



# BROADCASTING

THE BUSINESS

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RADIO

NEWSPAPER

JST 6, 1962

Radio new salesman: the jingle maker takes on tough local prospects ..... 23

Merchandising of tv-inspired products takes on more mature look ..... 34

CBS Radio planning return to cash method of compensating affiliates ..... 48

Catv's biggest sale: Stern group purchases 18 systems for \$10 million ..... 44

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## RADIO moves with a going America

Millions of Americans are on the move over the highways every day—going to work or going to buy. Spot Radio lets you talk to them personally about your product, as they drive. These great stations *will sell* them your product.

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

**Edward Petry & Co., Inc.**

Radio Division

The Original Station  
Representative

# WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

## ACCOUNT EXECUTIVES

(SONS OF THE PITCH)



#16 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA • Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich  
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million  
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.  
Tops in Sales . . . Service . . . Results! Better Buy . . .  
WTRF-TV Wheeling!

(RED EYED SET? Write for your frameable  
WTReffigies, our ad-world close-up series!)

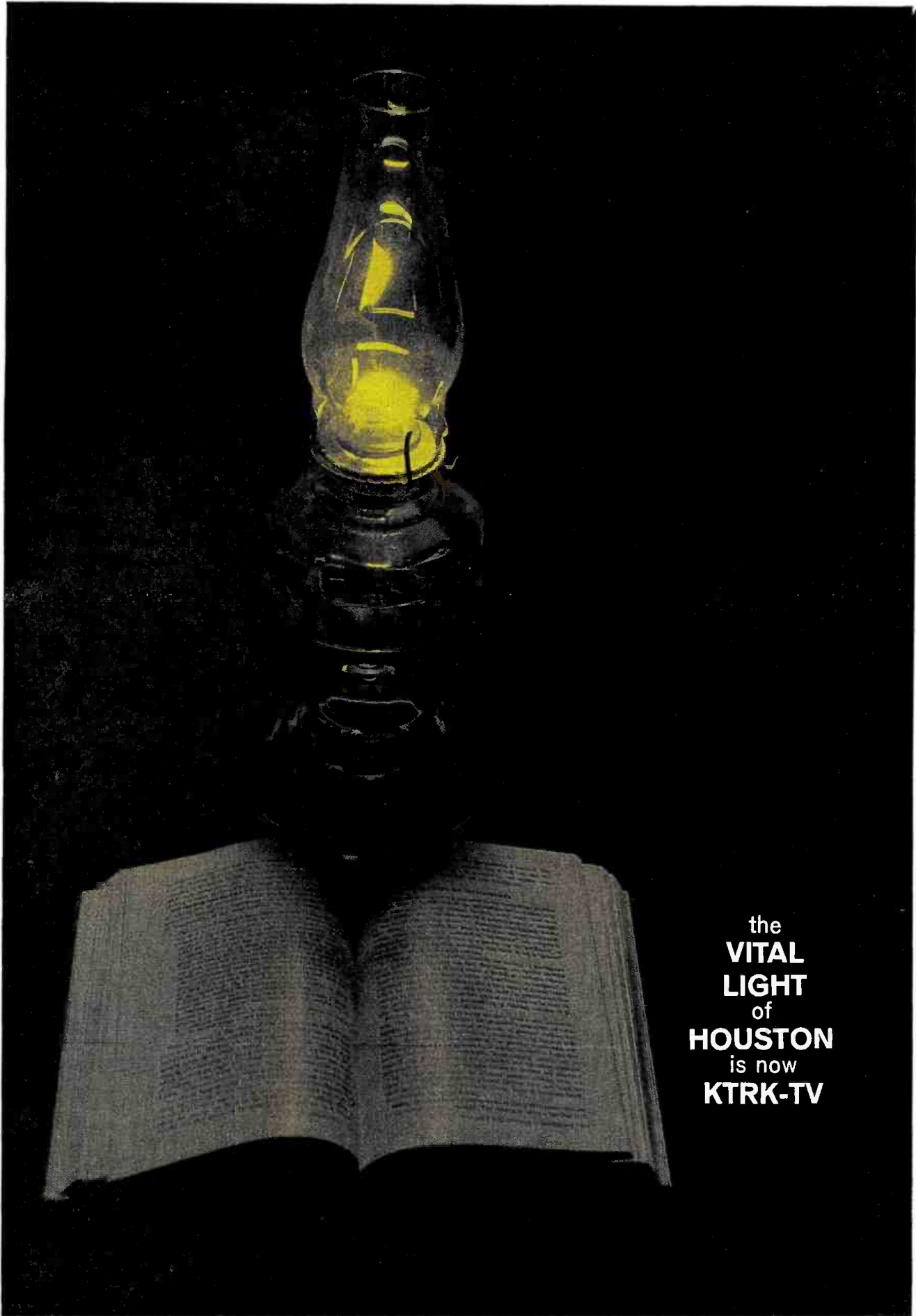
316,000 watts

**NC** network color



Represented Nationally by George P. Hollingbery Company

WHEELING 7, WEST VIRGINIA



the  
**VITAL  
LIGHT**  
of  
**HOUSTON**  
is now  
**KTRK-TV**



## ...leading again

The June, 1962, ARB Market Report shows Channel 4 with a 13,300 lead in average quarter-hour homes reached (9 a.m. to midnight, Monday through Sunday) over Station B, 16,800 more than Station C, and 42,900 more than Station D — maintaining and strengthening KRLD-TV's consistent number-one spot in the Dallas-Fort Worth market area.

See your Advertising Time Sales representative. He'll show you how you may best take advantage of this strong leadership by devising a schedule expressly 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**

## Crossed up again

New appointment to FCC is now embroiled in fight over new space communications legislation, with Attorney General Robert F. Kennedy in act. This much was made clear at Senate hearing Friday in Attorney General's testimony (see page 9) and led to immediate suspicion that person previously selected to succeed Commissioner John S. Cross had been dropped in favor of one who has experience as tough regulator in public utility-common carrier field and therefore would be expected to deal sternly with AT&T in space communications.

## Four Star timetable

Four Star Television's syndication unit, under Len Firestone's direction, expected to be operating within two weeks. Headquarters will be at 500 Fifth Ave., New York. Mr. Firestone is now screening Four Star tv film library (formerly on network tv) to pick initial properties to offer stations. Among series: *The Detectives*, *Stagecoach*, and *Target: The Corruptors* (all one-hour) and *June Allyson Show*, *Johnny Ringo*, *Gertrude Berg Show*, *Pete Loves Mary*, *The Law and Mr. Jones*, *Tom Ewell Show*, *The Westeners*, *Dante*, *The Plainsman*, and *Zane Grey Theatre* (all half-hour).

## Catv to fight

Catv operators, hurt by federal court ruling upholding tv station's rights in exclusive contracts with networks and film syndicators (page 70), determined to fight decision to bitter end. They feel this first adverse legal ruling may be used to constrict their up-to-now free and open rights to receive and transmit tv signals to subscribers. First move probably will be petition for reconsideration; failing that appeal to higher court.

## KRLA stay seen

KRLA Los Angeles, ordered deleted by FCC Aug. 23 because of purported non-compliance by new ownership with regulations (BROADCASTING, July 23), is expected to get stay of mandate from FCC to enable it to perfect appeal from FCC's deletion order. Broadcast Bureau has not opposed stay and following precedent, commission is expected to grant petition with less than quorum participating because of August recess.

## WTOP-TV's one-hour news

First major tv station in East to schedule daily (Monday through Friday) one hour news program, to begin Sept. 10, is WTOP-TV Washing-

# CLOSED CIRCUIT®

ton. President John S. Hayes personally is supervising format, to run 6:30-7:30 p.m. eastern time. Program labelled *News Night* will comprise 45 minutes of local originations, supplemented by 15-minute Walter Cronkite CBS-TV origination from New York to round out hour. KNXT (TV) Los Angeles, CBS-owned station, inaugurated its one hour, *The Big News*, few weeks ago.

## Soviet old hat

Soviet proposal that frequency allocations for space communications via satellites use portion of spectrum now being employed for U. S. military radar is really old hat to American allocations experts. Same proposal was made at preliminary space communications conferences in Geneva in 1959 and was rejected by International Telecommunications Conference. Space communications allocations on global basis will be determined at Geneva conference to be held in fall of 1963.

## Fm under gun too

Interest in fm has reached point where FCC's licensing bird dogs are now scrutinizing renewals on "promise vs. performance" basis, applying generally same yardsticks which govern appraisal of both am and tv renewals. Stations which have simulcast am-fm programming and which have switched to separate fm programming have been asked to explain "imbalance" even in preliminary stages of seeking to program independently.

## IAAB fights Commies

Inter-American Assn. of Broadcasters, which rides herd over broadcasting operators in South, Central and North America, has succeeded in squelching what it regarded as Communist influence over stations in Guatemala. At session in San Salvador July 15, IAAB board served notice on Guatemalan broadcasters that unless they opposed Communism, they could not retain IAAB membership. Guatemalans promptly acceded, it's reported.

*In examining Communist activities, IAAB advised close scrutiny of "soap operas" used both on radio and television in Spanish speaking countries. It has been discovered that some writers are surreptitiously injecting pro-Communist propaganda into their scripts. Herbert E. Evans, presi-*

*dent, Peoples Broadcasting Corp., is U. S. member of board of directors and delegation to IAAB. Luis Fernandez, Mexican attorney, is new president and next year's convention will be in Buenos Aires in September.*

## Tower turmoil

Federal Aviation Agency didn't request Rep. Oren Harris (D-Ark.) bill to limit antenna tower heights, settle FAA-FCC tower jurisdiction question in air agency favor (AT DEADLINE, July 30). Rep. Harris has asked FCC, FAA comments on bill (which would freeze tower height at 1,650 feet unless FAA makes "special finding" tower not air hazard). Rep. Harris referred to "highest tower" squabble in his home district, indicating bill was sought by airlines and pilot groups fretting about zooming antenna heights. Action on bill this session is unlikely.

## Watch for megawatters

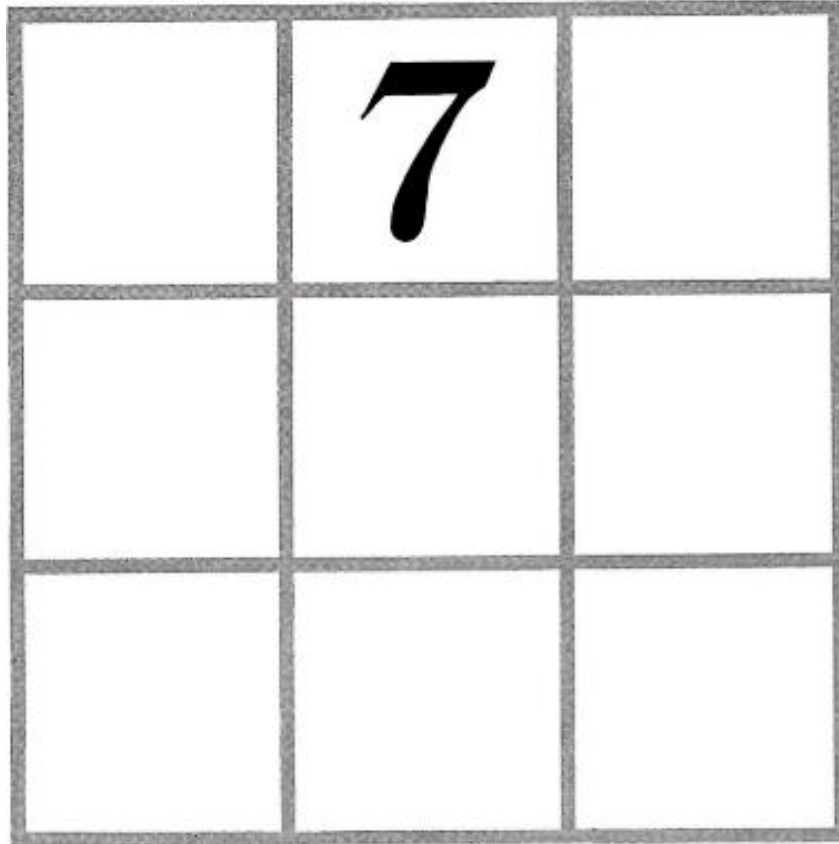
It'll be some time yet before filings reach FCC but there were hints recently after President Kennedy signed all-channel set legislation that some uhf stations are preparing to go to megawatt (million watt) power. Easing of economic problems of uhf-ers as all-channel sets go into homes will tend to justify expenditure for more power, operators explain.

*Uhf stations place great faith in prospects of improved tuners in sets as manufacturers refine present equipment. They're hopeful, too, for more efficient transmitters as manufacturers compete to meet anticipated demand for uhf equipment. This promises double benefit that will solve many coverage problems, uhf operators say.*

## Moss backs probe

Rep. John E. Moss (D-Calif.), chairman of Government Information Subcommittee, will announce at American Bar Assoc. San Francisco convention Tuesday broad probe of disclosure policies for decision-making practices in FCC and other "administrative tribunals."irate at what he terms "dangerous administrative procedures" in Federal Trade Commission and Federal Power Commission, Rep. Moss determined to see how much further "this nefarious practice extends." He charges agencies squelched release of dissenting commissioners' opinions. Wants to prevent future secrecy.

# MAGIC SEVEN



Start with our channel number on top (as indicated) and put a different digit in each blank square so that each row and diagonal totals fifteen.\*

Send us the correct answer and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publication, Inc., N. Y. (If you've already won it, say so in your entry and we'll send this one to your secretary.)

*\*Feel free to use the channel number of any Washington TV station within the squares (we're broad-minded that way) as long as ours is on top. This is only fair, as media buyers are putting WMAL-TV on top of their schedules since we are FIRST in share of audience in prime nighttime (7:30-11 pm) Sunday through Saturday. (ARB, June 1962) Check H-R Television for avails on our new late Night line-up which includes THRILLER, SURFSIDE 6, CHECKMATE, ADVENTURES IN PARADISE, MGM FIRST-RUN MOVIES ( Post '50) and THE PLAY OF THE WEEK.*

## wmal-tv

Washington, D. C.

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

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

# WEEK IN BRIEF

A new type of salesman is helping local radio. He's the entrepreneur from the commercial jingle house who, under an arrangement with the local station, sells custom-tailored jingles to advertising prospects. See . . .

## TAILORED SPOTS BOOST RADIO . . . 27

CBS Radio plans to return to the cash method of compensating its station lineup in a plan which affiliates board helped draw up. New network look will emphasize short informational programs. See . . .

## CBS RADIO CASH PAY PLAN . . . 48

The biggest community antenna sale in history is consummated as Alfred Stern and associates put up \$10 million for the 18 systems in nine states owned by Dallas industrialist C. A. Sammons. See . . .

## BIGGEST CATV SALE YET . . . 44

A get-tough FCC turned the screw again before its August recess. But what is even more sobering to some is the way those staff letters coerce stations into programming what the FCC wants. See . . .

## THE CLIMATE WAS CLAMMY . . . 60

Tv broadcasters score against catv as federal judge orders catv system not to duplicate the network or film programs of KLIX-TV Twin Falls, Idaho, where station has first-run rights. See . . .

## COURT BANS CATV DUPLICATION . . . 70

Merchandising of products tied to tv properties has sprouted intellectual wings. Educational, public affairs and news shows are prompting new products in an area previously identified with guns and games. See . . .

## NEW TV-BRED PRODUCTS . . . 34

The need for advertising creativity keeps growing, and participants in 'Advertising Age' workshop discuss ways to keep it flourishing despite the pressures toward mediocrity. See . . .

## CREATIVITY AHEAD OF PRESSURE . . . 30

The Federal Trade Commission is looking into the accuracy of methods used by broadcast rating services. The probe was "suggested" by Congress which has long worried about effects of ratings on tv fare. See . . .

## SILENCE CLOAKS RATINGS STUDY . . . 62

RKO General lands film commitments from major Hollywood companies. Action follows Justice Dept. look into allegation that only Paramount and Warner Bros. were cooperating with pay tv operators. See . . .

## ASSIST FOR HARTFORD TOLL TV . . . 54

In wake of Telstar, American Federation of Tv & Radio Artists wants to confer with European unions on talent fees. AFTRA also announces new radio program transcription plan is now in effect. See . . .

## AFTRA & SATELLITE TV . . . 72

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# Peacock Poll

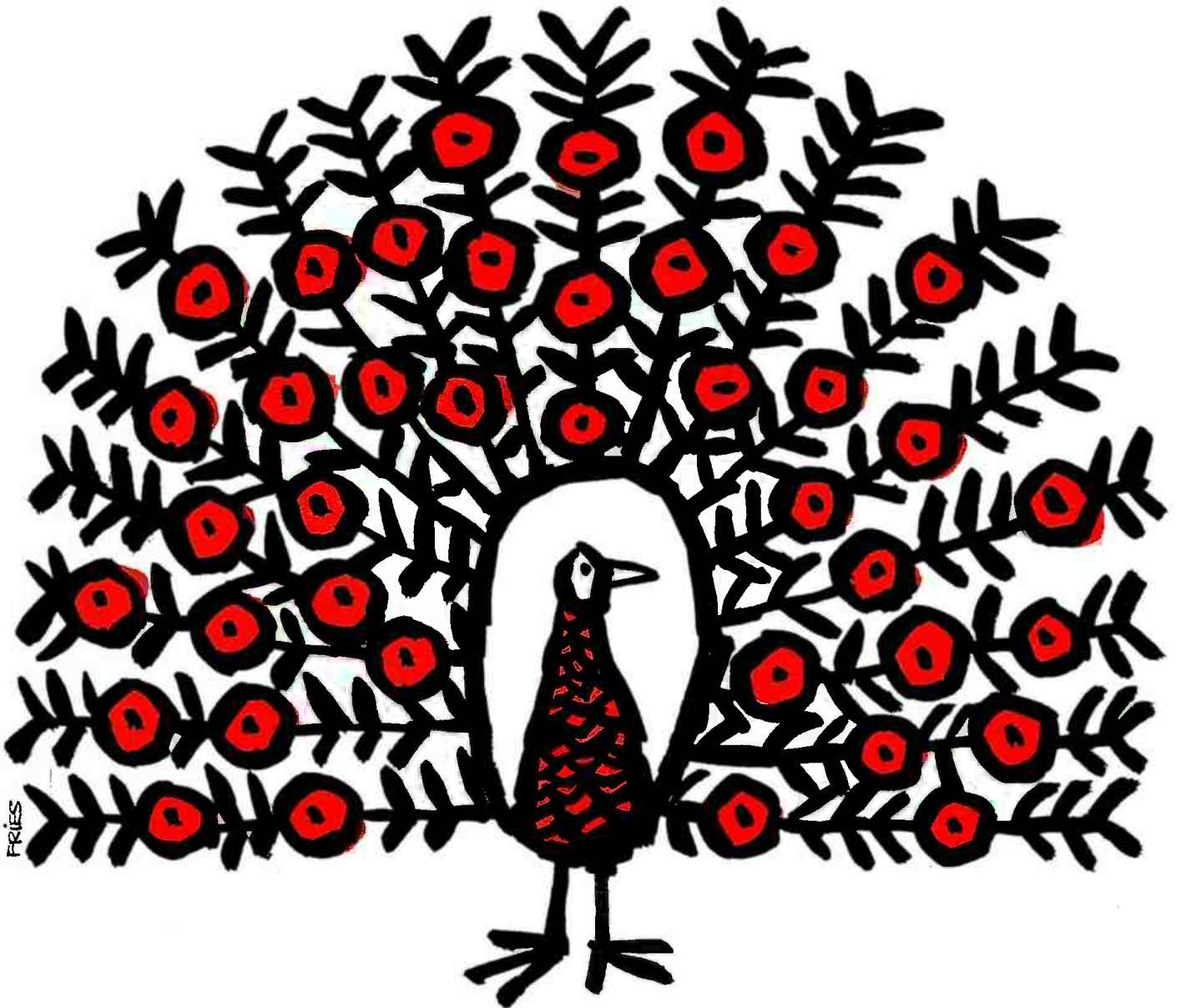
If you buy television, you should read the Omaha Report, the first *complete* study of color television's impact on ratings. The survey was conducted by ARB for NBC.

Color raises ratings. The survey shows how much and details the role of color in KMTV's dominance of the Omaha market.

TELEVISION AGE has published a summary of the Omaha Report. Reprints are available from any representative of Edward Petry & Co., Inc., or:

**KMTV-3-OMAHA**

*the color station*





## Attorney general sees 'better' FCC members

**BOTH KENNEDY, MINOW DEFEND SATELLITE BILL ON HILL**

Attorney General Robert Kennedy told Senate Foreign Relations Committee Friday (Aug. 3) that FCC will more effectively meet its responsibilities to public in future with appointment of better commissioners who will "serve continuously." He agreed with contention of Sen. Wayne Morse (D-Ore.) that FCC has not effectively regulated in past, particularly AT&T.

If FCC does not protect public interest, answer is not new legislation but "new people on the FCC," attorney general said. Mr. Kennedy and FCC Chairman Newton N. Minow testified in reopened hearings on bill to establish corporation to own and operate communications satellite.

Chairman Minow protested attack on FCC. "I don't think our record is one to leave us ashamed or embarrassed," he said. Both witnesses denied that proposed bill would give communications monopoly to AT&T—as charged by opponents who conducted week's filibuster on Senate floor before bill was referred to committee (see page 66).

Anybody who makes objective study of bill could not reach that conclusion, Mr. Kennedy maintained.

**Programming Quiz** ■ Sen. Morse questioned FCC chairman on tv programming to be sent overseas via satellite and Mr. Minow stressed that satellite corporation will be common carrier, not broadcast service.

He said corporation will have nothing to do with content of programming and he assumes concept of "no censorship"

by government will carry over into international broadcasting. Chairman Minow said FCC would welcome congressional advice on regulation of international programming. Sen. Morse said one of reasons he objects to bill is that nothing is said on who will control content of programming beamed overseas via satellite.

Chairman Minow said he feels President could direct that specific programs be broadcast internationally via satellite.

Sen. Morse, whose questioning of both witnesses took up most of the day, charged FCC has "misused the Communications Act" in satellite negotiations and that he plans to introduce bill to curb FCC powers. He said FCC has stretched act to such extent that it could not "bounce back to original form."

Hearing continues today (Monday) with testimony from U. S. Information Agency Director Edward R. Murrow and Secretary of State Dean Rusk.

## Toy advertisers sign FTC order

Two major toy manufacturers have agreed to stop kidding kids.

Louis Marx & Co., New York, and Remco Industries Inc., Newark, N. J., agreed to consent orders issued by Federal Trade Commission against false and misleading advertising to promote toys. Agreements are for settlement purposes only and do not constitute admissions of violations, according to announcements yesterday.

Complaints issued at same time as consent orders were signed, are that in tv commercials Marx represented battle set with many miniature trees and other scenery, toy cannon firing projectiles that explode, and components that smoke; and that Remco's chemistry set contains battery and large glass beaker, and its radio kits can be used to build broadcast transmitter and transistor radio. None of these is true in products sold, although so implied on tv, FTC alleged.

Two orders are first in FTC campaign against toymakers advertising on tv where demonstrations can give children impression all that is shown is included in purchase of products.

NAB Tv Code Review Board last

year urged broadcasters to exercise extreme care in toy advertising so young viewers don't get wrong impression on what toys or kits will do.

## Cunningham to hear NBC-RKO exchange case

FCC named Chief Hearing Examiner James D. Cunningham to preside at consolidated hearing on (1) applications by principals to exchange NBC's WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-TV, WRKO-FM Boston; by Philco Broadcasting Co. for new tv station on ch. 3 (now occupied by WRCV-TV), and by WRCV-AM-TV and WNAC for renewal of licenses.

FCC order schedules hearing in Washington Oct. 22 and prehearing conferences to start Sept. 10.

## Examiner advises against GM, L-O-F

Federal Trade Commission examiner has held that Libby-Owens-Ford Glass Co. and General Motors Co. used deceptive camera techniques and devices in tv commercials purportedly showing difference between automobile plate glass and sheet glass.

In initial decision announced yesterday, FTC Examiner Harry R. Hinckes recommended that both companies be prohibited from continuing practice. Commercials were used in 1957 and 1958 only. FTC's complaint was issued Oct. 30, 1959. Initial decision is not final and may be reviewed and changed by FTC membership.

Examiner emphasized that no trickery is permitted when comparisons between similar products are made—even though differences are actually there. "A comparison should be as comparable as possible," Mr. Hinckes stated. "Disparity should be eliminated, particularly if the disparity has the tendency to exaggerate the comparative differences claimed."

Theme of L-O-F and GM commercials was use of safety plate glass in all windows of GM cars (instead of merely in windshield). Examiner ruled following were false demonstrations:

- Use of telephoto lens to photograph through safety sheet glass and normal lens for safety plate glass. Telephoto lens magnified distortions in sheet glass.

- Camera shot through open window labeled as plate glass.

- In shot of plate glass and sheet glass, latter was turned at sharper angle,

### Reinsch sees JFK

J. Leonard Reinsch, executive director of Cox radio and television stations and chairman of U. S. Advisory Commission on Information, conferred last Thursday with President Kennedy preparatory to month-long trip to Africa. Mr. Reinsch leaves Friday (Aug. 10) and will visit dozen African nations, to observe USIA and other informational and propaganda activities. He will be accompanied by his son, James L. Reinsch, senior at U. of Georgia, majoring in radio-tv. They return Sept. 8.

## WEEK'S HEADLINERS

**Edmund C. Bunker** joins Radio Advertising Bureau, New York, as president, ending nine-month search for executive to replace resigning **Kevin B. Sweeney** (CLOSED CIRCUIT, July 30). Mr. Bunker's most recent



Mr. Bunker

broadcast post was that of Washington vp of CBS Inc. from which he resigned in June 1961 to become executive vp of Froedtert Malt Corp., Milwaukee. Other assignments at CBS included general manager of WXIX (TV) Milwaukee, vp and affiliate relations director and later general sales manager of CBS-TV network. He was with ABC briefly after World War II, before the war was at WCSC Charleston and WIS Columbia, S. C., and WTOC Savannah, Ga. Mr. Bunker takes office as president-elect on Aug. 15, and takes over from Mr. Sweeney as chief executive officer on March 1, 1963, when Mr. Sweeney's resignation becomes effective.

**Paul B. Comstock**, Florida attorney, named NAB vice president for government affairs, effective Sept. 1. Mr. Comstock is law partner of Sen. Spessard Holland (D-Fla.) in the firm of Holland Bevis & Smith, Bartow, Fla. He received an LL. B. degree from Oklahoma U. in 1948 and an MA in public law from Columbia U. in 1951. Mr. Comstock spent six years in federal service in Washington with State Dept. and Na-

tional Security Council. Active in Florida bar affairs, Mr. Comstock was executive director of state bar association and editor of its journal for four years. **Hollis M. Seavey**, manager of government affairs for NAB, named Mr. Comstock's assistant. **Melvin Goldberg**, new NAB vice president for research (BROADCASTING, July 2), assumed his duties last week.

**Raymond W. Welpott**, vp and general manager of WRCV - AM - TV Philadelphia, elected executive vp of NBC owned stations and NBC Spot Sales. He succeeds **P. A. (Buddy) Sugg**, who resigned for health reasons (WEEK'S HEADLINERS, June 18). Mr. Welpott was also elected director of NBC. Also announced at Aug. 3 board meeting: elected as vps, **John M. Otter**, director of national sales (WEEK'S HEADLINERS, July 30) and **Louis Hausman**, general executive (WEEK'S HEADLINERS, July 23). Mr. Welpott will continue as general manager of Philadelphia stations and maintain offices there. Pioneer in broadcast industry, Mr. Welpott began with General Electric in 1938 and took executive post with GE's WRGB (TV) Schenectady-Troy, N. Y., in 1946, became manager in 1955 and before joining NBC at WRCV-AM-TV in May 1958, he was vp of WKY-AM-TV Oklahoma City.



Mr. Welpott

tive for volunteers: foot in door of etv project which, if successful, could be model for corps etv in other parts of Latin America, Asia, Africa.

### House unit to probe FCC, FTC spending

FCC and FTC are in line for probe by House Government Activities Subcommittee, which is investigating 15 federal agencies in drive for economies and efficiency as part of "all-out effort for a 'save-as-we-go' tax reduction." Hearings open today (Aug. 6). Commerce Secretary Luther H. Hodges will testify first. Department of Interior spokesmen are next. Rep. Jack Brooks (D-Tex.) is subcommittee chairman.

### WDKD asks reprieve pending new petition

WDKD Kingstree, S. C., asked FCC Friday for stay of date station must leave air (Sept. 25) until 30 days after FCC has acted on petition for reconsideration WDKD said it will file (see page 60).

Otherwise Kingstree will suffer loss of its only outlet for local self-expression, local news and local religious services; station will suffer irreparable damage through loss of employes, audience and revenue, WDKD said.

### CBS Films claims overseas record

CBS Films is leading international distributor of film programs made especially for tv, Ralph M. Baruch, director of international sales, claims in announcement today (Aug. 6). He says Australia, Canada, United Kingdom and Japan account for more than 70% of international potential, and that CBS Films has sold more half-hour and one-hour tv film programs in those countries than has any other distributor.

### FCC's Review Board takes first actions

First actions by FCC Review Board, activated Aug. 1, were aired Friday.

Board granted (1) extension of time to WFGA-TV Jacksonville, Fla., to file reply briefs and responses to general counsel's office in case involving off-the-record contacts during contest for ch. 12 in Jacksonville; (2) extension to Aug. 31 for Gila Broadcasting Co. to file exceptions to initial decision recommending non-renewal of its six Arizona radio stations; (3) motion to delete "inadvertent" issue in comparative hearing on ch. 3 in Wilmington, N. C. Board denied petition to enlarge issues in Kutztown, Pa., radio hearing.

Board is made up of Donald Berkemeyer, Joseph Nelson, Horace Slone and Dee Pincock.

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

thus making distortion in sheet glass appear more acute.

▪ Sheet glass in home window frame was smeared with vaseline and camera was panned across while shot of plate glass was made from camera in stationary position—thus increasing distortions of sheet glass.

"The camera techniques described above," Examiner Hinckes said, "cannot be said to have resulted in a portrayal which the viewer could depend upon as a fair comparison, even though what was claimed of the product may have been, and in many instances was, actually true."

Examiner held that both L-O-F and GM were responsible for actions of photographers who took pictures, even though cameramen were employed by film units hired by advertising agencies retained by L-O-F and GM respective-

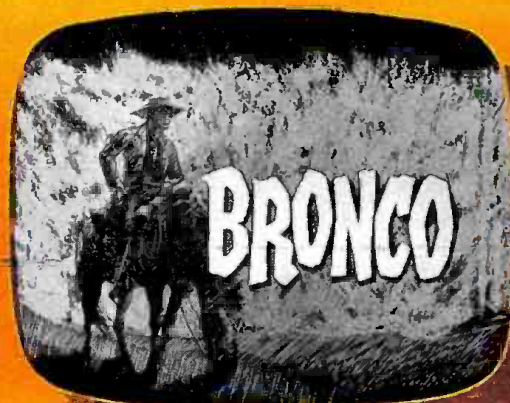
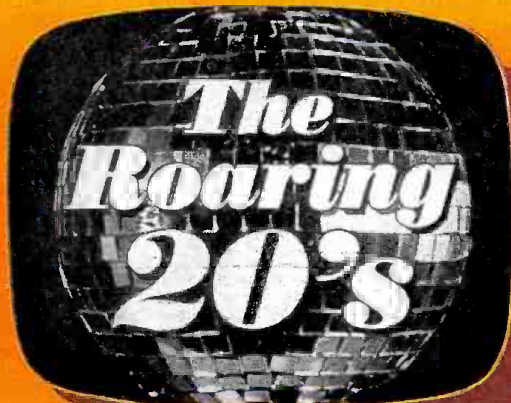
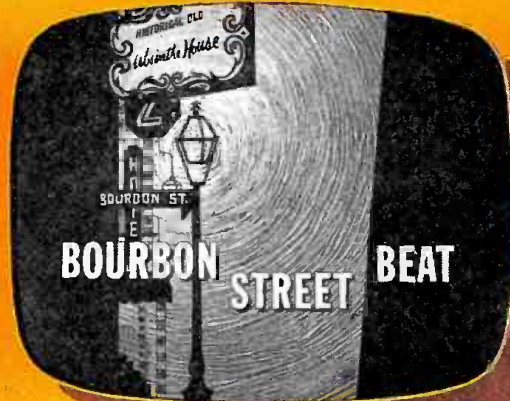
ly. Complaint, however, did not name agencies (Fuller & Smith & Ross for L-O-F; McManus, John & Adams for GM) as respondents.

### Peace Corps seeking Colombia etv recruits

Peace Corps is pulling wraps off coming etv project in Colombia (CLOSED CIRCUIT, April 30) and is seeking etv administrator and Spanish-speaking U.S. volunteer program staff to work with Colombian etv personnel for two years and train them for proposed Colombian etv network. Vhf link now reaches 90% of Colombia and could beam etv to new classrooms that corps is helping to build throughout country in major effort to raise level of education.

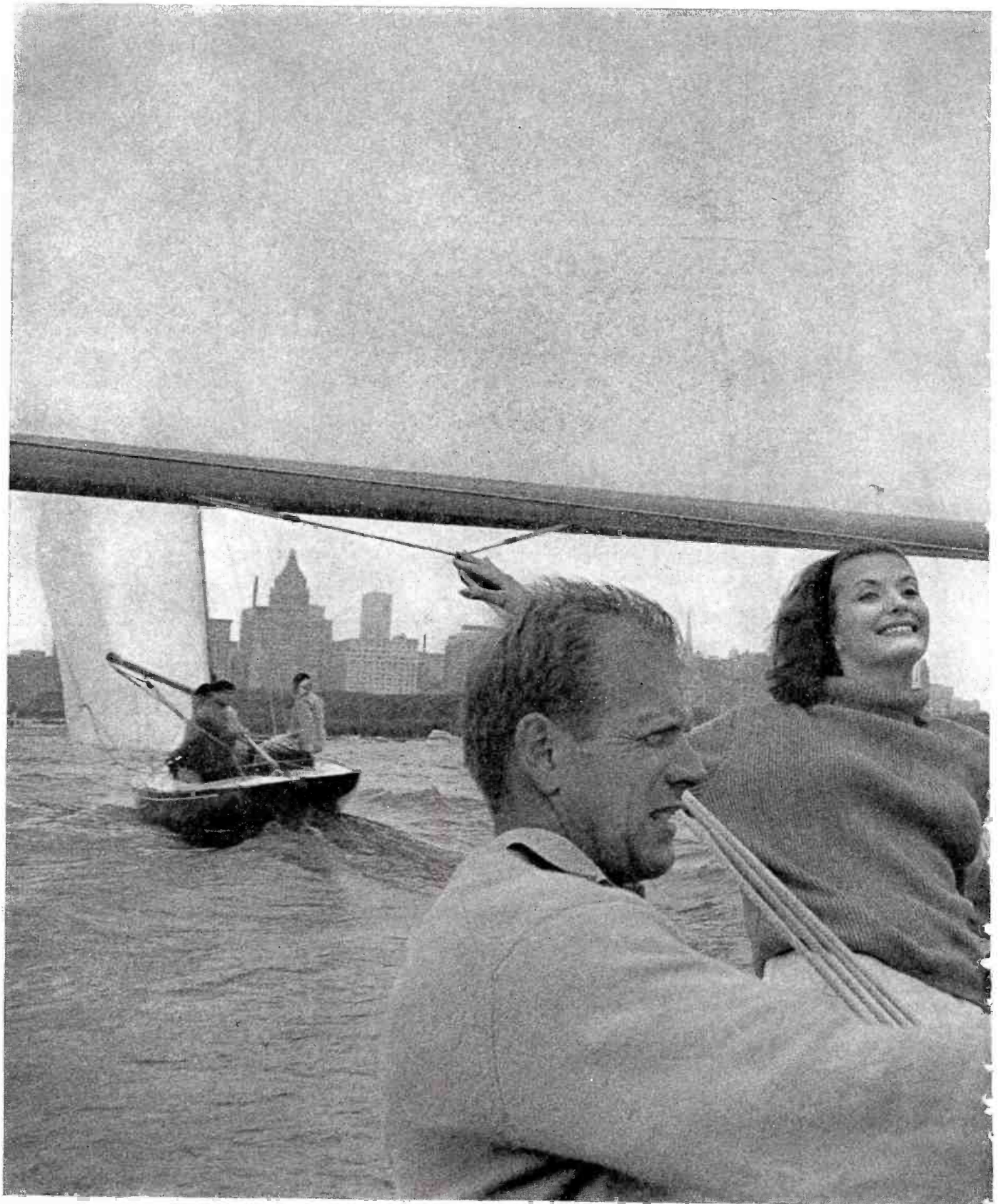
Needed: motivated, highly-qualified volunteers willing to accept low pay and all "normal" corps rigors. Incen-

*Inherit the  
tremendous  
audiences  
these great  
Warner Bros.  
properties have  
built in your area...*

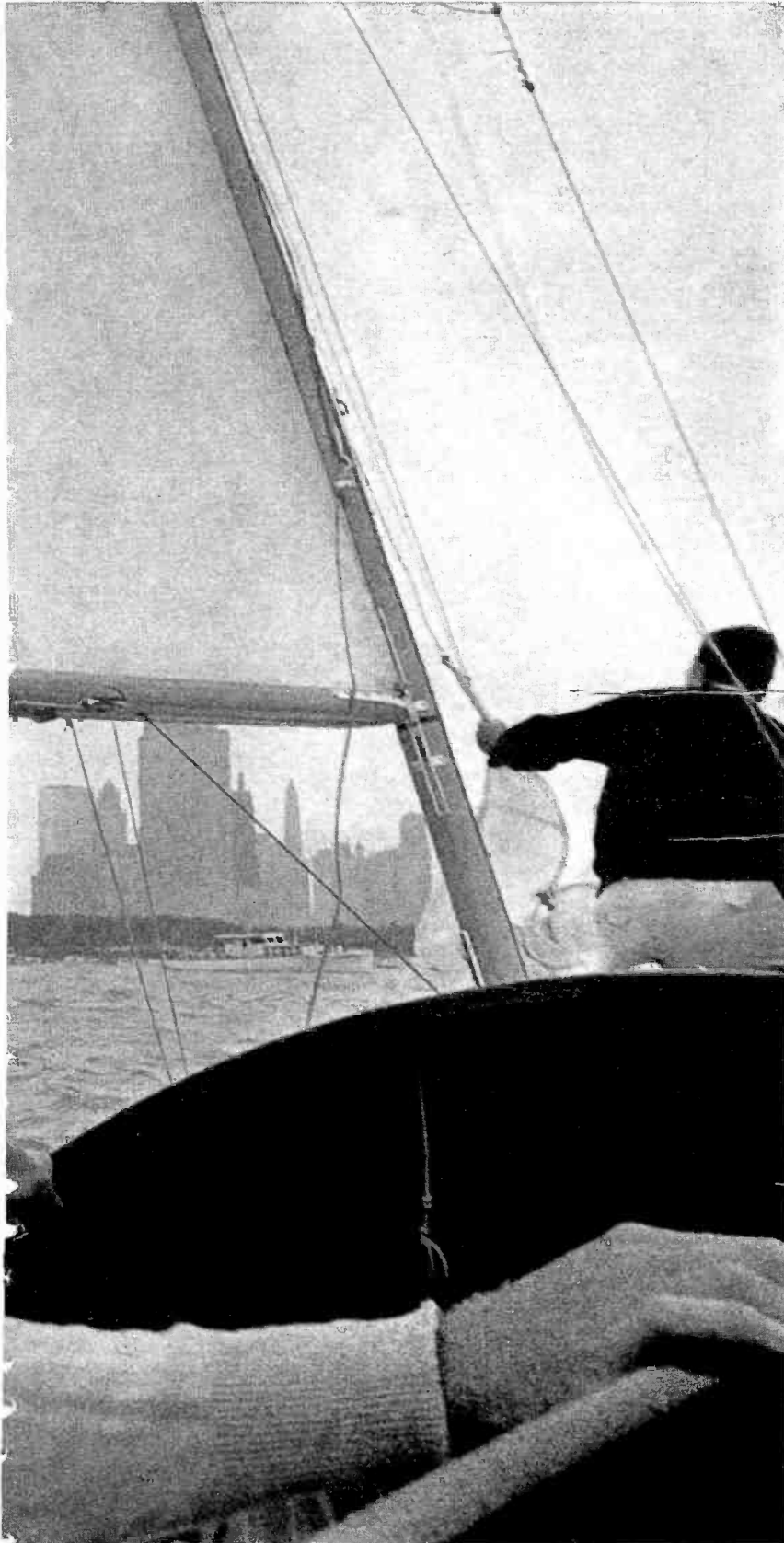


 *Now available  
on an individual  
market basis*

# In Chicago



... the world's finest fresh water sailors are served by seven municipal harbors and seven private yacht clubs. Sail or power—mooring facilities are magnificent, including running water, electricity, even telephones piped directly aboard. From the classic Mackinac Race to a fun Sunday cruise—Chicago rates as a sailors' paradise!



In Chicago

**WGN**

**TELEVISION**

*offers better  
programming through dedicated  
community service!*



—the most respected call letters in broadcasting

**WGN IS CHICAGO**



**WPTF** per-

sonality Bob Farrington

makes home (and car) radio

listening an afternoon joy

in this vital segment of

the Southeastern market.



**WPTF**

Raleigh-Durham NBC  
50,000 Watts - 680 KC

Dick Mason, General Manager  
Gus Youngsteadt, Sales Manager

HENRY I. CRISTAL CO. National Rep.

## DATEBOOK

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

\*Indicates first or revised listing.

### AUGUST

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

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

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

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

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

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

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

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

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

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

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

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

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

### RAB management conferences

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

### NAB Fall Conferences

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

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

### SEPTEMBER

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

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

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

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

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

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

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

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

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

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

Sept. 12-14—Michigan Assn. of Broadcasters, fall convention and business meeting. Kenneth Cox, chief of Federal Communications Commission's Broadcast Bureau, to speak. Hidden Valley, Gaylord, Mich.

Sept. 13-14—Fifth annual conference of the European Market Assn. of Advertising Agencies. 5 Chesterfield Gardens, London, England. (EMA board member for North America: Edwin Van Brunt, Van Brunt & Co., New York.)

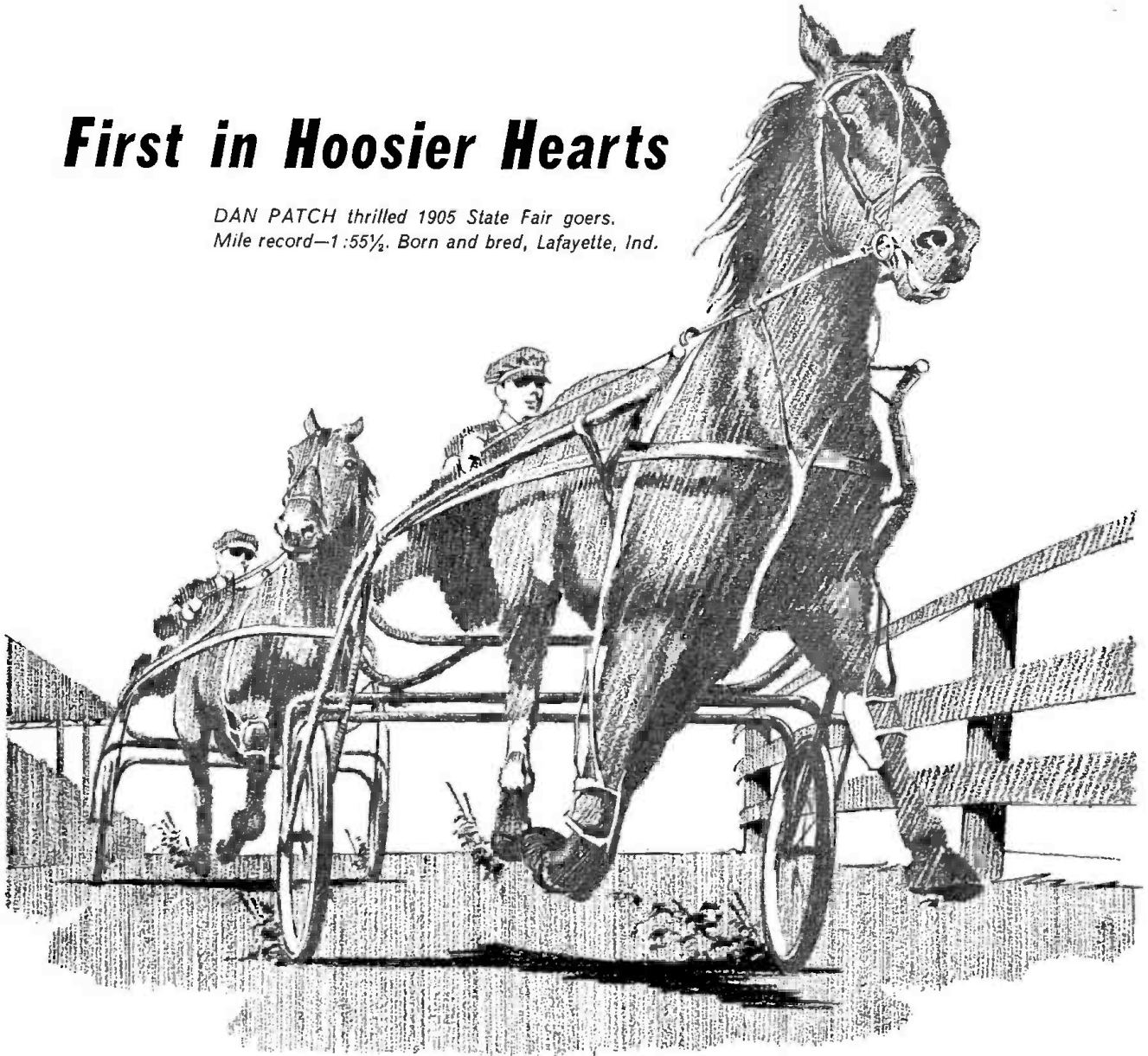
Sept. 13-14—Sixth national Symposium on Engineering Writing & Speech, sponsored by Professional Group on Engineering Writing & Speech, IRE. Banquet speaker to be Henry Loomis, director, Voice of America. Mayflower Hotel, Washington, D. C.

Sept. 14—Advertising Federation of America, first district meeting, Cape Cod area.

Sept. 14—Georgia Assn. of Broadcasters, 2nd annual South-East Radio-Tv Seminar. Atlanta.

# First in Hoosier Hearts

DAN PATCH thrilled 1905 State Fair goers.  
Mile record—1:55½. Born and bred, Lafayette, Ind.



# First in Hoosier Homes

Hoosier hearts match pounding hooves beat-for-beat wherever railbirds watch. Harness racing and the big Indiana State Fair grew up together. During Aug. 25 to Sept. 5 more than 750,000 will attend . . . and again millions more will "be-there" simply by tuning in TV 6. For the 14th year, WFBM-TV will produce more live, filmed or taped coverage than any other local station.

No denying it . . . Mid-Indiana figures as your 13th television buy! Here satellite markets 15% richer and 30% bigger than the entire Indianapolis 18-county trading area give you bonus millions. Ask your KATZ man why WFBM-TV is your best TV value . . . and come along with us for blue ribbon selling.

**Represented nationally by The KATZ Agency**

BROADCASTING, August 6, 1962



TIME-LIFE  
BROADCAST  
INC.

**America's 13th TV Market**  
with the only basic NBC coverage of 760,000 TV set  
owning families. ARB Nov., 1961. Nationwide Sweep.

A MAN WHO GETS AHEAD



## A man with both feet on the ground

a solid, wide-awake, "get-ahead-in-business" kind of man, keeps his eyes open for information he can use on the job... for facts that will help him (or his company) perform better, faster, more efficiently, more profitably. He knows, from constant observation, that the ad pages of his business-paper are a prime source of this information.

Issue after issue, there's nothing else in print so packed with news, ideas, information—facts calculated to keep you and your business growing.

Of course, by helping you, advertisers help themselves. The fact is: *advertising in businesspapers means business for you—and for the advertiser.*



**BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

## OPEN MIKE®

### On tv audio devices

EDITOR: With reference to the prediction by George Huntington of TvB concerning broad auto listenership to tv audio as the Mobilisound Tv Audio Monitor becomes publicly available [EQUIPMENT & ENGINEERING, July 23]:

It will be interesting to watch for this development. If the public actually does take to listening to tv audio in substantial numbers, I will take it as vindication of my contention that radio never should have completely dropped network-type variety programming. . . —*R. H. Coddington, Richmond, Va.*

EDITOR: I thought it was a little incongruous to see Mr. Huntington's remarks. . . .

Isn't it a little silly, though, to expect car owners to invest in these things?—especially when broadcasting could provide this type of program material with facilities already available. . . .

If you spend much time in a car nowadays, radio programming becomes a bland affair. So why not do some simulcasting now that a market may be there? Simulcasts never paid off in the early attempts as we know, and perhaps the industry ought to blush a little bit for these early votes of no confidence.

When the people aren't at home, they have to be somewhere. And isn't radio going with them? Or aren't we to believe our own slogans?—*J. Paul Audet, Chicago Heights, Ill.*

### Michigan, by the gallon

EDITOR: Many thanks for your excellent article on Michigan [SPECIAL REPORT, May 28] . . . one of the finest presentations I have seen.

In response to the letter by Robert B. Ingle Jr., WMAZ-AM-TV Macon, Ga., concerning the honor of which is the biggest state east of the Mississippi, [OPEN MIKE, July 9], you are right and he is right.

Michigan must bow to Georgia in amount of land area (Georgia 58,274 square miles, Michigan 57,019); but in total land, inland water and territorial water Michigan has 96,791 square miles, Georgia 58,924. Michigan will be happy to share the title with Georgia. . . . In the future we will refer to our size as including land, inland water and territorial water, and Georgia will retain its standing as largest in land area. —*Arthur J. O'Connor, chief, information division, Michigan Department of Economic Development, Lansing.*

### Protection's consequences

EDITOR: Your editorial, "Survival of the fittest" [EDITORIALS, July 23] concluded by stating, "In private enterprise, except

BROADCASTING PUBLICATIONS INC.

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## BROADCASTING

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# KRON is TV in SF



*San Franciscans are sold on KRON-TV*

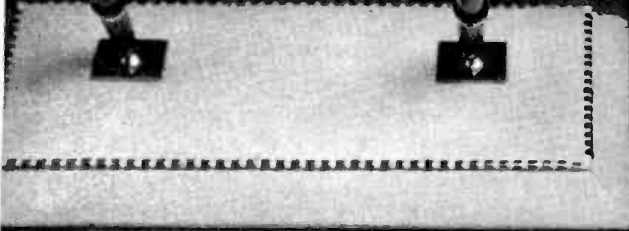
**KRON-TV:  
#1 IN S.F.  
FOR 54 MONTHS**

ARB, Jan. '58-June '62  
(homes reached avg. 1/4-hour)

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •



“If WIS-TV were an



**The Chester Reporter**

TRAFFIC PATENTEN 15

United Fund Over The Top By \$178.04

**Council Votes Water, Sewer Lines To Firm Planning Move To Chester**

Glappell Bay 1-Construction After 24 Days

Adron H. Logan SC Young Farmer

Adron Logan Farm Story

Mrs. Waters, Miss West Named Teachers Of Year

Local Airport Included In Lighting Plan

CSI The



# ordinary television station..."

Chester (S.C.) Reporter

"If WIS-TV were an ordinary television station, we would not be wasting our paper and ink," said the Chester (S.C.) Reporter in a recent editorial. "But WIS-TV is one of the pioneer stations in the South, and the only one, so far as we know, that has consistently tried to meet its public service obligations with energy and imagination."

We thank our media colleague heartily. We don't think we are alone in recognizing our responsibilities, but we will continue to try to justify this kind of unusual praise, with unusual performance.

