp.; \$12.50.

Increased attention is given to radio-tv media in the second edition of *Public Relations Handbook*, to be published this month (August). The book has a total of 45 chapters by 37 authorities and provides analysis, techniques and case histories.

Two new chapters dealing with educational tv and publicity in the movies and tv were written by John F. White, president of the National Educational Tv & Radio Center, and Sol Dolgin, executive producer of the Audio Visual Research Co. A third chapter, "Public Relations for Television and Radio Stations," is by Sidney H. Eiges, vice president of public information, NBC. The 1962 version of the handbook was first published by Prentice-Hall in 1950.

"Design in Motion," by John Halas and Roger Manvell. Hastings House, Publishers, New York; \$12.50, 160 pp.

The authors of *The Technique of Film Animation*, which details the "how-to" of that art, have turned their attention to "the various forms of design which artists in animation are creating," as they put it. They describe, and generously illustrate with black-and-white and color examples from the U. S. and 18 foreign countries, the wedding of film and graphic art in ani-

mation, once only a motion picture cartoon form but now widely used in television programming, commercials and titles.

Messrs. Halas and Manvell discuss the fundamentals of animation in cartoons, stop-motion and paper sculpture. Their subject is composition by movement which, "since it is in three dimensions, may be compared with the luminous trail left by a swiftly moving cigarette tip seen in the dark."

The authors have extensive experience in animation. John Halas and his wife Joy Batchelor head Halas & Batchelor Cartoon Films Ltd., Great Britain. Dr. Roger Manvell, an author (*The Animated Film*), critic and screenwriter, is editor of the *Journal* of the Society of Film and Television Arts, London.

Televised Instruction, by Lee S. Dreyfus and Wallace M. Bradley, Mass Communications Center, Wayne State U., 173 pp., \$3.

A collection of 16 speeches and lectures delivered at the Wayne-RCA Invitational Conference on Tv Instruction the week of June 19, 1961, at the Center in Detroit. Television instruction subjects covered include the "College of the Future," "Cost of Student Instruction," "Tv Instruction and the Federal Government," and "The Commercial Station and Television Instruction." It looks closely at the influence of vtr in television instruction.

OPEN MIKE ®

'Monday Memo' comments

EDITOR: . . . It was a pleasure to contribute some thoughts [MONDAY MEMO, July 30]. I have been quite surprised to learn a little bit about your readership, simply from comments made to me. To date, several account supervisors and account executives have commented on the piece. And yesterday I received a long letter about the piece from Daniel Parker, president of the Parker Pen Co. . . . —David G. Watrous, president, Earle Ludgin & Co., Chicago.

Omission

EDITOR: BROADCASTING's news item, "Orlando stations help put over city bond issue" [THE MEDIA, July 2] omitted mention of our station, WKIS. We think it unfair because our station participated and broadcast both sides of the issue, and for proof, I enclose a copy of a letter from Mayor Robert S. Carr of our city.

This oversight, we know, is not on your part, but resulted from a news

release which failed to mention that WKIS, through its Tony Chastain program . . . devoted almost unlimited time to the city bond issue election and was the only station on which the mayor appeared in person. . . . —Naomi T. Murrell, president & general manager, WKIS Orlando, Fla.

[A copy of Mayor Carr's letter forwarded by Mrs. Murrell expressed the mayor's thanks for making 1½ hours available to him to discuss the bond issue this spring.]

F(ederal) C(ulture) C(ontrol)?

EDITOR: Bureaucratic maneuvers have in the past been used frequently and quite successfully to bypass laws and our U. S. Constitution. . . . Somehow by public indifference to these practices, they have become accepted. But isn't there in this trend a point of revolt—a point of stopping the power-hungry politician?

. . . How can the FCC claim to serve the law of the land . . . by deletion of an existing radio service such as KRLA or WDKD? A forced sale in a given period of time might serve the public

No.

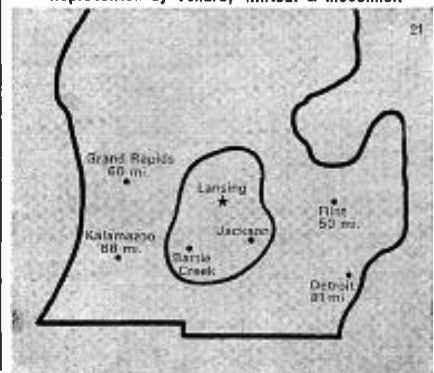
We've been in the No. 1 Spot here in the Mid-Michigan market for the past 7 years (Hooper). Measure us by any rating service survey and you'll find WILS dominating . . . with more than three times the audience of the next station (as much as 67% of the total radio audience). See our Jan.-Mar. '62 Hooper. Our primary signal (5,000 watts daytime) reaches all three metro counties (Ingham, Eaton and Clinton) plus all of Jackson, Calhoun, Ionia and Gratiot. For seven years (Hooper '55-'62) we have dominated the Mid-Michigan metro market. This unusual metro market has industry (Oldsmobile), government (State Capital) and education (Michigan State University) to give it an economic tripod that

ALWAYS MEANS BUSINESS!

MID-MICHIGAN'S BIG No. 1 BUY

RADIO
WILS
ANSING
1320

Represented by Venard, Rintoul & McConnell

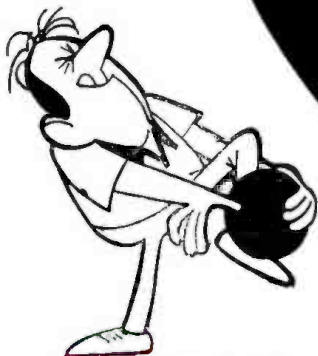


CHAMPION BOWLING



**NOW GOING INTO ITS
NINTH STRAIGHT YEAR**

Now ready—26 brand-new, one-hour
shows for October 1 release
—the greatest bowling
shows ever
produced.



ALREADY SOLD IN 45 MARKETS FOR '62-'63 TO

NSHIP

**IS THE No. 1
BOWLING SHOW
IN AMERICA!**

As a matter of fact—it has the lowest cost-per-thousand of any show in television! (network or syndicated)

CHAMPIONSHIP BOWLING is not only the TOP BOWLING SHOW IN AMERICA—its ratings compare favorably with pro-football and baseball—and it clobbers all other sports shows—basketball, golf, hockey, sports spectaculars, etc.

CHAMPIONSHIP BOWLING is THE PRESTIGE BOWLING SHOW—the one that the national ad agencies and advertisers know and support.

CHAMPIONSHIP BOWLING
Produced in cooperation with
AMF PINSPOTTERS, INC.



WALTER SCHWIMMER, INC.

5 E. Wacker Drive, Chicago 1, Illinois • 527 Madison Ave., New York 27, N.Y.
FR 2-4392 EL 5-4616

CHAMPIONSHIP BOWLING 1961-62

SOLD STATIONS

KTEN	Ada/Ardmore, Okla.	WMTV	Madison, Wisc.
WAKR-TV	Akron, Ohio	KEYC-TV	Mankato, Minn.
KGGM-TV	Albuquerque, N.M.	WLUC-TV	Marquette, Mich.
KGNC-TV	Amarillo, Tex.	KGLO-TV	Mason City, Iowa
KTYA	Anchorage, Alaska	KBES-TV	Medford, Ore.
WAIM-TV	Anderson, S.C.	WHBQ-TV	Memphis, Tenn.
WLOS-TV	Asheville/Greenville/ Spartanburg, S.C.	WITI-TV	Milwaukee, Wisc.
WAGA-TV	Atlanta, Ga.	WTCN-TV	Minneapolis, Minn.
WRDW-TV	Augusta, Ga.	KMOT	Minot, N.D.
KMMT	Austin, Minn.	KMSD-TV	Missoula, Mont.
		WKRG-TV	Mobile, Ala.
		KNDE-TV	Monroe, La.
		WCOV-TV	Montgomery, Ala.
		WLBC-TV	Muncie, Ind.
KLYD-TV	Bakersfield, Cal.	WDSU-TV	New Orleans, La.
WLBZ-TV	Bangor, Me.	WOR-TV	New York, N.Y.
KFDM-TV	Beaumont/ Port Arthur, Tex.	WVEC-TV	Norfolk/Portsmouth/ Newport News/Hampton, Va.
KOOK-TV	Billings, Mont.	KNOP-TV	North Platte, Neb.
KFYR-TV	Bismarck, N.D.		
WHIS-TV	Bluefield, W. Va.	WOW-TV	Omaha, Neb.
KTVB	Boise, Idaho	WDBO-TV	Orlando, Fla.
WKBW-TV	Buffalo, N.Y.	WTAP-TV	Parkersburg, W. Va.
		KNDU-TV	Pasco, Wash.
		WEEK-TV	Peoria, Ill.
		KOOL-TV	Phoenix, Ariz.
		WTAE	Pittsburgh, Pa.
		WMTW	Portland, Maine
		KATU	Portland, Ore.
WCHU-TV	Champaign, Ill.	WGEM-TV	Quincy, Ill.
WUSN-TV	Charleston, S.C.	KOTA-TV	Rapid City, S.D.
WSOC-TV	Charlotte, N.C.	KOLO-TV	Reno, Nev.
WTVC	Chattanooga, Tenn.	WRVA-TV	Richmond/ Petersburg, Va.
KFBC-TV	Cheyenne, Wyo.	WLVA-TV	Roanoke/ Lynchburg, Va.
WBKB-TV	Chicago, Ill.	KROC-TV	Rochester, Minn.
WKRC-TV	Cincinnati, Ohio	WREX-TV	Rockford, Ill.
WBOY-TV	Clarksburg, W. Va.		
WEWS	Cleveland, Ohio	KXTV	Sacramento/ Stockton, Calif.
KKTU	Colorado Springs, Colo.	KTVI	St. Louis, Mo.
KOMU-TV	Columbia, Mo.	KSL-TV	Salt Lake City, Utah
WNOK-TV	Columbia, S.C.	KONO-TV	San Antonio, Tex.
WRBL-TV	Columbus, Ga.	KFMB-TV	San Diego, Calif.
WBNS-TV	Columbus, Ohio	KTVU	Oakland/ San Francisco, Calif.
WCBI-TV	Columbus, Miss.	KNTV	San Jose, Calif.
KZTV	Corpus Christi, Tex.	KSBY-TV	San Louis Obispo, Calif.
		WTDC-TV	Savannah, Ga.
		KSTF	Scottsbluff, Neb.
		WDAU-TV	Scranton/ Wilkes Barre, Pa.
KTVT	Dallas/Ft. Worth, Tex.	KOMO-TV	Seattle/Tacoma, Wash.
WICD	Danville, Ill.	KSLA-TV	Shreveport, La.
WHIO-TV	Dayton, Ohio	KVTU	Sioux City, Iowa
KTVR	Denver, Colo.	KELO-TV	Sioux Falls, S.D.
WXYZ-TV	Detroit, Mich.	WSJV-TV	South Bend, Ind.
KDIX-TV	Dickinson, N.D.	KREM-TV	Spokane, Wash.
WTVY	Dothan, Ala.	WICS	Springfield, Ill.
WDSM-TV	Duluth, Minn./ Superior, Wisc.	KTTS-TV	Springfield, Mo.
		WHEN-TV	Syracuse, N.Y.
KROD-TV	El Paso, Tex.	WTVT	Tampa/ St. Petersburg, Fla.
WSEE-TV	Erie, Pa.	WTHI-TV	Terre Haute, Ind.
KVAL-TV	Eugene, Ore.	WSPD-TV	Toledo, Ohio
KIEM-TV	Eureka, Calif.	WPBN-TV	Traversa City/Cadillac/ Cheboygan, Mich.
WTVW	Evansville, Ind.	KOLO-TV	Tucson, Ariz.
		KOTV	Tulsa, Okla.
KTVF	Fairbanks, Alaska		
WDAY-TV	Fargo/Valley City, N.D.	WMAL-TV	Washington, D.C.
KQTV	Ft. Dodge, Iowa	KWWL-TV	Waterloo/ Cedar Rapids, Iowa
WKJG-TV	Ft. Wayne, Ind.	KRGV-TV	Weslaco/Brownsville/ Harlingen, Tex.
KMJ-TV	Fresno, Calif.	WEAT-TV	West Palm Beach, Fla.
		WTRF-TV	Wheeling, W. Va./ Steubenville, Ohio
KREX-TV	Grand Junction, Colo.	KAKE-TV	Wichita, Kan.
WOOD-TV	Grand Rapids/ Kalamazoo, Mich.	KFDX-TV	Wichita Falls, Tex.
KFBB-TV	Great Falls, Mont.	KUMV-TV	Williston, N.D.
		WSJS-TV	Winston-Salem/ Greensboro/High Point, N.C.
WTIC-TV	Hartford/ New Haven, Conn.		
KHOL-TV	Holdrege/Kearney, Neb.	RNDO-TV	Yakima, Wash.
KHVH-TV	Honolulu, Hawaii	WKST-TV	Youngstown, Ohio
KPRC-TV	Houston, Tex.	KIVA	Yuma, Ariz.
WSAZ-TV	Huntington/ Charleston, W. Va.		
		WHIZ-TV	Zanesville, Ohio
KIO-TV	Idaho Falls, Idaho		
WFBM-TV	Indianapolis, Ind.		
WJXT	Jacksonville, Fla.		
KINY-TV	Juneau, Alaska		
KCMO-TV	Kansas City, Mo.		
KOTI	Klamath Falls, Ore.		
WBIR-TV	Knoxville, Tenn.		
WFAM-TV	Lafayette, Ind.		
WJIM-TV	Lansing, Mich.		
WLEX-TV	Lexington, Ky.		
WGAL-TV	Lancaster, Pa.		
KLRJ-TV	Las Vegas, Nev.		
WIMA-TV	Lima, Ohio		
KTHV	Little Rock, Ark.		
KHJ-TV	Los Angeles, Calif.		
WHAS-TV	Louisville, Ky.		
KTRE-TV	Lufkin, Tex.		

**What Other Syndicated Show
In America Can Top This List?**

GENERAL INSURANCE CO. OF AMERICA (SAFECO)

New!
Fully-Automated
**ANIMATION
PROJECTOR**



The FUTURA
MARK IV

by

Cellomatic
Designed for TV Studio Use

Add animation to your locally produced programs and commercials with this exciting new projector!

Soon every tv station will own one...so why not be the first in your market!

LATEST SALES INCLUDE:
KCPX-TV Salt Lake City
WAPA-TV San Juan, P.R.
WNDR-TV New Jersey
WTAR-TV Norfolk
WTVW Evansville

GET THE FACTS TODAY!

Cellomatic
PROJECTION EQUIPMENT

A Division of Screen Gems, Inc.
711 Fifth Ave. • N.Y. 22 • PL 7-7895

interest. It would seem even here that this might first be subject to a vote of the communities involved. In most cases no great difficulty should be encountered in setting up an interim operation so that the community's needs and interests could be served.

... How far are we to let the Minow swim? To the point of "controlled culture" such as the BBC has been accused of? Funny, but I got the impression only God has the right to judge what is right and wrong for man. ... —Bert Gallemore, Hermosa Beach, Calif.

Yearbook user

EDITOR: ... My office uses your BROADCASTING Yearbook almost daily ... —Blaine Peterson, member of Congress (Utah), Washington.

A Stern reminder

EDITOR: We were highly amused when in your interesting article, "Biggest catv sale yet: \$10 million" [THE MEDIA, Aug. 6], you referred to a picture of Alfred R. Stern on page 23.

Searching, we found on page 23, sure enough, a picture of Stern—Isaac, that is—in an ad for Screen Gems.

We also finally found Alfred—on page 27. ... We just had to call your attention to this delicious coincidence. —Bendita L. Mitchell, copy, Wesco Advertising Inc., Clearwater, Fla.

On double billing

EDITOR: I would like to add my voice to that of WBYO President David G. Hendricks [OPEN MIKE, July 23]. ...

WBIE has never engaged in the practice of double billing and never will!

Mr. Hendricks suggests the manufacturers scrap the whole co-op idea as a means of eliminating double billing. I must reject this idea and suggest instead that the solution lies in a voluntary cleanup ... before we find someone cleaning up the broadcasting industry for us. ... —Jack D. Verner, director of operations, WBIE Marietta, Ga.

Solid religious sound

EDITOR: Have intended for some time to comment on your article about WIXI Birmingham and its all-day religious schedule [THE MEDIA, April 30]. WAYR celebrated its second birthday May 30. ... The occasion marked for us the completion of two highly successful years of broadcasting sacred music and gospel programs.

We feel that our operation is unique in that we have been able to maintain a solid commercial sound without resorting to the lower forms of religious or gospel music. ... —Y. Tom Kirby, program director, WAYR Orange Park, Fla.

BROADCASTING PUBLICATIONS INC.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
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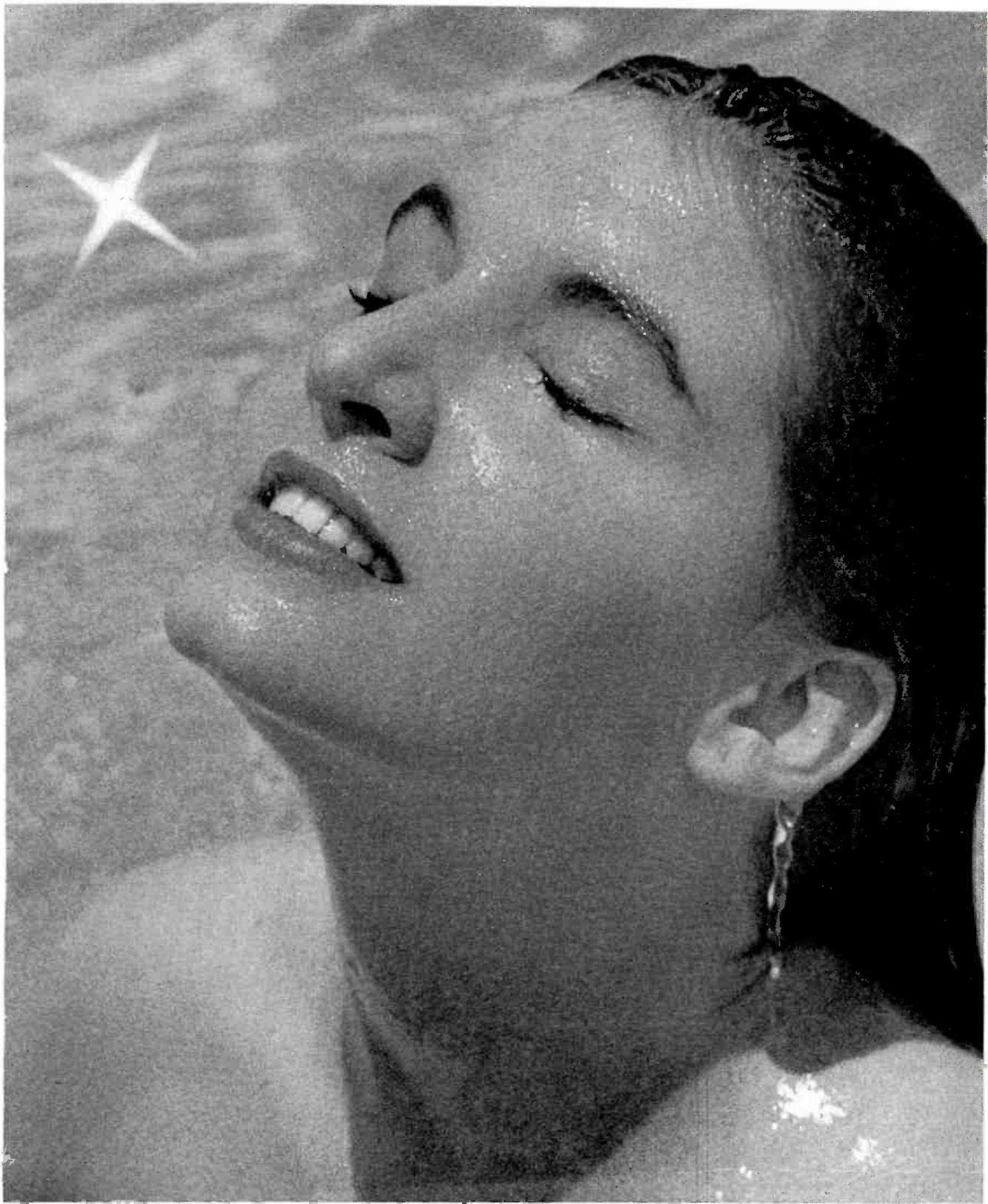
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BROADCASTING, August 13, 1962



Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

WTVJ



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ
WLOS-TV

KVOS-TV
WFCA-TV
(Affiliate)

Coors beer enhances own image by boosting home state on tv

One of the most unusual applications of television sponsorship is being brought to viewers by Adolph Coors Company of Golden, Colo. The brewers of Coors beer sponsor NBC major league baseball telecasts every Saturday on KOA-TV in Denver and on KOAA-TV in the Pueblo-Colorado Springs area. The network format calls for 18 commercial positions during each ball game, including the breaks.

Adolph Coors Company, through its agency, uses only 6 product commercials during each game and the balance of 12 positions are used to call to the attention of viewers the outstanding scenic and recreational attractions of the state of Colorado.

The basic philosophy behind these weekly programs is to point up to Colorado residents and visitors the many superb scenic areas and recreational opportunities to be found in the state. In addition, the brewery chooses not to take advantage of the many "commercial" opportunities available but instead to provide viewers with entertainment and a unique approach to the use of television.

Here's how it works. Film clips of Colorado attractions are edited to 55 seconds and copy is written by our agency for voice-over delivery by the booth announcer. Subject matter concerns itself with such attractions as the United States Air Force Academy located in the Colorado Springs area; Rocky Mountain National Park; superb skiing areas in Colorado and lots of action by top skiers; clips of such spectator sports attractions as college football games played in the area, plus shots of the Denver Broncos, the American Football League pro team in Denver; general scenics on fishing in the many trout-filled streams in the state where the majestic Rockies are in the background; clips of the many breathtaking areas available to residents and visitors and which are easily accessible by car and by hiking.

Scouts ■ Our agency and the sponsor spend a great amount of time seeking out and selecting appropriate and varied footage to present to viewers over a 26-week schedule of telecasting.

As it relates to the KOA-TV efforts on production of the shows, both Adolph Coors Company and our agency are high in praise of the station's efforts and cooperation. The KOA-TV people deserve a great amount of credit for making these telecasts so attractive and interesting. Few, if any, times have we seen station personnel get behind a project so enthusiastically and capably.

It's a lot of hard work over the baseball season and the high standards set by Adolph Coors Company and the station have been met on every telecast.

What do the people at Adolph Coors Company and at its agency do to call attention to the telecasts? They believe in investing in "viewer insurance" by merchandising the games throughout the season. The merchandising plan calls for weekly newspaper ads in the area's major daily newspapers, a schedule in *Tv Guide*, posters on the backs of taxicabs promoting the telecasts, point-of-purchase advertising at the retail level, and on-the-air promotions throughout the 26 weeks. Wholesaler and brewery personnel have been alerted to the sponsorship.

Area Salutes ■ In addition, wherever the subject material permits, key personnel of the areas to be saluted are advised that the Coors telecasts will include films of their area.

What has been the reaction? Advertising department personnel at the brewery are very pleased with the viewer comments they receive about the telecasts. Their objectives were to make the telecasts as entertaining as possible to residents of and visitors to Colorado, and to maintain the Coors image. They feel they have accomplished these ends very well.

The public service elements of these telecasts are important phases of the schedule. Throughout the telecasts, the viewers are reminded that they should help keep Colorado attractive by dis-

posing of litter in proper receptacles as they travel and enjoy the state's attractions. The viewers have responded to the suggestions contained in many of the films by actually visiting the areas highlighted in the Saturday telecasts—by going so far as to inform businessmen and chambers of commerce that they came there because they saw the area on the Coors baseball telecasts.

Overlooked ■ Many long-time residents of Colorado have volunteered the information that they had forgotten how beautiful Colorado really is—that they become involved in the day-to-day living routine and fail to enjoy the variety of attractions the state has to offer. Newcomers and summer visitors to Colorado likewise have found new and interesting areas of scenic attractions, in part because of the Saturday telecasts.

KOA-TV cameramen, incidentally, are getting to know the state better! They've climbed into mountain areas, waded in Rocky Mountain streams, become saddle-sore riding horses over trails and in back country, and found new pleasures while taking their cameras along on photography assignments.

All in all, everyone involved—including the viewer—is enjoying major league baseball and the year-around attractions of the state of Colorado through the courtesy of Adolph Coors Company of Golden, Colo., and the company's sponsorship of major league baseball on KOA-TV Denver and KOAA-TV Pueblo.



Revill J. Fox, a native of Waterbury, Connecticut, was graduated from Columbia University in 1939 and found his way to Denver in 1941 with the Remington Arms Company. After World War II, he entered the advertising agency business and for the past six years has headed the advertising agency of Fox and Chenoweth Inc. in Denver. He is starting his 15th year as account executive on the Coors brewing account.



“Respect for Audience First” . . . accounts for WELI’s 27-year dominance of its New Haven-centered market . . . results in quality programming – and responsive audience.

National:  Representatives

Boston: Eckels & Company

The Sound of New Haven *WELI* 960/5000 watts

WIBC *The Friendly Voice of Indiana*

Aim-preferred news!



LEADS IN SERVICE

Thirty-four deadlines daily! This is the challenge faced constantly by WIBC Radio News. The hard-hitting 7-man news staff meets the challenge squarely. This veteran staff is aided by Radio Press, complete UPI wires, mobile cruisers with full broadcast capabilities and Indiana's only full-time State House broadcast reporter. There are, in addition, news feature presentations and consistent editorials.

LEADS IN ACCEPTANCE

WIBC area audiences have consistently indicated their preference for WIBC Radio News in qualitative studies conducted by Pulse. They know that it is factual, timely and believable.

LEADS IN AUDIENCE

WIBC Radio News is but one of many features that have maintained for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.* Others include farm service, sports and business news, and the top music always with WIBC's popular air men . . . personalities that sell.

*Pulse Metropolitan Area Survey, April, 1962

*Pulse 46-County Area Survey, April, 1961

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative



WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

DATEBOOK

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

*Indicates first or revised listing.

AUGUST

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

*Aug. 13—ABC Radio affiliates, regional conference. New York City.

*Aug. 15—ABC Radio affiliates, regional conference. Chicago.

*Aug. 17—ABC Radio affiliates, regional conference. Los Angeles.

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

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

Aug. 18—Sixth annual Broadcasters Sales Management Conference, Heidelberg Hotel, Jackson, Miss. Co-sponsored by Mississippi Broadcasters Assn. and U. of Mississippi. Conference will be addressed by Gene Hendryx, KVLV-AM-TV Alpine, president of Texas Broadcasters Assn.

*Aug. 20—ABC Radio affiliates, regional conference. Dallas.

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

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

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

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

*Aug. 22—ABC Radio affiliates, regional conference. Atlanta.

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

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

Aug. 26-29—First annual community antenna Management Institute, sponsored by National Community Television Assn. U. of Wisconsin, Madison.

*Aug. 31—Deadline for comments on the FCC's proposal to establish a table of allocations for the 80 commercial fm channels.

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

SEPTEMBER

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

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

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

WANTED : ● ●

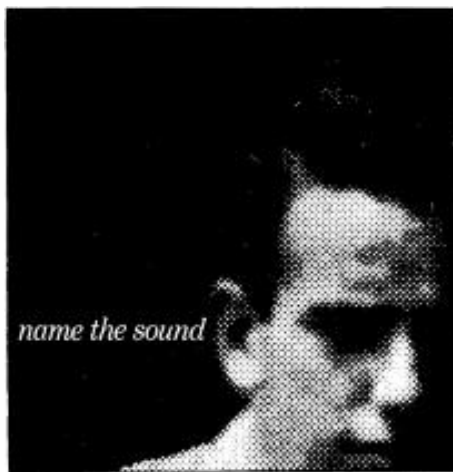
Name for exciting new music programming approach by RADIO BOSTON • WCOP and RADIO CHICAGO • WJJD ● ● ● ● ● ●

"NAME THE SOUND"

This contest for advertising agency Radio Time Buyers seeks name for most dramatic change in radio music history. Prizes valued at over \$9,000.00 will be given for best single word, coined word, or phrase of less than ten words that best describes this exciting new musical sound! ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ●

THE ALBUM PICTURED BELOW IS ON ITS WAY TO ALL TIME BUYERS—WATCH FOR YOURS IN THE MAIL. CONTEST RULES, OFFICIAL ENTRY BLANK, AND COMPLETE LIST OF PRIZES ARE IN THE ALBUM. TO BE ELIGIBLE, ALL ENTRIES MUST BE POSTMARKED NO LATER THAN MIDNIGHT FRIDAY, AUGUST 31, 1962 ●

THE PLOUGH AM-FM STATIONS / Radio Atlanta WPLO / Radio Baltimore WCAO / Radio Boston WCOP / Radio Chicago WJJD / Radio Memphis WMPS



SYRACUSE • NEW YORK

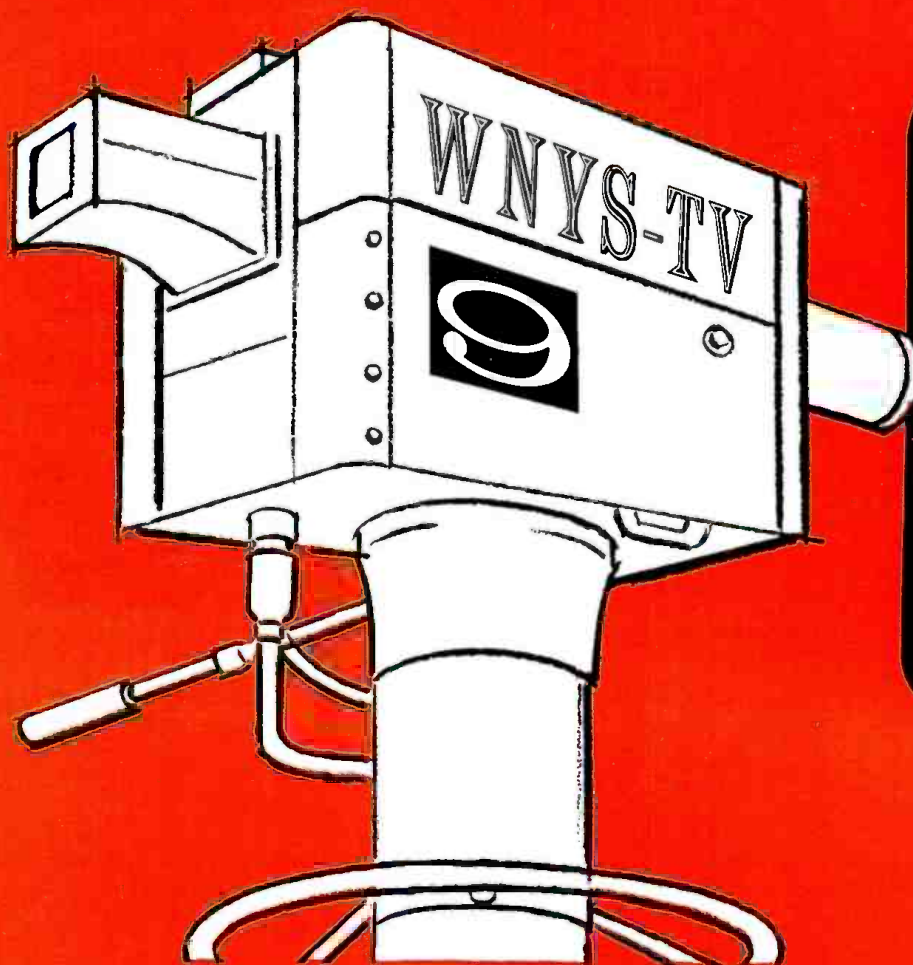
WNYS-TV

W ONDERFUL N EW Y ORK S TATE

STARTING SEPTEMBER 9TH

THERE'LL BE A NEW SELLING FORCE IN SYRACUSE-
THE INFO YOU WANT IS ON THE OPPOSITE PAGE.

WE'LL BE CALLING YOU SHORTLY



PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
CHICAGO

ATLANTA
BOSTON

DETROIT
ST. LOUIS

FT. WORTH
DALLAS

MINNEAPOLIS
PHILADELPHIA

LOS ANGELES
SAN FRANCISCO

PROGRAM SCHEDULE • WNYS-TV

8:30 AM	ROMPER ROOM
9:00 AM	JACK LA LANNE
9:30 AM	SILVER DOLLAR JUBILEE
11:00 AM	TENNESSEE ERNIE
11:30 AM	YOURS FOR A SONG
12:00 NOON	JANE WYMAN
12:30 PM	CAMOUFLAGE!
1:00 PM	DIVORCE COURT
2:00 PM	DAY IN COURT
2:30 PM	SEVEN KEYS
3:00 PM	QUEEN FOR A DAY
3:30 PM	WHO DO YOU TRUST
4:00 PM	BANDSTAND
5:00 PM	SUPERMAN
5:30 PM	AMOS 'N ANDY
6:00 PM	WEATHER • NEWS
6:15 PM	ABC NEWS
6:30 PM	ADVENTURES IN PARADISE
INDIVIDUAL EVENINGS FOLLOW NETWORK LINE UP	
11:00 PM	WEATHER • NEWS • SPORTS
11:15 PM	STEVE ALLEN SHOW



RATE GUIDE #1

***CLASS "AA"**
7:31-10:59 pm Daily

	1-51	52
	WKS	WKS
30 Seconds or more	\$450	\$360
20 Seconds	350	280
10 Seconds	150	120

***CLASS "A"**
6:31-7:30 pm Daily

	5 PLAN		10 PLAN	
	1-51	52	1-51	52
	WKS	WKS	WKS	WKS
30 Seconds or more	\$325	\$260	\$240	\$192
20 Seconds	270	216	220	176
10 Seconds	120	96	100	80

***CLASS "B"**
6:00-6:30 pm Daily • 10:59-11:15 pm Daily

	5 PLAN		10 PLAN	
	1-51	52	1-51	52
	WKS	WKS	WKS	WKS
30 Seconds	\$275	\$220	\$210	\$168
20 Seconds	220	176	170	136
10 Seconds	100	80	80	64

*6:30 pm, 11:00 pm take the lower rate and are planable.
7:30 pm takes the lower rate and 5 Plan only.

CLASS "C"
5:00-6:00 pm M-F

	5 PLAN		5 PLAN	
	1-51	52	1-51	52
	WKS	WKS	WKS	WKS
30 Seconds or more	\$220	\$176	\$170	\$136
20 Seconds	180	144	140	112
10 Seconds	80	64	60	48

CLASS "D"
S.O.-5:00 pm M-F • S.O.-6:00 pm Sat & Sun • 11:15 pm-S.O. Daily

	5 PLAN		10 PLAN		10 PLAN	
	1-51	52	1-51	52	1-51	52
	WKS	WKS	WKS	WKS	WKS	WKS
30 Seconds or more	\$140	\$112	\$100	\$80	\$70	\$56
20 Seconds	120	96	80	64	40	32
10 Seconds	50	40	30	24	20	16



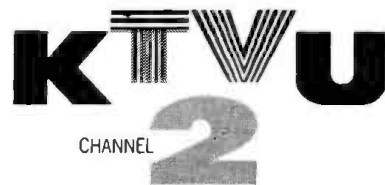
Photo by Moulin Studios.

San Francisco's Chinatown—the largest Chinese community outside of China itself with a population of over 40,000. A city within a city, Chinatown boasts its own hospital and staff, 4 daily Chinese language newspapers, 2 bilingual newspapers, library, police substation, low cost housing project, Improvement Association, plus 11 Christian churches and 2 Buddhist temples. Chinatown is just one example of the audience variety found in the important San Francisco-Oakland TV market.

VARIETY

...is what **KTVU** offers the viewer...and the advertiser. Live sports, local events, top syndicated shows, post '50 movies...variety in programming to please the varied tastes of the **San Francisco-Oakland TV audience**. And for advertisers, **KTVU** offers a choice of availabilities and rates to deliver low cost per thousand campaigns. Variety is another reason **KTVU** is the nation's leading independent TV station. For availabilities call H-R Television or **KTVU**.

The Nation's LEADING Independent TV Station



SAN FRANCISCO • OAKLAND

Represented by H-R Television, Inc.

MOST RADIO-TV BUYERS SPECIALIZE

- But some big agencies believe all-media purchase plan best
- Preferences and reasons explained by 30 broadcasting leaders
- Rotation of assignments helps broaden media men's knowledge

The slow evolution discernible in media buying systems of leading advertising agencies since the rise of television has entrenched two opposing philosophies without yet indicating which, if either, may dominate the placement of advertising in the future.

The movement toward all-media as opposed to specialized media handling by timebuyers, which had the earmarks of a trend a few years ago, has clearly established a foothold but is still well short of dominance.

Specialists Predominate ■ A BROADCASTING survey of leading radio-tv agencies last week indicated that specialized buying systems separate buyers for broadcast and for print—outnumbered all-media systems by almost two to one. A number of other agencies employ a combination of the two systems, with some buyers who work in all media while other buyers concentrate on a single medium.

In covering a total of 30 agencies, BROADCASTING editors checked or interviewed media departments of each of the top 20 agencies in terms of broadcast billings. These overall observations emerged:

■ Most of the major broadcasting agencies appear to use the broadcast buying specialist. This is true even among some agencies with exceptionally large billings and with huge media department complexes.

■ There's a definite modern "trend" to buyers learning about all media—stations, networks, magazines, newspapers, supplements etc.—through rotation of assignments or other means, even among most of the "specialist" agencies.

■ Regardless of what buying concept is used, today's advertising agency media department strives for a prominent place in account planning. Consequently media department executives—directors, supervisors, managers—usually are versed in several if not all media.

The differences in buying philosophy—specialist vs. all-media—are expressed in many ways but usually in advertising terms can be reduced simply to this:

■ The proponent of all-media buying feels the buyer gets to know more than a single medium and can approach the client's problems with fewer prejudices and more rounded knowledge. He sees this concept also as a means for training future media planners and other decision makers.

■ The adherents of the specialist system in broadcast buying say on the other hand that all-media departments are cumbersome—too difficult to administer. They feel that the specialist perhaps knows little about other media, but in his own specialty knows much more than would be possible if he

were a multi-hatted buyer.

There are of course variations on each system. Some agencies that are basically specialist have a few all-media buyers to handle key accounts. Some all-media agencies maintain a few specialists in radio-tv or print buying.

But overwhelmingly agencies delegate to their media executives—directors, associate directors and in some cases assistant media directors—the large responsibility for the planning and strategy of multi-media campaigns. The buyer largely performs the function of selecting the specific station in each market, though at some agencies he

How top agencies classify their buyers

Agencies use several systems of buying advertising for their clients. Some prefer to assign one buyer to all media used by the account. Others have one buyer for broadcasting, another for print. Still others mix up the assignments. Following table indicates policies at some of the top agencies.

Agency	All Media Buyers	Specialists	Both
J. Walter Thompson			X
Ted Bates		X	
BBDO			X
Young & Rubicam	X		
McCann-Erickson		X	
Benton & Bowles	X		
Leo Burnett			X
Dancer-Fitzgerald-Sample		X	
N. W. Ayer		X	
William Esty		X	
Compton		X	
Lennen & Newell		X	
Foote, Cone & Belding		X	
Kenyon & Eckhardt	X		
Sullivan, Stauffer, Colwell & Bayles		X	
Campbell-Ewald			X
Grey		X	
Needham, Louis & Brorby		X	
Cunningham & Walsh	X		
D'Arcy		X	
Erwin Wasey, Ruthrauff & Ryan		X	
Doherty, Clifford, Steers & Shenfield			X
Tatham-Laird	X		
Ogilvy, Benson & Mather	X		
Parkson		X	
Fuller & Smith & Ross	X		
Doyle Dane Bernbach		X	
Papert, Koenig, Lois			X

MOST RADIO-TV BUYERS SPECIALIZE continued

may be asked for suggestions on media planning and strategy.

Advantages Claimed ■ Agencies which have adopted the all-media concept believe there is a drift in that direction. The larger number of agencies, organized along the specialist line, claim that while there was some movement toward the all-media structure a few years ago, it has abated.

All-media proponents claim these advantages: The system develops advertising generalists who will buy tv stations, for example, with an understanding of the role tv will play in the overall scheme; it helps develop buyers who will select media on their intrinsic merits rather than because it is their particular specialty; it is an excellent training ground for media executives and other top-level posts at an agency; it builds a closer attachment on the part of the buyer to the product and the account.

Adherents of the specialist system claim these advantages: All media have become increasingly complex and it is virtually impossible to train a generalist who is well grounded in all media; specialization provides a buyer with the opportunity to acquire an expertise in his particular medium; it gives him sufficient time and opportunity to become acquainted with the sales representatives (radio-tv or print), whereas an all-media buyer would have to deal with

media department of Ted Bates & Co.—biggest of the spot tv agencies—is described by Edward Grey, senior vice president in charge of media, as a “cabinet operation.” Five media directors, who are vice presidents, are at the head of one or more group of billings



Herb Maneloveg (l), BBDO, is a veteran of the all-media buying procedure. Most buyers at his agency buy both space and time. Ed Grey (r), Bates describes their media plan as a “cabinet operation.” He sees broadcasting as so complex specializing is needed.



and they have “absolute and total autonomy.” The directors have knowledge of all media. Within these groups there are one or more media supervisors, who also know all media. But under these supervisors come timebuying or print

senior timebuyers often are consulted to assist in strategy. However, there is flexibility within JWT’s media department, according to Richard Jones, vice president and media director of the agency. He observes that on occasions, veteran buyers who have specialized in one media may be used to plan a campaign in other media. He stresses that for the past seven years, media planning has been concentrated in the media department, having moved away from the account executive sphere.



Bern Kanner (l), Benton & Bowles, thinks the “specialist” is too inbred... believes all-media buying makes for a more rounded individual. Frank Kemp (r), Compton, thinks specialists are needed because all media, particularly radio-tv, are “too complex for buyers.”



Separate at Compton ■ Another adherent of separate media units is Compton Adv. The agency maintains separate units for radio-tv, print, and outdoor, with associate media directors heading account groups. Frank Kemp, senior vice president and media director of Compton, believes that specialists are needed because all media, particularly radio-tv, have become “too complex for all-around buyers.” He believes balanced media buying can be achieved at the planning level at which associate media directors operate.

McCann-Erickson is another leading agency that maintains separate buyers for the various media. The agency has buyers assigned to radio-tv, consumer print, and business publications. Estimators work for the whole department, with no organizational separation by print or broadcast or by account. Kelso M. Taeger is vice president and manager of media for McCann-Erickson.

BBDO, New York, buying has

two or three times as many salesmen; the specialist system is given “a balance” through the utilization of associate or assistant media directors who are acquainted with all media.

Here are the systems in use at some of the leading tv-radio agencies, along with the reasoning that prompted their installation:

Specialists Under Cabinet ■ The

buying specialists.

Mr. Grey’s advocacy of the buying specialist system basically concerns the fact that to Bates “the broadcast medium is so important and complex.” He believes the buying job is “never done” and that there must be a constant striving for refinement. Only through specializing in the one medium can the buyer acquire the “intimate knowledge”

evolved into a mixed or combined media system that makes use of both the all-media buyer and the specialist. But with the progression of time, BBDO has leaned steadily toward the all-media buying concept under the guidance of all-media buying advocate Herb Maneloveg, BBDO's vice president in charge of media.

Some Broadcast Only - Mr. Maneloveg, has relied to an extent on experience he gained at Benton & Bowles, an agency veteran of the all-media buying procedure. Most buyers at BBDO purchase both space and time, and report within their account group to an associate media director. BBDO still retains, however, some broadcast or space only buyers. There are a manager of the media department and five associate media directors, each heading buying for a group of accounts. (There are media supervisors also assigned to each group, functioning under the associate media directors).



Frank J. Gromer (l), FC&B, says that while buyers at his agency sit in on all media planning sessions, when it comes to buying specialization takes over. Sam B. Vitt (r), Doherty, Clifford, Steers and Shenfield, sees advantages in both of the buying systems.



individual, gives familiarity with all media, urges involvement with client's marketing problems as well as with

makes him happier, and provides a better entree for him to move up either in the media department or into account work, Mr. Kanner observes, stressing that the all-media buyer "is as knowledgeable as the specialist."

Lennen & Newell, New York, operates separate print and broadcast buying units. Each unit is headed by an assistant media director, who, in turn, reports to an associate media director. Assistant and associate media directors are involved in planning campaigns in all media. According to Herbert Zeltner, vice president and media director of Lennen & Newell, specialization "makes use of the strongest talents in the areas in which they do best."

9 Years Old - Young & Rubicam adopted the all-media approach about nine years ago, according to Warren Bahr, vice president and one of two media directors at the agency. He believes the system has worked out "well," pointing out that all-media provides an "overall view" of a marketing situation and permits buyers to select on the basis of merit for each media in a



Samuel L. Frey (l), Ogilvy, Benson & Mather, has set up five media groups, each with its own supervisor. Albert Petcavage (r), Doyle Dane Bernbach, thinks the client gets better "service in depth" from the specialist system which means buyers have more experience.



Previous set-up at BBDO included a tv (and radio) buying group, outdoor, magazine and newspaper groups. At one time, BBDO even had a "spot coordinator," who now performs as an associate media director.

Benton & Bowles credits itself among the leaders in converting to the all-media buying system. The agency, says Bern Kanner, vice president in charge of media, instituted the system in phases, starting in 1955, with broadcast buyers teaching the specialty to print buyers and conversely print people helping broadcast staffers to learn.

