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ON AND RADIO

NEWSPAPER

AUGUST 27, 1962

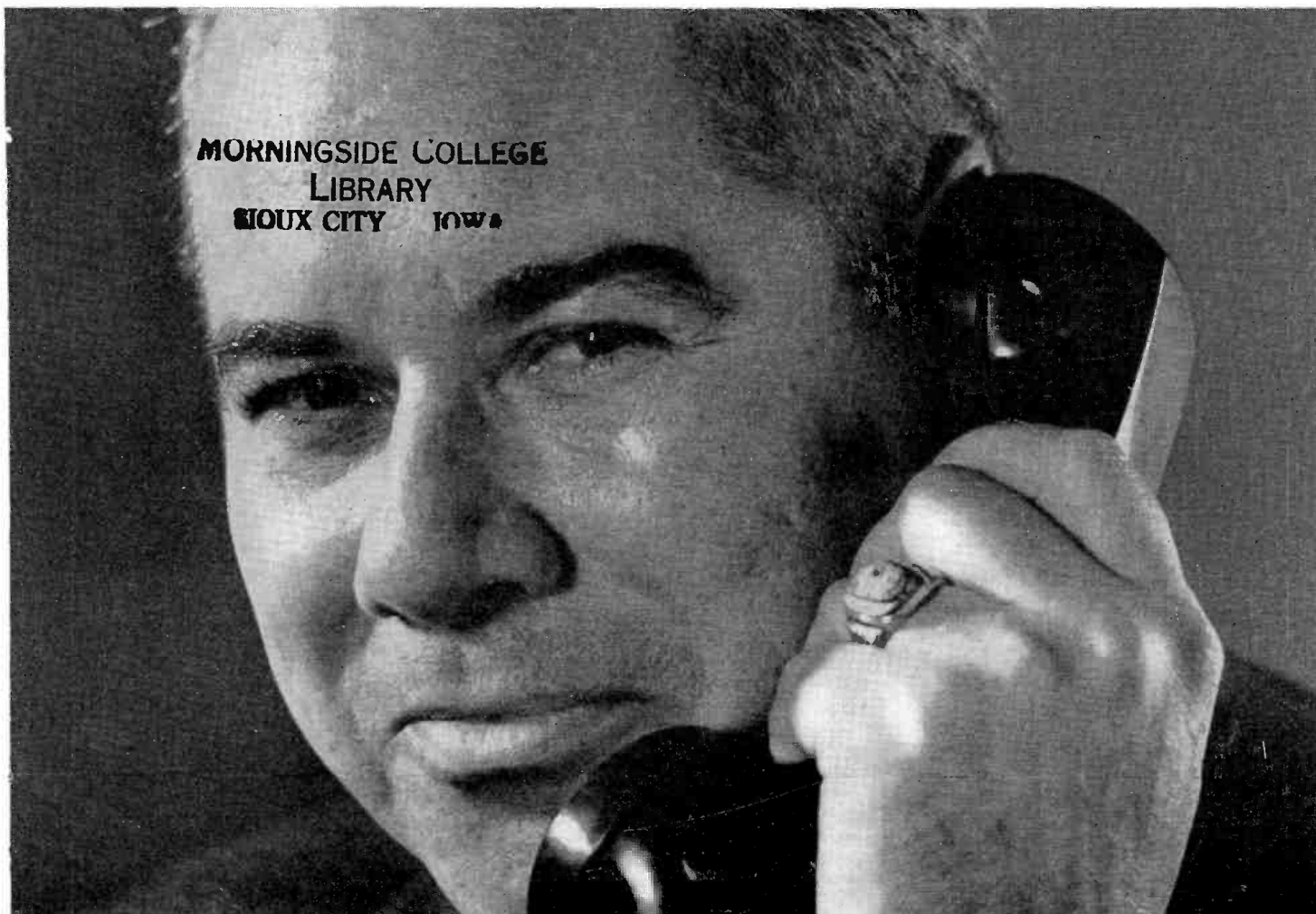
Syndicators turning to specialized audiences to sell low-budget series 27

Should tv fare for overseas be censored? Minow aide poses question 60

Educators want bigger share of tv spectrum—total of 1,200 etv assignments 68

Telstar triumph must not endanger principle of free expression, says NBC's Sarnoff . . 60

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BUYING BALTIMORE? LET "BUD" HELP!

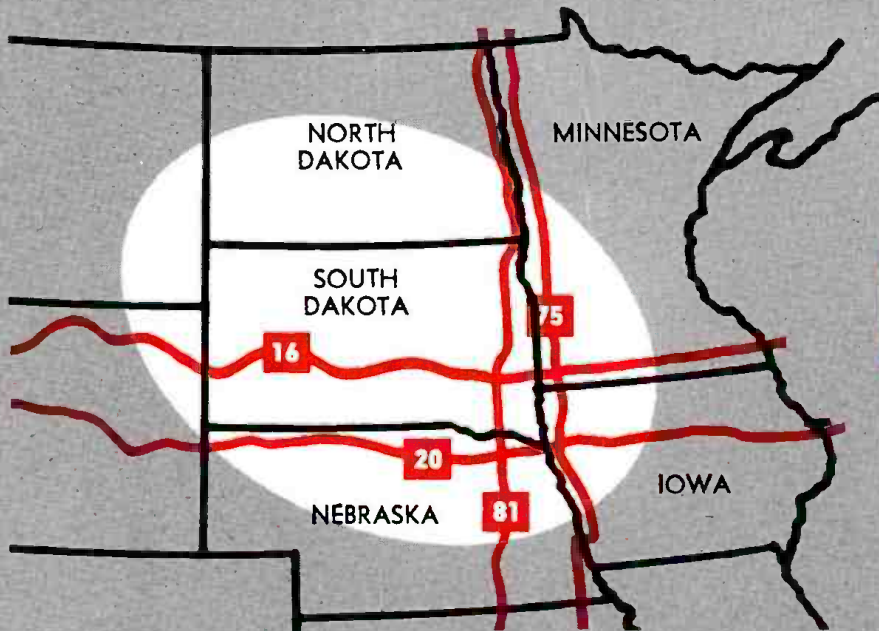
For the 14th year, "Bud" is ready, willing and able to help you buy Baltimore. Same stand . . . same unmatched knowledge of the market . . . same service with the personal touch and the sensibly sharp pencil.

Ask the PETRY MAN to get "Bud" busy on your Baltimore buy—or call direct "BUD" (Willis K.) FREIERT—Area Code 301 . . . 467-3000.

WBAL-TV, BALTIMORE

Maryland's Broadcast Center. Baltimore 11. Maryland

WNAX-570 "LISTENING MILES" CONTEST WINNER ANNOUNCED!



HOW MANY WNAX-570 "LISTENING MILES" ARE THERE ALONG U. S. HIGHWAYS 75-81-20 AND 167 THAT'S THE QUESTION ASKED OF AD AGENCY PERSONNEL.

THE ANSWER — 3,311 MILES

THE WINNER . . .
Bob Parker, Associate Radio & TV Director Aubrey, Finlay, Marley & Hodgson, Inc., Chicago

WINNER LAUDS BIG AGGIE'S VAST COVERAGE

Bob Parker says, "whether it's coverage miles or sales mileage, I've found from experience that the Big in Big Aggie means exactly what it says." Bob Parker's understanding of vast Big Aggie Land and powerful WNAX-570 recently proved rewarding. His answer of 3,317 miles earned him first prize (a GE transistor radio) in Big Aggie's "Listening Miles" contest.

Big Aggie Land is a huge market as illustrated by the tremendous amount of mileage you can run up travelling through it. It's a wealthy market, illustrated by the fact that spendable consumer income last year was *\$2,048,890,000. Big Aggie Land can be sold only on WNAX-570 where over 80% of Big Aggie's 2¼ million residents listen to WNAX-570 three to seven times each week . . . To sell Big Aggie Land, America's 40th radio market . . . buy WNAX-570. See your Katz man.

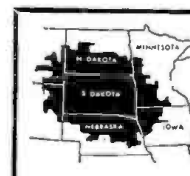
*1962 Survey of Buying Power



THE KATZ AGENCY, INC.
 National Representatives

WNAX-570 CBS RADIO
 PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
 Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
 Represented by Katz



PEOPLES BROADCASTING CORPORATION

WNAX, Yankton, S. Dak.
 KVTV, Sioux City, Iowa
 WGAR, Cleveland, Ohio
 WRFD, Columbus-Worthington, Ohio
 WTTM, Trenton, N.J.
 WMMN, Fairmont, W.Va.



RED MENACE ON CARIBBEAN BEACHES



The influence of Castro Communism has washed up on many shores in the nearby Caribbean and Latin America. Just how far this insidious Cuban export has spread is of vital interest, especially to Miamians.

THE RED STAR: PART V was WCKT's answer to that question — a full hour telecast at 9 P.M. on the eve of the 9th anniversary of Castro's 26th of July movement. This program of on-the-spot film and taped interviews, the fifth installment of a series, presented an unprecedented closeup of the people most

directly concerned: government leaders, their opposition, the professional people and the plain people of the eleven islands and nations within Havana's potential sphere of influence.

In recent months, WCKT film, videotape and sound crews have covered almost every major port or country in the Caribbean and Latin America, in an effort to keep South Floridians informed about the Red Star in the west...to deliver both citizenship and showmanship in one package.



BISCAYNE TELEVISION CORPORATION

WCKT — CHANNEL 7 • MIAMI • WCKR — RADIO 61





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

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

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

Two FCC appointments?

Although there has been no inkling from White House on filling FCC vacancy, report was current last week that not one but two new appointments may be made. Speculation has it that Commissioner John S. Cross, who had been eliminated (this on direct White House authority) more than month ago might be reappointed. Notion now is that Commissioner T. A. M. Craven, whose term does not expire until next June but who reaches retirement age of 70 in January, will be asked to accept appointment by President as one of incorporators of upcoming Communications Satellite Corp. Commissioner Craven is top allocation expert and appointment would still preserve his government status looking toward retirement as well as qualify him to head U. S. delegation to Geneva conference next year.

Reversal of White House attitude on Commissioner Cross, if true, would stem from congressional pressure, and Commander Craven's lateral move would permit President to appoint someone of his own selection to FCC. Both Messrs. Cross and Craven are Democrats but haven't always seen eye-to-eye with New Frontier. If this eventuates it would fit precise pattern followed by President Kennedy on two recent appointments to Atomic Energy Commission wherein one congressionally supported candidate and one New Frontier candidate were named to fill two vacancies. While White House continued mum, it was generally thought that FCC Broadcast Bureau chief, Kenneth A. Cox, would get Craven slot if Cross is reappointed.

Haley's comet

White House intends moving swiftly on Communications Satellite Corp. appointments (story page 63). President Kennedy has asked government agencies affected for nominations for incorporators of what will become 15-man board—six named by carriers, six to represent public and three to be named by President. In addition to Commissioner Craven (see above) it's believed Andrew G. Haley, Washington communications lawyer and pioneer in space law, will be appointed one of incorporators and directors to serve until stock is issued and sold.

FCC, it's understood, recommended that no government officials be named. Among those suggested by FCC as possible incorporators are Dr. James Killian (scientist); Robert V. Fleming, chairman, Riggs National Bank, Washington; Robert A. Lovett, former

CLOSED CIRCUIT®

Secretary of Defense; George J. Feldman, ex-chief counsel for House Space Committee; William Rogers, former attorney general; David Lilienthal, former chairman of TVA; Philip Graham, president of Washington Post Co. (WTOP-AM-FM-TV Washington, WJXT [TV] Jacksonville); Gordon Gray, former Secretary of Army (WSJS-AM-FM-TV Winston-Salem); Ex-Secretary of State Dean Acheson; Warren Baker, former general counsel of FCC, and Robert Munn, former NASA official.

ABC Radio rating approach

ABC Radio, which has rejected expanded Nielsen radio index that's being subscribed to by CBS Radio, NBC Radio and Mutual, expects to sign for rating service—as yet unidentified—within few weeks. Network expects it'll have to do some "pioneering work" to gain "full acceptance" at advertiser level for service it'll use. ABC Radio President Robert Pauley announced decision not to renew Nielsen in late spring, charging radio was being "short-changed" (BROADCASTING, June 11).

Whither Minow?

It may be premature but some of FCC Chairman Newton N. Minow's own colleagues are wondering whether he's planning to leave FCC any time soon (his term has six years to go from last June 30). While there's no word that his departure is imminent, he has said that he cannot afford to make career of government, with responsibilities of growing family—three young daughters, aged 9, 7 and 3. Moreover, he recently resigned from golf membership (he shoots in 80's) in Washington's Woodmont Country Club.

If and when Mr. Minow leaves, it's surmised he would return to Chicago whence he came to FCC in March 1961. He was member of Adlai Stevenson's law firm there and also active in civic and Democratic party affairs. But there's also speculation that he might join his former client, ex-Senator William Benton (also co-founder of Benton & Bowles), whose Encyclopaedia Britannica operations are headquartered in Chicago area.

Networks plan ahead

Tv networks are said to be month ahead of last year's pace in lining up new season properties. By February of this year, networks had completed

bulk of plans for pilot commitments for 1962-63 nighttime schedule (BROADCASTING, Feb. 19). Reports now indicate this approximate stage will be reached for 1963-64 season as early as January 1963.

New program "type" said to be contender for '63-'64 and being offered for network-advertiser consideration at film studios in Hollywood: series with "Ivy" look. Producers reportedly are offering scripts with school background locale, which if they catch on as pilots, could vie with '62-'63 crop of medical shows. Says one agency program executive: "Nearly every producer has an 'educational' show—dramatic or a comedy with the leads cast in the role of a professor or a student."

Co-op ad squeeze

Federal Trade Commission's crack-down on advertisers giving discriminatory advertising allowances on promotions and in test markets may affect broadcasters. FTC has held that all competitive outlets must get proportionate share of co-op advertising and product giveaways. Under this fiat, some companies may not be able to finance test in large market, must choose between one where they can afford to properly finance allowance they feel is adequate or abandon test.


Key words in rulings are "competitive outlets" and "proportionate share." FTC takes this to mean allowances can be given to one outlet in each of several separate markets but where several outlets in one market get allowance, all must be treated equal. FTC usually allows share to be figured on percentage of purchases each outlet makes from advertiser.

Three-way race?

Signing of J. Walter Thompson by The Pulse Inc. (see page 32) may be followed by similar agreements with at least one, possibly two, other agencies at top of list. While announcement is withheld pending formalizing pact Dr. Sydney Roslow, Pulse director, has reached understanding with another big tv/radio agency, is near agreement with second. In recent months Pulse has added Benton & Bowles, Burnett and Compton. Additional acquisitions would strengthen Pulse agency acceptance to point rating service would be in serious contention with front-running ARB and Nielsen.



Best buy in the sky

Down to earth facts: Cleveland is the only market in the nation's top 15 with a TV field all to itself. It's exclusive. No perimeter stations take a bite out of its TV audience. That's why WJW-TV gives you more sales impressions per dollar. ■ Compared to the top 15 markets, Cleveland's WJW-TV delivers up to twice the spot audience on a CPMH basis. On prime evening shows, WJW-TV's CPMH per commercial minute is ½ to ⅓ less than the national average. ■ WJW-TV Cleveland reaches 92% of the TV homes in the heavily populated, 18-county area of Northeastern Ohio—a market with 6.4 billion dollar annual retail sales. For the best buy in the TV sky, call your Storer Television Sales representative. **WJW-TV CBS  in Cleveland.**

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK	<i>STORER</i> BROADCASTING COMPANY
NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

Syndicators are aiming their modest-budgeted series now at special audiences as market for "first run," high budget, mass appeal syndication slumps because of network offerings and feature film availability. See . . .

SYNDICATORS WOO AUDIENCE . . . 27

Control over overseas tv programs hinted at in Meyers memorandum submitted to White House. Proposal by Minow aide is for establishment of International Broadcast Office in State Dept. See . . .

GOVERNMENT GAG FOR GLOBAL TV? . . . 60

Telstar may be today's communications miracle but it shouldn't be used to change principles of free and uncensored communications, NBC's Sarnoff says. He sees bulk of tv programs still will be flown across ocean. See . . .

TELSTAR AND CENSORSHIP . . . 60

Educators see need for 1,200 channels for etv—four times present reserved allocations. Report asks that educational applicants get fair shake in hearings when they contest commercial seekers for channels. See . . .

ETV SEEKS 1,200 CHANNELS . . . 68

Direct conversion of light and heat to energy is next great step in electronics, RCA's Engstrom tells Wescon audience. He urges development of portable power units. Lasers used to inaugurate show. See . . .

SEES ENERGY-FROM-LIGHT BOOM . . . 74

Desi Arnaz predicts best year yet for Desilu Productions with four of its own programs on air in 1962-63 season and firm's entry into live programming. Stockholders told of oil well drilling on lot. See . . .

ARNAZ SEES GOOD YEAR AHEAD . . . 52

Both Canadian tv networks report good year ahead with sponsors coming in at great rate. CBC is happy with renewals and returnees; CTV is booming with tripled number of sponsor programs and 16 new advertisers. See . . .

TV SPONSORSHIP TIDE HIGH . . . 73

Spot activity and sales territory analysis are two new services being added by ARB. Product usage of tv spot will be related to efficiency; territorial analysis will relate audience patterns to many markets. See . . .

ARB EXPANDS SERVICE . . . 34

TAC stations splitting \$16,000 in dividends from last year's operations, meeting told. Selling locally-produced public service programs on national basis is seen as growing business. See . . .

TAC MEMBERS EARN \$16,000 . . . 50

Ford Foundation is making loans to commercial broadcasters in addition to largesse for educational tv stations. Rep. Patman cites foundation's influence in broadcasting in Hill speech. See . . .

COMMERCIAL OUTLETS HELPED . . . 65

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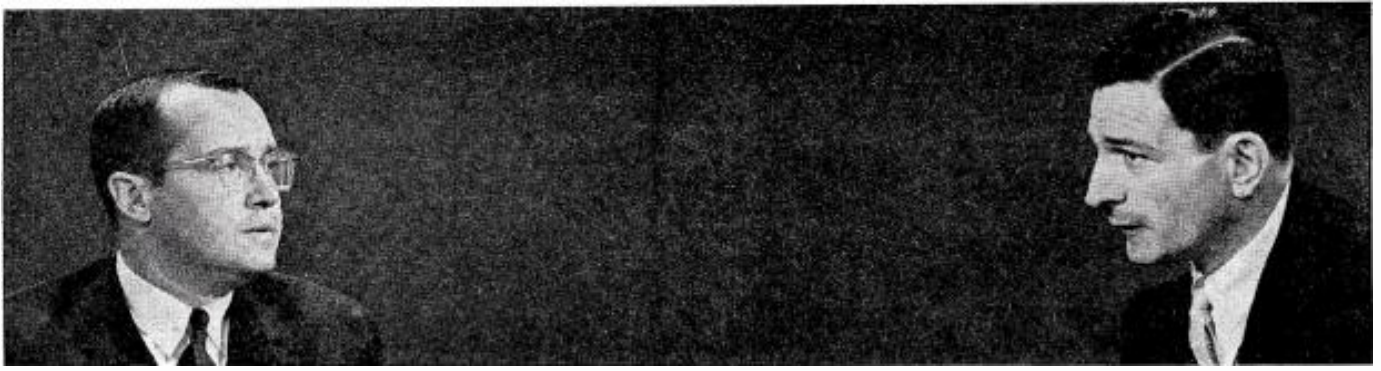


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Mr. Minow speaks to our manager

(July 8, 1962)

The show is WFAA-TV's "Let Me Speak to the Manager" — a half-hour informal session with Mike Shapiro answering mail from viewers. The guest is Mr. Newton N. Minow. The following is an excerpt from the interview:

Shapiro: A year and a half ago you gave a talk and the two famous words which everyone has seen in print and heard were those you used to describe television as a vast wasteland. Would you comment now . . . do you still think it is a wasteland?

Minow: Well, I think there has been a lot of improvement. I think the most encouraging thing is that broadcasters and the public are examining what the function of broadcasting is, what its problems are, and how it must serve the public interest. . . . What we want is to have the public participate in broadcasting — just as you are doing with this program. That's what we are so delighted about, that you are exchanging views with your audience . . . and finding out what they want and what they are interested in. And we think starting this whole discussion has been a very wholesome thing.

Naturally, we are pleased to have a second public commendation from Mr. Minow. (The first came earlier this year at a meeting of the National Association of Broadcasters.)

Equally satisfying have been the inquiries from many stations in other markets. We feel we have started a trend. One that's certainly in the right direction from the viewpoint of responsible management. We are more than willing to share the successful format of this show and other WFAA-TV local program innovations with interested broadcasters everywhere.

WFAA-TV

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

Kefauver, Ryan urge space bill caution

Sen. Estes Kefauver (D-Tenn.) and Rep. William F. Ryan (D-N. Y.) have urged House members to oppose efforts to "steamroller" communications satellite bill through House. They expressed their views in letter sent to all House members Aug. 23 and released today (Monday).

Sen. Kefauver led fight against bill in Senate. Rep. Ryan played same role in debate preceding House passage of similar measure in May. House is expected to vote today on Senate version rather than request conference to iron out differences (see story, page 63).

In their letter, Sen. Kefauver and Rep. Ryan said "attempt to steamroller the Senate version will prevent the House from adequate consideration of whether the changes from the House bill are in the public interest."

Sen. Kefauver and Rep. Ryan favor government ownership of U. S. space communications system rather than private ownership provided in bills passed overwhelmingly by Senate and House.

"Regardless of your views" on bill, they said, "we strongly urge you not to acquiesce in an attempt to rush the bill through the House in order to bypass a conference." Their letter restates arguments they made against bill—that it is "giveaway" of government-financed development and technology in communications satellite field, and would give private corporation some of powers to deal with foreign countries that are now reserved to President.

Senate arm restores cut in FCC money for 1963

FCC would get full budget request of \$14,617,000 for fiscal year that began July 1 under recommendation voted Friday by Senate Appropriations subcommittee.

Sen. Warren G. Magnuson (D-Wash.), chairman of Independent Offices Subcommittee, was reported to have urged members to restore \$262,000 cut from FCC budget by House (BROADCASTING, Aug. 6).

Sen. Magnuson argued that role played by FCC and other regulatory agencies is more important now than ever, according to subcommittee sources. Sen. Magnuson is also chairman of Senate Commerce Committee,

Empty saddles

For two days last week (Thursday and Friday), there was no member of FCC in Washington to handle "emergency" matters. Five members have been absent during most of month with either Acting Chairman Robert E. Lee or Commissioner Frederick W. Ford on duty, often both at same time. Commissioner Lee, who has made practice of working during annual August hiatus, is due back in office today (Monday) after one week at beach during which he was in daily contact with FCC.

which has jurisdiction over these agencies.

Subcommittee recommendation still must be approved by full Appropriations Committee before Senate votes on it.

Network newsmen reply to Cuban bias charges

Two network newsmen have submitted statements to Senate Internal Security Subcommittee in reply to charges they slanted their reports on Cuba to favor Premier Fidel Castro. Charles Kuralt, CBS-TV, and John Hlavacek, NBC-TV, are also said to have provided investigators with transcripts of programs in question.

Charges were made by Carlos Todd, refugee Cuban journalist now living in Coral Gables, Fla., during subcommittee hearing last month (BROADCASTING, July 23). Subcommittee source said two of several other press and radio commentators similarly accused by Mr. Todd had asked to be heard in executive session and that one has already appeared. But he declined to identify them.

Complete record of inquiry, including statements of network newsmen and executive session testimony, is expected to be issued within next couple of weeks. Subcommittee, headed by Sen. James O. Eastland (D-Miss.), may also issue report.

B-M, Hudson purchase ABC Radio fight coverage

Bristol-Myers Co. and Hudson Vitamin Products Inc. will co-sponsor ABC Radio's broadcast of Patterson-Liston heavyweight championship fight Tues-

day, Sept. 25 (10:05 p.m. to conclusion).

ABC Radio's coverage of fight in Canada will be fully sponsored by Dominion Seven-Up Co. Ltd. Broadcast rights to fight cost \$400,000, highest ever for coverage of championship bout, according to ABC Radio.

Agencies: Doherty, Clifford, Steers & Shenfield for Bristol-Myers and Pace Adv. for Hudson Vitamin.

FCC made example, WDKD appeal states

WDKD Kingtree, S. C., complained Friday FCC used licensee E. G. Robinson as whipping boy for industry in stripping him of license and asked FCC to reconsider decision (BROADCASTING, July 30).

Station said as jurists in frontier days earned reputation as "hanging judges" so WDKD came before New Frontier FCC at time agency planned crackdown without warning.

FCC set no guidelines for taste in programming but retroactively decided that Charlie Walker programs on WDKD were in bad taste, station said. FCC failed to take community standards into account, WDKD said, claiming Kingtree area residents were not shocked by Walker shows. Taste as to sex matters is more liberal these days, WDKD asserted.

In any case, FCC is forbidden to censor and if matter such as Walker shows can be reason for action, it must be taken by criminal courts, station said.

FCC ignored own policies by giving no weight to community support Mr. Robinson received and plentiful testimony he was operating WDKD in public interest, station said.

As to alleged misrepresentations by licensee, WDKD said, FCC has chosen to accept Broadcast Bureau's interpretation of testimony rather than Mr. Robinson's sworn statements. Station claimed Walker tapes were never properly identified as having been broadcast and that Mr. Robinson made no willful misrepresentations.

FCC also should have given weight to fact that tapes were made by competing station, which was not trying "to reform the industry" but to remove competitor, WDKD claimed.

Depriving licensee of main source of livelihood is harsher penalty than court would assess for many crimes, WDKD said.

WEEK'S HEADLINERS

Robert S. Buchanan, general sales manager of WJW-TV Cleveland, promoted to general manager of Storer Broadcasting Co. outlet, succeeding Joseph Drilling, who resigned last month to become president of Crowell-Collier Broadcasting Corp. (WEEK'S HEADLINERS, July 23). **George U. Lyons**, midwest sales manager of Storer Tv Sales, Chicago, named general sales manager of WJW-TV, replacing Mr. Buchanan. Mr. Buchanan began his broadcast career with Storer organization in August 1952 as film editor at WJBK-TV Detroit, while student in that city. He advanced at Detroit station to film director, local salesman and in August 1957 was appointed national sales manager with headquarters in company's



Mr. Buchanan

New York sales office. He was named general sales manager of Cleveland tv outlet in February 1961. Mr. Lyons joined Storer in 1956 as account executive at WJBK-TV. He was appointed national sales manager of WSPD-TV Toledo following year, and midwest sales manager of Storer Broadcasting Co., Chicago, in 1959, position held until being named to present post last year.

Walter J. Rothschild, manager of WTAD-AM-FM Quincy, Ill., and KHQA-TV Hannibal, Mo., elected president and general manager of all Lee broadcasting interests, which include Lee Radio (KGLO-AM-FM-TV Mason City, Iowa), Lee Broadcasting (WTAD-AM-FM Quincy, Ill., and KHQA-TV Hannibal, Mo.), Forward Television (WMTV [TV] Madison, Wis.) and KEYC-TV Lee (KEYC-TV Mankato, Minn.). **Lee P. Loomis** elected board chairman of Lee Radio and Lee Broadcasting. He formerly was president of both corporations.

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

Fox plans increase in tv production

20th Century-Fox Corp. is planning to increase its tv production activity as part of "firm policy" to secure significant place in field.

Company's plans were announced by Darryl F. Zanuck, president, following Aug. 23 board of directors meeting. He said he had asked board for "full authority" to organize "complete television department" to produce series. At present Fox produces only one series, *Dobie Gillis*.

Mr. Zanuck said tv strengthening is part of "realistic" policy to restore Fox to "healthy condition" after five-year decline. He predicted company's net losses this year would be about \$25 million (see story page 54).

Filter tips not safe cancer study indicates

Smoke-borne tobacco tar substances drawn through filter-tip cigarettes can cause skin cancers in mice, New York State public health research team reported Friday (Aug. 24). Scientists said tumors were induced by every brand of cigaret tested (six), but smoke from filter-tip cigarettes (two) yielded one-third tar content of that in standard cigarettes. Researchers said implications were "indirect, but significant."

Study was undertaken to determine if

New talent for NBC-TV

Ena Hartman, Negro fashion model who grew up on Arkansas sharecrop farm, signed long-term contract with NBC-TV Friday (Aug. 24) as a new "talent discovery."

Spokesman said what shows she'll be on is future decision. Long-term pact, said to be five years, is believed first of its kind for Negro.

cancer risk had been eliminated or reduced by cigaret modifications in recent years.

Commenting on report, T. V. Harnett, chairman of the Tobacco Industry Research Committee, said, "... human-type lung cancer has never been produced in animals as a result of having them inhale tobacco smoke throughout their lifetimes."

ABC-TV signs two affiliates

ABC-TV Friday (Aug. 24) announced addition of two new primary affiliates, bringing total to 129. WLOX-TV (ch. 13) Biloxi, Miss., with Sept. 10 target date, will carry full ABC-TV schedule, according to Robert Coe, ABC vice president in charge of tv station relations, and James Love, president of WLOX-TV.

WTEV (TV) (ch. 6) New Bedford, Mass., scheduled to begin operations Jan. 1, 1963, will be primary ABC-TV affiliate for New Bedford-Providence, R. I., area. Network and Charles J. Lewin, WTEV president, announced affiliation agreement.

Collins backs Javits plea for Senate tv

LeRoy Collins, NAB president, on Friday (Aug. 24) hailed suggestion that radio and tv be allowed to cover U. S. Senate sessions. Resolution to permit live coverage of Senate proceedings was introduced last week by Sen. Jacob K. Javits (R-N. Y.) (see page 62).

Expressing hope that Senate Rules Committee will act favorably on Javits' resolution, Gov. Collins added: "I likewise hope that the resolution will not go unnoticed on the other side of the Capitol and that the House of Representatives, in its wisdom, sees fit to open up its proceedings both in the chamber and in the committee rooms to the American people through radio and television."

Senate permits radio-tv coverage of committee proceedings at discretion of chairmen, but forbids live pickups from Senate floor. House has blanket prohibition against radio-tv equipment in both floor and committee hearings.

Public Service takes FCC to court in ch. 10 bid

Public Service Television Inc., owner of former ch. 10 WPST-TV Miami, Fla., Friday (Aug. 24) asked U. S. Appeals Court to review FCC action last month (BROADCASTING, July 30) dismissing its application for same facility now held by L. B. Wilson Co. (WLBW-TV). L. B. Wilson was given four-month license after Public Service (National Airlines subsidiary) and two other applicants were disqualified because of off-record contacts during original hearing. In addition to L. B. Wilson, there are two other applications for the Miami vhf.

Walter Reade, Sterling merge to form new firm

Stockholders of Walter Reade Inc. and Sterling Television approved merger of two companies into Walter Reade-Sterling Inc., it was announced Friday (Aug. 24).

Walter Reade Inc., theatre chain and motion picture production-distribution concern, thus becomes publicly owned company after being privately held for over 50 years. Sterling is tv production-syndication company. Walter Reade Jr. is chairman of board of new company and Saul J. Turell is president.

How do we win the response and respect of millions of listeners?



The radio station broadcast The March 7 10 am. The show: The Michigan State Senate
The setting: The first live broadcast in history from the floor of the Senate
The audience: 100% of the six ABC owned radio stations

ABC OWNED RADIO STATIONS

We inform them



ABC OWNED RADIO STATIONS

We warn them



ABC OWNED RADIO STATIONS

We protect them



ABC OWNED RADIO STATIONS

We caution them



ABC OWNED RADIO STATIONS

We appeal to them!

It's not always easy to influence millions of people. The 6 ABC owned radio stations do it with clear, concise community action campaigns that make their points fast. One told how vital it was to get polio shots... another educated listeners on

water safety...another went all out for safe driving...still another advocated active support for Radio Free Europe. These are typical of how each of the six ABC owned radio stations are involved in the well-being of their communities.



ABC OWNED RADIO STATIONS

WABC NEW YORK WLS CHICAGO KGO SAN FRANCISCO
KQV PITTSBURGH WXYZ DETROIT KABC LOS ANGELES



*Take the
biggest hits from
Broadway's best musicals...*

- MY FAIR LADY**
- SOUTH PACIFIC**
- OKLAHOMA!**
- PAJAMA GAME**
- THE BELLS ARE RINGING**
- PORGY AND BESS**
- SOUND OF MUSIC**
- ANNIE GET YOUR GUN**
- THE KING AND I**
- CAROUSEL**
- PAL JOEY**
- KISMET**
- CAN CAN**
- BRIGADOON**
- SHOW BOAT**
- FINIAN'S RAINBOW**
- OLIVER**

...and many more

*...Set to the toe-tapping,
hip-swinging beat of Latin rhythms.*

*Dress the stage with
lavish costumes, spectacular sets,
big production numbers...*

and **OLÉ** it's...

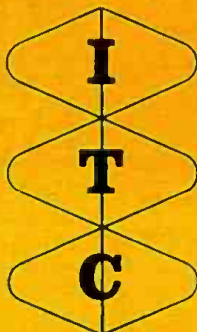
BROADWAY GOES LATIN



*39 sparkling half-hours of tremendous
entertainment—refreshingly new—
for regional and local sponsorship*

**Already sold to
Ballantine Beer and
R. J. Reynolds Tobacco**

*Leading the world
in television program sales*
INDEPENDENT



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DATEBOOK

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

*Indicates first or revised listing.

AUGUST

Aug. 27-30—American Society of Association Executives, 43rd annual meeting. Eight major segments of nation's economy will be discussed. Among panelists will be Harold E. Hill, administrative vice president, National Assn. of Educational Broadcasters, discussing education and communications. Mayflower Hotel, Washington, D. C.

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. 4-6—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. Murrell, 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

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.

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. 14-16—West Virginia Broadcasters Assn. fall meeting at The Greenbrier. Speakers include: Mike Layman, WSFC Somerset, Ky.; Leonard Marks, Washington attorney, and Gene Katz, The Katz Agency.

Sept. 15—UPI Broadcasters of Pennsylvania annual meeting at Nittany Lion Inn at State College, Pa. Part of this year's session will be held in conjunction with the first meeting of the Pennsylvania News Broadcasters Assn.

Sept. 16-18—Louisiana Assn. of Broadcasters, annual convention and business meeting. Royal Orleans Hotel, New Orleans.

Sept. 16-18—Louisiana AP Broadcasters meeting in New Orleans.

Sept. 17—Deadline for comments on FCC proposal for a new class of service to promote educational tv by using channels in the 1990-2110 mc or 2500-2690 mc bands to transmit to schools.

*Sept. 18—League of Advertising Agencies, dinner meeting. "The increasing importance of small and medium size agencies in our marketing structure." Meeting place in New York to be announced.

Sept. 19-22—Radio-Television News Directors Assn. international convention. Sheraton Palace Hotel, San Francisco. Opens Sept. 19 with "news-maker" cruise aboard Navy carrier Yorktown for anti-submarine maneuvers.

Sept. 20—Comments due on FCC proposal to amend its rules to permit the use of automatic logging devices.

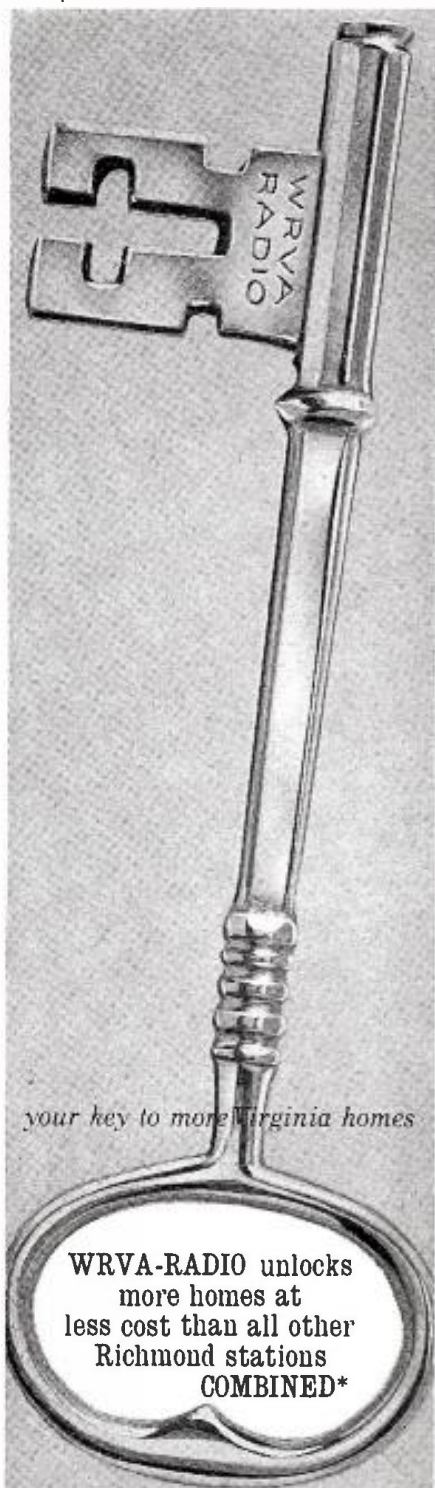
Sept. 20—Deadline for comments on FCC proposals to permit public inspection of network affiliation contracts and to amend rules relating to multiple ownership of broadcast properties postponed from Aug. 20).

*Sept. 21—Florida Assn. of Broadcasters fall board meeting at the Grand Bahama Hotel & Club, West End, Grand Bahama Island.

Sept. 21—Tennessee Assn. of Broadcasters convention, Nashville. Guest speakers include: Betty Furness, CBS Radio; Gov. LeRoy Collins, NAB; Commissioner Frederick W. Ford, FCC; William Kaland, vpprograms, Westinghouse Broadcasting Co., and Gov. Buford Ellington of Tennessee.

Sept. 21-23—New England Stereo-High Fidelity Show, Mid-Town Motor Inn, 220 Huntington Ave., Boston. Admission will be 75¢. There will be a preview of the show for members of the trade and the press starting at 6 p.m., Thursday, Sept. 20.

Sept. 21-23—East Central area AWRT conference, Green Meadows Inn, Columbus, Ohio.



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WRVA-RADIO unlocks more homes at less cost than all other Richmond stations COMBINED*

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There's new steel in the South Bend sky. It's WSBT-TV's 1047-ft. tower now creating a new market exclusively for WSBT-TV advertisers. With power raised to 480,000 watts, WSBT-TV is Indiana's and Michigan's most powerful station. Our audience potential swells to nearly 1,080,000* (1000 viewers per tower-foot) . . . advertisers receive an immediate bonus of nearly 333,500* potential viewers all outside of the South Bend metro core! For ten years the best buy in South Bend, WSBT-TV is now even better. Top CBS shows and popular local programming make WSBT-TV's exclusive new market a best buy on any list. Yes, WSBT-TV has a big stick in the sky; it's the new standard of measure for the South Bend market. Get the details before you make your next TV buy in South Bend.

*Based on 1960 census and FCC Predicted Service Contour.



WSBT-TV

SOUTH BEND, INDIANA

Channel 22

Paul H. Raymer, Inc. • National Representative

PROGRESS IN ATOMIC POWER

More than 120 investor-owned electric light and power companies are participating in 24 atomic power development projects of many different types. This is a \$700,000,000 effort to find the best ways to produce low-cost electric power through atomic energy.

Atomic power today is contributing to the electric supply of nearly five million electric company customers in Pittsburgh, Chicago, New York, New England and California. Other millions of families, factories, businesses and farms served by the companies' interconnected power lines use it, too.

Of course, most of the electricity we now use is generated in conventional power plants. About four-fifths of it is produced in plants where coal, oil or gas heats water into steam to drive turbo-generators which produce electricity. Much of the rest is made in hydroelectric plants. Only a small part

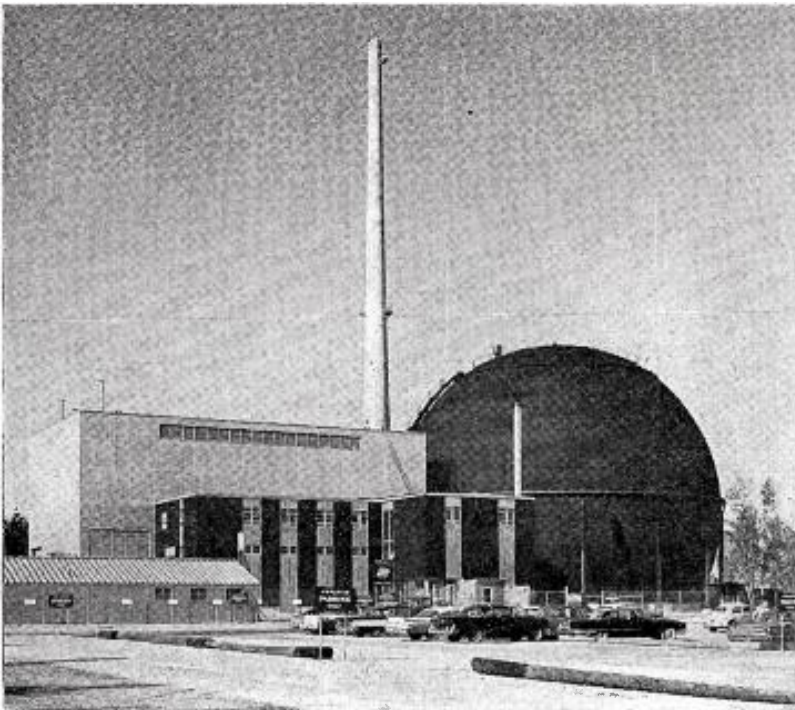
of our power now comes from nuclear sources. But it is an important part, and the investor-owned companies are intent on seeing it continue to grow.

One of the long-range goals of the investor-owned companies' extensive development program is to find the best and cheapest ways to produce electricity — to make sure the American people have an abundant supply of low-cost power in years to come. Fortunately, the United States is amply supplied with conventional fuels: coal, oil and gas. But nuclear fuels will be an important supplement to these energy sources.

When the first self-sustaining nuclear chain reaction in history was accomplished in 1942, development of atomic energy immediately came under strict government control. For military reasons it remained so until 1954, when Congress made it possible for electric companies to own and operate atomic power plants.

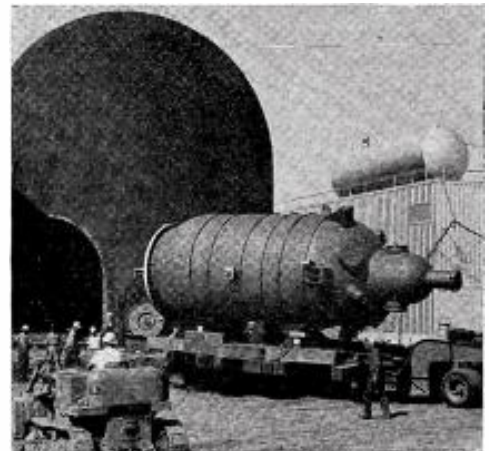
In the beginning, the electric companies and others in the atomic power field were faced by a twofold challenge. First, they had to develop new machinery and methods for producing electricity in nuclear-fueled plants. Beyond this lay the equally important

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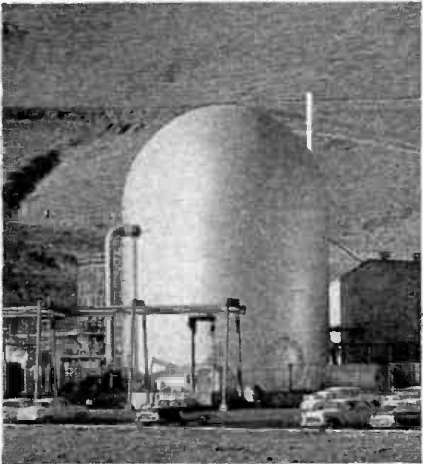
One of the atomic power plants being built by an investor-owned electric company is Consumers Power Co.'s 50,000-kilowatt station at Big Rock Point, Mich.

Construction on the 66,000-kilowatt Pathfinder plant at Sioux Falls, South Dakota, built by Northern States Power Company and Central Utilities Atomic Power Associates.





Atomic power plant of the Saxton Nuclear Experimental Corporation near Saxton, Pennsylvania—built by the four investor-owned companies of General Public Utilities Corp.



Pacific Gas and Electric Co. operates the conventional portion of the experimental atomic power plant at Vallecitos, Calif.

Surveys are in progress at a 225-acre site acquired by Pacific Gas and Electric Co. at Bodega Bay, 65 miles north of San Francisco, for a 325,000-kilowatt nuclear power plant.



PROGRESS IN ATOMIC POWER *continued*

necessity to produce this electricity at costs no higher than power produced in conventional plants, which over the years have been constantly improved in efficiency.

The technical feasibility of producing atomic power has been proved beyond any doubt, and its economic feasibility is near in areas where the cost of conventional fuels is relatively high. Widespread research and development will continue until the most efficient types of reactors for producing electricity are fully determined.

Our nation's approach to nuclear power is both broad and diversified. It involves many different reactor types. In this program, the investor-owned electric companies are working in cooperation with the Atomic Energy Commission, equipment manufacturing companies, engineering construction firms, and various other organizations. Together, they are carrying on the world's most comprehensive program to develop full and economic use of nuclear energy in the production of electric power.

Investor-owned electric companies are now operating or participating in the operation of seven nuclear power plants. The plants that were in operation in 1961 produced, during that year, over two billion kilowatt-hours of electricity. During 1962 three more

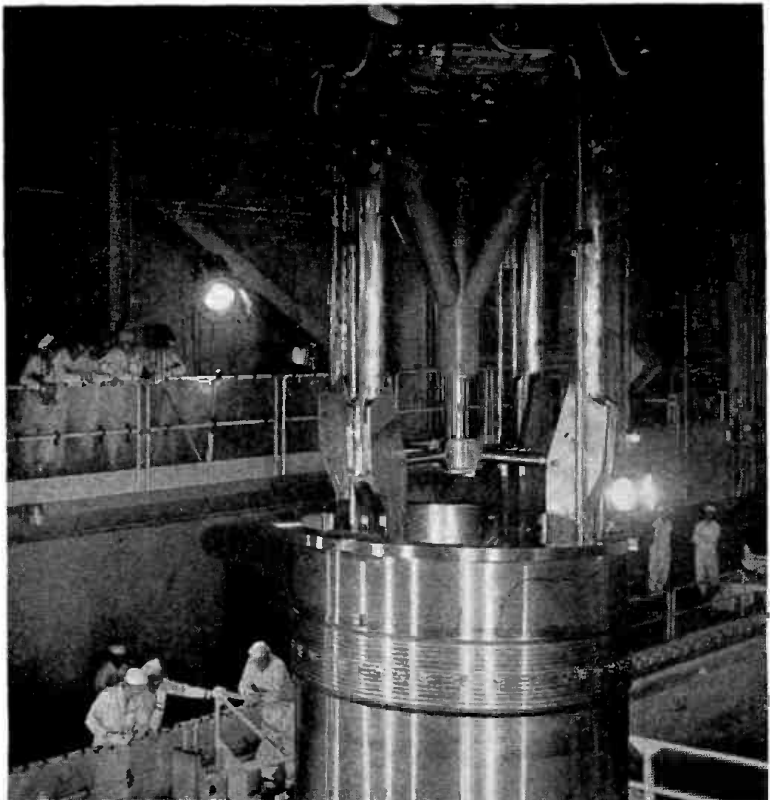
nuclear power plants sponsored by investor-owned electric companies are scheduled to begin operation. Two other plants are scheduled for operation early in 1963. There is another reactor plant under construction. There are three more in preliminary design or under contract negotiations. Electric companies are also participating in eight other nuclear research, design and study projects.

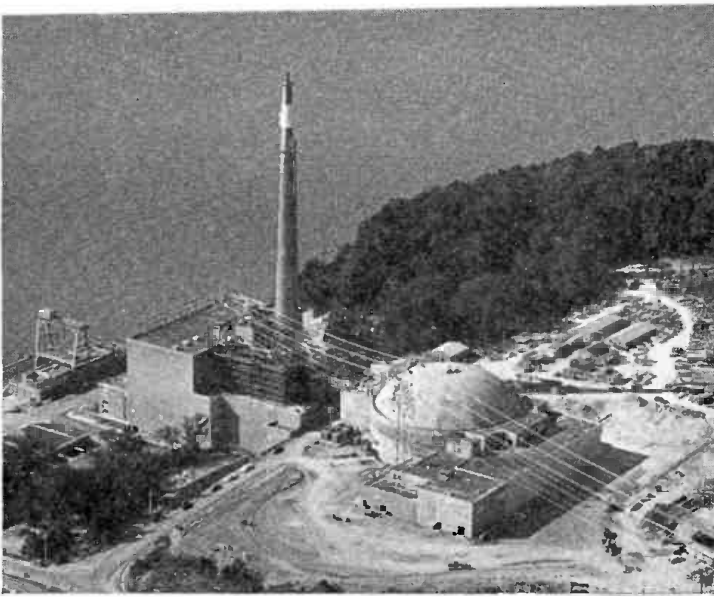
In some of these projects a number of electric companies are grouped together to share the cost of the extensive research, development, design, testing and construction. Some are being financed entirely in the free market by investor-owned electric companies working independently. In others, the AEC and equipment manufacturers are providing assistance.