**WIS TELEVISION**

**NBC / Columbia, South Carolina**

Charles A. Batson, Managing Director

a station of



**The Broadcasting Company of the South**

G. Richard Shafto, Executive Vice President

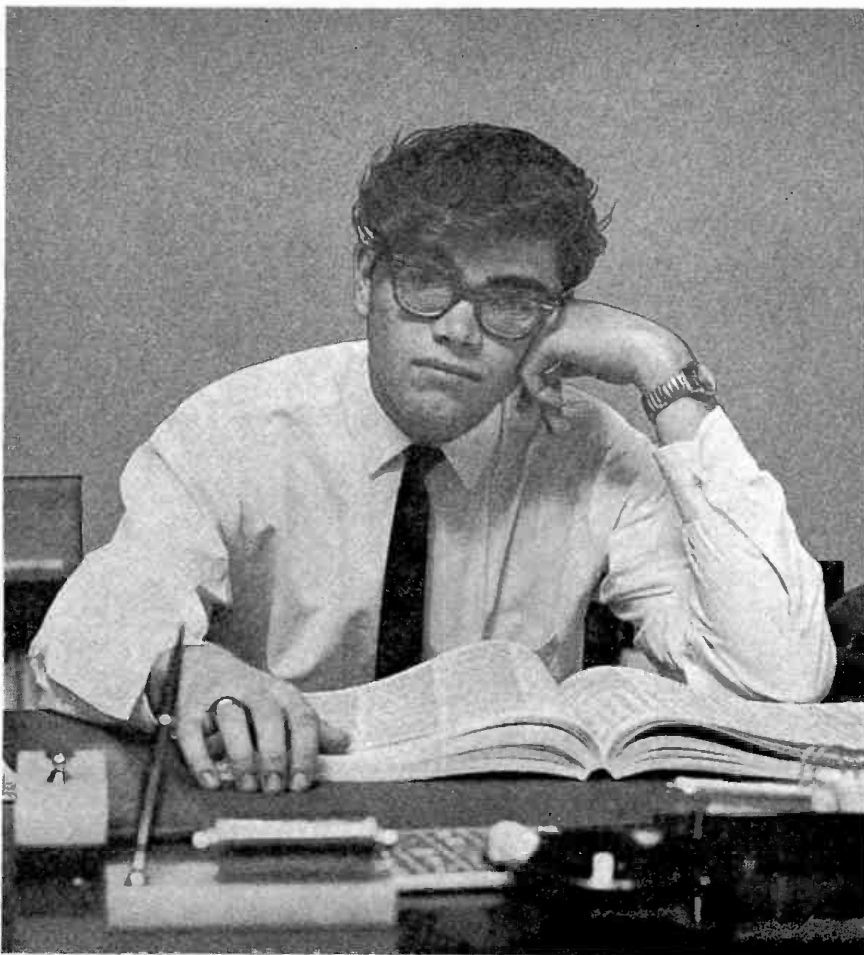
WIS television: Channel 10, Columbia, S.C.

WIS radio: 560, Columbia, S.C.

WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.





### 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

**United Press International news produces!**



where monopoly or unfair trade practices may be involved, it has always been survival of the fittest."

This is great stuff, but unfortunately the NAB apparently doesn't subscribe to it.

For almost four years another River-ton, Wyo., licensee, KWRB-TV, was unable to convince the commission that "economic injury" is a basis for special treatment (Carter Mt. case) . . . Then the NAB got into the act and . . . the commission reversed itself. NAB argues that KWRB needs protection and special treatment. The case is now going to the U. S. Court of Appeals. . . .

If the broadcasters are going to insist on "protection" and special treatment from the FCC, then it is my opinion that they will get it, but good. . . . The price of this "protection" will be utility type regulation. . . . —Roy E. Bliss, secretary-treasurer, Western Television Corp. Cable Tv, Worland, Wyo.

### Editorializing power

EDITOR: Your editorial, "Growing up" [EDITORIALS, July 23] is excellent—especially your prediction that broadcast editorializing will soon be a greater force than print editorializing.

Our current campaign here at WDMV could very well support your prediction. On July 16 we broadcast an editorial supporting the Committee for Economic Development report, "An adaptive program for Agriculture." We felt, however, that it didn't go far enough and proposed some changes. A copy of the editorial went to Rep. Thomas F. Johnson (D-Md.).

Rep. Johnson phoned us to commend us for the editorial and told us he would refer to it in his speech in the House that afternoon. He entered the editorial in the *Congressional Record*.

We broadcast an open letter to Rep. Johnson urging him to put the ideas in our editorial into a piece of legislation. He phoned to say he has been working on just such a bill. . . . —Erny Tannen, owner, WMDV Pocomoke City, Md.

### Sales aid

EDITOR: . . . I have found radio to be especially good at getting recent events in missiles and space before the public, and having previously been in the business for some years, I need no selling on the unique aspects of the medium.

In convincing others who have never been associated with radio in an operational way, however, I have relied heavily on the many illustrative articles about present day radio which regularly appear in BROADCASTING. My sincere thanks for the assistance rendered in explaining the many attractive features of radio. . . . Frank L. Riggs, second lieutenant, radio-television officer, Air Force Systems Command, Andrews Air Force Base, Washington, D. C.



The road to market has to pass Main Street. **To reach Main Street U.S.A., turn at Mutual.** Main Street, U.S.A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street, U.S.A. lock, stock and big town—with 453 listenable affiliates everywhere. If you want to sell where the buying is biggest, check the signpost and turn at Mutual. *LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America.* **Mutual Radio | 3M.** A Service to Independent Stations.



TELEVISION'S MOST DISTINGUISHED AND ACCLAIMED NEW SERIES

# FESTIVAL

STARRING THE WORLD'S GREATEST

STANDARD OIL CO. OF NEW JERSEY  
SPONSORED IT IN N.Y.C. AND  
WASH., D.C...THESE FABULOUS  
REVIEWS TELL THE STORY!

"Glowing like a match in the TV mid-  
night"

—*Time Magazine, April 13, 1962*

"Sure to be a highlight of this season  
and perhaps a landmark for seasons to  
come"

—*N.Y. Herald Tribune, April 4, 1962*

"Producers David Susskind and James  
Fleming merit the thanks of us all for  
the recognition of the potential riches  
that can be at television's disposal"

—*N.Y. Times, April 8, 1962*

"Television's vast wasteland was cul-  
tivated last night by a brilliant hour of  
poetry readings conducted by two gifted  
performers, Paul Scofield and his wife  
Joy Parker"

—*N.Y. Daily News, April 4, 1962*

"Viewers in the New York area had an  
hour of pure delight last night...they  
gave television a much needed lift.  
Long live the Festival"

—*N.Y. World Telegram, April 4, 1962*

"Producers David Susskind and James  
Fleming, the sponsoring Standard Oil  
Co. of New Jersey and Channel 5 de-  
serve applause"

—*N.Y. Post, April 4, 1962*

"The three great media of communica-  
tion—oral, written and electronic—  
were stunningly combined this week for  
the premier telecast of Festival of the  
Performing Arts"

—*Washington Post, April 6, 1962*

"At the end of the fourth show Stand-  
ard Oil (New Jersey) had received  
some 25,000 letters of appreciation  
from viewers. We don't often use this  
space to pitch specific programs, but  
we hope stations and local sponsors will  
take a long hard look at this one when  
the salesmen come around"

—*TV Guide, June 23, 1962*



PAUL SCOFIELD  
AND JOY PARKER  
in "A Duet of Poetry and Drama"



MARGARET LEIGHTON  
in "Dramatic Readings from  
Dorothy Parker"



RUDOLF SERKIN AND  
THE BUDAPEST STRING  
QUARTET



ANDRES SEGOVIA  
with String Quartet

# OF PERFORMING ARTS

10 PRESTIGE HOUR-LONG PROGRAMS

Produced by  
DAVID SUSSKIND and JAMES FLEMING

ARTISTS OF THE DRAMATIC AND CONCERT STAGES



DOROTHY STICKNEY  
*in "A Lovely Light"*



GEORGE LONDON  
*with*  
*The Festival Concert Orchestra*



ISAAC STERN  
*with*  
*The Festival Concert Orchestra*



MICHAEL FLANDERS AND  
DONALD SWANN  
*in "At the Drop of a Hat"*



PABLO CASALS  
*with Alexander Schneider,*  
*violinist, and Mieczyslaw*  
*Horszowski, pianist*



CYRIL RITCHARD AND  
HERMIONE BADDELEY

We can't recall any television series that has ever met with this unanimity of glowing critical acclaim. In the two cities it has thus far premiered under the sponsorship of the Standard Oil Company (of New Jersey) the "Festival of Performing Arts" produced an unprecedented

shower of mail congratulating everyone concerned with bringing this bold artistic endeavor to television.

These 10 thrilling, one hour-long masterpieces are now being made available for first-run in other local markets. We suggest you inquire without delay.

Distributed exclusively through

**SCREEN**  **GEMS, INC.**

## Tv's would-be censors may be barking up the wrong tree

It is a left-handed tribute to television that congressmen don't seem to go to the movies much any more. If they did, the legislators concerned with the effects of entertainment on juvenile behavior would see some things that would make ABC's admittedly bad-tasting *Bus Stop* episode look like a scene from "Cinderella."

The number of those below the age of consent who make up motion-picture audiences today further invites suspicion that television has been abandoned to the mature and worldly while the immature and susceptible in our society are gorging themselves on the erotically rich menu of so-called adult entertainment provided by the movies.

There was a time when the most salacious thing about the movies was their lurid advertising. The advertising has not changed appreciably through the years, but the film producers have made considerable progress in developing a product to match the claims.

Years ago the motion picture industry at least made a pretense at self-imposed responsibility. It even came forth with a code which, though clumsy and ludicrous in some of its attempts to define behavior, reflected a working attempt to come to grips with the elusive intangible of good taste. Granted that industry self-policing is imperfect at best, the effort was laudable and with all its imperfections reflected a higher standard of responsibility and very often of entertainment than the sleazy rationale prevailing today.

**Disregard Effects** ■ That rationale, if it can be paraphrased, is that adult themes, if artistically handled, are somehow all right. Putting aside the fact that there can be considerable variance of opinion as to what constitutes artistic handling, there is the overriding consideration that the film makers have simply assumed greater license without assuming the slightest responsibility for the effects of that license. Do the producers and exhibitors of these adult films attempt to exclude minors from their theatres? They most certainly do not. If it were not for the patronage of minors, they'd go broke, and they know it.

Recognizing this fact, do they exercise self-restraint in their creative product? They do-not. If they did, would they, in this era when children are marrying before they are old enough to write legibly, much less intelligently, suggest that pre-marital relationships or married infidelity are smart or funny? This does not deny that "The Apartment," "The Seven Year Itch," or even

"Lover Come Back," to mention a few of the better ones, are funny—but so are some French post cards.

There is a difference between telling an off-color story, no matter how clever, in the locker room and in the living room. The movie people have simply become so pre-occupied with telling these stories that they are no longer paying attention to where they are being told or who may be listening.

**Hits Home** ■ It is specious to reason that entertainment has no effect on children. Unfortunately, it does. Any child guidance clinic can produce ample evidence. Several years ago an acquaintance of mine suffered a temporary aberration of judgment during a particularly torrid heat wave. To escape the heat, he took his family to the nearest drive-in movie where a piece of morbidity entitled "Psycho" was playing to a predominantly teen-age audience. This film opened with a hotel room assignation scene and closed with the finding of a corpse in the fruit cellar of a farm house. The next day the eight-year-old daughter of the family, annoyed by a lack of permissiveness on the part of her mother, darkly suggested to her father that they "lock Mommy in the fruit cellar." Amusing? Possibly, but less so if placed in context with the fact that even eight-year-olds have proven themselves capable of committing some fairly blood-thirsty acts.

One might go so far as to postulate that some people of a more advanced age than eight years could benefit from a more responsible attitude on the part of the movie makers. When the film version of "Lolita" was shown in the New York area, an inquiring reporter from one of the newspapers asked various adults who had seen the picture whether they were shocked by either

the theme or treatment of juvenile nymphomania. One worldly Brooklyn matron replied that she thought it was fine entertainment because it was so "true to life." Life, of course, may have been ever thus in Brooklyn, but whether this projection can safely be carried outside this colorful borough to the broader reaches of these United States is something else again.

Another point to be kept in mind is that the same creative people, by and large, are involved in both movies and television. While they may consciously create on a more wholesome level for television's so-called family audience, their basic creative motivations and attitudes do not change, as any advertiser or agency man who is trying to get through to these people in terms of taste and policy can ruefully attest. The answer to the smut, pornography and unhealthy preoccupation with various forms of neuroticism that characterize entertainment today does not lie, in this observer's opinion, in further beating a dead horse about television's shortcomings.

**A Long, Hard Look** ■ The men who control television may act stupidly at times but they are not consciously vicious as some legislative critics have tried to suggest. Possibly a more constructive approach for the future would be to take a long, hard, critical look at the movies. This by no means implies endorsement of legislative action leading to censorship in one form or another. It is a realistic fact, however, that the threat of such action can and usually does produce remarkably salutary results in the form of self-discipline. It is even conceivable that if the movie makers were driven back into some code of responsible behavior, television could be one of the indirect beneficiaries.

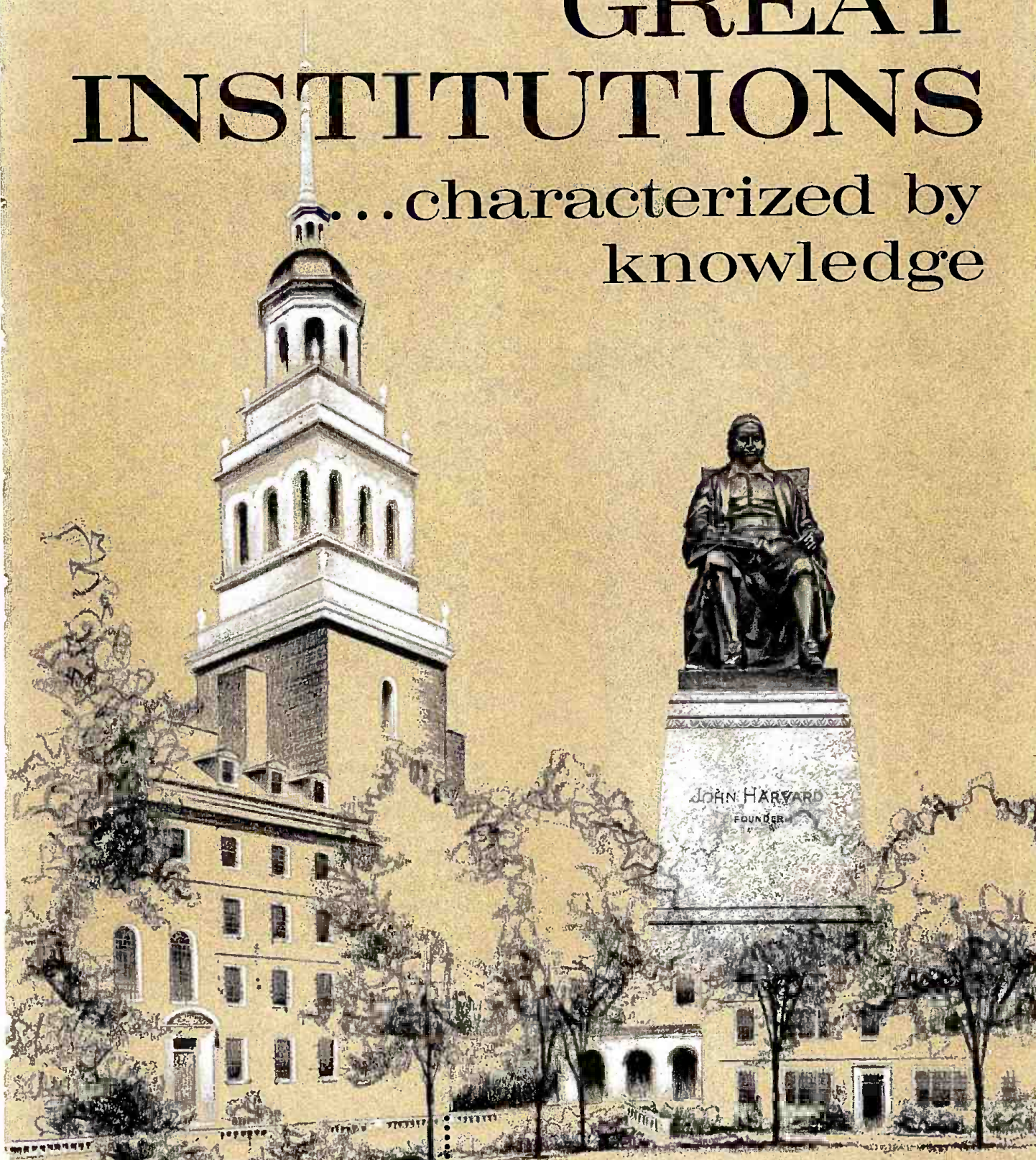


Thomas H. Calhoun, 44, vice president in charge of tv-radio programming at N. W. Ayer & Son, has been an Ayer vp since 1958. He joined Ayer's New York office in 1951 as an assistant in radio and tv. He later became manager of the program and production department. He started at CBS Radio in 1939 right from Harvard U. and moved up to shortwave program manager. He served as a navy officer and after the war returned as program production manager of CBS-owned WEEI Boston.



# GREAT INSTITUTIONS


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OKLAHOMA CITY**

*KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.*



**BERGDORF GOODMAN?**

**TAKE A SECOND LOOK**

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

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

**KDAL**

*Duluth-Superior-Plus—  
an affiliate of WGN, Inc.*

**NOW 63rd IN AVERAGE HOMES DELIVERED!**

# TAILORED SPOTS BOOST RADIO SALES

- Custom-made commercials 'free' to advertisers who buy time
- Print-oriented merchants top target for producer-salesmen
- Quality jingles, plus persuasive selling, prove convincing

A new breed of radio salesman is pounding U. S. Main Streets, mixing music and persuasion in a roundabout way to help stations improve their local business by improving the advertising.

This is the combination time-and-jingle salesman, who this fall will be working markets across the country in (you should pardon the expression) record numbers. These specialists differ from conventional commercial production houses in that they custom-tailor "free" commercials for tough local advertising prospects who agree to buy sizeable chunks of radio time to play them in (also see box, page 27).

These operators claim to have added millions of radio's local billings in this way, most of it at the expense of local newspaper business. They carry the endorsement of some leading stations—subject to the usual business caveat: "be sure you know who you're dealing with."

These combination entrepreneurs are part of a specialized but scantily publicized segment of the broadcasting business that has been emerging over the past two and a half years. In its present form this radio specialty, according to officials of companies in the field, originated with Radio Concepts Inc., organized back at that time. RCI's initial success spawned imitators. Today there are an undetermined number of producers offering so-called "image" or "concept" jingles, many of them in the small-sized category. Among the more active organizations, in addition to RCI, are Musical Concepts Inc., Audio Images Inc., Broadcast Productions Inc., all New York, and Commercial Producers Inc., Boston.

**Stations in Hundreds** ■ There are no statistics on the number of stations that have used the services, but figures supplied by the leading companies indicate at least 400 outlets, including many large stations, at one time or another, have ordered custom-made jingles sold in conjunction with time.

It is difficult also to estimate how much money has accrued to radio that the medium ordinarily would not have obtained without these operations.

Radio Concepts Inc. reports in the past year its station clients grossed more than \$1 million from initial campaigns plus an undetermined amount from repeats. If all jingle producers who work in this way are included, radio's gross income in this area should be at least \$3 million per year, according to an authority in the field, and may go even higher, depending on a station's sales ability.

The rationale behind the organization of these companies, as explained by several producer officials, is this:

■ Many local advertisers, in both small and large markets, who have been reluctant to use radio, have cited "poor quality" and "amateurishly produced jingles. Both in musicianship and in advertising concept, locally created jingles created for the local advertiser have been felt to be "highly inadequate."

■ Local advertisers could be persuaded to use radio if they were provided with a superior commercial that embodied an effective copy approach tailored to the needs of the sponsor.

"In other words, what we are trying

to do is to produce a commercial for the local businessman that is comparable in musical production and in effective copy to those made for the national spot advertiser," one producer explained.

Jingle makers, who have been active in the field for a year or more, claim the inroads they have made have been among local businesses (usually retail establishments) that have been consistent newspaper users. They contend that the cooperating local radio station selects the target advertisers and invariably these are "the toughest nuts to crack" in the market.

**How It Works** ■ With minor variations from producer to producer, the modus operandi is as follows:

A jingle company salesman receives the consent of a radio station to visit the community. Station management selects two, three or four prospects in the area, described by jingle producers as "newspaper-oriented." The station signs a contract with the producer. The contract becomes effective only if a sale is made to the local advertisers.

Payment to the jingle producers op-

## Catv loses test; systems bring \$10 million

Broadcasters won their first significant victory in the decade-long running battle with community antenna operators with the ruling by a federal judge in Boise, Idaho, that a catv system cannot duplicate a network or film program being aired by a local tv station. The decision applies to the catv system in Twin Falls, Idaho, and protects KLIX-TV that city (see page 70).

At the same time, one of the largest groups of catv systems in the nation was sold to a broadcaster for a record \$10 million. Alfred R. Stern, NBC vice president, heads the group which has taken over most of the catv properties owned by Dallas industrialist, C. A. Sammons (see page 44).



Mr. Stern

## TAILORED SPOTS BOOST RADIO SALES *continued*

erating in this way is either on a basis of 50% of the gross time sold to the advertiser during a joint sales presentation by the jingle salesman and a radio station salesman, or what is known in the trade as the "9-3" or "10-2" formula (briefly, the producer will sell two or three commercials to local advertisers, which will compensate the station for its total commitment; the station then is entitled to 9 or 10 jingles without charge for sale by its own staffers to local advertisers).

**Several Plans** ■ RCI sells only on the 50% of the gross time basis, and though other companies prefer this approach, they permit the station to choose either formula. And, in prac-

**New Breed** ■ Jingle salesmen are expected to be versed in advertising and musical values, and have a knowledge of copywriting and radio production. All of these skills are needed when a sale is proposed to radio-shy advertisers.

"They're a new breed of cats," one jingle executive said. "They have to be alert and articulate—but more than that. They must be aware of these other values. I know there are some around who are just fast-talking salesmen and they hurt the field, because they promise too much and can't deliver."

The jingle salesman is accompanied by a station sales staffer on calls to a

confidence in the "outsider" if he is visiting with a local individual. Secondly, the station man is supposed to learn the technique of selling so-called "image" or "concept" commercials and apply this knowledge during sales calls on other prospects.

During the call on a prospect, the jingle man attempts to learn as much as he can about the company, the audience it wants to reach and the "image" it wants created. Sample jingles made for other advertisers are played to ascertain which general type appeals to the prospect. Advertisers fill out questionnaires and submit to tape-recorded interviews regarding details of the company's operations.

**Payment for Time** ■ At this point, the prospect may decide he is not interested in the project and further ef-



Al King, president of Radio Concepts Inc., shows an "image" advertisement created to supplement a musical jingle produced by RCI for Gimbel's Pittsburgh store.



A rehearsal at Broadcast Productions Inc. studios shows a quartet grouped around Cornell Tanassy, producer-arranger for BPI, during preparation of a jingle.

tice, the "9-3" or "10-2" method is the dominant one, involving the commitment by a station for 12 jingles over a year's period for a total cost of approximately \$4,500 (which is roughly the going rate).

The jingle salesman thereupon will seek to sell two advertisers \$2,250 each worth of time or three advertisers \$1,500 each worth of time. The contract is activated only if the sales are completed. The station still has call on the producer for nine or ten additional jingles, depending on whether the time was sold "9-3" or "10-2."

In essence, the advertiser is receiving a jingle of reputed high quality for his investment in time only; the station has access to nine or 10 commercials that can be sold for a potential of \$22,500 in return for the \$4,500 it has invested in time; the producer grosses \$4,500.

prospect. This is for several reasons. One is that the advertiser will have more

### Other jingle makers

There are more ways than one to sell custom-tailored jingles to the local advertiser. Whereas some producers tie in the production of jingles with a guaranteed commitment from the local station and a sale of time to a local businessman (story, this page), others are strictly in the radio commercial production business. Among the many companies which are exclusively jingle makers are such leading firms as Commercial Recording Corp., PAMS Productions and Futursonic, all Dallas, and Richard H. Ullman Inc., New York.

fort is abandoned. If he evinces interest, he requests an audition version of the jingle (made with piano and voice). To receive the audition version and, if necessary, two additional versions, the prospect must agree to spend at least \$350 on the station. This sum is turned over to the producer if the third audition version is rejected and the advertiser decides against a full order.

If the prospect decides on the full order in the amount of, say, \$2,000 per year, he signs a contract with the local station. In turn, the station may elect either the 50% of the gross time charges or the "9-3" or "10-2" method of reimbursing the jingle producer.

Some producers supply advertisers with placards pointing up the advertising theme of the jingles. All producers suggest that the copy theme in the jingles be used in advertising in all other media so that the advertising con-

cept created is fortified and perpetuated.

The finished jingle itself is of one-minute duration and music is played by a full orchestra of 18 or more men and a vocalist or two. Jingle companies are reticent to reveal the production on individual commercials, but it is known they have had musical jingles recorded or have acquired them and placed them in a basic library. Many of the companies have 70 or more tunes available, covering different musical styles, including standard, rock 'n' roll, jazz, country, western, etc.

The station and the advertiser are assured they will receive exclusivity to the music of a particular jingle in a specific market.

**Station Observation** ■ A group of executives at stations and at station repre-

than satisfied."

A number of stations in the South which signed contracts with one producer reported that the jingles were not delivered. These stations had signed notes to be paid over a period of a year. To their dismay, they learned that the notes had been discounted with factoring organizations and that they were obligated to pay off the notes regardless of whether the jingles were delivered.

**Assumed Production** ■ Communications Capital Inc., New York, one of the companies that bought up the notes, is broadcast-oriented, because it is involved substantially in station financing. It explored the predicament and several months ago set up Broadcast Productions Inc. as a subsidiary. BPI agreed to assume production of the

tern of new service industries in general. Producers acknowledge the field, new as it is, is already crowded, and the inevitable trend will be that the large will become the larger and the smaller outfits will disappear.

The next logical move for "image-makers" at the grass-roots levels is in tv. RCI has been in the field for several months, and recently Commercial Producers Inc. began offering tv commercials. Arthur Hammell, CPI president, reported the company has sold its tv service to several large stations and several station representative companies have endorsed the new undertaking.

Some of the larger stations and several station representatives cited certain disadvantages to plans offered by jingle makers. They noted that stations which offer the jingle company 50% of the



Mort Van Brink (r.), general sales manager of Commercial Producers Inc., Boston, hears a playback of a commercial recording made with a young radio actress.



Len Richman (l.), sales manager of Musical Concepts Inc., hands sample jingles to a WBIC Bayshore, L. I., staffer as Maurice "Red" Weiss, president of WBIC, looks on.

sentatives told BROADCASTING last week that they felt there is a need for this type of service. They pointed out that the commercials are of a reasonably high quality and, particularly in small and medium-sized markets, are of a calibre that local advertisers ordinarily could not afford.

But they cautioned that the jingle company must be chosen carefully. One official of a station in a large market commented: "During a five-week period, we had three salesmen come through here from three companies. And they looked like slick operators. I wanted nothing to do with them. Finally, a fourth man came through and I was impressed. He did everything he said he would do. We pledged to buy \$4,500 worth of commercials, and already they have helped us sell \$14,000 worth of time. The commercials are good and we're more

jingles which had been contracted with the defaulting producer, and in addition has picked up new clients of its own.

"We went into this business because we think it is a sound one," said George Weiss, president of BPI and a vice president of Communications Capital. "We will be happy to assume the notes and the production of jingles for any station left holding the bag by this under-financed producer. We promise to do it at no extra cost."

Jingle producers suggest that station executives apply these yardsticks in selecting a jingle maker: Check his credit rating; check several stations with which the producer has done business; scrutinize his sales presentation and be alert to wild promises and exaggerated claims.

The outlook for the future of these "image" jingle-makers follows the pat-

gross time sales are, in essence, "giving their time away," and are placing their own salesmen at a psychological disadvantage.

"After these smooth salesmen from New York leave," one representative commented, "the local man has to go out and sell accounts and often can't sell the tough ones. The manager can and often does point out to him that the New York salesman sold the tough ones, and why can't he?"

Other critics claimed jingle makers operate largely on a "one shot" basis, making their sale and then moving to another market. They as well claimed that quality jingles are only a come-on, and not a full approach to a market.

One rep observed that these promotions help, but what is really needed are good local salesmen.

# Keeping creativity ahead of pressure

## 'AD AGE' WORKSHOP HEARS IDEAS ON NOURISHING PERISHABLE COMMODITY

Creativity in broadcast advertising and in advertising generally has increased a great deal in recent years, but the pressure for even greater ingenuity is growing in today's market—where the buyer is now king and the seller must beware. The problem: how to keep creativity ahead of the pressure.

This single theme appeared to punctuate much of the panel discussions and talks last week during the fifth annual summer workshop on creativity in advertising, sponsored by *Advertising Age*. The Tuesday-through-Friday meeting was held in Chicago.

But Kenneth C. T. Snyder, vice president and tv-radio director of Needham, Louis & Brorby, Hollywood, warned that communication about commercials among advertising people themselves is not progressing. "If anything, it's retrogressing," he said. The gaps, the misreadings and inconsistencies in day-to-day dealings among agencies, clients and suppliers "vitiate our work . . . tend to demoralize us and help breed a cynicism that affects the whole industry," he explained.

Some creative concepts are impossible to convey in any medium other than the finished commercial itself, Mr. Snyder said; hence, he said, there must be a working rapport or faith between agency and client. But this can only

be earned through performance, he said.

To help non-technical clients understand better what to expect in the finished spot, often involving concepts not easy to grasp through the conventional storyboard, Mr. Snyder offered his "time-scale storystrip system." This technique uses visuals in sequence, with audio beneath, but with each visual scaled in size according to time and emphasis values in the commercial.

Mr. Snyder, outlining case history techniques used to "sell" commercial ideas within the agency or to the client, suggested that creative people need funds for experimentation. He noted the high cost of professional renditions of ideas and said the unions can help by providing relief in audition scales, "particularly musical, but also visual," in the preparation of film sequences, for example. If the idea sells, he said, it means more work and money for all concerned. Suppliers can help in the same way, he said.

**Tug of War** ■ Kensing Jones, senior vice president and creative director of Campbell-Ewald Co., Detroit, said one of the highest costs of doing business today is the "inertia" caused by the pull between those who want to change to a better way of doing something and those who want to preserve the status quo. He said that communication conferences held within his

agency every three or four months on basic advertising concepts have helped stimulate creative thinking.

"Creativity involves a viewpoint," Mr. Jones explained, and thus is much more than just an ability to write or draw. He felt "freedom to fail" is an essential condition for the encouragement of creative progress because people often learn a better way as a result of mistakes and experimentation.

Don Tennant, vice president in charge of the tv commercial department of Leo Burnett Co., Chicago, thought the problem of today is that "too many creative people have become fixers and adapters and hole-spotters instead of fulfilling their basic role: coming up with original ideas." He was fearful that "we're developing into a bunch of flabby creative people, more interested in how we look to the boss or the client than in whether or not we're getting through to the public."

Mr. Tennant thought that somewhere along the line too many creative men have decided "it was safer to blend in than to take the risks that come from standing out." But advertising today needs the tall man unafraid to step out of the crowd if creativity is to flourish, he said. "The true creative man is realistic enough to know he can never achieve perfection—in ideas or anything else," he said, "but he can aspire

Time Element ■ Hooper White, man-



### 'Freyday on Thursday' golf attracts 60

More than 60 executives from agencies, advertiser firms and media took part in the annual "Freyday on Thursday" at the Balturos Golf Club, Springfield, N. J.

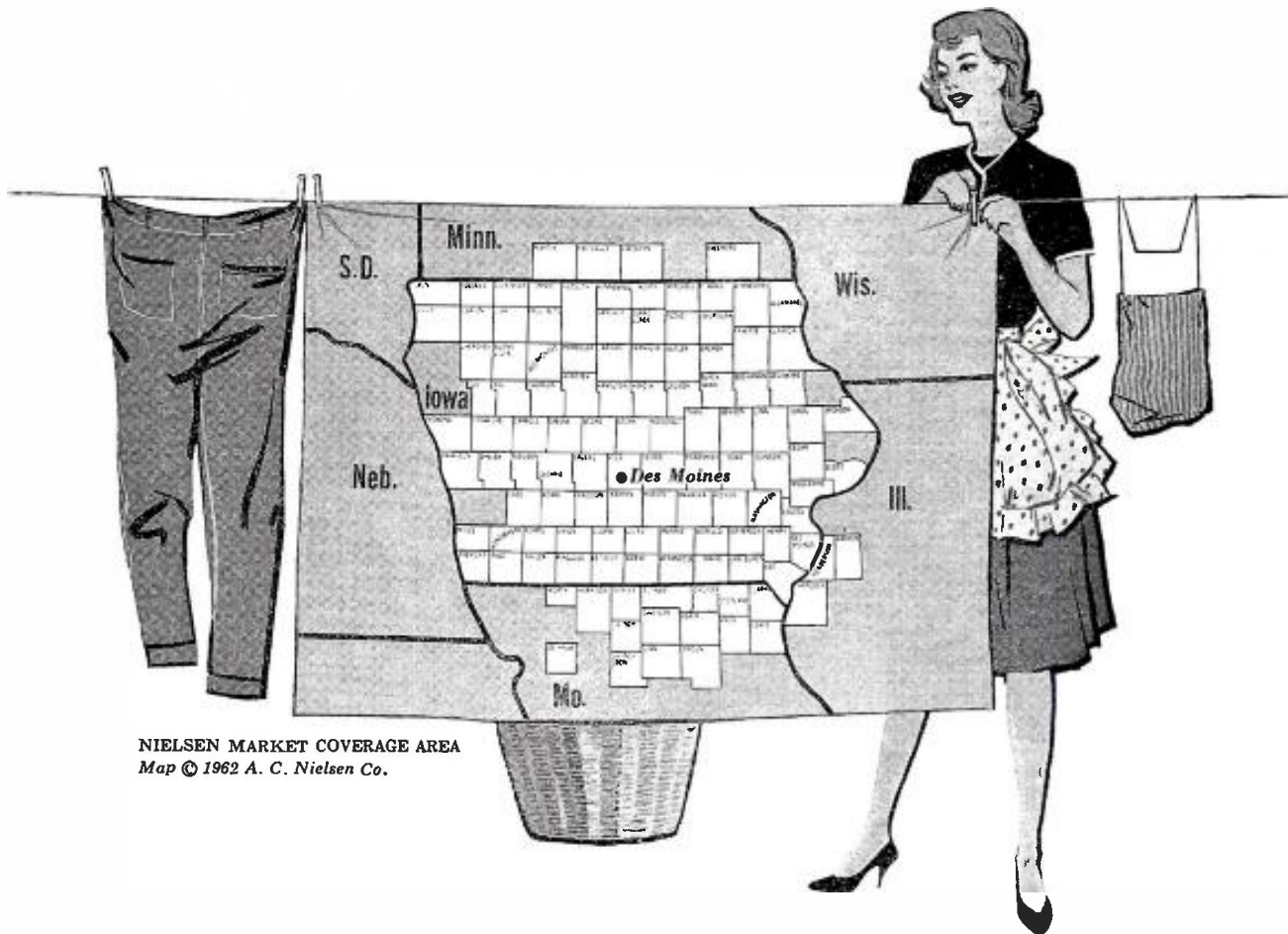
For 12 years, George Frey, vice president of Sullivan, Stauffer, Colwell & Bayles until his retirement earlier this year and formerly with NBC, had invited friends from all

over the country to this annual golf tournament. This year friends of Mr. Frey formed a committee for the "Perpetuation of the NARATES (National Assn., Reluctant Advertising Titans & Eager Sportsmen)" and scheduled the July 19 golf and dinner outing in honor of the founder. The committee has announced "Freyday" will be an an-

nual affair.

Left photo: Foursome waiting at the first tee includes (l to r) Mr. Frey; Don Anderson, Ted Bates & Co.; Jeff Wade, Wade Advertising; and Bill Grathwohl, Noxzema Co.

Right photo: Syd Eiges, NBC vice president (left), is presented the "Highest-Gross-in-History" trophy by Jim Hergen, NBC.



NIELSEN MARKET COVERAGE AREA  
Map © 1962 A. C. Nielsen Co.

## There are 850,000 housewives in WHO Radio's "IOWA PLUS"!

If you are interested in covering this tremendous "Iowa Plus" market with ONE pre-eminent medium, at ONE low cost, read on!

*WHO Radio covers 117 counties as shown on the map above — and reaches 42% of the homes in the entire area, weekly! (NCS '61.)*

Matter of fact, there are only five counties in the entire state which don't show up on the NCS Market Coverage Map. And we reach 23 counties

in Illinois, Minnesota and Missouri. In one of those Missouri counties, 82% of the homes tune to WHO Radio weekly!

WHO Radio is one of America's greatest stations, in one of America's greatest markets. It is admired and preferred by dozens of advertisers, millions of listeners.

You ought to study the complete NCS '61 report. Ask Peters, Griffin, Woodward!

# WHO RADIO

## for Iowa PLUS!

**Des Moines . . . 50,000 Watts . . . NBC Affiliate**

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., National Representatives

ager of commercial production in Burnett's New York office, said 60 seconds is actually a long time in which to make a really effective radio or tv commercial, although he admitted it



Mr. Snyder  
A difficulty in communication

takes a lot of hard work to produce. "It takes only one second for an 18-year old boy to read the one word 'greetings' on a letter from the government," he observed, in holding that important decisions "can be capsulized to a specific audience in no time at all."

To show how a single word can make a sales impression, Mr. White cited Earle Ludgin's choice of "poof" for Stopette. The same impression also can be achieved with an unusual piece of art, a unique camera angle or editing, he said. "And strange as it may seem, silence can have a devastating effect in the noisy jungle of commercials," he said. Simplicity, tone of voice or style, all can make time stretch and sell, he added.

"Creativity must inexitably rise above technology throughout modern business as well as in advertising," the workshop was told by Donald H. McGannon, president of Westinghouse Broadcasting Co.

He said technological advances such as computers and automation make it easier for competitors to each higher levels of quality at lower costs. Therefore, the selling difference or "competitive edge" must come from greater creativity, he said, which is a human function no machine can duplicate.

"The increasing role and responsibility of creativity is emerging within advertising itself as throughout our entire economy," Mr. McGannon said. "It seems self-evident that the more scientific research we get in advertising,

which everyone can use, and the more technological advances we get in media, which are also open to everybody, the greater the need and the bigger the job which must be placed in the hands of individual creative people," he concluded.

**Untouched Market** ■ Norman E. (Pete) Cash, president of Television Bureau of Advertising, discussed tv's "hardly-touched billion dollar market," the local retail store, whose advertising people traditionally have been newspaper-oriented because that is the only medium they know. "If you know only one medium, would you risk your job experimenting with another?" Mr. Cash asked.

Mr. Cash said it never seems to occur to the retail buyer or promotional director "that the shelf facings or counter space for Revlon, International Latex, Van Heusen in department stores, or in food chains Procter & Gamble, General Foods and Kellogg's products far exceed those of the private label products." But a few are learning how to use tv successfully, he related.

The list of stores includes the 7-11 Chain, Houston and Dallas; Patterson-Fletcher, Fort Wayne, Ind.; Woodward & Lothrop, Washington; and ZCMI. Salt Lake City. Macy's, New York, is spending 10% of its \$7 million ad budget in tv, he said, and will syndicate its Pallazo home furnishings show to other stores this fall.

Gene F. Seehafer, Chicago account executive for CBS Radio, said there is "a market swing" to greater creativity in radio commercials today. His guidelines for better spots: use the words of salesmanship in the copy; seek a keynote idea or a memorable audio key-

note; use audio enhancement, authentic sounds, musical punctuation or personal salesmanship where appropriate; be distinctive; and be believable.

**Best List** ■ His list of the best current radio commercials from a creative standpoint included: word-and-sound pictures—Alpine Cigarettes, American Airlines, RCA Victor, and Grain Belt Premium beer; keynote idea—United Airlines, Beech-Nut baby food, *Life* magazine and Pan American time checks; humor—Bob and Ray for Guardian Maintenance, Jonathan Winters for Fait, Star Kist tuna, Blitz-Weinhard beer and North Western National Life Insurance Co.

The most creative tv commercials of the year were discussed Thursday night among panel members headed by consultant Harry Wayne McMahan. Other panelists included Victor Elting Jr., vice president, advertising and merchandising, Quaker Oats Co.; Robert B. Irons, advertising manager, American Oil Co., and Mrs. Jean Wade Rindlaub, vice president, BBDO, New York.

Their selection included the following tv spots: Corvair "Florida Swamp"; Ford, "The Lively Ones"; Laura Scudder potato chips, "Kids in Park"; Instant Maxwell House, "Cup and a Half of Flavor"; Brewer's Foundation. "Who says Beer is a Man's Beverage"; Kellogg corn flakes, "Appreciate"; Cheerios, "Stan Freberg animation"; Green Giant Corn, "Valley of the Jolly Green Giant"; Campbell's Soup, "Soup and Sandwich"; Winston Cigarettes, "Match Covers"; Arrestin cough remedy; Max Factor lipstick and nail polish; Texaco, "Man with a Star"; Alcoa, "Workability"; and Eastman, "Turn Around."

## Tv network gross billings

	MAY			JANUARY-MAY		
	1961	1962	% Change	1961	1962	% Change
ABC-TV	\$16,197,190	\$17,227,296	+ 6.4	\$ 79,403,040	\$ 84,659,058	+ 6.6
CBS-TV	21,444,509	25,380,092	+18.4	107,812,050	124,362,088	+15.4
NBC-TV	21,164,085	23,494,373	+11.0	103,310,072	115,029,097	+11.3
Total	\$58,805,784	\$66,101,761	+12.4	\$290,525,162	\$324,050,243	+11.5

### Month by Month 1962

	ABC	CBS	NBC	Total
January	\$16,673,662	\$25,528,518	\$23,578,579	\$65,780,759
February	15,757,364	23,528,815	21,956,372	61,242,551
March	17,762,981	25,731,519	24,100,566	67,595,066
April	17,237,755	24,193,144	21,899,207	63,330,106
May	17,227,296	25,380,092	23,494,373	66,101,761

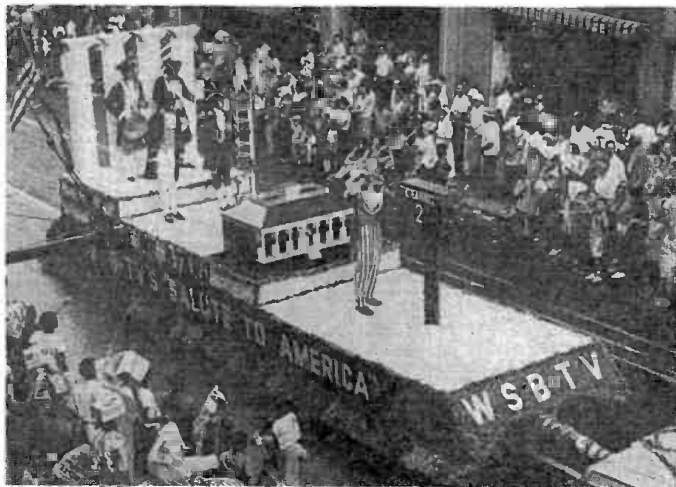
### Network tv gross time billings by day parts

	MAY			JANUARY-MAY		
	1961	1962	% Change	1961	1962	% Change
Daytime	\$17,327,957	\$20,372,002	+17.6	\$ 88,252,101	\$101,511,035	+15.0
Mon.-Fri.	14,808,021	17,271,749	+16.6	72,576,116	83,887,427	+15.6
Sat.-Sun.	2,519,936	3,100,253	+23.0	15,675,985	17,623,608	+12.4
Nighttime	41,477,827	45,729,759	+10.3	202,273,061	222,539,208	+10.0
Total	\$58,805,784	\$66,101,761	+12.4	\$290,525,162	\$324,050,243	+11.5

Source: TvB/LNA-BAR



# 300,000



## ATLANTANS SEE STARS AT WSB-TV'S

# JULY 4<sup>TH</sup> PARADE

Hundreds of thousands lined Peachtree Street for one of the biggest Fourth of July celebrations in the nation. Thousands more watched on WSB-TV (ARB coincidental 19 rating with 73% share of audience—3:00-4 P.M.). Stars included Victor Jory, Craig Hill and Ken Tobey (of Whirlybirds), singer Eddie Arnold, "Miss Georgia," and colorful cartoon characters Popeye, Huckleberry Hound, Yogi Bear, Quick Draw McGraw and Deputy Dawg. This parade is a gift to Atlanta's tradition by WSB-TV.



Represented by



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

# A NEW AREA FOR TV-BRED PRODUCTS

## Merchandising of products tied to tv properties has extended into the field of educational, public affairs and news shows

Tv character-property merchandising, which has always relied heavily on children's, western and game shows as the source for new products, is moving into more mature areas to keep up with the increase of public affairs, educational and news shows in television.

The networks, which hold the merchandising rights to most of the public-affairs shows, are tying in more books, records and games deriving from informational and educational programs.

Although toys and games originating from children's cartoon series are still the best selling products, the networks

new educational children's series, *Exploring*, scheduled to begin in September. The book will "adapt a new form, taking advantage of what is created on the show."

**Simultaneous Release** ■ NBC will depart from the conventional way of arranging publication of a book several months after a program's broadcast. In the future on some properties, several publishers will work with the network while a show is being researched, for publication at the time the program is broadcast.

Murray Benson, manager of CBS-TV's merchandising and licensing, has

nedly, will appear as a book later this year.

A fifth book, about the the biggest CBS property, CBS itself, is planned. *Biography of a Skyscraper* will tell in pictures and words about the new CBS building, currently under construction in New York.

John J. Convery, ABC vice president of merchandising, said several items, particularly in the publications and books area, will be merchandised from *Discovery*, the network's new children's educational series, beginning in the fall.

Western's are losing much of their appeal on television and more and more attention is being directed to educational programs such as *Discovery* for merchandising properties, Mr. Convery said.

**Tv's big role** ■ The history of character merchandising is venerable, but television has introduced a new crop of characters, from *Howdy Doody* to *Dr. Kildare*, and today, with about 450 names tied to a variety of merchandise, tv accounts for the biggest share of the business.

Besides network activities in television character merchandising, several independent organizations and large production companies exploit this field. Some of the most active are Screen Gems, Walt Disney Productions, MCA, Licensing Corp. of America, Weston Merchandising Corp., Jac Agency and King Features Syndicate.

When a company obtains rights to a property or character name, it seeks manufacturers to license the name for a specifically created product. Many manufacturers are eager to enter such agreements since a product bearing the name or likeness of a well-known figure in the tv world is substantially pre-sold. The agreement usually includes a standard royalty rate of 5% of the manufacturer's net wholesale selling price, which the client and licensing agent split 50-50. But there are variations from 3% to 10%, according to the nature of the licensed product, its volume potential and margin of profit. Although character merchandising organizations are reluctant to reveal finances, estimates are that the larger firms gross more than \$1 million a year in royalties.

Although the licensing agent's main function is to arrange product tie-ins with his clients, many of the larger organizations originate the idea for products or help design the package,



Youngsters emulate doctor and nurse with Dr. Kildare medical kit. Kit containing hospital outfits and stethos-

copes resulted from merchandising tie-in arranged by Western Merchandising Corp., New York.

feel that maintaining the life of educational fare after its broadcast date gives added value in prestige.

NBC-TV's merchandising division, headed by Robert R. Max, recently arranged a merchandising tie with the Chet Huntley news show, resulting in a new game "for all ages" called "NBC-TV News Game With Chet Huntley." Although it is essentially a board game, it calls for answers to questions on top news events reported by Mr. Huntley on his shows.

Public affairs programs, such as NBC-TV's *Wisdom*, *Victory at Sea* and *The Coming of Christ* have been the basis for the books and record albums. NBC is planning a book based on its

been tying in books with the network's informational and public affairs programs. *The Thinking Machine*, based on a series of science programs, is currently on the bookshelves. *The Fortunes of War*, *Four Great Battles of World War II*, based on four half-hour documentaries produced for CBS-TV's *The Twentieth Century*, will be published early this fall. Andrew A. Rooney, author of the book, used photographs and research collected for the series. Another *Twentieth Century* production, about the period between World Wars I and II, is being put into book form as *The Years Between*.

The CBS special, *A Tour of the White House with Mrs. John F. Ken-*

plan the ad campaign, prepare sales promotion material, handle publicity and arrange personal appearances.

**Clothing and Food, Too** ■ Toys, games, costumes and publications are the most popular items tied in with tv personalities, but regular clothing and even foods have met success in this field over the past few years. Appearing in stores this summer are a wedding dress worn in a tv wedding on the *Father of the Bride* series and a children's kit of hospital outfits and stethoscopes bearing the image of MGM-TV's *Dr. Kildare*. Both tie-ins were arranged by Weston Merchandising Corp., New York licensers for MGM as well as for Videocraft Productions and Trans-Lux Television Corp.

For *Dr. Kildare* alone, there are doctor and nurse kits, playsuits, comic books, children's novels, paperbacks, a toy ambulance, a line of teen-age hosiery, adult blouses and jewelry.

"By licensing a popular name and putting it on his product, a manufacturer can get a 'pre-sold' identification not available to his competition and, believe me, that's worth anything in today's market," Stanley Weston, president of Weston Merchandising, said. "We know that when a person goes shopping she will always reach for something bearing the name of her favorite, in preference to a similar product that doesn't have a licensed tie-in."

Buena Vista, the distributing division of Walt Disney Productions, has a staff of 15 in its merchandising department. About 50 tv characters are merchandised from *Walt Disney's Wonderful World of Color* (NBC-TV) and the *Mickey Mouse Club*, now in syndication. Pete Smith, director of merchandising for Buena Vista, generally merchandises about 1,000 items but on occasion has had as many as 2,000.

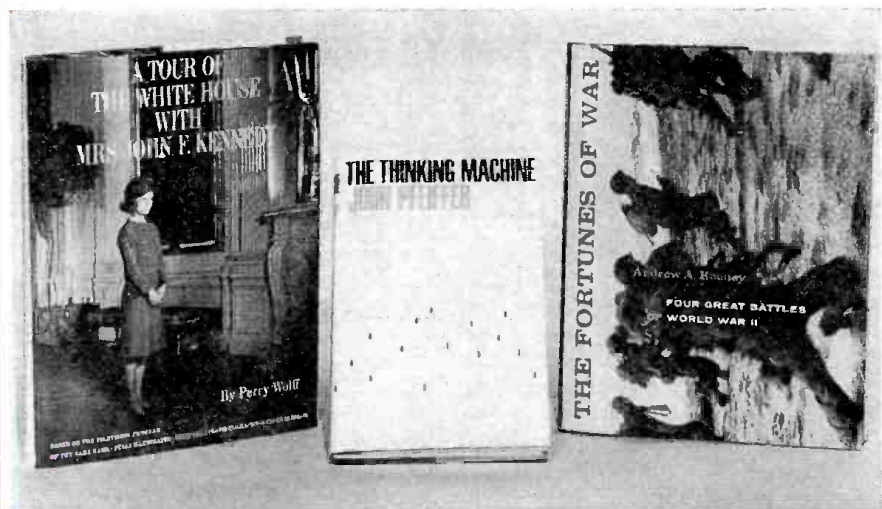
**Formal Wear** ■ Licensing Corp. of America, New York, another independent merchandising organization, employs a staff of 12 men and specializes in merchandise promotion, personal appearances, fashion, food, drug and toy sales. LCA, headed by Alan Stone, lists NBC-TV's *Bullwinkle* and CBS-TV's *Dobie Gillis* as two of its hottest merchandising properties.

A line of clothing from Bermuda shorts and sneakers to raincoats and formal wear has been merchandised with the *Dobie Gillis* image. *Bullwinkle* has been the inspiration for about 110 books, costumes, toys, games and clothing items.

