



BROADCASTING

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OCTOBER 29, 1962

NEWSPAPER

Threat of war hobbles broad-
cast of military, adds other rest

Audio-tv organization

... at EBU sessions 70

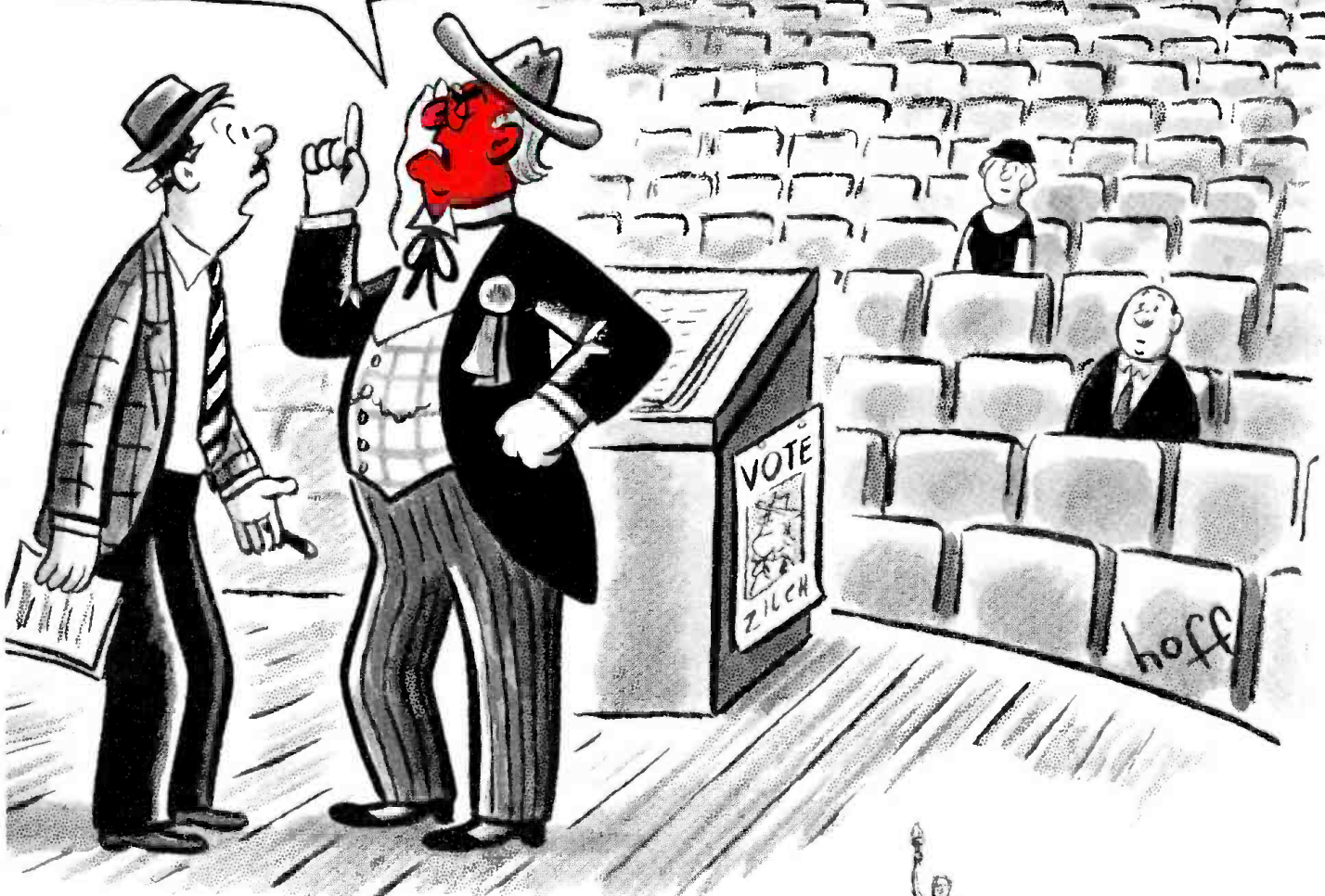
Westinghouse, KRON-TV licensee depict NBC
as bully boy in station sales talks 48

Want the male audience? Use weekend radio,
special report advises 44

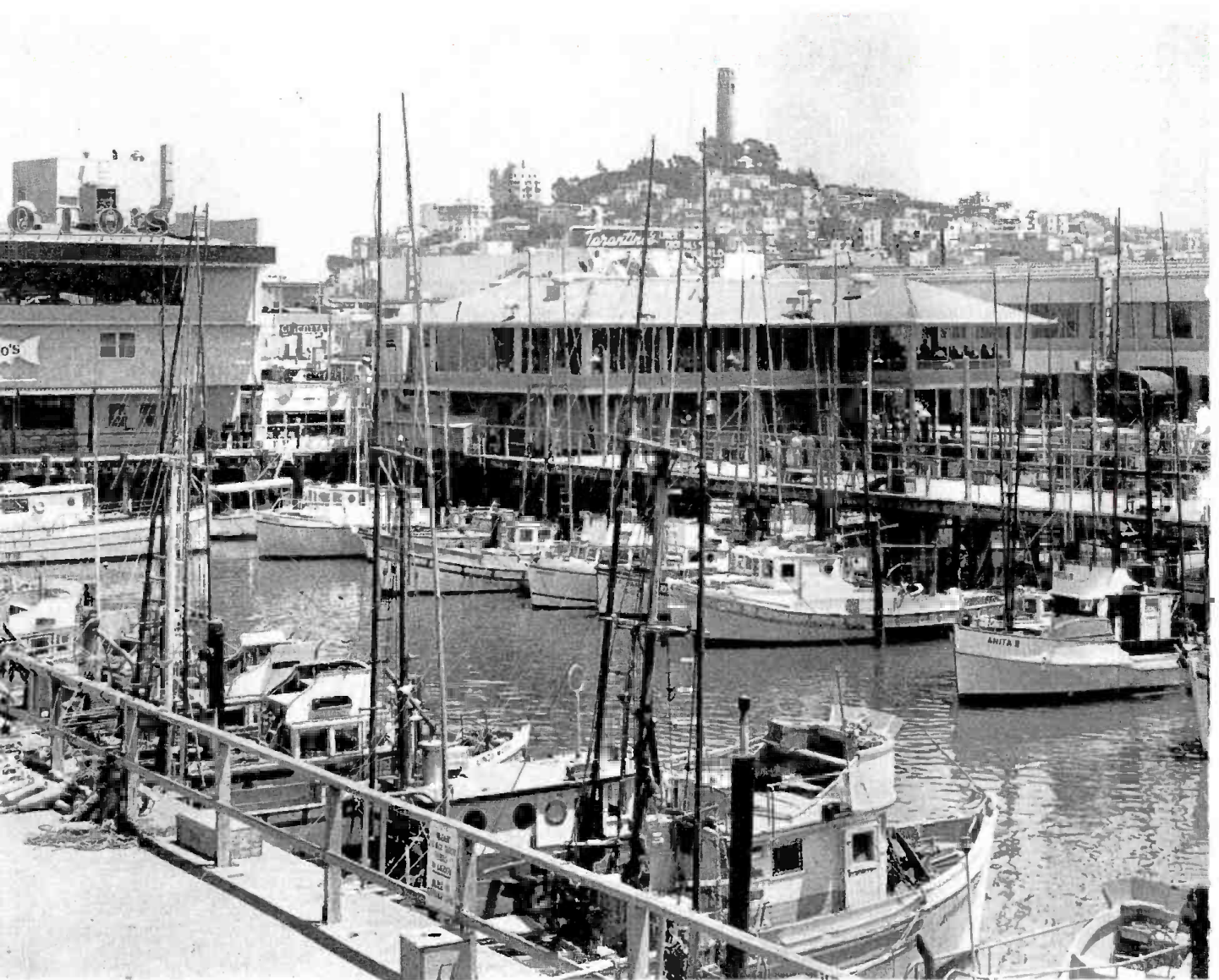
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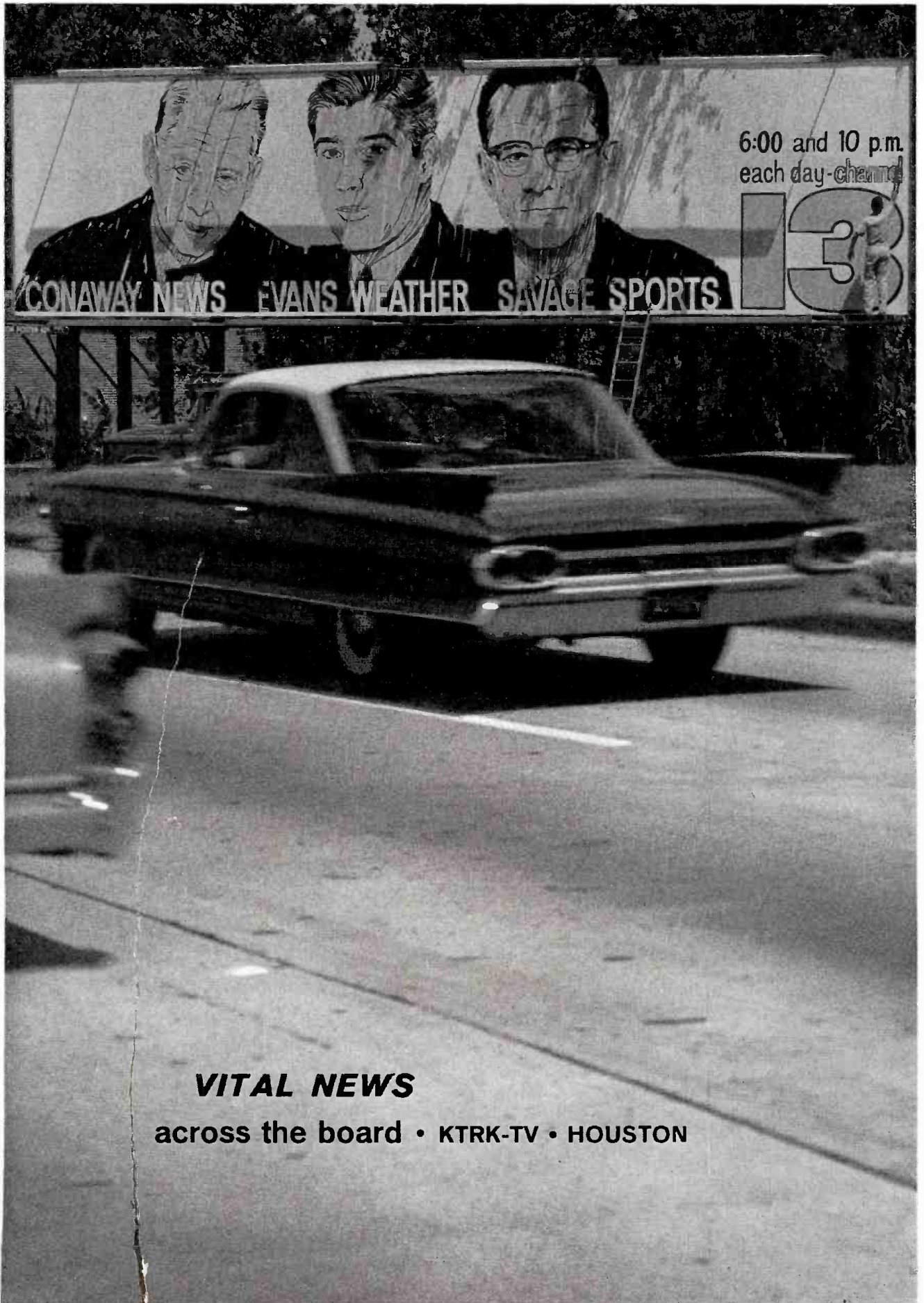
WHY DIDN'T YOU TELL ME
"FROM HERE TO ETERNITY"
IS ON TV TONIGHT !!!



If you lived in San Francisco...



...you'd be sold on KRON-TV



6:00 and 10 p.m.
each day - channel

13

CONAWAY NEWS EVANS WEATHER SAVAGE SPORTS

VITAL NEWS
across the board • KTRK-TV • HOUSTON



Continued dominance...

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

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

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

BROADCASTING, October 29, 1962

Censorship ahead?

There is no "censorship" in present national emergency, White House News Secretary Pierre Salinger was at pains to explain to news media chiefs last week, but plans are going forward and may be announced shortly for Office of Censorship similar in many respects to one operated under ex-AP chief Byron Price during World War II. Remnants of old Office of Censorship have survived during intervening years under leadership of Price's right hand man, Theodore F. Koop (CBS vice president), with some of original executive personnel kept on standby basis. Present crisis finds Koop out of country on vacation, but some other executive reserves have been in Washington for consultation.

One who was reported called to Washington is experienced newspaper executive who has served in top spots on several western papers and currently edits Democratic paper in Southwest. In World War II he was known as able censorship executive with strong leanings toward print, rather than broadcast media. A hard-nosed reporter, he would be valiant fighter on side of releasing most news possible and might prove thorn in side of military men and others who like to bottle up information.

Sales strength in '63

Tv networks look forward to continued solid sales strength in first quarter of 1963. Already for that three month period, ABC-TV is 80% sold, CBS-TV is 92% and NBC-TV at least 90% sold in prime time. This sales pace appears to set aside any initial fears of sudden let-down in network sales after first of year.

Code proposal at bat

Special FCC meeting will be called to consider proposed rule making of Comm. Robert E. Lee that NAB codes setting limits on number of commercials per time segment be adopted as FCC rules (CLOSED CIRCUIT, Oct. 22.) Item was on agenda last week but passed over because of unusually short meeting. Date of special session has not been set, but officials said it probably would not be this week. Present thinking of majority of commissioners indicates plan will be defeated without request for comment from industry.

Job security

Unless some wholly unexpected hitch develops, there won't be any change in NAB presidency in foreseeable future. For months Florida

CLOSED CIRCUIT[®]

political circles had speculated that LeRoy Collins, NAB president, would run for governorship in 1964. Word now is that Collins, who was Florida governor before he joined NAB, has told supporters he definitely won't run. Vernon Bradford, political writer for *Tampa Tribune*, who has been consistently reporting possibility of Collins rerun, has taken him out of list of possible contenders.

Next step for Gov. Collins is renegotiation of his contract with NAB. Three-year contract (at \$75,000 per year plus allowances) that became effective in January 1961 provides for renegotiating with NAB board committee next month, as soon as current series of NAB regional meetings is over.

Combination rates

Rep. Emanuel Celler (D-N.Y.) may revive old bugaboo of combination rates in his promised probe into alleged news monopolies (BROADCASTING, Oct. 1). It's now confirmed that congressman is soliciting data on subject in effort to tie down any city or market where cross-ownership of station and newspaper has led to asking "combination" advertising rate of national advertiser.

Sound and Billie Sol

Final portions of Billie Sol Estes trial will be covered with sound cameras. Ban on sound during taking of testimony is due to archaic Texas law which prohibits one witness from hearing testimony of another. Silent filming will continue through picking of jury (see page 62) and testimony of witnesses. Sound can be picked up for summations by both sides and charging of jury by judge. At that time question will arise whether stations wish to provide live broadcasts to viewers. This in turn may depend on decision of WFAA-TV Dallas, which has most extensive remote equipment in area.

Eleventh station

Number of commercial stations broadcasting into Cuba for Voice of America is actually 11, not 10, as reported by agency (see story page 34). Station not mentioned by VOA is Radio Americas, 50-kw outlet on Swan Island, off coast of Honduras. Formerly known as Radio SWANN, station was prominent in news during abortive invasion of Cuba in 1961. At that time, it was reported operating under directions of Central Intelli-

gence Agency. Ownership of station, which is not licensed by FCC, has since changed hands (new owner is Vanguard Co., of Miami).

By having Radio Americas carry VOA programs, that agency has some assurance that Cuba will not receive conflicting reports from U.S. This was not case during Cuban invasion, when differences in broadcasts by Radio SWANN and VOA caused considerable confusion among Cubans.

ABC Radio rate boost

ABC Radio, it's reported, may adopt hike in its rates—pro-rated as to periods when network is obtaining increased audience. Though still under consideration, plan would increase rates from 8 to 35% depending on programming. Attractions such as *Breakfast Club* and news would take higher rise in rates.

Color interest

One indication of color's "immediacy" as advertising factor in network tv may be number of series proposed for color in 1963-64 season. It's revealed, for example, that ABC-TV expects several pilots to be filmed in color. CBS-TV admits it is receptive to color programming contingent on advertiser investment. NBC-TV this season has about 68% of nighttime schedule in color.

Ready for action

Ready for final FCC decision is ch. 9 Orlando, Fla., *ex parte* case in which Mid-Florida Tv Corp. (WLOF-TV) is fighting to retain 1957 grant. Examiner's initial decision recommended that ch. 9 be given to WORZ Inc. because of alleged attempts to influence FCC on behalf of Mid-Florida by others than WLOF-TV principals. Item was on agenda at special meeting Friday but was not considered because of time devoted to Sec. 315 matters (see story, page 9).

Also passed over at same meeting was sale of WAVY-AM-TV Portsmouth-Norfolk, Va., to Gannett Inc. for \$4.5 million. Sale was consummated over year ago but came under investigation because of protest of Beachview Broadcasting Inc. and later agreement between Beachview and WAVY-TV. Beachview has agreed not to appeal if transfer is approved and station, in return, is to pay former \$98,750 for expenses incurred in losing fight for ch. 10 (BROADCASTING, March 12).

WEST PENN POWER

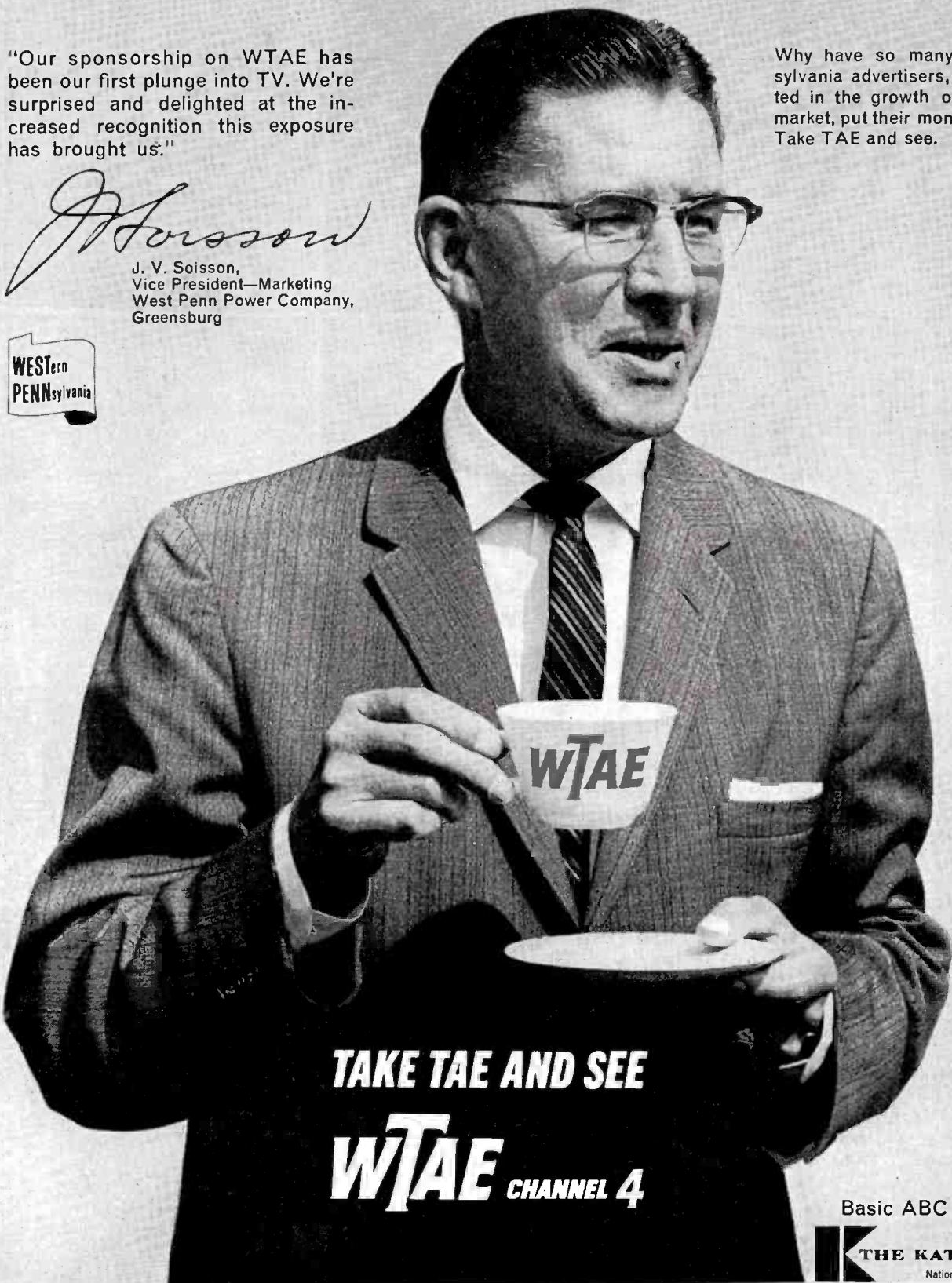
People who know the Pittsburgh market best TAKE TAE

"Our sponsorship on WTAE has been our first plunge into TV. We're surprised and delighted at the increased recognition this exposure has brought us."

Why have so many Western Pennsylvania advertisers, who are interested in the growth of the Pittsburgh market, put their money on TAE-time? Take TAE and see.

J. V. Soisson

J. V. Soisson,
Vice President—Marketing
West Penn Power Company,
Greensburg



TAKE TAE AND SEE

WTAE CHANNEL 4

Basic ABC in Pittsburgh

THE KATZ AGENCY, INC.
National Representatives

WEEK IN BRIEF

Cuban crisis hatches new responsibilities for broadcasters. White House issues reporting "guidelines," but insists this is not censorship. Conelrad is still in effect. Florida stations used to saturate Latin America. See . . .

NEAR WAR FOOTING . . . 31

Westinghouse officials charge NBC with "muscle job" in 1954 swap of network stations in Cleveland for Westinghouse's stations in Philadelphia. Accusations made in FCC hearing. See . . .

'MUSCLING JOB' IN PHILLY . . . 48

American and European broadcasters talk of world organization, as members of European Broadcasters Union tour U. S. Call is made publicly by network chiefs and is echoed privately by EBU's Rydbeck. See . . .

WORLD RADIO-TV GROUP? . . . 70

NAB moving to pierce tv wall at House of Representatives, Collins tells broadcasters attending Washington conference. Revision of tv code's commercial time limitations are under consideration, members told. See . . .

BROADCASTERS ARE BUOYED . . . 54

Tv audience due to top newspaper circulation in year, TvB predicts as it releases details showing that tv homes have doubled in decade. There are now 50 million tv homes, with 59 million sets in use. See . . .

TV TO EXCEED NEWSPAPERS . . . 42

Advertising is growing fastest in west, AAAA group is told at Hawaiian meeting. Need for members is stressed as western members hear of multiple spotting in Germany and potential for advertising business from Japan. See . . .

WESTERN AAAA HEARS NEEDS . . . 39

Weekends are best for catching male radio listeners, study shows. On Saturday and Sunday almost as many are tuned in as during highest peak weekday period. Can be profitable investment, CBS Radio Spot Sales says. See . . .

QUESTING FOR MALES? . . . 44

FCC's proposal to tighten up rules on overlap of commonly owned stations draws charge of rigidity and arbitrariness in comments filed last week. Purpose of FCC is to judge each case on its own facts, says law firm. See . . .

COMMENTS OPPOSE LIMITS . . . 52

Tv cameras are given vantage point behind screen at Billie Sol Estes trial in Texas after judge again overrules objections to cameras by defense counsel. Soundless film coverage is the rule during testimony. See . . .

ORDER-AND CAMERAS-IN COURT . . . 66

Affiliate-network schism healed with WJR rejoining CBS Radio after four-year break in affiliation that began in 1935 and was broken off in 1958. New compensation plan seen as reason for reunion. See . . .

WJR, CBS RADIO REUNITED . . . 68

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BROADCASTING

THE BUSINESSMEN OF TELEVISION AND RADIO

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NBC, RKO propose temporary exchange

NBC and RKO General on Friday asked FCC to approve temporary exchange of Philadelphia and Boston stations to meet Dec. 31 deadline to carry out antitrust consent decree provision requiring network to divest itself of its Philadelphia stations (WRCV-AM-TV).

Joint petition includes memorandum by Philadelphia U. S. District Judge William H. Kirkpatrick that he would withhold ruling on NBC's motion for extension of Dec. 31 deadline until FCC acts on petition.

Judge Kirkpatrick mentions that U. S. Department of Justice has informed him it will oppose motion when and if it is set down for argument.

NBC asked for extension Oct. 23.

In its petition to FCC, NBC and RKO General ask that hearing orders be modified "to the limited extent" of providing for Commission consent, while litigation continues, to a conditional exchange of the broadcast facilities.

If commission approves this move, joint petition says, "the suggested conditions . . . will insure that neither the proper resolution of the issues of this proceeding nor the rights of the parties will be prejudiced or affected in any way. Likewise, the Commission's full freedom of decision . . . will in no way be impaired."

Hearing on NBC-RKO General exchange—as well as on renewal of licenses for network's Philadelphia stations—began last week. It resumes Oct. 31 (see page 48).

Frudeger sells WIRL to Smalls: \$750,000

Sale of WIRL Peoria, Ill., by Robert Frudeger to Len and Burrell Small for \$750,000 plus \$60,000 for agreement not to compete has been announced. Smalls own WKAN Kankakee, WRRR Rockford and WQUA Moline, all Illinois. Seller keeps \$90,000 cash receivable. WIRL is fulltime on 1290 kc with 5 kw. Broker was Norman & Norman.

Storer nine-month net nearly \$4.5 million

Storer Broadcasting Co. reported net earnings of \$4,499,919 (\$1.85 per share) for first nine months of 1962 compared to \$2,735,085 (\$1.11 per share) for same period in 1961. Included in 1962 profits is capital gain (net after taxes) of \$911,492 resulting

Ready Teddy?

Much has been said about family of President Kennedy—and now it has been made part of official complaint to FCC. Addition of more rock-and-roll programming by Boston radio station caused complainant to ask commission:

"Are the people of Massachusetts, the home of the next three Presidents of the U. S., to be deprived of better programming?" It's understood FCC has not replied as yet.

from sale last January of WWVA Wheeling, W. Va.

Effective Oct. 1, Storer paid off balance due Loew's Theatres Inc. on notes given on purchase of WHN New York in January. For this purpose, company borrowed \$5 million from banks, payable over five year period.

Storer's net earnings for third quarter of 1962 as \$881,553 (36.1 cents per share) compared to \$702,584 (28.4 cents per share) for same quarter last year.

Storer stations: WJBK-AM-TV Detroit, WJW-AM-TV Cleveland, WSPD-AM-TV Toledo, WITI-TV Milwaukee, WAGA-TV Atlanta, WIBG Philadelphia, WGBS Miami, WHN New York and KGBS Los Angeles. It also publishes *Miami Beach Sun*.

Commercials control suggested by Lewis

Agency executive William B. Lewis of Kenyon & Eckhardt is proposing that broadcasters exercise greater control over scheduling and content of commercial messages. His proposal is contained in major speech prepared for delivery today (Oct. 29) at Broadcasters' Promotion Assn. in Dallas.

Mr. Lewis, board chairman of K&E, is prepared to suggest "that broadcasters have the right to better control the content and scheduling of the commercials they broadcast. . . . They should exercise that right to the extent of lowering the decibel count of the more obnoxious hogcallers and of banning outright the commercials in palpably bad taste which irritate, antagonize, or nauseate large segments of the viewing and listening public."

He said that if it's fear of "retribution" from advertisers that might constrain broadcasters from placing more stringent controls on commercials, ra-

dio-tv operators should "remember that many advertisers bitterly opposed (and some still do) the regaining of program control by the networks. . . ."

Audience Complaints ■ Mr. Lewis said main body of complaints FCC receives from audiences are those from audiences which concern "commercials in one way or another."

Complaints, he said, are not just from minority groups but "come largely from viewers and listeners who otherwise find American broadcasting entirely to their liking."

Yet, he asserted, "they [advertisers] still keep increasing the millions of dollars they spend in tv."

Mr. Lewis said he did not propose cutting down number of commercials—"I, too, know on which side my bread is buttered"—but that fewer complaints on numbers would be received from audiences "if the more flagrant program interruptions were eliminated."

GLOBAL TV PROGRAMS

U.S. associates of EBU to consider liaison unit

U. S. "study group" has been formed to consider feasibility of establishing "an administrative structure on this side of the Atlantic" to advance worldwide cooperation in broadcasting.

Group, whose formation was announced Friday at close of European Broadcasting Union's conferences in New York (see page 70), is composed of five U. S. associate members of union who served as host committee for conference: ABC, CBS, NBC, National Educational Television & Radio Center and U. S. Information Agency. John F. White, NETRC president, will continue as chairman.

Group's first meeting was set for Dec. 5. One of first questions it will have to decide, authorities said, will relate to eligibility for participation, not only among U. S. broadcasters, but presumably also Canadian and Mexican.

Problem Areas ■ Study group will pick problems on which to work with union broadcasters, also suggesting questions on which they think North American group could be especially helpful.

"Coordinated collaboration between European and North American broadcasters for the coverage of international news events" is expected to be one of many results of last week's meetings with U.S. associates, union's president, Olof Rydbeck, said in news conference Friday afternoon.

"Among the number of other pro-

WEEK'S HEADLINERS



Mr. Snyder



Mr. Klatt



Mr. Cominos

Mr. Cominos, who was elected to agency's board of directors in 1958, continues in charge of radio-tv programs. Mr. Snyder continues in Hollywood and also acquires new title of radio-tv creative projects director. He became head of NL&B's broadcast commercial department in 1958. **Albert A. Klatt**, vp and director of print creative department, promoted to vp and creative director.

Peter Levathes, president of 20th Century-Fox Television, has left the

company, and **William Self**, production head, succeeds him as director of all tv activities. Mr. Self was director of program administration for CBS-TV in Hollywood before joining the film company. Earlier he produced *Schlitz Playhouse of Stars*, *Frank Sinatra Show* and was executive producer for CBS-TV. Mr. Levathes entered television in 1948 by creating television's first news program, supervising its production by Movietone News and selling it to R. J. Reynolds Tobacco Co. for broadcast on NBC-TV as *Camel News Caravan*.

Elmer O. Wayne, vp of ABC and general manager of KGO - AM - FM San Francisco, resigns to become executive vp and general manager of Texas State Broadcasting Co. (operators of KENS - AM - TV San Antonio). Mr. Wayne, who was elected vp of ABC last April, joined KGO as general manager in July 1960 after serving as general sales manager of KFI Los Angeles since June 1959. Previously, he was with WJR-AM-FM Detroit since 1951 as sales manager and was elected vp in charge of sales in November 1956. In addition to his duties at ABC, Mr. Wayne was also president of San Francisco Radio Broadcasters Assn.



Mr. Wayne

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

posals in the program field," My Rydbeck said, "special mention should be made of a project of truly international programming" to celebrate the first anniversary of the launching of Telstar communications satellite. Among such proposals being considered, he said, are CBS-TV's plan for special *Town Meeting of the World* program via Telstar and one advanced by Radio-Tele-Luxembourg.

Marcel Bezencon, director-general of Suisse Radio-Television and chairman of union program committee, expressed hope that there would be wide exchange of major and "magnificent" programming among countries. He thought "great many" exchanges would be possible if legal problems can be solved.

Film, Tape Exchanges - Though it was felt most program exchanges would be by film or tape, great deal of week's attention centered on satellites. Mr.

Rydbeck said procedures for tv via Telstar had been adopted "in principle," with final arrangements to be worked out jointly by European and North American broadcasters.

Sec. 315 decisions affect California

In special meeting Friday, FCC denied petitions by NBC and CBS for reconsideration of decision (see page 50) that Robert L. Wyckoff, Prohibition Party candidate for governor of California, is entitled to equal time. Time for Mr. Wyckoff was ordered because of telecast of debate between Democratic Governor Pat Brown and his Republican opponent, Richard Nixon.

FCC ruled, on 4-1 vote (Commissioner Rosel H. Hyde dissented), that debates were never intended to be exempt from Sec. 315.

FCC also told KTTV (TV) Los An-

geles to comply with fairness doctrine and that it must determine spokesmen for viewpoint of Democratic candidate for governor. Agency had ruled that more than 20 broadcasts of Tom Duggan had violated fairness doctrine in advocating Mr. Nixon. KTTV already had announced program presenting Democratic spokesman.

Telemeter discussing extension to catv

Possible extension of Paramount's Telemeter pay tv system to catv operations was indicated Friday (Oct. 26) by Howard Minsky, president of International Telemeter.

Mr. Minsky said he has met with three owners of large catv groups to discuss "co-operative" plan, pointing out "compatibility" of system with catv. Plan was described as extension beyond present Telemeter concept that has grown out of Toronto experiment, which he called "proven prototype."

In his first news conference as president, he said four southwestern cities have been designated for Telemeter by Home Theatres Inc., Little Rock, newly formed pay-tv group (BROADCASTING, Sept. 17). He declined to identify either Home Theatres' cities or catv owners.

Ideal denies charges its tv toy ads deceive

Ideal Toy Co. has denied virtually all Federal Trade Commission charges that its television advertising for "Robot Commando" and "Thumbelina" doll is deceptive and unfairly exploits children (BROADCASTING, Sept. 24).

Toy company avers that since November 1961 it has arranged "hundreds" of telecasts showing two toys on "dozens" of tv stations "without complaint from any other federal agency or by any official or quasi-official state or municipal agency, by any trade or consumer organization, by any toy wholesaler, jobber, dealer or retailer, or by any significant number of individual members of the general public."

Ideal continued: "All statements, representations and depictions by respondent with respect to its "Robot Commando" and "Thumbelina" doll have been fair and circumspect and fully cognizant of respondent's responsibility to the consuming public, including the children for whom such toys are designed . . ."

FTC complaint claimed "Robot Commando" is not activated by blowing into microphone or by sound of voice, and that "Thumbelina" doll will not move from side to side or move its arms while lying on side as claimed in tv commercials.

Ideal asks that FTC dismiss complaint as baseless.



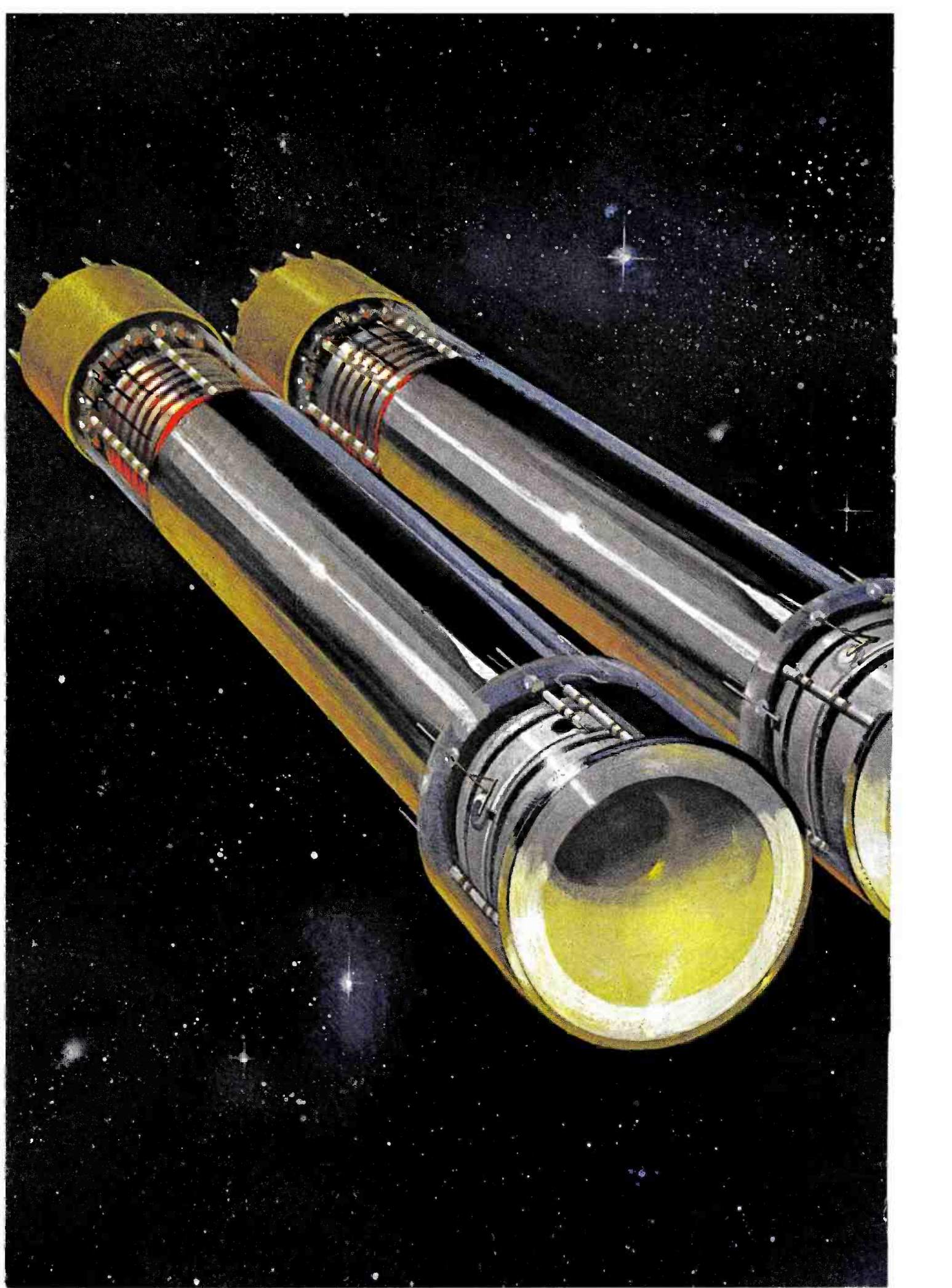
LADIES' MAN MAN'S MAN



He's a ladies' man... a man's man... a LAWMAN. Against tough network competition over four years, John Russell as Marshal Dan Troop won an average *33.9 share of audience*. LAWMAN, co-starring Peter Brown and Peggie Castle, is geared to win big television audiences. Now available on an individual market basis—*156 half-hour episodes!*



Warner Bros. Television Division • 666 Fifth Ave., New York 19 • CI 6-1000



ORTHICON

THE RCA ELECTRON TUBE THAT GAVE TELEVISION ITS FIRST REAL EYES ...25 Years Ago

In a laboratory at RCA a bank of dazzling lights flashed on . . . a camera focused on the scene . . . and scientists witnessed the clearest, brightest television picture ever seen on a receiver screen. Then and there, a whole generation ago, an RCA Orthicon camera tube set the stage for practical television broadcasting.

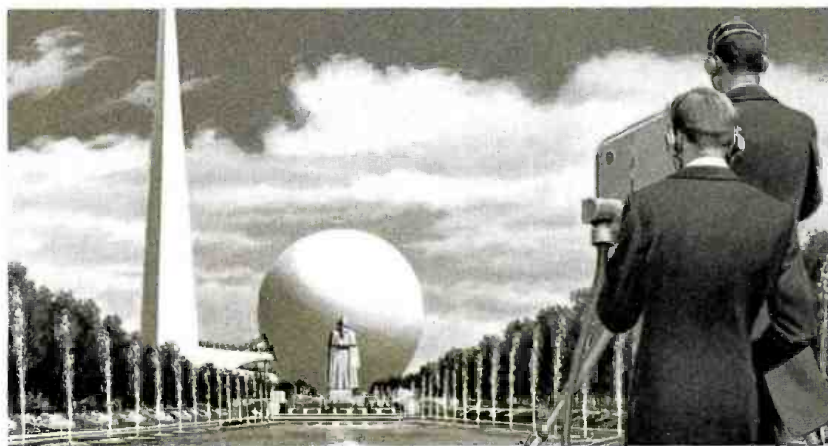
But the world of the dramatic electron tube is never still at RCA. The technology of the Orthicon advanced. And the name changed.

Pictured here is the modern tube—the RCA Image Orthicon. Extra-sensory in its perception, this remarkable camera “eye” can translate all the hues of the rainbow into living color television in the home. It can split the infinite shadings of light from white to black—produce TV pictures rivaling superb photography. It captures action in the noon-day sun. It “sees” by the light of the moon.

Today, the Image Orthicon is bringing entertainment and education into more than 40 million homes across the land. Tomorrow, it will reach many millions more.

In the future, as in the past, RCA electron tube technology will continue to create new tubes for new uses—for home entertainment, for industry, medicine, and national defense.

RCA ELECTRON TUBE DIVISION



Television was introduced to America at the New York World's Fair in 1939. An RCA television camera tube picked up the scene.



**The Most Trusted Name
in Electronics**



Good Music rings up sales in Southern California with KFAC AM and KFAC FM on your schedule (two 24-hour stations at one low rate). Renewals definitely spell out our story: 48 KFAC advertisers now in their 2nd to 22nd continuous year, with 14 hitting 10 years or longer! For solid sales impact in Los Angeles, call KFAC or the George P. Hollingbery Company now.



KFAC AM-FM

The Music Stations for Southern California

24-hour simultaneous AM-FM at one low cost
Represented by the George P. Hollingbery Co.

P R U D E N T I A L S Q U A R E • L O S A N G E L E S

BOOK NOTES

The Great Debates, Edited by Sidney Kraus. Indiana U. Press, Bloomington, Ind. \$7.95. 439 p.

In the Presidential Debates of 1960 something entirely new in political campaigning was introduced to the American people. Conservative estimates place a total of 80% of the adult population of the U. S. in the audience of at least one of the debates. Some 55% are estimated to have seen and heard all of them.

"It is not the main purpose of this book to recommend that such debates be either continued or discontinued," says Mr. Kraus in his preface, "but if intelligent future decisions [on such debates] are to be made, some sort of evaluation is necessary. It is equally important to provide future researchers and historians with an overview of this notable event in the history of communications. With these two tasks in mind, I have organized this compilation . . ."

In this volume 30 experts in communications, political analysis and opinion research attempt to provide that evaluation. The list includes researchers and professors associated with some of the nation's leading universities and such practical broadcasters as Elmer W. Lower, director, news and public affairs, NBC News; Robert W. Sarnoff, chairman of the board, NBC and Dr. Frank Stanton, president, CBS Inc.

The results of 31 known research studies of voters' reaction to the debates are reported and analyzed.

A verbatim text of all four debates is included. Any student of political campaigning, particularly the advantages and disadvantages of face to face appearances of opposing candidates, will benefit by reading this carefully prepared volume.

The Computer in Advertising, a collection of papers presented in a series of seminars sponsored by Central Media Bureau. Published by the Assn. of National Advertisers, New York. 128 pp. \$2 to ANA members; \$5 to non-members.

Problems and potentials of the computer in advertising are examined in the papers compiled and published here under the auspices of the advertising administrative control committee of the Assn. of National Advertisers. The papers were presented originally in a series of seminars conducted last March and April by Central Media Bureau (BROADCASTING, March 19 *et seq.*).

Titles and authors include "What if the Computer Works? The Challenge to Marketing Management," by David B. Hertz, McKinsey & Co.; "Develop-

ing an Advertising Expenditure Strategy," Robert S. Weinberg, International Business Machines Corp.; "How the Electronic Computer Works," J. Presper Eckert, Remington Rand Univac Division; "The Use of Computers in Advertising Today," John C. Maloney, Leo Burnett Co.; "Economic Evaluation of Agency Electronic Data Processing Systems," Arthur B. Toan Jr., Price Waterhouse & Co.; "Automation at Young & Rubicam," George N. Farrand, Young & Rubicam; "The Shape of Advertising To Come: 1972," Herbert W. Robinson, C-E-I-R Inc. Introduction is by Kenneth C. Schonbarg, president of Central Media Bureau.

The Pyramid Climbers, by Vance Packard. McGraw-Hill, New York. 339 pp. \$5.

The American corporate executive is the species under study in Mr. Packard's fourth book. Following *The Hidden Persuaders*, *The Status Seekers*, and *The Waste Makers* this self-appointed critic of American business takes a "non-reverent look at the nation's most exploited class of steady jobholders—the hustling, well-packaged executives striving to move up the slippery slopes of enterprise."

Noting that increasing numbers of young men are committing their lives to business, Mr. Packard offers a cynical review of what they may expect, noting that more often than not they will stop advancing far short of the peak of their particular corporate pyramid. Based on four years of research in 35 states and parts of Canada, the book compares the business systems of 12 countries outside of North America.

Writing of the experiments now underway in the hope of producing better corporate leaders and a more humane corporate environment the author sees an almost overpowering danger of continued authoritarianism in large enterprises. The book points its spotlight at the conflicts, taboos, lures, pitfalls, spurious values and rewards offered in American business life today.

Journalist, Eyewitness to History, by Herbert Brucker. The MacMillan Co., New York; 211 pp., \$3.50.

A newspaperman's story of the newspaper business, this book will also have some appeal for the newsman whose medium is television or radio. Herbert Brucker, editor of the *Hartford Courant*, tells with lively good humor how the modern newspaper is put together, the duties of reporters, copy desk, news executives and editorial writers. He explains the rewards of journalism as a career and something of the complexity and fascination of the field.



CHARLIE GADDY

"The best on the air salesman I have ever had"—says James B. Womble, President of Womble of Hargett Street, exclusive men's clothiers of Raleigh.



WPTF

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

Dick Mason, General Manager
Gus Youngsteadt, Sales Manager

HENRY I. CRISTAL CO. National Rep.

The CALLMARK OF QUALITY RADIO IN CENTRAL NEW YORK



FIRST CHOICE IN A FIRST RATE MARKET

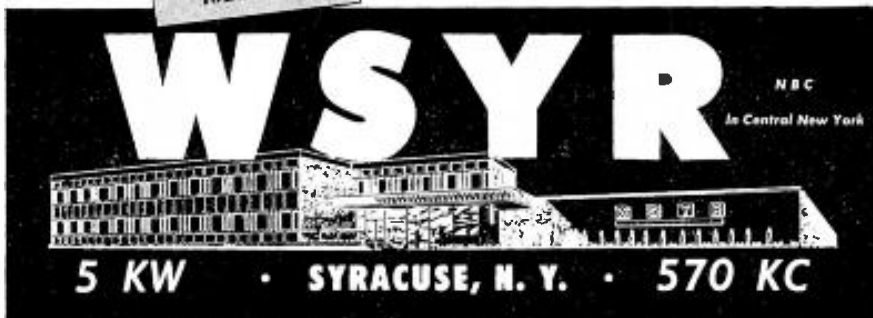
Top personalities, top programming, top facilities and top management combine to insure advertisers a really effective selling job in WSYR's 18-county service area.

WSYR's big margin of superiority is confirmed by all recognized market coverage studies.

**40TH
Anniversary
1922-1962**

Represented Nationally by

THE HENRY I. CRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO



DATEBOOK

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

*Indicates first or revised listing

OCTOBER

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

Oct. 28-31—Broadcasters' Promotion Assn. convention, Holiday Inn Central Hotel, Dallas, Tex. NAB President LeRoy Collins will be keynote speaker. Other speakers include: William B. Lewis, Kenyon & Eckhardt; Jack Harris, KPRC-TV Houston; Mike Shapero, WFAA-TV Dallas-Fort Worth; Stephen Riddleberger, ABC Radio; Bill Michaels, Storer Broadcasting Co.; Norman Cash, TvB; Roy Danish, TIO; Edmund C. Bunker, RAB; and John F. Box Jr., Balaban Stations.

*Oct. 29—Hollywood Ad Club luncheon at Hotel Roosevelt. Commdr. Edward Whitehead, president, Schweppes (USA) Ltd., will speak on "The Schweppes Saga."

*Oct. 30—Industry Film Producers Assn. meeting at 8 p.m. in KTTV (TV) studios in Hollywood. John R. Vrba, vp and manager of KTTV Productions, will host session on video film, with top experts as speakers.

Oct. 31—ABC International Television Inc., breakfast-meeting Visualscope presentation showing development of tv. Americana Hotel, New York.

*Oct. 31—Hollywood Ad Club shirtsleeves Session on "Agency Presentations That Sold," Hollywood Roosevelt, 12-3 P.M. Jack Donahue, general sales manager, KTLA (TV) Los Angeles, will be chairman of a panel including: Edson Small, general manager, Computer Division, Clary Corp.; Gail H. Anderson, assistant advertising manager, Sunkist Growers; Gene Alfred, advertising manager, Harvey Aluminum; Ralph Pansek, director of advertising, Calusa Chemical Co.; Ralph Pinkerton, general manager, California Avocado Advisory Board. Jack O'Mara, west coast manager, TvB, will be chairman of the day.

*Oct. 31—Sixth Annual Petry Promotion Seminar. WFAA-AM-TV Communications Center in Dallas, Tex.

*Oct. 31—Western States Advertising Agencies Assn., agency operations luncheon, Nikabob Restaurant, Los Angeles. Richard Nevins, Southern California member of the State Board of Equalization, will discuss the California sales tax as it affects advertising agencies.

NOVEMBER

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

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

*Nov. 1-3—First Nationwide Educators' Conference on Space Program, Sheraton-Chicago Hotel, Chicago, Ill. Educators representing more than 300 colleges and universities will meet with scientists from seven major NASA field centers to study the relationship between NASA and educational institutions in meeting national space goals. Dr. Hugh L. Dryden, deputy administrator of NASA, will address a dinner meeting on the first evening of the conference on the subject of "The Role of the University in Meeting National Goals in Space Exploration." Attendance at all sessions is limited to educators.

Nov. 4-10—Second annual National Country Music Week of the Country Music Assn., Nashville, Tenn. Network tv specials, heavy record label promotion, local radio and tv saturation and the second annual presenta-

38,480,000 Bell System Pay Checks a Year



Size is more than big figures. It's jobs and wages and families and homes. Many thousands of Bell System men and women are promoted every year. More than 300,000 own stock in the company.

The Bell System employs 740,000 men and women — more than any other business. On the basis of a weekly wage payment, that's 38,480,000 pay checks a year.

So the Bell System is not just communication services for millions of people and important projects for the defense of the nation.

The human side is jobs and opportunity for hundreds of thousands of men and women and billions of dollars in wages every year. The 1961 total was \$4,312,000,000.

It is an important and indispensable part of the purchasing power and prosperity of the nation.

BELL TELEPHONE SYSTEM

Owned by more than two million Americans







What's Hugh Downs doing on Today?