Avoids Budget Fight - Mr. Kanner maintains a buyer of broadcast in the all-media area will work on fewer accounts and thus becomes more involved in a product marketing group or plan. The specialist, on the other hand, he feels, is "too inbred," the timebuyer and space buyer fighting for a share of the total budget. Advantages in all-media buying: Makes for a rounded

planning wherein a marketing strategy is formed.

For the buyer, an all-media concept



Don Leonard (l), Fuller & Smith & Ross, says his agency changed from the specialist system about three years ago. William A. Murphy (r), Papert, Koenig, Lois, says agency started with only space buyers but now has broadcast specialists. Buyers purchase all media.



MOST RADIO-TV BUYERS SPECIALIZE continued

medium in a particular situation.

"It [all-media] does away with a special 'pleading unit,'" Mr. Bahr said. "The individual becomes more important to the product group and therefore to the client.

D'Arcy Adv. maintains separate broadcast and print buyers, who report to media supervisors in various account groups. Frank Ott, vice president and media director in the agency's New York office, stresses that basic planning and strategy for an account is vested in a supervisor. This method of operation, he said, assures "objectivity" in the devising of a campaign, a factor D'Arcy considers "desirable and important."

Lines Drawn ■ Grey Adv. also is organized along distinct print and broadcast lines with the latter division covering both network and spot buyers. This system was placed in operation about a year and a half ago. For a short time earlier, Grey had embraced an all-media buying approach but found the system difficult to administer. Grey's staff includes planners, who help map strategy for campaigns in all media. From time to time, Grey shifts buyers from one medium to another so they can obtain a grounding in various media. Dr. E. L. Deckinger is vice president and media director of Grey.

Kenyon & Eckhardt, on the other hand, is a major agency that has travelled the all-media route for the past two years. A spokesman said the agency started this approach gradually about four years ago, buying all media on certain accounts only and spreading to others. The training for all media now includes estimators, media research analysts and assistant timebuyers. K&E earlier had specialized but believes its present system is more effective because it provides direction to control over the overall media strategy.

Special Section ■ Needham, Louis & Brorby, Chicago, incorporates a special broadcast section within its media department. Associate media directors handle all media planning.

Tatham-Laird, Chicago, uses all-media buyers, who are known as media managers. The agency has created a new post known as director of media activities.

N. W. Ayer & Son Inc., Philadelphia, has had the "specialist" buyer system since the advent of broadcasting. The agency separates its media function into timebuyers and print buyers, in a belief experts in a particular phase of media buying are in a better position to analyze and recommend a specific medium that best fits a client's needs.

Media supervisors at Ayer, however, are experts in both print and broadcast. Leslie D. Farnath, vice president in

charge of media, a 40-year Ayer veteran, has stated that specialization at his agency is a must. He holds that all-media buying should never go below the level of the media supervisor. At one time, he maintained that "Ayer will always have time, space and outdoor buyers.

One or Other ■ At Foote, Cone & Belding buyers are classified either as in broadcast or print. Frank J. Gromer Jr., vice president and director of media at FC&B, notes, however, that every FC&B buyer is concerned with all-media "concepts." Buyers sit in on all media planning sessions once preliminary strategy has begun. They attend all print and broadcast media presentations and are encouraged generally to acquaint themselves with all media.

Mr. Gromer says, however, "when it comes to the actual buying function, specialization takes over. We think there are a number of good reasons for buying specialists. A broadcast buyer has to have an intimate knowledge of local station situations—special rates, availabilities, patterns of coverage, types of audience reached, etc."

He adds that "print media do not pose a simple buying problem by any means . . . here, too, there are an almost infinite number of facts to become familiar with in the media buying process." He says FC&B believes that a first-rate buying job is dependent on "full time buying responsibility in one type of media."

Five Groups ■ Ogilvy, Benson & Mather adopted an all-media buying system in 1958, when Samuel L. Frey joined the agency as vice president and media director. The organization plan for the media department involves five media groups, each with its own media supervisor, buyers and assistants. The agency formerly had separate print and broadcast departments.

Mr. Frey says "the theory behind the all-media buyer system is that it develops media planners, not extreme specialists." He says a better buying job is likely to result if the buyer has participated in strategy and in development of a product's advertising.

Cunningham & Walsh uses an all-media buying concept in which each buyer purchases different media for the account to which he has been assigned, explains Edward Baczewski, vice president and director of media planning. Previous to this system, which has been in existence at C&W for the past 12 years, there was a broadcast buying group, but with supervisors responsible for all media.

Mr. Baczewski cites these advantages of all-media buying: The buyer obtains a broader understanding of how each media fits into the whole marketing

strategy, and he is encouraged to participate in planning & developing the media approach.

Some Handle Both ■ Sullivan, Stauffer, Colwell & Bayles has specialists in broadcasting time buying and five associate media supervisors who handle both print and broadcast at the planning level, and similarly Dancer-Fitzgerald-Sample reports it uses specialists in time buying.

Leo Burnett has timebuying and space specialists as well as those who buy both media. The agency will usually train a buyer as a specialist and after the learning phase move the buyer up to take on other media, or switch him to another buying specialty. Another major agency, Campbell-Ewald, has a mixed staffing of specialists and all-media buyers.

Fuller & Smith & Ross, New York, uses all-media buyers, with experts in one medium helping the less expert if necessary.

Don Leonard, media director, says FSR changed from the specialist system three years ago on the theory that all-media buyers are able to attain a more thorough knowledge of the client's needs. In addition, this system eliminates buyer competition for the same advertising dollar.

Few Can Use ■ "This is an age of specialization," Mr. Leonard says. He thinks relatively few agencies can use the all-media buyer system, although he is convinced the system is best for FSR. He cites the case of one large agency, which spent time and money to retool its media department to an all-media buyer system, but after a short period of time discovered the new system did not fulfill the agency's needs and reverted to the specialist system it had used before.

The media executive notes, moreover, that when an agency changes to all-media buying, certain difficulties come up in training people to handle both time and space. For example, a broadcast specialist might pick up print buying rather easily, but because of the complexities of broadcast buying, a skilled print buyer often has a considerably harder job in learning broadcast.

Doherty, Clifford, Steers & Shenfield, New York, has a mixed media-buying system. It uses separate broadcast and print buyers, and in addition, has buyers who handle both. Each buyer is assigned to an account, or accounts, and is a member of one of three media-buying groups, along with a media supervisor and his assistant. Above these three media groups, are two supervisory positions, a broadcast media supervisor and a print media supervisor.

Retooled ■ Sam B. Vitt, DCSS' media director, retooled to this system when he became head of the department a year and a half ago. Before that, the



It's PETTICOAT LANE in KANSAS CITY...

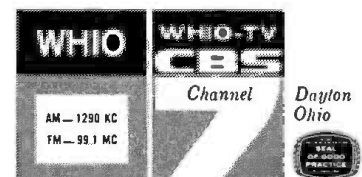


It's MAIN STREET in Ohio's Third Market

No doubt about it—when it comes to pretty names Main Street can't compare with Petticoat Lane. And there are about two dozen Main Streets in the cities and towns that tune to our signals. The popularity of this plain name reflects only one of the differences in this Midwest area. Learning those differences and preferences—sharing them actually—keeps our signals popular. They carry what our section of the nation wants to hear. Programming tailored to our market, we think, is the secret of our ratings. George P. Hollingbery wants to show you two kinds of ratings—program and income. Both very much on the high side.

DAYTON, OHIO WHIO-AM-FM-TV

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



RKO starts monitoring service for proof of radio programs

The National Sales Division of RKO General Inc., New York, has inaugurated a new monitoring service that the rep firm claims will provide agencies and advertisers proof of the programming performance of RKO General's seven radio stations.

Tape recordings of the stations' programs, instead of tapes prepared to demonstrate their particular format, will be presented to agencies or advertisers under the new plan announced today (Aug. 13). Donald



Broadcast Advertisers Reports technician checks the audio monitor of RKO General's WGMS Washington as part of new service to provide agencies and advertisers with proof of station performance.



RKO General National Sales' first certified tape of a specific station's programming was of WGMS Washington, played back here (see pic-

ture) by Frank Boehm (l), director of research and promotion at the rep firm, for Jerry Baldwin of Young & Rubicam Inc.

J. Quinn, director of the sales division, said that Broadcast Advertisers Reports Inc., New York, has been engaged to conduct the station audits.

RKO General's proof of performance employs a two-step method. It begins with an audited tape of each station's programming during an hour and date specified by RKO General. Then a similar hour on an undisclosed alternate date is monitored for assurance that the pre-selected time period is "truly representative" of the station's programming, according to Bob Morris, BAR president. The latter tape is given the "BAR seal of approval" (a special certificate affixed to the monitor tape box) and then delivered to the rep for use among agencies and advertisers. The master tape will be retained in BAR's files.

Thus far the new monitoring service has been applied to four RKO General stations. They are KFRC San Francisco, CKLW Detroit, WGMS Washington and WHBQ Memphis. Tapes for the other stations in the group (WOR New York, KHJ Los Angeles, WNAC Boston) will be prepared shortly.

Behind the move to adopt a certified tape policy is a belief that it will offer renewed interest in radio buying by raising the level of confidence in the medium. RKO General is hopeful the project will encourage agencies to offer more financial support for a monitoring service similar to the type currently handled by BAR for television. It's conceivable, Mr. Quinn says, that the project also will be a first step toward a system of providing data on advertiser usage of radio.

agency used specialists exclusively.

Mr. Vitt feels both systems of media department organization, specialists and combined buyers, have advantages. What could be better, he says, than a combined system, which utilizes the advantages of both?

Doyle Dane Bernbach, New York, according to media director Albert Petcavage, finds the specialist system most workable. He feels the client gets better "service in depth" from experienced time and space buyers. Besides,

he says, there are "few people of top-notch experience" in both print and broadcast. DDB assigns time and space specialists to a series of accounts, along with a group supervisor.

Papert, Koenig, Lois Inc., New York, a relatively new agency, began operation two years ago with only space buyers to handle its accounts (which used print for the most part.)

William A. Murphy, PKL media director, explains, however, that as the agency's client list grew and acquired

tv accounts, it was advisable to add experienced broadcast buyers to its space specialists. Currently, all buyers at PKL buy both media, with emphasis on the medium the client uses the most—if a client is strong in tv a buyer with heavy experience in broadcast will be assigned to the account. At the same time, the buyer will know print and will buy that medium.

Mr. Murphy feels the current system his agency uses is the best, because it blends the advantages of both.



**we turned
them away
at**

Midnight



on the RED BENSON SHOW

John Wayne eating pizza . . . Bruce Cabot tugging at a chicken leg . . . Red Buttons gulping a hot dog. It was all part of the exciting scene in the William Penn Room where Red Benson, "the man who owns midnight" and the highest late evening ratings in Philadelphia, holds sway nightly, 11.05 p.m. to 2 a.m. They came to WPEN the moment they arrived in town, and almost 2,000 of Red Benson's steady listeners also came to WPEN to break cake with them. About 800 got in, 1200 didn't. Thousands more at home dialed 950 as they do night after night. Proof positive that your commercial goes a long way—even at midnight on

THE STATION OF PERSONALITIES

WPEN

PHILADELPHIA

Represented nationally by GILL PERNA INC., New York

Auto makers ready for '63 model push

RADIO-TV'S SLICE BIGGER, BUT LESS THAN MANY HAD EXPECTED

The Nation's major auto makers as a whole will be spending more in broadcast media this coming season, but probably not quite as much as some of the optimists have been anticipating in view of the year's fast auto sales pace, the best since 1955.

Most of the expected increases appear to be going into network tv, including participations.

Spot tv sellers are elated over the healthy "factory money" budget from Dodge for a major drive this fall and describe it as the "first" really big break to come from the auto capital for this medium, although there have been other buys previously.

Conversely, radio spot men are disappointed over Chevrolet's sharp cut-back of its announcement-time campaign. Other radio buying appears to be running about normal. Chevrolet's spot radio saving is on the way toward balancing increased spending in network tv and the higher costs of other media, some Detroit observers believe (CLOSED CIRCUIT, July 23).

General Motors, which traditionally has spent as much in broadcasting as the next two companies (Ford and Chrysler) combined, will run true to that pattern this coming season, too. A study of buying and planning activity in Detroit last week, however, shows that GM may be the only auto major which will not increase its total auto radio-tv spending this next year. But GM could wind up the year by spending more in radio-tv for all of its divisions together, the indicators show. The increase would come from more broadcast buys for non-auto divisions.

More total broadcast buying can be

expected from American Motors, Chrysler and Ford, although just how much has not yet been determined, particularly for spot.

Dealer groups, especially those of Ford and Lincoln-Mercury, have been traditionally good buyers of spot. In view of the good sales year and the typical auto man's practice of spending on unit sales, dealer groups should come through this year with increased broadcast campaigns. These decisions won't be made, however, until after the dealer groups get together. In the case of Ford, for example, it won't be until mid-September.

Virtually all of the auto factories are shut down this week for the change-over to the 1963 models. Final runs on the 62's trickled out last week and some lines were down even earlier.

Factory Sales Up ■ Factory sales of cars in July were up 22% over the previous year and accounted for the best July since 1955, although sales were off for the first seven months, compared to the same 1961 period. General Motors auto sales were up 41%; Ford, up 8.4%; Chrysler, up 1.7%; American Motors, up 22.2%, and Studebaker, up 24.7%. GM also reported increases of nearly 16% for truck sales in July and said its dealers enjoyed a 10% boost in used car sales too, compared to July 1961.

Chevrolet's sales record as a car has been running double the next contender, Ford Galaxie, which has helped General Motors to scoop up a hefty 55% share of the total car market this year. Ford Motor cars have been accounting for about 27%. Chrysler Corp. has run about 10%, trailed by American

Motors at about 6.5% and Studebaker 1.3%.

During this past year the sales trends seemed to indicate that the threat of the compact is over. Unlike a year ago, the word hardly enters Detroit conversation today. The compact share pushed up to about one-third of the market and now is reported to be easing off again. The experts are predicting a swing to bigger cars again over the next few years and 1963 design reports show it has started. The compacts of all the major firms are said to be growing longer.

In over-all design changes, Chrysler has made no secret that its car lines will be changed the most this year—a switch to the "functional" design.

New-car introduction dates are spread mostly in September this year with some in early October, with virtually all expected to be selling in dealer showrooms by the time of the 44th National Automobile Show at Detroit's Cobo Hall Oct. 20-28. This show comes but once every two years and this fall will be covered in color by NBC-TV Oct. 21 as a major news event. The network has assigned a top news team to cover it. Sponsor of a Sunday 6-7 p.m. special will be Reynolds Metal Co. through Clinton E. Frank Inc., Chicago, and Lennen & Newell, New York.

At General Motors, Chevrolet is continuing its weekend newscast schedule on CBS Radio and has renewed for another 52 weeks its one-quarter sponsorship of *News on the Hour* through its agency, Campbell-Ewald, Detroit. Keystone also will be used again this year. In network tv, Chevrolet will sponsor weekly a half-hour of *My Three Sons*



First to be unveiled will be Studebaker's Avanti, a four-passenger sports type that offers engineering and design features unique to American cars, according to the manufacturer. Standard equipment includes caliper-disc brakes,

built-in rollbar and positive locking doors. This initial shipment of Avantis is personally checked by Studebaker Corp. President Sherwood H. Egbert and Dr. N. A. Lam-berti, assistant to the president.

WNBC Re-Runs

Seven Arts' "Films of the 50's"

AND SCORES

81% of First Run Ratings

94% of First Run Shares-of-Audience

The re-run strength of Seven Arts' "Films of the 50's" becomes readily apparent when the Ratings and Shares of first runs and re-runs are examined. It is interesting to note that the average time gap before re-run was only five and one-half months. The special Arbitron study, charted below, covered 8 different Warner Bros. features.

FEATURE	FIRST RUN			RE-RUN		
	TELECAST DATE	AVERAGE RATING	¼-HOUR SHARE	TELECAST DATE	AVERAGE RATING	¼-HOUR SHARE
I'll See You In My Dreams	10/21 '61	11.9	24%	4/21/62	16.7	38%
Thunder Over the Plains	12/30 '61	8.8	21%	4/28/62	4.0	9%
Mara-Maru	11/25 '61	15.9	40%	5/5/62	11.0	29%
Pretty Baby	12/23 '61	11.4	23%	5/12/62	8.9	21%
Captain Horatio Hornblower	10 '14 '61	14.3	30%	5/26 '62	9.7	28%
Force of Arms	11 '18 '61	16.8	35%	6 '9 '62	17.5	44%
Phantom of the Rue Morgue	10 '28 '61	11.3	28%	6 '16 '62	6.9	20%
Operation Pacific	12 '9 '61	15.9	34%	6 '23/62	11.3	26%
TOTAL AVERAGE		13.3	29%		10.7	27%

Strong re-run ratings are just part of "Films of the 50's" success story. Sponsors S.R.O. and increased sets-in-use are some other good reasons why Seven Arts' "Films of the 50's" are "Money Makers of the 60's."

Seven Arts' "Films of the 50's"...
Money makers of the 60's



**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: 15683 Royal Ridge Road, Sherman Oaks GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

again on ABC-TV and a weekly half-hour *Route 66* on CBS-TV, plus full-hour sponsorship of *Bonanza* on NBC-TV.

Chevy Buys Danny Kaye ■ Chevrolet also will sponsor on NBC-TV this season a Danny Kaye special on Nov. 11 as well as quarter-sponsorships of the Sugar Bowl and Pro Bowl football games.

No tv spot is planned by Chevrolet and the car this year is further trimming back its radio spot for the new-model introduction period, a down trend that began two years ago. Introduction date now is about Sept. 28. Even the exclusive list of 52-week station buys reportedly has been cut to the bone, Detroit insiders say, while the announce-

Lowell Thomas News show on CBS Radio and is planning a one-week radio spot drive to include nearly 300 stations in about 125 markets around its expected Sept. 27 introduction date. Olds also is using Keystone. Olds' agency is D. P. Brother & Co.

Pontiac, through MacManus, John & Adams, has signed for half-sponsorship of the new ABC-TV program, *Our Man Higgins*, and plans full sponsorship of another Victor Borge special sometime this fall. Pontiac plans no spot tv but will use about the same amount of radio spot as last year for introduction time, expected Oct. 3 this year. Some 250 stations in 110-120 markets will be used for a week.

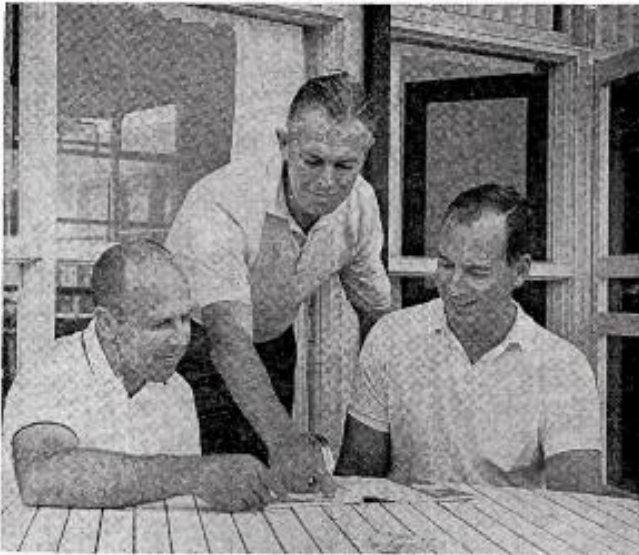
MacManus, John & Adams also is

shows on CBS radio and NBC radio as the tv side. Ford plans to use Keystone.

Ford Division introduction dates have not yet been set.

Ford Buys Half-Hours ■ Ford, in addition, has signed for the new *Ensign O'Toole* show, alternate half hours, on NBC-TV, and has renewed *Hazel* on the same network. *Hazel* this year will be in color. Ford puts no factory money directly into spot, either radio or tv, which is handled through the highly organized Ford dealer associations.

The Lincoln-Mercury Division, through Kenyon & Eckhardt, has signed for two NBC-TV news actualities in color this fall, but the dates and subjects are not yet determined. Lincoln-Mercury



Dodge's marketing strategy for its forthcoming 1963 models is discussed by (l. to r.) Doyle Lott, manager of advertising for Dodge trucks; Robert E. Anderson, BBDO vice president and director and manager of the agency's Detroit office, and Arnold C. Thomson, director of advertising for Dodge cars.



Plymouth-Valiant plans are reviewed by N. W. Ayer & Son officials (l. to r.): Charles D. Mackey, Detroit office creative director; Richard T. O'Reilly, vice president and manager of Detroit office; John P. Finneran, Plymouth account supervisor, and L. T. Hagopian, vice president and Plymouth-Valiant account supervisor.

ment-time buy—which traditionally has been major—will call for fewer spots on fewer stations in fewer markets this year that Chevrolet bought a good two-week clean-up campaign in radio spot for the end of this month, however, which softens the blow for some.

Buick, through McCann-Erickson, will go with NBC Radio's *Monitor* and *News of the World* this season and has renewed its alternate weekly half-hour of *Sing Along with Mitch* on NBC-TV. Buick plans no tv spot buys at the factory level either, but is expected to buy radio spot as it did last year. Buick's introduction date is still not set.

Oldsmobile has renewed the *Garry Moore Show* starting Sept. 25 on CBS-TV for alternate weeks and expects to make public soon the signing of Carol Burnett to possibly as many as a half-dozen guest appearances during the season. Olds also is continuing its nightly

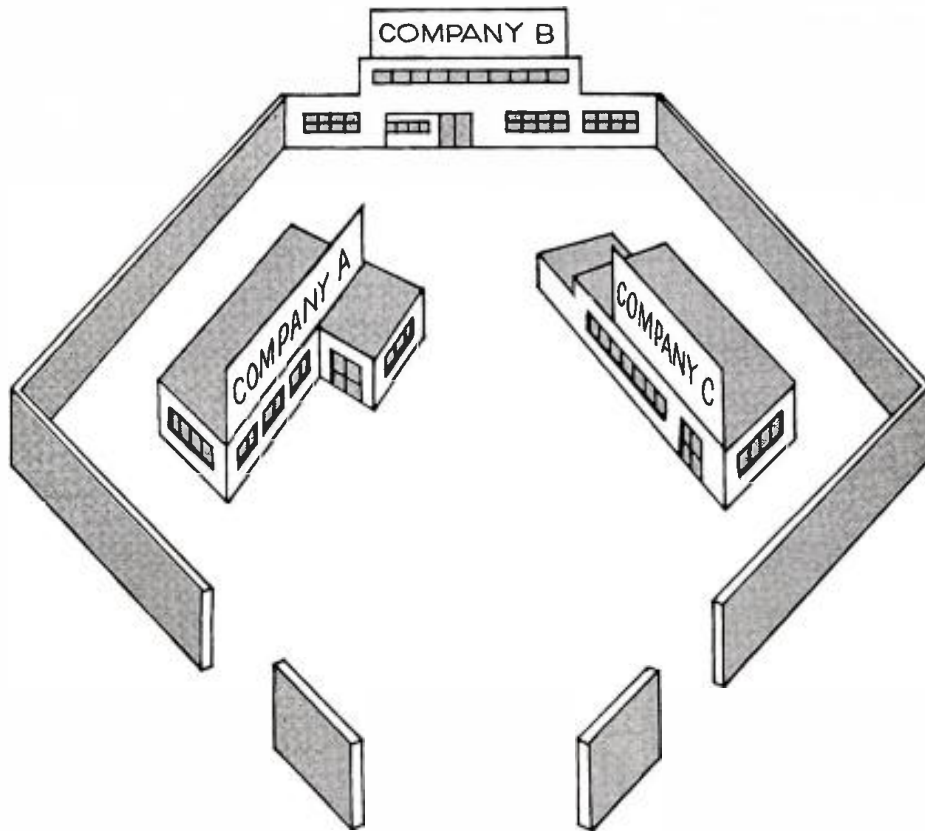
placing its usual heavy radio spot schedule to introduce Cadillac this fall, expected to bow around Oct. 5, but will concentrate about the same number of spots in one week instead of the usual three. Some 1,300 stations are expected to be used, supplemented by Keystone and Mutual. Cadillac, as in the past, plans no spot tv.

Ford Motor Co., in a corporate buy through Kenyon & Eckhardt, once again will sponsor Leonard Bernstein and the New York Philharmonic Orchestra on CBS-TV in a series of specials, four this season. Ford Division, through J. Walter Thompson Co., is increasing its participation in NFL football on CBS-TV and has added participation in NCAA football on the same network plus the *Sports Spectacular*. On NBC-TV Ford will have one-half sponsorship of the NFL pro championship games and will sponsor the same sports

has made a heavy participation buy on ABC-TV, especially in *Challenge Golf* and AFL football. Other ABC-TV programs in which it will advertise include *Trailblazers*, *Wagon Train*, *Hawaiian Eye*, *Gallant Men*, *77 Sunset Strip*, *Ben Casey*, *Hollywood Special*, and *Stoney Burke*.

Like Ford, Lincoln-Mercury does not usually put factory money directly in spot. But the L-M dealer groups are very active in radio and tv. Lincoln plans to use Keystone, too. Introduction date for Continental is expected to be about Sept. 27 and Mercury Sept. 29.

Chrysler Corp. through Leo Burnett Co. has renewed its co-sponsorship with Gillette of the World Series on NBC-TV and NBC Radio plus the other big annual sports events, the Blue-Grey and the Rose Bowl games. Chrysler also has made major network tv participa-



PATHOLOGY

Three companies started out on a shoestring. To save string, they agreed to share an enclosed courtyard.

This indeed held down costs, but the courtyard mingling of personnel became highly undesirable. Time was wasted, rumors were rumored, business secrets were stolen. To secrete their personnel,* the companies agreed that each would build an enclosed entryway from its building to one of the gates.

Company B built to the middle gate, Company C to the gate on the left, Company A to the gate on the right. None of the three paths crossed.

Show us how this can be done and win an exciting new prize. We're offering several so be sure and tell us what you've already won.

Puzzle adapted from "Mathematical Puzzles of Sam Loyd," Vol I, reprinted by permission of Dover Publications, Inc., N. Y. 14, N. Y.

** There's nothing secret about WMAL-TV's great line-up of late-night shows for this fall! Here they are: Thriller, Surfside 6, Checkmate, Adventures in Paradise (Mon. thru Thurs.) MGM first-run features, (Fri. & Sat.) Check H-R Television for availabilities.*

wmal-tv

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

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

with **67%** share of audience...

WCCO Radio delivers 2 markets in 1

weekly circulation 670,240

families . . .

TWO MARKETS IN ONE—that's WCCO-Land! First, the five-county Minneapolis-St. Paul metro area *plus* another market of 119 surrounding non-metropolitan counties. Adds up to a 124-county region with nearly 4 million population, more than \$6.9 billion buying income and \$4.8 billion retail sales.

The *only* way to cover it *all* is with WCCO Radio, the station whose 67% share of audience is *twice* as large as all other Twin Cities stations *combined* . . . the station whose weekly circulation of 670,240 different families is greater than that of any television station, newspaper or magazine in the region . . . the station which provides a setting of outstanding *acceptance* for your sales story.



GIANT 124 COUNTY COVERAGE

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



... tops all other media

WCCO Radio

Minneapolis • St. Paul

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

Represented by **CBS** RADIO SPOT SALES



Frey wins broadcast group's 'fun day' cup

George Frey, retired executive of NBC and Sullivan, Stauffer, Colwell & Bayles, might be called broadcasting's Arnold Palmer. Three weeks ago, friends from around the country joined him for the annual "Frey-day on Thursday" golf tournament (BROADCASTING, Aug. 6) and on July 31 he took top honors at the International Radio & Television Society's fourth annual "fun day," walking off with the Storer cup.

Above, champion Frey accepts a 'take-home' version of the giant Storer cup (on which his name will

be inscribed as the winner of IRTS' 1962 "fun day" golf tournament) from Frank Barron, vice president in charge of sales for Storer Television Sales Inc., New York. At right is Jim Alspaugh, vice president, H-R Representative Inc., New York, chairman of the "fun day" committee.

The IRTS outing (also including swimming, dining and dancing) was held at the Wykagyl Country Club in New Rochelle, N. Y., for some 300 radio-tv industry people and their guests.

tion buys this year, to be distributed among its cars, including Dodge, which has planned its own tv spot plunge. Chrysler Corp. also has added alternate-week, full sponsorship of the new one-hour NBC-TV program *Empire*, on Tuesday evenings in the 8:30 p.m. period.

Dodge gets participations on nine ABC-TV programs, including *Valiant Years*, *Father Knows Best*, *Stoney Burke*, *Untouchables*, *Going My Way*, *Ozzie and Harriet*, *Leave It to Beaver*, *McHale's Navy*, and the *Roy Rogers Show*.

Through BBDO, Dodge is spending an estimated \$1.5 million for a heavy tv spot drive starting next month, to run in about 100 markets for four to eight weeks. The buy now calls for prime time 20-second spots but may be expanded to add fringe minutes. This particular spot tv venture is expected to be watched closely on the Detroit scene as it is considered to be a major breakthrough for tv spot sellers who have tried long to wean the auto men away from a heavy network and light spot spending formula. Dodge introduction date is presently set for Oct. 2.

Plymouth-Valiant Division of Chrysler in the network tv participation buy comes up for exposure on ABC-TV's

Untouchables, *Ozzie and Harriet* and *Roy Rogers*. It will also get some rides on CBS-TV's *Fair Exchange* and *Alfred Hitchcock Hour* and on NBC-TV's *It's a Man's World*, *Saints and Sinners*, *Eleventh Hour* and *Saturday Night at the Movies*. Some spot buys are also anticipated through N. W. Ayer & Son,

AUTO MAKERS HEARING RADIO-TV STORY

Broadcasting's promoters leading makers away from print path

Radio and television's promotion arms—Television Bureau of Advertising and the Radio Advertising Bureau—have been working steadily in the background over the past few years to stimulate the flow of automobile advertising dollars into broadcast media.

In addition, such trade groups as the Station Representatives Assn. have joined with individual members (rep firms in the case of SRA) in making special presentations to Detroit auto firms.

For the past four years, TvB has made a special effort in Detroit, initially with attempts to move auto advertiser thinking away from association with only "prestige" programs on the

but the plans have not yet been disclosed. The tentative announcement date is Oct. 3.

No Spot In Last Quarter ■ Chrysler and Imperial cars, which place through Young & Rubicam, do not expect to use any factory-placed spot radio or tv during the final quarter of the year, it was reported, although dealer groups should buy as usual. Chrysler in earlier years used radio spot for introduction as well as some tv market tests. It also bought some fm spots. Introduction date now is set for Sept. 25.

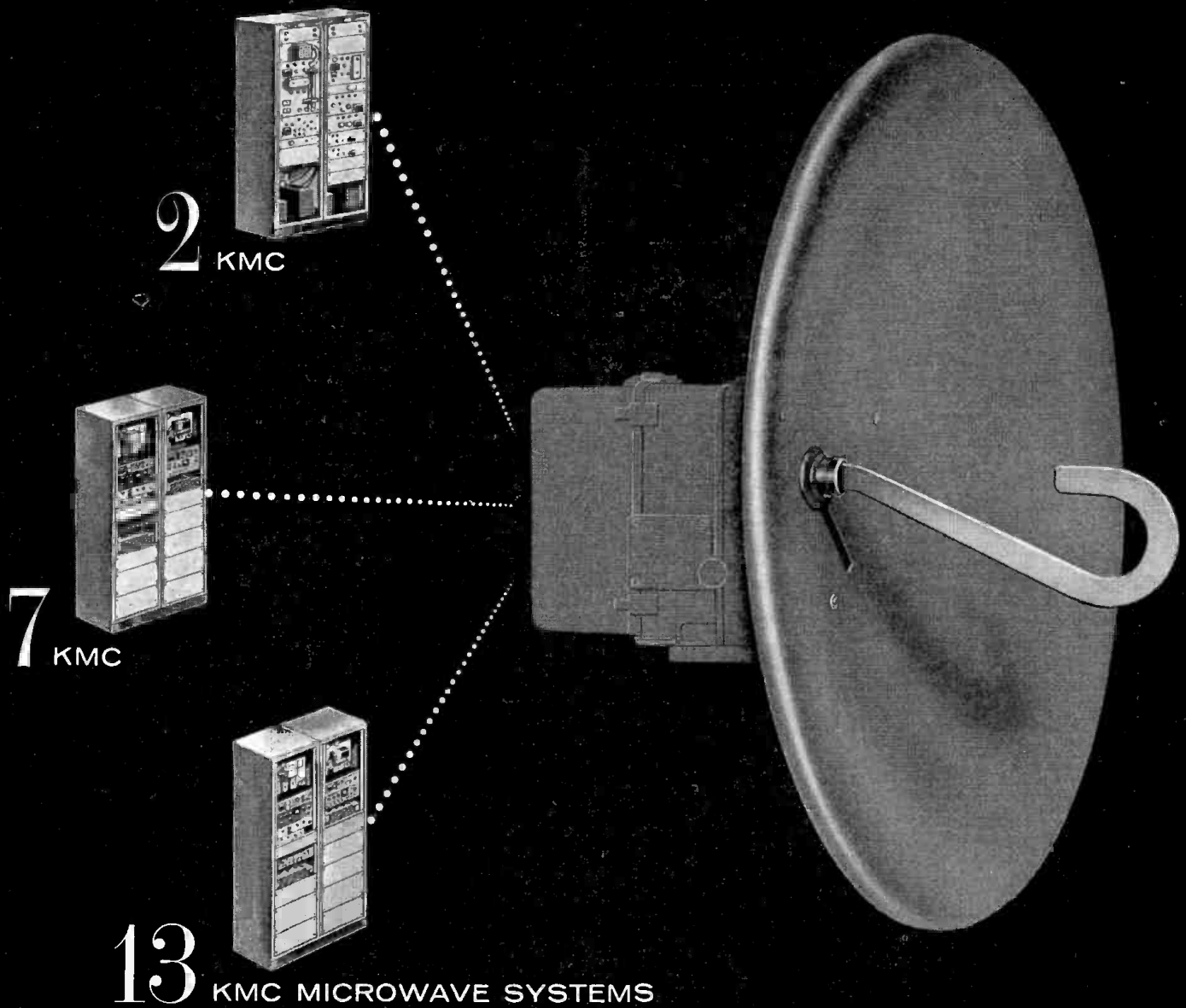
American Motors is making a heavy network tv participation buy this year too. On ABC-TV it will appear on *Naked City*, *Leave It to Beaver*, *Flintstones*, *McHale's Navy* and *Evening Report*. On CBS-TV it will have participation on *Alfred Hitchcock Hour* and *CBS Reports* while on NBC-TV it will get exposure on *Eleventh Hour*, *Wide Country* and *International Show Time*.

American Motors also expects to place a spot tv schedule through its agency, Geyer, Morey, Ballard, for a period of about four weeks in anywhere from 25 to 100 markets, but the scope is not set. Dealer groups are also expected to buy both radio and tv spot.

Studebaker, through D'Arcy Adv., seems to like its CBS-TV program, *Mr. Ed*, and has renewed once again for an alternate weekly half-hour.

Typical of the non-auto, but related buying, in radio-tv that is currently underway is the AC Spark Plug Division of General Motors through D. P. Brother. AC has signed for participations on NBC-TV's *Laramie*. A radio spot drive also is planned in selected markets. GM's Guardian Maintenance, also through Brother, is continuing its heavy radio buys throughout the country.

tv networks. The bureau, in its first phase of orientation, warned auto-makers they had become ingrained with a one-type program. A network program diversification was suggested. The current phase progresses into the area of spot tv, permitting a supplemental effort, particularly in auto introduction. Over three years, the bureau has been waging a campaign to get print-heavy auto manufacturers to increase tv even at the expense of newspapers. TvB specialists note there's been a substantial increase in the use of spot tv for new auto model introductions but warn that historically auto firms often are close-mouthed on media buying plans even up to the last few



Whatever Frequency You Need... RCA Has the Microwave System to Do the Job

Here's a full line of equipment, excellent for all television microwave applications. Whatever use you have in mind, whatever frequency suits your need, you can get a complete system from RCA. It will be tailored to your own job specifications.

2 KMC -TYPE TVM-22. Offers the very finest specifications available to the microwave user. Gives excellent performance for color signals over long-haul inter-city routes. "Top-of-the-Line" equipment.

7 KMC -TYPE TVM-1B. This 7000 MC equipment is the standard of the industry. Now in use in over 700

installations. For color signals, STL, inter-city routes and remotes. Broadcast and common carrier applications.

13 KMC -TYPE TVM-3A. This new 13,000 MC equipment is fine for intra-city links and for broadcast STL. Also recommended for private business applications.

Rack mounted and portable systems are available. Also reversible, diversity, fault locating and reporting features. RCA has the experience and equipment to give you the greatest assistance and widest choice. Consult your RCA representative. Or write to RCA Broadcast and Television Equipment, Dept. LB-22, Building 15-5, Camden, N. J.

WIDEST CHOICE OF EQUIPMENT • THREE FREQUENCY BANDS • COLOR AND MONOCHROME



The Most Trusted Name in Television

days of model introduction.

Radio Advertising Bureau has included auto makers in its efforts to enlist advertisers in a new radio test plan. In recent weeks RAB executives have spent considerable time in Detroit urging the auto companies to include radio in their new car introductory campaigns this fall. "Nothing definite" has come out of the Detroit visits, according to an RAB spokesman. For the promotion, RAB is preparing a special series of brochures about the auto market for distribution as a single package. Details of an auto radio listening study will be released simultaneously with the new promotion kit.

Ayer notes best side of daytime television

A positive case for network daytime television has been prepared by the radio-tv department of N. W. Ayer & Son, Philadelphia, for circulation among that agency's personnel.

The Ayer study notes a "quiet but significant reversal in the fortunes of daytime tv is taking place these summer months." Several reasons are given for the "breakthrough" of daytime tv from a former "network loss leader" to a current "profit item" (BROADCASTING, July 30).

The daytime tv analysis, is in part: "as dollar costs of nighttime tv have increased, some advertisers have sought new patterns of sponsorship which would permit them to hold the budget line without appreciable loss of efficiency. This has led to a reconsideration of daytime. Another group of advertisers, formerly buyers of nighttime participations, have found within the past 60 days that they had delayed too long in placing their orders and were facing the prospect of a nighttime sell-out. This shortage of good nighttime availabilities has also prompted a reconsideration of daytime.

"With nighttime sales in good shape,"

Atlantic takes a look at its own scoreboard

Statistics tell the story of Atlantic Refining Co.'s 25 years as a radio and tv sponsor of sports events. From 1936 through 1961, Atlantic presented 40,656 hours of sports on the air, adjusting for the co-sponsorships and averaging out game times.

The figures were compiled by Les Qualey of N. W. Ayer & Son, Philadelphia, Atlantic's agency. Mr. Qualey, who oversees the production and announcing aspects of Atlantic's sportscasts, claims Atlantic is the nation's oldest continuous broadcaster of major league baseball. Out of a total of 17,844 Atlantic

New products testing television

The following new products were reported last week to have entered spot tv on at least a test basis. Their activity was detected by Broadcast Advertisers Reports, a national monitoring service, in its off-the-air taping of local television advertising and is described here as part of a continuing series of new-product reports compiled for BROADCASTING each week.

Monitored during week ended July 27:

Product: Calgon Delicare cool-water detergent.

Company: Calgon Co.

Agency: Ketchum, MacLeod & Grove, Pittsburgh.

Schedule and markets: Nighttime minutes in North Central region.

Product: Aspir-Vess, effervescent headache

reliever.

Company: Miles Labs.

Agency: Wade Adv., Chicago.

Schedule and markets: Daytime minutes in the Southwest.

Product: Lustre-Creme new green lather liquid shampoo.

Company: Colgate-Palmolive Co.

Agency: Lennen & Newell, New York.

Schedule and markets: Nighttime 20 and 10-second announcements on Pacific Coast.

Product: Softique bath oil.

Company: Bristol-Myers.

Agency: Doherty, Clifford, Steers & Shenfield, New York.

Schedule and markets: Nighttime minutes in South.

Product: Breckset, liquid hair set.

Company: John H. Breck Inc.

Agency: N. W. Ayer & Sons, Philadelphia.

Schedule and markets: Daytime minutes in South.

the report continues, "the networks put some imagination and drive behind their daytime selling efforts. . . . Essentially, daytime tv delivers; a predominantly female audience; costs per thousand averaging between \$1 and \$1.30; flexible sponsorship plans ranging from sole sponsorship of a single program to one-minute participations scattered throughout a wide variety of programs, and costs per minute of commercial time running between \$2,200 and \$6,400."

Business briefly ...

American Chicle Co., Long Island City, N. Y., has ordered participations in four series in the 1962-63 season on ABC-TV. On behalf of Roloids and Clorets, advertiser will participate in *Roy Rogers-Dale Evans Variety Hour* (Sat. 7:30-8:30 p.m.); *Gallant Men* (Fri. 7:30-8:30 p.m.); *Sunday Night Movie* (Sun. 8-10 p.m.), and *The Untouchables* (Tues. 9:30-10:30 p.m.).

Agency: Ted Bates & Co., New York.

Mohawk Carpet Mills Inc., New York, will sponsor *The Pat Boone Thanksgiving Special*, to be telecast on NBC-TV Thursday, Nov. 22 (5:30-6:30 p.m. EST). Agency: Maxon Inc., New York.

McCulloch Motors Corp. (chain saws), has lined up 117 tv stations to carry the syndicated series, *The Deputy*, starting in October and running 26 weeks. The company first tried tv in 1960 and last year ran *Royal Canadian Mounted Police* on 97 stations. Agency: Fuller & Smith & Ross, Los Angeles.

Texas American Oil Co. has bought sponsorship of all 1962 Notre Dame football games, to be broadcast on ABC Radio starting Sept. 29. Agency: Direct.

J. P. Stevens & Co., a New York fabric manufacturer, is planning a spot radio campaign in 14 markets around the country, beginning in the Fall: reportedly, as orders have not yet been placed. Spots will be placed on disc jockey shows with a teen-age appeal, to advertise Andover brand fabrics. Agency: Fletcher Richards, Calkins & Holden Inc., New York.

H-T now representing itself

The four stations of the Herald Tribune Radio Network in New York have been representing themselves since Aug. 1, it was reported formally last week by Martin Stone, president. WFYI Garden City, L. I. and WGHQ Kingston are assigning local salesmen to cover national and regional accounts, while WVIP Mt. Kisco, and WVOX New Rochelle, will be sold nationally through a joint effort by the two stations.

in the public interest...



Religion plays a major part in the lives of South Floridians. WLBW-TV went on the air November 20, 1961 and dedicated itself to the service of God. Taking part in the ceremony were spiritual leaders of the three major faiths.

Mass for Shut-Ins is a live Sunday service from the WLBW-TV studios seen each and every Sunday—but, Mass for Shut-Ins is only one of seven live religious programs of the three major faiths seen each week. In addition, 1½ hours of filmed and videotaped programs are televised weekly. Special presentations are offered when the occasion warrants it.

Only two Gold Bell Awards and twenty-eight Certificates of Excellence were bestowed on our nation's broadcasting stations this year and WLBW-TV is honored and proud to be one of the thirty local stations to receive one of these awards.

COMPLETE RELIGIOUS PROGRAMMING to better serve the people of South Florida.

Represented by

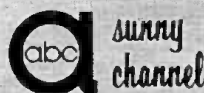


MASS FOR SHUT-INS

A RECIPIENT OF A 1962
CATHOLIC BROADCASTERS' ASSOCIATION
CERTIFICATE OF EXCELLENCE

WLBW-TV MIAMI
FLORIDA

Affiliated with WCKY 50KW CINCINNATI, OHIO



Don't be stingy buying newspaper ads, advises Sweeney

The Radio Advertising Bureau gave department store advertisers some tips last week on how to get the most out of newspaper—yes, newspaper—advertising.

In newspapers, an ad approximating 20 column inches in length will produce the best sales response per dollar of item advertising, RAB President Kevin Sweeney reported on the basis of studies of "thousands" of ads. He said small space—five column inches or less—is the "worst producer" for a department store, returning about a fifth as much per dollar as a 20-inch ad.

He also suggested that department

store advertisers would do better not to advertise in Sunday papers. Measured in terms of dollars of sales in relation to dollars of advertising, he said, Sunday is the fourth best day for regular-price merchandise and fifth best for promotionally-priced goods.

Mr. Sweeney, speaking before the Oklahoma City Advertising Club on Wednesday, said he is offering the advice on newspaper advertising as part of RAB's campaign against the "wholesale ignorance about what advertising does" and about what tasks individual media perform best. He renewed RAB's offer to put up

\$50,000 toward the formation of an industry-wide "foundation" to develop methods of measuring advertising's sales effectiveness (BROADCASTING, July 30).

Mr. Sweeney said RAB's studies showed that radio's "best single response in a major merchandise area for department stores" is in the sale of men's furnishings, while newspapers' best response is in lingerie.

The RAB president said that in billings, August will be radio's biggest month on record but that "at least one and possibly as many as three months of 1962 upcoming will top August in dollar volume."

Hazel Bishop plans biggest ad campaign

Hazel Bishop Inc., Newark, N. J., in mid-September will launch a \$1 million advertising campaign, reported to be the biggest in the company's history. The campaign, which will promote Hazel Bishop's new Continental lipstick and nail enamel with the help of tv and a night club entertainer, Genieve, will run through the end of the year.