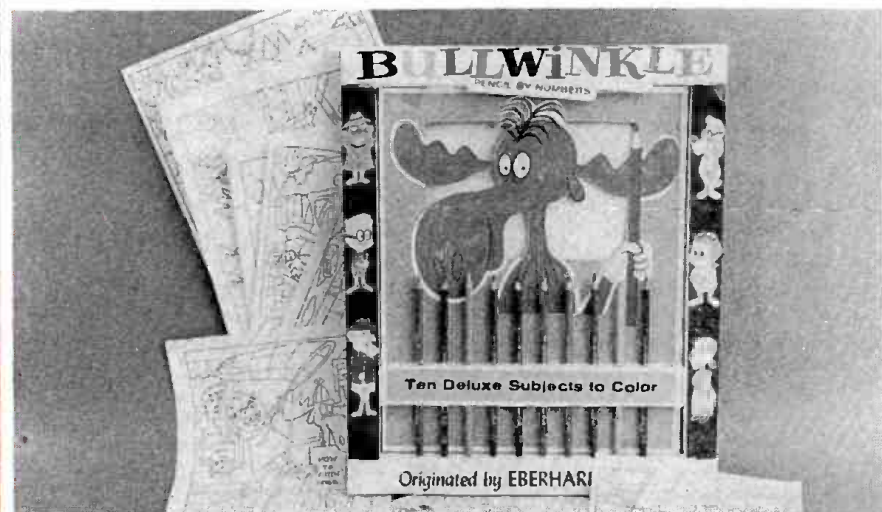
Other tv properties merchandised by LCA are *College Bowl* of CBS-TV. *King Leonardo* and *Pip the Piper* of NBC-TV, the *Real McCoys* and *The Rifleman* of ABC-TV and syndicated shows including *The Rebel*, *Sea Hunt*, *Superman*, *Whiplash* and *Out of the Inkwell*.



These are some examples of books, records and games originating from NBC-TV informational and public affairs shows.



Books shown above merchandised by CBS-TV help maintain life of network informational programs from which they originate.



Coloring set bearing Bullwinkle name and image originated from manufacturer tie-in contracted by Licensing Corp. of America, New York.

# New products testing television

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

Monitored week ended July 20:

**Product:** Hands Up, children's soap.  
**Company:** Boyle-Midway Division, American Home Products.  
**Agency:** North Adv., New York.  
**Schedule and markets:** Daytime minutes in mid-Atlantic States.

**Product:** Sho-Curl, seven-day hair-setting lotion.  
**Company:** 42 Products Ltd.  
**Agency:** MacManus, John & Adams, Los Angeles.  
**Schedule and markets:** Daytime minutes on Pacific Coast.

**Product:** Limmits dietary biscuits.  
**Company:** Chas. Pfizer & Co.  
**Agency:** William Esty & Co., New York.  
**Schedule and markets:** Daytime minutes in North Central region.

**Product:** New Formula Matey powder, with hexachlorophene and lanolin.  
**Company:** J. Nelson Prewitt.  
**Agency:** John Shaw, Chicago.  
**Schedule and markets:** Daytime minutes in North Central.

**Product:** Dextra sugar.  
**Company:** Consolidated Foods Corp.  
**Agency:** Foote, Cone & Belding, San Francisco.  
**Schedule and markets:** Daytime minutes on Pacific Coast.

**Product:** Borden's mayonnaise.  
**Company:** Borden Co., Western Division  
**Agency:** Young & Rubicam, San Francisco.  
**Schedule and markets:** Daytime minutes on Pacific Coast.

**Product:** Welch apple-grape drink.  
**Company:** Welch Grape Juice Co.  
**Agency:** Richard K. Manoff, New York.  
**Schedule and markets:** Daytime minutes and 20-second spots in South.

**Product:** Scott cups and place-mats.  
**Company:** Scott Paper Co.  
**Agency:** J. Walter Thompson Co., New York.  
**Schedule and markets:** Nighttime minutes in South.

## TvB offers help in selling the grocer

### CASE HISTORIES, FIRST QUARTER FIGURES CITED

Case histories of how television is used by grocery stores in 47 markets are contained in a new Television Bureau of Advertising presentation, "The Super Medium for Markets," released today (Aug. 6).

The presentation offers evidence of the effectiveness of local tv advertising in reaching food and grocery customers and to make sales. The increasing use of tv by grocery stores is also noted in TvB's report on the 1962 first quarter spending in spot tv, which was up 18.4% over the like quarter in 1961. Food stores' gross time billings in the quarter this year were \$2,559,100, against \$2,160,200 a year ago. Trading stamp billings also showed gains in the 1962 first quarter with billings of \$1,020,944 in network and spot tv against \$354,000 a year ago.

Leading grocery store users of tv in 1961 were A&P with gross billings of \$1,585,970; Safeway, \$1,354,630, and Kroger, \$1,229,690. Examples of how stores in each of these chains use tv in their local areas are shown in TvB's booklet. Leading food stores in spot tv in the first quarter this year and their gross time billings were: Safeway, \$400,560; A&P, 394,760, and Kroger, \$262,960.

Tv billings for trading stamps rose in the first quarter of 1962, paced by MacDonald Plaid Stamps with spot tv billings of \$458,100 and S&H Green Stamps with \$251,830 in spot tv and \$242,944 in network tv.

**Auto facts & figures** ■ With dealers getting set to show new auto lines, TvB has assembled market information to help attract more automotive advertising dollars into spot television in time for campaigns to introduce 1963 model

cars.

TvB's premise: Auto market patterns call for matched advertising, and spot tv offers market-by-market control. TvB, after studying market information based on sales of new cars during the last five years, notes that no single make of car leads in sales in all markets. Four examples are cited in TvB's new folder.

Rambler sales are above the national average in the Northeast. Ford sales are above average in the East Central area. Chevrolet's popularity in the Pacific region is below the national average. Plymouth sells best in the Northeast. TvB concludes that shifts in advertising weight in spot tv can help fill the sales gaps as they occur in the various sales areas.

### ABC-TV signs sponsors for 'Challenge Golf'

ABC-TV has signed three advertisers for full sponsorship of its new *Challenge Golf* series which starts Jan. 5, 1963, the network announces.

Advertisers are Lincoln-Mercury (Kenyon & Eckhardt is agency); General Tire & Rubber Co. (D'Arcy), and Minnesota Mining & Manufacturing (Erwin Wasey, Ruthrauff & Ryan). The match play will be telecast twice on the weekend (first on Saturday, 2:30-3:30 p.m., and again Sunday, 12 noon-1 p.m.).

Arnold Palmer will team with Gary Player in match play against challenging professionals from all over the world. Prize funds total \$156,000 for 13 contests and the winning challenging team will have the opportunity to collect up to \$50,000, the top purse for

four matches won in a row. Messrs. Palmer and Player will split \$5,000 for each match they win.

Revue Studios will produce in association with World Wide Productions. Filming techniques will permit the "home gallery" to hear what takes place on the golf course (voices of players and caddies and some eavesdropping on strategy and by-play). Arnold Palmer also will handle the commentary in the series.

### Business briefly...

**Menley & James Labs** (Foote, Cone & Belding); **Bulova Watch Co.** (Sullivan, Stauffer, Colwell & Bayles); **North American Philips Co.** (C. J. La Roche); **Ovaltine Food Products, Div. of Wander Co.** (Tatham-Laird), and **U.S. Rubber Co.** (Fletcher Richards, Calkins & Holden) have ordered sponsorship in ABC-TV's second run of *Winston Churchill—The Valiant Years*, starting Sept. 30 (Sun. 6:30-7 p.m. EDT).

**Mutual of Omaha Insurance Co.**, Omaha, has ordered sponsorship of *Wild Kingdom*, a new color series starting in January 1963 on NBC-TV (Sun. 3:30-4 p.m.). Program host will be Marlin Perkins, director of Lincoln Park Zoo, Chicago, who was former host of NBC-TV's *Zoo Parade*. New series will show films of wild animals and primitive peoples in all parts of the world. Agency: Bozell & Jacobs, Omaha.

**Thomas J. Lipton Co.**, Hoboken, N. J., has bought one-sixth sponsorship of NBC-TV's coverage of the 1962 elections, Tuesday, Nov. 6 (7 p.m.-concl.). Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

**Standard Brands** (J. Walter Thompson); **Monroe Auto Equipment** (Aitkin-Kynett Co.), **Sylvania** (Kudner), **Rexall** (BBDO), **Nationwide Insurance**



## The Red River Valley is CAPITALIST country!

Look it up in Standard Rate & Data, and you'll see that retail sales per household in the Fargo-Moorhead area are among the nation's highest. Look North Dakota up in the Encyclopaedia Britannica, and you'll read that the Red River Valley is "one of the most fertile and best agricultural areas in the United States."

WDAY Radio and WDAY-TV serve a remarkably large area, containing remarkably prosperous people. These ain't no starving peasants on the tundra—they are Capitalists on a continuous spending spree!

That's another reason why you'll find both these stations on a lot of lists which are otherwise dominated by "first 50" cities. Ask PGW!

# WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

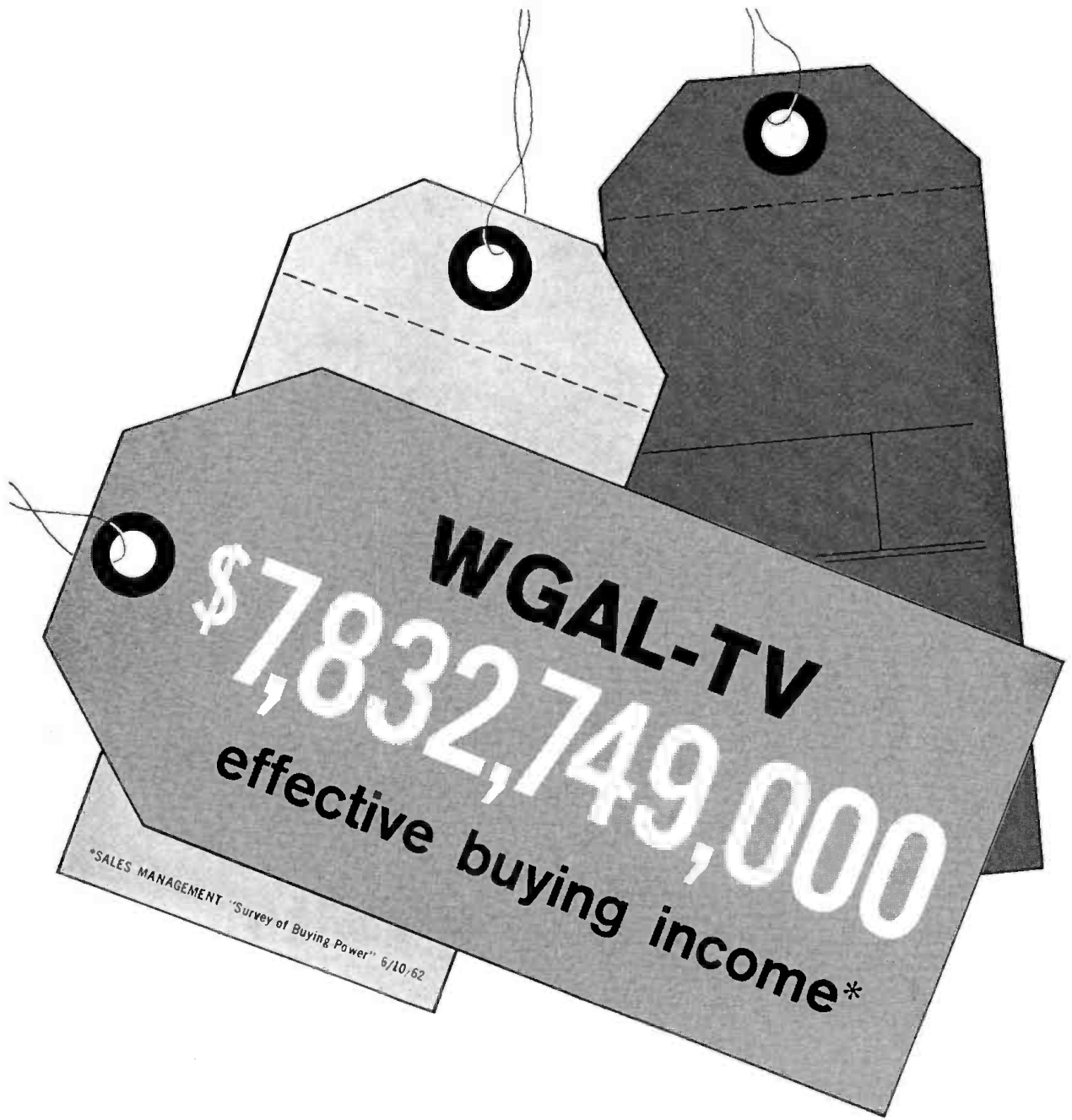
# WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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



The Channel 8 market is a rich, buying market. WGAL-TV is unique in its extensive, multi-city coverage of this area. It is outstanding because, in these many cities and communities, it is far and away the favorite with its thousands of viewers. Your advertising expenditure on this Channel 8 station pays rewarding returns.

# WGAL-TV

**Channel 8 • Lancaster, Pa. • NBC and CBS**

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

STEINMAN STATION  
Clair McCollough, Pres.

(Ben Sackheim), **Continental Casualty Co.** (George H. Hartman Co.), **Del Monte** (McCann-Erickson), **Quaker State Oil** (Kenyon & Eckhardt), **Norwich Pharmacal Co.** (Benton & Bowles), and **Pepsi-Cola** (BBDO) have bought schedules on MBS' five-minute newscasts.

**Procter & Gamble Co.**, New York, has bought repeat of NBC-TV's *Hollywood: The Golden Years*, Tuesday, Sept. 18 (10-11 p.m. EDT). P&G sponsored the original showing on Nov. 29, 1961. Agency: Benton & Bowles, New York.

**Universal Pictures Co.** has bought a four-day series of spots on three New York stations, WHN, WINS and WNEW, to promote its new film, "The Spiral Road." Agency: Charles Schlaifer & Co., New York.

**Reynolds Metals Co.** has renewed alternate-week sponsorship of NBC-TV's *All Star Golf*, a 13-week series returning to the network Saturday, Jan. 5 (5-6 p.m. EST). Agency: Lennen & Newell Inc., New York.

**Goodyear Tire & Rubber Co.**, Akron, Ohio, has bought participating sponsorship in ABC-TV's coverage of the 1962 American Football League schedule. Agency: Young & Rubicam, New York.

**Chock Full O'Nuts Corp.**, New York, has renewed sponsorship of singer Page Morton's 15-minute weekly radio show in 17 markets. New buy is for 13 weeks. Agency: Peerless Adv., New York.

## NBC Radio new business includes Johnson buy

NBC Radio last week reported \$3,400,700 in new and renewed business over the past five weeks, including the return of S. C. Johnson & Son to network radio as a major user on Dec. 31.

The S. C. Johnson order—sponsorship in *News on the Hour*—was placed through Needham, Louis & Brorby's Chicago office. Other top advertisers cited by George A. Graham Jr., vice president and general manager of NBC Radio: Campbell Soup Co., also through NL&B, a substantial campaign for V-8 Vegetable Juice; major renewal by Chevrolet Motor Division of General Motors (via Campbell-Ewald in Detroit), of 52 weeks of *News on the Hour* sponsorship.

## Bauer & Tripp, Foley merge in Philadelphia

Two of Philadelphia's oldest advertising agencies, Adrian Bauer & Alan Tripp Inc., founded in 1927, and Richard A. Foley Advertising Agency Inc., founded in 1900, announce they will merge Sept. 1, and will be known as Bauer-Tripp-Foley Inc., operating from

## NIELSEN RATINGS

First Report for July, 1962  
(Based on two weeks ending July 8, 1962)  
NIELSEN TOTAL AUDIENCE (†)

Rank		Rating	
		% U.S. TV Homes	No. Homes (000)
1	Ben Casey	28.3	13,867
2	Desi-Lucy Comedy Hour	26.9	13,181
3	Hazel	26.5	12,985
4	Garry Moore Show (10:30 p.m.)	25.8	12,642
5	Bonanza	25.7	12,593
6	Dr. Kildare	25.4	12,446
7	Ed Sullivan Show	25.4	12,446
	Garry Moore Show (10:00 p.m.)	24.8	12,152
9	Hollywood Special	24.5	12,005
10	Talent Scouts	24.3	11,907

### NIELSEN AVERAGE AUDIENCE (‡)

Rank		Rating	
		% U.S. TV Homes	No. Homes (000)
1	Hazel	24.1	11,809
2	Garry Moore Show (10:30 p.m.)	24.0	11,760
3	Ben Casey	23.5	11,515
4	Desi-Lucy Comedy Hour	22.3	10,927
5	Garry Moore Show (10:00 p.m.)	22.3	10,927
6	Gunsmoke (10:30 p.m.)	20.8	10,192
7	Gunsmoke (10:00 p.m.)	20.3	9,947
	Red Skelton Show	20.3	9,947
9	Dr. Kildare	20.1	9,849
10	Bonanza	19.9	9,751

Copyright 1962 by A. C. Nielsen Co.

**Background:** The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

**Ben Casey** (ABC-197) participating: Mon. 10-11 p.m.

**Bonanza** (NBC-178); Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.

**Lucy-Desi Comedy Hour** (CBS-180); General Foods (B&B), Mon. 9-10 p.m.

**Dr. Kildare** (NBC-160); Sterling Drug (D-F-S), L&M (D-F-S), Colgate (Bates), Singer (Y&R), Warner-Lambert (L&F), Thur. 8-30-9:30 p.m.

**Gunsmoke** (CBS-199); Liggett & Myers (D-F-S), Procter & Gamble (B&B), S. C. Johnson (FC&B), General Foods (B&B), Sat. 10-11 p.m.

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

**Hollywood Special** (ABC-135); participating, Sun., 8:30-10:30 p.m.

**Garry Moore Show** (CBS-188); R. J. Reynolds (Esty), Oldsmobile (D. P. Brother), S. C. Johnson (NL&B), Tues. 10-11 p.m.

**Red Skelton** (CBS-195); S. C. Johnson (FC&B), Corn Products (GB&B), Tues. 9-9:30 p.m.

**Ed Sullivan** (CBS-187); Colgate (Bates), Revlon (Grey), P. Lorillard (Lennen & Newell), Sun. 8-9 p.m.

**Talent Scouts** (CBS-188); Procter & Gamble (B&B), S. C. Johnson (NL&B), R. J. Reynolds (Esty) Tues. 10-11 p.m.

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

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

their present addresses, 1528 Walnut St.

Both agencies handle general advertising. Bauer & Tripp, also a merchandising and marketing organization, recently merged with Action Assoc., a Philadelphia public relations firm.

Officers and personnel of both firms are retained in the merger: Adrian Bauer, chairman of the board; Alan R. Tripp, president; Charles H. Eyles, chairman of the executive committee; E. Bradford Hening, executive vice president; and A. Edward Morgan, senior vice president.

## Rep appointments...

■ **WABY** Albany, N. Y.: Daren F. McGavren Co., New York, effective Sept. 1.

■ **WINT** Winter Haven, Fla.; **WMAC** Metter, Ga.; **WABW** Annapolis, Md.: Hal Walton & Co., New York.

■ **WION** Ionia, Mich.: Hal Walton & Co., New York, except in state of Michigan.

■ **WCOW** Sparta, Wis.: Hal Walton & Co., New York, except regional.

■ **KIMM** Rapid City, S. D.: appoints Jim Bowden, Minneapolis, as regional sales representative.

■ **WUSJ** Lockport, N. Y.: Prestige Rep-

resentation Organization (PRO), New York, as national representative.

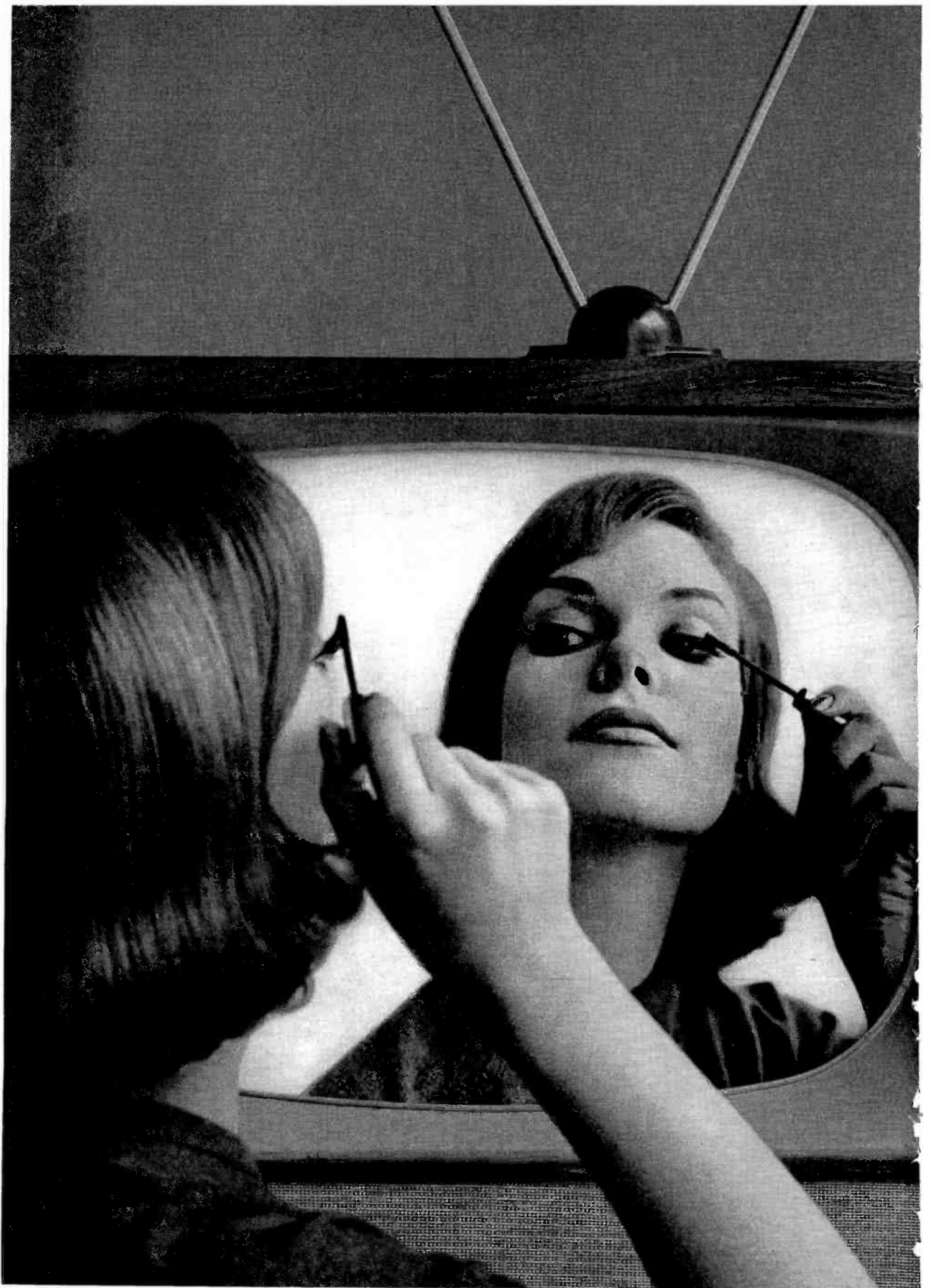
■ **KROY** Sacramento, Calif.: Daren F. McGavren Co., New York.

## Western admen list agenda in Honolulu

A chance to hear such top advertising executives as Interpublic's Marion Harper, BBDO's Charles Brower and Dr. Daniel Starch, pioneer in media research, and at the same time to see the beauties of Hawaii is offered those attending the 1962 Pacific Conference of the Western Region of the American Assn. of Advertising Agencies, Oct. 20-25 at the Hilton Hawaiian Village, Honolulu.

Although billed as a six-day meeting, the AAAA advance program shows only entertainment items such as cocktail parties, island tours, a luau, a golf tournament and a banquet scheduled for the first three days, except for a business session for members only on Monday morning (Oct. 22). Afternoons are also left free for golf or sightseeing, and the serious part of the conference is confined to three morning sessions.

James Delafield, president of General







A reflection of  
television's power  
over women

Take the case of the small cosmetics company that started in 1956 with a television investment of \$219,000. In succeeding years this company confined virtually *all* of its advertising budget to television and its sales increased over 75% annually. Today, its line of products has almost tripled, it is the leading television advertiser in its field (spending \$14,000,000 last year alone), and its sales are approximately 1550% higher than they were five years ago!

The beauty of television lies in its matchless ability to influence the buying habits of the buying sex. Its unique power to pre-sell precisely matches the needs of our self-service economy. Expose the ladies to a new product on television one day, and you can be sure they will be looking for it in stores the next. The records are full of examples of television's dramatic ability to sell new ideas, new products, even build new companies. The cosmetics-toiletries industry is well aware of television's unrivaled selling power and, as a result, spends *twice* as many advertising dollars on television as on all other measured media combined! Within television the greatest part of this industry's investment goes to the network that for the past seven consecutive years has been the most attractive to women—

**THE CBS TELEVISION NETWORK** 

## New Paramount service claims ad economies

Paramount Television Productions, Hollywood, last week announced a new tv commercial production service that Paramount claims can reduce costs up to 30%.

Paul Raibourn, senior vice president of Paramount Pictures Corp., said the production facilities at the

Paramount Sunset lot can handle studio and location filming, live action, animation or a combination of all. He said this service "has heretofore never been possible with one organization." The service applies to both tape and film commercials in color and black and white, it was noted.

Foods International Division, and Lane Fortinberry, Asia managing director of Time-Life International, will address the opening session on Tuesday, after a welcome by Hawaii's governor, William F. Quinn. Raymond B. Milici, Milici Adv. Agency, Honolulu, will preside. A second Tuesday morning session, Alvin Kabaker, Compton Adv., Los Angeles, presiding, will hear Mr. Brower, Alfred J. Seaman, SSC&B, N. Y., and a third speaker to be announced.

On Wednesday morning, Pierre D. Martineau, research and marketing director for the *Chicago Tribune*, and George Mason, Hawaii's director of economic development, plus another speaker not yet named, will speak at the first session, presided over by Jack W. Smock, Smock, Debnam & Waddell, Los Angeles. After the coffee break, David Botsford Jr., Botsford, Constantine & Gardner, San Francisco, will head a session whose speakers are Proctor Mellquist, editor of *Sunset* magazine; A. J. Bremner, Foote, Cone & Belding, Chicago; and King Features cartoonist Milton Caniff.

The final sessions on Thursday morning will have Robert Heintz, Heintz & Co., Los Angeles, presiding over talks by Richard F. Casey, Benton & Bowles, N. Y.; Dr. Starch and one more speaker; and Donald B. Kraft of Kraft, Smith & Ehrig, Seattle, in the chair. Speakers will be L. F. Ohliger Jr., advertising vice president of Hunt Foods & Industries; Barton A. Cummings, Compton Adv., N. Y.; and Mr. Harper.

## Jay Ward to produce tv commercials, too

Jay Ward Productions, Los Angeles, announces it has formed new department exclusively for production of television commercials.

Ward, producer of *The Bullwinkle Show* and *Rocky and His Friends*, says long range arrangements already have been made to produce commercials for General Mills (*Bullwinkle* sponsor) and Colgate-Palmolive (Ward and C-P have a merchandising tie-up on the sale of *Bullwinkle* and *Rocky* soap dispensers).

Pete Burness, cartoon director for many *Bullwinkle* segments, will be vice

president in charge of commercial department. Ward cartoon characters will be used in commercials.

## Off-beat commercial has edge—Schwerin

Tv commercial tester Schwerin Research Corp. reports the off-beat tv commercial done well has the edge over the conventional, straight-sell commercial because it's as unique as "an enticingly dressed girl in a nudist colony; it rivets attention."

But it has a drawback, too, says Scherwin (tests tv commercials, programs) in its July "bulletin." The "motivating power" of the off-beat approach, once seen, tends to diminish "at a faster rate than that of a straight sell commercial of comparable effectiveness" because, as it were, "the cat is out of the bag."

A few Schwerin observations: it's not enough to be bizarre, the commercial must have a product purpose; it's still difficult to do humor; a particularly strong "payoff" is noted in commercials with no people (including even abstract animation and live action).

## Also in advertising...

**Agency moves** ■ A. D. Adams Adv. Inc. has moved to larger quarters at 145 W. 52nd St., New York. New phone number is Plaza 5-0845.

**New REPROS** ■ The 27th edition of REPROS, entitled *The Voice of Advertising Speaks*, published by G. W. Head of the National Cash Register Co. and chairman of the Advertising Federation of America, contains excerpts from letters written to Mr. Head at his request, stating replies to his question, "Why do you believe in advertising?" Subsequent issues of REPROS will disclose other excerpts from this correspondence. Copies of the current edition are available from Mr. Head at NCR's office in Dayton, Ohio, or from AFA, 655 Madison Ave., New York 21.

**Dallas ad story** ■ Keitz & Herndon Inc., 3601 Oak Grove, Dallas 4, is offering a free brochure illustrating its talent and production facilities.

## Toy makers group plans suit against 'Tv Guide'

Toy Guidance Council, New York, indicated last week it will sue *Tv Guide* magazine for more than \$1 million damages for "refusal to perform promises made to toy manufacturers and their agencies." The dispute concerns the promotion of a 32-page advertising insertion scheduled for the Nov. 17 issue of the magazine but now cancelled by the toy group.

The council, which had ordered the insert for 26 toy advertisers, claimed the magazine allegedly will not go through with terms of a verbal agreement to promote the toy section in *Tv Guide's* national tv spot schedule. Tv stations, in return for program advertising that *Tv Guide* prints for them, give the magazine free commercial time. The council's agency, Webb Assoc., New York, had placed the \$320,000 order.

## Pulse set on West Coast

Pulse Inc. last week announced that its west coast operation is now geared for processing full-scale market and audience research. Processing began with the company's May-June Los Angeles radio survey. Pulse explained its expansion is in view of the growing importance of the area, and in time hopes the operation will cover all of the western states. Paul Synder has moved to Los Angeles from New York to head the production staff of the agency. Allen S. Klein is director of the office.

## Bankers sponsor 'Biography'

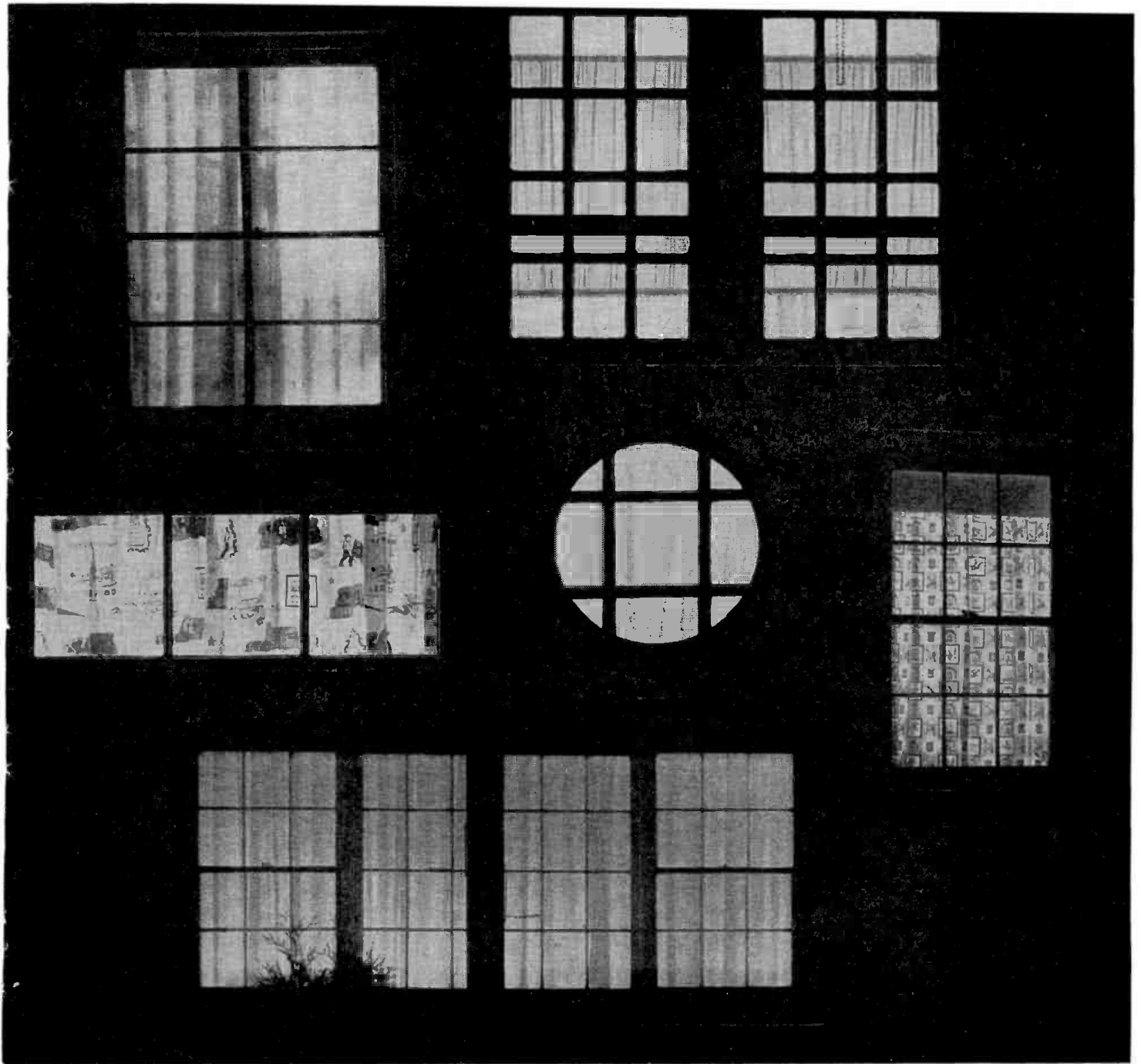
The Kansas Bankers Assn. will sponsor Official Films Inc.'s *Biography* series in Wichita-Hutchinson, Pittsburg and Topeka as part of an institutional advertising program on behalf of its 580 membership banks throughout the state. The regional transaction was placed through the Bruce B. Brewer & Co., Kansas City, Mo.

The series also has been sold to KLRJ-TV Las Vegas and KOLO-TV Reno. Markets sold on *Biography* now total 123.

## Schwarz Productions formed

Mickey Schwarz Productions Inc. has been formed by Mickey Schwarz, producer-director of filmed tv commercials. Offices will be at 419 E. 54 St., New York 17. Mr. Schwarz also has formed Academy Tv Film Productions of Canada, 433 Jarvis St., Toronto, as his Canadian production center.

Dan Eriksen, formerly of MPO Videotronics Inc., New York, has joined Schwarz as producer-director. Associate producer Ruby Renaut will be in charge of the Toronto office.



## Only movies in Baltimore - 6 nights a week!

Big windows . . . little windows . . . picture windows . . . all kinds of windows, dimly lighted from within, they stand out in the dark until the early hours of the morning as the "night people" relax and enjoy the WMAR-TV movies. In the hushed hours of the night . . . long after the noise of the children has been quieted by sleep . . . tens of thousands of late night-time viewers tune to Channel 2.

These are the people who enjoy "Channel 2 Theatre", Monday through Thursday, "Films of the Fifties" on Friday and "Big Movie of the Week" on Saturday with first-run features, never before seen on television in Baltimore, including the quality films from 7 Arts, Screen Gems and NTA.

These are the people who prefer late movies—and WMAR-TV is the *only* Baltimore station offering movies 6 nights a week!

Late movies on WMAR-TV offers advertisers—and agencies—an excellent opportunity to show-case a product or service night after night—in this gigantic market . . . the 12th largest in the nation!

*No Wonder — In Maryland Most People Watch*

**WMAR-TV** 

Channel 2 — Sunpapers Television — Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

# Biggest catv sale yet: \$10 million

## SAMMONS SELLS 18 SYSTEMS TO GROUP HEADED BY NBC VP STERN

The largest community antenna systems sale in the history of the 13-year-old industry—18 systems serving 43,500 subscribers for \$10 million—was announced today (CLOSED CIRCUIT, July 30). The group which made the purchase is headed by Alfred R. Stern, an NBC vice president, who is chairman and chief executive officer of Televents Corp. The seller is C. A. Sammons, Dallas industrialist.

The 40-year-old Mr. Stern (picture, page 23) was born in Chicago, attended the U. of North Carolina, and served with the Air Force during World War II. He joined NBC in 1952 as project officer for tv programming. In 1955 he became assistant to Robert W. Sarnoff, and in 1957 was appointed chairman of NBC International Inc. In 1959 he was elected a vice president of the network's Enterprises Division.

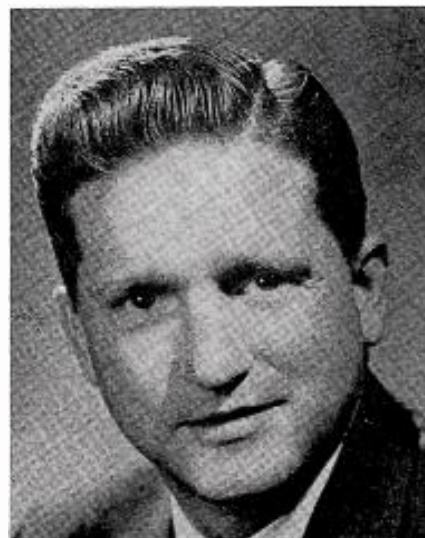
Before joining NBC, he served as president of Raymond & Raymond, New York art gallery, and served in various production and administrative

capacities at Universal Pictures and at RKO-Pathé in New York.

He is married, is the father of five children, and lives in New York. He is a first cousin of Edgar B. Stern Jr., president and principal owner of WDSU-AM-FM-TV New Orleans.

President of Televents Corp. (not related to Televents Inc., a Bill Daniels operation) is Carl M. Williams. Mr. Williams, 34, is a native of Douglas, Wyo., was graduated from the U. of North Carolina, and received his law degree from the U. of Wyoming in 1956. Mr. Williams is associated with Mr. Daniels in Daniels & Assoc., the catv broker which handled the Televents Corp. transaction. Mr. Williams is president of Systems Management Co., another Bill Daniels enterprise. In 1961 Mr. Williams was elected to the board of the National Community Television Assn. He is married and lives in Denver.

The purchase was financed by a long-term loan of \$5.5 million through



Mr. Williams

the Chase-Manhattan Bank, New York, and by the issuance of \$2.85 million in debentures bought by institutional clients of John W. Bristol & Co. About 15 educational and charitable endowments are participants in the debenture sale, only one taking as much as \$1 million, it was understood.

No information was released on Mr. Stern's associates in the venture. No other broadcasters are involved, Mr. Stern said.

The only information released with the announcement is that the catv properties are located in Massachusetts, Vermont, New Hampshire, Pennsylvania, Minnesota, Oregon, Arkansas, Virginia and New York. Mr. Stern explained that the franchises held by the Sammons companies must be revised to show the new ownership and that this must be done before the catv systems are identified to avoid the embarrassing kind of situation in which city officials in the localities involved learn of the changes from news media instead of from company officials.

The Sammons catv holdings, according to the best-obtainable information, include Pittsfield and Athol-Orange, Mass.; Bellows Falls, Vt.; Claremont, N. H.; Clearfield, Bradford, Warren, Minersville, Schuylkill Haven and Pottsville, Pa.; Coos Bay, Ore.; Fayetteville, Ark.; Harrisonburg, Va., and Olean, N. Y.

Televents Corp. intends to "pursue vigorously the opportunities in the catv field in both the domestic and foreign markets," Mr. Williams said. International interest will be directed toward



### Channel 13 of Rochester signs with ABC-TV

Richard C. Landsman (r), general manager of Channel 13 of Rochester Inc., signs the contract which makes the new station, WOKR (TV) Rochester, N. Y., a primary affiliate of ABC-TV. The station is scheduled to begin operating in late September and will give Rochester viewers a third tv channel. Channel 13 of Rochester Inc., is an interim group composed of applicants for the Ro-

chester assignment; they will operate WOKR as a group temporarily.

Also pictured above (l-r): Julius Barnathan, vice president and general manager of ABC-TV (sitting) and (all standing) Joseph R. Cox, regional manager of ABC-TV station relations; Robert L. Coe, ABC vice president in charge of tv station relations, and Walt Smith, manager of promotion and public relations for WOKR.

IN RADIO'S WONDERFUL WORLD



## *Broadcast With The Fidelity Of Direct FM*

What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is

the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

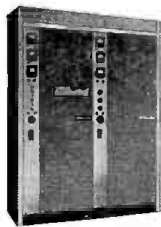
RCA designs and builds its complete line of transmitters to accommodate stereophonic signals and an SCA multiplex subchannel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or, write: RCA Broadcast and Television Equipment, Dept. L-22, Building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



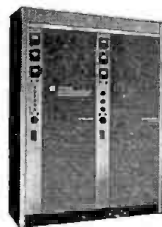
The Most Trusted Name in Radio



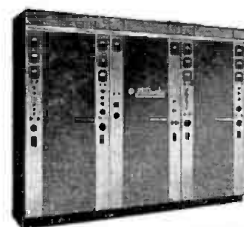
1 Kw



5 Kw



10 Kw



20 Kw

Europe principally, it was indicated.

The largest previous catv sale was the \$5 million transaction in which H&B American Co., Beverly Hills, Calif., bought nine catv systems from the Jerrold Corp. in 1960.

## Idahoans oppose powers above 50 kw

The Idaho Broadcasters Assn. went on record as being "unalterably opposed" to power authorizations in excess of 50 kw for clear channel radio stations at its annual convention late in July (BROADCASTING, July 23). A resolution expressing this sentiment and directed toward both the FCC and Congress was adopted by the convention.

A second resolution urged the FCC to simplify the proposed new programming forms and that they be resubmitted for further comments before they are adopted. IBA also asked that the FCC adopt separate forms for radio and tv.

NAB President LeRoy Collins, who spoke at the convention, was given a "vote of endorsement and approval for his ringing challenge to the broadcast industry . . ." by the Idaho association. FCC Commissioner Frederick W. Ford, another speaker, was praised for the

### WBZA is no more

A familiar call letter is missing from the New England scene with an FCC action deleting Westinghouse Broadcasting Co.'s WBZA Springfield, Mass. It was not a punitive move, however, as WBC agreed to give up WBZA to comply with multiple ownership rules if the commission approved its purchase of WINS New York.

The \$10 million purchase of WINS was approved three weeks ago (BROADCASTING, July 16). Am stations owned by Westinghouse include WBZ Boston (which furnished all the programming for WBZA), KDKA Pittsburgh, KYW Cleveland, WIND Chicago, WOWO Ft. Wayne, and WINS.

WBZA operated with 1 kw full-time on WBZ's 830 kc. It is the last of the synchronous operations that existed in numbers several decades ago.

"leadership that he is providing in Washington in making and administering the rules and regulations that govern

the broadcast business."

Henry Fletcher, general manager of KSEI Pocatello, was elected IBA president succeeding Duane Wolfe of KCID Caldwell. Other officers elected include Bill Burden KEEP Twin Falls, vice president, and Mrs. Gale Mix, KRPL Moscow, secretary-treasurer.

## Cohan group wins right to install Salinas catv

Central California Communications Corp., headed by John C. Cohan, California broadcaster, has won the right to install a community tv system in Salinas, Calif., and the unincorporated areas of Monterey County. The Salinas city council last week approved the franchise award to the Cohan group, but included several provisions suggested by the FCC earlier this summer, one that the catv system should not duplicate the local tv station.

The award was made to Mr. Cohan on the basis he offered service at the lowest cost to the public of any of the three final bidders. The others were the Jerrold Corp. and H&B American, both multiple catv operators.

Mr. Cohan owns and operates KSBW-AM-FM-TV Salinas-Monterey; KVEC and KSBY-TV San Luis Obispo, and KNKS Hanford, all California.

## Outlet Co. revenues up

Net broadcasting revenues and miscellaneous income of the Outlet Co., Providence, R. I., department store which owns WJAR-AM-FM-TV there, were \$646,501 in the quarter ended April 28, compared to \$543,717 for the same 1961 quarter.

Total earnings in the fiscal quarter were \$4,211,692 compared to \$4,194,314 last year. Net earnings after estimated federal income taxes were \$239,074 (48 cents per share) compared with \$200,386 (40 cents per share) for the same period last year.

### Sidetracked

WHK Cleveland newsman Milo Townes put the city's transit board on the right track in suggesting how to save money in expanding the city's rapid transit system. The board was debating costly extensions of its rail lines, but is considering a switch to Mr. Townes' suggestion that it use a network of existing but little-used railroad tracks instead. WHK is getting up a promotion of its own to sell the idea: the station is planning to bring diesel-powered rail buses to Cleveland and run them on the railroad tracks as a demonstration.

# What does HILDRED SANDERS\* say about BROADCASTING YEARBOOK?



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\* V.P. in Charge of Radio & Television  
Honig-Cooper & Harrington  
Los Angeles

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1963 BROADCASTING YEARBOOK when it comes off the press on December 1? Circulation: 20,000 copies. Same rates, same space sizes as every issue of BROADCASTING. Final plate deadline: Oct. 1. Reserve the position you want—TODAY—before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!



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THE BUSINESSWEEKLY OF TELEVISION AND RADIO  
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**CHECK OUR  
FACTS,  
THEN BUY:**

# TERRE HAUTE

WITH

*Indianapolis*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. *Greatly expanded Indiana reach*
2. *Effective and complete coverage of Indiana's two top TV markets*
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**So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.**



**WTHI-TV**  
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**INDIANA**

**WTHI-TV  
delivers more homes  
per average quarter  
hour than any  
Indiana station\*  
(March 1962 ARB)**  
\*except Indianapolis

# Stations get CBS Radio cash pay plan

## AFFILIATES BOARD APPROVES; MORE INFORMATION PROGRAMS PLANNED

The format for CBS Radio's return to cash compensation for its affiliates—including a further curtailment of entertainment shows and an expansion of information programming (BROADCASTING, June 25)—has been agreed upon by the network and representatives of the affiliates, subject to acceptance by the stations individually.

Worked out by network officials with and at the request of the CBS Radio Affiliates Board, the details will be distributed to affiliates this week. Highlights:

▪ The five-minute *Dimension* information programs would be increased substantially and four entertainment programs would be dropped. The only strictly entertainment programming left in the regular schedule would be the

Arthur Godfrey and Garry Moore morning shows and the New York Philharmonic Orchestra broadcasts on Saturdays.

▪ The compensation rate for each affiliate would be based on the station's coverage or its own rates for local time. This rate would be applied to the number of network "commercial units"—in most cases commercial minutes—carried by the station.

Network officials said that since compensation rates will vary from station to station, they cannot be compared with the payment system in effect up to 1959. But they said that several affiliates familiar with the new plan estimated it would make their own rates approximately the same as they were before.

The new system does not entirely eliminate the network's furnishing of programming for local sale, which has been the medium of payment for the last four years. The *World News Roundup* in the morning and *The World Tonight* will continue to be supplied for sale by the stations, as will some of the network's hourly news broadcasts.

Programs being discontinued—largely, officials said, because stations felt they do not always fit into local formats—are the Bing Crosby-Rosemary Clooney and Art Linkletter shows, heard Monday through Friday mornings, and the Sunday afternoon dramatic block of *Suspense* and *Johnny Dollar*. Assuming affiliates approve the plan, all but Linkletter would be dropped Oct. 1, and that

## WJZ-TV shows own lacrosse league games in outdoor 'studio'

The rugged American Indian sport, lacrosse, is uncommon in itself—a game rarely played in the U. S. outside a few areas in the Northeast. But how about a television station which builds its own lacrosse field next door, modifies the rules to step up the pace so the ball is never out of play and organizes its own league starring 10 of 1962's lacrosse All-Americans?

That's what WJZ-TV Baltimore is doing. The station is telecasting 90 minutes of Box Lacrosse League matches on Saturday and Sunday afternoons for 10 weeks this summer, and hopes to schedule the sport during the fall too.



The action shown viewers

The unusual sports program is the product of two men—Herbert B. Cahan, station general manager, and Tommy Dukehart, a Baltimore public relations man and a former All-American lacrosse player. Both loved the sport and thought it would be a "natural" for television in Baltimore, a hotbed of lacrosse fans and an area where first-class players abound. The game is played at a furious pace, WJZ-TV says, with the "clash of football, the dash of hockey," plus the danger and excitement of both (players wear protective padding and helmets and injuries are common).

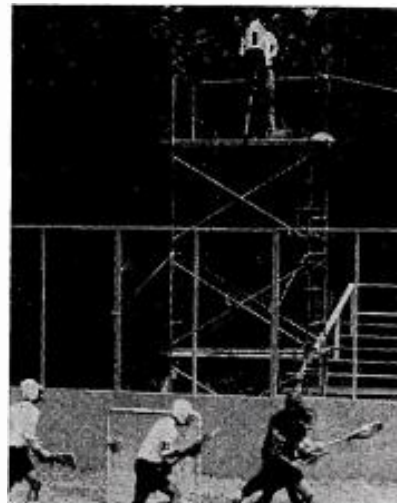
Messrs. Cahan and Dukehart organized a six-team amateur league, recruiting college players and alumni from area schools. The size of the teams was reduced from 10 to 6 players each, and the playing area was cut almost in half, from more than football-field size to 160 by 60. WJZ built a field and stands for up to 1,000 fans behind its studios on Television Hill. Two camera scaffolds were erected and four-foot board wall protects spectators from the small, hard rubber ball, hurled at great speed by players wielding long, wooden lacrosse sticks, tipped with meshed webbing.

The teams practiced with the modified rules for two weeks, then began play July 21. Spectators will be charged \$1.50 admission until WJZ-TV pays off its \$6,000 investment in the facilities. Then admission will be free.

Reaction has been excellent, says Bill Chadwick, station promotion and publicity manager. "The local press has been tremendous," he said. "We've been getting banner heads on the sports pages," and game attendance has been good, he added.

No viewer ratings are being conducted by WJZ-TV this Summer, says Mr. Chadwick, but a spot check of local taverns indicates the beer and pretzel set is tuning in the matches, he said.

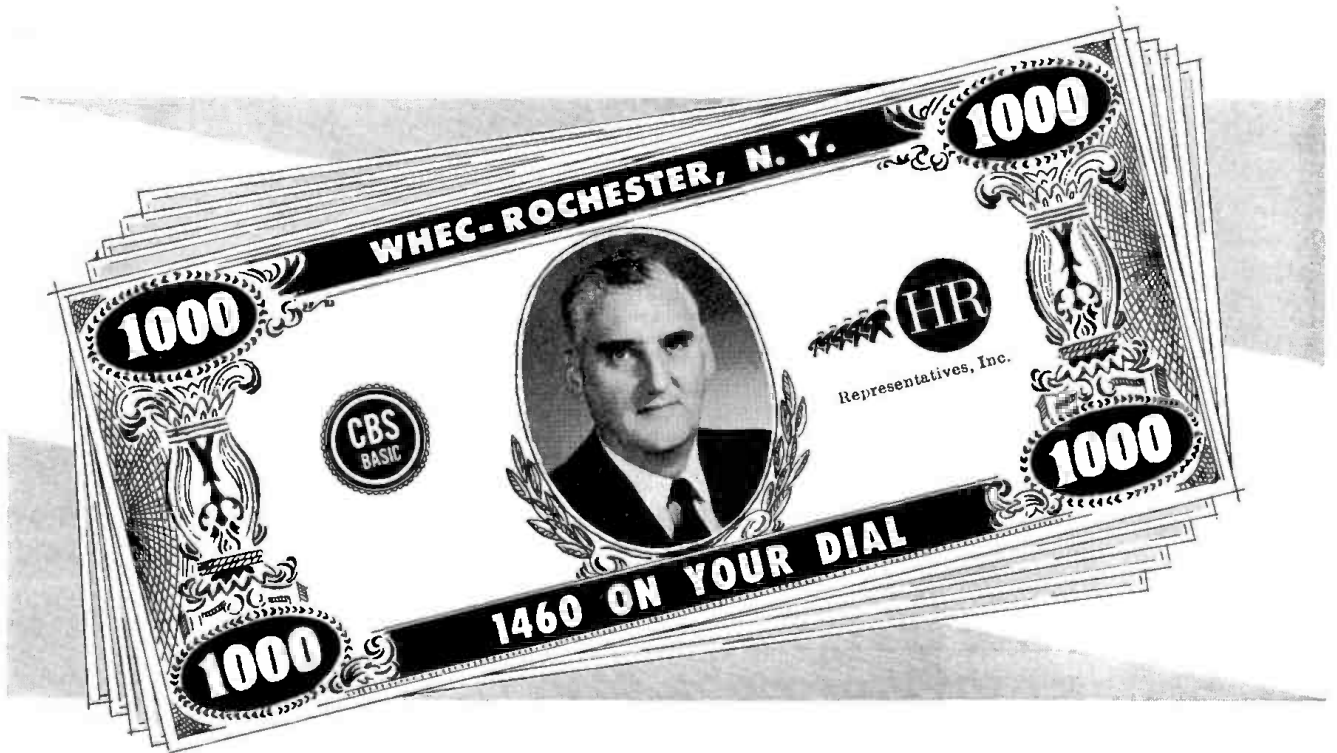
All the games are being videotaped, and negotiations are underway with prospective advertisers. Details are being worked out for possible appearance of a Canadian team later this summer.