He's the star, making the mornings bright, light and lively. With TODAY regulars Jack Lescoulie, Frank Blair and Pat Fontaine, he's delivering news and information...Yes. Weather...Yes. Entertainment...Sure! And advertising messages...in the style that has earned him the reputation as one of the most appealing personalities in broadcasting. The new TODAY is a first class showcase for advertising. It attracts an adult audience... 6,200,000 men and women every morning, Monday-Friday. It attracts a high income audience...52% of its viewing families earn more than \$7,000 a year. It attracts a hard to reach audience...TODAY is seen by a high percentage of working housewives, who are not home for the average daytime program. So wake up to the new TODAY, the golden opportunity for the early-bird advertiser.





OUR HANDS WERE TIED!

South Bend clocks are usually turned back in late October, but not this year. Year around Eastern Standard Time has opened a new selling period for WSBT-TV national advertisers.

This new early evening prime slot (Mon.-Sat.) features a 15-minute segment of WSBT-TV's new show, "The World at Six?", Walter Cronkite's CBS News and seven syndicated film programs. Let these top-notch film shows carry your sales message — Everglades, Ripcord, M-Squad, Dragnet, Story of, Third Man and The Islanders.

A few red hot participating minutes are still available. See your Raymer man for details. Also, get the latest facts on The New World of WSBT-TV. Our new 1047 ft. tower has opened new markets . . . over 1,000,000 potential viewers with \$2 billion in spendable income. The WSBT-TV market is too big, too rich to overlook!



ONE OF CBS'
HIGHEST-RATED
STATIONS

WSBT-TV

SOUTH BEND, INDIANA

Channel 22

PAUL H. RAYMER, NATIONAL REPRESENTATIVE

tion of the C&W Hall of Fame honorees keynote the affair. Roy Horton, an executive with the Southern Music Publishing Co., New York, is the Country Music Assn's. C&W Week chairman.

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

Nov. 5-7—French-Language Broadcasters' convention at the Queen Elizabeth Hotel, Montreal. The first morning of the convention will be devoted to cultural aspects of media, with discussions on the economic factors in the afternoon. The second day will be entirely given over to the advertising agencies. The final day will consist of ACRTF business meetings and elections.

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

Nov. 8-9—Ohio Assn. of Broadcasters fall convention, Columbus Athletic Club, Columbus, Ohio.

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

Nov. 10-25—World Economic Progress Assembly and Exposition under international auspices. Special sectors devoted to radio and tv. McCormick Place, Chicago.

Nov. 12—Georgia School Day of The Air. 2-3 p.m. simultaneous, state-wide salute by 150 GAB members to schools and education.

Nov. 12—Screen Actors Guild, annual general membership meeting, 8 p.m., Beverly Hilton Hotel, Beverly Hills, Calif.

Nov. 12-13—Illinois Broadcasters Assn. fall meeting, Sheraton Chicago Hotel, Cocktail party reception will be held on Nov. 11 at 5 p.m.

Nov. 12-14—Fall radio meeting, Electronic Industries Assn. King Edward Hotel, Toronto, Ont. Two sessions on radio and tv receivers are scheduled, both on Nov. 14. Among papers to be delivered: Report on receiver installations, New York City uhf project, Jules Dietz, FCC; characteristics of rf transistors for am/fm automobile radio sets, Robrecht Bosselaers and Slig Gertzis, Amperex; present and future unsolved radio designers' problems, E. D. Hasty and H. B. Dorsey, Bendix; uhf transistors for extending tv coverage, Stanley P. Lapin, Adler Electronics; high performance fm/am automobile receiver, P. S. Manson and M. Slavin, Bendix.

NAB Fall Conferences

Nov. 8-9 —Sheraton-Dallas, Dallas
Nov. 12-13—Muehlebach, Kansas City
Nov. 15-16—Brown Palace, Denver
Nov. 19-20—Sheraton-Portland, Ore.

qualitative radio research has just been brought within reach of every budget



Until now . . . all Pulse local qualitative research in radio was conducted on assignment by individual companies . . . who shared the cost with no one.

But now Pulse takes qualitative research out of the realm of luxury . . . and into syndication.

NOW GETTING UNDERWAY—IN 100 TOP MARKETS

RADIO PULSE
LQR-100
Local . . . Qualitative . . . Radio

FACTORS: by station . . . by time period

1. Age
2. Sex
3. Occupation
4. Size of family

Write, wire or phone George Sternberg, Director of Sales

THE PULSE, INC.

730 Fifth Avenue, New York, N. Y., Phone: JUdson 6-3316

If you want to know not just how many, but how good . . . Pulse qualifies

GOING UP!
Daytona Beach
Orlando

NOW
FLORIDA'S
THIRD
MARKET

AND
SPACE AGE
CENTER
OF THE WORLD



WESH-TV

FLORIDA'S
CHANNEL **2**

WESH-TV for Orlando
Daytona Beach
Cape Canaveral

OPEN MIKE ®

Weekend radio

EDITOR: We were thrilled to see the CBS creative research promoting weekend values [CLOSED CIRCUIT, Oct. 22] and also appreciate your publicity on subject [also see story in BROADCAST ADVERTISING, this issue].

Our company has long recognized the merits of weekend radio. In 1958 we developed our Family Plan package, which combines weekend and nighttime with Drive Time. This package has been extremely effective in selling weekend time along the very lines confirmed by the fine CBS Radio Spot Sales research. Many of the leading national spot accounts . . . are regular purchasers. . . . —Robert E. Eastman, Robert E. Eastman & Co. Inc., New York.

Translator report

EDITOR: This well-researched report on translators [SPECIAL REPORT, Oct. 8] should open the eyes of many an agency timebuyer to the performance of these repeaters.—Emanuel Strunin, public relations director, Adler Electronics, New Rochelle, N. Y.

EDITOR: Your coverage of the translator-booster area in tv was terrific. Agencies and their clients should be particularly grateful. . . . —Hal Holman, Hal Holman Co., Chicago.

EDITOR: . . . Catv is attempting . . . to break our market. . . . Montana could very well have six more live, local tv stations were it not for the catv people.

Tri-State Tv Translator Assn. has the right idea in the high-power translator. . . . Only in this manner will it be possible for Montana to have local tv service. . . . It is unfair . . . to have to fight competition from Seattle and Salt Lake City and, in fact, from Canada.

KXGN-TV is currently serving only two translator clubs in eastern Montana. . . . We have plans for a power increase and further translator activities. With the duplication of catv all is for naught.

. . . . With the addition of high-powered, unattended translators, many local stations could be easily swayed into opening satellite operations. . . . It would be a matter of very little time before the operators would be making the relatively small additional investments to put a studio into operation and truly serving these communities with local, live programming. . . . —Gerry Robbins, general manager, KXGN-AM-TV Glendive, Mont.

EDITOR: . . . I read your translator story and thought the job of reporting was extremely objective. I wish you had had more time to take a look, along with community antenna opera-

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office

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**"The
time
has
come,"
the
walrus
said ...**

"... to speak of cabbages and kings and the new television season." How will the BIG off-network shows fare in the local markets? How are they being programmed? How many viewers will they attract? MCA TV, which broke the time barrier several months ago with the first off-network BIG ones for local station programming, reports on the following pages what the stations are doing with three of the BIGGEST. For first ratings, consult your favorite audience measurement service. We think you'll be pleasantly surprised.

PURCHASED AND PROGRAMMED

DAYTIME

City	Station	Rep.
Chattanooga	WRGP-TV	H-R
Minneapolis	WCCO-TV	P-G-W

EARLY EVENING

Boston	WBZ-TV	TVaR
Denver	KLZ-TV	Katz
El Dorado	KTVE	V, R, & Mc
Eugene	KVAL-TV	Hollgb.
Kansas City	KMBC-TV	Metro
Mobile	WALA-TV	Bolling

PRIME TIME

Cleveland	KYW-TV	TVaR
Decatur	WTVF	Metro
Los Angeles	KTTV	Blair
Miami	WTVJ	P-G-W
Oklahoma City	WKY-TV	Katz
Peoria	WTVH	Metro
Portland, Me.	WCSH-TV	Katz
Rochester	WHEC-TV	H-R
Sacramento	KXTV	H-R
San Francisco	KTVU	H-R
Schenectady	WRGB	Katz
Toledo	WTOL-TV	H-R

LATE NIGHT

Cincinnati	WCPO-TV	Blair
Ft. Worth	WFAA-TV	Petry
Green Bay	WLUK-TV	Young
Philadelphia	WFIL-TV	Blair
Portland, Ore.	KPTV	Petry
Washington, D.C.	WMAL-TV	H-R
Watertown	WCNY-TV	Bolling

NOT YET SCHEDULED

Alexandria	KALB-TV	Weed
Altoona	WFBG-TV	Blair
Asheville	WLOS-TV	P-G-W
Chicago	WGN-TV	Petry
Colorado Springs	KKTV	Bolling
Detroit	WXYZ-TV	Nat. S.S.
Elkhart	WSJV-TV	Adv. T.S.
Ft. Wayne	WPTA	Young
Grand Rapids	WOOD-TV	Katz
Harlingen	KGBT-TV	V, R, & Mc
Harrisburg	WHP-TV	Blair
Honolulu	KONA-TV	NBC S.S.
Indianapolis	WTTV	Young
Las Vegas	KSHO-TV	Forjoe
Milwaukee	WXIX	Gill-Perna
New York	WPIX	P-G-W
Phoenix	KPHO-TV	Katz
Rockford	WREX-TV	H-R
San Diego	XETV	Blair
Seattle	KTNT-TV	Weed
Tampa	WTVT	Katz
Tucson	KVOA-TV	Avery-Kn.
Wilkes-Barre	WBRE-TV	Bolling
Youngstown	WFMJ-TV	Bolling

70 FULL HOURS
NOW AVAILABLE FOR LOCAL PROGRAMMING

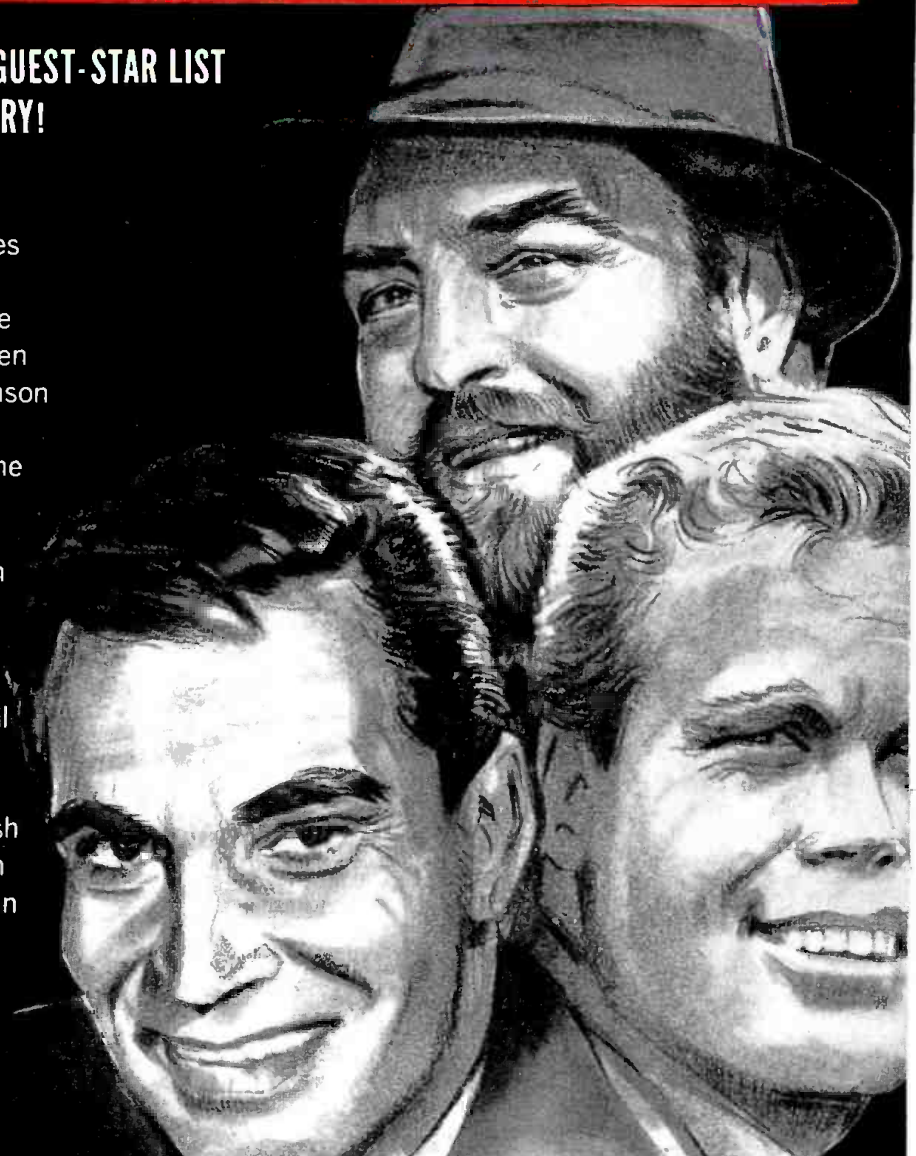
CHECKMATE

STARRING
ANTHONY GEORGE
SEBASTIAN CABOT
AND DOUG McCLURE

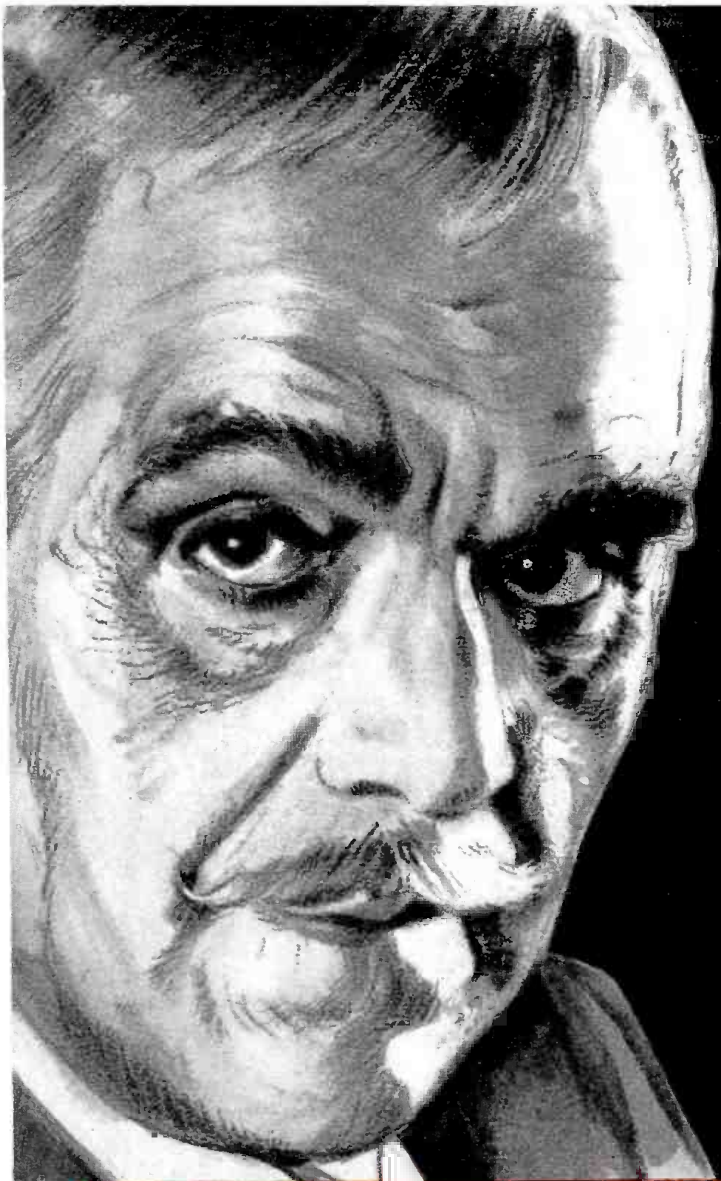
GREATEST GUEST-STAR LIST IN TV HISTORY!

Jack Benny
Scott Brady
Lloyd Bridges
Sid Caesar
Cyd Charisse
Joseph Cotten
Angie Dickinson
Dan Duryea
Joan Fontaine
Charles Laughton
Julie London
Lee Marvin
Ricardo Montalban
Tony Randall
Mickey Rooney
Barbara Rush
Jane Wyman
Keenan Wynn

And...
Many, Many
More



mca
TV FILM SYNDICATION



WITH THESE GREAT GUEST STARS

- Mort Sahl
 Rip Torn
 Nancy Kelly
 Tom Poston
 Elizabeth Montgomery
 Mildred Dunnock
 Phyllis Thaxter
 Larry Blyden
 John Carradine
 Robert Middleton
 Sidney Blackmer
 John Newland
 Otto Kruger
 Fay Bainter
 And...
 Many, Many More

PURCHASED AND PROGRAMMED

PRIME TIME

City	Station	Rep.
Los Angeles	KTTV	Blair
Sacramento	KXTV	H-R
San Francisco	KTVU	H-R
Watertown	WCNY-TV	Bolling

LATE NIGHT

Amarillo	KVII-TV	Bolling
Charleston	WCHS-TV	Blair
Cincinnati	WCPO-TV	Blair
Denver	KBTV	P-G-W
Detroit	WWJ-TV	P-G-W
El Paso	KROD-TV	Bolling
Ft. Wayne	WPTA	Young
Ft. Worth	WFAA-TV	Petry
Green Bay	WLUK-TV	Young
Houston	KTRK-TV	Hollgb.
Odessa	KOSA-TV	Bolling
Philadelphia	WFIL-TV	Blair
Scranton	WNEP-TV	Petry
Seattle	KOMO-TV	Katz
Shreveport	KTBS-TV	Katz
Washington, D.C.	WMAL-TV	H-R
York, Pa.	WSBA-TV	Blair

NOT YET SCHEDULED

Altoona	WFBG-TV	Blair
Buffalo	WBEN-TV	H, R & P
Chicago	WGN-TV	Petry
Fresno	KFRE-TV	Blair
Harrisburg	WHP-TV	Blair
Honolulu	KONA-TV	NBC S.S.
Indianapolis	WLW-I	Crosley
Las Vegas	KSHO-TV	Forjoe
Milwaukee	WISN-TV	Petry
Minneapolis	KMSP-TV	Young
New Orleans	WDSU-TV	Blair
New York	WPIX	P-G-W
Pensacola	WEAR-TV	Blair
Phoenix	KOOL-TV	Hollgb.
Tucson	KVOA-TV	Avery-Kn.
Twin Falls	KLIX-TV	Hollgb.
Wichita	KARD-TV	P-G-W
Wichita Falls	KSYD-TV	Blair

**67 FULL HOURS
 NOW AVAILABLE FOR LOCAL PROGRAMMING**

THRILLER

your host and star

**BORIS
 KARLOFF**

On The Networks

CHECKMATE was sponsored by such leading advertisers as Kimberly-Clark, Pepsi-Cola, Lever Bros., Revlon, Quaker Oats, Dow Chemical, Liggett & Myers, Brown & Williamson, Colgate-Palmolive.

THRILLER represented American Tobacco, DuPont, Max Factor, Pillsbury, Bristol-Myers, Helene Curtis, Bulova Watch, Beech-Nut.

mca
 TV FILM SYNDICATION

**PURCHASED
AND
PROGRAMMED**

DAYTIME

City	Station	Rep.
Houston	KTRK-TV*	Petry
Portland, Me.	WGAN-TV*	Blair
Yakima	KNDO-TV	Weed

EARLY EVENING

Atlanta	WSB-TV	Petry
San Diego	WLBY-TV	Katz
Baltimore	WMAR-TV	Katz
Houston	WBZ-TV	TVaR
Buffalo	WGR-TV	Petry
Charleston, W. Va.	WCBS-TV*	Blair
Chattanooga	WRGP-TV	H-R
Dallas	WJW-TV	Storer
Detroit	WXYZ-TV	Nat. S.S.
Indianapolis	WDAF-TV*	Petry
Knoxville	WATE-TV	H, R, & P
Los Angeles	KTLA*	Hollgb.
Miami	WCKT	H, R, & P
Nashville	WSM-TV*	Petry
New Haven	WNHC-TV	Blair
Oklahoma City	WKY-TV	Katz
Omaha	KETV	H, R, & P
Philadelphia	WFIL-TV	Blair
Phoenix	KOOL-TV	Hollgb.
San Antonio	KONO-TV*	Katz
Spartanburg	WSPA-TV	Hollgb.
St. Louis	KTVI	Blair
Tulsa	KVOO-TV*	Petry
Washington, N.C.	WITN-TV	V, R & Mc

PRIME TIME

Sauk Rapids	KFDM-TV	P-G-W
Paso	KTSM-TV	Hollgb.
Wayne	WKJG-TV	Adv. T.S.
Waukegan	WPSD-TV	Adv. T.S.

DRAGNET

STARRING

JACK WEBB

**NOW AVAILABLE
TO LOCAL
STATIONS
FOR THE
FIRST TIME
UNDER ITS
ORIGINAL TITLE**

**UP TO 276
HALF HOURS**



**PURCHASED
AND
PROGRAMMED**

LATE NIGHT

City	Station	Rep.
Dallas	KRLD-TV*	Adv. T.S.
Green Bay	WLUK-TV	Young
Madison	WISC-TV*	P-G-W
New York	WNEW-TV	Petry
San Diego	XETV	Blair

NOT YET SCHEDULED

Amarillo	KGNC-TV	Katz
Bay City-Saginaw	WNEM-TV	Petry
Bowling Green	WLTW	—
Charlotte	WSOC	H-R
Chico-Redding	KHSL-TV	V, R & Mc
Davenport	WOC-TV	P-G-W
Evansville	WEHT-TV	Young
Hattiesburg	WDAM-TV	Weed
Honolulu	KTRG	—
Idaho Falls	KID-TV	Skyline
Jackson, Mich.	WILX-TV	Young
Lancaster	WGAL-TV	Meeker
Las Vegas	KSHO-TV	Forjoe
Lima	WIMA-TV	Meeker
Minneapolis	WCCO-TV	P-G-W
Norfolk	WVEC-TV	Katz
Pensacola	WEAR-TV	Blair
Portland, Ore.	KOIN-TV	H, R & P
Roanoke	WDBJ-TV	P-G-W
Spokane	KXLY-TV	H-R
Tacoma-Seattle	KTNT-TV	Weed
Weslaco	KRGV	P.H.Raymer
Wilkes-Barre	WBRE-TV	Katz
Youngstown	WFMJ-TV	Bolling

*Stripped

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ATLANTA 1371 Peachtree St. N.E., Trinity 5-8388
CHARLOTTE.....519 E. Trade St., P.O. Box 1503
 Franklin 7-5360
CHICAGO 425 N. Michigan Ave., Delaware 7-1100
CINCINNATI.....426 Transportation Bldg.
 307 E. Fourth St., Parkway 1-1144
CLEVELAND.....1172 Union Commerce Bldg.
 Cherry 1-6010
DALLAS.....2311 Cedar Springs, Riverside 7-7536
MINNEAPOLIS.....1415 Northwestern Bank Bldg.
 Federal 3-5552
NEW ORLEANS.....504 Delta Bldg., 524-5956
BOSTON.....101 Jones Bldg., Mutual 2-4567

**CALL
WRITE
WIRE:**



ST. LOUIS..... Chemical Bldg. Room 111
 721 Olive St., Central 1-8231
TORONTO.....180 University Ave., Empire 3-403
UNIVERSAL CITY.....Revue Studio
 Triangle 7-121
LONDON.....139 Piccadilly, London, W.
 MAYfair 721
MEXICO CITY.....Hamburgo No. 70, Mexico 6, D.F.
 11-98-94
MUNICH.....Maximilianstrasse 8, 22-73-8:
PARIS.....49 bis Avenue Hoche, Wagram 924
ROME.....11 Via Tevere, 86080:
SYDNEY.....M.L.C. Bldg., Victoria Cross, No. Sydne
 New South Wales, 92-079
TOKYO.....Hotel New Japan, Suite 881, 29 Nagata-ch
 2 chome Chiyoda-ku, Tokyo, 581-214

tors, at some very high-type installations in the area that you covered—as well as some of those you mentioned.—*William Dalton, president, National Community Television Association, Washington.*

Three-in-one issue

EDITOR: . . . What with the complete text of the commission's "Use of broadcast facilities by Candidates," "Special Report on Foreign Television," and the excellent summation of Mr. Hyde's talk to the Utah broadcasters in your Oct. 15 issue, it is no wonder that **BROADCASTING** is the textbook in so many broadcasting courses in colleges and universities across the country.

. . . Could our group subscription for our students start with the Oct. 15 issue so that students will have this most valuable issue for permanent reference?—*Worth McDougald, head, radio-television, Henry W. Grady School of Journalism, University of Georgia, Athens.*

The U.S. set count

EDITOR: I understand you have set count information available. We would like to have the total set count for our area, particularly Franklin and Benton counties.—*Bob Young, sales manager, KORD Pasco, Wash.*

[The U. S. Census Bureau's 1960 count of the country's radio and tv sets was published last winter and spring by **BROADCASTING** as released on a state-by-state basis, together with this magazine's county-by-county computations of set saturation. This state and county information has now been published in its entirety in a booklet, "Vital Statistics for All Fifty States," available from our Readers Service Department at 25 cents per copy.]

Radio's good old days

EDITOR: . . . I believe that rebroadcasts of some of radio's great old shows would still attract a large, loyal and vociferous audience. . . . I arranged to broadcast a short series of dramatic preparations on WQSR earlier this year.

. . . I contracted to broadcast *The Shadow* again. I knew I was not alone because I took my case to the listeners.

. . . I have the replies! They have come in from adults and teen-agers, parents and teachers. . . . These people not only remember most of their favorite shows but lament their loss.

The Shadow is a resounding success in competition with tv football and "Top 40" radio. My mail now contains pleas for more of the same. . . .

The networks won't make available any of their old broadcasts and seem disinclined to do anything themselves. Just recently we have seen the demise of *Suspense* and *Johnny Dollar* on CBS. Why won't the networks make some shows available for syndication and let individual stations decide for themselves whether to carry a particular series. . . ? —*Ray Boyce, operations manager, WQSR Syracuse, N. Y.*

WIBC The Friendly Voice of Indiana

We like kids!

Award made to WIBC for nation's first "Teenagers March Against Leukemia"

LEADS IN ACCEPTANCE

Broadcasters universally seem to downgrade—even apologize for the presence of teenagers in their audience. WIBC refuses to subscribe to the theory. We like kids . . . both for the contributions they make today and for the leadership they'll give this community in future years. We're particularly proud of the Indiana kids who, one year ago, accepted the WIBC challenge and successfully carried out the nation's first "Teenagers March Against Leukemia." On September 9, 1962, Indianapolis and Indiana teenagers again answered WIBC's call for volunteers and doubled their first year's collections.

LEADS IN AUDIENCE

We're glad to number teenagers in our audience. We're equally proud that their parents are included in the audience of Indiana's most listened-to station day and night. Hooper shows that WIBC's Indianapolis audience from 7 AM to 10 PM is greater than that of the next four Indianapolis stations combined. Teenagers? We love 'em! They are tomorrow's adults.

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

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS

WIBC

1070 KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

Boring from within: must trade magazine ads miss their mark?

Mark Epernay, who may be real, wrote in a recent issue of *Esquire* magazine about an alleged new tool of psychiatric measurement called the McLandress Coefficient, developed by one Dr. Herschel McLandress, who I'm reasonably sure is not real. The Coefficient purports to measure "the longest span of time during which a subject's thoughts may remain centered on some substantive phenomenon other than his own personality." (JFK's alleged score: 29 minutes; Nikita K's: 3 minutes; Nixon's: 3 seconds.)

Gospel or gag, if we applied the McLandress Coefficient to the trade magazine advertising of radio and tv stations, we'd require a new measure of time—something like a micro-micro-micro-second. Station advertising reaches the full flowering of its preoccupation with self in the radio-tv counterpart of a picture of the factory, with a shot of the owner in orbit above the factory, and, perhaps, a quotation from "Our Creed." It is, mostly, dull. Advertising trade press editors have little to fear in the competition that takes place for a reader's attention between editorial and advertising. Even the dull-est story is a marvel of fascination compared with many ads nearby—and I yield to no one in my capacity to be bored by some editors.

Some station advertising can be safely predicted to offer nothing but ready-made monotony to those for whom it is intended; it is also reasonably safe to say that no copywriter would prepare such an advertisement with that purpose in mind.

But copywriters aren't always in control of copy. The instant an ad has to tell how our station outrates poor old Station B (based on "independent" research, of course), its author has undertaken a boring ad. When an ad's principal burden is to show that our station has a bigger market (based on "independent" research) than NYC and Los Angeles combined, its boredom burden approaches 100%. When the subject is the acquisition of another award ("coveted," of course) from some obscure mutual admiration society, the object, admitted or not, is dignified boredom. Why does a station manager who face to face is urbane, witty and informal, suddenly become a dignified Secretary of State addressing the United Nations when confronted with a draft of a station ad?

Bare Facts? Timebuyers are people. I doubt if anyone will invoke Section 315 to refute that statement (unless

it's some overwrought sales manager—and who would think of consulting a sales manager about an ad?) Yet the magazines are full of station ads which assume that time-buyers are computers. Facts? Sure a timebuyer wants facts. Scratch him with a survey and he'll yell for facts. He won't pay much attention to them if they appear in an all-fact ad, but he'll keep asking for facts.

I think the best way to get a fact to him in a magazine ad is to sneak it into his mind. He's a human being (down, sales manager!); he reads what interests him; sometimes he's interested in an ad, and in spite of all that the editor can do to distract him with news and information, he reads an ad—because it crept into his mind, not because he saw that WWW-TV had 276 quarter-hour wins in the last Preakness.

Even a boring ad is better than none; many stations just don't advertise. I once saw the results of a survey based on questionnaires to stations of various sizes in widely scattered geographical locations. That was about three years ago, but for what it's worth, the average trade magazine expenditure was well under one percent of non-network national time sales. One-third of the tv respondents and 40% of the radio respondents operated without an annual budget, "planning" from day to day and from crisis to crisis. Obviously this situation is bad because it breeds bad advertising ("We don't need it good; we need it Monday.") It breeds dissatisfaction with advertising ("We tried a couple of trade ads once; didn't sell anything.")

Pinpointing The last comment suggests a misunderstanding of the role of trade magazine advertising. Sales increases are noble targets, but they're beyond the range of trade guns alone. Only programming, a sales staff, ad-

vertising and national reps, working together under the station manager, should be expected to improve sales. An ad objective should be less sweeping, more specific.

If you're a radio or tv station manager whose station has a trade magazine program, write down what your ads are supposed to accomplish. Ask your national sales manager to do the same—and your program manager, promotion manager, national rep, and agency account exec. Allow no comparison of answers. You'll probably have to write your national rep. This is good. He'll have time to recover from the shock of being consulted.

Transfer the man who writes "increase sales" to the motor pool. If that's what you wanted to write, fall back and regroup, rethink, or transfer yourself to the motor pool. Try again. Using the signs of the zodiac, pigeon wings, tea leaves, or whatever other source you endorse, perhaps even logic; develop a realistic goal, explain it to your staff and agency, plan ahead, increase your budget, and take the no-boredom pledge.

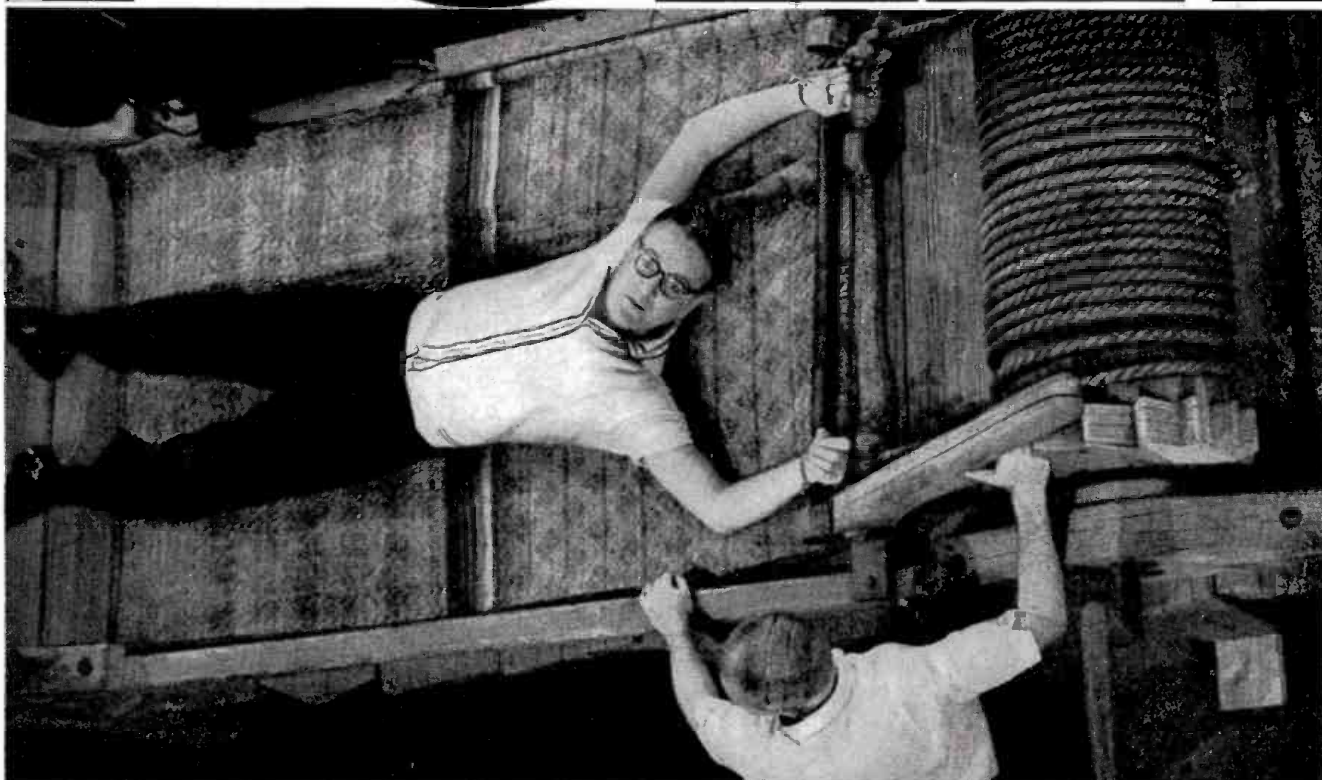
Qui Vive What are realistic goals? To increase awareness of an obscure market; to let timebuyers know about the place your station occupies in the hearts of your countrymen; to publicize your news operation; to change "Never heard of his station" when your salesmen call on prospects to "I'll see him soon as I can." Obviously, you can't aim at several targets simultaneously. And your goals change. Techniques too. But you don't have to be heavy-handed, whatever the goal.

I decided before starting this memo that I would not preach. However, as Don Marquis is supposed to have said when he fell off the wagon, "I conquered my damn will power."



Theodore D. Mandelstam is copy chief of Henry J. Kaufman & Associates, Washington, D. C., advertising and public relations agency. Except for time out for World War II, he has been at HJK&A since 1940. He became copy chief in 1951 and a member of the firm in 1955. A graduate of the U. of Wisconsin (1930), he spent nine years in what he calls stir (department store merchandising) before joining Kaufman, the only agency for which he has worked.

PULL!



"Steve Allen Show hit 8.8 Nielsen within 13-weeks in 7-station L.A. market!"
Stretch Adler, VP & Gen. Mgr., KTLA

"Steve Allen Show 80% sold out after only 10 days in Syracuse!"
Bill Grumbles, Pres. & Gen. Mgr., WNYS-TV

"Steve Allen Show 47% ahead of nearest competition in Des Moines!"
Bob Dillon, VP & Gen. Mgr., KRNT-TV

"Steve Allen Show completely sold out Monday through Friday in Phoenix!"
Les Lindvig, VP, KOOL-TV

"Steve Allen Show building a tremendous following in Portland, Oregon!"
Al Sturges, Pgm. Mgr., KATU-TV

WBC Program Sales has an audition tape for you. Call or wire collect for THE STEVE ALLEN SHOW

WBC PROGRAM SALES

A SUBSIDIARY OF

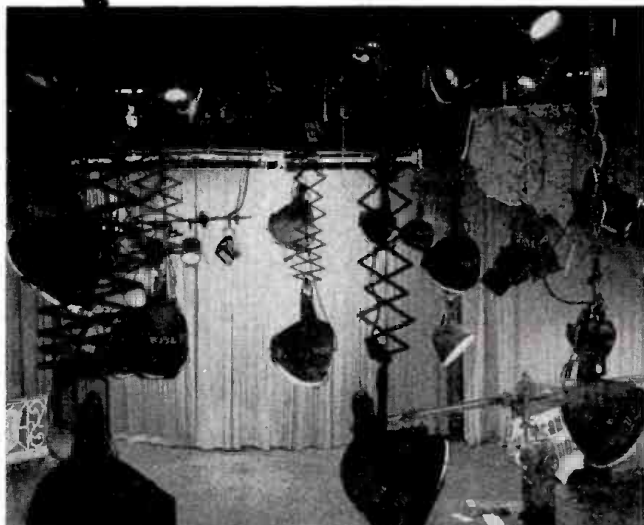
WESTINGHOUSE BROADCASTING CO., INC.

122 East 42nd Street, New York 17, N. Y. • Contact Mike Roberts MUrray Hill 7-0808



Stations now carrying The Steve Allen Show: Baltimore, WIZ-TV; Boston, WBZ-TV; Cleveland, KYW-TV; Columbus, WTVN-TV; Des Moines, KRNT-TV; Grand Rapids, WZZM-TV; Indianapolis, WLW-I; Kansas City, KMBC-TV; Los Angeles, KTLA; Minneapolis, WCCO-TV; New Haven, WNHC-TV; New York, WPIX; Phoenix, KOOL-TV; Pittsburgh, KDKA-TV; Portland (Me.), WGAN-TV; Portland (Ore.), KATU; Reno, KDLD-TV; St. Louis, KTVI; San Francisco, KPIX; Seattle, KIRO-TV; Springfield (Mass.), WHYN; Syracuse, WNYS; Tucson, KOLD-TV; Washington, D. C., WTOP-TV.

WFIL STATIONS TELEDRAMA AWARDS



To encourage creative writing in the broadcast arts, the WFIL Stations in Philadelphia have established cash awards totaling \$3,500 for writers of the best dramatic scripts for television submitted in nationwide and area competition before the end of 1962.

An award of \$2,500 will be granted for the best original script submitted by an amateur or professional writer-resident of the United States.

An award of \$1,000 will be granted for the best original script submitted by any writer residing within the broadcast area served by the WFIL Stations (Pennsylvania, New Jersey, Maryland, or Delaware).

The WFIL Stations Teledrama Awards program is presented in association with the WFIL Studio Workshop, created to provide opportunities for broadcast experience to amateur and professional performers.

Teledrama Awards applications and further details may be secured by writing Jack Steck, Director, WFIL Studio Workshop, 46th and Market Streets, Philadelphia 39, Pennsylvania.



WFIL-AM • FM • TV
PHILADELPHIA, PENNSYLVANIA

BROADCASTERS NEAR WAR FOOTING

- Long list of military information barred by White House
- Networks will try to comply but all retain final decision
- Stations reminded Conelrad system is still in effect

Broadcasters, along with everyone else, found themselves in a different, grimmer kind of world this week. The President's decision to "quarantine" Cuba put the country on something close to a war footing, and presented radio and television with new responsibilities and problems that will test them for the indefinite future.

The White House last week asked broadcasters, newspapers and magazines to exercise "caution and discretion" in handling certain types of information the Defense Dept. considers

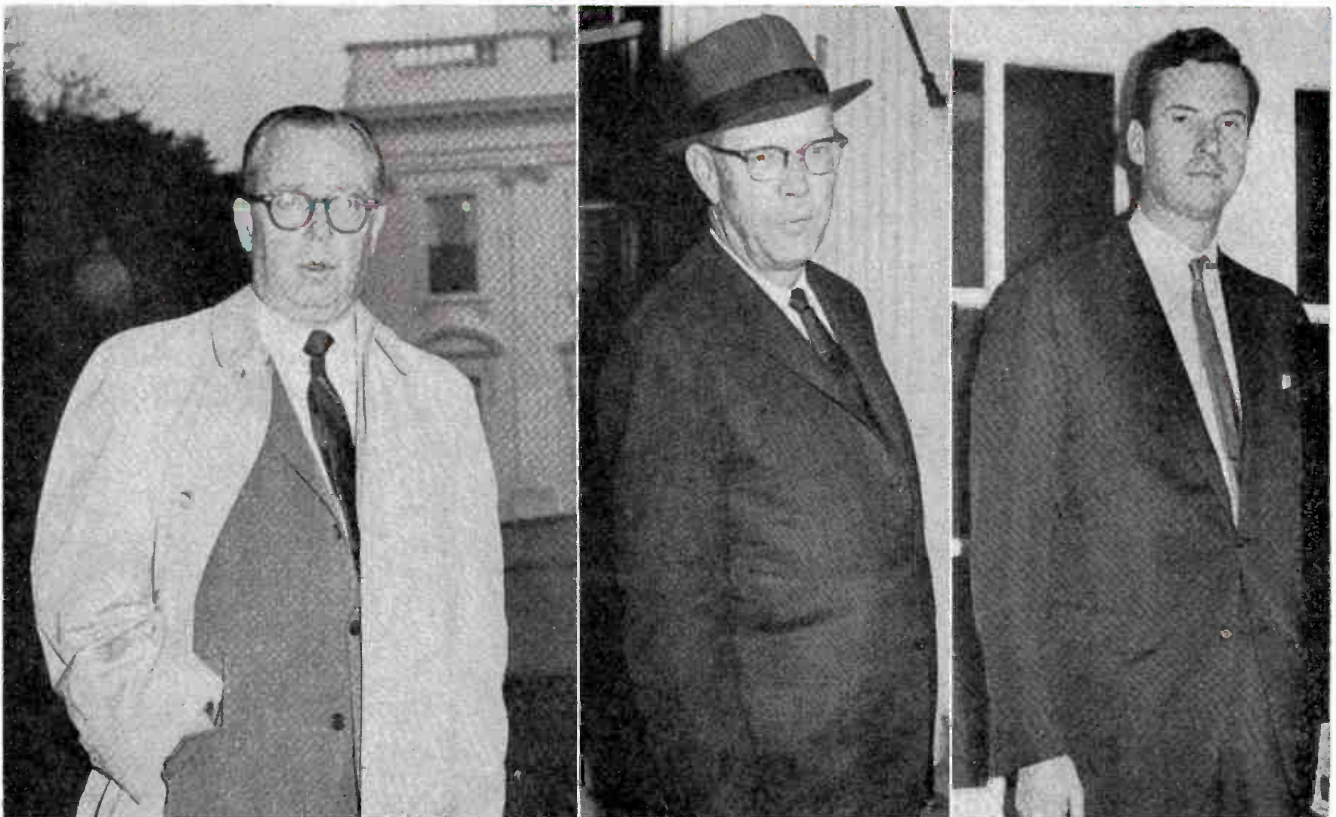
essential to national security (see text, page 33). FCC Defense Commissioner Robert Bartley reminded broadcasters that, contrary to what appears to be a widespread impression, the Conelrad system of emergency communications is still in effect—a reminder that was underlined on Friday by an all-network test of the system (see story, page 39).

In addition, 10 commercial radio stations are willing recruits in the Voice of America's effort to broadcast news of the Cuban crisis to the people of that land. The eight standard-wave

and two shortwave stations are serving as outlets for VOA programming originating in Washington (see story, page 34).

News Secretary Pierre Salinger, who issued the White House memorandum listing 12 categories of information the Defense Dept. feels should not be publicized, emphasized that censorship is not involved—not even the kind of self-censorship that was in effect during World War II and the Korean conflict (see page 33).

Nevertheless, some newsmen com-



Responding to the urgent summons of White House News Secretary Pierre Salinger these network news chiefs hurried on Tuesday, Oct. 23, to a 6 p.m. conference. Present at the meeting in the secretary's White House office were (l to r) William R. McAndrew, NBC; James C. Hagerly, ABC; Blair Clark, CBS and representatives of UPI, AP and of the White House correspondents. Mr. Salinger explained that in the interest of national security certain information should be blacked out. Denying that the request was censorship, the White House secretary asked

for the cooperation of all news media. The media officials adjourned to another room where they were greeted by the President, who said that he hoped something satisfactory could be worked out. The news men asked that the points made by Mr. Salinger be put in writing. At the close of the meeting the conferees agreed to call the attention of their affiliates to the security guidelines. The White House memorandum (see page 33) listing the information which the White House feels should be withheld in the public interest was issued the following day.

BROADCASTERS NEAR WAR FOOTING continued

plained that the White House memorandum was more comprehensive than the rules by which news media policed themselves during wartime.

Preliminary Steps ■ The guidelines issued last week by the White House appear to be a preliminary and updated portion of the standby code of censorship approved by the then Office of Civil and Defense Mobilization in 1958 (BROADCASTING, Aug. 4, 1958; May 8, 1961).

Although that code is a complete and definite regulation to be put into effect upon an attack on the United States, the memorandum issued last week makes many of the same points as to troop movements, military unit identifications, location of aircraft, and other military matters.

In reminding broadcasters to brush up on their Conelrad procedure, Commissioner Bartley said that system will remain in effect until the government comes up with something better.

The Joint Chiefs of Staff last spring decided that Conelrad, which is designed to prevent enemy planes from coming in on a radio signal, is no longer necessary in an age when destruction can be borne by ballistic missiles. Since then, the FCC has been pressing the Defense Dept. for a list of new requirements on which an

improved communications system could be established. The commission will issue a rule making as soon as the Defense Dept. provides the necessary information.

But in the meantime, Commissioner Bartley said, in case of an alert, all fm, tv and am stations not a part of the Conelrad system are required to leave the air. Only the am stations that are in the Conelrad system are to remain on the air to permit the President and other government officials to address the people.

New Urgency ■ Conelrad, however, has long been a part of the broadcaster's life. Commissioner Bartley's reminder that it is still in effect took on new urgency only because of the Cuban crisis.

But the White House memorandum requesting "discretion" on the part of newsmen in reporting on matters affecting national security is likely to cause some problems. It was issued on Wednesday, a day after a hurriedly called meeting at the White House in which Mr. Salinger conferred with news executives of the three tv and radio networks, the two wire services and two White House reporters.

When it was released, the networks reacted with some caution. They said they would comply with its request,

but emphasized that the final decision on what was broadcast rested with them, not the government. Some network officials also noted that they couldn't control news activities of their affiliates.

NBC sent copies of the memorandum to its stations with the recommendation that they should try to comply. CBS sent copies to its bureau chiefs, producers, editors and correspondents along with a note from its network news president, Richard Salant, saying CBS reserves the right to make the final judgment on what is broadcast.

ABC Closed-Circuit ■ ABC, in a closed-circuit tv and radio feed to its affiliates, said it would do its best to abide by the White House request and urged them to do the same. But news chief James C. Hagerty said the network would use its own editorial judgment in deciding what to broadcast.

Mutual sent a copy of the memorandum to its correspondents with the added comment that it was "voluntarily" complying with the White House request and that it would make the final decision on what was used.

Late Wednesday night, NAB reproduced the entire Salinger memorandum and sent it out to all radio and tv licensees.

Mr. Salinger, aware of newsmen's sensitivity to anything smacking of censorship, insisted that the White House request is not binding and that the memorandum is simply intended for guidance.

As in the self-censorship days of World War II and Korea, however, machinery has been established to deal with questions from newsmen uncertain as to whether information they have come across is "vital" to national security.

Questions can be directed to a special Cuban desk located in the Defense Dept.'s public affairs directorate. It is being manned by representatives of the three military services on a round-the-clock basis. Orville S. Splitt is chief of the news directorate.

Salinger at NAB ■ Mr. Salinger carried his campaign for self-restraint on the part of newsmen into the NAB regional fall meeting in Washington. His remarks were off the record, but it was understood he assured his listeners that there would be no harassment of broadcasters or other newsmen.

A simple test broadcasters could use before broadcasting military information, Mr. Salinger reportedly suggested, is to ask themselves: "Is this information helpful to the enemy?"

If the conference delegates were troubled by the new White House memorandum, they didn't show it during Mr. Salinger's appearance. Although he asked for questions, not a hand was



An estimated 70 million watched President Kennedy as he addressed the American people on the Cuban crisis a week ago. All three television networks carried the telecast. Additional millions were in the radio audience. This can be compared to the

60 million who watched the actual launching of the Glenn manshoot on Feb. 20. About 135 million watched television sometime during the Glenn coverage telecast. In New York city A. C. Nielsen reported 3,171,000 homes tuned to the Kennedy address.

Types of information which White House would not release

At a White House conference last week radio and television representatives and newspapermen were presented with a memorandum for their guidance in the present national emergency. The text of the memorandum follows in full:

The following information is considered vital to our national security and therefore will not be released by the Department of Defense. Despite this fact, it is possible that such information may come into the possession of news media. During the current tense international situation, the White House feels that the publication of such information is contrary to the public interest. We ask public information media of all types to exercise caution and discretion in the publication of such information.

1) Any discussion of plans for employment of strategic or tactical forces of the United States including types of equipment and new or planned location of command or control centers or detection systems.

2) Estimates of United States capability of destroying targets, including numbers of weapons required, size and character of forces required, ability of these forces to penetrate defenses, and accuracy or reliability of our forces or weapon systems.

3) Intelligence estimates concerning targets or target systems, such as numbers, types and locations of aiming points in the target system, enemy missile and bomber forces, etc.

4) Intelligence estimates of enemy

plans or capabilities, or information which would reveal the level of success of United States intelligence efforts or operations with respect to Cuba or the Communist Bloc.

5) Details as to numbers or movements of United States forces, including naval units and vessels, aircraft, missile forces or ground forces, ammunition, equipment, etc. Announcement may be made of such unit movements after the movement has been completed.

6) Degree of alert of military forces.

7) Location of aircraft or supporting equipment. Presence of aircraft observable in the public domain may be confirmed.

8) Emergency dispersal plans of aircraft and units including dispersal capabilities, times, schedules or logistical support.

9) Official estimates of vulnerability to various forms of enemy action, including sabotage, of United States Armed Forces and installations.

10) New data concerning operational missile distribution, numbers, operational readiness. Estimates of effectiveness of strike capability of missile forces.

11) Details of command and control systems, including new or planned command posts and facilities, estimates of ability to survive enemy attack, security measures, etc., including sea or airborne command posts.