Spot tv reportedly will be used in 150 markets, an average of 25 one-minute spots per week per market with emphasis on weekend spot saturation. Kenyon & Eckhardt Inc., New York, is Hazel Bishop's agency.

Sunday supplement ads beaten by radio—RAB

Radio is more effective in reaching customers before they buy than are Sunday newspaper supplements, according to a presentation comparing the advertising values of the two media released by Radio Advertising Bureau last week.

The study, called "Only on Sunday," centers on the time gap between Sunday advertising and supermarket shopping which "increases as the week progresses."

The report says radio advertising can be purchased any time and leads major media in the percentage of customers reached before the buying act.

Rep appointments...

■ WMCA New York: Robert E. Eastman & Co., New York, effective Aug. 15.

■ KLAS-TV Las Vegas, Nev.; KRVN

Lexington, Neb.; WTXL West Springfield, Mass.; WSBU New London, Conn., and KEAP Fresno, Calif., name Avery-Knodel Inc., New York. Also, KODE-TV Joplin, Mo. renewed contract with Avery-Knodel.

■ WEAM Washington, D. C.: Katz Agency, New York.

■ WFLM Ft. Lauderdale: Herbert E. Groskin and Co., New York.

Agency appointments...

■ New England Fish Co., Seattle, Wash., has appointed Geyer, Morey, Ballard Inc., New York, as its advertising agency.

■ Maradel Products Inc., cosmetics and toiletries, New York, appoints Mogul Williams & Saylor, New York, for Nutri-Tonic Home Permanent, Life Hair Spray, Lashbrite Eye Makeup, Git Dandruff Remover, Redeema Gelee, Creme Emollia, Pup Corn, Hair Luxury, Softone Shampoo, Nutri-Tonic Cream Shampoo, Rinse and Lotion Shampoo, Color-Chrome hair coloring rinse, and Weldies. Kastor, Hilton, Chesley, Clifford & Atherton, New York, was named to handle TIZ hair coloring, Pier's Formula, Rinseless TIZ, TIZ Mist, Sally Hansen's "Hard-as-Nails," Nail Protein, Mend-a-Nail and Nail Glamour. Kenneth Rader Inc., New York, was appointed for Dri-Day deodorant and Chemtronic Life Home Permanent.

■ Porsche of America Corp. (sports cars), New York, appoints Henry J. Kaufman & Assoc., of Washington, D. C., to handle national advertising.

■ Los Angeles Soap Co., that city, appoints Fletcher Richards, Calkins & Holden, that city. Estimated billing for this year is \$750,000.

■ Benton & Bowles, New York, was selected last week as the agency for

Vigran vitamin capsules. The account bills approximately \$2 million, of which about \$100,000 has been spent in spot tv. Vigran had been at Donahue & Coe, New York.

Chemway names North for \$1 million account

North Adv., New York, last week picked up the one-million-dollar Chemway Corp. account, which is consolidating advertising of its four major divisions at North. Chemway, until now, has had five agencies on its consumer products: J. Walter Thompson (Dr. West's tooth brushes); Donahue & Coe (Lady Esther cosmetics); Doherty, Clifford, Steers & Shenfield (Zonite, Larvex and Sentor); Kastor, Hilton, Chesley, Clifford & Atherton (Pretty Feet and Zonitors), and Keyes, Madden & Jones (Dr. West's Insta-clean denture cleanser).

All appointments are effective immediately, except Dr. West's tooth brushes, which will be handled by J. Walter Thompson until January 1, 1963. Account supervisor on Chemway will be North's vice president in charge of marketing, Lester A. Delano. Robert Stampleman will be account executive and Barbara Swedeen will be media supervisor.

National Home Week tv exposures planned

National Home Week, Sept. 30—Oct. 6, will be featured on two national tv programs, according to the National Assoc. of Home Builders, sponsors of the annual home showing.

David Brinkley's Journal (NBC-TV, 10:30 NYT), sponsored by the Douglas Fir Plywood Assn., will provide time for a cut-in by local builders associations about their own parade of homes

- THINK -

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

Try to think like the owner does.

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

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

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

Think—Tis the till that tells the tale.

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

KRNT-TV

Des Moines Television

An Operation of Cowles Magazines and Broadcasting

on about 160 stations Oct. 1. *Builders' Showcase*, sponsored by U. S. Gypsum in 32 major markets, will devote segments of two programs to the home week message on Sept. 30 and Oct. 6.

Central Media expands services

Central Media Bureau's computer services for advertising agencies will be expanded substantially about the end of October, president Kenneth C. Schonberg reported last week.

New services, he said, will include the handling of spot broadcast time orders, broadcast schedule analyses, traffic schedules, weekly analyses of station activity by product and analyses of advertising by client sales territory.

These are in addition to the basic service, which includes daily account activity reports, spot estimates and estimate revisions, costed media plans, control of client contract records, accounting services and testing of each spot buy according to an "economic maximum formula."

The "economic maximum formula" determines the point at which an advertiser's total purchase on any station are so close to a higher discount level that the advertiser would save money or get more for his dollar by buying additional spots to attain the greater discount.

Mr. Schonberg said that in the area of estimating alone, CMB now handles by computer many functions never before mechanized, ranging from determination of campaign end dates to continuous updating of discount status and the typing of new and revised estimates.

CMB is one of three new companies offering so-called "clearing-house" services to agencies, stations and station representatives in connection with the placement of spot broadcast advertising. The others are Broadcast Clearing House and Broadcast Billing Co.

Five-month record set for tv advertisers

139 GET FIVE-YEAR PINS, 25 NEWCOMERS THIS YEAR

Network television accommodated a record number of advertisers in the first five months of 1962. Television Bureau of Advertising reports today (Aug. 13) that 276 companies used the medium in the period, compared to the previous five-month high of 262 companies in January-May 1960.

More than half the companies (139) have now used network tv five years or more. TvB notes that 82 (31%) have used the medium for 10 years or more, and 31 have been network tv tenants since 1949. TvB adds that 25 companies were network newcomers this year.

NETWORK TV ADVERTISERS SINCE 1949

American Home Prods.	Liggett & Myers Tob.
American Tob.	Mars
Bristol-Myers	National Dairy Prods.
Chesebrough-Pond's	Phillip Morris
Colgate-Palmolive	P&G
Ford Motor	Quaker Oats

General Elec.
General Foods
General Mills
General Motors
Gillette
B. F. Goodrich
Goodyear Tire & Rubber
Gulf Oil
International Shoe
Kellogg
Lever Bros.

RCA
R. J. Reynolds Tob.
Speidel
Standard Oil (Ind.)
Sterling Drug
Swift
Texaco
Westinghouse Elec.
Firestone Tire & Rubber
(Resumes "Voice of Firestone" this fall)

NEW NETWORK ADVERTISERS THIS YEAR

Aetna Cas'tly & Surety	Minnesota Woolen
Amer. Cancer Society	Nationwide Insur.
Amer. Medical Assn.	Ohio Art Mfg.
Coats & Clark's Sales	Pacific Hawaiian Prods.
Continental Casualty	S.S.S.
Easy Day Mfg.	Standard Packaging
Endicott-Johnson	Sunray DX Oil
Fels	Sunsweet Growers
Ferry-Morse Seed	Trylon Prods.
Hedstrom Union	United Biscuit
J. S. Hoffman	Wham-O Mfg.
Hollywood Shoe Polish	Wheeling Steel
Lestoil Products	

Also in advertising ...

Producing commercials ■ Imagination Inc., San Francisco, is producing animated 60-second commercials, eight for Standard Oil of Kentucky, under sub-contract for Adams Advertising, Atlanta, and one for Golden Grain Macaroni's Rice-A-Roni product, through McCann-Erickson Advertising, San Francisco.

Agency moves offices ■ Peter Zanphir Adv., New York, has moved to new quarters at 663 Fifth Ave., Zone 22. New telephone is PLaza 5-1085.

Three-way ■ New sales package introduced by KBIG Avalon (Catalina) and its associated but separately programmed fm station KBIQ (FM) Los Angeles offers three basic plans and three rate cards to advertisers: KBIG only,

KBIQ (FM) only, or a combination at a discount. In announcing the sales package, Bill Sawyers, vp and general manager, reported that KBIG's new program format of subdued jazz and upbeat popular music, with commercials clustered at quarter-hour intervals, has produced an upsurge of new business.

Clark Oil picks PKL

Clark Oil & Refining Co., Milwaukee, whose yearly billings are estimated at \$1 million, has appointed Papert, Koenig, Lois Inc., New York, as its advertising agency. The firm, with distribution in nine north central states, uses spot radio and tv. Former agency, Greenfield Enterprises, West Allis, Wis., a house agency, which Clark maintained for a short time, was preceded by Tatham-Laird Inc., Chicago.

Clam chowder sales boom via radio; outstripping newspapers

Radio, spontaneous commercial messages and top personalities are a winning combination for a small New York clam products firm which has a modest advertising budget.

Doxsee Co., Brooklyn, came to Smith/Greenland, New York, an ad agency popular with food concerns, in late 1960 with a number of perplexing problems. The firm, which then had sales of about \$250,000 a year, marketed a seafood product never very popular as a canned item. A modest ad budget prevented

extensive coverage of Doxsee's commercial message. The firm's clam chowder faced strong competition from some competing brands spending more than Doxsee.

Agency and client executives worked out an approach which contributed heavily to the company's 100% sales increase (to \$500,000) in 1961. Radio was substituted for newspapers—Doxsee's prime medium in the past. A daytime campaign in New York, starting with WNBC and spreading to WOR and WNEW,

used a heavy schedule of commercials appealing to women in the upper-middle income bracket. Commercials were delivered extemporaneously by such name personalities as Bill Cullen, Klavan and Finch, The McCanns, Dorothy Kilgallen, Dick Kollmar, Carlton Fredericks, John Gambling, Jim Lucas, Art Ford and Jim Lowe.

The company expects sales of \$675,000 or more this year. Doxsee plans the same radio approach in other markets.

Pleased with the sounds...

Mr. George W. Bingham, President of WGNY Radio, Newburgh, New York, reports on the Gates BC-5P-2 five kilowatt AM transmitter:

“We are delighted with the performance! Our technicians like the design of the circuits, the quality of the component parts and the innovations introduced into this model which make for ease of operation. Most of all, we are pleased with the sounds coming off the antennae, and for that we give your transmitter a great deal of credit.”

The BC-5P-2's quality sound has been called "the finest in radio." This transmitter makes even the pocket radio sound good — with very low distortion through a new ultra linear audio driver stage, wide frequency response at the critical high frequencies, and lower noise through separate high voltage filter system for both PA and modulator.

The quality of the component parts is another way your investment really pays off. The BC-5P-2 transmitter is built to last, with transformers and reactors made for 50 cycle service (a 20% bonus safety factor for 60 cycle users) — the highest current rated power amplifier component list of any other 5000 watt transmitter — extra heavy ribbon inductors — full "T" output network — and a separate cooling system in each of the 3 cabinets.

Write for your copy of Brochure #94 today!



Our 40th Year, 1922-1962

GATES

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

HARRIS
INTERTYPE
CORPORATION

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

Collins defends NAB code, conferences

TWO-STATE MEET ALSO HEARS REP. OREN HARRIS, FTC'S SWEENY

Gov. LeRoy Collins, NAB president, stoutly defended the association's approach to two vexing radio-tv problems in a major summer speech last week to a combined meeting of the Georgia Assn. of Broadcasters and the South Carolina Broadcasters Assn. at Jekyll Island, Ga.

He attacked those who have questioned the growing machinery of code enforcement, and those who have raised warning voices about the NAB's conferences with the FCC on radio's "overpopulation" problem which might lead to public utility regulation.

In both instances, Gov. Collins upheld the association's activities. He urged greater efforts at code enforcement and said relaxation of these efforts would result in "the law of the jungle or the law of the bureaucrat." On the overpopulation issue, Gov. Collins explained, NAB is working with the FCC to establish the facts. After these are established, he said, possible cures will then be examined. Any cure must be "wholly compatible with our system of free broadcasting," he said.

The three-day joint meeting, attended by over 500 people, also heard Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and Charles A. Sweeny, Federal Trade Commission radio-tv expert.

The Georgia association went on record in favor of the FCC's proposal to revise its rules requiring first class operators at all am radio stations; called on Congress to completely eliminate Sec. 315 of the Communications

Act, and urged the Senate to pass legislation granting daytimers the right to begin operating before local sunrise. The House already has passed legislation to permit such operation in certain instances.

The Georgia group also elected new officers (see page 85).

Code Clampdown ■ Gov. Collins urged stronger code enforcement and criticized those who feel a stronger code authority might be "more dangerous than beneficial."

Singling out a July 30 BROADCASTING editorial which warned that as enforcement becomes more massive the easier the code may be manipulated by federal regulators, President Collins said NAB is determined to see that both the people and the government respect the codes.

"... To advocate weak, unenforced codes is to advocate no mutual self-regulation and to give to the American people the choice of broadcasting under the law of the jungle or under the law of the bureaucrat," he added. "And we of NAB feel that neither course is sound nor necessary."

In asking for more subscribers to both the radio and tv codes, Gov. Collins disclosed that only 33% of all radio stations are subscribers (67% are outside the code; 44% of NAB members are not code subscribers). In tv, on the contrary, he said, 75% of all eligible stations are code subscribers.

In Georgia, he said, only 15% of the radio stations are Code subscribers,

but 8 out of 11 tv stations are signed up. In South Carolina, he noted, less than a third of the radio stations are code subscribers, though 7 out of the 9 eligible tv stations are code members.

Strawmen ■ Taking cognizance of warnings that the NAB-FCC study of radio "overpopulation" might involve economic matters—which in turn could lead to public utility regulation—Gov. Collins defended the association's course in meeting with the FCC.

The meetings, he said, are to plan a study of the problem of too many radio stations in too many communities. "But, at the end of that search—when an honest and thorough diagnosis has been completed—then and not until then will the question be faced of finding a cure and, I do not believe that any one will dispute the fact that any cure must be wholly compatible with our system of free broadcasting."

Broadcasters must serve their public, Gov. Collins stressed.

"Only by individually and conscientiously seeking out how you, as an independent licensee, can best serve the public interest in your particular community can you gain real independence of action which will avoid the erosion of conformity," he said.

NAB operates under three major principles, the association's president said. These are:

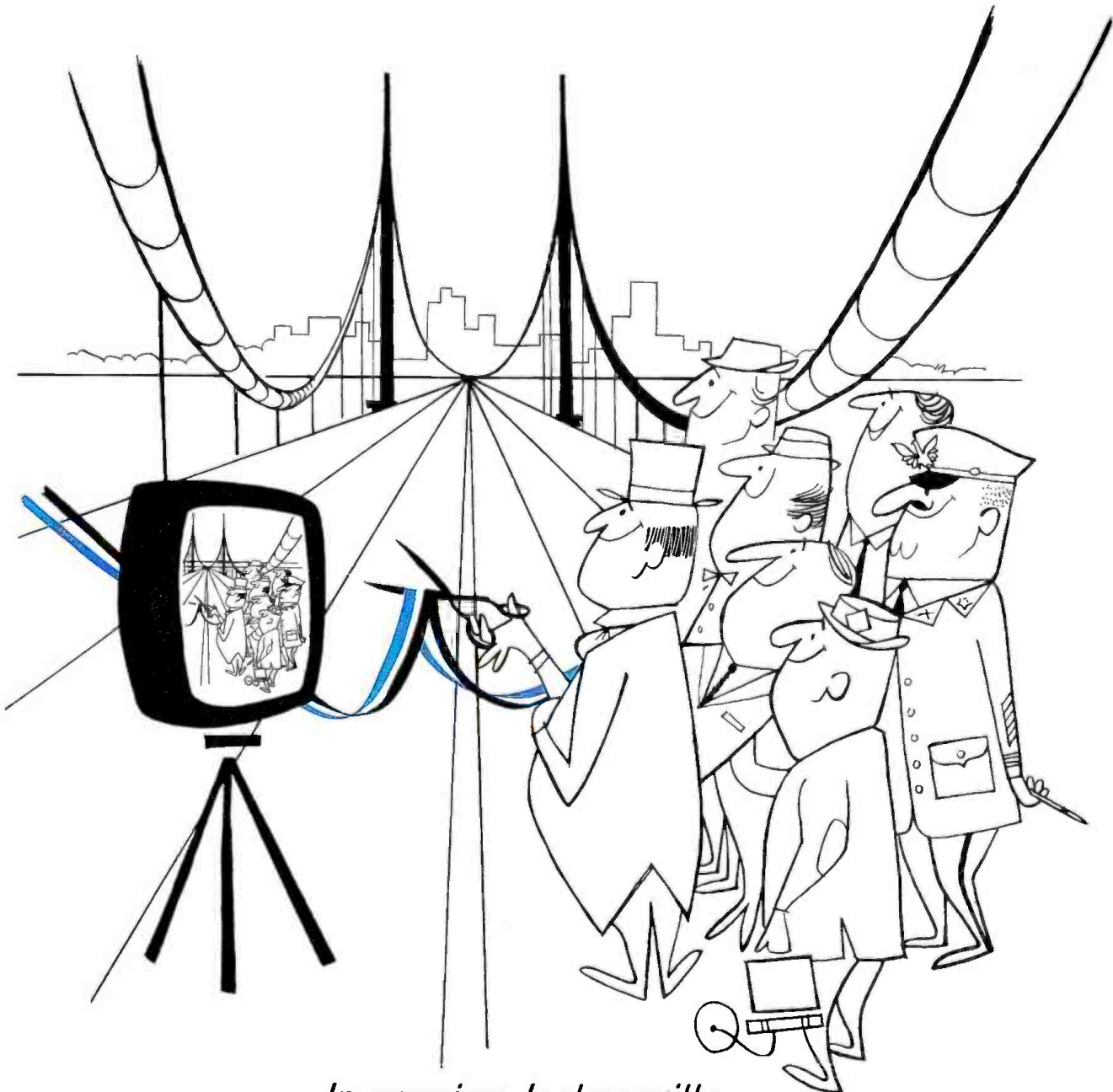
"We intend to serve the interests of the public, for that is the basis upon which the broadcasters obtained, and will be able to retain, their licenses. That is the primary reason the broad-



Three-day working session of Georgia Assn. of Broadcasters and South Carolina Broadcasters Assn. at Jekyll Island, Ga., got the word from Washington in three major speeches by NAB President LeRoy Collins, Rep. Oren Harris (D-Ark.) and Charles A. Sweeny, Federal Trade

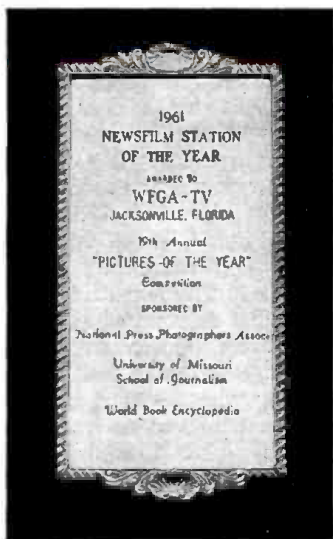


Commission. Shown here are (in left photo) Gov. Collins, H. Randolph Holder, WGAU Athens, Ga., president, GAB; W. Frank Harden, WIS Columbia, S. C., president SCBA; (in right photo) Mr. Sweeny, Rep. Harris, and Rep. Robert G. Stephens Jr. (D-Ga.).



In growing Jacksonville

WFGA-TV IS THE STATION TO WATCH



There's brisk expansion going on everywhere in Jacksonville these days. And keeping pace with it is WFGA-TV, the station that is gaining in popularity and dominance every day. The March, 1962 ARB credits WFGA-TV with a big 50% share of audience in this \$1,400,000,000 North Florida-South Georgia market. So contact your PGW Colonel for full details on how you can capture the most sales in the growing Jacksonville area.

abc WFGA-TV NBC
JACKSONVILLE



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WTWJ

WLOS-TV



KVOS-TV

WFGA-TV
(Affiliate)

caster and NAB are in business.

"We intend to advance the art of broadcasting, for we feel the best way to advance the public interest and to safeguard the rights of broadcasters is for broadcasting to do an increasingly better job.

"We intend to protect the broadcast licensee from improper intrusions upon his functions from the government or from any other quarter, for he and only he is the foundation of broadcasting."

Heavier Accountability ■ The great popular acclaim for Telstar, the AT&T's orbiting communications satellite, has come because millions of people have been able to instantly see events taking place thousands of miles away on another continent even though the active repeater in the sky is basically a tool for telephone and telegraphy communications, not television, Rep. Harris said.

Because of this, and the powerful medium television has become domes-

tically, broadcasters must accept a "growing sense of responsibility," Rep. Harris told those attending the Jekyll Island meetings.

"You must conduct yourself at all times as members of a profession," Mr. Harris admonished. He also warned against broadcasters dividing into groups, and one group fighting another "to the detriment of your profession and to the detriment of the public whom you serve."

Mr. Harris' remarks about groups came after he discussed the hearings held before the House Commerce Committee on clear channel breakdown and the longer hours of operation demanded by daytime broadcasters.

The committee earlier this year requested the FCC to delay for one year its proposal to duplicate 13 of the Class 1-A stations and also passed a resolution permitting the FCC to grant higher than 50 kw power to radio stations.

The same committee recommended

and the House passed a bill to permit daytime stations to begin operating before sunrise in communities not served by a full-time station, provided no serious interference is caused to another radio station.

Helping Uhf, Etv ■ The House Commerce Committee chairman also called attention to the all-channel receiver bill and the educational tv grant bill, both now law. "The enactment of these two measures should, in my opinion, contribute to a vast expansion of uhf television—both commercial and non-commercial."

There have been 783 bills referred to the House Commerce Committee, Mr. Harris said. Of these, 91 are concerned with radio or tv, he noted.

Mr. Harris urged quick action on the establishment of a Satellite Communications Corp. "so that we may go forward with the organization of the corporation which is expected to be the United States instrument through which we will participate in a worldwide international communications satellite system."

100% Proof ■ The significance of certain landmark cases the Federal Trade Commission has instituted against alleged deception in tv commercials was explained Monday afternoon (Aug. 6) by Charles A. Sweeny, chief of the FTC's Division of Food & Drug Advertising and an expert in FTC broadcast matters.

Mr. Sweeny emphasized that in some of the tv demonstration cases actual merits of the product were not in question. "The challenge is to the offering of something which purports to be proof which is in fact no proof at all," he explained.

Examples cited included Colgate-Palmolive Rapid Shave commercials which purported to show the shaving cream would shave sandpaper (the FTC found it could not in the time and manner demonstrated) by use of a plexiglass mock-up instead of real sandpaper (BROADCASTING, Jan. 1); Carter Products Rise shaving cream tv spots in which competing products were falsely disparaged by use of a chemical compound chosen for its quick-drying properties to represent competing shaving creams and to demonstrate how quickly they dry in comparison to Rise (BROADCASTING, April 30).

Mr. Sweeny dealt at some length with the recent initial decision on Libbey-Owens-Ford Glass Co. and General Motors (AT DEADLINE, Aug. 6). In this case Mr. Sweeny said the examiner found that different photographic techniques were used to emphasize the superiority of plate glass to sheet glass, including shooting one scene through an open auto window and claiming it was plate glass to show the lack of distortion. Also a sheet glass window



WLAC-TV covers state Democratic voting

"Southern politics has a flavor all its own," WLAC-TV Nashville, Tenn., feels. To capture this aura, the station staged what it termed "an old-fashioned election nite rally," making provision for throngs of supporters to attend, welcoming motorcades and giving candidates a platform for campaign oratory.

The occasion was the Tennessee Democratic primary elections Aug. 2. WLAC-TV's rally ran from 7:30 p.m. to 1:30 a.m. It was climaxed by the acceptance speech of Frank G. Clement (waving hat above), the successful nominee for governor.

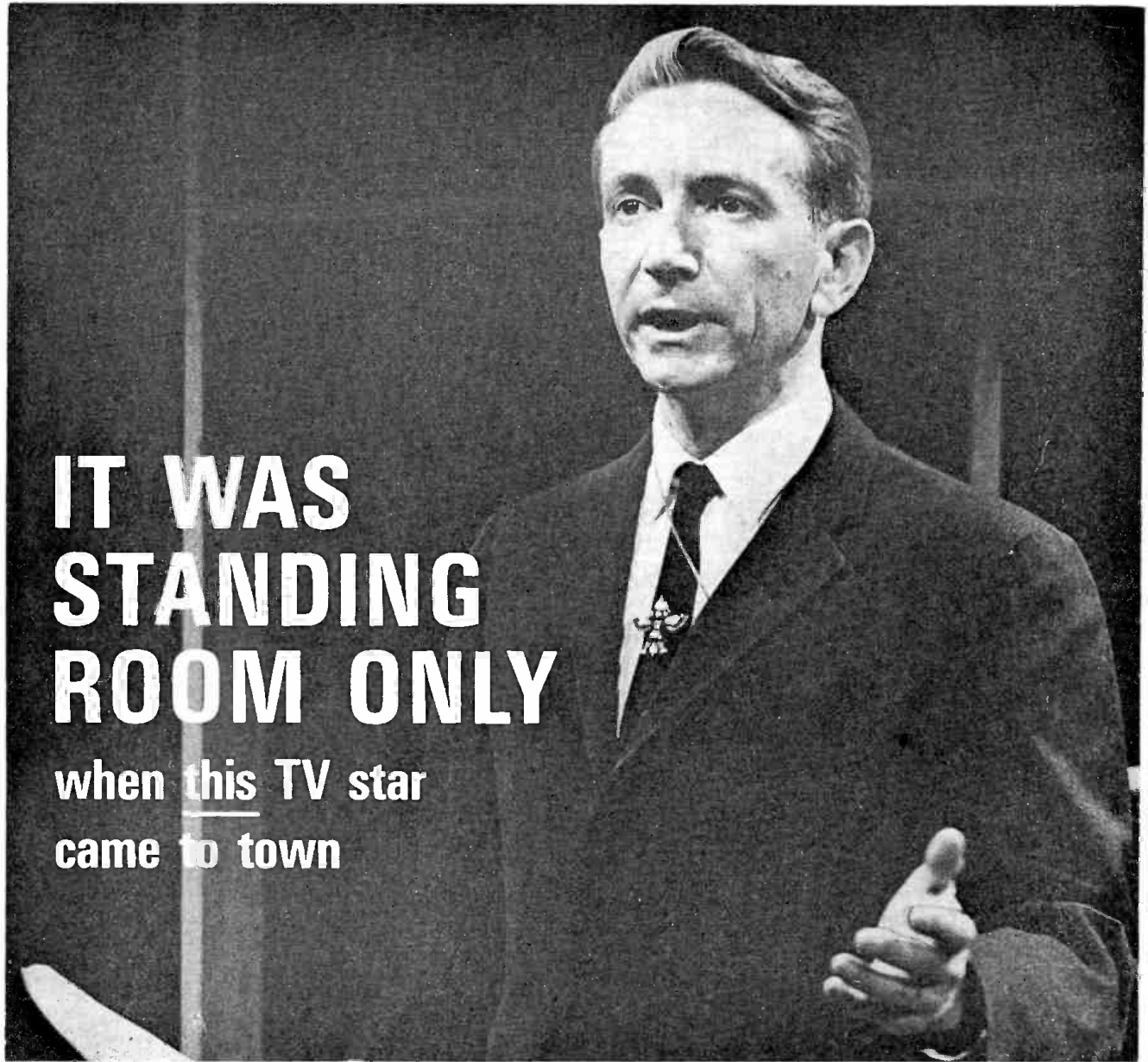
WLAC-TV built a stage in Nashville's War Memorial Square to accommodate dignitaries and candi-

dates; the station also set up a 9 by 12 foot tv screen to bring fresh results to the crowds gathered in the square. A mobile unit and three cameras covered campaign headquarters, interviews of candidates on stage and election totals.

WLAC-TV's Bill Jay (r, behind the sign) was master of ceremonies, assisted by Sen. Robert Taylor (at his right), who analysed results, and Jo Coulter (center), who interviewed dignitaries' wives.

The station had special reporters in metropolitan voting places and received computer reports on tabulations from UPI.

Mr. Clement's wife, Lucille, (l), joined him at the ceremony.



IT WAS STANDING ROOM ONLY

when this TV star
came to town

more evidence that

Milwaukee reacts to WTMJ-TV

The star, of course, is Dr. Albert Burke, whose unique series, *A Way of Thinking*, is carried on WTMJ-TV. The occasion: Dr. Burke's personal appearance in Milwaukee, initiated by WTMJ-TV in response to an unprecedented number of requests to the local sponsor and the station.

The results were phenomenal. TV fans crowded the University of Wisconsin-Milwaukee auditorium, hundreds had to be turned away. What's so unusual about the lecture's success? Just this: Dr. Burke's only exposure in Milwaukee was on WTMJ-TV — 30 minutes, once a week. Proof again that adult, knowledgeable Milwaukee turns most often to WTMJ-TV — proof of WTMJ-TV's ability to attract and influence Milwaukee viewers.

Want *all* the reasons why WTMJ-TV is still the number one station in Milwaukee for both viewers and advertisers? Ask us to send a copy of the WTMJ-TV "TOTAL IMAGE" STORY.

WTMJ-TV

THE MILWAUKEE
JOURNAL STATION
WTMJ-AM-FM

NBC in Milwaukee

Represented by: HARRINGTON, RICHTER & PARSONS — NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, BOSTON, ST. LOUIS, LOS ANGELES

was smeared with vaseline to increase distortion while the plate glass was not so smeared.

That case illustrates the FTC's maxim that "a comparison should be as comparable as possible. Disparity should be eliminated, particularly if the disparity has the tendency to exaggerate the comparative differences claimed," Mr. Sweeney said.

Two recent consent orders the FTC signed with toy manufacturers (AT DEADLINE, Aug. 6) indicate another of the agency's beliefs, Mr. Sweeney said—that advertising should be tailored so its intended audience will understand it clearly and therefore will not be deceived. In the toy cases some articles were shown in demonstration which were not components of the product.

Mr. Sweeney praised the NAB codes and the advertising agencies and broadcasters who hew to strict standards. "I understand that advertising agencies are finding that effective commercials can be developed without the use of mock-ups and simulations that have caused so many difficulties. It appears that the industry has already proven that truthfulness is no bar to creativity and imagination," he said.

Broadcasters can check on the content of advertising in several ways, Mr. Sweeney suggested: for national spots, networks screen them and members can

Early birds

Hal Phelps, news director, and Bill Merrick, manager of KBMN Bozeman, Mont., moved quickly last month to cover the crash of a B-47 bomber about 60 miles from town. Alerted to the crash at 6 a.m. July 24, they were airborne in a plane by 6:50, recorded their first crash scene description at 7:30 and dropped the tape recording on the front lawn of the KBMN studios at 7:45. The description was aired at 7:55—all a.m.

get advice from the NAB; in the case of local spots, the broadcaster can determine the reputation of the advertiser, consult the local Better Business Bureau and the FTC's advisory guides and monthly *Advertising Alert* lists.

Rollins revenues up 45% for fiscal year

Rollins Broadcasting Inc. reports total revenues at \$6,395,312 for the fiscal year ended April 30, 45% over the previous year's total revenues of \$4,401,773. Net earnings after taxes were \$437,396 (46 cents per share), 22% above 1961's \$358,553 (40 cents per

share). In 1961 Rollins received in addition a special credit for \$269,416, representing Rollins' gain less federal taxes from the sale of JWVL Georgetown, Del., for \$365,000.

Rollins shareholders hold their annual meeting Sept. 18 at Wilmington, Del. Rollins stations are WAMS Wilmington, Del.; WNJR Newark, N. J.; KDAY Santa Monica, Calif.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WCMS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla., and WPTZ (TV) Plattsburgh, N. Y. The company is also engaged in outdoor advertising in Texas and owns 10,000 acres in Okeechobee County, Fla.

Changing hands

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

■ WNOP Newport, Ky.: Negotiations underway for sale of 58.5% interest by James G. Lang to Dean Miller, who has already bought out 41.5% ownership of minority stockholders with aggregate price in the neighborhood of \$400,000. Mr. Miller is a west coast tv and motion picture personality, and native of Hamilton, Ohio. WNOP was founded in 1948, and operates with 1 kw daytime only on 740 kc. Broker is Crisler & Co.

KRNT-AM-TV revenue up in first six months

Gross advertising revenues before discounts for KRNT-AM-TV Des Moines in the first six months of 1962 are "slightly ahead" of the revenues for the same period last year, Gardner Cowles, president of Cowles Magazines & Broadcasting Inc., has reported to stockholders.

He said Cowles had six month revenues of \$48,261,166 and net earnings, after U. S. and Canadian taxes, of \$847,567 (32 cents a share), compared with revenues of \$40,046,658 and net earnings after taxes of \$516,833 (22 cents per share) in the comparable 1961 period. In 1961, however, Cowles realized a gain from the \$1,925,000 sale of WHTN-TV Huntington, W. Va., to Reeves Broadcasting and from other special credits totaling \$489,089 (21 cents per share).

Mr. Cowles said *Look* magazine in the first half of this year set an all-time high in gross advertising before discounts of \$36,126,000, up 23% over the same 1961 period.

California Negro groups

Community Communications Council and Public Information Communications Assn. have been formed as non-

Sensible protection when you buy or sell

You'll never regret your decision to rely on our intimate knowledge of markets and actual sales. However, you may very well regret taking the risk of selling on your own.

We see the total picture . . . opportunities as well as hazards. Our reputation for reliability is your best protection . . . as hundreds of satisfied Blackburn clients know.

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASH., D. C.

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

CHICAGO

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

ATLANTA

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

BEVERLY HILLS

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

profit corporations to establish Negro-owned radio and tv stations in Southern California Negro communities. They are under the leadership of Dootsie Williams, president of Dooto Records. CCC will function primarily as a charitable group. PICA will disseminate information important to Negroes, Mr. Williams said. His record company, reportedly the largest Negro-owned firm in that field, has already set up Dooto Film Production Co. to make films for television and is preparing to open a new \$200,000 building in Compton, Calif.

Churchill takes over KYA San Francisco

Churchill Broadcasting Corp. took over KYA-AM-FM San Francisco Tuesday (Aug. 7) from Bartell Broadcasters Inc. for \$1.25 million and an agreement not to compete (CHANGING HANDS, July 30).

Clinton D. Churchill, president and general manager, is the former vice president and station manager of



Clinton D. Churchill

WKBW Buffalo, sold to Capital Cities Broadcasting Corp. last year.

Lewis H. Avery, founder of Avery-Knodel Inc., station representatives, and a director of TvB, will become vice president and general sales manager of KYA Sept. 1. He has resigned his connections with the representative firm effective Aug. 31 (See WEEKS HEADLINES, page 10).

Mrs. Jayne Swain, former KYA general manager, has been named assistant to the president.

Other KYA board members are Dr. Clinton H. Churchill, broadcasting pioneer; Edythe E. Churchill, vice president and Edward H. Kavinoky, secretary-treasurer.

BROADCASTING, August 13, 1962

Radio networks to note year of Berlin Wall

MINUTE PROGRAM TO COINCIDE WITH BERLIN ACTIVITIES

U. S. radio networks are scheduled to program a minute of activities at noon today (Aug. 13) to observe the first year of a "wall of shame" separating East and West Berlin. The Berlin Wall was put up by communist East Berlin troops and workers.

The network observance is part of a nationwide effort in the U. S. coinciding with similar activities in West Berlin. Churches in both countries will ring bells for two minutes at approximately the same time (about noon in the U. S.). The radio networks will delay newscasts at the noon hour for one minute. Broadcasts will open with the ringing of the Freedom Bell in West Germany, a brief message from West Berlin Mayor Willie Brandt, the sound of the Independence Bell in Philadelphia and a message from Gen. Lucius Clay, the President's former representative to Berlin.

The radio networks later today or tonight will each program a five-minute sequence presenting similar messages from Gen. Clay, Willie Brandt and George Meaney, president of the AFL-CIO (who with Gen. Clay is co-chairman of the observance arrange-

ments), Vice President Lyndon Johnson and Attorney General Robert Kennedy. These notables visited Berlin and will speak on the theme, "I Saw the Wall."

Others working on arrangements are M. S. Novik, radio-tv consultant and member of the U. S. Advisory Commission on Information, and Leo Cherne, director of the Research Institute of America.

Catv group to seek court reversal

William Dalton, president of the National Community Television Assn., termed "erroneous and in any event of very limited application" the decision of a federal judge that would prevent community antenna systems from duplicating a network or film program being broadcast by a local tv station in the same community (BROADCASTING, Aug. 6).

The ruling, Mr. Dalton said, "would give a local broadcaster control over public reception and the reception equipment the public may use, which

EAST—Longtime owned daytime-only radio station serving a retail trading area population of over 150,000. Good cash flow to owner-operator on gross of \$120,000.00-plus. Priced at \$200,000.00 with 29% down. *Another H&L Exclusive.*

SOUTHWEST—Full time radio station in beautiful, growing market. High fixed assets include valuable land and building. Owner has been taking out \$25,000.00-plus annually for many years. Priced at \$140,000.00. *Another H&L Exclusive.*

Hamilton-Landis
AND ASSOCIATES, INC.

John F. Hardesty, President

America's Most Experienced Media Brokers

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

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Warren J. Bocrom
New York

CHICAGO

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

DALLAS

Oswitt 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

**A
SPECIAL
1962
PULSE
AUDIENCE
PROFILE***

KABC

**listeners
spend more for
Drug Products**



Family expenditures for
24-hour period

***TIME BUYERS:**

Write for your free copy of our new
Los Angeles Audience Profile study
...today.

**The Los Angeles
station with the high
Quality Audience**

Represented Nationally
by the Ketz Agency

KABC

**conversation
RADIO 79**

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

has never been the case in the history of broadcasting." Every step will be taken to reverse the decision, he said.

The temporary injunction was issued July 30 by U. S. District Judge William T. Sweigert of the Southern District of Idaho. When it is formally entered by the court, it will prevent Cable Vision Inc., Twin Falls, Idaho, catv system, from carrying on its lines any network program or film program being broadcast by KLIX-TV in the same city. The basis for Judge Sweigert's decision is the contract KLIX-TV has with networks and film syndicators.

KRON-TV manager accuses judges

Harold P. See, general manager of KRON-TV San Francisco, said last week it would appear the American Bar Assn.'s Canon 35, banning cameras in courtrooms, was extended to cover a private meeting of trial judges at a local hotel, at least so far as tv cameras are concerned.

Three KRON-TV news cameramen, John Hines, Al Kihn and Roger Krupp, were asked to leave a panel discussion on "The Press, the Courts and Canon 35" at a meeting of the National Conference of Trial Judges in the Sir Francis Drake Hotel in San Francisco Aug. 4, held during the national convention of the bar association in that city. Newspaper photographers were permitted to remain, and they photographed the meeting of more than 300 judges.

Boston Superior Court Judge Frank

J. Murray, chairman of the session, said the tv station was not invited to attend and had not requested permission to cover. KRON denied the latter statement, saying arrangements had been cleared through the bar association press relations staff, which had been coordinating some relations with news media for the conference.

Richard E. Cheverton, news director of WOOD-AM-TV Grand Rapids and president of the Radio-Television News Directors Assn., said he will check into the matter.

The association and the NAB's Freedom of Information committee have been urging the bar association to permit a year-long test on tv camera use in courtrooms (BROADCASTING, Mar. 19).

An ABA study of the Canon 35 issue, understood to have been concluded, was not released at the ABA's national convention.

ABC newsmen to tour Mongolia

ABC News reporter Charles P. Arnot and a film crew will visit communist Outer Mongolia during a 14-day tour beginning Aug. 13. A West German tourist agency cleared the trip, which has been offered to all three networks. As of last Thursday (Aug. 8) it was apparent only ABC had accepted.

Mr. Arnot, who is ABC News African bureau chief, will leave Moscow and spend three days at Irkutsk, three days at Ulan Bator and then take an air and bus trip through a broad area of the country. Reports will be on ABC Radio and ABC-TV.

CBS reports record income, sales for half

NET INCOME TOPS \$14 MILLION, SALES \$246 MILLION

Records in both net income and sales were reported by CBS Inc. last week for the first six months of 1962. The six-month report, by Chairman William S. Paley and President Frank Stanton, put net income at \$14,153,308 as compared to \$9,409,332 for the same period of 1961, and sales at \$246,656,296 as against \$240,767,745 for the first half of last year.

CBS authorities said this year's were the highest first-half figures in CBS history.

Current earnings were reported as \$1.59 per share, compared to \$1.06 per share (adjusted for stock dividend) in the first six months of 1961.

The CBS board meanwhile declared a cash dividend of 35 cents per share on common stock, payable Sept. 7 to stockholders of record Aug. 24.

The six-month report, covering the operations of CBS and its domestic sub-

idiaries, follows:

CBS Inc. and domestic subsidiaries

	Six months ended	
	June 30, 1962 (26 weeks)	July 1, 1961 (26 weeks)
Net sales	\$246,656,296	\$240,767,745
Cost of sales.....	167,291,434	171,425,768
Selling, general and administrative expenses	49,971,848	49,932,407
Operating income	29,393,014	19,409,570
Other income	2,834,044	2,084,469
Other deductions	1,157,750	1,017,707
Income before federal income taxes	31,069,308	20,476,332
Federal income taxes	16,916,000	11,067,000
Net income	\$ 14,153,308	\$ 9,409,332
Net income per share	\$1.59	\$1.06

Net income per share is based on the average number of shares outstanding during the respective six months' periods, adjusted for 1961 stock dividend. The 1962 results are subject to year-end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

WEAM

GREATER WASHINGTON D C

ANNOUNCES

THE APPOINTMENT OF

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NATIONAL ADVERTISING

REPRESENTATIVE

EFFECTIVE AUGUST 1, 1962

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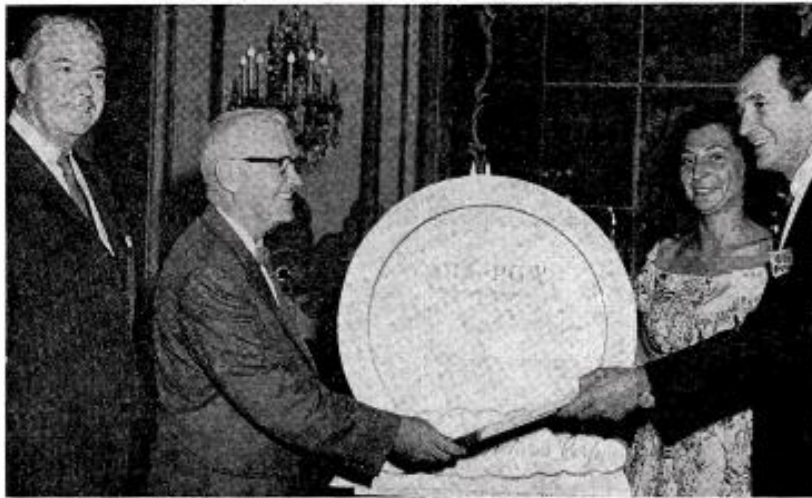
SAN FRANCISCO

LOS ANGELES

DALLAS

MINNEAPOLIS





KTLA, Peters, Griffin, Woodward entertain

A series of luncheons for New York agency timebuyers and advertisers was held last week by KTLA (TV) Los Angeles and the station's rep, Peters, Griffin, Woodward Inc. Guests previewed KTLA's film presentation, "The Golden Year of Programming." Paul Raiburn (second from l), president of Paramount TV

Productions Inc., was a guest at the first luncheon presentation. With Mr. Raiburn are (l to r): Lloyd Griffin president-television, PGW; Joan Stark, broadcast media supervisor, Grey Adv.; S. L. (Stretch) Adler vice president of Paramount Television Productions and general manager of the station.

WHA-AM-FM provides time to candidates

WHA - AM - FM Madison, Wis., Wednesday begins providing quarter-hours free to all 18 candidates seeking nomination for state offices in the Sept. 11 primary, marking the 30th anniversary of the station offer first made Aug. 22, 1932.

Political party and station representatives met in Madison, agreeing upon ground rules and dividing time by the drawing of lots. Harold A. Engel, who handles the broadcast arrangements, says the plan is "endorsed by participants as a way of reducing campaign costs."

The uncensored forums are carried by WHA-AM-FM, WLBL Auburndale (all three owned by the State Radio Council) and a network of seven fm stations: WHAD Delafield, WHKW Chilton, WHRM Wausau, WHWC Colfax, WHLA Holmen, WHHI Highland and WHSA Highland Township.

Media reports...

New studios ■ WRTL Rantoul, Ill., has broken ground for studios west of the city on State Route 136. The transmitter and phasor are being installed by Collins Radio, Cedar Rapids. Owner Regional Radio Service says a directional pattern will provide primary serv-

ice to a four-county area including Rantoul, Champaign-Urbana, Danville, Hoopston, Paxton and Gibson City, all Illinois. Plans call for construction to be completed next month.

New Mutual outlet ■ WSOR Windsor, Conn., becomes an affiliate of MBS tomorrow (Aug. 14) for the Hartford-Windsor area. WSOR President Sydney E. Byrnes also is president of another MBS affiliate, WADS Ansonia-New Haven, Conn.

Tell me, doctor ■ WPDQ Jacksonville, Fla., said 27 stations in four states agreed to carry the broadcast of an address by Dr. Edward R. Annis, president-elect of the American Medical Assn. at the Baptist Hospital Trustees Conference in Jacksonville Aug. 1.