Camera atop scaffolding



**Rochester, New York, Is GREEN  
... But Not With Envy!**



**23%** OF THE FAMILIES IN THE  
ROCHESTER, N. Y. METROPOLITAN AREA  
Have An ANNUAL INCOME Greater Than

**\$10,000\***

**ROCHESTER Ranks FIRST In New York State**

\*Authority: Rochester Chamber of Commerce

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YOU CANNOT CHOOSE A MORE EFFECTIVE VOICE THAN ...

**WHEC**



**CBS RADIO IN ROCHESTER, N. Y.**

*Where Quality Programming Brings You the BEST in Broadcasting*

program would follow on Jan. 1, when the new compensation system would go into effect.

Fifteen *Dimension* programs are slated for addition to this series of five-minute information features on week-days (7:30, 8:30 and 10:30 a.m., Mon.-Fri.), and one at 6:30 p.m. Sundays. These, like all other *Dimension* features, are reserved for network sale, along with most of the 10-minute hourly newscasts, Lowell Thomas, Phil Rizuto Sportscasts, etc.

Contract forms incorporating the new plan will go to affiliates along with a detailed explanation of what's involved. Network officials say they do not require approval by any specific number of affiliates, but that without support of stations in most key markets they obviously would not put the plan into effect. Since the plan originated with affiliates, the consensus is that it will get general approval.

Network and affiliates board members began working on the new system several weeks ago in sessions headed by Arthur Hull Hayes as president of

## Media reports...

**Travellers tv guide** ■ *Guest Television Guide*, a tv program listing designed for room placement in hotels and motels in



## WNHC news adds amphibious transportation

WNHC New Haven has equipped its news department with duck feet. The station is using an Amphicar, an amphibious convertible produced

by Mercedes-Benz, and capable of traveling at 80 mph on land and 10 knots at sea. The vehicle is equipped with a radio-telephone,

the New York metropolitan area, will be offered to hotels this fall at no charge, for guests unfamiliar with the New York stations' programming. CBS Radio and E. K. Hartenbower of KCMO Kansas City as head of the affiliates board. The current version of the plan was given final approval by the board

members last week.

**Stations named in award** ■ KFLG Walsenburg, Colo.; WEJL Scranton, Pa., WLOF-TV Orlando, Fla., and WBZ-TV Boston, have been named in Radio Free Europe Fund's 1962 Broadcasters' Participation Awards Program. Awards were for supporting RFE's 1962 campaign.

## Outstanding Exclusive Broadcast Properties

This full time station has a long record of profitable operation. 29% down will get you into this single station manufacturing center.

Low downpayment with liberal terms. This daytime operation is ideal for an owner-manager. Fine growth market and living area.

Opportunity to acquire a first mortgage loan, paying 8% interest, with a bonus of 25% ownership in a profitable Western radio station.

MID-WEST

**\$175,000**

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INVESTMENT OPPORTUNITY

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## Changing hands

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

■ KDEF-AM-FM Albuquerque, N. M.: Sold by Frank Quinn and associates to Thomas J. Swafford, and associates for \$175,000. Mr. Swafford, who has been in radio for 25 years (he was a CBS vice president, general manager of WCAU Philadelphia and sales manager of the network's WCBS New York during the last 10 years), owns 51% of the purchasing company, White Oaks Broadcasting Co. With Mr. Swafford are Dr. Joel Friedman, a Brooklyn dentist, 19%, and Midland Capital Corp., Buffalo, N. Y., small business investment firm, 30%. KDEF is a fulltime station on 1150 kc with 1 kw day and 500 w night. KDEF-FM operates on 94.1 mc with 1.65 kw. Broker was Patt McDonald.

**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 83).

■ WTAE (TV) Pittsburgh, Pa.: 50% interest sold by Earl F. Reed and Irwin D. Wolf Jr., voting trustees, to Hearst Corp., present 50% owner, for \$10.6 million. Hearst owns also WBAL-

AM-FM-TV Baltimore, WISN-AM-FM-TV Milwaukee and 50% of WRYT-AM-FM Pittsburgh.

▪ KTVT (TV) Fort Worth, Tex.; Sold by Nafi Telecasting Inc. to WKY Television System Inc., for \$800,000 and agreement not to compete. WKY Television owns WKY-AM-TV Oklahoma City, and WTVT (TV) Tampa, Fla., and is owned by the *Oklahoma City Oklahoman* and *Times* and the *Farmer-Stockman*. Nafi continues ownership of KCOP (TV) Los Angeles, KPTV (TV) Portland (Ore.), and KFYZ Houston, Tex.

▪ WRIO Rio Piedras, P. R.: Sold by Isidro Quinones Vidal and Soilina S. de Quinones to William M. and Hope W. Carpenter for \$237,500. Mr. Carpenter is former executive vice president of WAPA-TV San Juan.

## Reeves sales, profits advance in first half

Revenues and profits in the broadcasting division of Reeves Broadcasting & Development Corp. advanced substantially during the first half of 1962 compared to the similar period in 1961, Hazard E. Reeves, president, reported last week.

Consolidated gross revenues for the first six months of 1962 totaled \$2,271,000 and net income before taxes was \$12,000, Mr. Reeves announced. Pluses in broadcasting, Mr. Reeves said, include the FCC's proposal to de-intermix Bakersfield, Calif., where Reeves own ch. 29 KBAK-TV, and a network rate increase of 25% for WHTN-TV Huntington, W. Va., also owned by Reeves. The third Reeves station is WUSN-TV Charleston, S. C.

## ABC Radio affiliates begin regional meets

More than 100 representatives of ABC Radio's northeastern affiliate stations are expected in New York Aug. 13 at the initial meeting of five regional affiliate conferences which run through Aug. 22. Fall programming plans, station reports and sales outlook and progress will be discussed.

Other meetings: Chicago Aug. 15; Los Angeles Aug. 17; Dallas Aug. 20, and Atlanta Aug. 22.

## It's now Midnight Sun

All-Alaska Broadcasters Inc., the owner of a group of radio and tv stations in Alaska, has changed its name to Midnight Sun Broadcasters Inc., the company's name when it was purchased

from the Lathrop Co. in 1960.

Stockholders have re-elected Alvin O. Bramstedt, president and general manager; Charles M. Gray, vice president and technical director; James C. Fletcher Jr., vice president and national sales manager (New York); Delmer Day, vice president and western sales manager (Seattle); R. D. Jensen, secretary-treasurer (manager, KTKN Ketchikan) Donald G. Andon, director (manager, KFAR-AM-TV Fairbanks), and Merriman Holtz Jr., director. The company also owns KENI-AM-TV Anchorage and 30% of KINY-AM-TV Juneau.

## Taft revenues, income up for fiscal quarter

Revenues and income were up in the first fiscal quarter ended June 30, Taft Broadcasting Co. reported last week. Net revenues for the period were \$3,057,975 compared to \$2,606,162 in same 1961 period. Net income after taxes was \$578,541 (37 cents per share) for the 1962 quarter compared with \$460,683 (29 cents per share) for the 1961 quarter.

A quarterly dividend of 10 cents per share, payable Sept. 14 to stockholders of record Aug. 15, was voted by the board of directors last week. Taft Broadcasting owns WKRC-AM-FM-

TV Cincinnati, WBRC-AM-FM-TV Birmingham, WTVN-AM-FM-TV Columbus (Ohio), and WKYT (TV) Lexington, Ky. Taft also owns two bowling centers in Cincinnati.

## Time Inc. sales up \$11.7 million for half

Time Inc.'s revenues for the first half of 1962 rose \$11,705,000 to a record \$158,595,000, and net income totaled \$5,108,000, or \$2.39 per share, according to a stockholders report on July 30. Net income for the first half of 1961 was \$5,232,000, or \$2.66 per share, but this did not include losses from Silver Burdett Co. (textbook publishing), which was acquired in April 1962.

The report noted that Time Inc.'s broadcasting division and other divisions, operated at higher levels in the first six months than in the like period a year ago. But the company doesn't break down figures for each division.

The report noted that KOGO-AM-FM-TV San Diego became part of the Time Inc. Broadcasting Division on May 1, and May and June operating results were included in the income statement. Other Time-Life stations are: KLZ-AM-TV Denver, WTCN-AM-TV Minneapolis, WFBM-AM-TV Indianapolis, and WOOD-AM-TV Grand Rapids, Mich.

## WESTERN VHF TV STATION!

Located in a solid-economy, fast-growth market in the West, this major network affiliated VHF television station has assets of approximately \$900,000.00 including its own land and building. Will show good cash flow this year on gross sales of \$1,000,000.00-plus. Capable of doing much better under more aggressive ownership. Priced at \$2,500,000.00 on basis of 29% down and reasonable terms to responsible buyer. *Another H&L Exclusive.*

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# ΠΟΤΕ ΣΤΗΝ ΚΥΡΙΑΚΗΝ

"NEVER ON SUNDAY"

The Greeks had a word for it . . . several words, in fact. Yes, self-discipline is the core of a civilized society. Stated simply, it means doing what you should do, not just what you want to do.

Like people, organizations need self-discipline. Individual standards differ. Cooperatively-set standards are "convenient and necessary" to insure acceptable performance and to preserve the integrity of the whole. In broadcasting this is achieved by The Radio and Television Codes.

Finding fault with the Codes is a popular pastime. Like cooperative or democratic government, cooperative self-regulation is sometimes halting, circuitous and leveling. But this is the price of living together in a complex interrelated industry. "Life in society," observed Will Durant, "requires the concession of some part of the individual's sovereignty to the common order."

Yes, the Greeks had a word for it: "ΤΤΟΤΕ ΞΤΗΝ ΚΥΡΙΑΚΗΝ." Freely translated it means "Never on Sunday," which after all is one kind of self-regulation. Corinthian goes further. It observes The Radio and Television Codes on Sundays, Mondays and all ways.

*Responsibility in Broadcasting*

## THE CORINTHIAN

## FM ALLOCATIONS FILINGS DUE AUG. 31

### FCC hopes to make table final for fm assignments by fall

Comments on the FCC's proposed rulemaking to establish a table of allocations for the 80 commercial fm channels (chs. 221-300; 92-108 mc) are due Aug. 31 and the commission hopes to finalize the table this fall.

The table of assignments, similar to that in force for tv, is the final phase in the new fm rules adopted 10 days ago (BROADCASTING, July 30). Reply comments are due Sept. 17 and finalization of the fm allocations will receive top priority at the commission.

However, extension of the deadline for comments would delay the finalization date of the fm channel assignments by cities beyond the fall target.

In inviting comments, the FCC said it will use the following priorities in assigning fm channels: (1) accommodation of existing stations on their channels, although "if over-all efficiency warrants, shifts in channels will be decided upon;" (2) a first fm service to as much of the U. S. as possible—particularly that portion without a local nighttime service; (3) at least one fm station in each community; (4) a choice of at least two fm services wherever possible; (5) substitutes for am stations which are marginal from a technical standpoint.

Unassigned channels under these priorities will be allocated to cities on the basis of size, location in relation to other communities and the number of outside services. The new fm rules, effective this Wednesday (Aug. 8), establish three classes of commercial stations (instead of the present two) with the following powers and, maximum antenna heights, co-channel separations:

Class A—3 kw maximum, 100 w minimum; antenna 300 feet; 65 miles separation. Class B—50 kw, 5 kw; 500 feet; 150 miles. Class C—100 kw, 10 kw; 2,000 feet; 180 miles.

Three fm zones also were established by the new rules, instead of the present two. The new Zone I is identical to tv Zone I (all area east of the Mississippi River); Zone IA includes that part of California from San Francisco south and Zone II includes the rest of the country.

**No Grandfather Clause** ■ Existing stations with facilities greater than the new maximum for Class B stations in Zone I and I-A and Class C stations in Zone II may have to reduce power and/or antenna height when the table of allocations is adopted. The FCC asked that comments on this subject discuss whether mandatory cutbacks should apply to all stations with great-

er facilities than the new maximum permits or only in certain zones.

The FCC said it has decided an fm allocations table would best serve the public interest because (1) a pre-engineered table is the best way to insure efficiency of channel use; (2) it is the best way of providing for future fm needs in areas where economic support for fm presently is lacking and (3) a table is the better way of assuring a fair and equitable distribution among the states than is a "first come first served concept."

When the FCC first released the fm rulemaking for comments a year ago, the agency asked for discussion of the duplication of am-fm programming. No ruling was made on the questions of whether duplication is in the public interest and whether it constitutes a waste of frequency space.

"We have this question under consideration and a notice of proposed rulemaking on this subject may be issued shortly," the FCC said.

Chairman Newton N. Minow and Commissioner Frederick W. Ford agreed to adoption of the new fm rules but objected to their release before the table of allocations is ready. Commissioner Ford said he would have withheld the new rules and notice of rulemaking until a proposed table could be released simultaneously.

### House committee hears embassies radio bill

The House Commerce Committee heard testimony last week on legislation which would permit foreign embassies to set up radio transmitters in Washington, D. C., in exchange for reciprocal U. S. privileges abroad.

Undersecretary of State George W. Ball, FCC Commissioner T. A. M. Craven and Department of Defense representative M. E. Curtis testified. Commissioner Craven said the bill (HR 11732) is appropriate if deemed necessary. The committee went off the record during a portion of Secretary Ball's testimony concerning operations in U. S. embassies overseas. Chairman Oren Harris (D-Ark.) said the committee would consider the bill during executive sessions scheduled to begin Aug. 14.

The Senate Foreign Relations Committee has reported favorably on similar legislation (S 3252), and referred it to the Senate Commerce Committee to consider its technical aspects.



-  **KHOU-TV**  
HOUSTON
-  **KOTV**  
TULSA
-  **KXTV**  
SACRAMENTO
-  **WANE-TV**  
FORT WAYNE
-  **WISH-TV**  
INDIANAPOLIS
- WANE-AM**  
FORT WAYNE
- WISH-AM & FM**  
INDIANAPOLIS

Represented by H-R

# STATIONS

## Candidate suggests White House radio-tv post

Richard S. Aldrich, who is running for the House next November from the 19th Congressional District in New York (Manhattan), asked President Kennedy last Friday (Aug. 3) to consider the creation of a broadcast secretary as a new White House post. Mr. Aldrich proposed that the new secretary receive equal status with that of Press Secretary.

Mr. Aldrich pointed up the advent of Telstar, asserting it "has vastly complicated and improved communications opportunities in the 1960s" and "will in all probability complicate electronic journalism still further."

Mr. Aldrich wrote the President that he thinks the new secretary could have the responsibility of keeping Mr. Kennedy informed on radio-tv developments "around the world" as well as acting as "spe-

cialist to advise how best to use electronic media."

The Republican candidate suggested also that presidential news conferences might receive better ratings "if approached from a creative, broadcasting production viewpoint," noting that it is essential that these conferences be seen by the largest possible number of viewers.

"The man selected . . . should be a man of vast broadcasting experience," Mr. Aldrich said in recommending that NAB President LeRoy Collins be asked to consult with leading broadcasters in determining "who might best do the job." He also complimented President Kennedy for his "forward-looking attitude and use" of the broadcast medium but that he felt "immediate action giving radio-tv equal status to the press is imperative."

television programs, commercials and public service programs for radio and tv. Mr. Higson was program director of KHJ-TV Los Angeles and owned and managed KLOG Kelso, Wash., for a year (1959-60); he has also operated KNBB (FM) Newport Beach, Calif.

The Higson-Frank application was the only one remaining for the Houston facility after SBB Corp. withdrew its application and was reimbursed by Higson-Frank for expenses in March.

## Lou Poller indicted on perjury charges

Former broadcaster Lou Poller was indicted last week by a Washington, D. C., grand jury on perjury charges in connection with an expanding government investigation of loans made from a \$180 million Teamsters Union pension fund.

Mr. Poller, who still holds a permit for ch. 24 (WCAN-TV Milwaukee), was charged on seven counts of perjury before the grand jury earlier this year. He was accused of testifying falsely that he couldn't remember a 1959 meeting at the Miami (Florida) National Bank, of which he was president at the time, which concerned use of the Teamster pension funds. Mr. Poller was indicted last Wednesday (Aug. 1) and resigned the next day as president and director of the bank.

"If you can be indicted for a poor memory, it's just 'too bad," he told newsmen in denying the charge.

Mr. Poller is in the news in broadcasting, too. He has a \$4.3 million triple-damage suit pending against CBS-TV which the U. S. Supreme Court has ruled that a lower court must hear (BROADCASTING, Feb. 26). He charges that CBS conspired to eliminate WCAN-TV when the network bought the second Milwaukee uhf station operating at the time (in 1955) and cancelled WCAN-TV's CBS affiliation contract.

In addition to WCAN-TV, Mr. Poller formerly owned WARL Washington and stations in Scranton and Chester, both Pennsylvania.

## FCC proposes new uses for upper frequencies

Two proposals for new ways to utilize the upper part of the broadcast spectrum have been put forth by the FCC.

The commission proposed to reallocate the microwave bands 6425-6575, 10550-10680 and 11700-12200 mc so that certain portions can be used exclusively for common carrier mobile and private mobile uses.

In general, the FCC said, the common carrier portion could be used for

## Justice Department assists Hartford pay tv NUGGES FILM PRODUCERS, GETS THEIR COOPERATION

The Hartford pay tv test has received help from a legal arm of the federal government. The aid, a gentle arm twisting, was by the Department of Justice, which wrote letters to recalcitrant movie producers indicating it would like to know what they were doing, if anything, to help out the RKO General three-year test in the New England city.

The Justice Department's interest was solicited by RKO General about three weeks ago. RKO General told the federal agency that only two of the major Hollywood producers (Paramount and Warner Bros.) were cooperating in the subscription tv operation. The other majors, RKO General stated, were dragging their feet in giving RKO General firm play dates.

As soon as Department of Justice interest was shown, other major producing companies hurried to firm up play dates for the showing of their current films over RKO General's ch. 18 WHCT (TV) in Hartford. These include MGM, United Artists, Columbia Pictures and 20th Century-Fox.

FCC Chairman Newton N. Minow joined with RKO General in asking the Justice Department to look into the situation. He also urged the matter be expedited, since, as RKO General stated, it had only sufficient feature film commitments to operate through Oct. 1. It was this statement which launched the rumor that RKO General was ready to suspend the Hartford fee tv service.

The Phonevision pay tv test in Hart-

ford, in which Zenith Radio Co., is cooperating, began June 29. RKO General sources say there are now 500 subscribers, with orders coming in at the rate of 25 per day.

Although the WHCT pay tv service has been operating for a month, there have been no rental fees charged (75 cents per week). There will be none, it was said last week, until Oct. 1 when a full-fledged program is expected.

## Examiner recommends grant of Houston am

A hearing examiner recommended that the FCC grant a new am station on 1520 kc, 500 w, in Houston last week despite Broadcast Bureau objections that the applicant didn't make a thorough study of the programming needs of the community.

The bureau based its protest on its claim that James D. Higson and Peter Frank, the applicants, had made similar program proposals for stations in Fresno, Calif., and Indianapolis. The other applications were dropped before the hearing. Hearing Examiner Isadore A. Honig decided Messrs. Higson and Frank had made a careful study of Houston and that in view of the eight existing stations had established a format planned to meet the city's needs.

The examiner also took into account the principals' extensive experience in radio programming. Mr. Frank is president of a radio production organization bearing his name and has produced

any type of mobile service rendered by common carriers, including video pick-up for tv broadcasters, closed loop tv and maritime and some aeronautical services.

Comments on the proposal are due Oct. 1.

In a separate rulemaking, the FCC, with Commissioners Robert T. Bartley and T. A. M. Craven dissenting, proposed a new class of service to promote etv by using channels in the 1990-2110 mc or 2500-2690 mc band to transmit educational and cultural materials to schools and other selected receiving locations. Special receivers at widely scattered points could convert the transmissions for viewing on regular tv sets.

The FCC has experimented with such a system at Plainedge, Long Island, N. Y., and estimates it would be considerably less costly than closed-circuit and microwave relay systems used for the same purpose.

Special applications for such systems would be required and their use would be restricted to nonprofit organizations engaged primarily in supervising instruction.

Comments are due Sept. 17.

## FCC would relax rules for on-duty operators


A change in on-duty requirements for operators at certain types of radio stations has been proposed by the FCC.

Rules would be relaxed to permit stations to use qualified operators holding first-class permits on a part-time basis instead of full time as now required. Stations allowed this alternative would be non-directional and am with power up to 10 kw and fm stations (including educational fm) with power up to 25 kw. Such operators would be "on call" to correct improper technical operations and would be required to check and adjust the transmitter at least four times per week.

At the same time the FCC proposed to tighten operator requirements for routine operation of the transmitter. Presently a restricted radiotelephone permit is required; the change would demand a radiotelephone third-class operator permit. The difference is that the latter requires a written examination while the former does not.

Those stations which are apt to use part-time operators would be required to employ a higher grade operator as soon as the rule changes went into effect. Stations now using restricted radiotelephone operators for routine transmitter maintenance would be given an additional year to comply.

Comments on the proposal are due Oct. 3.



FAVAG systems now in operation by leading broadcasters in New York; Pittsburgh, Los Angeles; Roanoke; Hartford; Hollywood; Baltimore; Ames; Montreal; Ottawa; and Halifax.

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

Precision-engineered for:

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ACCURATE:

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

RELIABLE:

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

FLEXIBLE:

System can drive program automation unit, assuring perfect synchronization with the studio clocks. Choice of 38 styles for secondaries—from traditional to modern, any decor.

LOW-COST INSTALLATION:


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

AND MOST IMPORTANT—YOU CONTROL YOUR OWN SYSTEM!

Whether you are building a new studio, planning it, or simply disturbed over current maintenance and breakdown problems—contact your Visual Engineer for a precision-made system, economically "packaged" for your needs. Or write to Visual for complete details on the FAVAG Master Clock System.

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## Lee holds fort at FCC as others vacation

It's August vacation time again and the two upper floors of Washington's Post Office Department Building are devoid of the usual heavy traffic and volume of business.

Commissioner Robert E. Lee is acting chairman; the other six FCC members will spend most of the month out of town. In the penultimate meeting of the commissioners, a motion was passed authorizing a board of one or more commissioners to act on routine matters and motions and in general to hold the fort. Commissioner Lee is also scheduled to testify on certain matters concerning the FCC on Capitol Hill.

Chairman Newton N. Minow planned a vacation with his family at an undisclosed location. Commissioner Robert T. Bartley with his family planned a motor trip and Andover, Me., the U. S. Telstar tracking station, will be the first stop. He intends to return to Washington Aug. 20.

Commissioner Frederick W. Ford, since he lives in nearby Alexandria, Va., plans to be "in and out of the office" during August. He also plans to take his daughter on a tour of colleges.

Commissioners T. A. M. Craven and John S. Cross will spend their vacations at the same resorts they have gone to in previous years. Commissioner Craven will be at Laconia, N.H.; Commissioner Cross at the



Commissioner Lee  
One-man FCC for August

River View Resort in Eureka Springs, Ark., which is managed by his wife.

Arimo, Idaho, is Commissioner Rosel H. Hyde's destination. That's his wife's home, near his own hometown, Downey, Idaho. He plans to go to the Seattle World's Fair with Mrs. Hyde and their daughter Mary.

At the fair the commissioner may well encounter Broadcast Bureau Chief Kenneth A. Cox, who leaves tonight (Aug. 6) for his former home, Seattle, and who also plans to attend the fair with his family.

## Says he told Enright to 'take the Fifth'

A former attorney for television quiz impresario Daniel Enright testified last week that he had advised Mr. Enright and other witnesses to plead the Fifth Amendment when appearing before the House Legislative Oversight subcommittee probe of the quiz scandals, but that Mr. Enright thought that undesirable "public relations-wise."

The lawyer, Hyman Zoloto, said he believed clients should avail themselves of the constitutional protection against self-incrimination whenever possible and left the case when his advice was not followed.

He testified at the license renewal hearing of WGMA Hollywood, Fla., owned by Mr. Enright and Jack Barry, his partner in quiz program ventures. (BROADCASTING, July 30).

Mr. Zoloto contradicted earlier testimony by Henry Bloomgarden, a contestant on *Twenty One*, that Mr. Enright had advised Mr. Bloomgarden to leave the country or alternatively attempt to get the quiz hearing moved from the House to the Senate through Mr. Bloomgarden's alleged influence with congressmen. Mr. Zoloto said he was present when Mr. Bloomgarden alleged that Mr. Enright had given him such advice and that the story was untrue.

Another former Enright attorney, Thomas Gilchrist, testified that Mr. Bloomgarden told him in the presence of Mr. Enright that no contestant had been given questions or answers on the Barry-Enright quiz shows. Mr. Gilchrist said he believed the denials of dishonesty and had proposed presenting affidavits of contestants to this effect to the New York district attorney.

After taking testimony July 31, Hearing Examiner Elizabeth Smith continued the hearing to Sept. 18. No hearings are scheduled during the August recess.

## Louisianans scramble for KLFT frequency

An applicant for the frequency formerly used by KLFT Golden Meadow, La., claimed last week that the former KLFT licensee, Leo Joseph Theriot, whose authority was revoked by the FCC for misrepresentations and repeated technical violations, has interests in a current applicant for the frequency.

John A. Egle, mayor of Golden Meadow, is seeking 1600 kc there, in competition against KLFT Radio Inc., owned by Edward Diaz and Clerville Kief. He asked the commission to enlarge hearing issues to determine wheth-

## House approves \$14.4 million FCC budget

### AGENCY GETS \$262,000 TRIM AS BILL GOES TO SENATE

The \$14.4 million 1963 FCC appropriation contained in the \$11.5 billion Independent Offices Appropriations bill was passed in the House 368-12 last week, shaved but \$262,000 from the commission's request.

Other agencies fared not so well, although most received more money than they were given for fiscal 1962.

The commission's budget, trimmed slightly, still is \$1,830,000 more than the 1962 appropriation. It leaves intact a May request of \$1,517,000 for space and electronic computer operations.

Commissioners Frederick W. Ford and Robert E. Lee will testify Wednesday before the Senate Independent Offices Appropriations Subcommittee.

The Federal Trade Commission, which keeps an eye on broadcast advertising, requested \$11.8 million and

got \$10.7 million, still \$375,000 more than in 1962. The subcommittee noted FTC had 70 unfilled jobs at the time of budget hearings.

The FCC budget includes \$1.2 million for the installation of a computer to "produce operating efficiencies and a net financial saving of approximately \$200,000 a year over a 10-year period." The House also approved \$184,000 for the establishment of a space communications working group and \$135,000 for radio monitoring equipment at five Navy installations, to be shared by the FCC and the Navy.

In a related action Rep. Charles S. Joelson (D-N.J.), who proposes that the FCC charge broadcasters fees for license processing, urged support of his bill, arguing income from the fees would help reduce the need for large FCC appropriations.

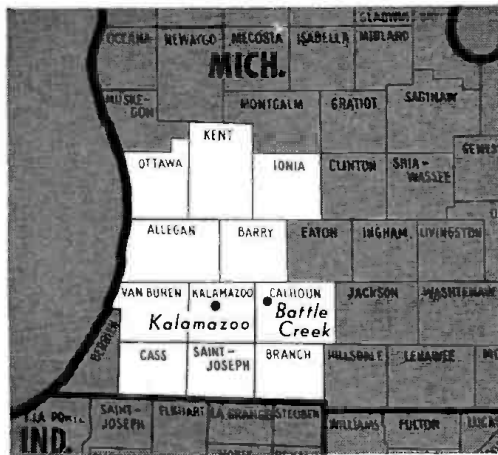




**YOU MAY NEVER HEAR A BIRD SAY 300 WORDS\* —**

**BUT... WKZO Radio Can Speak for You  
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and Greater Western Michigan!**

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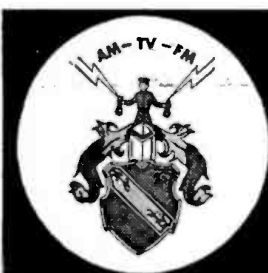
Pick *any* quarter-hour between 6 a.m. and midnight, Mon. thru Fri.—and WKZO Radio will be reaching more people in Kalamazoo-Battle Creek and Greater Western Michigan than any other radio station! (Pulse, Sept., '61.)

More facts? NCS '61 credits WKZO Radio with more circulation than *any* radio rival—40.4% more than all other Kalamazoo stations *combined*.

Greater Western Michigan is a fast-growing market. Kalamazoo itself is expected to outgrow all other U. S. cities in personal income and retail sales between 1960 and 1965. (Sales Management.)

Ask your Avery-Knodel man for *all* the facts!

\*"Sandy Pauls," a budgerigar, knew 12 nursery rhymes and over 300 words.



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WKZO KALAMAZOO-BATTLE CREEK  
WJEF GRAND RAPIDS  
WJEF-FM GRAND RAPIDS-KALAMAZOO  
WWTV-FM CADILLAC

**TELEVISION**  
WKZO-TV GRAND RAPIDS-KALAMAZOO  
WWTV/CADILLAC-TRAVERSE CITY  
WWUP-TV SAULT STE. MARIE  
KOLN-TV/LINCOLN, NEBRASKA  
KGIN-TV GRAND ISLAND, NEB.

**WKZO**

**CBS RADIO FOR KALAMAZOO-BATTLE CREEK  
AND GREATER WESTERN MICHIGAN**  
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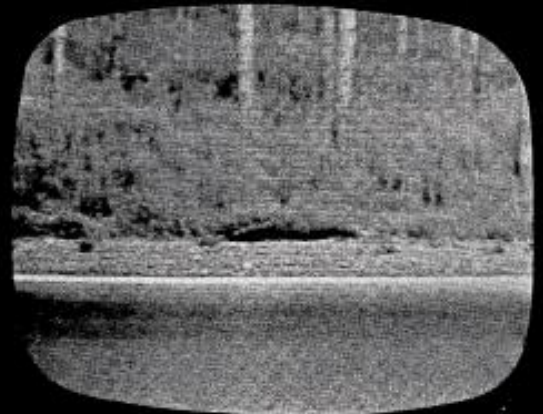
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**The sky's the limit** on special effects you can achieve with "SCOTCH" Video Tape. The automotive "teaser" commercial at right, for example, matted the man, seat, steering wheel into a previously taped highway scene. It dramatized the performance but kept secret new car styling. With video tape and today's versatile electronics equipment, you can combine different backgrounds and foregrounds . . . put live-action on miniature sets or in front of stills or movies . . . combine several images of the same person. You can introduce pixies and giants . . . do split-screen comparisons . . . create special-pattern wipes . . . combine photos, drawings, cartoons, movies, live-action—you name it! Video tape shows how you're doing immediately when improvements are easy, corrections economical!

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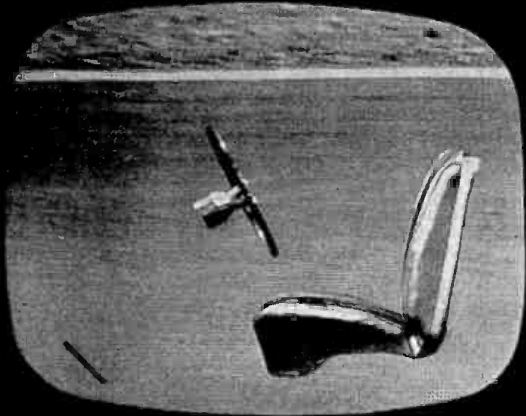


1. For this automotive commercial, highway scenes were first video-taped, using pre-recorded sound track to cue zooms, other camera angles.



4. Now dolly in for a close-up. Sound track that cued the highway scenes assured proper background perspective for the close-up.

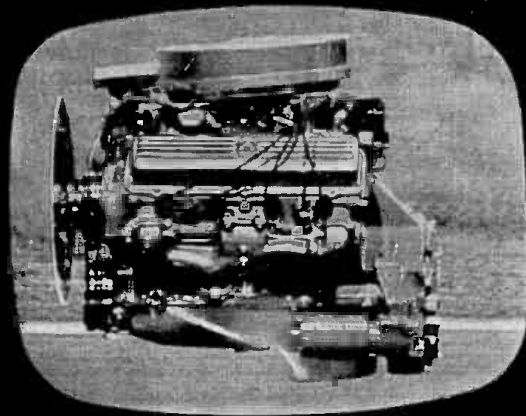
# SPECIAL EFFECTS—NO LAB DETOUR!



2. Seat, steering wheel, gas pedal were added at the studio, using VideoScene, a high-quality electronic matting process.



3. Presto! The driver's in the picture, too. VideoScene process masked out supporting platform, steering column, other unwanted elements.



5. A close-up of the engine, shot in the studio and matted against highway background, was no problem with VideoScene.



6. A superimposed slide completes the teaser commercial, which shows the ride, but keeps new-car styling a well-guarded secret.

# The climate was clammy before Minow

## FCC STAFF'S LETTERS TO LICENSEES IS COERCION, THINK SOME

Much has been printed and said in recent months about the regulatory climate at the FCC; in fact, most of that "said" by broadcasters cannot be printed.

The FCC's "get-tough" policy—which the commission insists is not that at all but strict enforcement and interpretation of the laws and rules—was never more forcibly noticeable than in the actions at the agency's last two full scale meetings before the August recess. At those meetings the commission:

Refused to renew the license of WDKD Kingstree, S. C., and KRLA Los Angeles; fined four stations; started revocation proceedings against two others; reopened the record in two tv cases to find out if applicants lied; told 50 stations they had violated the FCC's rules, and ordered renewal hearings on misrepresentation charges (BROADCASTING, July 30, 23).

All told in the past 12 months, the commission has revoked four stations, denied license renewals to two, fined 13 and issued short-term licenses to 28 others. Never in the agency's 28-year history has it compiled such a record in 12 months; in fact, fiscal 1962 enforcement decisions surpass such actions for all previous years combined.

The commission first received authority from Congress in 1960 to issue short-term licenses and fines. But, the FCC always has been empowered to revoke a station's license or to refuse to renew.

Not included in the foregoing appraisal are the scores of renewal and revocation hearings now under way or scheduled and industry-wide investigations of such questionable activities as double billing, racing news, local programming by tv stations (limited to Chicago) and local news presentations by radio stations (in San Francisco only).

**Unanimous Decisions** ■ It is significant that FCC "death sentences"

have been given on unanimous decisions—with all commissioners who participated in the KRLA case reversing the chief hearing examiner's recommendation for a short-term renewal. There was not a dissenting voice to the revocations of WIOS East Tawas, Mich.; KLFT Golden Meadow, La.; WGRC Green Cove Springs, Fla.; KCPA(FM) Dallas, or the refusal to renew WDKD.

In all six cases, the commission found the applicants made willful misrepresentations to the commission—the major factor in each instance. The commission will show no mercy when it is convinced a licensee has lied, misrepresented or hidden material facts or shown a lack of candor, it was indicated. This was pointed up by a commission official last week in two cases—KIMN Denver and WDKD.

Both stations got into trouble (KIMN over two years ago) because of alleged smutty statements made over the air by disc jockeys. When the KIMN licensee was warned, he immediately took corrective measures, admitted such broadcasts had happened and pleaded for mercy. The license was renewed and the station was permitted to change hands.

But on the other hand, the FCC official said, WDKD's owner ignored repeated warnings and willfully attempted to deceive the commission. And in each of the commission's death penalties, the licensee has been found not to have the necessary character qualifications.

**Advance Warnings** ■ BROADCASTING published background articles on the new regulatory climate at the commission in February, April, May, July and December, all 1961 and a major piece last February which warned that there would be "more regulation of broadcasting in 1962." What is responsible for the FCC's tough attitude? Can FCC Chairman Newton N. Minow take the credit

—or blame?

There is no question that the FCC was piqued—and deeply so—by the criticism it received as a result of the 1958-59 rigged tv quiz and payola scandals. In fact, a determination "not to let it happen again" was a motivating factor in last spring's warning to all licensees not to engage in double billing.

In July 1960 the commission issued its programming policy statement which attempted to define for licensees what is expected of them in the area of programming. A year later, the agency made its promise-against-performance statement in connection with the license renewal of KORD Pasco, Wash. Both statements have been often quoted since by the commission and are relied on heavily in renewal sanctions against stations. Both statements are controversial and leave much to be desired as clear guidelines for licensees, according to the legal fraternity. Many—including some at the FCC—feel the 1960 statement borders on censorship.

The Complaints & Compliance Division of the Broadcast Bureau also was formed in 1960, giving the FCC its first complement of field investigators for matters other than technical.

Thus, the present FCC attitudes were guiding staff and commission actions long before most broadcasters ever heard of Newton Minow. But there can be no question that chairman's many vocal indictments of broadcasting have added impetus and have influenced to a degree the actions of the staff.

The chairman would like to go much farther in many regulatory areas than is now commission policy (namely, making a licensee answer for dropping a network public affairs program; magazine concept for advertising; license fees; program renewal forms), but he has not to date gained the support of a major-

er Leo Theriot is a principal in or owns KLFT Radio; whether that applicant submitted misleading or incomplete information to the FCC; whether Mr. Theriot has conspired with Messrs. Diaz and Kief to derogate FCC rules and whether the two last named have the character qualifications to be licensees.

Mr. Egle said that Mr. Diaz is attorney for Mr. Theriot and associated with him in several business ventures; that they have adjoining offices in the Theriot Building in Golden Meadow. He said KLFT Radio has an agreement with Mr. Theriot to lease the equipment and real estate of the former station over a 10-year period at \$3,000 per

year and 6% interest for the equipment and \$160 monthly for lease of a transmitter site and studio. The agreement is with KLFT Radio as a corporate entity and not with Messrs. Diaz and Kief, Mr. Egle said, so that Mr. Theriot must look to station operating revenues for payment and would thereby have a direct interest

ity of the commissioners.

**More Teeth** ■ Currently there are several rulemaking proposals which would broaden the FCC's regulatory practices, such as those on license fees and program renewal forms. Other proposals are in the talking stage and have not received enough support for public disclosure.

Some 500 stations which have applied for license renewal have had their applications questioned by the commission. The inquiries are made at the staff level and are not seen by the FCC members unless presented for formal action.

Some 35-40 such letters were sent to stations last month questioning their proposed or past programming. Many were follow-up letters because the station had not made what the staff considered a "proper response" to earlier inquiries. One station, which had proposed 3.35% local live programming was told to "explain how you are providing for local self-expression over your station in view of the relatively small amount of time allotted for local live presentations."

A great number of stations were asked to explain how they had determined that the public interest is served by deleting one or more of the 14 program categories from their programming. To a station's reply that it programmed discussion when local or national issues warranted, the FCC said: "This is not a satisfactory response. . . . You are requested to revise your response."

One station (in Texas) was told, in a letter dated July 27, that unless it filed an application for renewal prior to 3 a.m., Aug. 1, 1962, its license would expire . . . and call letters be deleted. Many letters challenged a station's performance-against-promise. One was asked to explain why 92.5% of its time was commercial when it had promised to program 26.7% sustaining.

Another Texas station proposed three years ago to program education and talk. In its current application, both categories were deleted, which brought this staff inquiry: Explain why "you no longer believe that it is in the public interest to broadcast educational or talk pro-

grams."

Such a question amounts to coercion and borders on censorship, a Washington lawyer charged. "Now who in the hell is going to tell the FCC that he has determined it is NOT in the public interest to program education?" he asked.

**Universal Problem** ■ Acquiring regular educational programming has proved a problem for many stations. The FCC's qualification for such a program is that it be prepared by or in conjunction with an educational institution. One station, in a major market, was chastised by the FCC for not having educational programming and replied that there were two educational stations in its coverage area and that the educators had turned down time on his station.

The FCC staff thereupon asked the station to list all educational organizations and individuals contacted, the amount and scheduling of time offered and responses from those contacted.

It works the other way, too. One station seeking a power increase plans 87.8% religion and 11.2% entertainment. The FCC demanded that it explain how such specialized programming meets public needs.

One station in a metropolitan market proposed percentages of less than 1% for agriculture, education and discussion and 2.18% local live and was asked to explain how this meets the needs of its public.

A licensee was questioned on his local live offerings and replied that he planned 2% in this category which is all "we can schedule as a practical matter. We would like to increase this and will if possible and it is in the public interest."

The commission staff charged that such a performance disclosed a "substantial failure to perform in accordance with your proposals. . . . In light of this, your reply to the questions raised with respect to local live programming does not appear to be adequate."

Perhaps the most serious of all the FCC letters in July involved a charge of misrepresentation on the part of an absentee owner. The station had told the FCC that the manager makes

daily reports to the licensee "concerning general conditions at the station."

The FCC has information which conflicts with that statement, was the agency's reply. The FCC charged that the owners have given the manager permission to do what he pleases "since the owners have no idea what occurs at the station" and take no interest in matters other than financial.

**The Concern** ■ Lawyers and licensees feel such inquiries amount to staff interference with broadcasting and control of programming through "suggestion." A huge majority of the licensees take the easy way out by amending their applications to conform with what that they think the FCC thinks should be programmed.

One licensee several months ago even went so far as to tell the staff, after amending his application to increase certain public service categories, that if his programming still did not measure up just to let him know and he would amend it further.

That raises the question as to whether such licensees have not abdicated their responsibilities to program their stations to FCC staff personnel, others feel. "Too many of us take the path of the least resistance instead of sticking up for principles," a licensee said in discussing the above case.

Undoubtedly, renewal hearings will be scheduled in the next year as a result of questions raised in letters similar to the above. And, just as surely, if the commission determines that the licensees in question have lied or misrepresented the facts, more licenses will be lifted.

Many hearings currently are scheduled with issues of misrepresentation included. One such case has gone through a hearing (the examiner recommending against renewal of WMOZ Mobile, Ala.), and is awaiting FCC action. Hearings have been completed in others and are awaiting examiners' recommendations.

Fiscal 1963 will not see a lessening of broadcast regulation.

in station revenues and operations for at least 10 years.

Mr. Egle said the programming plans and staff of KLFT Radio are the same as those used by Mr. Theriot.

Mr. Egle stated that he had been urged to apply for the KLFT facilities by Messrs. Theriot and Diaz as soon as the FCC announced revocation

(BROADCASTING, March 19). He said Mr. Diaz drafted an application form which stated the physical property would be sold by Mr. Theriot for about \$25,000 and that both men urged him to submit the application. Later, Mr. Egle claimed, Mr. Theriot said he would want a total of \$53,000 for the property but that Mr. Egle should sub-

mit the application as drawn and "we could work out the difference between us." Mr. Theriot said he would accept a note to be paid out of station profits, Mr. Egle said.

In the meantime, Mr. Egle charged, Messrs. Diaz and Kief filed a competing application for the station without waiting for Mr. Egle's decision.

# SILENCE CLOAKS RATINGS PROBE

## Nobody will talk about Magnuson-inspired investigation

The investigation of program ratings by the Federal Trade Commission, reported to be in its final throes (CLOSED CIRCUIT, July 30), was originally requested by Sen. Warren G. Magnuson, chairman of the Senate Commerce Committee.

"We sent the FTC a great deal of material and asked them to check into the matter," Sen. Magnuson said. The material was gathered in connection with a 1958 hearing on ratings held by Sen. A. S. Mike Monroney, a member of the committee (BROADCASTING, June 30, 1958).

Last week the FTC and several companies under investigation refused to comment on the progress of their negotiations. It is understood the commission sent letters of inquiry to a few of the larger broadcast rating services questioning the degree of accuracy the service could promise subscribers, the effect of cumulative errors on final figures and other possible pitfalls in the method. Misuse of rating figures, unethical practices between rating services and certain stations and misleading claims by stations using rating figures were reportedly not at issue in the FTC probe.

One possible outcome of the rating company-FTC negotiations, according to attorneys, could be a consent order under which the services would agree to make fuller disclosures to clients on the methodology by which figures are arrived at with emphasis on the margin for error.

**Harris Plans Look** ■ The House Commerce Committee, headed by Rep.



Sen. Magnuson

Oren Harris (D-Ark.), has also investigated rating services and has promised further hearings. It appears extremely unlikely that such hearings will be held during the current session of Congress however.

There has been liaison between the House committee and the FTC and cases of abuses and deception in the use of ratings seem to have been placed in the congressional bailiwick.

Grounds under which a government agency such as the FTC explores a business such as ratings, were indicated in a statement by Sen. Monroney at the 1958 hearing: "It is not the desire of the committee to interfere unduly in the conduct of an essentially private business. Our only concern is with the possible impact of ratings on the service the public receives and upon the overall development of the tv industry."

The FTC investigation has been primarily concerned with tv rating services but has touched upon radio ratings. It is understood that the FTC would consider it deceptive trade practice if time-buyers and agencies are led to invest in one program or station in a particular market if that preference is based on a statistical margin that is inaccurate.

## WMOZ takes exception to examiner's stand

WMOZ Mobile, Ala., took exception last week to Hearing Examiner Herbert Sharfman's recommendation against renewal of the station's license (BROADCASTING, June 4).

The station said the examiner recognized that WMOZ employees who testified that owner Edwin Estes submitted forged and incorrect logs to the FCC were "hostile and disloyal," but said the examiner didn't give enough weight to the "conspiracy" against Mr. Estes.

The Broadcast Bureau agreed with the examiner but chided him for criticizing the bureau's witnesses, holding that witnesses against a broadcaster who has violated commission rules are merely doing their duty as citizens. Such witnesses may be hesitant to come forth in the future if are subjected to official criticism, the bureau warned.

## NAEB asks more time for application views

The National Assn. of Educational Broadcasters asked the FCC last week to extend the deadline for comments on the agency's proposed revision of application forms for educational outlets

until Oct. 1 and replies to Oct. 16.

NAEB said it wanted to contact all member colleges and universities and is experiencing difficulty because of the academic summer recess.

Comments on the new simplified forms for educators were due Aug. 2. National Educational Radio & Tv Center supported the proposal except for the detailed breakdown of cost of installation the form requires.

WGHB-TV Boston, an etv station, favored the proposal generally but agreed with NETRC's objection and asked that the analysis of a week's programming required be drawn from the school term last completed 90 days before renewal instead of from programming in the 30 days immediately before renewal. WGBH-TV also requested different forms for stations requesting facility changes from those for new educational stations. WGBH-TV claimed only certain portions of the new-station forms are applicable to existing stations seeking changes.

## FCC warns broadcasters to label 'alien' programs

Propaganda programming, sponsored and paid for by foreign governments, is being broadcast by stations without any announcement of the foreign sponsorship involved, the FCC said last week in warning licensees to take "such action as may be appropriate."

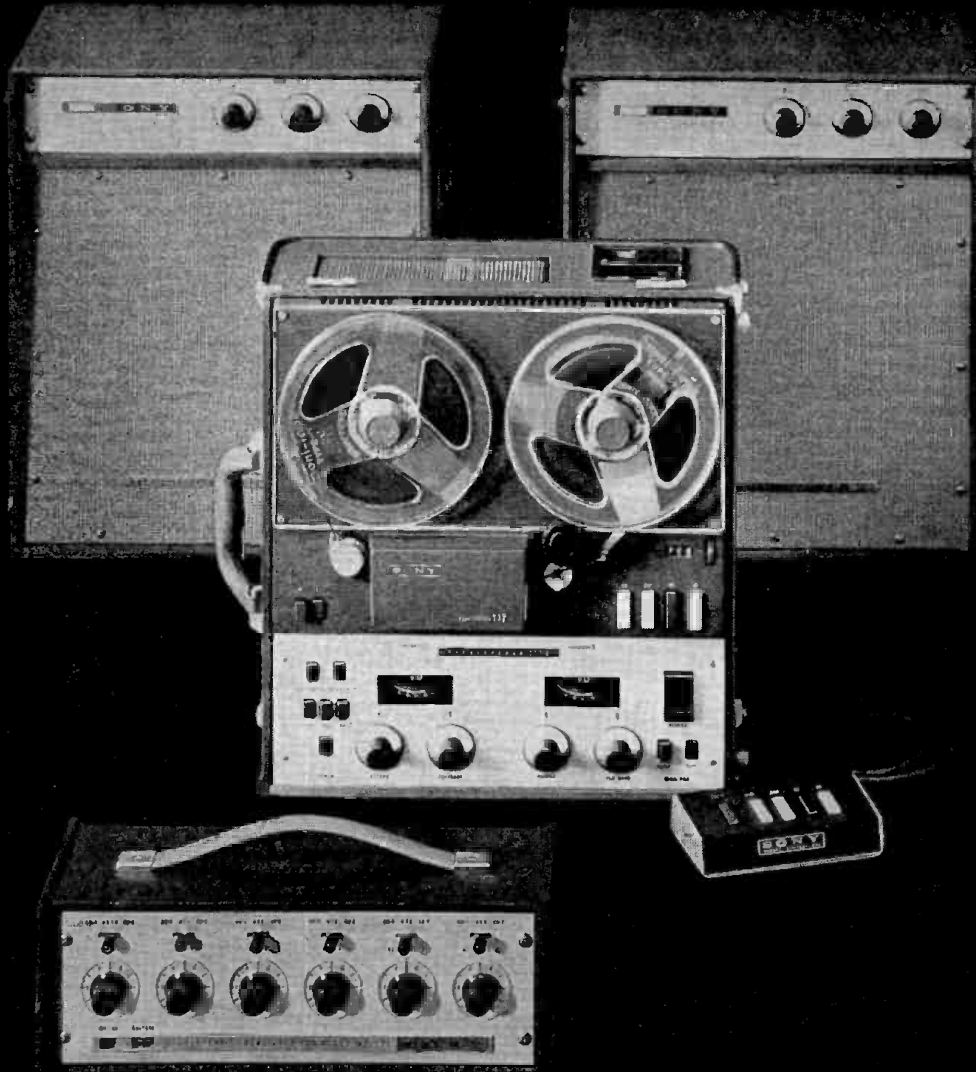
The commission said that the "alien" broadcasts include documentary films and other matter containing political propaganda or controversial statements distributed by foreign agents. Sec. 317 of the Communications Act requires stations to announce the source of such programming and further requires licensees to "exercise reasonable diligence" to obtain the necessary information to identify the sponsor, the commission said.

In addition, the FCC pointed out, Sec. 508 of the act requires public disclosures where payments are made to persons other than the licensee for the broadcast of programs. "The foregoing is brought to the attention of commission licensees in order that they may take such action as may be appropriate to comply with the requirements of the act in this regard," the FCC said.

## WFUN needs 'proof' to move:

The FCC has ordered WFUN South Miami, Fla., to prove that it can "effectively serve South Miami as a medium of local self expression . . ." with its main studio in Miami Beach. The commission last week ordered a hearing on the WFUN application to locate its transmitter across Biscayne Bay from

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Miami. WFUN does not propose to move its transmitter site and is seeking a waiver to locate its studio outside the city limits of South Miami at a point other than its transmitter site.

## Rep. Anderson seeks to drop tv set tax

An Illinois Republican congressman, who blames the FCC for "the present chaos in television frequency allocations," introduced a bill (HR 12745) to free all-channel receivers from federal excise taxes last week.

Rep. John B. Anderson, of Rockford, where the FCC once proposed deintermixture, said he wants to equalize the price of present sets and all-channel receivers. He explained that removing the tax from all-band sets, while retaining it upon standard receivers, would accomplish that goal.

The FCC made "fundamental errors . . . in assigning channels," said Rep. Anderson. "Now the FCC wants to be bailed out of its present predicament—after threatening to disrupt tv reception by deintermixture and switching around uhf and vhf frequencies in areas like Rockford, Ill.—by the all-channel receiver legislation already passed by Congress, but I don't believe the American public should now be penalized for the shortsightedness of a few government officials," he said.

The congressman indicated he doesn't think all-channel receivers priced \$20 or \$30 dollars above present vhf sets should be purchased "just for the sake of bailing out the FCC" when consumers have no use for the extra feature.

## KRLA asks stay of order

KRLA Pasadena, Calif., asked the FCC last week to stay the date the agency has ordered KRLA to leave the air (Aug. 23) because the station is appealing to the U. S. Court of Appeals.