Electric companies are constantly searching for ways to provide more and better electric service to benefit every man, woman and child in the nation. Their atomic power program is only one aspect of a broad research effort involving problems of generation, transmission, and distribution of electricity—part of their continuing expansion of electric supply systems.

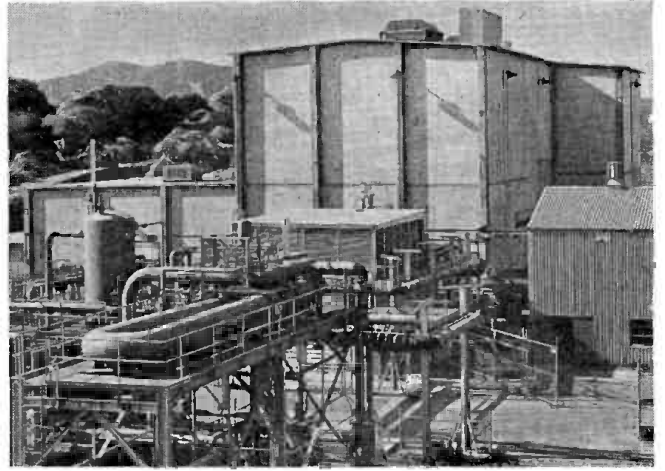
Today, the total power production of the United States is about 884 billion kilowatt-hours a year. Forty years from now, total power production for the

Shippingport, Pa., the world's first full-scale atomic power plant devoted exclusively to peacetime purposes, operated for the AEC by Duquesne Light Co.

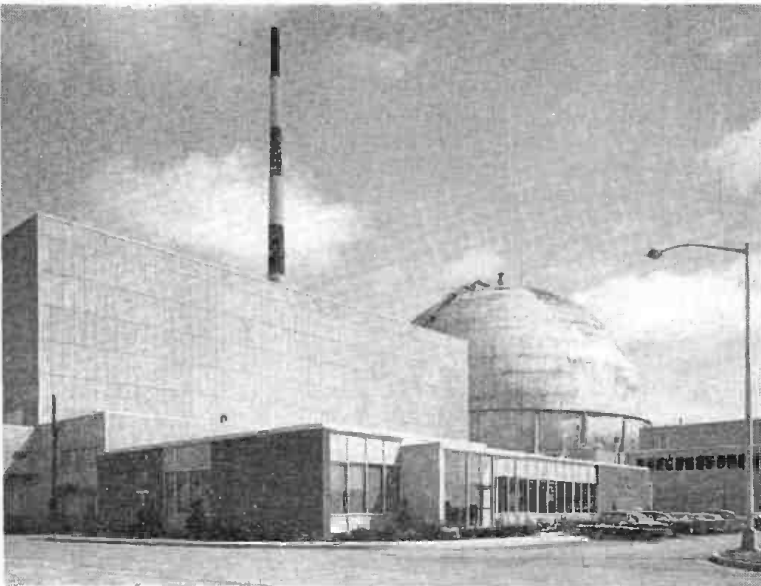




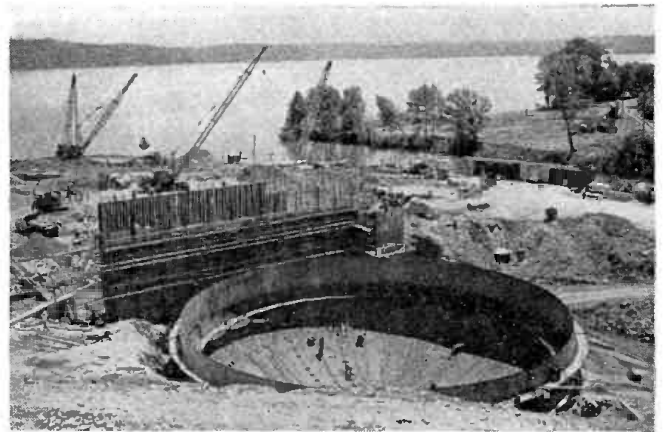
An aerial view of Consolidated Edison Co.'s 275,000-kilowatt nuclear power plant at Indian Point, New York.



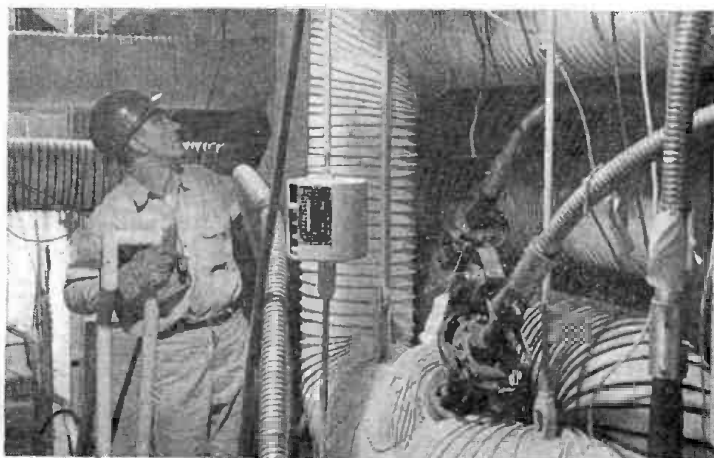
Southern California Edison Company operates the conventional portion of the Santa Susana nuclear power plant near Los Angeles.



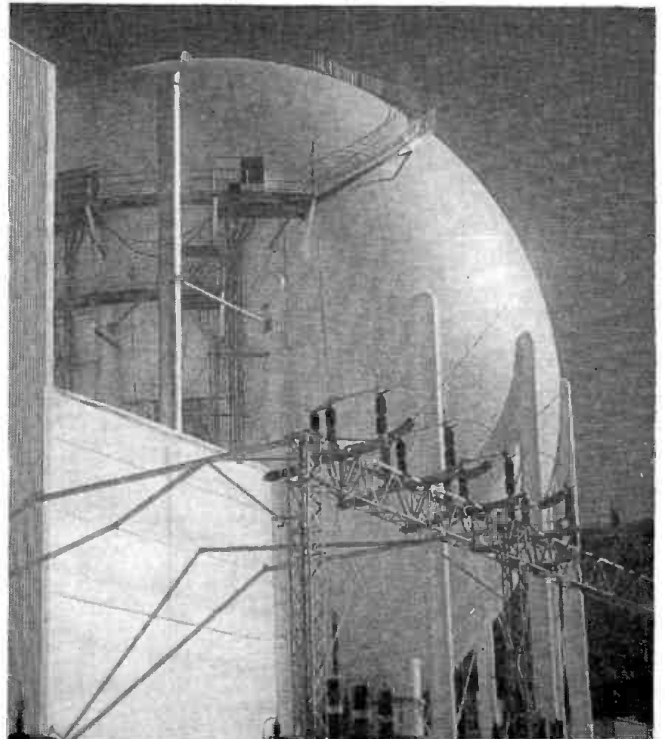
Commonwealth Edison Co.'s 180,000-kilowatt Dresden Nuclear Power Station near Chicago. Nuclear Power Group also contributed to the plant.



Construction begins at Peach Bottom, Pa., on the 40,000-kilowatt atomic plant of Philadelphia Electric Co. and a group of 53 other investor-owned companies.



An engineer at work in the 100,000-kilowatt Enrico Fermi plant being built by the Detroit Edison Co. and Power Reactor Development Co.



continued

United States will probably be in a range of from six to ten trillion kilowatt-hours. But whatever the figure, the investor-owned electric companies stand ready and able to meet the full electric power needs of all Americans.

The source of this electric power? It will come in part from falling water, in part from coal, oil, or gas, and—to the full extent it is better or more economical—it will come from the use of atomic energy.



Atomic Plant, Parr, S.C., built for Carolinas Virginia Nuclear Power Associates.

ELECTRIC POWER COMPANIES ARE PARTICIPATING IN...

PROJECTS IN OPERATION

1. COMMONWEALTH EDISON CO.—NUCLEAR POWER GROUP, INC.: American Electric Power Service Corp. Central Illinois Light Co. Commonwealth Edison Co. Illinois Power Co. Kansas City Power & Light Co. Pacific Gas & Electric Co. Union Electric Co.
2. YANKEE ATOMIC ELECTRIC CO.: Boston Edison Co. Central Maine Power Co. Central Vermont Public Service Corp. Connecticut Light & Power Co. Eastern Utilities Associates Hartford Electric Light Co. New England Electric System New England Gas and Electric Association Public Service Co. of New Hampshire Western Massachusetts Electric Co.
3. AEC-DUQUESNE LIGHT CO. (a)
4. AEC-SOUTHERN CALIFORNIA EDISON CO.—ATOMICS INTERNATIONAL (SANTA SUSANA) (b)
5. GENERAL ELECTRIC—PACIFIC GAS AND ELECTRIC CO. (VALLECITOS)(c)
6. SAXTON NUCLEAR EXPERIMENTAL CORP.: Pennsylvania Electric Co. Metropolitan Edison Co. Jersey Central Power and Light Co. New Jersey Power and Light Co.
7. CONSOLIDATED EDISON CO. OF N. Y., INC.

PROJECTS UNDER CONSTRUCTION OR DESIGN

8. NORTHERN STATES POWER CO.—CENTRAL UTILITIES ATOMIC POWER ASSOCIATES: Interstate Power Co. Iowa Power & Light Co. Iowa Southern Utilities Co. Madison Gas & Electric Co. Northern States Power Co. Northwestern Public Service Co. Otter Tail Power Co. St. Joseph Light & Power Co. Wisconsin Public Service Corp.
9. PACIFIC GAS AND ELECTRIC CO. (HUMBOLT BAY)
10. DETROIT EDISON CO.—POWER REACTOR DEVELOPMENT CO.: Alabama Power Co. Central Hudson Gas & Electric Corp. The Cincinnati Gas & Electric Co. Columbus & Southern Ohio Electric Co. Consumers Power Co. Delaware Power & Light Co. The Detroit Edison Co.

- Georgia Power Co. Gulf Power Co. Iowa-Illinois Gas and Electric Co. Long Island Lighting Co. Mississippi Power Co. Philadelphia Electric Co. Potomac Electric Power Co. Rochester Gas and Electric Corp. The Toledo Edison Co. Wisconsin Electric Power Co.

11. CAROLINAS VIRGINIA NUCLEAR POWER ASSOCIATES:

- Carolina Power & Light Co. Duke Power Co. South Carolina Electric & Gas Co. Virginia Electric and Power Co.

12. CONSUMERS POWER CO.

13. PHILADELPHIA ELECTRIC CO.—HIGH TEMPERATURE REACTOR DEVELOPMENT ASSOCIATES, INC.:

- Alabama Power Co. Arizona Public Service Co. Arkansas Power & Light Co. Atlantic City Electric Co. Baltimore Gas and Electric Co. California Electric Power Co. Central Illinois Electric and Gas Co. Central Illinois Light Co. Central Illinois Public Service Co. Central Louisiana Electric Co., Inc. Central Power and Light Co. The Cincinnati Gas & Electric Co. The Cleveland Electric Illuminating Co. Delaware Power & Light Co. The Detroit Edison Co. Gulf Power Co. Gulf States Utilities Co. The Hawaiian Electric Co., Ltd. Idaho Power Co. Illinois Power Co. Iowa Public Service Co. Kansas City Power & Light Co. The Kansas Power and Light Co. Kentucky Utilities Co. Louisiana Power & Light Co. Mississippi Power Co. Mississippi Power & Light Co. Missouri Public Service Co. The Montana Power Co. New Orleans Public Service Inc. New York State Electric and Gas Corp. Niagara Mohawk Power Corp. Pacific Gas & Electric Co. Pacific Power & Light Co. Pennsylvania Power & Light Co. Philadelphia Electric Co. Portland General Electric Co. Potomac Electric Power Co. Public Service Co. of Colorado Public Service Co. of New Mexico Public Service Co. of Oklahoma Public Service Electric and Gas Co. Puget Sound Power & Light Co. Rochester Gas and Electric Co. St. Joseph Light & Power Co. San Diego Gas & Electric Co.

- Sierra Pacific Power Co. Southern California Edison Co. Southwestern Electric Power Co. The United Illuminating Co. Utah Power & Light Co. The Washington Water Power Co. West Texas Utilities Co.

PROJECTS IN PLANNING OR CONTRACT NEGOTIATIONS

14. PACIFIC GAS AND ELECTRIC CO. (BODEGA BAY)
15. SOUTHERN CALIFORNIA EDISON CO.—SAN DIEGO GAS & ELECTRIC CO.
16. NEW ENGLAND ELECTRIC SYSTEM

STUDY, RESEARCH AND DEVELOPMENT GROUPS

17. EMPIRE STATE ATOMIC DEVELOPMENT ASSOCIATES, INC.: Central Hudson Gas & Electric Corp. Consolidated Edison Co. of New York, Inc. Long Island Lighting Co. New York State Electric & Gas Corp. Niagara Mohawk Power Corp. Orange & Rockland Utilities, Inc. Rochester Gas and Electric Corp.
18. TEXAS ATOMIC ENERGY RESEARCH FOUNDATION: Central Power and Light Co. Community Public Service Co. Dallas Power & Light Co. El Paso Electric Co. Gulf States Utilities Co. Houston Lighting & Power Co. Southwestern Electric Power Co. Southwestern Public Service Co. Texas Electric Service Co. Texas Power & Light Co. West Texas Utilities Co.
19. SOUTHWEST ATOMIC ENERGY ASSOCIATES: Arkansas-Missouri Power Co. Arkansas Power & Light Co. Central Louisiana Electric Co., Inc. The Empire District Electric Co. Gulf States Utilities Co. Kansas Gas & Electric Co. The Kansas Power & Light Co. Louisiana Power & Light Co. Mississippi Power & Light Co. Missouri Public Service Co. New Orleans Public Service Inc. Oklahoma Gas and Electric Co. Public Service Co. of Oklahoma Southwestern Electric Power Co. Western Light & Telephone Co., Inc.
20. ATOMIC POWER DEVELOPMENT ASSOCIATES: Alabama Power Co. Baltimore Gas and Electric Co. Central Hudson Gas & Electric Corp. The Cincinnati Gas & Electric Co.

- The Cleveland Electric Illuminating Co. The Connecticut Light & Power Co. Consolidated Edison Co. of New York, Inc. Consumers Power Co. Delaware Power & Light Co. The Detroit Edison Co. General Public Utilities Corp. Georgia Power Co. Gulf Power Co. The Hartford Electric Light Co. Indianapolis Power & Light Co. Jersey Central Power & Light Co. Long Island Lighting Co. Metropolitan Edison Co. Mississippi Power Co. New Jersey Power & Light Co. New York State Electric & Gas Corp. Niagara Mohawk Power Corp. Pennsylvania Electric Co. Philadelphia Electric Co. Potomac Electric Power Co. Public Service Electric and Gas Co. Rochester Gas and Electric Corp. Southern Services, Inc. The Toledo Edison Co. Wisconsin Electric Power Co. Wisconsin Power and Light Co.

21. EAST CENTRAL NUCLEAR GROUP:

- Appalachian Power Co. The Cleveland Electric Illuminating Co. Columbus and Southern Ohio Electric Co. The Dayton Power and Light Co. Indiana & Michigan Electric Co. Indianapolis Power & Light Co. Louisville Gas & Electric Co. Monongahela Power Co. Ohio Edison Co. Ohio Power Co. Pennsylvania Power Co. The Potomac Edison Co. Southern Indiana Gas and Electric Co. West Penn Power Co.

22. FLORIDA WEST COAST NUCLEAR GROUP:

- Florida Power & Light Co. Florida Power Corp. Tampa Electric Co.

23. ROCKY MOUNTAIN-PACIFIC NUCLEAR RESEARCH GROUP:

- Arizona Public Service Co. California Electric Power Co. Iowa Public Service Co. Nevada Power Co. Portland General Electric Co. Public Service Co. of Colorado Public Service Co. of New Mexico Rochester Gas & Electric Co. Southern California Edison Co. Utah Power & Light Co. The Washington Water Power Co.

24. NUTMEG ELECTRIC COMPANIES ATOMIC PROJECT:

- The Connecticut Light and Power Co. The Hartford Electric Light Co. The United Illuminating Co.

(a) The electric company has provided the conventional portion of the plant, the site, and \$5 million toward the cost of the reactor. The reactor is owned by the AEC and operated by the electric company.

(b) The electric company has provided the turbo-generator portion. The reactor is owned by the AEC and operated by Atomics International.

(c) The electric company has provided the turbo-generator portion. The reactor is owned and operated by General Electric Co.

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WESH TV

FLORIDA'S
CHANNEL **2**

WESH for Orlando
Daytona Beach
Cape Canaveral

Sept. 21-23—Southwest area AWRT conference, Sheraton-Dallas Hotel, Dallas, Tex.

*Sept. 22—New applications of video-film and video-tape in defense and aero-space industries will be reported by Robert B. Steel, senior developmental engineer for the UNIVAC San Diego Engineering Center of Sperry Rand at the symposium on educational tv sponsored by SMPTE at Los Angeles State College (see below). Mr. Steel's report is based on a two-year survey of tape usage for training in the military and aero-space television markets.

Sept. 22—Society of Motion Picture & Television Engineers, Auditorium of the Music Building of Los Angeles State College. One-day symposium on the technical aspects of television as a medium for instructional communication.

Sept. 28—Minnesota Broadcasters Assn., annual convention, Leamington Hotel, Minneapolis.

Sept. 28-29—Institute of Radio Engineers, 12 annual broadcast symposium. Willard Hotel, Washington, D. C.

Sept. 28-30—Southern area AWRT conference, Americana Motor Hotel, Atlanta, Ga.

OCTOBER

Oct. 1—Deadline for replies to FCC proposal to amend its rules to permit the use of automatic logging devices.

*Oct. 1—Deadline for comments on FCC proposal to reallocate the microwave bands 6425-6575, 10550-10680 and 11700-12200 so that certain portions can be used exclusively for common carrier mobile and private mobile uses.

*Oct. 2—Eighth annual conference of the Advertising Research Foundation, Hotel Commodore, New York City. Keynote speaker will be Birny Mason Jr., president, Union Carbide Corp.

Oct. 2-6—New York High Fidelity Music Show, N. Y. Trade Show Bldg.

*Oct. 3—Deadline for comments on FCC proposal to change requirements for on-duty operators at certain classes of radio stations so that part-time duty by first class radiotelephone operators would be permitted, provide the operator requirements for routine operation of the transmitter are upgraded.

*Oct. 4—Deadline for reply comments on FCC proposals to permit public inspection of network affiliation contracts and to amend rules relating to multiple ownership of broadcast properties (postponed from Sept. 4).

Oct. 6-7—Missouri Associated Press Radio-TV Broadcasters, Arrowhead Lodge, Lake Ozark, Mo.

*Oct. 8-10—Eighteenth annual National Electronics Conference at Chicago's new lakefront exposition center, McCormick Place.

Oct. 9—Eleventh Wisconsin FM Station Clinic. H. A. Engel, chairman, U. of Wisconsin, Madison.

*Oct. 11-12—North Dakota Broadcasters Assn. 11th annual convention at The Plainsman Hotel, Williston, N. D.

*Oct. 11-13—Alabama Broadcasters Assn. fall conference. Hotel Stafford, Tuscaloosa, Ala., and U. of Alabama.

*Oct. 12—AWRT Educational Foundation board of trustees meeting, Sheraton Hotel, Philadelphia, Pa.

*Oct. 12-14—American Women in Radio & Television board of director meeting, Sheraton Hotel, Philadelphia, Pa.

Oct. 14-17—CCBA Managing and Engineering convention. Royal York Hotel, Toronto, Ont.

Oct. 15-19—Audio Engineering Society, 14th annual fall convention. Leading topics of papers to be presented will be fm stereo broadcasting and modern telephony. Deadline for abstracts is June 8. Barbizon-Plaza Hotel, New York.

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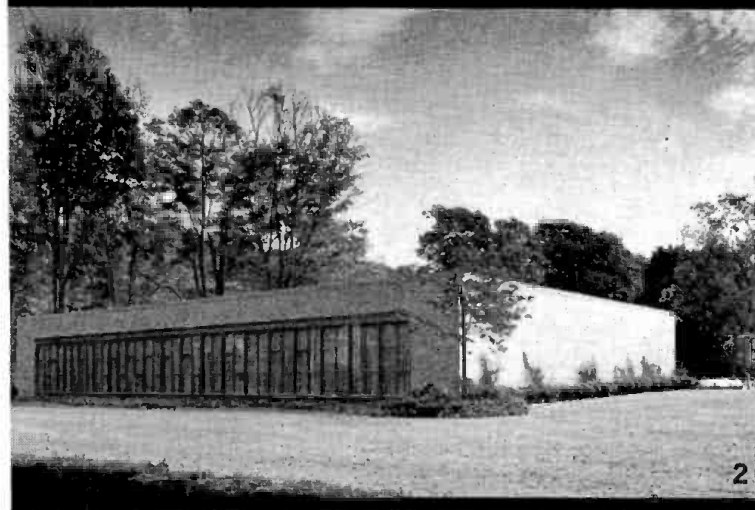
Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

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*Reg. U. S. Patent Office

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BROADCASTING, August 27, 1962



1. The Kendall Central Office, Miami, Fla.
2. The Mt. Kisco, N. Y.,
Electronic Data Processing Center
3. Addition to the Central Office Building,
Palo Alto, Calif.
4. Utica Central Office, Utica, Mich.

Award-winning buildings show Bell System a good neighbor in communities it serves

Last year the Bell System spent some \$200 million on building projects around the country.

Recently, a panel of prominent architects was invited to judge 350 telephone buildings on the basis of their architectural solution, design excellence, identification, adaptability for expansion, and harmony with the surrounding neighborhood. Before judging, the buildings had already been screened for reasonableness of cost. Four of the 39 honor and merit award winners are shown above.

These buildings represent much more than just money spent on construction.

They testify to the fact that wherever it operates, the Bell System tries to be a good neighbor. Very often, telephone buildings must be in the heart of a business or residential community. Every effort, therefore, is made to conform—and contribute—to the attractiveness of the surrounding area, and do so at reasonable cost.

Leading architects are commissioned. Construction materials are selected for their permanence and appearance as well as their economy. Landscaping is carefully done.

The results are buildings that you can be proud of—worthy of the world's finest telephone service.

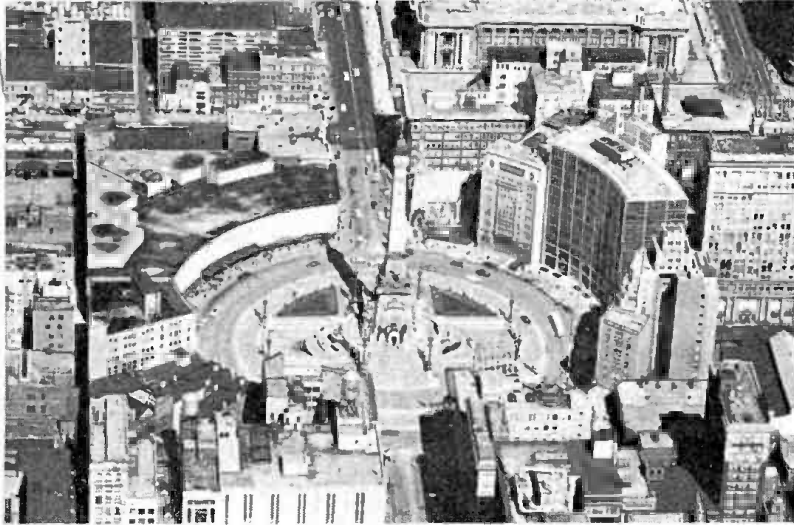


BELL TELEPHONE SYSTEM

Owned by more than two million Americans

WIBC The Friendly Voice of Indiana

Aim—Service that endures!



The passing of time brings changes in radio. Musical tastes—programming—personnel—all vary through the years. However, just as Monument Circle, a famous Indianapolis landmark, remains unchanged . . . one challenge facing the broadcaster—community service—remains relatively unchanged. There are continuous stories to be told . . . causes to be promoted.

LEADS IN SERVICE

WIBC has worked to fulfill these needs as they arose. Junior Town Meeting and Young America Sings were started in 1950 to spotlight the city's schools. Indianapolis Forum (1952) and Indianapolis Today (1955) were designed to point up and discuss community problems and issues. Vision Unlimited (1959) and Telescope (1960) were conceived to tell the story of governmental activities and cover in-depth those stories having socio-economic effects on the community.

LEADS IN AUDIENCE

In spite of the passage of time, all these programs remain on WIBC. They are only one of the reasons WIBC has maintained the largest audience morning, afternoon and evening in Indianapolis and Indiana.*

*Pulse Metropolitan Area Survey, April, 1962

*Pulse 46-County Area Survey, April, 1961

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative



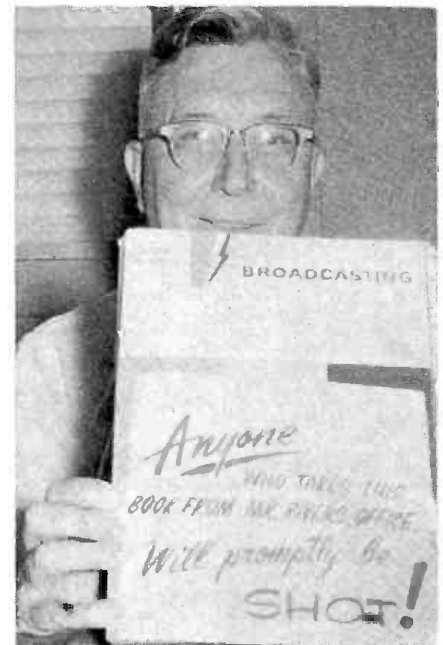
WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

Radio-tv buying

EDITOR: Your lead article, "Most radio-tv buyers specialize" [BROADCASTING, Aug. 13], was most interesting and constructive. This type of exploration on your part is in my opinion very helpful to us all. Please do keep up the very fine work.—*Sam B. Vitt, vice president and media director, Doherty, Clifford, Steers & Shenfield Inc., New York.*

Fair warning

EDITOR: Here's the way we protect our property around WCSC-AM-FM-TV.—*John M. Rivers, president, WCSC-AM-FM-TV Charleston, S. C.*



Religious radio

EDITOR: Comment has been made in recent issues of BROADCASTING concerning something "new," religious radio [OPEN MIKE, Aug. 13; THE MEDIA, April 30].

KPDQ has scheduled top gospel programs since 1947. . . . —*David M. Jack, manager, KPDQ-AM-FM Portland, Ore.*

Audio monitoring

EDITOR: Regarding your article [on monitoring service for proof of radio programming, BROADCAST ADVERTISING, Aug. 13], you may be interested to know that we have been providing monitored audio tapes of regional and national network radio stations for advertising agencies, sponsors directly, competing radio stations and networks and main offices of regional and network station chains since 1959!—*Richard Drost, president, Air Check Services Corp. of America, Chicago.*

Assignment:

A different way of telling the same old story - that KHZ-TV is still number one in Denver!

the facts

1. KHZ-TV is #1 from 9:00 am until midnight, seven days a week, in the ARB Broad Day-Parts summary.
2. KHZ-TV has 28 of the top 50 shows in the Denver market.
3. 8 of the top 10 syndicated programs are on KHZ-TV.
4. The highest rated morning (11:00 am), newscast is on KHZ-TV.
5. KHZ-TV rates number one with its afternoon, (5:00 pm), newscast.
6. The 10:00 pm news on KHZ-TV outrates competing newscasts by more than 2 to 1.
7. KHZ-TV has the number one weather show in Denver.
8. Sports is number one on KHZ-TV - both local daily sports programs and the CBS-TV "Game of the Week."

Note All information above from the June ARB and is available through the Katy Agency.

CBS DENVER
KLZ 7
TELEVISION
TIME-LIFE BROADCAST INC.

'Do-it-yourself' research can help stations sell, program better

Whether we like it or not, in the fiercely competitive battles that are taking shape before us in the worlds of marketing and media, our continued growth and success may very well depend on how carefully we attend to and use the implements of our trade. For example, consider research.

Research has long been accommodated by some station executives as merely a necessary evil to satisfy the whims of agencies or advertisers. Just roll up the highest numbers and all is well, they say.

Others, more alert to the trends and times, realize that research is becoming as important a working tool in broadcasting as the microphone, the camera or the programs pumped into them.

Double assist ■ It doesn't matter whether broadcasting is perceived as show business or plain business, as a purveyor of popular cultures or a pied piper leading us from desert wasteland to cultivated satiety, research can do two things for the broadcaster. First, it can help him to assess his position, help him become a better purveyor, piper or whatever he had in mind. Second, it can help him sell the commodity in which he deals—time.

Research in broadcasting presents a curious combination of abundance and malnutrition. As a whole, broadcasting probably has done more and better than other media to provide the "numbers" which the critics castigate when they are without some better subject—more to measure the size of audience.

In fact, more research services using more varied techniques to produce more measurements of the listening and viewing public are available to broadcasting than are available to other media. But these measures pertain only to audience size—the number of households or persons attentively or inattentively exposed.

Judging solely by the number of services and the frequency with which they emit reports, broadcasting is, if anything, over-researched. Yet the uses to which such data are put are not always inspiring. Too often the result is only the claim that Station A has more sets tuned in than any other. The worth of the "sets" is ignored.

Room to grow ■ Much more is needed. The next step is to provide detailed data on those sets, far more than just the numbers of men, women, teenagers and children offered by some services and far more than the extra detail provided at the network level.

It is in this area that the print media,

particularly magazines, have provided far more detail than broadcast. Yet the broadcaster, by adding only a few dimensions such as social class and total exposure by medium, could help himself immeasurably to determine whether he is talking to those who need purveying or piping.

At the same time the broadcaster could tell the advertiser and the agency whether he is, in fact, reaching the audience for which he has aimed—whether it be all willowy blondes or male cigarette smokers who sit in the Polo Grounds bleachers on Wednesday afternoons. It is almost unbelievable that today when research services offer to provide such information, they are met with resistance from some station managers who still consider that just the "numbers" are sufficient.

The land of "why?" is still almost virgin territory for the researcher. The "why?" questions that can be asked without pause seem to be legion: What is the effect of a given program on a given commercial? Is there, in fact, no effect of any kind? What kinds of programs and commercials are most effective with married people? Divorced? What happens with repetitive exposure? (Here the cumulative audience measures provided by some services contribute.) What occurs when the same story is told in different commercials? When are media combinations used?

Whose responsibility? ■ Possibly to spare themselves the pain of the additional labor and an equally painful outlay of cash, broadcasters sometimes suggest that these questions really are an "industry problem" and hence should be undertaken by some industry-wide organization. I disagree. While it may often prove to be a personally satisfying solution, the technique remains obviously unproductive.

Promotional organizations have their

own axes to wield and whet, while a trade association is more properly concerned with bigger issues in representing an industry. Monolithic research organizations may be committed to a single approach, or they may so dilute research to obtain agreement that an unsolved problem remains unsolved.

Academic research grants can help in some circumstances, but the university may be hampered by distance from the problem, a plethora of graduate students long on theory and short on experience, or inadequate funds to really do the job.

Time to act ■ Action toward solving the problem more properly would seem to reside with the broadcaster. The "do-it-yourself" era may be peculiarly appropriate. Broadcasters must awaken to the fact that they can, if they really wish to, hire qualified research people of their own and broaden their existing research program or create one.

These researchers can address themselves not only to the "why?" questions, but also to improving the existing measures of audience size. Their work can supplement and complement that of the outside services.

Such internal research should be removed from the aegis of sales or promotion. With high standards, such research can produce findings of merit which can be expected to earn wide acceptance.

No one program can provide all the answers to all the "why?" questions, but bit by bit, the answers can contribute individual pieces to the total puzzle—if broadcasters will learn to use the normal trade and academic channels available to share them.

Properly communicated, piece by piece, we ultimately can expect to learn why radio and tv do what they do. The result: the purveyor can become a better purveyor, the piper a better piper.



Dr. Mark D. Munn joined Gardner Adv. last January as advertising research supervisor. Before that he was manager of research for the broadcast properties of WGN Chicago and worked in research for that group for five years. Earlier for two-year periods each he served on the journalism faculty of U. of Washington and Indiana U. He earned his B.A., M.A. and Ph.D. at Ohio State U., majoring in mass communications. A native of Cleveland, Dr. Munn is married.



WHERE'S GEORGE?

Three name droppers lunch at the Three Seasons. Each orders the same thing, paying \$10 apiece in advance. After lunch, however, they complain that the chilled artichoke hearts stuffed with blanched truffle whip were rather tepid. The maître d' cuts the check to \$25, sends the waiter back with a \$5 refund.

The waiter, fearing he might not get a tip after the truffle rebuffal, gives each man only \$1 and pockets the other \$2. Thus each man has paid \$9, making a total of \$27. Add this to the waiter's \$2, and the grand total is only \$29. What happened to the other dollar?*

If you can explain this money dilemma, we'll send you an exciting new prize. We're offering several so tell us what you've already won.

**Speaking of dollars—put your money on WMAL-TV's late-night strip starting in October. "Thriller," "Surfside 6," "Checkmate," and "Adventures in Paradise" will be seen, Monday thru Thursday at 11:30 pm; Friday, 1st-Run Movie at 11:30 pm and 1st-Run Movie on Saturday at 11:15 pm. Better place those orders now. Check H-R for avails.*

wmal-tv

Washington, D. C.

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

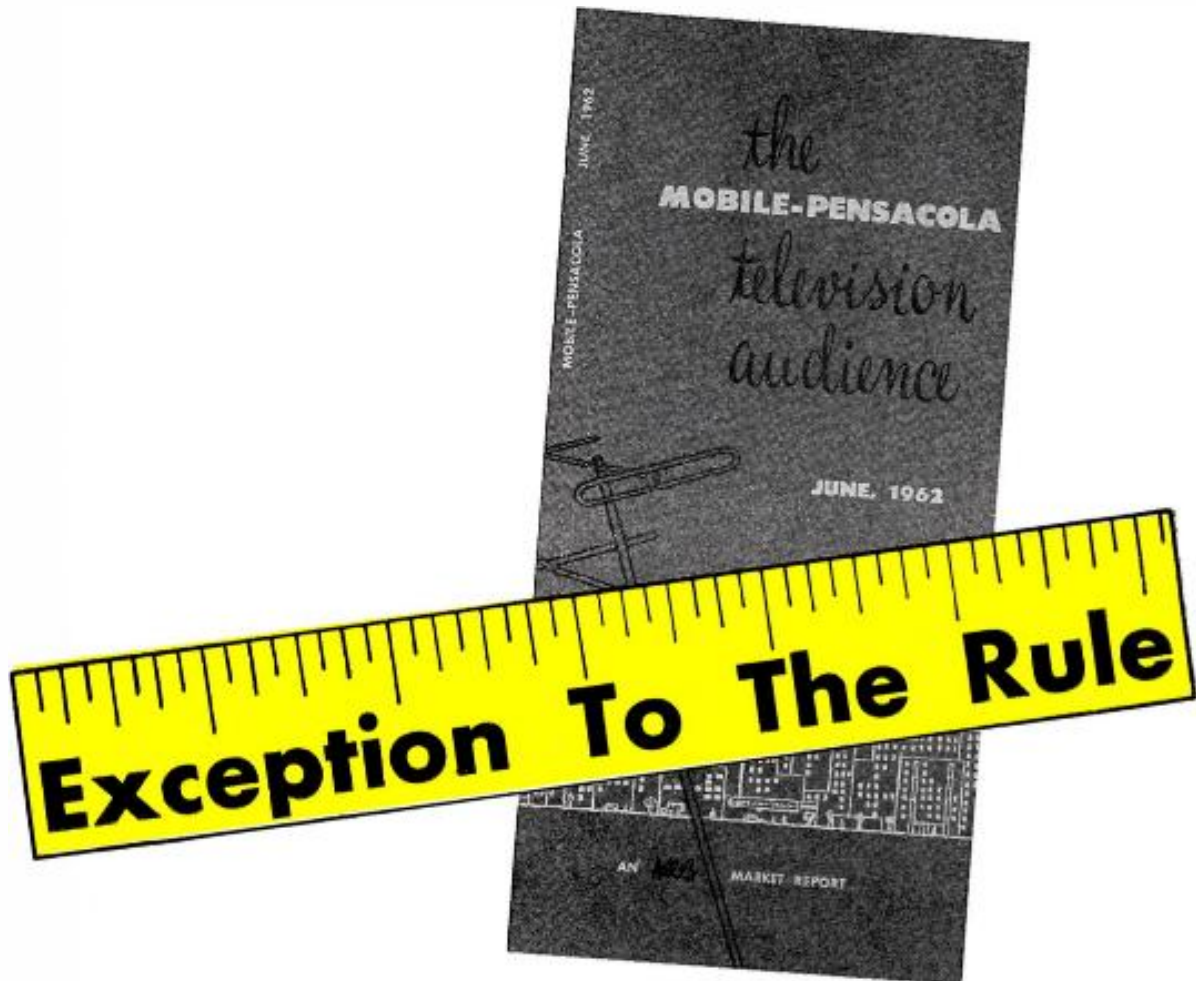
Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

BROADCASTING, August 27, 1962

25

W K R G • T V

Mobile—Channel 5—Pensacola



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

Effective Immediately Call
H-R TELEVISION, INC.

or

C. P. PERSONS, JR., General Manager

SYNDICATORS WOO SELECT AUDIENCE

- Big-budget, mass-appeal shows make way for new product
- Today's less expensive series is targeted toward special groups
- Seventeen in this category in production or planned for shooting

The first-run syndicated series, long identified with high budgets and mass interest, is giving way to a new breed of programming.

In its place, and yet not replacing it, is emerging a first-run species characterized by more modest budgets and special audience appeal.

A BROADCASTING canvass of leading film producers, distributors and station officials last week found agreement that a virtual death knell was sounded for first-run in the meaning customarily given to it—programs with high budgets, 39 episodes, mass appeal, prime-time slotting and action-adventure dramatic formats.

Only two U. S.-produced first-run series of mass appeal are scheduled to be released this fall and the early part of 1963. They are Ziv-United Artists' *The Story Of—*, a half-hour series depicting in dramatic and documentary fashion the lives of persons with unusual occupations or avocations (jockey, big-game hunter), and *Tongaloo*, a half-hour action-adventure series set in the jungles of Mexico, which is being produced by Albert Gannaway for distribution by CBS Films.

British Film ■ Another series that will be first-run in the U. S. is a British-produced half-hour adventure series, *Ghost Squad*, which already has been shown in Britain, but is being released for the first time here by Independent Television Corp.

In addition, new production of series that have been in syndication over the past year has been scheduled by Ziv-UA on *Ripcord* and Official Films on *Biography*. Official Films reported that a second-year cycle of *Biography* is planned even though some stations which have bought the first-year version have not yet begun to telecast it.

In sharp contrast to the somber mass-appeal first-run picture is the one being projected by its special-appeal counterpart. At least 17 special-appeal first-run series are being produced or are in the planning stages for 1962 or early 1963, BROADCASTING learned.

A New Type ■ The new type of first-run is characterized by comparatively low production budget, special audience

appeal, varied formats and artistic forms (drama, entertainment, documentary, sports, children's show) and, generally, fringe-time scheduling.

The striking difference between the mass-appeal and special-appeal first-run can be gauged by the names of the programs. The former included such series as Ziv-UA's *Cisco Kid*, and *I Led Three Lives*; Flamingo Films' *Superman* and *O.S.S.*; Screen Gems' *Manhunt*; National Telefilms Assoc.'s. *The Third Man* and Official Films' *Decoy*. The special-appeal programs include Storer Programs Inc.'s *Communism: R.M.E.*, Trans-Lux Tv's *Guest Shot*, Walt Framer Productions' *The Big Payoff*, Westinghouse Broadcasting's *The Steve Allen Show* and Seven Arts Assoc.'s. *Boston Symphony Specials* and *En France* (adult instruction in everyday French).

The phrase, first-run syndication, can be applied, technically speaking, to any series that is offered for presentation for the first time. Some industry executives last week insisted that the term developed to mean the high-budget programs that were intended to be shown

in prime time and not the moderately-priced series that now are being touted as "first run."

But semantics aside, the decline of the mass-appeal first-run began in 1957. This segment of film distribution reached its apex in 1956 when 29 first-run series were released. In each succeeding year, the total has dwindled.

The reasons for the downfall of the high-budget, first-run series are varied. Among those cited by distributors and station officials are:

- An oversupply of film programming that began to develop in 1957 as the large number of syndicated series were supplemented by the release of major studio feature films.

- Costs of syndicated series which went higher and higher each year, finally making it uneconomic for a station to buy and for a company to produce and sell them.

- Prime-time periods available for syndication shows diminished as networks began to offer programs for slots before and after customary option-time periods.

- The slow-down in first-run produc-

Power increase brings 'love note' to FCC

Dick Gilbert, owner of KYND Tempe, Ariz., celebrated his 40th anniversary in radio and at the same time received permission from the FCC for a power increase to 50 kw, non-directional.

Elated, Mr. Gilbert wrote the FCC:

I send you thanks, dear FCC,
Because you have been
KYND to me

By granting a substantial rise
In power to this enterprise.
Your wire, coincidentally,
Came on my anniversary
Of forty years in radio;
A joyful day, made doubly
so.

Your KYNDly words gave
me a thrill
That lingers yet, and always
will.

To not a one could I object—
But did it have to come col-
lect?

I promise you to do my best
To serve the public interest,
Convenience, and necessity.
This is my pledge, dear FCC.
I really want to thank you
lots

For all those fifty kilowatts
And do extend my KYNDest
wishes
Along with love and hugs and
kisses.
(signed)
Dick Gilbert of KYND
A very happy licensee!

P.S.: Dear Friends, don't be
afraid,
I'm sending you this
wire prepaid!

SYNDICATORS WOO SELECT AUDIENCE *continued*

tion was aggravated by the release of a large number of off-network programs competing for the shrinking time slots.

■ The regional advertiser, who was a bulwark of sponsorship in the early- and mid-1950's, virtually disappeared from the syndication field because of ever-rising costs and the shortage of time periods.

Screen Gems, for more than 10 years an active producer and distributor of first-run series, is absent this year. Robert Seidelman, vice president in charge of SG's syndication sales, said the company "has no plans in the immediate future to produce first-run shows because the climate is not right. We just don't think it's economic."

A spokesman for MCA echoed these sentiments, saying also his organization will concentrate mainly on network

name to United Artists Television Inc., on Sept. 1, has given up its production facilities on the West Coast. Henceforth, when producing a series, Ziv-UA will hire independent producers, who will lease necessary studio space, following a pattern set by parent company, United Artists Corp., in the motion picture field.

Several distributors see the upsurge in special-appeal programming as a consequence, in part, of the virtual demise of first-run, high-budget shows. These show types have been produced in former years to a lesser degree, but now producers are turning to them as other routes for tv exposure of their programs become choked off.

Special-appeal programs can be "bread-and-butter shows for some producers and distributors," the programming director of a station group com-

back" has prompted new versions of syndicated series, starring such favorites as Jerry Lester, Steve Allen and Liberace and has encouraged the revival of a once-popular program like *The Big Payoff*.

■ The diversification into program production by such organizations as Westinghouse Broadcasting, Storer and Seven Arts Assoc. would be, understandably enough, in areas in which their investment would be reasonable and their efforts on a limited basis.

A summary of special appeal first-run program series follows:

Walt Framar Productions—This company is producing and distributing a new series of the former network show, *The Big Payoff*, a half-hour daily program which will begin on Sept. 3. The series already has been purchased in 40 markets. One of the first of the audience participation shows, *The Big Payoff* was telecast by CBS-TV for nine years.



A scene from "Tongaloo," action-adventure series set in the jungles of Mexico, which is being distributed by CBS Films. The only two U. S.-produced mass-appeal first-run syndicated offerings are "Tongaloo" and "The Story Of—"



Well-known personalities are shown in their off-business activities in "Guest Shot," a new series in syndication by Trans-Lux Tv. George Jessel shows and discusses his hobby of collecting photographs of famous people.

production, the sale of feature, off-network and re-run programs in the U. S. and abroad.

Financial Status ■ The decline in first-run production and distribution of mass-appeal shows however does not mean that companies surviving the transitional period are worse off financially than they were four or five years ago, some syndicators pointed out. These companies no longer have to invest substantial funds to produce and distribute series but can turn their attention to more lucrative areas, such as production for network use and sale of programs already in their libraries to stations here and abroad.

Two significant developments arose recently. Warner Bros., Desilu Productions and Four-Star Productions established syndication units to sell their off-network programs to tv stations, and Ziv-United Artists, which changes its

ment, "but they can never get the exposure or bring in the money that the first-run shows, as we used to know them, did in the past. But I think they will serve a useful purpose in bringing balance and diversity to a tv station's schedule.

These first-runs appear to have gained an impetus from these circumstances:

■ A station need for moderately-priced shows stations can carry in certain time periods, usually outside of prime time, that will appeal to a specific audience (children, sports fans, music lovers, jazz aficionados, culture seekers).

■ The prevailing climate for shows of a more "uplifting type," spurred by pressures from the FCC and opinion leaders.

■ The attitude by some producers that a name star or show can "come

National Telefilm Associates—*Probe*, a half-hour weekly series with Dr. Albert Burke, is being produced and syndicated by NTA with Burke Assoc. It has been sold in 25 markets. Robert Rippen is the producer. The series, which spotlights Dr. Burke in the role of interpreter of thorny, present-day issues, is a new version of the educator's program, *A Way of Thinking*.

Arrowhead Productions—This firm is bringing back former tv star Jerry Lester in a new syndicated show called *Weekend*. The video-taped one-hour show is slated for late Saturday and Sunday evening showings. (One station in a major market is scheduling it in the 10-12 p.m. period Saturdays instead of over the two weekend nights.) Already sold to seven stations, *Weekend* debuts Sept. 29. Mr. Lester originated the late night tv format with *Broadway Open House*, a network variety show

of several years ago.

Westinghouse Broadcasting Co.—Westinghouse is offering three first-run programs for syndication this season. Its most ambitious project is *The Steve Allen Show*, a one and one-half hour variety program sold in 22 markets and already on the air in some cities. A second series is *Children's Spectaculars*, 12 hour programs covering various aspects of the entertainment arts (magic, circus, symphony and folk songs), intended for release once a month, starting in late October. The third, currently in production, is *Legacy of Light*, 10 half-hour dramatizations of stories dealing with the ten commandments. WBC sales are handled by WBC Program Sales Inc.

Screen Gems—SG is serving as distributor of the David Susskind-James Fleming "Festival of the Performing Arts" series of 10 one-hour special programs, covering dramatic readings, poetry recitals and concerts by well-known individuals. It was carried this past spring in New York and Washington and is being sold now by SG in other markets.

Seven Arts Assoc.—Four syndicated series are offered by Seven Arts. They include the *Boston Symphony Specials*, 13 one-hour taped programs converted to film. It has been sold in 22 markets. The company also is producing the *Emmett Kelly Show*, a half-hour program in which the well-known clown performs some of his antics. It will be released for sale in early October.

Seven Arts also is distributing two foreign-made series—*En France*, 26 half hours of adult programming in every-day French (produced by Librairie Hachette in association with Time Inc.)



A half-hour filmed series, "B'Wana Don in Jungle-la," is being syndicated by Storer Programs Inc. and typifies special-appeal programs. Slanted toward children, it features B'Wana Don and Bongo Bailey (l), his chief helper, on visits with unusual species of the animal kingdom.

BROADCASTING, August 27, 1962



Pin-pointed particularly to aficionados of Latin music is a new half-hour series, "Broadway Goes Latin," which is being produced in London by Associated Television for distribu-

tion in the U. S. by its subsidiary, Independent Television Corp. This scene shows Samson Batalla, a limbo dancer, performing his specialty with appropriate backdrop.

and *Armchair Theatre*, 43 one-hour dramatic series produced in Britain by Associated British Tv Ltd.

Storer Programs Inc.—Two first-run series are in distribution by Storer. The first is *Communism: R. M. E.*, 26 half-hour filmed programs exploring various facets of life in a Communist country (education, leisure time, working conditions, agriculture), which is being co-produced in association with United Press International and United Press Movietone news. The second is *B'wana Don in Jungle-La*, a half-hour series aimed at interesting children in animals of all kinds.

Trans-Lux Tv—This company is distributing and co-producing a half-hour taped series called *Guest Shot*. Patterned after *Person to Person*, the program attempts to offer glimpses into the lives of well-known personalities when they are away from their jobs. Segments have been made, for example, on Keenan Wynn as a motorcycle driver; Jerry Lewis as a hi-fi addict and Cornell Wilde as a fencer. Trans-Lux Tv reports it will make a sales push on *Guest Shot* in a few weeks.

Independent Television Corp.—ITC is distributing a new syndicated series, *Broadway Goes Latin*, which is under production in London by Associated Television, parent company of ITC. The series will be carried in Britain simultaneously with its showing here. It will feature name guest stars singing Latin American versions of top Broadway show tunes. Ballantine Beer and R. J. Reynolds have bought the series for showing on a New York station.

Meadowlane Productions — *Jazz Scene U.S.A.* has been purchased by Westinghouse Broadcasting Co. stations from this production company that is headed by Steve Allen. Jimme Baker will produce the 39-half hour telecasts.

Steve Binder is director and Oscar Brown, Jr. is host. The series, filmed in Hollywood, includes such groups as the Teddy Edwards Quartet, The Jazz Crusaders, Paul Horn Quartet, and Shelly Manne Quintet.