CBS gets its first tenant ■ The Bank of New York has signed a 21-year lease for 16,600 square feet of space in the new CBS headquarters building now under construction in New York. The building is scheduled for completion in the fall of 1964.

Milwaukee opener ■ Broadcast Time Sales, New York, has opened a new office in Milwaukee, at 2560-70 N. 32nd St. Telephone: Uptown 1-9788. Station rep said the office is the first of a series of regional branches, the second of which will be opened shortly in Pittsburgh.

NBC News absorbs WRC radio-tv news

NBC News is consolidating its Washington Bureau with the 10-man news staff of NBC's owned WRC-AM-FM-TV there.

The network has made similar moves this summer at two other stations it owns, KRCA (TV) Los Angeles and KNBC San Francisco.

William B. Monroe Jr., chief of the NBC News Washington bureau, said the local staff will be maintained as a unit under Wallace Fanning, WRC news manager.

The network is expanding staffs and programming at the two West Coast stations, explained William R. McAndrew, NBC News executive vice president, who said the moves correspond to the growth of California.

Cecil Brown, NBC correspondent in Tokyo, has been assigned to the Los Angeles bureau effective Sept. 1. He will report on developments in the western states for news programs on the network and will appear locally on daily news shows.

Earlier, Thomas Pettit, correspondent for NBC-TV's *Huntley-Brinkley Report* and *Chet Huntley Reporting*, was assigned to the 27-man Los Angeles staff. In San Francisco, the news staff has been integrated into NBC News.

Uhf broadcasters reorganize CCTV

Reactivation of the Committee for Competitive Television, an organization of uhf broadcasters, has been announced.

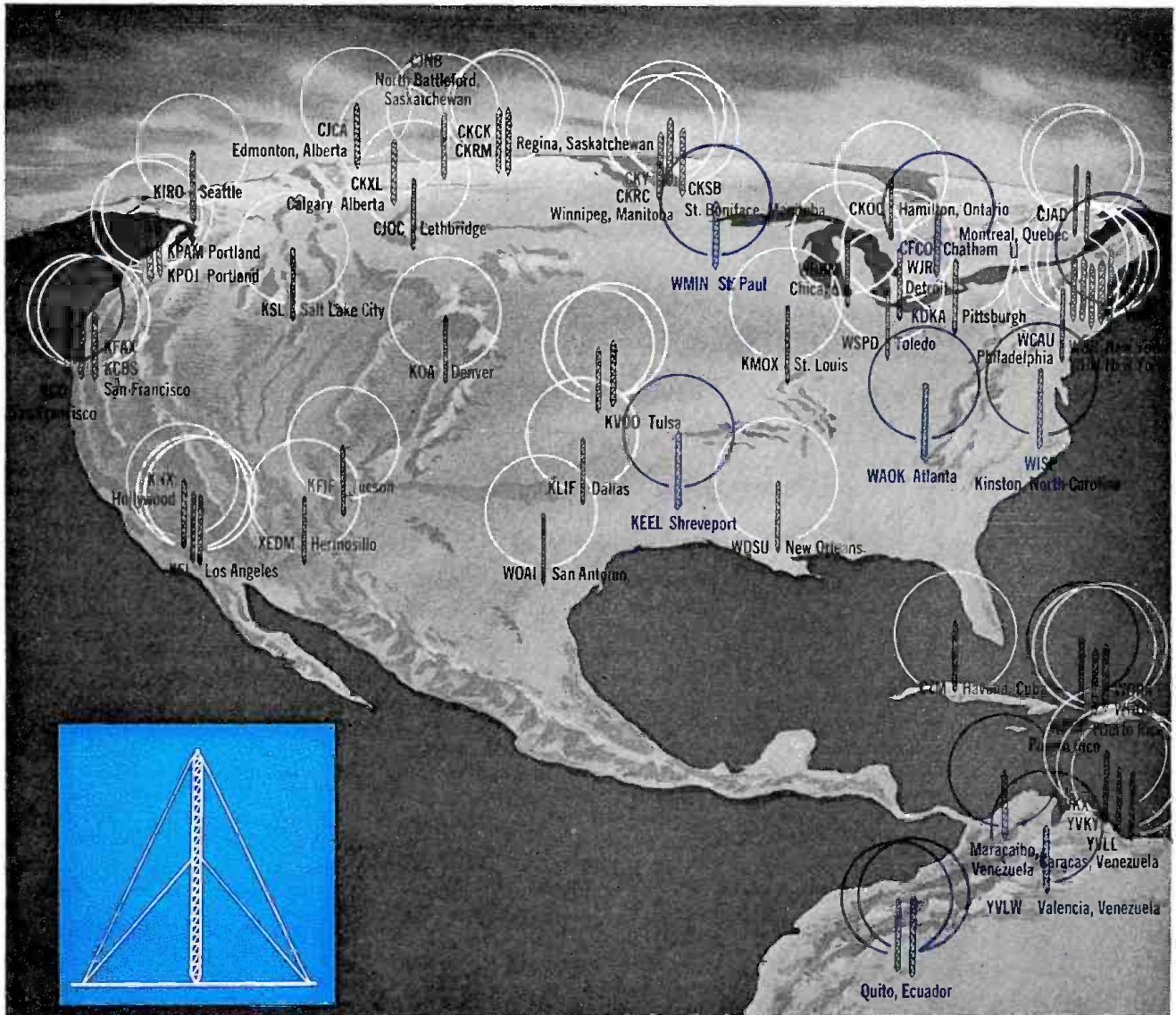
William L. Putnam, WWLP (TV) Springfield, Mass., was chosen chairman; Frederick C. Mueller, WEEK-TV Peoria, Ill., vice chairman; and John W. English, WSEE-TV Erie, Pa., secretary-treasurer and counsel.

Other members of the board of directors are David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Robert W. Mack, WIMA-TV Lima, Ohio; Lawrence Turet, WXIX-TV Milwaukee, Wis.; and Warren P. Williamson, WKBN-TV Youngstown, Ohio.

As part of its program CCTV plans to hire an executive director and Washington counsel and to participate actively in promoting uhf.

ABC to hire negro newsman

ABC is auditioning negroes for a position as general news reporter on its network staff. James C. Hagerty, vice president of news, said last week the network was auditioning eight negroes to select one who will be trained in news operations and then used as an "on-the-air" personality.



These NEW AM Radio Transmitters Speak with Continental Authority!

Here are preferential new installations made by discriminating major broadcasters. They indicate the proven quality, reliability and acceptance of Continental Electronics Transmitters.



Type 317B 50kw
AM transmitter



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AM transmitter



Type 315B/316B 5/10kw
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MACH-TRONICS COUNTER-SUES AMPEX

Maker of portable vtr charges Ampex-RCA conspiracy

A \$3,375,000 antitrust suit against Ampex Corp. was filed in federal district court in San Francisco Monday (Aug. 6) by Mach-Tronics, the manufacturer of a portable tv tape recorder which Ampex in a \$2 million damage suit filed two months ago (BROADCASTING, June 18), alleges was developed from confidential information obtained by Mach-Tronics executives when they were Ampex employees.

Mach-Tronics, in its suit, charges Ampex is engaging in a conspiracy with RCA to restrain and monopolize the tv tape recorder field, which violates the law and threatens to destroy Mach-Tronics. Specifically, the suit alleges that Ampex and RCA have conspired to eliminate competition between themselves, suppress vtr research in favor of existing models of tv tape recorders, cross-license patents, trade secrets and know-how to curtail competition, fix prices at non-competitive levels and divide sales and markets between themselves, confront potential competitors with a patent pool, threaten them with litigation and destroy their business if

they threaten to enter the vtr field.

Mach-Tronics' potential customers have been frightened away, the company alleges, and plans have been delayed for marketing the firm's portable vtr unit, the MVR-10, while funds are diverted to defense against the Ampex action. The MVR-10, its maker states, weighs about 90 pounds, uses one-inch tape at \$50 a reel, sells for approximately \$10,000 and is directly competitive with Ampex's 500-pound, \$25,000 model which uses two-inch tape at \$360 a reel.

Mach-Tronics says that it has suffered damages of \$1,125,000 and asks for an award of \$3,375,000 (triple damages provided in federal antitrust laws) and an injunction to halt the alleged Ampex-RCA conspiracy.

Tv, radio production up for six months—EIA

Tv and radio set production and sales for the first six months of 1962 were ahead of the same period in 1961, according to Electronic Industries Assn.'s

report last week. The increases included the production of uhf television and fm radio receivers. The six-month figures:

Period	PRODUCTION	
	Tv	Radio
Jan.-June 1962	3,295,501*	9,264,445**
Jan.-June 1961	2,801,136	7,537,290
SALES		
Jan.-June 1962	2,724,038	4,800,574***
Jan.-June 1961	2,491,744	4,370,863

*Includes 275,446 with uhf tuner compared to 147,832 same period 1961.

**Includes 3,271,477 auto and 459,508 fm radios compared to 2,381,791 auto and 356,585 fm radios first six months of 1961.

***Excludes auto radios.

Tv setmakers agree on tuning standards

Tv manufacturers have agreed on performance standards that will permit the new all-channel tv sets to receive uhf signals adequately. A special committee will turn over the information to the FCC Aug. 22.

Acting at the behest of the FCC, industry engineers met Aug. 7 in New York and after an all-day meeting agreed on minimum noise ratio and sensitivity factors for uhf reception in combination receivers. Earlier a survey of tv and tuner manufacturers by Electronic Industries Assn. indicated majority want the time for ending manufacture of vhf-only receivers to be set in July 1964 (BROADCASTING, Aug. 6). Both moves came as a result of legislation passed by Congress and signed by the President last month requiring that all tv receivers shipped in interstate commerce be capable of receiving both vhf and uhf signals.

At last week's meeting, the chief engineers of 15 receiver makers, 5 tuner companies and 1 converter company attended. Additional data was submitted by 4 receiver manufacturers and 1 tuner company unable to have representatives at the meeting.

Until the information is turned over to the FCC the technical specifications are not being made public. They are according to one source, "reasonable." There was unanimous agreement on the standards, it was emphasized.

Named to present the receiver performance standards to the FCC were: Harris O. Wood, Philco, chairman; Earl Anderson, RCA; J. E. Brown, Zenith; Garth J. Heisig, Motorola; E. Lee Sigmund, Olympic; and Fred Kitty, F. W. Sickles Division of General Instrument Corp. The committee will be accompanied by James D. Secrest, executive vice president of EIA, and L. M. Sandwick, staff director, EIA consumer products division.



THE COMMUNITY DEPENDS ON WOC FOR LEADERSHIP

The Davenport School System is appreciative of WOC's interest in the well-being and education of the community's children. To this end, WOC has provided open forums, informational programs, and extensive news coverage of all aspects of school life. It is good citizenship such as displayed by WOC that makes our community one of which we are proud.

DR. ANTHONY MARINACCIO
Superintendent
Davenport Public Schools



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

DAVENPORT, IOWA

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



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

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

Flint-Saginaw-Bay City, that is . . . where Jim Snell runs a print shop for a living and studies wild life for a lark. Jim has appeared frequently over WJRT in the past few months to talk about his hobby—and drum up interest in the Genesee County Zoological Society's proposed Children's Zoo, as well.

Which may be why an overwhelming number of recently polled area residents not only knew about the project, but were solidly in favor of it. And why, in only 18 months, 64 choice wooded acres and \$75,000 in architectural work have been donated to the Zoo.

Unique? Maybe. But, in the past 2½ years, some 25,000 area residents—representing 545 various interest groups

—have appeared, big as life, on Channel 12 programs.

You see, we figure if we get their interests in front of the camera, we'll keep their interest in front of the set. That kind of figuring pays off for advertisers, too, because householders in this market rank well within the top-forty group of the nation's metropolitan retail buyers. They take home an average of \$125 a week—over \$10 more than the national average.

And that's an extra \$546* a year to spend on cosmetics and beer and cereal and whatever *you* sell.

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

WJRT

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

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

SIX STUDIOS BIG IN NETWORK TV

Hollywood majors will produce 40% of entertainment programs in network tv prime time schedules this fall, agency reports

An advertising agency has taken a sounding of Hollywood studio tv activity and estimates that six major production studios will account for 33 entertainment series in prime time on the networks next fall.

These will represent about 40% of the total entertainment programming in network prime time.

The agency—which has asked for anonymity—compiled its statistics on network nighttime programming for background use by its executives.

The weight of the analysis deals with the six studios selected as "tv majors" in Hollywood because of combined motion picture and tv work or because of tv alone. They are Revue, Warner Bros., 20th Century-Fox, Metro-Goldwyn-Mayer, Four Star Television and Screen Gems.

Ups and Downs ■ As part of its study, the agency researchers compiled a history of prime-time programs that correlates so-called network "success" with the number of program renewals.

Among the conclusions apparent from a section of the analysis:

- CBS-TV of the three tv networks consistently has relied the least on these major studios for its film series. This network appears to lean more heavily on partnership with independent producers.

- NBC-TV next season will rely more than any other network on these particular studios; ABC-TV, in the past a big customer of the Big Six, is just a shade behind.

Specifically, next season, there'll be 14 such series on NBC-TV, 13 on ABC-TV and 6 on CBS-TV.

Of 202 programs from all sources and scheduled new in the five-year period, about 30% were good enough to be renewed and only about 18% achieved the preferred status and went on to become "hits."

Of the six companies listed, Revue with 10 program series will have the most on the networks (prime-time) in the 1962-63 season. Screen Gems will have 9, Four Star 6, Warner Bros. 4, MGM 3 and 20th Century only 1.

Revue's 10 shows include *Wagon Train*, *Leave It to Beaver* and *Alcoa Premiere* on ABC-TV and *Laramie* on NBC-TV as carryovers from past seasons; *The Virginian*, *Wide Country*, *It's a Man's World*, all NBC-TV; *Going*

My Way and *McHale's Navy*, both ABC-TV; and all new series for the next season (1962-63). The 10th includes Jack Benny on CBS-TV which actually was on the air before 1957.

A total of 6 Revue shows have bit the dust since 1957 but not before they were renewed (at least one season). These included *M Squad*, *Bachelor Father*, *The Deputy*, *Tall Man*, *Thriller* and *Checkmate*. Revue's show cancellations (8 in all): *Riverboat*, *Staccato*, *Overland Trail*, *Investigators*, *Frontier Circus*, *Wichita Town*, *87th Precinct* and *Calvin and the Colonel*.



Metro-Goldwyn-Mayer is one of the six Hollywood producing studios on which agency programmers center their attention, as indicated by a major agency's analysis of prime-time programming. The future of MGM's tv production will rest on the audience gained for such 1962-63 programs being filmed as the one-hour weekly "The Eleventh Hour" (NBC-TV) above. In this scene (a shot at MGM's studio just before a "take"), Vera Miles is on a stretcher and Wendell Corey, who is in the starring role, faces her.

Screen Gems' 14 ■ Screen Gems in the years 1957 and afterward produced a total of 14 series. Of this number six will be on the air in the fall: *Donna Reed*, *Dennis the Menace*, *Naked City*, *Route 66*, *Flintstones*, and *Hazel*, plus three other series which will appear for the first time on the networks this fall: *Empire* (NBC-TV), *Jeans* and *Our Man Higgins*, both ABC-TV.

Unlike Revue Productions, after 1956 no Screen Gems series has gone off the air after a prior renewal. But like Revue, Screen Gems has had its share of canceled shows (total of 8), including *My Sister Eileen*, *The Hathaways*, *Top Cat*, *Tightrope*, *Raven*, *Man from Black Hawk*, *Closed Door* and *Ed Wynn*.

The agency analysis rates the six firms on their show renewal percentage (all 1957 and after). In this "score," Revue looks the best—60%—and Warner and Screen Gems are next with 45%. Four Star in the calculation trails all of the firms with only a 25% renewal over the five-year period, and its cancellations total 12 shows for the five years. Four Star, nevertheless, will have six shows next season and two shows (*Detectives* and *June Allyson Show*) which are off the air but were initially renewed by advertisers and/or networks.

The "Four Star" programs on the air this fall include *Riflesman*, *The Dick Powell Show*, *Adam's Fable*, and the new programs for next season, *McKeever and the Colonel*, *Ensign O'Toole* and *Saints and Sinners*.

At MGM ■ MGM-TV's record began in 1960 in this compilation (earlier shows such as *The Thin Man* and *Northwest Passage* came too early in networking to show in the analysis.) The first series in this reckoning was *National Velvet* which had its renewals in prime time on NBC-TV but will be off in the next season. MGM will have three shows, however: *Dr. Kildare*, which continues on NBC-TV, and two new series, *The Eleventh Hour* and *Sam Benedict*.

MGM-TV's show boneyard: *Islanders*, *Asphalt Jungle*, *Cain's 100*, and *Father of the Bride*. Warner Bros. has had a reduced production fever in the five-year period: 77 *Sunset Strip* and *Hawaiian Eye* are the only two survivors as recorded in the analysis.

Lawman is off the air although renewed at one time. Cancelled: *Alaskans*, *Bourbon Street Beat*, *Roaring 20's* and *Room for One More*. *Cheyenne* is still on the air, a holdover winner from pre-1957 production.

"Dobie" Continues ■ 20th Century-Fox's *Dobie Gillis* continues on CBS-TV next season, but *Adventures in Paradise* did not survive on the air, even though it had a renewal history. Not so fortunate and failing renewal: *Hong Kong*, *Margie*, *Bus Stop*, *Follow the Sun*, and *Five Fingers*.

The agency's analysis of the six studios' track record would appear to point up the question of the life span of the programs they've produced for the networks over the past five years. The agency found, for example, that a substantial number of the companies' shows, though renewed at one time, did not "make the grade" over the longer run. This can be expressed in terms of network prime-time entertainment series, which though renewed in the past, will not appear on the networks this fall season. It's obvious from the titles listed by the agency that in the past five years, most of the shows fitting this category, have come from the six Hollywood tv majors. By network: At least four on ABC-TV; as many as nine on NBC-TV and two or three at CBS-TV. The other show series in the category are from so-called independent sources (usually non-studio-owning production companies).

Which of the networks are relying on how many and which new shows from which one of the six "tv majors"? The breakdown: ABC-TV will program five—two from Revue Productions (*Going My Way* and *McHale's Navy*), one from Warner Bros. (*Gallant Men*) and two from Screen Gems (*Higgins* and *Jetsons*.) CBS-TV will program only one, *Adam's Fable*, produced under the Four Star banner. NBC-TV, relying heavily on the Big Six, will schedule 9 new shows from the firms next season: three from Revue (*Virginians*, *Wide Country* and *It's a Man's World*) and three from Four Star (*Ensign O'Toole*, *McKeever*, and *Saints & Sinners*.), two from MGM-TV (*Eleventh Hour* and *Sam Benedict*), and one from Screen Gems (*Empire*.)

Official reports 15 sales

Official Films Inc. announced last week that 15 sales have been completed since mid-July for four of its short-segment film programs. They include the one-minute *Sportsfolio*, the five-minute *Greatest Headlines of the Century* and *Almanac*, and the one- and two-reel *Little Rascals*.

Pacing the sales was *Little Rascals* which was purchased in seven markets for showing on WEWS (TV) Cleve-



Revue Productions in Hollywood is regarded generally as one of the top producers of film programs for tv. A typical scene this summer at Revue: preparation for outdoor filming of a

new series, "It's a Man's World," that will be seen on NBC-TV. This program centers on four young men who live on a houseboat. It's a weekly hour program.

land; KOTV (TV) Tulsa; KGUN-TV Tucson; KLAS-TV Las Vegas; WTHI-TV Terre Haute, Ind.; WWSW-TV Ros-

well, N. M., and WTAF (TV) Marion, Ind. The series has been sold in a total of 32 markets.

PLOUGH PROGRAMS BY THE NUMBERS

IBM data cards tell WJJD, WCOP what records will please

In this day when radio and television programs rise and fall on the basis of what "most people like," Plough Broadcasting Co. radio stations have begun to use an electronic device to "program" the music sound that "most people want to hear."

Unveiled Wednesday (Aug. 8) on WCOP Boston and the week before (Aug. 2) on WJJD Chicago, the Plough sound (unnamed yet—the stations are running "Name the Sound" contests among advertisers and time buyers) is described by Plough as having "a toe-tapping, finger-snapping beat."

Although this programming approach is being tested in Boston and Chicago, it has not yet been implemented at other Plough stations in Atlanta, Baltimore and Memphis.

Plough's theory: "If roughly 80% of the record dollar is spent buying a certain type of music (and that's the percentage of last year's \$513 million U. S. record sales which they say had the Plough sound), then this mass appeal music should prove successful in radio programming."

Mechanics ■ The novelty is not so much in the sound ("You can hear a

little of it on hundreds of stations," said a Plough spokesman), but in the mechanics of record selection and in preparation of program logs. That is done with equipment designed by International Business Machines Inc. and rented to Plough.

"There are over 60,000 individual music recordings catalogued on IBM cards . . . which allows the marvels of IBM Data Processing to select each tune to be played according to a master formula," Plough says. Recordings were "auditioned" by a team of "30 professionals—band leaders, sidemen, music teachers—[who] began analyzing this mountain of music for the tempo and melodic elements. . . ." Characteristics of each recording (vocal, male or female, instrumental, beat, etc.) were translated into perforations punched onto IBM cards.

Using the cards, program directors at the Plough stations choose music to be played a week in advance. They decide how many recordings will be played each hour, and from a formula determined by Plough "front office" personnel earlier this year, "X" number of male vocal tunes are selected, "Y" number of instrumentals, and so on,



WSPD
RADIO

LOW COST
WAY TO
Tap

\$433
MILLION
**FOOD-EAT-DRINK
MARKET***

*Only WSPD-Radio lets you reach this complete, rich 14-county market. Over \$328 million in food sales—nearly \$105 million in eating-drinking sales—\$1.3 BILLION total retail sales!

Round-the-clock audience domination (No. 1 Pulse, Hooper, Nielsen) . . . Integrity Toledoans look up to . . . Vital leadership in community service . . . Imaginative 24-hour programming . . . that's WSPD-Radio.

Ask your Katz representative



A STORER STATION

National Sales Office

118 E. 57th St., N.Y. 22



Plough President Harold R. Krelstein (c) and WJJD manager Boyd W. Lawlor stand in front of a boat Plough is offering in a "name the sound" contest.

explained Boyd W. Lawlor, general manager of WJJD. The cards are put into the IBM equipment, which sorts the information so that programming is "balanced."

"This machine types out logs, assures us of uniform programming. If you tune in at 7 a.m. or 7 p.m., you will be hearing the same overall balance of sound," said Mr. Lawlor. The machines (which still are at IBM) prevent duplication, and no artist "follows" himself, nor will two selections ever follow each other in the same sequence once they've appeared together, according to Mr. Lawlor. There is a balance of instrumentals and vocals. male and female vocalists, he added

X Equals Cost ■ Asked what the equipment is costing Plough, Mr. Lawlor avoided the question, but said, "I'd better sell a hell of a lot of time."

The electronic programming method is flexible, he said, and last-minute changes can be made. New recordings are added to station libraries after their characteristics have been determined.

Mr. Lawlor said he prefers "not to reveal what our standard procedure is." Other broadcasters are making air checks of the Plough stations, he said, and it wouldn't take too long to tell what the ingredients are. "But we think we're ahead," he said.

Film sales...

Science Fiction Feature package (Allied Artists Tv): Sold to KMTV (TV) Omaha; WBAP-TV Fort Worth; WCIV (TV) Charleston, S. C.; WFLA-TV Tampa; WALA-TV Mobile, Ala.;

WDSU-TV New Orleans; WCHS-TV Charleston, W. Va.; WCAU-TV Philadelphia; WVEC-TV Hampton-Norfolk, Va., and WAPA-TV San Juan, P.R.

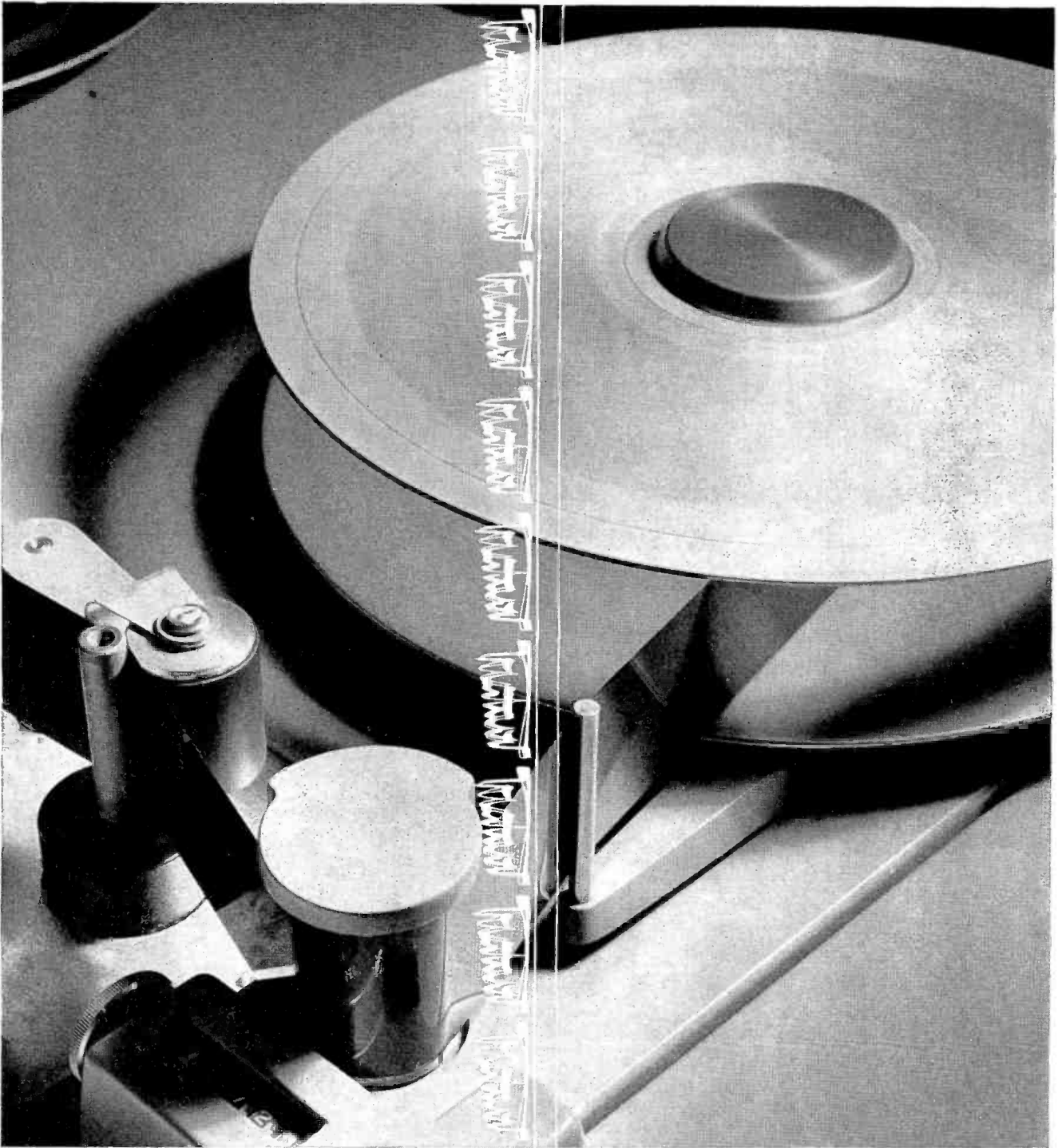
Famous Films Cartoon Festival (National Telefilm Assoc.): Sold to WXYZ-TV Detroit, WSIL-TV Harrisburg, Ill., KRTV(TV) Great Falls, Mont., WHIZ-TV Zanesville, Ohio, WTAP-TV Parkersburg, W. Va. Now in 58 markets.

Adventures in Paradise (20th Century-Fox Television): Sold to WJW-TV Cleveland, WKRC-TV Cincinnati WBNS-TV Columbus, WHIO-TV Dayton, all Ohio; KRIS-TV Corpus Christi, KTRK-TV Houston, both Texas. Now in 51 markets.

The Story Of—(Ziv-United Artists): French version sold to O'Keefe Brewing Co., Montreal, and Canada Packers Ltd., Toronto, for entire province of Quebec, Canada.

Debbie Drake Show (Banner Films Inc.): Second series of 130 15-minute episodes sold to WTIC-TV Hartford, Conn.; WSOC-TV Charlotte, N. C.; WTMJ-TV Milwaukee, Wis.; WHDH-TV Boston, Mass.; WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla.; KMSP-TV Minneapolis, Minn.; WHBF-TV Rock Island, Ill.; KLBK-TV Lubbock, Tex., and WSJS-TV Winston-Salem, N. C. Now in 10 markets.

True Adventure (Bill Burrud Productions): Sold to KTVU (TV) Oakland-San Francisco, KLAS-TV Las Vegas, Nev., and to Safeway Stores, Spokane, Wash., sponsoring series on KREM-TV that city. Now in 38 markets.



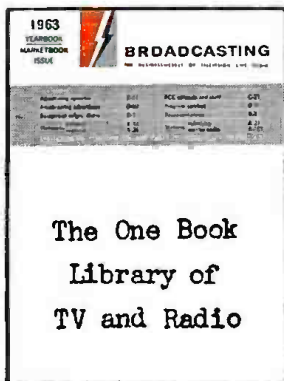
Now: who has a video tape as reliable as Ampex Videotape* recorders? **AMPEX.**

This is the year video tape reaches a new standard of performance. This is the year you can get video tape from Ampex. Coated using the exclusive Ferro-Sheen* process, this new tape has been tested for maximum tape life, minimum head wear. Into each reel has gone the technological skill and engineering excellence that has made Ampex



the world leader in Videotape recorders. Ampex video tape is now available only in limited quantities. So you may have to wait for your supply. But it's well worth the wait. For more details write the only company providing tape and recorders for every kind of application: Ampex Corporation, 934 Charter Street, Redwood City, California.

*TM Ampex Corp.



THE JURY'S VERDICT

THESE TWELVE men and women, selected at random from the thousands of agency executives who make the wheels go 'round in broadcast advertising, all concur on one decision:

BROADCASTING Yearbook—whose 28th annual edition will be out December 1—is the most essential single reference volume of its kind published anywhere. As you may read in their individual opinions, rendered below, certain key words are significantly repeated over and over—"invaluable" . . . "most useful" . . . "great help" . . . "handy" . . .

(Matter of fact, in a recent survey of decision-makers at the Top 50

<p>JUROR #1</p> 	<p>"SO MANY USEFUL FACTS"</p> <p>"No other single volume, in my opinion, provides so many useful facts about the television and radio business as BROADCASTING Yearbook."</p> <p>Lee Rich Senior V.P. In Charge of Media & Programming Benton & Bowles New York</p>	<p>JUROR #2</p> 	<p>"ONE HANDY, UP-TO-DATE VOLUME"</p> <p>"With each passing year, the BROADCASTING Yearbook becomes more invaluable. Having most of the facts and figures on our complex business in one handy, up-to-date volume works wonders when fast and accurate answers are needed."</p> <p>Herbert Zeltner, V.P. and Director of Media, Lennen & Newell, New York</p>
<p>JUROR #5</p> 	<p>"NOTHING LIKE BROADCASTING YEARBOOK"</p> <p>"For fast, fast, fast relief when I need to know what's what or who's where in TV or radio, there's nothing like the BROADCASTING Yearbook."</p> <p>Hildred Sanders V.P. in Charge of Radio & Television Honig-Cooper & Harrington Los Angeles</p>	<p>JUROR #6</p> 	<p>"ALWAYS WITHIN REACH"</p> <p>"Over the past many years, I have come to rely on the BROADCASTING Yearbook as a source of industry information. My copy is always within reach and I constantly find the need to refer to this handy annual."</p> <p>George A. Bolas V.P., Director of Media Activities Tatham-Laird Chicago</p>
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PACKED (as usual) WITH MORE FACTS THAN ANY OTHER SOURCE BOOK:

- Complete directory of all U.S. television and radio stations.
- Lists of station and network personnel; ownership and facilities information.
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- Facts, figures, history of the broadcasting business.
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AND hundreds of other reference sections covering virtually every up-to-date aspect of the broadcasting business—all assembled in a single definitive volume to answer thousands of basic questions for thousands of agency, advertiser and station users. In all, more than 600 pages crammed with current information! It's the ideal place to present your own facts, amplifying those which broadcasting's busiest people will be checking, month after month, in the 1963 BROADCASTING Yearbook.

IS UNANIMOUS...

agencies—where nearly 1½ billion dollars of TV and radio business is transacted annually—BROADCASTING Yearbook is adjudged first choice by more than 2-to-1 over the next-best reference yearbook of broadcast media facts! And by 3½-to-1 over the No. 3 annual!

BROADCASTING Yearbook for 1963 will again offer the most comprehensive round-up of information on today's broadcast media available anywhere. Like previous editions, it will enjoy a full and useful life in offices of agencies and advertisers throughout the nation... ending up dog-eared and thumbmarked 12 months later when next year's volume appears.

<p>JUROR #3</p> 	<p>"YEARBOOK OF GREAT HELP"</p> <p>"BROADCASTING Yearbook is of great help in getting basic information about stations and other pertinent information regarding the overall broadcast field."</p> <p>Edward Fitzgerald Manager, Broadcast Media J. Walter Thompson Chicago</p>	<p>JUROR #4</p> 	<p>"EFFECTIVE COMBINATION"</p> <p>"The week's news in BROADCASTING, the year's facts in the BROADCASTING Yearbook, together make an effective combination for keeping abreast with radio and TV developments throughout the nation..."</p> <p>George W. Allen Manager, Hollywood Office Guild, Bascom & Bonfigli</p>
<p>JUROR #7</p> 	<p>"GREAT USE IN UNCOVERING INFORMATION"</p> <p>"I find the BROADCASTING Yearbook of great use in uncovering information about stations and their personnel, rate structure, and coverage potential."</p> <p>Philip Archer Media Supervisor Knox-Reeves Advertising Minneapolis</p>	<p>JUROR #8</p> 	<p>"INVALUABLE REFERENCE SERVICE"</p> <p>"I find the BROADCASTING Yearbook an invaluable reference service in our business."</p> <p>Arthur S. Pardoll Associate Media Director Foote, Cone & Belding New York</p>
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FOR CONTINUOUS PERFORMANCE and maximum exposure among the people who really count in TV-radio advertising, you can't find a better place than BROADCASTING Yearbook to tell your own story. This year's edition will be made even handier to use with special insert dividers between sections, tabbed for swifter reference.

Same rates, same page size, same space units prevail as for regular issues of BROADCASTING. Circulation: 20,000 copies. Final deadline for plates: Oct. 1. NOW is the time for action. Reserve the position you want—TODAY—before somebody else gets it!



BROADCASTING YEARBOOK

1735 DeSales Street, N.W., Washington 6, D. C.

New York—Chicago—Hollywood

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

Aug. 13 (10-11 p.m.) *Actuality Specials*, various sponsors.

Aug. 13-17, 20-22 (10:30-11 a.m.) *Play Your Hunch*, part.

Aug. 13-17, 20-22 (11-11:30 a.m.) *The Price Is Right*, part.

Aug. 13-17, 20-22 (12-12:30 p.m.) *Your First Impression*, part.

Aug. 13-17, 20-22 (2-2:25 p.m.) *Jan Murray Show*, part.

Aug. 13-17, 20-22 (11:15 p.m.-1 a.m.) *Tonight*, part.

Aug. 13, 20 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Aug. 14, 21 (7:30-8:30 p.m.) *Laramie*, part.

Aug. 15, 21 (10-10:30 p.m.) *Play Your Hunch*, part.

Aug. 15, 22 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

Aug. 16 (9:30-10 p.m.) *The Lively Ones*, Ford through J. Walter Thompson.

Aug. 16 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty;

Buick through Burnett; R. J. Reynolds through Esty.

Aug. 18 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

Aug. 18 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

Aug. 18 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

Aug. 18 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

Aug. 19 (5:30-6 p.m.) *Patterns in Music*, sust.

Aug. 19 (6-6:30 p.m.) *Meet the Press*, co-op.

Aug. 19 (7-7:30 p.m.) *Bullwinkle*, part.

Aug. 19 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

Aug. 19 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

Aug. 17 (9:30-10:30 p.m.) *Purex Special: The Indiscriminate Woman*, Purex through Edward H. Weiss.

Aug. 22 (7:30-8:30 p.m.) *Wagon Train*, Ford through J. Walter Thompson; National Biscuit Co. through McCann-Erickson; R. J. Reynolds through William Esty.

Rollins sets Cole radio series

Singer Nat (King) Cole has signed a \$150,000 contract for a daily one-hour variety program on five Rollins Broadcasting Co. radio stations, according to Al Lanphear, Rollins vice president.

The King Cole show will be carried by WJNR New York, KDAY Los Angeles, WBEE Chicago, WRAP Norfolk, Va., and WGEE Indianapolis. All of the stations except WGEE specialize in Negro programming. The program will be sold to national advertisers in 15-minute segments with the star delivering commercials and making personal appearances for sponsors.



Nat (King) Cole (r) and Rollins Broadcasting Vice President Al Lanphear discuss Mr. Cole's new program.

In addition to music, Mr. Cole will feature celebrity interviews, entertainment news and sports. Mr. Lanphear said that the show will be offered for national syndication in other markets through Rollins' representative, Continental Broadcasting. The Cole-Rollins contract is for 39 weeks.

Economics series planned on CBS-TV

Plans for a series of five special programs on economics to be presented by CBS-TV on five successive evenings next week—and for a college-credit course in economics on *College of the Air* this fall—were reviewed in a special closed circuit telecast to CBS-TV affiliates last Thursday.

Dr. Frank Stanton, CBS president, urged the affiliates to support these efforts to "help prepare the ground for a growth in the learning and the teaching of economics."

The five-part series, titled *Money Talks* will be presented by CBS News in half-hour segments Aug. 20 through Aug. 24, and transcripts will be made available for public distribution at 25 cents for the series.

The programs will cover such subjects as the role of government in business and its relationships with the business community, money and growth, inflation, credit and taxes, business profits and re-investment, and the international flow of gold. Produced by Perry Wolff, they are scheduled Aug. 20 at 10:30-11 p.m. EDT., Aug. 21 at 9:30-10 p.m.; Aug. 22 at 7:30-8 p.m.; and Aug. 23 and 24 at 10-10:30 p.m.

National Telepix plans stock sale

National Telepix Inc., New York, producer of tv series and distributor of films to tv, has filed with the Securities & Exchange Commission to offer \$150,000 of 6½% convertible subordinated debentures (due in 1972) and 80,000 shares of common stock for public sale.

Proceeds from the debenture sale will be used by the company to finance production of tv series, to distribute and promote existing and new film properties and to add to working capital. The common stock will be sold from time to time at the existing over-the-counter price by its present holders.

NTI has distribution rights to some 500 silent films, broken into series such as *Mack Sennett*, *Hal Roach* and *Comedy Capers*, featuring Laurel & Hardy, Ben Turpin and Will Rogers and others. The company paid \$77,500 for these rights. The company has distribution rights for two German art films for which it paid \$200,000 and for 81 feature films, mainly western and action, which it purchased with stock in March 1962. The company has various foreign distribution agreements in addition to those in the U. S.

National Telepix has produced a series of "juvenile westerns" called *Wally Western*, which has been sold so far to two tv stations, WKST-TV Youngstown, Ohio, and KTLA (TV) Los Angeles. The company is producing two five-minute series, *Medical Memo* and *Etiquette*. These were purchased with their production companies from Richard B. Morros, now a vice president of National Telepix, for 24,000 shares of common stock, an agreement to pay Mr. Morros \$300 per week and 10% of gross receipts for the series.

For the year ended Aug. 31, 1961, National Telepix's first full year of operation, income from film rentals and related items was \$184,075; net income was \$14,292 or 10 cents per share of common stock. There are 245,450 shares of common stock now outstanding.

Edward White is National Telepix president and has been president of Honey Bugs Inc., a shoe manufacturing company, for five years. His annual salary is \$20,000 and extras. Jack Saunders, a vice president, was music director of The Michael Todd Co., from 1949 to 1960. His salary is \$23,400 and bonuses. Sam Lake, another vice president, was formerly general sales manager of Guild Tv Corp., business manager of Screen Gems and president of Onyx Pictures, which sold its assets to National Telepix.



KEEL SHREVEPORT NOW 50,000 WATTS

*SHOWERING A SPECTACULAR
BURST OF POWER OVER
79 COUNTIES OF LOUISIANA, TEXAS,
ARKANSAS AND OKLAHOMA;
DELIVERING INFLUENCE WITH IMPACT
TO OVER TWO AND ONE HALF
MILLION PEOPLE WITH PROGRAMMING
THAT HAS MADE KEEL'S 710
THE DOMINANT SPOT ON THE DIAL
BY ALL AUDIENCE MEASUREMENTS.*

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BROADCASTING CORPORATION

SUBSIDIARY

Represented By *John Blair* and Company

"FIREWORKS OVER SHREVEPORT"
HOLIDAY IN DIXIE FESTIVAL, 1962
PHOTOGRAPHED BY JACK BARHAM

WESTERN ELECTRIC IN ALLENTOWN, PA.

Western Electric's Allentown Works makes electron products for the Bell Telephone System—transistors, thermistors, diodes, traveling-wave tubes and a score of other precision-made devices. Each is made to work perfectly with thousands of other components so that the Bell System can provide its customers with the finest communications services in the world.

It takes some 4,700 W. E. people from the Lehigh Valley area to do this job. In addition, over 250 engineers and special technicians are employed by the branch of Bell Telephone Laboratories located right in the Allentown Works.

Besides its Allentown location, Western Electric has twelve other major plants throughout the country employing a total of some 140,000 men and women. The Company regularly buys from over 40,000 suppliers, most of them small businesses. Western is proud that in helping the Bell System provide ever-better communications, we also provide employment, extra business and tax revenues in the cities in which we work and live.



NIMBLE-FINGERED girls assemble tiny transistors under clean conditions at Western Electric's Allentown Works. The transistor, an invention of our research team-mate, Bell Telephone Laboratories, and dozens of other Allentown Works products play a vital role in the complex 65-million-telephone Bell System network.



PRODUCT OF TEAMWORK, this revolutionary maser—a microwave amplifier—is an important consideration in the design of new and improved communications. Bud Jones, W. E. Planning Engineer (left), and Gene Adams, Bell Labs Technical Staff Member, both worked on the maser project at the Allentown Works. Because of the close side-by-side working relationship of Laboratories personnel and W. E. engineers, manufacture of new communications products for the Bell System can be realized quickly and economically.

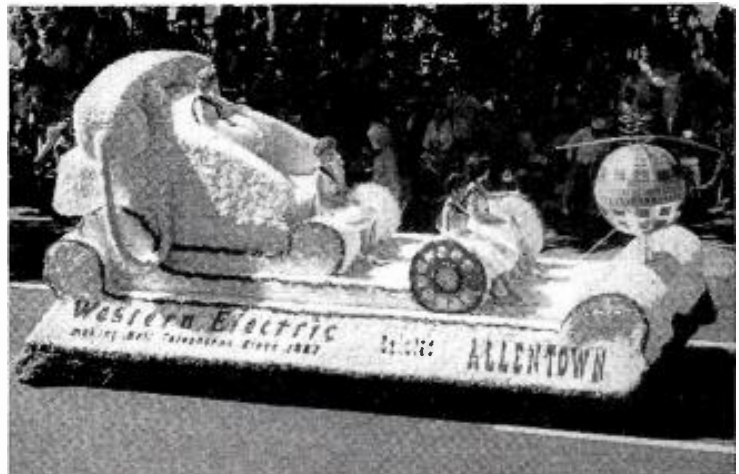



SPECIAL FEATURES OF NEW PLIERS are explained to Frank Feehan (left), a W. E. buyer, by C. S. McElyea, President of Wm. H. Taylor & Co., Inc. This Allentown firm was but one of over 3,000 Pennsylvania businesses supplying the essential materials and services that helped Western last year successfully perform its job as manufacturing and supply unit of the Bell System.

"EXCITING" is the way *Allentown Call Chronicle* Publisher, S. W. Miller, describes Western Electric's growing contributions to the Lehigh Valley area. "In ten short years," he adds, "the Allentown Works has tripled in size . . . It's been a real boon to our local economy."



AWARD-WINNING FLOAT was W.E.'s way of saluting Allentown at its Bicentennial Parade on May 27th of this year. Thousands of spectators saw the Allentown Works' display—voted "Best Decorated" of 100 floats—which symbolizes the plant's contributions to Bell System communications progress.



Western Electric
 MANUFACTURING AND SUPPLY  UNIT OF THE BELL SYSTEM

SATELLITE BILL: STATUS QUO

Senate holds fresh hearings; opponent amendment efforts fail; leadership seeking floor vote, but foes to talk, talk, talk . . .

The embattled communications satellite bill, which has already been subjected to two talkathons, appeared to be headed into its third last week, as the Senate Foreign Relations Committee reported the measure back to the floor on Friday by a vote of 13-4.

The committee held a week of hearings on the bill (HR 11040), considering its foreign-policy implications, under a truce arrangement that on Aug. 1 interrupted the second talkathon in two months conducted by a group of determined Democratic liberals opposed to the measure.