12) Details of airlift or sealift ca-



White House News Secretary Pierre Salinger called radio and television news directors and newspaper representatives to the White House last week to ask their cooperation in the present period of national emergency. Information considered vital to national security was outlined in this memorandum.

pabilities, including size and nature of forces to be lifted, time limits for such lifts, and supply capabilities, with respect to possible specific areas of operation.

Editors having doubts about information and wanting to establish whether or not it is within the purview of this memorandum should contact the News Desk, Department of Defense, at OXford-5-3201, Washington, D. C. Such advice will be on an advisory basis and not considered finally binding on the editor(s).

raised.

In justification of the government's decision to provide guidelines for news media, a spokesman cited what he considered two breaches of security by a morning network news and events program. In one case, a newscaster interviewing one of the Navy dependents evacuated from Guantanamo, asked a series of detailed questions dealing with the number of ships at that Cuban base, their positions and identifications.

In the other, a newsfilm was shown of a troop convoy rumbling over one of the bridges of the Florida keys. The spokesman suggested that the unit was identified in the clip.

White House Meeting ■ Present at the meeting in Mr. Salinger's office on Tuesday evening were Mr. Hagerty; Blair Clark, general manager and vice president, CBS News; William R. McAndrew, executive vice president, NBC

News; Wes Gallagher, general manager of the Associated Press; Mims Thompson, president of United Press International; Lyle Wilson, Washington bureau chief, UPI; William L. Beale Jr., Washington Bureau chief, AP; Merriman Smith, White House correspondent, UPI; A. Whitney Shoemaker, White House correspondent, AP; and Benjamin McKelway, editor of the *Washington Star* and president of the AP.

During the meeting, Mr. Salinger outlined the government's concern about the publishing or broadcasting of matters vital to national security and asked that the news media abide by the administration's request for restraint. At one point, President Kennedy joined the conferees and expressed the hope that a mutually satisfactory agreement might be reached.

At the conclusion of the meeting,

the conferees asked Mr. Salinger to put in writing the points he had covered, and Wednesday's memorandum resulted. Mr. McKelway, who acted as spokesman for the group, told Mr. Salinger all news media would do their best to comply with the government's request.

The memorandum, however, has caused resentment among some newsmen, who take it as a reflection on their professionalism. They feel they don't need to be told not to report anything that would compromise national security. Furthermore, it was pointed out, much of the information the Defense Dept. says should not be made public is of a type the government has made available in the past, such as the distribution of U. S. ballistic missiles. As a result, newsmen see the memorandum as posing problems for them in the days and weeks ahead.

Commercial stations magnify Voice

TEN OUTLETS CARRY PRESIDENT'S SPEECH, OTHER PROGRAMS TO CUBA

Ten commercial radio stations have thrown their facilities into the Voice of America's all-out effort to saturate Cuba and Latin America with news of the U. S.-imposed quarantine of Cuba and its world-wide repercussions.

In an unprecedented link-up with VOA transmitters, the stations are carrying daily the Voice programming aimed at the Caribbean—Spanish language broadcasts of news, commentary, repeats of the President's speech and developments at the Organization of American States meeting in Washington and the United Nations Security Council in New York.

Salinger Request ■ The commercial stations—seven standard wave and two shortwave—agreed to participate in the VOA campaign after being asked to

cooperate last Monday by White House News Secretary Pierre Salinger. Their participation began at 7 p.m. edt that night when they carried the President's speech in English, then translated into Spanish and Portuguese.

One station was added to the VOA "network" on Wednesday, when KAAY Little Rock, a 50 kw station heard in Cuba, called Voice Director Henry Loomis and offered its services.

The standard-wave stations that went on the air Monday for the Voice are WGBS (10 kw at night), WMIE (10 kw at night), and WCKR (5 kw), all Miami; WKWF (500 w) Key West; WWL (50 kw) New Orleans, WSB (50 kw) Atlanta, and WCKY (50 kw) Cincinnati. The shortwave stations are WRUL New York and KGEI San

Carlos, Calif.

All Night ■ Most of the stations are broadcasting VOA programming nightly, from dusk to dawn. WMIE, however, which normally carries 17 hours of Spanish - language programming throughout the day for Miami's large Spanish-speaking population, has turned all of this time over to VOA. KAAY is carrying the Voice programming from 10 p.m. to 5 a.m.

WRUL is broadcasting 23 hours a day for the Voice and KGEI is carrying the programming from 4 p.m. until 10 p.m., its normal broadcast day.

The original nine stations received telegrams from President Kennedy the first night they went on the air for VOA, thanking them for their cooperation and calling it "a splendid public service in the interest of the nation."

Another volunteer in the VOA cause Monday night was WGN Chicago, a 50 kw station that can be heard in Cuba. The station broadcast the last portion of the President's speech, which was aimed at the Cuban people, in English and Spanish, a total of 10 times from 11:05 p.m. Monday to 5:30 a.m. Tuesday. Ward Quall, executive vice president and general manager of the station, said the entire speech was also broadcast in English three times.

There is a possibility that additional stations might be recruited. Mr. Loomis said that Roy Battles, director of the Clear Channel Broadcasting Service, told him the member stations of his organization are ready to help.

"Getting in Fine" ■ But Mr. Loomis said the present effort, in which the commercial stations are augmenting VOA shortwave transmitters aimed at Cuba, is sufficient. He said there has been some jamming of the frequencies used by the Miami stations, but that Cuba lacks the facilities to jam all of them. "We're getting in fine now," he said. But he added that if the need arises, he would call on the clear-channel stations.

Although all of the stations expressed an eagerness to participate in the VOA saturation effort, their cooperation is costing some of them as much as \$1,500 a day in advertising revenue losses.

Mr. Loomis, however, gave assurances that the broadcasters wouldn't be expected to bear an "unfair" burden. He said the agency hasn't had time to consider a reimbursement plan, but added that when the crisis subsides an effort would be made to develop one that was equitable to all.

He said the attitude of the broadcasters has been "excellent—they rec-

RADIO, TV COVER CRISIS

Networks, stations offer special programs, background features, frequent news reports

Television and radio networks and stations intensified their news coverage of the Cuban crisis last week with special programs, bulletins and reports of "last-minute developments."

Newsmen were placed on overtime schedules as background features, news flashes, and added news programs were placed on network and station schedules. Reports from stations throughout the country indicated that many which normally sign off at midnight or 1 a.m. remained on the air throughout the night and planned to operate on a 24-hour basis until further notice.

Viewer and listener interest in the Cuban crisis was high. One industry estimate placed the number of viewers who watched President Kennedy's telecast on Monday at 70 million (both on networks and individual stations). There were no estimates of the radio audience which listened to the President's speech, but it undoubtedly added millions to the tv total.

Tv and radio stations and networks interrupted programs at intervals throughout the week to flash significant news developments.

UN Covered ■ Extensive coverage was provided by networks and stations of sessions of the United Nations Security Council, pre-empting regularly scheduled shows on these occasions. Network tv coverage amounted to more than two hours a day and radio to more than four hours a day.

Pickups from Washington, Miami, Key West and key centers in the U. S. and throughout the world were frequent, eliciting late news and reaction to fast-breaking developments.

NBC-TV has scheduled a special 90-minute program, *Clear and Present Danger*, for Wednesday (Oct. 31) from 7:30-9 p.m. An NBC presentation, the program will pre-empt *The Virginian*. Through last week NBC-TV carried several 15-minute specials, sponsored by the Gulf Oil Corp.

CBS-TV, which spotlighted various background programs on Cuba during the week, devoted its entire *CBS Washington Report* program yesterday (Oct. 28) to a discussion of last-minute developments in the crisis. A half-hour CBS news special, *U. S. Quarantines Cuba*, was carried on Monday under sponsorship of The Metropolitan Life Insurance Co.

ABC-TV presented an analysis of the President's remarks on Monday from 11:10-11:30 p.m. and carried coverage from the UN Security Council several times daily. ABC radio devoted extensive coverage to Security Council sessions, broadcasting entire proceedings on Tuesday (4-8:15 p.m.).

Local tv and radio stations over the nation concentrated on developing stories of community interest tied in with the Cuban crisis. Reaction from governmental and military officials and the man in the street were highlighted.

COMMERCIAL STATIONS MAGNIFY VOICE continued

ognize that this is an emergency public service." But he said "if they are called on the carry VOA programming for a long time, something will be done" for them. No one would attempt a prediction last week as to how long the stations would be asked to carry the VOA programs.

Not Worried ■ None of the stations contacted during the first few days of their VOA service expressed any concern about revenue losses. And J. Leonard Reinsch, executive director of the Cox stations, owners of WSB, said last week that station wouldn't seek any reimbursement.

Mr. Reinsch, as communications consultant to the White House and chairman of the U. S. Advisory Commission on Information, had a hand in setting up the plan by which advance notice, they were unable to give adequate warning to their

The idea for using commercial stations to carry VOA programs originated with Mr. Loomis, who had long felt that, in the event of a Caribbean crisis, the U. S. should speak with one, all-powerful voice.

It isn't known how long the plan has been under consideration, but, reportedly, at least one of the stations was notified more than a month ago to stand by for a request from the VOA for the use of its facilities.

In Chairman's Office ■ Arrangements for recruiting the nine commercial stations were made Monday afternoon, at a meeting of Messrs. Reinsch and Loomis, FCC Commissioner Newton N. Minow and Robert Bartley, FCC defense commissioner, in Mr. Minow's office.

Messrs. Minow and Bartley called the stations to alert them for a White House call, which came from Mr. Salinger. He asked them to reserve their facilities that night for the VOA. All the stations promptly agreed, and land lines linking them to VOA studios in Washington were installed.

Since the stations were given so little advance notice, however, they were unable to give adequate warning to their listeners. As a result, their switchboards were flooded with calls all night from confused listeners asking about the Spanish-language broadcasts. The stations were allowed to broadcast announcements on the hour explaining the nature of the special programming, but it wasn't until the next day that the stations' audiences were fully aware of what was happening. Most of the stations reported that the reaction of their local listeners then was "very good," "fine," "very gratifying." WSB said its listeners expressed "pride" the station was being utilized by VOA.

Although no one seems very worried about it, there is a possibility the VOA is acting illegally in employing stations licensed by the FCC to broadcast in the U. S. The U. S. Information Agen-

Praise from chairman

"Broadcasters acted in the highest standards of public interest," in turning over their facilities for the U. S. government to broadcast its message to the people of Cuba, FCC Chairman Newton N. Minow said Thursday.

In a brief talk to those attending the NAB regional meeting in Washington Thursday, Mr. Minow related how the United States Information Agency asked the FCC to determine which stations in southern Florida could best cover Cuba, how this was done, how he called all nine stations and told them they would be receiving a call from the White House, and how all nine cooperated to the fullest when Pierre Salinger, White House news secretary, called an hour later. In every instance, Mr. Minow told NAB members and guests at the NAB luncheon, Mr. Salinger spoke to either the owner or the general manager of the station.

Studies show, Mr. Minow said, that there was less jamming of the commercial radio channels than the Voice of America short-wave broadcasts.

cy, the VOA parent organization, is forbidden by law to carry on any of its activities in the U. S.

A VOA spokesman conceded some question about this might be raised. But the defense that would be offered by the agency, the spokesman explained, is that the stations have "volunteered" for this activity, that the VOA "didn't take them over."

Other USIA Activities ■ The use of the commercial stations is only one element in a maximum USIA effort to tell the world about the Cuban crisis. On Thursday, 52 VOA transmitters totalling 4,331 kw were used in an effort to crash through Communist jamming to Eastern Europe.

The transmitters were massed for 8½ hours to carry a half-hour program dealing with the Cuban crisis that was repeated seven times in English and Communist bloc languages. The programs were beamed at their targets at night, when reception is best.

This radio barrage, over 80 different frequencies, was the heaviest mounted by the VOA since its "Sunday Punch"

of Nov. 5, 1961, when a similar effort was made to inform the Iron Curtain countries of world-wide reaction to the Soviet resumption of nuclear testing.

In other USIA actions:

A video tape of the President addressing the nation was transmitted to Europe by Telstar Tuesday morning.

Films of the Presidential address, dubbed in foreign languages, have been air expressed to posts throughout the world for showing in USIA centers, by mobile field units and on television.

Spanish-language short-wave broadcasts to Cuba have been tripled to 24 hours a day and the number of frequencies used upped from five to 11.

Russian-language broadcasts, half an hour each morning and evening, are being broadcast to Cuba for the benefit of the Soviet personnel there.

Conelrad's official, broadcasters told

Fm defense networks "undoubtedly" will be used in the event of a war emergency, but they should await official instructions from the FCC, Kenneth W. Miller, U. S. Conelrad supervisor, told a meeting of radio broadcasters during the NAB regional meeting in Washington last week.

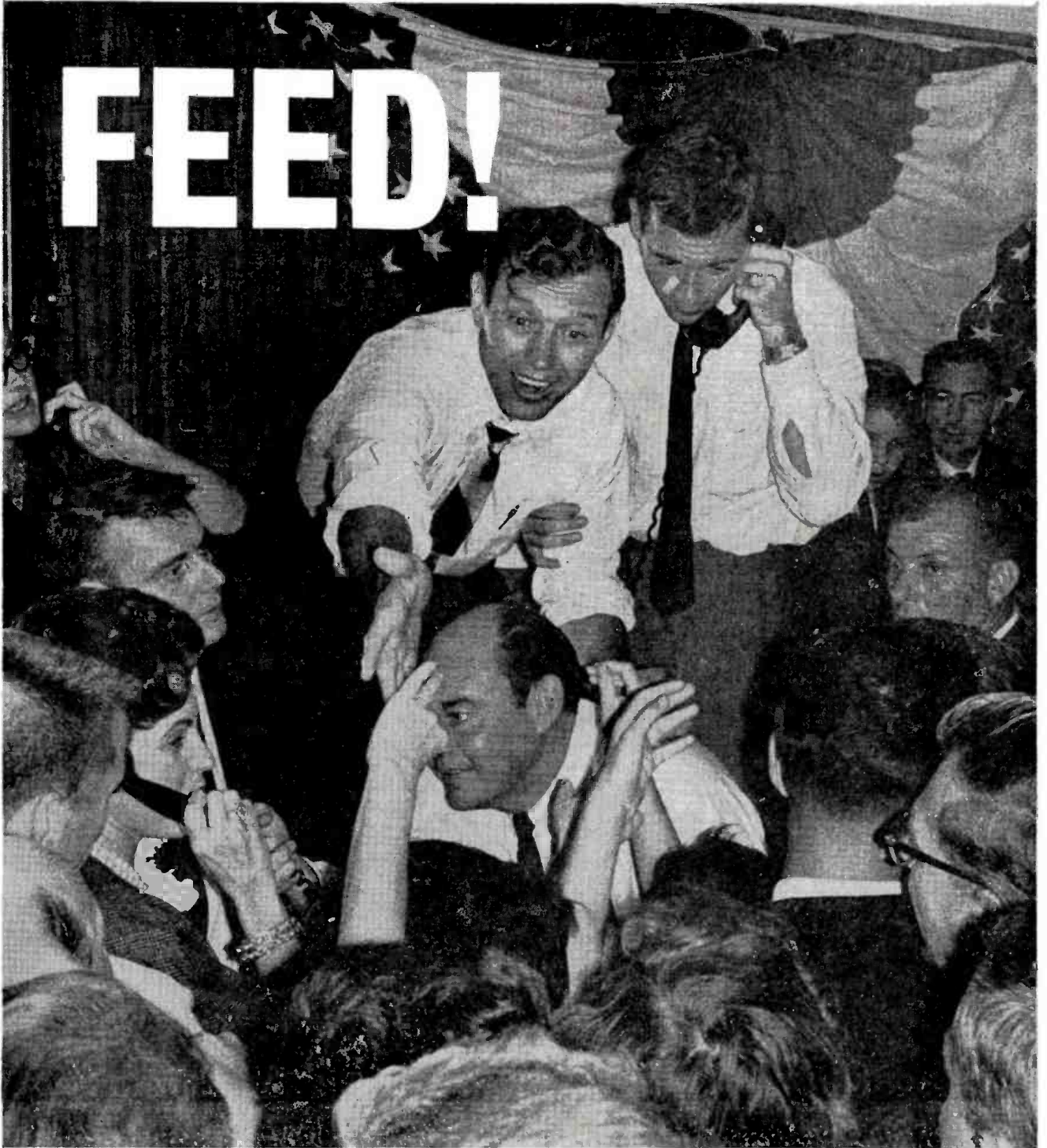
Emphasizing that Conelrad is the only official emergency broadcasting system, Mr. Miller told interested broadcasters that the first word they get on an alert will be, as scheduled, from their wire service news printers. Stations should also continue to monitor off-air Conelrad alert circuits, he said. AP and UPI news tickers will bring additional information and instructions to radio and tv stations which subscribe, he added.

When a Conelrad alert is ordered, all am, fm and tv stations are under orders to go off the air. Standard broadcast (am) stations in the Conelrad net then return to the air and are the only ones authorized to broadcast during the alert. In several states, however, fm stations have formed themselves into emergency non-broadcast communications networks and these are the nets about which Mr. Miller spoke.

Mr. Miller's instructions clarified several scrambled situations in which some broadcasters had been informed by local civilian defense officials that Conelrad is no longer the official emergency operation.

WAVA Arlington, Va., President Arthur W. Arundel told Mr. Miller that he had been instructed by his local civil defense director to tell his listeners to keep tuned to their local radio stations. This same official, related Mr. Arundel, declared that Conelrad had been superseded by a new policy whereby all radio stations were to remain in operation during an air or missile attack.

FEED!



Georgia's Governor-Nominate Carl Sanders is shown in a victorious handshake. The reporter on the phone is WSB-TV's Dick Goss.

When things happen in the South, WSB-TV provides the feeds for NBC network news. Whether the President visits Huntsville . . . encephalitis strikes Orlando . . . or Georgia elects a new governor . . . NBC gets it from WSB-TV
When the South makes news . . . NBC depends on WSB-TV!



Represented by



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



\$570,605,000
general merchandise sales

THE CHANNEL 8 MARKET is a rich, buying market. **WGAL-TV** is unique in its extensive, multi-city coverage of the area. This television station is outstanding because it is far and away the favorite with many, many thousands of viewers. Your advertising expenditure on this Channel 8 station will pay rewarding returns.

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

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

RADIO NETWORKS TEST CONELRAD

Stations warned that emergency system is still in effect

The four radio networks—ABC, CBS, MBS and NBC—held a special Conelrad closed-circuit test of emergency broadcast system facilities last Friday afternoon (12:45 p.m. EDT).

The exercise included a special message to all station managers, chief engineers and news directors. Network stations were asked to record the message for the benefit of independent stations in their communities.

The test's text follows:

"Attention all station managers, chief engineers and news directors:

"This is a special test of the emergency broadcast system facilities. Because of the current international situation, the test is being utilized by the national industry advisory committee to bring you a special alerting message. Despite

some inaccurate news reports, the emergency broadcast system and one of its major elements, Conelrad, are still in full operation.

"Should conditions warrant the issuance of a radio alert, all stations will be required to follow the standard procedures for Conelrad conditions. Stations should review immediately all procedures for converting to their Conelrad frequency—if they hold a national defense emergency authorization—or for going off the air if they are not Conelrad stations. Stations also should check at once on the condition and state of readiness of all regular, standby and emergency facilities, as well as all personnel who would be involved in any emergency activities.

"All stations have copies of an emer-

gency standby script, distributed some months ago by the Federal Communications Commission. This is the first information your station will broadcast in an alert, so it is mandatory that the script be kept in a readily accessible place that is constantly manned—such as the newsroom, master control or transmitter. Stations are requested to get in touch, at once, with local Civil Defense officials to refresh plans for liaison and cooperation in policy, planning and operations. Do not wait for the civil defense people to come to you—since it is the stations that have final responsibility for what is on the air, let it be you, the stations, that take the first step toward meeting this responsibility of keeping the public fully informed.

"This message has been brought to you by the National Industry Advisory Committee as a test of the emergency broadcast system."

BROADCAST ADVERTISING

Western AAAA meeting hears of needs

CRICHTON POINTS TO ADVERTISING GROWTH AT HONOLULU CONVENTION

Advertising in the West is growing faster than in other sections of the U. S., western agency people were told in Hawaii last week by the head of the American Assn. of Advertising Agencies.

A need to recruit competent members in the West for the AAAA, was stressed by John H. Crichton, president, during a closed executive meeting of the group's 1962 Pacific Conference, western region, in Hawaii Oct. 20-25.

At the business sessions Oct. 22, James Delafield, president and general manager of General Foods International Div., New York, suggested to the delegates that U. S. advertisers concerned about multiple-spotting and back-to-back conflicts might take a look at television elsewhere. He cited tv in West Germany where commercials are packaged in a solid half hour once each day. "Agencies are on their mettle to produce commercials that can withstand this brand of competition," he concluded.

Highlights of other speeches:

Creativity "We get ads and commercials that are gems by exactly the same process by which we get gold and other precious things—by mining and refining," said Charles H. Brower, president of BBD&O, in "Smile When You Call Me Creative!" Deciding what to tell consumers is mining; working out the exact message is refining, Mr. Brower said.

"The right way to treat creative people," he concluded, is not by pampering them but by "giving them more

facts, by outlining their jobs more clearly, by separating the mining from the refining and giving them a hand out of the awful confusion to which we have sentenced them."

Help Wanted in Japan "It would take the help of the CIA to round up enough American advertising agency types [in Tokyo] for a hand of bridge," Lane Fortinberry, Asia managing director, Time-Life International, said:

"My impression is that there are many millions of advertising dollars now lying dormant in Japan for export advertising simply because they have not yet been given answers to basic marketing problems on how best to ap-

proach the consumer in the United States—answers which you are better qualified to give them than anyone," Mr. Fortinberry said.

Former agency executive L. F. Ohliger Jr., now vice president and advertising manager of Hunt-Wesson Sales Co., said the way to "get the most out of an agency without really trying" is to:

- Specify the responsibilities of the advertising function.

- Unify the agency-client advertising organization.

- Simplify the agency's operating problems.

Not All Gold ■ John H. Hoefler,

NIelsen RATINGS

First Report for October, 1962
(Based on two weeks ending Oct. 7, 1962)
NIelsen AVERAGE AUDIENCE (†)

Rank	Program	Rating	
		% U.S. TV Homes	No. Homes (000)
1	Lucille Ball Show*	34.8	17,330
2	Andy Griffith Show*	32.8	16,334
3	Danny Thomas Show*	32.5	16,185
4	Beverly Hillbillies	31.3	15,587
4	Bonanza	31.3	15,587
4	World Series-Sun.*	31.3	15,587
7	Red Skelton	30.3	15,089
8	Opening Night*	28.1	13,994
9	Hazel	26.2	13,048
10	Jack Benny	25.8	12,848

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

* Telecast only one week of this report interval.

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

Jack Benny (CBS-182); State Farm (NL&B), General Foods (Y&R), Tues. 9:30-10 p.m.

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

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

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

Hazel (NBC-144): Ford (JWT), Thur. 9:30-10 p.m.

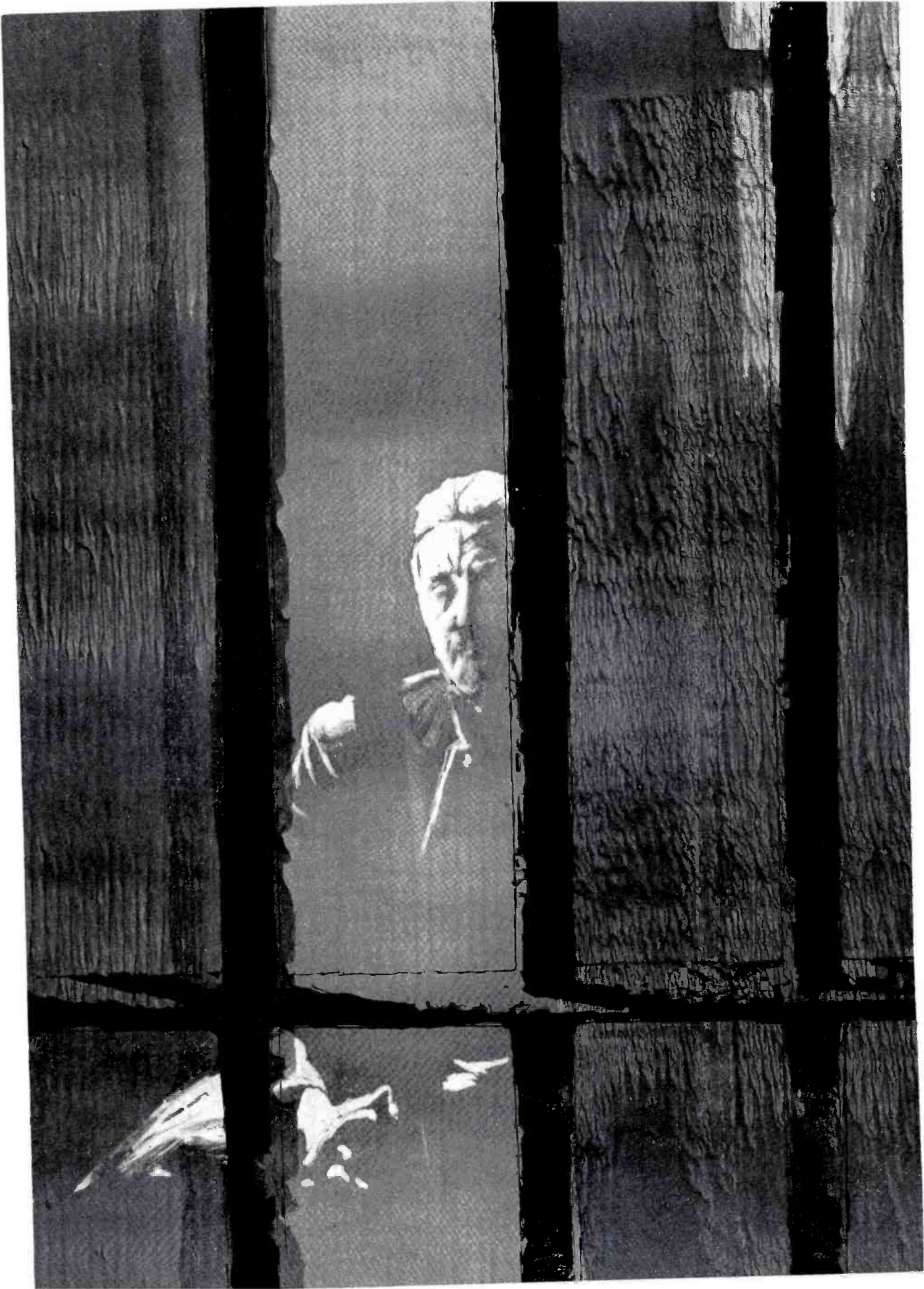
Opening Night (all-star variety special) (CBS-177); General Foods (Y&R), Mon. Sept. 24, 8-9 p.m.

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

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

World Series (NBC-221); Gillette (Maxon), Chrysler (Burnett), Sun. Oct. 7.

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Burden of Shame

To the parent, to any normal adult, one of the most depraved of all criminals is the child molester. Yet the hidden impulses behind his heinous offense are understood by very few.

On Friday, September 14, from 9:30 to 10:30 pm, KNXT broadcast "Burden of Shame," a locally-produced documentary which probed a major social problem, child molesting. Narrated by James Whitmore, the program used the actual words and voice of a convicted offender, as well as statements by law officials, probation officers and psychiatrists.

Shocking? Disturbing? Unavoidably, yes! But the citizens of Los Angeles clearly recognized the need for candor: "Burden of Shame" was seen by a prime-time audience as big as that of the other two network stations combined!* And the critics added their note of approval. The Los Angeles Herald-Examiner called it an "...unusually well done program on a subject too often shoved into the background." While Variety hailed "...an excellent effort [that] should be seen by every parent with a sub-teen daughter."

"Burden of Shame" typifies how much active, responsible local programming can contribute to the well-being of a community. And provides one more reason why KNXT, Los Angeles' most popular station,* is also the "number one source of worthwhile television programs."**

KNXT

CBS Owned • Channel 2, Los Angeles

*ARB
**Institute for
Motivational
Research, Inc

Tv to top newspaper circulation within year

U. S. tv homes have doubled in the past decade. The Television Bureau of Advertising in a report today (Oct. 29) noted tv homes now total 50 million.

There were 1 million homes with tv sets in 1949, 10 million by 1951 and more than 25 million tv equipped homes by 1953, TvB said in compiling figures showing the number of sets in use (59 million) and other circulation data.

TvB predicted that total tv "circulation" will surpass that of the newspapers within the next year. The bureau said that in the last full year reported (1961), newspaper circulation totaled 59.3 million.

Except for the South, all areas in the U. S. now have more than 9 out of 10 homes tv-equipped. The

	Total Homes	TV Homes	%	Daily Newspaper Circulation
	(Millions)			
1962 (Sept.)	54.9	49.8	91	NA
1962 (Jan.)	54.3	49.0	90	NA
1961	53.1	46.9	88	59.3
1960	52.0	45.2	87	58.9
1959	51.4	44.0	86	58.3
1958	50.6	42.5	84	57.4
1957	49.5	39.3	79	57.8
1956	48.6	35.1	72	57.1
1955	47.6	30.2	63	56.1
1954	46.7	26.1	56	55.1
1953	45.6	20.4	44	54.5
1952	44.8	15.1	34	54.0
1951	43.9	9.8	23	54.0
1950	43.0	3.4	8	53.8
1949	41.5	.7	2	52.8

Source: A. C. Nielsen (tv); "Editor & Publisher" (newspaper)

figures: 94% of all homes have tv in the Northeast; 92% in the East Central and Pacific; 91% in West Central and 85% in the South. The figures are based on A. C. Nielsen Co. data.

	% Tv Penetration by Territory					% Penetration by County Size			
	North East	East Central	West Central	South	Pacific	"A"	"B"	"C"	"D"
1962 (Sept.)	94	92	91	85	92	94	92	89	83
1962 (Jan.)	94	92	90	85	91	93	92	88	82
1961	93	91	89	81	89	93	91	85	75
1960	92	90	87	79	88	93	90	83	73
1959	91	89	86	77	86	92	89	81	71
1958	90	89	83	76	83	91	88	79	68
1957	87	83	77	68	83	89	84	71	61
1956	85	82	70	53	74	84	77		57
1955	80	72	60	46	64	82	72		44
1954	74	66	55	38	54	80	61		34
1953	68	55	40	26	44	72	49		22
1952	56	43	28	15	31	60	35		13
1951	46	27	19	7	20	47	25		5
1950	24	8	7	2	9	21	6		2

Source: A. C. Nielsen

January each year

president, Hoefler, Dieterich & Brown Inc., speaking on "All That Glitters Is Not Gold," said the "glitter" is the growth of the West and that the advertising agencies which would get the "gold" would be those with the know-how to get to the consumer, who can measure the effectiveness of an ad, can stay solvent in a tightening profit picture and keep ahead of a growing manpower problem.

The Pacific convention in a closed session changed the start of its fiscal year from April to October to coincide with the national organization. The present governors and officers will serve until elections in March next year.

Rep appointments...

■ CKPR-TV Port Arthur-Fort William, Ont., Canada: Young Television Corp., New York, as U. S. representative.

■ KBEA Kansas City, Mo.; KOMA Tulsa, Okla., and WMIN Minneapolis,

Minn.: Spot Time Sales Inc., New York, as national representative.

■ WPEN-FM Philadelphia, Pa.: Robert Richer Representatives Inc., New York, as exclusive national sales representative, effective Nov. 1.

■ Pacific Adult Radio Stations, Eugene, Ore.: David Miles, PAR managing director, as representative in Portland-Seattle area.

■ KXOA Sacramento, Calif.: Bernard Howard & Co., San Francisco.

BRAND USE VARIES BY MARKETS

TvAR comparison shows area-by-area preference disparities

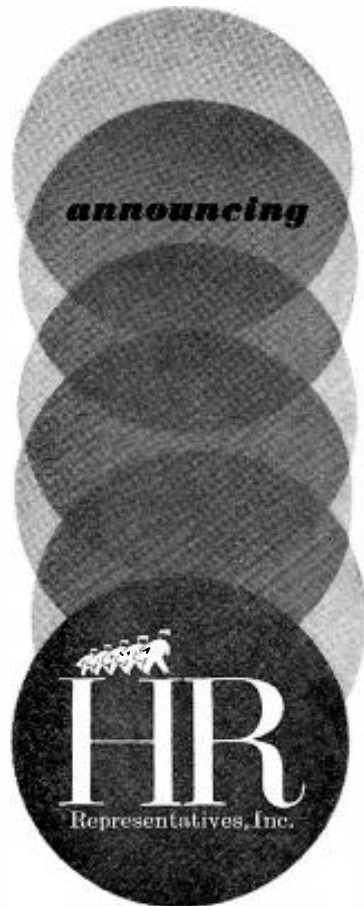
New evidence of wide variations in product usage and brand preference across the country is revealed this week in Television Advertising Representatives Inc.'s 1962 TvAR Brand Comparison Report.

The findings "point up the fact that there are more peaks and valleys in U. S. marketing than in the Alps," Larry Israel, TvAR president, said. He noted that "since all marketing is local, it is essential for advertisers to tailor their media approach on a market-by-

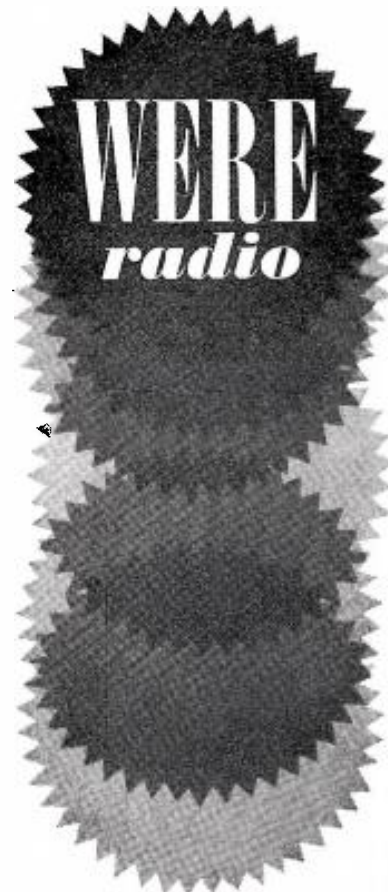
market basis."

The report includes such market disparities as San Franciscans' strong preference for regular coffee while Boston is an above-average instant-coffee market, and the preference for filter cigarettes in Charlotte and Jacksonville and for non-filter cigarettes in Pittsburgh and Cleveland (see picture of chart on page 44).

The study provides comparisons for more than 500 individual brands in 12 major product categories in the eight



**First
In All Honors
in Cleveland!**



***the station that measures best
by all yardsticks - from
awards to public service,
proudly appoints H-R Representatives, Inc.
as exclusive national representative
effective immediately
an H-R UNI/PLAN station***

In quest of males? Use weekend radio

THAT'S NUB OF CBS RADIO SPOT SALES STUDY AVAILABLE TO ALL

Weekend time is prime radio time for advertisers who want to reach men. That's the point of a new study by CBS Radio Spot Sales, released last week after an unusual showing by Spot Sales to 35 of its competitors (CLOSED CIRCUIT, Oct. 22).

The study compared weekend and weekday listening patterns of male audiences in nine major markets and found that in many Saturday and Sunday time periods practically as many men are listening as during the highest peak weekday periods.

Maurie Webster, vice president and general manager of CBS Radio Spot Sales, urged advertisers to get more for their money by adding weekend radio to weekday schedules.

"Weekend radio offers a new and effective way to reach and sell men," Mr. Webster asserted. "With generally lower time costs on Saturday and Sunday than on weekday 'drive times,' traditionally the first choice of advertisers seeking large male audiences at modest expenditure, you can obtain even more

men per advertising dollar by expanding your schedules to include the weekend time periods.

"Further, by providing more than 100 additional days for reaching men each year, weekend radio improves your opportunity to obtain better schedules of announcements for cumulative male audiences."

Nielsen Data ■ The study was based on listening data supplied by A. C. Nielsen Co. for early 1962. This period was chosen to avoid the heavy weekend sports months when male audiences would be unusually large. Late winter also "reflects fairly stable program schedules in both radio and tv, avoiding the summer periods where tv viewing is generally below radio listening."

The markets studied were nine in which there are CBS-owned or represented radio stations: Boston, New York, Philadelphia, Chicago, St. Louis, Minneapolis-St. Paul, Portland (Ore.), San Francisco and Los Angeles. The study produced a similarity of findings that "indicates the same situation exists

across the country," Mr. Webster reported.

The findings were given to advertiser and agency executives. Then they were presented to leading station representation organizations in New York on the theory that all radio would benefit from this at least temporary lowering of normal competitive barriers. A total of 35 executives from 29 station rep firms attended the presentation.

"When a study is conducted which reveals new and even more effective ways of utilizing radio advertising," Mr. Webster explained, "we in the station representative field can best serve by making the results available to the entire industry."

The study covered nine of the ten markets represented by CBS Radio Spot Sales—all of the stations are Nielsen subscribers and this could authorize use of Nielsen audience data. The audience figures included out-of-home listening to automobile radios as well as in-home listening to plug-in sets, but did not include battery-powered radios.

major markets where there are TvAR-represented stations. Field work was conducted in March and May by The Pulse Inc., which used in-home personal interviews among a sample of more

than 4,800 families—an average of 600 families in each of the eight metropolitan areas.

Other Peaks ■ Other differences uncovered in the survey: Hershey, the

leading milk-additive in the 1961 Brand Comparison Report in all eight markets, has relinquished its first position to Nestle in Boston and San Francisco.

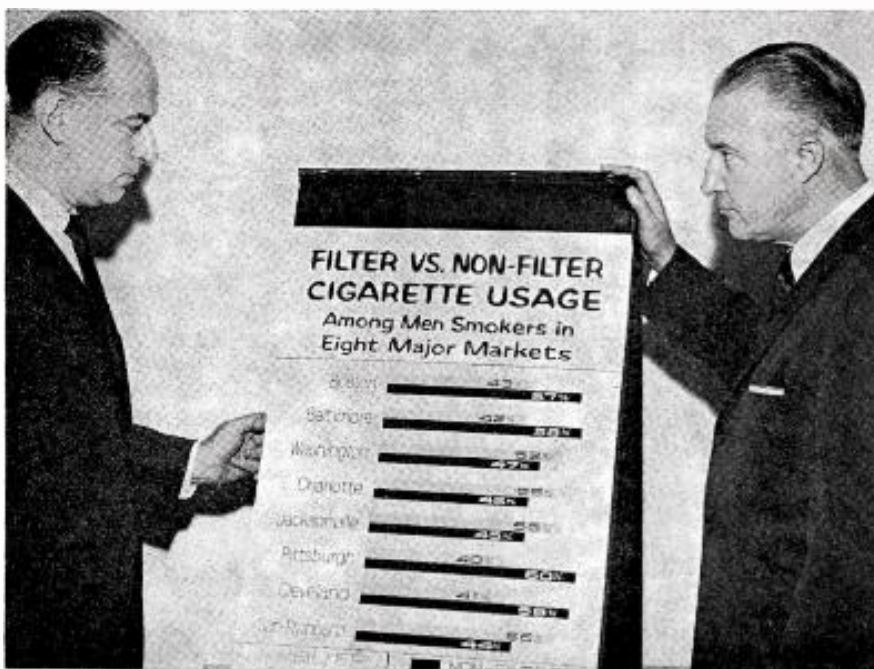
Lipton's tea is in first place in the TvAR markets, though its popularity varies from 27% of tea-drinking families in Pittsburgh to 91% in San Francisco.

Baltimore continues to lead in the beer and ale category with 52% reporting purchases during the two weeks before the survey.

Among canned dog food brands, Ken-L-Ration, which ranks No. 1 in five markets, is seventh in San Francisco and fourth in Boston. Among dry dog foods, Gravy Train leads in five, ranks second in Washington and third in Boston and Cleveland.

Gasoline-brand rankings fluctuate, Esso leading in Boston, Baltimore, Washington and Charlotte; Gulf in Jacksonville and Pittsburgh; Sohio in Cleveland and Chevron in San Francisco.

TvAR stations in the eight markets are: WBZ-TV Boston, WJZ-TV Baltimore, WTOP-TV Washington, WBTV (TV) Charlotte, WJXT (TV) Jacksonville, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX (TV) San Francisco. Copies of the report can be obtained by writing to Robert M. Hoffman, TvAR, 666 Fifth Ave., New York City.

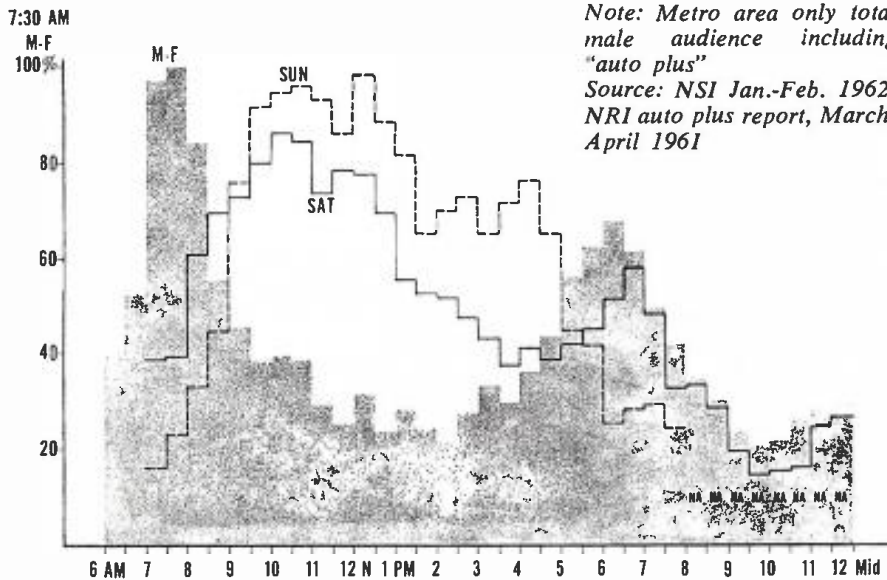


A chart showing variations among cities in consumption of filter and non-filter cigarettes is demonstrated here by Robert M. Hoffman (l), market-

ing and research vice president of Television Advertising Representatives Inc., and Robert M. McGredy (r), executive vice president.

Best radio times to reach men

(Greater New York consolidated area, 17 counties)



Note: Metro area only total male audience including "auto plus"
Source: NSI Jan.-Feb. 1962; NRI auto plus report, March-April 1961

This chart shows how closely in one major city (New York) radio's weekend male audience rivals its best weekday totals—and exceeds the weekday totals for a big block of the day. CBS Radio Spot Sales, which conducted the study, said similar patterns were

found in all nine major markets examined, though in some markets Saturday audiences exceeded Sunday's, in some cases Sunday's dominated, and in others the two days ran nip and tuck throughout the entire week-end.

Agency appointments...

- Pacer International Corp., New York, has named Sy Rosen Adv., that city, to handle \$1 million ad campaign for new Pacer photocopy machine. Spot tv in major markets is planned to start before end of year.
- Pacific Vitamin Corp. (Fulvita vitamins) has named Grey Adv. Inc., Los Angeles, as its advertising agency, effective Nov. 1. Spot tv, spot radio and newspapers will be used. Ted McDonald will be account executive; Earl Kennedy, director of client services, account supervisor.
- Elizabeth Arden Sales Corp., New York, has appointed Fletcher Richards, Calkins & Holden, that city, as its advertising agency, effective Dec. 31.
- Oregon Toro Distributors Inc., Portland, names Geyer, Morey, Ballard Inc., Portland, for advertising and promotion of Toro mowers and other equipment in Oregon and southwestern Washington.
- Rayco Automotive Products Stores, Washington, D. C., and Wilmington, Del., names Kal, Ehrlich & Merrick Inc., Washington, D. C., to handle advertising for their line of automotive accessories.
- Breuninger Dairies, Philadelphia, has

announced the appointment of Clements Co., that city, for advertising, merchandising and public relations. Effective date was Oct. 15.

TvB annual meet set for N.Y. Nov. 14-16

Television Bureau of Advertising has set Nov. 14-16 for its eighth annual meeting keyed to the theme, "The Chain of Demand." It will be held in New York's Waldorf-Astoria Hotel.

The meeting agenda will include a new presentation for members, advertisers and agencies entitled "Jericho—The Wall Between Us."

Speakers will include Paul S. Willis, president of the Grocery Manufacturers of America, and Amory Houghton Jr., president of Corning Glass Works.

Winners of the TvB competition for outstanding station-market presentations will be announced Friday morning.

The Friday schedule also includes a ceremony honoring past TvB board chairmen and TvB's first president, Oliver Treyz, vice president-international sales, Warner Bros. Board members to be honored: A. Louis Read, present TvB board chairman and executive vice president, WDSU-TV New Orleans; Richard A. Moore, Times-Mirror Broadcasting; Clair McCollough, president, WGAL-TV Lancaster,

Pa.; W. D. Rogers, Texas Telecasting; Lawrence H. Rogers II, vice president, Taft Broadcasting; Roger W. Clipp, vice president, Triangle Stations; Otto Brandt, vice president, KING (Seattle) Broadcasting Co., and Glenn Marshall Jr., president, WJXT (TV) Jacksonville, Fla.

Preparation H incident closed

NAB announced last week the end of the hemorrhoid advertising crisis in radio. Cliff Gill, chairman of the NAB Radio Code Review Board, announced that three of the four radio stations recommended for expulsion from the radio code had agreed to drop the prohibited advertising. The fourth station has resigned from the code.

The actions taken by the four stations eliminates the necessity of filing formal charges with the Radio Board of Directors. This action was recommended by the radio review board earlier this month (BROADCASTING, Oct. 8).

The four stations were among 34 radio code subscribers which had been warned about carrying the interdicted hemorrhoidal advertising. Twenty four dropped the advertising or refused to carry it; 10 resigned from the code.

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

Business briefly...

R. T. French Co. and Norge Sales Corp. have renewed their sponsorship of ABC-TV's *Tennessee Ernie Ford Show*. Agencies: J. Walter Thompson (French) and Clinton E. Frank (Norge).

Argus Camera Co., Chicago, has bought participations in ABC Radio's *Notre Dame Football* (Sat. afternoons through Dec. 1). Agency: John W. Shaw Adv., Chicago.

The Lego System by Samsonite, a toy item test-marketed in 14 cities last year, has bought participations in NBC-TV's *Captain Gallant* children's program. Agency: Grey Adv., New York.

Remco Industries Inc. and Food Manufacturers Inc., both New York, have signed for NBC-TV's coverage of the *Macy's Thanksgiving Day Parade*, Thur., Nov. 22 (10 a.m.-noon EST). Agencies: Webb Assoc. (Remco), and Ted Bates (FMI).

Monroe Auto Equipment Co., Monroe, Mich., has bought one-half of Mutual's broadcast of the Army-Navy game Saturday, Dec. 1 (1:15 p.m., EST). The second half of the broadcast is available to affiliates for local sales. Monroe's agency: Aitkin-Kynett Adv., Philadelphia.

MPO plans commercials production center

BIG, COMPLETE NEW YORK UNIT TO OCCUPY FIVE FLOORS

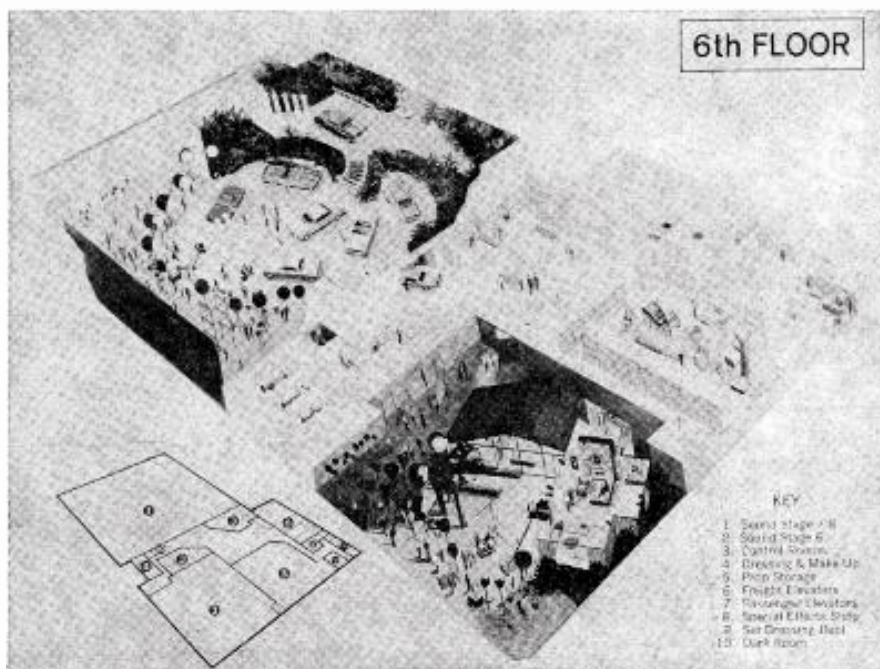
An autonomous film commercial production center is under construction in New York by MPO Videotronics Inc.

The production center, being built at an estimated cost of \$2.5 million, will contain facilities for start-to-finish planning and production of a film or commercial. The new MPO center, scheduled for Jan. 1, 1963, occupancy, will contain nine sound stages, property and scenery construction and storage, optical, editing and special effects departments, processing labs, sound recording equipment and screening rooms.

The production facility, located on five floors of a building at 222 E. 44th St., will also contain a casting office, hairdressing salon, make-up rooms, carpentry shop and dressing rooms, as well as three oversized freight elevators capable of carrying trucks to any floor for unloading.

MPO notes the production center will be used almost exclusively for producing tv commercials, but government, industrial and public relations films will also be shot there.

Last year, MPO reported it had a dollar volume in excess of \$8 million.



The largest of nine sound stages in the new MPO production center in New York is pictured at top left. The studio, extending above to the next floor, measures about 100 feet x 100

feet and will have a clear ceiling height of nearly 30 feet. The other studio on the sixth floor is set up especially for commercials demonstrating homes.

Big tv, radio drive set for Krona blades

Television, both network and spot, and spot radio will be the leading media to be used by Schick Safety Razor Co. in a major advertising drive for double-edge Krona blades on which more than \$2.5 million will be spent in the first quarter of 1963, through Compton Advertising, Los Angeles.