International Productions—This company, owned by Liberace and his management office, Dick Gabbe-Seymour Heller management, is producing *An Evening With Liberace*, a series of one-hour, filmed variety programs for once-a-month scheduling. The series will be distributed by Telesynd, a division of the Wrather Corp. George Schlatter is producer, Barry Shear is director and George Robinson, musical director. Each of the programs will feature name guests.



Ziv-United Artists' new entry in mass-appeal syndication is "The Story Of—" which the company calls a "documentary" (dramatic and documentary) on lives of persons with unusual jobs or pastimes. Jockey Bill Harmatz (above) will be one of the subjects portrayed in the series.

Tv billing up 15.2% in first half of 1962

TVB FINDS TOTAL FOR SIX MONTHS \$759.3 MILLION; SPOT UP 19.1%

Television billing is going up in 1962. That's the word from Television Bureau of Advertising today (Aug. 27) in a report summing up the first six months in terms of viewing and of national advertising gross time billings.

In January-June of this year, tv's national gross billing (includes network and spot) rose 15.2% over the same period in 1961. The total six-month billing: \$759.3 million now, compared to \$659.2 million last year. Networks account for \$387.7 million, up 11.6% from the \$347.3 million totaled in the 1961 period; spot (the full breakdown not yet released by TvB) up substantially 19.1%—from \$311.9 million to \$371.5 million.

TvB said the rate of growth of network tv billings is the greatest since 1956 when the increase for the year was 20%. The jump in spot in this

year's six-month period over last year's is the highest since TvB and N. C. Rorabaugh began compiling figures. The previous high increase was 19.3% for 1959.

The bureau noted that other media billings are increasing this year but not at the tv rate: magazines will be up 6% in the first half of 1962 and newspaper lineage also up by 1.4%.

The bureau also pointed to A. C. Nielsen figures showing average tv home usage during June was 4 hours 32 minutes each day, which TvB noted was a "new high" (previous high was in 1961 when 4 hours 29 minutes was recorded). In July 1962, a record for that month of 4 hours 15 minutes per day for the average home was set (again compared to 4 hours 10 minutes in 1961 and in 1958).

The week before, the FCC had re-

ported television revenues as having moved up to a new level in 1961, to \$1.3 billion. The exception of an overall profit climb (before taxes) was network tv where the decline was large enough to bring tv's overall profits below those of 1960 (BROADCASTING, Aug. 20).

BON AMI EMBEZZLEMENT

Top men named in charge involving \$500,000 in funds

Several members of the management of Bon Ami Co. were accused in the New York State Supreme Court last week of embezzling \$500,000 of the company's funds.

The charges were made by Tel-A-Sign Inc., Chicago, which earlier this month purchased 16.5% of Bon Ami's stock.

Bon Ami's present management obtained a controlling interest in the company in July 1958 when it purchased 90,000 shares of stock from Alexander L. Guterma, former owner of MBS. Mr. Guterma was later jailed for looting \$3 million of Bon Ami's funds.

Defendants in the action include R. Paul Weesner, chairman of Bon Ami; Ralph A. Schwaikert, president; Emil Morosini and Walter W. Cruttenden, directors; and Bernard E. McFarland, a former director and vice president.

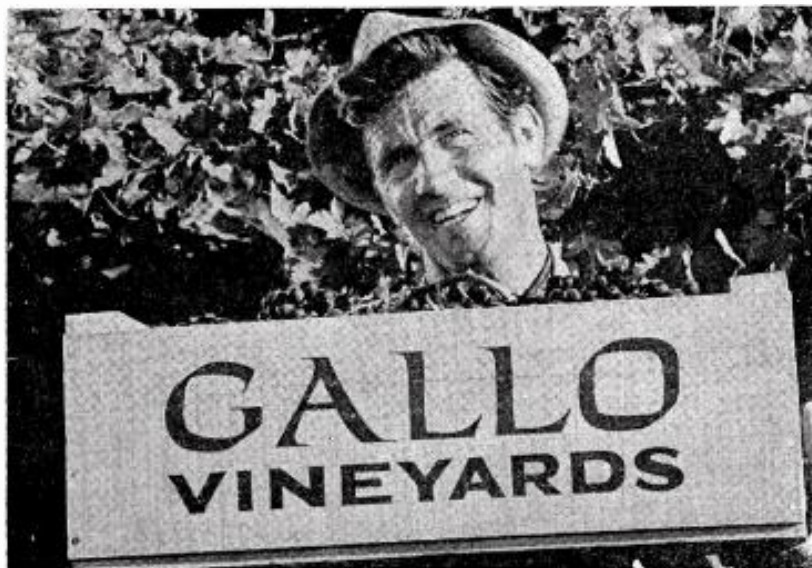
The complaint asserts that Mr. Weesner set up an advertising agency—Hoyt Assoc.—which received large sums from Bon Ami to purchase advertising. The suit further charges that much of this money was diverted to Commercial International Corp., a concern controlled by Messrs. Weesner and McFarland, which purchased Mr. Guterma's Bon Ami stock. CIC, the complaint says, had assumed Mr. Guterma's \$810,000 bank loan, which was secured by Bon Ami stock.

Mr. Weesner, the suit charges, also used Hoyt Assoc. to get an \$80,000 kickback on radio advertising.

Bon Ami is a healthy company despite the alleged looting of company funds, A. A. Steiger, president of Tel-A-Sign, said in a statement issued when the suit was filed.

Mr. Weesner said there was "absolutely no substance to the allegations" and termed the suit "an overt attempt at a 'raid' to force Bon Ami and Tel-A-Sign to merge.

Bon Ami's earnings for the first half of 1962 were \$301,689, or 56 cents a share.



COMMERCIAL PREVIEW: Vineyard backs jingle

A grape vineyard, actual field workers combined with actors and a temperature of 125 degrees were some of the ingredients that went into the production of this new Gallo Wine Co. commercial.

Produced by Gerald Schnitzer Productions, Hollywood, the one-minute spots were unveiled on August 15 in markets throughout the country.

The commercial was shot with a

set-up of booms and cranes that were rolled through the land. An interlocking speaker was used to accommodate sound synchronization for a balladeer (above) singing the Gallo Wine jingle in ballad style, while Laurido Alemeida, concert guitarist did the background music.

Jim Burch of BBDO San Francisco produced the commercial, Jerry Schnitzer directed and Pev Marley served as director of photography.



Bob Elliott and Ray Goulding at work with WDAF Morning Man, Dan Henry

New Staffers on Signal Hill

BOB and RAY are working at Transcontinent station WDAF . . . right in the studio with Clockwatcher DAN HENRY. At least that's the impression Kansas Citians are getting. Actually, DAN is having a ball with the first BOB AND RAY *Personalized Program Service* . . . a mountain of quickie tapes *personalized* to his show, *personalized* to the station, *personalized* to the Kansas City scene. • It's the newest, most unique entertainment feature for radio! Write, wire or call for complete information on how you can add BOB and RAY to your staff!

HARRY O'CONNOR ASSOCIATES INC.
POSTAL BOX 12011 • DALLAS 25, TEXAS • LAKESIDE 8-9900

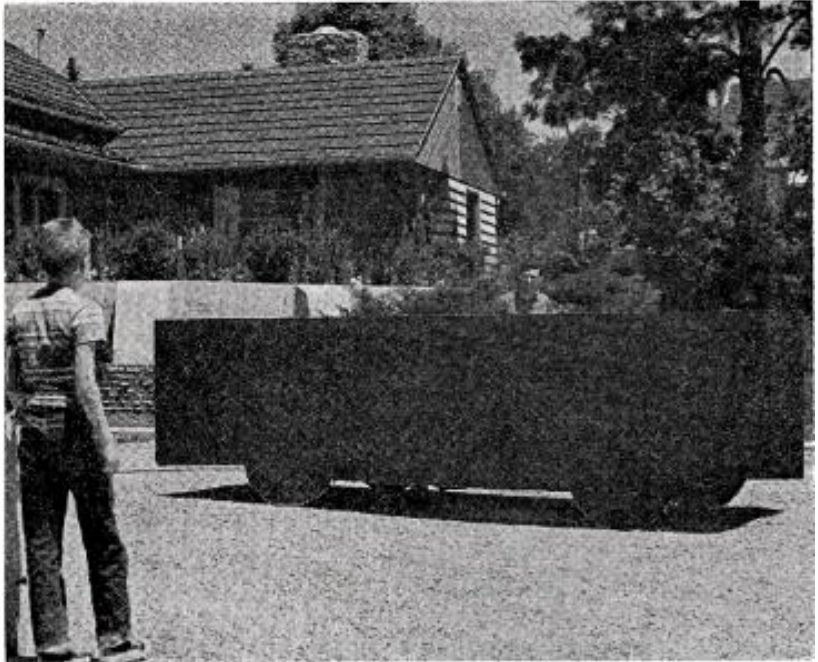
COMMERCIAL PREVIEW: Chevy to fill in the blank, add music

It'll be another month before the above still (taken from a two-minute color commercial) is seen on home tv screens. But when it is shown, the blacked-out, barge-like space will be filled by a shiny, sleek-looking 1963 model Chevrolet. In keeping with Detroit's security on new model cars, Chevrolet's agency, Campbell-Ewald Co., released the picture with the car "blacked out."

But there is something else that is new and different about the commercial—the music. As explained by Alfred J. Miranda III, Campbell-Ewald's director of radio-tv in New York, the visual, narrative and music must "form unity." Marc Brown, of Marc Brown Assoc., New York, creator of musical backgrounds for commercials, notes there "must be a good marriage between the picture and the music" in the spot. Since Mr. Brown started his firm 2½ years ago, he and Mr. Miranda have worked together on many Chevy commercials, "each," in Mr. Miranda's words, "in totally new character."

Since his Chevy coup (the auto firm was his first client), Mr. Brown has added such clients as Chemstrand Corp., Phillips Petroleum, Du Pont, Clairol Inc., and Bell Telephone to his credits. He won a special award for his music at the International Film Festival of New York in 1961, and a special citation for musical scoring at the Third American Tv Commercials Festival earlier this year (the latter for his Chevy series).

Mr. Brown is doing two of Chevrolet's 1963 introductory spots, the one pictured above, called "Hide and Seek," and "The Beginning." Both are two minutes in length and



in color. "Hide and Seek" cost an estimated \$20,000 to produce.

Mr. Brown, to add musical life and zest to the visual part of the commercial (which shows about a dozen children playing "Hide and Seek" around the new Chevy models) used six singers, three of them children (the others, adults with high voices), and an unusual combination of musical instruments: flute, bassoon, clarinet, piccolo, piano, drums, bass and guitar. "The Beginning" used six guitars, bass, drums, vibes, bongo drums, four trumpets, alto saxophone and flute.

Aside from the two introductory spots Mr. Brown is doing for Chevrolet and Campbell-Ewald, the advertising agency will make at least 10 more. Mr. Miranda added that

C-E would be making an estimated total of 200 film and tape commercials during the coming tv season (all in color) for spotting on Chevrolet's three network entries (*My Three Sons* [ABC-TV] *Route 66* [CBS-TV] and *Bonanza* [NBC-TV]).

Most unusual of the 200 probably will be a 5½-minute commercial being prepared for one-shot presentation on *Bonanza* early this fall. C-E officials declined to confirm plans, but it was understood that the commercial will feature stars from all three Chevrolet-sponsored network programs, showing them with new car models. It probably will appear as the program's closing commercial, with a 30-second opener rounding out Chevrolet's six-minute quota for the one-hour show.

New products testing television

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

Monitored during week ended Aug. 17:

Product: Sugar Stars Cereal.

Company: Kellogg Co.

Agency: Leo Burnett Co., Chicago.

Schedule and Markets: Nighttime minutes in Midwest.

Product: Pillsbury Cake Decorators.

Company: Pillsbury Co.

Agency: Leo Burnett Co., Chicago.

Schedule and Markets: Daytime minutes in Midwest.

JWT subscribes to The Pulse Inc.

J. Walter Thompson Co., New York, has subscribed to The Pulse Inc., which supplies radio audience studies for 260 markets.

Taking Pulse's complete service, JWT will receive basic studies, and fm,

Negro, foreign language and cumulative audience data.

The agency's action was noted by Dr. Sydney Roslow, Pulse director, who pointed to "growing interest" in the firm's service.

Lever Bros. shifts agencies for Breeze

Lever Bros., New York, has moved advertising for Breeze, a detergent product, from Sullivan, Stauffer, Colwell & Bayles Inc. to Reach, McClinton & Co., New York. The shift was made so SSC&B could handle several new Lever products about to be test-marketed. Breeze spends about \$500,000 annually in spot tv.



MORE

- MORE Adult Men 18 to 49
- MORE Adult Women 18 to 49
- MORE Teenagers and Children

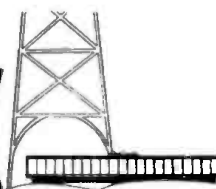
LISTENERS THAN ANY* OTHER STATION IN CINCINNATI

***CALL**

robert e. eastman & co., inc.

He'll prove it to you
with the latest Pulse
and Hooper Figures!

wsai



Radio
in cincinnati

ARB EXPANDS SERVICE

Two new tools for tv: advertisers' use of spot tv and profile of tv audience in product sales areas

A spot activity report and an analysis of television audiences by advertisers' sales territories are being added to American Research Bureau's services for 1962-63. Both will be available on an optional basis.

The spot activity report, ARB officials said last week, will show the spot tv usage of a given product, relate the audiences reached to the costs involved, and compute spot efficiency in terms of homes reached per \$100 or cost per thousand homes reached. Rates for this

at the presentation luncheon, prompted by ARB officials to give their views on the usefulness of the new data, appeared generally agreed that the move was "in the right direction," provided the data is based on enough measurements to insure validity.

One agency executive said it was his view that the demographic information would be more helpful in planning than in day-to-day buying operations. It also would be useful to agencies' marketing people, he said.



Mr. Seiler



Mr. Gross

service will range from \$200 to about \$600.

The sales territory analysis will show audience patterns within an advertiser's sales and marketing areas, as opposed to the customary market-by-market analysis. Rates will range from \$600 to \$2,000.

Jack Gross, ARB director of agency sales, said both new services are made possible by computers. He announced the plans in a presentation outlining ARB's 1962-63 program to a group of agency executives and newsmen at a luncheon in New York last Wednesday (Aug. 22).

Much of the presentation and ensuing discussion centered on ARB's plan to add audience age data to its local tv market reports this fall. The plan has come under attack by a special TvB committee on grounds that the data is not generally needed and ought to be deferred or at least revised so that it would be issued separately rather than with the regular reports (BROADCASTING, July 2, June 18).

Right Direction ■ Agency executives

ARB officials gave assurance that the information's validity and reliability had been proven and would be guaranteed. They said the decision to offer it was based on careful study and consultation with advertisers and agencies.

James W. Seiler, ARB director, answered a question about timebuyers' needs for age-breakdown data by noting that this area—audience composition—was one of only three in which timebuyers are free to exercise judgment in placing campaigns. Hence, he reasoned, age-breakdown information is highly important to their decision making.

The other areas where Mr. Seiler said buyers are free to exercise judgment are (1) in assessing the relative standings or "prestige" of stations within a market, and (2) in determining whether one program, or type of program, is more suitable than another for a product being advertised.

The agency guests represented about half a dozen leading television agencies. In presenting their personal views they asked not to be identified.

ARB meanwhile announced the addi-

tion of seven agencies and five film companies as subscribers to its regular service. The agencies: Doyle Dane Bernbach; William Esty Co.; Kenyon & Eckhardt; Norman, Craig & Kummel; John W. Shaw Adv.; Kudner Agency, and Mogul, Williams & Saylor.

Film companies: Allied Artists Television, Buena Vista, Desilu Sales, 20th Century-Fox Television and Ziv-UA.

Rep appointments ...

■ McLendon Corp., Dallas, new owner of WGES Chicago: H-R Representatives Inc., New York, as national sales representative. McLendon says the action marks "the first time in radio history that a major general market sales representative has contracted to represent a station in one of America's 10 top cities aiming at an ethnic market."

■ WPGC Washington, D.C.: Gil-Perna Inc., New York, as national sales representative.

■ WHFS (FM) Bethesda, Md.: Herbert E. Groskin & Co., New York, as national representative.

■ CKVL Montreal, Que.: Young Canadian Ltd., New York, as U. S. representative.

■ WFMJ-TV Youngstown, Ohio: Blair Television Assoc., New York, as national representative, effective Sept. 1.

■ KXJB-TV Valley City-Fargo, KXMB-TV Bismarck, KXAB-TV Aberdeen, KXMC-TV Minot and KDIX-TV Dickinson, all North Dakota (North Dakota KX Network Inc.): Young Television Corp., New York, as national representative.

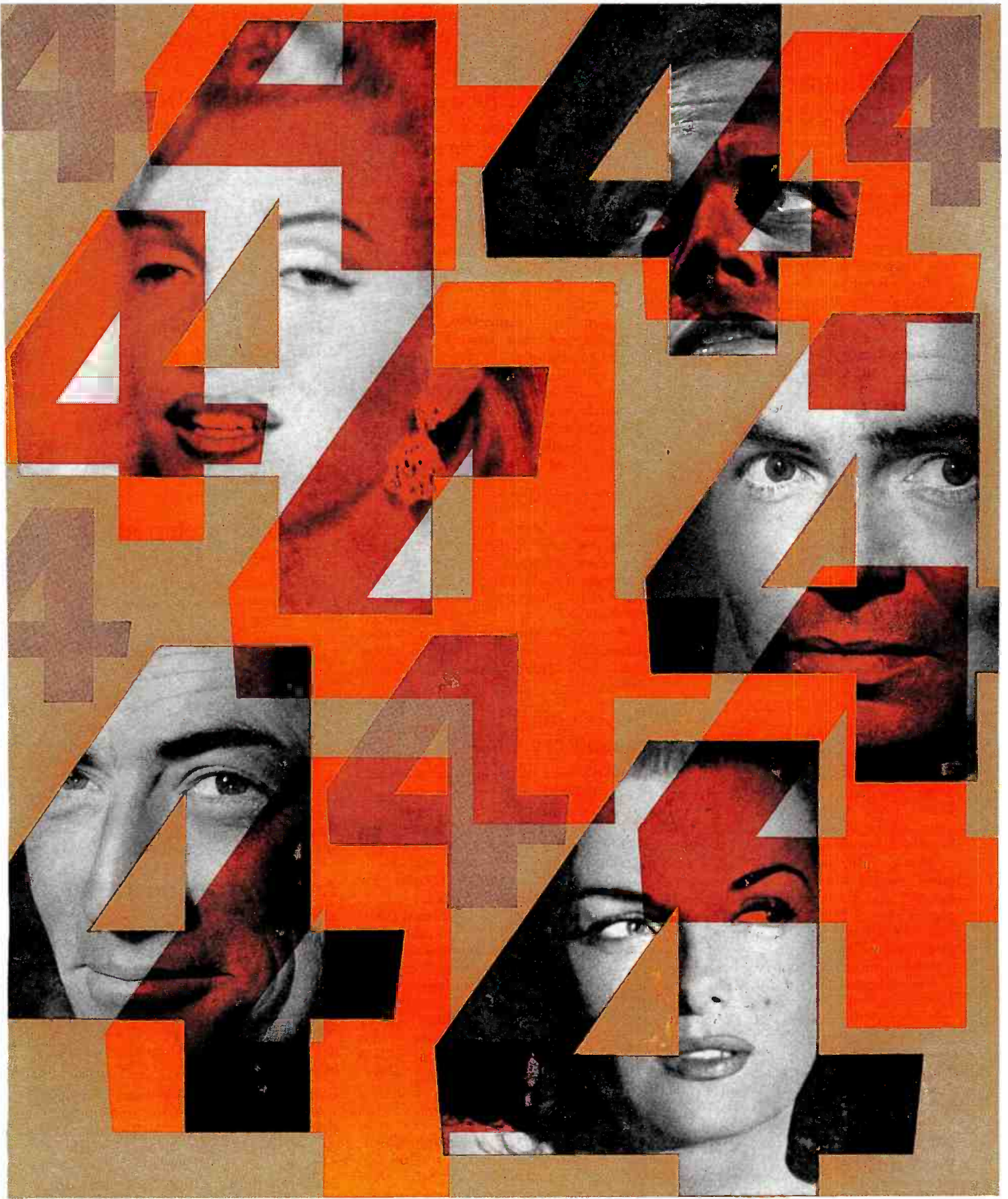
■ KCBC Des Moines: Broadcast Time Sales Inc., New York, as exclusive national representative.

Business briefly ...

McCall's Patterns, New York, will begin a series of 62 spot commercials during the week of Sept. 10, on four Washington, D. C., radio stations: WTOP, WRC, WWDC, and WOOK. Additional radio spots and tv announcements are being considered. Agency: Grey Adv., New York.

N. W. Ayer & Son, New York, has placed an order on behalf of Pharmaco Inc., Kenilworth, N. J. (medicated chewing gum) for a new television show, *TV Gospel Time*, with Integrated Communications Systems Inc., New York, for 13 half-hours. Pharmaco will have full sponsorship. A six-station line-up is set for a September start in Southern markets and New York.

Manufacturers Hanover Trust Co., New York, has begun sponsoring *Boston Symphony Orchestra* concerts on WNEW-TV, that city, packaged by Seven Arts Assoc., New York.



We'll clear it up on September 12th



**SEVEN ARTS
ASSOCIATED
CORP.**

The affluent listen to car radios—RAB

People in the "acquisitive age" group—and in the salary brackets to convert their acquisitive desires into purchases—are the ones who listen most to automobile radio.

This was the message offered by Radio Advertising Bureau last week in a new report, "A Master Key to Auto Radio." RAB said that interviews with 3,000 motorists in major markets found that car listening rises as income goes up, and that motorists in the 25-34 or "younger family" age group listen considerably more than the average for all age groups.

The report said that people who earn \$10,000 or more per year average 65 minutes listening to auto radio each day, or 8% more than the average for all motorists (60 minutes a day) and 14% more than the average for motorists earning less than \$6,000 a year (57 minutes a day).

Drivers in the 25-34 age group, "the great market for most mass-distributed products and services," listen to auto radio for 71 minutes per day, or 18% more than the average motorists, RAB reported.

The study was conducted by Richard Manville Research Inc. of New York.

Tidewater Oil appoints Grey Advertising

Grey Adv., Los Angeles, has been appointed as agency for the Tidewater Oil Co., that city, replacing Foote, Cone & Belding, also Los Angeles, which resigned the account two months ago (BROADCASTING, June 18).

Though information could not be obtained on Tidewater billing, reports circulated that the company was spending at the rate of \$1 million a year when FC&B resigned the account. Approximately \$400,000 was allocated to television, mostly in spot tv.

Grey's acquisition of Tidewater represents its first petroleum account. In recent months Grey has obtained Procter & Gamble's Jif peanut butter and Premium Duz, Trushay hand lotion, the Portable Appliances div. of Westinghouse Electric and Esquire shoe polish.

Election coverage sold out by CBS-TV

Sponsorship of CBS-TV's coverage of 1962 national and local elections is sold out with the signing of the Institute of Life Insurance, Bristol-Myers Co. and Goodyear Tire and Rubber Co.

The Institute of Life Insurance, making its first use of network tv with this purchase, signed for one-half of

Agencies criticize network program 'control'

Agency irritation over so-called increased network "control" in the slotting and financing of shows in network prime time has sparked an exploratory meeting of top agency programmers to consider the problem.

The executives would like to form a group or committee within the organizational framework of the American Assn. of Advertising Agencies. Presumably this unit would look into network control of programming.

Specifically, the agencies point to but one facet of network control, which has become an umbrella-like word encompassing scheduling, program content and program creation. The phase of interest to the agen-

cies is program creation. Several top programmers have complained the networks do not consider agency-created programs.

The 4As has not formally accepted the formation of a group, though informal "talks" have been held.

Among those reported to be interested in the committee's formation are Richard A. R. Pinkham of Ted Bates; Robert Foreman of BBDO; Al Hollender of Grey; Lee Rich of Benton & Bowles; Sylvester L. Weaver of McCann-Erickson, and Dan Seymour of J. Walter Thompson. But at the first meeting held, only a few of these executives could attend.

the package which includes two one-hour and one half-hour special programs on elections and full coverage on election night (BROADCASTING, Aug. 20). Cost for the full package is \$700,000.

Agency for the Institute is J. Walter Thompson. Young & Rubicam represents both Bristol-Myers and Good-year.

Spots citing 'doctor' musn't cry wolf—NAB

NAB's code office in New York and the tv networks are continuing a study of tv advertisers' current versions of "white-coat" commercials (depicting doctors or nurses as recommending a product). The NAB code staff plans to have a recommendation for the next code board meeting in the fall.

The networks last week said they doubted there would be any abnormal increase in "medical" commercials in the coming television season. A tightening of current interpretations of the code may be forthcoming, NAB having been instrumental in the past in reducing the incidence of the white jacket appearing in commercials.

Knox Gelatin Co. switching to D'Arcy

The Knox Gelatin Co., Johnstown, N. Y., has switched its \$2 million advertising account to D'Arcy Adv., New York. The account will remain at its current agency, Charles W. Hoyt Inc., until December.

In the past, Knox has been a "substantial" radio and television spot advertiser, and use of these media is expected to be continued by D'Arcy. James O'Neal, D'Arcy vice president, will be Knox's account supervisor.

'Weekend' preferred in Pulse pre-tv check

A pre-broadcast survey of tv viewers in three major markets indicated "about half" of the "regular" viewing audience will watch *Weekend*, starring Jerry Lester, according to The Pulse Inc.

Pulse quizzed 500 adult viewers (50% men, 50% women) in Chicago, Philadelphia and San Francisco for Arrowhead Productions, producers of the new informal Saturday and Sunday late-night program which debuts this fall.

Of surveyed viewers who watch tv during those wee-hour times, 48% said they would switch dials from movies to *Weekend*, Pulse reported.

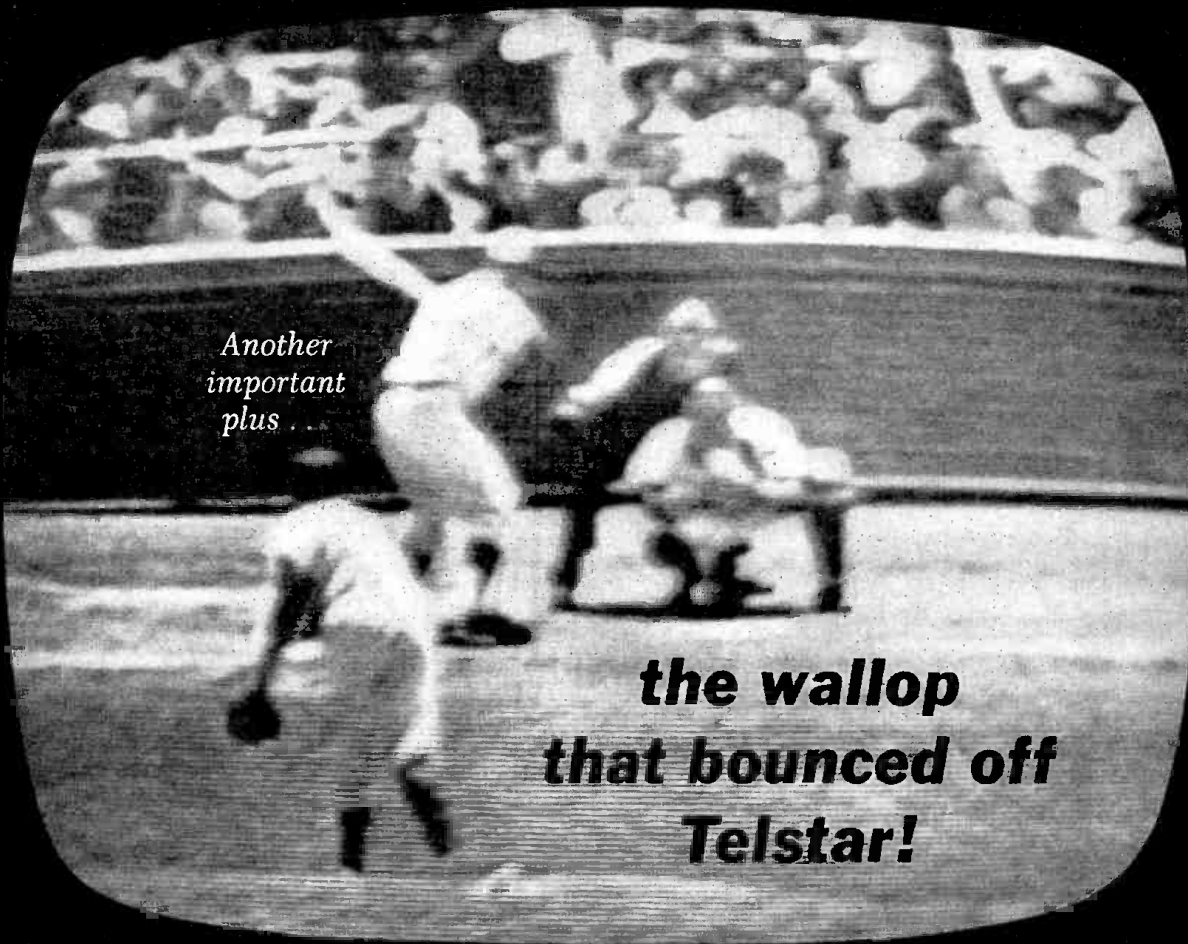
Agency appointments...

▪ WBOF Virginia Beach, and WYFI (FM) Norfolk, both Virginia: Walker-Rawalt Co., New York, as exclusive national representative.

▪ WJRZ Newark: Adam Young Inc., N. Y. for local and regional sales in New York (WJRZ sales staff will solicit in the New Jersey area) and for national sales.

Canada to sets ▪ Television receiver sales were up 26% in the first half of the year for a total of 173,896 receivers, according to a report by the Electronic Industries Assn. of Canada. Sales of made-in-Canada radio receivers were up 8% in the January-June period, to 224,243 units.

▪ Mennonite Broadcasts Inc., Harrisonburg, Va., appoints Henry J. Kaufman & Assoc., Washington, D. C., to handle its international radio broadcasting account. MBI reports it sponsors broadcasts in 21 countries.



*Another
important
plus . . .*

**the wallop
that bounced off
Telstar!**

Photo taken from a television screen in London and relayed to Chicago by wirephoto.

On July 23, 1962, at 2:02 p.m., WGN-TV helped make history. Invited to participate in the first transoceanic telecast via the lofty satellite, Telstar, our contribution gave millions of Europeans their first glimpse of the great American game of baseball.

Foresight and readiness, plus the ability to deliver when the opportunity presents itself are the marks of leadership. That we were both prepared and so fortunate as to play a part in this historic moment in broadcasting, will always be a source of pride for all of us at the WGN Mid-America Broadcasting Center.

Associated Press reported from London that "the baseball game at Wrigley Field was hailed as an action-packed highlight of the first spontaneous TV to reach Europe from across the Atlantic."

Chicago sports writer, James Enright, called it "history in the making."

Larry Wolters, in The Chicago Tribune, noted that "Europeans got a better 'image' of Chicago thru TV than they have ever gotten from motion pictures."

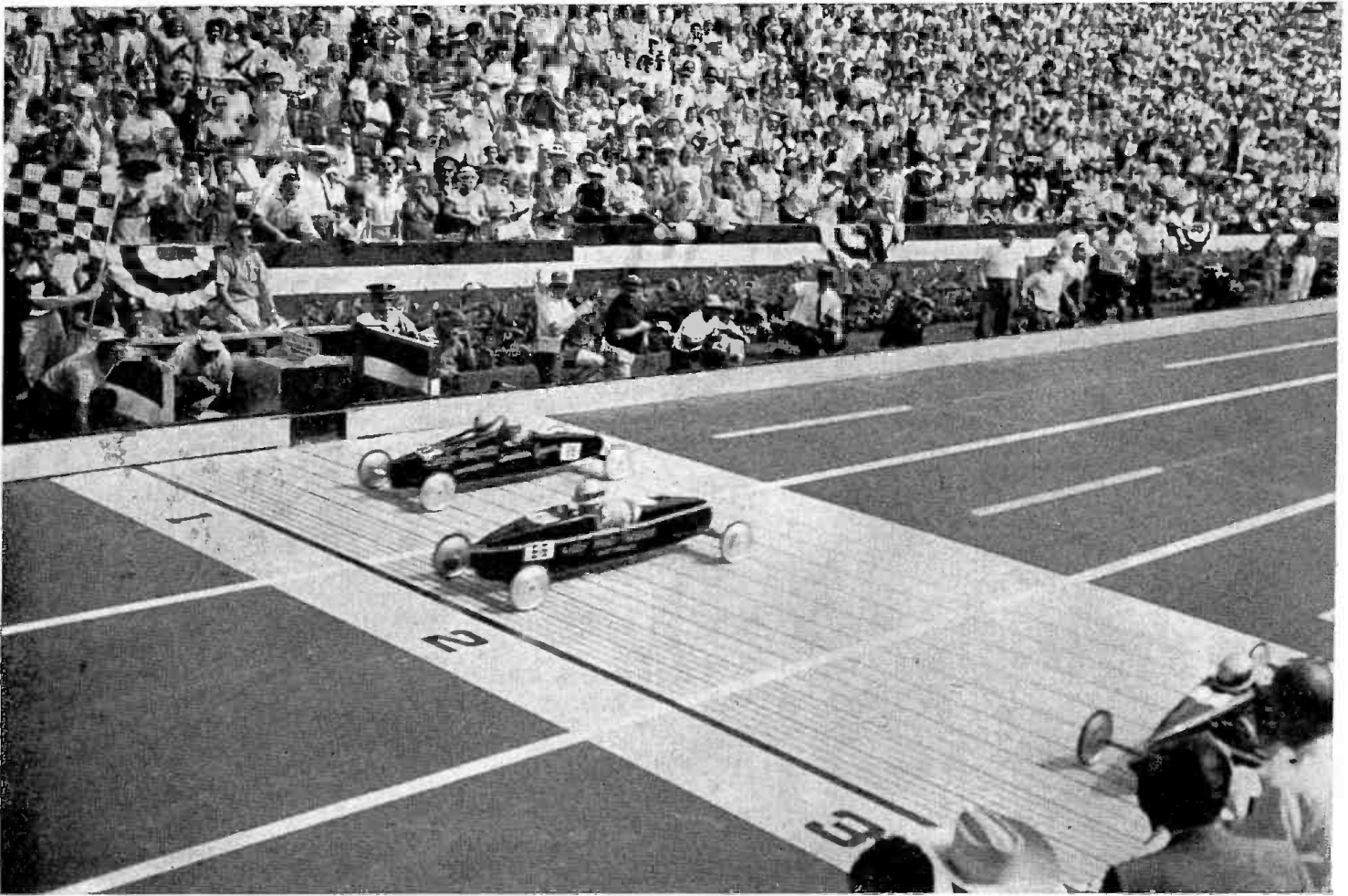
Ward L. Quaal, vice president and general manager of WGN, Inc., cited it as another example of WGN's aggressive, dedicated interest in and service to the art and science of television."

Here is another important plus for clients and audience alike. WGN Television not only covers the news but, on occasion, we make it.

WGN IS CHICAGO

—the most respected call letters in broadcasting





Here is a view of Derby Downs at Akron as David Mann, 14, representing Gary, Ind., swept to victory over a record field of 183 boy contestants in the 25th Silver Anniversary All-American Soap Box Derby. Following him across the finish line are the boys from Lancaster, Ohio, second, and Akron third.

A BIG thank! you

FOR THE
BIGGEST
DERBY YET!

The 25th Silver Anniversary All-American Soap Box Derby is all over but the cheering. And the cheers are still ringing for all the Derby sponsors who helped make it the biggest, most exciting Derby yet. Chevrolet joins with the more than 50,000 boys around the world who competed in the 1962 Derby program in a king-size "thank you" to all the Derby sponsors. It was a privilege being associated with you in working toward the 1962 Derby success and we look forward to teaming with you again in 1963 in continuing the Derby as the "world's greatest amateur racing event." . . . Chevrolet Division of General Motors, Detroit 2, Mich.



Soap Box Derby champions from overseas meet at the 25th All-American. Left to right are Edgar Diemer, West Germany; Gabriel Jimenez, Venezuela; Leo Williams, Jr., Okinawa; Francisco Caballero, Puerto Rico; and Mario Enriquez, Philippines. The Venezuelan boy suffered a wrist injury several days before the race but nevertheless was able to participate. There were also two Canadian entries.



Jack Izard, Chevrolet advertising manager, awards the Oil Can Trophy to Lorne Greene, star of the Bonanza television show. Looking on, l to r, are Bonanza stars Michael Landon and Dan Blocker, who raced against Greene.



Here are
the newspapers,
radio and television
stations, civic and
fraternal groups
represented by the
183 boy champions
who raced in the
1962 All-American:

Aberdeen (Wash.) Active Club
Akron (Ohio) Beacon Journal
Albany (GA.) Breakfast
Optimist Club
Albuquerque (N.M.) Tribune
Alton (Ill.) The Rotary Club
of Alton, Ill.
Amarillo (Texas) Jr. Chamber
of Commerce
Ambridge (Pa.) B.P.O.E. 983
Anderson (Ind.) Anderson
Newspapers, Inc.
Ann Arbor (Mich.) Jr. Chamber
of Commerce
Appleton (Wis.) Jr. Chamber
of Commerce
Asbury Park (N.J.) Jr. Chamber
of Commerce
Ashland (Ohio) Jr. Chamber
of Commerce
Bangor (Maine) Daily News
Bel Air (Md.) Optimist Club
Beloit (Wis.) Daily News
Belvidere (Ill.) Daily Republican
Benton Harbor (Mich.) Kiwanis
Bergen-Passaic (N.J.)
Englewood Jaycees &
Ridgewood YMCA
Bethpage (N.Y.) Newsgram
Billings (Mont.) Jr. Chamber
of Commerce
Biloxi-Gulfport (Miss.)
Daily Herald
Birmingham (Ala.) Lions
International District 34-C
Bloomington (Ind.) Jr. Chamber
of Commerce
Bluefield (W.Va.) Jr. Chamber
of Commerce
Bowling Green (Ky.) Bowling
Green-Warren County Jr.
Chamber of Commerce
Bradford (Pa.) Journal
Bremerton (Wash.) United
Veterans' Council
Canton (Ohio) Jr. Chamber
of Commerce
Carlsbad (N.M.) Current-Argus
Charleston (W. Va.) American
Business Club
Charlotte (N.C.) Carolina
Broadcasting Company
Chicago (Ill.) Harborland
Jaycees
Cicero (Ill.) Life Newspapers
Cleveland (Ohio) Plain Dealer
Colorado Springs (Colo.) Jr.
Chamber of Commerce
Columbia (Mo.) Missourian
Columbus (Ga.) Jr. Chamber
of Commerce
Columbus (Ohio) Jr. Chamber
of Commerce & WLW-C
Conshohocken (Pa.) Jos. Wagner
Post 772, American Legion
Coshocton (Ohio) Jr. Chamber
of Commerce
Dallas (Texas) Dallas
Optimist, Inc.
Dayton (Ohio) Jr. Chamber
of Comm. of Greater
Dayton, Inc.
DeKalb-Sycamore (Ill.) Jaycees
Denver (Colo.) Metropolitan
Denver Jaycees
Des Moines (Iowa) Jr. Chamber
of Commerce
Detroit (Mich.) News
Dover (N.H.) Lions Club, Inc.
Dubuque (Iowa) Jr. Chamber
of Commerce
Duluth (Minn.) Herald-News
Tribune
Durango (Colo.) Jr. Chamber
of Commerce
Elkhart (Ind.) Jaycees, Inc.
Ellwood City (Pa.) Ledger
El Paso (Texas) Herald Post
& Times
Endicott (N.Y.) Ottaway
Stations, Inc. (WENE)
Eugene (Ore.) Radio
Station KORE
Evansville (Ind.) Jr. Chamber
of Commerce
Findlay (Ohio) Findlay Jaycees
Fitchburg (Mass.) Y's
Men's Club
Flint (Mich.) Journal
Ft. Lauderdale (Fla.) News
Ft. Worth (Texas)
Star-Telegram
Fredericksburg (Va.)
The Free Lance-Star

Fulton (N.Y.) Permanent
Firemans Benevolent
Gainesville (Fla.) Jr. Chamber
of Commerce
Gary (Ind.) Post-Tribune
Glen Burnie (Md.)
Kiwanis Club
Grand Junction (Colo.)
The Daily Sentinel
Grand Rapids (Mich.) Jr.
Chamber of Commerce
Grealey (Colo.) Jr. Chamber
of Commerce
Greensboro (N.C.) Jr. Chamber
of Commerce
Greenville (S.C.) Jr. Chamber
of Commerce
Hamilton (Ohio) Jr. Chamber
of Commerce
Hancock (Mich.) Aerie of
Eagles #382
Hartford (Conn.) Times
High Point (N.C.) Jr. Chamber
of Commerce
Hudson (N.Y.) Register-Star
Huntington (W. Va.)
Huntington Jaycees
Indiana (Pa.) Evening Gazette
Indianapolis (Ind.) Star
Jacksonville (Fla.) Jr. Chamber
of Commerce
Junction City (Kansas)
Optimist Club
Kalamazoo (Mich.) WKZO-
AM-TV and Optimists
Kearney (Neb.) Kearney Jaycees
Knoxville (Tenn.) Jr. Chamber
of Commerce and WBIR-TV
Kokomo (Ind.) Kokomo
Management Club
and Tribune
Lancaster (Ohio) Eagle-Gazette
Co. and Jaycees
Laredo (Texas) Optimist Club
Levittown (Pa.) Bristol-
Levittown Courier-Times
Lexington (Ky.) Thoroughbred
Kiwanis Club
Lockport (N.Y.) Sunrise
Optimist Club
Lubbock (Texas)
Avalanche-Journal
Lynchburg (Va.) Jr. Chamber
of Commerce, Inc.
Mankato (Minn.) Jr. Chamber
of Commerce
Mansfield (Ohio) News-Journal
McKeesport (Pa.) The Daily
News Publishing Co.
Meridian (Miss.) Star
Michigan City (Ind.) Jr.
Chamber of Commerce
Middletown (Ohio) Optimist
Club, Inc.
Midland (Texas) Jr. Chamber
of Commerce
Minneapolis (Minn.) Jr.
Chamber of Commerce
Mission City (B.C.) Fraser
Valley Record Ltd.
Mobile (Ala.) Jr. Chamber
of Commerce
Morristown (N.J.) Morristown
Exchange Club
Muncie (Ind.) Star
Muskegon (Mich.) Greater
Muskegon Jr. Chamber
of Commerce
Newark (Ohio) Jr. Chamber
of Commerce
New Orleans (La.) New Orleans
Recreation Dept.
New Philadelphia (Ohio) Jr.
Chamber of Commerce
Newport News (Va.)
The Times Herald and
Daily Press, Inc.
Norfolk (Neb.) Optimist Club
Norfolk (Va.) The Virginian-Pilot
Norristown (Pa.) Times Herald
Oelwein (Iowa) Jr. Chamber
of Commerce
Omaha (Neb.) Optimist Club
of Omaha Youth Foundation
Oneida (N.Y.) Jr. Chamber
of Commerce
Orange (Va.) Orange
County Jaycees
Owensboro (Ky.) Kiwanis
Paducah (Ky.) Optimist Club
Parkersburg (W. Va.) Jr.
Chamber of Commerce
Peoria (Ill.) West Central
Broadcasting Company
Petersburg (Va.) Optimist Club
and The Progress Index
Phoenix (Ariz.) KOOK Radio
and Television
Pittsfield (Mass.) Jr. Chamber
of Commerce
Port Huron (Mich.) Jr.
Chamber of Commerce
Portland (Ore.) KPTV
Poughkeepsie (N.Y.) Jr.
Chamber of Commerce
Providence (R.I.) Radio
Station WICE
Provo (Utah) Jr. Chamber
of Commerce
Pueblo (Colo.) Jr. Chamber
of Commerce

Quincy (Ill.) Quincy
Newspapers, Inc.
Ravenna-Kent (Ohio)
Record-Courier
Richmond (Va.) Jr. Chamber
of Commerce
Riverport (Wyo.) Jr. Chamber
of Commerce
Roanoke (Va.) Times,
World-News and The
Optimist Club of Roanoke, Inc.
Rochester (Minn.) Jr. Chamber
of Commerce
Rochester (N.Y.) Times-Union
Rockford (Ill.) Rockford
Newspapers, Inc.
Rock Island (Ill.) Blackhawk
Shrine Club, Inc.
Roswell (N.M.) Daily Record
Sacramento (Cal.) 20-30
Club #1 and KCRA-TV
Saginaw (Mich.) Jr. Chamber
of Commerce
St. Catharines (Ont.)
Standard Ltd.
St. Charles (Mo.) Daniel Boone
Derby Assn. (Committee
of Moose Lodge)
St. Marys (Pa.) Daily Press
Publishing Co.
St. Paul (Minn.) Jr. Chamber
of Commerce
Salem (Ore.) KBZY
Salisbury (N.C.) Jr. Chamber
of Commerce
San Bernardino (Cal.)
Argonauts
Sayre Woods (N.J.) Madison
Township Rotary Club
Sedalia (Mo.) Jr. Chamber
of Commerce
Sheboygan (Wis.) Press
Sidney (Ohio) Jr. Chamber
of Commerce
Sioux City (Iowa) Jr. Chamber
of Commerce
Sioux Falls (S.D.) Argus-Leader
Smyrna (Ga.) Jr. Chamber
of Commerce
Southampton (N.Y.)
Southampton Lions Club and
Bridgehampton Lions Club
South Bend (Ind.)
Jaycees, Inc.
South Boston (Va.) Radio
Station WHLF
Staten Island (N.Y.) Kiwanis
Club of North Shore
Tacoma (Wash.) News Tribune
Tallahassee (Fla.) Democrat
Tampa (Fla.) Jr. Chamber
of Commerce
Temple (Texas)
Exchange Club
Toledo (Ohio) Jr. Chamber
of Commerce
Ventura (Cal.) Ventura County
Star-Free Press
Warren (Ohio) Tribune
Company
Warsaw (Ind.) Kosciusko
County Shrine Club
Washington (D.C.) WTOP-Radio
Watertown (S.O.) Public Opinion
Wausau (Wis.) Jr. Chamber
of Commerce
Waynesboro (Va.) Jr. Chamber
of Commerce
Westbrook (Maine)
Jr. Chamber of Commerce
Wichita (Kansas) Eagle-Beacon
Wichita Falls (Texas)
Times & Record News
Winston-Salem (N.C.) Jr.
Chamber of Commerce
Wooster (Ohio) Daily Record
Zanesville (Ohio) Jr. Chamber
of Commerce
Germany, Adam Opel A/G
Hawaii, Honolulu Advertiser
Parks & Rec. Dept.; Aloha
Motors; Service Motors Ltd.
Okinawa, W. W. Taylor & Co.,
Inc.; Local & Civic Org.;
Morning Star
Philippines, Northern Mtrs. &
International B. F. Goodrich
Corp. Better Boys Assoc.
Puerto Rico, Caribe Motors
Corporation, "El Imparcial,"
International B. F. Goodrich
Corporation
Venezuela, General Motors de
Venezuela, S.C.A.; The
General Tire & Rubber Co.,
Pepsi-Cola—Sears, Roebuck
de Venezuela, S.A.



K. E. Staley, General Sales Manager of Chevrolet, presents the \$7,500 first place scholarship award from Chevrolet to the 25th All-American winner, David Mann, 14, of Gary, Indiana.



Semon E. Knudsen, Chevrolet general manager and a vice president of General Motors, awards the winner's trophy to Champion David Mann at the finish line at Derby Downs.



CHEVROLET

NBC RADIO NETWORK ALMOST SOLD OUT

Affiliates cheer good news, praise 'leadership' for success

The NBC Radio network is currently 84% sold out, William K. McDaniel, executive vice president in charge of the network, told a meeting of the NBC Radio affiliates executive committee last week.

He said latest reports from LNA/BAR, based on monitoring for July, gave NBC Radio 46% of all sponsored radio network time measured. The reports, a project of Leading National Advertisers and Broadcast Advertisers Reports, cover the ABC, CBS and NBC radio networks but not Mutual.

Mr. McDaniel said that during July NBC Radio sold more commercial minutes within its weekend *Monitor* program than one network sold in its entire broadcast schedule.

The affiliates committee responded to Mr. McDaniel's report by commending NBC Radio for "consistent maintenance or leadership in sales, audience and news coverage and its compensation to affiliates." The committee's views were presented in a statement by William Grant of KOA Denver, committee chairman.

Mr. McDaniel said NBC Radio's informational programming had totaled 90 hours since the first of the year and will continue with coverage of such events as the orbital shot scheduled for Sept. 18, the America's Cup Regatta on Sept. 15, the World Series and other major sports contests.

Mr. McDaniel and Tom Knode, NBC station relations vice president, and George A. Graham Jr., vice president and general manager of the radio network, represented NBC at the meeting. It was held Sunday through Tuesday at the Broadmoor Hotel, Colorado Springs.