But as the hearings ended, neither the Senate leadership nor the bill's opponents appeared to expect an early vote. Sen. Democratic Leader Mike Mansfield (D-Mont.) said he was resigned to a continuation of the lengthy debate. And Sens. Wayne Morse (D-Ore.) and Estes Kefauver (D-Tenn.), leaders of the opposition group, said they still had some "lengthy speeches" to make on the subject.

Lines Harden ■ The committee hearings, in fact, seemed only to have hardened the lines in the battle, as the committee reported the bill back to the Senate without change. Thirteen amendments offered by Sens. Morse and Albert Gore, (D-Tenn.), another committee member opposed to the bill, were beaten down by votes of 13-3 or 13-4. Joining the two sponsors were Sen. Russell Long (D-La.), another member of the opposition group, and, on some of the amendments, Sen. Frank Church (D-Idaho). All four voted against reporting the bill back to the Senate.

Sens. Morse and Gore said they expected to offer some or all of their amendments on the Senate floor.

The bill, which has already been overwhelmingly passed by the House and approved by two other Senate committees, is one of a number of priority measures President Kennedy said last week he wanted enacted before Congress adjourns. It would create a government-regulated private corporation to own and operate the U.S. portion of the proposed space communications system. Half the stock would be sold to the public, the remainder to communications carriers. The corporation would have 15 directors, six elected by the public stockholders, six named by the carriers and three would be appointed

by the President.

Two of Sen. Morse's amendments were offered in response to testimony given the committee last week by Edward R. Murrow, director of the U.S. Information Agency. Mr. Murrow supported the bill "in general" but expressed concern that the agency wouldn't be able to afford to use the proposed satellite system for television broadcasts if the corporation charged it commercial rates.

\$900 Million a Year ■ Basing his estimates on telephone cable rates, he said it would cost USIA more than \$900 million a year to transmit 90 minutes of tv programming daily to seven key areas of the globe. He noted that this figure is more than eight times the \$111.5 million appropriation voted his agency in fiscal 1962, and urged that some consideration be given his agency.



Secretary of State Rusk
He sees national interest protected

One of Sen. Morse's amendments would have required the corporation to carry up to 90 minutes of government television daily at no charge. Another of his proposals would have required the same amount of programming to be carried at cost.

Mr. Murrow was challenged on his estimates by Sen. Stuart Symington (D-Mo.), who called the figures "obviously ridiculous." He submitted figures of his own, basing them on domestic video and telephone rates, indicating the cost would be one-eighth Mr. Murrow's estimates or less. The USIA director in a reply requested by the committee, stood by his figures. But he conceded, as he did during his testimony, that since no rate had been established, all estimates had to be "tentative."

The two major amendments—offered as substitutes for the bill—were submitted by Sen. Morse. One would give the National Aeronautics and Space Administration authority over the communications satellite program and permit it to make lease arrangements with private companies for commercial ventures. Under the other, the government would own the space system but would lease its operation to private carriers.

Gore's Proposals ■ Sen. Gore's amendments were aimed at insuring the government's primacy in foreign affairs matters affecting the satellite corporation and reserving the government's right to establish its own communications space system for ordinary communications needs.

The bill's opponents say the corporation would be a government-created monopoly that would be dominated by AT&T, and would be given the benefit of the millions of tax dollars invested in space communications research. They also argue that the corporation would have powers in the foreign policy field now reserved to the President and Secretary of State.

Top administration officials, including Secretary of State Rusk and Defense Secretary Robert McNamara, vigorously supported the bill as it stood. They said it provided adequate safeguards to protect the public's interest and urged its speedy approval.

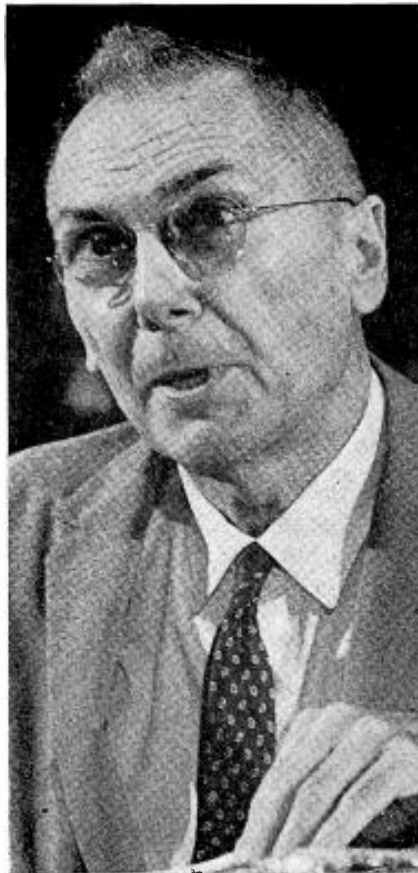
Opposition to the bill was voiced at the hearings by figures from outside the administration. Ernest Gross, former

U.S. representative to the U.N., did not take a position on the public-versus-private ownership question. But he said the bill's foreign-policy provisions were dangerously "ambiguous."

Benjamin V. Cohen, a Washington attorney who was a White House aide during the Roosevelt administrations and also served as a State Dept. counselor, criticized the bill as a "mishmash" of conflicting private and public interests. Joseph L. Rauh Jr., a vice chairman of the Americans for Democratic Action, characterized the measure as a "giveaway" and a repudiation of the "liberal Democratic platform of 1960."

Truman Comments ■ The bill's opponents also got some unexpected support from former President Harry S. Truman who, during a visit to Washington, denounced the bill as "a gigantic giveaway." Additional liberal opposition was voiced by Walter Reuther, president of the United Automobile Workers, who telegraphed Chairman William Fullbright (D-Ark.), of the Senate Foreign Relations Committee that the bill amounted to "a modern version of the 'public-be-damned' philosophy."

But it was the testimony of the administration witnesses that impressed the committee. Secretary Rusk said he was perfectly satisfied with the bill. He said that the proposed corporation would be a suitable instrument for U.S. participation in a global communications system and that the bill gives the government adequate authority to safeguard and promote its foreign policy interests. He said charges that the bill would give the corporation some of the President's authority in foreign affairs



NASA's Hugh Dryden
He feels decision is needed now

had no basis in fact.

Secretary McNamara said that although the Defense Dept. will need its own communications satellite system, it strongly supports the objectives of establishing a civil communications sys-

tem "as expeditiously as practicable." He said the civil system would significantly improve military communications. He also said he thought the private corporation envisioned in the bill would be "preferable" to one owned by the government.

Decision Needed ■ Hugh Dryden, deputy administrator of NASA, warned that if the U.S. is to be the leader in space communications, "we must decide now on the organization to get the job done." He said if the legislative decision is made in this session, a communication system would be operating within two or three years—on a truly global basis within three-to-five years. But if a decision is delayed until next year, it would be four-to-six years before the global system was operating, he said.

Dr. Dryden also put a crimp in one of the main arguments advanced against the proposed corporation by the bill's opponents—that the low-orbit system it is expected to adopt would soon be made obsolete by a high-altitude system requiring only three satellites lofted into an orbit 22,300 miles in space.

Dr. Dryden said development of such a system poses many exceedingly complex problems, and he estimated an operational high altitude system might be as much as 10 years off.

In a related development last week, FCC Chairman Newton N. Minow spoke out against government control of television broadcast internationally by means of communications satellites. In a letter to Rep. Perkins Bass (R-N.H.), Mr. Minow said "continued American leadership in communications . . . means the greatest possible freedom of communications among people."

Gen. Sarnoff asks global communications combine for U.S.

Brig. Gen. David Sarnoff, RCA chairman, has called for the creation of a single, privately owned American communications corporation to operate all international electronic communications from the United States, including telephone, telegraph, data transmission and retrieval, and television. RCA operates RCA Communications, an international communications carrier.

The recommendation was made before a session on judicial administration during the American Bar Assn.'s meeting in San Francisco last week. The speech was read by Gen. Sarnoff's son, Robert Sarnoff, NBC chairman. Gen. Sarnoff is convalescing after recent surgery.

Telephone and telegraph services in the United States and telephone service abroad, Gen. Sarnoff noted,

are legal monopolies; it is only in international telegraphy that national policy insists on competition. Foreign telecommunications administrations, most of which are government monopolies in their own countries, sometimes play the 10 U.S. overseas telegraph companies against each other, Gen. Sarnoff said.

Telstar and the space age in communications that it heralds have made this policy antiquated, the RCA board chairman stated. There is no longer any need for the national policy to differentiate between voice and telegraph; many users require both, he said. Gen. Sarnoff emphasized that overseas communications carriers are not permitted to interconnect with domestic voice or telegraph circuits. This prohibition, too, is outmoded, he said.

Endorsing the creation of a Satellite Communications Corp. as proposed by the Kennedy administration, Gen. Sarnoff also predicted that the ultimate system will be a series of three synchronous satellites orbiting over the Atlantic, Pacific and Indian oceans and covering the globe except for the polar regions. In the synchronous system, communications satellites are orbited 22,300 miles above the earth and rotate at exactly the same speed as the earth, thus remaining at a "stationary" spot over the same point of earth.

"In time," General Sarnoff said, "it is probable that high-power satellites will transmit television directly to the home, and it has been suggested that within a lifetime may lead to a universal language which all educated people will understand."

Volunteers sought for Colombian etv

PEACE CORPS WANTS ABLE BROADCAST PEOPLE TO TRAIN LATINOS

Do you know a professional, experienced etv producer or writer looking for a challenge and who also is a U. S. citizen fluent in Spanish and willing to: leave the country for two years at virtually no pay, undergo physical training an 18-year-old athlete would protest, and allow his brain to be picked night and day by a foreigner who wants to know everything about etv?

Send his name to the Peace Corps, Washington 25, D. C. They're looking for him.

For the first time in its 11-month history, the corps needs professional broadcasters (see box) for an etv project in Colombia which could be the forerunner of a world-wide corps effort to bring etv to underdeveloped countries. A dozen nations are asking for etv assistance and they will follow the progress of this project with great interest—and hope.

The project has been approved by the corps and the government of Colombia, which operates a Telefunken vhf system from Bogotá, the capital. A budget and timetable have been proposed. But nothing can begin until—and unless—the corps can find the people it needs, people who are skilled in their profession, and are willing to be guides and pioneers.

The U. S. Peace Corps volunteers (PCV) would work side-by-side with their Colombian counterparts. The plan is for the Colombians to be operating the vhf system as etv by about 1964. A special Colombian committee will be organized to administer the system.

Meanwhile, private, commercial tv may be licensed.

Key to Future ■ The fate of this project—perhaps of all corps etv—rests on a full-scale talent hunt started this month. The corps is scouring the broadcasting field, both commercial and educational, for persons willing and able to help the Colombians accomplish their goal. The corps also is taking applications for future projects in which the requirements are similar, but where ability to speak a foreign language is not critical.

The training is intense, physically hard and mentally bruising. There is little financial reward. The Corps puts \$75 a month into the bank for volunteers, pays a small sum for expenses, and will transport volunteers to and from Colombia.

The living conditions are harsh. Volunteers will eat what their Colombian colleagues eat: rice, some meat and fish, fruits and vegetables when in season—definitely not U. S. supermarket cuisine. The volunteers will live modestly, probably where their colleagues live, in a lower middle class area of Bogotá. There will be no "PX" privileges and no diplomatic immunity.

Bogotá is a contrast in modern and traditional architecture and living conditions. Its climate is similar to Denver's, but without the extremes of heat and cold. Evenings usually require a topcoat. The city is located on an inland plateau, 9,000 feet above sea level. There is a dry and rainy season—the latter quite unpredictable.

The corps frankly doesn't know if it can find the needed personnel. Last spring two men went to Colombia to draw up plans for the project: Gordon B. McLendon, president of McLendon Stations, and Dr. Keith Engar, director of radio and tv services at the U. of Utah, then working with the FCC as a consultant on etv.

Administration Support ■ The Kennedy Administration, from the President down, is behind the Colombian project, according to William F. Haddad, a Peace Corps associate director for planning and evaluation who is responsible for the Colombian etv project. The FCC loaned Dr. Engar for the planning, and Tedson Meyers, administrative assistant to FCC Chairman Newton N. Minow, "has been working with us since the beginning," said Mr. Haddad.

The corps, which needs the industry's support in recruiting, says it's getting some high-level assistance. In the wings is a professional advisory committee, composed of persons whose names, said Mr. Haddad, would make up a "blue book" of the industry.

One drawback to date has been the language requirement. But, the corps says if a prospective volunteer once studied Spanish—even years ago—and isn't sure of his qualifications, "apply and let us decide."

The corps has interviewed half a dozen etv managers and producers for the top (salaried) spot. But no decision has been made so far.

The National Educational Television and Radio Center has alerted the managers of 60 affiliated non-commercial U. S. television stations but there's been no measurable response yet.

Time is running short and other nations are anxious for etv. Until now, the communists have done little. They constructed a tv station in Indonesia, and have beamed programs toward Scandinavia. Last week they hinted they will have their own tv satellites.

NAB asks extension of time on fm views

The NAB asked the FCC last week to extend the deadline for comments on the FCC's rulemaking proposal to revise its fm regulations and adopt a table of assignments for commercial fm channels (BROADCASTING, July 30).

NAB wants to get industry comments on problems raised by the FCC proposal, including "the extremely important question as to how the com-

The etv jobs open in the Peace Corps

Project director ■ Preferably an etv station manager in large market with program experience, grasp of educational problems, keen administrative ability, command of Spanish. Top man on team, with corps "associate" status (means he gets salary, probably in five figures).

Director of educational evaluation ■ Broad etv background, report writing ability.

Utilization coordinator ■ "Nuts and bolts" man, prepares etv kits for at-home or classroom study. Should be able to evaluate the project from the field.

Production manager ■ Most experienced tv director on the team, should have production experience in largest U.S. stations or production centers. Responsible for daily

studio operation, quality of on-the-air product.

Writer-producer ■ Should be able to promote the project as well as help make it "go." Will help Colombians produce news releases to spread awareness of project in Latin America, and the U.S.

Graphics, etc. director ■ Has to keep the standard of art work high. Knows how best to utilize the medium for education. Animation experience helpful.

Writer-producer-cinematographer ■ Two men needed here who must be able to shoot 16mm film for integration into Colombian etv programming.

All must speak Spanish. Man-wife teams allowed only if both qualify for same project.

mission is to deal with existing fm stations operating with more than the maximum power specified for their class under the new rules."

NAB said it plans to reactivate a special committee on fm allocations to assist in developing comments.

The trade group said it could not carry out these plans by Aug. 31, the present deadline, and asked for an extension to Oct. 1.

In a separate rulemaking proceeding, the FCC granted a petition by the National Assn. of Educational Broadcasters and extended the deadline for comments on new forms for educational applications proposed by the FCC to Sept. 11; replies are due Sept. 25. NAEB had asked for an extension to Oct. 1 (BROADCASTING, Aug. 6).

Embassy radio bill will probably pass

Legislation that would permit foreign governments to establish low-power, fixed radio stations at their embassies in Washington is expected to be approved by the House Commerce Committee despite the critical reception given the measure in committee hearings two weeks ago.

A committee source said last week the bill, which would grant the radio rights to foreign governments in return for reciprocal privileges to the U.S. in their capitals, would probably be amended when the committee considers it in executive session this week. But he expected the changes to be minor.

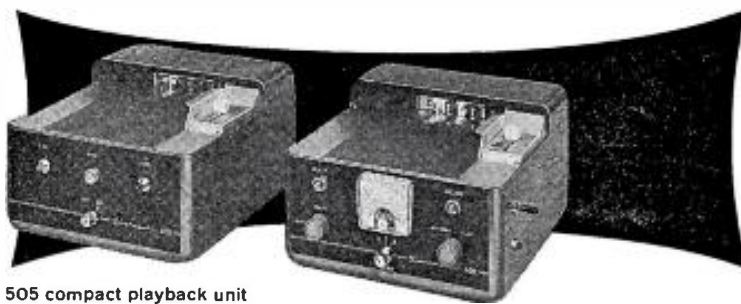
The bill (HR 11732) is being requested by the State Dept. as a means of providing the U.S. with bargaining power to put radio stations at U.S. embassies abroad, particularly in underdeveloped countries, where communications between Washington and those foreign capitals are inadequate.

Rep. Robert W. Hemphill (D-S. C.) was particularly sharp in his questioning of a State Dept. witness, Undersecretary George W. Ball, during the committee hearings. The Congressman expressed the fear the bill might open the way to "the biggest spy system that has ever been devised, right in the city of Washington."

Other issues raised during the hearing reflected concern that the bill would make some sections of the Communications Act inapplicable, and thereby give foreign governments privileges not enjoyed by U.S. citizens. There were also questions about whether the State Dept. was trying to take over some areas of FCC authority.

Under the bill, the FCC would have authority to monitor and inspect the foreign transmitters. All other control exercised by the U.S. would be in the hands of the President and State Dept.

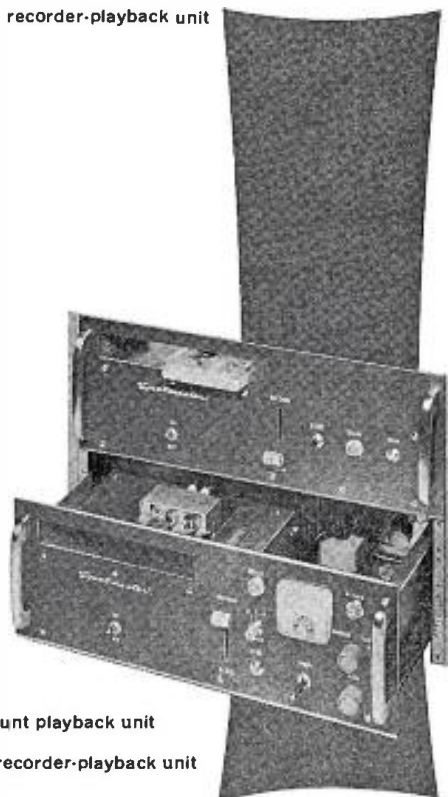
The Standard of QUALITY



505 compact playback unit

500 compact recorder-playback unit

There's a lot of get-up-and-go packed into SPOTMASTER compact and rack mount cartridge tape recorders. Engineered for compactness, reliability and low maintenance—they do more work more efficiently than any other system. Whether your station is big and forward looking or—for now—just forward looking, write or call us, and ask about our complete line of SPOTMASTER cartridge tape equipment. For the Standard of Quality in cartridge equipment—ask for SPOTMASTER—more broadcasters around the World do.



505R rack mount playback unit

500R rack mount recorder-playback unit

BROADCAST ELECTRONICS, INC.

8800 BROOKVILLE RD. SILVER SPRING, MARYLAND, JU 8-4983

SOLD NATIONALLY BY: Visual Electronics Corp., 356 W. 40th St., N. Y., N. Y., Richard H. Ullman, Inc., 1271 Ave. of the Americas, N. Y., N. Y., CANADA • Northern Electric Co., Ltd., 250 Sidney St., Belleville, Ontario.

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WEST COAST

AND . . . more advertisers are investing more dollars on WSUN radio than at any time in our 35-year history!

FLORIDA'S CLEAR SIGNAL STATION
5KW 620 KC

WSUN radio
62

Broadcasting 24 hours daily!
TAMPA—ST. PETERSBURG

National Representatives:
VENARD, RINTOUL & McCONNELL
Southeastern Representative: JAMES S. AYERS, Inc.



WFGA-TV ANSWERS FCC COUNSEL

Denies claim examiner ignored part of hearing record

There is no basis to a claim by the FCC's general counsel that Chief Hearing Examiner James D. Cunningham ignored parts of the hearing record in finding Florida-Georgia Tv Co. not guilty of improper off-the-record contacts in an earlier contest for ch. 12 in Jacksonville, Fla., Florida-Georgia told the commission last week.

The initial decision (BROADCASTING, April 16), which followed a rehearing on charges of improper contacts, is a "careful, painstaking, judicious, well-balanced and accurate" document, Florida-Georgia said. Mr. Cunningham found the winning applicant, Florida-Georgia (which operates WFGA-TV Jacksonville, ch. 12), free of improper attempts to influence the FCC, but recommended that the other two parties—Jacksonville Broadcasting Co. and the City of Jacksonville—be disqualified for off-the-record contacts.

Last week's comments by Florida-Georgia were in reply to exceptions filed by FCC counsel and Jacksonville Broadcasting to the initial decision (BROADCASTING, June 18). The examiner reached the only "valid conclusion that can be drawn" from the record, WFGA-TV said.

But, Florida-Georgia continued, the general counsel and Jacksonville Broadcasting refuse to accept the recommendation and attack it with "hopeless efforts to forge links of at most hearsay, suspicion and conjecture . . . gross distortions . . . and a completely erroneous understanding" of law.

The general counsel had charged the examiner refused to consider certain entries in the office diary of former Commissioner Richard A. Mack. Florida-Georgia countered that Mr. Cunningham was "unduly lenient" in rulings on the Mack diary and considered all entries except those based on "unreliable hearsay."

Crucial Ruling • The crucial determination was that no individual from Florida-Georgia personally made off-the-record contacts, authorized anyone else to do so nor knew of any such contacts, WFGA-TV said.

Florida-Georgia labeled as "incomprehensible" the commission counsel's request that the record be reopened if the FCC upholds the Cunningham findings. The general counsel indicated a desire to question Mr. Mack and other witnesses if the FCC concurs with Mr. Cunningham's decision and filed a "maybe" petition to reopen the record.

The general counsel was given "extraordinary latitude" to make a complete record, Florida-Georgia said in claiming that no new evidence had

been identified to be presented if the case is reopened. "It is inconceivable, and contrary to the very expressions of commission counsel on the record, that they had in their possession evidence . . . which they did not produce," Florida-Georgia said.

Springfield ch. 2 appealed once more

The ch. 2 Springfield, Ill.-St. Louis, Mo., case is back in the court of appeals for the third time. Sangamon Valley Television Corp. last week asked the U. S. Court of Appeals for the Seventh Circuit to reverse the FCC's July 18 decision affirming its 1957 shift of the vhf channel from Springfield to St. Louis (BROADCASTING, July 23). Sangamon Valley is one of the original applicants for ch. 2 in Springfield.

In asking the Chicago appeals court to reverse the FCC's decision, Sangamon Valley charged that the commission contravened the mandate of the D. C. Circuit Court of Appeals by failing to conduct entirely new proceedings as directed; "it merely went through the motions and reaffirmed its prior defective action."

At stake is the FCC's move in 1957 of ch. 2 from Springfield to St. Louis and Terre Haute, and the substitution of two uhf channels in Springfield. The move was made then on the ground that it would help the competitive situation in Springfield by having all tv stations there on uhf. When the FCC assigned ch. 2 to St. Louis it authorized

Short-termer renewed

The FCC's announcement of short-term renewal of the license of KORD Pasco, Wash., was a shot heard 'round the industry (BROADCASTING, July 19, 1961).

KORD received a short-term renewal of one year as punishment for not programming what it had promised. Texts of the FCC's decision were sent to all licensees. Last week KORD became the first of the short-termers to have its license renewed for the balance of its regular period.

KORD will be up for renewal again in February 1963 with all other Washington stations, but there is no sanction connected with last week's renewal.

In its recent renewal application KORD did not propose a marked departure from its operation over the past year.

The FCC suspects a half-hearted hoax

A disc jockey at WPGC Morning-side, Md., locked himself in the control room last week and played one novelty record repeatedly for two hours.

The d.j. urged his audience to support his demand for a pay rise. At noon, when the disc jockey's regular air stint ended, WPGC General Manager Bob Howard agreed to the salary rise.

The incident caused a publicity stir in nearby Washington, D. C., and one of those who heard about it was acting FCC Chairman Robert E. Lee. He ordered an investigation.

One FCC investigator said, "We're pretty sure it was a hoax." If it were on the level, he said, it could be considered a serious violation of the FCC's rule prohibiting "unauthorized operation of a federally licensed station." If it were a hoax, no specific FCC rule was broken, according to another FCC investigator, but the

incident would be considered with the station's programming and exercise of license responsibility.

Commissioner Lee said commercials and newscasts were broadcast on schedule during the two-hour lock-in, that the station could have cut off the transmitter or called police to stop the broadcasts.

Commission engineers inspected the station the day after the incident and found several technical violations, one said. The license of WPGC has been pending renewal for well over a year because of alleged payola and programming violations, according to FCC records.

WPGC is owned by Maxwell E. Richmond of Philadelphia, whose license for two other stations, WMEX Boston and KBMI Henderson, Nev., also have been delayed on renewal pending FCC investigations of possible payola and programming offenses.

temporary use of the vhf channel by KTVI (TV), then operating in E. St. Louis, Ill. Sangamon Valley appealed, and after the D. C. court affirmed the FCC, carried the case to the U. S. Supreme Court.

While a petition for review by the Supreme Court was pending, allegations of improper off-the-record conduct on the part of KTVI principals were made before the House Legislative Oversight Committee. The Supreme Court returned the case to the circuit court, which in turn remanded it to the FCC for investigation into the impropriety charges. The FCC's first proposal for a hearing on the allegations was challenged by Sangamon Valley. An appeals court ruling directed that a complete new hearing should be held by the commission.

KRLA gets reprieve

KRLA Pasadena-Los Angeles, which has been denied a renewal of its license, received a reprieve of the death sentence last week when the FCC stayed the effective date pending a court appeal. KRLA had asked for the stay (BROADCASTING, Aug. 6) in announcing that it would ask the court to review the FCC decision. The stay, issued by Commissioners Robert E. Lee and Frederick W. Ford, will permit KRLA to continue operations while the case is before the court.

Major Tv to quit contest for ch. 13

One of the five applicants for ch. 13 in Grand Rapids, Mich., has asked the FCC to dismiss its application.

Major Tv Co., the only applicant not participating in the interim operation of the channel, said that company was interested in operating from the short-spaced site the interim group originally proposed but when the group went to a site at standard mileage separation after several protests (BROADCASTING, July 9), Major decided the proposed interim location would not adequately serve Grand Rapids and that income from that site would not be large enough.

Major said no consideration was paid for withdrawing.

Major is the second applicant to withdraw from the Grand Rapids contest. Atlas Broadcasting Co. received permission to drop out several months ago.

Catv must pay 10% tax

The Internal Revenue Service has ruled that the 10% communications tax on wire mileage service must be paid by community antenna systems when they lease a microwave relay from the local telephone company.

As reported in the Aug. 6 *Internal Revenue Bulletin*, the tax must be paid, even though subscribers to community television services are exempt from the same type of tax.

The revenue service said wire mileage

YOU CAN QUOTE ME...



"In just five short years, my distributorship for Niagara Cyclo-Massage has twice won the distributor-of-the-year national award. Thanks to spending our advertising budget almost exclusively on WLW Radio and WLW-TV, we have achieved this outstanding business success."

Louis H. Lauch
Louis H. Lauch, Distributor
Niagara Cyclo-Massage
Cincinnati, Ohio



WLW RADIO WLW-TV

TELEVISION - CINCINNATI

The other dynamic WLW Stations

WLW-D Television Dayton	WLW-C Television Columbus	WLW-I Television Indianapolis	WLW-A Television Atlanta
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Crosley Broadcasting Corporation

taxes need not be paid if the microwave circuits are used exclusively to transmit news for radio or tv broadcast; that news is only a minor portion of the tv signals picked up by the microwave system and delivered to the catv operator, IRS noted; that anyway, catv systems don't "broadcast."

Truth must prevail in tv—FTC official

A federal commercial "critic" said last week advertisers are not meeting their obligation to be truthful.

"If the advertiser chooses to use television advertising to sell his products, and there is a conflict between truth and tv salesmanship, then truth must prevail," said Daniel J. Murphy, director of the Federal Trade Commission Bureau of Deceptive Practices, in a statement prepared for the "Ethical Aftermath of Advertising" seminar at Woodstock College, Woodstock, Md.

The seminar, which concludes today (Aug. 13), was set up to "establish a perspective of advertising in the mass communications structure and consider the role of government," said the Rev. Francis X. Quinn, S. J., director of Woodstock's "Ethical Aftermath" series. Top advertising and broadcasting ex-

Scott back at Watchdog

Sen. Hugh Scott (R-Pa.) has returned to the Senate Watchdog Subcommittee, replacing Sen. Norris Cotton (R-N. H.). The announcement was made last week by Sen. Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee. Sen. Scott had left both the Watchdog and Communications Subcommittees last March, when he moved to the Commerce Committee's Aviation Subcommittee. His return to the communications group, where he also replaced Sen. Cotton, was announced two weeks ago (BROADCASTING, July 30). The New Hampshire Republican left both groups for an assignment on the Surface Transportation Subcommittee.

ecutives were scheduled to participate.

Mr. Murphy referred to new rules which permit the FTC to give advertisers advisory opinions on the legality of proposed advertising (BROADCASTING, May 21).

He asked whether new advertising

codes "have been effective in self-regulation, or have they been merely declarations of ideals rather than a description of effective rules?"

Warning that criticism of advertising has reached "the ears of the White House and the Congress," he said that approximately 150 bills affecting advertising and marketing are on file in the 87th Congress.

"This charged atmosphere presents a challenge to the advertising industry," he added.

Hadacol commercials draw FTC fire

Hadacol Inc., once a major broadcast advertiser, was charged by the Federal Trade Commission with making false therapeutic claims in radio and tv commercials and newspaper ads for its New Super Hadacol liquid and capsules.

Currently Hadacol bills between \$75,000 and \$100,00 in radio and is not using tv.

The FTC said that Hadacol drug preparations will be of no value in treating tiredness, sleeplessness, nervousness or exhaustion in adults "except in the small minority of cases caused by an established deficiency of one or more of the vitamins provided by the preparations or by an established deficiency of iron." The advertisements are misleading because they fail to state that Hadacol products will not benefit the great majority of people with these symptoms, the FTC charged.

The FTC further complained that Hadacol had falsely claimed that its products would immediately provide new vigor and energy and will prevent colds, aches and pains.

Use of Hadacol might mask symptoms of serious disorders but the company hadn't disclosed this, the FTC claimed.

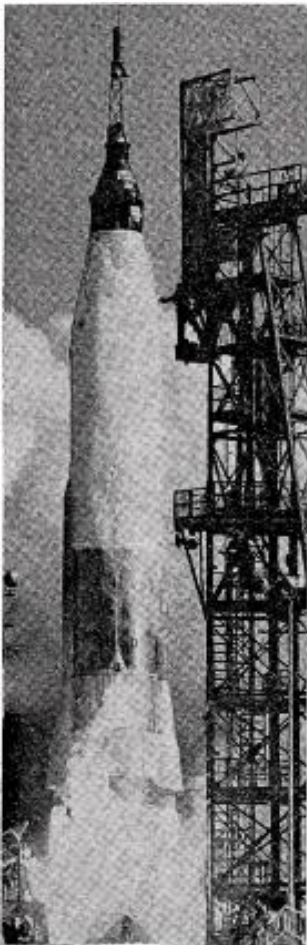
The agency gave Hadacol, and two officials, Jerome S. and James P. Garland, 30 days to file an answer to the FTC complaint.

WFMD asks uhf switches

WFMD-AM-FM Frederick, Md., has asked the FCC to change uhf assignments in its locality to permit the station to apply for a lower uhf channel than ch. 62, presently assigned to Frederick.

The station suggested that ch. 62 be shifted to Hagerstown, Md., to replace ch. 52 and that ch. 37 be assigned to Frederick. This would also necessitate replacing ch. 58 in Martinsburg, W.Va., with ch. 74.

WFMD said no short mileage separations are involved; that no stations exist or have been applied for on any of the channels involved.



Now available

**Colorful, Authoritative,
Meaningful, Comprehensive**

NETWORK-IMPACT 9-HOUR LIVE COVERAGE OF NEXT AMERICAN ORBITAL FLIGHT AT CAPE CANAVERAL, FLORIDA. September 11, 1962.

By MARTIN CAIDIN, foremost Aerospace writer-author-commentator. Backed-up by AMERICAN RADIO NEWS 20-man team of writers, researchers, newsmen and engineers.

Daily pre-launch reports commencing 10 days before Astronaut Schirra's launch; special "night-before" documentary; continuous 90-minute coverage at launch time; 5-minute live specials at end of each of 6 orbits; continuous 90-minute broadcast at end of last orbit through recovery; 25-minute flight wrap-up; 1-hour press conference.

Exclusive in your market by leased line:

COST: \$75 + line charges

Information or order from:

AMERICAN RADIO NEWS, INC. (Dept. 85)

505 5th AVENUE, NEW YORK 17, N. Y.



Trekking to a studio 'housewarming'

Waiting to board a bus for a trip northward from mid-town to the new studios of WLIB New York are (l. to r.) Joe Barker, Donahue & Coe, Beth Black, Donahue & Coe; a WLIB hostess, Marie Coleman,

Donahue & Coe and Art Harrison, WLIB station manager. More than 200 agency officials and civic leaders attended a party on July 24 at the station's new studios and executive offices at 310 Lexington Ave.

906 sound off at WABC-TV's request

WABC-TV New York has 906 letters and cards proving that "you can't please everybody."

Joseph Stamler, vice president and general manager of WABC-TV, reported July 19 on audience reaction to a series of announcements last May asking viewers to express their feelings about the station, giving them the opportunity to "sound off" on all aspects of tv. Much of the mail included mentions of favorite programs, as well as programs "disliked." A tabulation showed that *Ben Casey* received No. 1 ranking in the "favorite" column, and third ranking in the "dislike" list. *The Untouchables*, on the other hand, received the most "dislike" mentions, and didn't place in the list of top 10 favorites compiled from the mail.

None of Mr. Stamler's 44 on-air announcements over a 12-day period in May asked the viewers to cite the programs they liked, or any other specific question. He said replies are being sent to every writer. He called the viewers' reaction "encouraging," and said that a similar audience sampling

Missouri group issues public relations advice

The Missouri Broadcasters Assn. is circulating a booklet, *Operation Public Information*, to its members to assist them in setting up broadcast-oriented public relations clinics.

The purpose of the clinics is to clear up misconceptions about broadcasting and give station management an opportunity to answer questions about programs, policies and practices.

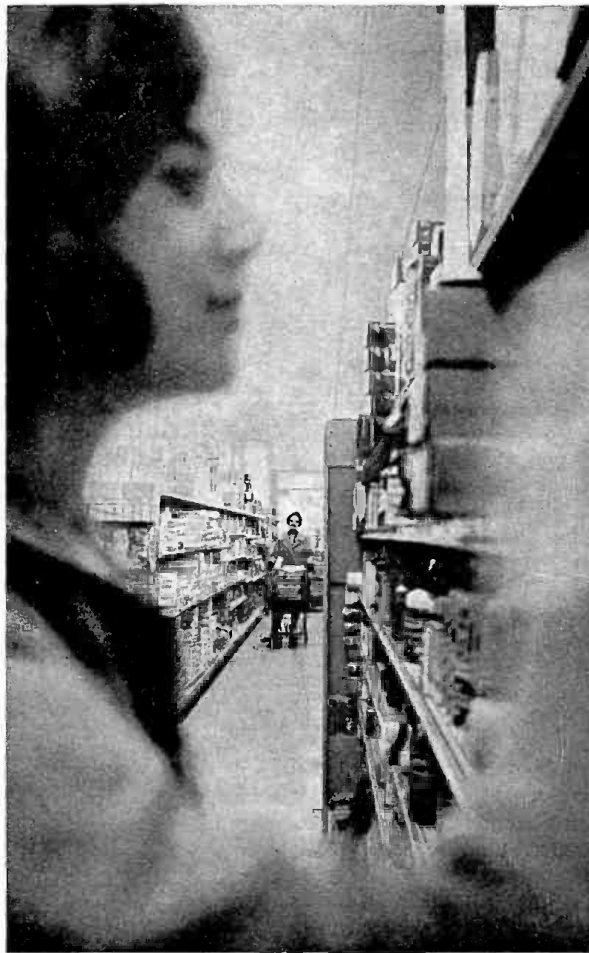
Points broadcasters should make, says the association: how broadcasting differs from the press; the amount and type of public service efforts stations are making; industry standards and policies; how to receive air time for

community projects; and "above all, the necessity for a free and unrestricted broadcasting industry."

Friday freebie

WHIH Norfolk, Va., had no idea how popular black cats were until it tried a Friday-the-13th promotion offering a free black cat and a year's supply of cat food to listeners who could prove they were born on the unlucky date.

Program Director Jack Baker suddenly became aware of a black cat shortage when by 3 p.m. he had nine bona fide requests. Exhausting the stray supply at the Society for the Prevention of Cruelty to Animals, WHIH dispatched its staff on an area-wide search for more cats.



WITH WBT RADIO YOU FOCUS ON THE ONE WHO PAYS THE BILLS

"Is this the one you want me to try, Mom?" Her mother in the background is one of the nation's adults, who receive and control 98% of the U. S. income. In the WBT 48-county basic area, adults receive and control most of the \$2,690,786,000 worth of spending money . . . and WBT radio has the highest percentage of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more of the adult listeners.

WBT RADIO CHARLOTTE

Jefferson Standard Broadcasting Company
Represented nationally by John Blair & Company.

Sources: U.S. Dept. of Commerce, Spring 1961, Area Pulse and Sales Management Survey of Buying Power, 1960.

is planned for the near future. He said many new ideas and suggestions offered in the letters are "helpful," and that some, such as time signals, have been adopted. The initial sampling gave the research department a few surprises, including the remarkably close correlation between WABC-TV's coverage area and the mailing points. For example, New York City, which has 54% of the area's tv homes, accounted for 51% of the mail. Viewer complaints were generally confined to various programs going off the air this season.

Keystone's 'Radiomation'

A 20-page, four-color brochure, detailing the theory and practice of Keystone Broadcasting System's "Radiomation" selling concept for advertisers and agencies, is being shown to radio prospects around the country. The brochure, entitled "Radiomation," discusses audience and market research data compiled by the network's statistical unit.

CKGM help to students

CKGM Montreal is helping high school and university students this summer by offering them interest-free loans to set up part-time businesses and by finding them full and part-time jobs.

CKGM President Geoff Stirling, who also owns CJON-AM-TV St. John's, Nfld., believes such aid can pay big dividends in encouraging initiative. Students have sought loans to buy power mowers, to buy musical instruments to



Magician pulls Houdini for WIBW-TV audience

Some television promotion men strike out bravely where few since the late Harry Houdini have dared to tread—in water, and bound in chains.

Let's narrow that plural down to one — WIBW-TV Topeka, Kan., which features a magician named Turban on weekday afternoons in a program, *Turban's Land of Magic*. WIBW-TV's latest remote produc-

tion was a 90-minute spectacular, "Turban at Shawnee Lake," telecast from Lake Shawnee, Kan. The program also included a water skiing pageant and a sky-diving exhibition. Jerry Holley, WIBW-TV promotion manager, is shown holding a towel. Others: (l to r): Rush Evans, WIBW-TV program manager; Turban himself; and Frank Comella, a park policeman.

play in a band, and for other projects. Last year CKGM started its job-

finding project and this summer is placing five daily announcements for students who seek full or part-time jobs. Last year 1,200 students found jobs through the station's service.



The billboard with the built-in radio studio

Billboards and roof-top remotes are not unusual for the promotion-minded station, but WWHY Huntington, W. Va., has come up with a combination of both to give its listeners traffic reports. In fact, this billboard includes a fully equipped

radio studio that offers a clear view of traffic on the city's most-traveled street. General Manager Dick Husted dreamed up the idea, and Galigher's, a local Ford dealer, provided the roof space above its service department.

WFAA helps polio campaign

When the city of Dallas conducted a mass polio immunization drive July 28, WFAA Dallas made its microphones available to teams of area doctors on a special all-day broadcast, "Operation SOS." The physicians answered listeners' questions about the Sabin oral vaccine being distributed throughout the area.

KDKA's insurance 'salesman'

KDKA Pittsburgh says its Joe L. Brown Show, 30 minutes of baseball talk by the general manager of the Pittsburgh Pirates, "breaks all the 'rules' of present day radio," and is doing an excellent sales job for the Pittsburgh-based Knights Life Insurance Co., which puts virtually its entire advertising budget into the program. The firm added more than \$104 million of insurance last year, says KDKA.

KDKA claims Pulse and Nielsen ratings "which top the 50% share" for the program. The show has been running 52 weeks a year since 1957 in baseball-

conscious Pittsburgh. Sykes Advertising, that city, "finds it an excellent vehicle to bring together, in effect, the insurance agent and prospective client," says KDKA.

Drumbeats . . .

Star for the 40th ■ Johnny Grant, disc jockey at KMPC Los Angeles, reactivated his *Operation Starlift* yesterday (Sunday, Aug. 12) to fly a troupe of Hollywood personalities to entertain the men of California's 40th Armored Division at Camp Roberts.

Bring a radio, Joe Fan ■ WCCO Minneapolis-St. Paul, which counted 2,426 portable radio sets in the stands during a Minneapolis Twins baseball game (BROADCASTING, July 30), is advising fans to bring radios Wednesday night (Aug. 15) for "Portable Radio Night," when station will award radios to listeners and ball players. WCCO airs all Twins games.

Big sign ■ WBBM Chicago is now furnishing news headlines for running-the headline portion of Trans World Air-lines' big electric spectacular at the downtown shopping corner of State and

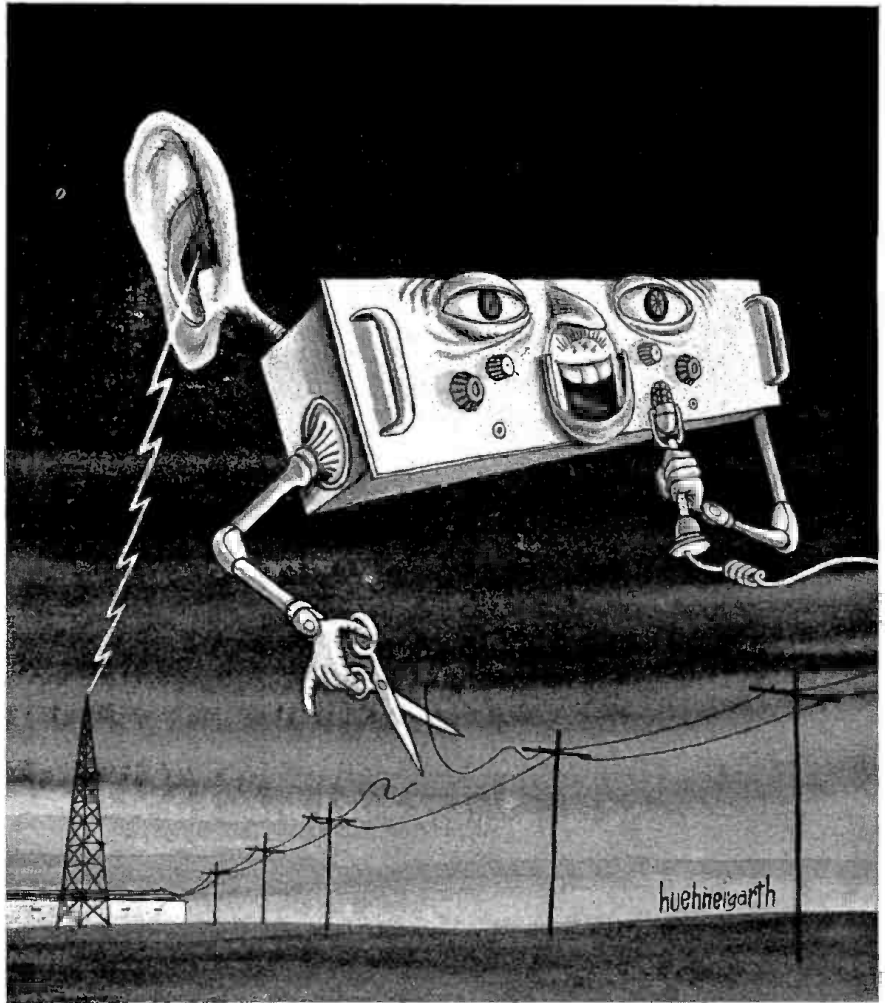


Picnic prizes

WFMJ Youngstown, Ohio, is offering litter boxes and something to use them for—free picnics.

To push its campaign to clean up highways and picnic areas, WFMJ announces the license numbers of cars which show WFMJ litter boxes in the rear window. Owners who call the station within 15 minutes win picnic provisions and 10 gallons of gasoline. Local merchants supply the giveaways for air mentions.

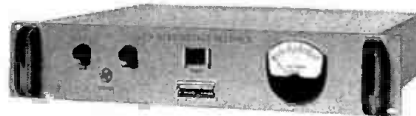
Disc jockey Bob Morgan displays a litter box.



NEMS-CLARKE® Tireless Wireless, cuts FM network costs!

FM networks can be set up with a handshake and a few hundred dollars with a Nems-Clarke FM Rebroadcast Receiver. Stereo/monaural FM networks need no longer depend upon marginal performance of Hi-Fi receivers, or expensive telephone lines.

This new crystal controlled Rebroadcast Receiver, FMR-101, meets the most exacting engineering requirements. It contains transistors and nuvistors in optimum combination and has a solid state power supply. It can be pre-tuned to any fixed point in the FM band and provides the highest quality audio reproduction available. The RF section has a noise figure of only 3 db, and sensitivity is one micro-volt for 30 db of quieting. The filter network is specially designed to provide an IF bandwidth of 200 kc with a shape factor of 2.7 to 1.