Starting Jan. 1, 1963, the company becomes a co-sponsor of two one-hour ABC-TV series, *Stoney Burke* (Mon., 9-10 p.m.) and *Combat* (Tues., 7:30-8:30 p.m.), which Schick reports will produce 15 million male impressions a week. Spot tv and radio campaigns, concentrated in the first 13 weeks of

the new year, will back up the network tv effort; it will also be supported with space in general and farm magazines and Sunday newspaper supplements. Drug trade papers will announce the public campaign plans to retailers in November and December.

Commercial touch needed in world tv, Cash says

Global tv exchanges must be commercial as well as cultural, Norman E. Cash, president of Television Bureau of Advertising, said last week on return from a tour of European tv facilities.

Mr. Cash said that advertising is

the heart of the American tv system "and any world-wide effort which ignores it is making a mistake." England, he noted, is rapidly approaching a highly developed commercial system and the U. S., he thought, might learn from it. Example: more widespread use in the U. S. of multiple commercials with a compensating reduction of the number of interruptions.

He also made a point of the inability of many major advertisers to find a position on commercial tv in England because of the existence of but one commercial tv facility in that country (BROADCASTING, Oct. 15). He said England's commercial tv now is billing at the rate of nearly £10 million a year (\$28 million).

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial when available.

Commercial Recording Corp., 3104 Maple St., Dallas, Tex.

Southern Bell Telephone & Telegraph, four 60's for radio. Tom Gwin, prod. mgr. Agency: Tucker Wayne & Co., Frank Ennis, agency prod.

Thruston Morton for Senator (Sen. of Ky.) one 60. Tom Gwin, prod. mgr. Agency: Staples Advertising, Harold Finley, acct. exec. at agency.

Film Five Inc., 18 E. 50th St., N.Y. City.

Lever Bros. (Shield Dryodorant) one 60, film. Walter Bergman, prod. mgr. Agency: J. W. Thompson, Max Glandbard, agency prod.

Quality Bakers of America (Sunbeam Bread, Dreikorns Bread) three 60's, eleven 20's, ten 10's, live & anim. film. Walter Bergman, prod. mgr; agency prod., Robert Pollock.

Gerald Schnitzer Productions, 5746 Sunset Blvd., Hollywood 28, Calif.

R. G. Dun Cigars, one 60, film. Jerry Schnitzer, dir. Agency: W. B. Doner & Co. David Russell, agency prod.

Faygo Cola, one 60, one 20 and 10, film. Jerry Schnitzer, dir. Agency: W. B. Doner & Co. David Russell, agency prod.

Also in advertising . . .

Expansion move ■ Mort Bassett & Co., special representative for five New York area radio stations, has opened a Chicago office at 400 N. Michigan Ave. John Erickson and John Shelton have joined the firm in Chicago. Mr. Erickson was formerly with Peters, Griffin, Woodward, Chicago. Mr. Shelton was with Chicago sales office of WOR New York.

\$42 billion market ■ BBDO has issued a one-volume source book, *Institutional Market*. This market is said to account for \$42 billion annually in goods and services.

EUREKA!

You'd think that a local businessman who is getting outstanding results from his investment in KRNT-TV advertising would keep it to himself, like a gold prospector who had hit a rich mother lode.

But, it seems, one man can't keep from exclaiming to another "Eureka! I have found it." Result? Nearly 80% of the local television dollar in this major 3-station market is invested on KRNT-TV, a one-rate station. Amazing? It's a true testimonial by FCC figures! It's been true since KRNT-TV signed on more than 7 years ago.

Des Moines' largest buyer of local television time spends more than 90% of his advertising budget on our station. Been doing it for years, too.

The best salesmen we have are satisfied local sponsors, who spend "the critical dollar" that must come back many fold the next day in profit from added sales.

Like we've been telling you in these pages for a long time, Think—'tis the till that tells the tale.

If you're not selling like you should in Iowa's capital and biggest city, you ought to be selling on KRNT-TV. We sell results. People believe what we say.

KRNT-TV

Des Moines Television

Represented by the Katz Agency

An Operation of Cowles Magazines and Broadcasting, Inc.

A 'MUSCLING JOB' IN PHILADELPHIA

Westinghouse makes that allegation against NBC in connection with station exchange as FCC opens three-pronged hearing

Westinghouse Broadcasting Co. agreed to trade its Philadelphia tv station to NBC, in what was characterized a "muscling job," in 1955 only because of a fear of the loss of network affiliation, two Westinghouse executives told an FCC hearing last week.

And Charles Thieriot, president of the Chronicle (San Francisco) Publishing Co., licensee of KRON-TV there, told the same hearing that NBC made a January 1960 offer to purchase KRON-TV that was so low (\$8 million) it was "confiscatory."

This testimony was given last week before FCC Chief Hearing Examiner James Cunningham as the hearing began on (1) the exchange of NBC's WRCV - A M - TV Philadelphia for WNAC-AM-TV, WRKO-FM Boston (owned by RKO-General Inc.); (2) the renewal applications of WRCV-AM-TV (ch. 3), and (3) the application of Philco Corp. for a new tv station on ch. 3 in Philadelphia.

The proceeding is a direct result of a 1959 consent decree which required NBC to dispose of WRCV-TV by Dec. 31 of this year. NBC acquired the Philadelphia properties in 1955 in an exchange with Westinghouse for network owned am-tv stations in Cleveland, which led to an antitrust suit against NBC filed by the Justice Dept., with the consent decree following.

Applications for approval of the RKO-NBC exchange were filed in June 1960, along with RKO's purchase of WRC-AM-FM-TV Washington from NBC for \$11 million and the acquisition by NBC of KTVU (TV) San Francisco-Oakland for \$7.5 million.

E. V. Huggins, executive vice president of Westinghouse Electric Corp. and board chairman of WBC, and Chris J. Witting, Westinghouse vice president for consumer products and president of WBC at the time of the exchange with NBC, were called as witnesses to testify on that exchange in public for the first time.

They both were subpoenaed—as was Mr. Thieriot—by Philco, which has the burden of proof under the first of 20 issues in the hearing, i.e.: Whether since Jan. 1, 1954, NBC and its parent RCA have been adjudged guilty of anti-trust violations or has engaged in anti-

competitive practices, as charged.

WBC 'Surprised, Shocked' ■ Messrs. Huggins and Witting both testified that they were "surprised and shocked" when told at a Sept. 28, 1954, meeting with NBC that the network desired to acquire Westinghouse stations in Philadelphia and Boston in exchange for network outlets in Cleveland and Washington.

Asked by the examiner if the Philadelphia-Cleveland exchange was a voluntary act on the part of Westinghouse (which received \$3 million to boot), Mr. Huggins replied, "It was not a voluntary act by us. We would have much preferred to retain Philadelphia and Boston, both."

Mr. Cunningham later put the following question to Mr. Witting: "Would you say that Westinghouse in the final analysis would not have agreed to the exchange . . . if NBC did not have . . . the power to grant or withhold network affiliations?"

Mr. Witting: "If NBC were not in authority but were simply another operator who wanted a station in the

Philadelphia market and such a negotiation or such a proposal as was put to us by NBC had been put to us by another operator, I don't think we would have made the arrangement."

At the September meeting were Messrs. Huggins and Witting for WBC and Robert Sarnoff, then NBC president and now board chairman, Joseph Heffernan and Charles Denny, both NBC vice presidents, for the network. According to Mr. Huggins, "We were advised—I believe Mr. Sarnoff was the speaker—that NBC had determined to own (tv) stations in five of the biggest markets . . . and that in connection with that to dispose of their stations in Cleveland and Washington."

Wants Made Known ■ To accomplish this, the network spokesmen told WBC they would like to exchange WNBK-TV Cleveland and WRC-TV for WPTZ (TV) Philadelphia and WBZ-TV Boston, both owned by Westinghouse and affiliated with NBC-TV. According to the WBC witnesses, they were told by the NBC representatives that if Westinghouse did not go along,



Charles Thieriot, president of the Chronicle Publishing Co., felt an NBC offer for KRON-TV San Francisco of \$8 million was "confiscatory" and more of an ultimatum.



Westinghouse's Chris Witting tells an FCC hearing that he was "shocked and surprised" when informed that NBC wanted WBC's Philadelphia and Boston tv stations.

the network would "take other means to achieve end results by way of affiliation or otherwise."

WBC allegedly was told the stations would lose their NBC affiliations if the exchanges were not made but Mr. Huggins said he did not recall which of the three NBC representatives made this statement.

Vulnerable in Philadelphia ■ After considering the proposal, Mr. Huggins said he went to General David Sarnoff, board chairman of RCA, and told the general that WBC would be willing to negotiate the Philadelphia-Cleveland exchange if the Boston affiliation would be left untouched. The general agreed to this and called his son Robert Sarnoff, into the meeting and told him to proceed on this basis.

Mr. Huggins said Boston was only a two-station market so WBZ-TV could get CBS affiliation if NBC acquired the second station there (RKO's WNAC-TV) but that WBC was "vulnerable" in three-station Philadelphia. He said Westinghouse did not consider ABC-TV a desirable affiliation at the time because it was not competitive nationwide.

Both Messrs. Huggins and Witting testified on the lengthy negotiations involved before agreement was reached in the spring of 1955. They said WBC explored affiliation possibilities with NBC in other cities where Westinghouse might acquire stations in the future, including Toledo, Ohio; Ft. Wayne, Ind.; Buffalo, N. Y.; Portland Ore.; Pittsburgh, and Indianapolis Ind.

Huggins and the General ■ Mr. Huggins said he went to see General Sarnoff again in November 1954, to seek a commitment for an NBC affiliation with the planned WBC station in Pittsburgh (now KDKA-TV, a CBS affiliate since 1957). The general felt the swap negotiations were dragging, according to Mr. Huggins, and refused a Pittsburgh commitment short of agreement in Philadelphia-Cleveland.

When the swap was agreed to in May 1955, Mr. Huggins received a letter from General Sarnoff assuring WBC that this completed the network "plans for station ownership in the east." Mr. Huggins said he took this to mean NBC would acquire a station in San Francisco and that WBZ-TV would retain its NBC affiliation.

Under cross-examination by NBC counsel, Mr. Huggins said it was a "breach of faith" when NBC moved to acquire a Boston station. He said the alleged commitment in Boston was not reported to the FCC because it was not a "consideration [in the Philadelphia-Cleveland deal] in the legal sense.

Mr. Huggins denied that WBC tried

to get NBC to sign a "gentlemen's agreement" promising continued affiliations in several cities. "It is so contrary to everything done . . . that I could not accept that . . ." he said.

He admitted that WBC did not feel in "dread or fear of the loss of network affiliation" in several other disagreements with NBC-RCA. Cited were patent licensing disputes; WBC's dropping of NBC Spot Sales as representative; WBC radio stations dropping NBC affiliations ("it didn't make us love each other any more"); shift of the KDKA-TV affiliation to CBS.

Parent Advertising ■ The witness agreed that parent Westinghouse Electric was placing \$4 million annually in advertising on CBS-TV when the negotiations were in progress and none on NBC-TV and said there was no obligation to place any of it with NBC. "We very carefully segregated our broadcasting operations from Westinghouse Electric operations and we do not let one impinge on the other," he said.

Both Mr. Huggins and Mr. Witting testified under cross-examination that WBC explored the possibility of general affiliations with CBS rather than agree to the Philadelphia exchange and that they talked to Dr. Frank Stanton, CBS president, about the subject. They denied any attempt to obtain a promise from CBS for affiliations beyond the permissible two-year contracts.

It was brought out that NBC first offered \$1 million and WNBK-TV for

WPTZ and that WBC asked \$4 million to boot. The \$3 million figure was derived by a formula applying five times the difference in annual earnings before taxes, Mr. Huggins said.

He agreed that Westinghouse was not "pressured" to accept an unfair cash difference. "The pressure was not on the ultimate price," he said.

Heffernan Arranger ■ Mr. Witting said the first approach on the exchange was made by Mr. Heffernan who arranged the September 1954, meeting. He said NBC wanted to discuss a problem that existed between NBC and Westinghouse and gave no other details in asking for the meeting.

After disclosing their proposition, Mr. Witting said the NBC spokesmen "indicated that in light of our long-term relationship, they would prefer to do business with us but that, should we not care to go along with this proposal, they had had discussion with others that led them to believe that they could acquire a station in Philadelphia and another station in Boston.

"They laid down what they wanted and we were surprised; we were shocked."

Mr. Witting said he went to see General Sarnoff the next day because of the belief the proposal was "something that was generated on the Bobby Sarnoff level . . . and that perhaps the general was not aware of these plans." He said he wanted to confirm that it was basic RCA policy.

He agreed that he termed the pro-



E. V. Huggins (r), board chairman of Westinghouse Broadcasting Co., waits for a ruling from FCC Hearing Examiner James D. Cunningham before answering a question last week on the 1955 exchange of WBC and NBC stations in Philadelphia and Cleveland. Mr. Huggins said the swap was not a "voluntary act" on the part of Westinghouse.

posal a "muscling job" and said General Sarnoff just smiled and did not reply. Mr. Witting said that he later became the chief negotiator for WBC and that some two dozen meetings were held with NBC before details of the exchange were worked out.

Mr. Witting, who testified the day after Mr. Huggins, said he agreed in principle with the latter's testimony. He said "it was a matter of my personal knowledge" that WFIL-TV Philadelphia could be purchased and that he talked to General Sarnoff about the possibility. Also, he said, he knew that WNAC-TV was "conceivably available" but that the price reportedly was in the area of \$15 million "which seemed to be an outrageously high sales price."

This general knowledge, coupled with the statements of the Sarnoffs, led WBC to believe that NBC could acquire both WFIL-TV and WNAC-TV in 1954, Mr. Witting said.

KRON-TV and NBC ■ Mr. Thieriot's testimony dealt with NBC attempts to purchase KRON-TV in 1954 and 1959, primarily in the latter instance. He said KRON-TV spokesmen met with NBC Vice Presidents P. A. (Buddy) Sugg and Thomas Ervin, general counsel, Nov. 30, 1959, at the request of Mr. Sugg. NBC disclosed that it wanted to purchase KRON-TV and also that it was negotiating with ch. 2 KTVU (TV) Oakland-San Francisco, according to Mr. Thieriot.

He said the *Chronicle* was "reluctant" to consider selling KRON-TV but that it also was "unhappy about the possible alternative," loss of the NBC affiliation. Therefore, he said he told Mr. Sugg to make a proposal and he would submit it to the *Chronicle* board.

After several contacts between Mr. Thieriot and Mr. Sugg, during which the *Chronicle* refused to suggest an acceptable price, KRON-TV received a letter, dated Jan. 8, 1960, from Mr. Sugg offering \$8 million for the station and setting a deadline of Jan. 18 for acceptance.

The *Chronicle* president said that he considered the Sugg proposal an "ultimatum" because of the short deadline and a price so low as to be "confiscatory" and not in good faith with previous negotiations. He said he felt NBC already had made a deal for KTVU (which it later contracted to purchase for \$7.5 million, since canceled) because of these two factors.

On Jan. 14, the *Chronicle* turned down the NBC offer as "completely out of the question" and Mr. Thieriot told Mr. Sugg if NBC wanted to acquire KRON-TV to forget about the deadline and negotiate a new offer.

He said at the hearing last week

that \$15-\$16 million would have been considered a fair price (based on 5-6 times annual earnings before taxes) but that he never suggested a price to NBC because it was the network which wanted to buy—not the *Chronicle* which was anxious to sell. He later denied a contention that KRON-TV has at any time been placed on the market by the *Chronicle*.

In answer to a question from Broadcast Bureau counsel Ernest Nash, Mr. Thieriot said that a \$19 million offer for KRON-TV had been received—and rejected—in 1961. He did not disclose who made the offer.

NBC did not make another offer to the *Chronicle* and the negotiations were broken off following a series of letters between Messrs. Thieriot and Sugg. Soon after NBC contracted to purchase KTVU, the *Chronicle* filed a competing application with NBC's application for renewal of WRC-TV and also lodged an antitrust suit against NBC. Both of these counter actions were dropped by the *Chronicle* after the KTVU purchase was dismissed.

Hearing Recesses ■ Following Mr. Thieriot's testimony last Wednesday, the hearing recessed until Wednesday of this week. Philco has subpoenaed Donald McGannon, president of Westinghouse Broadcasting Co., but he is out of the country until Nov. 9.

Philco last week subpoenaed several RCA documents which relate to patent antitrust cases but NBC has announced its intention to move to quash all or part of the subpoena. The examiner has given NBC until tomorrow (Tuesday) to file its motion to quash. In addition, Philco has asked the FCC to obtain documents from the Justice Dept. relating to the antitrust suit against NBC in the Westinghouse exchange. The commission has not as yet acted upon this request.

Daly suits slapped down; he'd sought \$95 million

Perennial splinter candidate Lar Daly was turned down by the U. S. Court of Appeals in Chicago Wednesday (Oct. 24) in his efforts to collect damages of more than \$95 million from the three television networks and a group of 17 Illinois stations. The court upheld an earlier ruling by the U. S. District Court dismissing Mr. Daly's suits which sought monetary compensation for alleged infractions of Sec. 315, the equal-time provision of the Communications Act.

The appeals court found no basis in law for financial recompense under sec. 315. "No private right is created for a candidate for public office," the court said. The appeals court also upheld the lower court's finding that in any event

the statute of limitations also had expired in all three suits before they were instituted.

In one suit Mr. Daly sought compensatory damages of \$146,075 and exemplary damages of more than \$25 million from CBS Inc. Because he was refused equal time by CBS-owned WBBM Chicago in connection with the city's Feb. 24, 1959, primary election for mayor. The two other suits involved equal-time claims arising out of the 1956 Presidential primaries.

Three clears ask power of 750 kw

Three Class 1-A clear channel radio stations last week asked the FCC for authority to operate with powers of 750 kw and asked the commission to waive its freeze on the acceptance of applications for new am stations or major changes in facilities.

Applying for 750 kw last week were WSM (650 kc) Nashville, WJR (760 kc) Detroit and WLW (700 kc) New Orleans. Several other clear channel stations also have plans to make the same requests for power increases above the present maximum of 50 kw (BROADCASTING, Oct. 15).

WJR said that its proposed operation with 750 kw would bring an improved nighttime skywave service to all states of the continental U. S. except California, Florida, Nevada, Oregon and Washington. WSM said its proposal would improve service in all continental states except Washington, Oregon, Idaho, California, Nevada, Utah and Arizona.

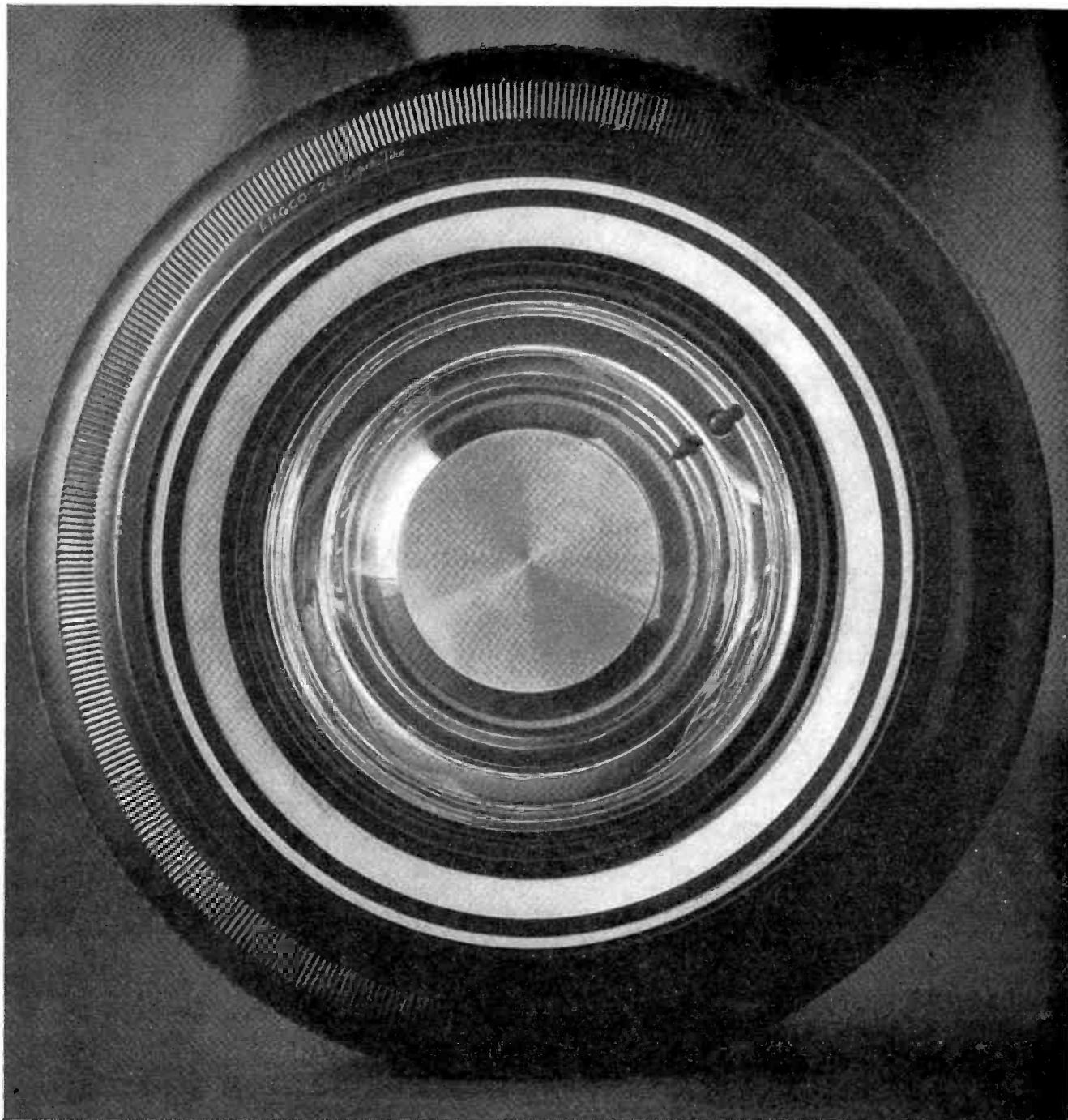
Also last week, Westinghouse Broadcasting Co. asked the FCC to deny the applications for a new fulltime station by John A. Barnett on 1020 kc in Roswell, N. M., and by KCRA Sacramento to change from 1320 kc to 1030 kc. WBC said that such grants may adversely affect the use of higher power in the future by two of its stations WBZ (1030 kc) Boston and KDKA (1020 kc) Pittsburgh. WBZ and KDKA occupy two of the clear channels which the FCC plans to duplicate with a second fulltime service.

CBS, NBC ask new look at decision on Wyckoff

Both NBC and CBS last week asked the FCC to reconsider its ruling that Robert L. Wyckoff, Prohibition Party candidate for governor of California, is entitled to "equal time."

The FCC ruled that Mr. Wyckoff is entitled to appear on California stations owned by the networks and independent stations which carried a debate between California Gov. Pat Brown and Republican candidate Rich-

there was a place for a better tire



and it's here. New AMOCO[®] 120 Super Tire. American Oil Company thought: How about a tire that you could just put on your car and forget about? A tire far tougher than anybody else's—one that would ride like satin and wear like a tank tread. So we got to work and designed such a tire, according to what our dealers told us you wanted. We drove it over a test track in Texas heat for hours at a screaming 120 mph. Didn't even faze it. If you think a tire this great costs more, you're right. Worth it, though. Buy a set of AMOCO 120 Super Tires at your American Oil dealer's and nowhere else. Then forget them. You expect more from American—and you get it. **AMERICAN OIL COMPANY**



ard M. Nixon. The FCC based its ruling on a similar ruling in the Michigan governor's race (BROADCASTING, Oct. 22).

NBC and CBS maintained that the Brown-Nixon debate was arranged by others and would have occurred regardless of whether it was covered by tv. They maintained it was a *bona fide* news event exempt from Sec. 315 of the Communications Act. The networks said the Brown-Nixon debate is substantially different from the situation involved in Michigan and CBS maintained that if the latter decision stands and is generally applied it will severely and unduly restrict coverage of political campaigns by radio-tv.

FCC lists proposals on space frequencies

A third notice of inquiry, listing draft proposals by the U. S. for international frequency allocations in space communications, was released by the FCC last week. The order makes changes in an earlier proposal released for comments in June 1961.

The commission said the final proposal, after comments have been received, will be used by the U. S. as the basis for discussions with other countries prior to the 1963 Space Conference of the Telecommunications Union next fall. Last week's order was developed in consultation with other government agencies, industry and telecommunications experts of other countries.

Comments are due by Dec. 14 and replies by Jan. 9, 1963.

It's only money

Two members of the FCC staff will receive their first pay checks next week which will be equal, before deductions, to the salaries of six of the seven commissioners. Under a federal pay raise which became effective Oct. 14, General Counsel Max Paglin and Chief Engineer Ed Allen get \$20,000, topped only by FCC Chairman Newton Minow's \$20,500.

Mr. Paglin is the only Civil Service Grade 18 on the commission staff and \$20,000 is both the top and bottom for him. As chief engineer, Mr. Allen is a Grade 17 but he is at the top of that level which calls for a \$20,000 maximum.

The next highest FCC staffers are George Turner, chief of Field Engineering & Monitoring Bureau, and Curtis Plummer, chief of safety and special services, who are paid \$19,500 under the new scale. Both Grade 17's, they will be eligible for the top pay of \$20,000 next year.

Comments oppose 'arbitrary' overlap limits

COHN & MARKS, OTHERS SAY PLANNED RULE TOO RIGID

The FCC's proposal to put strict limits on the degree of overlap by commonly owned stations was charged to be arbitrary and unnecessarily rigid by the majority comments filed with the commission last week (BROADCASTING, July 16).

The proposed overlap or "duopoly" rules are intended to prevent dual coverage by commonly owned stations "which might result in relatively few persons or groups having an inordinate effect . . . on public opinion at the regional level," the commission said (BROADCASTING, July 23).

Cohn & Marks, a Washington, D. C., communications law firm, set the pace by calling the FCC's plan to have definite engineering criteria judge overlap situations unreasonably rigid. The law firm said that the commission must judge each case before it according to the particular facts involved—what may be true for one service area may not prove true in another case. The Columbia Broadcasting System Inc. agreed in kind with Cohn & Marks.

The American Tv Co. Inc., American Broadcasting-Paramount Theatres, Storer Broadcasting Co., and many others all commented that rigid standards are not in the public interest.

Stressing that its comments relate to am broadcasting only, Cohn & Marks said that standards designed only to cut down the FCC's work load should not be adopted. The firm agreed that the multiple-ownership restrictions "have worked well" but simply because they have resolved a problem by arbitrary fiat. However, as in the instant case, consideration should be given to other factors, Cohn & Marks maintained.

Rule by Fiat ■ The basic fault in the proposed order is that nowhere does it cite any harm which has come to the public from the present duopoly rules, the lawyers said. It only bases an assumption on speculation that extension of multiple ownership criteria from 2 mv/m to 1 mv/m "will somehow benefit the public."

A growing tendency of administrative agencies to solve difficult problems by reducing solutions to fixed standards "is a dangerous sign—it foretells the abdication of administrative responsibility and/or the fossilization of human judgment," Cohn & Marks told the FCC.

More and more FCC rules of late have been directed toward administrative expedition without any attempt to decide individual cases on their own and unique merits, the firm said.

Mixed-up Argument ■ For the FCC, on the one hand, to freeze new am

grants because of an alleged over population in radio and, on the other hand as in the instant case, to argue by implication that the "scarcity of radio stations requires more rigid standards is . . . incongruous." If there is in fact an overpopulation of radio stations, then the rules should be relaxed rather than tightened, Cohn & Marks said.

Cohn & Marks pointed to the FCC's own records in refuting the commission's stated need for promoting "diversification of program and service viewpoints." The record will show, said the firm, "that there is a marked trend of multiple station owners to program each of their stations separately, and, as a matter of fact, . . . frequently broadcast different kinds of editorials on their different stations." Taft Broadcasting Co. said that increased newspaper ownership of radio and tv and editorializing (as argued in FCC proposal) argue against adoption of the new rule.

That the present rules are 20 years old and that the commission should consider "revision, is in itself proper," according to Cohn & Marks. However, "Change—for change's sake alone—is not a valid reason to change rules." the law firm said.

American Broadcasting - Paramount Theatres charged that the FCC would not be fulfilling its role as an administrative agency under the proposed rules. By developing rigid rulings the commission is defeating its very purpose, it pointed out. Cohn & Marks said the new rules reflect a common trend to see things as black or white, when in reality many things exist only in the realm of the grey.

The National Broadcasting Co. urged that if the rule is passed, it should not apply to pending applications nor to future applications, for ownership changes where the overlap of commonly owned stations is not substantially increased. However, the company said that the proceedings are unnecessary because the FCC already has means to judge duopoly cases.

Frontier Broadcasting Co. said that if the rules are unnecessarily adopted, provisions need to be made to allow a satellite station to be established within a reasonable distance of its parent station. In the area in which it operates its stations (Wyoming and Nebraska) it would not be economically possible to operate each station independently of the other. Wichita Television Corp. made similar comment and Fetzer Broadcasting concurred.

Cascade Broadcasting Co. suggested

that the FCC concern itself with the ownership of broadcast facilities by newspapers when both are in the same community.

Community Broadcasters Association Inc. told the FCC that the new rule would include Class IV radio stations with all classes of am services and would not be consistent with the commission's motive of having a class that covers only the area of one community. Overlapping should not be restrictive issue and should be studied on a market serviced basis, the group said. WGAL Lancaster, Pa., agreed and said that if the commission wished to increase the nighttime power of class IV stations, as it did allow during the daytime, it would be prohibited by the new rule's engineering criteria.

WAPA-TV San Juan, P.R., which is making plans to relocate its antenna site, pointed out to the FCC that under the new rule it would have to have a 111 mile separation from WOLE-TV Aguadilla, in which it has one third interest, however the island of Puerto Rico is 109 miles in maximum dimension. The station charged that the FCC was in violation of the Communications Act (Sec. 307(b)) if it adopts an arbitrary set of rules to determine a service area, CBS concurred with this view.

Out of all the comments received by the FCC only one agreed with the ruling proposal. KISD Sioux Falls, S. D., said that the present rules do little but prevent common ownership in the same community. Through a loose interpretation of them, the FCC has often granted applications and created overlaps.

WMUR-TV backs down from proposal to move

WMUR-TV (ch. 9) Manchester, N. H., said last week that station no longer believes it to be in the best interest to move its transmitter toward Boston and asked the FCC to dismiss its application toward that end.

Hearing Examiner Charles J. Frederick recommended denial of the proposed move in an initial decision nearly a year ago (BROADCASTING, Dec. 25, 1961). He ruled the proposed move would mean a loss of tv service to "substantial populations and areas" while bringing a new service to a relatively small area near Boston.

The site proposal (17 miles southwest of Manchester) and about 35 miles from Boston) appears to be intended to provide service "to the large population centers" in Massachusetts, including Boston, said the examiner. An oral argument on the application, scheduled before the full FCC, was cancelled last week by the commission.

"MUST" READING November Issue of TELEVISION

WHERE THE BOOM'S THE LOUDEST *Television's growth has slowed in recent years, but it hasn't stopped yet by a long shot. In some markets it seems only to have started, as witness the special report in this issue. It's an exclusive tabulation of Television's Fastest Fifties—the markets in which TV home growth is outstepping the rest of the country in both actual numbers and percentage gains.*

WHERE NEWSPAPERS ARE HURTING MOST *Although they remain the dominant local advertising medium, newspapers are falling behind on the national front. There aren't many signs that the trend is likely to change, either, as television commends the national advertising lead and magazines step up their competitive pace. This is the second in TELEVISION's series on The Media Competition.*

THE FREEDOM OF TASTE *Three years ago this magazine printed an article by Victor M. Ratner concerning television, the criticism of its shortcomings by the cultural elite, and why the twain didn't meet. His statement—reprinted in this issue—rings as true today as it did then; if anything, events of the past months have made it even more meaningful. The editors believe that readers who've seen it before will find it useful to be reminded of what he had to say, and that new readers will be glad they've come across it.*

CLOSEUP: PAPERT, KOENIG, LOIS *Few will challenge the statement that PKL is the "hottest" agency in advertising today. It's growth from scratch a few short years ago has been little less than phenomenal, and its decision to sell stock to the public—implemented this fall—has turned the industry's attention full upon it. This is the story of a new kind of advertising agency and the new breed of ad men who head it.*

PLUS *the unusual regular departments: FOCUS ON BUSINESS . . . PEOPLE . . . and NEWS; PLAYBACK—comment & criticism about tv; TELESTATUS—exclusive estimates of tv homes and tv penetration by county.*

N.B. TELEVISION MAGAZINE is edited for an audience that comprises all people who contribute work or money to television and who are serious enough about it to spend an hour or two a month enlarging their knowledge of television. It is distinguished by thoughtful writing and fine illustration set in a handsome format.

START YOUR SUBSCRIPTION WITH THE NOVEMBER ISSUE

Television Magazine, 444 Madison Ave., New York 22, N. Y.
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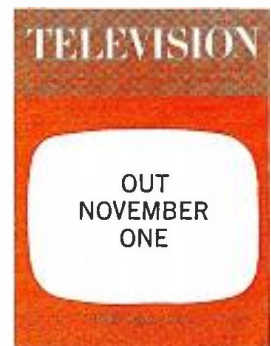
Address _____

City _____ Zone _____ State _____

Send to Home Address _____

\$5.00 enclosed

Please bill



Broadcasters buoyed at NAB meetings

NAB SEEKS END TO HOUSE TV BAN; WILL FIGHT PROGRAM HEARINGS

The House of Representatives iron curtain against broadcasters may be on the way to being breached. At least responsible House officials have agreed to talk about it.

This was the cheery message brought to radio and tv broadcasters last week by NAB President LeRoy Collins.

Gov. Collins told broadcasters attending the NAB regional meeting in Washington Oct. 25-26 that he and Howard Bell, NAB vice president and assistant to the President, had in the past few weeks spoken to House Speaker John McCormack and Rep. Howard Smith (D-Va.), chairman of the House Rules Committee, about the possibility of the House modifying its ban on broadcast coverage of committee meetings.

Rep. Smith has agreed, Gov. Collins said, to hear broadcasters early in the next session on a proposal to modify

ence to the resolution introduced by Sen. Jacob W. Javits (R-N. Y.) to permit broadcast coverage of Senate sessions. Broadcasters now have permission to cover Senate committee hearings.

The Governor's remarks were made during a luncheon speech on Thursday (Oct. 25). Among the guests at the head table were four FCC commissioners: Chairman Newton N. Minow, Rosel H. Hyde, T. A. M. Craven and Frederick W. Ford.

Other highlights of the NAB's Washington meeting:

- Commercial time standards in the tv code will be subject to major review and possible amendment when the Tv Code Review Board meets in December, according to Edward H. Bronson, Tv Code manager.

Object of the review, he said, will be to find an answer to the "almost never-

Va., stated in announcing the results of an informal poll taken in his community.

Mr. Ferguson's station polled 90 people. Eighty-seven were familiar with the tv code. Nine of these felt that a station subscribing to the code meant "better programming." Five indicated they felt that this meant the station "curbed violence." Eighteen expressed the opinion that code stations minimized "too many commercials, too long commercials, too loud commercials."

More than 251 were registered for the Washington meeting. The next day and a half session is scheduled to be held at the Sheraton-Dallas Hotel, Dallas, Tex., Nov. 8-9.

At Chicago ■ Governor Collins told broadcasters at the Chicago regional meeting Monday that if the FCC attempted another "Chicago-type" program hearing somewhere else in the



Getting together in Chicago prior to the NAB regional conference in that city:

Left photo (l to r)—Payson Hall, Meredith Broadcasting Co., member of Tv Board; George Frechette, WFHR Wisconsin Rapids, Wis.; Joe McDonald, of the law firm of Hennessey & McDonald, Washington, D. C.; John F. Dille,

the ban on House hearings. Gov. Collins stressed that this is without any commitment by Rep. Smith.

The three television networks, the NAB president disclosed, have agreed to share the expense of equipping a House hearing room "in such a way that radio and television will be able to demonstrate beyond doubt broadcasting's ability to cover such a proceeding without obtrusiveness or interference with its purpose."

Gov. Collins also said he was "encouraged to feel that the broadcaster may soon be accorded greater access in Congress . . ." This was in refer-

ending riddle" of shaping a uniform set of commercial time standards that will be equitable for all stations.

Involved is a long-standing internal debate among broadcasters on the inequities of confining in the same commercial time-limitation mold small stations and large stations, network stations and independent stations, small-market stations and mayor-market stations, and stations in a market with few outlets and stations in a market with a large number of outlets.

- Almost nine out of 10 people know about the tv code, Robert W. Ferguson, WTRF-TV Wheeling, W.



WTRC-AM-FM and WSJV (TV) Elkhart, Ind.; Tom Barnes, WDAY Fargo, N. D., and Douglas Anello, NAB Washington.

Right photo—Willard Schroeder (left), WOOD-AM-TV Grand Rapids, Mich., chairman of the Radio Board, and Louis Read, WDSU New Orleans, member of the Editorializing Committee.

country the association would fight it vigorously.

"We in NAB will be glad to join any affected licensee in resorting to any legal recourse which may be available to prevent such an invasion of the rights and integrity of broadcasting," Governor Collins said. His pledge drew spontaneous applause.

Governor Collins recalled that the NAB did not hesitate to protest the Chicago tv program inquiry at the time it was initiated. "It was and still is my judgment that it was indefensible for the FCC to bring a group of television stations to a local, side show, public



WARREN DOREMUS, Director of Public Affairs, WHEC-TV

IN ROCHESTER, NEW YORK...

P.S.

STANDS FOR PUBLIC SERVICE AT WHEC-TV

In every Television community there is **ONE** station that seems especially conscious of its civic responsibilities.

In Rochester, New York, that station is **WHEC-TV**.

Highlighting our extensive and continuous Public Service programming are **TWO MONTHLY PUBLIC SERVICE FEATURES**

produced and directed by the WHEC-TV Public Affairs

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“ROCHESTER REPORTS”

A documentary series dealing with important social, economic and cultural matters—employing sound film, videotape and live techniques. Programs have embraced such subjects as:

- A Day in the Life of a TV News Department
- Behind the Scenes of a Modern Police Bureau
- Wheels, Wings and Rails—city transportation crisis
- The Graduate—the future facing the class of '62
- Adventure—SCUBA Diving

“FACE THE COMMUNITY”

A discussion series with subjects of current interest and importance to people of the Rochester area, ranging from panels and interviews to political debates in the traditional form. Subject matter has included:

- Integration in a Northern City
- Medicare for the Aged
- The High School Drop-Out
- Emotionally Disturbed Children
- Current Elections—National, State, Local

Among the guests: Governor Rockefeller, Ambassador Lodge, Supreme Court Justice Douglas, Governor Brown of California, Eleanor Roosevelt and local civic leaders.

TO REACH DEEP INTO THE PROSPERITY OF ROCHESTER, NEW YORK,
YOU CAN NOT CHOOSE A MORE RESPONSIBLE VOICE THAN . . .

WHEC-TV



CHANNEL 10, ROCHESTER, N.Y.





These broadcasters got together during the NAB regional conference in Washington: (l to r) Harry Karr and Joe Goodfellow, both WRC-AM-FM-TV Washington; Clair McColough, Stein-

man stations and chairman, joint NAB board; William A. Schudt Jr., CBS Radio; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Donald W. Severn, Ted Bates Agency, New York.

whipping post, when their applications for license renewals were pending," he said.

Another example of the NAB's current government relations posture was cited by Mr. Collins: "I did not hesitate to call to the attention of the President a few days ago our strong feelings of opposition to H.R. 4670 passed by the last Congress which would have authorized a police officer of the District of Columbia, without warrant or adjudication by any court, to close down a broadcasting station or a newspaper or printing press. It is to the President's great credit that he vetoed this bill, which I don't believe the members of Congress adequately understood as it took form in the murky atmosphere of the fevered rush toward adjournment."

Urges Calm ■ The NAB President said there "seems to be rather widespread supposition these days that freedom can be achieved and made secure through the simple means of sound and fury." He argued that "the bedrock of freedom is calm, hard constructive effort by those who would be free." He continued:

"I am concerned about the attitude of many broadcasters toward the government. I realize the enormous loss a licensee would suffer if his license were not renewed. But I frankly think that the danger of losing licenses is grossly magnified beyond all reason. I do not feel that broadcasters should react with cries of anguish as some do when they get a letter from the FCC asking for an explanation of some trivial matter—or when some commissioner makes a speech—or when some trade magazine editor sounds off and views with alarm."

Attendance Over 300 ■ Attendance at the day and one-half Chicago meeting, held at the Edgewater Beach Ho-

tel, hit a total of 292 registrations, with guests at the Monday evening reception pushing the total well over the 300 mark.

The Chicago session was virtually a duplication of the Atlanta and New York meetings as far as NAB staff presentations were concerned, but there were some changes in broadcaster panel participants from the earlier meetings. A proposal that NAB and code memberships be one and the same highlighted the tv session Monday. Radio topics dominated the Tuesday morning open question forum.

Discussion of broadcast issues outside of the formal meetings seemed to fall automatically to second rank as attention focused on President Kennedy's address to the nation Monday evening and on world reaction Tuesday to the Cuban crisis.

The crisis news Monday morning provided a unique stage for demonstration of the new tiny battery-portable

transistorized tv set manufactured by Sony Corp. of America (BROADCASTING, Oct. 15). Melvin A. Goldberg, NAB vice president and director of research, had brought the set to the morning session to point out a possible trend toward personal tv. At the noon break broadcasters gathered about the set to watch WBBM-TV Chicago's interview of Sen. Everett Dirksen (R-Ill.), filmed within the hour, as he prepared to jet back to the capital at the President's request.

For Code Membership ■ At a radio session Monday, Elmo Ellis, WSB Atlanta, and member of the radio code review board, gave a hard-sell "commercial" presentation in behalf of radio code membership.

He cited the very low cost of membership and emphasized the revenue gains that could result from code support by means of a tape presentation containing code endorsements from agency, advertiser, representative and station spokesmen.

At the television session, Lawrence H. Rogers, Taft Broadcasting Co., Cincinnati, and member of the tv code review board, repeated Mr. Ellis' theme and said code membership is of "strategic commercial value" to the broadcaster, as well in government relations and prestige value. He also asserted it was his personal opinion that the "mutually exclusive situation" of separate NAB and code memberships is "assinine" and said he will propose to NAB that this be changed.

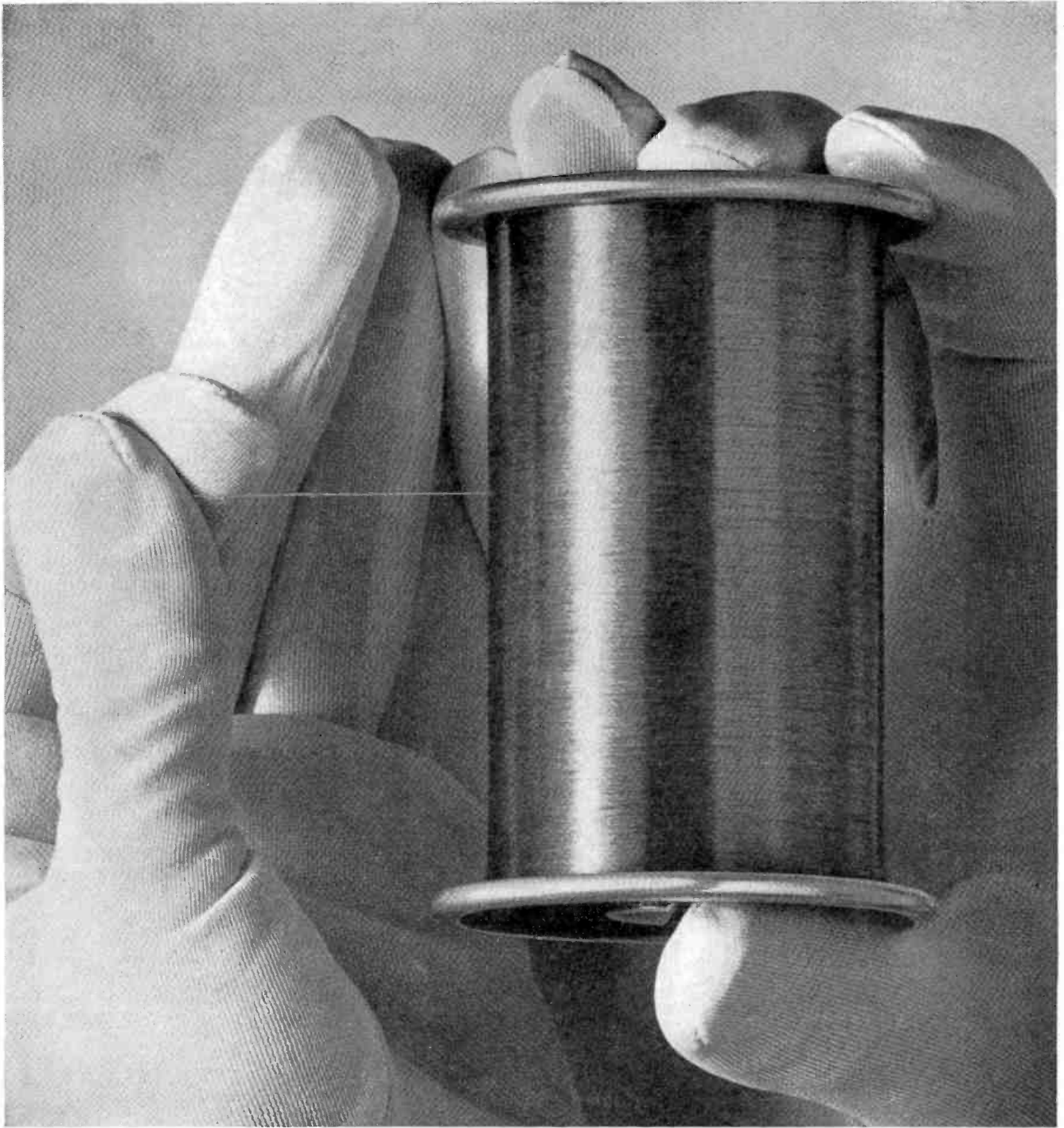
Joseph A. McDonald of Hennessey & McDonald, Washington, associate counsel of the All-Industry Tv Station Music Licensing Committee, reported that a total of 59 stations are in arrears for two months or more in their payments to ASCAP.

He indicated this condition of payment laxity is shocking in view of the



Gathered to hear the latest news on the Cuban crisis are these broadcasters at the NAB Washington meeting (l to r): Frederick S. Houwink, WMAL-AM-FM-TV Washington; Paul A. Loyet, WHO-AM-FM-TV Des Moines; Ben

Strouse, WWDC-AM-FM Washington (holding small Japanese radio); Mrs. Virginia Pate, WASA Havre de Grace (Md.); C. Tom Garten, WSAZ-AM-TV Huntington (W. Va.); Roger W. Clipp, Triangle Stations, Don Mercer, NBC.



A LITTLE COPPER GOES A LONG WAY— THIS POUND CAN SPAN A DISTANCE OF 24 MILES

Drawn into a spider-like thread .0016 inches in diameter, a single pound of copper becomes 125,000 feet long. Despite the fact that you can hardly see it, this fine wire has many practical uses—windings for missile synchro-motors, for extremely small relays,

solenoids, and transformers. The metal cost is small—about 31 cents a pound at copper refinery prices. Even after the complicated process of rolling, drawing, and finishing through multiple diamond dies, 100 feet of this enamel-insulated wire costs less

than a penny. In motors, generators, underground cables—wherever electrical conductivity must be high because space is at a premium—copper is at its best. 02206A

ANACONDA[®]

pending industry litigation involving ASCAP fees. He warned of the impression of the industry this payment failure is giving to the court.

Session on Editorializing ■ During the Tuesday morning session on editorializing, John F. Dille Jr., Truth Pub. Co., Elkhart, Ind., and member of the NAB editorializing committee, reported that since the March conference on this subject there has been "substantial reduction in editorializing's primary obstacles—ignorance, fear and inhibitions." He said broadcasters now realize that "no alarm need be felt if a station gets a letter of inquiry from the FCC on an audience complaint."

Mr. Dille said he believes that if stations' editorials generate letters of both complaint and perhaps praise "we may wind up with the best relationship between the commission and broadcasters in our history."

Missouri governor lauds 'talk' programs

Approximately 100 radio and television operators attending the Missouri Broadcasters Assn.'s annual fall meeting heard Gov. John M. Dalton praise the efforts and service of broadcasters in his state.

Gov. Dalton's remarks, which highlighted the Oct. 19 meeting, specifically mentioned the growing number of interview programs and their value in probing the attitudes of public figures. The "talk" program, he said, "is a service in behalf of democracy."

Robert Hyland, vice president CBS Radio, general manager of KMOX Radio and president of the Missouri association since 1960, who presided at the session, reminded the broadcasters of the "absolutely awesome" power that they have been entrusted with and of their responsibility to use it with discretion. Mr. Hyland will be succeeded as president of the Missouri group by Don C. Dailey, general manager of KGBX Springfield. (For a complete list of new officers see FATES & FORTUNES, p. 79).

Representatives of three Missouri advertising agencies: Gardner Advertising, St. Louis, Potts-Woodbury, Kansas City and Dixon Baker Assoc., Springfield, participated in a panel discussion on agency evaluation of stations.

In a later closed, round-table discussion the association members turned to management problems. Legal questions and current FCC policy in relation to political advertising were considered.

Metromedia record net

Metromedia Inc. has reported a record net income of \$1,292,691 (72 cents a common share), for the first

N.Y. uhf findings may revolutionize tv—Wagner

If preliminary findings in the FCC's uhf tests in New York hold up, "the entire national pattern of television can be affected" through the addition of additional uhf stations.

This report was offered last week by New York Mayor Robert F. Wagner. The experimental station (ch. 31 WUHF) on which the FCC conducted the tests with the city's assistance will be turned over to New York's Municipal Broadcasting system on Nov. 1.

Mr. Wagner said preliminary findings indicated "no significant dif-

ference" in uhf and vhf signal clarity within a 25-mile radius of the transmitter, but that beyond that point the uhf signal experienced considerably more drop-off.

If these findings are "corroborated," he said, New York City could add half a dozen stations to its present seven and many one-station markets could be given additional channels.

The mayor offered this report in welcoming delegates to the European Broadcasting Union conference that opened in New York last Monday (see story, page 70).

39 weeks of the year ended last Sept. 30, as compared with \$402,278 (24 cents a share), for the corresponding period last year. Gross revenue for the 1962 period was placed at \$38,200,266, as against \$34,542,552 for the same 39 weeks in 1961. The earnings reported do not include a capital gains of \$3,212,325 net of taxes. This resulted from the sale of several outdoor advertising companies owned by Foster & Kleiser Advertising, a subsidiary of Metro-media.