Affiliates executive committeemen on hand were chairman Grant; John Tansey, WRVA Richmond, vice chairman; Lyell Bremser, KFAB Omaha, secretary-treasurer, and Thomas Barnes, WDAY Fargo, N. D.; Gustav Brandborg, KVOO Tulsa; Thomas Carr, WBAL Baltimore, and Robert Rich, WDSM Duluth, Minn. Two committeemen were unable to attend: Les Biederman, WTCM Traverse City, Mich., and Stan Torgerson, WMC Memphis.

Network-seller link is CBS's sales extra

A merchandising program associated with a network radio campaign is becoming "the desirable plus" to advertiser, agency and network, according to Leon Luxenberg, director of sales promotion and merchandising, CBS Radio, New York.

To the advertiser, merchandising provides a stimulus to salesmen, distributors and retailers. To the agency, it offers added justification for a radio buy it has recommended to a client. And to the network, it offers the opportunity to prove its capacity for special services.

A "partnership between network and advertiser" is needed for the medium to provide a merchandising idea to reflect the point of view of a particular sponsor, Mr. Luxenberg said. "The network provides the ingenuity, know-how, the staff and the facilities, while the client picks up the tab for cost of materials, printing and similar 'out of pocket' expenditures."

One example of CBS Radio's merchandising technique was its campaign to announce Pittsburgh Plate Glass' sponsorship of the *Garry Moore Radio Show* for Sunshade Solex green-tinted windshields. CBS Radio sent 5,000

dealers a personal letter signed by Mr. Moore, typed in green ink on green stationary and postmarked from Greenback, Tenn. The message, of course, emphasized the opportunity for extra greenbacks the radio program offered to dealers.

The network's merchandising operation also involves benefits for affiliates which at CBS Radio are known as "profitunities"—a chance for an affi-

Tv near saturation

Better than one out of six U.S. tv homes — almost 18% — now have more than one television set.

One out of 100 has three or more sets.

More than seven out of 100 are uhf-equipped.

These statistics were announced last week by American Research Bureau, which said they were compiled in a three-month study of tv homes. ARB said more than 16% of the tv homes have two sets, more than 1% have three or more, and at least 80% of those remaining have a single set (2% of the homes were not available for investigation, according to ARB).

ate to sell announcements to local retailers of products or services advertised in their markets as part of a network radio campaign. A commercial or promotion plan is fed to the stations by closed circuit. If a retailer buys the announcement, the station provides its own announcer to name the local dealer.

As a tie-in with U. S. Steel's current summer drive on behalf of soft drinks in metal containers, the first reports from affiliates show 550 local announcements sold, according to Mr. Luxenberg.

The technique of providing local announcements to the station by closed circuit, Mr. Luxenberg noted, allows affiliates to approach retailers with an actual tie-in instead of just a proposal.

NAB booklet lists broadcaster speakers

An NAB publication which is expected to reach a best-seller position—100,000 copies—was published last week.

The booklet is "If You Need a Speaker." It contains the names of 335 radio and tv professionals who have volunteered to represent broadcasting at meetings of professional, civic, educational, fraternal, church and other groups.

More than 30 organizations have requested the booklet in advance, NAB said last week, and 28,000 copies have been put into the mail. Among those who have asked for copies are the National Assn. of Manufacturers, the U.S. Chamber of Commerce, Kiwanis International and the General Federation of Women's Clubs.

John M. Couric, NAB public relations manager, said he expects that the demand will reach the 100,000-copy peak ultimately. "We feel this is one of the best ways the industry can develop a greater understanding of broadcasting's vital functions in serving America in a climate of freedom," he said.

The 30-page booklet lists the names of possible speakers on broadcasting in two categories, one radio and the other tv. The speakers are listed according to state and city.

Missourians back daytimers

The Missouri Farmers Assn., representing 160,805 farmers, is urging the Communications Act of 1934 be revised "so that the so-called 'daytime' stations can be given a 4 a.m. to 6 p.m. daily broadcast period the year around."

The MFA passed a resolution on the subject at its August convention.



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

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

Flint-Saginaw-Bay City, naturally . . . which is where insurance agent Greg Fauth rebuilds Locomobiles and classic Fords and Buicks in his garage, then unveils them on Channel 12. To date, Greg's appeared on WJRT's "Almanac," "Mr. Magic," "Teen Canteen," and "Hobby Shop" shows to the delight of old car nuts and ordinary viewers alike.

You see, it's our contention that keeping people's interests in front of our cameras keeps their interest in front of their sets. Hence, WJRT's "programming from within"—which has seen 25,000 area residents come before Channel 12 cameras in just 2½ years. And they've represented some 545 different interests—from rocket

research to cancer research, from Japanese music to leathercraft.

And, if you're a television advertiser, you'll be interested to know that the heads of the 75,000 WJRT-watching families earn \$546 more per year than the national average.* This, we hardly need mention, translates into an extra \$10 a week worth of cornflakes and cosmetics, beer and bacon, and whatever you sell.

Harrington, Righter and Parsons will be happy to tell you about the reasonable cost of advertising on the top station in this top-40 market. Call them in New York, Chicago, St. Louis, Boston, Atlanta, Los Angeles and San Francisco.

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

WJRT

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

College girl checkers find auto radio listening high



College girl upperclassmen conduct radio audits for TRACE from safety zones during rush hour traffic in

The light turned red, traffic halted and a young lady quickly walked along the safety island down the line of waiting cars, pausing a moment at each to cock an ear and, if she found the radio turned on, to ask what station was tuned in. Meantime, she was jotting on the top sheet of her clipboard pad the number of occupants in the car and how many men, women and children. She had checked five cars when the red turned to green and the automobiles proceeded on their way.

For the past two weeks that has been a typical occurrence in Fresno, Calif., during peak traffic hours, morning and evening. The young ladies, college upperclassmen all, were collecting data for TRACE (Traffic Radio Audit—Coincidental Enumeration), a new survey designed to measure by the most empirical method possible—personal, coincidental checking—the amount of listening done by auto drivers and passengers.

Fresno. The system is expected to be introduced in many other U. S. markets soon.

TRACE, now making its West Coast debut, began in Hawaii somewhat by accident. Last spring the Milici Advertising Agency of Honolulu asked Survey & Marketing Services (SMS) of that city to run a check on auto radio use for General Motors, a Milici client. SMS devised the street intersection interview technique. But before the survey was finished a number of Hawaiian radio station operators became interested and asked SMS if it could be done on a regular basis.

Started in Hawaii ■ In July, the first official TRACE survey was made in Honolulu, with KGMB, KGU, KHVH, KORL, KPOI, KTRG and KULA jointly underwriting the study. A dozen agencies subscribed to the TRACE reports, which showed that half of the 8,261 autos checked had their radios on at the time. Another fact was that 81% of the cars have radios, giving Honolulu more radio-equipped autos than it has radio homes. A third,

somewhat confusing finding was that the average number of passengers per car in the morning—1.57—increased to 1.72 in the afternoon.

"This was true at every check-point," M. D. Myers, director of SMS, said last week. "The only explanation that has occurred to us is that women who are in town shopping during the day use public transportation to go in, but meet their husbands and drive home with them in the family car." This explanation would also cover the further fact that the increased average number of passengers in the afternoon is accompanied by a drop in the number of radios in use, 47.2% to 52.8% in the morning, as a man alone is a likelier radio listener than when his wife is recounting the bargains she purchased.

Mr. Myers expects to launch TRACE surveys in a number of markets in the continental U. S. before returning to Hawaii. He suggests a few essential preliminaries. First, is to check with highway and police authorities so they will understand what is going on. Next, is to instill in each interviewer's mind the fact that she is not to do anything to impede the flow of traffic and above all not to leave her safety zone. Third, is to choose the checkpoints so as to get a good sample that will include office and factory workers, laborers and executives, in proper proportion. Finally, to rotate the locations at random, with no one except the supervisor informed which crossings are to be covered on which dates, as a precaution against "stacking" the results. The interviewers are instructed that anyone who makes an effort to be included in their check is to be left out and that they are not to tabulate any person they recognize as previously counted.

Media reports...

Child placement aid ■ WTVJ (TV) Miami says its public service campaign there helped place 31 homeless children with foster parents. Other requests being screened total 28. The plea was prompted by a letter forwarded to Jackie Pierce, WTVJ public service director, from a 14-year-old girl. Many people "would open their hearts to us if they knew how much we need them," she wrote.

Vtr, tape gift ■ The Connecticut Educational Television Corp., Hartford, has been granted a videotape recorder and

40 hours of videotape by the National Educational Television and Radio Center. The Ford Foundation supplied the funds for the NET grant; Minnesota Mining and Manufacturing Co., Minneapolis, donated the tape. The Connecticut corporation plans to put WEDH Hartford, the state's first etv station, on the air next month.

Hoping for the first ■ KLRN (TV) San Antonio is shooting for Sept. 1 as its on-air date. The vhf etv station plans to test until the 10th of the month and begin night programs around that date. Daytime shows begin about Sept. 17 and school programs the week

of Sept. 24. KLRN is searching for teachers and volunteers to air a literacy program for "100,000 illiterate citizens in the KLRN viewing community," according to Harvey Herbst, station manager.

Summer Interns ■ A total of 30 students of the Henry W. Grady School of Journalism, U. of Georgia, are concluding summer internships in the communications field, mostly in Georgia, but four in Massachusetts, Pennsylvania, Florida and Texas.

Color tv "how-to" ■ WLWT (TV) Cincinnati color operations were observed



YOU CAN QUOTE ME...

When we decided to put our jolly Green Giant back in "show business" as a big time TV star, we knew we could count on the WLW group to reach a giant's size share of the viewing audience in their respective areas. These stations not only put our Big Green message before the greatest number of people, but follow-thru with buyers, brokers, distributors, and store managers on the firing line.

Lyle Polfuss

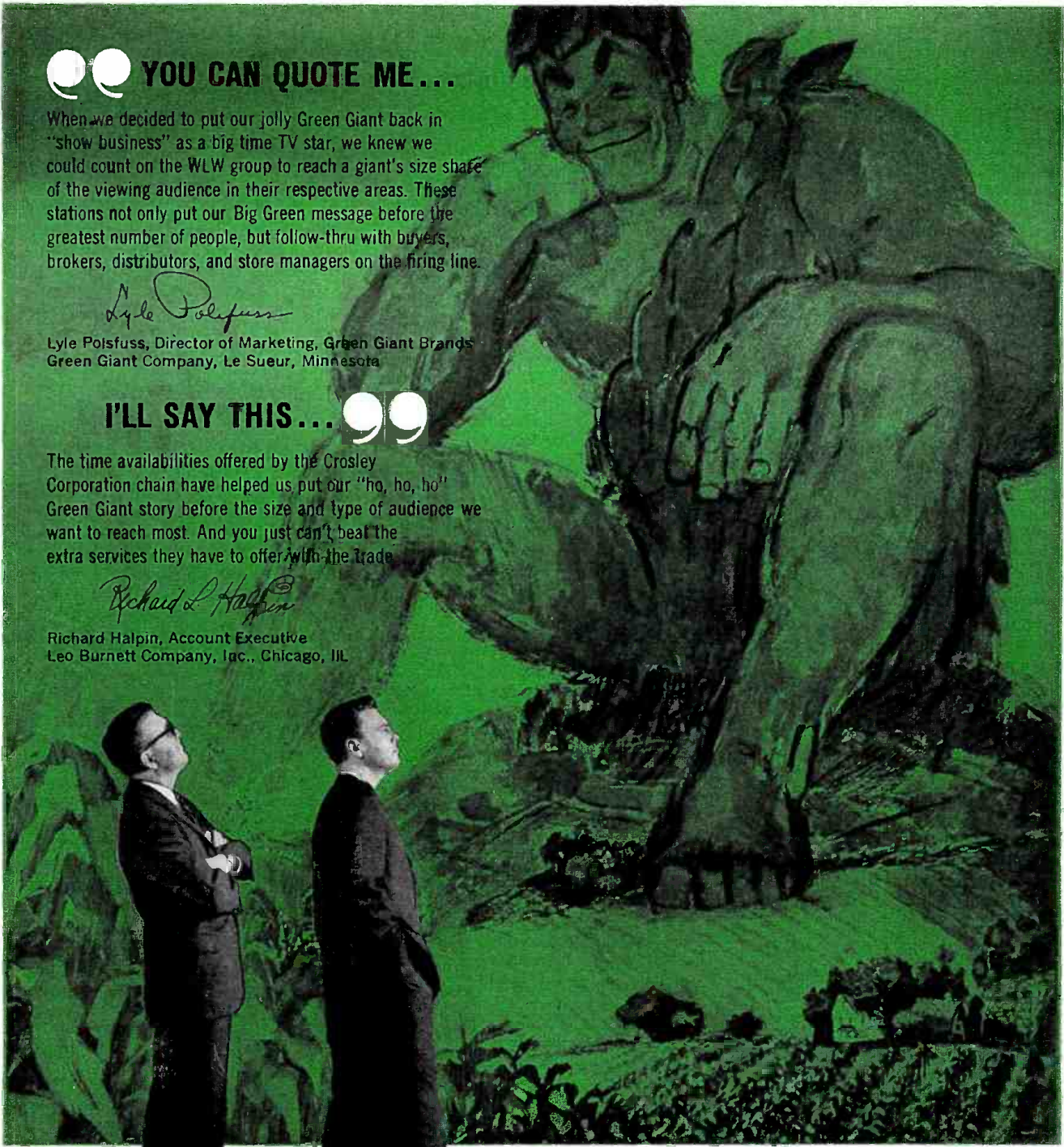
Lyle Polfuss, Director of Marketing, Green Giant Brands
Green Giant Company, Le Sueur, Minnesota

I'LL SAY THIS... " " " "

The time availabilities offered by the Crosley Corporation chain have helped us put our "ho, ho, ho" Green Giant story before the size and type of audience we want to reach most. And you just can't beat the extra services they have to offer with the trade.

Richard Halpin

Richard Halpin, Account Executive
Leo Burnett Company, Inc., Chicago, Ill.



Call your WLW Stations' representative... you'll be glad you did!



GOP NETWORK TV HOPES DIM

National committee plan to help local candidates buy prime time stymied by short segment snarls

The television networks are on record as declining a Republican National Committee proposal that they sell five-minute segments of prime-time programs next fall for cutaways by local candidates (AT DEADLINE, Aug. 20).

CBS-TV had rejected the proposal several days ago. NBC-TV spokesmen said that network was not in a position to accept orders, and ABC-TV, which of the three originally appeared closest to accepting, formally voiced its refusal last week. The ABC statement:

"In response to questions, ABC-TV stated that during the coming political campaign it would only consider orders for political programs entirely national in character.

"Furthermore, the network stated it could not make time available, nationally, for candidates for office on a local or regional basis.

"The network explained that it was simply not feasible for it to do so and that many problems such an arrangement would create must be handled by the local stations themselves."

Difficulties Seen ■ The networks (as expressed by CBS-TV in a letter to advertising agency Papert, Koenig, Lois,

New York, which had asked that segments be made available) feel that it would be too difficult to feed shortened shows to stations not included on a Republican-ordered list.

They also see troubles ahead in compliance with sec. 315 of the Communications Act—that is, in meeting demands for equal time raised by opposing political parties.

The plan—as put forward by the national committee in tandem with Sen. Jacob Javits (R-N. Y.)—envisioned shaving five minutes from 30- and 60-minute shows for Republican use in the last three weeks of the campaign. William Sprague, GOP publicity director, had said that the Republican party would expect to buy more than 75% of the network list.

If the plan had been accepted, it was believed the networks would have offered similar program opportunities to the Democrats.

Sen. Javits said he would urge a reconsideration by the networks. If a change of heart is not forthcoming, he indicated he would try to buy prime time on New York stations during his coming campaign for re-election to the Senate.

by representatives of the Aeronautical Systems Div., Wright-Patterson Air Force Base, Dayton, who will produce "Equipment Management," a closed-circuit color tv program for the Air Force.

Life saver ■ WWDC Washington, D.C., engineer Peregrine (Perry) White failed to inform his employer that he'd saved the life of a small boy by applying month-to-mouth resuscitation during June, but station personality Art Brown, told by a member of Mr. White's Wheaton, Md., rescue squad of the engineer's heroics, read a letter of commendation from Maryland Department of Forest and Parks on the air and startled Mr. White, who was on duty in the control room. "I didn't think it worthy of special mention," he said.

Social Security ■ The program department at WCCC Hartford reports over 1,000 people responded to the station's new social security information service within the first few days of its operation. The service verifies earnings credited to social security accounts.

Merger controversy ■ WFBG-AM-TV Altoona, Pa., last week presented two programs concerning the proposed merger of the Pennsylvania Railroad

with the New York Central. Both sides of the issue were given equal time. Portions of the programs were carried on other Pennsylvania stations: WVAM and WRTA Altoona, WTRN Tyrone, and WKMC Roaring Spring.

Voices from space ■ KMOX St. Louis broadcast last week conversations between the two orbiting Russian cosmonauts, which were picked up by a local ham radio operator, recorded and rushed to the station for re-recording and translation.

New transmitters ■ A target date of Sept. 1 has been set for completion of the new transmitters of KHJ-AM-FM Los Angeles, according to Bob Bullock, chief engineer. Two 300-foot towers are being erected at a cost of over \$40,000 on the station's 1,300-acre property on Venice Blvd., where the new engineering facilities will be housed. Modernization of the KHJ studios, now completed, was first step in station's program to upgrade all phases of its operation.

Film holds subjects ■ News film footage of a policeman arresting four men in a motel, with a sizeable cache of weapons and money, shot by news

photographer Les Dodds of KOGO (TV) San Diego, played a vital role in connecting the men with a robbery in Spokane. Spokane authorities told San Diego police inspector James Roed that the identification would not have been possible without the KOGO film.

WPAT's pulse ■ WPAT Paterson, N. J., has prepared a brochure for advertisers, in conjunction with The Pulse Inc., containing a qualitative analysis of the New York radio audience in general and of WPAT's audience in particular.

'EXPLORING' TO KRAFT

NBC-TV children's series to embrace five main subjects

A detailed description of the contents of *Exploring*, an hour weekly educational tv series for children five to 11 years old, was disclosed by NBC-TV officials during a news conference in New York last week.

The network announced last May that it was planning such a series but withheld details. The series will cover five major areas—language, music, mathematics, social studies and sciences. It has been scheduled for Saturdays, 12:30-1:30 p.m., starting Oct. 13 in color.

Kraft Foods, through Foote, Cone & Belding, Chicago, was announced as the initial advertiser. A network spokesman said Kraft had bought "a substantial part" of the program but added he could not reveal more precise information.

Dr. Albert R. Hibbs, a senior staff scientist at the California Institute of Technology Jet Propulsion Laboratory and a consultant to numerous departments of education in the California school system, has been named host of *Exploring*. Dr. Hibbs told the news



Dr. Albert Hibbs "talks" to Lou Bunin puppet created for "Exploring."

conference that extensive use will be made of colorful puppets, animation, special films, music, sound effects and other audio-visual techniques to teach the subjects.

Three educational series for tv will be on the networks next fall. Others are ABC-TV's *Discovery* (Mon.-Fri., 4:30-5 p.m.) and CBS-TV's *Reading Room* (Sat., 12:30-1 p.m.). A large group of cultural programs for children also is being prepared for syndication to stations (BROADCASTING, June 18).

Full agenda slated for N.Y. broadcasters

The New York State Broadcasters Assn. is planning a fun and forum conference Sept. 6-8, at Saratoga Springs, N. Y. Besides an outing at the Saratoga Raceway and a golf tournament, members of the association will hear speakers from stations, representative firms and agencies.

Panels are titled "Revitalize—Editorialize"; "Radio Would Get More—If"; "The Thread of Success—Community Involvement"; "The Washington Scene," and a special after-dinner talk by radio commentator Lowell Thomas Sept. 7. Mr. Thomas will speak on the responsibility of broadcasters in keeping the public informed of world-wide developments.

Included in the roster of panel members are Sam Slate, vice president and general manager of WCBS New York, and president of NYSBA; Ben Strouse, president, WWDC Washington, D. C.; Stephen B. Labunski, vice president and general manager, WMCA New York; Sam B. Vitt, vice president and media director, Doherty, Steers & Shenfield; Arthur McCoy, executive vice president, John Blair & Co.; Ed Papazian, manager, media analysis section, BBDO, and Don B. Curran, director of advertising and promotion, ABC owned stations, and president of Broadcast Promotion Assn.

WMAZ sponsors political rally

WMAZ-AM-TV Macon, Ga., gave the Communications Act's equal time provision a healthy exercise last Sunday (Aug. 18), devoting seven consecutive hours to 36 office seekers who appeared on a marathon pre-primary election rally, sponsored by the station.

Staged at Porter Stadium, a local football field, the rally featured 26 of 29 candidates seeking state-wide office, 10 running for county office and a congressional candidate. Four who could not attend sent statements which were read at the rally.

Barbecue and other refreshments were served in the 94° heat by the Sixth District organization of the Junior Chamber of Commerce.

BROADCASTING, August 27, 1962

Florence, S.C., catv sought by tv majors

Two major southern tv licensees are competing for the right to build a catv system in Florence, S. C. The Florence Cable Co. (75% owned by Jefferson Standard Broadcasting Co.) last week asked the Florence City Council for a franchise.

This application is mutually exclusive with one submitted several weeks ago by Broadcasting Co. of the South (BROADCASTING, June 11, 25). Jefferson, which owns WBTW (TV) Florence and WBT-AM-FM and WBTW (TV) Charlotte, N. C., proposed a 12-channel system to cost \$400,000. It would enable subscribers, for a \$20 installation fee and \$5 monthly, to receive seven commercial stations, the state educational tv network, quality music and 24-hour weather, time and temperature service.

Charles H. Crutchfield, executive vice president of Jefferson Standard, said the company is considering applying for catv systems in other cities.

Broadcasting Co. of the South owns WIS-AM-TV Columbia, S. C., and WSFA-TV Montgomery, Ala. Richard Shafto, executive vice president of BCS, is president and majority owner of Trehan Co., which holds cable tv franchises in Myrtle Beach, Conway and Georgetown, all South Carolina.

Still another major broadcaster entered catv last week when Miami Valley

Broadcasting Co. (WHIO-AM-FM-TV Dayton, Ohio, completed plans for the \$660,000 purchase of a system in Lewistown, Pa. (CLOSED CIRCUIT, Aug. 13). The Lewistown catv, Pennwise Tv, supplies five channels to 4,344 subscribers. George F. Gardner, Pennwise president, announced the sale.

WHIO-AM-FM-TV are James M. Cox stations and are headed by J. Leonard Reinsch, advisor to President Kennedy. Other Cox stations include WSB-AM-FM-TV Atlanta, WSOC-AM-FM-TV Charlotte and 30% of WCKT (TV) Miami.

CBS-TV personalities tour affiliate areas

The CBS-TV network is using the personal appearance technique in wholesale fashion to promote its stars and programs. Weekend visits to leading cities already have been started as part of a long-range project to "expose" performers to local markets and local press and, in many instances, let them work with nearby CBS-TV affiliates on promotional material.

The first visit, Aug. 11-12, took Walter Brennan, Zina Bethune, Lloyd Bridges, Audrey Christie, Candy Moore, Beverly Garland, Gale Gordon, Burt Reynolds and Irene Ryan to the Cincinnati and St. Louis areas. Some of this group were to join other performers and producers in visits to Dallas and Houston this past weekend (Aug. 25-26). These and other groups are



NBC pays cameraman, freed by Laos Reds

Back to work, after being held prisoner by pro-communist forces in Laos since May 15, 1961, NBC News cameraman Grant Wolfkill, (1) happily accepts back pay check for \$18,176 from William R. Mc-

Andrew, executive vice president, NBC News. Mr. Wolfkill, who was freed Aug. 17 (AT DEADLINE, Aug. 20) was seized by the communists when the Army helicopter in which he was riding crashed near Vientiane.

slated to visit Boston and Washington on Sept. 8-9; Indianapolis and Milwaukee on Sept. 22-23; Detroit and Pittsburgh on Sept. 29-30, and Atlanta and Miami on Oct. 13-14.

WFIL-AM-TV debate set for Pennsylvania race

The Democratic and Republican nominees for governor of Pennsylvania will meet in a debate to be simulcast by WFIL-AM-TV Philadelphia next month.

Philadelphia Mayor Richardson Dilworth (Democrat) and Rep. William W. Scranton (R-Pa.) met with station officials this month to set up ground rules. WFIL will originate the simulcast Sept. 17 from 9-10 p.m., and it will be available to all Pennsylvania stations "for broadcast in its entirety then or within 48 hours of the live time," according to Jack Hyland, WFIL information director.

Ground rules for the debate require each candidate to make an opening statement which may be rebutted by his opponent. The candidates then will pose questions to each other, commenting on the answers before giving a closing summary. No restrictions have been imposed on debate topics.

Four Kansas tv outlets form statewide network

Four Kansas tv stations have joined forces to form a state network, M. Dale Larsen, vice president and general manager of KTVH (TV) Wichita-Hutchinson, Kan., announced last week.



Mr. Larsen

Participating in the Kansas Broadcasting System in addition to KTVH are KAYS-TV Hays City, KWHT (TV)

Goodland and KTVC (TV) Ensign-Dodge City. The network expects to begin operation Sept. 1.

The network will be affiliated with CBS-TV and will be represented, as a group, by Blair Assoc.

Vandalism damages to WHAG \$5,000

Damages of \$5,000 were estimated by WHAG Halfway (Hagerstown), Md., when a vandal wrecked transmitter and studio equipment and then set fire to the building. The fire was extinguished before it gained much headway. It was discovered at 3:30 a.m. Aug. 13.

WHAG engineers put the station on the air at regular 5:45 a.m. sign-on time the same morning using spare parts and improvised studio gear. A 22-year-old man was apprehended by police and confessed, Hagerstown police reported. WHAG, a daytimer on 1410 kc with 1 kw power, began operating June 9.

Extras from chapter in Hawaii, sign pact

Screen Extras Guild has organized new Hawaiian chapter and has signed its first collective bargaining contract with Paramount Pictures, now shooting *Donovan's Reef* on island of Kauai. Contract, running to June 30, 1964, covers all tv films and commercials as well as theatrical motion pictures that Paramount may make in Hawaii.

Where extras in Hawaii formerly got \$5 to \$15 day with no overtime, guild reports, Paramount contract calls for minimum wages starting at \$24.26 for eight-hour day. In filmed commercials, "product extra players" will get minimum rate of \$70.83 day, and other extras will be paid regular rates starting at \$25.47. All extras working on tv commercial to be used for more than 13 weeks will receive 75% additional compensation if this is guaranteed at time they are hired; otherwise, bonus will be 100%.

Changing hands

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

■ KLYD-TV Bakersfield, Calif.: Sold to Lincoln Dellar, current 41% owner, by fellow stockholders. Edward E. Urner, 23% interest, is acquiring all stock in radio station KLYD, while selling his tv interest to Mr. Dellar. Bryan J. Coleman, 17.64%, and Maurice St. Clair, 17.64%, are selling their stock directly to Mr. Dellar. Consideration was not revealed.

Lincoln Dellar controls KROY Sac-

you see more opportunities through our eyes

And you are protected from the hazards of negotiating on your own by Blackburn's penetrating knowledge of markets.

We do not send out lists; every sale is handled on an individual basis. Seeing the total picture through our eyes widens opportunities and narrows the risk for both buyer and seller.

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Chicago, Illinois
Financial 6-6460

ATLANTA

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

BEVERLY HILLS

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

ramento and KACY Port Hueneme, both California. KLYD-TV operates on ch. 17 and is a primary affiliate of ABC-TV. KLYD operates on 1350 kc with 1 kw daytime.

New York etv debut to see Minow, Murrow

FCC Chairman Newton N. Minow and Edward R. Murrow, director of the U. S. Information Agency, will participate in the opening ceremonies of WNDT (TV) Newark-New York, on Sunday, Sept. 16.

Mr. Murrow, former CBS News correspondent, will serve as M. C. for the educational station's premiere evening. Mr. Minow will speak briefly to dedicate the station to educational purposes, according to Dr. Samuel B. Gould, president, Educational Broadcasting Corp., licensee of the station.

NAB stresses 'good' to avoid regulation

NAB is meeting the trend toward stiffer broadcast regulation by displaying to Congress and the FCC the positive factors of the industry, NAB's general counsel, Douglas Anello, said in a speech prepared for delivery to the Arkansas Broadcasters Assn. Saturday (Aug. 25).

Primarily, the association stresses how the industry has strengthened its codes of good practice and clarified provisions to make them more meaningful, he said. Mr. Anello outlined for the Little Rock meeting, actions of Congress and the FCC since 1952 which have strengthened the government's regulatory hand. The cumulative total of these actions indicates "a more exacting accountability by the broadcasters to the commission," he said.

Bloomington workers offered tv instruction

WTTV (TV) Bloomington, Ind., in cooperation with Indiana U.'s Dept. of Radio & Television and local business firms, is planning a project that would provide instructional tv in prime time for self-improvement of factory and office employes in the area.

Series is to start this fall in the 9 to 10 p.m. Monday-Friday slot, according to WTTV which will provide recording and play back facilities. The Dept. of Radio & Television and the School of Extension Studies, Indiana U., will prepare and produce the courses, as well as prepare needed instructional materials.

WTTV is asking area industry and business to commit personnel departments to actively recruiting and enrolling interested employes, distribute ma-

terials and monitor exams and share a token portion of each employe's instructional materials cost "as a show of company support."

WTTV also stipulated that a minimum of 15 local firms must participate with each providing financial support of \$100 per week over a 39-week period.

Courses suggested for the evening instruction include foreign languages, shorthand, arts appreciation, practical science, American history and basic economics.

UPI raises prices; labor costs cited

A 6% increase in UPI's rates for its news and newpicture services was announced last week, effective Oct. 14.

A letter from Mims Thomason, UPI president, to radio, television and newspaper subscribers attributed the rise to increased contract labor costs. He said it was the first UPI increase since 1960 and the smallest since 1955.

"It makes the average for the last two years 3%, substantially less than the actual rise in our labor costs," Mr. Thomason said. Since its last increase UPI had met two rounds of general pay increases to the American Newspaper Guild and two to the Commercial Te-

legraphers Union, plus seniority and progression increases called for under the labor contracts, he said.

Even with the rate hike, said Mr. Thomason, UPI still will be absorbing more than half of these increases.

A total of 2,076 radio and 247 television stations subscribe to UPI's broadcast news service, according to the firm's annual report last spring.

AP officials meanwhile told questioners last week that they had no increase in mind at this time. They said AP's last general increase was in 1958 and amounted to 3.9 percent. In addition, starting in 1960 AP has negotiated adjustments on a case-to-case basis, but officials said it was not possible to put a meaningful percentage value on these revisions.

A-Buy's now a dozen

The A-Buy in California, a radio station group offered at discount rates as a group, has added two new stations, KCKC San Bernardino and KSEE Santa Maria, bringing the total to 12 stations, according to A-Buy President Bob Blum. Others are KVIP Redding, KPAY Chico, KSRO Santa Rosa, KGMS Sacramento, KEEN San Jose, KIDD Monterey-Salinas, KFIV Modesto, KIST Santa Barbara, KYLD Bakersfield and KSTN Stockton.

SOUTHWEST STATIONS FOR SALE!

Single station market, daytime-only, radio facility with excellent dial position. Both valuable studio-office and transmitter land and buildings are included in sale. 1961 owner cash flow was approximately \$15,000.00. Priced at \$125,000.00 with \$25,000.00 down and ten year pay out. *Another H&L Exclusive.*

Long-time established, profitable, fulltime radio station in non-competitive market. Had a 1961 profit of over \$25,000.00 for owner-operator. Priced for a quick sale at \$90,000.00 with \$30,000.00 down and terms to be negotiated. *Another H&L Exclusive.*

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AND ASSOCIATES, INC.

John F. Hardesty, President

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Omaha affiliate refuses NBC-TV spot for 'adults only' movie

Should television broadcasters accept advertising for motion pictures that are "for adults only"?

KMTV (TV) Omaha thinks not, has adopted a policy against such commercials and last week rejected one scheduled to appear on NBC-TV's *Tonight* show.

NBC-TV obviously thinks this particular commercial is acceptable in the circumstances, and NAB Code authority officials agree.

The commercial in question is one for the movie "Lolita," which advertises itself as being for adults only. But even before the question was brought out into the open, KMTV had faced up to—and answered negatively—the general question of the acceptability of commercials for movies labeled for adults only. A few days after adopting this policy, KMTV invoked it in rejecting the

"Lolita" spot on NBC-TV.

Not Censors ■ "We are not setting ourselves up as censors," said Owen L. Saddler, KMTV executive vice president and general manager, "but we know there is an ever-increasing number of problem films and we feel this ruling is a simple solution to a delicate area."

Mr. Saddler sent an information copy to the NAB code authority.

Ernest Lee Jahncke Jr., NBC vice president for standards and practices, said that his department had found the "Lolita" commercial acceptable by all customary standards and that its scheduling in the *Tonight* program placed it in an "adult audience" show. He also noted that code officials had approved the commercial and that the "Lolita" movie itself had been approved, in its category (adult), by the Catholic Legion

of Decency.

Stockton Helffrich, director of the code authority's New York office, said that although the code group had never ruled formally on the question of commercials for adults-only movies, he had seen the "Lolita" copy and considered it unobjectionable for presentation in late-evening hours. The code's West Coast office in June gave its approval to a station's plan to carry the commercial after 10 p.m., Mr. Helffrich reported.

The commercial copy consists primarily of close-ups of stars of the picture, its advertising theme of "how did they ever make a movie of Lolita?" and a closing line indicating the picture is "for persons over 18 years of age." The commercial is placed through Donahue & Coe, Los Angeles.

KSD-TV covers neighboring fire

Miss Charlotte Peters, star of a KSD-TV St. Louis daytime show, did a special ad lib one-hour broadcast from an

alley behind the station's studios, describing a fire which destroyed a neighboring eight-story building.

A tv camera, shielded from water by an umbrella, was moved outside for the special telecast when regular programming was interrupted by the fire. The heat was so intense the upper floors of

the studio building caught fire and were evacuated, according to KSD-TV. Broadcasting was continued from remote transmitters, both radio and tv.

Miss Peters described the fire fighting and interviewed some of the firemen.

New KSD-AM-TV studios being constructed in the old *Post-Dispatch* annex were filled with smoke but escaped damage. Occupancy is scheduled for Nov. 1.



This young lady isn't fighting a fire. She's Charlotte Peters gamely carrying on the Charlotte Peters' Show on KSD-TV St. Louis. The program was con-

ducted in an alley behind the studios while fire raged through what's left of that eight story building across the street.

WOLF helps win 'fare' airing

Responses to an offer by WOLF Syracuse, N. Y., to forward listener requests for a public hearing of a proposed increase in transit fares flooded the station with mail, according to WOLF. Two days after the radio appeal, WOLF reported, the Public Service Commission in Albany scheduled a Sept. 5 review of the increased rates proposed by the Syracuse Transit Corp.

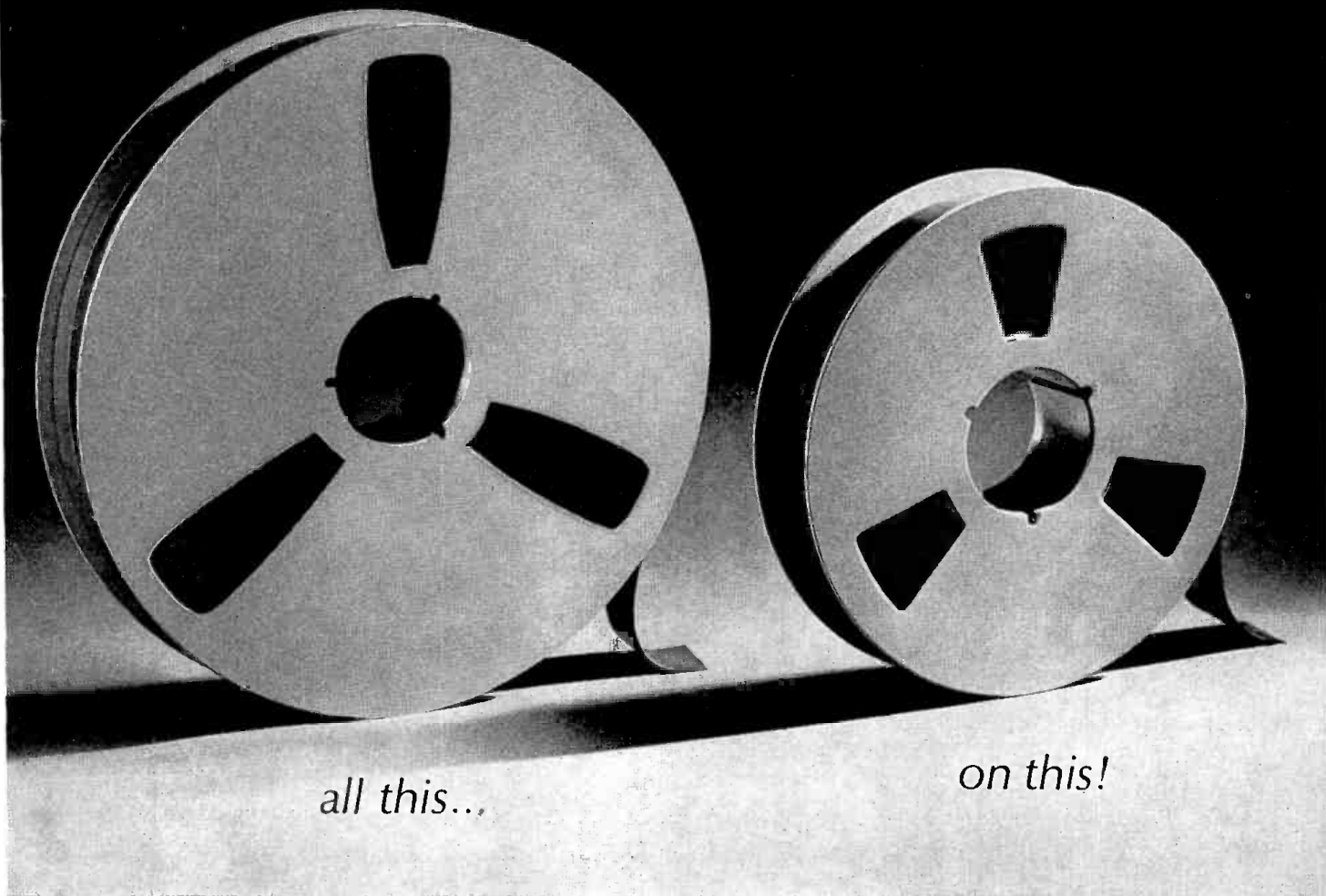
A commission member acknowledged receipt of the hearing requests. WOLF in an editorial then saluted its listeners, who the station said, "... on the verge of being pushed around by the bus company, stood up and pushed back."

New tv tower adds to coverage

KONO-TV, San Antonio's "Skyscraper" tower, is boosting coverage from about 8,000 square miles to almost 18,000, this station reports. The 1,505-foot tower stands 2,049 feet above sea level, and is the highest in Texas, according to KONO-TV. The greater coverage has caused the station to increase its news staff on an area basis, KONO says.

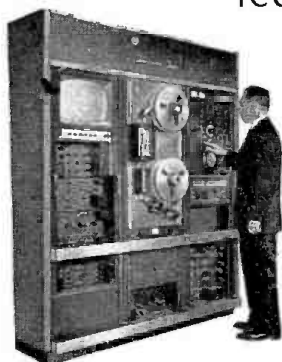
NOW...CUT YOUR TV TAPE COSTS IN HALF!

pack twice as much programming on a reel!



Photography Courtesy Reeves Sound Studios, Inc.

New RCA development enables you to operate any RCA recorder at 7½ or 15 ips — *without sacrificing compatibility*



- Permits 50% Cost Reduction in Tape Inventory
- Reduces Tape Storage Space
- Cuts Tape Distribution Expense

This new engineering advance, available only for RCA TV Tape Recorders, combines all the benefits of standard quadruplex recording with the savings of half-track recording. It provides for tape speed to be switchable from conventional 15 inches per second to half speed at 7½ ips.

Since this new approach uses quadruplex recording, tapes are interchangeable with other standard machines. Regular 2-inch tape is used. Standard editing techniques are employed. There are no picture discontinuities. And there is no discernible difference in resolution. *You get the same high quality that you are now getting from RCA recorders.*

HOW IT WORKS: A new RCA headwheel assembly and capstan motor make it possible to use half-track recording and to cut tape operating speed in half. The new recorded track is only 5 mils wide as compared with 10 mils for conventional recording. As a result, twice as many tracks can be recorded on the same length of tape—permitting twice as much programming to be packed on a standard reel.

See your RCA Broadcast Representative for complete details. Write RCA, Broadcast and Television Equipment, Dept. LD-22, Building 15-5, Camden, N.J.



The Most Trusted Name in Television

TAC MEMBERS EARN ALMOST \$16,000

Affiliated stations will divide profits for six months

Television stations earned almost \$16,000 in dividends in the first six months of 1962 for programs accepted by the Television Affiliates Corp. for distribution to member stations, Robert Weisberg, vice president and operations director of TAC, reported last week at the organization's conference on programming held in Chicago.

The funds are being distributed to 22 stations. Under the TAC plan, a program of a public service-cultural nature earns credits for the producer station, depending on the number of times it is shown and the size of the markets showing it. TAC, a subsidiary of the Trans-Lux Corp., serves as a clearing-house for receiving programs, selecting them in consultation with its board and distributing them to member stations. TAC has a membership of 52 stations and more than 70 programs in its library.

Discuss Programs ■ The two-day meeting included panel sessions and discussions on various aspects of public-affairs programming. A highlight of the session was a proposal by Richard Depew, vice president, tv programming, Cunningham & Walsh, that TAC can play a useful role in bringing the national advertiser into sponsorship of locally-produced public affairs programs. Mr. Depew stated:

"I feel there is a big plus to the national advertiser if he can purchase local, public-affairs shows. However, a new form of marketing and selling these programs must be found. And TAC may be the solution since it answers several of the conditions necessary before a client can make a major

national or regional buy.

"A single point of purchase, such as TAC is most important. Here we can see the programs and have a wide choice of subject matter, depending on the section of the country we want to reach. These TAC programs may then be used in combination with some of the stations' purely local live public-affairs shows."

TAC officials indicated they would be willing to cooperate with agencies in implementing the proposal made by Mr. Depew.

Must Plan Ahead ■ Robert Lipson, director of advertising, Bell & Howell, Chicago, told the meeting that a crucial point to remember in attempting to secure sponsorship of public-affairs programs is that national advertisers allocate their funds "well in the future." He suggested that TAC communicate its plans for 1963 to advertising agencies now or in the near future.

Richard Carlton, executive vice president of TAC, asked station program directors at the conclusion of the two-day session for their opinions of the conference. The reaction, he said, was "overwhelmingly enthusiastic." This led to a suggestion that a conference be held twice a year, Mr. Carlton added, and it was decided to hold a TAC programming meeting in February 1963 in New Orleans.

NTA buys package of 25 Rank films

National Telefilm Assoc. Inc., New York, announced last week the purchase of exclusive tv distribution rights to *Top Rank*, 25 first-run J. Arthur

Rank (London) features and worldwide syndication rights to *Peril 13*, a new series of 13 first-run hour thrillers from the Rank organization.

The first package includes seven films of 1956 vintage and 10 color films.

Bernard Tabakin, NTA president, handled negotiations with the London film company.

B&B Management formed as new talent agency

A new talent agency, B&B Management Assoc., has been formed by Dick Birkmayer, former head of tv commercial department of MCA Artists Ltd., and Harry C. Bell, president of Nirene Productions Corp. Mr. Bell presently manages Shelley Berman, Sylvia Syms and Jim Thorpe, tv commercial spokesman for L&M cigarettes. The new firm will be located at 65 W. 55th St., New York, in September.

'Girls' panel show, returns to WNBC-TV

Leave It to the Girls, a show popular in the early days of television, returns Sept. 10 on WNBC-TV New York. The program, with Maggi McNellis as hostess, debuted on NBC-TV in 1948, and continued until early 1952.

The half-hour format of the original show, which featured four female panelists and a male guest swapping chatter, will be incorporated in the new 55-minute weekday version on WNBC-TV. Miss McNellis will again be hostess. The last 25 minutes of the daily show, however, will include comment from the studio audience on the panel's discussion subject.

Ted Bergmann of Charter Productions, and Martha Rountree of Rountree Productions, will produce the new show, and plan to syndicate the first half-hour on film and tape to local tv stations. A distribution company will be given the syndication assignment, although none has been selected as yet.

KQED films urban changes

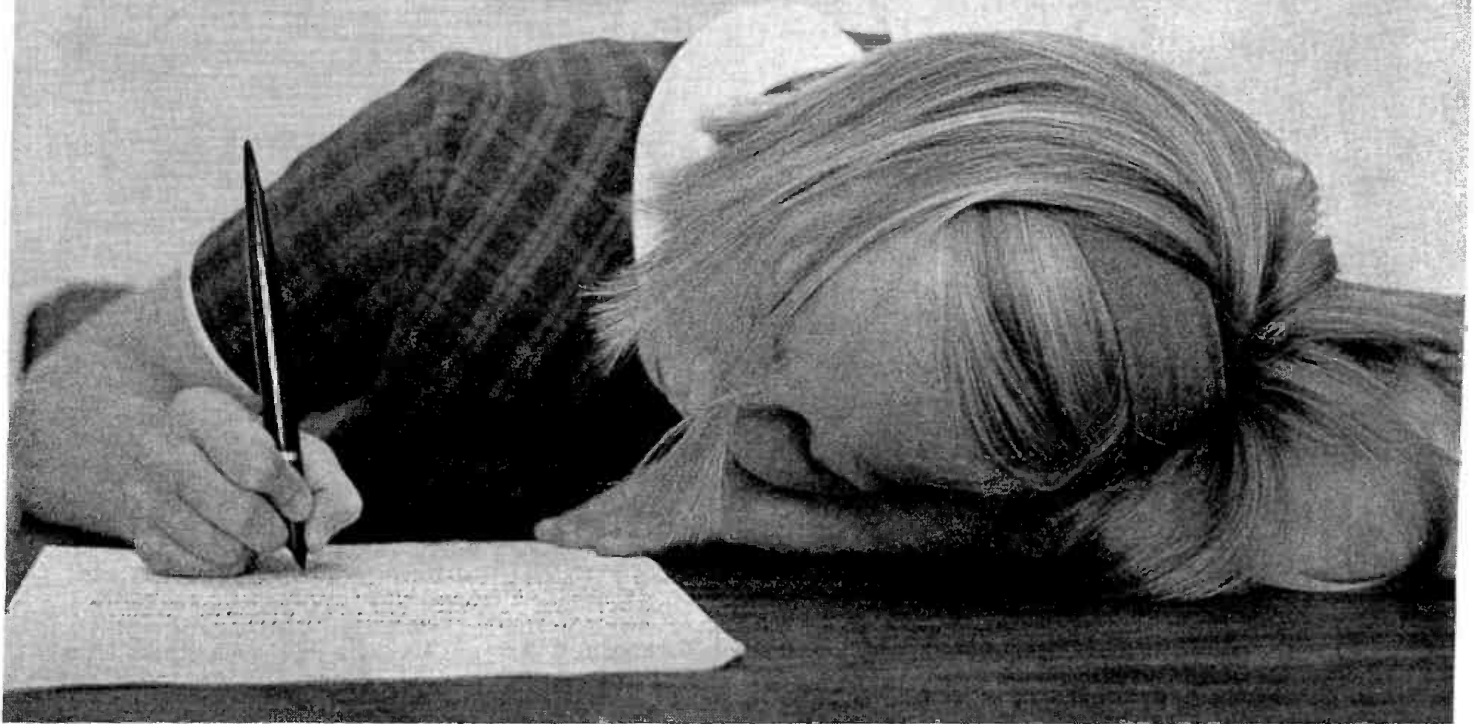
KQED (TV) San Francisco, in cooperation with the San Francisco Planning and Urban Renewal Assn. (SPUR), is producing a public service program series entitled *The Face of the City*. The series now calls for a 13 program agenda, covering the many aspects of the changing urban scene in San Francisco. The format will include documentary films, interviews, and panel discussions which reveal how citizens' lives are affected by the changes.



The Television Affiliates Corp. conference on public service programming held the attention of 50 station program directors and advertising agency officials in Chicago last week, including (l. to r.) Charles Ballou, WDBJ-TV Roanoke, Va.; John Haldi,

WBNS-TV Columbus, Ohio; Stan Cohen, WDSU-TV New Orleans and Albert Dullnig, KENS-TV San Antonio. Participants reported the first meeting was "most helpful" and agreed to hold a second conference in New Orleans in February.

Dear Mr. Thrower,



THURSDAY AUG. 9, 1962

Dear Mr. Thrower,
My Name is Debbie Hartigan.
Last week my Daddy brought home
some new Koko the Clown Cartoons and
showed them to my friends and to me.
We loved them.
Last Night Daddy told us We would be able
to see more of them soon On WPIX. That
makes us very happy. THANK YOU!

yours truly,
DEBBIE HARTIGAN

P.S. WE WATCH CHANNEL 11 ALL THE TIME!

TELEVISION WPIX CHANNEL 11

FRED M. THROWER
EXECUTIVE VICE PRESIDENT
AND GENERAL MANAGER

August 10, 1962

Dear Debbie:
Thank you for your letter.