KRLA asked to be allowed to broadcast until 30 days after the court acts. Leaving the air this month would cause irreparable damage to the station and to its employes, KRLA stated.

The commission has refused to reconsider its decision not to renew KRLA's license because of deceptive contests, alleged lack of licensee responsibility, misrepresentations to the FCC (BROADCASTING, July 23).

It is expected that the FCC will grant the stay but no action had been taken as of late Friday (Aug. 3).

The Broadcast Bureau told the commission last week that it would not oppose the stay requested.

## Rep. Dowdy likes Robin, is cool to Will

Whether Robin Hood, condemned a "larcenist" by a District of Columbia attorney and praised as a "fighter of corruption in government" by a Texas congressman, may be a fit subject for television broadcasts in the Nation's Capital remains an open question for at least another week.

That's how long Democratic Rep. John Dowdy (D-Tex.), chairman of a District subcommittee considering legislation for censorship of broadcasting and theater in Washington, D. C., will leave open the record of hearings conducted last month.

Rep. Dowdy is author of a bill (HR 9686) which would ban the broadcast of programs and the exhibition of movies and theatrical productions which emphasize crime, violence or sex, or contain obscene language. Almost a dozen witnesses have testified on the bill. Broadcasters are among opponents.

Rep. Dowdy refused to comment on whether he thought the bill would pass this session. Indications were that it needs reworking (its language has been changed once this year)

and will suffer the fate of much censorship legislation: failure.

Talk of Robin Hood came up in the closing minutes of the last hearing when Robert F. Kneipp, a District assistant corporation counsel, argued the bill would be extremely difficult to administer and that even the portrayal of such story characters as Robin Hood, "a larcenist," would be prohibited. Rep. Dowdy disagreed, saying Robin Hood to him was "a fighter of corruption in government."

Mr. Kneipp thought that was just the point; it's this kind of subjective judgment which makes the proposal unworkable, he said.

When the D. C. attorney suggested Sophocles' "Oedipus Rex" and Shakespeare's plays would be censorable under the bill, Rep. Dowdy said he was discussing "things us ignorant folks don't know anything about." Asked when he'd read Shakespeare, the Texan answered in high school ("when I had to"), and that he found nothing objectionable in the playwright's works.

## DODD WANTS TO HEAR TV RESEARCHERS

### Senator thinks study will back up his beliefs

Sen. Thomas J. Dodd (D-Conn.), chairman of the Senate Judiciary Committee's Juvenile Delinquency Subcommittee, says he may ask researchers who plan to conduct a government-and-broadcast-sponsored study of television's effects on children to tell his subcommittee the results.

The Department of Health, Education and Welfare, NAB, educators and broadcasting representatives plan such a probe (BROADCASTING, July 9). Senator Dodd urged the study last spring at the end of his subcommittee's own investigation (BROADCASTING, May 21), on which a report is still to be made. The planned study was suggested by NAB President LeRoy Collins at the Senate hearings.

Sen. Dodd during a recorded interview on the *Mark Evans Show* on WTTG (TV) Washington, D. C. (Sunday at 7:00 p.m. EDT), described the forthcoming research as "one of the most valuable things to come out" of the investigation.

Sen. Dodd said he thinks the proposed study would confirm scientifically what he already believes: that there is a relationship between violent crime shows, sadism and sex on television and juvenile delinquency.

The senator shrugged off a question asking if he feels a Senate investiga-

tion should seek to determine whether a similar effect might be created by newspaper accounts of crime and the comic strips. He said he would agree that someone might make an investigation.

Saying he had good cooperation from network executives during his investigations, Sen. Dodd added that he doesn't like to "rake the television people over the coals," but thinks appearance of the researchers before his subcommittee after their study will be worthwhile.

### Noe stations renewed

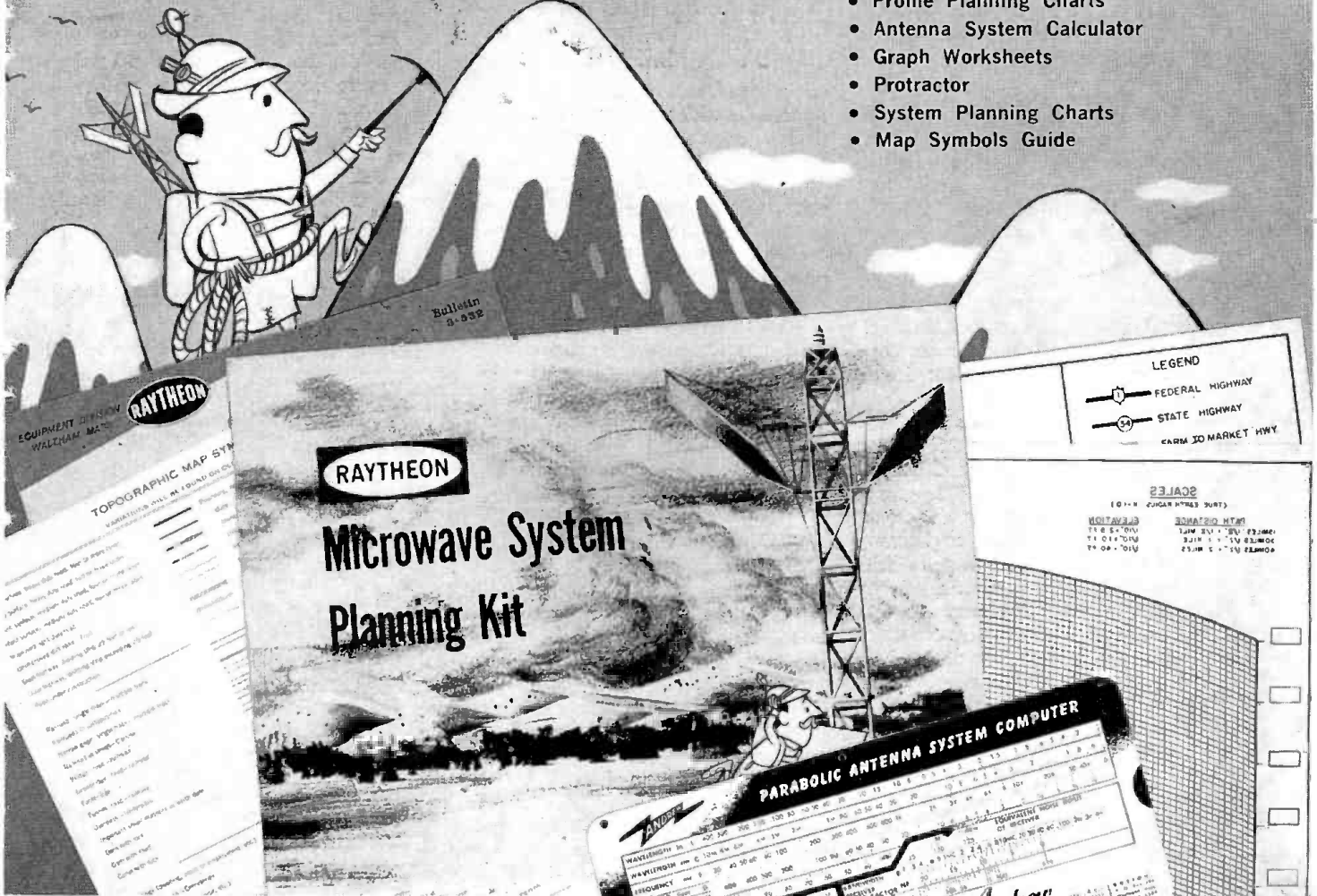
Unconditional license renewals were granted by the FCC last week to three Louisiana stations owned by former Gov. James A. Noe—who had been fined \$10,000 for fraudulent contests on one of the stations. Mr. Noe's stations include WNOE New Orleans (the fined station) and KNOE-AM-TV Monroe, La.

Mr. Noe paid the fine without appeal, but the FCC held up the renewals and asked for an explanation of what steps had been taken to insure that the violations would not be repeated (BROADCASTING, May 28). Mr. Noe's answer satisfied the commission and renewals were by unanimous vote.



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# Senate foreign relations gets space bill

## GLOBAL ASPECTS DUE FOR STUDY BY COMMITTEE

The Senate Foreign Relations Committee on Friday took up the international implications of the administration's satellite communications bill, with FCC Chairman Newton N. Minow as the first witness. The open hearing, to run to Aug. 10, will hear Secretary of State Dean Rusk and other officials.

The committee is under instructions by the Senate to report back this Friday, at which time Senate leaders hope to bring the bill on the floor for debate and vote.

The satellite legislation has been kept from the floor since July 26 with a small band of liberal senators filibustering against the legislation. The group, led by Sen. Wayne Morse (D-Ore.), maintains that the bill is a giveaway and that the prospective private satellite corporation will be dominated by AT&T. One of its arguments is that the bill permits private interests to deal with foreign governments.

The administration-sponsored measure (HR-11040) proposes to establish a satellite corporation, half of whose stock would be offered to the public and the other half to communications common carriers. Each group would be limited to six directors, with the President appointing three directors to represent the government. The bill also provides that the corporation will be regulated by the FCC. It was passed almost without opposition by the House.

Support for the legislation came from President Kennedy last Wednesday. At his news conference, the President said the bill was "carefully

drafted . . . The responsibilities of the federal government are very well reserved, both in the membership on the board, the powers of the Federal Communications Commission, the powers of the State Dept., and the general executive power of the President, so I must say that I think the bill is the best way to do it."

**Lack of Faith** ■ The FCC was chided several times during the filibuster. At one point Sen. Albert Gore (D-Tenn.), one of the opposing group, declared he had turned on a 5-minute tv newscast in Washington and that he had been "forced" to listen to seven commercials before the news came on.

"I am not sure that is evidence that the FCC has exercised supervision over the content of programs in the United States," Sen. Gore exclaimed. "What the FCC would do with respect to international television I am not sure."

Meanwhile, Telstar, the communications satellite put into orbit July 10, was used twice more last week for tv relaying.

On July 30, the BBC and Britain's ITA Telstarred programs to England. BBC, with its premier announcer, Richard Dimbleby in New York, toured mid-Manhattan. ITA broadcast news events of the day from New York, with news clips supplied by CBS.

On July 31, Europe's Eurovision broadcast former President Eisenhower in Stockholm with the Swedish Prime Minister to the United States. Both NBC and ABC broke into their regular programs at 3 p.m. to carry the former president for the eight minutes of the overseas telecast. A Trendex 27-city survey showed that NBC's presentation of President Eisenhower had a 6.7 rating and ABC had a 2.3 rating. CBS carrying a regular program, *The Millionaire* had a 6.3 rating, the service reported.

**To France** ■ Today, Aug. 6, France's RTF is scheduled to use Telstar to telecast a U. S. news program to its viewers at home. The RFT program will be assisted by CBS.

Last Thursday, a group of 16 FCC staff officials, plus FCC Commissioner Robert T. Bartley, visited Andover, Maine, the site of AT&T's ground space installation (BROADCASTING, July 30).

## Coloradans ask hearing

Colorado Broadcasters Assn. handed a resolution to the FCC last week that the group passed June 23 at its annual convention in Boulder, protesting the

FCC's freeze on am applications (BROADCASTING, May 14).

The association asked the FCC to reconsider the freeze and set a hearing for expressions of all views.

CBA said it recognizes "the need for adequate re-evaluation of engineering standards" for am stations and believes the best way to arrive at a solution is through joint conferences with broadcasters.

## New heads appointed for FCC divisions

Three acting chiefs of FCC units were appointed by that agency last week to fill vacancies created by formation of the commission's new Review Board. A new head of the FCC's Education Branch also was named.

John J. O'Malley Jr. was appointed acting assistant general counsel in charge of the Regulatory Division, to take over the duties of Dee Pincock, who is now on the Review Board. Mr. O'Malley has been with the FCC general counsel's office since 1955 when he graduated from Georgetown U. Law School. He earned bachelor's and master's degrees at Boston College in 1951 and 1952 respectively. Mr. O'Malley, a native of Redding, Mass., is married and has five children.

Replacing Donald Berkemeyer, chief of the Office of Opinions & Review, is David Warren, who has been with the FCC 11 years. Mr. Warren graduated from Boston U. Law School and was in private practice in Maine before joining the FCC Broadcast Bureau in May 1951. He is married and has two sons.

Sylvia D. Kessler has been appointed acting chief of the Renewal & Transfer Division of the Broadcast Bureau, formerly headed by Joseph Nelson. Miss Kessler first joined the FCC in 1942; she left the post of chief of the Office of Opinions & Reviews in 1953 to enter private communications law practice in Washington, returning in 1961. She graduated from Southeastern U., Washington, in 1936.

The above appointments became effective Aug. 1.

Dr. Lawrence T. Frymire, manager of WKAR-AM-FM, East Lansing, the U. of Michigan's educational stations, has been named chief of the education branch of the FCC's Research & Education Division. He has been granted leave by the university from Oct. 1, 1962 to Aug. 31, 1963. He will replace Dr. Keith Engar, who is returning to the U. of Utah.

Dr. Frymire is chairman of the radio planning committee of the National Assn. of Educational Broadcasters and a member of the NAEB

## Detroit hooks on

The airborne experimental educational tv programs sponsored by Purdue U. soon will be transmitted to Detroit via ground stations under FCC authority granted last week. The commission authorized Purdue to build two uhf translator stations on chs. 79 and 83 to duplicate the educational programming of stations KS2XGA and KS2XGD.

At the present time, the signals which emanate from an airplane circling over Indiana cannot be adequately received in Detroit.

"The translator stations will serve an estimated population of two million persons and will enable Detroit viewers . . . to receive clear and satisfactory pictures of the airborne transmissions," the FCC said.

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## \$1,869,000 granted by Congress for Samoan etv system

Congress last week granted the Department of the Interior \$1,869,000 to establish a three-channel vhf educational television station in American Samoa to elevate the quality of teaching on the tiny U.S. island possession.

The appropriation awaiting President Kennedy's signature would provide funds for three 100-kw vhf transmitters, 35 engineers and technicians, 28 television supervisors (to work in classrooms during tv programs) and 12 teachers experienced in television instruction.

The problem which required etv in American Samoa (1960 pop. 20,-

051 who survive on subsistence-level agriculture growing bananas and coconuts, packing tuna) is an inadequate school system, according to John J. Kirwan, assistant director of the office of territories, Department of the Interior. Samoan teachers, handicapped by limited knowledge of English, are inefficient in that tongue, and English is the language of commerce, higher education and government, Mr. Kirwan explained.

With help from the National Assn. of Educational Broadcasters and U. S. electronics executives, Samoan Gov. H. Rex Lee determined that

etv is feasible as a method of improving the quality of education on the seven islands. The unsatisfactory alternative was to import several hundred U. S. teachers, said Mr. Kirwan.

Recruiting for the dozen tv teachers is under way. Samoan etv would also seek to tap a growing library of taped etv in the U. S.

Once on the air (goal is September 1963), Samoan etv would include extensive adult education programming. Gov. Lee also hopes to win a little international good will: U. S. programs may be received in Western Samoa (New Zealand).

live network and grant-in-aid committees.

He has said his first task will be a study of the effect of the FCC's new fm standards on educational broadcasters. He will also work with educational broadcasters in development of stations with money partially granted by the federal government under the aid to etv bill.

### FCC waives mileage in Nebraska, Kansas

Two ch. 13 tv stations in the Midwest were granted new transmitter sites last week which placed them less than the required 190 miles apart. The FCC waived its rules to permit a separation of 188.3 miles for KHOL-TV Kearney, Neb., and WIBW-TV Topeka, Kan.

KHOL-TV also is increasing its power from 110 kw to 158 kw and antenna height from 550 feet to 1,110 feet. WIBW-TV will increase its antenna height to 1,380 feet from 1,010 feet.

Ten days ago, the commission granted three other applications to move transmitters of tv stations which also involved waivers of mileage separations (BROADCASTING, July 30). Commissioner Robert E. Lee dissented to last week's action as he did to the three previous ones.

### FCC hearing postponed involving WIZR, WSPN

A hearing in Saratoga Springs, N. Y., involving license revocation proceedings against WIZR Johnstown, N. Y., and the renewal of WSPN Saratoga Spring has been postponed by Hearing Examiner Herbert Sharfman.

The hearing will be rescheduled for sometime in September, the examiner

said. The WIZR revocation order involves the alleged activities of permittee Martin Karig in violation of FCC rules (BROADCASTING, May 7). The commission has refused to let WIZR go on the air pending the hearing (BROADCASTING, July 9).

In a related phase of the case, the Broadcast Bureau has filed objections to an amendment by which Mr. Karig would sell his interest in Genkar Inc., applicant for a new station on 1230 kc in Gouverneur, N. Y. The bureau said it would withdraw its objection if it's shown Mr. Karig will dispose of all connections in Genkar Inc.

### Libel suit against CBS thrown out in Alabama

A federal judge ruled last week that CBS could not be sued in Alabama for libel in a program originating in New York.

Three suits were brought by three city officials of Birmingham, Ala., before Judge Seybourn Lynne. They asked more than \$1.5 million in damages for alleged libel in a program CBS produced and broadcast concerning racial tensions in Birmingham.

### More time for comments

An extension of the deadline for comments on FCC proposals to permit public inspection of network contracts and to change rules on multiple ownership of broadcast properties was granted by the commission last week at the request of the NAB and all three tv networks (AT DEADLINE, July 30).

The new due date is Sept. 20. Reply comments are due Oct. 4.

## Newhouse suit dismissed again

A federal judge in Syracuse, N. Y., has dismissed a 10-year-old \$1 million civil antitrust suit against S. I. Newhouse and his two Syracuse newspapers and radio station.

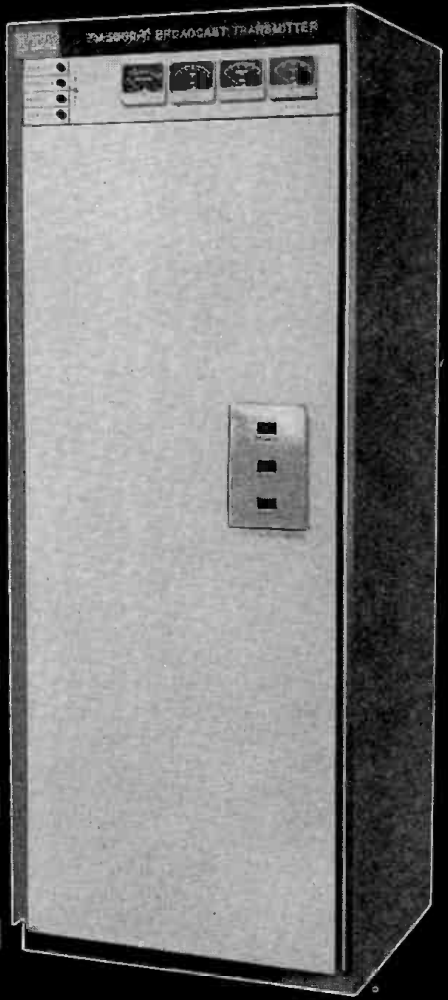
U. S. District Judge James T. Foley said that WNDR Syracuse had failed to "produce evidence of quality and conviction to sustain the claim . . . that a conspiracy existed among these four defendants." This is the third time the WNDR conspiracy case has been dismissed by a federal judge. In the two other instances, the appeals court sent the case back to the district court for the taking of testimony.

WNDR, which filed the suit in 1952, claimed that the Newhouse newspapers (*Syracuse Herald-Journal*, *Post-Standard* and *Sunday Herald American*) and the Newhouse broadcast station (WSYR) conspired to give a competitive advantage to WSYR in radio columns and advertisements of the newspapers. The newspapers and broadcast management denied this contention. Judge Foley's decision, granting defendant's motion to dismiss, came after eight weeks of testimony, most of it by Arthur C. Kyle Jr., general manager of WNDR.

### Wichita bid dropped

The FCC last week dismissed Wichita Tv Corp.'s application for a new tv station on ch. 9 in Garden City, Kan., at the request of the applicant. The proposed station had been intended to serve as a satellite of KARD-TV Wichita, Kan., which is licensed to Wichita Tv Corp. KTVC (TV) Ensign, Kan. (ch. 6), had protested the Garden City application on economic injury grounds.

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Washington, D.C. 337-2884

# Court bans catv duplication of KLIX-TV

## JUDGE SAYS CATV PRACTICE DIMINISHES TV OUTLET'S FIRST RIGHTS

Television broadcasters won their first victory against community antenna operators last week when a federal judge forbade a catv system to duplicate a network or film program being broadcast by a local tv station.

The ruling prohibits Cable Vision Inc., Twin Falls, Idaho, catv system, from duplicating any network or film program to which KLIX-TV Twin Falls "exercises a right of first run."

The decision was hailed by LeRoy Collins, NAB president.

The order was issued July 30 by U. S. District Judge William T. Sweigert of the Southern District of Idaho. Judge Sweigert is the same judge who ruled last year against three Salt Lake City telecasters in their suit against the same catv system for property right infringement. The Salt Lake City stations claimed the catv system was using their signals without permission. In that case, Judge Sweigert ruled that catv systems could not be prevented from picking up and using broadcast signals unless the stations had a copyright on them (BROADCASTING, July 3, 1961).

**Triple Play** ■ The latest ruling stems from the original suit filed by the KSL-TV, KUTV (TV) and KTVT (TV) Salt Lake City against Cable Vision Inc. and Microwave Inc., a microwave relay system which feeds Salt Lake City tv signals to the Twin Falls catv system. After that suit was filed, Cable Vision and Microwave Inc. filed an antitrust suit against KLIX-TV and 13 other tv stations in four western states. They claimed that the tv broadcasters were conspiring to monopolize tv in Twin Falls. In turn, KLIX-TV filed a counterclaim, alleging that the catv system was illegally infringing on the station's contract with the networks and film syndicators. These contracts, KLIX-TV maintained, gave it exclusive rights to the first run of such programs. KLIX-TV also claimed that the use by the catv system of such programs constitutes unfair competition.

In issuing a preliminary injunction—which will be made permanent after the parties agree on a final order and which must be approved by the court—Judge Sweigert held that Cable Vision and Microwave Inc. may not bring the Salt Lake City pictures to Twin Falls for showing over the catv system if KLIX-TV is also running them.

The judge's ruling reads:

"For the foregoing reasons the court, finding that KLIX (sic) has acquired a

contractual exclusive right to the first run of network and film programs in the community of Twin Falls with which plaintiffs, Cable Vision and Microwave Inc., are tortiously interfering and with which they are unfairly competing to the detriment of KLIX and finding, further, that KLIX has no adequate remedy at law except through the issuance of a preliminary injunction herein, concludes and orders that such preliminary injunction should



NAB's LeRoy Collins  
He sees important implications

issue prohibiting defendants, during the pendency of this action or until further order of the court, from duplicating for community antenna subscribers in Twin Falls, Idaho, any network or film program to which KLIX exercises a right of first run."

**Duplication Hurts** ■ KLIX-TV claimed, the court's decision stated, that when the catv system carries a network program from a Salt Lake City station, this program includes commercial announcements by the Salt Lake City station, not the sponsors who have bought KLIX-TV for this time period. This practice, KLIX-TV contended, prevents local sponsors from being seen in the Twin Falls area as they would be if the catv system did not duplicate the programs. Because of this duplication, KLIX-TV claimed, it is subject to a reduction in its audience and in turn to a loss of commercial advertising revenue.

KLIX-TV, on ch. 11, is not interconnected for network service. It takes off

the air the programs of Salt Lake City affiliates of the three networks, rebroadcasting one of the programs simultaneously. On occasions it tapes a network program for delayed broadcast. The Twin Falls station is owned by the A. L. Glasmann group. George Hatch, Mr. Glasmann's son-in-law, is president of KLIX Inc.

Judge Sweigert made it plain that he is ruling on the controversy in the realm of common law. This is not a question of protecting a tv station from the competition of a catv system, he emphasized.

"It has been generally held as a matter of common law," Judge Sweigert said, "that one who contractually acquires, either expressly or impliedly by reference to a general industry-wide custom, the exclusive right to the first call of entertainment programs, is entitled to protection of that valuable economic right, not only against the grantor, but also against acts of third persons which tortiously and unfairly prevent exploitation of the right or diminish its value. This is true without regard to and apart from any question of copyright ownership of particular program content."

**Collins Comments** ■ Expressing gratification at the "landmark" decision, NAB President Collins said the ruling should have important and far-reaching implications. He added:

"While the decision of the court is an ancillary one, subject to later order in the case and subject also to review by appeal, we in NAB nevertheless applaud its clear and firm enunciation of the broadcaster's contractual exclusive rights in programming which may not be lawfully circumvented."

## CBS tv stations set cooperative programs

The five CBS-owned tv stations will cooperate to produce 35 programs in a new *Repertoire Workshop* series intended to develop and expose "lesser-known" professionals and outstanding amateurs in the acting, music, writing and producing fields. Each station will put together seven programs. The series will be seen on all five stations starting in January 1963. The programs will be open to drama, music, dance, pantomime, one-man shows and various other art forms.

Hal Hough, vice president of program services for the CBS Television Stations Division, explained that each

## Hartford pay tv airs Bolshoi Ballet tape

The much-discussed taped program of highlights of the Bolshoi Ballet, produced by Television Industries Inc. in 1959 during the aegis of its former president, Matthew Fox, finally went on the air for the first time last Thursday (Aug. 2) over the experimental pay tv station of RKO General Phone-ision, WHCT (TV) Hartford.

Three years ago Television Industries sought various methods to market the taped program. It was offered for network sale. Mr. Fox even proposed that stations buy it and offer it to the public on a volun-

tary pay-tv basis, asking viewers to pay a certain amount. The tape ultimately was withdrawn from the market.

For the presentation over WHCT, the two-hour tape was transferred to film. It was offered for a fee of \$2 per subscriber. The tape was produced in Los Angeles during the 1959 tour of the Bolshoi Ballet, presented by S. Hurok. The film version, titled "The Best of the Bolshoi," includes 21 selections from such works as "Swan Lake," "Giselle," "The Stone Flower," and "The Flight of the Bumblebee."

station will hold auditions for local talent and that several local drama groups already have agreed to take part. The idea for the venture grew from *Repertoire Theatre*, a weekly series started last October on WBBM-TV Chicago and which used local people in this way. Program directors of the five stations (WCBS-TV New York, KNXT [TV] Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis) will meet later in August to form final plans.

## Seven Arts to boost color to meet orders

Because of a "substantial increase" in the number of tv stations ordering color prints of post-'50 Warner Bros. films, distributed by Seven Arts Assoc., the costs have been reduced 25%, according to Herbert G. Richek, director of operations.

So far, 28 stations have used one or more of the 64 features available in color, and Mr. Richek expects 40 by fall.

Mr. Richek sees several reasons for increased color in the feature picture field: tv color homes now reportedly exceed 1 million, lower costs for prints and a special effort by Seven Arts' sales department "to promote the use of color."

## Tv producers okay merger

Plans for a merger of the Television Producers Guild and the Screen Producers Guild were approved by the tv group's membership at a general meeting last Monday (July 30). A committee headed by Stanley Rubin, the tv guild's first vice president, was organized to meet with a similar group from the screen producers to work out details, after which the plan will be submitted to the latter group's membership for approval.

## AP series to cover pro football news

The Associated Press will furnish broadcast wire subscribers a series of 10 five-minute scripts analyzing prospects and probable order of finish in the American Football League, starting Aug. 16. A similar 16-part series on the National Football League begins Aug. 28.

College football news will be included in the daily *Sportsman* script in weeks immediately preceding the first "football Saturday," Sept. 15.

Throughout the season, according to John Aspinwall, AP broadcast news editor, there will be pre-game predictions of probable winners in both professional and college games. On Saturdays there will be roundups of games played, and separate stories on the more important games.

*The Sunday Quarterback*, a 15-minute script on college football, will return Sept. 23. A printed schedule, listing all principal college games will be mailed in mid-August.

## WBNS-TV to produce Rod Serling series

Rod Serling, the writer who created *The Twilight Zone* on CBS-TV, will be associated with a 39-week series to be produced and telecast locally by WBNS-TV Columbus, Ohio.

*The Rod Serling Show* will be on WBNS-TV at 6-6:30 p.m., Sundays, starting Sept. 16.

Mr. Serling will be at Antioch College, Yellow Springs, Ohio. The series will treat such motion picture greats as Gary Cooper, Clark Gable, Marlene Dietrich and Cecil B. deMille. Jack Hunter of WBNS-TV will direct the series, and Dave Parker of Ohio State U.'s motion picture division will help Mr. Serling in research for the show.



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ktal tv

Channel 6—NBC for SHREVEPORT  
Walter M. Windsor Gen. Mgr. James S. Dugan Sales Dir.

## COLORCASTING

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

### NBC-TV:

Aug. 6, 13 (10-11 p.m.) *Actuality Specials*, various sponsors.

Aug. 6-10, 13-15 (10:30-11 a.m.) *Play Your Hunch*, part.

Aug. 6-10, 13-15 (11-11:30 a.m.) *The Price Is Right*, part.

Aug. 6-10, 13-15 (12-12:30 p.m.) *Your First Impression*, part.

Aug. 6-10, 13-15 (2-2:25 p.m.) *Jan Murray Show*, part.

Aug. 6-10, 13-15 (11:15 p.m.-1 a.m.) *Tonight*, part.

Aug. 6, 13 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

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

Aug. 8, 15 (10-10:30 p.m.) *Play Your Hunch*, part.

Aug. 8, 15 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through

Cunningham & Walsh; Pittsburgh Glass through Maxon.

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

Aug. 9 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

Aug. 11 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

Aug. 11 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

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

Aug. 11 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

Aug. 11 (9-11 p.m.) *Saturday Night at the Movies*, part.

Aug. 12 (5:30-6 p.m.) *Patterns in Music*, sust.

Aug. 12 (6-6:30 p.m.) *Meet the Press*, co-op.

Aug. 12 (7-7:30 p.m.) *Bullwinkle*, part.

Aug. 12 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

Aug. 12 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

to WFGA-TV Jacksonville, Fla., and WCSH-TV Portland, Me.

*61 for '61* (post-'48 feature film package) (National Telefilm Assoc.): Sold to KSD-TV St. Louis, WLAC-TV Nashville, Tenn.; WLUK-TV Green Bay, Wis.; WLUC-TV Marquette, Mich. Now on 132 stations.

*Jazz Scene, USA* (Meadowlane Productions): New series of 39 half-hour programs of contemporary and traditional jazz, sold to WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, WJZ-TV Baltimore and KPIX (TV) San Francisco. Now in 5 markets.

*Sugarfoot* (Warner Bros. Tv): Sold to WCSH-TV Portland, Me. Now in 8 markets.

*Bourbon Street Beat* (Warner Bros. Tv): Sold to WJXT (TV) Jacksonville, Fla., and WTVP (TV) Decatur, Ill. Now in 6 markets.

*The Roaring 20's* (Warner Bros. Tv): Sold to WRGB (TV) Schenectady, N. Y. and WTVP (TV) Decatur, Ill. Now in 9 markets.

*Surfside 6* (Warner Bros. Tv): Sold to WISH-TV Indianapolis; WTVJ (TV) Miami; WJXT (TV) Jacksonville, Fla., and WTVC (TV) Chattanooga, Tenn. Now in 17 markets.

*Maverick* (Warner Bros. Tv): Sold to WJZ-TV Baltimore; WJXT (TV) Jacksonville, Fla., and WTVC (TV) Chattanooga, Tenn. Now in 15 markets.

*Films of the Fifties* (Seven Arts Assoc.): WPTV (TV) West Palm Beach, Fla., has purchased all three volumes of post-'50 Warner Bros. motion pictures. Vol. 1 is now in 127 markets, Vol. 2 is in 100 and Vol. 3 is in 67 markets.

*Bowery Boys Features* (Allied Artists TV Corp.): Sold to WTVO (TV) Rockford, Ill.; KGO-TV San Francisco; WFMJ-TV Youngstown, Ohio; and KAKE-TV Wichita, Kan. Now in 15 markets.

*The Dick Powell Show* (NBC International): Sold to Sveriges Radio (Sweden) and Radiofusion Tv Belge (Belgium). The 29 one-hour shows have already been sold by NBC International to England, The Philippines, Canada, Mexico and Australia.

### Patterson-Liston rights

TelePrompTer Corp., New York, has acquired the right to carry the closed-circuit telecast of the Floyd Patterson-Sonny Liston heavyweight championship bout on Sept. 25 to community antenna tv systems throughout the U. S. and Canada. A contract has been

## AFTRA WANTS SATELLITE TV FEE PLAN

### Conference sought with European unions to set up charges

The American Federation of Television & Radio Artists is attempting to set up a meeting with performers' unions in Europe to establish fees for actors and announcers who take part in satellite programming.

Donald Conaway, AFTRA executive director, said in New York last week that the proposal for an international conference is one of three adopted at the union's conference two weeks ago in Miami Beach. The other two involve the lowering of certain radio transcription fees and a request for a joint Screen Actors Guild-AFTRA study on tv programming fees.

Mr. Conaway said Telstar's launching has posed "a great challenge." He stressed rates cannot be set realistically "until many problems are settled." Mr. Conaway said he sent a letter to Gerald Crossell, general secretary of British Actors Equity, requesting him to set up a London meeting of American and European performers' unions.

The union already has put into effect its new radio program transcription plan. Mr. Conaway said it aims to stimulate employment of performers in radio and is the union's answer to requests from producers to establish "more equitable" rates.

Mr. Conaway noted only non-commercial programs are involved. Under the plan, transcribed programs of up to four minutes can be broadcast for 13 weeks an unlimited number of times without additional compensation for the

performer. Under the old plan, additional fees were prescribed for additional plays on stations. Mr. Conaway said the new method represents a "drastic reduction" in fees.

The union hopes similar committees soon can be organized by AFTRA and SAG to study program rates of the federation and the guild. Its objective, Mr. Conaway said, would be to eliminate "disparities" in contracts, particularly in program syndication. In reply to a question, he denied the study is intended to raise program rates for performers.

### Film sales...

*The story of . . .* (Ziv-UA): Sold to Consumers Cooperative Assn., through Potts-Woodbury Inc., Kansas City, for use on stations in Ames-Des Moines, and Sioux City, all Iowa; Topeka, Kan.; St. Joseph, Mo.; and Sioux Falls and Rapid City, both South Dakota, and for use in half-dozen other undecided markets. Series is now sold in about 85 markets.

*Films of the 50's, Warner Bros.'s Vol. 3* (Seven Arts Assoc.): Sold to WRC-TV Washington, WITI (TV) Milwaukee, KARK-TV Little Rock, Ark., and KATC-TV Lafayette, La., which also purchased *Vol. 2*.

*Boston Symphony Orchestra Tv Concert Specials* (Seven Arts Assoc.): Sold



signed with Graff, Reiner & Smith Enterprises, Los Angeles, which holds ancillary rights to the bout, according to Irving B. Kahn, TelePrompTer president. In addition, TelePrompTer will lease large-screen project equipment and arrange long lines cable facilities for the closed-circuit telecast. The cost of the catv rights was not disclosed.

### Religious group plans tv program production

The Educational & Religious Radio and Television Assn. Inc., Washington, announced it will enter the television program production and distribution field last week.

Miss Ella F. Harllee has been named director of the newly formed, national non-profit organization, which is setting out on a two-year pilot project that will emphasize "local community utilization of its [own] material." She formerly was executive director of the Religious Film & Television Project (fore-



Miss Harllee

runner of the association), American U., which has been producing *Bible Telecourses* five years with the D. C. Council of Churches and WMAL-TV Washington.

The association was established from a grant by Lilly Endowment Inc. The grant is conditioned on use of the funds to develop and distribute educational and religious material. The association has budgeted \$84,000 for its first year.

Miss Harllee said one problem of public service religious and educational programming is a lack of "sufficient promotion," and that the association will give professional help to community groups.

The association is incorporated in Indiana. On its board are Miss Harllee, president; Dr. Harold Dudley, Bethesda, Md., chairman; Roy T. Combs, Indianapolis, treasurer; and E. Homer McMurray, Washington, secretary.

### MGM-TV to produce new one-hour series

MGM-TV will produce *The Travels of Jaimie McPheeters* as a full-hour series for the 1963-64 tv season, Robert M. Weitman, MGM studio head, announced last week. John Gay will write the opening episode of the series, adapted from the Pulitzer Prize novel by Robert Lewis Taylor, relating the adventures of a boy and his father in the Gold Rush days in the Old West.

Seven episodes of *Dr. Kildare* are scheduled to go into production in the next nine weeks at MGM-TV, Norman Felton, executive producer of the one-hour series, announced last week. The series returns to NBC-TV Sept. 27 in the Thursday 8:30-9:30 p.m. period.

### Independent Tv forms new sales division

Independent Television Corp., New York, has formed a new sales division for public affairs programming. Abe Mandell, ITC executive vice president, announced the appointment of ITC sales executive Hal Danson as director of the new unit, which is called public affairs & educational program sales.

The sale of two series of five half-hour programs each to National Educational Tv & Radio Center was reported. The series, to be distributed to etv stations in local markets, are *Five Revolutionary Painters*, covering the lives and works of Rembrandt, Van Gogh, Goya, Brueghel and Caravaggio, and *Landscape Into Art*, discussions of the natural backgrounds used by famous artists in their best known works.

### Hayward quits pay-tv test

Producer Leland Hayward announces he is discontinuing his association with the RKO General Phovision pay-tv experiment in Hartford, Conn., because of "the demands of other commitments." Mr. Hayward has been a programming consultant for the experiment since September 1960.

### KCOP revamps programs

KCOP (TV) Los Angeles has spent \$2 million to revitalize its fall prime time program schedule, reports John Hopkins, who took over as president and general manager in the spring. Nine new series have been added to the KCOP schedule, including three new cartoons from the Hanna-Barbera Studios, *Wally Gator*, *Lippy the Lion* and *Touche Turtle*; *Bomba*, one-hour jungle adventure series; *Theatre 13*, a package of 19 horror motion pictures scheduled for late evening viewing; five one-hour series originally broadcast on the tv net-

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Weekly Circulation — Day & Night



**WKY  
OKLAHOMA CITY**

The WKY Television System, Inc.

WKY-TV, Oklahoma City

WTVT, Tampa-St. Petersburg, Fla.

Represented by the Katz Agency

works: *Frontier Circus*, *The Outlaws*, *Bourbon Street Beat*, *Surfside 6* and *Bronco*; and a former network series, *The Rebel*. The new fall line-up, which includes rearrangement of other KCOP programs, will be promoted with radio announcements, newspaper and magazine space, bus posters and on-the-air promotion on KCOP itself during September.

### Program notes...

**Air Force show host** ■ Kyle Rote, sports director of WNEW New York, has been named the 1962-63 host of *Tops in Sports*, a five-minute show distributed by the U.S. Air Force to hundreds of U.S. radio stations. Mr. Rote, former co-captain of the New York Giants football team, will interview players of vari-

ous seasonal sports.

**"Comedy Workshop" program** ■ As a means of encouraging the development of comedy, WJRZ Newark, N. J., will start broadcasting next month a half-hour weekly program called *Phil Foster's Comedy Workshop*. Mr. Foster, a well-known comic, will audition tapes from comedians and scripts from writers. He will select a sampling to be broadcast on the program. Listeners will vote for the best performers and writers each week, and winners will participate in a comedy workshop revue to be held in late fall at theatres in New York and New Jersey.

**Programs' name changed** ■ *Where Do We Go From Here?*, a special series of CBS News programs discussing U.S. economic problems (BROADCASTING, Ju-

ly 16), has been retitled *Money Talks*. The series will be telecast on CBS-TV five consecutive evenings beginning Monday, Aug. 20.

### News commentary series

A new service that will provide local radio stations with commentaries by six newsmen has been formed by Joseph Coggins, former Mutual correspondent, in partnership with The Bolling Co., New York station representative.

Called *Metroscope*, the service will supply to clients an 18-minute tape each day, divided into six three-minute commentaries by Quentin Reynolds, Nelson Case, Walter Kiernan, Don Dunphy, Helen Hall and Mr. Coggins. Bolling will serve as sales agent and hopes to sell the service initially to national advertisers.

## FANFARE

### The day many phones went unanswered on agency row

Timebuyers from several eastern cities put out to sea July 28 aboard the Norwegian-American Lines' *Oslofjord*, which Capital Cities Broadcasting Co. chartered for a day's "cruise to nowhere." More than 350 guests, the majority from New York agencies, boarded the ship in New York at 8 a.m., returning late that evening. In past summers Capital Cities has treated agency timebuyers to one-day outings at Saratoga, N.Y., and Bermuda.

A Dixieland jazz band greeted the

timebuyers as they arrived at the pier. As the ship moved out to the Atlantic, a champagne breakfast was served, the first of three full-course meals. Between meals, the passengers enjoyed such diversions as gambling in a casino, using special folding money with a picture of a different Capital Cities station manager on each denomination, or swimming and sunning. More than 30 prizes were auctioned off at 6 p.m. when the bidders made use of their winnings at the gaming tables. Each guest

was given a nest egg of \$1 million worth of the play money upon broading the ship.

Capital Cities' stations, all of which were represented on the voyage, are: WROW-AM-FM and WTEN (TV) Albany, WKBW-AM-TV Buffalo, all New York; WPAT-AM-FM Paterson, N. J.; WPRO-AM-FM-TV Providence, R. I., and WTVD (TV) Durham, N. C. Marc Edwards, the company's public relations director, was cruise co-ordinator.



Left picture—Capital Cities executive vice president Tom Murphy (l.) and Bill Lewis, WTEN (TV) Albany sales manager, take a turn at guiding the "Oslofjord" under the watchful eye of Captain Odin Buaas.



Right picture—Tired frolickers relax at day's end on the sundeck, avoiding thoughts of how they would convince the little lady that they had had another hectic day at the office.

## Nine CBS-TV affiliates on Gleason train stops

A private seven-car train, "The Great Gleason Express," leaves Los Angeles Thursday (Aug. 9). Number one passenger will be CBS-TV comedy star Jackie Gleason. Heralding the comedian's new fall tv series *Jackie Gleason's American Scene Magazine* (Sat., 7:30-8:30 p.m.), which begins Sept. 29, the train will visit nine cities where local CBS-TV affiliates will act as hosts: KOOL-TV Phoenix; KKTU (TV) Colorado Springs; KLZ-TV Denver; KCMO-TV Kansas City; KMOX-TV St. Louis; WBBM-TV Chicago; KDKA-TV Pittsburgh; and WMAR-TV Baltimore. The tour ends in New York Saturday, Aug. 18.

Cooperating in advance planning are the program's five sponsors: Colgate-Palmolive Co., the Drackett Co., Hertz Rent-A-Car, Philip Morris Inc., and Ralston Purina Co.

Along for the ride with Mr. Gleason will be Sue Ann Langdon, a regular performer on the new Gleason Show, choreographer June Taylor, a six-piece dixieland band and other performers.

## Idea bank organization plans Mobile meeting

WTUF Mobile will be the host to the convention of the North American Broadcasters Idea Bank next Jan. 3-5.

A dozen member stations of the information exchange cooperative (BROADCASTING, July 9) were represented at its first convention in Danville, Va., last month. WBTM Danville was host. Art Stampler, NAB director of promotion, spoke about editorializing. Discussion groups covered a wide range of topics in public service, sales and promotion.

Attending were representatives of WLEE Richmond, WBTM, WODY Bassett, WGH Newport News, all Virginia; WCAW Charleston, W. Va.; WCUM Cumberland, Md.; WJTN-AM-FM Jamestown and WCBA Corning, both New York; WWYN-AM-FM Erie, Pa.; WKDA Nashville and WBIR-AM-FM Knoxville, both Tennessee; and WTUN.

Dave Lyman, founder and national director of the idea bank, announced he is assuming a new position in Illinois today (Aug. 6), and that all correspondence should be addressed to him at WQUA Moline, Ill.

## Drinks on the stations

KPHO AM-TV Phoenix mailed food buyers at area chain stores a "do-it-yourself lemonade kit" to promote the introduction of MCP Pure Lemon Juice (Mutual Citrus Products) in a pressurized can. The mailing included ice cubes (a water-filled balloon labeled "liquid state").

BROADCASTING, August 6, 1962



## Pressed-nose-under-glass

Snouts—and quite a few of them—are flattened against the plexiglass wall that CBS erected several weeks ago around the construction site of its new headquarters building in New York City.

Last week CBS reported ever-growing crowds are responding to the idea that New York's legendary sidewalk superintendents should be given a "Panoramic" view of the construction activities. A completely transparent plexiglass fence 300 feet long was erected instead of the usual peepholes sidewalk supers were afflicted with in the "good old days."

In addition, CBS engineers installed 24 public address loudspeakers from which viewers hear descriptions of what they are watching from CBS personalities. Hourly CBS news reports are also broadcast from the loudspeakers.

There'll also be a book out about the new building project, too (see merchandising-property story in BROADCASTING ADVERTISING).

## ABC's tv station heads complete sales tour

The managers of ABC's five owned tv stations completed a cross-country tour last Monday (July 30) with their special sales presentation "Blueprint for '63." Advertisers and agency people were guests of the station managers at showings in Los Angeles, San Francisco, Chicago, Detroit and New York.

The highlight of the presentation was a special film which provided advance glimpses of the 1962-63 ABC-TV programming. It featured John Astin and Marty Ingles, stars of "I'm Dickens . . . He's Fenster," a program scheduled for Fridays at 9 p.m. on the network in the fall.

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The WKY Television System, Inc.

WKY-TV, Oklahoma City

WTVT, Tampa-St. Petersburg, Fla.

Represented by the Katz Agency

# JULY '64 FOR UHF-VHF SET

## EIA surveys manufacturers at FCC request, finds most think two years are needed for switchover

A cutoff in July 1964 for tv manufacturers gives the time needed to shift to production of all-channel tv receivers is the view of most of the industry (CLOSED CIRCUIT, July 30), the Electronic Industries Assn. informed the FCC last week.

Ten manufacturers indicated that date as the preferred time for the changeover from the manufacture of vhf-only sets. Last year, tv makers made 6,177,797 sets, 370,977 with uhf tuners.

The information was submitted after an inquiry from FCC Chairman Newton N. Minow.

Responding to the EIA questionnaire were 21 tv set manufacturers. The suggested cutoff dates ranged from August 1963 to June 1965. Of the 10 suggesting July 1964, two recommended other dates but said July 1964 is acceptable.

Most said they need a transition period to clear existing inventories, now virtually all vhf-only. Tuner makers said they need at least two years to increase uhf tuners some 15 times to meet full production.

Manufacturers said 1963 tv lines are already announced and frozen in production and design. If the July 1964 date is accepted, it was indicated, the first all-channel tv receivers should be on the market in 1965.

The July 1964 date coincides with the period when new models are announced to the trade, James D. Secrest, EIA executive vp said last week. The 1963 models are already in production and distribution, and the design for the 1964 models, to be announced in the summer of 1963, have been frozen by many manufacturers, he said. To change this pattern would be both expensive and disruptive to the normal trade pattern, he added.

The survey and correlation of the

answers were directed by L. M. Sandwick, staff director of EIA's consumer products division.

EIA has called a meeting of engineers representing set and tuner manufacturers Aug. 7 at EIA engineering offices in New York. They will try to list minimum technical standards for all-channel sets.

Congress passed a bill earlier this summer requiring that tv receivers in interstate commerce be equipped to receive all channels, both uhf and vhf. The bill authorizes the FCC to establish standards to ensure "adequate" reception of uhf.

## Zenith sales, earnings set all-time highs

Zenith Radio Corp. reports all-time record for sales and earnings in the first six months of 1962.

Consolidated sales for the first half of 1962 were \$145,996,770, the highest first half in Zenith's 44-year history. This was 25% ahead of the \$116,698,673 sales in the same 1961 period.

Net consolidated profits for the half-

year amounted to \$6,982,609 (77 cents per share) after depreciation and estimated provision for federal income taxes. This is a 30% increase over the previous record earnings of \$5,393,244 (60 cents per share) in the first half of 1961.

Among other new records: factory shipments of black and white tv receivers; distributor sales to retailers of black and white tv sets; factory shipments and distributor sales of radio receivers, and factory shipments of high fidelity stereophonic instruments.

## Dividend for Magnovox

Magnovox Co. directors have voted to increase the annual dividend rate 40%—from 50 to 70 cents per share—as recognition of the substantially increased earnings of the company (sales increase of 42% and profits increase of 67% in first six months of 1962), it was announced.

The first quarterly payment of 17½ cents per share will be made Sept. 15 to stockholders of record at the close of business Aug. 24.

In the first six months of 1962, Magnovox sales totaled \$87,563,000; compared to \$61,792,000 for the same 1961 period. Net income after provision for federal income tax was \$4,285,000 (59 cents per share) compared to \$2,559,000 (36 cents per share) for the 1961 period.



## GPL offers c-c commercial monitor system

GPL Division of General Precision Inc., Pleasantville, N. Y., offers a new closed circuit television system, the Precision 800, which, it hopes, will be used by advertising agencies to pre-screen commercials and artwork for clients and personnel. The fully automatic equipment, reported to have a clearer picture than any present system, features automatic light compensation, single-

knob control and push-button magnification. The 800 has a video meter which monitors the output signal and simplifies set-up without test equipment.

The 800 reportedly will operate in dimly-lighted areas and automatically compensates for light or dark subjects and for varying illumination. Company claims it can be used by non-technical personnel.

## 3-M quarterly sales up 13%

Minnesota Mining & Manufacturing Co. reported record second-quarter sales of \$172.8 million, up 13% from last year, and net income of nearly \$19.8 million, up from \$17.9 million a year ago. Six-month sales were \$334.5 million and net income \$38.75 million, compared to \$293.6 million sales and \$34.5 million income for that period last year. The figures for subsidiary Mutual Broadcasting System were not disclosed.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Backstrand



Mr. Warnock

**Clifford J. Backstrand**, president of Armstrong Cork Co., Lancaster, Pa., elected chairman of board of directors. **M. J. Warnock**, executive vp, elected president, and **Curtis N. Painter**, senior vp, named executive vp, succeeding Mr. Warnock. **James H. Binns**, vp and general manager of floor and industrial operations, elected to fill board vacancy created by retirement of **Edmund Claxton**, vp for new product planning; and **Walter E. Hoadley**, vp and treasurer, elected to fill vacancy created by resignation from board of **Kenneth O. Bates**, former executive vp, who retired in April. In addition, Mr. Binns was designated senior vp in president's office, succeeding Mr. Painter. In assuming board chairmanship, Mr. Backstrand completes 12 years as Armstrong's chief executive officer. He joined company in 1926. Mr. Warnock joined Armstrong in 1941 as director of advertising and promotion. He was elected vp in 1950, director and senior vp in 1959, first vp in 1961 and executive vp in April of this year.

**Richard H. Wilbur**, brand manager of Mead Johnson & Co., joins Helene Curtis Industries, Chicago, as brand manager handling both current and new products under development. **Harvey T. Lyon**, assistant to Curtis' vp-acquisitions, promoted to market development manager for company's products division.



Mr. Almgren



Mr. Hoffman

**Edward S. Almgren** and **Alfred J. Hoffman** elected vps of BBDO, New York. Mr. Almgren is art supervisor. Mr. Hoffman is copy group head.

**Francis C. Gillon**, local advertising consultant in Cedar Rapids, Iowa, forms Gillon & Assoc., advertising agency, that city. **Keith Miller**, formerly with WMT Cedar Rapids, and **James (Buzz) Waters**, formerly with KCRG-TV Cedar Rapids and KVTV (TV) Sioux City, join Gillon as account executives. Mr.

Waters will also serve as radio-tv media analyst.

**Merrill E. Williams Jr.**, art director of Creamer, Trowbridge & Case, Providence, R. I., advertising agency, elected president of newly formed Art Directors Club of Providence. Other officers elected: **Peter Heese**, first vp; **Phillips D. Booth**, second vp; **William J. Gardner**, secretary, and **Ned Broomhead**, treasurer.

**Tony Arnone**, pr director of KHJ-TV Los Angeles, joins Morehart Land Co., Santa Monica, Calif., as advertising and pr director. **Frank Barron**, on promotion and exploitation staff of KHJ-AM-TV, named director of that department for KHJ radio.

**Brock D. Shiffer**, former president of Consulting Specialists Inc., marketing management consultant firm, joins Royer & Roger Adv., New York, as account executive on consumer accounts. **George W. Drance**, client representative in agency's technical services division, named account executive for industrial accounts.