Capital Cities net shoots up 63%

Capital Cities Broadcasting Corp. last week reported its net income after taxes for the first three quarters of 1962 as \$990,169 (83 cents per share), up 63% from the same period last year of \$606,410 (51 cents per share). Net broadcasting income for the nine months of 1962 reached \$10,947,768 compared with last year's \$6,637,160. Cash flow generated from operations was put at \$1,923,051 for the 1962 period; at \$1,207,042 for the 1961 period.

Capital Cities stations are WROW-AM-FM and WTEN (TV) Albany, and WKBW-AM-TV Buffalo, both New York; WCDC (TV) Adams, Mass.; WTVD (TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I.; WPAT-AM-FM Paterson, N. J.

Teaching for schools, not tv, NAEB told

Instructional tv programs have no place on commercial tv stations, Charles A. Siepman, New York U. School of Communications, told members of the National Assn. of Educational Broadcasters last week.

Programs that are intended to teach, Prof. Siepman said, should be left solely to schools and colleges.

In a reference to music and commen-

tary on tv, Professor Siepman said that such programs "squander" valuable air time. Programs which do not need visual display should be left for radio, he stated.

Broadcast education in the university curriculum does not meet basic broadcasting needs, Charles H. Tower, executive vice president, Corinthian Broadcasting Corp., told the NAEB meeting.

Mr. Tower enumerated the requirements for the graduate-applicant, together with comments on the university's relationship to each of the requirements. He said a "conscientious, creative and cooperative personality" should head the list.

The NAEB group heard H. H. Goldin, chief of the FCC's Economics and Education Division, discuss the pending revision of the tv table of allocations which, he said, may result in the addition of 1,500 assignments in the uhf band. This is exactly what the educators requested when they submitted their survey of educational tv channel needs to the FCC earlier this year, he pointed out.

Texas convention draws 133 members

The fall convention of the Texas Assn. of Broadcasters in San Antonio last week (Oct. 21-22) was the best attended in many years, reports Bonner McLane, TAB executive secretary.

The Texans elected new officers, passed around awards, and participated in round-table and workshop discussions of broadcasting problems.

Attendance included 133 members and 46 wives, Mr. McLane said.

James McGinnis Henderson, general counsel of the Federal Trade Commission, discussed the relationship of broadcasting and the FTC and emphasized broadcasters' responsibility for handling advertising in such away as to

make government intervention unnecessary. Henderson extended his remarks to include all media.

The broadcasters elected new officers: president, Jack Roth, KONO San Antonio; vice president, Wendell Mayes Jr., KCRS Midland; and secretary-treasurer, Lee Glasgow, WACO Waco.

Directors: Tony Bridge, KMHT Marshall (one-year term); Jay Harpole, KVOU Uvalde; Dave Morris, KNUZ Houston; Bill Hicks, KSOX Raymondville (am); Warren Woodward, KTBC Austin (fm); and Roy Bacus, WBAP-TV Ft. Worth-Dallas (tv).

Two awards were presented:

- WOAI-TV San Antonio won the Pitluck Award (community service) for its year-long coverage and expose of activities by loan sharks in that city.

- KTBC-TV Austin won the Elkins Educational Award Trophy for general work in support of education and for carrying etv programs in commercial time for two months this season when the city's new etv channel was late getting on the air.

Hagarty hits news access inequities

James Hagarty, addressing the North Carolina Assn. of Broadcasters last week, decried inequities between various new media in their abilities to obtain information.

Mr. Hagarty, vice president in charge of news, special events and public affairs for ABC and former news secretary to President Eisenhower, denounced in particular the availability of stories, for a price, to large news outlets to the exclusion of less affluent voices. In this connection he mentioned the Berlin wall tunnel reporting and the sale by the original U. S. astronauts of their story to *Life*.

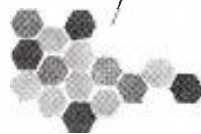
The two-day convention in New Bern, N. C., which met last Monday and Tuesday, also adopted a resolution backing the Cuban quarantine.

Other activities at the meeting were a broadcast promotion panel, led by J. Frank Jarman, WDNC Durham, a talk by Frank McIntyre, KLAB Salt Lake City, on the NAB code, and a panel discussion of fm radio conducted by E. Z. Jones, WBBB Burlington.

New officers of NCAB, elected at the convention were Jack Starnes, WBAG Burlington, president, Harry Severance, WVOT Wilson, vice president for radio and Earle Gluck, WSOC-TV Charlotte, vice president for television. Mrs. Doris B. Potter, WKBC North Wilkesboro, was re-elected as secretary treasurer of the association.



The wondrous bee does plan and plan the filling of the comb



Your advertising planning can be greatly simplified by using BEE-LINE RADIO. You reach all of Inland California and Western Nevada with the five McClatchy stations. In fact, the McClatchy stations reach more radio homes than any other combination of stations at the lowest cost per thousand. (Nielsen Coverage Service 1961, SR&D)

McClatchy Broadcasting Company



delivers more for the money in Inland California-Western Nevada

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE

KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO • KERN BAKERSFIELD

WJR, CBS RADIO REUNITED

Current changes in compensation system removes cause of 1959 defection by Detroit station

One of the most celebrated schisms in the history of network and affiliate relationships was healed last week. WJR Detroit rejoined the CBS Radio network, effective Dec. 30.

The announcement by President Worth Kramer of The Goodwill Stations Inc., WJR licensee, and President Arthur Hull Hayes of CBS Radio, marked the resumption of a relationship which lasted 24 years before it was broken in May 1959 (BROADCASTING, Nov. 24, 1958, *et seq.*).

The split came when CBS Radio adopted its then-new Program Consolidation Plan (PCP), which among other things changed the network's method of compensating affiliates. Instead of



The handshake between CBS Radio President Arthur Hull Hayes (left) and Worth Kramer, president of The Goodwill Stations Inc., makes the reunion of CBS Radio and WJR Detroit official.

paying them in money, the network gave them free programs which they could sell to local and regional advertisers, keeping the proceeds.

WJR officials branded this system "barter" and disaffiliated after giving the six-month notice required by contract. The station had been a CBS Radio affiliate since September 1935, and WJR officials said they left "with regret and no little reluctance" because of long-standing "personal regard for the fine people" of CBS, but they were convinced the "barter plan" would only hurt radio.

CBS Radio officials countered that PCP, including its compensation fea-

tures, had been adopted at the request of affiliates and approved by virtually all of them. A few weeks ago—again at affiliate requests—the so-called "barter" feature was virtually eliminated in a series of changes which become effective the first of the year (BROADCASTING, Sept. 17).

Hole Filler ■ Since May 1959 WJR, one of the nation's oldest and best-known radio outlets, has operated as an independent. Its reaffiliation—as a primary affiliate—will fill a major hole in the CBS Radio lineup, for the network has been operating without an affiliate based in Detroit.

It currently has seven Michigan affiliates. Whether some of these will be leaving the network lineup at the end of the year could not be learned immediately. The Michigan affiliates are WABJ Adrian, WLEW Bad Axe, WJEF Grand Rapids, WKZO Kalamazoo, WJIM Lansing, WHLS Port Huron, and WSGW Saginaw.

The negotiations that returned WJR to CBS Radio affiliation included the same officials who had participated in the fruitless talks that ended in disaffiliation four years ago. In addition to Messrs. Kramer and Hayes, they were

John Patt, chairman of the board of Goodwill Stations, and William A. Schudt, affiliate relations vice president of CBS Radio.

WJR is on 760 kc with 50 kw and operates 24 hours a day. WJR-FM will duplicate all CBS Radio programs carried by WJR, officials said.

Petry, PGW slate seminars in Dallas

The sixth annual Petry Promotion Seminar will be held in Dallas on Wednesday (Oct. 31) at the conclusion of the Broadcast Promotion Assn. convention which started yesterday (Sunday). More than 25 promotion managers and other executives of Petry-represented stations are expected to participate.

Subjects to be explored are "promotions of the year," a review of successful station efforts in sales, audience and national promotion; the use of broadcast media in promotion, and fall programming promotion. The meeting will hear a report on radio-tv cross-promotion based on a survey of Petry-represented radio-tv operations.

Promotion directors of radio and tv stations represented by Peters, Griffin, Woodward Inc. will also have their own seminar in conjunction with the BPA convention. PGW and station executives will meet tonight (Oct. 29) at the Holiday Inn to hear reports on successful local promotions.

AB-PT HEADING FOR RECORD YEAR

Net operating profits highest for quarter, nine months

American Broadcasting - Paramount Theatres Inc. last week announced that estimated net operating profits (excluding capital gains or losses) for the third quarter of 1962, and for the year's first nine months, are the highest in the company's history.

Leonard H. Goldenson, AB-PT president, in a report to stockholders, said third-quarter profits of \$2.45 million (56 cents a share) increased 30% over the \$1.886 million (43 cents a share) of 1961's third quarter.

Net operating profits for the first nine months rose to \$8.003 million (\$1.83 a share) this year from 1961's \$7.58 million (\$1.74 a share). (During the first nine months of 1962 there was a capital loss of \$97,000 compared to last year's capital gain of \$6.178 million. Net profit per share for the first nine months, including capital gains or losses, was \$1.81 in 1962 compared with 1961's \$3.17).

Mr. Goldenson commented that the third quarter earnings reflect "continued record earnings for the ABC Broad-

casting Division." Theatre business, he said, "improved substantially" over the earlier periods of the year and was about "comparable" to the third quarter of 1961. All other AB-PT operations, he concluded, are "ahead of last year."

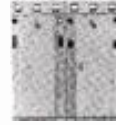
WJBC more than ready for logging decision

The FCC's order of Oct. 5 on establishing rules to permit automated program logging has been welcomed by WJBC-AM-FM Bloomington, Ill.

The station's manager, Timothy R. Ives, reports that WJBC-FM has been using automatic logging equipment since December 1961, in a field test program with Automatic Tape Control Inc. of Bloomington.

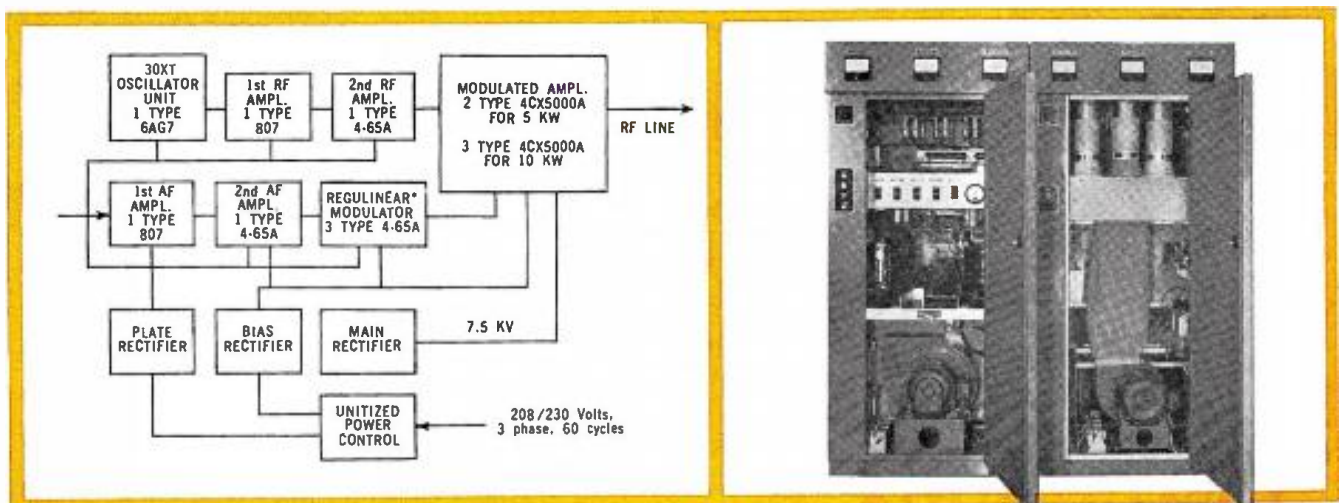
Mr. Ives said that the logging system meets the requirements of current rules governing automated logging, permits immediate inspection of printed logs and enables the stations booking department to bill directly from this record.

Continental's 5/10 kw AM Transmitter uses the "Regulinear*" cathode-follower screen modulation circuit.



Using modern tetrodes and small low-powered modulation tubes, it is simpler than plate modulation and has no iron core components.

It permits overall feedback from transmitter output to audio input which results in very low noise and harmonic distortion. It eliminates the necessity of neutralization. By virtue of its constant power consumption regardless of percent of modulation, it minimizes power line regulation problems and carrier shift is less than 1%. It withstands overmodulation of continuous tone at any audio frequency for long periods without damage. End result? The Sound of Quality. *U. S. Pat. No. 2,918,631



Continental Electronics Co



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

FM GROUP SEEKS PROMOTION ARM

Magnavox agreeable to trading initial financing for spots

The National Assn. of FM Broadcasters (NAFMB) is attempting to raise \$150,000 to open a New York office and give fm promotion the full-time professional attention the group believes it needs.

Magnavox Co., manufacturer of radio and television receivers and phonographs, has indicated willingness to go along with an NAFMB plan by which Magnavox would put up the cash through its agency, Kenyon & Eckhardt Inc., New York, if at least 150 member fm stations provide free commercial time for the Indiana firm (either six spots a day for six months or four spots a day for nine months).

By Thursday (Oct. 25), at least 75 stations had reported they would agree to the plan, according to the NAFMB Washington office.

But there is resistance, notably from the QXR Network (41 stations) which says the Magnavox money is being diverted from normal spot purchases for the NAFMB's special purpose. A QXR spokesman said the group approves of NAFMB's aims, but disapproves the particular plan.

Board Majority ■ Nine of NAFMB's 13-member board approved the K&E plan at a special meeting in New York Oct. 15-16. It was learned that one possibility which has been raised is that member stations not participating in the plan might be assessed the cash value of the spots.

This is what NAFMB would do with the \$150,000:

- Hire a full-time national sales promotion director (at about \$25,000 salary).

- Establish a New York office similar in function to RAB and TvB, but directed to the fm medium.

- Conduct a research program "of genuine value to our membership."

- Offer a series of creative presentations to agencies and national accounts for the presale of member stations.

- Expand *NAFMB Report* to a monthly basis.

Failure to market the Magnavox campaign or something like it would be a significant setback to fm broadcasting and NAFMB in the opinion of the Washington office, which said the agreement of at least 75 stations to par-

ticipate by that date—only a week after stations were notified of the campaign—is a sign that the program can be successful.

Any Taker ■ The plan was presented to K&E by NAFMB for any client who might become interested. John E. Shima, K&E media group head, reports Magnavox is "enthusiastically behind [the] plan" and has authorized \$150,000 for this purpose. The money is "new," not diverted from other media, said Mr. Shima. The firm advertises its fm line almost exclusively in newspapers.

In outlining his group's opposition, a QXR Network spokesman said none of its 41 stations would participate (only eight are members, but NAFMB is soliciting new memberships to help obtain 150 participants). The plan is "harmful to the image of the fm industry," the spokesman said. If Magnavox were to buy the campaign at normal rates and stations subsequently decided voluntarily to contribute the funds to the association, the QXR Network would have no objection, he explained.

Changing hands

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

- KOL-AM-FM Seattle, Wash.: Sold by Archie Taft Jr., Mrs. Marie Storm Taft and William L. Simpson to Mark Goodson and Bill Todman for \$900,000. The Messrs. Goodson and Todman own the tv packaging firm bearing their names ("What's My Line?", "The Price Is Right," "I've Got a Secret" among others). Harris Katelman, executive vice president of Goodson-Todman Assoc. Inc. in charge of Pacific Coast operations, said no changes in personnel or policy are planned. The Taft group also owns KLYK Spokane, KBKW Aberdeen and KRKO Everett, all Washington. KOL is a fulltime independent on 1300 kc with 5 kw. KOL-FM operates on 94.1 mc with 5.8 kw. Broker was Lincoln Dellar & Co.

- KASK-AM-FM Ontario, Calif.: Sold by Daily Report Co. to group headed by J. W. O'Connor and Frank Babcock for \$150,000. Messrs. O'Connor and Babcock have interests in WBOW Terre Haute and WHUT Anderson, both Indiana; WJRL Rockford, WCVS Springfield and WPEO Peoria, all Illinois. KASK operates fulltime on 1510 kc with 1 kw. KASK-FM is on 93.5 mc with 1 kw. Broker was Edwin Tornberg & Co.

- KDOT Reno, Nev.: Sold by Paul Schafer to group headed by Dr. Richard Brown, Reno psychiatrist, for \$60,000. Others in buying group include Ronald Staight, San Francisco

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business consultant; Robert Foster, radio and tv columnist for the *San Mateo* (Calif.) *Times*, and Ridge Harlan, San Francisco advertising man. KDOT operates on 1230 kc with 250 w fulltime. Broker was Edwin Tornberg & Co.

APPROVED - *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 85).*

▪ WFOX Milwaukee, Wis.: Sold by Howard A. Miller, Milton T. Salstone and Marvin McDermott to Jack T. Raymond and Marine Capital Corp. for \$385,000. Commissioner Robert T. Bartley dissented; Commissioner William E. Henry abstained.

▪ WSAM-AM-FM Saginaw, Mich.: Sold by Mrs. Fred Knorr and associates to Kenneth Hugh MacDonald for \$300,000. Mr. MacDonald was with WPAG Ann Arbor, Mich. Other Knorr stations: WKMJ-AM-FM Detroit-Dearborn, WKMF Flint, WKHM Jackson and WELL Battle Creek, all Michigan.

▪ WALE Fall River, Mass.: Sold by George L. Sisson Jr. and J. Roger Sisson to Milton E. Mitler for \$245,000. Mr. Mitler formerly owned WADK Newport and WYNG Warwick, both Rhode Island. J. Roger Sisson will remain with WALE in an executive capacity.

Petry litigation heard in Huntington

A U. S. District Court jury in Huntington, W. Va., deliberating on a \$200,000 damage suit brought by Edward Petry & Co., New York, against two Huntington broadcasting interests, found for one of the defendants Thursday (Oct. 25). Federal Judge Harry E. Watkins of the Southern District of West Virginia took under consideration the suit as it related to the second defendant.

The jury found for the Cowles Broadcasting Co., in the civil action brought by the station representative firm. Judge Watkins heard without a jury that part of the litigation pertaining to the Greater Huntington Radio Corp., now inactive.

Petry attorneys moved for a judgment against Cowles notwithstanding the jury verdict favoring the defendant and asked for a new trial.

Petry contended that an exclusive representation contract with WHTN-TV was breached when Cowles Broadcasting Co. purchased the station in 1960 from Greater Huntington Radio. The television property has since been resold by Cowles to the Reeves Broad-

casting and Development Co.

Defense attorneys for Cowles contended that the contract was neither adopted nor assumed when the company acquired the station.

Greater Huntington Radio defense attorneys contended that their client's obligations under the contract ended when the sale of the property was consummated.

Judge Watkins delayed handing down a decision concerning the suit between Petry and Greater Huntington Radio until both litigants file facts of find-

ings and points of law applicable to the case.

Only two witnesses were called to the stand for testimony in the jury trial. Edward Petry, president of the firm bearing his name, testified for his company and Robert Tincher, of New York, former general manager of WHTN-TV for Cowles Broadcasting, testified for the defense.

Attorneys for both the plaintiff and the defendants noted that the case hinged not on the contract itself, but rather on legal interpretations.

DRUMBEATERS IN DALLAS

Collins to kickoff three-day BPA convention; image(s), nuts and bolts of promotion on tap

Governor LeRoy Collins, NAB president will keynote the annual convention of the Broadcasters Promotion Assn. today (Oct. 29) in Dallas. A full slate of speeches and workshop sessions are planned for the three-day gathering.

An examination of topics to be discussed indicates a stress on the theme of the image or images which broadcasting presents today. Various peripheral subjects of mutual interest to broad-

casters and advertisers also are scheduled for review.

Two of the first day's speakers, William B. Lewis, chairman of the board, Kenyon & Eckhardt Inc., New York, and Jack Harris, general manager, KPRC-TV Houston, will examine from their respective vantage points; "Broadcasting's Image: What Is It Today? What Can We Do To Improve It?"

The philosophies of three television

\$50,000.00 (or less) DOWN!

SUNNY WEST—Based on cash flow record, this fulltime radio station can pay out \$185,000.00 total price in $\frac{3}{4}$ of required time. \$50,000.00 down!

SOUTHWEST—Fulltime radio station with owner-operator profit of over \$25,000.00. Priced at \$90,000.00 with \$30,000.00 down.

NORTHWEST—Daytime-only facility grossing \$45,000-plus annually. \$5,000.00 in cash and accounts receivable included. Total price of \$57,500.00 with \$16,000.00 down.

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stations will be presented by general managers Marcus Bartlett, WSB-TV Atlanta; A. Louis Read, WDSU-TV New Orleans; and Mike Shapiro; WFAA-TV Dallas in a discussion titled "Building the Station Image."

Lionel F. Baxter, vice president, radio operations, Storer Broadcasting Co.; John F. Box, executive vice president and managing director Balaban Stations, St. Louis; and Jay Watson, WFAA program director, will address the subject of significant trends in radio. Their talks will be directed to ways of personalizing this medium.

Thoughts of management concerning promotion problems will be presented by several broadcast executives, among them; Stephen Riddleberger, president, ABC Owned Radio Stations.

Other topics for presentation and group discussion will include personal appearances, press releases, sales promotion, fm promotion, uhf promotion, trade advertising, merchandising, market data, contests and stunts.

Presentations will be made by the Television Bureau of Advertising and by the Radio Advertising Bureau.

Transcontinent's net 40% ahead of '61

Net income of Transcontinent Television Corp. jumped 40% for the first nine months of this year compared to the same period in 1961. For the first nine months of 1962 ended Sept. 30, Transcontinent's net income was \$1,117,862 compared to the same 1961 period's \$798,341. The earnings for the 1962 period are equivalent to 63 cents per share on 1,766,212 shares of common; this compares with 45 cents per share on the 1,768,612 shares outstanding then.

Gross revenues (less agency commissions) of TTC for the nine months of 1962 reached \$11,265,933. This compares to the 1961 period's \$11,185,097.

Results for the first three-quarters of 1962 reflect the operations of three stations not included in the figures a year ago. These are WNEP-TV Scranton-Wilkes Barre, Pa., which became a wholly owned TTC subsidiary Feb.

1, and WDOK-AM-FM Cleveland, Ohio, purchased May 1. The 1961 figures include revenues from WROC-FM and TV Rochester, N. Y., which TTC sold in November of last year.

TTC stations, in addition to those mentioned above, include: WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, both California.

New Charleston vhf makes delayed debut

WCIV (TV) Charleston, S. C., began service last Tuesday (Oct. 23).

Delays in delivery and installation of equipment prevented an earlier sign-on, said William E. Lucas, station manager (BROADCASTING, Oct. 15).

The ch. 4 station is equipped for color and is affiliated with NBC-TV.

WCIV is owned by The First Charleston Corp. Harold E. Anderson of Columbia is president of the New station.

PROGRAMMING

ITC HAS 'AFTER HOURS' PLAN

Stations would program past normal signoff time; pay for ITC shows only if sponsors come in

Tv film program distributor Independent Television Corp. last week offered to supply programs to stations without charge for telecast in hours which come after the normal sign-off time. ITC said that in this way it hoped to "loosen" the "tightening squeeze that has virtually eliminated air time available for local advertisers and local-originated programs."

It's explained, however, that the plan is primarily experimental and one that is to be worked out on a market-by-market basis. ITC feels, according to Abe Mandell, executive vice president for the company, and other of its spokesmen, that some benefit could accrue to the distributor in the share of revenue gained if and when advertisers participate.

But as long as the programs are sustaining, the arrangement of no charges would continue.

Letters Mailed ■ ITC last week began sending letters to stations and distributors advising them of the plan and inviting their participation.

Under questioning, ITC people said the plan wouldn't apply to "first-run programs" nor in cases where residual payments are to be made on the series.

Conceivably ITC could select from

a list of some 37 different program series. Some of these might be such ITC-held series as *Halls of Ivy*, *Tugboat Annie* and *The Last of the Mohicans*.

Spokesmen last week said it was too early to determine how much or the nature of station and/or advertiser response to the offer of supplying programs for telecasting after normal sign-off hours.

By taking advantage of the offer, said ITC, a station can extend its schedule to a 24-hour operation with "no increase in program costs." It's pointed out, however, that a station would increase its operational costs—an argument that ITC counters by suggesting the possibility of increased revenue.

Film sales...

M-Squad (MCA Tv): Sold to WIS-TV Columbia, S. C.; WDAY-TV Fargo, N. D.; WOOD-TV Grand Rapids, Mich.; WLUC-TV Marquette, Mich.; KYTV (TV) Springfield, Mo., and KWTX-TV Waco, Tex. Now in 114 markets.

The Life and Legend of Wyatt Earp (ABC Films): Sold to Parker & Assoc.

'Girls' in 10 markets

The *Leave It to the Girls* daytime tv panel program has been sold in 10 markets by United Artists Television, announces M. J. Rifkin, executive vice president, which recently acquired distribution rights to the series. The half-hour series began this fall on WNBC-TV New York and was placed into syndication several weeks ago by the company.

Sales were completed to KTTV (TV) Los Angeles, WBKB (TV) Chicago, WRC-TV Washington, WWJ-TV Detroit, WGR-TV Buffalo, WFAA-TV Dallas, KPRC-TV Houston, KVOO-TV Tulsa, WFMJ-TV Youngstown, Ohio, and WGAL-TV Lancaster, Pa. The series, produced on film by Ted Bergmann and Martha Roundtree, is available for daytime showing on a five-times-a-week basis.

(Ziegler Meats) for WBRC-TV Birmingham, Ala.; Ackerman Assoc. (Evans furniture) for WKY-TV Oklahoma City; Fuller & Smith & Ross (McCullough chain saws) for WRBL-TV Columbus, Ga., and to KALB-TV Alexandria, La. Now in 110 markets.

Restless Gun (MCA Tv): Sold to KNTV (TV) San Jose, Calif., and KFVS-TV Cape Girardeau, Mo. Now



Wanted!...A Very Special Gift!

Suddenly, it will be Christmas... and you will be wanting a very special gift for a very special person. And, suddenly, you learn that television programs can now be heard in your car. Yes... this instrument, indeed, is the very special gift for this very special person.

Of course, this very special person may be you... you have missed so many programs while traveling (and so have the wife and kids). And, if you are in television or advertising... well, you just naturally deserve one... in fact, you are rather ill-equipped without it.

The instrument we are talking about is our AudioMonitor... it receives television sound

through your AM car radio... without a special antenna. It is presently being used by network and independent television stations in principal cities in the U.S.A. and Canada. (Just ask them how exciting this new instrument is... and how well it performs.)

Christmas comes early for us because we just will not mass-produce this instrument... it is manufactured with extreme care for professional performance. So, you must place your order now... unless this very special person would be satisfied with only a gift certificate at Christmas time.

Yes... this is a very special gift, because it is the only instrument of its kind on the market.

Write, wire, or call us today — or very soon...



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in 29 markets.

Cavalcade of the 60's (Allied Artists Tv): Groups I and II, consisting of 72 feature films, and an additional 10 features sold to KYW-TV Cleveland. Group I is now in 54 markets; group II is in 17 markets.

Films of the Fifties (Seven Arts Assoc.): Vols. 4 and 5 (93 Warner Bros. and 20th Century-Fox Features) sold to WBBM-TV Chicago; WTIC-TV Hartford, Conn., and WDAU-TV Scranton, Pa. Now in 27 markets.

Love That Bob (MCA Tv): Sold to WEWS (TV) Cleveland; KOTA-TV Rapid City, S. D., and WNDU-TV South Bend, Ind. Now in 30 markets.

Dragnet (MCA Tv): Sold to WSOC-TV Charlotte, N. C.; KFBC-TV Cheyenne, Wyo.; WISC-TV Madison, Wis.; WDBJ-TV Roanoke, Va.; WSBT-TV South Bend, Ind.; KXLY-TV Spokane; KTTX-TV Springfield, Mo.; and KRGV-TV Weslaco, Tex. Now in 82 markets.

Bachelor Father (MCA Tv): Sold to KPHO-TV Phoenix, Ariz.; KGW-TV Portland, Ore., and WDBO-TV Orlando, Fla. Now in nine markets.

Columbia Features (Screen Gems): Newly released group of 73 motion pictures sold to WSYR-TV Syracuse, N. Y.; WAPI-TV Birmingham, Ala.; WTPA (TV) Harrisburg, Pa.; KENS-TV San Antonio, Tex.; WOOD-TV Grand Rapids, Mich., and KPHO-TV Phoenix, Ariz. Now in 10 markets. Post '48 group of 210 Columbia Features has been sold to WSTV-TV Steubenville, Ohio; WRDW-TV Augusta, Ga.; WRGP-TV Chattanooga, Tenn.; KDAL-TV Duluth, Minn.; KERO-TV Bakersfield, Calif.; KENI-TV Anchorage and KFAR-TV Fairbanks, both Alaska, and KTVO (TV) Ottumwa, Iowa. Now in 108 markets.

CBS-TV gets Kaye for weekly series

Danny Kaye, who has made only special appearances on tv, will star for the first time in a weekly series next season on CBS-TV. The series will be a one-hour, weekly "comedy-variety" vehicle. A "multi-million dollar" contract was concluded last week by James T. Aubrey Jr., CBS-TV president, and the star.

It was noted that Mr. Kaye has consistently resisted offers for a regular series during the past 15 years, and all networks have sought his services for a weekly show. He will be in 40 weekly one-hour shows on CBS-TV. Mr. Kaye was on CBS-TV in December 1956, in a filmed account of his world trip on

Order—and cameras—in the court

The Billie Sol Estes trial resumed in Tyler, Tex., last week and tv news cameramen had their own vantage point, screened from general view to meet objections by defense counsel. The adjacent photo was taken from a position in the witness box. To the left can be seen a portion of the judge's desk.

Defense attorneys nevertheless objected to the presence of tv photographers, but were overruled by Judge Otis T. Dunagan. The first week of the trial was spent in selecting jurors and arguing motions.

The slot in the camera booth was originally 13¾-inches wide (as shown in photo), but this was later narrowed to six inches on orders of Marshall Pengra, KLTV (TV) Tyler, who is the coordinator for tv coverage.

The elevated tv booth is covered on the outside with mahogany-stained plywood which matches the interior of the court room. It was designed and installed by a KLTV crew under the supervision of Hud-

son Collins, chief engineer of the Tyler tv station.

During the course of the trial last week, Mr. Pengra was called to the stand in connection with defense motions to bar all cameras from the courtroom. He was asked about KLTV's live coverage of the trial when it began last September and queried about commercial "interruptions."

John D. Cofer, Estes' chief counsel, at one point in the proceedings took the stand to declare that he had seriously considered withdrawing from the case because cameras were to be allowed in the court room.

"This situation I'm put in seriously interferes with my ability to render my best service to my client," Mr. Cofer testified.

"It outrages my personal code of ethics. I don't think I should be required to go to trial under these conditions.

"This doesn't look like a court room to me. It looks like a motion

behalf of UNICEF (repeated in 1957, and again in 1961).

Entertainment appearances on CBS-TV, both under General Motors sponsorship, were in September 1960, and November 1961. A third GM-sponsored special is scheduled for Sunday, Nov. 11 (9-10 p.m. est) on NBC-TV.

Program notes...

'Hollywood Special' segment ■ Globe Video News, subsidiary of Globe Photos, Hollywood, will produce a half-hour documentary, "Hollywood Goes Independent," for ABC-TV's *Hollywood Special* series. Program will feature The Mirisch Co. as illustration of the evolution of the independent production company. Charles B. Bloch will produce the show, with Jack Lemmon narrating from Arthur Knight's script and Herbert Bernard directing.

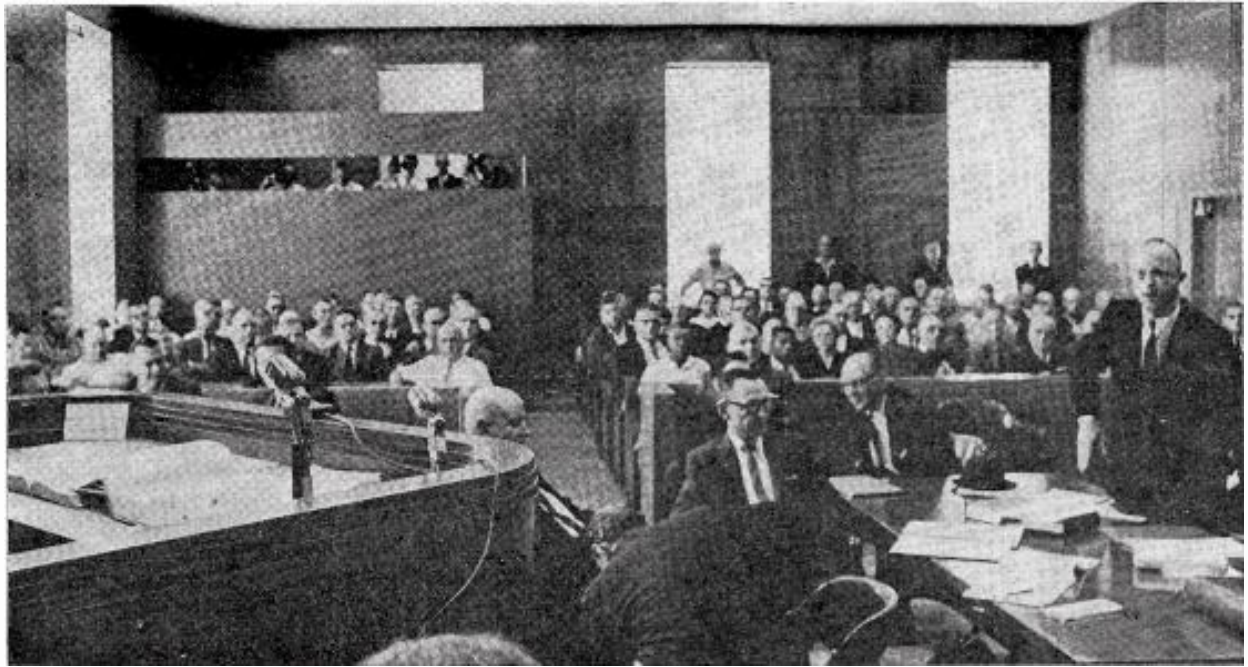
Equipment sale ■ S.O.S. Photo-Cine-Optics Inc., New York, has purchased the entire equipment inventory of Paramount News, an inactive subsidiary of Paramount Pictures Corp. The transaction, which is said to involve more than \$500,000 in original equipment cost, gives S.O.S. the largest supply of cameras, lenses, recording amplifiers, magazines, tripods, etc. in New York City, according to J. A. Tanney, company president. The equipment will be made available to film companies

through S.O.S.'s rental department.

ASCAP award ■ The American Society of Composers, Authors & Publishers has established an ASCAP Award for organizations and individuals as a symbol of the organization's recognition of their work in behalf of American music. The first recipients will be Lawrence Welk and Mitch Miller. The award is in the form of a statue of the Pied Piper.

Air Force documentary ■ "Operation Wurtsmith," a documentary filmed and telecast by WNEM-TV Flint-Saginaw-Bay City, Mich., on the inner workings of Wurtsmith Air Force Base in that area, is being distributed to U. S. Air Force bases around the world. The documentary was produced by WNEM-TV's Nick Schneider. Randy Hippler directed and Gary Jones wrote and narrated the program.

Marilyn documentary ■ Wolper Productions, Los Angeles, is planning immediate production of an 80-minute feature titled "Marilyn," dealing with the life and tragedy of Marilyn Monroe. The film will treat the subject in a serious and entertaining manner using footage from private collections, news-films, still photos, some of her motion pictures and exclusive material photographed by Wolper Productions. Elmer Bernstein has been signed to



picture theatre.”

Mr. Cofer said the trial had assumed the characteristics of a show to entertain the public . . . “like *The Defenders* or *Perry Mason*.”

The sound for the four cameras in the booth was picked up by two microphones, one in front of the judge, and the other in front of the witness.

Providing coverage for the three networks are WFAA-TV Dallas, ABC; KRLD-TV Dallas, CBS; and WBAP-TV Fort Worth, NBC. The fourth position is used by KLTU.

compose and conduct an original score for the show.

Chief Exec. series ■ Four Star Television, Hollywood, plans production of a series on “stories behind favorite Presidents.” According to Tom McDermott, executive vice president of Four Star, the production company has signed a contract with William Davidson, author of the recently published book, *Six Great Presidents*.

Hampton show ■ United Broadcasting Co., New York, reports that Lionel Hampton will do a radio series for UBC’s seven radio stations. The series will include two half-hour shows per week and will be available for syndication in cities not serviced by UBC.

Revival ■ KMOX St. Louis says it’s seeking to bring drama back to local radio with the introduction Oct. 28 of *Theatre Workshop*, locally produced series in cooperation with area colleges and universities. *Workshop* is broadcast Sunday nights as part of the station’s new fine arts format for that time period.

Government films ■ Norwood Films, a division of Norwood Studios Inc., Washington, D. C., has released a catalogue of U. S. government films available for distribution. The catalogue lists 2,076 films, arranged in 21 major

and 202 secondary categories. The films are for sale to the public.

Weekly news review ■ Frank Edwards, veteran broadcast newsman and commentator, this week (Oct. 29) starts a 15-minute weekly review of the news exclusively for the American Freedom Network, service offering radio stations news and comment on important affairs from various points of view.

Film firms start work on exhibit in Chicago

Four working committee were named last week for Television Film Exhibit—1963. The exhibit will be held by film distributors in Chicago from March 30-April 3, 1963, during the NAB convention (BROADCASTING, Sept. 24).

The committees and personnel: business affairs, Harvey Chertok of Seven Arts Assoc.; Robert Weisberg, Television Affiliates Corp.; Robert Yamin, United Artists Television; publicity, Gene Plotnik, King Features Syndicate; Keith Culverhouse, MGM-TV, and Joe Fusco, Official Films; entertainment—Leo Gutman, Four Star Distributing; Donald Klauber, Seven Arts Associates; Gordon Hellman, Warner Bros. Television; rules—Barry Lawrence, Allied Artists Television; Leonard Firestone, Four Star Distributing, and Joseph Kotler, Warner Bros. Television. Alan

Silverbach of 20th Century-Fox Television has been added to the executive committee.

World crisis delays telecast of ‘Tunnel’

NBC has decided to postpone telecasting its documentary showing the construction of an escape tunnel under the Berlin Wall “because of the critical international situation” that developed last week. The 90-minute program, entitled *The Tunnel*, had been scheduled for Oct. 31.

The network has been criticized by the State Dept. for filming the construction of the tunnel and it received protests from the governments of West Berlin and West Germany. But until the Cuban crisis erupted, the network indicated it would show the film as scheduled (BROADCASTING, Oct. 22).

Last Tuesday, however, the network announced it “has concluded in its own judgment that this is not an appropriate time to broadcast its documentary program showing the construction of a tunnel under the Berlin Wall and the escape of East German refugees.”

NBC said the State Dept. has not asked the network to refrain from showing the film and has said it would not do so. Network officials emphasized that the broadcast is being postponed, not canceled.

NEW VISTAS FOR SMALL SCREEN TV

More U.S., Japanese setmakers ready transistorized lines

More television set manufacturers are introducing transistorized small-screen models into the American market.

Among the set makers with miniaturized sets already on the market or planned for introduction later this year or early 1963 are at least three Japanese companies and two American firms.

A spokesman for General Electric said the company is seriously thinking of introducing a 10-inch set next year (CLOSED CIRCUIT, Oct. 22). Although he declined to expand on GE's plans, he indicated that interest in the small-screen market has been increased by recent Japanese entries.

Channel Master Corp., Ellenville, N. Y., plans to introduce an eight-inch receiver made by Sanyo Electric Co., Osaka, Japan, in about eight weeks.

They will carry the Channel Master brand name.

Sony Corp. of America has begun marketing the smallest of the miniaturized units, a model with a five-inch picture tube, which may be operated by regular house current or rechargeable battery (BROADCASTING, Oct. 15). A set with an eight-inch picture tube was marketed by Sony in 1960.

A six-inch set, operated on house unit or battery, made by Hayakawa Electric Co., Osaka, Japan, will be introduced by Sharp Electronics Corp., New York, in January. This company also plans to market an eight-inch battery set in mid-November.

Another Japanese distributor, Starlite Electronics, New York, which has an 8½-inch set on the market, is planning to introduce an 8-inch model in December.

Although other manufacturers are getting into the act, trade observers doubt that transistorized tv will ever be as "hot" an item as transistorized radios. Price is the big factor, they claim, since most transistorized tv models are still in the \$200 and above category. Others note that Americans prefer large screen sets, price notwithstanding.

Defenders claim, however, that the small-screen transistor models are more practical since they do not overheat and that they have a "longer life."

A transistorized 19-inch tv set was introduced by Motorola several years ago.

RCA now turning out transistor recorders

RCA's Camden, N. J., plant last week shipped its first fully transistorized tv-tape recorders. The first two units for commercial broadcasting went to ABC-TV's new Washington news program facility.

In the non-commercial area, the first of the new recorders was delivered to the Navy Photographic Labs, Washington, for use in producing training films. A regular shipping schedule to customers in the U. S. and abroad began shortly after the initial orders were filled.

Volume production is underway on the new TR-22 recorder and RCA said it is committed to a two-shift production schedule "well into next year" to fill commercial, military and foreign orders already received.

In the \$60,000 price range, the TR-

22 is capable of recording program material in color with the addition, within the single console, of a color equipment module. Stabilized circuits assure uniform picture quality over long periods of operation and free operators from the constant attention that was required by early tv-tape recorders, according to RCA's Broadcast and Communications Products Division.

Engineers hear case for 8 mm filmed news

The use of 8mm sound-on-film cameras may eventually cut news and film costs for tv stations by 50%. This word was given the semi-annual convention of the Society of Motion Picture and Television Engineers in Chicago last week.

The use of 8mm for tv news work was demonstrated Monday night by WGN-TV Chicago. WGN-TV used a new 8mm sound-on-film amateur camera produced by Fairchild Camera and Instrument Corp. (Light weight, completely self-contained, \$269 with single lens and \$359 with zoom lens) that day to film material for its regular 10 p.m. newscast.

Although earlier controlled tests by Fairchild and WGN-TV had showed 8mm definition comparable to the conventional 16mm newfilm, Monday night's 8mm display was not rated up to full expectation. A grain problem noted on the 8mm film telecast was ascribed to outside processing difficulties.

The televised 8mm test was supervised by Dick Hance, WGN news executive producer, who was optimistic about the small film's eventual potential. But he cautioned that the newscast use was only for the purpose of practical experiment. He did not think regular amateur gear would stand the rigors of normal daily news operation although it is fine for the hobbyist.

At present there is no professional 8mm equipment for use in tv. None of the SMPTE exhibitors indicated any plans to produce such gear. Among basic problems to be settled first is whether the sound will be optical or magnetic stripe. Both sides of this issue have strong advocates.

To broadcast the 8mm newfilm at WGN-TV a standard Fairchild Cinephonic 8mm projector was modified and projected into the regular vidicon chain. The shutter of the projector was redesigned with a five-blade shutter to eliminate "shutter bar" when projected into the vidicon chain. The standard motor also was replaced with a synchronous motor to control speed



New film-tv recorder

Vue-Tronics Inc., a Los Angeles electronics firm, has introduced a new video film recorder which it says provides professional broadcast recording quality.

The recorder, RK-120, shown here, permits dubbing through microphone inputs, horizontal synchronization, automatic or line-by-line control for video tape transfers and polarity reversal, said the manufacturer.

Housed in a two-bay 48-inch rack, the RK-120 is priced at \$22,000.

precisely. Timing belts were substituted for the smooth belt drive to the shutter and a two-inch 8mm projection lens was designed to replace the standard 13mm lens in the projector. The lens modification enabled the image size to be matched to the vidicon camera through a tv multiplex unit.

The film stock used in the WGN-TV 8mm test was DuPont 930 and 931 perforated for 8mm and pre-stripped for magnetic recording. Mr. Hance said the only other equipment change needed was a set of 8mm rewinds for the station's 16mm editing equipment.

General Tel's income sets new firm records

Net income of General Telephone & Electronics Corp., New York, set new records in the third quarter of 1962 and in the year's first nine months. Consolidated net income for the nine months rose more than 14% to \$59.2 million (79 cents a common share) compared with \$51.8 million (70 cents a share) in the same period of 1961.

Third quarter consolidated net income in 1962 was \$20.8 million (27 cents a share) compared with 1961's similar period income of \$17.8 million (24 cents a share).

Donald C. Power, chairman and chief executive officer of GT&E, stated that net income of subsidiary Sylvania Electric Products Inc., for the first nine months of 1962, was up 44% over last year.

Technical topics...

Sales up ■ International Rectifier Corp., El Segundo, Calif., producer of solid-state rectifiers and related semiconductor devices, had record high sales of \$17,882,213 for the fiscal year ended June 30, up 23.2% from the previous year's sales of \$14,512,735, the company has reported. Earnings after taxes were \$1,207,282, or 50 cents a share, compared with earnings of \$1,108,216, or 46 cents a share, a year ago.

New CBS Labs entry ■ A transistorized video distribution amplifier, model VA-1, has been introduced by CBS Labs, Stamford, Conn. Designed especially for tv broadcasting, military and industrial video systems, the new solid-state package contains eight plug-in amplifiers and two power supplies. Capacity is 24 outputs at approximately \$100 per output. The package occupies 7¼ inches in a standard mounting rack. The VA-1 is available on 90-day delivery. Plug-in amplifiers are also sold individually.

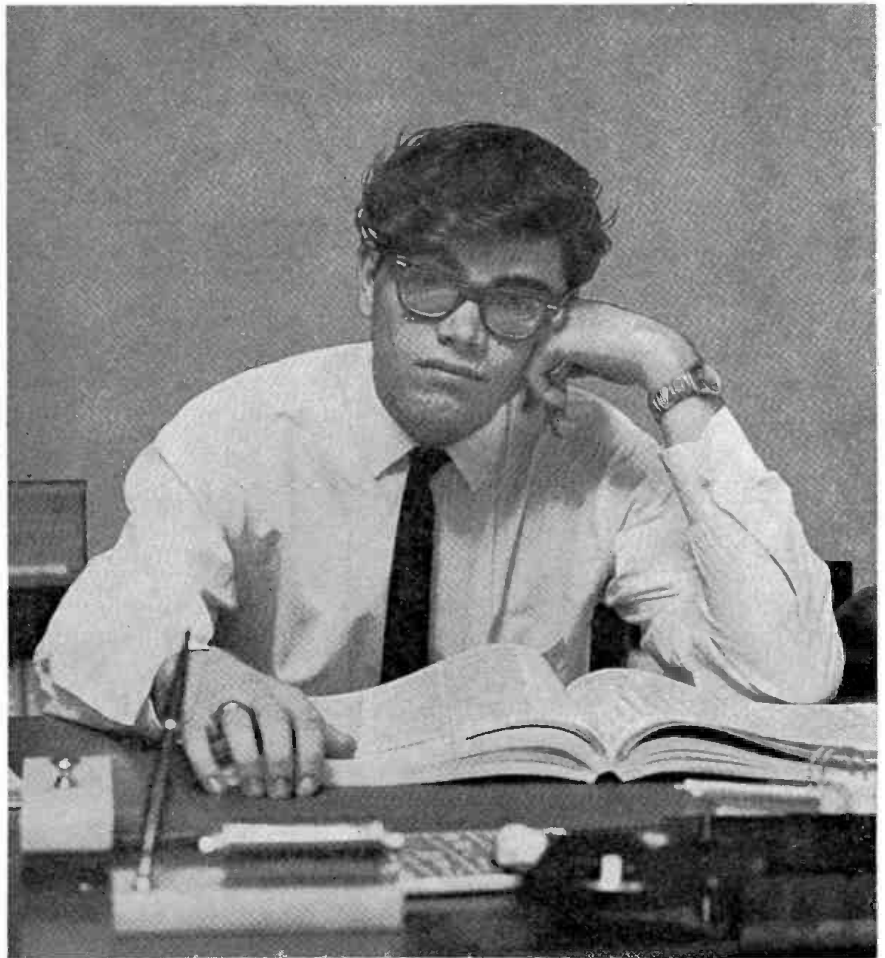
Compact mike ■ A small, condenser Sony microphone with a uni-directional

cardioid pattern with 25 db front-to-back sensitivity, specially designed for broadcast, recording and entertainment use, is now available, according to Superscope Inc., Sun Valley, Calif. The C17B is complete with power supply, connecting cable and carrying case and is 3¾ inches long by ½ inches in diameter.

Entron gains ■ Entron Inc., Silver Spring, Md. (maker of catv and other equipment), reported net sales and revenues of \$1,519,644 for the six months of its fiscal year ended Aug. 29. This is a 127% gain over \$668,979 net sales and revenue for the same period in fiscal 1961. Net income for the 1962

six months totaled \$142,601 (52 cents per share) as compared with a loss of \$146,953 for the same period in the previous year. James L. Lahey, president of Entron, attributed the higher business level to a 35% increase in sales of Entron products to catv systems and to the completion of major construction projects.

Studio lamp ■ General Electric announces a 1250 w, 208 volt pencil-thin incandescent light using an iodine cycle and intended for studio or outdoor use. Over-voltage operation—up to 240 volts—provides up to 30% more light than is produced by 1500 w quartz-iodine lamps, GE said.



Harry Straw, of the dry hair ads, didn't make the Tricorn Club

Harry wasn't in the lifeless scalp commercials. He just buys TV spots for them. He just didn't know that North Carolina's No. 1 metropolitan market is the prosperous three-city "tricorn" . . . Winston-Salem, Greensboro, High Point . . . No. 1 in population, households and retail sales. Knowing those facts is all it takes to crack this exclusive club, Harry. Then schedule WSJS Television, of course—which is the No. 1 way to saturate the Tricorn Market (and the surrounding rich area thrown in). You get a Club hat with feathers, Harry, if you also remember North Carolina is the 12th state in population . . . and that no self-respecting spot schedule can ignore the No. 1 market in the No. 12 state! You'll be a real smoothie with clients and account execs, Harry, when you join the Tricorn Club — provided our official hat can fit onto your tousled wig.

WSJS TELEVISION  
WINSTON-SALEM / GREENSBORO / HIGH POINT

A WORLD RADIO-TV ORGANIZATION?