We liked your Daddy's cartoons too,
and I have no doubt that Koko will soon
be one of the most popular cartoon
personalities in television. Kids and
clowns just seem to go together.

I am happy that you watch our shows and
through you I would like to thank all the
boys and girls who have given WPIX-11 the
largest children's audience in New York.

I know that Koko will be a tremendous
favorite on Channel 11 from 4:25-4:30 PM
Monday through Friday, starting September 10th.

Sincerely,

WPIX Inc • 220 East 42nd St., New York City 17 • Murray Hill 2-6500

contact:
Al Hartigan
Vice President -
General Sales Manager



VIDEO HOUSE, INC.
48 W. 48 ST., NEW YORK 36, N. Y. CL 6-2425



CBS Radio to air music from Lincoln Center

A personal "tour" (at long-range) of the New York Philharmonic Orchestra's new home next season—the Philharmonic Hall at the Lincoln Center for the Performing Arts—is conducted for the benefit of CBS Radio President Arthur Hull Hayes (c) and Carlos Moseley (r), managing director of the orchestra. The guide is William Schuman (l),

president of the Lincoln Center. CBS Radio starts its 33rd straight season of Philharmonic concert broadcasts this fall. The broadcasts will include the world radio premieres of specially commissioned works by 10 internationally-famous composers to celebrate the orchestra's inaugural season in the new building. The Philharmonic series starts Oct. 6.

Arnaz sees good year for Desilu Productions

SAYS COMPANY CAN EXPECT MORE PROFITS, PRODUCTS

With four of its own programs on the air in the 1962-63 fiscal year in place of only one in 1961-62, and the number of customers for its facilities and services on the up-swing, Desilu Productions "can look forward to one of the best years in its history both in terms of activity, productivity and profits," President Desi Arnaz told the company's annual stockholders meeting on Tuesday (Aug. 21).

This summer, *The Kraft Mystery Theatre* series of 16 hour-long shows, half of them new ones, has replaced the *Perry Como Show* on NBC-TV, Mr. Arnaz reported, adding that this is Desilu's first program on this network. In the fall *The Untouchables* will begin its fourth year on ABC-TV and two new series, the half-hour *Lucy Show* and the 60-minute *Fair Exchange* will start on CBS-TV. In addition, pilots are now being readied for 1963-64, he said.

Filming has been completed for four *Lucy* episodes, seven *Fair Exchange* programs and five segments of *The Untouchables*, the Desilu president reported, adding that other production companies using the Desilu services and facilities have the three studio properties filled to 87% of capacity. Five acres of the Desilu Culver Studio, considered unfit for production of either tv or theatrical films, have been used as the site of a manufacturing plant which Desilu is constructing for a national company which is leasing it for

15 years with an average return to Desilu of \$100,000 a year.

This and drilling operations of Standard Oil on Desilu property were cited by Mr. Arnaz as showing how far he and his associates have gone to turn every asset into a profitable part of the company's activities. In addition to tv film production, Desilu has recently moved into the field of live programming and has arranged with KTLA (TV) Los Angeles to act as a proving ground for these programs, designed for eventual network broadcast. Desilu's first live show, *By the Numbers*, is now on KTLA. Pilot of a second live



Mr. Arnaz

series, *Zoom*, is being financed by NBC-TV. Both are game shows.

Sales expansion ■ Desilu Sales, syndication subsidiary, has gross contracts totaling over \$1,750,000 in its first seven months, with operations "continuing to expand daily on an international as well as domestic level," Mr. Arnaz said. A package of 33 theatrical movies produced in France and never before shown in the U. S., either on tv or in theatres, has been acquired for tv syndication. "The Scar Face Mob," a theatrical picture based on the first two-hour *Untouchables* program and the first motion picture to be released through Desilu Film Distributing Co., has been booked into 1,350 theatres.

Mr. Arnaz praised his associates for their "truly remarkable efficiency" as a management team in enabling the company to increase its earnings almost 100% in the last fiscal year (ended April 30, 1962) despite a decrease in gross income from \$19,845,513 in fiscal 1961 to \$14,223,850 in fiscal 1962.

In answer to a stockholder's question, Mr. Arnaz said that the resumption of dividends was considered at every board meeting but that during the past year the decision had been to forgo dividends and to use the money instead for the benefit of the company.

Asked whether any Desilu programs were being made in color, the studio president answered "No," because this would increase the cost of production appreciably "and they wouldn't be any funnier in color."

Expressions of concern over the small volume of Desilu stock, being traded and the depressed price (on Wednesday 100 shares changed hands at 8½, down ½, according to records of the American Exchange) were calmed when officers assured the stockholders that if worst came to worst, the 65 acres of Southern California real estate held by Desilu could be sold for more than enough to rebuy all of the outstanding stock at the \$10 price at which it was put on the market.

Board re-elected ■ The complete board was re-elected for another year, including President Arnaz; Lucille Ball, vice president; Edwin E. Holly, vice president, secretary and treasurer; Arthur Manella, special tax counsel to Desilu; W. Argyle Nelson, vice president in charge of production and studio operation; Milton A. Rudin, legal counsel to Desilu; A. Charles Schwartz, partner in the investment firm of Bache & Co.

KAPE offers program tapes

KAPE San Antonio is offering a one-hour tape of a broadcast discussion of the U. S. Supreme Court ruling which banned a 22-word prayer from use in

TIMEBUYERS' GUIDE TO



LIVING

Entertainment-exercise-advice feature stars Ed Allen, Lorene Babcock, Carol Duvall.
9:00-10:00 AM MONDAY-FRIDAY

DETROIT'S FALL BUYS



GEORGE PIERROT PRESENTS

Around the world with Detroit's fabulous globe-trotter and famous guests. Color.

5:00-5:55 PM
MON.-SAT.



WEEKEND

Ron Gamble hosts family adventure tours to favorite recreation spots. Color.

7:00-7:30 PM
TUESDAY

AT THE ZOO

Sonny Eliot's witty wanderings through Detroit's famed wildlife park.

7:00-7:30 PM
FRIDAY



Alive with local flavor and flair! You'll buy wisely and well by choosing these big-audience exclusives on WWJ-TV. And, the station's attractive fall schedule is further enhanced by choice film properties like *Thriller*, *Surfside 6*, *Lawman* and by NBC's new-season powerhouse. Call your PGW Colonel now. He's ready with Detroit's top buys for fall.

WWJ-TV

CHANNEL



Owned and Operated by The Detroit News

the **NEWS** station

NBC IN DETROIT

National Representatives: Peters, Griffin, Woodward, Inc.

Coast to coast with Jackie Gleason



The 10-day train trip promoting Jackie Gleason's new CBS-TV hour-long show started Aug. 9 in L. A. The Great Man waves goodbye.



In Albuquerque June Taylor, Sue Ann Langdon and Gretta Randall (l to r) are amazed at strange new drink enjoyed by native.



Strolling in Phoenix Gleason girls hold their own when challenged by western garbed representative of Junior Chamber of Commerce.



In Denver an "autograph seeker," with mother, seems more awed by the press photographer than by the proximity of the Great Man.



Gene Wilkey, KMOX-TV St. Louis vp and general manager, welcomes the Gleason Express, its star and his travelling companions.



Unmarried by 4,000-mile trek Gleason happily greets sidekick Toots Shor in New York. Party quickly repairs to Shor's for refreshments.

a New York public school room. Ministers of three faiths, a school superintendent and a "leading authority on Supreme Court decisions" appeared on the KAPE program.

The station offered the program by letter to 10 stations, seven of which accepted, said Sam Riklin, president. KAPE requests interested stations to send hour tapes to which it will dub the program.

20th Century-Fox omits semi-annual dividend

Twentieth Century-Fox Film Corp., New York, last week announced it is not declaring its usual 2% semi-annual stock dividend. The board of directors voted to omit the dividend, which had been paid for the past year-and-a-half, after hearing that the company had experienced an operating loss of \$12,456,457 for the first six months

of 1962 compared with a profit of \$12,326 in the same period of 1961.

Adam Gimbel, president of Saks Fifth Avenue, New York, was named a member of the board of directors, and Arnold M. Grant, a director since last month, was named chairman of the executive committee.

Film sales ...

Bronco (Warner Bros. Tv): Sold to KTVT (TV) Ft. Worth-Dallas; KSYD-TV Wichita Falls, and KLBK-TV Lubbock, all Texas, and WCPO-TV Cincinnati. Now in 10 markets.

Sugarfoot (Warner Bros. Tv): Sold to KTVT (TV) Ft. Worth-Dallas; WAVE-TV Louisville; WSUN-TV Tampa-St. Petersburg; KSYD-TV Wichita Falls, Tex., and KLBK-TV Lubbock. Now in 13 markets.

Thriller (MCA TV): Sold to KTVU

(TV) San Francisco; WCPO-TV Cincinnati; WNEP-TV Scranton, Pa.; KTRK-TV Houston, and KFRE-TV Fresno, Calif. Now in 43 markets.

Surfside 6 (Warner Bros. Tv): Sold to WJW-TV Cleveland. Now in 18 markets.

Checkmate (MCA TV): Sold to WRGP-TV Chattanooga, Tenn.; KGBT-TV Harlingen, Tex.; WREX-TV Rockford, Ill.; WTVT (TV) Tampa; WTOL-TV Toledo, Ohio; WCPO-TV Cincinnati; KVAL-TV Eugene, Ore.; WTVJ (TV) Miami; KTNT-TV Tacoma-Seattle, and WHEC-TV Rochester, N. Y. Now in 34 markets.

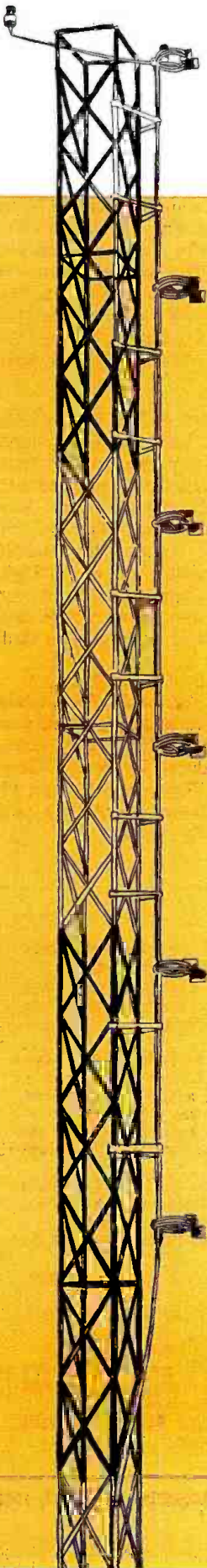
Maverick (Warner Bros. Tv): Sold to WBIR-TV Knoxville, Tenn.; WLOS-TV Asheville, N. C.; and KJEO-TV Fresno, Calif. Now in 18 markets.

Bourbon Street Beat (Warner Bros. Tv): Sold to KTVT (TV) Dallas-Ft.

Performance that Counts...

Mr. V. J. Kasper, Owner-Manager of Station WILO, Frankfort, Indiana, reports on the New Gates "Cycloid" FM Antenna:

“I like the ease of installation and the workmanship of this new Gates antenna. It's the performance that counts, though, and the Cycloid ranks as the finest in this category.”



Cycloid . . . the new Gates FM antenna featuring binary adjustment — a major technological advance in ring type radiating elements.

Binary adjustment is an exclusive tuning arrangement (patent pending) whereby the inductance of the ring is changed at the same time the antenna is adjusted for capacitive tuning. The advantage is uniform L/C for adjustment over the FM frequency range.

Other top engineering features include a special design for FM stereo and improved monaural performance. • Lowest possible VSWR. • Top, side or inside tower mounting. • Optional deicing with high or low power heaters. • ± 1 db free space circularity. • Minimum windloading. • High gain.

Cycloid is the newest and most advanced FM ring antenna on the market today. For complete engineering data, write for Brochure No. 111 — yours for the asking.

Our 40th Year,
1922-1962

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

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

Worth; KTRK-TV Houston, and WSUN-TV Tampa-St. Petersburg. Now in 9 markets.

Suspicion (MCA TV): Sold to WUSN-TV Charleston, S. C., and WTHI-TV Terre Haute, Ind.

Overland Trail (MCA TV): Sold to WEAR-TV Pensacola, Fla.; WUSN-TV Charleston, S. C.; WTOK-TV Meridian, Miss., and WTHI-TV Terre Haute, Ind.

Riverboat (MCA TV): Sold to WALA-TV Mobile, Ala.; WUSN-TV Charleston, S. C.; WJXT (TV) Jacksonville, Fla.; WTOK-TV Meridian, Miss., and WTHI-TV Terre Haute, Ind.

Frontier Circus (MCA TV): Sold to WTOK-TV Meridian, Miss., and WTHI-TV Terre Haute, Ind. Now in 20 markets.

The Roaring 20's (Warner Bros. Tv): Sold to KTVT (TV) Ft. Worth-Dallas. Now in 10 markets.

Cavalcade of the 60's—Group II (Allied Artists Tv): Motion picture features sold to WHEN-TV Syracuse, N. Y.; KGUN-TV Tucson, Ariz.; WPRO-TV Providence, R. I.; WOKR-TV Rochester, N. Y., and WSAV-TV Savannah, Ga. Now in 16 markets.

Program notes...

Abstract news ■ Frank Draper, an Oklahoma City artist, was commissioned by KOA-TV Denver to create 10 original abstracts for the Enco News Project VII-*Counterpoint*, which was telecast Monday, Aug. 20. The paintings were shown in the opening and closing credits of the program.

Horsie set ■ KRON-TV San Francisco will present on its first *Assignment Four* program of the fall season, a show entitled "Return of the Horseman" about the growing popularity of horseback riding and the men who breed and train horses.

Opera, ballet special ■ *Arias and Arabesques*, a one-hour special of opera and ballet, hosted by Metropolitan Opera tenor Jan Peerce, will be presented on CBS-TV this Thursday (Aug. 30 10-11 p.m., EDT). The program will present for the first time on tv Dr. Douglas Moore's opera, "Gallantry," a satire on television soap operas and commercials. A ballet, "Parallels," by the late Wallingford Riegger, will also be performed for the first time on tv.

More evening news ■ KNXT (TV) Los Angeles will expand its late evening newscast from 15 to 30 minutes starting Sept. 10. New news show, at 11-11:30 p.m., will feature newsmen Jery Dunphy, who will handle the top news of the day; Ralph Story, who will give a "human predicament" feature, and John Hart, who will handle a significant

Big for Little League

Little league baseball is going over big in Trenton, N. J., this summer, according to WTTM Trenton, which broadcasts 15 minutes of scores nightly.

The program, featuring Stan Allen as host, developed after listeners responded approvingly to Sports Director Bill Singer's broadcasts of scores telephoned in at random by Wayne Hibbert, WTTM account executive and co-manager of a local league. The program expanded this month to a live play-by-play of the local championship. The scores were sponsored by the Trenton Area Milk Dealers Assn.

local story as a "special assignment." Mr. Dunphy and Mr. Story are both regular members of the five-man reporting team on KNXT's *The Big News*, at 6-7 p.m. weekdays. Mr. Hart is a roving reporter on the one-hour newscast.

'Lock Up' Sale ■ Ziv-United Artists has sold its *Lock Up* tv series for use in all of the French Canadian markets. The series will be dubbed in French and retitled *Derniere Recours* (last resort). The program will be co-sponsored for 52 weeks by Lever Bros. Ltd., Warner-Lambert (Canada) and American Motors (Canada) Ltd.

'Smile' ■ World rights to *The Smile at the Foot of the Ladder*, a 1948 story

by author Henry Miller (*Tropic of Cancer*), have been purchased by Patricia P. Hardesty, owner of Patrician Productions, an independent San Francisco film company. Miss Hardesty, a broadcasting writer-producer for many years, wrote the shooting script for the one-hour film, to be shot in 16mm color in Northern California. John F. Hardesty, her husband, is president of Hamilton-Landis & Assoc., media brokers, with headquarters in San Francisco.

Color spread ■ The Henry Jaffe organization will create and produce 17 hours of color programming for NBC-TV for broadcasting during the coming season. There are eight full-hour programs for AT&T and nine Dinah Shore shows. The Bell Telephone hours will be seen Sept. 24, Oct. 22, Nov. 22, Dec. 23, Jan. 18, Feb. 4, March 13, and April 11.

Attention, duffers ■ *The Golf Clinic*, a new series of half-hour instructional tv films for fairway foragers and "putterphiles," is available from producer-director Leonard Anderson Assoc., New York. Filmed at Miami's Doral Country Club, *Clinic* features Jay Hebert, former PGA champion and "Light Horse" Harry Cooper, an instructor. Mr. Anderson uses slow motion and closeup film techniques to explain skills of the pros.

New series ■ *Postmark: Jim Adam*, new tv series, will make its debut over ABC-TV during the 1963-1964 season. The series, produced by Screen Gems with Andrew J. Fenady and Charles 11, Inc., will star James MacArthur as a free lance magazine writer.

COLORCASTING

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

NBC-TV:

Aug. 27-31, Sept. 3-5 (10:30-11 a.m.) *Play Your Hunch*, part.

Aug. 27-31, Sept. 3-5 (11-11:30 a.m.) *The Price Is Right*, part.

Aug. 27-31, Sept. 3-5 (12-12:30 p.m.) *Your First Impression*, part.

Aug. 27-31, Sept. 3-5 (2-2:25 p.m.) *Jan Murray Show*, part.

Aug. 27-31, Sept. 3-5 (11:15 p.m.-1 a.m.) *Tonight*, part.

Aug. 27, Sept. 3 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Aug. 28, Sept. 4 (7:30-8:30 p.m.) *Laramie*, part.

Aug. 29, Sept. 5 (10-10:30 p.m.) *Play Your Hunch*, part.

Aug. 29, Sept. 5 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

Aug. 29, Sept. 5 (7:30-8:30 p.m.) *Wagon Train*, Ford through J. Walter Thompson; National Biscuit Co. through McCann-Erickson; R. J. Reynolds through William Esty.

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

Aug. 30 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

Sept. 1 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

Sept. 1 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

Sept. 1 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

Sept. 1 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

Sept. 1 (9-11 p.m.) *Saturday Night At the Movies*, part.

Sept. 2 (5:30-6 p.m.) *Patterns in Music*, sust.

Sept. 2 (6-6:30 p.m.) *Meet the Press*, co-op.

Sept. 2 (7-7:30 p.m.) *Bullwinkle*, part.

Sept. 2 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

Sept. 2 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

SOONER OR LATER

FEATHERBEDDING WILL END

The public benefits which will come from the elimination of featherbedding on the nation's railroads will be further delayed while the courts dispose of legal technicalities raised by the railroad operating unions. This is a setback for the shipping and traveling public which now pays the railroad unions nearly \$600,000,000 each year for work not needed or not performed.

It is only a temporary setback, however, delaying the time when the railroads will be allowed to put into effect the recommendations for modernizing their work rules made by a Special Presidential Commission after thirteen months of intensive study.

**THIS DELAY DOES NOT AFFECT THE EVENTUAL OUTCOME.
FEATHERBEDDING WILL END!**

Plunging this rules dispute into the courts instead of handling it through the orderly processes of the Railway Labor Act is merely an example of the stalling and delaying tactics which the unions have followed ever since the railroads have attempted to negotiate work rules changes.

Another example is the unions' attempt to divert attention from the monstrous public costs of featherbedding by calling for a Congressional investigation of railroad finances. The inference is that the critical financial plight of the railroads is in reality only a "subtle and successful public relations campaign" to work up public sympathy for the fight to end featherbedding.

No one is deceived by such diversionary tactics. Few industries live in such a goldfish bowl as the railroads, who are required to report in meticulous detail to the Interstate Commerce Commission. Every financial fact about the railroads is a matter of public knowledge.

But it does not take any Congressional investigation to disclose the effects of the \$600,000,000 burden inflicted by union-protected featherbedding.

All America loses by that!

Eventually, featherbedding will be eliminated along the lines recommended by the Special Presidential Commission. Whether that is sooner or later depends upon how many more roadblocks the unions are able to scatter in their campaign of delay and obstruction.

**The railroads will do their best to speed the end
of featherbedding.**

AMERICAN RAILROADS

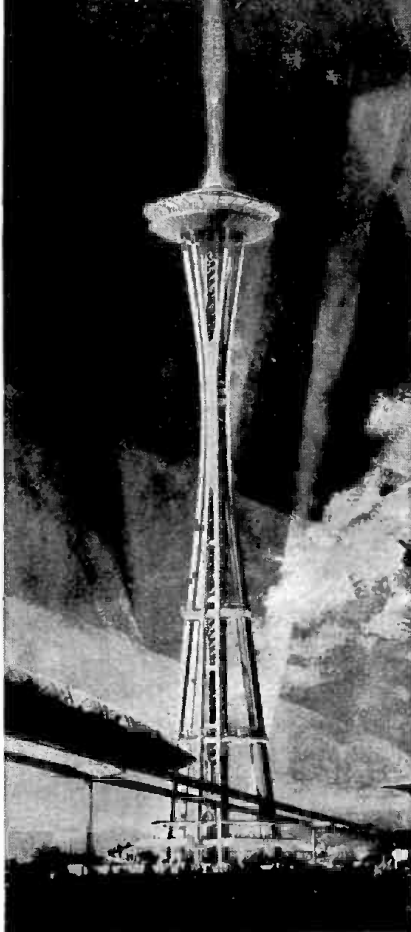
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Plains Tv Stations telecast Telstar phone call

The Illinois State Fair in Springfield was the setting Aug. 15 for what the Plains Television Stations call "the first telecast by local television stations of an international telephone conversation via the Telstar satellite. . ."

The stations, WICS (TV) Springfield, WCHU (TV) Champaign and WICD Danville, all Illinois, telecast a

conversation between officials of the Illinois Bell Telephone Co. at the fair and E. F. H. Gould, British director of external telecommunications, who was in his home in Seven Oaks, England.

The long-distance chat was part of a special half-hour program carried jointly by the Plains Television Stations.

Hour tv news coming to Nation's Capital

Using a format becoming increasingly popular in television news programming, WMAL-TV Washington, D. C., will initiate a one-hour early evening newscast Sept. 3.

The nine-segment program will begin at 6:30 p.m. and include: ABC-TV world news, business and government news, District of Columbia news, reports from Maryland and Virginia, entertainment news, sports, national news from Washington and weather, according to Theodore N. McDowell, manager of news and public affairs for WMAL-AM-FM-TV.

WTOP-TV, that city, will introduce *News Night*, its own hour news, Sept. 10, also at 6:30 p.m.

Macy's fashion show on KPIX

A fall fashion show for young women and girls was produced by KPIX (TV) San Francisco in cooperation with Macy's California and sponsored by 7-Up Bottling Co. last week. "Fall Report: Fresh Young World of Fashion" was telecast Aug. 23 and repeated Aug. 26. It was produced and directed by Loring d'Usseau and sold through J. Walter Thompson Agency.

CBS-TV adds Negro to series

Rex Ingram, a Negro actor, is joining the cast of *The Brighter Day*, a daytime serial on CBS-TV, on Sept. 17. Mr. Ingram has been assigned a continuing role as an ordained minister forced to work in a hardware store be-

cause his church cannot pay him a living wage.

A memorandum to CBS producers asking them to be aware of possibilities for Negro actors was sent by Hubbell Robinson, senior vice president of programs, last May. Mr. Robinson said last week, "This is one result of my memo."

Farm Bureau, WDVA set new talk series

A pilot series of nightly 25-minute programs featuring discussions of legislation and farm problems with materials supplied by the Virginia Farm Bureau Federation Inc., Richmond, will begin on WDVA Danville, Va., Sept. 4.

WDVA Farm Director Frank Raymond said between 10 and 12 study groups will gather at locations throughout Pittsylvania County, the state's largest, to hear the programs, discuss them and formulate their own views. Mr. Raymond says he will try to get a beeper telephone report from one group each night, but all groups, supplied with bureau study sheets and background material, will make formal, written reports.

"The idea behind the whole project is to get more people participating in the determining policies of our organization," explained Ronald Nowland, director of information of the state federation.

Farm Bureau, which sponsors The Farm Bureau Report on Saturdays, will not sponsor the nightly programs, but will supply, in addition to the study material, its own tape recorded discussions for broadcast.

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A U.S. government gag for global tv?

MINOW AIDE'S REPORT TO JFK POSES QUESTION OF NEW TV-RADIO ARM

The spectre of government censorship over tv programs going abroad rose in Washington last week with the unofficial publication of the contents of the memorandum on international tv prepared by Tedson J. Meyers, administrative assistant to FCC Chairman Newton N. Minow.

In his discussion of the potential use of tv to aid the United States in its foreign relations, Mr. Meyers raises the question whether it is desirable to establish criteria to judge the content of American programs seen overseas. In a corollary question, he asks, assuming that the answer to the first is affirmative, what those criteria should be.

The Meyers memo was submitted to Ralph A. Dungan, special assistant to President Kennedy, last May. It also

has been circulated among top government officials in the executive department and independent agencies and among a half-dozen outside individuals. Mr. Meyers was detached from his regular duties last March to pursue this study. It first came to public notice last month when Pierre Salinger, President Kennedy's news secretary, referred to it on the day Telstar was successfully launched in orbit and the first voice, facsimile and tv pictures were flashed across the Atlantic Ocean (BROADCASTING, July 16).

Essentially, Mr. Meyers proposes that a federal international broadcasting office be established to coordinate, encourage, and foster television—and in a lesser sense radio—in foreign countries and especially among the new

nations of Africa and Asia. Among other recommendations:

- The government should encourage private investment in overseas television systems. One of the conflicts existing already, he says, is that some agencies of the federal government are aiding foreign countries with grants and loans, but are forbidden by law to invest in radio or tv because they are mass communications media.

- A broadcasters "hands-across-the-sea" program which would pair off an American city and a foreign city which would exchange tv programs, personalities and executives so that a closer understanding between the broadcasters of both cities would result.

- The development of a battery-operated, transistorized tv receiver on

Telstar and programming censorship

SARNOFF SAYS METHODS DON'T CHANGE FREE EXPRESSION PRINCIPLE

In a letter addressed to television and radio editors, Robert W. Sarnoff, NBC board chairman, applauds the achievements of Telstar and clears up some of the misunderstanding about what may be expected of it in the future. Pointing to suggestions in some quarters that this new means of communication makes it necessary for the government to censor programs sent overseas Mr. Sarnoff declares the "development of a new technology of transmission gives no ground for interference with programming. The principle of free expression is not changed depending on the means of program distribution." A condensed version of the text of his letter follows:

The actual achievement of the Telstar transmissions and the significance they hold for the future are genuine and exciting enough to warrant a world enthusiasm. There is plenty to cheer, to ponder and to plan without courting mirages.

Perhaps the ultimate tribute to the transatlantic transmissions is the assumption they seem to have sown that we have suddenly landed full-blown into the age of instantaneous international television. From this

notion trails a string of equally airy fears and fallacies.

It is clear that, having just scored a scientific triumph of communications, it is still necessary to communicate some simple facts about it—even at the risk of repetition. Here are some of them:

Important as it is, Telstar is only an experimental splash in the ocean of space. Facilities for satellite television transmis-



Mr. Sarnoff

Concern over program censorship

sion on a regular basis are still several years off.

Even then, viewers will not be receiving television programs directly from satellites. Rather, the programs will be transmitted by satellite to specialized ground stations, and then fed into regular broadcasting systems for transmission to sets in the home. At some future time, there will be satellites able to relay programs directly to sets in the home, and these will be useful for program distribution to countries where television systems have not been established.

The use of satellites for transmitting programs abroad will undoubtedly be much more costly than sending them on film and tape by plane. In most instances, it will also be a great deal less convenient and effective, because intercontinental time differentials would deprive such transmissions of their maximum audiences.

The resulting pattern of international distribution of television programs seems clear. The bulk of exchanges—as in the case of Amer-

a crash basis so that tv service might become more readily available to poorer and emerging nations.

▪ The production of programs in the news, documentary, education and entertainment fields by private U. S. broadcasters which would advance the policies of the United States.

Guided Content ▪ It is in his consideration of the last item that Mr. Meyers raises the censorship question. The point, delicately referred to, is not amplified or discussed by Mr. Meyers. His attitude, it is understood, is that the image of America should be protected if the federal government is going to encourage the influence of U.S. television throughout the world through government help or direct subsidies.

Mr. Meyers, an ABC network attorney before joining the FCC with Mr. Minow last year, anticipated the reaction of broadcasters to his proposal:

"The broadcasting industry," he says, "must be assured that government interest in this field does not mark the onset of an era of bureaucratic meddling."

In another section of the report, how-



Mr. Meyers
Control of tv programs overseas?

ever, Mr. Meyers recommends that the international office of broadcasting write regulations to govern international television transmissions originating in the United States.

It is a little known fact, he says, that the FCC already requires that applicants for international shortwave radio stations broadcast programs which will promote international goodwill, understanding and cooperation. This is Sec. 3.788 of the FCC regulations for international broadcasting.

Minow, too ▪ Although Mr. Meyers specifically disassociates the FCC from his report—it is a private, non-official work, he says—he does state that it was prepared with the knowledge and encouragement of FCC Chairman Minow.

Notwithstanding this disclaimer, the thinking of Mr. Minow on the subject of controls on tv programs going overseas seems to be quite similar to that of his protege. On *Meet The Press* on July 22 over the NBC network, Mr. Minow said:

"Inevitably the government will play a part" in deciding what programming is used for live, international broadcasts via space satellites. How large the role of the government should be in this area is the question, he stated. The present FCC authority on overseas broadcasts is "hopelessly vague and in-

ica's television exports now—will be on film and tape. The costly and often awkwardly scheduled instantaneous transmissions by satellite will be justified chiefly by live pictures of important news events as they happen. They might include sports classics, a coronation or a state funeral, the climax of a summit meeting or a critical session at the United Nations.

These realistic prospects are helpful to bear in mind in focusing on some of the notions that have been advanced about satellite television communications.

For example, the attention generated by Telstar has led to the suggestion that, in the interests of America's image before the world, the government should somehow sit in judgment over the programming that broadcasters may transmit overseas via satellite; and this idea has been supported by the theory that although the government cannot interfere with programs shipped overseas on film or tape, the fact of transmission by satellite somehow alters the principle and justifies an official role bearing on program content.

Certainly no attempt, however well-intentioned, to "improve" America's image by government influence on programming could possibly gain advantages which would offset the damage done to that image by the

very act of governmental tampering with free expression. And quite apart from the question of what others may think of us, freedom of expression—the most precious of American institutions—ought to be worth preserving for its own sake.

Ironically, the notion that programs transmitted by satellite should be subject to government influence would mean that such influence would be centered on news programs, for the grist of satellite-transmitted television will be news. Of the whole range of subject matter carried by broadcasting, nothing could be more sensitive to any form of government control or direction—or more important to protect against such influence—than news and information programs.

The development of a new technology of transmission gives no ground for interference with programming. The principle of free expression is not changed depending on the means of program distribution—whether the programs are transmitted from stations to receivers, or relayed by a satellite, or shipped in cans.

It is true, of course, that standards of responsibility should be maintained by broadcasters using satellites for television transmission, just as they are maintained by those licensed to broadcast within the United States. American broadcasters are already licensed to operate

in the public interest and, significantly, under a law that expressly forbids government interference with free speech.

I believe the maintenance of free expression is of transcending importance even if there were any real reason to fear that America's image abroad would be injured by our programs. It is worth noting, however, that the fear has not been borne out by the facts: U. S. television exports are widely admired, highly popular and—by account of the latest U.S.I.A. foreign survey—basically a source of good will toward our country.

. . . The sudden impact of a new technology has led to some confusion in recognizing its implications; and this in turn has prompted the loose notion that the satellite system of transmission gives the government a reason to "do something" about the programs that will be relayed through that system.

However, there are already encouraging signs that influential men in the government are increasingly aware of the actualities of this new dimension in communications. I am sure that when the issues are thought through, any idea of government intervention in programs relayed by satellite will be recognized as proposals for a violation of freedom—a violation that would be abhorrent to every government official I know.

adequate," the FCC chairman said. He agreed that the government cannot control what is sent overseas on film or tape.

In recommending that the proposed international broadcasting office be placed in the State Dept., Mr. Meyers emphasizes that its activity would be directly concerned with American foreign policy. This rules out other agencies like the FCC or the United States Information Agency, he maintains.

There have been reports that Mr. Meyers sees himself as the first di-

rector of the broadcast office with an under-secretaryship in the State Dept. (CLOSED CIRCUIT, July 30).

In commenting on reports about his paper, Mr. Meyers said that he is "concerned lest it give the impression that I have recommended a form of program control for international television. I'd like to make it emphatically clear that I have not recommended anything of the kind. It is my own belief that whatever policy is adopted must encourage the greatest possible freedom of communications among nations."

IS CH. 2 CASE IN WRONG COURT?

Justice, FCC want Sangamon Valley Tv's appeal moved back to Washington, but appellant objects

The Justice Dept. and the FCC last week asked the U. S. Court of Appeals in Chicago either to dismiss the appeal of Sangamon Valley Tv Corp. against the ch. 2 St. Louis-Springfield, Ill., deintermixture decision or transfer the case to the Court of Appeals in Washington.

The government and KTVI (TV) St. Louis (ch. 2) asked the court to deny a stay of the shift of ch. 2 to St. Louis as requested by Sangamon (BROADCASTING, Aug. 13). Last Friday (Aug. 24), Sangamon, a losing applicant for ch. 2 in Springfield, replied to the opposition pleadings and the Attorney General for Illinois asked to intervene in the case.

The government told the Chicago court that it lacks jurisdiction in the case, since the question presented is the same one previously decided in favor of the FCC by the Washington court. Moreover, the government said, Sangamon accused the FCC of contravening the mandate of the Washington circuit court. "In these circumstances . . . original and exclusive jurisdiction having once been lodged in the Court of Appeals for the District of Columbia . . . this court now lacks jurisdiction," Justice and FCC said.

Even if the Chicago court determines that it has jurisdiction, it still would "clearly serve the interests of justice" to transfer the Sangamon petition for review to the Washington court, the government maintained. The entire complex of proceedings has been heard by the D. C. court and the FCC is accused of violating the mandate of this court, the government told the Chicago circuit, and the Springfield case is "factually related" to the Peoria, Ill., deintermixture which is now before the Washington court.

Ask stay denial ■ KTVI and the government argued that a stay should be denied because (1) Sangamon has failed to show that it will suffer any

injury if ch. 2 remains in St. Louis while the appeal is pending, (2) Sangamon has not shown a reasonable likelihood that its appeal will be successful and (3) the grant of a stay will adversely affect the public interest.

Sangamon countered that it is "some-what amazed at the fervor demonstrated" by KTVI and the government in the efforts to keep the Chicago court from considering the appeal. It is clear that such court properly has and should retain jurisdiction over the case, Sangamon said, since the FCC conducted a new proceeding in reaffirming the shift of ch. 2.

Sangamon said it would withdraw that portion of its petition for review which said the FCC ignored the Washington court's mandate, rather than engage "in an extensive semantic debate." The earlier case was decided on a "vastly different record" from that which will be before the Chicago court, Sangamon said. The Springfield ch. 2 applicant also said the Peoria case has always been separate from Springfield both at the FCC and in court and is "absolutely irrelevant to Sangamon's right to seek judicial review" in the Chicago court.

Brown, Nixon fail to agree on tv plans

Chances for a face-to-face meeting of California's two major candidates for governor before tv cameras this fall dwindled almost to the vanishing point last week as negotiations for the projected debate between Gov. Edmund G. Brown, Democratic incumbent, and Richard M. Nixon, his Republican opponent, collapsed amid a flurry of charges and counter-charges as each side attempted to saddle the other with responsibility for the breakdown.

Gov. Brown, in his statement, charged Mr. Nixon refused "to face

me except on terms that he dictates. Although I have already made one major concession to Nixon—two debates instead of one . . . he shows no such good faith," Gov. Brown asserted. The major issue on which Mr. Nixon refuses to negotiate, the Governor stated, is "the appearance of a panel of objective newsmen who would direct alternate questions to each of us. That was the format of Nixon's debates with then Sen. Kennedy in 1960 and it was a good one."

Mr. Nixon, on his part, accused Gov. Brown of "the most flagrant bad faith in making his statement while negotiations are still in progress." "The only interpretation that can be placed upon his action is that he is trying to squirm off the hook and avoid meeting me in a face-to-face discussion of the record of his administration in which each of us has the opportunity to question each other directly," Mr. Nixon stated.

Radio, tv in Senate advocated by Javits

The Senate, which permits television and radio coverage of committee hearings, would open its floor debates to the same kind of coverage under a resolution introduced last week by Sen. Jacob K. Javits (R-N.Y.), with Sen. Wayne Morse (D-Ore.) as co-sponsor.

Sen. Javits, long an exponent of giving electronic journalists access to congressional proceedings, said it's time



Sen. Javits

Senate debates and roll-call votes of interest to the nation were televised—at least on an experimental basis.

Under his resolution (S Res 378), the Senate Rules Committee would be authorized to decide what floor activities radio-tv newsmen could cover, and to set the conditions for their broadcasts.

Sen. Javits concedes there is little likelihood the Senate will even act on his proposal in this session. But he feels that "sooner or later" the Senate

will have to open its chamber to radio and television.

He noted that television has successfully covered U.N. debates, some congressional committee hearings and, in recent years, legislative proceedings in six states—Arizona, Idaho, Kansas, Oklahoma, Michigan and Massachusetts.

Radio-tv coverage of the Senate would bring that body closer to the people and result "in a more informed citizenry and a more responsive legislature," he said.

He feels the entire nation should have an opportunity to witness such Senate debates as those involving the communications satellite bill and medical care for the aging. He also sees broadcast coverage as removing one of the reasons for a filibuster—a minority's determination to dramatize an issue. "Television would dramatize the issue in a matter of days," he said.

House votes today on satellite bill

The communications satellite bill, which passed the Senate Aug. 17 after a filibuster against it was broken (BROADCASTING, Aug. 20), was scheduled to clear its last congressional hurdle today (Monday) and be sent on to the President for his signature.

Chairman Oren Harris (D-Ark.) of the House Commerce Committee, who is in charge of the bill in that body, said last week he would bring it up today under a procedure known as suspension of the rules.

This gives the measure a short-cut to House action. But it also requires a two-thirds vote for approval. Rep. Harris, however, expects no difficulty in obtaining the necessary margin to send the bill to the White House. The House passed its own version of the bill by a vote of 354-9 in May (BROADCASTING, May 7).

Rep. Harris said that although "there are numerous" differences in the language of the bills passed by the Senate and House, none affect "the cardinal principle of the bill." He said this principle is that "United States participation in a global communications satellite system will be through the medium of a privately-owned, profit-making corporation subject to government supervision rather than by means of a government agency and government-owned facilities."

No Conference? ■ Another reason Rep. Harris decided to ask the House to accept the Senate bill is the determination by the leadership of both bodies to avoid a joint conference to reconcile differences in the two versions. A conference report would have to go back to both chambers, and would be subject to another filibuster in the Senate.

'Public utility' philosophy laid to FCC

SEEKING RIVERTON GRANT, ROSS OPPOSES HEARING

William L. Ross charged last week that the FCC overstepped its legal authority in setting for hearing his application for a new radio station in Riverton, Wyo., to determine if that city can economically support more than one station.

The Communications Act prohibits the commission from applying the public utility concept of regulation to broadcasting as it has done in the River-

ton case, Mr. Ross said in seeking reconsideration of the FCC order (BROADCASTING, July 23) and a grant without hearing.

If this is not acceptable, Mr. Ross said, then the FCC should order a consolidated comparative hearing between his application (1370 kc, 1 kw-D), that of Hugh Jordan Stock for a new am on 740 kc, 1 kw-D and KVOW Riverton to decide which would best

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serve the public interest. He asked that KVOW be required to file an application for license renewal to be placed in the proposed hearing.

The FCC has ordered two separate hearings on the Ross and Stock applications, with KVOW a party to both. KVOW (1460 kc, 250 w) protested both applications on the grounds that Riverton cannot financially support more than one radio station.

Mr. Ross cited the U. S. Supreme Court's 1940 decision in the Sanders case to back his claim that the FCC "does not have the authority to deny an application for a new standard radio broadcast station based solely upon what the commission feels will be the effects of legal competition upon the public service. . . ." The FCC, he said, can apply the theory of economic mutual exclusivity only in public utility regulation—and the Act and court decisions specifically exempt broadcasting from public utilities.

He said the court of appeals, in the 1958 Carroll case, clearly based its decision upon the erroneous concept of controlled competition in broadcasting.

"When applying the rule of economic mutual exclusivity to an application for a new radio station, the commission is applying a rule of public utility regulation and is therefore act-

ing outside of the scope of its authority," Mr. Scott maintained. The commission cannot apply such a theory and at the same time regulate broadcasting upon the principle of a free, open, competitive system, he said.

Monopoly grant ■ The FCC would be granting a monopoly to an existing station if it decrees that a city cannot support a second station, he said, charging the commission with attempting to "lay the foundation for a glass house to be built around such market areas as Riverton." And, he said, the FCC could only grant a radio monopoly if it also had the authority to regulate every aspect of that station's operations.

This would require the FCC to set rates, maximum profits, and regulate content and type of programming.

Tv setmakers submit all-channel standards

EIA REPORTS TO FCC ON NOISE, SENSITIVITY FACTORS

Television set manufacturers and tuner makers told the FCC last week that the uhf portion of all-channel receivers should have a minimum noise factor not exceeding 18 db and a sensitivity that is no more than 8 db below the average of the sensitivity for vhf channels.

The opinion was given to the FCC by a committee headed by Harris O. Wood, of Philco. It was based on a consensus of chief engineers of manufacturing and tuner firms who met in New York Aug. 7 under the auspices of the Electronic Industries Assn. Present at the meeting were representatives of 16 set making firms, seven tuner manufacturers and one converter company. Comments were also received from five set manufacturers and one tuner maker which did not have representatives at the meeting.

The group told FCC that uhf performance standards should be established only for a period of two years following the vhf-only cut-off date, since progress brought on by competition will obviate the necessity for such a requirement. It stated also that push-button as well as other means of tuning will be actively investigated by the industry.

The report was submitted to the FCC in response to a request by FCC Chairman Newton N. Minow asking for the manufacturing industry's viewpoint on uhf performance standards for all-channel tv sets. In legislation requiring tv sets in interstate commerce to be capable of receiving both vhf and uhf signals, the FCC is directed to establish standards to provide "adequate" uhf reception. Earlier the EIA recommended that the cut-off date for the manufacture of vhf-only receivers be set for July 1, 1964 (BROADCASTING, Aug. 2).

"The glaring truth, however, is that the commission does not have such regulatory powers," Mr. Scott said.

The proposed hearing is "unnecessary and useless," the applicant continued, since the ability of Riverton to support a second station cannot be the basis for denial of the application. It is "absurd" for the FCC to hold two separate hearings on the Scott and Stock applications he added, and the public interest requires that if a hearing is necessary it be a full comparative hearing among the three parties.

The Ross petition was filed by attorneys Vincent A. Pepper and Robert F. Corazini of the Washington firm Smith & Pepper. Haley, Bader & Potts is counsel for KVOW. Mr. Stock does not have a Washington attorney.

The special committee, in addition to Mr. Wood, included Earl Anderson, RCA; J. E. Brown, Zenith; Garth J. Heisig, Motorola; E. Lee Sigmund, Olympic, and Fred J. Kitty, of F. W. Sickles. The report was delivered to Ralph J. Renton, FCC associate chief engineer and Henry Geller, associate general counsel, by Mr. Wood and James D. Secrest, EIA executive vice president; L. M. Sandwick, staff director, EIA consumer products division, and Jean Caffiaux, EIA staff engineer.

WGAL Inc. asks deletion of station never on air

WRAC-TV (ch. 26) Williamsport, Pa., was deleted by the FCC last week at the request of the permittee, WGAL Inc. (Steinman Stations). The station was first granted (on ch. 36) in 1952 but has never been on the air. Steinman acquired the tv permit in 1957.

Two weeks ago, Steinman sold WRAC-AM-FM to several employees of the stations (headed by General Manager J. Wright Mackey) for \$200,000 subject to FCC approval (BROADCASTING, Aug. 20). The Steinman Stations also include WGAL-AM-FM-TV (ch. 8) Lancaster, WKBO Harrisburg, WORK York and WEST-AM-FM Easton, all Pennsylvania, and WDEL-AM-FM Wilmington. In addition, the company has contracted to purchase KOAT-TV Albuquerque (ch. 7) and KVOA-TV Tucson (ch. 4) for \$3,250,000.

KPSR revocation effective

The FCC's license revocation of KPSR (FM) Palm Springs, Calif., become effective automatically Aug. 16 because the station filed no exceptions or objections to an initial decision recommending revocation.

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COMMERCIAL OUTLETS GOT FUND HELP

Hill told of foundation loans to Capital Cities, Veterans

The Ford Foundation was revealed in Congress last week as a financial angel for commercial as well as educational broadcasting companies—and was roundly criticized for playing such a role.

Chairman Wright Patman (D-Tex.), chairman of the House Small Business Committee, who has been conducting an investigation of tax-exempt foundations, said Ford had lent \$7.5 million to Capital Cities Broadcasting Corp. and \$2.5 million to Veterans Broadcasting Co., both in 1961.

Capital Cities said it used its Ford money in the purchase of WKBW-AM-FM-TV Buffalo, N. Y., and WPAT-AM-FM Paterson, N. J. Veterans Broadcasting said its Ford money went into the purchase of its share of the cost of Transcontinent Television Corp. real estate and equipment used in the operation of WROC-TV (ch. 5) Rochester, N. Y.

Helped Buy WNTA-TV ■ Rep. Patman also said the Ford Foundation had donated \$2 million to Educational Television for the Metropolitan Area Inc., to help it buy WNTA-TV Newark (now WDNT [TV], an educational tv station) earlier this year. He said seven other foundations contributed a total of \$1,375,000 toward the purchase of the station—Rockefeller Bros. fund, \$500,000; Avalon Foundation, \$250,000; Carnegie Foundation, \$200,000; Arthur Curtiss James Foundation, \$100,000; Alfred P. Sloan Foundation, \$200,000; New York Foundation, \$100,000; and George P. Baker Foundation, \$25,000. The total purchase price of the station was \$6.2 million. The three tv networks and the New York independent stations also contributed.

These were the only examples involving broadcasting cited by the Texas congressman in a two-hour House speech critical of the operations of tax-exempt foundations. He said they have reached “massive, undreamed of proportions” and that some have assumed functions “wholly foreign to the object for which they were granted tax exemptions.” He said Congress should consider ways of controlling them.

In discussing Ford Foundation's dealings with broadcasters, Rep. Patman said by lending \$7.5 million to Capital Cities it gained “influence” over radio and television properties in Buffalo and Paterson. He added that Ford and other foundations had extended their “influence” over educational television through their grants to ETMA.

Part of Package ■ A Capital Cities

spokesman said the Ford loan was part of a \$23.5 million package used to purchase the Buffalo and Paterson properties (for a total of \$19.35 million) and for debt refinancing. He said the non-foundation money was provided by three banks.

The Ford loan to Capital Cities was in two parts—\$3,032,000 in a note dated Oct. 9, 1961, and \$4,468,000, in a note dated Dec. 4, 1961. Both carry an interest rate of 5¾% and are due Oct. 1, 1972. The Capital Cities spokesman added that the obligation involves 75,000 warrants giving the foundation the right to purchase company stock at \$20.

He explained that the loan from Ford was in accord with one of the foundation's normal functions, that of making business investments.

Capital Cities' other properties include WTEN (TV) and WROW AM-FM, both Albany, N. Y.; WCDC (TV) Adams, Mass.; WTVD (TV) Durham, N. C.; and WPRO-AM-FM-TV Providence, R. I.

Rochester Purchase ■ Veterans Broadcasting (WVET) used its \$2.5 million loan in the purchase, for \$2,432,000, of 41.3% of TTC's Rochester facilities. WHEC Inc. (WHEC-TV-Gannett) paid \$3,692,500 for 58.7% of the property. WVET and WHEC had shared ch. 10 in Rochester, but their purchase of the TTC property permitted WHEC to take it over full-time, while WVET became sole occupant of ch. 5.

Veterans Broadcasting borrowed the Ford money on a 10-year note bearing 6% interest, with equipment used as collateral. The consideration also includes warrant options for 7,500 shares of common stock in Veterans, which would amount to 1% of the 75,000 shares of common stock outstanding.

WMCA's Straus to ask Supreme Court review

R. Peter Straus, president of WMCA New York, said last week he would ask the U. S. Supreme Court to review again a decision by a federal district court in New York dismissing the station's suit, against the State of New York, alleging unfair New York City representation in the state legislature.

The court on Aug. 19 ruled that the state's apportionment provisions were not discriminatory. Earlier this year, the Supreme Court ruled that the district court erred in dismissing Mr. Straus' suit on the ground there is no federal issue involved.

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'Dear FTC' queries get more complicated

AD COPY CLEARANCE POSES PERPLEXING PROBLEMS

"An increasing number of complex matters" are being presented by businessmen to the Federal Trade Commission's Dept. of Advisory Opinions, in operation since June 1, an FTC spokesman said last week.

The majority of these problems deal with FTC matters other than false and misleading advertising, he indicated. But the clearance of advertising copy presents unusual and perplexing dilemmas.