Write for Data Sheet FMR-101
Vitro Electronics, 919 Jesup-Blair Drive
Silver Spring, Maryland
A Division of Vitro Corporation of America

Vitro ELECTRONICS

SPECIFICATIONS

Tuning Range 87.5—108.5 mc
Sensitivity 1 micro-volt for
30 db quieting
Noise Figure 3.0 db max.
Distortion less than 0.5%
Stereo Capability Separate multi-
plex output
Image Rejection 80 db min.
IF Rejection 60 db min.

All-out fanfare boosts food firm's tv debut

A Southern California baking concern last week was loud in praise of the results from its first try at television, and was equally profuse in lauding the KTTV (TV) Los Angeles promotion that helped pave the way to tv success.

The program, *Music of the 60's* with bandleader Les Baxter, was telecast May 10 in prime time on KTTV.

Although company policy keeps sales figures a secret, Ted Van de Kamp, vice president in charge of sales for the southern California food firm, said: "The Les Baxter show certainly did exceed our expectations as far as customer response is concerned, and we are looking forward to

more shows of this caliber. Even after six weeks we are still receiving mail and record orders. It was a great show and great for Van de Kamp's."

In preparation for the telecast the food distributor, its advertising agency, Lennen & Newell, Los Angeles, and KTTV cooperated in a prebroadcast publicity-promotion blast louder and longer than any that came from the bandstand during the hour-long broadcast.

Van de Kamp's products are basically bakery goods, sold at the five company - owned restaurant stores and in special departments in 460 food stores. There is also packaged candy and, a recent innovation,

several frozen food items.

The baked goods are sold fresh, the unsold items being returned the following day, and the managers at the individual stores compete for the smallest number of returns. Hence, they were the target for a special drive to increase their orders for the Mother's Day weekend following the Thursday night broadcast. An entire issue of the Van de Kamp house organ, *Windmill*, was devoted to the program and company and agency personnel also contacted the managers by direct mail, phone and in person. A special preview of the taped show was held at KTTV three weeks in advance, to acquaint key personnel with the program so that they could get the word to other employees and to their customers.

Advance Ballyhoo ■ The public promotion got under way 10 days before the telecast. Street signs, window posters, stand-up display pieces, table tents, menu covers and even special cloth badges worn by waitresses informed patrons of Van de Kamp restaurants that the Baxter orchestra was going to be starred in a Van de Kamp special on KTTV. In the stores, shelf and counter display cards, banners, and wraparound labels on loaves of bread listed the show date, time and channel. Outside, signs on all 110 Van de Kamp delivery trucks advertised the telecast, as did the company's outdoor boards. Every newspaper ad included a boldface announcement of the program.

Arrangements were made with Capitol Records for a special Les Baxter record album, which customers could order through blanks obtainable at all Van de Kamp's retail outlets. Gift records with notes from company executives were sent to key



Deskside deliveries to tv editors were one of the many promotions used by Van de Kamp's and KTTV in their campaign to publicize the food firm's first experiment with tv. The show, "Music of the 60's," featured Les Baxter in an hour-long broadcast and was so successful in selling Van de Kamp products that the company is now looking for other one-time features that it can sponsor on a similar basis.

Randolph Sts. WBBM gets promotional credits, too.

Tuners for hospitals ■ CKVL-FM Verdun, Que. (Montreal suburb), is supplying all hospitals in the Montreal area with fm tuners free of charge to enable patients to hear the stereophonic programs broadcast by the station. CKVL-FM is the only Montreal area station with stereophonic broadcasts.

Sunny and Sunbeams ■ When sales executives of WLBW-TV Miami swing through Chicago and New York this summer, they'll have three lovely charm-

ers to help spread Florida sunshine. The girls, called Miss Sunny and her Sunbeams by the station, are winners of a ch. 10 beauty contest and will make radio and television appearances, present keys to Miami to Chicago and New York mayors and will be involved in other WLBW-TV promotion throughout the year.

Hot record ■ KSFO San Francisco says its offer of a recording of station music themes and a medley of "goofs" for 50 cents has attracted 7,734 requests in two weeks (an over-subscription of more

than 2,500), some from juke box operators, radio stations and clients.

The first 40 ■ KSD St. Louis is celebrating its 40th anniversary and has published a commemorative history, *The first FORTY years of KSD radio*. The book looks back, but also describes present operations.

In mourning ■ WDAS Philadelphia, sympathizing with integration efforts in Albany, Ga., launched a "period of mourning" and circulated a petition urging action by the Department of Justice. The station pinned black rib-

market buyers and store managers, with the name of the recipient imprinted on the album cover and, of course, with a reminder of the program. A direct mail campaign brought personal letters announcing the broadcast to market managers, officials of civic organizations and general memberships of chambers of commerce of Los Angeles and its surrounding communities where Van de Kamp stores are located.

Station Active ■ KTTV sent news releases about the *Music of the 60's* special program to more than 300 daily and weekly newspapers, with special photos of Les Baxter and vocalist Beverly Ford and of the taping of the show to all papers which use prints. Food and grocery trade publications got special stories concerning the telecast and other special releases went to advertising and broadcast industry publications. Women's page editors of newspapers and magazines got a special feature prepared by KTTV; other special material went to entertainment and tv editors, delivered in personal calls by KTTV publicists.

Van de Kamp sales girls, dressed in the company working garb suggestive of the traditional Holland costumes, visited newspaper offices to serve coffee and cake to tv editors. Pertinent show information was imprinted on the paper cake plates and coffee cups. The cakes were individually frosted with the name of the paper. Boxes of Van de Kamp's candy were mailed to the homes of key tv writers a few days before the broadcast, and on the afternoon of May 10 cakes were delivered to their homes with a note inviting them and their families to have dessert with the compliments of the Van de Kamp organization while watching the program. A dozen editors also received specially packaged Van de Kamp's frozen food dinners, giving a choice of three different meals, with notes suggesting to wives

that they heat the meals for serving just prior to watching the show at 8 p.m.

Previews for Press ■ KTTV held two preview showings of the program for reporters, editors and columnists a week before the broadcast. Individual interviews with Mr. Baxter were set up. KTTV also presented the band leader as a guest on several of the station's programs and various other artists at the station plugged the special show on their programs. Promo announcements were prepared and used in saturation proportions for 10 days preceding the broadcast. Capitol Records cooperated by staging a "Salute to Les Baxter Week" among disc jockeys of Southern California radio stations. The program was further promoted with a half-page ad in the Southern California edition of *TV Guide* and 20-inch two-column ads on the tv pages of the two metropolitan dailies as well as a half-dozen community newspapers, plus bold face listings in these and other papers the day of the show. KTTV also devoted its own outdoor boards, including the four-by-40-foot sign atop the KTTV building on Sunset Blvd., to the broadcast for a week in advance.

Commenting on the publicity-promotion campaign, Reavis Winckler, director of publicity for KTTV, called it "the finest, most comprehensive I've seen in the 15 years I've been in television. I'm sure it must have set some kind of record for client support of a program—especially a one-time-only show. Van de Kamp's, through Lennen & Newell, did not miss a trick."

The broadcast and its attendant publicity produced increased sales for Van de Kamp's products as well as increased institutional good will for the organization. Exact sales figures were not available, but experienced observers close to the firm estimated a sales increase in the neighborhood of 30% due to tv.

bons on city civic leaders and offered ribbons to listeners. WDAS said more than 10,000 signed to petitions and 35,000 ribbons were distributed.

Fall program push ■ KCOP (TV) Los Angeles is talking up its "\$2 million fall program investment" at parties and presentations in San Francisco, Chicago, Minneapolis and New York. The station is adding nine program packages and switching nine others to "more strategic" time slots.

Wind watchers ■ The approach of the hurricane season, of special concern in

the South and Gulf regions, finds WSB Atlanta ready to offer free hurricane information and tracking charts.

40th anniversary ■ WNAC Boston reports its 40th anniversary celebration pulled 50,111 entries in a July contest offering 160 transistor radios as prizes. Sister station WNAC-TV saluted the radio outlet with "WNAC: 40 Today," recreating the days of 1922 radio. William M. McCormick, WNAC president and general manager, was interviewed on *Kaleidoscope* (WGBH-FM that city) on the am station's anniversary.



INCREASED COVERAGE CLEARER SOUND

An ever increasing number of profit and quality minded broadcasters own **AUDIMAX**—a new concept in automatic level control. **AUDIMAX** provides greater coverage, improved signal quality, operating economies, plus the benefits of automation.

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For full details or a demonstration write: Audio Products Department

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PILKINGTON IMBALANCE

UK's Postmaster General Bevins says commercial tv unjustly criticized by government committee report

In the first House of Commons debate on the Pilkington report Postmaster General Reginald Bevins said that if all the criticisms he has received about tv were accepted "all television screens would become a glorious blank."

The House of Commons has far greater power than the House of Lords so the debate was of correspondingly greater importance than the Lord's debate (BROADCASTING, July 30).

The Postmaster General said he is grateful to the Pilkington Committee and denied it was composed only of academic men and women.

But he disagreed with its praise for BBC and its condemnation of the commercial tv network. In this respect he considered the report was "lacking in balance." He said discussions between the government and ITA and BBC about program balance, violence and triviality will start immediately after the debate, not in "any spirit of re-creation but . . . to work out better program standards."

He emphasized that the government has not been and will not be influenced by lobbying.

He said that the government's recent report and BBC asked that the license fee be raised to \$16.80 a year to pay for the new network and for increased radio time. BBC feels any other method than the license fee system would threaten its financial independence. The Postmaster General indicated the government is considering other means.

Although the fee in Britain is cheaper than in most other countries, that's not a good reason to raise it, he said.

Holding that tv is more pervasive

than any other medium, he said the government cannot abdicate its "responsibility" to see that it is "responsibly used."

"What we all want is good television whatever the type of program might be."

No Compromise - He said he is not willing to compromise on genuine choice between mass entertainment programs and those for smaller groups. Effective competition is fundamental government policy, he said.

He believes the government was right in 1954 to introduce commercial tv. Its effect "has been stimulating and enlivening and I think the BBC feels this is so."

He attacked the Pilkington proposal that the Independent Television Authority run the commercial network and sell advertising time.

This he said would convert the ITA into "a kind of BBC" and emasculate the program companies by converting them into program producers alone.

What interest would ITA have in earning advertising revenue? he said. What assurance is there that the program companies would continue under such conditions or that any new ones would start business? "I am not prepared to run the risk of destroying" the commercial network, he said.

He said the government recognizes serious flaws in the Independent Television Authority's structure.

"We are told that profits are excessive and that the domination of the 'big four' network companies ought to be broken. But it is not really a question of excessive profits. Basically this

is a question of requiring the companies to pay the right rentals for the franchises they enjoy."

"There can be no question of the government acting vindictively against the companies. I don't subscribe to the view that they are anti-social organizations."

Rent Boost - The government is considering raising the rental the companies pay to use ITA transmitters, he said.

He supports the Pilkington criticism that four major companies dominate the market and keep competition at bay in networking arrangements.

He said one suggestion is that ITA itself control networking and take a stronger attitude toward programming balance and standards. It could do this by limiting the number of hours a company could network its programs and reserving some network time to allocate to companies which produce the best programs.

He said the structure of commercial tv must be settled before it's decided whether to give it an additional network. He supported pay tv as a possibility by wire.

He opposed commercial radio since it had a "useful but limited part to play" in broadcasting whereas tv was a much more potent medium that is still expanding.

The Postmaster General said that in tv the first thing needed is "more effective and genuine competition and greater selectivity for the viewing public." He said he would not shrink from a "limited element of paternalism."

Opposition's View - Patrick Gordon Walker, opening for the Labor Party Opposition, said he accepts the Pilkington Committee view that commercial tv falls short of what a good public service should be.

He believes commercial network has been the main, though not the only, cause of excessive violence and triviality.

He suggested that BBC-TV get two networks, one for commercial tv, to force the commercial network to raise its standards.

The Labor Party feels strongly that if there is a fourth network it should be educational, he said.

He said his party wants to break the monopoly of the major tv companies and reduce the frequency of advertising. Many of these fostered a "get-rich-quick" idea and he feels excessive advertising is a public nuisance, he said. He thinks connections between tv and the press should be broken and competition between the media maintained.

He said the Independent Television

Tv-radio boost Rambler's Canadian sales

Television and radio have helped the Canadian branch of American Motors Corp. sell more Ramlers in the past year, Earl K. Brownridge, president and general manager, told the Toronto Radio and Television Executives Club Aug. 2.

For the coming season the Rambler advertising campaign is tied to television in Canada and commercials show specific features of the car and demonstrations. "Only tv could show this," Mr. Brownridge said. "In tv our 60-second commercials are as big as those of our com-

petitors." In print the company's campaign expenditures would not present as big a picture as the big spreads of competing companies.

Mr. Brownridge said that last year the Canadian company used more television than ever before. The company used radio sports programs to complement its tv coverage. Rambler sales increased 84% in the year, and the Canadian plant at Toronto is now turning out 112 cars a day.

"Tv has been a wonderful tonic to Rambler," Mr. Brownridge said.

Authority must become more powerful and cease to be a public relations spokesman for the program companies. ITA should control networking and program planning, he said.

He warned the Postmaster General the Opposition seriously supports a radical reconstruction of commercial tv.

Pilkington denies bias for uplift programs

Sir Harry Pilkington has denied that his committee's report suggested that tv programming should be restricted to what was thought good for the viewers.

He said that it's also untrue to accuse the committee of being against popular light entertainment; there is a place for most of it.

The report pointed out the unawareness of the effects of programs showing brutality, he said.

BBC Director-General Hugh Carleton Green, in his first public comment on the Pilkington report, denied that the committee is biased in favor of BBC and said such charges were made to discredit recommendations which represented the unanimous views of 11 public-spirited, impartial people after they made a searching investigation which lasted nearly two years.

He said the report was a "skilfully argued document of compelling interest to anyone concerned with broadcasting."

BBG asks Parliament for study of catv

The Canadian Parliament was urged in the annual report of the Board of Broadcast Governors to re-examine legislation dealing with community antenna television systems so extension of U. S. tv network programs into Canada by catv will not defeat Canada's domestic broadcasting objectives.

Under present broadcasting legislation the BBG has no licensing control over cable tv systems. The BBG said, however, that it is keeping in close touch with cable tv and all forms of closed circuit tv "because of the effect these systems could have on the revenue potential of free tv stations. Of particular concern to BBG are plans now envisaged by western Canadian promoters to establish cable connections across the international boundary with U. S. network stations in the United States and in other ways to extend further the signals of U. S. stations into Canada. If such boundary crossing cables are laid and the American programs are piped into Canadian homes, for a fee, without some measure of control, this could help to defeat the Canadian content provisions of the Broadcasting Act."

BROADCASTING, August 13, 1962

CTV READYING LIVE CANADIAN NETWORK

Advertisers buying; commercial lineup to link east, west

CTV, Canada's commercial television network, goes live for the first time this fall when its microwave system is scheduled for completion between Montreal and Vancouver. The eastern section from Montreal to Halifax is to be ready by January.

Procter & Gamble of Canada Ltd., Toronto, is a major advertiser on the new network, which begins its second year of operation in September. P&G has bought a half-hour Canadian quiz show *To Tell The Truth*, the hour-long *Dr. Kildare*, a half hour of *The Eleventh Hour*, and a quarter each of the hour-long programs *Sam Benedict Show* and *Fair Exchange*. No decision has been announced yet as to which products will be advertised.

Adams Brands Sales Ltd., Toronto (Chiclets), has bought the weekly half-hour Canadian quiz show *Take A Chance*, originating on CFTO-TV Toronto. The agency is Baker Adv. Co., Toronto.

Rock City Tobacco Co. Ltd., Montreal, is expected to sponsor a half-hour interview show, originating from Toronto or Montreal.

Three half-hour live afternoon shows *Looking At You*, *People In Conflict* and *Line 'Em Up*, will be telecast five days weekly on a national participation sponsorship, but no names of advertisers are yet available.

A quarter-hour evening newscast (Monday-Friday, 10:30 p.m.), is to be sponsored nationally, but no advertiser has yet been signed.

National news will be on a different basis Saturday and Sunday evenings with more emphasis on sports on Saturdays and on national and international news on Sundays because no newspapers are published Sundays in Canada. An advertiser has been signed for the weekend newscasts, but has not yet been identified.

Advertisers are being signed by CTV Television Network for the *Jack Paar Show*, the new *Lucille Ball Show*, *Andy Williams Show*, *Loretta Young Show* and *Andy Griffith Show*. Canadian programs will include *Telepoll*, *Network* and *Jellybean Comedy Clubhouse*.

The CTV Tv Network now includes nine stations, expecting to add others within the next year.

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.



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Creator of advanced microwave systems and components for U. S. space and defense projects.

Canada not ready yet for color tv—BBG

"The time has not come for approving color television in Canada," the Board of Broadcast Governors said in its annual report for the fiscal year ending March 31, 1962. The BBG said there are too many other television problems in Canada to worry about color tv; that more money must be spent to spread tv to unserved areas.

The BBG opposes extra expense to tv station licensees for color tv when many are not making sufficient revenue from black-and-white tv. The BBG doesn't think the public is ready for color tv as shown in developments in both Canada and the United States. The Canadian Electronics Industries Assn. has recommended color telecasting to boost tv set production.

The BBG said information from 22 tv stations which were operating before the BBG was formed in 1958 show gross revenue up 7% in the past three years but average net profit down 53%. Until 1959 tv station revenues and net profits were increasing at a substantial rate, the BBG report commented.

The new second stations which began operations in eight major markets in 1960 and 1961, are still stabilizing their operations. During their first year of

WMT is giving away \$35,000 in cash and merchandise.

To be eligible, move to Eastern Iowa. If already here, listen.

WMT
A prize station if there ever was one.

The price goes up

The Trans-Canada Telemeter pay-tv system in Toronto has announced its 5,500 subscribers in the western suburban Toronto area are to be charged \$15 a year in addition to the pay-as-you-see fees for movies and other programs. The additional charge is being made because of the cost of servicing subscribers' tv receivers, the company indicated.

Previously a \$5 installation charge was the only fee in addition to fees for specific entertainment. Manager R. E. Nelson reports that some subscribers have resisted the new \$15 annual fee. Subscribers also can receive regular programs from three tv stations in the Toronto area and three in Buffalo, N. Y.

operation these stations had received \$15 million in gross revenues.

600 20th-Fox films released in Australia

Twentieth Century-Fox TV International announced last week it has licensed its pre-1948 library of more than 600 feature films to Television Corp. Ltd., Sydney, and General Television Pty. Ltd., Melbourne, in Australia at a total price said to be more than \$1 million.

These corporations, both headed by Sir Frank Packer, have received the Australian rights to the films. The features will be carried initially on Television Corp. Sydney and General Television in Melbourne, and later on stations in Adelaide, Brisbane, Perth and Hobart, which are associated with the Sydney and Melbourne organizations. The transaction was negotiated by George T. Shupert, vice president in charge of 20th Century-Fox TV and Alan Silverbach, its director of International Sales, with Charles Michelson, president of Charles Michelson Inc., New York, representative of the Australian groups.

German time sales top set fee totals

The commercial income of West German tv broadcasting organizations now tops \$250,000 per day. This means commercial grosses now exceed German stations' income from set license fees, the other main income source.

West German and West Berlin tv stations in 1961 grossed about \$56.4 million. Westdeutscher Rundfunk, Cologne, topped the list with commercial income of \$22 million. Commercial

operations of West German tv stations totaled 513 hours last year. Commercial time available to advertisers in West Germany is expected to double next year when a second competitive network, Laender-Fernsehen, begins full commercial operation.

Newsmen of CBC gain wage boosts of \$15

Newsmen of the Canadian Broadcasting Corp. have won new wage increases averaging \$15 a week, boosting the pay to \$160 for top-rated radio and television editors. In some cases, the newsmen, members of the American Newspaper Guild, will be earning as much or more than their non-union supervisors.

The two-year agreement applies across Canada and was negotiated by the Canadian Wire Service local of the ANG. The increase goes into effect at once, with half the amount now applicable and the balance next June 1. Fully experienced editors will increase from \$130 to \$139 now, and \$145 next June. Fully experienced newsmen will increase from \$125 to \$130 immediately, and to \$135 next June.


Air France's 'first'

Air France last Wednesday (Aug. 8) claimed a first in connection with the Telstar satellite. The airline transmitted the first passenger reservation by Telstar. The historic "live" call, originated at Air France's Paris headquarters, was placed at 8:15 p.m. (Paris time). Travelling faster than sound, the call was received at the airline's reservation center, New York International Airport, at 3:15 p.m. EDT.

Abroad in brief...

Appointment ■ CJGX Yorkton, Sask., has appointed Tyrrell & Nadon Co., Toronto, as exclusive representatives.

Appointment ■ CFAX Victoria, B. C., has appointed Air Times Sales Ltd., Toronto and Montreal as exclusive representatives.



**MEN WHO READ
BUSINESSPAPERS
MEAN BUSINESS**

In the Radio-TV Publishing Field
only BROADCASTING qualifies
for membership in Audit Bureau
of Circulations and Associated
Business Publications

BROADCAST ADVERTISING

Lincoln Diamant and **Jay Kacin** have joined Ogilvy, Benson & Mather, New York, as senior producers in commercial production department. Mr. Diamant was formerly in charge of tv and radio at Daniel & Charles, New York. Mr. Kacin was in tv production at Grey Adv. and earlier was tv production group head at Compton Adv. **Ron Richards**, formerly associate producer and casting director at Leo Burnett, Chicago, joins OB&M as dialogue-casting director.

Lou E. Sargent, marketing and merchandising director at R. Jack Scott Inc., Chicago, elected vp.

Mort Adams, formerly director of merchandising, Tea Council of The USA Inc, New York, joins Mogul Williams & Saylor, New York, as account executive in food division. He will serve principally on Bakers Franchise Corp. account.

James F. Quinn, account supervisor, Edward H. Weiss Co., Chicago, named vp and management group supervisor.

Tom Scholts appointed Wade Advertising's account supervisor for Seven-Up Bottling Company of Los Angeles, heavy radio buyer. Mr. Scholts succeeds the late **Nort Mogge**.

Kim Jepson, president of Jepson-Murray Advertising, Lansing, Mich., becomes president of Trans-America Advertising Agency Network Sept. 1. **Charles C. Ramsey**, president of Phillips-Ramsey, San Diego, simultaneously becomes head of network's board of governors. TAAN national headquarters will be in Stoddard Bldg., Lansing.

Richard M. Detwiler, manager, public relations department, BBDO, New York, named vp and director of department. **John G. Leach**, formerly account group supervisor, succeeds Mr. Detwiler as manager of pr.

Charles W. Butler, account supervisor, and **Fred Gerlach**, associate marketing director, have been named vps of Gardner Adv., St. Louis.

Thomas F. Scannell Jr., senior vp of Klau-Van Pietersom-Dunlap Inc., Milwaukee, elected treasurer of agency.

John P. C. McMurrin joins Garfield, Hoffman & Conner Inc., San Francisco as account executive. Mr. McMurrin has been advertising manager of the Leslie-Spice Island Sales Co., previously held same position with Tri-Valley Packing Assn.

Keith Frederickson, formerly associated with advertising agencies in Lincoln, Neb., Chicago and New Orleans, named vp of Savage-Dow Inc., Omaha agency.

John Olney, copy group head, Compton Adv., joins Lawrence C. Gumbinner Adv. Agency, New York, as senior writer on American Tobacco Co., Browne Vintners Inc. and Heublein Inc. accounts.

Martin Schwager, marketing department, Kenyon & Eckhardt, Los Angeles, named marketing services director.

A. Stanley Kramer, formerly with Johnstone Inc. and Donahue & Coe, to Leo Burnett Co., Chicago, as account executive.

Robert G. Froemming, local sales manager and assistant program director and production manager at WOW-TV Omaha, joins Allen & Reynolds advertising agency, that city, as account executive. Mr. Froemming previously was with WGH Norfolk, Va., WRFW Eau Claire, Wis., and KFBB-TV Great Falls, Mont.

Rita Kirwan Connor, copywriter; **Loyd C. Templeton**, copywriter; **Eugene Calogero**, art director; **Andrew C. Isaacson**, senior copywriter, and **Milton M. Schwartz**, copywriter, have joined creative services division of Kenyon & Eckhardt, New York. Mrs. Connor was formerly at BBDO, Minneapolis; Mr. Templeton was with Morse International, New York; Mr. Calogero was with Lawrence C. Gumbinner Adv., New York; Mr. Isaacson was creative director at McCann-Erickson, Houston, and Mr. Schwartz was formerly with Grey Adv., New York.

Aileen Grossman, previously director of public relations at John W. Shaw Inc., Chicago, named copy director of Powell, Schoenbrod & Hall, that city.

Mrs. Pat Templeman, formerly of Aylin Advertising, Houston, and George

Ace bests Bunker

Hugh K. Boice Jr., general manager of WEMP Milwaukee, startled golf companion **Edmund C. Bunker**, RAB president-elect (BROADCASTING, Aug. 6), by winning a "closest to the cup" contest on the Milwaukee Country Club's 123 yard 12th hole with an ace. Until the hole-in-one, Mr. Bunker was closest: two feet, six inches away.

IN MEMPHIS



**THE
GOOD MUSIC
STATION IS
WMC**

**TYPICAL PROGRAM
SEGMENT**

8:35-9:00 a.m., August 24, 1962

- The Tender Trap*
—Leroy Holmes
- We Just Couldn't Say Goodbye*
—Patti Page
- Charleston*
—Lester Lanin
- Love is a Many Splendored Thing*
—Ray Charles Singers
- For You*
—Don Cherry
- And the Angels Sing*
—David Rose

- Distinctive programming . . . different from any other Memphis station!
- News every half hour . . . covered by Memphis' largest news staff!
- Weather casts . . . at every quarter past and quarter to the hour!
- No triple-spotting!
- More play-by-play sports coverage than all other Memphis stations combined!

WMC/MEMPHIS
NBC

790 KC
5,000 WATTS



Seeber Advertising and KRY5, both Corpus Christi, Tex., named media director of Samuel Henry Advertising, Phoenix.

Hovey Larrison, Conklin, Labs & Bebee Inc., Syracuse, appointed director of television and radio.

THE MEDIA

Jay J. G. Schatz, Chicago businessman and attorney, to be general manager of WGES Chicago, newly acquired property of The McLendon Corp. (BROADCASTING, June 18). In addition to his legal practice, Mr. Schatz is president of the Knox Investing Co., licensed security dealers in Chicago, and formerly was a partner in Chez Paree, entertainment landmark in that city. McLendon also owns KLIF-AM-FM Dallas; KILT and KOST (FM) Houston; KTSA San Antonio; KABL Oakland, Calif.; WYSL Buffalo, and WIFE (FM) Amherst, N. Y.



Mr. Wilson

Thomas B. Wilson, chief executive officer of Resort Airlines Inc., has assumed active management of KHOW Denver as general manager. Resort Airlines is owner of station. Mr. Wilson, a brigadier general in the army during World War II, has served as chairman of the board of Trans World Airlines for nine years, president of Pacific Greyhound Lines, vice president and executive officer of Alaska Steamship Lines, president and director of Sea Oil and General Corp., a member of the Kansas legislature, and Deputy Undersecretary of Commerce for Transportation in Washington. He was elected chairman of the board and director of Resort Airlines in 1957.

Donald V. Meaney, manager, special news programs, NBC News, appointed director, news programs. **Malcolm R.**

Johnson, manager, special news programs, NBC News, named manager, news syndication.



Mr. Bennett

David J. Bennett, former assistant to vp of radio and tv for Triangle Publications Inc., appointed to newly created post of director of fm operations for Triangle stations. Mr. Bennett also to direct Triangle Program Service, distributors of fm programs. In broadcasting for over 25 years, he is past president of Pennsylvania Assn. of Broadcasters and was general manager of WTPA (TV) Harrisburg, Pa. Triangle fm stations are: WFIL-FM Philadelphia, WBNF-FM Binghamton, N. Y., WFBG-FM Altoona, Pa., WNHC-FM New Haven, Conn., and KRFM (FM) Fresno, Calif.

Franz Allina, account executive, Benjamin Sonnenberg Public Relations Office, New York, has been appointed director of public relations for Straus Broadcasting Group (WMCA New York and Radio Press International).

Lloyd C. (Bob) Story named operations director at WHIH Norfolk, Va., responsible for overall supervision of studios in Portsmouth, transmitter, staff and facilities. A Norfolk native, Mr. Story has been with WNOR, that city, WABC-TV New York and WTOP-AM-FM-TV Washington.



Mr. Terrell

Jim Terrell, former assistant manager of WKY-TV Oklahoma City, named manager of KTVT (TV) Dallas-Ft. Worth. Mr. Terrell has been with WKY Tv System Inc., which recently purchased KTVT, since 1945 as news director, national sales manager, and general sales manager.

C. George Henderson, general sales manager, WSOC-TV Charlotte, N. C., has been appointed vp in charge of tv, effective Oct. 1. He will succeed **Larry Walker**, executive vp of Carolina Broadcasting Co., who retires (BROADCASTING, Aug. 6). Carolina Broadcasting operates WSOC-AM-TV. **Henry Sullivan**, manager of WSOC since 1958, has been named vp of radio facility. Mr. Henderson entered broadcast field in 1949, joining Crosley Broadcasting as sales manager of WLWC (TV) Columbus, Ohio. In 1953 he became sales manager of all Crosley sales. Mr. Sullivan has previously held sales and management positions with several South Carolina radio stations.



Mr. Henderson



Mr. Sullivan

Arthur Barron, editorial supervisor, creative projects, NBC News, joins Metropolitan Broadcasting Television, New York, as director of creative programs.

Milton R. Hall, program director of KQV Pittsburgh, joins XETV (TV) Tijuana-San Diego, Calif., in same capacity.

Sally Segal y Gonzalez, specialist in international trade, has been named traffic manager of KMEX-TV Los Angeles, due to begin operations Sept. 15.

Arthur Harrison, formerly sales manager, WLIB New York, named sales manager of Westinghouse Broadcasting's WINS New York, effective Aug. 15. **Dominic R. Quinn**, former program manager of KDKA Pittsburgh, appointed program manager of WINS New York.



Mr. Quinn



Mr. Harrison

Norman B. Cleary, former assistant professor at Monteth College, Wayne State U., to WDTM (FM) Detroit as director of programming. He will inaugurate continuing study of audience response to specialized fm programming, among other duties. Mr. Cleary has been program host on station since May.

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ELDORADO 5-0405

Georgians elect Smith president

Charles C. Smith, WDEC Americus, Ga., elected president of the Georgia Assn. of Broadcasters, at annual summer meeting (in conjunction with South Carolina Broadcasters Assn.) last week (see story, MEDIA section). Mr. Smith succeeds Randolph Holder, WGAU Athens, Ga.

Other GAB officers elected: Charles Doss, WROM Rome, vice president, radio; Raymond Carow, WALB-TV Albany, vice president-television; Esther Pruett, WTOG Sa-

vannah, treasurer. Board members elected: Charles Gwyn, WLFA Lafayette; John Foster, WCON Cornelia; Don McDougald, WWNS Statesboro; James O. Hardin Jr., WCOH Newnan; Bill Estes, WGST Atlanta; Al Sanders, WMAZ Macon; Ridley Bell, WRBL-TV Columbus; Bill Huele, WSFT Thomaston; Edward Dunbar, WBBQ Augusta, and Edward Mullinax, WLAG La-Grange.

The South Carolina association held no elections.



Mr. Palmquist

Richard F. Palmquist joins KMEO Omaha as sales manager. Duties will include supervision of local and regional sales staff, coverage of Minneapolis, Kansas City, St. Louis and Denver territories. Mr. Palmquist is a former partner in an Omaha advertising agency.

Robert Temple, former manager KREM-AM-FM-TV Spokane, appointed general sales manager of KTVI (TV) St. Louis. Mr. Temple joined KREM after military service, became tv sales manager in 1954, station manager in 1958.



Mr. Temple

Mel Kampmann, assistant news director, KMJ-AM-FM-TV Fresno, Calif., appointed news director of KFRE-AM-TV and KRFM (FM)

Pronto!

TOTAL SPANISH TV
IN LOS ANGELES!



KMEX-TV
CHANNEL 34

Represented by:
Spanish International Network Sales
247 Park Avenue, New York, N. Y.

Fresno. He succeeds Russ Powell, who joins the CBS Radio network news staff in Los Angeles.

Michael L. Merla, former accountant in Buffalo, named business manager of WOKR (TV), ch. 13 permittee in Rochester, N. Y. Mr. Merla was with WBNY Buffalo from 1946-58, and previously assistant to superintendent of Bell Aircraft Corp., that city.



Mr. Merla

Robert S. Greenhoe, secretary-treasurer of Michigan Assn. of Broadcasters and formerly general manager of WBCH Hastings, Mich., named general manager of WYSI Ypsilanti, Mich., which went on the air Aug. 1. Mr. Greenhoe retains presidency of Barry Broadcasting Inc., licensee of WBCH.

Lee May named news-special events director of KIXZ Amarillo, Tex. Bill Criswell appointed co-program director and Bob Wisdom to station's sales staff as account executive.

Ken Linn, previously with WLW Cincinnati, WBBM Chicago and WFBM Indianapolis, joins WCKY Cincinnati as air personality. Murray Roberts, formerly with WAVY Norfolk, Va., and Lee Stewart, from WAUX Waukesha, Wis. also join staff of WCKY.

Edgar Lansbury, formerly of CBS-TV in Hollywood, joins WNDT (TV) New York, new educational station, as art director. David M. Epstein, former associate professor of music, Antioch College, joins station as music supervisor.

Cyrus F. Rice, on news staff of Milwaukee Sentinel from 1941 until it was sold recently, joins news staff of WISN-TV Milwaukee.

Robert B. Farrow appointed account executive for WICS (TV) Springfield-Decatur, WCHU (TV) Champaign-Urbana and WICD (TV) Danville, all Illinois. The three stations are owned by Plains Television Stations. Mr. Farrow previously was account executive in the local sales department at WICS.

Sam Schneider, WLW Cincinnati radio sales manager in Chicago office, moves to WLW New York office as radio sales manager there. Andrew Jacobs, radio sales manager in Cleveland-Detroit area, replaces Mr. Schneider, and Mr. Jacobs is succeeded by Jonathan Abel, previously with New York office.

Leonard A. Peterson appointed sales manager at KUXL Golden Valley, Minn., to succeed late Louis F. Kroeck. Mr. Peterson was formerly account executive at WDAY-TV Fargo, N. D.

Bob Bennett, formerly with WRIT-AM-FM Milwaukee, joins WIL-AM-FM St. Louis as production assistant.

Marlene Sanders, former writer-producer for *PM East-PM West* show, joins news department of WNEW-AM-FM New York as special pr assistant.

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Jackson

San Francisco
102 Bush
St.

Jim Waldrop, free-lance announcer in New York City, joins news department of WJXT (TV) Jacksonville, Fla. **Janet Williams**, formerly with NBC News, New York, and WRBL-TV Columbus, Ga., replaces **Eleanor Yeager** as WJXT public service coordinator.

Joseph E. Mannion, staff researcher for NBC-TV's *Update* program and news editor at WRC-AM-FM-TV Washington, joins news department of WTOP-AM-FM-TV, that city, covering general assignments in Washington area.

Arthur L. Hecht, formerly director of program promotion and merchandising, CBS Radio, joins WCBS-TV New York as director of advertising and program promotion.

Mark Cohen, eastern sales service manager, ABC-TV, named manager of nighttime sales service. **Yale Udoff**, who was Mr. Cohen's assistant, succeeds him as manager of eastern sales service.

Howard Rothenberg, formerly national sales manager, Communications Industries Corp., New York, joins Select Station Representatives Inc., that city, as senior account executive.

Bernard Kvale, formerly radio account executive, Avery-Knodel, Chicago, joins CBS Radio Spot Sales, that city, in similar post.

John W. Kelin, formerly program manager of WJIM-TV Lansing, Mich., named program director of WLWA-TV Atlanta. Mr. Kelin replaces **Neal Van Eils**, who moves to WRCV Philadelphia.

Leon Luxenberg, director of network sales presentations, CBS Radio, named director, sales promotion and merchandising. **Norman Ober**, CBS Radio director of program writing, becomes director, audience promotion.

John McAvity, manager of nighttime sales service, ABC-TV, named coordinator of sales planning.

Engstrom heads EIA group

Elmer W. Engstrom, RCA president, named chairman of the annual award committee for 1962-63 of the Electronic Industries Assn. Dr. Engstrom is the 1962 Medal of Honor recipient. Associated with Dr. Engstrom on the committee are: **Max F. Balcom**, Sylvania; **Leslie Hoffman**, Hoffman Electronics; **D. R. Hull**, Boyden Assoc.; **Frederick R. Lack**, EIA; **Leslie F. Muter**, Muter Co.; **Robert C. Sprague**, Sprague Electric (all Medal of Honor winners); and **Ben Adler**, Adler Electronics; **Robert S. Bell**, Packard-Bell; **George W. Keown**, Tung-Sol; **W. Myron Owen**, Aero-vox; **L. L. Waite**, North American Aviation.

Perry Davis, released from service, rejoins KALL Salt Lake City as staff announcer, replacing **Fred Rinehart**, who succeeds **Dick Braun** as continuity director. Mr. Braun has moved to Denver. **Paul Smith**, also released from army, returns as KALL staff announcer replacing **Wayne Henry**, moved to Boise, Idaho.

Roy McMillan, 64-year-old newsroom coordinator and former engineer, announcer, farm director and program manager at WSB Atlanta, retires to Florida due to a heart condition.

Ronald Little, public affairs director, named to newly created post of executive producer, WBZ-TV Boston. Mr. Little will be responsible for all studio activity, video taped production and supervision of producers and directors. **Albert Waller**, formerly with the *New York Times* and CBS-TV News, succeeds Mr. Little as public affairs director.

Richard E. Burris, former owner and

operator of WABX (FM) Detroit, named director of newly created research and special promotions department, WLDM (FM) Detroit.

Patti Reuben, production assistant with Compass Productions (producer of *Hallmark Hall of Fame*), joins NBC-TV, New York, as casting coordinator.

Joel Lawhon, 20-year veteran of broadcasting in the Carolinas, joins WFBC-TV Greenville, S. C., news and public affairs department. Mr. Lawhon had served with WFBC prior to World War II.

Paul Frank, WLBW-TV Miami newsmen, promoted to news director, to supervise news operations, sports, weather, production of documentaries and special events. Mr. Frank is former news director at WINZ, that city.

William Nelson, formerly assistant to president of Everett-Bennett Adv., New York, joins WHLI Hempstead, N. Y., as public affairs director.

Hal Raymond, previously program director with KISN Portland and KAYO Seattle, joins KBOX Dallas, in same position.

Richard Valeriani, NBC News Miami correspondent, transferred to Chicago for roving assignments throughout Midwest.

James S. Gessner, formerly of Keystone Broadcasting System, joins WCBS-TV New York, as account executive.

John Holbrook, former Mutual San Francisco News Bureau chief, joins news department of KFRC, that city.

Dick Lawrence, formerly of WABY Albany, joins WORL Boston.

Chuck Brinkman, discharged from army, rejoins KQV Pittsburgh as air personality.

Sam Hale, d.j. and music director of WOKY Milwaukee, joins WQXI Atlanta.

PROGRAMMING



Mr. Gutman appointed advertising director for Four Star Distribution Corp., New York, with responsibility for administration and creation of advertising, sales promotion and publicity. Distributing company is new subsidiary of Four Star Television of Hollywood (BROAD-



CASTING, July 23) and currently is releasing Four Star "off-network proven shows" for individual markets. Mr. Gutman recently resigned as advertising manager of Paramount Pictures Corp., New York, and previously was director of advertising for Ziv-United Artists. Prior to this 15-year tenure with Ziv-UA, Mr. Gutman operated his own advertising agency in Cincinnati.



Mr. Groller

John Groller, director of western area office of Division of Radio & Television of the United Presbyterian Church in the U.S.A., appointed to newly established national post of producer of radio programs for the division. Mr. Groller will be at division headquarters, 475 Riverside Drive, New York City.

Charles S. Chaplin, former president of Trans-Canada Distribution Enterprises, joins Seven Arts Productions Ltd. as vp and Canadian sales manager.

Don Ingalls, story editor and associate producer of *Have Gun, Will Travel*, appointed producer of the CBS-TV series. He succeeds **Robert Sparks**, who resigned to join MGM-TV.

Larry Lansburgh, associated with Walt Disney and RKO since 1943, signed by Selmur Productions Inc., wholly-owned subsidiary of AB-PT Inc., to develop hour tv series for 1963 season, tentatively titled *Land of the Wild*. Mr. Lansburgh is concluding *Greta*, *The Misfit Greyhound* for Mr. Disney, has been nominated for an Academy Award five times, winning two Oscars. Other motion picture credits include *Lassie*, *So Dear to My Heart*, *Stormy* and *The Littlest Outlaw*.

Don Ingalls appointed producer of CBS-TV's *Have Gun, Will Travel*. He succeeds **Robert Sparks**, who was joined MGM-TV. Mr. Ingalls was formerly editor and associate producer of the series.

Richard Swanek, former post-production trouble shooter at MPO Videotronics Inc., New York, joins Coastal Film Service Inc., that city, as vp in charge of production.

Eugene Josephson, president of Chicago Film Lab Inc., Chicago, assumes chairmanship of board in addition to present post with retirement of **Mrs. A. G. Dunlap**, who has been active in midwest film field for 30 years.

Edna Paul, film editor, On Film Inc., New York, has joined WCD Inc., that city, in similar capacity.

Melvin Shapiro has been made head film editor of *Hollywood: The Talkies*, 60-minute tv special being produced by Wolper Productions. **Bud Friedgen** will be assistant editor on the program. **Peter C. Johnson** replaces Mr. Shapiro as head film editor of Wolper's *Biography* series, with **James Schmerer** as assistant editor.

Hal Styles appointed midwestern sales representative for International Video Tape Recording & Production, Los Angeles. Mr. Styles, at 40 E. Oak St., Chicago 11, Ill., also represents other companies in the Midwest.

Wendell Corey, tv and motion picture actor, has been re-elected president of The Academy of Motion Picture Arts & Sciences for 1962-63.

Harold A. Winther resigned as Ziv-UA area representative out of Minneapolis. Future plans undetermined.

Allen Green, member of Knoxville UPI staff, appointed manager of new Chattanooga office of UPI which was opened Aug. 6 in *Chattanooga News-Free Press*.

INTERNATIONAL



Mr. Harris

Hershel Harris, general manager of Independent Television Corp. of Canada Ltd., Toronto, elected vp. Company is Canadian subsidiary of Independent Television Corp., New York.

Ross McLean, former executive producer for Canadian Broadcasting Corp., joins Screen Gems Inc., Toronto, as producer of *Pierre Berton Hour*, to be offered for syndication in Canada.

Jacques R. Alleyn named general

counsel of Canadian Broadcasting Corp., Ottawa.

W. E. Chevrier appointed sales manager, national selective tv sales of CBC, Montreal, and **Jean Desmarais** named sales manager of radio for CBC Montreal.

DEATHS



Mr. Goodman

Harry S. Goodman, 68, president of Harry S. Goodman Productions Inc., radio transcription syndicate, died Aug. 8 in his New York office. Mr. Goodman was chairman of Radio-Tv Representatives Inc., New

York and charter member of Radio Pioneers, an honorary society. Before entering the broadcasting field, Mr. Goodman was a cartoonist, stage manager, banker and sales psychology teacher. He is credited with initiating five minute radio programs in 1930, station identification jingles in 1954, and 40-second to one-minute capsule programs in 1959 during a 35-year career in broadcasting. Surviving are his widow, the former Hazel Knuth; two sons, Everett S. and Daniel, and three daughters, Dorelle; Hollis and Denise.

Maj. John W. Hassard, 41, deputy chief of Air Force radio-television branch in Washington, D. C., died of heart ailment July 27. He was producer of *Profiles*, running on MBS. Maj. Hassard served as NBC-Blue Network staff writer before joining Air Force in 1942. He flew 58 combat missions in Southwest Pacific, received the Distinguished Flying Cross and the Air Medal with two oakleaf clusters.

John B. Terns, 64, automobile copywriter at Campbell-Ewald, Detroit, for 40 years, died Aug. 1 following heart attack.

SUBSCRIPTION APPLICATION

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 1 through Aug. 8 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

APPLICATIONS

Salem, Ore.—Salem Tv Co. Vhf ch. 3 (60-66 mc); ERP 19.6 kw vis., 9.8 kw aur. Ant. height above average terrain 916 ft., above ground 169 ft. Estimated construction cost \$138,000; first year operating cost \$240,000; revenue \$260,000. P. O. address Box 308, Salem. Studio location Salem; trans. location approximately 7 mi. SW of Salem. Geographic coordinates 44° 51' 17" N. Lat., 123° 07' 08" W. Long. Type trans. RCA TT-6AL; type ant. GE TY-50D. Legal counsel Philip Baker, Washington, D. C., consulting engineer Grant S. Feikert, Corvallis, Ore. Principals: Nancy A. Harrison (50%), Robert Eugene Harrison (25%), Robert Denison and Marie H. Holmes (each 12.5%). Mrs. Harrison has 33% interest in KIGN-AM-FM, 32.8% in KBZY Salem, and 20% in KIMA Pendleton. Mr. Harrison is manager of KBZY, Mr. Denison owns pr firm. Ann. Aug. 3.