Telstar's advent enhances proposals for global association during European Broadcasting Union's first sessions in U.S.

With Telstar as the spur, talk over the need for an international broadcasting organization dominated the public sessions of the European Broadcasting Union in New York last week and figured prominently in the private business meetings as well.

There was no official word on planning for a world organization pending completion of the final meeting and a news conference slated Friday afternoon (see AT DEADLINE). The union's president, Olof Rydbeck, made clear in several public appearances, however, that the wish to set up "machinery for intercontinental contacts" was evident throughout the private sessions.

"This week is historic in international broadcasting," Mr. Rydbeck, who also heads the Swedish Broadcasting Corp., said in an informal talk on Thursday,

Administration, FCC and NAB, among others.

Global Aspects ■ Virtually all the public speakers emphasized the global status of television and directly or indirectly advocated formation of a world broadcasting organization.

■ NBC Chairman Robert W. Sarnoff proposed the creation of a "World Broadcasting Union" and suggested that the Europeans establish a study group to investigate and make recommendations.

■ CBS President Frank Stanton endorsed this and similar proposals but suggested that the European group's U.S. and Canadian associate members first look into the feasibility of setting up "some sort of administrative structure or machinery" on this side of the Atlantic to facilitate tv program ex-

"international contacts" should be established and that they would try to work out a "mutual understanding and arrangement" with American broadcasters.

■ Donald W. Coyle, president of ABC International, told delegates that "future development of worldwide television is at stake" and also solicited their participation in an ABC plan to make programming available to other countries—a proposal that brought unofficial protests from CBS and NBC authorities on grounds that it violated a three-network agreement to avoid "commercial pitches" to the European guests. ABC authorities insisted Mr. Coyle had violated no understandings.

■ Jean D'Arcy, director of the radio and visual services division of the United Nations office of public information, characterized the union's meeting as one which "really attests to the birth of international television and forsee the creation of a worldwide television."

■ John F. White, president of National Educational Television & Radio Center, and chairman of the American planning committee for the union's conference, saw in worldwide television an instrument for international understanding and peace.

The conference opened Monday morning with addresses by President Rydbeck (see condensed text, page 74) and Messrs. White and D'Arcy. Mr. Sarnoff spoke at a luncheon given by NBC on Monday, Mr. Coyle at a luncheon by American Broadcasting-Paramount Theatres on Tuesday, and Dr. Stanton at a luncheon by CBS on Thursday.

"The age of global television is upon us," Mr. Sarnoff said in proposing formation of a World Broadcasting Union.

Suggests Study ■ He suggested that the union set up a study group to examine the prospects and, hopefully, propose steps to be taken. He hoped the union would see fit to invite "appropriate participation" in such a study group by non-members of the union and by non-European associate members.

"I can pledge to you the full cooperation of NBC in such a project," Mr. Sarnoff asserted. The three networks are among the European organi-



ABC's Coyle

CBS' Stanton

NBC's Sarnoff

EBU delegates hear spokesmen from three networks

fourth day of the five-day meeting.

Some 60 delegates from 19 countries attended the union's sessions, the first held outside Europe since the organization was formed 12 years ago.

Representatives of U.S. organizations which are associate members of the union participated in the week's deliberations. These include ABC, CBS, NBC, the National Educational Television & Radio Center, the National Assn. of Educational Broadcasters, and the U.S. Information Agency.

The public sessions were limited primarily to the opening meeting on Monday morning, luncheons at which the individual networks were hosts, and portions of a one-day visit to Washington for meetings with officials of the USIA, National Aeronautics & Space

Administration, FCC and NAB, among others. He also disclosed that CBS-TV is considering a *Town Meeting of the World* program which would be fed by Telstar next spring.

■ ABC authorities were reported to have proposed in a private session that broadcasters of the U.S., Canada and Mexico form a North American Broadcasting Assn. which generally would function on this continent as the union does in Europe. One of the union's chief activities is in the operation of Eurovision, which exchanges live tv programming among European countries, but it also functions in many other ways in both radio and tv.

■ President Rydbeck indicated on different occasions that the union's European members feel some sort of

zation's associate members.

Mr. Sarnoff felt that the World Broadcasters' Union, like the European organization, should be for broadcasters, not governments, and should be non-political. It would "be open to broadcasters of every nationality on earth, for its usefulness would rest in large part on its universality," and should be committed to the "spirit of free expression and open channels between nations."

Organized Approach ■ CBS President Stanton said he "strongly" endorses Mr. Sarnoff's and other proposals for an organized international approach to the study of world tv broadcasting.

But "preliminary to an international union," he suggested, the European group's associate members in the U. S. and Canada should investigate machinery to expedite the exchange of programs between this and other continents.

Dr. Stanton told the EBU that "through Telstar we now can, and should, bring together the best minds, the most informed, most articulate, most concerned spokesmen of all peoples to explore these urgent matters [from atmospheric testing of nuclear weapons to trade barriers], together and face to face, with all our countries sitting in as witnesses." He continued:

"CBS is now studying the technical conditions—the orbit path and duration of usability—under which Telstar can be used this coming spring, as it approaches its first anniversary, for the *Town Meeting of the World*.

Best Programs ■ In his speech ABC International's President Coyle called upon the union's members to make their "best programming" available to other nations of the world.

"We at ABC propose to seek out each member delegation of this conference for the purpose of discussing what product can be made available to world markets," he said.

He said ABC International's 22 associated stations overseas were asked to send representatives to New York this week, "at which time, with your cooperation, we shall expose them to the program offerings of the EBU member organizations. The results, we believe, will represent a great step forward for international television in its most vital and meaningful sense."

UN Show Purchased ■ Mr. Coyle did not indicate in his speech whether the European broadcasters and ABC would be paid for any programming thus contributed or handled, or whether stations using the programming would be charged. He did announce that ABC International, in cooperation with the UN, has purchased *International Perspective*, a new documentary series,

for distribution to its Latin American stations "at no cost."

Mr. White, of the National Educational Television & Radio Center, concentrated primarily on tracing the evolution of broadcasting and the U. S. system. The commercial system provides less-balanced program fare than a controlled system, he said, but in the process it leads to another benefit: "This very lack [of balanced programming] has made it possible for a new kind of television system to be born here—a noncommercial system devoted solely to cultural, informational and educational programming.

International Tv's Birth ■ The UN's

Mr. D'Arcy characterized the meeting as one which "really attests to the birth of international television and foresees the creation of a worldwide television."

Mr. D'Arcy suggested that existing and proposed regional groups of broadcasters might serve as "a light superstructure" or Federation of Regional Organization. These groups include the African Nations Radio & Television Union formed a month ago and the Asian Broadcasting Union which is contemplated, along with the European Broadcasting Union, the International Radio & Television Organization and the Inter-American Assn. of Broadcasters.

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Peace Corps etv project in Colombia to start by Jan. 1

Training of U. S. volunteers for a Peace Corps etv project in Colombia is scheduled to begin by Jan. 1, depending on establishment of a central Colombia government agency to coordinate that country's television system.

The project, possibly a forerunner of others throughout the world (BROADCASTING, Aug. 13), will involve at least 60 volunteers directed by a professional television executive who has etv experience.

Tedson J. Meyers, former administrative assistant to FCC Chairman Newton N. Minow, and now a special consultant to the corps, returned from Colombia Oct. 19 and reported the only obstacle is the absence of a government decision to set up a tv agency. The Colombian government changed regimes in the summer and the Peace Corps is

hesitant to go ahead without a firm word from the host country.

The corps personnel will be in two groups.

About 10 volunteers will work in the studio under a paid staff director with 10 Colombian counterparts (producers and directors training to take over and replace the yanquis).

In the field (classrooms) about 50 volunteers will instruct Colombian teachers in the use of etv. This group of volunteers will be selected from more than 460 young U. S. men and women applicants who are college-educated but do not have enough etv experience to qualify for in-studio assignments, the corps explained.

Director Picked — The Colombian etv staff director has been chosen, said William F. Haddad, Peace Corps

associate director for plans and evaluation in Washington. But no personnel assignments will be announced until the project reaches final form, Mr. Haddad said.

At present, Mr. Haddad is in charge of the corps' embryonic etv program; however it is anticipated a professional etv administrator with a background in international television may be selected to coordinate all corps etv projects—if others develop. Several nations expressed continuing interest in etv at the corps world conference in Puerto Rico Oct. 10-12, said Mr. Haddad. A total of 42 nations, 10 international organizations and eight private agencies were represented.

He said the only effect the Cuban crisis is expected to have on the Colombian etv project is one of priority.

U.S., Japanese tv outlets exchange programs

KTVU (TV) CREW FOLLOWS UP SISTER-CITY CEREMONIES

Taking a cue from the ties their respective cities established this month, KTVU (TV) Oakland, Calif., and RKB (TV) Fukuoka, Japan, have inaugurated links as sister-stations.

They have so far assisted each other in preparing programs intended to introduce the citizens of both cities to each other's way of life.

The first program exchange took place in Japan when about 45 delegates from Oakland were received in ceremonies Oct. 13 at Fukuoka, an indus-

trial seaport (population 650,000) on the westernmost Japanese Island of Kyushu. Quentin T. Kelly, KTVU director of press and publicity and Claud Mann, feature reporter assigned to film the city and the ceremonies, were KTVU representatives.

They presented Hidezo Kaneko, president of the RKB Mainichi Broadcasting Co. Ltd., a half-hour film of the San Francisco Bay area requested by the Japanese station.

In return, Mr. Kaneko assigned the

KTVU personnel 12 newsmen (from his 50-member news department) who shot film for the Americans, presenting them with 4,000 edited feet, said Mr. Kelly.

KTVU will broadcast two hour documentaries using the Fukuoka material on Nov. 11 and 20.

Mr. Kelly reported last week that KTVU is planning to welcome RKB representatives to Oakland early next year. Meanwhile, the stations are exchanging news film and other program material. Personnel exchanges also are being considered, he said.

U.S. image-building called too restrictive

Television Program Export Assn. has claimed that U. S. efforts to present a "favorable" image behind the Iron Curtain are curtailing the number of American entertainment programs being carried there and allowing more time for Soviet films.

John G. McCarthy, TPEA president, reported that he had made a formal protest to the Informational Media Guarantee Division of the United States Information Agency and had requested that IMG reconsider its criteria for U. S. programs in Poland and Yugoslavia. Mr. McCarthy said that IMG officials noted a possibility that the new criteria set up by IMG had been applied "too stringently" and they promised to reconsider "previously made negative decisions." The IMG division guarantees the convertibility of foreign currency into U. S. dollars for approved programs sold by U. S. distributors.



Two representatives of KTVU (TV) Oakland appeared on a national Japanese telecast during sister-city and sister-station ceremonies in Japan (see story). Seated (l-r): Moritoshi Kabashima, RKB Fukuoka newsmen;

Hiomichi Ito, information advisor and interpreter, Fukuoka American Cultural Center; Quentin T. Kelly, director, press and public relations, KTVU, and Claud Mann, KTVU feature reporter.

Likes Everything About the All New "BIG G"...

Mr. Don M. Lidenton, Owner-Manager of Station KLID, Poplar Bluff, Missouri, Reports on the New Gates BC-1G 1 KW AM Transmitter:

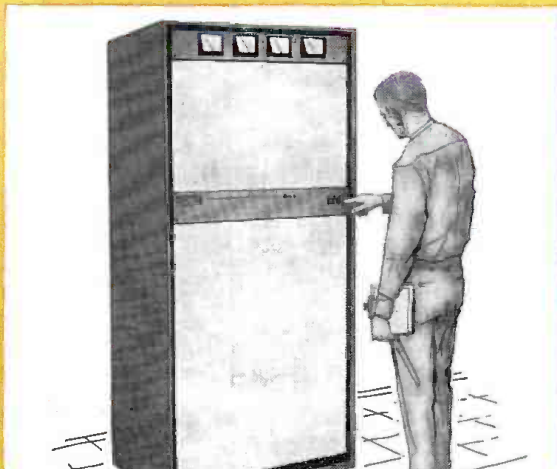
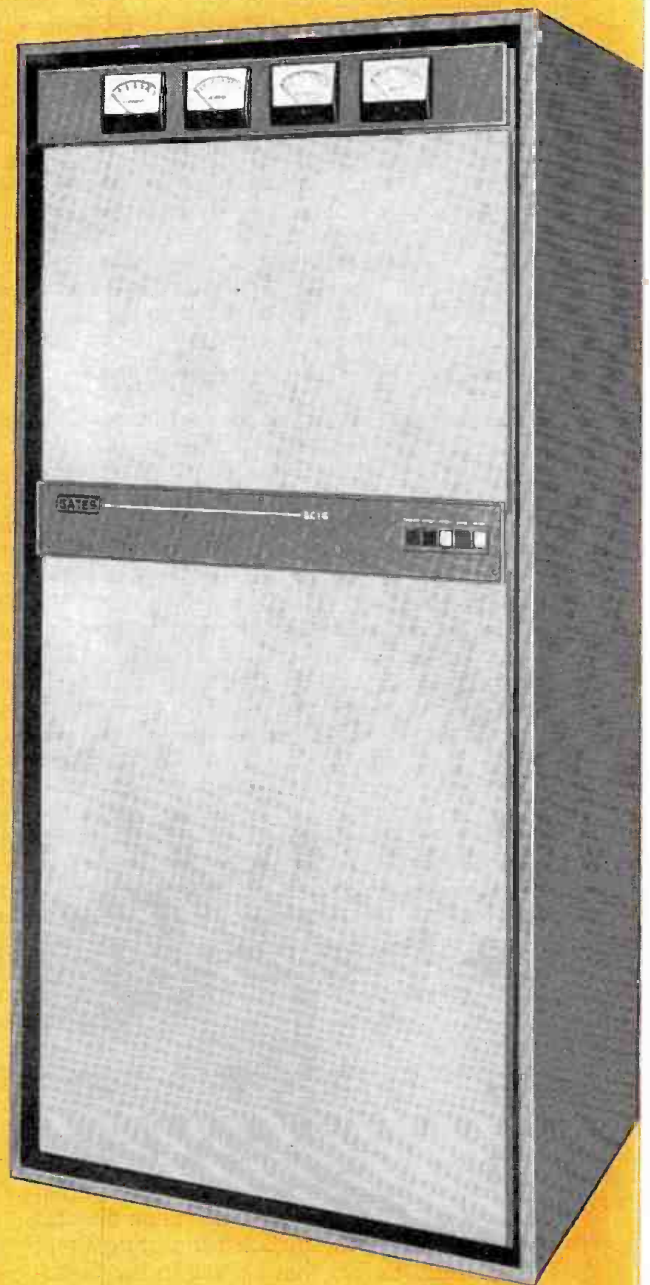
“I like everything about my new Gates BC-1G. I especially like the fact that it uses triodes in the final and modulator, and that the RF driver is modulated, too. I am also very pleased with the cathode follower, direct coupled driver in the audio circuit and the audio feedback circuit.”

This all new BC-1G transmitter – the “BIG G” kilowatter from Gates – combines rigid day-in and day-out dependable operation with the most satisfying fidelity of transmission ever achieved in a 1 KW transmitter.

It's new from top to bottom, inside and out – with big features that give full-time top performance. For instance: Silicon rectifiers used in all power supplies for lifetime reliability without tube change, 833A tubes – the most reliable power tube available – used in both R.F. and modulator circuits, and a new convectional cooling system designed to greatly lengthen component and tube life.

And to make your dial spot light up with that “million dollar sound,” Gates engineers have concentrated on low intermodulation distortion. The combination of a cathode follower audio driver, an unusual over-all feedback system, low leakage reactance in the modulation transformer and modulating the R.F. driver as well as the power amplifier has resulted in an unusually rich, “clean” fidelity of transmission that will make your listeners *sit up and listen*.

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How the EBU is fostering the development of television

The development of European television after the war coincided in time with [the] urge among the peoples of Europe to get together, to learn to know each other better and to exploit together the spiritual and material vast resources of their continent. The only way of mastering the difficulties which had to be overcome, if the full potentialities of European television were to be realized, was by close cooperation. However, it would be a mistake to believe that the organization of the exchange of television programmes is the only important task of the European Broadcasting Union.

I would like to stress the strictly practical and professional nature of our operations. The EBU keeps entirely clear of politics. Our members are broadcasting organizations, not states or governments, and they retain complete authority over their own activities.

The member organizations working together do not only represent countries with greatly differing traditions, political and economic systems. Their status within society and in relation to the state also varies greatly. There are state run and owned organizations, independent public corporations, or private companies; there are monopolies and there are competing organizations; there are federally organized systems, there are organizations financed by license fees or by advertising or both. From what I say you will realize that it is no concern of the EBU what the position of a member organization is within its country or how it is organized or financed. The task of the EBU is to further the common interests of all its members in the purely professional field, whatever their legal status.

On this solid foundation of a real community of interests it has been possible to develop an organization which

works effectively and with a high degree of harmony in spite of the great differences of backgrounds of our members. I do not think it is going too far to say that the EBU has become an indispensable institution to all its members.

The History of EBU ■ Founded in 1950, the EBU is the direct descendant of the International Broadcasting Union, created in Geneva in 1924, and as such can rightly claim to have been associated with the development of broadcasting from the origins of sound radio to the subsequent rise of television with its global perspectives of international cooperation which we are dealing with today.

Active membership is restricted to the broadcasting organizations of the European broadcasting zone which are members of the International Telecommunication Union, but, as you well know, organizations belonging to countries outside this zone may be admitted as associate members.

Today the EBU has 27 active members, belonging to 25 countries. The 23 associated members are broadcasting organizations from the following countries: Australia, Congo (Leopoldville), Burma, Canada, Ceylon, Ghana, Haiti, Japan, Morocco, New Zealand, Nigeria, Pakistan, Rhodesia and Nyassaland, Union of South Africa, the U.S.A. and Volta. Thus in all the EBU has 50 members from 42 different countries. The EBU derives its income mainly from the subscriptions of its active members and the contributions of its associate members.

The General Assembly of the EBU meets once a year and is the supreme body of the Union. The administrative council, which meets twice a year, consists of eleven administrators who represent the members of the EBU collec-

tively, and deals not only with administrative matters but with all questions of policy, decisions on finance, etc.

We have three permanent committees, the technical committee with E. L. E. Pawley, BBC, as chairman; the programme committee, whose chairman is M. Bezencon, Société Suisse de Radiodiffusion, and the legal committee with M. Lenoble, Radiodiffusion-Télévision Française, as chairman. These committees have a number of working parties and study groups engaged in the study of various questions particularly in the field of television, including a group concerned with the organization and co-ordination of the programme activities, mostly inside our Eurovision exchanges. This group, the planning group, is presided over by Mrs. J. Spicer from the BBC.

The EBU has its headquarters and administrative office in Geneva. The director of the administrative office, Charles Gilliéron, also performs the duties of secretary general and Georges Straschnov is also a director and the EBU's legal adviser. The Technical Centre of the EBU, under its director, Georges Hansen, has its offices in Brussels and its technical installations at Jurbise, near Mons.

Responsible for Eurovision ■ The programme commission promotes and co-ordinates the work related to international exchanges and originates a wide variety of activities, which have a direct bearing on the international scene. In one field the programme committee is specially active, namely in the field of Eurovision.

The Eurovision network links by now 17 European countries. The creation of Eurovision has made a profound impression on millions of Eurovision viewers in Europe.

The theory underlying the Eurovision transmissions over the network pertains to a real programme exchange. Each Eurovision member contributes towards the cost of the operation and overhead but contributes in principal with programmes free of programme costs and consequently obtains programmes free of programme costs. What a member spends and what benefit it obtains will roughly, during a certain period, come to the same.

In special study groups the programme commission deals with many questions; e.g., school television, news, programmes for children, agricultural programmes, etc.

The EBU technical committee is responsible for the co-ordination between

Olof Rydbeck is currently completing his first term as president of the European Broadcasting Union, was recently re-elected for a second two years. He has been director general of the Swedish Broadcasting Corp. since 1955. Before that he was in the Swedish foreign service, starting in 1939. His assignments included service in the U. S. (1948-49). The accompanying article presents the text, somewhat condensed, of his address opening the EBU sessions in New York last week (also see page 70).



the members and it takes up all technical problems of common interest to all broadcasting organizations, such as better use of the frequency bands and wave propagations on these bands, standardization of recordings of radio and television programmes for international exchanges, interference countermeasures, improvement of long-distance television transmissions, characteristics to be adopted in stereophonic transmission, colour television, etc.

The legal committee is a body that determines the actions to be taken by the EBU concerning standardization and simplification of the legal conditions. One of the most important aspects of the work of this committee is undoubtedly the field of copyright, both on the national and on the international plane.

The administrative office in Geneva is the headquarters of the Union, where in principle all matters except technical questions will be handled; that means general legal and programme questions.

The most spectacular activity of the Technical Centre in Brussels is in the field of Eurovision. The Centre is in charge of the technical arrangements for most of the international exchanges of television programmes. Another aspect of the work of the Technical Centre is the monitoring of broadcasts on the various frequency bands, in particular on long and medium waves. The Receiving and Measuring Station at Jurbiex picks up all broadcasts capable of being heard in Belgium and its observations permit the Technical Centre to publish lists of stations at regular intervals.

The scope of the EBU's work, which is wide and varied, is reflected in its periodical, *The EBU Review*, published in two separate English and French editions, part A technical and part B general and legal.

EBU Not Limited - The EBU has been created primarily to meet the needs of European broadcasters but from the very beginning it has established relations with broadcasting or-

ganizations in other continents and been happy to receive many of them as associate members. The European character of our union has never been allowed to mean a limitation in our range of interests. Both short term self interest and a long term assessment of the likely future development of broadcasting have pointed in the same direction towards the need for an ever closer cooperation not only within Europe but between broadcasters all over the world. If anybody should have had any doubts about this before, the recent successful programme exchanges via Telstar will have dispelled them.

However, the EBU members in Europe wish to approach all the new possibilities and all the new problems confronting us in the same empirical spirit and the same practical way in which we have dealt with our European problems. Let us examine the situation in all its aspects and apply whatever solutions which we consider likely to lead to what will always be our chief aim: to further the possibilities of a free and increasing flow of programme matter from country to country, from continent to continent.

Other countries' gains evoke BBC concern

The supply of tv equipment by an industrial country to an emergent nation not only results in sales of the former's tv programs but boosts its general export trade to the new nation as well. That is the conclusion drawn by the British Broadcasting Corp.'s just-issued annual report and accounts for 1961-62.

The report sees this as a danger to British exports since many tv stations in developing countries are owned or managed by American and other non-British companies.

Discussing the aim of television, the report says it should be able to bring live programs from greater and greater distances. It welcomes the development of the Eurovision network and the advent of Telstar.

The rapid growth in overseas short-wave broadcasting by China which now "rivals the Voice of America" is noted by the report which describes the arrival of China as an international broadcaster as "a political event of great magnitude." For the first time the Communist world has two oracles of comparable importance, the BBC said.

BBC considers the ending of the British special programs service in the U. S. as "particularly damaging." In 1961, the last full year before the service ended, the broadcasting of BBC programs by U. S. stations reached an all-time record of 13,889 hours. They were used by 1,500 stations.

The report reveals that in 1961 an un-

precedented amount of data on listening to western broadcasts in Russia was obtained from several hundred contacts in that country. These showed listeners to BBC Russian programs located in over 60 cities. The reasons most frequently given for listening were a desire to get reliable and accurate news to compare with Soviet sources, and curiosity about life and events in the West, the report says.

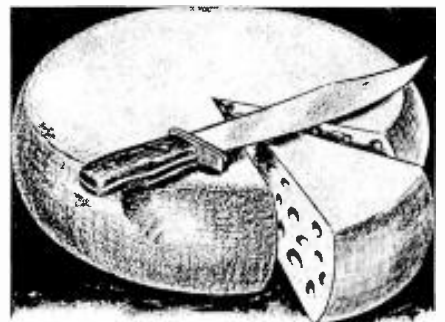
BBC's net income from listener licenses was \$102,849,228, an increase of \$8,985,343 on the previous year, according to the BBC document.

Sales up 40% abroad for Independent Tv

Independent Television Corp., New York, last week indicated that overseas sales will account for more than 40% of the company's total gross this year, compared to 35% of the gross in 1961.

The company said its projection for the year is based on a 40% increase in international sales for the first nine months of this year over figures for the corresponding period in 1961, when the company sold 43,272 half-hours of 49 different properties in 57 countries throughout the world.

Independent said sales are "literally



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booming" in Latin America, where it claims to be represented by more programming than any other distributor. The company cited the sales of 4,400 half-hours of programming to Mexico this year. All of its programs have been sold to Argentina. In Brazil, recent sales of *Whiplash*, *William Tell*, and the third years of *Lone Ranger*, *Fury* and *Lassie* make a total of 28 of the company's properties on the air. Peru purchased 24 series. The Dominican Republic signed for 16 shows in the last month.

Similar sales success in Canada also was reported. Contracts for 35 series, representing some 6,500 half-hours of syndicated programming, have been signed in Canada. Currently on the CBC-TV are *Sir Francis Drake*, *Supercar*, *Ghost Squad*, a group of "drama specials" and the *Jo Stafford Show*. The company's new music-variety series, *Broadway Goes Latin*, which has been sold in more than 30 U.S. markets, will soon enter international markets with Spanish and Portuguese versions currently in production.

The company called its contract with the United Arab Republic one of the most important sales of the year. The contract adds 650 half-hours of ITC programming to those previously sold, bringing the total to more than 1,000.

Blackburn burns

Walter J. Blackburn, owner of CFPL-AM-FM-TV London, Ont., and the daily *London Free Press*, was in no mood to thank the guest speaker at the Ottawa, meeting of the Canadian Institute of Communications in mid-October. The guest speaker was Sir Harry Pilkington, who headed the recent British royal commission on broadcasting. In his address Sir Harry had advocated a withdrawal of newspaper interests from station ownership. He felt that "there is at least a possible threat to democracy in capricious selection of news and its treatment, and also the unwillingness of the press and broadcast media to criticize the output of one another if they are in the same hands."

Mr. Blackburn refused to thank the speaker after reading an advance copy of the address. He also refused to allow his name to stand for re-election as an executive member of the institute.

The programs will be made available to all Arabic-speaking nations, including Iraq, Morocco, Libya, Iran, Saudi Arabia, Kuwait, Lebanon, Sudan and Aden.

Independent also announced a record production budget of \$15 million for new programming. Soon to be released are *Man of the World*, starring Craig Stevens; *The Saint*, starring Roger Moore; *Fireball XL-5*, featuring puppet-like creatures in the Supermarionation process; *Fractured Flickers*, starring Hans Conreid, and *Mr. Piper*, a children's series of 39 half-hours in color.

Latin American stations in public affairs project

NBC International Inc. Public Affairs Assn. has been inaugurated in Latin America. The plan calls for Latin American tv stations (outlets in Argentina, Guatemala, Panama, Puerto Rico and Venezuela have already joined) to present at least one NBC public affairs program each week.

Alvin Ferleger, sales manager, NBC International, noted that in the past, "interest in our programs was mostly in the field of entertainment." He went on to say advertisers, as well as the general public now recognize "the growing importance" of public affairs programming abroad.

The Public Affairs Assn. has already been activated in Japan, Australia, the Philippines and Hong Kong.

Non-CBS service urged for Gaspé

On the grounds that French-language viewers in the Gaspé Peninsula area of eastern Quebec should be able to see programs other than those of the Canadian Broadcasting Corp., an applicant for a new television station at Ste. Anne des Monts argued against granting satellite transmitters in the area to CHAU-TV Carleton, Que., and CKBL-TV Matane, Que. Tv Transgaspesienne Inc. was applying for a ch. 4 station with 100 kw video and 55 kw audio power at the Oct. 16 hearings of the Board of Broadcast Governors at Ottawa.

In other hearing actions, CJSS-TV Cornwall, Ont., requested the BBG to be allowed to become a satellite of CJOH-TV Ottawa, following losses of \$500,000 in three years of operation as an independent. Part of that time it was affiliated with the CBS-TV network. Local residents, including Cornwall Mayor Nicolas Kaneb, argued against the request on the grounds that if the CJSS-TV owners were not prepared to do at least one hour of local programming, the franchise should be made available to others. He felt that the trend towards big city stations would mean the disappearance of local stations.

CKAR Huntsville, Ont., and CHSJ Saint John, N. B., asked to be relieved of their affiliation with the CBC radio network on grounds the stations were losing necessary advertising revenue for the minimum 26 hours 7 minutes of weekly reserved time they had to give CBC programs.

Tv service to start In Trinidad Thursday

Tv transmissions will begin on the Caribbean island of Trinidad on Nov. 1. Programs will be provided by the Trinidad & Tobago Television Co. with headquarters at Television House, Port of Spain, Trinidad.

Shareholders in the company are Rediffusion (West Indies) Ltd., Scottish Television Ltd., CBS Inc., and the Trinidad and Tobago government.

It is estimated that there will be 7,000 tv sets in use by the end of this year and 30,000 at the end of 1964.

The main 5 kw visual, 2 kw aural transmitter will operate on ch. 2 on 525 lines and is located on the Montserrat Hills approximately in the center of the island. The site is 1,000 feet above sea level.

Programs will telecast every evening from 6 till 10. Time sales outside Trinidad are handled in the U. S. A. by Intercontinental Services Ltd., 20 E. 46 St., New York City.

WTRF-TV STORY BOARD



WALLSTREET MIX-UP! Try it the new drink called "Stocks-on-the-Rocks," despite the low spirit content, it delivers a powerful kick dead center.

"Real George!" wtrf-tv Wheeling ANY MAN resting on his laurels is wearing them in the wrong place!

Wheeling wtrf-tv PARTY STUPOR! Hostess: "Honey, what will I do with the party leftovers?" Host: "Call a cab!"

wtrf-tv Wheeling PARTY WHOOPER! Two drunks blundered into a girl's dormitory on the way home one night. One lost his head and ran; the other remained calm and collected.

Wheeling wtrf-tv YES, WE'D SAY a guy is down on his luck if he gets seasickness and lockjaw at the same time.

wtrf-tv Wheeling THATAWAY! Hear about the girl who was attacked right in the middle of Broadway? She thought it was Grand!

Wheeling wtrf-tv GEORGE AND THE DRAGON was the name of the restaurant. One night a hungry bum knocked at the back door and asked for a bite to eat. The woman angrily slammed the door in his face. A few minutes later, he knocked again and when she answered, he quickly asked, "May I speak with George?"

wtrf-tv Wheeling *GEORGE AND THE BRANDWAGON is the name of this story. It's about successful advertisers who have Reputable Hollingbery arrange spot schedules hitched to a bonus merchandising Brandwagon rolling in extra profits in the Wheeling-Steubenville Industrial Ohio Valley. Get the exciting details of the WTRF-TV picture and revealing developments from Rep George and his Wheeling Brandwagon braggin' cohorts. Ask 'em for a set of WTRFfiggies, our Adworld close-up frameables, too.



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The convenience, reliability and broadcast quality benefits of VISUAL 6000 automated programming have already proven themselves to these users . . .

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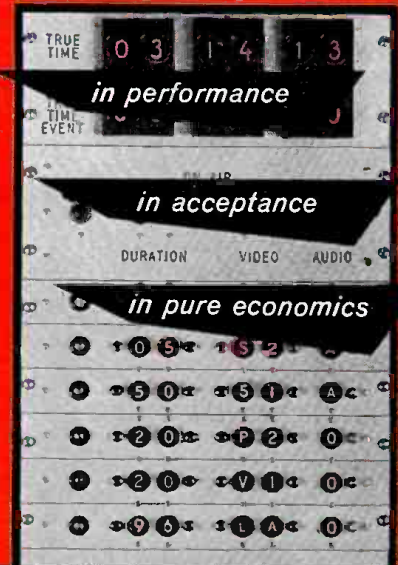
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Every step required for unattended operation, smoother programming, reduced manpower requirements, and integration with data processing equipment to serve sales, traffic, accounting, and programming departments. Every step to increased overall efficiency!

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FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Murphy

George T. Murphy, president of Personal Products Div., Johnson & Johnson, New Brunswick, N.J., since 1951, elected president and director of Revlon Inc., succeeding **Charles Revson**, who becomes chairman of board and remains chief executive officer. Mr. Revson has been president of Revlon since company was founded in 1932.

William Y. E. Rambo, advertising manager of Procter-Silex Corp., elected vp and director of marketing at Weiss & Geller, New York advertising agency.

John A. Thomas, senior account executive at Ogilvy, Benson & Mather, New York, elected vp.

Edward J. Ives, formerly of Endicott Johnson Shoe Corp., joins Chirurg & Cairns, New York, as executive on American Viscose and General Analine & Film Co. account.

William C. Dekker, vp-media director of Lambert & Feasley, New York, joins Fletcher Richards, Calkins & Holden, that city, as vp-media director. Before joining L&F in 1961, Mr. Dekker was with McCann-Erickson, serving as director of broadcast media and vp-media director.

William W. Kennedy, senior account executive at Foote, Cone & Belding, joins Los Angeles office of Grey Adv. as account supervisor.

James W. Nea, former creative consultant with Renner Inc. and The Aitkin-Kynett Co., both Philadelphia, joins

Ladd, Wells & Southward, Chicago advertising agency, as copy director.

Wilbur Kurtz, of Coca-Cola Co., Atlanta, Ga., elected governor of Seventh District of Advertising Federation of America, and **William B. Houck**, of Houck & Co., Roanoke, Va., elected governor of AFA's Third District at those districts' annual conventions, held recently in Nashville, Tenn., and Columbia, S. C.

Jim Joiner, art director of Young & Rubicam, and **Jim Infantino**, art director of T. N. Palmer & Co., join Fuller & Smith & Ross, New York, as art directors.



Mr. Kurtz

Ernest W. Kurtz Jr. appointed new products marketing manager of Grove Labs, St. Louis, division of Bristol-Myers Co. Mr. Kurtz, with Grove for 13 years, had served as brand manager and new products coordinator prior to his new appointment.

Eileen Nolan, formerly of C. J. LaRoche Inc., New York, joins Sullivan, Stauffer, Colwell & Bayles, that city, as copywriter.

Ernest Hartman, for four years senior producer at Doyle Dane Bernbach, New York, named to newly created post of associate director of radio-tv commercial department. **Thomas Connolly Jr.**, formerly of Leo Burnett, Chicago, joins DDB in New York as executive on General Mills account.

Wendell Eastling promoted to media director of Knox Reeves Adv., Minneapolis. Mr. Eastling, who joined Knox Reeves in 1954, has held positions there as budget and rate supervisor, media analyst, radio-tv timebuyer, assistant media manager, associate account executive as well as account executive on various products. Most re-

cently he has been executive on General Mills' Wheaties account.

Don R. Lyons, radio-tv director of Kircher, Helton & Collett, Dayton, Ohio, based advertising agency, elected vp in charge of radio-tv. Mr. Lyons has been active in radio since 1937 when he was employed as announcer, production director, and writer at former WSMK Dayton. In 1948 he joined WHIO-TV Dayton as production director and was later named program director. Mr. Lyons joined KH&C in 1955.



Mr. Lyons

George T. Laboda, director of radio and television for Colgate-Palmolive Co., New York, elected to board of directors of International Radio & Television Society, that city. He replaces **Roger M. Greene**, who resigned.

John M. Edgerton, formerly of Lennen & Newell, New York, joins Papert, Koenig, Lois, that city, as tv producer.



Mr. Jurgensen

James K. Jurgensen elected vp in charge of media and radio-tv production of Lilienfeld & Co., Chicago. Mr. Jurgensen joined Lilienfeld in 1955 as tv writer-producer. Previously, he was radio-tv director of Harper Adv. Agency, St. Paul.

Charles H. Kellstadt, retired board chairman and chief executive officer of Sears Roebuck & Co., renamed national chairman of Radio Free Europe Fund, private American organization that supports Radio Free Europe. As fund chairman he will direct 1963 nationwide campaign to solicit \$11 million from American people and industry.

Arthur R. Roberts, since 1958 account executive with Clinton E. Frank Inc., Chicago, promoted to account supervisor. Prior to joining Frank, Mr. Roberts was with Keyes, Madden & Jones, that city.



Mr. Roberts

Robert E. Tufts, formerly with Foote, Cone & Belding and Young & Rubicam, joins Geyer, Morey, Ballard, Chicago, as production manager, succeeding **Jack E. Seibert**, who has been appointed account service representative. **Allan Halverson**, former manager of Portland, Ore., office of David E. Evans & Assoc., joins GMB's Portland office in account management capacity.



THE MEDIA

Herbert F. Solow, director of daytime programs for CBS, Hollywood, joins NBC-TV as director of daytime programs, West Coast. Mr. Solow was program director of California National Productions, in New York and Los Angeles, before joining CBS in August 1960. From 1953 to 1956, he was talent agent, representing tv producers and packagers, at William Morris Agency, New York.



Mr. Solow

Edythe Klinger, account executive at KGBS Los Angeles, appointed sales director of KRHM (FM) Los Angeles and KPAL Palm Springs, Calif. Both stations are owned by Harry Maizlish. **Lester Meyers** and **Helen Quirk** named office managers of KRHM and KPAL, respectively. At same time, Los Angeles firm of McCormick & Hewitt was engaged as business management consultants for Maizlish properties.

William O'Donnell, formerly with KXOK St. Louis, joins CBS Radio Spot Sales, that city, as sales manager. **Ronald M. Gilbert**, account executive in rep firm's New York headquarters, promoted to sales manager.



Mr. Dailey

Don C. Dailey, general manager of KGBX Springfield, elected president of Missouri Broadcasters Assn. **Harold Douglas**, KMMO Marshall, elected vp, and **William Bates**, WDAF-TV Kansas City, elected secretary-treasurer. Elected to board of directors: **James F. Collins**, KFMO Flat River; **William Natsch Jr.**, KWOS Jefferson City; **William McKibben**, WIL St. Louis; **Robert Hyland**, KMOX St. Louis, and Messrs. Dailey, Douglas and Bates.

Richard D. (Rick) Buckley, program director of KGIL San Fernando, Calif., elected vp and general manager, succeeding Norman Boggs, who resigned two weeks ago as president and general manager (BROADCASTING, Oct. 22). Mr. Buckley had been director at NBC in New York for three years before joining KGIL. **Harold Arkoff**, KGIL sales manager, elevated to vp in charge of sales. **Richard Korsen**, who has been with ABC in New York in various program capacities, joins KGIL as program director. **May DeLape**, with KGIL for past three years, named office manager.

George Miller joins sales department of WITH-AM-FM Baltimore, Md., as account executive.

McKinstry to direct A-K's new St. Louis office

William D. McKinstry, media buyer at Gardner Adv., appointed director of new St. Louis office of Avery-Knodel, radio-tv representative firm. Office will open in Syndicate Trust Bldg., 915 Olive St., effective Nov. 1. **Edward W. Lier**, director of tv sales development, named



Mr. McKinstry

Mr. Lier

Mr. Larson

assistant tv sales manager in rep firm's New York office. **Alfred J. Larson**, salesman, named director of special services for television, with headquarters in Avery-Knodel's New York office.

Mr. McKinstry was on-the-air personality for WMIX-AM-FM Mt. Vernon, Ill., in 1958. In October 1959 he joined Gardner Adv. where he has been media buyer to present time. Mr. Lier, nine-year veteran

with Avery-Knodel, joined company after service with Shell Oil Co. He will be working directly under supervision of Robert Kizer, New York tv sales manager. Mr. Lier will continue to have overall responsibility for development of sales promotional material for rep firm. Mr. Larson, veteran salesman with Avery-Knodel, will continue to call on clients on behalf of tv stations represented by company.

Verne Wright named sales manager of WFBM-AM-FM Indianapolis. Mr. Wright, who joined WFBM stations in May 1959, previously served as Muzak sales engineer.

E. Gary Morrison, president of Western Pipe Line Inc., elected chairman of board of trustees of Southwest Texas Educational Television Council, licensee of KLRN (TV) (educational ch. 9) San Antonio, Tex. Mr. Morrison succeeds **W. W. Jackson** as chairman of board which makes policy for San Antonio etv station.

Don Howe, with H-R Television Inc., New York, since May 1960, appointed assistant sales manager in charge of systems and procedures.

William C. Wendt, manager of member service department of Radio Advertising Bureau, New York, joins Metro-media Inc., that city, as manager of corporate advertising.



Mr. Quaal

Ward L. Quaal, executive vp and general manager of WGN Inc., received first Kiwanis Citizen Responsibility Citation for his work in developing Good Practices Code of NAB and contributions to betterment of broadcast industry. Presentation was made by Merle H. Tucker, president and general manager of KGAK Gallup, N. M., and president of Kiwanis International, at luncheon in Ambassador West Hotel, Chicago. The Kiwanis meeting was attended by more than 250 newly elected district governors and other officers throughout U. S. and Canada.

Roy Hall, account representative at Peters, Griffin, Woodward, joins sales department of CBS Radio Network, New York, as account executive.

AUTOLOG™



GENERAL ELECTRONIC LABORATORIES, INC.
195 MASSACHUSETTS AVENUE, CAMBRIDGE 39, MASS.



Storer's co-founder, late J. Harold Ryan, honored

In special ceremonies Oct. 11 in Toledo, Storer Broadcasting Co.'s WSPD-TV dedicated its new facilities to the late J. Harold Ryan, radio-television industry pioneer and co-founder of Storer Broadcasting Co.

During the dedication ceremonies, **George B. Storer Sr.** (l), chairman of Storer Broadcasting Co., **Mrs. Frances Storer Ryan** (c), widow of J. Harold Ryan, and Toledo Mayor **John W. Potter**, discuss WSPD-TV's contribution to Toledo. WSPD, which began broadcasting in 1921, is the original Storer station.

Mr. Ryan, a successful Toledo businessman, joined his brother-in-law, George B. Storer Sr., to pur-

chase WTAL Toledo in 1921. WTAL later became WSPD, the first of the Storer stations. WSPD-TV remains at the 136 Huron St. location where it has been since its first sign-on in 1948. The building, which has been completely remodeled to Colonial style architecture, as is traditional for all Storer stations, was officially named the J. Harold Ryan Bldg.

Ohio Gov. Michael V. DiSalle, George B. Storer Jr., president of Storer Broadcasting Co., and Toledo area civic leaders were among others who took part in the special dedication ceremony which was televised by the station.

previously was associated with KCPX's sales staff from 1956 to 1959.

Arthur J. Beaudin, formerly of United Fruit Co., joins Knight Quality Stations of New England as merchandising liaison between group's five radio stations and grocers.



Mr. Scott

Bennett O. Scott, formerly with WIND Chicago for 19 years in various sales capacities and most recently general sales manager there, joins WFMT (FM) Chicago today (Oct. 29) as sales manager. **Ray Norstrand** relinquishes his duties as WFMT commercial manager but continues in his previous capacity as assistant manager and assistant publisher of WFMT's magazine, *Perspective*.

Ken Stuart, program director of KATR Eugene, Ore., promoted to manager, succeeding **David Miles**, who earlier was appointed managing director in charge of national and regional sales of Pacific Adult Radio. **Bruce Nidever** appointed KATR's assistant manager and **Bob Bailey**, formerly in charge of sales for KSHA Medford, Ore., joins KATR as commercial manager.



Mr. Bohunicky

Bernard P. Bohunicky, assistant chief engineer of WNAC-TV Boston, promoted to chief engineer, replacing **Harry Whittemore**, who is now chief engineer for all RKO General stations. Mr. Bohunicky, formerly with NBC in New York, joined WNAC-TV in June 1955 as assistant to Mr. Whittemore. He was appointed assistant chief engineer in March 1961.

S. L. (Stretch) Adler, vp and general manager of Paramount Tv Productions, Hollywood, and KTLA (TV) Los Angeles, accepts invitation to serve on executive board of Broadcasters' Committee for Radio Free Europe which begins its 1963 international relations campaign in early January. Others serving on board are: **Brig. Gen. David Sarnoff**, **Dr. Frank Stanton**, and **Leonard Goldenson**.

Charles M. Smith Jr., chief accountant at ABC, joins Strauss Broadcasting Group, New York, as treasurer.

Bob Mahlman, manager of Detroit office of Daren F. McGavren Co., named manager of rep firm's Chicago office, replacing **Mike McNally**, who has resigned. **Harvey Glor**, salesman in Chicago office, replaces Mr. Mahlman in Detroit.

William Day appointed station manager of KALB-FM Alexandria, La. **Walter D. Melson**, former manager of KALB-AM-FM, continues as station manager of KALB, in a move whereby both stations will program separately.

Edward M. Tripplett, formerly of NBC, joins Broadcast Time Sales, New York, as account executive. Before joining NBC, Mr. Tripplett was associate producer at KTRK-TV Houston.

Jack Hardingham, formerly head of his own market development firm, joins The Meeker Co., New York, as director of tv sales development.

Marvin Gottlieb, account executive with KQV Pittsburgh, joins sales staff of KDKA-TV, that city.

Octavia Dowrick and **Dianne Walsh** join sales, development and promotion department of George P. Hollingbery Co., New York, as statistical research supervisor and promotion supervisor,

respectively. Miss Dowrick comes to Hollingbery from Morse International where she worked as time buyer on Vicks Vaporub, Lavis and Vicks Cough Syrup. Miss Walsh was formerly with Dancer-Fitzgerald-Sample as assistant to vp-media director.

Ralph L. Glazer, eastern sales manager of CBS Radio Spot Sales, New York, named national radio sales manager of Westinghouse Broadcasting Co., that city. Mr. Glazer is succeeded by **Ronald M. Gilbert**, account executive with CBS Radio Spot Sales since 1960. Mr. Glazer's association with CBS was incorrectly reported in *FATES & FORTUNES*, Oct. 22.

Richard K. Fife, former general manager of KGHF Pueblo and assistant station manager and sales manager of KRDO-AM-TV Colorado Springs, both Colorado, joins KCPX-TV Salt Lake City as account executive. Mr. Fife

Bruce Fleming, formerly with XETV (TV) Tijuana-San Diego, and **Al Levine**, WFAA-TV Dallas-Ft. Worth, appointed account executives at KOGO-TV San Diego, Calif. **Keith Nicholson**, director of promotion, research, pr and sales department of KUTV (TV) Salt Lake City, named promotion director of KOGO-AM-FM-TV. **Jay Grill**, general sales manager of KOGO-TV, elected president of Greater San Diego Sports Assn. for coming year.

Paul Heyn, engineer at WBBM-AM-FM Chicago for more than 20 years, named general supervisor of technical operations.

Tom Thacker appointed program director of KIXZ Amarillo, Tex. **Arthur Van Horne** joins KIXZ's sales staff and **Tom Wall**, **Thomas Gray** and **Dean Robertson** named staff announcers.

Steve Trivers appointed program director of WCOP-AM-FM Boston.

Wellington O. (Bud) Sawyer, former air personality with WORL Boston, appointed assistant to program director of WGAN-AM-TV Portland, Me. Mr. Sawyer's primary duties will be with station's music policy.

Frank Lewis, former sales service representative of WITN (TV) Washington, N. C., named production manager, replacing **Bob McCoy**, who has been elevated to assistant director of operations. **Lexa Upton**, former secretary to WITN office manager, named promotion assistant to Hal Wilson, director of operations. **Lee Nolan**, former sportscaster and disc jockey at

Democratic party leader

J. B. Fuqua, president of WJBF (TV) Augusta, Ga., and owner of WROZ Evansville, Ind., was elected chairman of the state Democratic party last week at the Georgia Democratic Convention held in Macon. The day before he was nominated without opposition for the state Senate seat from his home town of Augusta.

Mr. Fuqua has previously served for three terms in the Georgia House of Representatives and had been elected unopposed to a fourth term. He resigned from his House seat in order to run for one of the new seats in the reapportioned state Senate of Georgia.

Mr. Fuqua has been a business and civic leader in Augusta for many years and was one of the key men this summer in the campaign of Gov. Elect Carl Sanders, also of Augusta.

WAIR-AM-FM Winston-Salem, N. C., and **Pat Allen** join WITN as staff announcer and continuity writer, respectively.

Robert Best, former station manager and program director of WABW Annapolis, Md., severs all relations with station in order to devote full-time to operations of Robert Best & Assoc., Hyattsville, Md., producer of radio-tv broadcasts of major league baseball games. Firm also tapes commercials for small-market radio-tv stations.



Mr. Gabriel

Gus Gabriel, assistant sales manager of The American Tobacco Co., New York, joins staff of WSIX-AM-FM Nashville, Tenn., as account executive.

James Callan, formerly of Pezrow Sales Co., joins WABC-AM-FM New York as director of marketing and business development. **John W. Owen**, of Avery-Knodel, joins station as director of advertising and promotion.

Joseph L. Hall, tv and motion picture director with Army Pictorial Center, Long Island City, N. Y., joins KDKA-TV Pittsburgh as director.

John A. McCollom appointed to newly created post of night supervisor of WRC-AM-FM-TV Washington.

Jules E. Laventhol promoted to film editor of *CBS Reports*. Mr. Laventhol has been assistant editor and worked on several documentaries including "Harvest of Shame" and "Biography of a Bookie Joint."

Marv Albert, air personality with WNDR Syracuse, N. Y., joins CBS Radio, New York, as writer-producer.

Ward Andrews joins news staff of KWTU (TV) Oklahoma City, replacing **Clyde Davis**, who has joined news department of KOA-TV Denver. Prior to joining KWTU, Mr. Andrews was newsman at KVOA-TV and KOLD-TV, both Tucson, Ariz.

Alan DePetro, former member of news staff of WKBN-AM-FM-TV Youngstown, Ohio, and recently with WTOL-TV Toledo and ABC in New York, returns to WKBN news staff.

John A. Bloomquist, former broadcast newsman-personality, accepts technical post with Douglas Aircraft Co., Palmdale, Calif.

Arthur Dawson, formerly with Long Island Radio Network, joins WPAT-AM-FM Paterson, N. J., as marketing manager. **Norman F. Flynn**, Radio Advertising Bureau; **Frederick V. Kraiss Jr.**, U. S. Printing & Lithograph Co. and **J. Courtney McGroarty Jr.**, Manufac-

ATTENTION RADIO STATIONS!

HOLLY B. JOLLY HAS A BAG FULL OF MONEY FOR YOU

25 capsule visits to Santaland. An ideal Christmas campaign for department stores, super markets, discount houses, etc.

MAKE YOURS A **ONEY MERRY CHRISTMAS!**

CALL COLLECT NOW: TA 7-0901

FRNS

SYNDICATED PRODUCTIONS

4141 Office Parkway
Central Park Plaza
Dallas 4, Texas



Newhouse stations help etv in Birmingham

That's a check for \$17,500 Charles F. Grisham (r), vice president and general manager of WAPI-AM-FM-TV Birmingham, is presenting to Raymond Hurlbert, general manager of Alabama Educational Television Network.