The FTC order establishing the department states that the commission will, "where practicable," advise businessmen whether a proposed course of action is legal (BROADCASTING, May 7). In some advertising problems such assistance is not practicable, the spokesman pointed out.

The FTC has been presented certain scientific and medical advertising claims which would require laboratory tests to prove. In cases where the proposed ad copy makes research claims, the FTC would have to duplicate the tests to certify them, which it is not equipped to do. Since the department is limited to nine persons, some of whom are preparing guides to advertising in some

industries, time and personnel are not available.

An FTC advisory opinion (although subject to reversal with warning) serves as a "shield" against prosecution by the commission for any practice the agency has approved, and therefore the FTC is particularly careful in issuing advisory opinions.

The majority of problems presented to the department concern mergers, pricing practices and temporary company consolidation to gain quantity discounts.

The policy of issuing advisories has met favorable reaction from businessmen, who have been quick to make use of the service, the FTC spokesman said.

More watts for clears, Capehart urges Senate

Support for the House's answer to the question of how to provide better nighttime radio service to rural America was voiced last week by Sen. Homer Capehart (R-Ind.).

Sen. Capehart, in a Senate speech, referred to the resolution (H Res 714), which recommends that the FCC (1)

authorize clear-channel stations to operate on power higher than the present 50-kw limit, and (2) declare a one-year moratorium on plans to duplicate the clears.

"I commend the House for its wisdom . . . and urge the commission to implement its suggestions at once," Sen. Capehart said.

The resolution was the House response to the commission's proposal last year to duplicate 13 of the 25 clears (BROADCASTING, June 19, 1961). A half-dozen bills were introduced in both the Senate and House to block the move. Sen. Capehart was co-sponsor of one of them.

He said last week that if the Senate didn't face such a heavy legislative load, he would recommend that it adopt a resolution similar to that passed by the House. But, he added, this probably wouldn't be necessary. "It is difficult to believe that the commission will not heed the excellent advice of the House," he said.

He feels the entire country can be provided adequate radio service if the clear channels are preserved and the stations on them are authorized to operate on higher power.

KRLA seeks overthrow of FCC 'death knell'

KRLA Pasadena, Calif., has asked the U. S. Court of Appeals to overturn the FCC's decision to deprive the station of a license renewal (BROADCASTING, March 26).

The station said the FCC failed to make clear and adequate findings, ignored material facts favorable to the licensee and generally deprived KRLA of a fair hearing.

Furthermore, KRLA told the court, the FCC based its decision primarily on two points which had not been designated as hearing issues and which therefore the station had inadequate opportunity to defend: that Donald Cooke, KRLA's owner, had not maintained adequate licensee control and that he had attempted to deceive the FCC.

KRLA pointed out that Chief Hearing Examiner James D. Cunningham presided at the hearing and had the opportunity to observe the "demeanor" of witnesses. But although the hearing examiner vouched for witnesses' credibility and recommended that the station be punished only by a short-term renewal, the FCC, which was not present at the hearing, disbelieved KRLA witnesses and denied renewal, the station charged.

"The commission acted in an arbitrary, capricious and unreasonable manner by basing its decision on distorted inferences of [KRLA's] intent and motives," KRLA said.

What does GEORGE A. BOLAS* say about BROADCASTING YEARBOOK?



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Media Activities
Tatham-Laird
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

Greeks had a word; Goldwater had several

Television found itself under fire from a new critic last week—Sen. Barry Goldwater (R-Ariz.). Compared to ancient Greek theatre, he thinks tv is barbaric.

The senator emerged in his new role in a speech before a Greek-American audience in Chicago, in which he hailed the accomplishments of ancient Greeks in all aspects of culture, philosophy, literature and the theatre.

They provided "a concept of the theatre," Sen. Goldwater said, which serves as "a model of greatness against which to measure the theatre, for all time."

But what of the modern theatre,

he asked. "Have you looked at your tv set lately?"

Then he added: "What wallowing in self-pity! What vast and contorted expressions of emotion over trifling problems! What meaningless violence and meaningless sex!

"Comedy has become 'wisecracks.' Very clever, sometimes even very witty. But the background of greatness is not there, so the savor, the depth of contrast, is gone. The surprise, the fast switch, the shock have taken its place.

"Your ancestors," he told his audience, "would look upon us with pity. To them, we would truly be barbarians."

WMT-TV seeks block of WHYZ-TV sale

A tv permittee which the FCC has found "unfit to be a licensee" should not be allowed to sell the construction permit, WMT-TV Inc. told the commission last week.

WMT-TV Inc., licensee of WEBC Duluth, Minn., opposed the proposed sale of WHYZ-TV (ch. 10) that city, from WDUL Tv Corp. to Producers Inc. WMT-TV Inc. claimed to be a party in interest because it will compete with the proposed tv station for advertising revenue.

The FCC refused to permit modification of WHYZ-TV's construction permit because the commission ruled the station's owners (Ashley Robison, L. E. and Bruce Gran, and the late Louis Caster) had effected an unauthorized transfer of control, made misrepresentations to the FCC, had trafficked in broadcast properties and had constructed prematurely (BROADCASTING, July 30).

It would be against the public interest to allow WHYZ's owners to profit from their misdeeds by selling the permit, WMT-TV Inc. said. The proposed sale price in itself constitutes trafficking, the company charged.

WDUL Tv Corp. has applied to sell the WHYZ-TV construction permit to Producers Inc. for some \$400,000. Producers Inc. owns WTVW (TV) Evansville, Ind., KXGO-TV Fargo, KNOX-TV Grand Forks and KCND-TV Pembina, all North Dakota.

Bureau opposes plea by Philco for ch. 3

The Broadcast Bureau recommended last week that the commission deny a request by Philco Broadcasting Co. to operate ch. 3 Philadelphia pending disposition of the Philco-NBC-RKO Gen-

eral hearing (BROADCASTING, Aug. 20).

However, the bureau supported Philco's request that an issue be added to the hearing to decide whether RKO's ownership of CKLW-TV Windsor, Ontario, near Detroit, in addition to "five" U. S. vhf stations violates the spirit of the FCC's rules. In one of the stations, Philco cited, KWTW (TV) Oklahoma City, RKO has a minority interest. RKO's other tv stations are WNAC-TV Boston (which the company proposes to swap with its radio companions WNAC-AM-FM for NBC's WRCV-AM-TV Philadelphia, ch. 3); WOR-TV New York, KHJ-TV Los Angeles and WHBQ-TV Memphis.

The bureau cautioned the commission against granting Philco temporary authority to operate ch. 3 because one of the issues in the hearing is that company's qualifications to be a licensee. The courts and the FCC itself have always regarded such special authorizations and temporary grants to be an "extraordinary procedure," the bureau said. To resort to this procedure while an applicant's qualifications are in question "would, in our judgment, do violence to the commission's licensing procedure," the bureau said. Philco had based its request on NBC's consent agreement with the Justice Dept. to cease tv operations in Philadelphia by Dec. 31, 1962.

NBC and RKO General also opposed Philco's request. NBC is filing with the court for an extension of the December deadline and expressed belief that extension will be granted. The network said when it entered into a consent decree in September 1959, it was agreed NBC should find a suitable party to accept its Philadelphia stations.

The network and RKO said that if the FCC does see fit to make a conditional grant of ch. 3, the "public interest would be far better served by a conditional grant of the Boston and Philadelphia transfer applications."

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PUBLIC SERVICE
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Tampa - St. Petersburg,
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Sam Rahall, Manager

**W
K
P**

**No. 1
RADIO**

Allentown-Bethlehem-
Easton, Pennsylvania
"Oggie" Davies, Manager

**W
N
R**

**No. 1
RADIO**

Beckley,
West Virginia
Tony Gonzales, Manager

**W
N
R**

**No. 1
RADIO**

Norristown-Philadelphia
Area
John Banzhoff, Manager

above stations represented
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also **WQTY**

our station coming up fast in
JACKSONVILLE, Florida
National Rep. The Bolling Co.

N. Joe Rahall, President
"Oggie" Davies, Gen. Manager

Educators see need for 1,200 channels

NUMBER, BASED ON U.S. SURVEY, ALMOST FOUR TIMES 309 THEY HAVE

For months educators have been declaring that over the next 10 years U. S. education will need some 1,200 television channel allocations, nearly four times the 309 now set aside for them. In a report out last week that provides the basis for their estimates, they indicate they are determined to get what they consider education's fair share of the spectrum and that they want the FCC to treat them as equals when they compete with commercial interests for channels.

But the report emphasizes that an important bar to educators getting everything they want is the limitation of the present FCC Table of Assignments—it simply doesn't have all the channels educators say they need. As a result, efforts are being made to find

how as many as 1,500 new uhf channels can be added to the table, which has 2,200 vhf and uhf assignments.

The report—"The Needs of Education for Television Channel Allocations"—was compiled by the National Assn. of Educational Broadcasters under a contract with the Office of Education of the Dept. of Health, Education and Welfare.

It is the first nation-wide educational television survey ever made, and is based on information received from colleges and universities, local public school systems, state departments of education, local civic and political leaders, and active educational stations. The report, which runs 181 pages, contains a table of proposed television assignments, as well as maps and charts show-

ing the projected channel assignments.

Celebrezze Comment ■ In releasing the report, HEW Secretary Anthony J. Celebrezze said it "provides a blueprint for an adequate educational television service for the United States" and that "it should provide useful guidance" to HEW in the administration of the recently enacted Educational Television Act, which will make available matching grants for etv stations.

He said the new act "will help stimulate the growth of television as an educational and cultural medium for the advancement of all our citizens. The survey of needs for channels points out the high degree of interest that exists in our schools, colleges and communities."

The NAEB finding that 1,197 chan-

HEW seeking funds to start \$32-million etv program

Officials of the Dept. of Health, Education and Welfare are scheduled to go before a House subcommittee today (Monday) to request funds to begin implementing the \$32-million aid-to-educational-television program enacted by Congress this year (BROADCASTING, May 7).

The officials, who will appear before the House subcommittee on deficiencies appropriations in an executive session, will seek \$4,750,000 for funds to be made available, on a matching basis, to local educational institutions and agencies that want to establish etv stations. HEW is also asking for \$239,000 for administrative expenses.

By Installment Plan ■ The \$4,750,000 would represent the first installment of grant money to be appropriated for etv in the five-year program. Additional funds up to the \$32 million total authorization will be requested in each of the next four fiscal years.

Dr. John T. Bystrom, a special assistant to the HEW Secretary Anthony J. Celebrezze, whose office will administer the program, said last week the department has not yet established the machinery to accept and process applications for funds. Nevertheless, he said, "about 150 direct inquiries" have been received from institutions interested in building etv stations. Some, like one from the New York State Board of Regents, discuss plans for a state-wide etv network.

Local groups seeking aid will have

to match federal funds dollar-for-dollar, and the Educational Television Act restricts the use of federal funds to the purchase and installation of transmission equipment. No funds will be provided for construction of buildings, and no state will be eligible for more than \$1 million in federal assistance.

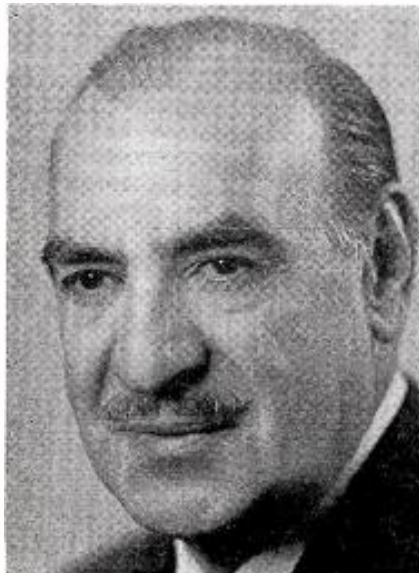
FCC Assisting ■ HEW officials have been working closely with FCC personnel and educational television groups in establishing the administrative framework for the program. Since it's assumed that most of those seeking funds will also be applying

to the FCC for construction permits, HEW drafted its application form so that it can be prepared in conjunction with a new form the commission is proposing for etv station applicants. The latter is now being circulated for comments, and is expected to be approved by the commission after the August hiatus.

In preparing the rules and regulations that will translate congressional intent, as expressed in the act, into administrative procedure, HEW is consulting with representatives of the National Assn. of Educational Broadcasters, the National Educational Television and Radio Center, and the Joint Council on Educational Broadcasting.

One of the major problems is developing in detail the criteria which the act requires the HEW secretary to consider in passing on applications. The act states that the criteria should be designed to achieve (1) prompt and effective use of all educational tv channels available, (2) equitable geographical distribution of etv broadcasting facilities throughout the states, and (3) provision of etv broadcasting facilities which will serve the greatest number of persons in as many areas as possible and "are adaptable to the broadest educational uses."

Dr. Bystrom believes that all of these administrative details can be ironed out and the program put into operation "within a month" of congressional approval of HEW's appropriation.



Secretary Celebrezze

Advice to adults

Abraham A. Ribicoff, former secretary of Health, Education and Welfare, has urged parents to supervise their children's television-watching habits. Writing in the September issue of *McCall's* magazine, Mr. Ribicoff said parents shouldn't let their children "sit like vegetables in front of a television set." He said television has some good programming, but he recommended that youngsters' tv viewing be limited. They might "profit more from reading," he said.

nels, most in the uhf band, would be needed for educational purposes over the next 10 years was reported to the FCC last November. Later, educators cited the figure repeatedly in supporting passage of the aid-to-etv bill, which was signed into law in May (BROADCASTING, May 7).

But although only 64 etv channels are now in operation, the report urges the commission to do more than set aside the additional channels requested for education. "The FCC should by policy," the report said, "give education equal consideration with any other service in any contest for a specific unreserved channel."

NAEB sources privately express the view that the commission doesn't treat educators fairly when they compete for an unreserved channel with commercial broadcasters. "Under present FCC policy," said one NAEB official, "prime consideration is given to commercial applicants."

Wants Drop-ins ■ The report also recommends that educational institutions and agencies be permitted to drop in additional vhf channels where feasible and that additional study should be made of special frequencies which might be used for airborne or communications satellite broadcasting for educational purposes.

The FCC is asked to consider etv's need for vhf channels, in any revision of its rules or reallocation of channels. "A primary educational television service with a wide coverage of a signal compatible with the receiving potential of each community is vital to a nationwide system of instructional and general, informal education," the report said.

But the report makes clear that, under the present Table of Assignments, even the most sympathetic commission couldn't give educators what they say they need. The report said "a careful search" of the table turned up only 48 vhf and 608 uhf channels, or a total of 656, that would fit the pattern of

etv needs. These channels would supply about three-quarters of what NAEB calls education's "basic and minimum needs."

But NAEB is now engaged in a follow-up project for the Office of Education that may provide an answer to the channel shortage. NAEB engineers, using electronic computers, are attempting to determine how the uhf spectrum could be used more efficiently.

The report said that, "theoretically, 8,000 assignments are available in the uhf band alone." NAEB officials say they are hopeful that between 1,000 and 1,500 of these can be added to the present table without disturbing any existing assignments.

Prompt Action Urged ■ The engineering section of the report recommends that action be taken to increase the potential density of the uhf channel assignments "before expansion into the uhf spectrum freezes the pattern of allocation into what appears to be a relatively inefficient spectrum utilization mold." The NAEB study is expected to be completed early in January.

Education's heavy demand for uhf channels results from the belief of most schools that they would need two or more channels to accommodate programs they would like to undertake, and that in most cases uhf channels would be adequate. Most school systems and colleges felt a multi-channel service could be shared, but the report said each "community or educational complex using television for systematic transmission" will need from two to 12 channels.

The report's proposed table of television channel assignments, for instance, suggests that the San Francisco-Oakland area, which now has one etv channel (ch. 9) be given four additional etv reservations, all in the uhf band.

School Needs ■ The greatest need for etv, according to the report, was found among school systems. More than 95% of the public schools were said to have reported "serious curriculum deficiencies or teaching needs." Most said these could be met, or helped, by broadcast television.

The report also said about three-fourths of the nation's metropolitan areas, most of the smaller communities, and almost all of rural America are without educational television. It added that "each group should have frequencies available for such service when it can be established."

The report doesn't consider the financial or political problems that might confront educational agencies trying to meet their etv needs. On this point, the report said merely that "the minimally established and projected needs were considered only as needs which are well within the capacity of the basic resources of society to provide."--

NEW TOWER

NEW COVERAGE

WPBN-TV
Traverse City, Mich.

You Also Buy

WTOM-TV
Cheboygan, Mich.

TOWER - 1,129 feet
LOCATION - 35 miles
south of Traverse City

EQUALS - More TV
Homes.

LOWER COST PER
THOUSAND.

BEFORE (Grade B)
TV Homes 62,128
Retail Sales -
\$297,079,000

AFTER (Grade B)
TV Homes - 116,905
Retail Sales -
\$531,362,000

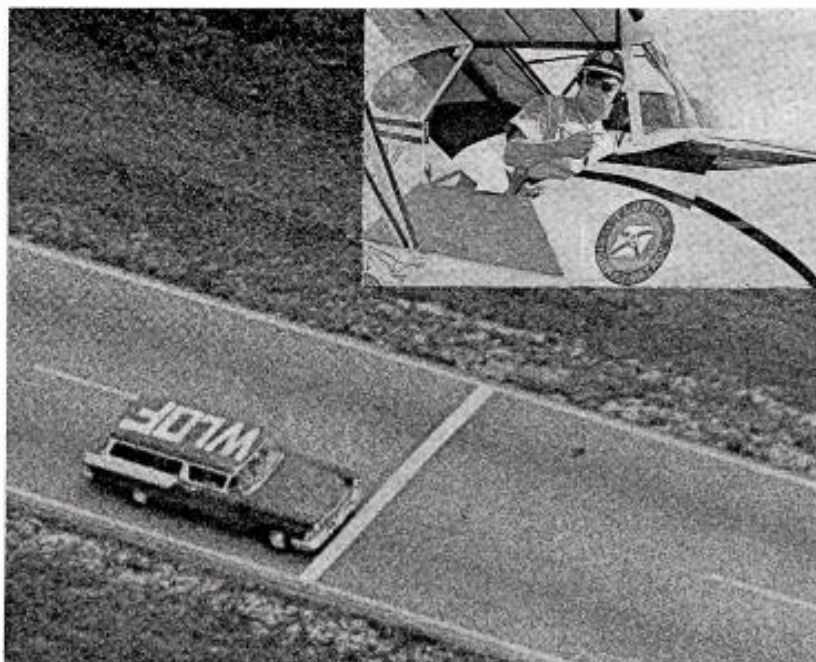
NEW BONUS (Grade C)
TV Homes - 216,909
Retail Sales -
\$916,497,000



Paul Bunyan Network

LES BIEDERMAN President
SOREN MUNKHOF General Manager

national representatives
VENARD, PINTOUL & MCCONNELL



Air check tabs speeders, not sounds

The news department of WLOF-TV Orlando, Fla., has demonstrated the state highway patrol's new airplane method of traffic control. News photographer Dick Neville flew along with an air traffic trooper during a simulated tracking of a speeding ve-

hicle—in this case a WLOF-TV staff car. Troopers pace speeders from the air, then radio to a ground unit which intercepts violators. The "culprit" this time was station news editor Dick Richmond, who remarked, "Somebody up there hates me!"

'Loaded' Iowa cornfield to attract gold diggers

WMT Cedar Rapids has turned an Iowa cornfield into a soil bank, the likes of which the U. S. Department of Agriculture has probably never seen.

The station is expecting more than 1,000 weekly winners to wield gold-painted shovels and dig amidst the cornstalks for over \$10,000 in prizes. WMT and 275 sponsors are offering to celebrate the station's 40th anniversary on Sept. 16.

Mrs. Donald Platenberg, of Paris, France, is a winner entitled to fortune hunt in the "dig off," but she'll be in Europe, so WMT is seeking a French representative to use her shovel.

The gold diggers will draw lots for plots in which to shovel. One plot contains a \$10,000 first prize, but all have some booty.

'Jalopy' offered as school lure

WAPE Jacksonville, Fla., is offering a "jalopy" as first prize in its "Stay in School" essay contest. The station is airing daily comments from prominent Floridians urging high school students to return to their studies when

summer vacation is over. WAPE suggests contestants may find hints for their 100-words-or-less essays in the broadcasts. (The "jalopy" is guaranteed to pass "all safety inspections" by WAPE.)



The lunch was hot, but the Indians were cold

The people at WWJ-TV Cleveland say their station is a personal part of the community, see? And what better way to be a part of the community than to support a community institution, like the Cleveland Indians? So WWJ-TV invited 225 people to help support the Indians

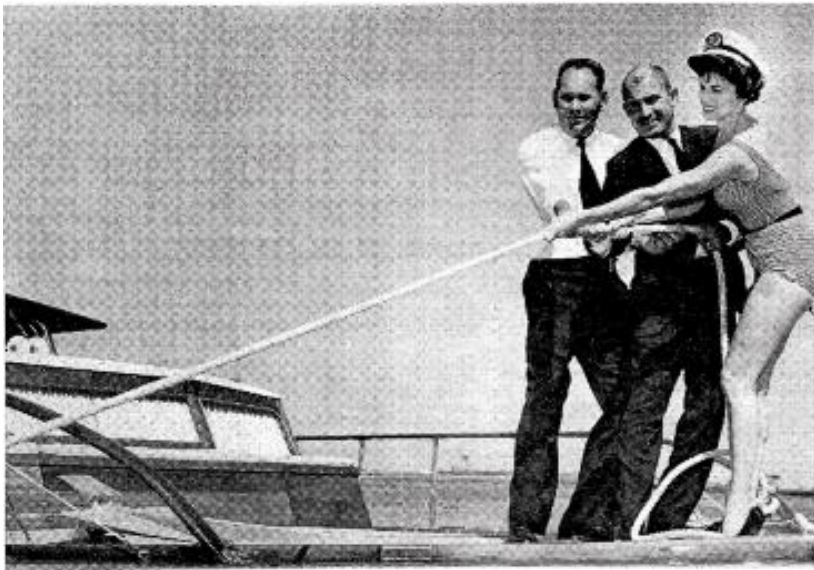
KMEX-TV, drug chain join in uhf promotion

KMEX-TV (ch. 34) Los Angeles, in preparation for its air debut Sept. 15 as the city's first uhf, all-Spanish language station, has joined with Thrifty Drug Stores in a contest offering five new Chevrolet Corvair sedans and 10 round-trip vacations for two in Mexico as top prizes to those contestants whose free entry blanks are drawn from the total number deposited at the drug stores.

The drug store chain is co-sponsoring the contest with KMEX-TV to aid its sales of do-it-yourself converters to enable tv families to get KMEX-TV programs on their present sets. The contest is being promoted with 70 spots a week on KWKW Pasadena, Spanish-language radio station; four-color, 24-sheet billboards in Mexican-American neighborhoods; inside and outside bus cards and space in both English and Spanish language newspapers; and display material in all Thrifty stores. The contest begins today (Aug. 27) and will run to Sept. 19, winners to be selected in five weekly drawings starting Oct. 6.

Boy golfers swing well at KVTV-WNAX tourney

A total of 53 boys, 14 to 18, from Iowa, Nebraska and South Dakota competed in the Sixth Annual KVTV (TV) Sioux City-WNAX Yankton, S. D., Junior Boys Golf Tournament in Sioux City Aug. 10-11. Mike Katres, 18, that city, carded a 36-hole total of 141 to win a medalist trophy.



'S.S. Mayfe,' agency guests cruise around Gotham

A nautical theme marked the launching of the fall program plans of KHJ-TV Los Angeles when the *S.S. Mayfe* ("movies are your finest entertainment") piloted by Capt. Mal Klein, vice president and general manager, was host to advertising people on a two-hour cruise

around Manhattan Island.

Capt. Klein and Don Balsamo, general sales manager, described KHJ-TV's fall plans and reported on progress in the past year. KHJ-TV programs heavily in feature films. Capt. Klein is pictured between two unidentified crew members.

sulted in some digging under a competitive radio station tower. The crown was discovered by Darwin L. Gross of Seattle.

Color first ■ The first live color telecast origination in Kentucky was produced by WAVE-TV Louisville Aug. 15, the station reported. Featured were personalities Julie Shaw, Ryan Halloran and Ed Kallay on the *Morning Show*. A videotape recording of an art show was also shown.

Quick sale ■ Radio's ability to seek out customers ready to buy was demonstrated by WPDQ Jacksonville, Fla., during a Sunday afternoon remote from Florida Mobile Homes. Mr. and Mrs. Robert P. Kelleher, enroute from Boston for a Florida honeymoon, heard the show in Georgia and hurried over to buy a \$4,220 mobile home. Delighted sponsor Jack Hodge rented the honeymoon suite at a nearby hotel for his Bean Town customers.

Wind charts ■ WFLA-AM-FM-TV Tampa reports it's mailed out more than 15,000 free hurricane tracking charts.

Luau's late ■ KABC-TV Los Angeles has sent new invitations to San Francisco advertiser and agency executives to attend a "Luau" on the *Lurline*, which will sail from Pier 35 at 6:30 p.m. Sept.

Drumbeats . . .

Postcards, any one? ■ As a result of 40th anniversary contests sponsored by WNAC Boston, the station says it has a surplus of 79,000 postcards. Contest winners were selected from postcard entries mailed to the station.

Mothers-in-law ■ Pat Buttram of KNX Los Angeles, will give away two pairs of tickets for an ice show to winners of

his "What is a Mother-in-Law?" contest which is open to listeners of his weekday afternoon show. The object is to complete the sentence, "My mother-in-law is . . ." Entries may be of any length.

Polio banner contest ■ The San Francisco Bay Area Medical Assn. Committee, in conjunction with KPIX (TV), is sponsoring a contest for area children (14 years or younger) to design a banner for their KO POLIO campaign. The finalists will be one child from each of six Bay Area counties, and will be judged by a panel of teenagers who are former polio victims. The prize, a plaque, is to be awarded by the committee.

Fast talker ■ A radio news director, Nelson Kirkwood of WIL St. Louis, flew 600 miles an hour with the Navy's "Blue Angels" acrobatic flying team at a St. Louis air show. Mr. Kirkwood's comments, recorded during flight, were broadcast on WIL.

Restoration ■ KING Seattle has announced the recovery of its crown, stolen two weeks ago by the Seafair Pirates. Greater Seattle Inc. offered 1090 World's Fair Trade Dollars as a reward to the first person who could locate and return the crown to the station. KING broadcast clues to the hidden crown's whereabouts. One clue re-

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12. The original date last spring was called off because the San Francisco harbor was strikebound.

Tornado tip ■ Winner of the first WABC-AM-FM New York newstop award is George Scott, Paramus, N.J., who reported a tornado to the radio station some four hours before the Weather Bureau received word of the storm. Mr. Scott received \$77 for his eyewitness report.

Sunshine spreader ■ WLBW-TV Miami, which calls itself "Sunny ch. 10," chose a human logo to represent itself and dubbed her "Miss Sunny." Miss Sunny, the real-life Jo Ann Pflug, a local citizen the station thought looked the sunniest, was sent to New York and Chicago to spread her sunshine among advertising agency people. She spent three touring days in New York and two in Chicago.

Fm stereo intro ■ KVIL-AM-FM Dallas is introducing multiplex stereo broadcasts to area service clubs during luncheon meetings. The special luncheon programs consist of explanations of the multiplex process and 15 minutes of music taken directly from the KVIL broadcast, which is dedicated to the appropriate service club. The station broadcasts stereo from 6 a.m. to 6 p.m. daily.

New '7' logo designed for KGO-TV (ch.7)

KGO-TV San Francisco (ch. 7) is unveiling a new logo today (Aug. 27), a figure "7" centered in a circle (see cut).

The new emblem, created by San



Francisco design consultant G. Dean Smith, will be used on all KGO IDs, advertising and promotion copy, promotions and on equipment. Present plans include the construction of a large tower to be erected in downtown San Francisco and which would carry the logo, according to KGO.



'Hawaiian Day' in South

WAPI Birmingham went native early this month, celebrating "Hawaiian Day" with island music, dressing employes in grass skirts and gay sports shirts, and giving away more than 50 prizes, including an expense-paid trip for two to the islands.

More than 25,000 persons registered for the prizes at downtown WAPI booths, according to the station.

Hawaiian Gov. William F. Quinn and U. S. Sen. Oren E. Long (D-Hawaii) were interviewed, and island stations sent greetings to WAPI.

Phoenix broadcasters assist United Fund

In the first month of operation, the 17 stations of the United Fund Radio Network of Phoenix broadcast almost 2,200 free 60-second spots describing the work of the United Fund.

Ray Smucker, KTAR Phoenix manager, suggested the network idea and organized area stations for the cooperative public service effort. The fund records 14 60-second spots each two weeks and distributes them to the co-operating stations. A bulletin board showing how many spots stations broadcast each week hangs in the lobby of the Community Service Building.

Tv sponsorship tide high for CBC, CTV

BOTH CANADIAN NETWORKS REPORT INCREASED BUYS INTO FALL SCHEDULE

The Canadian Broadcasting Corp., starting its 10th year of network television, reports that most sponsors have renewed their programs for 52 weeks, that new sponsors have come in this season and that a number of advertisers have returned to the network.

The CTV Television Network, starting its second year of network broadcasting this fall, reports it has tripled the number of sponsored program hours, increased participation of major advertisers and added 16 new ones. Officials said that Canadian program content was 62% and this figure will be increased during the season.

CBC said the largest tv program package signed in Canada is between CBC and Kraft Foods Ltd., Montreal. The advertiser is buying full sponsorship of the weekly one-hour *Garry Moore Show*, co-sponsorship of Canadian programs *Parade* and *Red River Jamboree*, and partial sponsorship of *Walt Disney Presents*.

The CBC tv national network has the following sponsored programs:

Sunday evening—*Walt Disney Presents*, Kraft Foods Ltd., Montreal (Foote, Cone & Belding, Canada Ltd., Montreal); S. C. Johnson & Son Ltd., Brantford, Ont. (Foote, Cone & Belding, Canada Ltd., Toronto); Kellogg Co. of Canada Ltd., London, Ont. (Leo Burnett of Canada Ltd., Toronto); Canadian Cannery Ltd., Hamilton, Ont. (F. H. Hayhurst Co. Ltd., Toronto). *Hazel*, Ralston Purina Co. Ltd., Toronto, and Westminster Paper Co. Ltd., Vancouver, B. C. (James Lovick & Co. Ltd., Toronto and Vancouver). *Flashback* (Canadian program), Ford Motor Co. of Canada Ltd., Toronto (Vickers & Benson Ltd., Toronto); Sherwin-Williams Co. of Canada, Montreal (Cockfield Brown & Co. Ltd., Montreal). *Ed Sullivan Show*, Singer Manufacturing Co., Toronto (Young & Rubicam Ltd., Toronto); Canadian Kodak Co. Ltd., Weston, Ont. (Baker Adv. Ltd., Toronto); Tuckett Tobacco Co. Ltd., Hamilton Ont. (MacLaren Adv. Co. Ltd., Toronto); Gattuso Corp. Ltd., Montreal (Burns Adv. Agency Ltd., Montreal). *Bonanza*, General Motors of Canada, Oshawa, Ont. (MacLaren Adv. Co. Ltd., Toronto).

Monday evening — *Don Messer's Jubilee* (Canadian program) Massey-Ferguson Ltd. (farm equipment), Toronto (Needham, Louis & Brorby of Canada Ltd., Toronto); Colgate-Palmolive Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto). *Danny Thomas Show*, General Foods Ltd., Toronto

(Baker Adv. Ltd., Toronto). *Garry Moore Show*, Kraft Foods Ltd., Montreal (Needham, Louis & Brorby of Canada Ltd., Montreal).

Tuesday evening—*Car 54, Where Are You?* Procter & Gamble of Canada Ltd., Toronto (Leo Burnett of Canada, Toronto). *Perry Mason*, Gillette of Canada Ltd., Montreal (Maxon Inc., New York); S. C. Johnson & Son Ltd., Brantford, Ont.; Sterling Drug Manufacturing Ltd., Toronto (Dancer-Fitzgerald-Sample Inc., New York); Quaker

(Canadian program), Pepsi-Cola Co. of Canada, Montreal (Batten, Barton, Durstine & Osborn Inc., Montreal); Kraft Foods Ltd., Montreal. *Ben Casey*, Ford Motor Co. of Canada, Toronto, and Colgate-Palmolive Ltd., Toronto.

Thursday evening—*The Defenders*, Sterling Drug Manufacturing Ltd., Toronto; Lever Bros. Ltd., Toronto; Imperial Tobacco Co. of Canada Ltd., Montreal (McKim Adv. Ltd., Montreal); Noxzema Chemical Co. of Canada, Toronto (Young & Rubicam Ltd., Toronto). *Playdate* (Canadian program), Sterling Drug Manufacturing Ltd., Toronto; Gillette of Canada Ltd., Montreal; Chrysler Corp. of Canada Ltd., Windsor, Ont. (BBDO, Toronto).

Friday evening—*Country Hoedown* (Canadian program), General Foods Ltd., Toronto; S. C. Johnson & Son Ltd., Brantford, Ont. *True*, Philips Electronics Industries Ltd., Toronto (Needham, Louis & Brorby of Canada Ltd., Toronto); Texaco Canada Ltd., Montreal (Ronalds-Reynolds & Co., Montreal). *Tommy Ambrose Show* (Canadian program), General Motors of Canada Ltd., Oshawa, Ont. *Empire*, Chrysler Corp. of Canada, Windsor, Ont.; Colgate-Palmolive Ltd., Toronto; and Sterling Drug Manufacturing Ltd., Toronto.

Saturday evening — *Bugs Bunny*, General Foods Ltd., Toronto. *Beverly Hillbillies*, Kellogg Co. of Canada, London, Ont.; Coca-Cola Ltd., Toronto (McCann-Erickson [Canada] Ltd., Toronto). *The Nurses* (CBC stations only), J. B. Williams Co. Canada Ltd., Montreal (Parkson Adv. Agency, New York); Clairol Inc., Canada, Toronto (Foote, Cone & Belding, Canada Ltd., Toronto); S. C. Johnson & Son Ltd., Brantford, Ont.; Noxzema Chemical Co. of Canada, Toronto. *Red River Jamboree* (Canadian program, CBC

Live radio, via Telstar

Telstar carried its first live radio broadcast between Europe and the United States last Thursday (Aug. 23). The one-hour program, produced by the National Educational Tv & Radio Center, New York, for the Educational Radio Network, featured an exchange of views on the American economy between U. S. economic experts and Swedish economist Dr. Gunnar Myrdal. The transmission was marred at times by technical difficulties.

Oats Co. of Canada, Peterborough, Ont. (Spitzer, Mills & Bates Ltd., Toronto). *Front Page Challenge* (Canadian program), B. Houde & Grothe Ltd. (Du Maurier cigarettes), Montreal (Vickers & Benson Ltd., Montreal); Lever Bros. Ltd., Toronto (MacLaren Adv. Ltd., Toronto).

Wednesday evening — *Huckleberry Hound*, Kellogg Co. of Canada Ltd., London, Ont. *My Three Sons*, Carnation Co. Ltd., Toronto (Baker Adv. Agency, Toronto); Campbell Soup Co. Ltd., New Toronto, Ont. (Leo Burnett Co. of Canada Ltd., Toronto). *Parade*

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stations only), Kraft Foods Ltd., Montreal; and Colgate-Palmolive Ltd., Toronto. *NHL Hockey* (Canadian program), Imperial Oil Ltd., Toronto, and Molson Brewery Ltd., Montreal (MacLaren Adv. Ltd., Toronto and Montreal). *Juliette* (Canadian program), Imperial Tobacco Co., Montreal, and Procter & Gamble of Canada, Toronto.

Special programs on CBC network include *Judy Garland Special* on Sept. 19, for Chemstrand Corp., Toronto (Doyle, Dane, Bernbach Inc., New York); and Max Factor & Co., Toronto (Muter, Culliner, Frankfurter & Gould, Toronto). *Breeders' Stakes* (Canadian program) on Oct. 6 for Canadian Breweries Ltd.; and Carling Breweries Ltd., Toronto (F. H. Hayhurst Co. Ltd., Toronto). *Wayne & Shuster Show* (Canadian program) on Oct. 23 and Dec. 7, for Union Carbide Canada Ltd., Toronto (Stanfield, Johnson & Hill Ltd., Toronto); Max Factor & Co., Toronto; and General Motors of Canada Ltd., Oshawa, Ont. *Bob Hope Show* on Oct. 24 for Timex of Canada Ltd., Toronto (Ronalds-Reynolds & Co., Toronto); and Chemstrand Corp., Toronto. *National Football League*, 14 games from Sept. 16 to Dec. 16, for Canadian Breweries Ltd.; Carling Breweries Ltd., Toronto; and American Motors Canada Ltd., Toronto (McKim Adv. Ltd., Toronto).

CTV Television Network will have the following network shows:

Sunday evening—*Telepoll* (Canadian program), for Canadian National Telecommunications, Toronto (McConnell, Eastman & Co., Toronto); and Canadian Pacific Telecommunications, Montreal (Kenyon & Eckhardt Ltd., Montreal). *Fair Exchange* (Canadian pro-

gram), for Procter & Gamble of Canada, Toronto (Compton Adv. Inc., New York); Franklin Laboratories Ltd., Toronto; Quaker Oats Co. of Canada, Peterborough, Ont. *Dr. Kildaire*, for Procter & Gamble Co. of Canada, Toronto, and American Home Products, Toronto (Young & Rubicam Ltd., Toronto). *Andy Griffith Show*, General Foods Ltd., Toronto. *No. 7 Show* (Canadian program), Rock City Tobacco Ltd., Quebec City, Que. (F. H. Hayhurst Co. Ltd., Montreal).

Monday evening—*Take a Chance* (Canadian program), Adams Brands Sales Ltd. (Chiclets), Toronto (Baker Adv. Ltd., Toronto). *To Tell the Truth* (Canadian program), Procter & Gamble Co. of Canada, Toronto (Ronalds-Reynolds & Co., Toronto).

Tuesday evening—*The Eleventh Hour*, for J. B. Williams & Co., Montreal; American Home Products, Toronto; and Procter & Gamble Co. of Canada, Toronto (Benton & Bowles Inc., New York).

Wednesday evening—*Johnny Jellybean Show* (Canadian program), for General Foods Ltd., Toronto (Young & Rubicam Ltd., Toronto). *Andy Williams Show* for Wm. Neilson Ltd. (candy), Toronto (F. H. Hayhurst Co. Ltd., Toronto); Kimberley-Clark Canada Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto); Beecham Products Ltd., Toronto, and Javex Co. Ltd., Toronto (both MacLaren Adv. Ltd., Toronto).

Thursday evening—*The Lucy Show*, for General Foods Ltd., Toronto (McKim Adv. Ltd., Toronto); and Lever Bros. Ltd., Toronto (MacLaren Adv. Ltd., Toronto). *Jack Paar Show*, for Noxzema Chemical Co. of Canada, Toronto; and Drackett Co. of Canada,

Toronto (both Young & Rubicam Ltd., Toronto).

Friday evening—*Sam Benedict*, for General Foods Ltd., Toronto (Baker Adv. Ltd., Toronto); Procter & Gamble of Canada, Toronto (Benton & Bowles, New York); American Home Products, Toronto, and Remington Rand Ltd., Toronto (both Young & Rubicam Ltd., Toronto). *New Loretta Young Show*, for Lever Bros. Ltd., Toronto (MacLaren Adv. Ltd., Toronto); and Toni Co., Montreal (Spitzer, Mills & Bates Ltd., Montreal).

Saturday evening—*Stoney Burke*, for Lever Bros. Ltd., Toronto; Beecham Products Ltd., Toronto; and Canadian General Electric Co., Toronto (MacLaren Adv. Ltd., Toronto).

Seven nights each week *CTV National News* is sponsored by Canada Packers Ltd., Toronto (Cockfield, Brown & Co. Ltd., Toronto).

Five nights a week, Monday to Friday, *Network Show* is sponsored by American Home Products, Toronto; Procter & Gamble of Canada, Toronto; Block Drug Co. Canada Ltd., Toronto (Baker Adv. Agency, Toronto); Imperial Tobacco Co. Ltd., Montreal; Remington Rand Ltd., Toronto; General Foods Ltd., Toronto; and Drackett Co. of Canada Ltd., Toronto.

CTV Network will have three half-hour afternoon programs Monday to Friday sponsored by Toni Co.; Moffat's Ltd., Toronto; Campbell Soup Co. Ltd.; Kellogg Co. of Canada Ltd.; Lever Bros. Ltd.; Javex Co. Ltd.; Noxzema Chemical Co. Ltd.; Beecham Products Ltd.; Canadian General Electric Co. Ltd.; Quaker Oats Co. of Canada; and Franklin Laboratories Ltd.

EQUIPMENT & ENGINEERING

Engstrom sees energy-from-light boom

RCA PRESIDENT PREDICTS NEW BUSINESS AREA IN CONVERSION

Direct conversion of energy from light and heat is destined to become a fourth great area of business for the electronics industry within the next few decades, Elmer W. Engstrom, president of RCA, said Thursday. Speaking at a banquet of the 1962 Western Electronics Show and Convention in the Biltmore Hotel, Los Angeles, Dr. Engstrom likened potential results of the new technology of energy conversion to the "three great technical milestones of the past half-century" which "have combined to lead the industry successively into radio, television and modern solid-state technology, each contributing to the dynamism of modern electronics."

It was only about 50 years ago that

the basic electron tube was developed, ushering in the era of radio broadcasting. This first electronic invention was followed by "the useful application of photoelectric and luminescent techniques to interchange or transduce visible light and electricity," said Dr. Engstrom. This step, added to the first, "laid the foundation for practical electronic television," he noted. The third advance was the "successful application of semiconductor and photoconductor principles" which produced the transistor as a companion device for the electron tube.

From these roots, said Dr. Engstrom, the new technology of energy conversion is evolving. And it is evolving rapidly, he emphasized. From virtually

nothing five years ago, the research and development activity in energy conversion will approach the \$100 million mark this year, he stated, and this is only the beginning. "It now appears technically possible before the end of this century to possess the ability to supply electricity in any desired quantity, for any conceivable application—anywhere—on the face of the earth, beneath the seas and in outer space."

The achievement of economical portable power packages could not only create new markets for electronics in our own society, but in undeveloped lands it could introduce electricity into millions of homes now beyond the reach of power lines and too poor to afford today's motor generators or the



Dr. Engstrom

fuel to run them, the RCA president noted. But "between today's emerging technology and tomorrow's immense potential lie imposing technical and economic problems," he said. One is the reduction in cost of power generation from the \$1,000 a watt figure for today's experimental devices to the less than \$1 per watt cost needed to make the process financially feasible for commercial purposes, he said. Such cost reduction, he declared, "can be achieved only through new breakthroughs leading to radically improved materials and to standardized equipment suited to mass production. By any measure, this is an objective worthy of the industry's utmost skill and determination."

One example of what Dr. Engstrom was talking about, the laser (light amplification by simulated emission radiation), was dramatically demonstrated in Wescon's opening ceremonies. This process, which focuses a lightbeam of extreme intensity along a narrow path for great distances and is looked to as a major means for outer space communications, was used on Tuesday morning to flash a beam of less than one-thousandth-of-a-second duration from the Statler-Hilton hotel, where

Wescon's technical sessions were held, three miles south to the Sports Arena which housed 240,000 square feet of exhibits of the latest product developments by over 850 companies.

At the arena a rooftop optical receiver converted the light beam to an electrical pulse that triggered an electronic display spelling a message of welcome to the estimated 40,000 engineers and scientists expected at the four-day meeting. A few minutes later the laser, which was developed by Hughes Aircraft Co.'s Ground Systems Group was featured again. This time, a second laser beam whose duration was no longer than the first one, melted a three-hundredth or an inch steel wire to release the official 10-foot balloon that hovered over the arena during the remainder of Wescon week.

Dr. Engstrom's reference to broadcasting as the first major development of the electronics art was virtually the only mention of broadcasting made at Wescon. None of the 21 regular or five special technical sessions had a broadcast theme and the only paper to exhibit even a faint connection with broadcasting was one on "a logically consistent system of components and techniques for transistorized radio sets" presented by I. R. Rodrigues of N. V. Philips Radio Apparatus Laboratory in Eindhoven, The Netherlands.

For the rest, the Wescon sessions dealt with such topics as lunar exploration, weather satellites, nuclear test detection, computer mechanization and engineering management. Broadcasting received more attention in the exhibits at the Sports Arena, where much new receiving and transmitting equipment was displayed. Delco Radio Div. of General Motors, for instance, exhibited a transistorized radio transmitter measuring only one by three by five inches but with a transmitting distance of several hundred miles.

Ampex sales up 24% in first quarter

Ampex Corp., Redwood City, Calif., sales for the first quarter of fiscal 1963 totaled \$21,513,000, up 24% from the \$17,355,000 recorded for the first quarter of 1962, William E. Roberts, president of Ampex, has announced. The fiscal quarter ended July 31.

Net earnings after taxes were \$878,000 (11 cents per share on 7,799,000 shares) for the first 1963 fiscal quarter, compared to \$71,000 (1 cent per share on 7,751,772 shares) in the same 1962 period.

New orders in the quarter totaled \$26.3 million, up 52% over the \$17.3 million recorded in the first quarter last year. The backlog of unfilled orders as of July 31 was \$33.6 million — highest in the company's history.

Mr. Roberts also announced that more than \$9 million will be expended in research, development and engineering in the 1963 fiscal year. This compares to \$7.6 million spent in these fields last year.

Technical topics ...

New Browning line ■ A new line of multiplex turners and receivers, fully compatible with fm stereo and subsidiary communications transmissions, has been announced by Browning Labs., Laconia, N.H. Featured are new nu-vistor circuits in the front end, a new tube saver switch for use in high signal or high line voltage locations and improved signal selectivity circuits. The units are 7¼-9¼-15½ inches.

Two-way tv ■ The two Russian cosmonauts were able to see each other on television during their record breaking orbits, it was disclosed last week during their Moscow welcome. Premier Khrushchev said in his speech of welcome that "direct, two-way, reliable radio-tv contact was kept up between them. Controlling the ships, the cosmonauts were able to coordinate their actions with each other, to exchange information, to compare the results of their observations." Previously it was known that the two Soviet airmen were in radio contact with each other; this was the first mention of tv.

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BROADCAST ADVERTISING



Mr. Rossheim



Mr. Davis



Mr. Sowers

Richard E. Davis, radio-tv copy supervisor, and **Richard I. Rossheim** and **Robert A. Sowers**, account group heads, elected vps of BBDO, New York. Mr. Davis joined BBDO in 1951 as radio-tv copywriter. He was named group head in 1954 and supervisor in 1961. Mr. Rossheim joined agency in San Francisco in 1955 as account executive. He was transferred to New York in 1959 and became group head in 1960. Mr. Sowers joined BBDO's marketing department in 1959, became account executive in 1960 and group head in 1961.

Robert C. Diserens, **Richard J. Lord** and **John C. Weaver** elected vps of Benton & Bowles, New York. Mr. Diserens and Mr. Weaver are account supervisors; Mr. Lord, creative supervisor.

John H. Hatheway, contact super-

visor at Young & Rubicam, New York, elected vp.

R. E. Anderson, former associate brand promotion manager for Procter & Gamble, joins William Esty Co., New York, as vp. Mr. Anderson will serve as executive on Chesebrough-Pond's account.

Ben Halpern, former promotion manager of United Artists Television, joins Jim Mahoney & Assoc., New York pr firm, as director of east coast office.

Norman Dolnick joins pr firm of Dale O'Brien & Co., Chicago, as partner.

James A. Firth, vp and research director of Kansas City office of Winus-Brandon Co., St. Louis-based advertising and pr firm, elected to board of directors of Kansas City chapter of American Marketing Assn.



Mr. Givens

George W. (Bill) Givens, executive producer at Westinghouse Broadcasting Co.'s Boston radio outlets, WBZ - AM - FM, since 1957, joins Daniel F. Sullivan Co., advertising agency, that city, as radio-tv director. Prior to joining Westinghouse in 1950 at KYW Philadelphia, Mr. Givens was promotion manager of General Electric Stations.

John H. Porter, account executive with Ogilvy, Benson & Mather, New York, promoted to account supervisor.

Charles C. Sullivan Jr., assistant account executive of D. P. Brother & Co., Detroit, promoted to account executive.

Robert Munday, former account executive with Ted Bates & Co., New York, joins Kenyon & Eckhardt, that city, as executive on Nabisco account.



Mr. Dundas

Robert W. Dundas Jr. elected vp and manager of Houston office of Erwin Wasey, Ruthrauff & Ryan, New York-based agency. **Gordon Hill**, account supervisor in Houston office for past eight years, pro-



Mr. Wilber



Mr. Hill

moted to account group supervisor in charge of all accounts, with exception of Gulf Oil Corp. TBA segment and Texas State Optical. **Glen E. Wilber**, agency's executive for Gulf TBA account, promoted to account supervisor for that account. Mr. Dundas, who has been serving as acting manager of Houston office, joined EWR&R in 1961 as account executive. Mr. Hill joined agency in 1954 after varied advertising experience in newspaper and sales promotion fields. Mr. Wilber, who previously served as account executive for Rives-Dyke & Co., joined EWR&R in 1961 to handle Gulf TBA account.