Mr. Low



Mr. Craig

**William Craig**, group supervisor in radio-tv department of Young & Rubicam, New York, named associate director of department. **Richard Low**, assistant business manager and director of contracts at CBS, joins Y&R as head of newly created tv business affairs office. **Kingsley Colton**, in Y&R's office management section, named assistant director of tv business affairs office. **Marvin Koslow** and **William Lynn**, program supervisors, assigned additional executive responsibilities on Bristol-Myers and Johnson & Johnson accounts, respectively.

**Marian B. Dennis**, office manager of Hoag & Provandie, Boston advertising agency, promoted to account management group.

**Mel Thomas**, former director of marketing of Advertising Promotions Inc., Chicago, joins Olian & Bronner, advertising agency, that city, as account executive.

**Hal Stebbins**, head of his own Los Angeles advertising and pr firm, Hal Stebbins Inc., appointed to committee of board on improving advertising of American Assn. of Advertising Agencies. **David Williams**, Erwin Wasey,

### PULSE

# WKY DELIVERS MORE LISTENERS THAN ALL OTHER OKLAHOMA CITY STATIONS COMBINED!

Total audience of 6 other stations is 17.4% less than you get on WKY.

\*March 48 - County Pulse average hourly audience morning-afternoon-night



# WKY

## OKLAHOMA CITY

The WKY Television System, Inc.

WKY-TV, Oklahoma City

WTVT, Tampa-St. Petersburg, Fla.

Represented by the Katz Agency

Ruthrauff & Ryan, New York, is committee chairman, and **Alfred J. Seaman**, Sullivan, Stauffer, Colwell & Bayles, New York, vice chairman.

**Richard W. Garbett**, former product manager of Thomas J. Lipton Inc., joins Kenyon & Eckhardt, New York, as account executive.

**Peter D. Grumhaus**, formerly with John W. Shaw Adv., Chicago, to Clinton E. Frank Inc., that city, as account executive.



Mr. King

**Thomas J. King**, senior vp and manager of Detroit office of McCann-Erickson, named executive vp in charge of agency's central region. M-E's management in Detroit and Chicago will report to Mr. King in his new capacity. Replacing him as manager of Detroit office is **F. W. Overesch**, senior vp, who has been management service director on GMC truck account.

**William Santoni**, media buyer at Cunningham & Walsh, joins Geyer, Morey, Ballard, New York, in similar capacity.

**Garry C. Simpson**, **Charles J. Maguire**, **John C. Thomas**, **Stanley L. Tusan** and **Thelma L. Imschweiler** join staff of N. W. Ayer & Son. Mr. Simpson was producer-director of educational series for New York State Education Dept. Mr. Maguire worked for CBS animations and CBS production sales. Both will work on Ayer's New York commercial production staff. Mr. Thomas was broadcast supervisor at Leo Burnett and will work as service representative in Chicago office of Ayer. Mr. Tusan joins Chicago art staff. He was freelance artist in California before joining agency. Miss Imschweiler, previously with Curtis Pub. Co., joins copywriting staff in Philadelphia.

**Lansing B. Lindquist** joins Guild, Bascom & Bonfigli, San Francisco, as consultant on network and station relations. Mr. Lindquist has his own New York consulting firm working with agencies and advertisers who use tv and radio on national or regional level.



Mr. Lindquist

**Charles Lee Hutchings**, creative director of Cole, Fischer & Rogow, Beverly Hills, Calif., joins Los Angeles office of Young & Rubicam as copy director.

**Len Levy**, **Nick Amos** and **John Mann** join commercial production department of Foote, Cone & Belding, Chicago. Mr. Levy was manager of radio-tv department of North Adv., that city. Mr.

## Marie Torre to KDKA-TV



Marie Torre

**Marie Torre**, nationally known syndicated columnist of *New York Herald Tribune* who in 1959 went to jail for 10 days rather than disclose source of story information in connection with Judy Garland's claim for \$1,393,333 against CBS, joins news department of KDKA-TV Pittsburgh, effective in mid-August, as member of noon news team. Miss Torre will also contribute daily features to new Monday through Friday 9:00 a.m. news program, as well as contributing to creation of documentary programs produced by station. Miss Torre had been with *Herald Tribune* since 1955. She started her career with *New York World Telegram & Sun* in 1942.

Amos previously had been with Compton Adv. and Wilding Productions, Chicago. Mr. Mann joined FC&B from WITI (TV) Milwaukee.

**Rita Nachem**, senior writer at Lawrence C. Gumbinner Adv. Agency, New York, named copy group head.



Mr. Klein



Mr. Parker

**W. J. Klein**, vp of Allis-Chalmers Mfg. Co. (electrical-mechanical power equipment), Milwaukee, named director of marketing services and pr in corporate move to reorganize external communications functions. Reporting to him will be **Charles W. Parker Jr.**, named manager of marketing services, including advertising, and **Alfred B. Leech**, named pr manager. Mr. Parker formerly was general manager of marketing of new products department. Mr. Leech was with *Newsweek* magazine. Firm is shifting broadcast emphasis to more local farm radio.

**Otis W. Winegar**, vp and copy supervisor of Dancer-Fitzgerald-Sample, New York, joins Erwin Wasey, Ruthrauff & Ryan, St. Paul, Minn., as copy chief. **James T. Wilson**, formerly with Chicago office of Leo Burnett Co., to EWRR's St. Paul office.

**Robert S. DeBear** and **Edward J.**

**Smotzer** join Needham, Louis & Brorby, New York, as copywriters. Mr. DeBear formerly was with G. M. Basford Co. and Fuller & Smith & Ross, both New York. Mr. Smotzer previously was in Pittsburgh with Fuller & Smith & Ross and BBDO.



Mr. Mattoon

**Henry A. Mattoon**, vp and associate creative director of McCann-Erickson, New York, transfers to agency's Los Angeles office as vp and general manager. Mr. Mattoon replaces **David J. Hopkins**, who takes over as managing director of Hansen Rubensohn-McCann-Erickson, Australian affiliate of McCann-Erickson International, in Sidney.

**Marie Selvaggi**, formerly with Rutledge Adv. and D'Arcy Adv., appointed production manager of Storm Adv., St. Louis. **Dawn Peterson**, formerly with Western Printing Co., joins Storm's St. Louis art staff.

**Alfred J. Scalpone**, former CBS-TV vp in charge of network programs in Hollywood, elected executive vp in charge of Los Angeles office of C. J. LaRoche & Co. Mr. Scalpone started his career at Young & Rubicam and was vp in charge of radio and tv production at McCann-Erickson before joining CBS-TV.



Mr. Scalpone

**Phil Dean**, head of his own pr-publicity firm in New York, named publicity chairman of Broadcasters' Promotion Assn., that city. **George T. Rodman**, director of advertising, promotion and press information of KGO-TV San Francisco, appointed BPA's membership chairman for western states.

## THE MEDIA



Mr. Hawkins

**Ed Hawkins**, account executive in Los Angeles office of Lenzen & Newell, resigns to join KTTV (TV) Los Angeles as director of station's regional sales office in San Francisco which will open in September. Mr. Hawkins, who reports to KTTV Aug. 13, will, as western sales and marketing manager, be in charge of area including San Francisco, Seattle and Portland. In expansion of KTTV's New York and Chicago sales offices, **Gerry Velona**, **Martin Bergman**, and **Tony Santino**, account executives with KTTV in Los Angeles, transfer to station's national sales department in New York. **Robert**

**Dickenson**, also account executive with KTTV Los Angeles, promoted to account executive in national sales and moves to station's Chicago headquarters.

**David W. Wagenvoord**, vp and general manager of WWOM New Orleans, elected executive vp in charge of radio operations of Franklin Broadcasting Co. (WWOM New Orleans, WLOD Fort Lauderdale, Fla., WEW St. Louis, KOMA Tulsa, Okla., and WMIN St. Paul, Minn.).



Mr. Smith

**James P. Smith**, manager of Adam Young Inc.'s Boston office, appointed general sales manager of Young's radio rep firm in New York. He will be succeeded in Boston by **William A. Queen**, former vp and partner

of New England Spot Sales, Boston. Mr. Smith joined Young firm in 1957 and was administrative assistant to vp and national radio sales manager before going to Boston 18 months ago. He will report to **Clifford J. Barborka Jr.**, vp in charge of Adam Young Inc.

**Roger Coleman**, director of fm, WABC-FM New York, elected vp and general manager of QXR Network. Mr. Coleman, who has been with ABC-owned New York fm outlet since January 1960, assumes his new post today (Aug. 6).

**Donald E. Pille**, program director of WCSI-AM-FM Columbus, Ind., elected vp and general manager, replacing **Jack E. Douglas**, who resigned (FATES & FORTUNES, July 23). **William R. Williamson**,

WCSI account executive, promoted to sales manager.

**Homer Griffith**, president of Mid-South Broadcasting Enterprises, Austin, Tex., appointed general manager of KAZZ (FM), that city. Principals of Mid-South are reported to be negotiating for purchase of Austin fm outlet.

**Ron Overlander**, general manager of KLOH Pipestone, appointed general manager of KBMO Benson, both Minnesota. Mr. Overlander replaces **Robert D. Zellmer**, KBMO general manager, who was granted leave of absence, effective Aug. 15, to become associated with KPGE Page, Ariz.

**Morton S. Cohn**, program-production manager of WLOS-TV Asheville, N. C., named station manager of WLOS-AM-FM-TV (Skyway Broadcasting Co., division of Wometco Enterprises). Prior to joining WLOS in November 1959, Mr. Cohn was program manager of WCHS-TV Charleston, W. Va.

**Elmer W. Lower**, NBC director of news and pr, named general manager of NBC News. In new post, Mr. Lower will supervise NBC News film operations and NBC News bureaus in Washington, Chicago and Los Angeles. He will also supervise NBC News syndication series and continue as general manager of election coverage unit.



Mr. Lower

**Bob Martin**, KMOR Littleton, elected president of Colorado Broadcasters Assn. **Jerry Fitch**, KGLN Glenwood Springs, and **Ralph Atlass**, KIUP Durando, elected vp and secretary-treasurer, respectively. Directors elected to one-year terms are: **James Croll**, KOAA-TV Pueblo, **Lloyd Allen**, KGIW Alamosa, and **Mason Dixon**, KFTM Fort Morgan. **Russell Shaffer**, KBOL Boulder, and Mr. Atlass were elected to three-year terms on CBA board of directors.

**Ken Hildebrandt**, general sales manager of The Jack Douglas Organization, Hollywood, joins KMEX-TV Los Angeles, in similar capacity. KMEX-TV, Spanish-language uhf station on ch. 34, is scheduled to begin operating in early September.

**George S. Milroy**, sales manager of WDTM (FM) Detroit, promoted to national sales manager. His new responsibilities include representation of 35-station QXR Network as well as WDTM. Mr. Milroy, who joined fm outlet in 1960, has served in present capacity since March 1961. **William H. Arron Jr.**, account executive, succeeds Mr. Milroy as WDTM sales manager.

**Chris J. Stolfa**, commercial manager

### NAB conference chairman



Mr. Towner

**Orrin W. Towner**, director of engineering of WHAS-AM-FM-TV Louisville, Ky., was named chairman of NAB's broadcast engineering conference held

each year as part of association's annual convention. The 1963 convention is scheduled for March 31-April 3 in Chicago. Appointed to serve with Mr. Towner are: **William S. Duttera**, NBC; **J. B. Epperson**, Scripps-Howard Radio; **James E. Gray**, WYDE Birmingham, Ala.; **Albin R. Hillstrom**, KOOL-AM-FM-TV Phoenix, Ariz.; **Clyde M. Hunt**, Post-Newsweek Stations; **Leslie S. Learned**, MBS; **Frank Marx**, ABC; **James D. Parker**, CBS, and **Jack Petrik**, KETV (TV) Omaha, Neb.



# ELGEET ZOOM NAVITAR



Elgeet offers Vidicon television cameras and 16mm cameras the first Zoom Navitar, a manually-controlled 4:1 zoom with a 20mm to 80mm range—f:1.8! This new lens achievement is optically compensated to hold focus through the entire zoom action. Fourteen elements—covers Vidicon format—resolves 600 lines—linear zoom action by ring—list price: \$400. For information, write for Catalog 2080-CZ18.

**Elgeet** OPTICAL COMPANY, INC.  
303 Child St., Rochester 11, N. Y.

EL-96

of KCMO-FM Kansas City, named station director of KMBC-FM, that city. KMBC-FM has scheduled target date of Oct. 1.

**Blaine W. Whipple** elected secretary-treasurer and controller of Radio Service Corp. of Utah (parent company of KSL-AM-FM-TV Salt Lake City).

**Joe Thompson**, former manager of KHAT Phoenix, joins KEPI (FM), that city, in similar capacity.

**Mel Winters** named assistant sales manager of KHJ-AM-FM Los Angeles. **Irv Raskin**, vp and general manager of WAAP Peoria, Ill., joins KHJ as account executive.

**Robert W. Steinhilber**, local sales manager of WTAC Flint, Mich., and former account executive with WIP-AM-FM Philadelphia, named local sales manager of KFRE and KRFM (FM) Fresno, Calif. **John W. Reavley**, commercial manager of KGST Fresno and former station manager of KAPA Raymond, Wash., joins KRFM as account executive.



Mr. Schwartz

**Walter A. (Wally) Schwartz**, national radio sales manager of Westinghouse Broadcasting Co., named assistant general manager of WINS New York, Westinghouse-owned station. Mr. Schwartz joined Westinghouse in 1959 as director of am radio sales office in Detroit. He was appointed national radio sales manager in March 1961.

**William L. Waring III** appointed sales manager of Southern Melody Inc., affiliate of WPKM (FM) Tampa, Fla.

**Robert O. Southhart**, member of sales staff of WFRV (TV) Green Bay, Wis., since November 1956, promoted to local sales manager.

**Doug Wildfoerster** appointed sales manager of KMUR Murray, Utah. **John D. A. Elstun** and **Suzon Anderson** named program director and traffic director, respectively. **Gene Baker**, **Frank Crowley** and **Brent Larson** join station as air personalities.

**Timothy J. Canty**, account executive with WBBM-AM-FM Chicago, CBS-owned stations, joins CBS Radio Spot Sales, that city, in similar capacity.

**Tom Camarda**, assistant media supervisor at Dancer-Fitzgerald-Sample, joins George P. Hollingbery Co. as radio account executive.

**Eric Mart**, presentation writer with ABC-TV sales development department, joins NBC-TV, New York, as sales planning representative in sales proposals unit.

## Fm association chief



Mr. Kiefer

**Jack Kiefer**, president and general manager of KMLA (FM) Los Angeles, elected president of Fm Broadcasters Assn. of Southern California for 1962-63. Other officers are: **Sleepy Stein**, KNOB (FM) Long Beach, vp; **Bj Hamrick**, Western Fm Sales, secretary, and **Jeannette Banoczi**, KGGK (FM) Garden Grove, treasurer.

**Richard Duffield**, **Richard Janik** and **Stuart M. Miller** named to local sales staff of KTTV (TV) Los Angeles. Mr. Duffield, formerly with station's special projects division, will serve as account executive. Mr. Janik and Mr. Miller, formerly with station's publicity and merchandising departments, respectively, will serve as assistant account executives.

**Felipe Cantu** and **Bill Straley**, both formerly with Cusick-Schwerke & Wild Adv. Agency, San Antonio, join KUNO Corpus Christi, Tex., as marketing director and sales manager, respectively.



Mr. Walker

**Larry Walker**, executive vp and general manager of Carolina Broadcasting Co. (WSOC-AM-FM-TV Charlotte, N. C.), will retire Oct. 1 for reasons of health. **J. Leonard Reinsch**, president of Carolina Broadcasting Co., announced today (Aug. 6) that **C. George Henderson**, WSOC-TV general sales manager, will become vp and general manager for tv, and **Henry Sullivan**, WSOC radio general manager, will become vp and general manager for radio. One-time classical pianist and vaudeville performer with programs on CBS and NBC, Mr. Walker entered Charlotte radio in 1930 as announcer-entertainer, became program director of WBT there in 1945 and secretary-treasurer of parent Jefferson Standard Broadcasting Co. in 1948. He joined WSOC Broadcasting Co. in 1951 as vp of one of three applicants for ch. 9 in Charlotte. WSOC won the battle and executive vp Walker put the station on the air April 28, 1957.

**Jerry Friedman**, account executive at KKHI San Francisco, and **Ed Bloomfield**, representative of Seeburg Corp.'s Background Music Div. in Santa Clara County, join sales staff of KFRC-AM-FM San Francisco.

**Tom Stanton**, member of sales staff of CBS-TV Stations National Sales, Chicago, and former account executive with KMOX-TV St. Louis, returns to sales staff of CBS-owned St. Louis tv outlet.

**Jim Bentley** named operations manager and film buyer for KCRL-TV Reno, Nev. New outlet, which is NBC-TV affiliate has on-air target date of early fall.

**Hal Raymond**, formerly with KISN Portland, Ore., and KAYO Seattle, joins KBOX Dallas as program director.

**Bill Clark**, former program director of WTKM Hartford, Wis., joins WGKV Charleston, W. Va., in similar capacity.

**Paul Gordon**, former news director of WTOA (FM) Trenton, N. J., named program director of WEAV-AM-FM Plattsburgh, N. Y.



Mr. Sbarra

**Don Sbarra**, vp and director of sales of KARD-TV Wichita, Kan., named vp and general manager of KARD-TV and Kansas State Network.

**Philip G. King**, vp in charge of New York office of Pat McDermott Co., pr firm, joins WCBS-TV New York as director of information services.

**Richard Lawrence**, former program director of WABY Albany, N. Y., appointed program manager of WORL Boston. He replaces **Bill Givens** who resigned to join Daniel F. Sullivan Adv., that city, as radio-tv director.

**R. A. (Dick) Fennel** and **Glenn Adkins Jr.** appointed program manager and production manager, respectively, of WLOS-TV Asheville, N. C.

**John T. Clayton**, public affairs director and promotion manager of WHLI Hempstead, L. I., N. Y., named manager of advertising, promotion and publicity of WNBC-AM-FM New York. He succeeds **Stephen Kirschenbaum**, who has been named supervisor of on-air promotion for WNBC-TV. **Burton M. Wanetik**, former sales manager of WVOX New Rochelle and WFYI Mineola, both New York, joins WNBC-AM-FM as account executive.



Mr. Clayton

**Judy Haubens**, continuity writer for WGAL-TV Lancaster, Pa., joins WMHT (TV) (etv ch. 17) Schenectady, N. Y., as program producer.

**Arthur W. Hefner**, coordinator of NBC News information services, resigns to join publishing firm of John Wiley & Sons, New York.



**Robert Gneiser**, news director of WCBM-AM-FM Baltimore, joins news department of WMAL-AM-FM-TV Washington.

**Don Criqui** appointed sports director of WWYN-AM-FM Erie, Pa.

**Robert M. Byron**, formerly with WFTL-AM-FM Fort Lauderdale, joins announcing staff of WPTV (TV) West Palm Beach, both Florida.

**John L. O'Donnell**, formerly with WIRL Peoria, Ill., joins announcing staff of WMID Atlantic City, N. J.

**Anthony Lanzone**, **Jack Winslow** and **Geraldine Tellie** appointed account executive, announcer and receptionist, respectively, of WEJL Scranton, Pa.



Mr. Buning

**John A. Buning**, field representative of National Assn. of Broadcasters, resigns to assume post of general-sales manager and chief engineer of WBAR Bartow, Fla. Station was recently purchased by J. E. Yarbrough, chief engineer of WDBO-AM-FM Orlando for last 34 years who is president of WBAR Inc., Hazel D. Yarbrough, vp, and Mr. Buning (FOR THE RECORD, July 30). Mr. Buning, whose broadcast experience spans service with ABC and Mutual networks, joined NAB's station relations staff in 1958.

**Ted Barry**, air personality with KENS-TV San Antonio, Tex., joins WHEC (TV) Rochester, N. Y., in similar capacity.

**Danny O'Shea**, WFUN Miami Beach, and **Pat Hughes**, WQXI Atlanta, join WQAM Miami, Fla., as air personalities.

**Sanford L. (Sandy) Gibbons**, production manager of KPHO Phoenix, joins KWBY Scottsdale, Ariz., as air personality.

**Arthur L. Rice**, air personality with KXOK St. Louis, joins WMAY Springfield, Ill., in similar capacity.

**Robert Falcon**, former announcer and d.j. with WSUN-AM-TV Tampa-St. Petersburg, named station manager of WASH (FM) Washington. **Kathryn Epstein** and **Sherm Brody** appointed Washington fm outlet's sales manager and program director, respectively.



Mr. Falcon

**Mary Jo Hipple**, member of promotion department of WSJS-AM-TV Winston-Salem, N. C., named assistant to promotion manager.

**Donna Traverse**, formerly with

## ITA chairman to resign

**Sir Ivone Kirkpatrick**, chairman of Independent Television Authority in England, announced that he will resign post later this year. Sir Ivone said that his decision had nothing to do with Pilkington report which sharply criticized commercial network over which ITA has regulatory power. He will become chairman of National Bank, private banking company.

**WTAO** Cambridge and **WORL** Boston, both Massachusetts, joins **WMTW-TV** Poland Spring, Me., as hostess of *Teddy Bear Playhouse*, replacing **Sally Proud**.

**Michael Laurence** resigns as pr director of **WMCA** New York and **Radio Press International**, voiced news service.

**Ralph O. Briscoe**, budget director of **CBS Television Stations Div.**, New York, appointed assistant controller of that division. Mr. Briscoe joined **CBS** in January 1958 as member of corporate financial staff.

**Lou Johnson** joins staff of **WLIS** Old Saybrook, Conn.

**Jack Par** joins **KEX-AM-FM** Portland, Ore., as air personality.

**Henry H. Hicks**, **ABC** Radio news editor, awarded **Ford Foundation Fellowship** and will enter **Columbia U.**, New York, in September for course of study on Soviet Union. He has been granted nine-month leave of absence from **ABC**.

**Louis I. Teicher**, manager of staff orchestra of **CBS-TV**, New York, named director of music operations of **CBS-TV** network.



Mr. Teicher

**Dave Cummins**, program director of **WICE-AM-FM** Providence, R. I., joins **WHIH** Portsmouth, Va., as air personality. **Gary Lawrence**, for past year handling special promotion and sales assignments for **WHIH**, named air personality.

**Richard J. Braun**, continuity director of **KALL** Salt Lake City and **Intermountain Network**, joins promotion staff of **KBTB (TV)** and **KBTR** Denver. **George M. Mathews**, local sales manager of **WMBD-AM-FM** Peoria, Ill., to **KBTB** as account executive.

**Michael Ruppe Jr.** and **Henry Hirsch** appointed pr manager and advertising-sales promotion manager, respectively, of **KYW-AM-FM** Cleveland.

**Gary Waller**, member of operations and promotion departments of **CBS-TV** in Los Angeles, named director of promotion of **KCOP (TV)**, that city.

**Michael Keating**, account executive with **CBS Radio Spot Sales** in Los Angeles, joins sales staff of **CBS-owned KNXT (TV)**, that city.

**Patrick J. Palombo**, formerly with **Stahl, Lewis & Patton Adv. Agency**, Los Angeles, joins publicity department of **KTTV (TV)**, that city.

**Maury Rosen**, salesman with **KWKW Pasadena-Los Angeles**, Spanish-language station, promoted to retail sales manager.

**Ray Tannehill**, news director of **WERE** Cleveland, to assist sportscaster **Gib Shanley** in this season's broadcasts of **Cleveland Browns** football games. Mr. Tannehill will travel with team and provide play-by-play and various pre- and post-game programs.

**Ron Beach**, promotion director of **WLAN-AM-FM** Lancaster, Pa., returns from six months active duty with **U.S. Army** to assume former duties.

## INTERNATIONAL

**Michael Wright** named tv sales manager of **Kenya Broadcasting Corp.** He will also handle advertising, pr and station promotion.

**Ross McLean**, executive producer of **CTV Television Network**, Toronto, and formerly of **Canadian Broadcasting Corp.**, that city, resigns to become independent program consultant.

## MAGNIPHASE



**MAGNIPHASE** — protects antenna system from damage caused by static discharge or transmission line faults.  
**MAGNIPHASE** — will instantaneously squelch transmitter output, preventing arc from being sustained by RF energy. Immediately self-restoring, transmitter interruption goes unnoticed on the air.

**Continental Electronics**  
 MANUFACTURING COMPANY  
 4212 SOUTH BUCKNER BLVD. DALLAS 27, TEXAS  
 Subsidiary of Ling-Temco-Vought, Inc.

**W. D. West** appointed manager of special broadcast accounts of RCA Victor Co. Ltd., Montreal.

**Peter Thomson**, formerly with CFTO-TV Toronto, joins Needham, Louis & Brorby of Canada Ltd., that city, as tv producer.

**Ward Rutherford** appointed news and features editor of Channel Television Ltd., London, England.

## PROGRAMMING

**Sidney Kaufman**, former executive of Continental Film Productions Corp., Chattanooga, Tenn., and **Thomas A. Pyle**, production coordinator and director of Depicto Films Corp., New York, elected to board of directors of Television City Arizona. Mr. Kaufman will serve as producer and packager in TCA's motion picture and tv divisions; Mr. Pyle as studio manager.

**Norman (Buck) Long** appointed national sales manager of Medallion Tv Enterprises, Hollywood, and is currently spear-heading sales campaign for new half-hour country-western musical series, *Star Route, U.S.A.*

**Jerry Schnitzer**, former director and producer of tv commercials for Robert Lawrence Productions' west coast operations, resigns to head his own production company under name of Gerald Schnitzer Productions. Winner of numerous awards in international film festivals, Mr. Schnitzer has been signed to produce new commercials for Chevrolet, Gallo Wines and Sunray-Dx gasoline among others. Address: 5746 Sunset Blvd., Hollywood 28, Calif. Telephone: Hollywood 9-1158.



Mr. Schnitzer

**H. Jerry Girouard**, former district manager of NBC Films and Victory Program Sales, joins Jayark Films Corp., New York, as account executive.

**Dr. Floyd M. Anderson**, executive director of American Institute of Family Relations, joins KABC-AM-FM Los Angeles to host daily live broadcast of on-the-air exploration of problems of human adjustment and marital affairs. New series, to be heard from 1:25-2:00 p.m., Monday through Saturday, began last Monday (July 30).

**Dick Feldman**, Doyle Dane Bernbach, New York, and **Jack Goodford**, vp of Electra Studios, that city, join Vidéo Pictures Inc., New York.

**Joan Chaffee**, free-lance film editor, joins Dolphin Productions, New York, as supervising editor of tv commercials.

**Robert L. Rippen**, former producer-director of such NBC programs as *Meet*

## Fink chosen IEEE chief

**Donald G. Fink**, director of Philco Scientific Laboratory, appointed general manager of newly formed Institute of Electrical & Electronic Engineers (IEEE),



Mr. Fink

New York. Mr. Fink will, however, remain at his Philco post until his successor is named. The merger of American Institute of Electrical Engineers (AIEE) and Institute of Radio Engineers (IRE) to form Institute of Electrical & Electronic Engineers (IEEE) becomes effective in January 1963. As general manager, Mr. Fink will be chief staff officer responsible for day-to-day operation of world's largest engineering society, with estimated membership of 160,000. He joined Philco in 1952, was appointed director of research activities in 1959, and elected vp for research in 1961.

*The Press, Youth Wants To Know* and *Project 20*, signed as producer of Dr. Albert E. Burke's *Probe* series now in production by National Telefilm Assoc., with distribution date scheduled for September.

**Marshall Flaum**, producer with CBS-TV, New York, assigned producer on *The Passing Years*, half-hour documentary series to be produced by Wolper Productions for Ziv-UA. **William Schenberg** signed as film editor for series.

**Terry Saunders** joins Wolper Productions, Hollywood, as producer-director with initial assignment on *The Story of a Wild Catter*, dramatic tv documentary series for Ziv-UA.

## EQUIPMENT & ENGINEERING

**Fred J. Borch**, vp and group executive of General Electric Co., New York, elected executive vp and member of board of directors. In his new position, Mr. Borch will have world-wide responsibility for company's five operating groups: Aerospace and defense, consumer products, electric utility, industrial and international.

**John C. McElroy**, **John D. Nyquist**, **F. C. Dyer** and **R. C. Mullaley** elected vps of Collins Radio Co. Mr. McElroy, director of engineering development, becomes vp of engineering, Cedar Rapids. Mr. Nyquist, director of manufacturing, to vp of manufacturing, Cedar Rapids. Mr. Dyer, vp of former subsidiary Alpha Corp., becomes vp of new Alpha systems division, Dallas. Mr. Mul-

laley, assistant vp of construction, elevated to vp of construction, Dallas. **John M. Whalen** elected assistant vp of administration, Dallas; **R. M. Matthews** elected treasurer, Dallas; **F. J. Raskopf** named corporate director of advertising, Dallas, and **R. B. Davis**, pr assistant, promoted to pr manager, Cedar Rapids.

**Hodge C. Morgan**, industrial electronic products manager of Bendix Radio Div., Baltimore, joins RCA Service Co., New York, as manager of communications products marketing.

## ALLIED FIELDS

**Rod Gelatt**, member of faculty of U. of Iowa School of Journalism, Iowa City, appointed director of school's recently merged radio and tv journalism sequences into combined curriculum. Mr. Gelatt will also serve as news director of university's radio station, WSUI Iowa City.

## DEATHS

**Medford E. Maxwell**, 57, president of Med Maxwell Productions, Fort Wayne, Ind., and former broadcast executive, died of heart attack July 17 at Barnes Hospital in St. Louis. Following his teaching career (DePauw U. School of Music), Mr. Maxwell entered field of radio. He served successively as general manager of WCLS Joliet, Ill., traffic manager of WIRE Indianapolis, program manager of WOWO Fort Wayne, Ind., and production manager of ABC in Chicago. He then entered advertising business with Wade Adv. and has served as president of Med Maxwell Productions since 1944. Mr. Maxwell was well known for production of *Let's Go Visiting*, national farm program.



Mr. Maxwell



Mr. Kroeck

**Louis F. Kroeck**, 56, sales manager, of KUXL Golden Valley, Minn., died of heart attack July 29 there. Mr. Kroeck was previously associated with Edward Petry & Co., New York, and Avery-Knodel, Chicago.

**James R. Day**, 52, vp in charge of engineering and research of Radio Engineering Laboratories, subsidiary of Dynamics Corp. of America, Long Island City, N. Y., died July 28 at Doctors Hospital in New York City. Mr. Day joined firm 17 years ago. He was elected vp in 1949 and director in 1959. Recently, he was named to post of vp for technical planning of Dynamics Corp. of America.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 26 through August 1 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

ACTIONS BY FCC

■ Commission granted applications of (1) Bi-States Co. (KHOL-TV, ch. 13), Kearney, Neb., to increase vis. ERP from 204 kw to 318 kw and ERP from 110 kw to 158 kw, change trans. location from 2.5 miles north northeast of Axtel to 1.2 miles northwest of Lowell, move of about 18 miles, increase ant. height from 550 ft. to 1,110 ft., and make equipment changes, and (2) Topeka Bcstg. Assn. Inc. (WIBW-TV ch. 13), Topeka, Kan., to change trans. location from 1.3 miles west of Topeka to about 20 miles west of that city, increase ant. height from 1,010 ft. to 1,380 ft., and change type ant. In so doing, commission waived rules to permit co-channel mileage separation of 188.3 miles, instead of the 190 miles required by Sec. 3.610(b), and, by letter, denied objections by Assn. of Maximum Service Telecasters Inc. Comr. Lee dissented and issued statement. Action August 1.

■ Commission granted applications of Purdue U. for two new uhf tv translator stations on chs. 79 & 83 to serve Detroit, Mich., by rebroadcasting programs of its airborne experimental educational stations KS2XGA and KS2XGD at Montpelier, Ind. At present time, viewers in Detroit area are unable to adequately receive direct signals. Translator stations will serve estimated population of two million persons and will enable Detroit viewers, both educational institutions and in homes of general public, to receive clear and satisfactory pictures of airborne transmissions. Action August 1.

■ Granted renewal of licenses to KNOE Inc., for KNOE Monroe, La.; Noe Enterprises Inc., for KNOE-TV Monroe, and WNOE Inc., for WNOE New Orleans. Action August 1.

■ By memorandum opinion & order, commission waived Secs. 1.310, 1.351(b)(2)(i), 1.354, and 1.354(c) of rules and accepted for filing as of July 18 application of Eastside Bcstg. Co. to move trans. site and studio location of KNBX from Kirkland, Wash., to Seattle. Applicant stated that its present site is to be converted to commercial use for a shopping center in near future, and due to extensive residential zoning it has been unable to locate suitable site in Kirkland. At same time, Commission gave notice that KNBX application will be available for processing on Sept. 4. Action July 25.

WKBT (TV) (ch. 8) La Crosse, Wis.—Waived mileage separation requirement of Sec. 3.610 and granted application to change trans. location from Town Road and School Section Roads, near Bergen, to one mile northeast of Galesville, both Wisconsin, move of approximately 29 miles; increase vis. ERP to 318 kw, aur. to 158 kw, type trans., type ant., make other equipment changes, and increase ant. height above average terrain to 1,540 ft. Action July 25.

■ By memorandum opinion & order, commission waived mileage separation requirement of Sec. 3.610(b) and granted application of Tri-Cities Bcstg. Co. (KVKM-TV ch. 9), Monohans, Tex. to move its trans. location to about 28 miles north of Monahans in direction of Odessa and Midland, all Texas, increase ant. height above average terrain to 1,270 ft., and increase ERP to 240 kw vis., with 120 kw aur.; denied petitions to deny by Midland Telecasting Co. (KDCD-TV ch. 18), Midland, and Southwest States, Inc. (KOSA-TV ch. 7), Odessa. Comr. Lee dissented and issued statement. Action July 25.

■ By memorandum opinion & order, commission waived Sec. 3.610(c) of rules and granted application by New Orleans Tv Corp. for mod of cp of WVUE-TV ch. 12, New Orleans, to move trans. from Socola to near Chalmette, La., change type of trans., relocate studio, decrease ERP from 318 to 132 kw vis., and ant. height from 1,320 to 1,010 ft.; engineering conditions. In so doing it denied certain pleadings by Assn. of Maximum Service Telecasters Inc.; Capitol Bcstg. Co. (WJTV (TV) ch. 12), Jackson, Miss., and St. Anthony Tv Corp. (KHMA (TV) ch. 11), Houma, La. Comr. Lee dissented to memorandum opinion. Action July 25.

■ By separate action, commission waived Sec. 3.610 of rules and granted temporary authority to WVUE (TV) which has been temporarily on ch. 13 assigned to Biloxi, Miss., to operate from Aug. 20 to Nov. 20 on ch. 12 at its present trans. location at Jung Hotel, with ant. height 330 ft., with maximum radiation in direction of WJTV (TV) Jackson, Miss., not to exceed 66 kw; such temporary operation not to commence until WLOX (TV) commences equipment tests on ch. 13 in Biloxi. Action July 25.

■ By memorandum opinion & order, commission granted applications by People's Tv Assn. Inc., for mod. of cp to change ERP, chs., trans. location, etc. of two vhf translator stations serving Ephrata, Soap Lake, Moses Lake and the Larson Air Force Base, all Washington; denied opposing petition by Haltom Corp. (now Cascade Bcstg. Co.), license of KIMA-TV, ch. 29, Yakima, and KEPR-TV ch. 19, Pasco. Changes involve output channels and trans. sites. Action July 25.

New tv stations

ACTIONS BY FCC

Central Minnesota Tv Co., Walker, Minn.—Granted cp for new tv station to operate on ch. 12; ERP 31 kw vis. and 15.5 kw aur.; ant. height 930 ft. Action August 1.

Athens, Ohio—Ohio U. Granted cp for new etv station on ch. 20 (508-512 mc); ERP 12.3 kw vis., 8.2 kw aur. Ant. height above average terrain 810 ft., above ground 863 ft. Estimated construction cost \$108,080; first year operating cost \$70,000; no revenue. P. O. address Athens. Studio and trans. location Athens. Geographic coordinates 39° 18' 50" N. Lat., 82° 08' 54" W. Long. Trans.

GE TT-20-A; ant. GE TY-25-B. Legal counsel Cohn & Marks, Washington, D. C., consulting engineer Jansky & Bailey, Washington, D. C. Principals are board of trustees of university. Action July 27.

■ Commission granted cp to ch. 13 Grand Rapids Inc., representative of applicants for that channel at Grand Rapids, Mich., for rendering interim service until applicant for regular service is selected and regular service begins. Application granted calls for joint operation by 4 of 5 applicants. They are Grand Bcstg. Co.; West Michigan Telecasters Inc.; MKO Bcstg. Corp., and Peninsular Bcstg. Co. Fifth applicant, Major TV Co., is not now participating in proposed interim operation.

Interim operation will be with ERP 316 kw vis. and 158 kw aur., with ant. height 1,000 feet above average terrain. Principals are William C. Dempsey, president; James R. Searer, John D. Locks and Mary Jane Morris, vice presidents; and Joseph A. Renihan, secretary-treasurer. Office of president will be rotated every four months among representatives of stockholders. Action July 25.

APPLICATIONS

Linden (Newark), N. J.—New Jersey Tv Bcstg. Corp. (668-674 mc); ERP 200 kw vis., 108 kw aur. Ant. height above average terrain 578 ft., above ground 194 ft. Estimated construction cost \$438,150; first year operating cost \$240,000; revenue \$260,000. P. O. address 1020 Broad St., Newark 1. Studio location Newark; trans. location West Orange, N. J. Geographic coordinates 40° 47' 15" N. Lat., 74° 15' 18" W. Long. Type trans. RCA TTU-12A; type ant. RCA TFU-24DM. Legal counsel Marmet & Schneider, Washington, D. C., consulting engineer Paul Godley, Great Notch, N. J. Principals: Nera Braverman (11 2/3% shares), Isaac Blonder (58 2/3% shares), Eugene Sherman, John Van Drill, Robert Helft, Frederic C. Sasse, and E. B. Berlinrut (each 1 1/3% shares). Ann. July 27.

New Bedford, Mass.—Rhode Island Tv Corp. Vhf ch. 6 (62-88 mc); ERP 60.3 kw vis., 30.2 kw aur. Ant. height above average terrain 370 ft., above ground 269 ft. Estimated construction cost \$739,071; first year operating cost \$634,000; revenue \$780,000. P. O. address 140 Freeman Parkway, Providence. Studio and trans. location New Bedford. Geographic coordinates 41° 38' 08" N. Lat., 71° 10' 04" W. Long. Type trans. RCA TT10AL; ant. to be custom built traveling wave. Legal counsel Spear, Hill & Greeley, Washington, D. C., consulting engineer Willis C. Beecher, Washington, D. C. Principal: Robert A. Riesman, sole owner. Mr. Riesman is director of International Telephone & Telegraph Corp. Ann. July 28.

Existing am stations

ACTIONS BY FCC

KOVE Lander, Wyo.—Granted increased daytime power on 1330 kc, DA-N, from 1 kw to 5 kw, continued nighttime operation

## EDWIN TORNBERG

### & COMPANY, INC.

**Negotiators For The Purchase And Sale Of  
Radio And TV Stations  
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242;  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-316A;  
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

with 1 kw; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action August 1.

Charles County Bcstg. Inc., LaPlata, Md., Dorlen Bcstrs. Inc., Waldorf, Md. & Radio Vienna, Vienna, Va.—Designated for consolidated hearing applications for new daytime am stations on 1560 kc—Charles County with 250 w, Dorlen with 1 kw, DA, and Radio Vienna with 500 w, but with 250 w CH; made WQXR New York, N. Y., WPGC Morningside, Md., and FAA, parties to proceeding. Action August 1.

KOLO, Western Bcstg. Co., Reno, Nev. & KWES Bcstg. Co., Ceres, Calif.—Designated for consolidated hearing applications of KOLO to increase daytime power from 1 kw to 5 kw, continued operation on 920 kc with 1 kw-N, and KWES for new daytime station on 920 kc, 500 w, DA; made KEWB Oakland, KFRE Fresno, and KMET Paradise, all California, and KOLO (with respect to its existing operation), parties to proceeding. Action August 1.

WFUN South Miami, Fla.—Designated for hearing application for mod. of license to move main studio to Miami Beach. Hearing issues are to determine whether WFUN can effectively serve South Miami as a medium of local self expression from proposed MacArthur Causeway studio in Miami Beach and whether applicant has shown good cause for waiver of Sec. 3.30(a) to permit establishment of main studio outside corporate limits of South Miami at point other than WFUN trans. site. Action August 1.

WNAM Neenah-Menasha, Wis.—Waived Sec. 3.24(g) of rules and granted application to increase daytime power from 1 kw to 5 kw, and change from DA-N to DA-2, continued operation on 1280 kc, 1 kw-N; conditions. Comr. Ford dissented. Action August 1.

WSSB Durham, N. C.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action August 1.

WRMT Rocky Mount, N. C.—Waived Sec. 1.354(c) of rules and granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action August 1.

WHVH Henderson, N. C.—Waived Sec. 1.354(c) of rules and granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action August 1.

KLTR Blackwell, Okla.—Granted increased power on 1580 kc, D, from 250 w to 1 kw; remote control permitted; condition. Action August 1.

WEOK Poughkeepsie, N. Y.—Designated for hearing application for change on 1390 kc from 5 kw, DA, D, to 1 kw-N, 5 kw-LS, DA-2; made Catskills Bcstg. Co. and Ellenville Bcstg. Co., applicants for new am stations in Ellenville, N. Y., parties to proceeding. Comr. Lee voted to grant. Action July 25.

WMSR Manchester, Tenn.—Designated for hearing application for change on 1320 kc from 1 kw, D, to 500 w-N, 5 kw-LS, DA-N. Comr. Lee voted to grant. Action July 25.

KMIS Portageville, Mo.—Designated for hearing application to increase power on 1050 kc, D, from 250 w to 1 kw; made WNES Central City, Ky., party to proceed-

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, August 1

	Lic.	ON AIR		TOTAL APPLICATIONS	
		Cps.	Not on air	For new stations	
AM	3,675	67	148	667	
FM	937	64	205	181	
TV	481 <sup>1</sup>	78	92	121	

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, August 1

	OPERATING TELEVISION STATIONS		TOTAL TV
	VHF	UHF	
Commercial	471	91	562
Non-Commercial	42	17	59

## COMMERCIAL STATION BOXSCORE

Compiled by FCC June 30

	AM	FM	TV
Licensed (all on air)	3,686	955	484 <sup>1</sup>
Cps on air (new stations)	59	57	76
Cps not on air (new stations)	141	179	83
Total authorized stations	3,886	1,012	654 <sup>2</sup>
Applications for new stations (not in hearing)	438	112	46
Applications for new stations (in hearing)	10	14	51
Total applications for new stations	448	126	97
Applications for major changes (not in hearing)	436	91	34
Applications for major changes (in hearing)	45	10	13
Total applications for major changes	481	101	47
Licenses deleted	3	1	0
Cps deleted	1	3	0

<sup>1</sup>There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. <sup>2</sup>Includes one STA.

ing. Comr. Lee voted to grant. Action July 25.

KSIX Corpus Christi, Texas—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action July 25.

WKUR Media, Pa.—Waived Secs. 3.188(b) (1) and 3.189(b)(8) of rules and granted mod. of cp to install ant. top-loading and make changes in its DA pattern. Action July 25.

WAVN Stillwater, Minn.—Granted increased power on 1220 kc, D, from 1 kw to 5 kw; remote control permitted. Action July 25.

WFLS Fredericksburg, Va.—Designated for hearing application to increase power on 1350 kc, D, from 500 w to 1 kw; granted in part opposing petition by WAVY Portsmouth, and made it party to proceeding. Action July 25.

Five Cities Bcstg. Inc., Austell, Ga.; Dou-

glas County Bcstg. Co., Douglasville, Ga.—Designated for consolidated hearing applications for new daytime am stations to operate on 1520 kc, 1 kw, but with 500 w CH-D. Action July 25.

KTSL Burnet, Texas—Waived Sec. 1.323 (b) of rules to accept application for reinstatement of expired permit and granted same. Former permit for new station on 1340 kc, 250 w, U, expired Jan. 24, 1962. Action July 25.

WRB Mt. Clemens, Mich.—Designated for hearing application to change from daytime to unl. with DA-2, continued operation on 1430 kc with 500 w. Comr. Lee voted to grant. Action July 25.

By memorandum opinion & order, commission granted application of White Pine Bcstg. Co. for mod. of license of station KELLY Ely, Nev. (1230 kc, 250 w) to change operation from unl. to SH. Action July 25.

WGLI Babylon, N. Y.—Designated for hearing application to increase daytime power on 1290 kc from 1 kw to 5 kw, and change from DA-1 to DA-2, continued nighttime operation with 1 kw; on own motion, made WAVZ New Haven, Conn., and WADO New York, N. Y., parties to proceeding. Dismissed opposing petition by WADO as untimely filed. Action July 25.

## APPLICATIONS

KBOI Boise, Idaho—Cp to change frequency from 950 kc to 670 kc, increase power to 50 kw, change from DA nighttime to DA from 2 hours before sunset to 2 hours after sunrise, install new trans., change ant.-trans. location and make changes in ant. system (increase height and add 1 tower). Ann. July 26.

KDGO Durango, Colo.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 26.

KDXU St. George, Utah—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 26.

KHAS Hastings, Neb.—Cp to increase daytime power from 250 w to 1 kw, install new trans., make changes in ant. system (decrease height), change ant.-trans. location and operate trans. by remote control from main studio location. Ann. July 26.

WSDR Sterling, Ill.—Mod. of cp to increase nighttime power from 100 w to

# SUBSCRIPTION APPLICATION

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**New am stations**

**ACTIONS BY FCC**

**Kemmerer, Wyo.—Lincoln Bestg. Co.** Granted cp for daytime am on 950 kc, 1 kw, condition that presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 583. Estimated construction cost \$22,709, first year operation cost \$24,000, revenue \$36,000. Principals include Attilio W. Bedont, 37½%, William B. Davis 25%, John J. Rooney, 18%, William G. Walton, 19½%. Mr. Bedont is in insurance. Mr. Davis has interest in KOWB Laramie, Wyo. Messrs. Rooney and Walton are attorneys. Action August 1.

**Shorewood Bestg. Corp., P. O. Box 512, Marshfield, Wis., Fort Atkinson, Wis.—** Granted cp for new daytime am station to operate on 440 kc 250 w, DA; conditions and pre-sunrise operation with daytime facilities precluded pending decision in Doc. 14419. Action July 27.

**Apopka, Fla.—Adair Charities Inc.** Granted cp for new am on 1520 kc, 5 kw DA; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 65, Maitland, Fla. Estimated construction cost \$75,553, first year operating cost \$80,000, revenue \$100,000. Principals include Robert C. Adair, Richard P. Adair (brothers), Agnes Kuhn (sister of Robert and Richard), Eleanor Adair (wife of Robert), Cristina Adair (wife of Richard), Fred L. Adair (father), 18½% each. Adair Charities Inc. holds interest in WJOB Hammond, Ind. Action July 25.

**Roseau, Minn.—Marlin T. Obie and Henry G. Tweten.** Granted cp for new am on 1410 kc, 1 kw; remote control permitted; and pre-sunrise operation with daytime facilities precluded pending decision in Doc. 14419. P. O. address P. O. Box 230, East Grand Forks, Minn. Estimated construction cost \$13,900, first year operating cost \$40,000, revenue \$45,000. Messrs. Obie and Tweten are equal partners. Mr. Obie has interests in KWAD Wadena, KRAD East Grand Forks, both Minnesota; and KXLO Lewistown, Mont. Action July 25.

**Shenandoah, Pa.—Schuykill Trans-Audio Corp.** Granted cp for new am on 1530 kc, 250 w; condition, and pre-sunrise operation with daytime facilities precluded pending decision in Doc. 14419. P. O. address Oppenheimer Bldg. Estimated construction cost \$29,845, first year operating cost \$45,000, revenue \$60,000. Principals are Naysh C. Brennan (20%), Frank J. Toole (20%), Louis H. Murray (15.6%), John L. Miller (15.6%), Martin F. Malarkey Jr. (15.6%) and David R. Wolfe (13.2%). Mr. Brennan is dentist with lumber and plumbing interests. Mr. Toole is attorney. Mr. Miller has textile and oil and gas distributing interests. Mr. Murray is general manager of WPAM Pottsville, Pa. Mr. Wolfe is senior staff announcer of WJAC-TV Johnstown, Pa. Mr. Malarkey has catv and chemical interests. Action July 25.

**Marlin T. Obie and Henry G. Tweten, Mayville, N. D.—** Designated for hearing application for new daytime am station to operate on 1520 kc, 250 w; issues include Sec. 3.35(a) multiple ownership. Action July 25.

■ By memorandum opinion & order, commission (1) designated for consolidated hearing applications of Edina Corp., Edina, and Tedesco Inc., Bloomington, both Minnesota, for new am stations to operate unlicensed on 1080 kc—Edina with 10 kw, DA-1, and Tedesco with 10 kw-N, 50 kw-LS, DA-2; made FAA party to proceeding; (2) denied petition by Edina for reconsideration of April 11 action which accepted for filing

Tedesco's application, and (3) granted in part opposing petition by KRLLD, Dalias, Texas, Action July 25.

**APPLICATIONS**

**Cozad, Neb.—Dawson County Bestg. Corp.** 1580 kc, 1 kw-D. P. O. address Cozad. Estimated construction cost \$20,000; first year operating cost \$40,000; revenue \$48,000. Principals: Kermit G. Kath and Eugene H. Dodds (each 15%), D. L. Dodds (10%), Kenneth W. Muirhead, Francis W. Hunt, Harold G. Arehart, Carroll D. Winegar, Emil M. Swanda Jr., C. W. Hoffman, Wayne A. Davis, Leo W. Harkness, Herman V. Hansen, Frank H. Miller, William P. Trusdale, and Dale W. Reynolds (each 5%). Mr. Kath is sole owner of KGOS Torrington, Wyo., and holds interest in KOLR Sterling, Colo., other principals have no broadcast interests at present, although Messrs. Dodds had 27% and 26%, respectively of KOLR. Ann. July 31.

**Wainena, Hawaii—Leeward Bestg. Corp.** 1560 kc, 1 kw. unlicensed. (Requests waiver of Sec. 1.354 of rules.) P. O. address 1510 Bertram St., Honolulu. Estimated construction cost \$21,748; first year operating cost \$41,000; revenue \$49,000. Anthony Tashnick Jr. is sole owner. Mr. Tashnick Jr. has no other broadcast interests and is presently serving in the military. Ann. July 27.

**Roswell, N. M.—John A. Barnett.** 1020 kc, 10 kw-N, 50 kw-D. P. O. address Box 670, Roswell. Estimated construction cost \$154,000; first year operating cost \$102,000; revenue \$120,000. Mr. Barnett is sole owner, and is owner of KRSY and KSWV-TV Roswell. Ann. July 31.

**Existing fm station**

**APPLICATION**

**KTPM Sun City, Ariz.—**Cp to change frequency from 108.3 mc to 103.5 mc, decrease ant. height above average terrain from 98 ft. to 92.5 ft., increase ERP from 988 w to 4.8 kw, change type ant. and make changes in ant. system. Ann. August 1.

**New fm stations**

**Actions by Broadcast Bureau  
Actions of July 27**

**Boston Bestg. Co., Tulsa, Okla.—**Granted cp for new class C fm station to operate on 96.5 mc, ERP 20 kw, ant. height 350 ft.

**Antelo L. Fazzari, Winter Haven, Fla.—**Granted cp for new class C fm station to operate on 97.5 mc, ERP 19.5 kw, ant. height 140 ft.; condition.

**Ark-Valley Bestg. Inc., Garden City, Kan.—**Granted cp for new class C fm station to operate on 97.3 mc, ERP 11 kw, ant. height 230 ft.; remote control permitted.

**Clearwater Radio Inc., Clearwater, Fla.—**Granted cp for new class C fm station to operate on 95.7 mc, ERP 20 kw, ant. height 185 ft.; remote control permitted.