WAPI, with its gift, is helping the Alabama etv group increase the power of WBIQ (TV) Birmingham (ch. 10) from 42.5 to 316 kw (BROADCASTING, Oct. 15).

The federal government would

match WAPI's \$17,500 donation under provisions of the etv assistance program signed into law this year. Funds for this purpose, however, have not yet been appropriated by Congress.

The WAPI stations are owned by Newhouse Broadcasting Co., which also owns WSYR-AM-FM-TV Syracuse, WPTA (TV) Harrisburg, Pa., 50% of KOIN-AM-FM-TV Portland, Ore., and 25% of KTVI (TV) St. Louis.

turners Hanover Trust Co., New York, join WPAT as account executives.

Chuck Hinton, outfielder of American League Washington Senators baseball club, joins WUST Bethesda, Md.-Washington, D. C., as off-season sportscaster. Mr. Hinton will appear daily at 5 p.m. on Bill (Duke) Johnson show.

Bruce Taylor, air personality and assistant news director of KCJB Minot, N. D., joins KXAB-TV Aberdeen, S. D., as sports director and weatherman. **Frank Winslow**, KCJB air personality, moves to KUTT Fargo, N. D., in similar capacity.

Dick Reynolds appointed music director of WIP-AM-FM Philadelphia, succeeding **Richard Carr**, who was promoted to program director. **Joseph J. Moran**, Delaware Valley radio personality, succeeds Mr. Reynolds on station's 1-6 a.m. morning show.

Ric Thomas, former station manager of KLYK Spokane, Wash., and **Jack Angel**, former program director and announcer with KOLO Reno, Nev., join announcing staff of KEX-AM-FM Portland, Ore.

Cecilia Pedroza named director of publicity for KWKW Pasadena, Calif.

EQUIPMENT & ENGINEERING

Edward J. Gannon elected vp-operations manager of Machlett Labs, Springdale, Conn., subsidiary of Raytheon Co., Lexington, Mass. Others elected to new corporate posts: **Rodney E. Nelson**, vp-marketing manager; **Thomas H. Rogers**, vp and x-ray product line manager; and **John F. McGovern**, treasurer in addition to his post of controller. **Dr. Howard D. Doolittle** promoted to technical director.

Mark E. Richardson II, former trial attorney with Federal Trade Commission, joins Electronic Industries Assn. today (Oct. 29) as assistant general counsel. Mr. Richardson, who will function under supervision of EIA General Counsel John B. Olverson, has been member of FTC legal staff since January 1957. He received his LL.B. degree from George Washington U., Washington, D. C., in 1956.

J. C. Courtney Jr., branch manager of Philco Distributors Inc., Detroit, appointed assistant sales and marketing manager of Philco Corp.'s consumer products division in Philadelphia. **Gordon Bahl**, former distributor branch manager for RCA Victor and RCA Victor Whirlpool, replaces Mr. Court-

ney as Detroit branch manager. Mr. Courtney has been with Philco since 1929 in various sales and marketing posts.

PROGRAMMING

Stanley Dudelson, former sales manager of syndication for Screen Gems, elected president of M&A Alexander Productions, New York. Before his association with Screen Gems, Mr. Dudelson was with United Artists and RKO-Radio Pictures. M&A Alexander syndicates 300 feature films and 100 cartoons to television.



Mr. Dudelson

Roy Huggins, vp in charge of production at 20th Century-Fox Tv, appointed executive producer of Revue Studios' *The Virginian*, 90-minute color weekly series on NBC-TV. He succeeds **Charles Marquis Warren**, who completed 13th program of series, thereby fulfilling his contractual obligations to Revue. Mr. Huggins created *Maverick* and 77 *Sunset Strip* tv series at Warner Bros., where he spent five years before moving to 20th Century-Fox Tv.

Phillip Conway, sales representative in eastern states for ABC Films Inc., New York, appointed eastern division manager.

Jerry Kurtz, former eastern sales account executive for Television Enterprise Corp., joins National Telefilm Assoc. as eastern sales manager. Mr. Kurtz will be headquartered at NTA's New York offices.

Mike Gurney, former western division manager of World Broadcasting

Cuban crisis expert

Dr. Michael S. Pap, director of the Institute for Soviet & Eastern Europe Studies of John Carroll U., Cleveland, joins news staff of WERE-AM-FM, that city.

Dr. Pap, associate professor of history and political science at John Carroll, will act in an advisory capacity and as a contributing editor for WERE during the Cuban crisis.

In hiring Dr. Pap, WERE stated that it was striving to bring to its listeners a more complete understanding of the current Cuban crisis, its effects on our nation and the world, and its meaning in past, present, and future world affairs.

System, appointed director of national and international sales department of Mel Blanc Assoc., Hollywood producer of humorous commercials.

Tom Breen, former station manager of KCRA (TV) Sacramento, Calif., joins Wolper Productions, Hollywood, as producer of "Story of a Country Doctor," dramatic documentary in *The Story of . . .* series. **Stan Atkinson**, former public affairs producer and newscaster at KCRA, signed by Wolper to direct telefilm for series producer Mel Stuart. Messrs. Breen and Atkinson were executive producer and director-writer, respectively, on "The Village that Refuses to Die," hour-long documentary syndicated by Desilu.

Donald F. Williams, formerly with Fred Astaire Studios in New York in sales-promotion, appointed sales director of Paragon Productions, Washington, producers of scientific, technical and industrial films and tv commercials. **Jerry Ward**, who recently directed documentary film, "One Man's War," for viewing at Venice 1962 Documentary Film Festival, promoted to production director.

Keith Fuller, general executive with Associated Press in New York, named supervisor of personnel department and AP Newsfeatures. He succeeds **Wes Gallagher**, recently appointed AP's general manager (FATES & FORTUNES, Oct. 15). **Garven Hudgins**, Newsfeatures supervising editor, named director of APN photo production.

Douglas Keyes, currently completing editing of "West" segment of *The Virginian* which he wrote, produced and directed at Revue Studios, has been given directorial assignment of hour-long tv tour of Monaco with Princess Grace to begin filming Nov. 5 in color for broadcast Feb. 17, 1963, on CBS-TV.

Bud Otto, script supervisor at Four Star Tv, North Hollywood, Calif., named associate producer of *McKeever and the Colonel* series.

Jack Barry, veteran program producer-emcee recently signed by KTLA (TV) Los Angeles to create, produce and emcee new properties, will make his west coast tv debut Nov. 5 as host of new participation show, *Kidding Around*, on KTLA, Mon.-Fri., 10:30-11 a.m. Mr. Barry for 10 years was on NBC-TV with *Juvenile Jury* and for five years on ABC-TV with *Life Begins At 80*.

Helen Hansen, production supervisor at Animation Inc., Hollywood producer of animated films, promoted to production manager.

William Kosh joins James Love Productions, New York, as supervising editor.

AFTRA re-elects Gilmore

Art Gilmore, Los Angeles tv announcer, re-elected national president of American Federation of Television & Radio Artists. **Jud Conlon**, Los Angeles singer, elected national recording secretary. **Victor Jory**, tv and motion picture actor, appointed to AFTRA's Los Angeles local executive board to fill vacancy created by recent death of **Will Wright**.

Los Angeles AFTRA members elected to union's national executive board include: **Tyler McVey**, local president; **Ken Carpenter**, **Frank Nelson**, **Lurene Tuttle**, **Jack Edwards**, **John M. Kennedy**, **Alice Backes**, **Peggy Gordon**, **Don Rickles**, **William Reeve**, **Roy Glenn** and **Forrest Lewis**.

Allan Davis, field tv representative of AFTRA's Los Angeles chapter, appointed executive administrator of transcription and recording department, succeeding **Georgia Hanni**, who resigned.

Art Linkletter, radio-tv personality, accepts chairmanship of National YMCA Week, Jan. 20-27, 1963. Mr. Linkletter is also member of National YMCA's physical education committee.

INTERNATIONAL

Harry Campbell, railway labor union officer of Ottawa, and **Claude Gagnon**, Quebec City lawyer, appointed by Canadian government to fill two vacancies on Board of Broadcast Governors. Vacancies were caused earlier this year by resignations of **Dr. Eugene Forsey**, labor official of Ottawa, and **Dr. Guy Hudon** of Quebec City, who resigned because BBG did not grant tv license to government-owned Canadian Broadcasting Corp. at Quebec City.

Ernie Mott, chief engineer of CJAD-AM-FM Montreal, elected chairman of

engineering section of Central Canada Broadcasters Assn. at annual meeting in Toronto on Oct. 16. He succeeds **Scott Reid**, chief engineer of CKNX-AM-TV Wingham, Ont. **Bob McBean**, CHIC Brampton, Ont., elected secretary-treasurer, and **Jasper Smith**, CFRB-AM-FM Toronto, to manufacturers' liaison officer.

Gerald Acton, radio bureau supervisor of Canadian Assn. of Broadcasters, Ottawa, to become manager of CAB's new program exchange department in Toronto.

W. D. Whitaker, former commercial manager of CHML Hamilton, Ont., elected president of O'Keefe Brewing Co. Ltd., Toronto.

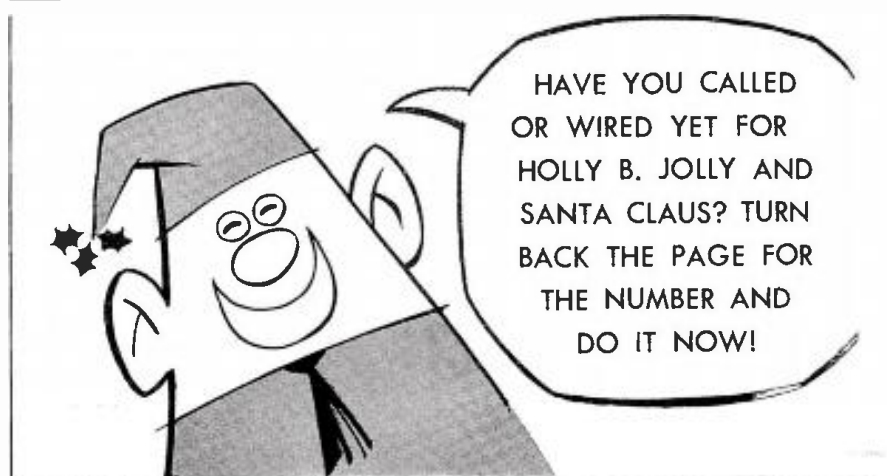
DEATHS

William Custer Pritchard, 37, president of WGIL Galesburg, Ill., and publisher of *Galesburg Register Mail*, died Oct. 21 at Galesburg Hospital following illness of five months.

William G. Greene, 58, vp and treasurer of New York advertising firm of G. M. Basford Co., died Oct. 15 at Good Samaritan Hospital, Suffern, N.Y. Mr. Greene joined Basford Co. in 1922.

William Haworth, KFI Los Angeles announcer and Southland radio personality, died Oct. 17 in Victory Hospital following brief illness. Mr. Haworth, who entered radio in 1913 in Kansas City, has been resident of Los Angeles since 1938 and newsman with both CBS and MBS there. He joined KFI in March 1950.

Charles T. Manning, 69, retired field division engineer with Federal Communications Commission, died Oct. 5 from injuries sustained in an auto collision in Kokomo, Ind. Mr. Manning joined FCC's predecessor, Federal Radio Commission, in New York office in 1922 from RCA. He was appointed regional manager for Alaska in 1948 and retired from active service in 1954.



CALIF. CONTEST TO GET NAB ASSIST

Move may presage association return to such sponsorships

The NAB has taken a tentative first step toward resuming its sponsorship of a nationwide youth contest. The association announced last week that it would award trophies to the winners of a statewide essay contest in California among junior high school students on "What Radio Means to My Community." The contest, to be conducted during the current school year, will be under the auspices of the California Federation of Women's Clubs and NAB

President LeRoy Collins said the contest in California could lead to its extension to other schools in a nationwide undertaking.

NAB for over a decade sponsored the "Voice of Democracy" contest among high school students. The sponsorship was dropped last year.

The California contest is the second step in a joint program between the 11 million-member General Federation of Women's Clubs and the NAB, announced last July. The first move was the publication last August by NAB of a list of speakers on broadcasting available to organizations; this was distributed to all its chapters by the federation. A third project now in preparation is a compendium of standards to be used by women's clubs in making awards to local broadcast stations. A fourth activity, also under preparation, is a study guide on broadcasting for distribution to the women's clubs.

Postal roulette proves successful

David Lyman, program director at WQUA Moline, Ill., reports a smashing response to his station's "postal roulette" contest. Mr. Lyman pre-selected 175 mystery post offices. Listeners were told to clip the postmarks from their incoming mail and send them to the station.

The first person submitting a postmark from one of the mystery post offices received a prize. Over the three-week contest period, WQUA said it took in 60 to 70 thousand postmarks and had 120 winners.

United Fund aided by tv unity

A 90-minute television spectacular, the "United 'Fun-for-All,'" spotlighting Philadelphia's United Fund drive, was video taped at WCAU-TV, that city, for showing successively in 30-minute segments on each of the city's three commercial tv stations Saturday (Oct. 20). Local and national tv performers appeared, marking what the UF called the first time three local stations have pooled their performers and prime time to present an hour-and-a-half spectacular on behalf of a health and welfare campaign. UF credited George A. Koehler, WFIL-TV station manager and chairman of the fund's radio-tv committee, with initiating the program, developed with Arthur



Winning cover

This pen and ink drawing by J. Jackson Dillinger, a U. of Maryland art major, was judged best of more than 500 entries submitted in the WGMS-AM-FM Washington, D. C., contest to select a cover for the October issue of its monthly *Guide to Good Listening*. Mr. Dillinger was awarded a stereo radio phonograph system for his Halloween-inspired musical spooks.

A. Watson, WRCV-TV station manager and John A. Schneider, CBS vice president and WCAU-TV general manager.

Drumbeats . . .

Bighearted beard grower ■ Buddy Holiday, WCKR Miami morning disc jockey, refused to shave until listeners contributed enough trading stamps to provide a school bus for the Hope School for Mentally Retarded Children. WCKR says 120,000 stamps were contributed within 11 days of the announcement, including donations from three stamp firms.

Life savers ■ Detroit Mayor Jerome P. Cavanagh, whose two-year-old son was saved by mouth-to-mouth resuscitation, teamed with the YMCA and WXYZ-TV, that city, and recorded a filmed spot offering free instructions. Russell E. Elliot, YMCA assistant general secretary, said 32,000 requests have been received.

Hi, son ■ WAVY Portsmouth, Va., has invited the dependents of men aboard the *U.S.S. Enterprise* to record messages at the station for their relatives in service. Aboard the *Enterprise*, tapes of



6'2" for KGW 620

KGW Portland personality Rick Housely is heaven-bound in the arms of two 6-foot-2-inch models helping KGW promote its 620 frequency and introduce a new format, "The Station with the Happy Difference."

The girls are giving away 620 nickels a day in the downtown area, grist for the city's parking meter mill. They're also operating a "discount" money exchange, dispensing five cents for one and a dime for a nickel.

Bolstering an all-media campaign which includes a heavy outdoor showing are on-air promotions on KGW and companion KGW-TV.

crew messages are being recorded and sent back to WAVY for broadcast. Portions of WAVY newscasts also are sent to the carrier.

Gift horse ■ WAAY Huntsville, Ala., has offered its listeners the chance to look their "gift horse" in the mouth. Listeners are to send postcards to the station stating the exact time and location at which they would like to meet the "gift horse." The location must be a sponsor's store. Each week a post card is drawn at random and the horse shows up at the place and time that that card indicated. If the listener is there to meet the horse, he receives a \$100 prize.

'Trouble spot' maps ■ Listeners to WRUL New York, international commercial short-wave radio station, are being offered maps of world "trouble spots" such as the Berlin Wall and Cuban ports by the station's Spanish-language *Revisando el Panorama* (*Reviewing the Scene*) program (Mon.-Fri., 8:30 p.m.). There were more than 500 requests for the Berlin map, including 50 from Cuban listeners. The second map, of Cuban ports, was then offered.

Arkansas traveler ■ KATV (TV) Little Rock-Pine Bluff sponsored an air-filled balloon's appearance at the Arkansas Livestock Exposition earlier this month. Moored 200 feet above the midway, the balloon was lettered with KATV signs and dropped 5,000 promotional leaflets (one carrying a number worth \$100). When not anchored, the lighter-than-air craft carried adven-



WSGN's Peterson big roar in Birmingham

Entering a field of expertise from which few amateurs survive to become professionals, bearded program director Charles Peterson, of WSGN Birmingham, tried taming lions during the Zamora Temple Shrine Circus. Mr. Peterson made

four performances with trainer Chet Juszyk's jungle cats (see above), producing authentic background material for WSGN's on-air promotions of the circus. Note Mr. Peterson, unarmed, wields four-leg stool and, inexplicably, a 10-foot pole.

turers on uncharted "free flights," one concluding in a briar patch.

Wardrobe models ■ To highlight its "Move Masterpiece" evening film series, KETV (TV) Omaha hired models to wear 11 costumes worn by movie stars in films featured in the series. The wardrobe included Rita Hayworth's "Salome" suit from her dance of the

seven veils and the black leather jacket and blue jeans Marlon Brando wore in "The Wild One."

Pro mothers-in-law ■ KQV Pittsburgh is turning the tables on mothers-in-law and will provide \$500 travel money for the woman who is the subject of a winning letter answering, "Why does your mother-in-law deserve a trip?"

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Oct. 18 through Oct. 24 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.

Existing tv stations

CPS DELETED

WNAO-TV Raleigh, N. C.—Sir Walter

BROADCASTING, October 29, 1962

Raleigh Tv Co. Cp cancelled and call letter deleted, at request of permittee, for new commercial tv station on ch. 28 that city.

WTOB-TV Winston-Salem, N. C.—Winston-Salem Bcstg. Inc. Cp cancelled and call letter deleted, at request of permittee, for new commercial tv station on ch. 26 in that city.


New am station

ACTION BY FCC

Winfield, Ala.—John Self. Granted cp for new daytime am station to operate on 1300 kc, 500 w; condition that presunrise operation precluded with daytime facilities pending final decision in Doc. 14419. P.O. address Box 597, Hamilton, Ala. Estimated construction cost \$18,854; first year operating cost \$25,000; revenue \$40,000. Mr. Self

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Washington—711 14th St., N.W., Washington, D. C. • DI 7-0891

is sole owner. Mr. Self is attorney. Action Oct. 24.

Existing am stations

APPLICATIONS

WTTB Vero Beach, Fla.—Cp to increase daytime power to 1 kw from 250 w and install new trans. Ann. Oct. 19.

WFPR Hammond, La.—Cp to increase daytime power to 1 kw from 250 w and install new trans. Ann. Oct. 19.

WLW Cincinnati, Ohio—Cp to increase power to 750 kw from 50 kw and make change in transmitting equipment. Requests waiver of Sec. 1.354 of rules. Ann. Oct. 23.

ACTIONS BY FCC

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from Nov. 4, 1962 to March 3, 1963. Action Oct. 24.

KFGQ Boone, Iowa—Waived Sec. 3.189 of rules and granted increased power on 1260 kc, D, from 250 w to 1 kw; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Oct. 24.

New fm stations

APPLICATIONS

Bluffton, Ind.—Wells County Radio Corp. 100.1 mc, ch. 261. 3 kw. Ant. height above average terrain 50.75 ft. P.O. address Box 321, Bluffton. Estimated construction cost \$11,036; first year operating cost \$15,000; revenue \$22,000. Principals: Herman Zeps (55%), C. D. and David Butler, T. W. Kehoe, and Paul Gebele (each 10%), and Robert Ehler (5%). All principals are sundry local businessmen, having no other broadcast interest than application. Ann. Oct. 23.

Morganton, N. C.—Nathan J. Cooper. 92.1 mc, ch. 221. 3 kw. Ant. height above average terrain 145 ft. P.O. address Box 698, Morganton. Estimated construction cost \$16,703; first year operating cost \$7,520; revenue \$6,500. Mr. Cooper is sole owner and is licensee of WMNC Morganton. Ann. Oct. 23.

Wausau, Wis.—WRIG Inc. 92.9 mc, ch. 225. 91 kw. Ant. height above average terrain 478 ft. P.O. address 529 Third St., Wausau. Estimated construction cost \$32,850; first year operating cost \$3,000; revenue \$5,000. (Both operating cost and revenue figured in addition to am operation.) Principals: Ducey E. and Julia Wright (each 50%). Mr. and Mrs. Wright own WRIG Wausau. Ann. Oct. 22.

ACTION BY FCC

by Broadcast Bureau

Charleston, W. Va.—Chemical City Bcstg. Co. Granted cp for new class B fm station to operate on 105.9 mc, ch. 277. 42 kw. Ant. height above average terrain 540 ft. P.O. address Box 3032, Charleston. Estimated construction cost \$20,750; first year operating cost and revenue to be figured jointly with am operation. Gus and Penelope Zaharis (46.74 and 23.30% respectively), Olga Zaharis (22.37%), Melvin and Bernard Burka (each 3.36%), and A. G.

Thompson (1.87%). Chemical City is licensee of WTIP Charleston. Ann. Oct. 19.

Ownership changes

APPLICATIONS

KTCS Fort Smith, Ark.—Seeks assignment of license from B. M. Salyer Jr., Jerry J. Salyer, and Omar C. Thompson (each 25%), Paul A. Keesee and Leon C. Nance (each 10%) and Lovelle Morris (5%) d/b as KTCS Radio Co., to Mr. Thompson (30%), Mr. Morris and Bill Harper (each 25%), Messrs. Nance and Keesee (each 10%), tr/as Big Chief Bcstg. Co. Consideration \$40,000. Ann. Oct. 19.

WSOR Windsor, Conn.—Seeks sale of stock of licensee corporation by Sydney E. Byrnes (63%), Robert B. Chatfield (25.9%), and Nathan M. Silverstein (11.1%), d/b as Tobacco Valley Bcstg. Co., to Ellis T. Stearman (8%), Gilbert Manheim (5%), Lois Byrnes (1%), and Mr. Silverstein (14%). Messrs. Byrnes and Chatfield will then have 51% and 21% respectively. Shares transferred in agreement are from treasury of corporation, with no consideration to any one individual. Ann. Oct. 23.

WSDB Homestead, Fla.—Seeks assignment of license from J. Abney Cox and Albert F. Adams (each 1/3) and Sam Clammer and Western Bcstg. Co. (each 1/6), d/b as South Dade Bcstg. Inc., to Richard M. and Marjorie E. Gillaspay (each 50%), tr/as Seven League Productions Inc. Consideration \$144,500. Western Bcstg. is owned by Altus Times-Democrat Inc. (Altus Times-Democrat) which has 50% of KWHW Altus, Okla. Seven League is film production firm. Ann. Oct. 23.

KVNI Coeur d'Alene, Idaho—Seeks transfer of control of licensee corporation from Rex Koury (66.33%), Howard F. Flynn (33.0%), and wives (.34% and 33% respectively) to Duane B. Hagadone (50%) and Scripps League Newspapers Inc. (50%), tr/as Lake City Printing Co. (The Kootenai County Leader). Consideration \$9,350. Mr. Hagadone has extensive newspaper publishing interests in the west; Scripps League (Edward W. Scripps 52%) is holding company for firms publishing newspapers. Scripps League owned, at various times, radio and tv interests. Ann. Oct. 22.

WMBR-FM Jacksonville, Fla.—Seeks assignment of license and SCA from WMBR Inc., wholly owned by WWDC Inc. (Leslie Katz and Benjamin Strouse, executors of estate of Joseph Katz), to Robert C. Whitehead Jr. (sole owner) tr/as Good Music Inc. Consideration that \$7,500 rental for one year lease. Good Music operates WKTX Jacksonville. Ann. Oct. 22.

WIPC Lake Wales, Fla.—Seeks transfer of control from Kenneth H. Berkley (825 shares) and Thecla G. Berkley (400 shares), to Charles D. and Elizabeth B. Bishop (jointly 51%), James A. Sebesta (29%), and George W. Friend Jr. (20%). Consideration \$60,000. Mr. Bishop is presently vp and general manager of WIPC and Mrs. Bishop is instructor of radio-tv pr at Webber College. Mr. Friend Jr. is 40% owner WPLA Plant City, Fla. Ann. Oct. 23.

WDBQ Dubuque, Iowa—Seeks transfer of control of licensee corporation from O. A.

Friend Jr. (59.6%), M. D. Price Jr. (24.8%), and R. B. Tennant (14.9%), to Hart N. Cardozo Jr. (84.82%) and Philip T. Kelly (15.38%) d/b as Dubuque Bcstg. Co. Consideration \$155,000. Mr. Cardozo Jr. is sole owner of KATE Albert Lea, Minn. Ann. Oct. 23.

WDBQ Dubuque, Iowa—Seeks assignment of license from Hart N. Cardozo Jr. (84.82%) and Philip T. Kelly (15.38%) d/b as WDBQ Bcstg. Co., to same persons tr/as Dubuque Bcstg. Co. No financial consideration involved. Transfer is contingent upon grant of application for transfer of control to Messrs. Cardozo Jr. and Kelly (see above article). Ann. Oct. 23.

WKYV Louisville, Ky.—Seeks assignment of license from Radio Kentucky Inc. (ownership not available) to The Polaris Corp. (50%), Merchants' National Bank and Trust Co., Indianapolis, Ind. (trustee for 37.2%) and Ferris E. Traylor (12.8% and votes shares of Merchant National Trust) d/b as Producers Inc. Consideration \$305,300. The Polaris Corp. is data processing firm, shares in Producers voted by John H. Kelly. Mr. Kelly is 50% owner WFOX Milwaukee, Wis. Mr. Traylor is 47% owner WTVW (TV) Evansville, Ind.

KYFM (FM) Oklahoma City, Okla.—Seeks transfer of control of licensee corporation from Bernard Groven and James E. McCarthy (each 32.5%) to Mercantile National Life Ins. and Carl Bagwell (each 32.5%). Consideration that transferees assume liabilities of corporation. Other owner of KYFM Inc. (licensee) is Cleeta J. Rogers (35%), and owns 25.2% of Mercantile National, Miss Roger's brother (Bobby C.) is president and also 25.2% owner of latter firm. Ann. Oct. 23.

KSTB Breckenridge, Tex.—Seeks assignment of license from Hugh M. McBeath, sole owner, to Frank Junell and Dossie M. Wiggins (each 40%) and Jefferson D. Sandefer III (20%), d/b as Breckenridge Radio Inc. Consideration \$60,000. Mr. Junell is 25% owner of KNIT Abilene and KBYG Big Spring, both Texas, and had 75% interest in KBST-TV Big Spring. Ann. Oct. 23.

ACTIONS BY FCC

WTNT, Tallahassee Appliance Corp., Tallahassee, Fla.—Granted assignment of license to WTAL Radio Inc. (C. W. and Esther F. Hogan and G. Miller McCuen); consideration \$115,000. Assignee stockholders own WLBG Laurens, and WLBG-FM Laurens-Clinton, S. C. Action Oct. 24.

WTAL, WTAL Inc., Tallahassee, Fla.—Granted assignment of license to Tallahassee Appliance Corp. (F. W. Hazelton, Hurley W. Rudd and Donald C. Price); consideration \$175,000, conditioned that assignee not be consummated until assignee disposes of its interest in WTNT Tallahassee. Assignee stockholders also own WPAX Thomasville, Ga. Action Oct. 24.

WFOX, Wisconsin Bcstrs. Inc., Milwaukee, Wis.—Granted transfer of control from Howard A. Miller, Milton T. Salstone, and Marvin McDermott to Fox Bcstg. Corp. (Jack T. Raymond and Marine Capital Corp.); consideration \$385,000. Officer of Marine Capital Corp. has minority interest in Post Pub. Co., sole stockholder of WEAU-TV Eau Claire, and Green Bay Newspaper Co. (Press Gazette), licensee of WJPG Green Bay. Comr. Bartley dissented; Comr. Henry abstained from voting. Action Oct. 24.

WALE Narragansett Bcstg. Co., Fall River, Mass.—Granted assignment of license to Keynote Bcstg. Inc. (Milton E. Mitler); consideration \$245,000. Action Oct. 24.

ACTION BY FCC

by Broadcast Bureau

KBMY, Billings Bcstg. Co., Billings, Mont.—Granted assignment of licenses from Kenneth Nybo, Elizabeth H. Brown, Charles B. Sande, Ben N. Forbes, Genevieve Nelson, A. L. Labar, Keith, Neal H., and Rockwood Brown Jr., and Barbara B. Bixby to Messrs. Nybo and Nelson, d/b under same name; consideration \$85,625 and other considerations. Action Oct. 24.

Hearing cases

INITIAL DECISIONS

• Hearing Examiner Isadore A. Honig

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SPECIALISTS FOR AM-FM-TV
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 24

	Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS For new stations
AM	3,725	55	134	428
FM	997	60	152	161
TV	509	60	89	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 24

	VHF	UHF	TOTAL TV
Commercial	471	84	555
Non-Commercial	48	22	70

COMMERCIAL STATION BOXSCORE

Compiled by FCC September 30

	AM	FM	TV
Licensed (all on air)	3,714	989	506
Cps on air (new stations)	66	68	64
Cps not on air (new stations)	131	143	89
Total authorized stations	3,911	1,200	659
Applications for new stations (not in hearing)	195	13	66
Applications for new stations (in hearing)	352	148	48
Total applications for new stations	547	161	114
Applications for major changes (not in hearing)	64	3	11
Applications for major changes (in hearing)	357	87	38
Total applications for major changes	421	90	49
Licenses deleted	0	1	1
Cps deleted	0	2	1

issued initial decision looking toward granting application of WEZY Inc. to increase daytime power of WEZY Cocoa, Fla., from 500 w to 1 kw, continued operation on 1350 kc, 1 kw-N, DA-N; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Oct. 24.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Rockland Bcstrs. for new am station to operate on 910 kc, 1 kw, DA, D, in New City, N. Y.; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Oct. 22.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Elbert H. Dean & B. L. Golden for new am station to operate on 1240 kc, 250 w, U, in Lemoore, Calif. Action Oct. 22.

DESIGNATED FOR HEARING

Potomac Bcstg. Inc., Keyser, W. Va.—Designated for hearing application for new daytime am station to operate on 1390 kc, 1 kw. Action Oct. 24.

Richard Tuck Enterprises, Arlington, Tex.—Designated for hearing application for new am station to operate on 1240 kc, 100 w, U; issues include Sec. 3.35(a) multiple ownership consideration; made KVSO Ardmore, Okla., and KOCA Kilgore, Tex., parties to proceeding. Action Oct. 24.

■ By memorandum opinion & order, commission granted petition by Demopolis Bcstg. Co., Inc. (WXAL), Demopolis, Ala., to extent of (1) setting aside June 27 grant of application of Bigbee Bcstg. Co. for new daytime am station to operate on 1350 kc, 5 kw, DA, in Demopolis, and (2) designating Bigbee application for hearing on issues to determine whether there are adequate revenues to support more than one am station in that city without loss or degradation of service, applicant's financial qualifications and its efforts made to ascertain programming needs and interests of area; waived rules to permit consideration of reply pleading by WXAL and made it party to proceeding. Chmn. Minow con-

curred in result; Comr. Hyde dissented; Comr. Ford concurred and issued statement. Action Oct. 24.

■ By memorandum opinion & order, commission designated for consolidated hearing applications for new daytime am stations to operate on 1530 kc of Continental Bcstg. Co., with 1 kw, DA, in Hamden, Conn.; Garo W. Ray, 250 w, Seymour, Conn., and Connecticut Coast Bcstg. Co., 10 kw, DA, Bridgeport, Conn.; made WFYI Mineola, N. Y., and WDEE Hamden, who petitioned against Continental, parties to proceeding. Action Oct. 24.

OTHER ACTIONS

■ By letter, commission denied request of Producers Inc., proposed transferee of WDUL TV Corp. (WHYZ-TV, Channel 10), Duluth, Minn., for waiver of Sec. 1.309 of rules and for acceptance for filing of its application for modification of cp of WHYZ-TV to specify new trans. site; returned application as unacceptable for filing. Action Oct. 24.

■ By memorandum opinion & order in proceeding on applications of Queen City Radio Station and Cannon Bcstg. Co. for new am stations in Tullahoma and Woodbury, Tenn., respectively, granted petition by Cannon and dismissed with prejudice Queen City application for noncompliance with requirements of Secs. 1.140 and 1.362 (b) of rules concerning written appearance and publication of notice of hearing; retained in hearing status Cannon application. Action Oct. 24.

■ By memorandum opinion & order in proceeding on applications of WIDU Bcstg. Inc., and AL-OR Bcstg. Co., for new am stations in Asheboro and Mebane, N. C., respectively, granted request by WIDU for waiver of Sect. 1.362 of rules and accepted its publication of local notice of hearing which was erroneously specified as June 4 instead of May 31. Action Oct. 24.

■ By memorandum opinion & order, granted petition by Pinellas Radio Co., applicant for new am station in Pinellas Park, Fla., for waiver of Sec. 1.362 (b) of rules and permitted its late publication of local notice of hearing. Action Oct. 24.

■ By letter, commission (1) denied peti-

tion by Great Plains Bcstg. Corp. for waiver of May 10 am partial freeze order adopting interim criteria governing acceptance of am applications; and (2) returned as unacceptable its application for change of facilities of KCCR Pierre, S. D., from 1590 kc, 1 kw, D, to 1240 kc, 250 w-N, 1 kw-L.S. Comr. Hyde dissented. Action Oct. 24.

■ By order, commission granted in part petition by Evansville Tv. Inc., to extent of extending to Nov. 13 time to file reply and affidavit ordered by commission on Oct. 3 in proceeding on order to show cause why its authorization for WTVW (TV) should not be modified to specify operation on ch. 31 instead of ch. 7 in Evansville, Ind. It also accepted verified statement of Kentuckiana Tv Inc. (WLKY), Louisville, Ky., filed Oct. 22 which pertains to matters alleged in petition of Evansville to reopen record in this proceeding. Comr. Henry not participating. Action Oct. 24.

■ Cancelled oral argument previously scheduled for Nov. 5 in proceeding on application of United Tv Co. of New Hampshire (WMUR-TV), Manchester, N. H. Action Oct. 24.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Radio Americana Inc. and extended to Oct. 23 time to file exceptions to initial decision in proceeding on its application for new am station in Baltimore, Md. Action Oct. 19.

■ Granted petition by Dorlen Bcstg. Inc. and extended to Nov. 8 time to respond to oppositions to its motion to strike in proceeding on its application and that of Charles County Bcstg. Inc., for new am stations in Waldorf and LaPlata, Md., respectively; and granted petition by Dorlen and extended to Nov. 8 time to respond to appeal from hearing examiner's ruling filed Oct. 12 by Charles County. Action Oct. 19.

■ By memorandum opinion & order, granted motion by Wright & Maltz, Inc., and enlarged issues in proceeding on its application to change hours of operation of WRB Mt. Clemens, Mich., from daytime to unil. with DA-2, to determine whether because of interference received, its nighttime proposal would be consistent with Sec. 3.24(b) of rules and, if not, whether circumstances exist warranting waiver of that sec. Action Oct. 18.

■ Granted petition by Broadcast Bureau and extended to Oct. 30 time to respond to petition to delete issue filed by North Alabama Bcstrs. Inc., and to Nov. 9 for replies in Huntsville, Ala., tv ch. 19 proceeding. Action Oct. 18.

■ Granted petition by KWK Radio Inc., and extended to Nov. 19 time to file exceptions to initial decision in proceeding on revocation of license of KWK St. Louis, Mo. Action Oct. 18.

■ By memorandum opinion & order in proceeding on application of Geoffrey A. Lapping for new daytime am station to operate on 1260 kc, 500 w, in Blythe, Calif., (1) denied petition by respondent KYOR Inc. (KYOR), Blythe, for dismissal of application and termination of hearing for failure to comply with publication requirements; (2) struck from record petition by Lapping to deny KYOR's petition; and (3) granted petition by Lapping for waiver of Sec. 1.362(b) and permitted his late publication of local notice of hearing. Action Oct. 17.

■ Denied petition by Swanco Bcstg. Inc. of Iowa (KIOA), Des Moines, Iowa, requesting permission to participate in Oct. 22 oral argument in proceeding on petition by People's Bcstg. Co. (WPBC), Minneapolis, Minn., and Nicholas and Victor J. Tedesco, d/b as Gabriel Bcstg. Co., Chisholm, Minn., for approval of agreement and dismissal of Gabriel application. Action Oct. 17.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

■ Granted motion by Douglas County Bcstg. Co., and extended from Oct. 17 to Oct. 22 time to file opposition to petition by Five Cities Bcstg. Inc., to enlarge issues in proceeding on their applications for new am stations in Austell and Douglasville, Ga.; scheduled further prehearing conference in proceeding for Oct. 23. Action Oct. 17.

By Hearing Examiner Charles J. Frederick

■ As result of agreements reached at Oct.

18 prehearing conference in proceeding on applications of Semo Bcstg. Corp. and Brownsville Bcstg. Co. for new am stations in Sikeston, Mo., and Brownsville, Tenn., scheduled certain procedural dates, and rescheduled Nov. 15 hearing for Jan. 7, 1963. Action Oct. 18.

By Hearing Examiner Walther W. Guenther

■ Pursuant to ruling made at Oct. 18 further prehearing conference, scheduled hearing for Oct. 31 in proceeding on applications of Desert Bcstg. Inc., for additional time to construct KANT-FM, Lancaster, Calif., and for assignment of license of that station to Manuel Martinez. Action Oct. 18.

By Hearing Examiner Annie Neal Hunting

■ On own motion, made various corrections to transcript of record in proceeding on applications of The Young People's Church of Air Inc., and WJMJ Bcstg. Corp., for new fm stations in Philadelphia, Pa. Action Oct. 18.

By Hearing Examiner H. Gifford Irion

■ By separate mem. opinions & orders in Miami, Fla., tv ch. 10 proceeding, granted petitions by (1) South Florida Tv Corp. and (2) Civic Tv Inc., for leave to amend their applications to show sufficiency and availability of funds, respectively. Action Oct. 23.

■ Upon request by Rensselaer Polytechnic Institute, continued Oct. 23 further hearing to Nov. 9 in proceeding on its application for renewal of license of station WHAZ Troy, N. Y., et al. Action Oct. 22.

■ Granted request by Broadcast Bureau and extended from Oct. 22 to Nov. 6 date to file proposed findings in proceeding on application of Jefferson Radio Co. for license to cover cp for new am station (WIXI) in Irondale, Ala. Action Oct. 22.

■ Granted request by Broadcast Bureau and extended from Oct. 19 to Oct. 29 date to file proposed findings and conclusions Santa Fe, N. M., tv ch. 2 proceeding. Action Oct. 19.

By Hearing Examiner Jay A. Kyle

■ Granted in part petition by Northern California Educational Tv Assn. Inc., extended from Oct. 24 to Nov. 21 time for exchange of direct cases, and continued Nov. 13 hearing to Dec. 3 in Redding, Calif., tv ch. 9 proceeding. Action Oct. 22.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted petition by Pinellas Radio Co. for leave to amend its application for new am station in Pinellas Park, Fla., to reflect withdrawal of partners Francis G. Bonsey and Edward F. Landt and to change application to that of William D. Mangold as individual, and retained amended application in hearing status. Action Oct. 19.

■ Scheduled further prehearing conference for Oct. 23 in proceeding on applications of Edina Corp. and Tedesco Inc., for new am stations in Edina and Bloomington, Minn. Action Oct. 18.

■ Upon request by applicant, continued certain procedural dates, and rescheduled Nov. 13 hearing to Dec. 17 in proceeding on application of Pinellas Radio Co. for new am station in Pinellas Park, Fla. Action Oct. 18.

BROADCAST ACTIONS by Broadcast Bureau

Actions of Oct. 23

WLWI (TV) Indianapolis, Ind.—Granted license for TV station.

KSHE (FM) Crestwood, Mo.—Granted license covering installation of new trans.

KOKX Keokuk, Iowa.—Granted license covering change to non-directional operation daytime (DA-2 to DA-N) and remote control operation while using non-directional ant.

WARK-FM Hagerstown, Md.—Granted license covering increase in ERP, change in transmitter location and studio location and changes in transmission line; delete remote control.

*WAER (FM) Syracuse, N. Y.—Granted license covering changes in frequency, ERP and ant. height, change in ant.-trans. location, installation of new ant. and changes in ant. system.

WDOT Burlington, Vt.—Granted license covering use of old main trans. as auxiliary trans. daytime and alternate nighttime at main trans. site with remote control operation.

KFOR Lincoln, Neb.—Granted license

covering use of alternate main trans. as auxiliary trans. daytime and alternate trans. nighttime with remote control operation.

KHUL (FM) Houston, Tex.—Granted license covering installation of new ant.

KJAZ (FM) Alameda, Calif.—Remote control permitted.

■ Granted licenses covering installation of new trans. for following stations: KFAB Omaha, Neb.; KIJV Huron, S. D.

WCIV (TV) Charleston, S. C.—Granted extension of completion date to April 23, 1963.

■ Granted licenses for following am stations: KGLE Glendive, Mont.; KWLA Many, La.

■ Granted licenses for following fm stations: KMOD-FM Midland, Tex.; KTPM Sun City, Ariz.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KWLC Decorah, Iowa; WDOT (main), Burlington, Vt.; conditions; KOVC Valley City, N. D.; WETA Batavia, N. Y.

Actions of Oct. 22

WSAM-AM-FM, Knorr Bcstg. Corp., Saginaw, Mich.—Granted assignment of cp and license to Kenneth Hugh MacDonald; consideration \$300,000.

WDUN-AM-FM, Northeast Georgia Bcstg. Co., Gainesville, Ga.—Granted acquisition of positive control by John W. Jacobs Jr. (now 49.1% owner) through purchase of 29 additional shares from L. Donald Quinlan for \$6,134.

WNYC-TV New York, N. Y.—Granted license for tv station.

WAMW Washington, Ind.—Granted license covering installation of new trans, change in studio location and remote control operation.

WDEV Waterbury, Vt.—Granted license covering use of daytime auxiliary trans. as alternate main night at main trans. site.

WAIL Baton Rouge, La.—Granted license covering installation of old main trans. as auxiliary trans. at main trans. site.

WAAY Huntsville, Ala.—Granted licenses covering installation of new trans.; and use of old main trans. as auxiliary trans. (DA-N) at main trans. site.

WCSS Amsterdam, N. Y.—Granted license covering use of old main trans. as auxiliary trans. daytime and alternate main nighttime at main trans. site.

KWOS Jefferson City, Mo.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site with remote control operation.

WBSA Boaz, Ala.—Granted license covering increase in power.

■ Granted licenses for following am stations: KJPF Waynesville, Mo.; WAGL Lancaster, S. C.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WAOV Vincennes, Ind.; KRUS Ruston, La.; WACE Chicopee, Mass.; KWNO Winona, Minn.; KLID Poplar Bluff, Mo.; KICK Springfield, Mo.; WDAD Indiana, Pa.; WBUC Buckingham, W. Va.

KBTC Houston, Mo.—Denied request for deletion of pre-sunrise condition attached to Dec. 13, 1961 grant of application for new am station to operate on 1250 kc, 500 w, D.

Actions of Oct. 19

WOMP-AM-FM, Howard C. Weiss, Bellaire, Ohio.—Granted assignment of licenses to Belmont Broadcasters, Inc.

KANA Anaconda, Mont.—Granted license covering change in frequency, power and hours, installation of new trans. and changes in ant. and ground system.

KKHI-FM San Francisco, Calif.—Granted license covering installation of new ant. and change in ant. height.

KNUZ Houston, Tex.—Granted license covering use of old alternate main trans. as auxiliary trans. daytime only and as alternate main nighttime at main trans. site; remote control permitted.

KWVR Enterprise, Ore.—Granted mod. of license to change studio location and remote control point.

KOMO Seattle, Wash.—Remote control permitted (main); conditions.

Bishop Translator Service, Bishop, Calif.—Granted cp for new uhf tv translator station, on ch. 79, to translate programs of KABC-TV (ch. 7), Los Angeles, Calif.

KLFY-TV Lafayette, La.—Granted mod. of cp to change transmission line and filterplexer.

■ Granted licenses for following am stations: KBTC Houston, Mo.; WBRL Berlin,

N. H., and specify studio location and remote control point.

■ Granted licenses covering increase in daytime power for following stations: WXLI Dublin, Ga.; KCAP (main) Helena, Mont., and installation of new trans.; WSTR Sturgis, Mich., and installation of new trans. and changes in ant. resistor.

■ Granted licenses covering use of old main trans. as auxiliary trans. at main trans. site for following stations: KCAP (main) Helena, Mont.; KAYC Beaumont, Tex.

■ Following stations were granted extensions of completion dates as shown: KLUE-FM Longview, Tex., to April 21, 1963, condition; K08CN, Peoples Tv Assn., Inc., Ephrata, Soap Lake, Moses Lake, Larson Air Force Base, Wash., to April 19, 1963; KAIT-TV Jonesboro, Ark., to Dec. 20; WNSH-FM Highland Park, Ill., to May 15, 1963; KCKG Sonora, Tex., to April 15, 1963; WDVV (FM) Philadelphia, Pa., to April 14, 1963; WGPC-FM Albany, Ga., to Jan. 10, 1963.

K12DJ Conrad, Mont.—Granted cp to replace expired permit for new vhf tv translator station.

K73AW Quitaque and Turkey, both Texas.—Granted cp to replace expired permit for new uhf tv translator station, on ch. 73, to translate programs of KVII-TV (ch. 7), Amarillo, Tex.

KLTF Little Falls, Minn.—Granted request for mod. of pre-sunrise operation condition attached to June 5 grant of cp to increase daytime power to 5 kw, to extent of authorizing operation with non-DA with 500 w between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Richard E. Abraham, Iron Mountain, Mich.—Granted cp for new uhf tv translator station, on ch. 77, to translate programs of WFRV (TV) (ch. 5), Greenbay, Wis.

Actions of Oct. 18

KCKG Sonora, Tex.—Granted authority to operate sign-off at 6 p.m. except for special events for period ending Jan. 20, 1963.

KLYK Spokane, Wash.—Granted extension of authority to remain silent for period ending Dec. 31.

WRIM Pahoake, Fla.—Granted extension of authority to remain silent for period ending Dec. 31.

■ Granted licenses for following vhf tv translator stations: K05BL, K13DF, Lame Deer Community Tv Club, Lame Deer, Mont.; K03AW, K06BU, K09DC, K11DL, Glenwood Tv Committee, Glenwood Springs, Colo.; K04AA, K12AC, Lovell Byron Cowley Tv, Lovell, Wyo.; K07EE, Forks Tv Club Inc., Forks, Wash.; K07AT, Roy McLeod, Phillipsburg, Mont.; K09AP, Silverton Tv Assn. Inc., Silverton, Colo.; K09DR, Tv Viewers Assn., San Mateo & Ambrosia Lake, N. M.; K04AL, Decker Tv Translator Assn., Decker, Mont.; K09DL, Marathon Tv Co., Seward, Alaska; K05AB, K12AE, Town of Powell, Powell, Wyo.; K07AF, K13AJ, Ashley Tv Assn., Ashley, N. D.

KIFG Iowa Falls, Iowa.—Granted license for am station and specify studio location; remote control permitted.

WACA Camden, S. C.—Granted license covering installation of new trans. and reduction of ant. height.

WDUZ Green Bay, Wis.—Granted license covering installation of old main trans. as auxiliary trans.

K12BG Yampa, Colo.—Waived Sec. 1.323 (b) of rules and granted cp to replace expired permit for new vhf tv translator station.

K07CL, K09CG Choteau, Mont.—Granted cps to replace expired permits for new vhf tv translator stations.

WGNP Indian Rocks Beach, Fla.—Granted mod. of cp to make changes in DA and ground systems.

KMOD-FM Midland, Tex.—Granted authority to remain silent for period ending Dec. 31.

■ Following stations were granted extensions of completion dates as shown: K83AR, School District No. 4 and New Mexico Dept. of Education, Tularosa, N. M., to April 27, 1963; WGAL-TV (auxiliary trans.), Lancaster, Pa., to April 17, 1963; WGNP Indian Rocks Beach, Fla., to Feb. 28, 1963; KPER Gilroy, Calif., to Jan. 24, 1963; KRAD East

Continued on page 95

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE and WANTED TO BUY STATIONS advertising require display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Major market key station of successful Negro chain is looking for a dynamic sales manager. If you are a radio salesman with a successful record this is your opportunity to move into management with a growing chain. Box 900P, BROADCASTING.

Sales manager for western N.Y.S. regional-excellent earnings. Send photo and particulars immediately. Box 954P, BROADCASTING.

Station manager with aggressive sales ability. New England station with excellent potential. Good salary and incentive. Write full details. Box 29R, BROADCASTING.

Northeastern city (population 40,000) has one radio station in need of two people—manager and sales manager. Young, outstanding salesmen with managerial talents and aspirations wanted by mature radio operators to take over smallest of group of stations. Salary, profit sharing—five figures. Organization offers real future. Send complete resume to Box 89R, BROADCASTING.

Washington, D. C. area. Bright young man with well balanced radio experience for management in rapidly growing regional station group. Hard work and its rewards. Interview required. Write qualifications, President, WAVA, 203 World Center Building, Washington 6, D. C.

Executive salesmen, management experience, proven sales background (age 30-45). Full time travel. (Home weekends). Protected localised territory. Residence in territory required; preference given residents of available territories; "Dakota's-Minnesota-Wisconsin;" "Intermountain;" "Nebraska-Iowa-Kansas-Missouri." Other territories also available. Openings immediately, personal interviews required. Extensive field training provided. Salary, commission-incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pix; Community Club Awards, Westport, Connecticut.

Sales

Announcer-salesman. Strong on selling, but must be adequate mike man. A real opportunity to become a vital part of a growing New Jersey Station. Box 384P, BROADCASTING.

Salesman—can you sell for high commission in nation's 4th largest market—N. Y. area. FM stereo? You can! Box 82R, BROADCASTING.

Salesmen; liberal salary plus commission, car necessary. WPAC, Patchogue, New York.

Two salesmen needed by number one rated station in the heart of Texas. Must be able to see in competitive market. Will be paid commission against guarantee. Growing station with winning sound. Grow with it. Bill Dahlsten, General Manager, KWWA, Box 482, Waco, Texas.