*Mount Pleasant, Mich.—Central Michigan U. Uhf ch. 14 (470-476 mc); ERP 15.4 kw vis., 8.81 kw aur. Ant. height above average terrain 526 ft., above ground 544 ft. Estimated construction cost \$11,400; no operating cost or revenue given. P.O. address c/o university, Mount Pleasant. Studio and trans. location Mount Pleasant. Geographic coordinates 43° 34' 24" N. Lat., 84° 46' 21" W. Long. Type trans. GE TT-20A; type ant. GE TY-24A. Legal counsel Dow, Lohnes & Albertson, Washington, D. C., consulting engineer George C. Davis, Washington, D. C. Principals: state board of education, Dr. J. W. Foust, president, Dr. W. C. Smith, vp, and Charles B. Park, director of special studies, all three of university. Ann. Aug. 2.

Existing tv stations

ACTIONS BY BROADCAST BUREAU
Bridgeport, Calif.—Bridgeport Public Utility District. Granted cp for new vhf tv translator stations on chs. 11 & 13 to translate programs of KRCA-TV (ch. 3) Sacramento, and KOLO-TV (ch. 8) Reno, Nev. Action Aug. 2.

McCook, Neb.—McCook Chamber of Commerce. Granted cp for new vhf translator station on ch. 4, to translate programs of KGIN-TV (ch. 11) Grand Island, Neb. Action July 31.

New am station

APPLICATION

St. Ignace, Mich.—Lake Bestrs. Inc. 940 kc, 1 kw D. P.O. address 209 Truckey St., St. Ignace. Estimated construction cost \$19,892; first year operating cost \$25,000; revenue \$29,000. Principals: Robert W. LeCount, DeMaries L. Deatrick and Wilson D. Britton (each 33.33%). Mr. LeCount is employe of WCBY Cheboygan, Mich.; Mr. Britton is owner of summer resort; Mr. Deatrick is vp of Straits Bestg. Inc., licensee of WCBY, but holds no interest. Ann. Aug. 3.

Existing am stations

APPLICATIONS

WCLD Cleveland, Miss.—Cp to increase daytime power to 1 kw from 250 w and install new trans. Ann. Aug. 7.

WOVE Welch, W. Va.—Mod. of license to change hours of operation to SH from unl. (Mon.-Sat. 6:00 a.m.-7:45 p.m.; Sun. 7:00 a.m.-7:45 p.m.) And request waiver of Sec. 1.354 of rules. Ann. Aug. 7.

KTBC Austin, Tex.—Cp to change trans. location from Manchaca Rd., 5.3 mi. S of Capitol, Austin, to Farm Rd., 1.7 mi. SW of Hornsby Bend, Austin, and make changes in nighttime DA system. Ann. Aug. 3.

New fm stations

APPLICATIONS

*Terre Haute, Ind.—Indiana State College Board. 89.7 mc, ch. 209, 312 w. Ant. height above average terrain 166.5 ft. P.O. address, c/o college, Terre Haute. Estimated construction cost \$9,940; first year operating cost \$14,630. Principals are college board members. Ann. Aug. 8.

Lewiston-Auburn, Me.—Lewiston-Auburn Bestg. Corp. 96.1 mc, 20 kw. Ant. height above average terrain 379 ft. P.O. address Box 929, Lewiston. Estimated construction cost \$27,959; first year operating cost \$20,000; revenue \$25,000. Principals: F. Parker Hoy (60.5%), Frank S. and Gladys P. Hoy (19.5 and 15% respectively) and Romeo E. Sancoucy and G. Emilio Quellette (each 2.5%). Applicants are licensee of WLAM Lewiston. (Request waiver of Sec. 3.205 [b] of rules.) Ann. Aug. 3.

Sparta, Tenn.—Sparta Bestg. Inc. 92.5 mc, 4.42 kw. Ant. height above average terrain 35 ft. P.O. address Box 390, Sparta. Esti-

mated construction cost \$11,580; first year operating cost \$6,000; revenue \$7,000. Principals: Dr. Sam J. Albritton (82.5%) and Martha L. Albritton (12.5%). Dr. Albritton is dentist and president WSMT Snow Hill, Tenn., and Mrs. Albritton is manager of same station. Ann. Aug. 3.

Existing fm stations

APPLICATIONS

WEIV (FM) Ithaca, N. Y.—Cp to replace expired cp which authorized installation of new trans. and increase ERP to 20.04 kw, from 5.6 kw, Petition for waiver of rule 1.323(b), and for acceptance for filing. Ann. Aug. 3.

WMIT (FM) Black Mountain, N. C.—Cp to change studio location from Clingman's Peak, Yancey County, to On 70 1.35 mi. W. of Black Mountain, and change station location from Clingman's Peak, to Black Mountain, all North Carolina. Request waiver of Sec. 3.205(a) of rules. Ann. Aug. 3.

Ownership changes

APPLICATIONS

WYSI Ypsilanti, Mich.—Seeks acquisition of position control of permittee corporation by Craig E. Davis (50%) through purchase of stock from Roy W. McLean (50%), giving Mr. Davis 50.92% and Mr. McLean 49.18%. Financial consideration was not quoted in application. Ann. Aug. 8.

KTRC Santa Fe, N. M.—Seeks acquisition of negative control of licensee corporation by Francis B. Goodwin through transfer of stock (.03%) from Thomas F. McKenna, giving Mr. Goodwin (50%). No consideration involved. Remaining half interest is held by Mr. Goodwin's wife. Ann. Aug. 7.

WFAA-AM-FM-TV Dallas, Tex.—Seeks transfer of control of licensee corporation from E. M. Dealey and James M. Moroney, as trustees of G. B. Dealey Trust (70%), to Joseph M. Dealey and James M. Moroney Jr., appointees as trustees of same trust, same interest. No financial consideration involved. Ann. Aug. 7.

WHAY New Britain, Conn.—Seeks assignment of license from Aldo DeDominicis (80%), Patrick J. Goode and David K. Harris (each 10%), d/b as The Central Connecticut Bestg. Co., to Kenneth M. Cooper (49.43%), John A. Hill (23.06%), Edwin B. Laughlin (6.06%), Robert M. Fitzgerald (4.24%), and others, tr/as Connecticut-New York Bestrs. Inc. Consideration \$310,000. Assignee corporation owns WICC-AM-TV and WJZZ (FM) all Bridgeport, Conn. Ann. Aug. 6.

KBAB Indianola, Iowa.—Seeks assignment of cp from James R. and Barbara J. Roberts (each 50%), d/b as J. R. and B. J. Roberts Co., to Charles L. and Mildred B. Hamilton (each 50%), tr/as individuals. Consideration \$3,500. Mr. and Mrs. Hamilton are co-owners of automobile decorating and trimming firm. Ann. Aug. 6.

KDEF-AM-FM Albuquerque, N. M.—Seeks assignment of license and cp from Frank Quinn (58.3%), Arthur C. Infield (24.9%), and Eileen Quinn (16.7%), d/b as KDEF Bestg. Co., to Thomas J. Swafford (51%), Midland Capital Corp. (30%), and Dr. Joel Friedman (19%), tr/as White Oaks Bestg. Co. Consideration \$175,000. Mr. Swafford is half owner of tv program production firm; Midland Capital Corp. is small business investment firm; and Dr. Friedman is dentist. Ann. Aug. 6.

WDGO Cleveland, Ohio.—Seeks transfer of control of licensee corporation from Richard Janssen and Marc A. Wyse (each 37.04%) and Douglas G. Oviatt Jr. (24.92%), to Robert D. Conrad and Cecil Patrick, as partners. Consideration \$4,000 to Mr. Janssen; \$4,000 to Mr. Wyse; and \$3,000 to Mr. Oviatt Jr. Mr. Conrad is former program and operations manager of radio station and Mr. Patrick is account executive with advertising printing firm. Ann. Aug. 6.

WEZB Birmingham, Ala.—Seeks assignment of license from Vincent A. Sheehy (49.84%), Maurice H. Graham (11.09%), James R. Bonfils and Ruth L. Sheehy (each 8.51%), Roger L. Gordon (8.14%), Jerry C. Cohen (7.40%), and Helen V. Sheehy (4.88%). d/b as Radio Birmingham Inc. (as bankrupt), to Frank Blackford, court appointed receiver. No financial considera-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, August 8

	ON AIR		CPS	TOTAL APPLICATIONS
AM	3,681	61	148	668
FM	944	57	206	183
TV	883 ¹	76	92	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, August 8

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	17	59

COMMERCIAL STATION BOXSCORE

Compiled by FCC June 30

	AM	FM	TV
Licensed (all on air)	3,686	955	484 ¹
Cps on air (new stations)	59	57	76
Cps not on air (new stations)	141	179	83
Total authorized stations	3,886	1,012	654 ²
Applications for new stations (not in hearing)	438	112	46
Applications for new stations (in hearing)	10	14	51
Total applications for new stations	448	126	97
Applications for major changes (not in hearing)	436	91	34
Applications for major changes (in hearing)	45	10	13
Total applications for major changes	481	101	47
Licenses deleted	3	1	0
Cps deleted	1	3	0

¹There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

operate on 1520 kw, 500 w (250 w-CH), in Houston, Tex.; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action August 2.

Routine roundup

■ Granted petition by Eleven Ten Bcstg. Corp., and stayed effective date of March 15 decision which denied its applications for renewal of licenses of KRLA Pasadena, Calif., and license to cover cp. Stay is for 30 days after release of current order, or 30 days after final court order if judicial review is sought, whichever is later. Eleven Ten's July 30 petition requested stay pending court appeal. Action Aug. 6.

■ Commission gives notice that June 11 initial decision which looked toward dismissing with prejudice for failure to prosecute application of Charles and Marie Niles, d/b as South Minneapolis Bcstrs., for new am station to operate on 740 kc, 250 w, D, DA, in Bloomington, Minn., became effective July 31 pursuant to Sec. 1.153 of rules. Action Aug. 6.

■ Commission gives notice that June 12 initial decision which looked toward granting application of Community Service Bcstrs. Inc., for new daytime am station to operate on 1520 kc, 250 w, in Ypsilanti, Mich.; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, became effective Aug. 1 pursuant to Sec. 1.153 of rules. Action Aug. 6.

■ Commission on Aug. 3 granted petition by National Assn. of Educational Broadcasters to extent of extending time from Aug. 1 to Sept. 11 to file comments and from Aug. 16 to Sept. 25 to file replies in matter of revision of forms for noncommercial educational tv and fm stations operating on reserved channels, and rules relating thereto. Action Aug. 3.

■ Commission on Aug. 3 granted petition by Southwest States Inc. (KOSA-TV), Odessa, Tex., and extended time from Aug. 13 to Oct. 12 to file comments and from Aug. 28 to Oct. 29 to file replies in tv rulemaking proceeding involving Midland, Tex. Action Aug. 3.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Broadcast Bureau, and extended time from Aug. 2 to Aug. 13 to file proposed findings and from Aug. 20 to Aug. 23 to file replies in proceeding on applications of Hayward F. Spinks and Greenville Bcstg. Co. for new am stations in Hartford and Greenville, Ky. Action Aug. 2.

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: Sept. 14 and Oct. 16: Marlin T. Obie and Henry G. Tweten, Mayville, N. D.; Star Bcstg. Corp. (WFLS), Fredericksburg, Va.; Sept. 17 and Oct. 12: Manchester Bcstg. Co. (WMSR), Manchester, Tenn.; Sept. 18 and Oct. 31: WGLI Inc. (WGLI), Babylon, N. Y.; Sept. 18 and Oct. 18: Five Cities Bcstg. Inc., Austell, and Douglas County Bcstg. Co., Douglasville, Ga.; Sept. 19 and Oct. 19: Wright & Maltz Inc. (WBRB), Mt. Clemens, Mich.; Sept. 20 and Oct. 16: Hudson Valley Bcstg. Corp. (WEOK), Poughkeepsie, N. Y.; Sept. 21 and Oct. 19: New Madrid County Bcstg. Co. (KMIS), Portageville, Mo.; Sept. 21 and Oct. 24: Edina Corp., Edina, and Tedesco Inc., Bloomington, Minn. Action Aug. 1.

By Hearing Examiner Basil P. Cooper

■ Dismissed as premature motion by Rockland Bcstrs. for extension of time to Aug. 20 to file corrections to transcript in proceeding on its application for new am station in New City, N. Y.; on own motion, extended time from Aug. 20 to Sept. 10 to file proposed findings of fact and from Sept. 5 to Sept. 20 to file reply findings. Action Aug. 3.

■ By memorandum opinions & orders in consolidated am proceeding in Docs. 14384 et al., closed record after July 20 evidentiary hearing on applications of Stuart W. Epperson for new daytime am station to operate on 1500 kc, 1 kw, DA, in Winston-Salem, N. C.; and Wilkes Bcstg. Co., for new daytime am station to operate on 1520 kc, 5 kw (1 kw-CH), in Mocksville, N. C.; severed applications from consolidated proceeding and scheduled Sept. 30 in Epperson proceeding and Sept. 4 in Wilkes' proceeding by which time any party may file proposed findings. Action July 30.

tion involved in transfer. Ann. Aug. 3.

WYNK Baton Rouge, La.—Seeks assignment of license from Joel M. Hirsch, receiver, to Robert D. McGregor, Herbert V. Brown, and George R. Ratliff (each 33.33%), d/b as Miss Lou Bcstg. Corp. Consideration \$45,000 to creditors of bankrupt station. Mr. McGregor is general manager and chief engineer of WRBC Jackson, Miss.; Mr. Brown is majority owner of retail furniture store; and Mr. Ratliff is salesman for storage firm. Ann. Aug. 3.

WORM Savannah, Tenn.—Seeks relinquishment of positive control of licensee corporation by W. L. Barry (50.67%) and C. H. Walker (.67%) through gift of stock to Neal B. Bunn (100%). No financial consideration involved. Licensee, Savannah Bcstg. Service is permittee of cp WBOL Bolivar, Tenn. Ann. Aug. 3.

WBOL Bolivar, Tenn.—Seeks relinquishment of positive control of permittee corporation by W. L. Barry (50.67%) and C. H. Walker (.67%), through gift of stock to Neal B. Bunn (100%). No financial consideration involved. Permittee, Savannah Bcstg. Service is licensee of WORM Savannah, Tenn. Ann. Aug. 3.

KQRO (FM) Dallas, Tex., KARO (FM) Houston, Tex.—Seeks assignment of cp. license and SCA from E. F. Weerts and A. L. Herzog (each 50%), d/b as Multi Casting Inc., to S. A. Cisler, sole owner, tr/as FM Texas Inc. Consideration \$72,000 for lease of facilities of both stations for five years. Mr. Cisler is president and major stockholder of WLVL (FM) Louisville, Ky., KEAR-AM-FM San Francisco, and vp and minority stockholder of KLMS Lincoln, Neb. Ann. Aug. 3.

KJBC Midland, Tex.—Seeks assignment of license from Jack Cecil, deceased, to Ronald L. Pope (100%), as executor of estate. No financial consideration involved. Ann. Aug. 3.

KVOY Yuma, Ariz.—Seeks assignment of license from Clifford A. Botway (33.34%), Jack M. Davis, Budd Getschal, and Samuel Brechner (each 22.22%), d/b as Colonial Bcstg. Corp., to King Lees, court appointed

receiver. No financial consideration involved. Ann. Aug. 2.

WTCR Ashland, Ky.—Seeks assignment of license from Connie B. Gay (82.26%), Edward Winton (8.36%), and others, d/b as WTCR Inc., to same tr/as Connie B. Gay Bcstg. Corp. Transferor is owned by transferee and there is no financial consideration involved. Applicant owns WGAY-AM-FM Washington, D. C. and WQMR Silver Spring, Md. Ann. Aug. 2.

KEYR Terrytown, Neb.—Seeks assignment of license from Jack Gilbert and Robert T. Marland (each 50%), d/b as Western Nebraska Bcstg. Co., to same tr/as Western Nebraska Bcstg. Inc. No financial consideration involved. Ann. Aug. 2.

WTMA Charleston, S. C.—Seeks transfer of control of licensee corporation from George H. Clinton and Dorothy H. Marks (60% jointly) to Charles E. Smith (100%). Consideration \$14,000 in total, (\$8,000 to Mrs. Marks, and \$6,000 to Mr. Clinton). Mr. Smith is 40% owner of WTMA-TV Inc., which has 33.33% interest in WCIV-TV Charleston, Ann. Aug. 2.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting applications for new daytime am stations of Wolverine Bcstg. Co. to operate on 1530 kc, 500 w, DA, in Wyoming, Mich., and Muskegon Heights Bcstg. Co. to operate on 1520 kc, 1 kw, reduced to 250 w during CH, in Muskegon Heights, Mich., each conditioned that pending final decision in Doc. 14419 with respect to pre-sunrise operation with daytime facilities, present provisions of Sec. 3.87 of commission's rules are not extended to this authorization and such operation is precluded. Action Aug. 8.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of James D. Higson and Peter Frank d/b as Higson-Frank Radio Enterprises for new daytime am station to

By Hearing Examiner Charles J. Frederick

■ Granted petitions by Grand Valley Bcstg. Co. for leave to amend its application for new am station in Saranac, Mich., in certain financial respects, and returned amended application to processing line. Action Aug. 3.

By Hearing Examiner Millard F. French

■ By order, formalized ruling made on July 18 record in proceeding on applications of Speidel Bcstg. Corp. of Ohio and Greene County Radio for new am stations in Kettering and Xenia, Ohio, granting Greene's petition for leave to amend; accepted amendment and supplement filed June 21. Action July 31.

■ Upon motion by Broadcast Bureau and with consent of party, extended time from July 31 to Aug. 20 to file proposed findings and from Aug. 7 to Aug. 27 to file replies in proceeding on application of Elbert H. Dean & B. L. Golden for new am station in Le-moore, Calif. Action July 31.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreement of parties at July 31 prehearing conference in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., scheduled further procedural dates, and hearing on applicant's direct affirmative case for Sept. 24. Action July 31.

■ By memorandum opinion & order in Wilmington, Del. tv ch. 12 proceeding, denied motion by Rollins Bcstg. Inc. to strike reply conclusions filed by Broadcast Bureau, subject to applicants' rights to submit within two weeks from date of release of this memorandum opinion & order comments to Bureau's reply conclusions. Action July 31.

By Hearing Examiner Isadore A. Honig

■ By order in Wilmington, N. C., tv ch. 3 consolidated proceeding, granted July 25 letter request by WKLM-TV Inc. approved applicants' "Proposed Stipulations," continued certain procedural dates, and continued Sept. 17 hearing to Oct. 8. Action Aug. 2.

By Hearing Examiner H. Gifford Irion

■ Continued Sept. 21 prehearing conference to Sept. 25 in proceeding on am application of New Madrid County Bcstg. Co. (KMIS), Portageville, Mo. Action Aug. 6.

■ Continued Sept. 12 prehearing conference to Oct. 8, at which time date for commencement of hearing will be specified, in proceeding on applications of Cabrillo Bcstg. Co. and Helix Bcstg. Co. for new am stations in San Diego and La Mesa, Calif. Action July 31.

By Hearing Examiner David I. Kraushaar

■ By order after July 31 prehearing conference in proceeding on applications of Massillon Bcstg. Inc., for new am station in Norwood, Ohio, et al. Scheduled certain procedural dates, and further hearing for Nov. 13 pursuant to commission's order of remand. Action Aug. 1.

By Hearing Examiner Jay A. Kyle

■ Upon request of Olney Bcstg. Co. and concurred in by James R. Williams, cancelled dates scheduled at June 22 prehearing conference in proceeding on their applications for new am stations in Olney, Tex., and Anadarko, Okla., scheduled certain procedural dates, engineering conference for Sept. 24, and hearing for Oct. 29. Action Aug. 6.

■ Continued Oct. 22 hearing to Nov. 5 in proceeding on applications of Capitol Tele-casting Co. and Austin Bcstg. Inc. for new tv stations to operate on ch. 24 in Austin, Tex. Action Aug. 1.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Pursuant to agreements reached at July 31 conference in proceeding on applications of W.W.I.Z. Inc., et al., for renewal of license of WWIZ Lorain, Ohio, et al., scheduled Sept. 10 for resumption of hearing. Action Aug. 1.

■ Reopened record in proceeding on application of Williams County Bcstg. System for new am station in Bryan, Ohio, received in evidence applicant's page 6A of Exhibit 1, in lieu of page 8 of that exhibit, and July 24 letter containing statement of assets, closed record and affirmed schedule for filing of proposed findings. Action Aug. 1.

By Hearing Examiner Herbert Sharfman

■ Received in evidence certain data re-

quested of applicant at July 27 hearing as Exhibit No. 1E and closed record in proceeding on am application of KDOK Bcstg. Co. (KDOK), Tyler, Tex. Action Aug. 6.

ACTIONS BY REVIEW BOARD

■ Scheduled following proceedings for oral argument before Review Board en banc on Sept. 10: Neil N. Levitt, Roswell, N. M.; and Georgetown Bcstg. Co., Georgetown, Tex. Action Aug. 8.

■ By memorandum opinion & order in consolidated am proceeding on applications of Salem Bcstg. Co. (WJBD), Salem, and Leader Bcstg. Co., Edwardsville, Ill., amended hearing issues to add issue to determine whether Donald E. Condee and Ned M. Webber d/b as Leader Bcstg. Co. will be able to adjust and maintain DA system as proposed in its application. Action Aug. 7.

■ By order, granted motion by Florida-Georgia Tv Inc., and extended time to August 6 to file reply briefs and responses to motion of General Counsel in proceeding involving applications by Florida-Georgia, City of Jacksonville and Jacksonville Bcstg. Corp. for new tv stations on ch. 12 in Jacksonville, Fla. Action Aug. 2.

■ By order, granted petition of Gila Bcstg. Co. and its Trustee in Bankruptcy, and extended time to Aug. 31 in which to file exceptions in proceeding involving applications by Gila for renewal of its five am stations and one fm station in Ariz. (KCKY Coolidge; KCLF Clifton; KGLU Safford; KVNC Winslow; KZOW & KWJB-FM Globe). Action Aug. 2.

■ By order, granted motion by WKLM-TV Inc., to delete as inadvertent issue No. 2 (regarding proposed WKLM-TV ant. height) in hearing order of April 20 involving applications of WKLM-TV Inc., and Cape Fear Telecasting, Inc., for new tv stations on ch. 3 in Wilmington, N. C. Action Aug. 2.

■ By memorandum opinion & order, denied petition by Saul M. Miller to enlarge issues with respect to Bi-States Bcstrs., applicants for new am stations in Kutztown and Annville-Cleona, Pa., which are in consolidated am proceeding in Docs. 14425 et al. Action Aug. 2.

■ These are first actions by new Review Board which was established Aug. 1.

BROADCAST ACTIONS by Broadcast Bureau

Actions of Aug. 7

WORG, Radio Orangeburg Inc., Orangeburg, S. C.—Granted transfer of negative control from Gus M. Browning to H. Edward Crapps Sr.; consideration \$8,000.

KEBR (FM) Sacramento, Calif.—Granted license covering increase in ERP ant. height, change in trans. location, installation of new trans. and ant. and changes in ant. system.

KAPP (FM) Redondo Beach, Calif.—Granted license covering installation of new ant. and changes in ant. system and ERP.

WCNH Quincy, Fla.—Granted cp to install old main trans. as auxiliary trans.

KARI Blaine, Wash.—Granted license covering installation of new trans.

WTAG-FM Worcester, Mass.—Granted cp to change type trans.; remote control permitted.

WRYT Pittsburgh, Pa.—Granted cp to install new main trans.

WIND Chicago, Ill.—Granted cp to install new alternate main trans.

WHOT Campbell, Ohio—Granted mod. of cp to change type trans. for nighttime operation.

WKOK Sunbury, Pa.—Granted mod. of cp to change main studio location and type trans. (day and night).

■ Granted licenses for following fm stations: KTXR Springfield, Mo.; WPLB-FM Greenville, Mich., and specify type ant.

WPTW-FM Piqua, Ohio—Granted cp to change type trans.

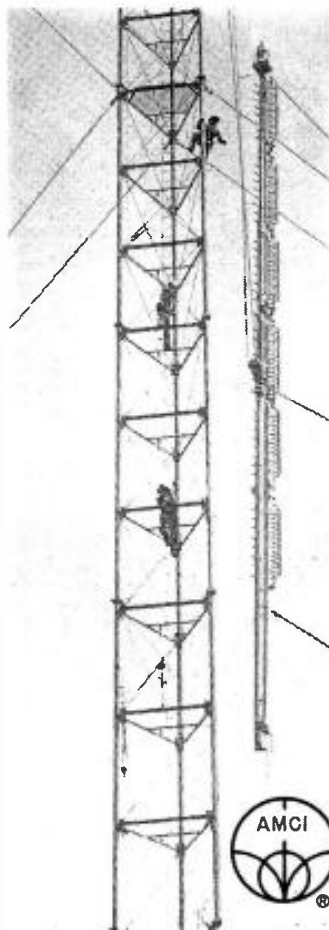
WEZB Birmingham, Ala.—Granted extension of authority to remain silent for period ending Sept. 3.

■ Granted cps to install new trans. for following stations: KJRG Newton, Kan.; KLGJN Logan, Utah.

■ Granted cps to install new auxiliary trans. for following stations: KOMO Seattle, Wash.; WBLF Bellefonte, Pa., and remote control permitted.

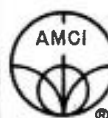
■ Granted mod. of cps to change type trans. for following stations: KVIO Cottonwood, Ariz.; KNND Cottage Grove, Ore.; WTTT Port Huron, Mich.; KONG Visalia.

Continued on page 97



AMCI antennas for TV and FM

- Omnidirectional TV and FM Transmitting Antennas
 - Directional TV and FM Transmitting Antennas
 - Tower-mounted TV and FM Transmitting Antennas
 - Standby TV and FM Transmitting Antennas
 - Diplexers
 - Vestigial Sideband Filters
 - Coaxial Switches and Transfer Panels
 - Power Dividers and other Fittings
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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

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- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

New am-fm station, Fort Atkinson, Wisconsin now hiring complete staff except manager. Excellent opportunity in sales and news. Area applicants preferred. Target date in October. Reply to Box 297, Monroe, Wisconsin.

Management

Opening for Manager of Small Market Texas Station. A good operation showing nice profit with extra potential. Applicant must have clean background and be available for interview. All replies confidential. Box 145P, BROADCASTING.

Wanted manager-salesman or manager-engineer small town radio station. Apply to: F. K. Graham, P. O. Box 554, Vidalia, Georgia.

Sales

Salesman - announcer. Michigan station. Small market. Big opportunity. Salary plus commission. Send resume, references. Box 949M, BROADCASTING.

Sales manager half million, lower lakes market. Salary plus percentage. Resume and photo to, Box 93P, BROADCASTING.

St. Louis . . . Good salesman, proven sales background. Management experience, or ready. Top independent, multiple chain, good salary plus, please write fully. Box 141P, BROADCASTING.

Earn extra money . . . sell radio's hottest capsule and 5 minute features, including biggest show biz and sports names. Also jingles and sales promotion ideas at lowest prices. Write . . . Creative Services, Inc., 75 East Wacker Drive, Chicago 1, Illinois.

Announcers

Announcer, first phone required for New England daytimer. Excellent salary. Box 403M, BROADCASTING.

Wide awake fulltime operation east coast, wants steady, experienced man with personality. \$90 for 40 hour week to start. Box 965M, BROADCASTING.

Sportscaster-newsman; experienced in sportswriting, newswriting, announcing of both and play-by-play. Midwest. Resume. Box 998M, BROADCASTING.

Good music station in central Ohio needs strong staff announcer. For late afternoon shift. Prefer veteran. Box 41P, BROADCASTING.

Showman-first phone, 5 years experience, draft exempt. \$140.00 minimum. Box 55P, BROADCASTING.

Announcer-chief engineer, midwest daytime directional. Also first ticket announcer, no maintenance. Tell me complete story first letter. Box 67P, BROADCASTING.

Experienced versatile announcer. Illinois \$95—44 hours. Rush resume and tape. Box 85P, BROADCASTING.

Announcer-salesman. Real opportunity to sink roots, make money in east coast community. Box 86P, BROADCASTING.

Combo salesman announcer for expanding Florida market. Good appearance, good voice, aggressive personality. Good music station. Per hour board, plus sales commission. Send picture, resume and tape initial inquiry. Great opportunity for right man. Box 94P, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Opportunity knocks for good idea man who is strong on production and runs a tight board at multiple ownership station. Upper midwest number one pulse and Nielsen modern music station is seeking man with these qualifications. Box 115P, BROADCASTING.

Highly skilled classical music announcer, programming and combo-board operation required. Must have extensive previous experience. San Francisco station. Box 119P, BROADCASTING.

Announcer, first phone required, no maintenance. Midwest. Excellent salary, send-tape and resume. Box 125P, BROADCASTING.

First phone announcer for swinging northeast Tennessee daytimer. No maintenance. Salary open. Immediate opening. Box 135P, BROADCASTING.

New Jersey, experienced announcer-newsman. Adult music station. Salary commensurate will ability. Send tape, and resume, salary requirements. Box 150P, BROADCASTING.

Wanted. Combination tv and radio newsman for central midwest medium size progressive market. Send tape, picture, news writing sample and complete resume. Box 152P, BROADCASTING.

Have opening for announcer with first phone who wants to get start in radio. No maintenance experience necessary. Also if interested in sports can take over play-by-play. There will be some transmitter watch. If interested send tape. Box 161P, BROADCASTING.

Opening anticipated for good, experienced announcer seeking long-term position with well established station in Midwest. We are AM-FM-TV, and although opening is radio, some TV possible if interested. Adult delivery and above average voice quality essential. Many opportunities for person with genuine professional interest. Tape, photo, resume to Box 164P, BROADCASTING.

Announcer for growing station in good market. \$400 per month to start. Send tape and resume to, KBRZ, Freeport, Texas.

Mature announcer. Some sales. Splendid opportunity. AM/FM station, emphasizing adult music, local news, in good community. Send tape, photo, details. Rod Cupp, Manager, KOFO, Ottawa, Kansas.

Immediate opening young single announcer. Experience preferred, but training qualifications will also be considered. KVWM, Show Low, Arizona.

Need announcer-newsman. Bill Tedrick, KWRT, Boonville, Missouri.

An announcer in addition to our staff. Good music operation. Send tape and resume to: Radio Program Director, WANE Radio, Ft. Wayne, Indiana. Please no phone calls.

Announcer for regional adult audience. 1st class ticket preferred but not vital. Excellent chance for advancement in multiple ownership operation. Fringe benefits. Contact Derwood Carn, PD. WALM Albion Marshall, Michigan.

Experienced staff announcer, strong news, ideal working conditions. Phone WCEM, Cambridge, Maryland, 228-4800. Ask for Sam Cannon.

Announcer with first phone, on Virginia coast. No maintenance required. Salary open. Call or write. WESR, Tasley, Virginia.

Help Wanted—(Cont'd)

Announcers

Number one wants you. Top station in tri-city market wants bright, happy d.j. for morning show and news. We are a middle of road music operation, with personality. Pleasant community, near state capitol. You will join a growing chain, with major market interests. Rush resume and air check to, Program Director, WHAP, Hopewell, Virginia, immediately.

5,000 watt station with adult audience, owned by N. Y. Herald Tribune. Wants staff announcer for permanent position. Must have excellent voice for news and commercials (no dj or personality work). \$90 to start, ability determines future earnings. Paid hospital-medical plan. Personal interview required. Send tape, resume, references to WGHQ, Kingston, New York.

Immediate opening for experienced adult announcer. Require board ability and good music knowledge; no news. Exceptional opportunities, fringe benefits, etc., for properly qualified person. Address recent air check, snapshot and resume to Manager, WOC-AM-FM-TV. Davenport, Iowa.

nouncer. Contact Mr. Talley, WSMI, Lichfield, Illinois.

Sales-announcer, new station, excellent market, light board, prospective network, dignified programming. Mr. Fleagle, HEMlock 6-0123, Albany, Georgia.

Graduate assistant in radio-television news beginning Sept. 17. Reply: Jack Newman, Observatory Hill Office, University of Wisconsin, Madison.

Immediate opening for radio newsman to gather and broadcast local news. Call H. B. Borwick, WVOS, Monticello, New York, 610 or 869.

Immediate opening for an experienced staff announcer technician, first F.C.C. ticket required. Apply MacClatchy Broadcasting Company, Personnel Department, Sacramento, California.

Announcers-many. Edwards Agency, 73 Warren Street, N.Y.C.

Announcers: find out how you can list and have your resume mailed to over 1,000 radio or 310 tv stations throughout east coast and midwest. Job Xchange, 458 Peachtree Arcade, Atlanta, Ga.

Technical

Eastern Regional AM-FM needs first class Engineer. Transmitter and maintenance. No combo. Permanent position, with possibility of chief's job. Salary open. Full details—first letter to Box 471M, BROADCASTING.

Chief engineer, Michigan metropolitan daytimer. Operation and maintenance. Some announcing. Well equipped including automation. Desire experienced, management-oriented man. Box 936M, BROADCASTING.

Florida coast. First or second phone. Communication equipment installation and repair. Start \$325 up, with good advancement depending upon background, ability. Send complete resume, snapshot. Box 56P, BROADCASTING.

Chief engineer one man operation. 1kw am-fm transmitter, maintenance. Box 80P, BROADCASTING.

Immediate opening for chief engineer. Must know maintenance. Some announcing. Upstate New York adult station. Send resume, photo, salary requirements to Box 107P, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Combo. Heavy on engineering. Major Arkansas regional. Must be settled, sober experienced. Salary open. Background and audition first reply. Box 127P, BROADCASTING.

N.Y.S. regional am-fm, require chief engineer, strong on maintenance, good salary. Box 169P, BROADCASTING.

Engineer-am-fm and studio maintenance. Construction. First class license. No announcing. Position of chief if qualified. State salary and experience. Position open immediately WEPM, Martinsburg, West Virginia.

September opening 1st phone for transmitter and maintenance. 10 kw DA-D, C.P. for 50 kw. Permanent position. WFYI, Roosevelt Field, Garden City, N. Y.

Wanted. Combo announcer-engineer (2). Announcer-salesman. Pay commensurate with experience and ability, for station returning to the air with new ownership. Send audition, resume and photo to Casey Heckman, WITE Radio, c/o general delivery, Brazil, Indiana.

1st phone engineer for 5 kw, Michigan's finest broadcasting plant. Apply now-want starting date of September 1st. Confidential. Write: Floyd Holes, C. E. WKMI, 1360 Melody Lane, Box 911, Kalamazoo, Michigan.

Announcer-engineer combination, or engineer, 1st class FCC license, car needed, 5000 watt station, permanent position. Send resume at once, also tape if combination man to, Chief Engineer, Box 8765, Richmond, Virginia.

Chief engineer announcer. Short board shift. Must have acceptable voice. Kilowatt on 620 directional nighttime. Salary commensurate with ability. Need September 1. Radio, KWAL, Box 930, Wallace, Idaho.

Production—Programming, Others

Program, production director with good understanding of general operations needed at midwest medium large market station by September 1st. Must be capable of programming both top forty and good music formats. Send complete resume with salary requirements first letter. Excellent opportunity for long term position. Box 971M, BROADCASTING.

Promotion-minded program manager. Successful experience basic . . . also creative approach. Salary and incentive good . . . as is living in Indianapolis. Please send letter or outline . . . definitely confidential. Write Box 40P, BROADCASTING.

Female assistant copywriter with experience. Send sample of work and resume to: Radio Continuity Director, WANE Radio, Ft. Wayne, Indiana. Please no phone calls.

RADIO

Situations Wanted—Management

Currently managing top station in a tough multiple station market. Twelve years experience, seven in management. After seven years of building here I am now ready to move up to a larger market. Have doubled station's volume in last 3 years. College grad, married, mid 30's a civic leader. Interested? Box 48P, BROADCASTING.

Successful seasoned manager-strong sales. Employed, area \$10,000. Desire southeast with full responsibility. Top media, business and personal references. No hurry, must give 30 days notice. Box 50P, BROADCASTING.

Successful sales manager, married, employed and competent. Seeks managerial challenge in West Virginia, Virginia, Kentucky or Ohio. Box 89P, BROADCASTING.

Programming, promotion and profit conscious. Maintenance experience. First ticket. Married. Mature. Available September. Box 114P, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Darned good general manager. Strong, creative salesman. 38, family, college. Box 121P, BROADCASTING.

5 figure biller for past few years. Creative, over eager, desirous of building strong local sales department. Require a \$15,000 guaranteed draw. Objective: profits for you and me. Write to Box 142P, BROADCASTING.

My radio management gets community acceptance, sales, realistic overhead. East-southeast, but open. Box 163P, BROADCASTING.

Florida: employed in south Florida major market. Desire small station as manager or program director. Veteran, married, 26, five years experience all phases. Box 175P, BROADCASTING.

Need a news director with ability to lead, gather, write, edit, and learn? Write Jim Finch, 201 Hudson St., Storm Lake, Iowa.

Sales

Salesmanager in major market. 6 years sale, 8 years on air. Personality dj. Proven air rating, sales and salesmanagement. Income \$8,500 plus. No drifter, just bogged down in top heavy chain operation. Box 99P, BROADCASTING.

Nine years successful selling, promotion, management. Family man available immediately for manager or sales manager position. Prefer east. Box 173P, BROADCASTING.

Desires employment as sale representative and announcing. Contact by writing to: Bill Abernathy, Box 95, Richwood, W. Virginia, or call after 4 o'clock, Viking 6-6623.

Announcers

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 602M, BROADCASTING.

Kazoo player. Also offbeat humorous dj. Authoritative newscaster. Production voices. 3 years. Veteran. Box 20P, BROADCASTING.

Announcer, tight production, mature voice, experienced, dependable, vet; will relocate. Box 52P, BROADCASTING.

Major market opportunity wanted. 6 years experience. 1st phone. Top rated for 2 years in medium market. Ambitious. Married. Box 60P, BROADCASTING.

Announcer/DJ. Swinging modern sound. Cheerful. Competent. Young. Experienced. References. Box 70P, BROADCASTING.

Experienced, versatile announcer with college degree desires position in solid organization. Broad appeal with mature approach. Familiar with production, news, sports, special events. Above average salary required. Box 82P, BROADCASTING.

Capable newsman, 37, married, seeks place in competitive market. \$600. Radio and/or tv. Box 100P, BROADCASTING.

Versatile announcer looking for steady position. Have had experience in all phases of radio except management. Am married. Available immediately. Box 102P, BROADCASTING.

My wife tells me I'm the world's greatest personality dj. She may be right. In seven years of major and medium markets. I've worked all music formats with top ratings. Minimum \$150 to start. Presently employed. Box 104P, BROADCASTING.

Experienced, mature, ambitious announcer-salesman-sportscaster. Will relocate for right price and pleasant working conditions. Family man. Prefer east coast. Box 109P, BROADCASTING.

Experienced play by play sports and news. Eleven years at present station. Married, college graduate, veteran. Prefer Ohio area. Box 111P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer-disc jockey—desires permanency. South central or southwest. Box 113P, BROADCASTING.

A-1 production man seeking relocation in major market. College, much experience, married. Box 116P, BROADCASTING.

I'm good, look good, sound good, work hard. Dependable, experienced. Desire solid sports job with some play by play in major market. First class references, solid commercial job radio or television. Box 117P, BROADCASTING.

6 years experience. Personality dee-jay, tight production, ready to move up and settle permanently before September. Draft free, family man . . . want \$150 . . . first phone. Box 120P, BROADCASTING.

First phone announcer, salesman. Prefer North Carolina or Virginia college town. Family. Box 124P, BROADCASTING.

First phone deejay with 5½ years experience offers a lot of talent and work in exchange for money and solid connection with swingin singles playing outlet. Box 126P, BROADCASTING.

I can vocalize and record commercials that sell; authoritative, persuasive, and pleasant professional sound. Free lance. Box 129P, BROADCASTING.

Free! Free! Free! Tape, photo, resume. Experienced, married, references, midwest. Box 138P, BROADCASTING.

Young, married, currently employed in 5 station market by network affiliate. College, draft exempt, strong commercial voice, bright production, looking for future with solid operation, best references. Box 140P, BROADCASTING.

Major market announcer-newsman desires permanent home for family in Pacific northwest or west coast. 8 years experience, 1st phone, excellent resume. Box 144P, BROADCASTING.

Presently employed dj. prefers different location, age 20, married, limited experience. Box 147P, BROADCASTING.

1st phone. C&W/pop d.j.—3 years experience. Copy production—available immediately. Prefer west or southwest. Box 153P, BROADCASTING.

Attention major markets: bright, happy sounding, top rated dj considering change. 6 years experience. Family. Box 155P, BROADCASTING.

Announcer, dj. Authoritative sound, family man, veteran. Will relocate permanently. Good board, hard worker, prefer midwest and west coast. Box 157P, BROADCASTING.

Negro announcer, good voice, versatile, work hard, strong news and music background. Will relocate anywhere. Box 158P, BROADCASTING.

Experienced dj. newscaster looking for metro market in northeast. Box 160P, BROADCASTING.

Looking for dj. position with Ohio-Kentucky station. College graduate, 2 years as commercial dj. and background in writing. Tape, resume at once. Box 165P, BROADCASTING.

Married, versatile, four years in major market, radio & TV, want to settle with station of opportunity. Box 168P, BROADCASTING.

Newsman-annr.-air personality. Age 30. Five yrs. experience med. market. Have 1st Phone. College Degree. Want to be cog in big wheel operation near Chicago or Midwest. Box 174P, BROADCASTING.

Worked in 150th market, 21, single, 2 years experience, like modern sound. Box 178P, BROADCASTING.

Nashville C&W man, twelve years experience as dj, plus radio sales, booking, promotion, dj instructor. No tape, personal in-south east . . . permanent situation wanted, terview only! Prefer south west, west, or with advancement possibilities. Phone: CA 7-2489, Nashville, Tenn.

Situations Wanted—(Cont'd)

Announcers

Chief engineer, or staff with large station. Thirteen years experience. Ga., Fla., S. C. preferred, all considered. Box 133P, BROADCASTING.

Newsman . . . radio . . . tv. Employed top newsroom major market. Employer will recommend. Contact Don Sattell, c/o WIL, St. Louis, Mo.

Want to work in radio station. Bruce Langdon, 9312 13th Avenue South, Minneapolis, Minnesota.

Announcer, 24 years old, draft exempt. 18 months experience. Available immediately. Mid-west preferred. Ken Scott, 54 South Franklin, Janesville, Wisconsin.

Radio since "47" mature family man—steady—same employer 9 years. Strong football play by play DJ—format—good music—c&w—currently working drive time met. area. Livingstone 4304 Zion, Little Rock, Ark. LO 5-7058.

Have training, experience, and need of job . . . do you need me? Tape and resume upon request. Roger Williams, Middleville, Michigan.

Talent with ticket seeks permanent affiliation with stable station. Professional air personality with many years experience. Telephone, DAVIS 8-7650, area code 312.

Is your Boy Saturday doing your Girl Friday's work? Well, cry no more. This girl can do feminine announcing, d.j., news-casting, and Girl Friday work. Runs tight board. Will send tape. Write Donna Lee, 1128 Hinkley Ave., Aurora, Illinois.

Newsman . . . seeks on air position in large metropolitan market; college training in broadcasting; three years commercial experience in production, writing, airing, on the spot coverage. Familiar with voice, wire news services, mobile units. Available immediately. Contact Harold Platzker, 785 West End Ave., New York 25; University 4-2829.

A bright happy d.j. looking for work. Also could do newscasting. Anthony J. Telesco, 19 Wardwell St., Stamford, Conn.

Technical

Engineer with directional experience would like job with a growing station. Preferably in mid-west, however all openings will be considered. Box 103P, BROADCASTING.

Young family man—presently chief 1kw directional. Combo experience. Prefer north-west. Schools? Fishing? etc. Box 112P, BROADCASTING.

First phone. Twelve years staff and chief engineer. AM, FM, 250-5000 watts. Interested in job with good future in radio, tv, manufacturing or other communications. Box 132P, BROADCASTING.

of CP in major market. 24 years broadcast Engineering-operations director. Due to stay experience. Member IRE, SMPTE and Broadcast Pioneers. Experience in construction, operations, and administrative procedure. Further information available by calling HE 6-6593, St. Petersburg, Florida or writing to 5836 47th Ave. No., St. Petersburg.

Production—Programming, Others

Stop look, hire! Me!! 3½ years experience. Now p.d. and news director. Excellent references. Desire relocate. Box 990M, BROADCASTING.

Experienced, creative copy and promotion director seeks challenging position north-east. Box 46P, BROADCASTING.

Have first ticket, college degree. Want sports situation, with play by play. Six years experience including major college football and basketball. Will double with other duties. Now employed top California market, but want sports situation. Box 101P, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

I'll give you six years experience, knowledge of format radio, production and versatility, best references and a sound to make your pulse race. You give me \$150 with advancement in a progressive operation that wants to grow. Currently pd in market of 75,000. Desire pd in medium air shift in major. If you have a challenge, I'm interested. 29. Married. Tape. Resume. Box 106P, BROADCASTING.

Which category do you want filled? Management? Programming? Air personality? Looking for relocation at decent income level. Eighteen years experience, broadcasting, no engineering. Married, children, college grad. Excellent background and references. Let me build billings and ratings. Let's hear soon. Tired of moving. Box 122P, BROADCASTING.

Available soon. Program director now with one of New York states most successful stations. Music and news all the way. Complete charge of programming. If interested contact, Box 128P, BROADCASTING.