**\*Nashville, Tenn.—**City of Nashville, Board of Directors, Nashville Public Library. Granted cp for noncommercial fm station to operate on 90.3 mc, 15 kw. Ant. height above average terrain 354 ft., remote control permitted. P. O. address 222 Eighth Ave. N., Nashville 3. Estimated construction cost \$23,963; first year operating cost \$12,000

**APPLICATION**

**Alisal, Calif.—KRKC Inc.** 96.1 mc, ch. 241, 10.4 kw. Ant. height above average terrain 193 ft. P. O. address Box 625, King City, Calif. Estimated construction cost \$4,000; first year operating cost and revenue none above am operation. Principal: Robert T. McVay, sole owner. Mr. McVay is former general manager of KWG Stockton, Calif. Ann. July 27.

**Ownership changes**

**ACTIONS BY FCC**

**WITE, Quad Cities Bestg. Corp., Brazil, Ind.—**By order, commission, on showing of compliance with exceptions to three-year holding rule, granted assignment of license to Community Bestg. Corp. (John A. White and wife (75%) and Casey A. Steckman (25%)); consideration \$56,500 and agreement not to compete in radio broadcasting within 25 miles of Brazil for 7 years. Whites have 80% interest in WBRN Big Rapids, Mich. WITE has been silent since February 5. Action August 1.

**WTAE (TV), Tv City Inc., Pittsburgh, Pa.—**Granted acquisition of positive control by The Hearst Corp. (now 50% owner) through purchase of remaining stock from Earl F. Reed and Irwin D. Wolf Jr., voting

trustees; consideration \$10,800,000. This is the largest price paid for half interest in station. Hearst is licensee of WBAL-AM-FM-TV Baltimore, Md., WISN-AM-FM-TV Milwaukee Wis., and is 50% owner of WRYT-AM-FM-TV Pittsburgh. Action August 1.

**KSEW, Voice of Sheldon Jackson Inc., Sitka, Alaska—**Granted assignment of license to Christian Bestrs. Inc. (T. M. Moore Jr., president); consideration \$10,000. Action August 1.

**WRJS, Jose Soler, San German, P. R.—**Granted assignment of license to Electronics Enterprises Inc. (WITA-AM-FM San Juan); consideration \$53,000. Action August 1.

**KELR, Charles L. Cain, El Reno, Okla.—**Granted assignment of cp to C P Corporation (Cain and wife 50% and Joseph M. Price, 50%); no monetary consideration. Action August 1.

**KTVT (TV), NAFI Telecasting Inc., Fort Worth, Texas—**Granted (1) renewal of lition \$800,000 and agreement not to compete. censes and (2) assignment of cp and license to WKY Tv System Inc.; consideration \$100,000. WKY-TV Oklahoma City, Okla., and WTVT (TV) Tampa, Fla. Action August 1.

**WANE Fort Wayne, Ind.—**Waived Secs. 3.188(d) and 1.354(c) of rules and granted increased daytime power on 1450 kc from 500 w to 1 kw, continued nighttime operation with 250 w; conditions. Action August 1.

**KCND-TV (ch. 12), Pembina Bestg. Inc., Pembina, N. D.—**On showing of compliance with exceptions to three-year holding rule, granted transfer of control from Harry F. Rice et al. to Producers Inc. (50% owned by The Polaris Corp.); consideration \$190,200. Comr. Bartley dissented. Action July 25.

**KXGO-TV (ch. 11), North Dakota Bestg. Inc., Fargo, N. D.—**On showing of compliance with exceptions to three-year holding rule, granted assignment of licenses to Pembina Bestg. Inc.; latter to buy property and equipment for \$390,000. Comr. Bartley abstained from voting. Action July 25.

**KNOX-TV (ch. 10), Community Tv Corp., Grand Forks, N. D.—**Granted transfer of control to Pembina Bestg. Inc.; consideration \$90,278. Comr. Bartley abstained from voting. Action July 25.

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## APPLICATIONS

**WRSC State College, Pa.**—Seeks relinquishment of positive control of permittee corporation by L. Edward Pamphilon (52.63%) through sale of 18.5 shares of stock to each, Glenn L. Musser and Howard S. Frazier Inc., (each 33.16%). Each transferee will pay Mr. Pamphilon \$2,312, and whose remaining interest is 33.16%. Licensee, Suburban Bcstg. Corp., is permittee of cp WSER Elkton, Md. Ann. August 1.

**WSER Elkton, Md.**—Seeks relinquishment of positive control of permittee corporation by L. Edward Pamphilon 52.63% through sale of 18.5 shares of stock to each, Glenn L. Musser and Howard S. Frazier Inc., each 33.16%. Each transferee will pay Mr. Pamphilon \$2,312, whose remaining interest is 33.16%. Permittee Suburban Bcstg. Corp. is licensee of WRSC State College, Pa. Ann. August 1.

**KANE New Iberia, La.**—Seeks transfer of cp from George H. Thomas, James J. Davidson Jr., Daniel H. Castille, and Dinald Bonin, partners, d/b as New Iberia Bcstg. Co. to same persons tr/as New Iberia Bcstg. Inc. No financial consideration involved. Ann. July 27.

**WBSC Bennettville, S. C.**—Seeks assignment of license from Y. W. (Jr.), R. B., S. T. Scarborough, and Frances S. Webb (each 22.81%), George K. Webb, Elizabeth M., Curtis M., and Helen C. Scarborough (each 2.39%), d/b as Atlantic Coast Life Ins. Inc. to William S. Dodson (100%) tr/as Big Bend Bcstg. Co. Consideration \$85,000. Mr. Dodson is owner of WCHN Quincy, Fla. Ann. July 27.

**WBST-AM-FM-TV South Bend, Ind.**—Seeks transfer of control of licensee corporation from Franklin D. Schurz as executor of estate of F. A. Miller, deceased, (19%) to himself and son, Franklin D. Schurz Jr. as trustees of F. A. Miller Trust (19%). No financial consideration involved. Ann. July 27.

**WRIT-AM-FM Milwaukee, Wis.**—Seeks assignment of cp and license from Radio Milwaukee Inc., complex of financial interests most principal of which are H & E Balaban Corp. (31.66%), Atlantic Brewing Co. (15.83%) and Nancy Epstein (17.1%), to Charles Sawyer (100%). d/b as Great Trails Bcstg. Corp. Consideration \$600,000. Mr. Sawyer is owner, through transferee corporation, of Mid-America Bcstg. Corp. licensee of WKLO-AM-FM, fm is cp, WEZI (TV), cp, all Louisville, Kentucky, and WING Dayton, Ohio, and applicant for WING (FM). Ann. July 27.

**WWOL-AM-FM Buffalo, N. Y.**—Seeks transfer of control of licensee corporation from Melvin C. Green and Lester W. Lindow (each 25.1%), Mac & Co. (13.4%), Martin F. Beck (10%), Evelyn H. Bitner (6.4%), Harry J. Ockershausen, William J. Dempsey, William C. Kaplovitz, and Frederick Walton Jr. (each 5%), interest is held in Grenlin Bcstg. Inc., sole owner of licensee Radio Buffalo Inc., to WSTV Inc., solely owned by Rust Craft Greeting Cards Inc. (corporation of 30 stockholders with small interests, largest interests are held by Jack N. and Louis Berkman (each 17.21%) and John J. Laux (11.36%)). Consideration \$228,200. Transferee owns WSTV-AM-FM-TV Stuebenville, Ohio, WBOY-AM-TV Clarksburg, W. Va., WGRP-TV Chattanooga, Tenn., and has 40% interest in New Orleans Tv Corp., holder of cp for ch. 12, New Orleans, and STA on ch. 13 same city. Through WPIT Inc. owns WPIT-AM-FM Pittsburgh and WSOL Tampa, Fla. Ann. July 27.

**WMIC St. Helen, Mich.**—Seeks assignment of license from Chauncey G. Burke Jr., Ray Lane and Allison Eicher (each 1/3%), d/b as Bell Enterprises, to Mr. Burke Jr. (sole owner), tr/as individual. Consideration that transferee assume all liabilities. Ann. July 26.

**WQDY Calais, Me.**—Seeks acquisition of positive control of licensee corporation from Wesley J. Wentworth (27.8%), by John H. Vendell Jr. (55.6%) through purchase of 50 shares of stock. Consideration \$5,000 in U. S. funds and \$5,000 in Canadian funds. St. Croix Bcstg. Inc., licensee, is applicant for new am in Madawaska, Me. Ann. July 26.

**WJEM Valdosta, Ga.**—Seeks assignment of license from J. E. (Jr.) and Sue Nelson Massey, (together 60%) to J. C. Johnson; sole owner, d/b as Lowndes County Bcstg. Co. Consideration \$66,000. Mr. Johnson has had interest in WJEM since 1958, and is advertising manager for construction firm. Ann. July 20.

**WHYZ-TV Duluth, Minn.**—Seeks trans-

fer of control of permittee corporation from Josephine B. Caster, executrix of estate of Louis E. Caster, deceased, (34%), Ashley L. Robison (30%), L. F. and Bruce R. Gran (each 18%) to The Polaris Corp. (50%), Ferris E. Traylor (12.8%), and remaining interest is held by five trusts (Merchants National Bank and Trust Co.) for benefit of Mr. Traylor's children (totaling 32%), d/b as Producers Inc. Consideration \$240,988 to Mr. Robison; \$22,543 to Messrs. Gran; \$4,788 to estate of Mr. Caster. Mr. Traylor is 47% owner of Evansville TV Inc., licensee of WTVW (TV) Evansville, Ind.; The Polaris Corp. has no one stockholder having as much as 3% interest, and is lease financing firm. Ann. July 18.

## Hearing cases

### INITIAL DECISION

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of North Attleboro Bcstg. Co., for new class B fm station to operate on 93.3 mc with ERP 3.9 kw, in North Attleboro, Mass. Action July 26.

### OTHER ACTIONS

■ By letter, commission granted petition by Norwalk Bcstg. Co., Inc., to extent of removing condition prohibiting pre-sunrise operation attached to grant of its application to increase daytime power of station WNLK Norwalk, Conn., from 500 w to 1 kw, continued operation on 1350 kc, 500 w-N, DA-N. Action August 1.

■ Effective dates of first report & order revising fm broadcast rules in Doc. 14185 are August 8 for Part 1 and September 10 for Part 3; comments on companion further notice of further proposed rulemaking are due by August 31. Action July 25.

■ Commission returned as unacceptable for filing application by Public Service TV Inc., for cp for new tv station to operate on ch 10 in Miami, Fla., which was tendered for filing on May 21, and advised that company: "Commission's decision of July 14, 1960, concluded that your misconduct in previous comparative proceeding for ch. 10 in Miami showed that you lacked qualifications to operate station sought in this application. In view of foregoing, your tendered application for cp for Channel 10, Miami, Florida, is herewith returned as unacceptable for filing." Comr. Lee dissented; Comr. Craven not participating. Action July 25.

■ By memorandum opinion & order, commission denied petition by WSTV Inc., licensee of WBOY-TV Clarksburg, W. Va., requesting rulemaking that would deny license to tv station which broadcasts network programs if it permitted distribution by wire of any of its programs by catv system operating in different community in which another tv station is broadcasting same program; and, alternatively or in addition, prohibit catv system from transmitting program of tv station in another community whose grade A contour covers community served by catv system. Action July 25.

■ Commission proposed new class of service to promote etv by using chs. in 1990-2110 mc or 2500-2690 mc band to transmit instructional and cultural material to schools and other selected receiving locations. This would enable central trans. to serve scattered local schools or other reception points which would convert transmissions for viewing on conventional tv receivers at those places. Number of chs. would be sufficient to permit sending different subjects simultaneously to different classrooms. Such operations would be less costly than closed-circuit and microwave relay systems used for same purpose. Test of such system at Plainedge, Long Island, N. Y., indicates its feasibility. Comrs. Bartley and Craven dissented. Action July 25.

■ Commission took following actions to promote advancement of noncommercial etv in South: Provided (1) 12 new uhf educational channels for Florida, (2) 6 new uhf educational channels for Georgia, and (3) 9 new uhf educational channels for Kentucky. These additions were requested by respective state educational authorities in connection with their plans to develop state etv systems, and were made possible by "drop-in" channels or commercial channel assignment changes which do not dislocate any operating broadcast station. In so doing, commission placed educators on notice that any etv assignments are subject to change by commission decision in Doc. 14229 with respect to etv needs on national basis in which National Assoc. of Educational Bcstrs. has filed survey. Action July 25.

## Florida

Boca Raton	*45	Leesburg	*26
Bradenton	*28	Macon	*21
Cocoa	*14	Marianna	*17
Fort Myers	*16	New Smyrna	
Fort Pierce	*31	Beach	*18
Lake City	*33	Ocala	*15
		Palatka	*17

## Georgia

Ashburn	*23	Pelham	*14
Cochran	*15	Warm Springs	*66
Dawson	*25	Wrens	*20

## Kentucky

Ashland	*78	Morehead	*36
Bowling Green	*17	Murray	*33
Covington	*54	Pikeville	*14
Hazard	*19	Somerset	*29
Madisonville	*26		

■ By report & order, commission revised its tv table of assignments to bring Part 3 of its rules into accord with revised United States-Mexico vhf Tv Agreement concerning allocations and use of vhf tv channels in area lying within 400 kilometers (248.6 miles) of common border, which became effective last April 18. As result of agreement, no vhf channels were deleted from table of assignments, and following channels were added to cities listed, effective Sept. 4.

Arizona: Nogales, ch. 11; Prescott, ch. 7; and offset carrier on ch. 3 in Douglas was changed from minus to even.

California: El Centro, chs. 7 & 9.

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

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

■ In view of above action, commission terminated rulemaking in Doc. 13421 concerning assignment of ch. 7 to Prescott, Ariz., and dismissed as unnecessary petition by Abilene Radio & Tv Co. (KRBC-TV ch. 3, Abilene, Texas) to assign ch. 6 to San Angelo. Action July 25.

■ Commission notified Northern Pacific Radio Corp. that it faces forfeiture of \$5,000 because KERP El Paso, Tex., apparently broadcast advertising matter, for which it received payment, without making required sponsorship announcement. Action July 25.

■ Commission notified three Ohio am broadcast stations under common ownership that they are liable to forfeitures for willful or repeated violations of commission's rules. Stations and their apparent forfeitures are: WCHI Chillicothe, \$3,000; WCHO Washington Court House, \$1,500; and WKOV Wellston, \$2,000. Two first named are licensed to Court House Bcstg. Co., which owns Family Bcstg. Inc., licensee of WKOV. Action July 25.

■ Commission ordered Carol Music Inc. to show cause why license of WCLM (FM) Chicago, Ill., and its SCA for two subcarrier frequencies—one to furnish store-casting and other background music—should not be revoked for apparent violations of commission's rules. Action July 25.

■ Commission invited comments to proposed rulemaking which would reassign tv ch. 12 from Silver City to Hatch, both New Mexico, for noncommercial educational use. It was requested by Board of Regents, New Mexico U., which has chosen Hatch as site of its proposed etv station to link with state etv system. Action July 25.

■ By further notice of proposed rulemaking in Doc. 13852 which looked toward assigning tv ch. 7 to Bangor and substituting ch. 3 for ch. 7 in Calais, Me., commission invited comments to alternative proposal by Canadian authorities to assign ch. 13 instead of ch. 3 to Calais, Canada consented to assignment of ch. 7 to Bangor but objected to placing ch. 3 in Calais. After comments and replies have been received on alternate proposal, commission will evaluate record before it and make decision that might involve assignment of ch. 3, or ch. 7 or ch. 13 to Calais or some other appropriate action in public interest. Action July 25.

■ Commission proposed to relax its commercial radio operator rules for certain am and fm broadcast stations to enable them to use qualified operators holding first-class permits on part-time basis instead of full time as now required. This would apply to nondirectional am stations with power up to 10 kw and to fm stations (including noncommercial educational fm)

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with power up to 25 kw. Such operators would be "on call" to correct improper technical operations and would be required to check and adjust transmitter at least four times weekly.

At same time, commission would step up operator requirements for routine operation of trans. from "restricted radiotelephone operator permit" to "radiotelephone third class operator permit." Stations contemplating to use part-time operators would be required to employ higher grade operator as soon as rule changes went into effect. Stations now using restricted radiotelephone operators for routine operation of trans. could continue to do so until one year from effective date of rule change. Comments due October 3. Action July 25.

By memorandum opinion & order, commission waived mileage separation requirement of Sec. 3.610 and granted application of WTEV TV Inc. (WTEV, ch. 6), New Bedford, Mass., to change trans. site to approximately 26 miles northwest of Mattituck near Tiverton, R. I. (main studio to remain in New Bedford), reduce vis. ERP to 65.8 kw and ant. height above average terrain to 430 ft.; engineering conditions; dismissed petition to deny by General Electric Co., Main Radio & Tv Co., Capitol Tv. Corp., and Robert A. Riesman; denied objections by Assn. of Maximum Service Telecasters; and denied requests for waiver of Secs. 1.305(c) and 3.610 of rules filed by Rhode Island Tv Corp., and ordered that its tendered application for ch. 6 in New Bedford will be returned, also denied its petition to revoke op. petition for stay and request for oral argument. Comrs. Hyde and Bartley not participating; Comr. Lee dissented and issued statement. Action July 25.

By memorandum opinion & order, commission adhered to its Feb. 27, 1957 report & order in Doc. 11749 which made Peoria, Ill., all-uhf by shifting ch. 8 from that city to Davenport, Iowa-Rock Island-Moline, Ill., assigning ch. 25 to Peoria and substituting ch. 77 in place of ch. 40 to Galesburg. On May 12, 1959, Court of Appeals, in WIRL Tv Co., et al. v. FCC et al., remanded Peoria case for such proceedings, if any, as might be proper after and in view of commission's report & recommendation in Sangamon case involving deintermixture of Springfield, Ill. (1957 Peoria and Springfield deintermixture decisions indicated that use of ch. 8 at Peoria would put ch. 8 signal into Springfield area and use of ch. 2 at Springfield would put ch. 2 signal into Peoria area.) Commission has considered WIRL case in light of its report & order of July 18, 1962 in Doc. 14267 which deintermixed Springfield to all-uhf assignments, and finds no proper basis for holding further proceedings or reconsidering its 1957 Peoria deintermixture decision. Action July 25.

By memorandum opinion & order, commission (1) granted application of Joseph P. Ernst to increase daytime power of KWOR Worland, Wyo., on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and (2) dismissed opposing petition by Big Horn Basin Bcstg. Inc. (KTHE), Thermopolis. Action August 1.

By memorandum opinion & order, commission (1) denied petition by Storer Bcstg. Co. for reconsideration of March 28 action which (a) denied its request for waiver of previous Sec. 1.351(b) of rules, and (b) returned as unacceptable its tendered application to increase daytime power of station WJW Cleveland, Ohio, from 10 kw to 25 kw, continued operation on 850 kc, 5 kw-N, DA-2; and (2) dismissed as moot opposing petition by WHAS Louisville, Ky. Comr. Lee abstained from voting. Action August 1.

Eastside Bcstg. Co., licensee of KNBX Kirkland, Washington, has established that loss of its studio and trans. site is imminent due to prospective action of municipal and county authorities. Therefore, commission has waived Sec. 1.354(c) of rules to permit early consideration of its application to change trans. site and station location. Accordingly, notice is hereby given that on September 4, 1962, this application: KNBX Seattle, Washington, L. N. Ostrander and G. A. Wilson d/b as Eastside Bcstg. Co. Has: 1050 kc, 1 kw, D, Kirkland, Wash., and Req: 1050, 1 kw-D, Seattle will be considered as ready and available for processing, and that pursuant to Sec. 1.106 (b)(1) and Sec. 1.361(c) of commission rules, an application, in order to be considered with this application or with any other application on file by close of business on August 31, 1962, which involves conflict necessitating hearing with this application, must be substantially complete and tendered for filing at officers of commission in Wash.

ington, D. C., by whichever date is earlier: (a) close of business on August 31, 1962, or (b) earlier effective cut-off date which this application or any other conflicting application may have by virtue of conflicts necessitating hearing with application appearing on previous lists. Action July 30.

## Routine roundup

### OTHER ACTIONS

Commission on July 27 granted requests by NAB to extent of (1) extending time from Aug. 20 to Sept. 20 to file comments and from Sept. 4 to Oct. 4 to file replies in matter of amendment of Sec. 0.406 of rules to permit public inspection of network affiliation contracts; and (2) extending time from Aug. 20 to Sept. 20 to file comments and from Sept. 4 to Oct. 4 to file replies in matter of amendment of Secs. 3.35, 3.240 and 3.636 of rules relating to multiple ownership of am, fm and tv stations. Action July 27.

By memorandum opinion & order in consolidated proceeding on applications of The Goodwill Stations Inc., for renewal of license of WJRT operating on ch. 12 in Flint, Mich., and Lake Huron Bcstg. Corp. for new station on that channel in Flint, held in abeyance joint petition for approval of agreement looking toward dismissal of latter's application and grant of WJRT's renewal application, conditioned that WJRT would not object to request by Lake Huron for allocation of ch. 11 to Bay City area, pending submission by applicants of additional information and briefs by Aug. 16 relative to questions concerning whether Lake Huron application was filed in good faith and whether commitment by WJRT to refrain from submitting information of possible value to commission in rulemaking and other inquiries which might be conducted in future would be tantamount to acquiescence in misuse of commission's processes. Action July 26.

### ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

Granted petition by Broadcast Bureau, and extended time to Aug. 1 to respond to motion by Hastings Bcstg. Co. to enlarge issues in proceeding on its application for new am station in Hastings, Minn., et al. Action July 30.

Granted joint petition by Alkima Bcstg. Co. and Howard Wasserman, and extended time to Aug. 27 to respond to petition by Louis Handloff for reconsideration in proceeding on their applications for new am stations in West Chester, Pa., and Newark, Del. Action July 30.

Granted petition by Scott Bcstg. Corp. (WJWL), Georgetown, Del., and extended time to Aug. 20 to file replies to exceptions in proceeding on its am application, et al. Action July 24.

By Chief Hearing Examiner James D. Cunningham

Granted joint request by Radio One Five Hundred Inc., Indianapolis, Ind., and Geneco Bcstg. Inc., Marion-Jonesboro, Ind., applicants for new am stations to operate on 1500 kc—Radio One Five Hundred with 10 kw, DA, D, and Geneco with 500 w-N, 5 kw-LS, DA-2, and approved modified agreement whereby Radio One Five Hundred would pay Geneco \$15,391.33 for reimbursement of expenses in connection with its application in return for its withdrawal; dismissed Geneco application with prejudice. Action July 31.

Denied petition by Cherokee Bcstg. Inc., for leave to intervene in proceeding on applications of Reliable Bcstg. Co., Blue Ridge Mountain Bcstg. Inc., and Radio Canton for new am stations in Calhoun, Elijah and Canton, Ga., and dismissed motions by Radio Canton to strike Cherokee's petition and for extension of time to reply thereto. Action July 27.

Scheduled prehearing conferences and hearings in following proceedings on dates shown: Sept. 7 in Washington, D. C., and Oct. 22 in Pine Bluff, Ark., on application of KATV Inc., for mod. of cp of KATV Little Rock, Ark., to change trans. location and increase ant. height: Sept. 11 and Oct. 22: Desert Bcstg. Inc., for additional time to construct KANT-FM Lancaster, Calif., and for assignment of cp to Manuel Martinez; on following am proceedings: Sept. 14 and Oct. 17: Hugh Jordan Stock, Riverton, Wyo.; Sept. 13 and Oct. 15: William L. Ross, Riverton, Wyo.; Sept. 13 and Oct. 16: Gastonia Bcstg. Service Inc. (WLTC), Gastonia, N. C.; Sept. 10 and Oct. 8: Miss-Lou Bcstg. Co. (KFNV), Ferriday, La.; Sept. 17 and Oct. 18: Ouachita Valley Radio Corp. and Camden Community Bcstrs., Camden, Ark. (Docs. 14192, 14718); Sept.

12 and Oct. 22: Wyman N. and Willa M. Schnepf, Abilene, and Valley Bcstg. Co., Beloit, Kans.; Sept. 12 and Oct. 15: General Communications Inc. (KXKW), Lafayette, La., and South Mississippi Bcstg. Co., Mississippi City, Miss.; Sept. 13 and Oct. 22: Progress Valley Bcstrs. Co. and Shakopee Bcstg. Co., Shakopee, Minn. (Docs. 14726-7); Sept. 11 and Oct. 22: Applications of Capitol Telecasting Co. and Austin Bcstg. Inc., for new tv stations to operate on ch. 24 in Austin, Tex. Action July 24.

By Hearing Examiner Basil P. Cooper

Granted request by Broadcast Bureau, and extended time from July 20 to Aug. 1 to file proposed findings, with reply findings to be filed by Aug. 13, in proceeding on application of Pioneer States Bcstrs. Inc., for new am station in West Hartford, Conn. Action July 27.

By Hearing Examiner Thomas H. Donahue

Pursuant to agreements reached at July 27 prehearing conference, scheduled certain procedural dates, and hearing for Sept. 17 in proceeding on application of St. Martin Bcstg. Co., for new am station in St. Martinville, La. Action July 27.

Pursuant to July 25 prehearing conference in proceeding on applications of Wide Water Bcstg. Inc., for new am station in East Syracuse, N. Y., et al., scheduled certain procedural dates, and hearing for Sept. 12. Action July 25.

On basis of agreements reached at July 24 prehearing conference in proceeding on an application of Atlas Bcstg. Inc. (KKRH), San Francisco, Calif., scheduled Sept. 10 for exchange of exhibits, and continued Sept. 5 hearing to Oct. 5. Action July 24.

By Hearing Examiner Charles J. Frederick

Changed Sept. 12 hearing to Sept. 4 in proceeding on applications of Hershey Bcstg. Inc., and Reading Radio Inc., for new fm stations in Hershey and Reading, Pa. Action July 26.

By Hearing Examiner Millard F. French

Granted petition by Broadcast Bureau, and extended time from July 26 to July 31 to file proposed findings and from Aug. 9 to Aug. 14 to file replies in proceeding on applications of Speldel Bcstg. Corp. of Ohio and Greene County Radio for new am stations in Kettering and Xenia, Ohio. Action July 27.

By Hearing Examiner Walther W. Guenther

Pursuant to agreement of all participants on record of July 30 prehearing conference in proceeding on am applications of Northfield Bcstg. Co., Northfield, Minn., et al., scheduled certain procedural dates and continued Sept. 19 hearing to Oct. 29. Action July 30.

By memorandum opinion & order, denied joint motion for suspension by Connecticut Tv Inc. (WHNB-TV), New Britain, Conn., and Springfield Tv Bcstg. Corp. (WWLP), Springfield, Mass., in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action July 27.

On own motion, in view of commission's order released July 20 in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., scheduled hearing conference for July 31. Action July 25.

By Hearing Examiner Annie Neal Huntting

By order in Rochester, N. Y., tv ch. 13 proceeding granted petition by Rochester Area Educational Tv Assoc. Inc., for leave to amend its application to reinforce its financial showing. Action July 30.

By order in Rochester, N. Y., tv ch. 13 consolidated proceeding, granted petition by The Federal Bcstg. System Inc., for leave to amend its application to show substitution of Mrs. Elizabeth B. Palmer for J. Willard Brown, deceased, as vice president and director. Action July 27.

By Hearing Examiner H. Gifford Irion

Continued Sept. 10 hearing to Sept. 25 in Flint, Mich., tv ch. 12 proceeding. Action July 27.

Continued Sept. 13 hearing to Oct. 11 in proceeding on am applications of The Denison Bcstg. Co. (KDSN), Denison, Iowa, et al. Action July 26.

By Hearing Examiner Jay A. Kyle

By memorandum opinion & order in Redding, Calif., tv ch. 9 consolidated proceeding granted motion by Redding-Chico Tv Inc., for leave to amend its application to substitute as stockholder J. Ned Richardson of Chico for G. Edward Goodwin,



Eureka, who is 12.5% stockholder in Redding-Chico Corporation. Action July 30.

Continued Sept. 11 prehearing conference to Sept. 17 in proceeding on applications of Capitol Telecasting Co. and Austin Bcstg. Inc., for new tv stations to operate on ch. 24 in Austin, Tex. Action July 29.

Upon joint motion by applicants in Redding, Calif., tv ch. 9 proceeding, continued Sept. 18 hearing to Nov. 13. Action July 28.

Pursuant to July 25 prehearing conference in proceeding on an application of KDIA Inc. (KDIA), Oakland, Calif., continued Sept. 10 hearing to Oct. 22 at place to be hereinafter determined. Action July 25.

In conformity with commission's memorandum opinion & order, released July 23, in proceeding on applications of Sheffield Bcstg. Co. and J. B. Falt Jr., for new am stations in Sheffield, Ala., scheduled further hearing for Oct. 15. Action July 24.

Pursuant to July 24 prehearing conference in proceeding on application of Cherryville Bcstg. Inc., for new am station in Cherryville, N. C., continued Sept. 6 hearing to Oct. 4. Action July 24.

By Hearing Examiner Forest L. McClenning

By order in Grand Rapids, Mich., tv ch. 13 proceeding granted motion by Grand Bcstg. Co., and ordered Peninsular Bcstg. Co. to produce composite week program logs and radio stations KBOX, WIL and WRIT for composite weeks of 1960, 1961 and 1962. Action July 27.

By Hearing Examiner Chester F. Naumowicz Jr.

Formalized by order action taken by examiner at July 25 prehearing conference in proceeding on applications of Reliable Bcstg. Co. for new am station in Calhoun, Ga., et al., scheduling certain procedural dates and continuing Sept. 11 hearing to Sept. 28. Action July 25.

By Hearing Examiner Herbert Sharfman

On request of Greenville Bcstg. Co. extended time from Aug. 13 to Aug. 20 to file replies to proposed findings in proceeding on its application and Hayward F. Spinks for new am stations in Greenville and Hartford, Ky. Action July 25.

Issued memorandum referring to commission petition and related pleadings by Genkar Inc., for leave to amend its application for new am station in Gouverneur, N. Y., which is in consolidated proceeding in Docs. 14617 et al.; purpose of memorandum is formally to notify parties that matter is referred to commission for action because revocation (WIZR Johnstown) is involved in proceeding. Action July 24.

Issued memorandum in consolidated am proceeding in Docs. 14510 et al., severing and making separate consolidated proceeding for hearing and decision applications of Delaware Valley Bcstg. Co. (WAAT), Trenton, Asbury Park Press Inc. (WJLK), Asbury Park, and City of Camden (WCAM), Camden, all New Jersey. Action July 24.

#### BROADCAST ACTIONS

by Broadcast Bureau

Actions of July 31

KODI Cody, Wyo.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

Granted SCA on multiplex basis for following fm stations: WKBC-FM North Wilkesboro, N. C.; WQMC (FM) Greensboro, N. C.; WPTV-FM Piqua, Ohio, condition; WTTV-FM Bloomington, Ind.; WGLM Richmond, Ind.; WEEC (FM) Springfield, Ohio; WABX (FM) Detroit, Mich.; WUFM (FM) Utica, N. Y.

WDSR, WDSR Bcstg. Inc., Lake City, Fla.—Granted involuntary assignment of license to Alfred H. Temple and W. H. Jones, receivers.

KLIL, KLIL, Inc., Estherville, Iowa—Granted involuntary assignment of license to Gordon J. Forsyth, receiver of KLIL Inc.

WELE, Quality Bcstrs. of Daytona Inc., South Daytona, Fla.—Granted involuntary transfer of control from R. Kelvin Shivers to James E. Artis, executor of estate of R. Kelvin Shivers.

KHAK-FM, Don-Lo Bcstg. Inc., Cedar Rapids, Iowa—Granted assignment of cp to Northland Bcstg. Corp.

WHTC Holland, Mich.—Granted cp to make changes in ant. system (increase height); condition.

KTXR (FM) Springfield, Mo.—Granted mod. of SCA to change type of equipment.

KQUE (FM) Houston, Texas—Granted mod. of SCA to make changes in transmitting equipment.

WTCN-FM Minneapolis, Minn.—Granted

mod. of cp to increase ant. height to 410 ft., change trans. location, type trans. and type ant. and make changes in ant. system; remote control permitted.

WGSB-FM Ephrata, Pa.—Granted mod. of cp to decrease ant. height to 155 ft., change type ant. and make changes in ant. system.

KGUD Santa Barbara, Calif.—Granted mod. of cp to make changes in DA pattern.

KXEO Mexico, Mo.—Granted mod. of cp to change type trans.

Granted cps to install new trans. to be used as alternate main trans. for following stations: WKNT-FM Kent, Ohio; WTAQ La Grange, Ill.

Following stations were granted extensions of completion dates as shown: WDOC-FM Prestonsburg, Ky., to Sept. 15; WLTA-FM Atlanta, Ga., to Feb. 8, 1963; WINF-FM Manchester, Conn., to Oct. 31.

#### Actions of July 30

WRIO, The Master Bcstg. Corp., Rio Piedras, P. R.—Granted transfer of control from Isidro Quinones Vidal and Zoilina S. de Quinones to William M. and Hope W. Carpenter; consideration \$237,500; and assignment of cp and license to San Juan Bcstg. Corp.

Granted renewal of license for following stations: KAFM (FM) and SCA, Salina, Kan.; KAWL York, Neb.; KAYS-TV Hays, KBTQ, El Dorado, KCJC (FM) SCA, Kansas City, KCKN Kansas City, all Kansas; KCMS-FM & SCA, Manitou Springs; KDGO Durango, both Colorado; KHOL-TV Kearney, Neb.; KIHN Hugo, Okla.; KLG A Algona, Iowa; KLOE Goodland, Kan.; KLTR Blackwell, Okla.; KNEB-FM Scottsbluff, Neb.; KOJM Havre, Mont.; KQDY Minot, N. D.; KRAI Craig, Colo.; KESQ-FM Durant, Okla.; KSTF (TV) Scottsbluff, Neb.; KTEB (TV) Ada, Okla.; KTJS Hobart, Okla.; KTOP-AM-FM Topeka, Kan.; KXEO Mexico, Mo.; KXLL Missoula, Mont.; KXXL Bozeman, Mont.; WCMR Elkhart, Ind.; WDHV Gainesville, Fla.; WFAW (FM) Fort Atkinson, Wis.; WFNQ (FM) Hartford, Conn.; WHKP-FM Hendersonville, N. C.; WJAM Marion, Ala.; WMLS Sylacauga, Ala.; WMRI Marion, Ind.; WORA Mayaguez, P. R.; WOW-TV Omaha, Neb.; WPRM Mayaguez, P. R.; WRAY Princeton, Ind.; WRGE Starke, Fla.; WTIM Taylorville, Ill.; KINY Juneau, Alaska; K71AN, K73AM Anderson Valley Tv Inc., Boonville and Philo, Calif.; K7OBY, K77AD, K80AE, Community Tv Project, Globe and Miami, Ariz.; K7OAR, K7AAQ, K78AA, Emery County, Public Body Corporate & Politic, Orangeville, Utah; K7OAP, Indian Valley Tv Corp., Greenville, Calif.; W70AE, W80AD, Valley Tv Cooperative Inc., Moorefield, W. Va.; KAWA Marlin, KBAN Bowie, KBBB Borger, KCMC Texarkana, KGST Fort Stockton, KFYN Bonham, KFUT Port Lavaca, KHEM Big Spring, KIUN Pecos, KLUE Longview, KLVT Levelland, KNUZ Houston, KOPY Alice, KRGV Weslaco, KRIO McAllen, KRRV Sherman, KSEL Lubbock, KSTB Breckenridge, KTFY Brownfield, KTKO Sherman, KXOL Ft. Worth, KEEZ (FM) and SCA, San Antonio, KELT (FM) and SCA, Harlingen, KFMP (FM) and SCA, Port Arthur, KGAF-FM and SCA, Gainesville, Texas, KHBR-FM Hillsboro, KGNB New Braunfels, KIBL Beeville, KLIL Lubbock, KOCA Kilgore, KGNC-FM Amarillo, KGNC-TV Amarillo, KTAL-TV Texarkana, KPAN Hereford, KVLV Alpine, KWBC Navastoa, KWTX-TV Waco, all Texas.

WLOW, Robert S. Taylor, Aiken, S. C.—

Granted assignment of cp to Radio Aiken. Valdez Tv Club, Valdez, Colo.—Granted cps for new vhf tv translator stations on chs. 2, 9 & 7, to translate programs of KRDO-TV (ch. 13), Colorado Springs, KCSJ-TV (ch. 5), Pueblo, and KKTV (TV) (ch. 11), Colorado Springs, all Colorado.

Terence S. Kirk, Lakeport, Calif.—Granted cps for new uhf tv translator stations on chs. 71, 74 & 80, to translate programs of KHSL-TV (ch. 12), Chico, KQED (TV) (ch. 9), San Francisco, and KPXT (TV) (ch. 5), San Francisco, all California.

WDOD Chattanooga, Tenn.—Granted request for cancellation of license for alternate main trans.

WFMG (FM) Gallatin, Tenn.—Granted request for cancellation of cp to install new trans. at main trans. site for auxiliary purposes only.

\*WKAR-AM-FM East Lansing, Mich.—Granted request to remain silent on following dates: Sept. 3, Nov. 22, Dec. 25, 1962 and Jan. 1, 1963.

#### Actions of July 27

KWYK Farmington, N. M.—Granted change in remote control authority.

Winner Junior Chamber of Commerce, Winner, S. D.—Granted cp for new vhf tv translator station and ch. 7, to translate programs of KORN-TV (ch. 5), Mitchell, S. D.

WEAR-TV Pensacola, Fla.—Granted license covering changes for tv station.

WFBM-TV Indianapolis, Ind.—Granted license covering installation of new auxiliary trans. and ant. system.

KAYC Beaumont, Texas—Granted license covering increase in daytime power, installation of new trans., and changes in ant. system for daytime use; condition.

WJBI Indian Rocks Beach, Fla.—Granted mod. of cp to change ant.-trans. location to Pinellas County, Fla., change studio location to St. Petersburg, Fla., change type trans. and make changes in ground system.

KMLB-FM Monroe, La.—Granted mod. of cp to increase ERP to 17 kw, decrease ant. height to 175 ft., change type trans. and ant. and make changes in ant. system (locate fm ant. on west instead of east tower am array); condition.

WIBF (FM) Jenkintown, Pa.—Granted cp to decrease ERP to 630 w, increase ant. height to 295 ft. and make changes in ant. system; remote control permitted.

WFLA-FM Tampa, Fla.—Granted cp to replace transmitting ant.

WRSJ Bayamon, P. R.—Granted cp to change ant.-trans. and studio location to Pueblo Viejo, Guaynabo (Co.), make changes in ant. system (increase height to 222.5 ft.; side mount fm ant.), and changes in ground system.

KMLA (FM) Los Angeles, Calif.—Granted mod. of SCA to change frequency to 28 and 67 kc; condition.

WKRQ-FM Mobile, Ala.—Granted cp to change ant.-trans. location (WKRQ-TV site), increase ant. height to 500 ft. and ERP to 20 kw, install new ant. and trans., and make changes in ant. system.

\*KNER (FM) Dallas, Texas—Granted cp to change name to Buckner Baptist Benevolences, increase ERP to 66 w, change trans and studio location and install new trans.; ant. height 120 ft.

WEAW Evanston, Ill.—Granted license covering increase in daytime power and

Continued on page 95

For Unsurpassed Systems Capacity and Flexibility

SPECIFY  
REMOTE  
CONTROL



Write For New  
Data Sheets on:

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> FM RF AMPLIFIER | <input type="checkbox"/> 9-POSITION SYSTEM  | <input type="checkbox"/> ECONOMY SYSTEM        |
| <input type="checkbox"/> AM RF AMPLIFIER | <input type="checkbox"/> 24-POSITION SYSTEM | <input type="checkbox"/> PRICE LIST & BROCHURE |

Name \_\_\_\_\_ Title \_\_\_\_\_

Station \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_

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# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

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## RADIO

### Help Wanted

Need full staff. New 5 kw serving thumb of Michigan. Edward Oyster, General Manager, Box 1350, Lepeer, Michigan.

### Management

Immediate opening for permanent management caliber man to direct good music programming and local news with some combo work on board. Booming single station market. Phone or wire, salary desired and air mail resume, references and tape: Les Leslie, General Manager, KNEZ, Lompoc, California.

sales manager half million, lower lakes market. Salary plus percentage. Resume and photo to, Box 93P, BROADCASTING.

### Sales

Salesman - announcer. Michigan station. Small market. Big opportunity. Salary plus commission. Send resume, references. Box 449M, BROADCASTING.

The best small town station in the nation (ask any previous or present employee) needs young and aggressive salesman. No experience necessary, but helpful. As long as you produce steadily and handle your work efficiently, you can be your own boss. Pleasant working conditions with salary plus commission. Box 28P, BROADCASTING.

Salesman, experienced, cover New York agencies for Long Island radio. Salary plus. Box 87P, BROADCASTING.

Salesman to take over good account list in medium market. Want a self-starter who wants to take hold and become a permanent member of multiple station group. Potential very good for good man. Generous draw against commission. Also have opening for announcer-salesman and/or play by play announcer-salesman. Rush tape, resume and picture. Box 90P, BROADCASTING.

going up in power, adding salesman. Guarantee plus liberal commission. Prefer applicants from Kansas or adjacent states. Bob Hermes, KKAN, Phillipsburg, Kansas.

Earn extra money . . . sell radio's hottest capsule and 5 minute features, including biggest show biz and sports names. Also jingle and sales promotion ideas at lowest prices. Write . . . Creative Services, Inc., 15 East Wacker Drive, Chicago 1, Illinois.

### Announcers

Announcer, first phone required for New England daytimer. Excellent salary. Box 403M, BROADCASTING.

Wanted: Announcer with first class ticket. Box 682M, BROADCASTING.

Top Chain continually on lookout for top sirmen with format experience. Believable personality and creativity important qualifications. To be considered send tape and resume to Box 834K, BROADCASTING.

Experienced air personality under 35 for large southern radio station with adult programming. Send tape, biography and recent photo. Box 863M, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Experienced personality morning announcer salesman for non-rock southern Oregon net station. Sell afternoons. \$400 start plus 15% sales. Send tape/photo. Box 982M, BROADCASTING.

Wide awake fulltime operation east coast, wants steady, experienced man with personality. \$90 for 40 hour week to start. Box 985M, BROADCASTING.

Good music station in central Ohio needs strong staff announcer. For late afternoon shift. Prefer veteran. Box 41P, BROADCASTING.

Livewire-top 40—top New England market—at least 3 years experience. Resume, tape, and salary requirements. Box 62P, BROADCASTING.

Announcer-chief engineer, midwest daytime directional. Also first ticket announcer, no maintenance. Tell me complete story first letter. Box 87P, BROADCASTING.

Announcer - newsman. Middle Atlantic. Board shift plus gather, edit local news. Box 88P, BROADCASTING.

Experienced versatile announcer. Illinois \$95-44 hours. Rush resume and tape. Box 85P, BROADCASTING.

Announcer-salesman. Real opportunity to sink roots, make money in east coast community. Box 86P, BROADCASTING.

Combo salesman announcer for expanding Florida market. Good appearance, good voice, aggressive personality. Good music station. Per hour board, plus sales commission. Send picture, resume and tape initial inquiry. Great opportunity for right man. Box 94P, BROADCASTING.

Announcer for growing station in good market. \$400 per month to start. Send tape and resume to, KBRZ, Freeport, Texas.

Going up in power . . . adding announcer-copywriter. Bob Hermes, KKAN, Phillipsburg, Kansas.

Announcer, newsman or salesman for southwestern kw permanent position for good man. KUSH, Cushing, Oklahoma.

Albany top forty station needs swinging announcer-strong newsman. If you are either or both send tape, resume, expected salary to station WABY, Albany, New York.

Opening soon for bright sounding announcer, who can handle adult music format in a cheerful manner. Single station market near three large cities. Station concentrates on local news. Has new studios and mobile units. Send tape, photo and resume to, General Manager, WCSI, Columbus, Indiana.

Experienced staff announcer, strong news, ideal working conditions. Phone WCEM, Cambridge, Maryland, 228-4800. Ask for Sam Cannon.

Needed immediately, energetic man to work in new fully equipped mobile unit, must be able to recognize and report news, conduct interviews. Some board work. Mature voice with strong adult appeal. Progressive station in progressive community. Excellent pay and extra benefits to qualified man. Send tape and resume to Mr. C. L. Meekins, Program Director, WFIN, Findlay, Ohio.

Increasing staff. Need announcer with first phone . . . emphasis on announcing . . . commission paid on sales. Send tape, resume and picture to WMEH, Route 5, Frederick, Maryland. All replies answered.

## Help Wanted—(Cont'd)

### Announcers

5,000 watt station with adult audience, owned by N. Y. Herald Tribune. Wants staff announcer for permanent position. Must have excellent voice for news and commercials (no DJ or personality work). \$90 to start, ability determines future earnings. Paid hospital-medical plan. Personal interview required. Send tape, resume, references to WGHQ, Kingston, New York.

Immediate opening for experienced top 40 dj with 1st phone. Salary open for real swinger. No phone calls . . . send tape and resume . . . all tapes will be returned . . . your inquiry confidential. WLOF Radio, P. O. Box 5756, Orlando, Fla.

Newsman to gather, rewrite and broadcast local news. Short announcing shift, must be community minded. WARA, Attleboro, Mass.

Personality. Join staff between now and September Fifteenth. Demonstrate production ability within tape of your show. WKRG, Mobile, Alabama.

Here's what we need—a man—who: 1, knows and likes good music. 2, sounds like a man. 3, doesn't have to talk continuously. 4, does well with languages, especially English. 5, would like to relearn this business the fm way. State all and submit tape and photo to, Bill Sandefur, WKNA, Charleston, West Virginia.

Great opportunity. Our extensive, expanding sports coverage demands a top-notch sports back-up man. Play-by-play covering all sports on one of the nation's great stations—also dj work. Send resume tape and photo to WMBD Radio, Peoria, Illinois.

Announcer for new community minded station. Must have knowledge of good music. Good delivery, good references. Broadcasting school graduates considered. Rush taped audition and resume to Chuck Grant, Station Manager, WSLC, P. O. Box 606, Clermont, Florida.

Immediate opening for radio newsman to gather and broadcast local news. Call H. Borwick, WVOS, Monticello, New York, 610 or 869.

Negro disc jockeys wanted. The Ok Group is expanding its programming. Good spiritual men and five men wanted. Ambitious and experienced air personalities can earn good pay with the oldest and largest Negro Group in radio. Must be able to do a live, imaginative, exciting show and pitch a commercial effectively. Write full details. Send audition tape. The OK Group, 505 Baronne St., New Orleans, Louisiana.

Immediate opening for an experienced staff announcer technician, first F.C.C. ticket required. Apply MacClatchy Broadcasting Company, Personnel Department, Sacramento, California.

Announcers-many. Edwards Agency, 73 Warren Street, N.Y.C.

Mature man with news background wanted for top Florida station. Must handle a one-day air shift. Airmail tape, photo, resume and salary to Dick Clark, Box 5806, Daytona Beach, Florida.

Earn extra money . . . sell radio's hottest capsule and 5 minute features, including biggest show biz and sports names. Also jingles and sales promotion ideas at lowest prices. Write . . . Creative Services, Inc., 75 East Wacker Drive, Chicago 1, Illinois.

**Help Wanted—(Cont'd)****Technical**

Eastern Regional AM-FM needs first class Engineer. Transmitter and maintenance. No combo. Permanent position, with possibility of chief's job. Salary open. Full details—first letter to Box 471M, BROADCASTING.

Chief engineer, Michigan metropolitan daytimer. Operation and maintenance. Some announcing. Well equipped including automation. Desire experienced, management-oriented man. Box 936M, BROADCASTING.

Florida coast. First or second phone. Communication equipment installation and repair. Start \$325 up, with good advancement depending upon background, ability. Send complete resume, snapshot. Box 56P, BROADCASTING.

Need announcer-newsman. Bill Tedrick, KWRT, Boonville, Missouri.

3,000 watt, non-directional daytimer wants first class Chief engineer-announcer. Maintenance a must. Fine equipment, new plant, excellent working conditions. Good salary, fringe benefits, advancement. No floaters, playboys, or billskippers considered. If you are of high character, experienced, and want permanent future with successful organization, send immediately an audition tape, family and experience resumes, and character and credit references picture to Al Clark, KWYR, Winner, South Dakota. Phone 727."

Permanent opening for engineer, first phone, must be good on preventative maintenance, must know AM-FM stereo multiplex. Inquire WBLV, Springfield, Ohio.

First class engineer-announcer. Send complete resume with picture and tape to Mr. Paul Brandt, WCBQ, Whitehall, Michigan.

Engineer-am-fm and studio maintenance. Construction. First class license. No announcing. Position of chief if qualified. State salary and experience. Position open immediately WEPM, Martinsburg, West Virginia.

New medium market stereo needs engineers-announcers or salesmen. Good pay. Excellent working conditions—personal interview required. Complete resume in first letter to: Stan Anderson, WFOL-FM, 9583 Seward Road, Hamilton-Fairfield, Ohio.

1st phone engineer for 5 kw, Michigan's finest broadcasting plant. Apply now—want starting date of September 1st. Confidential. Write: Floyd Holes, C. E. WKMI, 1360 Melody Lane, Box 911, Kalamazoo, Michigan.

Chief engineer one man operation, 1kw am-fm transmitter, maintenance. Box 80P, BROADCASTING.

First phone engineer for 500 watt Virginia daytimer. Operation and maintenance. Immediate opening. Send resume and salary to, WEER, Box 817, Warrenton, Virginia.

**Production—Programming, Others**

Program, production director with good understanding of general operations needed at midwest medium large market station by September 1st. Must be capable of programming both top forty and good music formats. Send complete resume with salary requirements first letter. Excellent opportunity for long term position. Box 971M, BROADCASTING.

Promotion-minded program manager. Successful experience basic . . . also creative approach. Salary and incentive good . . . as is living in Indianapolis. Please send letter or outline . . . definitely confidential. Write Box 40P, BROADCASTING.

Imaginative, experienced, female copywriter as continuity chief in two-women department, WIBX, 5000W, adult-programming, CBS, Utica, N. Y. Livable starting salary; increases on merit. Staff congenial; working conditions pleasant. Immediate opening. Reply: Elliot Stewart, Station Manager.

Modified top forty needs experienced pd. Good character, civic minded, willing to grow with station. No drifters! First phone preferred. WJIL, Jacksonville, Ill.

**Help Wanted—(Cont'd)****Production—Programming, Others**

Radio station controller take over accounting department. Experienced—immediate, salary open. Box 21P, BROADCASTING.

**RADIO****Situations Wanted—Management**

I can bring your small-medium station top billing and efficiency. Proven record. Box 953M, BROADCASTING.

Manager-sales manager—successful, national-local sales experience in top 10 market. Seeks more challenging position with growing organization. Young, aggressive. Family. BS and MBS degrees. Willing to invest. References and resume available. Box 16P, BROADCASTING.

Now general-manager, large metro. Exceptionally creative salesman. 38, college, married. Box 22P, BROADCASTING.

Television salesman, top producer in major market for major group, fully qualified for sales management. Ready to move in order to move up. 5 years tv, 10 years radio. Resume. Box 32P, BROADCASTING.

This man thrives on tough operating problems and can help you. Crack executive, presently employed, with 20 years of successful major market management and sales experience seeks a position with a progressive firm in need of top creative management talent. Radio and TV experience includes station management, sales, merchandising, and programming. Personally acquainted with most major market personnel and timebuyers. Box 44P, BROADCASTING.

Currently managing top station in a tough multiple station market. Twelve years experience, seven in management. After seven years of building here I am now ready to move up to a larger market. Have doubled station's volume in last 3 years. College grad, married, mid 30's a civic leader. Interested? Box 48, BROADCASTING.

Successful seasoned manager—strong sales. Employed, area \$10,000. Desire southeast with full responsibility. Top media, business and personal references. No hurry, must give 30 days notice. Box 50P, BROADCASTING.

Successful sales manager, married, employed and competent. Seeks managerial challenge in West Virginia, Virginia, Kentucky or Ohio. Box 89P, BROADCASTING.

**Announcers**

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound, Hard worker, good board. Box 602M, BROADCASTING.

Award winning newsman. Thirteen years experience includes broadcasting, reporting and network news writing. Journalism degree. Family. Box 796M, BROADCASTING.