Salesman wanted by progressive, good sounding station 75 miles from Chicago. Station 15 years old. Part of community, successful, rates number one in six county area. Commission against guarantee. Pension plan, hospital insurance, fringe benefits. Base of a growing organization that will let you grow with it. Write Bill Dahlsten, General Manager, WLPO, LaSalle, Illinois.

Help Wanted—(Cont'd)

Sales

Salesman for leading station. Salary plus commission. Announcing experience necessary. KTOE, Mankato, Minnesota.

Northern California local needs combo who can sell, salary plus commission, nice area, send all first letter. Box 93R, BROADCASTING.

Salesman wanted. No. 1 station, medium market. The opportunity is great, \$10,000 or more if you are willing to work. Enclose record of past performance. Box 96R, BROADCASTING.

Announcers

Announcer with varied experience and first phone ticket for southwest network station. Box 832P, BROADCASTING.

Opportunity for announcer with first phone, Texas network station. Box 835P, BROADCASTING.

Excellent opportunity for experienced announcer with first ticket. 21 year old established station in Great Lakes area emphasizes professional broadcasting and production. This is a 1,000 watt, full time, fine frequency. Salary commensurate with ability. Send photo, tape and resume to Box 899P, BROADCASTING.

Immediate opening for announcer in progressive mid-Michigan station. News experience helpful. Operate tight board. Good music. Send tape and resume to Box 986P, BROADCASTING.

Texas station needs mature morning man. Medium market, \$450 per month to start. Send tape and resume to Box 989P, BROADCASTING.

Immediate opening. Top southeastern regional station needs deejay with strong teen appeal to handle late afternoon air trick and personal appearances. Send tape, resume, references immediately. Box 999P, BROADCASTING.

Announcer with first phone. Adult, good music station going to 5000 watts. Write Don C. Wirth, WNAM, Neenah, Wisconsin.

Announcer-salesmen. Leading major market am-east coast with policy of using announcer-salesmen needs 3 good men. Excellent income. No. 1 station in market. Major group operation. Box 31R, BROADCASTING.

Newsman-announcer for sharp operation located on Great Lakes. Want man who can gather, write and air local and area news. Must be able to run board if needed. Send tape, all details, picture with 1st letter. Box 35R, BROADCASTING.

Country music announcers—need two—one with first ticket—both must be country boy personality types with plenty of southern phrases. Must be able to meet and charm clients. Short hours, long pay. Send resume. Box 41R, BROADCASTING.

Announcer with Program Director abilities to revise and revive a lagging FM Station from 5:30 P.M. to midnight. Station is simulcasting with AM during daytime hours. Must have mature voice, experience in producing programs with adult appeal and ability to conduct interviews and discussion programs. Send tape and resume, including church status to Box 56R, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Opportunity for capable, ambitious first-ticket combo man with one-station market 250. Friendly community, middle of the road format. Tape, resume to Box 62R, BROADCASTING.

Our one kilowatt station in Illinois is looking for man with news and good pop music experience. He should have at least 2 years in midwest radio. Send tape, picture, complete resume and references. Box 74R, BROADCASTING.

Announcer with 1st class ticket. Mature voice. Send resume and tape, or call radio station KOLR, Sterling, Colorado at 522-1740.

Announcer with first class ticket is needed by a western New York daytimer. This is an excellent opportunity for the right man to grow with a good sound organization. Apply directly to Tom Kroh, Manager, WLSV, Wellsville, New York.

Quality CBS radio station seeking applications from quality announcers with first class licenses. Expanding am adding fm. Fine opportunity to continue education at beautiful East Carolina College. J. T. Snowden, Jr., WGTC, Greenville, N. C.

Mature morning man for progressive station with opportunity. \$433.00 per month to start. No collect calls. KBRZ, Freeport, Texas.

Announcers. DJ, news or copy combination. Car necessary. WPAC, Patchogue, New York.

New York metropolitan area growing station has morning slot open; seeks experienced staff announcer with solid command of broadcasting's basics. Must have pleasant air voice, polished news and commercial delivery, also able to assume creative and responsible duties in program department which produces extensive public affairs and special events programming. We're musically middle of the road. Send complete resume and audition tape to Box 88R, BROADCASTING.

Immediate opening. Need mature voiced dependable announcer who can deliver selling commercial. Must be good board man. Better than average salary on areas. Dominant station. Send recent tape, photo and complete resume of experience and personal qualifications to Hal Barton, WTAD and KHQA TV, Quincy, Illinois.

Top 40 man for WRBC Jackson, Mississippi. Must be from Miss. or Alabama. Contact Herb Guthrie, Mgr.

Bright dj for afternoon traffic show. Good music prestige station. Must be strong on commercials with knowledge of news. Job security for right man. Send tape, resume, photo, to Jack Hurst, Program Director, WGST, Atlanta, Georgia.

The top rated station in Peoria, Illinois, is adding a drive time personality. Must be experienced, top rated and bright sounding. Also adding mobile news man. Must be experienced, and have a feeling for local news. Send tape and complete resume to: WIRL, Peoria, Illinois.

Flagship station of midwest Stuart Radio Group has immediate opening for announcer. Send resume and tape: Orv Koch, KFOR, Lincoln, Nebraska.

Help Wanted—(Cont'd)

Announcers

Man to handle traffic and some announcing. If you type, have some knowledge of radio and have a decent announcing voice, we will give you opportunity for experience. Contact Al Stanley, Manager, WTSB am-fm, Lumberton, North Carolina.

New d.j. comedy. Professional package \$5.00. Box 92, Kansas City 17, Missouri.

Employed announcer interested moving up as newsmen? We'll train you. Permanent position, good voice, writing ability essential. Send tape, background, references, photo. KSIB, Creston, Iowa.

Top "morning man." We want you if you know you're good!! Top ability will get you \$9800-\$12,000 plus incentive plan on rating points produced! Rush tape and resume. Suite 226, 76 S. 8th St., Minneapolis, Minnesota.

WIRK, West Palm Beach, Florida needs professional air man for top-rated format, morning show. Send tape of dj, news and production work.

Cape Canaveral day-timer adding announcer-salesman. All around man needed. WRMF, Titusville, Florida.

Experienced announcer for general staff work including two-hour good music show daily. Write, rewrite and deliver regional news. Good basic salary and periodic increases. Long established NBC affiliate. Operations Manager, WBRE, Wilkes Barre, Pa.

Technical

Chief engineer, directional, West Virginia need aggressive qualified maintenance engineer who has experience or is interested in gaining experience in automation. Some announcing ability helpful but not essential. State experience and salary requirements. Box 47R, BROADCASTING.

Engineer, first ticket, experience with directional and maintenance. State salary requirements. Western Penna. Box 71R, BROADCASTING.

Engineer, first ticket. Experience not required. Pennsylvania. Box 72R, BROADCASTING.

Chief engineer, am-fm, eastern metropolitan area. Salary \$150 a week for good man. Send resume, education and experience with picture. Box 87R, BROADCASTING.

Chief engineer for new 5 kw daytimer, 2 tower directional. Target date: Jan. 1, 1963. Send resume including character and job references to General Manager, WTTT, P.O. Box 503, Amherst, Mass.

Chief engineer—news station, Chicago area. KW fm-am directional. State experience and salary. WNSH, Box 1430, Highland Park, Illinois.

Immediate opening for 1st class engineer-announcer. Good voice essential. Good market. Good station. Send audition tape and resume to Box 987P, BROADCASTING.

Combo man? We need you! Mid America's most active radio station is looking for a top notch first class, engineer announcer. If you fill the bill, rush your audition tape and resume to: Norman C. Haagenson, Manager, WROZ Radio, P. O. Box 441, Evansville, Indiana.

Production—Programming, Others

Immediate opening for local news editor and broadcaster. WVOS, Liberty, New York.

Help Wanted—(Cont'd)

Production—Programming, Others

Radio newsmen must be able to gather news. Should be competent, newscaster and good interviewer. Contact Tom Frawley, WHIO, Dayton.

News Director, must be air man, to write and present news on Adult-Listening Station in Mid-West. Only hard workers need apply. Must have ability to delve into community affairs, produce documentaries and write editorials. Send tape and resume including church status to Box 54R, BROADCASTING.

Full-time Newsmen for reliefer in two-man News operation, to work night shift. Must be News writer and Newscaster. Must have experience in covering council and board meetings. Excellent opportunity for up and coming Newsmen to get into aggressive News operation. Send tape and resume, including church status to Box 55R, BROADCASTING.

Continuity and traffic girl—some air work. KDDI, Cody, Wyoming.

Help Wanted—(Cont'd)

Production—Programming, Others

Int'l Broadcasting Org. with headquarters NYC requires news editor with fluency Russian language, extensive background in radio, news and/or journalism. Assignment western Europe. Salary commensurate with experience. Overseas allowances including full housing. Submit detailed resume; include other language proficiencies and salary history. Box 51R, BROADCASTING.

Southern radio station wants a news editor willing to work. Must be experienced newscaster, have previous experience, possess a mature voice and authoritative delivery. You'll join a solid, pioneering staff. Send resume, tape and recent photo to Box 76R, BROADCASTING.

Newsmen to gather, write, deliver local news. KODI, Cody, Wyoming.

I am looking for a man who is already doing local news or one who would like to gather, write and deliver local news for WTSB-AM-FM, Lumberton, N. C. Contact Al Stanley, Manager.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

TF (until forbid)

RATES

Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)

Help Wanted—25¢ per word—\$2.00 minimum

Display ads \$20.00 per inch—STATIONS FOR SALE and WANTED to BUY advertising require display space. Situations Wanted—(Payment in advance)

1" 2" 3" 4" other

All other classifications 30¢ per word—\$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV

Radio

TV

HELP WANTED

- management
 sales
 announcers
 technical
 production-programming

FOR SALE

equipment

WANTED TO BUY

- stations
 equipment

SITUATIONS WANTED

- management
 sales
 announcers
 technical
 production-programming

ADDITIONAL CATEGORIES

- Instructions
 Business Opportunity
 Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _____

COMPANY _____

ADDRESS _____

Remittance enclosed \$ _____

Bill

Help Wanted—(Cont'd)

Production—Programming, Others

Number one station in southern market wants young, aggressive, man to head copy and production department. Must be clever, capable, and hard working. Immediate opening and assurance of permanent employment for right man. Station atmosphere is excellent. Contact Box 25R, BROADCASTING.

Have immediate opening on Illinois regional production staff for a creative male writer who has a good commercial voice. Box 852P, BROADCASTING.

Newsman — professional radio journalist dedicated to the proposition that his job depends on getting local news first. We have equipment do you have desire and ability? Eastern regional. Box 3R, BROADCASTING.

Expanding operation needs 2 men for air work, prefer some news gathering experience. Top rated, Florida east coast. Prefer mature, permanent applicants. Resume, tape, to Box 5606, Daytona Beach, Florida.

Production assistant who can edit music and speech tapes, has knowledge of mike placement and recording equipment and 1st phone; announcing ability desirable. Send sample work if possible. Will not be returned. Box 99R, BROADCASTING.

Program director. Must have experience and successful history in top 40 type format operation. Must be a diligent worker and capable of directing a dj staff towards a clean, sharp sound. Must be a self starter, sharp in ideas and be able to handle responsibilities with full authority. Send complete resume with references and salary requirements to David Mendelsohn, General Manager, WTRX, P. O. Box 1330, Flint, Michigan. Replies will be kept confidential.

RADIO

Situations Wanted—Management

Capable and highly versatile professional seeking management of absentee owned station. Know radio from every angle. First phone. Plenty of experience, honest, reliable, sober, used to hard work and long hours. Box 39R, BROADCASTING.

Need a selling manager? Offering thirteen year, documented sales and administrative success record. Want full responsibility only. Qualified, mature and employed. Box 995P, BROADCASTING.

Good sales manager wants to work for owner who wants to grow. Fully capable of complete management responsibility. Small to medium markets. Box 998F, BROADCASTING.

Management—sales management—sales consultation. Fifteen years sound experience station management and direct sales management, local, retail, regional, package deals and saturations. Highest industry references from station management and ownership. Box 91R, BROADCASTING.

Sales executive. Seeks managerial broadcasting or rep position in New York, Denver Seattle or San Francisco. Presently in New York. Formerly advertising manager, national advertising trade publication. Also experienced in times sales. Box 83R, BROADCASTING.

35 year old announcer-p.d.-salesman. Many years radio and television. Looking for position in management, or with view to same. Box 61R, BROADCASTING.

Sales

Service and sales . . . five years all phases radio, rock to Bach. Three years production director. Dale Carnegie course graduate. Married, sober, college. Minimum \$125. Box 650P, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Exceptional salesman. Big league experience. Recently general manager. 38, college. Box 73R, BROADCASTING.

Announcer-Salesman: desire permanent relocation in western or mid-western Kentucky, military completed, 22, married, 3 yrs experience, credit and employee reference checks invited, prefer morning show plus sales. Tight board, good news, James W. Beck, RR #2, Owensboro, Kentucky.

Announcers

Announcer/dj. Swinging modern sound. Cheerful. Competent copy writer. Experienced. Box 26R, BROADCASTING.

I've been called "Beatnik," "Bohemian," "Rebel." Within that framework, I have the ability to select music and comment so an audience will pay attention . . . all in low key. I communicate. Got guts enough? Box 28R, BROADCASTING.

Announcer would like job in radio but will take any job available at station. Willing to start at bottom and given some chance in radio. Willing to work hard and small salary. Box 32R, BROADCASTING.

Experienced North Dakota announcer. Wants job out of state. Young single but want to settle in position with future. Plan marriage anxious for criticism radio school graduate. Box 34R, BROADCASTING.

Interested Waco Texas area, will consider California, 3 years experience California radio. Strong sports, news, music, sales. Salary at least \$500. No ticker—no rock. Box 36R, BROADCASTING.

Mid-twenties, college degree, three years experience in all phases commercial radio. Can handle news, continuity, board shift. Pleasant, mature delivery. Former civic club president. Available immediately. Prefer Florida, but all offers considered. Complete resume, tape, photo, references available on request. Box 40R, BROADCASTING.

DJ/personality. Popular adult programming. Good production gimmicks. Day. Night. Box 27R, BROADCASTING.

Number one air personality with major/metro experience desires position in progressive station. Quality production. Box 38R, BROADCASTING.

Bright, Happy, morning man. Great on news. Will work hard. Box 46R, BROADCASTING.

Sports announcer, talented, versatile. College graduate, ex-professional. Married. Good market. Dick Hagen, SY 1-5754. Box 48R, BROADCASTING.

Sincere young man seeks start. Ambitious, hard worker. Speech background, some college, third phone. Box 50R, BROADCASTING.

Negro announcer, with good news, shows, experience. Unlimited capabilities. Thinking man. Box 52R, BROADCASTING.

Available mid-November, dj, single, 21, exempt, 3 years in radio, 2 years college, tight, fast-paced combo, sales, some production, ideas, local news editor, eager. Will relocate. Day or night, swing, need top money. Tape, photo, and resume. Box 53R, BROADCASTING.

Disc-jockey announcer, top 40. Radio school graduate, will travel. Available anytime. Box 57R, BROADCASTING.

4 years experience. Interested in sports but equipped for anything. TV all phases. College, graduate, married, family, employed. Want to move up. Box 58R, BROADCASTING.

First phone, program director or newscaster. Six years experience in "modern format" radio. Married. Box 59R, BROADCASTING.

Available—Negro announcer d-j. Professional radio school graduate. Willing to work hard. Any market. Will relocate. Box 62R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

First phone-announcer, newscaster with stress on hard hitting news and sports. Experienced dj with personality. Now working as combo man in west. Box 67R, BROADCASTING.

Major market announcer/dj. PD experience. Very adaptable. Married. 1st phone. Box 70R, BROADCASTING.

NY am or fm opportunity wanted. 28, B.S. Two years service announcing over ABC affiliate. Box 75R, BROADCASTING.

Experienced, mature, employed tv announcer. 9 years, including radio. Married, 27, consider radio, relocate. Box 77R, BROADCASTING.

Experienced announcer and control board operator, married. Willing to travel and settle down. Box 819P, BROADCASTING.

D.J. announcer—dependable, experience. Speaks French, English. Married, mature sound. Not a floater. Box 962P, BROADCASTING.

Announcer-dj with bright sound and experience in top 40 and middle of the road music formats, available now. Prefer Michigan area but will travel. Box 983P, BROADCASTING.

Teen, age 16, needs employment. No license or experience. Henry Mavin, 9325 Beacon Street, Cleveland 5, Ohio.

I'll trade my 1st phone and 2 yrs. competitive experience for chance to attend 4 yr. college in your area. West or Midwest. 22. Married. Original, entertaining, adult sound but can play to the kids too. News. Copy. Production. Willing to learn sales. If you want versatility with class contact Box 33R, BROADCASTING.

Newscaster, d.j. operate fast board, tight production. Authoritative news, not a prima dona, not a floater. Will travel. Box 79R, BROADCASTING.

Announcer/program director with top 40 and good music experience. First phone/good production ideas/veteran/married. Box 81R, BROADCASTING.

Negro announcer; young, college graduate, mass communications major, A.F.R.S., experienced. News, d.j., personality or moder formats. Available immediately. Box 98R, BROADCASTING.

Unusually capable music, news announcer. 6 years. Eye future pd, east. Mr. Bob Ferris, 630 Dumont Ave., Brooklyn 7, New York, HYacinth 8-1075.

C/W disc jockey available immediately due to ownership change. 6½ years major Kansas City market. 30 years old. Will relocate. 12 years experience in country music. Guy Smith, 133 S. Fuller, Independence, Mo. CL 4-7524.

Announcer-Salesman: desire permanent relocation in western or mid-western Kentucky, military completed, 22, married, 3 yrs experience, credit and employee reference checks invited, prefer morning show plus sales. Tight board, good news, James W. Beck, RR #2, Owensboro, Kentucky.

Attention coastal areas. Twelve years major markets, authoritative adult broadcast. First phone. \$125 week minimum. AM, FM, or both. Steve Marko, 128 South Lake Street, Los Angeles 57, California. White, age 37.

Disc jockey experienced in announcing and very tight on production. Can handle any type format. Phone EVergreen 2-7230. Gary Schneider, 525 Druango, Toledo, Ohio.

First phone, three years experience, top forty, nights or graveyard shift preferred. Will relocate anywhere, good on news weather, production, with tight board. \$80. Minimum for right place. Bob Geer, 830 W. Woodard St., Denison, Texas. HO 5-3611.

Situations Wanted—(Cont'd)

Announcers

Announcer, ten years experience in all phases of radio seeks permanent position in north. Family man. Contact Bob Germain, Colrain, Massachusetts. Phone NATIONAL 4-3460.

Doesn't anybody need a third phone? Well, I need you. One year's experience—tapes available. Duane Gunn, 1913 Mary, Lansing, Michigan.

Announcer, dj, experienced, talented. Seeking position in northeast U.S. Strong on top 40 and record hops. Contact Joe Swing, 259 N. Midland Ave., Nyack, New York.

Technical

First phone. 8 years directionals, maintenance, studio. Can announce, sell. Box 60R, BROADCASTING.

Chief engineer, announcing, experienced and qualified. Write Ron Toller, Box 2726, Marathon Shores, Florida. Phone 305-743-5882.

First phone eight years, all phases, employed, Parkway 9-5345, Sparta, New Jersey.

Capable, conscientious chief engineer. Twelve years radio, television. Construction experience. Box 94R, BROADCASTING.

First phone desires change, prefer east of Mississippi River. Presently employed as assistant to chief on am, fm, multiplex. Two and a half years experience am, fm and tv. Write Box 979P, BROADCASTING.

Have first phone, slide rule, will travel. Some radio experience, excellent recommendations, prefer fm only, outside of the south. No announcing experience, \$95 per week minimum. For resume write, Grady Dixon, 503 Snow Hill St., Ayden, North Carolina,

Experienced chief engineer and announcer, first class ticket. Available immediately. Start \$90. Phone Wilmington, Delaware, OLYMPIA 6-6611, mornings 9-12 only, ask for Room 411.

Production—Programming, Others

Have Hooper will travel. Creative pd/air personality desires position in progressive station. Box 37R, BROADCASTING.

Production director three years. Five years all phases radio, rock to Bach. Dale Carnegie course graduate. Married, sober, college. Minimum \$125. Box 651P, BROADCASTING.

News director. Writer, producer, newscaster. Unique air style. Production minded. Network top indy experience. Industrious, resourceful, creature. Box 972P, BROADCASTING.

Attention choosy fm stations. Choosy announcer pd with major market am & fm experience, knows both Buxtehude and Marconi (1st ticket), will help put (or keep) you tops in field. Box 800P, BROADCASTING.

Experienced program director desires relocation. I offer: 13 years broadcast experience, proven record, ability, organizational knowhow all phases; air trick included. Good music operation only. Prefer east. Box 605P, BROADCASTING.

Major market newscaster. College graduate. Now handling responsible, fast breaking radio news desk. Good references. Box 843P, BROADCASTING.

News-mature distinctive style. Decade's experience includes regular net feeds. Box 68R, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Excellent small market news director desires position, midwest or Florida. Jim Finch, 201 Hudson St., Storm Lake, Iowa.

For bright, creative radio copy that sells contact me. Top 30 metro market experience. Box 95R, BROADCASTING.

TELEVISION**Help Wanted—Sales**

Opening for aggressive television salesman at top station in 3V market. Salary plus commission. Excellent opportunity for right man. Send resume to Box 969P, BROADCASTING.

VHF in medium southeast market has opening for local salesman. Guarantee with commission. Send resume with recent photograph to Box 984P, BROADCASTING.

On-camera announcer experienced in both scripted and ad lib commercials. Capable of hosting live programs, commentaries, and conducting interviews. On-camera representative for important prestige accounts. Some contacts with clients involved. Excellent potential in pre-freeze VHF CBS station, serving 500,000 homes. Send film if available or photo with tape and resume to Box 958P, BROADCASTING.

Technical

Engineer first class ticket—excellent opportunity pilot station growing chain—WBJA-TV, Binghamton, New York. Phone or wire Chief Engineer Lou Stantz—724-2978 or 2638.

Engineer with first class license. TV-AM-FM central Pennsylvania. Experience not necessary. Contact Glenn Winter, WSBA, York, Pennsylvania, Phone 2-5531.

Wanted experienced tv studio engineer. Must have 1st phone. State experience and salary requirements first letter. Box 78R, BROADCASTING.

250 Kilowatt UHF has need for engineer. Strong on maintenance, must have sufficient experience to assume full responsibility for maintenance shift. Salary open. Wire or phone M. J. Lamb, WIMA Television, Lima, Ohio.

Chief engineer with experience backup, heavy on maintenance, willing to work. We have G.E. tv transmitter and cameras. Need immediately. Contact John H. Marshall, Jr. KICA TV, Clovis, New Mexico. Also need assistant chief with maintenance experience.

Technician for tv studio work. Personal interview required. WICS-TV, East Capitol Avenue, Springfield, Illinois. Attention J. Merritt, 523-528-0465.

Production—Programming, Others

Program director to plan, create and execute all live local commercial, public service, and documentary programming, on basic CBS station in midwest. Must have administrative and creative experience and ability. Excellent opportunity for management advancement. Starting salary \$10,000 to \$15,000. Many fringes including stock option plan and profit sharing. Send complete resume, samples of creative work, references, to Box 4R, BROADCASTING.

TELEVISION**SITUATIONS WANTED****Sales**

Highly experienced program and time salesman seeks opportunity in competitive market. Have successfully sold syndicated shows past nine years in major and small markets to regional and local advertisers. Previously had newspaper space and radio sales management background. Mature, excellent health. Can make you money. Write Box 80R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Currently employed in large eastern market because of wife's health. Over ten ket, but must relocate in west or south-years radio an dtelevision. Professional approach in announcing, production and directing. All material upon request and all replies promptly answered. Box 92R, BROADCASTING.

Technical

Just out of USCG. Want to learn tv or radio. Have 1st. Ready to start work anywhere west of Miss. \$100/w call or write, Judd Strong, 3647 56th St., Sacramento, California. GL 6-1647.

Experienced all phases studio activity especially production aspects, technical directing, tv switching, operating all types cameras, audio consoles and telecine equipment, arranging lighting and scenery, handling floor manager chores. Graduate RCA TV institute. Ambitious to succeed in chosen profession. Will relocate anywhere. Box 84R, BROADCASTING.

1st phone engineer. Experienced all phases wishes larger operation east. Box 90R, BROADCASTING.

Production—Programming, Others

Film director, six years experience, desire midwest location, available now. Box 30R, BROADCASTING.

Production manager. Reached top here. Desire producer/director job in major market or production manager job with challenge and opportunity. Eight years experience, college. Can furnish portfolio and references of qualifications. Box 745P, BROADCASTING.

13 year tv, radio administrative background (10 years in state capital city). Interested tv news, programming—but willing and able to start where needed. 34, married. 304-925-5488. Box 821P, BROADCASTING.

Ten years experience in radio major markets. News, dj, pd, first phone. Family. Want permanent t.v. talent, tech or both—Kirt Grey, Los Angeles, Phone DU 5-6712 or Box 43R, BROADCASTING.

Director—currently employed at NYC channel, 5 years experience in commercial and educational broadcasting and allied fields; seeks directing position in northeastern area. Box 85R, BROADCASTING.

35 year old announcer-p.d.-salesman. Many years radio and television. Looking for position in management, or with view to same. Box 61R, BROADCASTING.

Radio newsman wants to move any phase of TV. Excellent background especially for court and legislative coverage. Now air-writing for major market station. Box 65R, BROADCASTING.

Director-producer working in midwest capital city desires relocation with future. Six years creative experience. Leadership, reliability. Best references. University graduate, family. Box 66R, BROADCASTING.

For Sale**Equipment**

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electroband, 440 Columbus Ave., N.Y.C.

Closed circuit and broadcast television video monitors—model change and demo units, used with new warranty, 8", 14", 17", 21"—metal cabinets, 10 megacycle video—price \$150.00 each and up. Call or write Miratel Electronics, Inc., 1st St. SE&Richardson. St. Paul 12, New Brighton, Minnesota—phone number ME 3-1742.

For Sale

Equipment

Good 1kw Raytheon transmitter, RA 1000-A, \$1500 at sight. Being replaced by 5 kw transmitter. Phone J. S. Booth, CO 7-3121, Chambersburg, Pennsylvania.

Recording blank 16". Clearance sale price of 30 for \$13, plus postage. Send cash, check or C.O.D. order to Sam Dudas, Box 215, Doerun, Georgia.

Federal 101C field intensity meter with calibration curves, operation manual. Excellent condition. \$300.00. Contact Jack Pearson, WFAS, P. O. Box 711, White Plains, New York.

Xmission Line; Teflon insulated, 1 1/2" 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.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co. 1314 Iturbide St., Laredo, Texas.

Continental 1 kw, UHF tv transmitter, model PA-715, complete with tubes, without sideband filter, very clean and in working order, \$3500, Ruth Higdon WAFG-TV, Huntsville, Ala., 539-1783.

IRE issues most 1913—almost complete 1917 thru 1962—some bond. General Binding combo-punched and binder-machine. 1962 model 12PB. Mrs. Lynne C. Smeby, Day call CO 5-4668; night call OL 2-8520. 4545 Fairfield Drive, Bethesda 14, Maryland.

shafts—life new. Contact WENY, Elmira, Two rust model 08-11A Linear motor and New York.

WANTED TO BUY

Equipment

Field strength meter for use in broadcast band. Contact Glenn Winter, WSEA-TV, York, Pennsylvania.

5,000 watt fm transmitter wanted. Must be in good condition. Other pertinent equipment will be considered. Box 42R, BROADCASTING.

WANTED: Used general radio type 1931-A modulation monitor in good condition. Write Chris Bauer, WHBL, P.O. Box 27, Sheboygan, Wisconsin.

Used tv tower 750 feet or higher galvanized guyed suitable support 12 bay channel 13 antenna tower top. State condition where located best cash price. C. H. Fisher, Tower Sales & Erecting Co., 6100 NE. Columbia Blvd., Portland 18, Oregon.

1 kw fm transmitter and tower. 150 to 200 ft. WEFA Inc. 4440 North Clark St., Chicago 40, Illinois.

WANTED TO BUY

Station

Small market radio station Georgia, Florida, Alabama. \$10,000 down. At least breaking even. No brokers. Confidential. Box 49R, BROADCASTING.

TV station wanted. Southwest, Arizona preferred. High volume, sound business, excellent potential. Full particulars to Agent: Box 949P, BROADCASTING.

Miscellaneous

Special rates to religious broadcasters 6 to 9 am daily. WMDE, Greensboro, North Carolina.

"Stinger Series" Forty musical cappers, stings, punctuators, newly recorded in Hi-Fi and pressed on to pure vinyl just \$9.95. Station Services, 1st National Bank, Peoria, Illinois.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins training now available in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instruction. Elkins Radio School of New Orleans, 714 Masonic Temple Building, 333 Saint Charles Avenue, New Orleans, Louisiana.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Instructions—(Cont'd)

San Francisco's Chris Borden School of Modern Radio Technique. Graduates all over the country. 1st phone, DJ instruction, placement. Free illustrated brochure. 259 Geary St.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N. Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Six weeks courses in FCC first phone license, and in Announcing. Nine months courses in Chief Engineer, Program Director, Owner-Manager. Guaranteed training and placement service since 1947. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

EMPLOYMENT SERVICE

AM-TV Exclusive Broadcast Personnel Service. 600 stations cross-country. Get free application. Write, Broadcast Employment Service, 4825 10th Avenue So., Minneapolis 17, Minn.

RADIO

Help Wanted—Management

WANTED TOP PROGRAM DIRECTOR

For number one rated fulltimer.

Good Eastern market. Long time

ownership. Send proof and full de-

tails fast. Salary plus rating incen-

tive.

Box 45R, BROADCASTING

SITUATIONS WANTED

Production—Programming, Others

HUNTLEY-BRINKLEY?

Even they haven't interviewed the people I have i.e., "Rudolph" the you know what nosed Reindeer, the Xmas Seals, Santa Claus, Mrs. Claus—mater of fact, everyone in Santa-land. I'd like to Xmascast for you—See my color ad in "Fates & Fortunes" or call Holly B. Jolly—Pams of Dallas—TAYlor 7-0901.

ATTENTION CLASSIFIED ADVERTISERS

Effective November 5th, all WANTED TO BUY STATION advertising will require DISPLAY SPACE. FOR SALE STATIONS, as already indicated in our masthead, also requires display space.

RATES:

One time—\$20.00 per inch
13 times— 19.00 per inch
26 times— 17.50 per inch
52 times— 15.00 per inch



ATTENTION RADIO STATIONS

Would you like to have the popular Italian Program, "Echoes of Italy," on your station? Over 8,000,000 Italo-Americans in the U.S.A., listen every Sunday to this original, personality program, produced and announced by Maestro Nino Bellasai. For many years, Advertising Agencies, National and Local Sponsors have made, "Echoes of Italy," the successful media for advertising. For information—write to Maestro Nino Bellasai—24 Wall St., Norwalk, Conn.

Young, experienced man wants position with progressive organization. Experience includes announcing, sales, p.d., promotion, continuity, and station management. Presently employed as general & sales manager of in-the-black FM independent. Willing to start at bottom of large organization and work up or start at top of small station. Salary pen. Prefer West or Southwest.

Box 69R, BROADCASTING

TELEVISION

Help Wanted—Sales

Opportunity for TV salesman in one of the fastest growing markets in the S.E. Station going into full color operation on November 15th. Protected account list available. Base salary in top 4 figures and commission. Only top experienced tv salesmen need apply. All replies will be kept confidential—all replies will be acknowledged. Send background, present billing, etc., to Harry C. Barfield, Station Manager, WLEX-TV, Lexington, Kentucky, or telephone 4-8747.

For Sale

Equipment

Have used 250 watt transmitters in stock—

- Gates BC-850GY's
- Gates BC-250C-1's
- Collins 300C's
- Raytheon RA-250
- GE 4BT20-A1

Can supply as is, or tuned and tested to your frequency. Call or wire Franz Cherny, Gates Radio Company, Phone Area Code 217, 222-8202.

Miscellaneous

AUDIO TAPE DUPLICATOR

Amplex High Speed Duplicators
Guaranteed—Highest Quality
Lowest Prices
Complete Packaging & Mailing Service
OMAHA RECORDING STUDIO
2963 Farnam, Omaha, Nebr.

INSTRUCTIONS

SIX WEEK COURSES

- a. FCC first phone license
- b. Announcer, Disc-Jockey

NINE MONTH COURSES

- c. Chief Engineer
 - d. Program Director
 - e. Owner-Manager.
- Guaranteed training and placement. Our graduates are working in all categories.

Write for school catalog
KEEGAN TECHNICAL INSTITUTE
"Since 1947"
207 Madison, Memphis, Tenn.

For Sale

Station

FOR SALE

50 KILOWATT STATION

Fulltime facility in major west coast market. Asking \$875,000 with excellent terms available to qualified buyer.

Box 17R, BROADCASTING

Pacific Northwest

Major Market Station. \$150,000 down Required, liberal payout on balance. No brokers.

Box 971P, BROADCASTING

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Grand Forks, Minn., to March 24, 1963.

■ Granted licenses covering and increase in daytime power for following stations: KPND Pampa, Tex.; KDEC Decorah, Iowa, and installation of new trans.

WKMI Kalamazoo, Mich.—Remote control permitted while using non-DA.

■ Granted cps for following new vhf tv translator stations: City of Cabool, on ch. 13, Cabool, Mo., to translate programs of KTVI (TV) (ch. 2), St. Louis, Mo.; Presidio Tv Co., on ch. 11, Shafter, Tex., KOSA-TV (ch. 7), Odessa, Tex.

License renewals

■ Granted renewal of licenses of KHOW Denver, Colo.; KNOX Fort Worth, Texas, and WKDA Nashville, Tenn. Action Oct. 24.

KZON Tolleson, Ariz.—Rescinded Sept. 28 grant of renewal of license. Action Oct. 24.

Rulemakings

PETITIONS FILED

■ Board of Education, Tacoma School District #10, City of Tacoma, Wash., requests amendment of rules so as to reassign ch. 20 to Tacoma from Seattle.

■ Purdue U., Lafayette, Ind., requests amendment of rules so as to assign chs. 41 & 51 to Lima, Ohio, by deleting ch. 44 from Piqua, Ohio, and ch. 51 from Logansport, Ind. Ch. 73 in Lima to be deleted.

■ General Electric Co. requests institution of rulemaking proceedings looking towards adoption of compatible stereophonic sound transmission standards for tv broadcast service.

FINALIZED

■ By Report and Order, commission finalized rulemaking in Doc. 14688 and shifted uhf ch. 22 from Cambridge to Salisbury, Md., as petitioned for by William H. Porter. It deferred consideration of substitute channel in Cambridge until decisions are reached in Doc. 14229 which is concerned with future methods of assigning stations on uhf channels. This will afford Maryland State Board of Education or any other qualified educational organization time in which to complete plans which may involve educational channel in Cambridge. Action Oct. 24.

For Sale—(Cont'd)

Station

ESTABLISHED MIDWEST DAYTIME STATION

1000 watts, good frequency & coverage of compound market \$250-million spendable income. \$195,000 with 25% down, balance over several years to financially responsible buyer prepared to complete transaction. Details to principals only.

Box 86R, BROADCASTING

Ala	single	daytime	85M	terms
Pa	small	daytime	60M	10M
Ga	medium	daytime	65M	18M
Fla	medium	daytime	125M	35M
N.Y.	medium	fulltime	230M	50M
N.C.	metro	daytime	125M	terms

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

NORTH WEST CENTRAL. Daytime. Gross averages between \$8,000 and \$9,000 monthly. Cash flow between \$2,000 and \$3,000 monthly. Asking \$160,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279



FROM EDITORIAL DESK

TO: Staff

Got a letter today that points out an error we've made by calling BAND-AID Adhesive Bandages just Band-Aids. The letter emphasizes concern for the legal protection of a valuable and long-standing trademark. They state BAND-AID is an adjective, not a noun, and should always be followed by the product name, i. e., BAND-AID Adhesive Bandages, or more specifically, BAND-AID Sheer Strips, etc.

We don't make a practice of catering to whims, but this concerns the legal problem of protecting a trademark. Let's try to cooperate. Thanx.

GEH



Johnson & Johnson

OUR RESPECTS to Ruth Avery Gibson

Enthusiasm for her work made all obstacles surmountable

"The most eminently successful people are those who love what they are doing," according to Avery Gibson. Perhaps this philosophy is a bit of truth: Miss Gibson, who enthusiastically states, "I love my job," was made a vice president of H-R Representatives Inc., at the tender age of 32.

Hardly typical in appearance of a station rep executive, the tall, willowy Miss Gibson is none-the-less a hard-working, pace-setting company official.

She joined H-R eight years ago as the second person in a two-person promotion department; now, as vice president of research, promotion and sales development, she supervises 18 staff members in a department expanded under her aegis.

Miss Gibson, who has retained her feminine demeanor in spite of the rigors of the business world, notes she changed the tenor of H-R sales meetings when she started attending: "All the jokes the clients had brought on their New York trips suddenly couldn't be told."

A Native Washingtonian ■ Miss Gibson was born in Washington, D. C., on Nov. 23, 1926. (She readily admits her age, noting that in the past, in order to get a job, she had to add years—Now she's willing to settle for the accurate count.) After finishing high school in Washington, she continued her education at the U. of North Carolina, majoring in communications, and graduating in 1949 with an AB degree.

While a full-time student at the Chapel Hill college, 19-year-old Avery worked for WDUK (now WTIC) Durham, N. C., during her school lunch hour selling time and emceeing a daily disc jockey show. She notes she made more money on that part-time job than she did in her first professional job.

In addition to her activities at the station, Avery found time to belong to the school's dramatic society, yearbook and campus newspaper staffs, and Delta Gamma, a social sorority.

Shortly after she graduated from college, Miss Gibson went to work for WITG (TV) Washington, D. C., then owned by the Dumont network, where she wrote scripts and operated the transmitter among other things. "There wasn't a job you didn't have to do," she comments about working in the early days of tv.

After six months with the station she was transferred to the promotion department of Dumont's New York headquarters.

She quit, she reports, after working seven days a week for an entire year.

Back to Dixie ■ Limping back to North Carolina, Miss Gibson worked for a short time at a station in Burlington when she was tapped by WTOB Winston-Salem. She did continuity and promotion at the station before she went to WTOB-TV, the radio station's uhf sister. "There were tremendous problems in keeping uhf alive there," she says.

WTOB-TV was represented by a four-year-old company called H-R, and in 1954, Miss Gibson returned to New York as assistant to H-R's promotion director. (WTOB-TV suspended operation in 1957).

Six months later she became research director. Soon her department had grown too big to handle by herself, and an assistant was hired. Three years ago she was elected vice president of a department encompassing both research and sales promotion.

The growth of Miss Gibson's sales development unit is due at least in part to methods she established. Her department supplies H-R salesmen with research materials "in order to eliminate the duplication of work that's usually part of sales."

When she joined H-R, the firm had no system of handling rating reports. Now there are definite groups—formalized procedures for helping salesmen. After all, she points out, her department's main function is to supply salesmen with useful sales information. An



Miss Gibson
H-R salesmen's big helping hand

average of 30 pieces of work a day are produced in sales development, she notes proudly.

In addition, H-R now predicts stations' future performance, as well as giving past history. "This is one reason research and promotion will live through the computer age—machines can't predict the future."

Programming Aids ■ Miss Gibson has also developed a programming advisory service for H-R stations. By studying market reports and trends, the representative can advise stations on programming ahead of its competitors. Under Miss Gibson's guidance, the firm has developed procedures for rate card increases—where, when and how much.

Miss Gibson has been married for five years to Murray Davis, a space salesman for Fairchild Publications. They have a house at 6 Pheasant Run in Larchmont, N. Y. ("We really do have pheasants!")

The ambitious Miss Gibson is currently chairman of Television Bureau of Advertising's Research Advisory Committee, and is a member of the Radio-Tv Research Council, Station Representatives' Assn. Research Council, and International Radio & Television Society.

Hard-driving Miss Gibson, who has been called "a company woman through and through," is "proud to be associated with the broadcasting industry." The people in it, she thinks, are "some of the nicest, brightest and most creative." She adds there is "lots of integrity in this business."

Broadcasting's future? Miss Gibson says, "Time increases my pride. The jobs radio and television stations are doing for their communities get better every year, especially in news programming."

Miss Gibson thinks her "most definite influence" in business was Frank Pellegrin (H-R executive vice president). When she joined H-R eight years ago, Miss Gibson says she was relatively shy and retiring.

"He [Mr. Pellegrin] wanted me to get out and do things. Now I can get up and speak to large groups of people and fight for what I believe."

An associate at H-R took note of Miss Gibson's business acumen: "She has a retentive mind for facts and figures, as well as complete empathy for station and buyer problems." He points to her "quick grasp of essentials—she really gets to the nub of the problem," and he adds, "with a warm, friendly disposition."

Curtain of silence

A FORM of voluntary censorship has been imposed by the White House, although that isn't what the White House calls it. By any name it is a form of censorship that cannot work to the satisfaction of anyone but the most rigid thinkers in the military.

The 12 categories of information that the White House has embargoed cover almost any military subject of imaginable interest. A news director who takes the rules literally would think twice before sending a cameraman to cover a weekend outing of a troop of Boy Scouts.

The practical effect of the White House memorandum, if it is observed, will be to discourage the reporting of all military information except that which is handed out by the Defense Dept. And the information to be expected from that source is apt to be scant. In its opening sentence the memorandum explains that the 12 categories of information are "considered vital to our national security and therefore will not be released by the the Dept. of Defense."

It is understandable that an ambiguous censorship-without-censorship was imposed, for the condition that precipitated it is ambiguous, a sort of war-without-war in which the nation has had little experience. As a short-term expedient, the system of censorship that is now in effect may be acceptable. If the condition that requires censorship continues, however, the system will have to be tidied up. What radio, television and the other news media must guard against is the extension of the current system beyond the period in which it can be justified.

As long as there is a real danger of direct confrontation by American and Soviet forces in the Cuban blockade or other trouble zones no journalist can seriously object to reasonable restraints on his reporting of military information. That situation is unlikely to continue very long; it will either worsen or improve. If it improves, all censorship ought to be abandoned. If it worsens, a workable form of censorship ought to be devised.

In the unhappy event of a continuing emergency, an office of censorship ought to be established as a part of the civil government, as it was during World War II. To put the Defense Dept. in charge, as it seems to be now, would guarantee public ignorance of matters the public ought to know about. Military censors must take orders from military commanders, and commanders are ill-equipped by training or disposition to judge where true security ends and arbitrary suppression begins.

Censorship and enlightenment are contradictory terms, but if there must be censorship, let it come as close to enlightenment as possible. It will tend in that direction only if administered by someone with a genuine belief in the virtues of an open society and with a status that removes him from subservience to the military or to the apparatus of political administration that happens to be in power.

At best, the censor's job will be distasteful to himself and those he censors. At worst, it can close a society that has been open since its birth. If the latter is to be the case, there is little reason for the U. S. to insist that Russia take its missiles out of Cuba or, indeed, for Russia to maintain them there.

IT would be possible to place more confidence in the media's desire to resist editorial restraint and in the government's disinclination to impose it if these three recent incidents had not occurred:

- The morning after he had issued the White House memorandum requesting voluntary censorship, Pierre Salinger, the White House news secretary, agreed to explain

it to the regional meeting of the NAB in Washington. When he had summed up the purposes of the memorandum, he volunteered to answer questions. Not one was asked.

- The day after the President announced the Cuban quarantine NBC-TV decided to postpone an Oct. 31 broadcast of its news documentary on the digging of an escape tunnel under the Berlin Wall. Until then the network had resisted pressures of the government to quash the program. The documentary contains no military information.

- During the integration crisis at the U. of Mississippi—before any formal censorship existed—FCC Chairman Newton Minow was all set to dispatch investigators to make sure that Mississippi stations were being "fair." He was dissuaded by the Justice Dept. which said nothing about the propriety of government surveillance of news programming but argued that the presence of more federal agents in the area might increase political tensions there.

Cracks in the eggheads

ANY television critic worth his vitriol knows that there are certain recurrent situations from which, in a pinch, he can derive a few satisfying smirks even if all else fails. One of these occurs whenever a world crisis impends and the United Nations works overtime.

If television does not cancel commercial programming and carry the UN sessions live, the critic can flail away happily at the failure of broadcasters To Meet Their Public Service Responsibilities. For the alert critic this situation also has the advantage of being reversible. If television does go to the UN, a few viewers are sure to complain, and the critic can poke fun at them and, by indirection, belittle the regular programming which was replaced.

Having gone through this niggling cross-fire many times, commercial broadcasters may draw a moment of innocent fun from the plight in which critics found themselves last week. The System backfired. An educational station—WNYT (TV) New York—cancelled regular programming to make UN pickups and got a torrent of abuse; in fact some 350 viewers protested. Where, they wanted to know, were the old Charlie Chaplin films that had been scheduled?

The critics could report this, but they couldn't get their hearts into it. Having for so long touted the superiority of educational tv programming—and by association the superiority of educational tv viewers—they couldn't revel in it as they might if a crass commercial station were involved. It isn't easy to call a fellow viewer a lunkhead.



Drawn for BROADCASTING by Sid Hix
 "Stick around, Al . . . I think we're going to get a damned good news shot!"

People
try it
and they
like it

Result:

KPRC-TV is first in sales in Houston. Next time you're thirsty for sales try the one fine TV station sold everywhere at popular prices. Just say . . .
"HEY PETRY, KPRC-TV."



KPRC-TV, CHANNEL 2, HOUSTON

Represented Nationally by Edward Petry & Co.

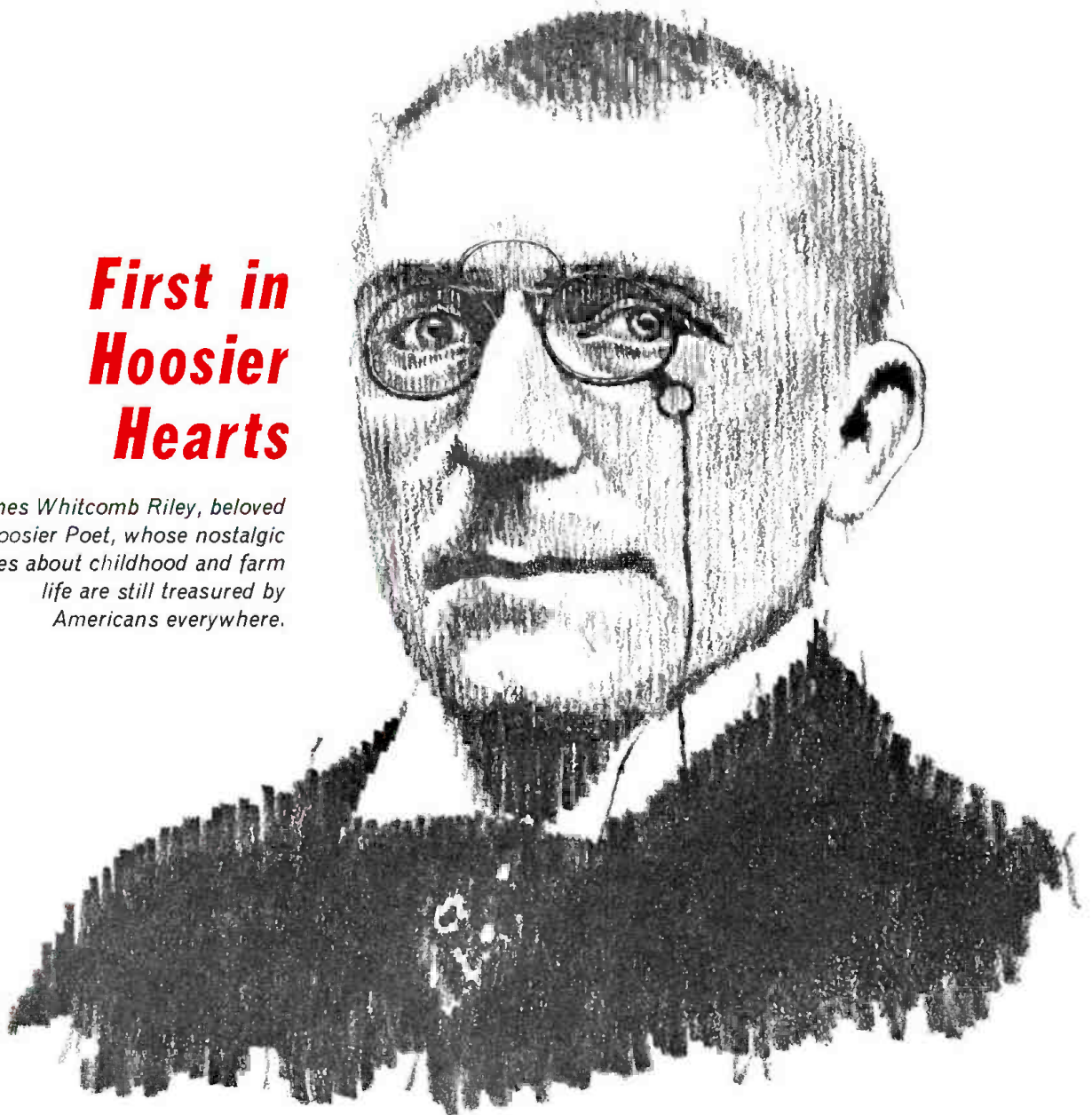
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COURTESY OF THE CARLING BREWING COMPANY

First in Hoosier Hearts

James Whitcomb Riley, beloved Hoosier Poet, whose nostalgic verses about childhood and farm life are still treasured by Americans everywhere.



First in Hoosier Homes

"When the frost is on the punkin," more than at any other time of year, Americans remember our Hoosier Poet, James Whitcomb Riley, as they enjoy anew his beloved Halloween Poem, "Little Orphant Annie."

Here in Indiana, he will be remembered in a special way this year, in a half-hour television broadcast presented as part of our new documentary series, "Our Hoosier Heritage."

Developing this series took two years of hard work . . . but it was a labor of love, for we are Hoosiers to the core. And programs like this—as well as outside activities, such as our annual Antique Auto Tour and our annual train pilgrimage to the "Circus City Festival" at Peru, Indiana—keep us in touch, *close touch*, with our audience.

We like that. Our audience likes it. And, as you well know if you are among them, our advertisers like it.

You're not? Then find out now about the special place we have in Indianapolis and the rich satellite markets surrounding the metro area. Just ask your KATZ man.



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BROADCAST
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America's 13th TV Market
with the only basic NBC coverage of 760,000 TV set
owning families. ARB Nov., 1961. Nationwide Sweep.