First fone, fifteen years am-fm. Some tv, one year combo, family. Available now. Box 146P, BROADCASTING.

Can offer creative sales, effective programming, image building public service features, knowledge of FCC rules and cost conscious operation. 18 years experience, mid 30's, family man, interested in small or medium mid-west or east market. Box 177P, BROADCASTING.

Copywriter-announcer. Mature, experienced ad man with announcing background. Masters degree. Box 179P, BROADCASTING.

Award winning newsman, news director. Seeking right organization. Veteran, family man with experience in all news media. Immediately available to organization expecting hard hitting newsman at \$100 plus. Authoritative, analytical, aggressive pro who takes his work seriously. Call New York, Hyacinth 5-4216, wire or write "Green," 601 Howard Ave., Brooklyn 12, New York.

TELEVISION

Help Wanted—Sales

Sales opening in Southwest for young aggressive man. Leading tv station in 3 station market. Man must have management potential. All managers in our radio and tv operations have come from sales. Local retail sales in our market very important phase of operation. This is a five figure job to start with and active, protected account list. Salary and commission. Give complete resumes and experience first letter. Great opportunity to live in southwest with Texas owned and operated station. All replies confidential. Box 74P, BROADCASTING. This is a great sales opportunity.

If you are a good salesman, like to sell for an aggressive tv station, like to work and see it pay off, you might be our man. Have opening in local television sales department for experienced man. Salary, commission and active account list in growing Texas market. Include background and picture as well as goals in life. References and personal interview necessary. Write Box 75P, BROADCASTING. Replies confidential.

Opportunity galore for ambitious guy or gal with commercial bent to join sales traffic department of a great station in Pennsylvania. Excellent salary, fringe benefits. Write in confidence to Box 162P, BROADCASTING.

Technical

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Experienced chief engineer for maximum power Rocky Mountain tv station. The man we want must be thoroughly experienced in theory, technical and practical areas of tv engineering, including microwave. Plus—and this is most important—he must be capable administrator. References required. Salary open. Write, Box 991M, BROADCASTING, giving a complete resume of your experience, salary expectations, etc.

Motion picture photographer and film editor for south Florida tv station. Resume of experience to Box 68P, BROADCASTING.

Chief engineer needed immediately for medium size California market. Area is practically all UHF. Contact, Ed Erner, KLYD, TV.

Production—Programming, Others

Managing editor wanted by CBS affiliate, major southwest market. Must be imaginative and thoroughly experienced in television writing, shooting and editing. Ability to telecast news helpful but not essential. Applicant will be thoroughly investigated. Good job for right man. Box 25P, BROADCASTING.

Tv artist, excellent position for imaginative person with ability to communicate visually. ETV station. Good salary. Central Michigan University TV, Mt. Pleasant, Michigan.

Traffic assistants (2)—girls experienced in handling avails and teletype machine. Plush office, many extra benefits. Write or call H-R Repts, 375 Park Ave., New York. Pl 9-6800.

TELEVISION

Situations Wanted—Management

Television salesman, top producer in major market for major group, fully qualified for sales management. Ready to move in order to move up. 5 years tv, 10 years radio. Resume. Box 32P, BROADCASTING.

General salesmgr. Creative profit producer, presently employed. Pushing sales curves upward for 14 years at local-regional-national level. Top notch client and agency contacts. Base plus % sales. Box 143P, BROADCASTING.

Attorney. 12 years experience handling all legal, labor, FCC, continuity and policy matters multi-station television group and radio network in major markets. Executive and administrative experience. \$20,000 minimum. Box 118P, BROADCASTING.

Available immediately, management or sales. Top sales record with both stations, (rose from sales to management), and past ten years representing top television producers. Acquired proven sales procedures, ideas, any market size. History, business reference upon request. 45, Scandinavian. West-midwest. Television, radio. Box 4334, Minneapolis 18, Minnesota.

Sales

Sales manager, 10 years experience. Employed, enthusiastic able administrator, married, family. Box 134P, BROADCASTING.

Tv salesman want to move up. 10 years in large midwest market. Married, family, college grad desires assistant sales manager, or local sales manager job midwest, or west. Box 172P, BROADCASTING.

Announcers

Sharp sportscaster, news, personality. Presently hosting Paar type television show. Desire return Eastern market. Box 683M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Now working, free lance, major market. Desire staff plus kiddie show. 15 years experience entertaining children. Excellent radio/tv background. References and resume on request. Box 151P, BROADCASTING.

A A A availability experienced tv-rep 10 years. Currently selling top agencies. Seek unusual opportunity. Box 159P, BROADCASTING.

Technical

The University of Michigan has an immediate opening for a Studio Engineer. Applicants should be experienced in installation, maintenance and operation of equipment. License preferred. Opportunity to enroll in University course work. Starting salary of \$4,500 to \$6,000 depending on education and experience. Liberal benefit program. Send resumes to Personnel Office, University of Michigan, 1020 Administration Bldg., Ann Arbor, Mich.—An Equal Opportunity Employer—

Production—Programming, Others

Creative radio man who has worked himself up to manager position would like to accept the tv challenge. Wide radio background—you name it, I've done it. Looking for opportunity to prove self in tv production and direction or work as operations manager. B. A. degree. Box 850M, BROADCASTING.

Film manager. Photographer, editor, darkroom technician. Capable, mature and very responsible. 9 years TV experience in all phases of film operations, film buying, programming, contract negotiations and film production. 17 years experience in motion picture, still photography and darkroom operations. Capable of supervising entire film and photo operation. Box 942M, BROADCASTING.

Director, producer, writer, announcer. 4 in 1 premium package. 7 years experience, available now! Box 171P, BROADCASTING.

FOR SALE

Equipment

Gates BC-1F 1kw am transmitter. Best one Gates ever made! Remote controlled fine for 0.25-1kw combination. Excellent condition, your inspection. Now operating. Best offer takes. Box 955M, BROADCASTING.

Ampex stereo console 354 . . . latest model . . . one year old . . . tope shape . . . \$1400.00. Box 139P, BROADCASTING.

Audio equipment . . . plug in amplifiers, vertical attenuators. List. Box 156P, BROADCASTING.

For Sale or Trade: One Giant View large screen projector (with rear screen) Model 912-A. Video Bandwidth Tuner 4 mc., Line 5 mc. Power required 115-120 volts a.c. at 5.5 amperes. Weight 400 lbs. Size 21½" x 23" x 61". 300 ohm R.F. input. Audio output—Phone plug 8 ohm, or low or high impedance. Also internal speakers. External video—Input normal 1.4 volt coax connector. Box 167P, BROADCASTING.

Complete ampex model 350 full track heads. Excellent condition. No printed circuits. Case included. \$950. Box 105P, BROADCASTING.

Presto 6-N disc cutting lathe & cabinet. Good condition \$250. Connelly Recording Inc., 570-14th N.E., Salem, Oregon.

Raytheon am transmitter parts and service. Consultant Associates, Rutland, Vt. 773-9452.

Remote pickup base antenna C.P. #200-509, range 153.0-154.25 mc . . . \$100.00 WFBL, P. O. Box 1390, East Syracuse, N. Y.

For Sale—(Cont'd)

Equipment

Complete FM transmitting equipment. GE 10kw FM transmitter, GE FM frequency/modulation monitor, GE 4-Bay FM antenna, 220 ft. 3¼" coax. Will consider breaking 10kw transmitter down to 3kw transmitter and 10kw amplifier and selling separately. Station WFMB, Nashville, Tennessee.

Seeburg 200LU-1 library units. Shipped ready for use \$250 each. A-1 condition. B. J. Nichol Company, Inc., 226 South Flores Street, San Antonio, Texas.

For Sale. W. E. 23A 2 studio console, converted to 17kc, with D.C. Pack. Perfect condition, \$250.00. Composite console, 3 mike & 2 TT channels, relay operated talkback amplifier & 20 watt monitor. Utc trans. \$125.00. UTC 3A equalizer, \$40.00. 4 professional recording lathes, 3 speed, 10 pitches, \$300.00 to \$600.00 ea. 6 W.E. "D Spec" 500 OHM rec. heads, \$30.00 each. 3 "Robinson" 2 & 3 speed TT. Like new, guaranteed, \$225.00 & \$325.00. Robinson recording laboratories, #35 S. 9th St., Phila. 7, Pa.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3527.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co. 1314 Iturbide St., Laredo, Texas.

New 2 slide barrels for Spindler-sauppe Selectroslide tv projector. Both \$30. WFAR, Sharon, Pa.

New Conrac vhf re-broadcast receiver AV12D, \$150. WFAR, Sharon, Pa.

Fedelipac cartridges—best prices, fastest delivery. Reconditioning service. Cartridge equipment. Sparta Electronic Corporation, 6340 Freeport Boulevard, Sacramento, California.

WANTED TO BUY

Equipment

Fm operator—financial trouble? Only matter of time? We're interested confidentially. Box 110P, BROADCASTING.

Part or all equipment for proof performance. KROX, Crookston, Minn.

Wanted: used studio console and turntables complete with arms. Contact immediately Seeb Tweel, WTCR, Ashland, Ky.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

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.

INSTRUCTIONS—(Cont'd)

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.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Ellkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts August 27—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting September 18, January 9. For information, references and reservations, write William B. Oden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start July 31, and Sept. 18.

Miscellaneous

DJ inserts; short comic skits, tailored for your show. Complete details free. Box 999M, BROADCASTING.

Commercials taped for small market stations on your tape and copy. Reasonable. Major market announcers. Box 108P, BROADCASTING.

Editorials! Timely, informative, provocative. Taped weekly by veteran commentator. Moderate rates, audition tape. Box 448, Bonita, California.

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5680 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Stinger Series" Forty musical cappers, stings, punctuators, newly recorded in Hi-Fi and pressed onto pure vinyl just \$9.95. Station Services, 1st National Bank, Peoria, Illinois.

Business Opportunity

A gadget for all tv sets! When developed. Financial backing desperately desired. Large reputable concerns only, need apply. Fantastic potentials. Box 166P, BROADCASTING.

UHF television capital wanted—Multi-station UHF project for major markets. Unusual opportunity offered qualified investors. The door to UHF-TV is open, now! Don't let it close before you investigate this ground floor opportunity. Seeking substantial investment capital to provide for long range multiple station installations in major markets. Proposal affords strong position. Unique operational blueprint offers secure growth potential. Experienced, aggressive top-level management team offers ganization. Qualified active participation available. All replies will be answered and held in strict confidence. Box 170P, BROADCASTING.

RADIO

Help Wanted—Sales

SALESMAN

Two experienced salesmen, 25 to 35 years old, needed by top rated Mid-Atlantic Metro-Regional. Salary plus commission. **Box 149P, BROADCASTING**

Announcers

OPPORTUNITY KNOCKS

One of nation's top radio stations seeks host for early morning show. We play melodic popular records but do not want a DJ. Looking for personality with outstanding talk ability. Adult show. Salary open. Exceptional opportunity. Send biography, audition tape or air check. **Box 61P, BROADCASTING**

Technical

Wanted: Chief engineer-announcer. Must be experienced. Kilowatt on 620 directional nighttime. Salary open. Need September 1. Address Radio, KWAL, Box 930, Wallace, Idaho.

RADIO

Situations Wanted—Announcers

NO "JOB" WANTED
Desire good newscasting, "on spot" reporting, and/or public affairs, affiliation . . . Capable writer . . . fine voice . . . interviews and documentaries . . . 16 yrs. experience . . . presently employed . . . married . . . will locate anywhere. **Box 10P, BROADCASTING**

MAJOR MARKET WARHORSE

Considered among best of top jocks in the nation. Only creative modern music chains or stations need apply. Will consider program duties. **Box 154P, BROADCASTING**

Personality D.J. Attention top 20 markets, bright personality with a sense of humor, but top-notch air salesman. Currently with #1 station in major market. Seeks more lucrative talent opportunities with progressive operation. 28, married, ambitious, reliable and co-operative. **Box 137P, BROADCASTING**

TELEVISION

HELP WANTED

Production—Programming, Others

SEEKING CHILDREN'S PERSONALITY

Major midwest television market is seeking creative daily children's programming personality. Gentle, light, constructive approach. No cowboys or ship captains. A respect for and understanding of children's audience are mental requirements. Resume, references, and visual examples of work required.

Box 883M, BROADCASTING

Help Wanted—Announcers

Virginia metro VHF needs immediately, 2 newsmen-commercial announcers. Should know how to shoot, edit, and air news film and deliver a solid commercial. A tough assignment, but rewarding for imaginative pros. Send VTR or 50F with full resume and references to: Harry Abbott, WXEX-TV, 124 West Tabb Street, Petersburg, Virginia.

Kids personality M.C. wanted immediately. Pioneer TV station in East. Send resume to **Box 176P, BROADCASTING**

WANTED TO BUY

Stations

\$35,000-\$40,000 cash to invest as down payment for all or part of radio station. Thoroughly familiar with all phases of administration, management, promotion and creative sales. If station owned less than 3 years will consider immediate minority purchase with option to buy all pending F.C.C. approval. Replies confidential. **Write: Box 15P, BROADCASTING**

Business Opportunity

Owner of Radio Station needs \$50,000.00 1st Mortgage Loan on reasonable terms for Lender and Borrower. Earnings justify loan on 3 to 1 ratio and statements will more than justify such loan. Top security and top credit rating available. Refinance necessary because of short-term financing through a bank. **Box 131P, BROADCASTING**

Business Opportunity—(Cont'd)

ATTENTION TV STATION MANAGERS

"THE HOUSE DETECTIVE," TV's most successful real estate program now in 11th year and running in 16 markets, is now ready for expansion into 4 more markets. We do the whole job and we work with no guarantee from you. If you want revenue from fringe time and from estate, we'd like to hear from you.

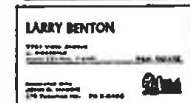
Cy Newman
H.D. Productions Inc.
P. O. Box 3107, Bon Air, Va.
Bridge 2-0200

Miscellaneous

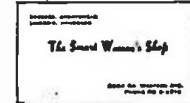
★ Big Savings On ★ BUSINESS CARDS



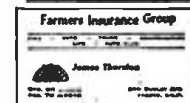
Absolutely the lowest prices in America on beautiful high-quality business cards! Raised letters look like real engraving. Ideal for businessmen, professional people, salesmen, or just plain folks who know the value and prestige that a fine business card gives you.



Simply jot down what you want printed on your cards and rush to us for amazing 48-hour post-paid service. Include your remittance of only \$3.89 per thousand one-color cards, or \$4.89 per thousand two-color cards.



(Colors are black, blue, and red.)



No C.O.D.'s please. Accuracy and satisfaction fully guaranteed.

Order now from **NEW STUDIOS, INC.**
P. O. BOX 472
BROWNWOOD, TEXAS

FOR SALE

Stations

1000 Watt Daytimer Non-Directional. Wonderful frequency, Southern Industrial Market of 100,000. Competition not crowded. \$85,000. 1/4 cash. **Box 72P, BROADCASTING**

"A Top, Old-Line AM Station in Illinois." An excellent radio station 11 years old that makes the owner \$25,000 plus every year. Management has been by owner and only highest standards commercial and otherwise employed. Exclusive market of 11,000 in city and only radio in county of 40,000. Priced at \$175,000.00 cash. Owner has another radio station requiring his attention is only reason for sale.

Box 130P, BROADCASTING

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHMENT 1946

Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Ala	single	daytimer	\$ 85M	terms
Ky	single	daytimer	75M	\$29M
Fla	medium	fulltime	275M	\$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Texas single at approx. annual billing.
\$65,000 with \$25,000 down—Texas single
\$65,000 only \$7,500 down—Cole. single
\$50,000—Tenn. fulltime major \$275,000
—Tenn. fulltime major \$350,000—Ark.
single \$79,000—Ark. medium \$150,000
—Fla. fulltime power \$160,000—La.
single \$45,000—Many others!

PATT McDONALD CO.
Box 9266—GL, S-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

ROCKY MOUNTAIN. Medium market. Gross exceeds \$100,000. Asking \$150,000. 29% down. Absentee owned.

SOUTHWEST. Metro market. Top station. Asking \$325,000. Terms.

WEST SOUTH CENTRAL. Metro market. Gross \$140,000 annually. Profitable. Absentee owned. Asking \$250,000. 29% down.

MIDDLE ATLANTIC. Daytimer. Asking \$94,500. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

NEED HELP?

LOOKING FOR A JOB?

**SOMETHING TO BUY
OR SELL?**

**For Best Results
You Can't Top A
CLASSIFIED AD**

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 91

Calif.; KRSY Roswell, N. M., and change studio location; delete remote control.

■ Granted extensions of completion dates as shown for following stations: WETT Ocean City, Md., to Sept. 1; *KCSM (FM) San Mateo, Calif., to Jan. 20, 1963; WCME-FM Brunswick, Me., to Nov. 1; WTMB-FM Tomah, Wis., to Dec. 5; WPCA-FM Philadelphia, Pa., to Dec. 5, condition; WEMP-FM Milwaukee, Wis., to Jan. 19, 1963; KBCA (FM) Los Angeles, Calif., to Aug. 31; KTSD (FM) San Diego, Calif., to Dec. 31; KLUE-FM Longview, Tex., to Oct. 22; WCMS-FM Norfolk, Va., to Dec. 1; WSRW-FM Hillsboro, Ohio, to Sept. 3; KNDE Aztec, N. M., to Oct. 26; WKOK Sunbury, Pa., to Dec. 25.

Actions of Aug. 6

WBRB-FM Mt. Clemens, Mich.—Waived Sec. 3.205 (a) of rules and granted mod. of license to extent of permitting establishment of main studio outside corporate limits of Mt. Clemens, Mich.

KNOE, KNOE Inc., Monroe, La.—Granted assignment of cps and licenses to James A. Noe.

WJEJ-FM Hagerstown, Md.—Granted cp to change type trans.

KYW-FM Cleveland, Ohio—Granted cp to change type trans.; consideration.

KMLB Monroe, La.—Granted mod. of cp to change type trans.

■ Granted licenses for following fm stations: KJIM-FM Fort Worth; KLVL-FM Pasadena; KHCN-FM Houston; KFNE (FM) Big Spring, and ERP to 780 w; KXYZ-FM Houston; KLEN-FM Killeen, all Texas.

■ Following stations were granted extensions of completion dates as shown: KLUC-FM Las Vegas, Nev., to Nov. 2; WMNI-FM Columbus, Ohio, to Sept. 15; WDEE-FM Hamden, Conn., to Jan. 23, 1963; WOWL-FM Florence, Ala., to Feb. 8, 1963; KPRS-FM Kansas City, Mo., to Feb. 20, 1963; KSN0 Aspen, Colo., to Feb. 1, 1963; KFTW Fredricktown, Mo., to Feb. 2, 1963; WGSA Ephrata, Pa., to Oct. 31; WRAA Luray, Va., to Dec. 1, condition.

Actions of Aug. 3

WYTI & WODY, WYTI Inc., Rocky Mount and Bassett, Va.—Granted relinquishment of positive control by S. L. Goodman through sale of stock to Lester L. Williams.

KVLL, Trinity Valley Bestg. Inc., Livingston, Tex.—Granted acquisition of positive control by Jack G. Jackson Sr. through purchase of stock from Thomas Eugene Hanson.

KSEL Lubbock, Tex.—Granted license covering use of nighttime trans. as auxiliary day trans.

WKRZ Oil City, Pa.—Granted license covering increase in daytime power and installation of new trans. and dir. ant. (DA-D); condition.

WCNB-FM Connersville, Ind.—Granted cp to decrease ERP to 6.7 kw and make changes in transmitting equipment.

WHFB-FM Benton Harbor-St. Joseph, Mich.—Granted cp to decrease ant. height to 225 ft., make changes in ant. system (increase height) and install new ant.; condition.

*WHA-FM Madison, Wis.—Granted cp to change ant.-trans. location of alternate main trans., ant. height to 670 ft., ERP to 21.5 kw, and make changes in ant. system (increase height).

WVVA-FM Wheeling, W. Va.—Granted request to cancel cp to change frequency, install new trans. and change type ant.

WROK-FM Rockford, Ill.—Granted cp to decrease ERP to 15.5 kw, ant. height to 235 ft., and make changes in ant. system and change type ant.

WQIZ St. George, S. C.—Granted mod. of cp to change type trans.

■ Granted licenses for following am stations: KTON Belton; KVPH Canyon; KCOM Comanche; KKAL Denver City; KRAN Morton; KBER San Antonio; KATQ Texarkana; KCKG Sonora, all Texas, specify studio at trans. location and delete remote control.

■ Following stations were granted extensions of completion dates as shown: WMDD Fajardo, P. R., to Sept. 1; WLNG Sag Harbor, N. Y., to Dec. 4; WDVA Danville, Va., to Aug. 31; WAQE Towson, Md., to Nov. 6.

KALF Mesa, Ariz.—Remote control permitted.

KLAC-AM-FM Los Angeles, Calif.—Granted change in remote control authority.

Actions of Aug. 2

WGUS, Broadcasting Associates of America Inc., North Augusta, S. C.—Granted relinquishment of positive control by Martha White Mills Inc. through sale of stock to H. C. Young Jr. and Jerome Glaser.

KANE, New Iberia Bestg. Co., New Iberia, La.—Granted assignment of cp to New Iberia Bestg. Inc.

WTHM, Lapeer Bestg. Co., Lapeer, Mich.—Granted assignment of cp to company of same name (change from partnership to corporation).

KMOX-FM St. Louis, Mo.—Granted cp to change type trans.; condition.

KAFE (FM) San Francisco, Calif.—Granted mod. of cp to change type ant. and ant. height to 1,120 ft.; condition.

McKenzie Bestg. Co., McKenzie, Tenn.—Granted mod. of cp to change name to Carroll Bestg. Corp.

WPAC-FM Patchogue, N. Y.—Granted mod. of cp to change ERP to 7.8 kw, ant. height to 115 ft., type trans. and type ant.

KMAP (FM) Dallas, Tex.—Granted extension of authority to remain silent for period ending Aug. 31.

KDWC (FM) West Covina, Calif.—Granted authority to remain silent for period ending Oct. 1.

KLYK Spokane, Wash.—Granted extension of authority to remain silent for period ending Oct. 1.

KSKI Sun Valley, Idaho—Granted extension of authority to operate sign-on 7:00 a.m. to sign-off 7:00 p.m., daily for period ending Nov. 1.

WLSB Copper Hill, Tenn.—Granted authority to operate sign-on 6:00 a.m. to sign-off 7:00 p.m. for period ending Oct. 31.

■ Granted following stations extensions of completion dates as shown: KAFE (FM) San Francisco, Calif., to Sept. 20, condition; WBEL-FM South Beloit, Ill., to Sept. 1; KUSN-FM St. Joseph, Mo., to Oct. 15; WIST-FM Charlotte, N. C., to Sept. 1; WADV (FM) Buffalo, N. Y., to Nov. 15; WAVI-FM Dayton, Ohio, to Feb. 15, 1963; WCMR-FM Elkhart, Ind., to Dec. 11; WMSP (FM) Harrisburg, Pa., to Dec. 15; KPOI-FM Honolulu, Hawaii, to Nov. 15; WPAC-FM Patchogue, N. Y., to Dec. 1.

Actions of Aug. 1

WFNQ (FM), General Bestg. Inc., Hartford, Conn.—Granted assignment of license to South Church Bestg. Foundation Inc.; consideration \$25,000.

National Music Camp, Interlochen, Mich.—Granted cp for new noncommercial educational fm station to operate on 88.3 mc, ERP 115 kw, and ant. height 350 ft.

WSET, Vacationland Bestg. Corp., Glens Falls, N. Y.—Granted assignment of license to Olean Bestg. Corp.

*KERA-TV, Area Educational Tv Foundation, Dallas, Tex.—Granted license for non-commercial educational tv station.

KHJK (TV), Kaiser Industries Corp., Hilo, Hawaii—Granted license for tv station.

KPAC-TV Port Arthur, Tex.—Granted license covering changes in tv station (main trans. and ant.).

WCOR-FM Lebanon, Tenn.—Granted mod. of cp to change type trans. and type ant.

WCLW-FM Mansfield, Ohio—Granted mod. of cp to change type trans. and ant., and make changes in ant. system, and delete remote control operation.

KORD Pasco, Wash.—Granted renewal of license for am station.

KHUA (FM) Honolulu, Hawaii—Granted extension of completion date to April 13, 1963.

WHOS-FM Decatur, Ala.—Granted request for authority to remain silent for period ending Oct. 31.

Action of July 31

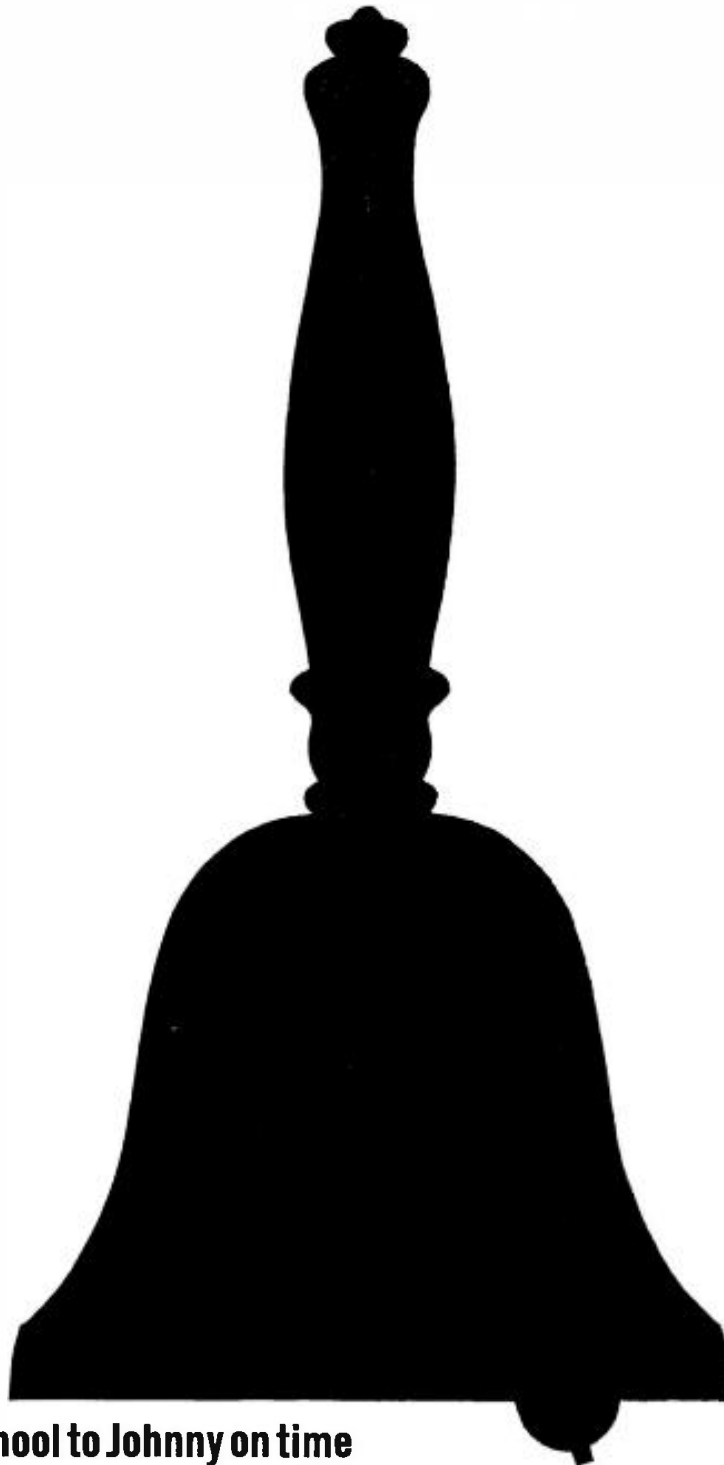
KODY North Platte, Neb.—Granted remote control operation.

Actions of July 30

■ Granted remote control operation for following stations: WXRf Guayama, P. R.; WKMI Kalamazoo, Mich., while using non-DA (main trans.); WEGP Presque Isle, Me., while using non-DA.

Action of July 25

*WSIU (FM) Carbondale, Ill.—Remote control permitted.



How to get the school to Johnny on time

America will have to build about eleven school buildings and additions a day over the next three years to keep up with our growing educational demands. That means they'll have to go up fast, but they'll also have to be solidly built and economical. Here's how the city of Elmira, New York, did it.

The contractor broke ground for the 55-room Elmira School on Dec. 2, 1960, and raised the first steel columns on March 27, 1961. 500 elementary students moved in on Sept. 9, 1961; followed by 1000 junior high students the next semester. That's less than a year from start to finish, about half the time usually required to build a school this size. And it cost 13% to 17% less than the New York State average. The secret: pre-engineered steel components were factory-fabri-

cated and shipped to the job site ready to erect. A new, lighter, stronger, tubular steel column was used to support bright, porcelain-enameled steel wall panels. These slender panels increased usable floor space by almost 5% and provided excellent insulation.

Like the Elmira School, many of the new school buildings we'll need by 1966 will be built with functional, pre-engineered steel components.

America grows with steel.



United States Steel

OUR RESPECTS to Melvin Arthur Goldberg, vp-director of research, NAB He'll help broadcasters to see themselves as others do

On Aug. 1, one of the broadcasting industry's leading researchers stepped into a new research position created by the NAB joint board. It's described as a tough assignment that only a highly experienced broadcast research executive would accept. The man who has accepted the challenge is Melvin Goldberg, who submitted his resignation two months ago as director of research at Westinghouse Broadcasting Co. after 6½ years.

Mr. Goldberg's title at NAB is vice president and director of research. His was among the names submitted for the job by a special NAB research committee headed by Donald H. McGannon, president of Westinghouse Broadcasting.

As head of the NAB's first broadcast research and professional training program, Mr. Goldberg will report directly to NAB President LeRoy Collins, who proposed the project soon after taking office in January 1961. Mr. Goldberg will work in New York at the head of a small staff.

Mr. Goldberg was signed to a two-year contract, the length of time he believes it will take to organize a program of continuing research and to develop a plan that will help broadcasters to know their media better. In a sense he is being asked to find answers to the broad question, "how does broadcasting affect society?"

Uncharted Career ■ A native New Yorker, born Feb. 5, 1923, and raised in the Bronx, Melvin Arthur Goldberg entered the research field quite by accident.

After receiving a B.A. in sociology from City College of New York in 1942, he came into contact with research programs during a brief period of employment with the Office of War Information—before going into military service in February 1943—and for a short time immediately after he returned to civilian life in 1945. As an Air Force navigator in the European Theatre of Operations, he rose to the rank of captain, flew 34 missions abroad a B-24 from a base in England, and was awarded the distinguished flying cross and air medal with three clusters.

He returned to school in 1945, at Columbia U., and received an M.A. in sociology the following year. He also had started working as a coder at Columbia's Bureau of Applied Social Research, earning a bare subsistence wage of 75 cents an hour which was increased to 90 cents before he left in 1947.

His next position was research direc-

tor and news editor of *Television* magazine (then published by the late Frederick Kugel), from 1947 to 1949. The trade field experience prepared him for the next jump, to the post of director of research at DuMont Television Network.

At DuMont, which spawned many of today's front-rank tv executives (including Mr. McGannon, with whom Mr. Goldberg shared an office), he was involved principally in a project which came to be known as the DuMont Tv Allocation plan. The plan, submitted to and later rejected by the FCC, proposed that tv assignments be allocated on the basis of either all-vhf or all-uhf stations in each major market. The plan also recommended a minimum of four channels in each major market.

Mr. Goldberg's interest in his field reached international scope in 1952, when he was appointed deputy director of research and evaluation for the U.S. Information Agency. Two years later he considered himself ready to start his own consulting firm. One of the companies he called on in his search for prospective clients was Westinghouse. The man he talked to was Mr. McGannon, a former DuMont associate who had joined Westinghouse in January 1955 as vice president in charge of that company's stations. Mr. McGannon persuaded Mr. Goldberg to close his shop and join Westinghouse as research director. He started on Jan. 31, 1956, and held the title exactly 6½ years.

Another big event in 1956 was Mr.



Researcher Goldberg
Out-talked by a sales prospect

Goldberg's marriage on Oct. 18 to the former Norma Nertz, a speech therapist in a New York hospital, and also a New Yorker from birth. The Goldbergs live in Manhattan and have two sons, Ronald Jay, 3, and Richard Lewis, 1.

Mr. Goldberg's projects at Westinghouse have helped management, programming and sales. A research program that extended beyond the company's specific interests was his development of the Megatown concept, which has been generally referred to as a tool for selling sprawling urban markets. Megatown describes a tv coverage territory which encompasses large, heavily populated areas of urban sprawl, tied to a central city. One feature of Megatown, a word originating with Mr. Goldberg, is that distance is measured in time instead of miles. In this "fourth dimension," Megatown residents live 10 minutes from the shopping center, not 5 miles; 40 minutes from the office, not 30 miles.

In a speech titled "From Our Town to Megatown," delivered May 17, 1961, Mr. Goldberg indicated the full sweep of Megatown as an advertising concept:

"When one considers that the very economic, psychological and sociological ties that make Megatown a natural community are also at work establishing natural distribution, sales and merchandising patterns, it is logical to assume that the adoption of Megatown as the one common denominator for distribution, for sales, for merchandising and for advertising would lead to a cohesive, integrated, full marketing plan."

Away From Office ■ Mr. Goldberg is interested in several professional organizations and recreational pursuits. He is a former president of the Radio-Tv Research Council; former chairman of the research committee of the Television Bureau of Advertising; and is an active member of the American Assn. for Public Opinion Research, American Statistical Assn., American Sociological Assn., Media Research Directors and International Radio & Television Society. He also meets regularly with a "man-in-space" organization, a subgroup of the Society for the Psychological Study of Social Issues, to discuss the adjustments of earthbound mortals to the space age. He also enjoys a summer home on Long Island with his family. His hobbies include reading and sports. Politically, Mr. Goldberg is a member of the New York Reform Independent Democrats, but he said last week: "I don't think Gov. Collins knows it."

The American bar

IN recent years lawyers have been more and more concerned about their public image. They have expressed a nagging fear that they are losing some measure of public respect. The annual "Law Day" that is promoted by the American Bar Assn. is one of several public relations devices that lawyers have been using to gain acceptability for themselves and their profession.

We suggest that the lawyers could simplify their public relations problems if they managed to adjust their own thinking to current times. It is more than possible that laymen are farther advanced than lawyers in their acceptance of modern culture. Take the matter of television.

At an open panel session of the National Conference of State Trial Judges Aug. 4 in San Francisco, newspaper photographers were allowed to make pictures at will, and news reporters were invited to write down all the notes they could before writer's cramp set in. When television film cameramen arrived to make film for KRON-TV San Francisco, they were excluded from the room.

The subject of discussion at the panel session was Canon 35, the bar association's rule prohibiting the photographing of trials. No wonder the panel chairman was sensitive about admitting television film cameras. An accurate report of the gobbledegook used by lawyers to justify Canon 35 would speedily persuade the public of the edict's obsolescence. Next time Law Day comes around, television would be well advised to celebrate it with, say, a minute or two of silence.

Packing the FCC?

THERE are clearly discernible signs that President Kennedy is in the process of "packing" the FCC.

The reason also is apparent: re-election in 1964.

The President knows that the preponderance of newspaper editorial opinion (and newspaper circulation) is opposed to him. He knows that his adroit use of television in the 1960 campaign, capped by the Great Debates, elected him. He knows that his personal popularity in large measure stems from live broadcasts of his news conferences.

And he knows that Franklin D. Roosevelt was elected to an unprecedented four terms by his mastery of radio, and over the opposition of most newspapers.

The President knows, moreover, that the FCC holds life-and-death power over broadcasters. An FCC controlled by Kennedy appointees would provide a running start into the 1964 election year.

Recent developments underscore the validity of these deductions. Six weeks have elapsed since the term of Commissioner John S. Cross expired (although he sits as a member until his successor is qualified). Mr. Cross is a Democrat. But he was appointed by President Eisenhower.

The President's brother, Attorney General Robert F. Kennedy, has commented on the FCC's membership. In his surprise testimony 10 days ago before the Senate Foreign Relations Committee on the stalled space communications legislation, he referred to the need for the appointment of "better commissioners."

There has been no official statement from the White House on the Cross appointment. The only word has been that Mr. Cross will not be reappointed and that a successor will be nominated.

There will be another vacancy at the FCC on June 30, 1963, if not before. The term of veteran engineering Commissioner T. A. M. Craven—also a Democrat—then expires. But Commander Craven will reach 70, the statutory retirement age, next January. Whether the President then will

name a replacement or allow him to complete his term isn't known. Mr. Craven also was an Eisenhower appointee.

After Mr. Craven's the next term to expire is that of Fred Ford, Republican and FCC chairman under President Eisenhower. Mr. Ford's term expires in June 1964.

Under the law no more than four of the seven FCC members may be from one political party. Four Democrats are now on the FCC. One, Chairman Newton Minow, was Mr. Kennedy's appointee. Another, Robert T. Bartley, has usually voted with Mr. Minow. Messrs. Craven and Cross have not followed the chairman's line. It would be surprising if their replacements were similarly disposed.

Before the Democratic convention of 1964 Mr. Kennedy will have had the opportunity to name four commissioners, including Mr. Minow. He will have had the chance to establish an FCC majority in sympathy with him.

President Roosevelt used radio to "overtake the innuendoes and half-truths" of the press. President Kennedy has adopted television as his medium to by-pass the press. He has said that the Great Debates elected him. He has the benefit of a recent Young & Rubicam survey (BROADCASTING, July 30) showing that adult Americans overwhelmingly admire his handling of his broadcast news conferences.

A Kennedy-appointed FCC majority would be a formidable ally to Candidate Kennedy even if it just sat there.

Taxing opinion

INSTITUTIONAL advertising may be discouraged if the Congress fails to clarify the language of tax legislation now pending in the Senate.

A tax bill passed by the House would bar tax deduction as a business expense for advertising that is intended to influence legislation. The provision was retained by the Senate Finance Committee and, as matters now stand, will reach the Senate floor in the same form in which it emerged from the House. As now written, the provision is so broad it could apply to many types of institutional campaigns—to the advocacy of highway improvement by a manufacturer of road building equipment, for example, or of traffic safety by an insurance company.

What is needed is a clarification of congressional intent. Sen. Frank Carlson (R-Kan.) has urged that the Finance Committee adopt a report defining the limits of the provision. He needs all the support he can get.



Drawn for BROADCASTING by Sid Hix

"All I know is that he has some sort of job in television!"

ARB and NIELSEN agree...



BOB RYAN — NEWS
6:00 PM, Monday
thru Saturday;
10:00 PM, Saturday



JOHN MAC DOUGALL — NEWS
10:00 PM, Sunday
thru Friday



JOHNNY MORRIS — WEATHER
6:15 PM, Monday thru Saturday;
10:15 PM, Monday thru Saturday



PETE EVENSEN — WEATHER
10:15 PM, Sunday



AL WESTER — SPORTS
6:25 PM, Monday thru Saturday;
10:20 PM, Monday thru Saturday



AL TIGHE — SPORTS
10:20 PM, Sunday

...these KSTP-TV NEWS,
WEATHER and SPORTS
personalities are the
unchallenged leaders,
year after year, in the
Minneapolis-St. Paul
market! Here are the
1961-1962 figures*:

TIME	STATION	ARB HOMES REACHED PER NIGHT — YEARLY AVERAGE	NIELSEN HOMES REACHED PER NIGHT — YEARLY AVERAGE
6:00-6:15 PM NEWS	KSTP-TV	87,733	112,399
	Station B	55,699	70,389
6:15-6:30 PM WEATHER-SPORTS	KSTP-TV	74,064	104,422
	Station B	56,423	79,506
10:00-10:15 PM NEWS	KSTP-TV	155,578	143,988
	Station B	113,491	119,599
10:15-10:30 PM WEATHER-SPORTS	KSTP-TV	129,697	117,565
	Station B	85,876	93,410

*ARB, JUNE 1961 THRU MAY 1962;
NIELSEN, JUNE 26, 1961 THRU
JUNE 17, 1962.

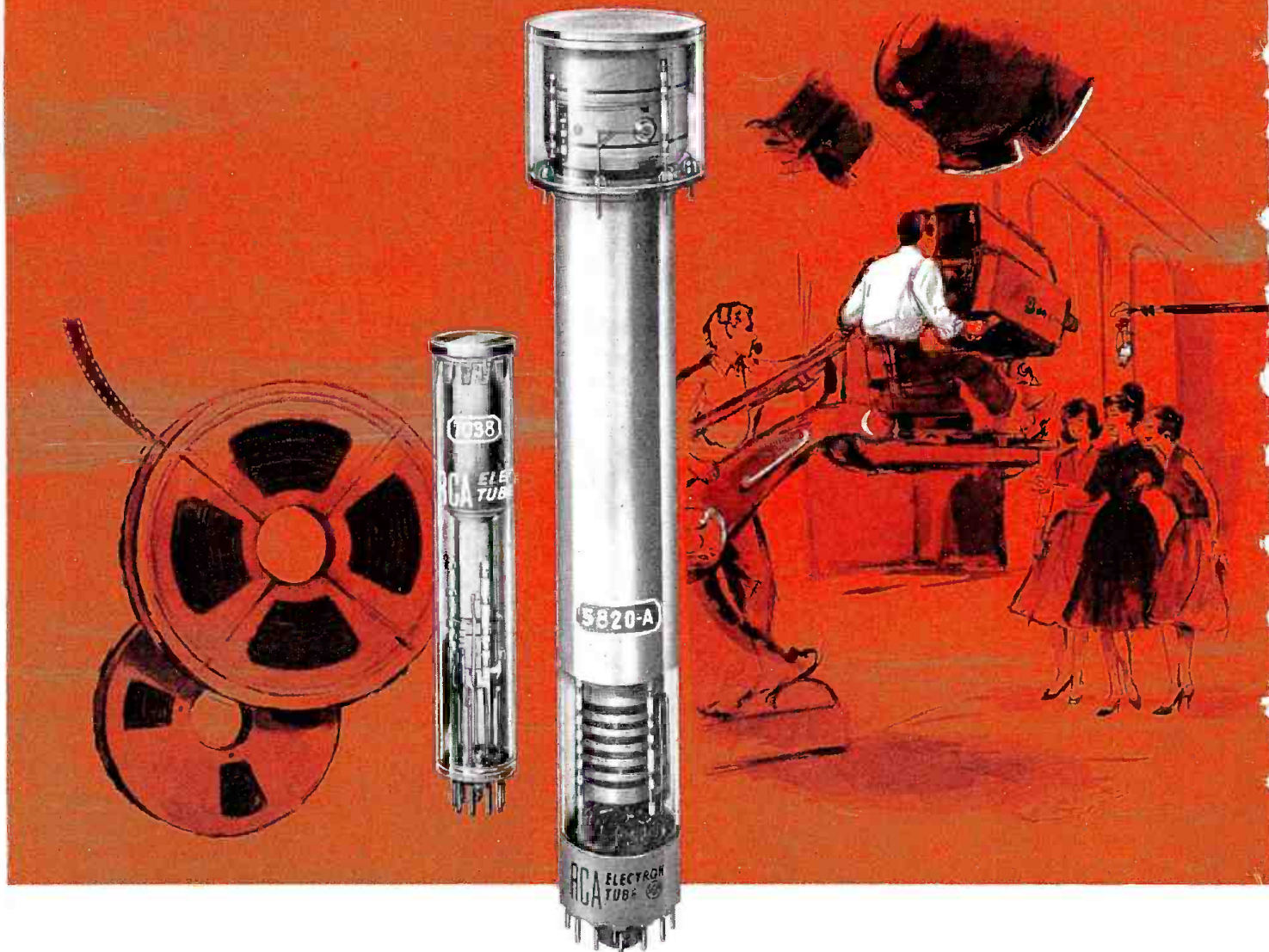
Represented by



The Original Station Representative



RCA TV CAMERA TUBES



RCA's Image Orthicons and Vidicons Meet Industry's Demands for Image Quality

Image quality and TV-Camera Tube quality go hand in hand. And the star performers in the quality department in any TV function are RCA Image Orthicons and RCA Vidicons. In both lines, RCA has the widest range of tubes in the field, plus unmatched performance and reliability characteristics.

RCA introduced the first Image Orthicon in 1946; the first Vidicon in 1952. Over the years, RCA research and development continue to set the "standards" of image quality for studio, closed-circuit, and remote TV. While no one camera tube possesses all of these characteristics, some of the RCA standards in-

clude: highest sensitivity, highest resolution, lowest lag, highest signal-to-noise ratio, finest registration capability, greatest freedom from spurious signals, and the most uniform tube-to-tube product.

These families of RCA TV-Camera Tubes include units for low-light-level work, others that double for indoor and outdoor operation, and for color and black-and-white. There are tubes for superior successive recording of tapes and tubes to suppress "TV Ghost" and other undesirable effects.

Whatever your station requirements, there's an RCA Image Orthicon or an

RCA Vidicon to provide superior TV-pickup for your specific application. For information on specific types, see your authorized RCA Distributor of Broadcast Tubes. RCA ELECTRON TUBE DIVISION, HARRISON, N. J.

Recently sent to TV-station Chief Engineers throughout the country, this attractive, two-color brochure, RCA Camera Tubes—ICE-262, contains pertinent information and illustrations pointing out some of the superior design features found in RCA TV Camera Tubes. Additional copies may be obtained through your local distributor.



The Most Trusted Name in Television