Still using those greasy kid jocks on your air? Try a scintillating swinger. Tight board, quick mind, single, will travel. Box 860M, BROADCASTING.

Newsman currently employed 4th market. Seeks better hours. Write, gather, deliver own casts. Box 924M, BROADCASTING.

Swingin top 40 dj currently working desires change of scenery. Box 952M, BROADCASTING.

Available September. Limited exp'd., 1st phone, mature, dependable light announcing. Box 958M, BROADCASTING.

College graduate, conscientious and enthusiastic seeking midwest announcing position. Musical knowledge. News minded. Available immediately! Box 13P, BROADCASTING.

Experienced announcer with 1st phone. Can do light maintenance. Box 14P, BROADCASTING.

Kazoo player. Also offbeat humorous dj. Authoritative newscaster. Production voices. 3 years. Veteran. Box 20P, BROADCASTING.

**Situations Wanted—(Cont'd)****Announcers**

Announcer dj, 30, 4½ years. Familyman. Desire advancement, near N.Y.C. Box 17P, BROADCASTING.

Announcer-disc jockey—wanted permanent position 150 mile radius NYC. Box 23P, BROADCASTING.

2 years experience—in modern format, single, 21. Locate anywhere I can advance. Box 24P, BROADCASTING.

Don't give a darn for the whole State of Iowa; cause who in the heck likes corn! If you are in N.E. or Upstate N.Y. and need a p.d. and/or news director who works as if his job depended on it . . . who is presently employed at 5 kw station . . . write Box 29P, BROADCASTING.

Want sports announcer who can do you an A-1 job on newscast and dj show? Yes? Then listen to my tape. Box 34P, BROADCASTING.

Am working summer-replacement until September 15. Would like to join permanent staff in medium-large market at that time. 7 years experience. Mature, stable, good worker. No speculators please. Reply only if specifically interested in me. \$115 minimum. Box 37P, BROADCASTING.

Announcer who wants to get ahead. Desires eastern market. Tight board and swings. Not a screamer. Desires a permanent operation. Can do production spots. Box 38P, BROADCASTING

Available now, experienced dj, 23, tight board, dependable, reliable, willing worker, 3½ years experience. Married, draft exempt, all around man for your organization. Box 39P, BROADCASTING.

Broadcasting graduate, some experience, prefer western Pennsylvania. Will consider others, available immediately. Box 42P, BROADCASTING

9 years, radio, tv. All phases announcing. Presently employed television 3 years. Married, 26, dependable, relocate. Box 43P, BROADCASTING.

2 years broadcasting experience. Bright, mature sound. Tight production. Authoritative news delivery. Write, edit and gather news. Personality dj show. Prefer position near college. Tape and resume handy. Box 45P, BROADCASTING.

Professional announcer wants to work for you in downtown Chicago. Interview required. Lets get together and talk it over. Contact Box 47P, BROADCASTING.

6 years experience. Personality dee-jay, tight production, ready to move up and settle permanently before September. Draft free, family man . . . want \$150 . . . first phone Box 49P, BROADCASTING

Announcer, tight production, mature voice, experienced, dependable, vet; will relocate. Box 52P, BROADCASTING.

Recent college grad., experience in announcing and sales, wants to start career. Will consider any interesting offer. Northeast preferred. Presently employed. Box 53P, BROADCASTING.

Top play-by-play all sports. Tops in special events. Married. Permanent. Best references. I can produce. Pay in five figures. Box 54P, BROADCASTING.

Showman—first phone, 5 years experience, draft exempt. \$140.00 minimum. Box 55P, BROADCASTING.

Announcer, first phone. Experienced all phases, vet, family man, dependable and industrious. Seeking job with present and future. All areas equally considered! Box 57P, BROADCASTING.

Country dj, announcer, available. Tape and resume on request. Box 59P, BROADCASTING.

Major market opportunity wanted. 6 years experience. 1st phone. Top rated for 2 years in medium market. Ambitious. Married. Box 60P, BROADCASTING.

Announcer, vet, married, experienced. Tops sports, news. Personal interview, audition. Prefer lower Michigan. Box 63P, BROADCASTING.

**Situations Wanted—(Cont'd)****Announcers**

Young and ambitious formula jock seeks employment at formula station in metro midwest market. Carried number one ratings at last station in large southwest market. Box 64P, BROADCASTING.

Experienced announcer, friendly personality dj wants permanent position with security and future. Good knowledge of music, production, tight board. Not a floater or screamer. Box 65P, BROADCASTING.

Dj/announcer. Tight formula production. Modern. Cheerful. Young. Versatile. References. Box 69P, BROADCASTING.

Young married veteran desires good music station. Distinctive style. Authoritative news. Tight production, good air sales. Box 71P, BROADCASTING.

So what? So college graduate has sold two years dj. experience to offer Ohio-Indiana station. Professional education in commercial production—continuity. Full story with tape. Box 73P, BROADCASTING.

Alert announcer. Plus terrific sales experience. Good production, tight board. Can handle commercials, news, and all phases of dj work. Box 76P, BROADCASTING.

Married announcer wants staff position with 30 hours or more in East. Box 77P, BROADCASTING.

Negro disc jockey-announcer—tight board, steady, dependable, no floater. Box 78P, BROADCASTING.

Announcer, dj. Family man, dependable. Authoritative news, tight production, fast board, experienced. Will relocate. Box 79P, BROADCASTING.

Experienced, versatile announcer with college degree desires position in solid organization. Broad appeal with mature approach. Familiar with production, news, sports, special events. Above average salary required. Box 82P, BROADCASTING.

#1 pulse rated jockey show past 4 years, news and p.d. experience. Want pro station. Call in Trenton New Jersey. 609-392-6352. Box 84P, BROADCASTING.

Play by play sports announcer who can take over sports department of medium market station. If you can produce there is a good future for you with our multiple station group. Combination sportsman-salesman also considered. Rush tape, resume, and salary requirements. Box 91P, BROADCASTING.

Top-quality dj. Experienced. East Coast. Full-timers. N.Y.C. resident Box 92P, BROADCASTING

Young announcer, disc jockey, tight board experienced, very good resonant voice, will travel anywhere. H. Brian Highfill, 633 Belvidere Ave., Columbus 23, Ohio.

Swingin dj, newsman 3½ years experience, bright, tight board, college. Pd. experience. If your willing to pay \$100 or more, I'm your man. Call DW 7-4018, NYC, collect.

Announcer. Experience includes radio sales, etc. Excellent radio voice news and music. First class license if required. 227½ Maple, Ashland, Ohio. Phone 4-8262.

I need a job! 22, married, three years army radio/tv, 3rd ticket, tight board, know all fields of music; any location. Contact, Boyd Magers, 432 Drake, Ponca City, Oklahoma.

First phone-announcer. Board shift, maintenance, installations. Prefer central California. Johnny . . . FA2-4447. . . Bakerfield, California

1st phone personality. Prefer college town. Midwest or west. 22, single, any format . . . I'm E. Ball . . . 752-1407! 1621 10th St. West, Billings, Montana.

Experienced news man looking for station in Boston and/or New England area. Top references. Excellent board fill in. 71 School Street, Melrose, Massachusetts.

**Situations Wanted—(Cont'd)****Technical**

Employed as office manager. Returning to engineering. Have own test equipment. Experienced in building, maintaining, or repairing equipment. No announcing. Stable position only. Box 933M, BROADCASTING.

Chief engineer—14 years experience—250 thru 5 kw directional, construction, maintenance, operational, versatile, family man, stable. Box 943M, BROADCASTING.

Well qualified engineer, experienced all phases, would like employment with station, religious connected school, for ministry study while earning living, southeast. Box 18P, BROADCASTING.

Experienced radio-television available August 15th. Florida area preferred. Box 36P, BROADCASTING.

California—San Francisco to San Ysidro. I'm tired of stations selling out and being told to get lost in the shuffle. Wish to return to my native California. For a stable hard working chief, contact Dennis D. Wolfer, WDBF, Delray Beach, Florida, 11 am to 7 pm EST.

**Production—Programming, Others**

Newsman—expert reporter, writer, newscaster. Experienced all general news and features. Wants news-oriented radio or tv which knows value of intensive coverage. Station should favor total commitment to news. Box 954M, BROADCASTING.

Stop look, hire! Me!! 3½ years experience. Now p.d. and news director. Excellent references. Desire relocate. Box 990M, BROADCASTING.

Program director-air personality. Five years experience, fine references. Currently (pd-dj) at top rated station in market of 85,000. Desire air shift major, pd medium, but consider all offers. Complete background, air check. Box 30P, BROADCASTING.

Newsman-radio. Now gathering, editing, air delivery of news in major market. Strong background in journalism-radio. Box 31P, BROADCASTING.

Experienced, creative copy and promotion director seeks challenging position northeast. Box 46P, BROADCASTING.

Announcer seeks position in east, starting September. Married. One child. Box 939M, BROADCASTING.

**TELEVISION****Help Wanted—Sales**

Television station in leading mid-west market needs experience local salesman. Send complete resume and picture with salary requirements to Box 3P, BROADCASTING.

Sales opening in Southwest for young aggressive man. Leading tv station in 3 station market. Man must have management potential. All managers in our radio and tv operations have come from sales. Local retail sales in our market very important phase of operation. This is a five figure job to start with and active, protected account list. Salary and commission. Give complete resumes and experience first letter. Great opportunity to live in southwest with Texas owned and operated station. All replies confidential. Box 74P, BROADCASTING. This is a great sales opportunity.

If you are a good salesman, like to sell for an aggressive tv station, like to work and see it pay off, you might be our man. Have opening in local television sales department for experienced man. Salary, commission and active account list in growing Texas market. Include background and picture as well as goals in life. References and personal interview necessary. Write Box 75P, BROADCASTING. Replies confidential.

**Help Wanted—(Cont'd)****Sales**

Progressive, independent Channel 21, serving many communities in all-uhf Fresno-area market, seeking creative, aggressive account executives to package and sell live-remote and studio-originated sports, special events, community salutes, and variety shows at rates comparable to radio. Extremely rewarding commissions against living-expense draw to qualified applicants who have high regard for maintaining the public interest on a local basis for these many communities. Resume, pictures, and references to Harold Gann, KDAS-TV, Hanford, Calif.

**Announcers**

Radio-tv newsman. Must be good on camera, know how to gather and write news. Join aggressive, expanding news operation in medium-size northeastern market. Rush tape, picture, newswriting samples with resume and salary expected to, Box 33P, BROADCASTING.

Experienced newsman to direct and consolidate from home office all news departments of three radio and two tv stations which are located same general area and serve each other. Reply only if you have headed a news department. All replies held in confidence. Box 61P, BROADCASTING.

**Technical**

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Experienced chief engineer for maximum power Rocky Mountain tv station. The man we want must be thoroughly experienced in theory, technical and practical areas of tv engineering, including microwave. Plus—and this is most important—he must be capable administrator. References required. Salary open. Write, Box 991M, BROADCASTING, giving a complete resume of your experience, salary expectations, etc.

Number one tv station in midwest market needs experienced VTR man. Heavy on maintenance. Exceptional benefits for right man. NABET. Send photo and complete resume. Box 974M, BROADCASTING.

Experienced first phone engineer operation and maintenance uhf transmitter and tv studio equipment. Need immediately. Inquire WCET, Cincinnati 19, Ohio.

Motion picture photographer and film editor for south Florida tv station. Resume of experience to Box 68P, BROADCASTING.

**Production—Programming, Others**

Number one tv station in midwest market needs alert experienced traffic director. Exceptional benefits for right girl. Send photo and complete resume including salary requirements. Box 975M, BROADCASTING.

Managing editor wanted by CBS affiliate, major southwest market. Must be imaginative and thoroughly experienced in television writing, shooting and editing. Ability to telecast news helpful but not essential. Applicant will be thoroughly investigated. Good job for right man. Box 25P, BROADCASTING.

News director. Must be strong on-air personality. Experienced only. Mature. Administrative ability required. Salary open. Present news director has taken job in local industry and will be available to help you get started. Send sof and biography to Redd Gardner, General Manager, KCRG Stations, Cedar Rapids, Iowa.

Airman-reporter for aggressive local news staff. Journalism background preferred. Picture, tape, SOF if available and resume. KTIV, Sioux City, Iowa.

Girls—TV traffic girl wanted with experience in handling avals and twx. Plush offices, many extra benefits. Write, wire or call PL 9-6800—HR-TV, 375 Park Avenue, NYC, N. Y.

## TELEVISION

### Situations Wanted—Management

General manager-sales manager for one of top 25 markets; past 8 years in 23rd. Thoroughly experienced: 13 years radio; 7 years television. 38, college graduate, high-type. Can produce profitable, prestige property. Have done it, am doing it. Box 27P, BROADCASTING.

### Announcers

Major market, radio and television staff, news, weather available Box 58P, BROADCASTING.

Available immediately announcer-director on camera booth all phases, three years radio six television, presently employed, 30, married. Tape, resume, photos on request. Box 69P, BROADCASTING.

### Production—Programming, Others

Film manager. Photographer, editor, darkroom technician. Capable, mature and very responsible. 9 years TV experience in all phases of film operations, film buying, programming, contract negotiations and film production. 17 years experience in motion picture, still photography and darkroom operations. Capable of supervising entire film and photo operation. Box 942M, BROADCASTING.

Young aggressive man would like to make change where his abilities can be utilized. Age 28, married, B.F.A., M.Ed., 8 years directing-producing in all phases of television. Professional musician. Will answer all replies. Box 856M, BROADCASTING.

"The eight dimensions of news!" Off-beat human interest; hard documentaries; pro and con; the police scene; outer space; history, today and tomorrow. I can blend them all to offer the kalidescope that impales the viewer of today's television news. back me up? 14 years broadcasting experience a courageous company that will encourage. College, radio/TV school. Currently news director NBC TV affiliate in small news. Family man. Independent in politics market. Five years top-ten market radio an dreligion. No s-o-f but have tape, pixs, resume & references. Box 913M, BROADCASTING.

Producer-writer-director. Experienced all branches tv including promotion, publicity, sales, market research. Produced top rated shows, live, vt, double and single system film. Desire employment with station stressing creativity and quality production. Box 12P, BROADCASTING

Producer, director, desires position production manager. Experienced in studio and remote situations. 20 years in broadcasting. Efficient, reliable. Box 26P, BROADCASTING.

## FOR SALE

### Equipment

Gates BC-1F 1kw am transmitter. Best one Gates ever made! Remote controlled fine for 0.25-1kw combination. Excellent condition, your inspection. Now operating. Best offer takes. Box 955M, BROADCASTING.

GPL 16mm film recorder with Maurer sound galvanometer equipment. Excellent condition, \$13,750. Stancil-Hoffman S-5 16 mm magnetic film transport with preamp and power supply for playback, \$750. KETC, St. Louis, Mo.

Great savings . . . take over monthly payments of \$176 on like new Shaler-Aitken automation equipment complete with MacKenzie tape recorders. Contact Verne Paule, Gen. Mgr., KRNO, San Bernardino, California.

Multiplex monitor. Nuclear electronics. New condition. Original cost \$1200. Avail. today \$490. First check takes it. WEAW, Evanston, Illinois.

Ampex 350-2. Collins cartridge equipment. Both operating within factory specs. Lang Electronics, Inc., 507 Fifth Avenue, N. Y. 17, MU 2-7147.

## For Sale—(Cont'd)

### Equipment

Thermometer, remote electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., EC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Company, Box 31, Temple, Texas.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-9258.

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. Templebar 2-3527.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co. 1314 Iturbide St., Laredo, Texas.

New 2 slide barrels for Spindler-sauppe Selectroslide tv projector. Both \$30. WFAR, Sharon, Pa.

New Conrac vhf re-broadcast receiver AV12D, \$150. WFAR, Sharon, Pa.

Fedelpac cartridges—best prices, fastest delivery. Reconditioning service. Cartridge equipment. Sparta Electronic Corporation, 6340 Freeport Boulevard, Sacramento, California.

## WANTED TO BUY

### Equipment

5KW FM transmitter, also a 550 foot tower. Must be in excellent condition and reasonably priced. Contact Paul Brandt, WCEN Radio Station, Mt. Pleasant, Michigan.

350 series ampex . . . half track . . . must be in good condition . 3 3/4 & 7 1/2. Box 95P, BROADCASTING.

Sync generator, RCA TG-2A or comparable model used and in good condition. Box 35P, BROADCASTING.

Ampex 351, 354, Fm antenna (gain 4.1 or more), frequency and modulation monitor. KRAB, 9029 Roosevelt Way, NE, Seattle, Washington.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

STL—950 Mc/s for use in FM installation. Call Glenn Winter, 25531, York, Pennsylvania.

Used, 2 turntable preamps, conelrad receiver, RCA 77 Dx mike, Gates Level Devil amplifier. K. B. Beach, WALD, Walterboro, S. C.

## WANTED TO BUY

### Stations

AM-FM full-time east coast. Minimum five station market. Full or control purchase. Doing over \$150,000. Box 66P, BROADCASTING.

I own one radio station . . . want to expand. Will buy cp or controlling interest in another station. All replies confidential. Guy Christian, KKAN, Phillipsburg, Kansas.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Six weeks courses in FCC first phone license, and in Announcing. Nine months courses in Chief Engineer, Program Director, Owner-Manager. Guaranteed training and placement service since 1947. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts August 27—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting September 19, January 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start July 31, and Sept. 18.

Jobs waiting for first phone men. Six weeks gets your 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.

### Miscellaneous

DJ inserts; short comic skits, tailored for your show. Complete details free. Box 999M, BROADCASTING.

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Stinger Series" Forty musical cappers, stings, punctuators, newly recorded in Hi-Fi and pressed onto pure vinyl just \$9.95. Station Services, 1st National Bank, Peoria, Illinois.

## Business Opportunity

Operational troubles? Will lease, optional purchase, single market station preferred, others considered, South Carolina, Georgia, Florida. Engineer, 25 years all phases. Terms must be right. Confidential. Box 19P, BROADCASTING.

## RADIO

### Help Wanted—Sales

#### ACCOUNT EXECUTIVE

Solid radio time-salesman wanted by top Washington, D. C. station. Unusual opportunity for strong, sincere salesman, who will inherit top flight Agency and Direct Account. Good Draw, Commission, and Expenses. Send complete resume.

Box 81P, BROADCASTING

## Announcers

### OPPORTUNITY KNOCKS

One of nation's top radio stations seeks host for early morning show. We play melodic popular records but do not want a DJ. Looking for personality with outstanding talk ability. Adult show. Salary open. Exceptional opportunity. Send biography, audition tape or air check.

Box 61P, BROADCASTING

### OPPORTUNITY KNOCKS

One of nation's top radio stations seeks host for early morning show. We play melodic popular records but do not want a DJ, looking for personality with outstanding talk ability. Adult show. Salary open. Exceptional opportunity. Send biography, audition tape or air check.

Box 61P, BROADCASTING

## Technical

### OVERSEAS OPPORTUNITIES EUROPEAN AREA

#### RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

#### PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given. Submit experience and earnings to

Box 841K, BROADCASTING

## RADIO

### Situations Wanted—Announcers

#### RADIO MAN DESIRES POSITION

A.M. qualified for: Manager of single, Program Director for medium, Disk jockey for major. Southern markets only please. 7 years experience—all phases. Military obligation full-filled August 7. Phone, write or wire Johnny Mitchell, 2408 North 10th, Monroe, Louisiana. FA 2-1578.

## TELEVISION

### Help Wanted—Announcers

Virginia metro VHF needs immediately, 2 newsmen-commercial announcers. Should know how to shoot, edit, and air news film and deliver a solid commercial. A tough assignment, but rewarding for imaginative pro's. Send VTR or SOF with full resume and references to: Harry Abbott, WXEX-TV, 124 West Tabb Street, Petersburg, Virginia.

### Production—Programming, Others

#### SEEKING CHILDREN'S PERSONALITY

Major midwest television market is seeking creative daily children's programming personality. Gentle, light, constructive approach. No cowboys or ship captains. A respect for and understanding of children's audience are mental requirements. Resume, references, and visual examples of work required.

Box 885A, BROADCASTING

## INSTRUCTIONS

### EMERSON COLLEGE

Fully accredited liberal arts college. Specialization in radio. TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 81st year. For catalog write: Director of Admissions.

EMERSON COLLEGE  
303 Berkeley St., Boston 16

RADIO  
TV  
SPEECH  
THEATRE

### SIX WEEK COURSES

- a, FCC first phone license
- b, Announcer, Disc-Jockey

### NINE MONTH COURSES

- d, Chief Engineer
  - e, Program Director
  - f, 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.

#### Colorful

### RADIO MARKET SHEETS and COVERAGE MAPS

Address Radio Dept. on your letterhead for FREE information and samples.

#### EVEAREADY ADVERTISING

1817 Broadway • Nashville 4, Tenn.

## EMPLOYMENT SERVICE

### Jobs in RADIO & TV

A new concept in obtaining jobs throughout East coast and Midwest for announcers, newsmen, engineers, combo-men, tv production sales, executives, copywriters, promotion

Find out how you can list and have your resume mailed to over 1,000 radio stations, or 310 tv stations.

JOB XCHANGE  
458 PEACHTREE ARCADE  
ATLANTA, GA.

### WANTED TO BUY—Stations

**\$35,000-\$40,000 cash to invest** as down payment for all or part of radio station. Thoroughly familiar with all phases of administration, management, promotion and creative sales. If station owned less than 3 years will consider immediate minority purchase with option to buy all pending F.C.C. approval. Replies confidential.

Write: Box 15P, BROADCASTING

### FOR SALE—Stations

1000 Watt Daytimer Non-Directional. Wonderful frequency, Southern Industrial Market of 100,000. Competition not crowded. \$85,000. 1/4 cash, Box 72P, BROADCASTING

Ala	single	daytimer	\$ 85M	terms
Ky	single	daytimer	75M	\$29M
Fla	medium	fulltime	275M	\$110M
Ca	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals  
CHAPMAN COMPANY  
1182 W. Peachtree St., Atlanta 9, Ga.

Texas single st approx. annual billing. \$65,000 with \$25,000 down—Texas single \$65,000 only \$7,500 down—Colo. single \$50,000—Tenn. fulltime major \$275,000—Tenn. fulltime major \$350,000—Ark. single \$79,000—Ark. medium \$150,000—Fla. fulltime power \$160,000—La. single \$45,000—Many others!

PATT McDONALD CO.  
Box 9266—GL, 3-8080  
AUSTIN 17, TEXAS

### STATIONS FOR SALE

ROCKY MOUNTAIN. Medium market. Gross exceeds \$100,000. Asking \$150,000. 29% down. Absentee owned.

SOUTHWEST. Metro market. Top station. Asking \$325,000. Terms.

WEST SOUTH CENTRAL. Metro market. Gross \$140,000 annually. Profitable. Absentee owned. Asking \$250,000. 29% down.

MIDDLE ATLANTIC. Daytimer. Asking \$94,500. 29% down.

JACK L. STOLL & ASSOCS.  
Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279

installation of new trans., change ant.-trans. and studio locations and make changes in ant and ground system.

WMSR-FM Manchester, Tenn.—Granted mod. of cp to change type trans., increase length of trans. line and delete remote control operation.

WDOD-FM Chattanooga, Tenn.—Waived Sec. 3.205 of rules and granted mod. of license to the extent of permitting establishment of the main studio outside corporate limits of Chattanooga, Tenn. (am trans. site); remote control operation from new studio location.

WFTL-FM Fort Lauderdale, Fla.—Granted mod. of cp to change type ant., increase ant. height to 225 ft., make changes in ant. system and change type trans.; condition.

WTBO-FM Cumberland, Md.—Granted mod. of cp to install new trans. and new ant. and make changes in ant. system.

KBLE (FM) Bellingham, Wash.—Granted mod. of cp to change ant.-trans. location, ERP to 16.5 kw, and make changes in ant. system.

Granted mod. of cps to change type trans. for following stations: WDOT Burlington, Vt.; KERV Kerrville, Tex.; KCHJ Delano, Calif., and make changes in ant. system; WSAO Senatobia, Miss.

Following stations were granted extensions of completion dates as shown: WSAO Senatobia, Miss., to Sept. 15; KCHJ Delano, Calif., to Dec. 31; WTBO-FM Cumberland, Md., to Oct. 2; WAPE Jacksonville, Fla., to Jan. 31, 1963.

\*WHA-FM Madison, Wis.—Granted cp to change ant.-trans. location, make changes in ant. system, and increase ant. height to 670 ft. (main and alternate main).

WBCI-FM Williamsburg, Va.—Granted mod. of cp to increase ERP to 17.5 kw, and change type trans.; remote control permitted; condition.

WSRO Marlborough, Mass.—Granted involuntary assignment of license to William F. Brewin, receiver.

WBGW, Bowling Green Bcstg. Co., Bowling Green, Ky.—Granted assignment of license to Clement Lee Cockrel, Elmer Louis Hargan, Eugene Kenneth Hornback and J. Paul Brown doing business under company of same name.

KFIV, K-Fiv Inc., Modesto, Calif.—Granted acquisition of positive control by A. J. Krislik through transfer of stock by Rebecca Krislik.

WAGG, Williamson County Bcstg. Inc., Franklin, Tenn.—Granted acquisition of negative control by William R. Ormes through purchase of stock from W. R. Jenkins.

**Actions of July 26**

Granted cps and licenses for following new low power stations: Bellevue Bcstrs., Bellevue, Wash.; Westinghouse Bcstg. Inc., Boston, Mass.

Midwest Tv Inc., Champaign, Ill.—Granted cp for new low power station.

WKKW Troy, N. Y.—Remote control permitted (auxiliary trans.)

KEEL Shreveport, La.—Granted mod. of cp to make changes in nighttime directional ant. pattern.

WINF Manchester, Conn.—Granted license covering change in ant.-trans. location and changes in ant. system, with remote control operation.

WBRB-FM Mount Clemens, Mich.—Granted license covering installation of new trans.

WNVY Pensacola, Fla.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; remote control permitted; conditions.

WLAN Lancaster, Pa.—Granted increased daytime power on 1390 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, install new trans., make changes in DA system and ground system, change from DA-N to DA-2, and delete remote control; conditions.

WONN Lakeland, Fla.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

WMES Ashburn, Ga.—Granted license for am station.

WGFA-FM Watseka, Ill.—Granted license for fm station.

WSAU-FM Wausau, Wis.—Granted license covering increase in ERP and installation of new trans.

WOSC-AM-FM, Cassill Radio Corp., Fulton, N. Y.—Granted transfer of control from Richard C. Mitchell to Anamae Mitchell (gift of 88.75%).

KEEP, Radio Sales Corp., Twin Falls, Idaho—Granted acquisition of positive control by R. W. Burden Jr. through sale of

stock by D. Spencer and Arta L. Grow to company of same name.

Granted licenses covering increase in daytime power and installation of new trans. for following am stations: WDUZ Green Bay, Wis.; WBOY Clarksburg, W. Va.; WNBW Wellsboro, Pa.; WFAI Fayetteville, N. C.; WZOE Princeton, Ill.; KTOB Petaluma, Calif.; WMLF Pineville, Ky., and change ant.-trans. and studio locations.

Granted extensions of completion dates as shown for following stations: KEEL Shreveport, La., to Aug. 1; KBLA Burbank, Calif., to Dec. 19.

**Actions of July 25**

KRAL Rawlins, Wyo.—Remote control permitted.

WMAX-AM-FM Grand Rapids, Mich.—Granted change in remote control authority; condition.

Granted cps for following new vhf tv translator stations: Superior Tv Booster Club, on ch. 11, Superior, Mont., to translate programs of KXLY-TV (ch. 4), Spokane, Wash.; Dotsero Tv Assn., on ch. 6, Dotsero, Colo.; KFBC-TV (ch. 7), Cheyenne, Wyo.; Beulah Chamber of Commerce, on chs. 7 & 9, Beulah, KXMC-TV (ch. 13), Minot, and KFVR-TV (ch. 5), Bismarck, all North Dakota.

KSAM, Huntsville Bcstg. Co., Huntsville, Tex.—Granted assignment of license to Verla Cauthen; settlement of estate.

WZZZ, Boynton Beach Bcstg. Co., Boynton Beach, Fla.—Granted relinquishment of positive control by Wade R. Edgar J. and Josephine Sperry (as family group) through sale of stock by Wade R. Sperry to Joseph J. DeMarco.

WKPT Kingsport, Tenn.—Granted license covering installation of new trans., and change in ant.-trans. and main studio locations with remote control operation.

WOOD Grand Rapids, Mich.—Granted license covering installation of old main trans. at main trans. site for auxiliary purposes only with remote control operation (daytime).

Better Town & Country Tv Inc., Canby, Minn.—Granted cp for new vhf tv translator station on ch. 6, to translate programs of KCMT(TV) (ch. 7), Alexandria, Minn.

KDNC Spokane, Wash.—Granted mod. of cp to change type trans. and studio location; remote control permitted.

Granted licenses covering increase in daytime power and installation of new trans. for following am stations: WNLK Norwalk, Conn.; KMAK Fresno, Calif.

**Action of July 24**

Set aside June 29 grant to Kern County Bcstg. Co. to change trans. and increase power of tv translator station K77BC, Porterville, Calif. (which was prematurely acted upon before expiration of 30-day waiting period); authorized continuance of temporary operation with 10 watt output on present equipment as modified.

**Rulemakings**

Pursuant to its notice of July 5, 1961, commission took following major steps to completely revise its fm broadcast rules:

- Adopted first report & order which establishes many new rules concerning classes of stations, power, zones, mileage separations, and procedure to deal with existing stations and pending and subsequent applications. These changes will become effective.
- Issued further notice of further proposed rulemaking looking to adoption of table of ch. assignments for 80 commercial fm chs. (as in tv) assigning channels to individual communities on basis of community population and other priorities for station assignments. Comments on these proposals are due.

Among other things, first report & order (a) Divides country into three zones (instead of present two) for fm broadcast operation. Zone I (same as tv Zone 1) includes part or all of 18 Northeastern states, plus District of Columbia. Zone I-A is confined to southern portion of California (from 40° N. Lat. north of San Francisco). Zone II includes the rest of U. S.; (b) Creates three classes of commercial tv stations (instead of present two). Low-power class A stations will be assigned in all zones; higher power class B stations will be assigned in Zones I and I-A, and higher power class C stations will be assigned in Zone II. (c) Provides, for new fm stations of each class, maximum and minimum power, and maximum "equivalent" antenna height, as follows (where antenna height above average terrain exceeds the figure

given, power must be correspondingly reduced):

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

(d) Establishes minimum mileage separations, as follows:

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

Existing stations not meeting the new requirements may continue operation but may not change to worsen the situation. Applications for changes in chs. of existing stations will be treated as applications for new stations. No table of channel assignments is proposed for educational stations on 20 fm chs. reserved for education.

Companion proposed rulemaking to adopt table of assignments for present 80 commercial fm chs. is premised on the following criteria of community population:

1960 City Population	Number of Commercial Channels
1,000,000 and over	10 to 15
250,000 to 1,000,000	6 to 10
100,000 to 250,000	4 to 6
50,000 to 100,000	2 to 4
under 50,000	1 or 2

Priority considerations in preparing table would be (1) existing fm stations, (2) first fm service (particularly where there is no nighttime primary am service), (3) insofar as possible, providing each community with at least one fm station, (4) providing at least two fm services to as much of the population as possible, (5) providing all communities able to support them, two local fm stations, (6) provide substitute for inadequate am service, and (7) assign chs. to communities on basis of their size, location and number of outside services available.

If cp or license is voluntarily surrendered under proposed rules, commission would determine whether ch. involved should be assigned elsewhere. Chmn. Minow and Comr. Ford concurred but would have preferred to have withheld action until tentative allocation table could be prepared and included with rulemaking notice. Action July 25.

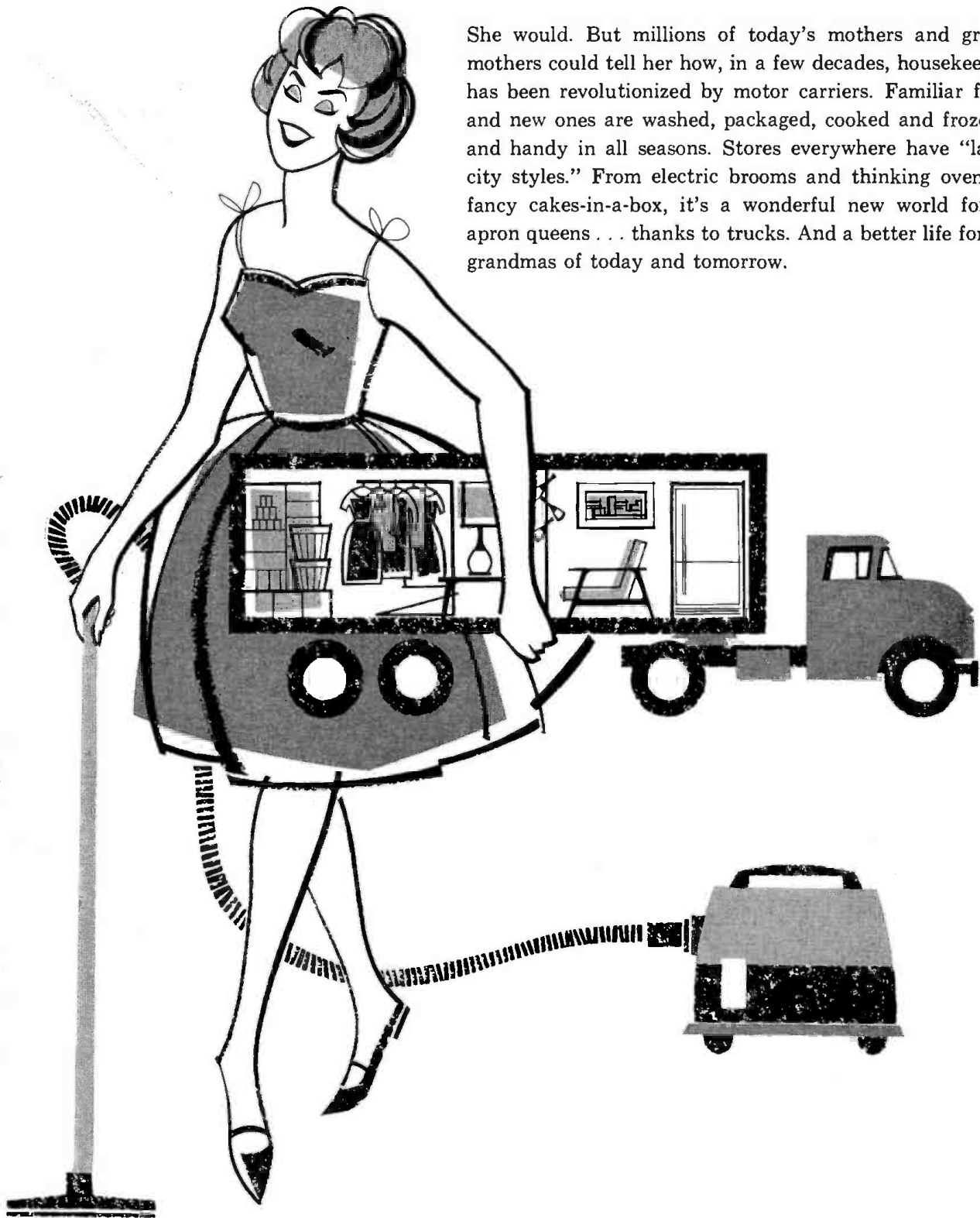
Proposed rulemaking to shift tv ch. 12 from Silver City to Hatch, N. M., for educational use also requests comments to further proposal to remove reservation on ch. 10 at Silver City or to reserve ch. 6 instead of ch. 10. Action July 25.

**MISCELLANEOUS**

It has come to commission's attention that certain foreign documentary films and other broadcast matter containing political propaganda or controversial matter, sponsored and paid for by foreign governments and distributed by their agents in this country, have been broadcast by licensees without any indication to public as to foreign sponsorship involved. Sec. 317 of Communications Act, as implemented by FCC rules (Secs. 3.119, 3.289 and 3.654), requires, in substance, sponsorship announcement fully and fairly disclosing true identity of person or persons furnishing such material, which would include identification of foreign principal concerned. Act further places obligation on commission licensees to exercise reasonable diligence to obtain, from those with whom they deal directly in connection with any program, information to enable them to make required announcement. In addition, Sec. 508 of act provides for certain disclosures where payments are made to persons other than licensees for broadcast of programs. Purpose of these provisions is to assure in these instances that public will be informed as to source of sponsored broadcast material carried over public airwaves which treats with political or controversial subjects. Foregoing is brought to attention of commission licensees in order that they may take such action as may be appropriate to comply with requirements of act in this regard. Action August 1.

# WOULD GREAT-GRANDMA BE AMAZED?

She would. But millions of today's mothers and grandmothers could tell her how, in a few decades, housekeeping has been revolutionized by motor carriers. Familiar foods and new ones are washed, packaged, cooked and frozen—and handy in all seasons. Stores everywhere have "latest city styles." From electric brooms and thinking ovens to fancy cakes-in-a-box, it's a wonderful new world for all apron queens . . . thanks to trucks. And a better life for the grandmas of today and tomorrow.



## AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE





## OUR RESPECTS to Lester M. Biederman, president, Midwestern Broadcasting Co. Editorializing isn't lip service, it's doing, doing, doing.

Citizenship must be lived, not just talked about.

That's the way Lester M. Biederman guides his life and it holds equal vitality for the two tv and five radio stations which he heads. They comprise the Paul Bunyan Television and Radio Networks of Michigan.

Like their founder, these stations strive to "accentuate the positive" and are quick to respond to the needs of their communities. They set aside all else to solve a problem when some emergency arises. To Mr. Biederman, it's "editorializing" in the broadest sense, far beyond mere reading of an opinion of the management dubbed an "editorial."

Mr. Biederman is president of Midwestern Broadcasting Co., which headquarters in Traverse City and operates both WTCM and WPBN-TV there. The other outlets include WTOM-TV Cheboygan, sold in combination with WPBN-TV; WATT Cadillac; WMBN Petoskey; WATZ Alpena, and WATC Gaylord.

**Praised for Dedication** ■ "Colorful . . . very outspoken . . . one of the most selfless individuals you'll ever meet . . . he's dedicated his whole life to public service . . . he has more close personal friends who really enjoy his company." That's the way folks talk about Les Biederman.

To the Michigan Broadcasters Assn., of which he is president, Mr. Biederman is known as "the statesman," because he so often lectures them on their civic obligations and frequently is called to the State Capitol to testify before legislative committees as a prominent broadcaster and citizen.

There is hardly an activity in the state in which Mr. Biederman has not served, using the total resources of his broadcast media to support. He is recognized as the "father" of the Community College Movement there (BROADCASTING, Feb. 2, 1953) and is board chairman of Northwestern Michigan College. For this the governor presented him the rare "Wolverine Frontiersman" award in 1958.

Additionally he has sparked founding of major new hospital facilities, the symphony and such other community-building things as the Traverse City Industrial Fund.

**The Early Years** ■ Lester Martin Biederman was born in Philadelphia Aug. 4, 1911. His father disappeared when he was an infant and his mother had to go to work in a factory from 6 a.m. to 6 p.m. to support him and his brother. He spent many of his pre-school days locked in a bin there so

he wouldn't get tangled in the machinery. He went to school in that city and by the time he was 10 he had become interested in radio, experimenting with the bell wire, oatmeal boxes, crystal detectors and headphones of the day.

After his mother re-married, his stepfather encouraged and supported young Les in his radio hobby. At age 14 he left the eighth grade to go to work as office boy for a Philadelphia shipyard. Later he became stock clerk and time-keeper for \$5 a week. Within three years raises brought him to \$10 for six 11-hour days.

Leaving school wasn't the end of his education by any means. He enrolled in special night classes during his teenage years and went as often as three hours a night, five nights a week. The arduous study resulted in blindness at one point, but after treatment his sight was partially restored.

Mr. Biederman's early work experience also included tool and die design training at the Edward G. Budd Mfg. Co. During his shipyard stint he acquired a commercial radiotelegraph operator's license and spent much of his time on ships in dock. He became familiar with all the radio stations in the Philadelphia area and did night maintenance work for both WIP and WCAU.

When he was 19, Mr. Biederman joined the engineering staff of WTEL Philadelphia and stayed with the station for 10 years, eventually becoming chief engineer. During this decade he did consulting work on a freelance

basis for other stations too.

**Sets Sights on Michigan** ■ When the FCC's report on clear channels and high power came out in the fall of 1938, Mr. Biederman took a long look at the nighttime primary groundwave coverage map in it. He saw that the northern part of Michigan's lower peninsula was void of this service, so he determined to do something about it. Taking his crusade to top radio leaders of the day, Mr. Biederman proposed a network of five stations.

New one-station markets were considered rather risky in those days, so the most help he got was encouragement to venture it himself. With the help of his brother and three others, all of whom still are stockholders today, he founded Midwestern Broadcasting and filed for Traverse City. WTCM went on the air in early 1941. It was followed by WATT in 1945, WATZ in 1946, WMBN in 1947 and WATC in 1950. During the war Mr. Biederman served as consulting engineer to the U. S. Army Signal Corps.

Once the radio operation was well grounded, Mr. Biederman turned the firm's attention to careful study and training for tv. WPBN-TV took the air in mid-September 1954 and WTOM-TV began in May 1959. WPBN-TV recently shifted to a new and higher tower south of Traverse City and says it has doubled its coverage of tv homes.

During his days in Philadelphia at the WTEL transmitter site, Mr. Biederman met Ann Royal Ray, who lived nearby. They were married Aug. 3, 1936, and have two boys, Ross Alan, 21, and Paul Martin, 15. Ross finishes his advertising degree this month at Michigan State U. Paul's interests follow engineering.

**Adopted by Ottawa Tribe** ■ Mr. Biederman is active in Traverse City's Central Methodist Church. He's also a 32d degree Mason, a Shriner and an "Indian." In 1949 he was adopted as a brother and made an honorary chief by the Ottawa tribe at Harbor Springs, Mich. His given name is Gigi-Do-Nini, meaning "Man Who Makes Little Talk Into Big Talk" (radio amplifier).

Look into the backyard of the Biederman home and you'll spot a major boat-building project. Mr. Biederman rescued an old 35-ft. fishing boat when it was doomed to extinction and is rebuilding it as a yacht.

He plans to cruise to Chicago, through the canals and rivers to St. Louis, New Orleans etc., eventually working back home by the St. Louis Seaway. The trips won't be all "sail." He'll "sell" along the way too.



Mr. Biederman  
Michigan's 'Ambassador'

## All time is prime

**T**HE recent bullish reports on daytime and late-night television business are significant for much more than the dollars involved. They reflect a change in advertiser attitudes, and in television's commercial growth, that could make tv an even sounder medium than it has been.

This is not to say that the dollars are insignificant. As reported here a week ago, late-night business now represents about \$150 million in billings a year, according to TvB, while daytime represents \$400 million or more. That's approximately 40% of all national tv business, and what it means is that advertisers are increasingly discovering that there is more to television than 8 to 11 o'clock at night.

The development of these non-peak-hour periods produces several desirable results which in turn hasten the development of these periods. Advertisers who can't afford a full-scale nighttime campaign find that audiences are available at lower prices in other periods. Nighttime advertisers find their evening campaigns can be supported and extended by judicious buys in other periods. Users of other media discover they can get better results by switching to daytime or late-night television.

In the process, some of the advertiser demand for prime-time scheduling is transferred to the other periods and the pressure for so-called over-commercialization of the peak evening hours is reduced. And all of this is being accomplished, the records show, without loss of revenues in the evening hours.

"Prime time" is deeply entrenched in the language of television, but the growth of the other periods suggests that it is becoming an anachronism. Certainly it is no longer accurate in the sense that, by implication, it makes all other periods seem inferior. It should be used, if at all, to designate a time of day, not a quality of time; in our view it should be avoided wherever possible, rather than risk the connotation that other periods are substandard television opportunities.

## Crime and punishment

**N**OW that the FCC has "adjourned" until after Labor Day, an opportunity is afforded to examine its record since its last "session" a year ago. Our examination, however, will be confined to its actions in regard to wayward stations.

In the past year the FCC has revoked four station licenses and denied renewal to two others—the latter having been ordered within the last few weeks. Under authority it acquired from Congress two years ago, it has fined 13 stations for infractions and has issued short term licenses (less than three years) as punishment to 28 stations.

This leaves no doubt as to the FCC's meaning business in its dealings with stations which flout its authority.

The question does arise, however, whether the FCC is dealing too harshly with stations in invoking the death penalty, and whether it is using the middleground authority of fine and probation in the manner that Congress intended. The death penalty has been invoked more times in the past year than in the preceding 30 years.

The two most recent cases—denying license renewals—mete out capital punishment to WDKB Kingstree, S. C., a secondary station in a secondary market, and KRLA Los Angeles, a primary station in the nation's second largest market.

Elimination of the Kingstree station may represent a cost of only a few thousand dollars to its owner. The Los Angeles station represents an investment of more than \$2

million. But these values are relative. The issue is whether the FCC is justified in snuffing out the lives of these stations as first offenders.

The stations were guilty of infractions. Their owners had been derelict in the control of their properties. The law, however, speaks of "willful or repeated" violations. If the station owners had persisted in errant practices after citation there would be no justifiable defense against permanent silencing.

Mismanagement in business occurs frequently. The recent General Electric and Westinghouse price-fixing proceedings instituted by the Department of Justice are cases in point. Penalties were invoked. People were fired. But there was no demand that these companies be destroyed.

The FCC, it seems to us, could have made its point without going to the extreme of license lifting. It has set examples for all broadcasters in dealing with other cases by taking action short of revocation through forfeitures and probationary licenses.

First offenders ordinarily get a second chance. Perhaps the courts will so decide if these renewal cases are appealed.

## Tell it to Bunker

**L**AST April when it became evident that Kevin Sweeney was serious about leaving the RAB's presidency, we suggested here that the selection committee start by looking "for a man who has big feet and doesn't sleep much."

The committee found its man in Edmund C. Bunker, who becomes president-elect August 15 and takes over as president on March 1, when Mr. Sweeney terminates nearly 10 years as radio's indefatigable sales manager.

If Kev Sweeney has been radio's business buzz-saw, Ed Bunker will become its whirling dervish. He's a natural salesman, experienced at every level in broadcasting—local, regional and national. And he knows radio from announcer on up.

Ed Bunker takes over a going concern with a \$1.2-million-plus annual budget. It is well staffed. It has momentum. There are a lot of Sweeney projects in motion to drum up spot and local sales. Ed Bunker won't miss any of them and probably is ready with a satchel full of new ideas.

We have no idea what Kev Sweeney plans to do. But whatever he undertakes, he'll do well. We hope he decides to enter station operation so he can put into practice what he's been preaching so effectively these past 10 years. If he does, he ought to be elected to the first available vacancy on the RAB board.



Drawn for BROADCASTING by Sid Hix  
 "You needn't get abusive. . . . I merely asked a civil question about your car radio listening habits!"

# NEWS

**AWARD WINNING**

## 3 AP AWARDS

KPRC and KPRC-TV won three awards recently at the 1962 meeting of the Texas Associated Press Broadcasters Association.

KPRC was judged first in the state in five-minute news shows and first also in 15 minute news shows in cities of 200,000 or more population.

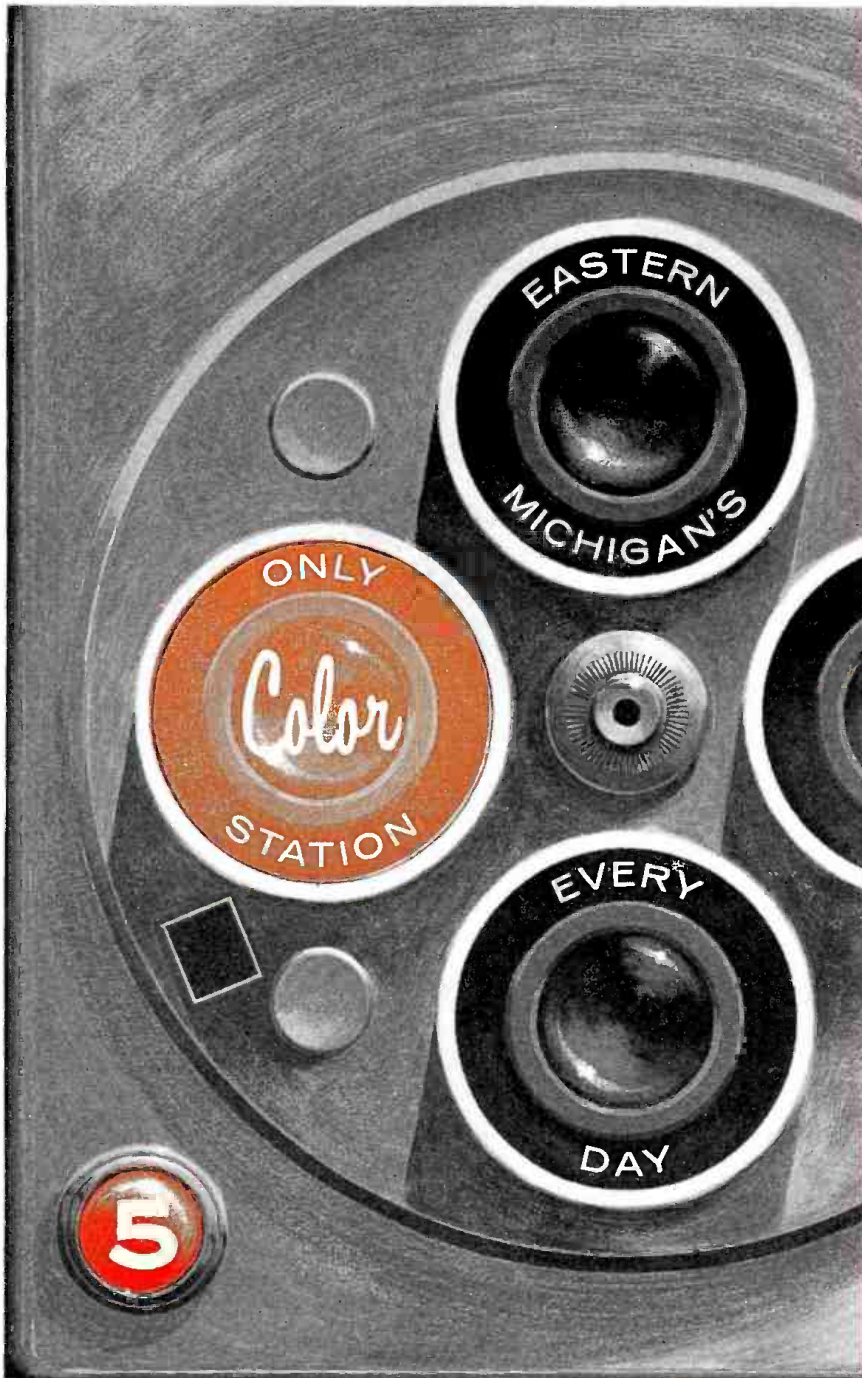
KPRC-TV's coverage of Hurricane Carla last year earned the television station an award in the spot news film category of the competition.

## 4 N.P.P.A. AWARDS

KPRC-TV and its personnel garnered four awards at a similar meeting of the National Press Photographers Association. Tom Jarriel took first place for his Galveston coverage of Hurricane Carla. Chuck Pharris won a second place in the feature news division with his picture story "Photo Day at Rice University," and a third place in the general news category with his coverage of the Ashley-Lima murder verdict. In addition, KPRC-TV was adjudged a runner-up as The News-film Station of The Year. KPRC-TV was the only station in the nation to win 4 awards.

**KPRC** **RADIO**  
**HOUSTON**  
**TELEVISION**

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



## 5 REASONS WHY

IT PAYS TO BUY  
CHANNEL 5!

- 1—Local-level merchandising support.
- 2—Top FM coverage in All Eastern Michigan.
- 3—Every commercial gets full-page, front-page exposure.
- 4—Eastern Michigan's only TV station telecasting color daily.
- 5—Needing 10 years of one-ownership service to all Eastern Michigan.

**WNEM-TV**



SERVING THE ONE **BIG** TOP 40  
MARKET OF FLINT • SAGINAW •  
BAY CITY AND ALL EASTERN  
MICHIGAN



**WNEM-TV**

Affiliated with WNEM-FM, 102.5 MC, Bay City, and WABJ, GBS in Adrian.