Robert H. Carruthers Jr., formerly of N. W. Ayer & Son, Philadelphia, named advertising and pr manager of Armour Agricultural Chemical Co., Atlanta, Ga. He succeeds **J. Harry Varner**, who has been promoted to company's sales manager for lawn and garden products.

L. S. Whitcomb named market research manager for agricultural chemical products of U. S. Borax & Chemical Corp., Los Angeles. Mr. Whitcomb, who has been associated with company for past 12 years, has served most recently as regional sales manager for western states. He is succeeded by **F. R. Ogilvy**, assistant regional manager in Des Moines, Iowa.

Joseph M. Schoenberg, merchandise manager of National Bowling Equipment Div., AMF Pinpointers Inc.,

Collins rumored to be eyeing governorship again

Is LeRoy Collins, NAB president and former governor of Florida, trying for another shot at the state plum? A Florida political observer thinks he will, in 1964.

Vernon Bradford, *Tampa Tribune* staff writer, reports that the words "LeRoy Collins is running for governor again" are circulating among Mr. Collins' supporters in the state capital. In the Aug. 19 issue of the *Tribune*, Mr. Bradford says that although Mr. Collins has not made any public announcement, some "top people . . . say they have had enough of a whisper from the big man to let them know the race is on for sure."

"Collins is supposed to be down here from Washington for a vacation rest," Mr. Bradford continued, "but believe you this: he's been dialing some telephone numbers and whispering some closet-type talk with old campaign buddies that sounds like anything but a vacation bit."



Gov. Collins was not at his office last week to answer inquiries about the *Tribune* column.

named assistant to **Jerry F. Donovan**, vp and director of advertising and pr.

Gwendolyn L. Dargel, member of media department of Foote, Cone & Belding, Chicago, promoted to chief timebuyer, replacing **Genevieve M. Lemper**, who retires after career of 35 years with agency.

Bernard Schlossman, former marketing director of Pavelle Corp., New York, joins Papert, Koenig, Lois, that city, as media supervisor.



Mr. Roberts

Stanley S. Roberts, general manager in charge of advertising and sales promotion for North American operations of Massey-Ferguson Inc. (farm-industrial equipment), with headquarters in Toronto, Canada, appointed director of advertising and sales promotion for tractor group of Allis-Chalmers Mfg. Co., Milwaukee.

John C. Trindl, tv commercial writer for Needham, Louis & Brorby, Chicago, promoted to associate copy director. He joined agency in 1958. **John K. Ferree**, formerly with John W. Shaw Adv., George H. Hartman Co. and Campbell-Mithun, to NL&B's creative department as writer.

Samm Coombs, creative director at Allen, de St. Maurice & Spitz, San Francisco, appointed copy chief of Kennedy-Hannaford Adv., that city. **Herbert Littlefield**, formerly with pr department of Bank of America, to K-H as account executive. **Stephen Kursh** joins Kennedy-Hannaford's creative staff as art director.

George J. Flynn, pr staff of United Aircraft Corp., joins Henry J. Kaufman & Assoc., Washington.

Richard Eskilson, formerly of William Esty Co., New York, joins MacManus, John & Adams, that city, as copy chief.

Vic Bastien has joined Frank Lawrence Adv., Tulsa, Okla., as account executive specializing in radio-tv.

Harrison McGilvray Yates, formerly of copy department of International Nickel Co., New York, joins copy department of J. M. Mathes Inc. **William L. Withers**, formerly of J. C. Penney Co., New York, to Mathes' pr department.

Jack Bolger, account supervisor with Industrial Marketing Services, Sparta, joins Newman-Martin Inc., marketing-advertising agency, Bloomfield, both New Jersey, as creative director.

Frank Naishstein, production assistant of Wermen & Schorr, Philadelphia advertising agency, promoted to production manager. Moving to Mr. Naish-

stein's former position is **Tom Ford**, most recently with Bargain City Stores in print production. **Arnold Levinson**, formerly with Food Fair Stores, joins W&S's media department, and **Richard Standridge** to agency's radio-tv department as commercial producer.

Branch R. Moeling, for past three years with Leo Burnett Co., Chicago, joins research department of Buchen Adv., that city.

John Madden, production manager of Albert Frank-Guenther Law, San Francisco, joins Fletcher Richards, Calkins & Holden, that city, in similar capacity.

James G. Blackmon, former promotional art director of WSOC-TV Charlotte, N. C., joins Henry J. Kaufman & Assoc., Washington advertising and pr firm, as staff artist.

Earle F. Heffley, director of pr for Kemper Insurance Cos., joins Allied Van Lines, Broadview, Ill., in similar capacity.

Lynn Dender, publicity director of American Research Bureau, division of C-E-I-R Inc., New York, joins Don Kemper Co., advertising agency, that city, as assistant pr director.

THE MEDIA



Mr. Goldman



Mr. Stein

Robert T. Goldman, treasurer of ABC-TV Spot Sales, New York, appointed assistant to Theodore F. Shaker, president of ABC-owned tv stations. **Walter Stein**, director of research and sales promotion for ABC-TV Spot Sales, named director of research for ABC-owned tv stations. Mr. Goldman went to network's management training

program in 1958, later joining cost control department. He subsequently served as supervisor of commercial budget control unit. Before joining network in July 1961, Mr. Stein was director of research and sales development for WCBS-TV New York, and assistant manager of research for CBS-TV Spot Sales.



Mr. Ohrt

Herbert H. Ohrt, president of KEYC-Lee Tv Inc. (KEYC-TV Mankato, Minn.) and Forward Television Inc. (WMTV [TV] Madison, Wis.), vp of Lee Radio Inc. (KGLO - AM - FM - TV Mason City, Iowa), and executive vp of Lee Broadcasting Inc. (WTAD-AM-FM Quincy, Ill., KHQA-TV Hannibal, Mo.), resigned Aug. 18 from all four positions for personal reasons. No immediate plans were announced. **Lloyd D. Loers**, sales manager of KGLO-AM-FM-TV for last 10 years, elected vp and station manager of Lee Radio. **Douglas F. Sherwin**, program director of KGLO-AM-FM-TV, elected to board of directors of Lee Radio. **Merritt Milligan**, secretary-manager of WMTV (TV) Madison, elected vp-station manager; **Donald G. Harrer**, WMTV treasurer, promoted to secretary-treasurer of station. **Robert K. Baumgartner**, manager of KEYC-TV, elected vp and manager. **Henry B. Hook**, vp of Lee Radio and former general manager of KGLO Mason City, elected to board of directors of KEYC-Lee Tv and Forward Television (see WEEK'S HEADLINERS, page 10).

John Nelson resigns as director of daytime programming, West Coast, NBC. Before joining network in 1955, Mr. Nelson was principal in program packaging firm of Masterson, Reddy & Nelson. He will remain at NBC until his successor has been chosen.

Dave Williams, program director of KGLA (FM) Los Angeles, promoted



to general manager. Jack Manning appointed station's engineering director.

G. O. Markuson, executive vp of The Hearst Corp., and **Leonard Kapner**, president of WCAE Inc. (licensee of WRYT-AM-FM Pittsburgh), elected president and executive vp, respectively, and directors of Television City Inc. (licensee of WTAE [TV] Pittsburgh). Other officers of Television City are **Franklin C. Snyder**, vp and general manager; **Alan Trench**, vp and sales manager; **James Gormly**, treasurer; **M. H. Ewing**, secretary; **Frank Massi**, assistant treasurer; and **Warren P. McGoldrick**, assistant secretary. Hearst Corp. recently acquired 50% stock in Tv City Inc. from Wolf-Reed group.



Mr. Grant

Armand Grant, director of daytime programming for ABC-TV, New York, elected vp in charge of daytime programming. Mr. Grant, who joined network in 1957 as executive producer for daytime

programs, replaces **Giraud Chester**, who resigned to head program administration at NBC-TV (AT DEADLINE, Aug. 20). **Ben Brady**, creator and producer of such television series as *The Red Skelton Show*, *Perry Mason* and *Have Gun, Will Travel*, named executive in charge of programming for western division of ABC-TV network. It is expected he will be elected vice president of ABC-TV at next board meeting (Sept. 10) of American Broadcasting-Paramount Theatres Inc.

Donald V. Meaney, manager of special news programs for NBC News, promoted to director of news programs. **Malcolm R. Johnson**, manager of network's special news programs, named manager of news syndication.

Howard W. Meagle, national sales director of WWVA-AM-FM Wheeling, W. Va., promoted to general sales manager. **Vincent Ritzenthaler**, member of station's local sales staff, named local-regional sales manager.



Mr. Meagle

Andrew F. Hofmann, WWVA sales manager since 1953, resigns. Mr. Meagle originally joined WWVA in 1935, left in 1942 to do wartime work, and returned in 1946 specializing in sales promotion activities. He was appointed national sales director in February 1957. Mr. Ritzenthaler, former sales manager of WOMP Wheeling, joined WWVA sales department in February 1957.

Robert L. Owens, national sales manager of North Dakota Broadcasting Co.



If you see this man . . .

Eugene Leroi Shannon, 34, information specialist of the Oregon department of agriculture, who suffered a head injury during military service, is being sought by state police who believe he may be suffering from amnesia.

Mr. Shannon has a history of amnesia and may be seeking employment in broadcasting, according to H. G. Maison, superintendent of the Oregon state police. He urged anyone who learns of Mr. Shannon's whereabouts to wire the state police in Salem collect, giving Mr. Shannon's location and mental condition, if possible.

Mr. Shannon worked in radio in Roseburg and Corvallis, Ore.

(KXGO-AM-FM Fargo, KXMC [TV] Minot, KXJB-TV Valley City, KXMB-TV Bismarck, all North Dakota, and KXAB-TV Aberdeen, S. D.), named manager of KXJB-TV and KXGO radio. Mr. Owens, who has had several years experience in broadcast management and served as manager of KXGO-TV prior to its recent sales to Pembina Broadcasting Co., will continue as national sales manager for North Dakota Broadcasting Co., post to which he was appointed last January.

Thomas C. Flynn, manager of KERN-AM-FM Bakersfield, named manager of KBEE-AM-FM Modesto, both California. **James C. Thompson**, KERN sales manager, appointed acting manager of station. Both stations are owned by McClatchy Beeline Group.

Harry H. Averill resigns as national sales director of Bartell Family Radio Group. Mr. Averill has announced his intention to pursue allied interests in advertising field.

E. R. (Curly) Vadeboncoeur, president of WSyr-AM-FM-TV Syracuse, N. Y., named to Educational Television Council of Onondaga County. Appointment as trustee of council was announced by Dr. Franklyn S. Barry, president of New York State Teachers Assn.

James B. Reston, head of *New York Times* Washington bureau, elected to board of directors of National Educational Television & Radio Center, New York.



Mr. Pogan

Charles G. Pogan, director of operations of WTEN (TV) Albany, N. Y., elected vp of Capital Cities Broadcasting Corp. (WROW - AM - FM and WTEN [TV] Albany and WKBW-AM-TV Buffalo, both New York; WCDC [TV] Adams, Mass.; WTVD [TV] Durham, N. C.; WPRO-AM-FM-TV Providence, R. I.; and WPAT-AM-FM Paterson, N. J.).

Lee C. Hanson, supervisor of broadcast activity for MacManus, John & Adams, Bloomfield Hills, Mich., named general sales manager of WSAI-AM-FM Cincinnati. Mr. Hanson, former national sales manager and account executive of station, joined MacManus, John & Adams five years ago. At agency he supervised broadcast activity of such accounts as Cadillac, Pontiac, Dow Chemical and Minnesota Mining & Manufacturing Co. At same time, **Lu Bassett** was appointed WSAI's regional sales manager and director of merchandising.



Mr. Feucht

Otto Feucht elected vp and general manager of Pacific Adult Radio Stations (KATR Eugene, KAPT Salem and KSHA Medford, all Oregon, and KEST Boise, Idaho). Mr. Feucht, who was instrumental in construction and formation of each of four PAR Stations, moved to Yoncalla, Ore., recently from Palo Alto, Calif., where he was active in electronic manufacturing and community affairs. Pacific Adult Radio headquarters are now located at KATR studios.

Harry R. Olsson Jr., former senior attorney at NBC, joins American Broadcasting-Paramount Theatres, New York, as general attorney.

Peter R. Scott, formerly of Ted Bates & Co., New York, and **Robert Cronin**, of Broadcast Time Sales, Chicago, join The Bolling Co., New York, as account executives in tv department.

Phillips Clark and Joseph P. Foley join rep firm as radio account executives. Mr. Clark was formerly of Herald Tribune Radio Network; Mr. Foley of Paul H. Raymer Co. **N. Gary Eckard**, formerly of Charles Harison Smith Assoc., Minneapolis, joins Bolling in New York as director of research, promotion and sales development.

Herb Briggan, formerly with AM Radio Sales, Los Angeles, joins KSFO San Francisco as account executive, replacing **Fulton Wilkins**, who moves to KEX Portland, Ore.



Mr. Odom

Homer H. Odom, general manager of KABL San Francisco, named general manager of Los Angeles sales office of XETRA (X-TRA News) Tijuana, Mexico. He replaces **David Muhlstein**, presently in St. Vincent's Hospital, Los Angeles, recovering from heart attack. Mr. Muhlstein will be assigned to WGES Chicago following recuperation. KABL and WGES are licensed to The McLendon Corp., which is also exclusive U. S. sales agent for X-TRA News, Southern California's all-news station. Other McLendon Stations are KLIF Dallas, KILT Houston and K TSA San Antonio, all Texas, and WYSL Buffalo, N. Y.

Patrick W. Norman, formerly of KTVI (TV) St. Louis, joins Bernard Howard & Co., Chicago, as account executive.



Mr. Bernard

Joseph J. Bernard, vp and general manager of KTVI (TV) St. Louis, joins Crowell-Collier Broadcasting Corp. as general manager of KF WB Los Angeles. Prior to his tenure in St. Louis, Mr. Bernard was executive vp and general manager of WGR-AM-FM-TV Buffalo, N. Y.

Ray Barker, operations manager of WMHE (FM) Toledo, named director

Politically bound

John F. Toepp, veteran of 20 years in radio with the Paul Bunyan Network in Northern Michigan, has turned to politics. Mr. Toepp, currently salesman and sports director of WATT Cadillac and special news reporter for WPBN-TV Traverse City, won the Republican nomination for state representative. General election is Nov. 6.

of commercial operations, in expansion of station's sales, news and program departments. **William A. Woods**, who just returned from year's tour of active duty with Air Force Reserve, appointed director of national sales and local music programming.

Robert G. Hinds, formerly of Pacific Radio Network, ABC, joins Peters, Griffin, Woodward, Los Angeles, as radio account executive.



Mr. Gibson

Rod Gibson, former national sales manager of WSTV-TV Steubenville, Ohio, joins Patterson Stations (KSAN San Francisco, KBIF Fresno and KICU-TV Visalia, all California), in similar capacity, with headquarters in San Francisco. Prior to joining WSTV-TV, Mr. Gibson was with All-Canada Radio & Tv Facilities Ltd., Toronto, and earlier served as senior account executive with Headley-Reed in New York.

William F. Asip, formerly of ABC Radio, joins CBS Radio sales department as account executive.

Phil Goldman, formerly on news staff of KNOE-TV Monroe, La., joins KNOE radio there as account executive.

Harvey Jacobs, writer in tv sales development department of ABC-TV network, appointed manager of advertising, sales promotion and pr for ABC International Television Inc., New York. **Arthur Platzman**, senior rating analyst in ABC-TV research department, appointed sales presentation writer for ABC-TV, New York.



Mr. Jacobs

Niel A. Buckley, former account executive with WPFB-AM-FM Middletown, joins WFOL (FM) Hamilton, both Ohio, as commercial manager and assistant general manager. WFOL has scheduled target date of September 15.

William C. Ross named program and production manager of WTAR-AM-FM Norfolk, Va. Mr. Ross has served as staff announcer since joining station in August 1960.

Gordon Hinkley, announcer and popular music supervisor of WTMJ-AM-FM Milwaukee; appointed assistant program manager.

Sigmund F. Bajak promoted to manager of unit managers on return to NBC, New York, from ten months active duty with U. S. Navy.



Mr. Weldon

Martin Weldon, director of news and special events of Metropolitan Broadcasting Co., division of Metromedia Inc., and director of company's Washington bureau, appointed campaign director for advertising, radio and tv of New York Democratic State Committee. Mr. Weldon is president of Public Affairs Projects Inc., 30 East 42nd St., New York, which he established recently.

Linton Wells, internationally known news correspondent, newscaster, analyst, author and lecturer, joins staff of Storer Broadcasting Co., effective Sept. 1, as Washington correspondent.



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Russ Powell, news director of KFRE-AM-FM-TV Fresno, Calif., joins news bureau of KNX-AM-FM Los Angeles. Mr. Powell, with background of 14 years in broadcast news, has won two Sigma Delta Chi awards, including distinguished service award for tv spot news coverage of Bakersfield, Calif., train wreck.

Mark Wodlinger, national sales and station manager of WMBD-AM-TV Peoria, Ill., elected vp and general manager of new interim tv station to begin operations on ch. 13 in Grand Rapids, Mich., on Nov. 1. Station is owned by Channel 13 Grand Rapids Inc. Mr. Wodlinger had been at WMBD-AM-TV since 1959 and with WOC-AM-TV Davenport, Iowa, for nine years previous in various posts including that of general sales manager.



Mr. Wodlinger

Dan W. Shields, NAB's special assistant on television, joins Steinman Stations Sept. 17 as executive assistant to Clair R. McCollough, president of Pennsylvania group. Mr. Shields joined NAB in 1954 and previously worked at Biow Advertising Agency, New York; WEEU-TV Reading, Pa., and WFMY-TV Greensboro, N. C. Steinmans owns WGAL-AM-FM-TV Lancaster, WKBO

Harrisburg, WORK York and WEST-AM-FM Easton, all Pennsylvania and WDEL-AM-FM Wilmington, Del. In a \$3.2 million purchase, Steinmans two weeks ago bought KOAT-TV Albuquerque, N. M., and KVOA-TV Tucson, Ariz., and sold WRAK-AM-FM Williamsport, Pa., to Wright Mackey Corp. for \$200,000 (BROADCASTING, Aug. 20). Both sales are pending FCC approval.

Donald G. Dalton, salesman with Gill-Perna Inc., joins Chicago sales staff of Robert E. Eastman & Co.

W. C. Porsow, former national sales manager of WFRV (TV) Green Bay, Wis., elected executive vp and general manager of KCFI Cedar Falls, Iowa. **Dean Claggett**, member of KCFI sales staff, promoted to sales manager.

Frank W. Erwin, assistant to Robert F. Hurleigh, MBC president, takes leave of absence to serve as public affairs coordinator for Peace Corps.

Nelson Kirkwood, news director of WIL-AM-FM St. Louis, promoted to national news director of Balaban Radio Stations (WIL-AM-FM St. Louis, WRIT-AM-FM Milwaukee and KBOX Dallas). **Gene Hirsch**, WIL morning news editor,



Mr. Kirkwood

named news director, succeeding Mr. Kirkwood.

Donald Scott Thomas, attorney for KTBC-AM-TV Austin, Tex., and partner of law firm of Clark, Thomas, Harris, Denius & Winters, that city, elected to American College of Trial Lawyers. Mr. Thomas was notified of his election at American Bar Assn.'s convention in San Francisco.

Jerry Birge, news director of WJPS Evansville, Ind., joins WTVW (TV), that city, as sports director, replacing **Joe Celania**, who resigned to become manager of Lawndale Bowling Lanes.

INTERNATIONAL

Charles S. Chaplin, former general manager in Canada of United Artists at Toronto, elected vp and Canadian sales manager of Seven Arts Productions Ltd., that city. **Selwyn (Sully) Ginsler**, former Canadian tv manager of United Artists, joins Seven Arts Productions in Toronto as Canadian sales director.

Magella Alain, program manager of CHRC Quebec City, Que., to general manager of CKCV, that city.

George Macdonald, former general manager of CKRM Regina, Sask., appointed western sales director of Radio Sales Bureau, Toronto. **Peter Harricks**, for past four years with All-Canada Radio & Television Ltd., named eastern sales director of Radio Sales Bureau. **Charles Fenton**, RSB sales director, resigns to join sales department of Standard Broadcast Sales Ltd., Toronto rep firm.

Phil Stone, executive vp of CHUM Toronto, to international officer of Variety Club organization.

GOVERNMENT

John L. Siegenthaler, editor of *Nashville Tennessean*, was nominated last week by President Kennedy to be member of U. S. Advisory Commission on Information. Mr. Siegenthaler, former assistant to Attorney General Robert Kennedy, will fill out unexpired term of Jonathan W. Daniels, editor of *Raleigh (N.C.) News & Observer*, who resigned. His term runs until Jan. 27, 1963.

PROGRAMMING

Tony Ford, director of television talent for General Artists Corp.-Tv, New York, elected vp. **Arthur Price**, currently with GAC-TV's New York tv department, named executive assistant to President Don Sharpe in Beverly Hills, Calif., office.

Walt Nielson, vp of eastern division of Commercial Recording Corp., returns to productions company's Dallas headquarters to head expanded custom commercial department. New CRC



Animator Sturm joins Norwood Studios

Bill Sturm, an animator whose credits include cartoons, commercials and U. S. Navy training films, is joining Norwood Studios Inc., Washington, D. C., to head the film production firm's animation division.

Mr. Sturm (pictured above) directed his own studios for the past 14 years, producing commercials for many national accounts. He directed

the production of Navy training aids during World War II, and worked in Hollywood animation on such productions as *Fantasia*, *Dumbo* and *Gulliver's Travels*.

Phil Martin, president and executive producer of Norwood, said the artist has been supplied with the latest animation equipment at the Washington studios.

territorial personnel: **John McCarthy**, vp of Central West and mid-Atlantic states; **H. L. (Bud) Curry**, vp for South-eastern states; **Tom Shafer**, vp for Pennsylvania and New England; and **Don Rupert**, vp for North Central states. **Buddy Harris** named director of CRC station signature division for U.S.

Jules Bricken, tv and motion picture producer, signed as producer of new series of hour-long dramatic programs starring George C. Scott as newspaper columnist, planned for broadcast by CBS-TV in 1963-64. Series is to be produced by United Artists Television, with CBS-TV having creative control.

Fred Coe, Peabody-award winning tv producer whose credits include numerous *Playhouse 90* and *Philco Playhouse* programs, signed to produce two 90-minute original dramatic programs for CBS-TV during 1962-63 season. Programs will be taped in Television City, Hollywood.



Mr. Graff

E. Jonny Graff, former vp of NTA, elected vp in charge of syndication of Independent Television Corp., New York. Mr. Graff joined NTA in 1954 and served as director of its mid-west sales office for five years. In 1959, he transferred to New York as head of NTA's feature film division and in 1961 he moved to WNTA-TV Newark. Prior to NTA, he was vp and sales manager for film syndicator, Snader Telescriptions.

Adam L. Gimbels, president of Saks Fifth Ave., subsidiary of Gimbels Brothers Inc., elected to board of directors of 20th Century-Fox Film Corp. He fills one of vacancies created by resignation last month of John Leob and Milton Gould, Wall Street representatives. **Arnold M. Grant**, New York attorney, named chairman of film corporation's executive committee.

Mel Hanke, arranger - composer, signed by ABC-TV network to produce one-minute promotional spot for three of network's comedy shows, *I'm Dickens, He's Fenster*, *Our Man Higgins* and *McHale's Navy*.

Bobby Diamond, child star of *Fury* tv series some years ago, signed to regular role in *Dobie Gillis* series on CBS-TV.

Harry Garfield, head of Revue Studios' music publishing companies, named supervisor of post-production activities for Revue.

Art Foley, former vp in charge of advertising, publicity and promotion for Televenture Inc., New York, joins New York City cancer committee of American Cancer Society Inc., as director of public information.

BROADCASTING, August 27, 1962

National academy selects committee chairmen

Harry S. Ackerman, vp and executive producer at Screen Gems, Hollywood, accepts chairmanship of national library and archives of Academy of Television Arts & Sciences. **Evelyn Burkey**, of Writers Guild of America, East, New York, and **Lillian Brown**, of George Washington U., Washington, D. C., will serve as co-chairmen. **William Dozier** production chief at Screen Gems, appointed chairman of ATA&S's special projects committee. Serving with Mr. Dozier will be **Matthew Rapf**, producer of *Ben Casey* series; **David Dortort**, pro-



Mr. Dozier



Mr. White



Mr. Ackerman

ducer of *Bonanza* series; **William Self**, vp in charge of tv for 20th Century-Fox, and **Norman Felton**, vp in charge of tv for MGM. **Henry S. White**, eastern consultant for Paramount Television Productions, named chairman of academy's national chapters committee.

EQUIPMENT & ENGINEERING

Stephen A. Keller, president of Telex Inc., Minneapolis-based electronics manufacturer, re-elected chief executive officer at recent board of directors meeting. Previously vp of Electric AutoLite and Minneapolis-Honeywell Regulator, and executive with Curtiss-Wright, Mr. Keller joined Telex in October 1961 as executive vp. Also re-elected were **Clyde W. Kaericher**, vp and treasurer; **Ordean Kiltie**, vp; **Robert L. Sell**, assistant vp and **William Weir**, assistant secretary. Elected as secretary was **Phillip Marco**, Detroit attorney and president of Detroit Gavage Corp. **J. B. Bailey** and **William L. Bolton** were elected assistant secretaries.



Mr. Dinicola



Mr. Kramer

Albert J. Dinicola, sales manager of Allied Radio of California, west coast sales subsidiary of Allied Electronics Corp., Chicago, elected vp in charge of sales. **Ronald Kramer**, product manager of semiconductors, tubes and electronic specialty items at Allied Electronics in Chicago, promoted to marketing manager of electronics firm's west coast subsidiary. Mr. Dinicola, who joined Allied Radio last year, will be responsible for industrial sales and sales administration in California, Arizona and Nevada. Both Messrs. Dinicola and Kramer will have headquarters in Pasadena and report directly to L. M. Burchett, ARC general manager.

J. W. Burke, assistant sales manager of Standard Kollsman Industries, Melrose Park, Ill., elected assistant to James O. Burke, president of electronics firm. Mr. Burke will devote himself to Standard Kollsman's tuner division, which has plants in Melrose Park and other midwestern cities.

Jerome J. Dover, government programs manager in research and engineering division of Ampex Corp., Redwood City, Calif., named director of video and instrumentation product and program management division. Mr. Dover joined Ampex in 1959.



Mr. Dover

Charles L. Greenslit, **Charles G. McMullen** and **E. Grogan Shelor Jr.** appointed to executive engineer posts on staff of Bendix Corp.'s radio division. Mr. Greenslit will serve as assistant manager of government products group; Mr. McMullen as chief scientist, and Mr. Shelor as manager of Bendix Corp.'s new advanced product development group.

Charles W. LeMontagne, senior quality control technician for Sylvania Home Electronics Corp., marketing subsidiary of Sylvania Electric Products, Batavia, N. Y., named mid-west district service manager.

DEATHS

Walter T. Gaines, 42, owner of WLFH Little Falls, N. Y., died Aug. 14 in New York City hospital after lengthy illness.

Edward Shapiro, 58, president of Ed

Shapiro Inc., Philadelphia advertising agency, died Aug. 20 at University Hospital, that city: Mr. Shapiro was formerly on advertising staff of old *Philadelphia Record*.

Glen Mackay, recently appointed vp and regional manager of CTV Television Network Ltd., Toronto, died at Montreal, Que., on Aug. 17. Born in Winnipeg, Mr. Mackay had been in advertising with daily newspapers, magazines, car and bus firms until 1952 when he joined McKim Adv. Ltd., of whose Montreal office he later became manager. Last year he moved to Canadian Adv. Agency Ltd. as vp and managing director of Montreal office. Last June Mr. Mackay joined CTV Television Network.

Leland G. Wesley, 70, chairman of Wesley Assoc., New York advertising agency, died Aug. 18 at Greenwich (Conn.) Hospital following heart attack. With his brother, Harold G. Wesley, and an associate, Lindsay Fair-

weather, Mr. L. G. Wesley founded Wesley Assoc. in 1927. He was president and, since September 1960, board chairman.



Rep. Heselton

Former Rep. John W. Heselton (R-Mass.), 62, died Aug. 19 at his home in Vero Beach, Fla. Rep. Heselton served 14 years in Congress (1945-58) and was member of House Commerce Committee and Legislative Oversight Subcommittee during 1958 headline-making investigations of FCC. He did not run for re-election in fall of 1958.

Ralph Gompertz, 32, assistant director of administration for CBS-TV, New York, died Aug. 22 after long illness. Mr. Gompertz had been with CBS since 1947.

Herbert M. Alexander, 67, retired head of H. M. Alexander & Assoc.,

New York advertising agency, died Aug. 20 at his home in Madison, N. J. Mr. Alexander established his firm 25 years ago, specializing in industrial accounts. Company was located on Fifth Ave. until early this year, when it was moved to Madison Ave.

Kirkham Wright Torney, 53, executive of Seven Arts Associated Corp., New York, died Aug. 18 at Norwalk (Conn.) Hospital. Mr. Torney had served as tv sales director of Seven Arts for several years.

Ruth Warburton, former supervisor of on-the-air promotion for ABC-TV network, until her retirement last year, died Aug. 18 at Lake Crystal, Mich.

William Bennett Kilpack, 79, veteran radio actor, died Aug. 18 at Berkshire Sanitarium, Santa Monica, Calif. Mr. Kilpack portrayed Mr. Keene on CBS series, *Mr. Keene, Tracer of Lost Persons*, and was also heard as humorous Cefus on Seth Parker Show.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 16 through Aug. 22 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

APPLICATION

*Chatsworth, Ga.—Georgia Board of Ed-

ucation. Uhf ch. 18 (494-500 mc); ERP 253 kw vis., 127 kw aur. Ant. height above average terrain 1,854 ft., above ground 330 ft. Estimated construction cost \$476,624; first year operating cost \$82,000. P.O. address State Office Bldg. Atlanta 3. Studio and trans. location Chatsworth. Geographic coordinates 34° 45' 06" N. Lat., 84° 42' 54" W. Long. Type trans. GE TT-25-A; type ant. GE TY-25-B. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn, Washington, D. C., consulting engineer A. Earl Cullum Jr., Dallas. Principals are State Bd. of Ed. members. Applicant is permittee of following stations: *WKGA-TV Waycross, *WEGA-TV Savannah, *WJSP-TV Columbus, and is applicant for vhf channels assignments for etv network. Ann. Aug. 21.

CALL LETTERS ASSIGNED

WRMT-TV Rochester, N. Y.—Channel 13 of Rochester Inc.

*WOUB-TV Athens, Ohio—Ohio University.

KWAB (TV) Big Spring, Tex.—Grayson Enterprises Inc.; changed from KEDY-TV.

Station deleted

* Tv cp cancelled and call letters deleted at request of permittee: WRAK-TV Williamsport, Pa., WGAL Inc.—Ch. 26; ERP

21.4 kw vis., 11.5 aur. and ant. height above average terrain 380 ft., above ground 400 ft. Ann. Aug. 21.

New am stations

APPLICATIONS

Clifton, Ariz.—Carleton W. Morris. 1400 kc, 250 w, unl. Requests facilities of KCLF same city. P.O. address Drawer C. Bisbee, Ariz. Present facilities eliminate construction cost; first year operating cost \$27,000; revenue \$30,000. Mr. Morris is sole owner, and owner of KSUN Bisbee, KHFH Sierra Vista and is applicant for new am stations in Globe, Winslow, Safford, and Coolidge, all Arizona. (Requests waiver of processing rules, freeze order, and to establish cut-off date. Ann. Aug. 16.

Globe, Ariz.—Carleton W. Morris. 1240 kc, 250 w, unl. Requests facilities of KZOW same city. P.O. address Drawer C. Bisbee, Ariz. No construction cost; first year operating cost \$33,000; revenue \$37,500. Mr. Morris is sole owner, and owner of KSUN Bisbee, KHFH Sierra Vista, and is applicant for new am stations in Winslow, Safford, Coolidge, and Clifton, all Arizona. (Requests waiver of processing rules, freeze order, and to establish cut-off date. Ann., Aug. 16.


Coolidge, Ariz.—Carleton W. Morris. 1150 kc, 250 w N-DA, unl. Requests facilities of KCKY same city. P.O. address Drawer C. Bisbee, Ariz. Present facilities eliminate construction cost; first year operating cost \$32,000; revenue \$35,000. Mr. Morris is sole owner, and owner of KSUN Bisbee, KHFH Sierra Vista, and is applicant for new am stations in Globe, Winslow, Safford, and Clifton. (Requests waiver of processing rules, freeze order, and establish cut-off date.) Ann. Aug. 16.

Safford, Ariz.—Carleton W. Morris. 1480 kc, 1 kw, unl. Requests facilities of KGLU same city. P.O. address Drawer C. Bisbee, Ariz. Present facilities eliminate construction cost; first year operating cost \$42,000; revenue \$48,000. Mr. Morris is sole owner, and owner of KSUN Bisbee, KHFH Sierra Vista, and is applicant for new am stations in Globe, Winslow, Safford, Coolidge, and Clifton, all Arizona. (Requests waiver of processing rules, freeze order, and establish cut-off date.) Ann. Aug. 16.

Winslow, Ariz.—Carleton W. Morris. 1010 kc, 500 w, 1 kw LS, unl. Requests facilities of KVNC same city. P.O. Drawer C. Bisbee, Ariz. Present facilities eliminate construction cost; first year operating cost \$36,000; revenue \$42,000. Mr. Morris is sole owner of KSUN Bisbee, KHFH Sierra Vista, and is applicant for new am stations in Globe, Safford, Coolidge, Clifton, all Arizona. (Requests waiver of processing rules, freeze order, and establish cut-off date.) Ann. Aug. 16.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, August 22

	ON AIR		CPS	TOTAL APPLICATIONS
AM	3,093	49	144	672
FM	967	33	211	182
TV	885 ¹	73	93	125

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, August 22

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	17	59

COMMERCIAL STATION BOXSCORE

Compiled by FCC June 30

	AM	FM	TV
Licensed (all on air)	3,686	955	484 ²
Cps on air (new stations)	59	57	76
Cps not on air (new stations)	141	179	83
Total authorized stations	3,886	1,012	654 ²
Applications for new stations (not in hearing)	438	112	46
Applications for new stations (in hearing)	10	14	51
Total applications for new stations	448	126	97
Applications for major changes (not in hearing)	436	91	34
Applications for major changes (in hearing)	45	10	13
Total applications for major changes	481	101	47
Licenses deleted	3	1	0
Cps deleted	1	3	0

¹There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

CALL LETTERS ASSIGNED

WJMT Demopolis, Ala.—Bigbee Bcstg. Co.
WSIM Prichard, Ala.—Broadcast Service of Mobile Inc.; changed from WAIP.
KDEY Boulder, Colo.—Kenneth & Mischa Prather.
KRZY Albuquerque, N. M.—KHAM Inc.; changed from KRAZ.
WAQI Ashtabula, Ohio—Quests Inc.
KFCB Redfield, S. D.—Victoria Bcstg. System.
WOKA Douglas, Ga.—Coffee County Bcstrs. Inc.
WHHL Holly Hill, S. C.—Palmetto Communications Corp.
WBEB Moncks Corner, S. C.—Lord Berkeley Bcstg. Co.

New fm stations

APPLICATION

Globe, Ariz.—Carleton W. Morris. 100.3 mc, ch. 262, 11 kw. Ant. height above average terrain 2270 ft. P.O. address Drawer C, Bisbee, Ariz. Requests facilities of KZOW-FM that city. Estimated construction cost none; first year operating cost \$33,000; revenue \$37,500. Mr. Morris is sole owner, and is owner of KSUN Bisbee, and KHFH Sierra Vista, and is applicant for am stations in Globe, Winslow, Safford, Coolidge, and Clifton, all Arizona. Ann. Aug. 16.

Existing fm stations

APPLICATIONS

KUDU-FM Ventura-Oxnard Calif.—Mod. of cp to change type trans. and to change station location to Ventura, from Ventura-Oxnard. Ann. Aug. 16.
WLBG-FM Laurens-Clinton, S. C.—Mod. of license to delete second studio at Presbyterian College campus, Clinton, and change station location to Laurens, from Laurens-Clinton. Ann. Aug. 21.

CALL LETTERS ASSIGNED

KMPX (FM) San Francisco, Calif.—Crosby-Pacific Bcstg. Co.; changed from KHIP (FM).

84 (FOR THE RECORD)

WTAN-FM Clearwater, Fla.—Clearwater Radio Inc.
WINT-FM Winter Haven, Fla.—Angelo L. Fazzari.
KNCO-FM Garden City, Kan.—Ark-Valley Bcstg. Inc.
WHBI (FM) Newark, N. J.—Cosmopolitan Bcstg. Corp.; changed from WCOM (FM).
WLIB-FM New York, N. Y.—New Bcstg. Inc.
KRAV (FM) Tulsa, Okla.—Boston Bcstg. Co.
WPLN (FM) Nashville, Tenn.—Bd. of Directors Nashville Public Library.

Ownership changes

APPLICATIONS

WKEN Dover, Del.—Seeks assignment of license from J. Olin Tice (51%) and George H. Breivogel (49%), d/b as Coastal Carolina Bcstg. Corp., to Drew J. T. O'Keefe (65%) and Howard S. Parsons (35%), tr/as Capitol Bcstg. Corp. Consideration \$82,500. Mr. O'Keefe is owner O'Keefe Bcstg. Co., Levittown-Fairless Hills, Pa. and is attorney. Mr. Parsons is civil servant in Wilmington, Del. Ann. Aug. 20.

WTAL Tallahassee, Fla.—Seeks assignment of license from C. W. Hogan (82%) and C. M. McCuen (28%), d/b as WTAL Radio Inc., to F. W. Hazelton (60%), H. W. Rudd and D. C. Price (each 20%), tr/as Tallahassee Appliance Corp. Consideration \$175,000. Messrs. Hazelton, Price and Rudd each own 1/3 of WPAK, Thomasville, Ga. (Contingent upon transfer of license from WTNT Tallahassee, to WTAL Inc.) Ann. Aug. 20.

WTNT Tallahassee, Fla.—Seeks assignment of license from F. W. Hazelton (60%), H. W. Rudd and D. C. Price (each 20%), d/b as Tallahassee Appliance Corp., to C. W. Hogan (82%) and C. M. McCuen (28%), tr/as WTAL Radio Inc. Consideration \$115,000. (Contingent upon transfer of license of WTAL Tallahassee from WTAL Inc. to above assignee.) Ann. Aug. 20.

KSIG Crowley, La.—Seeks relinquishment of positive control of licensee corporation by Hirsch J. School (66.66%) through sale of stock to Louis Basso, who will then own

49.99%. Consideration \$17,500. Mr. School will also have 49.99%; remaining interest is held by Mrs. Basso (.01%). Ann. Aug. 16.

KSUM Fairmount, Minn.—Seeks assignment of license from John E. Hyde Jr. (82.9%), John E. Hyde Sr. (17%), and Katherine Hyde (1%), d/b as KSUM Bcstg. Co., to Charles V. Woodard Jr. (50%), Elizabeth R. Woodard (49.8%) and John T. Miller (2%), tr/as Woodard Bcstg. Inc. Consideration \$250,000. Mr. Woodard Jr. is former business manager of WIND Chicago; Mrs. Woodard is housewife; and Mr. Miller is part owner of advertising firm. Ann. Aug. 16.

KHDN Hardin, Mont.—Seeks assignment of cp from D. Gene Williams and Delbert Derthof (equal partners) d/b as Big Horn County Muscasters, to Hardin Bcstg. Co. (corporation of over 25 stockholders). Assignor no longer desires to construct station, and is transferring without financial consideration. Ann. Aug. 16.

KOHU Hermiston, Ore.—Seeks assignment of license from Carl F. (deceased) and Sarah Knierim (each 50%), d/b as partners, to Mrs. Knierim (100%), tr/as beneficiary of will. No financial consideration involved. Mr. Knierim has no other broadcast interests. Ann. Aug. 20.

WRAK-AM-FM Williamsport, Pa.—Seeks assignment of license from J. Hale Steinman (34%), John F. Steinman (18.3%), S. W. Steinman and S. S. Sianam (each 6.2%), Louise T. and B. R. Steinman, and C. S. Nunan (each 4%), and others, d/b as WGAL Inc., to J. Wright Mackey (76.9%), Glenn L. Sherman, Joseph Fryce, and Lawrence A. Paoloni (each 7.7%), tr/as Wright Mackey Corp. Consideration \$200,000. Mr. Mackey is manager of WRAK-AM-FM. Mr. Sherman is chief engineer of same, and Messrs. Fryce and Paoloni are radio engineer and sales manager respectively. Ann. Aug. 16.

KIZZ El Paso, Tex.—Seeks assignment of license from I. T. and Anne H. Cohen and Norman L. and Mariam W. Posen, partners, d/b as Sunland Bcstg. Co., to I. T. and Anne H. Cohen (each 25%), Roger F. Moore, Frank Feuille III, Gordon W. Foster, Robert H. Hoy, and James P. Tant (each 10%), tr/as Sunland Bcstg. Inc. Consideration \$15,000 to Mr. and Mrs. Posen for 50% interest; remainder of partnership assets to Mr. and Mrs. Cohen for 50% of stock of proposed assignee. Ann. Aug. 16.

KGBC Galveston, Tex.—Seeks transfer of control of licensee corporation from James W. Brandner Jr. (98%), deceased, to Lenore C. Bradner as recipient in will. No financial consideration involved. Ann. Aug. 21.

KTUE Tulla, Tex.—Seeks assignment of license from W. A. and Doris Amburn (each 49%), and G. J. Jennings Jr. (2%), d/b as KTUE Radio Inc., to Mr. and Mrs. Amburn (each 50%), tr/as sole proprietorship. No financial consideration involved. Ann. Aug. 17.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward denying application of Pioneer States Bcstrs. Inc., to move station WBYZ from Torrington to West Hartford, Conn., and decrease power from 1 kw to 500 w, continued operation on 990 kc, D, with DA. Action Aug. 22.

OTHER ACTIONS

■ Granted petition by E. G. Robinson Jr., tr/as Palmetto Bcstg. Co., and stayed for 30 days effective date of July 25 decision which denied applications for renewal of license and license to cover cp of am station WDKD, Kingstree, S. C. Pending review of petition to be submitted by Robinson for reconsideration of commission's July 25th action. Action Aug. 16.

■ Commission gives notice that June 25 initial decision which looked toward granting application of William H. Martin for new daytime am station to operate on 1350 kc, 1 kw, in Fort Myers, Fla., and dismissing with prejudice defaulted application of Peace River Bcstg. Corp. for new daytime am station to operate on the same frequency with 500 w, in Punta Gorda, Fla., became effective Aug. 14 pursuant to Sec. 1.153 of rules. Action Aug. 18.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted motion by Rensselaer Poly-

BROADCASTING, August 27, 1962

technic Institute and extended time to Sept. 15 to file response to petition to modify issues in proceeding on its application for renewal of license of WHAZ Troy, N. Y., et al. Action Aug. 18.

■ Granted petition by Broadcast Bureau and extended time to Sept. 10 for it to respond to petition by KFNF Bcstg. Corp. (KFNF), Shenandoah, Iowa, for mod. of hearing order in proceeding on its am application. Action Aug. 18.

■ Granted petition by Broadcast Bureau and extended time to Aug. 17 to file exceptions to initial decision in proceeding on application of Virginia Regional Bcstrs. for new am station in Chester, Va. Action Aug. 15.

■ Granted petition by Broadcast Bureau and extended time to Aug. 13 to reply to petition by Kenton County Bcstrs., Covington, Ky., to reconsider or in alternative to clarify memorandum opinion & order and to enlarge issues in consolidated am proceeding in Docs. 14125-7. Action Aug. 15.

■ Granted petition by Broadcast Bureau, and extended time to Aug. 15 to reply to petition by Edward Walter Piszczek & Jerome K. Westerfield for waiver of fm interim criteria in order to expedite proceeding on their application for new fm station in Des Plaines, Ill. Action Aug. 15.

■ Granted petition by Helix Bcstg. Co., and extended time to Aug. 24 to file opposition to petition by Cabrillo Bcstg. Co. to enlarge issues in proceeding on their applications for new am stations in San Diego and La Mesa, Calif. Action Aug. 14.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

■ Granted joint petition by applicants, and extended time to Sept. 10 to file proposed findings and to Sept. 20 to file replies in proceeding on applications of 1540 Radio Inc. and Eliades Broadcast Co. for new am stations in Richmond and Hopewell, Va. Action Aug. 14.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Broadcast Bureau, and extended time from Aug. 15 to Aug. 24 to file findings of fact and conclusions of law and from Sept. 4 to Sept. 7 to file reply findings in proceeding on applications of Beacon Bcstg. System Inc., and Suburban Bcstg. Inc., for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Aug. 15.

■ Granted joint motion by Peninsular Bcstg. Co., Grand Bcstg. Co., and West Michigan Telecasters Inc., and quashed notices of intention to take deposition filed on July 26 by MKO Bcstg. Corp., and scheduled hearing conference for Sept. 14 for purpose of reconsideration and final determination in matter of taking testimony of noted witnesses in Grand Rapids, Mich., tv ch. 13 proceeding. Action Aug. 14.

By Hearing Examiner Herbert Sharfman

■ Upon request by General Communications Inc. (KXKW), Lafayette, La., and without objection by other parties, extended time from Aug. 20 to Aug. 30 for filing response to petition by South Mississippi Bcstg. Co., for leave to amend its application for new am station in Mississippi City, Miss. Action Aug. 17.

BROADCAST ACTIONS

By Broadcast Bureau
Actions of Aug. 21

WMSJ, WMSJ Inc., Sylva, N. C.—Granted transfer of control from Harold H. and Meredith S. Thoms and Matilann Thoms Gennett to James B. Childress; consideration \$42,405.

KARY, Prosser-Grandview Bcstrs. Inc., Prosser, Wash.—Granted transfer of control from Raymond Rockstrom, et al (majority stockholders) to Jack L. Quinn; consideration \$15,167.

*KUER (FM) Salt Lake City, Utah—Granted cp to change ant.-trans. location (site of KUED(TV) trans.), install new ant., make changes in ant. system, change ERP to 1.1 kw and ant. height to 2,950 ft.

WHHM Memphis, Tenn.—Granted cancellation of license covering alternate main trans.

WIL St. Louis, Mo.—Granted cancellation of license covering installation of new auxiliary trans.

WKKO Cocoa, Fla.—Granted renewal of license for am station.

■ Granted SCA on multiplex basis for following fm stations: WKRG-FM Mobile, Ala.; KBLE(FM) Bellingham, Wash.; KHAK-FM Cedar Rapids, Iowa; WTAG-FM Worcester, Mass.

WFAA-AM-FM-TV, A. H. Belo Corp., Dallas, Tex.—Granted transfer of control from E. M. Dealey, James M. Moroney and H. Ben Decherd Jr., trustees of G. B. Dealey Trust, to Joseph M. Dealey, James M. Moroney Jr. and H. Ben Decherd Jr., trustees of G. B. Dealey Trust.

WYSI, Ypsilanti Bcstg. Co., Ypsilanti, Mich.—Granted acquisition of positive control by Craig E. Davids through purchase of unissued stock from company of same name.

KFAM St. Cloud, Minn.—Granted cp to make changes in ant. system (decrease height).

WLWM (FM) Nashville, Tenn.—Granted mod. of cp to change ant.-trans. and studio locations, make changes in ant. system (increase height), increase ERP to 20 kw and ant. height to 175 ft., and change type ant.-trans. and ant.

■ Waived Sec. 1.323(b) of rules and granted cps to replace expired permits for following new vhf tv translator stations: K08DK, Glade Park Tv Assn., West end of Glade Park, Colo.; K10BS Thompson Tv Assn., Thompson, Utah.

■ Granted cps to replace expired permits for following new vhf tv translator stations: K08CC, K10CH, K12CC, Mt. Pleasant City, Mt. Pleasant, Utah; K02BL, K04BG, K06BM, Battle Mountain Tv Assn., Minturn and Gilman, Colo.; K06BD, K07CD, Nile Valley Tv Assn., Nile Valley, Wash.; K12CQ, Broadus Tv Club, Broadus rural area, Mont.

■ Granted mod. of cps to change type ant. for following stations: KUFY(FM) Redwood City, Calif.; KFAM-FM St. Cloud, Minn., and make changes in ant. system; condition; WEPM-FM Martinsburg, W. Va., and change type trans.

Actions of Aug. 20

KTVH (TV) Hutchinson, Kans.—Granted cp to change type trans., type ant., ant. structure, trans. location and ant. height to 1520 ft.; condition.

WIFI (FM) Philadelphia, Pa.—Granted cp to change type ant.

WSWN Belle Glade, Fla.—Granted cp to change ant.-trans. and studio locations and make changes in ground system.

WMID Atlantic City, N. J.—Granted cp to change ant.-trans. location and make changes in ant.-ground system.

KQFM (FM) Portland, Ore.—Granted cp to change ant.-trans. and studio locations. ■ Granted cps to change type trans. for following stations: KXEL-FM Waterloo, Iowa, increase ant. height to 202 ft., change type ant., make changes in ant. system and transmission line; ERP to 3.6 kw; redescription of trans. and main studio locations; KLTF Little Falls, Minn.; KLOM Lompoc, Calif.

WGLC Centerville, Miss.—Granted renewal for am station and assignment of license to Benton O. Bickham and Leonard J. Giacone; consideration \$18,000.

Actions of Aug. 17

■ Granted cps for following new vhf tv translator stations: All-Alaska Bcstrs. Inc., on ch. 9, Nenana, Alaska, to translate programs of KFAR-TV (ch. 2), Fairbanks, Alaska; Kent County Development Corp., on ch. 5, Jayton, KCBT-TV (ch. 11), Lub-

bock, both Texas.

WBOX Bogalusa, La.—Remote control permitted.

KLME Laramie, Wyo.—Remote control permitted (auxiliary studios).

WFRB Frostburg, Md.—Granted change of facilities from 740 kc, 250 w (CR), D, to 560 kc, 1 kw, D; make changes in transmitting equipment, changes in ant. (increase height) and ground systems; condition.

KVOY, Colonial Bcstg. Corp., Yuma, Ariz.—Granted involuntary assignment of license to King Lees, receiver.

WFBG Altoona, Pa.—Granted mod. of license to operate main trans. by remote control (nighttime operation); conditions.

KEEZ (FM) San Antonio, Tex.—Granted cp to increase ERP to 57 kw, and install new trans.; remote control permitted.

WFAA-FM Dallas, Tex.—Granted cp to increase ERP to 57 kw.

WCCC-FM Hartford, Conn.—Granted cp to replace type trans.

K70CN, K75AY Myton, Utah—Granted cps to replace expired permits for new uhf tv translator stations.

WRST Jackson Mich.—Granted mod. of cp to change ant.-trans. location; and extension of completion date to Nov. 1.

■ Granted licenses for following am stations: WFNL North Augusta, S. C., and change type trans.; WXVA Charles Town, W. Va., and specify studio location and remote control point; condition.

■ Waived Sec. 1.323(b) of rules and granted cps to replace expired permits for following new vhf tv translator stations: K09CP, K13DJ, Park Non-Profit Tv Inc., Livingston and Chadbourne, Mont.; K04BC, K05AT, Minersville Tv Committee, Minersville, Utah.

■ Granted cps to replace expired permits for following new vhf tv translator stations: K10DP, Chamber of Commerce of Fort Sumner, N. M., Fort Sumner, N. M.; K06BE, Costilla County Tv Booster Assn., San Luis, Colo.; K11DK, Riverside Tv Inc., Ahsahka, Idaho; K11CL, Strater Tv Club, Malta, Strater and Wagner, Mont.; K02BD, K13CE, Verdigre Tv Booster Committee, Verdigre, Neb.

■ Granted cps to install new transmitter for following stations: WWRN Beckley, W. Va.; WAMW, WFML(FM) Washington, Ind., and change main studio locations; remote control permitted.

■ Granted mod. of cps to change type trans. for following stations: WCRL Oneonta, Ala.; WRST Jackson, Mich.; WWOK Charlotte, N. C., and change ant.-trans. location; WAPC-FM Riverhead, N.Y., and change type ant.; WVOH Hazlehurst, Ga.; WBRW Brewster, N. Y.; WFMG(FM) Gallatin, Tenn.; WBAX Wilkes-Barre, Pa.; KAMS(FM) Mammoth Spring, Ark.; WNOH Raleigh, N. C., specify studio location and remote control point; KRSN Los Alamos, N. M.

Actions of Aug. 16

WTVW (TV) Evansville Tv Inc., Evansville, Ind.—Granted transfer of control from Rex Schepp, Ferris E. Taylor and Miklos Sperling to Producers, Inc.; con-

Continued on page 91

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- SITUATIONS WANTED 20¢ per word—\$2.00 minimum ● HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Midwest opportunity. Promotion manager, account executive, continuity director, production manager, junior copy writer, broadcast engineer, broadcast equipment sales engineer, broadcast equipment design engineer, sales application engineer, production line supervisor for broadcast equipment and radio assembly. Contact E. M. Sears, Box 62, Bloomington, Indiana. Sarkes Tarzian Inc.

Management

Sales manager—eastern market. Top station in area, owned by major group. Five man sales staff. Send resume, references to Box 307P, BROADCASTING.

Position open for working general manager of a Texas day time station. Must assume full control of station. Good market . . . good profit station with more potential. Send full details of your background. Box 319P, BROADCASTING.

Sales

Salesman - announcer. Michigan station. Small market. Big opportunity. Salary plus commission. Send resume, references. Box 949M, BROADCASTING.

St. Louis . . . Good salesman. proven sales background. Management experience, or ready. Top independent, multiple chain, good salary plus. please write fully. Box 141P, BROADCASTING.

Experienced salesman for permanent position. Send full details and photo to WPAG, Ann Arbor, Michigan.

Southeastern—Top Rated Metro Station—needs experienced salesman with management potential for immediate opening. Interested area applicants only. Must be 30-43, married—have excellent references. Guarantee—moving expenses—rapid advancement for creative producer. Send photo—complete resume. Box 257P, BROADCASTING.

Need ambitious salesman. Two station market with plenty of potential. Corporation has excellent insurance plan, paid vacation and ideal working conditions. Salary and commission open will depend on caliber of application. Contact Frank Haas, WMRI, Marion, Indiana.

Sales manager. experienced hustler. Salary plus commission. Opportunity for assistant manager. Send resume, photo, WJIL, Jacksonville, Illinois.

Salesman experienced radio tv promotions. Excellent commissions. Contact Robert E. Douglas, Radio TV Features, 1801 Nicollet, Minneapolis 3.

Local sales position available for right man with advertising agency, 705 Olive Bldg. Can make \$139.72 to \$205.17 weekly, radio and tv. St. Louis 1, Missouri.

Executive Salesmen, management experience, proven sales background. Full-time travel (home weekends), protected localized territory. Residence in territory required; preference given residents of 3 available territories: "New England states—Eastern New York;" "North Dakota—South Dakota—Minnesota—Wisconsin;" "Nebraska—Iowa—Kansas—Missouri." Openings immediately, personal interviews required. Extensive field training provided. Salary, commission—incentive plan. Earnings unlimited. Major Medical, other benefits. Resume, references, pix; Community Club Awards, Westport, Connecticut.

Help Wanted—(Cont'd)

Sales

Earn extra money . . . sell radio's hottest capsule and 5 minute features, including biggest show biz and sports names. Also jingles and sales promotion ideas at lowest prices. Write . . . Creative Services, Inc., 75 East Wacker Drive, Chicago 1, Illinois.

Announcers

Opening anticipated for good, experienced announcer seeking long-term position with well established station in Midwest. We are AM-FM-TV, and although opening is radio, some TV possible if interested. Adult delivery and above average voice quality essential. Many opportunities for person with genuine professional interest. Tape, photo, resume to Box 164P, BROADCASTING

Ohio—Record shows daily television hop on weekend. Big money—tape immediately. Box 245P, BROADCASTING.

Negro gospel dj, experienced with minimum regional speech characteristics. Must be capable of quality news delivery. Mail tape, complete resume, recent photo, earnings, education. Metro. Chicago. Box 256P, BROADCASTING.

Good announcer with 1st phone capable of routine am-fm maintenance. Ideal working conditions with adult station in southeast Florida resort area. Start \$475. Box 295P, BROADCASTING.

Announcer. first phone. No others need apply. Send tape and resume. Include specific salary requirements. Rush. Need immediate. Glen A. Halbe, KCRB, P. O. Box 132, Chanute, Kansas.

Experienced good ad lib announcer for 1 kw daytimer. Prefer mature married man from midwest looking for permanency. No rock and rollers. College town over 10,000. \$125.00 per week starting. Resume and tape to KBRK, Brookings, South Dakota.

Announcer with sales experience or desiring sales. Above average salary. Personal interview required. KLEX, Lexington, Mo.

Opportunities in new station. May or female. Announcing experience and some sales ability. Age no barrier. Must have drive! Up to \$200.00 per week for the right people. Send tape, resume, and a short biography first letter. WAQI, Box 108, Ashtabula, Ohio.

Live wire morning man for good music station to fill first morning man opening in over 3 years. Must be experienced and mature. Send tape, complete resume and salary expected in first letter. All tapes will be returned. Strictly announcing, no writing or sales. Reply William Winn, Production Director, WESE, Bradford, Penn.

Immediate opening for morning man with experience. 5 a.m. sign-on. Middle of the road music and news operation. Opportunity for some high school football play by play. Applicants from Southeast only. Ed Mullinax, WLAG, LaGrange, Georgia.

Attention "swingers"! Vacationland calling! WJAB Portland, Maine's giant, has immediate opening for swinging top 40 dj. If you know modern radio, want to work with a staff that does, and be well paid too, rush tape and resume to R. B. Durgin, General Manager, WJAB, Portland, Maine.

Announcer 1st phone, \$105 weekly. KSEN, Shelby, Montana.

Help Wanted—(Cont'd)

Versatile, experienced, first phone announcer for night shift. Mail tape with application to Bob Yongue, WATO, Oak Ridge.

Immediate opening announcer, 1st phone, no maintenance. Rush tape, resume. WBRD, Bradenton, Florida.

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.

Immediate opening news, announcing position. Need versatile, experienced man. Send tape, complete resume, photo to, WMLX, Mt. Vernon, Illinois.

Now auditioning quality voices for New Orleans show radio WSHO, 635 Common Street, New Orleans. Tapes only, no phone or in person calls.

Immediate opening for announcer/1st phone combo man. Growing station in a growing community. Heavy on announcing, light maintenance. Write, with tape and resume, to: WBEV, Beaver Dam, Wis.

"Announcer, first phone required, no maintenance. Also, announcer-newsman who can do play by play sports. Excellent salaries, fringe benefits, increases, and pleasant living and working conditions. Immediate openings at successful 5 kw station in agricultural trade center. Phone collect, or write, to Al Clark, Winner, S. D.

Technical

"Immediate opening for Engineer-Announcer. Maintenance a must. Successful 5 kw daytimer in plains state. Fine equipment, beautiful new studios and offices. Ideal community for family man, offers fine schools, churches, hospital and recreation. Excellent starting salary, fringes, and a permanent future with increases. Only highest calibre person acceptable. Send photo, tape, resume and references to Box 292P, BROADCASTING.

Chief engineer for long-established Virginia full-time station in small market. Position offers security and many benefits. Announcing or sales ability helpful but not essential. Theory, technical and practical ability a must. This is a settled, hard working, friendly operation, and we want a man with the same qualities. Box 294P, BROADCASTING.

Combo man, first phone, with technical knowhow and voice for limited board shift on up-tempo, modern sound station. 200,000 metro population. Midwest. \$400.00 month to start. Box 302P, BROADCASTING.

Nebraska station needs mature combo chief engineer. Prefer family man desiring permanence. Write Box 322P, BROADCASTING.

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.

Regional radio station in northeast has opening for competent, hard working, stable, chief engineer. Top pay for qualified man. Box 237P, BROADCASTING.

Engineer announcer. 33½ hours plus maintenance New York state. 250 soon going 1 kw. Opportunity advance multi-station operation. Tape, resume. WHUC, Hudson.

Chief engineer with fm experience for educational station. Must be willing to do informal OJT. Drifters need not apply. Contract annually. First ticket of course. Write WISC-FM, Wilberforce, Ohio.

Help Wanted—(Cont'd)

Technical

1st phone engineer-announcer, WORT, New Smyrna Beach, Florida.

First ticket engineer for 1000 watts day in southern Maine. Write or call John A. Carlson, WSME radio station, Sanford, Maine. Phone 2464 or 2465.

First class radio engineer with experience. Contact Manager, WTSL, Hanover, N. H.

Chief TV engineer. Will have part time student assistant. Boston University closed circuit operation. Engineer should like young people and have taste for experimentation. Equipment mostly Dage. Start immediately, \$8,500. One month vacation. Write Dean, School of Public Relations and Communications, 640 Commonwealth Avenue, Boston.

Immediate opening, 1st phone for transmitter watch. 5 kw DA-D. Permanent position. No experience required. WVIP, Mount Kisco, N. Y.

Transmitter engineer for top rated 5 kw directional station in Wilmington, Delaware. Work involves no announcing and offers excellent opportunity for technical advancement. Write or phone Al Smith, 414 French Street, Wilmington, Delaware, OL 4-8881.

Production—Programming, Others

Writer. You're bright, literate, see radio copywriting as good discipling and great opportunity to sell and excel in developing self and sales. Free hand, creative atmosphere in top indie dominating important test market. Box 238P, BROADCASTING.

One man news department. Group owned network affiliate Virginia city, population 14,000. Start \$325.00 monthly plus 15% commission if can sell. Potential more important than extensive experience. Box 265P, BROADCASTING.

Commercial manager. Idea man who can produce, write and announce if necessary. Midwest radio/tv, air copy, photo, references, salary, resume to Box 312P, BROADCASTING.

Experienced copy writer for 5 kw Rocky Mountain radio station and full power tv station. Salary open. Excellent chance for advancement. Outdoor sports area. Write to KLIX TV, Box 547, Twin Falls, Idaho.

RADIO

Situations Wanted—Management

General Manager; ten years present location; wants greater challenge (market 300,000 up). Management, sales, TV operation. Box 192P, BROADCASTING.

Commercial manager, presently employed. Thirty-three with 8 years experience. Desires to take over management of good station in medium or small market in Midwest. Best references, good sale and news record. Also announcer, graduate of numerous sales and public relations courses, civic minded and ambitious. Box 262P, BROADCASTING.

Have a poor, unprofitable station? I'll sharpen it and show a profit. Top commercial manager, 1st phone, seek complete management. . . Georgia, Ala., Miss., Tenn. Box 293P, BROADCASTING.

Successful manager, strong sales. Mature. Thoroughly qualified. Want complete responsibility southeast, \$10,000. Box 304P, BROADCASTING.

Successful sales manager, married employed, and competent. Seeks managerial challenge. Top media, business and personal references. Box 313P, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Is your station losing money? Downhill profitwise? Large or small market, radio or tv. I'll gamble with you that it can be made to pay. I can cut expenses by working hard myself and also sell and promote while culling the staff of non-producers. I want a basic salary plus percentage of increase payable in stock, not in cash. You have nothing to lose. Write me today. Box 305P, BROADCASTING.

Successful station manager. Married, family, major market radio experience. Desires mid atlantic area. Top references. Box 314P, BROADCASTING.

Proven record sales. Ten years experience all phases radio. Young . . . degree . . . civic leader . . . family . . . network voice . . . emphasis on sports and news. 5 years present position. Kermit Womack, KLEX, Lexington, Mo. AL 9-3232.

Sales

Air salesman personality. Announcer disc jockey, newscaster. Tight production, bright, energetic. Frederick Montgomery, P. O. Box 51, S. I. 10, N. Y.

Announcers

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 602M, BROADCASTING.

Kazoo player. Also offbeat humorous dj. Authoritative newscaster. Production voices. 3 years. Veteran. Box 20P, BROADCASTING.

Married, versatile, four years in major market, radio & TV, want to settle with station of opportunity. Box 168P, BROADCASTING.

Announcer, dj, news, sports, Thoroughly experienced pro, some tv. Want to move up. Honest, sincere, loyal. Box 222P, BROADCASTING.

Hot country personality. Knocks 'em dead, keeps the log red. Box 234P, BROADCASTING.

Attention Top 20 Markets and only station with quality sound in public interest. Rated number one (with good music) in nine station major metro survey. (Pulse). Seek larger more challenging, creative environment. Dedicated to programming a la NAB. Radio personality and or TV announcer. Box 250P, BROADCASTING.

Top 40 Negro disc jockey, first phone, will work hard. Box 254P, BROADCASTING.

Experienced announcer, pd, news, sports, sales, programming. Single, veteran, excellent references. Box 255P, BROADCASTING.

Female, dj announcer, continuity writer, tight board, bright sound. Box 258P, BROADCASTING.

Top rated personality: major market, dramatic news, sports, swinging dj, available now, references, five figures. Box 260P, BROADCASTING.

Successful small station manager desires to relocate in medium or large market in Arizona or California. Doubled stations business in 20 months. First phone license. Box 266P, BROADCASTING.

One top forty jock, one top forty newsman. Available together or separately. Box 267P, BROADCASTING.

Seeking permanent position as staff announcer radio and/or TV. Currently employed through September 1st as TV announcer with Storer Broadcasting. Total seven years commercial, non-commercial experience. Pleasing voice, appearance, personality. 27, B.A. degree, no ties, will travel. Video type, audio tape available on request. Box 275P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer/engineer. First phone, directional experience, one year experience in announcing looking for job in south or south east. Available September 1, 1962. Box 276P, BROADCASTING.

First phone announcer, 27, family, excellent references. Quality, low turn-over station only. \$110 minimum. No early shift. State hours and salary. Personal interview. Box 280P, BROADCASTING.

Announcer 2nd class license, no experience, ability to learn fast. Will send written resume and tape with brief news summary and commercials. Box 281P, BROADCASTING.

Staff announcer, 5 years experience, very strong on sports and news, desires to relocate with station who appreciates good men. Prefer Western states, will listen to all offers. Presently employed, available after October first. Box 282P, BROADCASTING.

Announcer, 1st phone, 12 years experience. Mature professional sound. Good music only. Box 283P, BROADCASTING.

Real pro wants to relocate. Seven years of top ratings in major and medium markets. Family. First phone. \$150 to start. Box 284P, BROADCASTING.

Friendly personality d-j, announcer seeks security. 2 years experience, tight board, knows music. Not a floater or screamer. Box 285P, BROADCASTING.

Experienced dependable quality announcer. Single. 31, anywhere United States. No car. \$80 minimum. 234 Crescent Street, New Haven, Conn. UN 5-3528.

Air personality, tight production. Seek opening with growing station away from N.Y.C. Available beginning September 1, (non-Caucasian). Box 290P, BROADCASTING.

Why is a bluebird blue? So you can tell him from an elephant! Original or is it aboriginal early morning personality dj. Creative humorous style, prepares show in advance. First phone. Box 298P, BROADCASTING.

Young exciting radio-tv personality currently doing tv weather, sports, plus solid record show seeks new market. Morning or afternoon radio alone, or radio tv combination. Top production: play by play, all sports. \$125.00 minimum. Prefer Midwest. All areas considered. Box 301P, BROADCASTING.

First phone announcer, college, extensive training, ambitious, needs night opportunity. Box 303P, BROADCASTING.

Employment needed for personality. 21, single. Experience 2 years, up-tempo medium market. Box 306P, BROADCASTING.

Sportscaster, news, staff. Radio/tv. 10 years experience. References. Family. Box 309P, BROADCASTING.

Announcer-dj. Family man, tight board. Vivid personality, good sound. Will relocate. Box 310P, BROADCASTING.

First phone announcer. 7 years experience for pod and copy. Richard McHargue, Trenton, Mississippi, Phone EL 9-3071.

Announcer engineer 14 years. Prefers non-chief position at station needing quality. Pop country deejay. Mike Faxton, KTMC, McAlester, Oklahoma.

Attention Illinois and west. #1 pulse rated jockey past 4 years with strong production wants top 40 or middle of the road operation. 1st phone too. Call dj. at 217-529-2271.

I am, 25 single, vet. I have BA—English Lit., 2 years experience. (College radio). Broadcasting school certificate. I Don't have, laziness, limited ideas, dandruff. I want, metropolitan area or college town, a chance to develop in announcing and writing . . . and salary you feel I'm worth when we meet. Joel G. Coleman, 2343 F North Geneva Terrace, Chicago 14, Illinois.

Situations Wanted—(Cont'd)

Announcers

Available immediately. Proven professional. 5 years experience major markets. Top 40 middle of road. Personality but not screamer. References of past employers outstanding. Prefer midwest, east, consider others. Box 316P, BROADCASTING.

Now employed in major city of Ohio. Desire pop music format. Production minded. Money not important. Leading references. Travel anywhere. Box 317P, BROADCASTING.

DJ-Ohio, Indiana, Kentucky. College graduate. 2 commercial years experience plus background as copywriter. Resume, tape at once. Box 323P, BROADCASTING.

Experienced newsman seeks on air radio-tv position. Can do production, writing, airing, reporting. Available immediately. Contact Harold Platzker, 785 West End Ave., New York 25, N. Y. University 4-2829.

Proven record sales. Ten years experience all phases radio. Young . . . degree . . . civic leader . . . family . . . network voice . . . emphasis on sports and news. 5 years present position. Kermit Womack, KLEX Lexington, Mo. AL 9-3232.

Started in radio in 1955, commercial radio "59" in Chicago since "60". Rick Wade, c/o Buena Park Hotel, 4145 N. Broadway, BI 8-2020.

High school student desires part time job in radio, Milwaukee area. Call WO 4-4092.

New York City vicinity reliable air personality. Four years experience. Looking for a position with a future, nice working conditions. Box 201P, BROADCASTING.

"Announcer/Copy-writer. Excellent references. Sincere, Reliable, very creative and lots of drive. Must write but also want mike work. Experienced. Allan Griffin, P. O. Box 188, Manomet, Mass."

Technical

Chief engineer, or staff with large station. Thirteen years experience. Ga., Fla., S. C. preferred, all considered. Box 133P, BROADCASTING.

Chief engineer now employed of am-fm station seeking new position in radio station or related field in New York, New Jersey area by October the 15th. No announcing. Box 253P, BROADCASTING.

13 years broadcast engineer. 6 years chief engineer 5 kw D.A. and fm. Family, car, no announcing. Available 2 wks notice. Box 287P, BROADCASTING.

Chief engineer and announcer for three years. Desire New Mexico or Arizona. Will consider all west of Mississippi. At present location 2½ years. Married, veteran, 31. Available 30 days. Lyle, 4446 Blaisdell, Mpls, 9, Minnesota.

Production—Programming, Others

Experienced, creative copy and promotion director seeks challenging position northeast. Box 46P, BROADCASTING.

Seeking responsible position as radio program director, heading news department, doing sports play-by-play. Broadcast grad, college, military complete, 25, married. Solid all phases. Small market preferred, others considered. Currently news director, 5-station market. Box 284P, BROADCASTING.

Currently employed in major market as newscaster-reporter. Journalism radio background; college graduate. Anywhere. Availability two-four weeks. Box 274P, BROADCASTING.

Nine years experience, four years management, first phone, strong on production and promotion. Versatility?? Name it, I've done it. Sales promotions make more per year than my salary. Box 320P, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Professional broadcaster, age 28—major market experience including McLendon, in programming promotion, management. Married, college, highest industry references. Box 326P, BROADCASTING.

Experienced newsman now in five-figure public relations position desires return to quality radio. Strong on features and commentary, excellent writer. Versatile—music, sports, commercials. Civic minded. Radio-television degree from major university. Write or wire Post Office Box 281 Logansport, Indiana.

"Experienced News Director. Strong copy also. Young, willing to travel. Prefer very little air work. Salary open, but want security. Available September first. Tape on request. Personal interview preferred. Box 296P, BROADCASTING.

Program-Sports Director seeking advancement and challenge in programming-sports or news-sports. Twelve years experience, college graduate, family. All sports including baseball recreation. Top references. \$150 minimum. Box 297P, BROADCASTING.

Experienced male copywriter with additional sales background. Available immediately anywhere midwest. W. H. Thoms, 425 Lafayette Avenue, Columbus, Indiana, Phone 372-6070.

TELEVISION

Help Wanted—Management

Promotion manager, opportunity for young man, who is now probably promotion assistant, #2 man, or handling station promotion in small market, to assume major responsibilities in promotion, publicity, and merchandising for group owned tv property in important Eastern market. Send resume to Box 308P, BROADCASTING.

Immediate opening. TV engineer with first phone for professionally equipped closed circuit operation. Operating and maintaining studio equipment and VTR. Contact: Glen Bishop, WMUK, Western Michigan University, Kalamazoo, Michigan.

Announcers

Staff announcer wanted. Some experience in TV weather required. 3 station market in southwest. Send film or tape with resume to Box 206P, BROADCASTING.

Leading southwest 3 station market. Good commercial announcer needed. Will be responsible for daily live show. Send tape or film with resume to Box 207P, BROADCASTING.

Future opening, television newsman. WJXT, Jacksonville, Florida. Writing, filming, on-camera. Send SOF or VTR with first reply. \$125 Mo. Start. Benefits.

Technical

Chief engineer needed for UHF television station in New York state. Will consider transmitter engineer looking toward chief engineer. Box 315P, BROADCASTING.

First class license, tv maintenance. Write giving complete history, KWEX-TV, P. O. Box 9225, San Antonio, Texas.

Chief engineer for small New England television station. Television maintenance experience necessary. Fine future, congenial surroundings. Write Box 228P, BROADCASTING.

Maximum power VHF major market station in east requires highly qualified chief engineer. Write Box 236P, BROADCASTING, outlining qualifications, references, and salary requirements.

Help Wanted—(Cont'd)

Technical

Experienced first class licensed man for permanent position. Minimum of two years experience. Accent on video switching as well as technical ability. Contact: Harold Eskew, WCHU TELEVISION, Hotel Inman, Champaign Illinois. Phone 352-7673.

Production—Programming, Others

Public relations, publicity, promotion—Prominent group station in South seeks talented young man experienced in public relations, publicity, promotion. Top-level position demands creative, aggressive person—preferably in college graduate. Salary commensurate with experience. Attractive company benefits. Send resume and recent photo to Box 261P, BROADCASTING.

TELEVISION

Situations Wanted—Management

Are you seeking an able executive to solve your radio or tv management and sales problems? I have proven experience on Madison Avenue with leading national spot on tv rep, ad agency in the top ten, radio network, plus general management of radio station. Resume sent by return mail. References upon first meeting. Write Box 278P, BROADCASTING.

Need a right hand man: 10 years operations, program, production, local and national sales managers. Able, creative, special skills. Mature reliable man seeking challenging opportunity with a future. South or southwest. Resume. Box 324P, BROADCASTING.

Sales

Announcer experienced in all phases desired medium or major market. Best of qualifications and references. Box 252P, BROADCASTING.

Announcers

Announcer experienced in all phases desired medium or major market. Best of qualifications and references. Box 252P, BROADCASTING.

Experienced, 9 years tv, radio. Employed, tv, Married, 26, responsible, relocate. \$125 plus. Box 289P, BROADCASTING.

Top tv announcer looking for staff position in major market west of the Mississippi. Excellent news, weather, sports, and commercials. 2 years tv, 7 years radio. Box 286P, BROADCASTING.

TV kiddie personality, wants new tv field, preferably in mid-west or eastern market. Young entertainer with wide experience, and a two year successful kids show in Ohio station. Good knowledge of make-up, capable of over 50 types of characterizations, has also done tv studio announcing, teen age tv dance show. Can also do late horror show, having been on road with spook show, plus his own stage show. Can communicate very nicely with any type audience, kiddies, adult, or mixed. Present tv show has held most of same sponsors since first show. Very versatile, Write Box 311P, BROADCASTING, for complete resume.

Technical

F.C.C. second phone license, beginner ability to learn fast. Will travel. Box 268P, BROADCASTING.

Recent graduate from De Vry Technical Institute with 3rd class license, desires work in tv station as an engineer. Guald Meinders, RRI Fox Lake, Wisconsin. Phone R4-12.

Situations Wanted—(Cont'd)

Production—Programming, Others

News director, three-station experience, will give your station successful basic news approach to handle competition. Box 191P, BROADCASTING.

Director, producer, writer, announcer. 4 in 1 premium package. 7 years experience. available now! Box 171P, BROADCASTING.

T.V. stations with target date: Have started 3 T.V. stations, know the problems and where to cut corners. 10 yrs. as crewman, studio supervisor, producer director, and production manager. At present employed but vegetating from lack of challenging work. 30 yrs. old, 1 wife, 1½ children. Would like to relocate before winter. Resume on request. Box 279P, BROADCASTING.

Newsman currently top 10 market. Excellent camera appearance and presentation. Gather and write, do own film work. Have headed department. Won recent state award for news coverage. Family man, 36, Journalism major. Available almost immediately. References excellent all the way. Box 288P, BROADCASTING.

FOR SALE

Equipment

16mm Bolex H 16 with 17 to 70mm telephoto. Perfect tv news camera. Used 90 days—new condition. \$300.00. Victor Michael. WMLP. Milton, Penn.. PI 2-8705.

Altec 331-B limiter, used, meter missing, will pass proof, \$150.00. F.O.B. T. Dudas. Box 215, Doerun, Ga.

Ampex 601-2 half track stereo recorder, eighteen months old. Used for home listening only. \$525. Bill Jackson, WFAA-TV, Dallas, Texas.

Audio equipment . . . plug in amplifiers, vertical attenuators. List. Box 156P, BROADCASTING.

For Sale or Trade: One Giant View large screen projector (with rear screen) Model 912-A. Video Bandwidth Tuner 4 mc.. Line 5 mc. Power required 115-120 volts a.c. at 5.5 amperes. Weight 400 lbs. Size 21½" x 23" x 61". 300 ohm R.F. input. Audio output—Phone plug 8 ohm, or low or high impedance. Also internal speakers. External video-input normal 1.4 volt coax connector. Box 187P, BROADCASTING.

Two complete TK-31 RCA field camera chains in perfect condition, missing only tripods. Box 239P, BROADCASTING.

4 Gates cartridge playback units; 1 recorder; 1 switcher; 2 remote control units; all used less than one year. Will sell for \$2,250.00. Box 318P, BROADCASTING.

Collins 300G transmitter, 250w, excellent condition, some extra tubes, \$750. WMBH, Joplin, Mo.

T.S.C. Profitmaker rear screen projector 4000 watt lamp with dimmer, 9' x 12'. Roll up screen, \$375.00. Chief Engineer, WNOK TV, Columbia, South Carolina.

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.

Fedelipac cartridges—best prices, fastest delivery. Reconditioning service. Cartridge equipment. Sparta Electronic Corporation, 6340 Freeport Boulevard, Sacramento, California.

For Sale—(Cont'd)

Equipment

Xmission Line; Teflon insulated, 1¼" 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.

Priced to sell, ampex 601.2, with case and rack mount, 2 RCA 44BX microphones newly rebuilt. RCA disk cutter also newly rebuilt. Complete with pre-amp and RCA amplifier. Larry's Record Service, Crestline, Ohio.

4-tower construction microwave towers, type 35 and 26/27, 50'-100'-150' 220' guyed. 6 passive reflectors, 8-8' parabolic reflectors (heated) with covers and stands. F.A.A. lighting systems with photo electric cells, various flexible and rigid waveguide, 3-12' x 21'. Armco insulated Bldgs. equipped for microwave. All for 7000 mg system. C. R. Moyer, 825 Missouri Circle, Casper, Wyo. Phone 234-5476.

WANTED TO BUY

Equipment

1 kw GE uhf transmitter wanted. Might use other make. Address Box 259P, BROADCASTING.

Need at once, mikes, limiters, A.E.C. auto program equipment, 1 kw transmitter. and tower. Box 263P, BROADCASTING.

Will buy or lease used tv remote units, fully equipped, with or without tv recorder. Box 325P, BROADCASTING.

Part or all equipment for proof performance. KROX, Crookston, Minn.

Wanted, used weather radar in working condition. State type, condition and price first letter. Box 291P, BROADCASTING.

Urgently need any type FCC approved am frequency monitor. Advise price, condition immediately collect wire. Also need Gates St-101 tape spotter and good dual channel or 10 input audio console. John B. Ledbetter, Broadcasting Engineering Services, P. O. Box 391, Buena Park, California.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

TF (until forbid)

RATES

Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)

Help Wanted—25¢ per word—\$2.00 minimum

Display ads \$20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)

1" 2" 3" 4" other

All other classifications 30¢ per word—\$4.00 minimum (No charge for blind box number)

Indicate whether Radio or TV

Radio

TV

HELP WANTED

- management
- sales
- announcers
- technical
- production-programming

SITUATIONS WANTED

- management
- sales
- announcers
- technical
- production-programming

FOR SALE

equipment

WANTED TO BUY

stations
 equipment

ADDITIONAL CATEGORIES

- Instructions
- Business Opportunity
- Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed \$

Bill

BUSINESS OPPORTUNITY

Majority owner of AM station operating well in black needs long term financing to purchase 100% of station, pay other personal obligations. Value of station 160-180 thousand. Need 110 thousand for 10-15 years, buy-leaseback, long term mortgage, SBIC, etc. Reply Box 321P, BROADCASTING.

Miscellaneous

DJ inserts; short comic skits, tailored for your show. Complete details free. Box 999M, BROADCASTING.

Commercials taped for small market stations on your tape and copy. Reasonable. Major market announcers. Box 108P, BROADCASTING.

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.

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.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts October 8—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.

Instructions—(Cont'd)

San Francisco's Chris Borden School of Modern Radio Technique graduates all over the country. DJ instruction, alive, active and new. September class open. 259 Geary Street, San Francisco, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

RADIO

Help Wanted—Sales

Young, energetic salesman with proven sales record, 25 to 35 years old who desires management with Illinois station. State present salary and give complete resume along with picture.

Box 299P, BROADCASTING

Announcers

Opportunities in new station. Male or female. Announcing experience and some sales ability. Age no barrier. Must have drive! Up to \$200.00 per week for the right people. Send tape, resume, and a short biography first letter. WAQI, Box 108, Ashtabula, Ohio.

RADIO

Situations Wanted—Announcers

Specialist, early morning personality DJ, original creative humorous style, air check or same available. I will use 2 or 3 hours per day on preparation. Give me the morning shift, time to prepare and normal production duties, and I will give you a truly humorous show and style and a top hooper rating.

Box 297P, BROADCASTING

Present employer switched to top 40, want relaxed good music. Semi Gallen Drake HPL approach. 15 years experience. Want major market. Al Morris, 60 Sunside Lane, Columbus 14, Ohio, or call AM 7-6296 or 451-2191. Present employer may be used as reference.

TELEVISION

Help Wanted—Announcers

TOP SPORTS MAN

Available for football and basketball season . . . 14 years top experience both TV and Radio with major teams . . . top voice and background . . . major markets or nets only . . .

Box 273P, BROADCASTING

TELEVISION

Situations Wanted—Management

TV STATION MANAGERS

I guarantee you a higher rating (ARB, etc.) I do "Kidult" and "Ladies" shows, etc. I have developed a desirable technique that attracts all viewers. Contact King Player, P. O. Box 958, North Miami, Florida.

Business Opportunity

\$120,000 needed . . . Collateral—51% interest in 3 stations. One major market, one medium and one small market. Earnings will definitely justify. Box 272P, BROADCASTING

Miscellaneous

ATTENTION AGENCIES & ADVERTISERS

Why pay astronomical prices for videotape commercials? We use 2 Ampex recorders, 1 to 5 cameras, plus equipment necessary to produce commercials comparable to New York or Hollywood. We've produced commercials for Elgin, Motorola, Bulova, Frigidaire, Pet Milk, etc. Service—good. Work—guaranteed. Prices—low. Phone or Write:

HAYDEN HUDDLESTON PRODUCTIONS

Shenandoah Bldg. DI 2-2170
Roanoke, Virginia

FOR SALE

Stations

FOR SALE

50,000 watt fm-Chicago High up on 4-62 pulse tremendous stereo & SCA potential

Box 233P, BROADCASTING

Wanted: \$25,000 capital to expand personalized public relations business of 7 years standing. Write for details.

Box 269P, BROADCASTING

ROCKY MOUNTAIN REGIONAL

Full time prestige station located in one of the West's better living areas and dynamic growth markets. Grossed over \$170,000 last year and will do \$200,000 in 1962. Excellent cash flow. Priced at \$250,000 with substantial cash down payment required.

Box 270P, BROADCASTING

For Sale—(Cont'd)

Stations

Fulltime prestige station in city of more than 100,000 population in south central state. Station has grossed in excess of \$235,000 annually since 1955. Price only \$350,000 with \$125,000 down, and excellent terms on balance. Only qualified principals reply.
Write Box 271P, BROADCASTING

1000 watt, daytime station in NY state. Good potential for people with radio experience and management. Purchase price \$55,000 includes land, financing and small down payment to qualified buyer.
Box 277P, BROADCASTING

1000 watt daytime independent within 150 miles of Chicago. Gross 1962 \$100,000. Three-year increase in billing, over \$30,000. Excellent downtown studio and office facilities, owns transmitter site. Current staff outstanding, all accounts sound. Located in rapidly expanding industrial area. \$165,000, terms. No brokers need answer.
Box 300P, BROADCASTING

**RADIO STATION KJAX
SANTA ROSA, CALIF.**
5000 watts days,
500 watts nights, 1150 kw
Original cost of exceptional fixed assets over \$115,000. Now off the air but has grossed in excess of \$160,000 annually. Unusual opportunity for an experienced qualified radio man to acquire a potentially profitable station in a delightful living area on extremely good terms. Valuable real estate included in total price of \$150,000. For full details write
Box 244P, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHMENT 1946
Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. CRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DECATUR 2-2311

Tenn	single	daytime	\$120M	terms
La	small	fulltime	79M	29%
Ca	medium	daytimer	65M	15dn
Fla	medium	daytimer	125M	10yrs
Tenn	metro	fulltime	375M	terms
Mass	metro	daytimer	225M	terms

and others: also newspapers & trade journals
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Continued from page 85

sideration \$514,800.
KTRC, Santa Fe Bestg. Inc., Santa Fe, N. M.—Granted acquisition of negative control by Francis B. Goodwin through transfer of stock from Thomas F. McKenna to Frances B. Goodwin.
KJBC, Jack Cecil, Midland, Tex.—Granted involuntary assignment of license to Ronald Lee Pope, executor of estate of Jack Cecil.
KEYR, Western Nebraska Bestg. Co., Terrytown, Neb.—Granted assignment of license to Western Nebraska Bestg. Inc.
WTCR, WTCR Inc., Ashland, Ky.—Granted assignment of license to Connie B. Gay Bestg. Corp.
KODY North Platte, Neb.—Granted license covering increase in daytime power, installation of new trans., change in ant. trans. location and changes in ground system, with remote control operation.
KMET Paradise, Calif.—Granted cp to install new trans. (same location).
WDNC Durham, N. C.—Granted cps to install new main trans. at present location; and install new trans. as alternate-main trans. nighttime and auxiliary trans. daytime at main trans. site. DA-2.
WCHB Inkster, Mich.—Granted cp to install new trans. as an alternate main trans. at main trans. site (DA-D).
KWOA Worthington, Minn.—Granted cp to install new ant. system (increase height).
KTIX Seattle, Wash.—Granted mod. of cp to move ant.-trans. location to Winslow, Wash., and make changes in ground system.
KAIT-TV Jonesboro, Ark.—Granted extension of completion date to Oct. 19.
KFNF Shenandoah, Iowa—Granted extension of authority to sign-off at 7:15 p.m., Mon. through Sat., and 7:30 p.m., Sun. (except for special events), for period ending Nov. 30.
WOVE Welch, W. Va.—Granted extension of authority to sign-off at 7:45 p.m. for period ending Oct. 20.
KMET Paradise, Calif.—Granted extension of authority to remain silent for period ending Oct. 15.
WZOK-FM Jacksonville, Fla.—Granted extension of authority to remain silent for period ending Aug. 27.
KWVR Enterprise, Ore.—Granted authority to operate from 8:00 a.m. to 12:00 noon, Sun., and 6:00 a.m. to 6:00 p.m., weekdays, for period ending Feb. 16, 1963.
■ Granted licenses for following am stations: WJRM Troy, N. C.; KCAS Slaton, Tex., and specify studio location and remote control point.
■ Granted mod. of cps to change type trans. for following stations: WOKA Douglas, Ga.; KCAD Abilene, Tex.; WANS Anderson, S. C.; WMGW Meadville, Pa.; KBRS Springdale, Ark.; WRTL Rantoul, Ill.; KUSN-FM St. Joseph, Mo.

Actions of Aug. 15
WIAL (FM) Eau Claire, Wis.—Granted SCA on multibox basis.
KEZI-TV, Liberty Tv Inc., Eugene, Ore.—Granted relinquishment of positive control by Donald A. and Carolyn S. McDonald and Julio W. Silva, as family group, through sale of stock by Donald A. McDonald to Durward L. Boyles.
KBMN Bozeman, Mont.—Granted license covering installation of old main trans. as auxiliary trans. at main trans. site.
WFOY St. Augustine, Fla.—Granted license covering installation of old main

For Sale—(Cont'd)

Stations

STATIONS FOR SALE
SOUTHERN CALIFORNIA. Metro daytime. Asking \$100,000. 29% down.
SOUTHERN. Metro daytime. Asking \$50,000. \$10,000 down to qualified purchaser
NEW ENGLAND. Exclusive. Full time. \$120,000 including real estate.
ROCKY MOUNTAIN. Metro daytime. \$103,000 gross. Asking \$150,000. 29% down.
JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

trans. as auxiliary trans. only.
KFAX San Francisco, Calif.—Granted license covering changes in DA pattern.
WSUB Groton, Conn.—Granted license covering installation of new trans. for auxiliary purposes only, with remote control operation from studio location.
*WBJC (FM) Baltimore, Md.—Granted license covering changes in ant.-trans. and studio locations, increase in ERP, installation of new ant. and changes in transmitting equipment and frequency.
WIBF (FM) Jenkintown, Pa.—Granted license covering installation of new trans. as alternate-main trans.
WGL Fort Wayne, Ind.—Granted license covering installation of alternate-main trans., with remote control operation from studio location.
WORA-FM Mayaguez, P. R.—Granted license covering increase in ERP and installation of new ant.
WORA Mayaguez, P. R.—Granted license covering change in frequency, increase in power, installation of DA-1, ant., changes in ground system and installation of new trans.
*WSEC-TV Miami, Fla.—Granted license covering specification of non-commercial educational operation on ch. *17 at Miami, and studio location as Miami, in lieu of Hollywood, Fla., pursuant to report & order in Doc. 14448, effective April 16, 1962.
WQIK Jacksonville, Fla.—Granted remote control operation.
WRFY-FM Reading, Pa.—Granted extension of completion date to Sept. 15.
■ Granted licenses for following tv stations: WJBP-TV Weston, W. Va.; KORN-TV Mitchell, S. D., and specify ERP as 22.9 kw vls. and 11.5 kw aur.
■ Granted licenses for following am stations: WLKM Three Rivers, Mich.; KREK Sapulpa, Okla., condition; WFFG Marathon, Fla.
■ Granted licenses for following fm stations: WDRK (FM) Greenville, Ohio, specify type ant. and rededcribe trans. and studio locations: WHBM (FM) Xenia, Ohio antenna height 116 ft.; KQV-FM Pittsburgh, Pa., conditions: WQMG (FM) Greensboro, N. C., and specify type trans.; WGET-FM, Gettysburg, Pa.; WBGM (FM) Tallahassee, Fla., and rededcribe trans. studio and remote control location; WEGO-FM Concord, N. C.; KTSM-FM El Paso, Tex., specify type trans. and ant. height as 1850 ft.; WVEC-FM Hampton, Va., specify type trans. and ant. height as 380 ft.
■ Granted licenses covering installation of new trans. for following stations: WPEL-FM Monroe, Pa.; WEKZ-FM Monroe, Wis.; KFMU (FM) Los Angeles, Calif.
■ Granted licenses covering use of old main trans. as auxiliary trans. daytime and as alternate-main trans. nighttime at main trans. site for following stations: WTAX Springfield, Ill.; WNHC New Haven, Conn., with remote control operation.
■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KDB Santa Barbara, Calif.; WBIA Augusta, Ga.; WSGC Elberton, Ga.; WTAQ La Grange, Ill., and employ DA-2; WSJM St. Joseph, Mich.; WGNV Newburgh, N. Y., install DA-D, specify type trans., make changes in ground system and delete remote control; KARM Bozeman, Mont.; WJON St. Cloud, Minn.
WMAN Mansfield, Ohio—Granted mod. of cp to change type trans.
WXUR-FM Media, Pa.—Granted cp to change type trans.
K74BC Lihue, Kauai, Hawaii—Granted cp to replace expired permit to make changes in uhf tv translator station.

License revocation

■ Commission gives notice that June 27 initial decision which looked toward revoking license of KPSP Inc., for KPSP Palm Springs, Calif., for unauthorized transfers of control, for violating rules requiring licensed first-class operator to be employed by station at all times, and for misrepresentations to commission became effective Aug. 16 pursuant to Sec. 1.153 of rules. Action Aug. 20.

Rulemaking

PETITION FILED
■ WGBH Educational Foundation (WGBH-FM-TV and WFCR), Boston, Mass., requests amendment of rules so as to reserve ch. 44 for educational use in Boston. Ann. Aug. 17.



IT WOULD BE TOUGH DRIVING WITHOUT SIGNS...

You'd never get anywhere on today's complicated system of roads if you didn't have familiar signs to tell you where you're going and how to get there safely.

But shopping for your family is a lot more complicated than driving your car. And here, too, you couldn't get along without the guideposts—the manufacturers' brand names you know and trust.

Advertised brands have to be good. The manufacturer's reputation and sales future depend upon consistently delivering the kind of quality and satisfaction you've learned to expect.

They're the sort of products advertised in this magazine. They're the sort of products you can buy with confidence in today's complicated world.

LEADERSHIP BRANDS ARE YOUR BEST BUY

BRAND NAMES FOUNDATION, INC., 292 MADISON AVENUE, NEW YORK 17, N.Y.



A new job, but no letup in the search for better sales aids

Ed Codel, the new president of Station Representatives Assn., is the first person to hold that office who does not concurrently head a member representative firm.

But being first is nothing new to Mr. Codel, who is also vice president and a director of the Katz Agency Inc., New York. In 1947, Katz hired him as the first man to head a separate division set up to develop sales for the new medium, television. In this position, he helped develop many of today's practices and procedures in the tv representation field.

Edward Codel, whose broadcasting career spans a 33-year period, was born in St. Paul, Minn., on the Fourth of July, 1913. It was 16 years later as a high school student in Chicago that he began working part-time in the publicity department of NBC.

He left NBC in 1931 and entered the U. of Minnesota, where he majored in journalism. He dropped out after his sophomore year for a two-year hiatus to work in the publicity department of KNX Los Angeles. He finally received a B.A. degree in 1936.

Busy Man on Campus ■ While in college, he had a busy schedule. Not only was he attending classes and serving as campus stringer for the Associated Press, but he also was courting the future Mrs. Codel: Roslyn (Ronnie) Segal of Winnipeg, Man. He met Ronnie while both were students at the university; they were married four months after graduation.

The Codels have one son, Michael Richard, 23, who is a graduate of Oberlin College. (Earlier this month, Michael resigned his job as a reporter for the *Cincinnati Post & Star Times* to join the Peace Corps in Nigeria.)

While still a student, Mr. Codel was interviewed by a representative of Hearst Publications, who was scouting colleges and universities for prospective future executives. Mr. Codel was selected for the Hearst training program in New York, and there at the end of 16 weeks, he was given his choice of departments in which to serve Hearst.

Mr. Codel's older brother, Martin, who was in the radio field, exerted a great influence on Ed's life at that time, so the younger brother picked Hearst's radio division. He was assigned to WBAL Baltimore where he served as director of publicity and promotion for two years and was on the sales staff another two.

Ed left Hearst in 1939 and joined BROADCASTING magazine, which his older brother, Martin, had co-founded with Sol Taishoff. (Mr. Taishoff bought

Martin Codel's interest in the magazine in 1944.) Ed Codel for two years was BROADCASTING's Chicago manager and then left to join WPAT Paterson, N.J., as general manager.

When Arde Bulova started his Atlantic Coast Network (10 stations from Boston to Washington, D.C.) he hired Ed Codel as general manager.

Overseas ■ In 1943, Mr. Codel resigned as head of ACN to go overseas with the Office of War Information. He served over a year in London with the American Broadcasting Station in Europe (ABSIE) and after the invasion of the continent he served with Supreme Headquarters of the Allied Expeditionary Forces (SHAEP) in France, Belgium and at Radio Luxembourg.

His final overseas duty was as radio control officer of the SHAEP Control Party (including officers from the U.S., England and Russia) which took into custody the Doenitz government, last remnant of the Hitler regime, at Flensburg, Germany.

Returning to the U.S. in late 1945, Mr. Codel joined Telecasting Publications Inc., publishers of *FM Business*. In 1946, he was named president and publisher. *Fm*, as a separate broadcast medium, was not prospering at that time, however, and neither did *FM Business*, which eventually ceased publication.

In 1947, he joined Katz as director of television, was elected to the board of directors in 1951 and was named vice president in 1953.

Although a rep's primary function is the sale of station time to national ad-

vertisers, it's the subsidiary functions that help make the salesman's job easier, and help make Mr. Codel's job easier. For the peripheral services include:

■ Sales Development Department, which sells the idea of spot tv—but does not sign any advertising contracts.

■ Sales Service Department, which handles competitive checking (keeping tabs on what other stations are doing) and keeps track of account movements.

■ Billing & Payment Department, which guarantees payment on all accounts.

There is also an Audience Development Department, a Program Analysis Department and a 17-man Research & Promotion Department.

Mr. Codel has been active in SRA since he joined Katz in 1947. For three years he headed its Trade Practices Committee.

SRA's aim, he says, is to foster and promote non-network advertising. It will, he says, continue more vigorously to do everything necessary and proper to encourage and promote customs and practices that strengthen and maintain its members' ability to serve the stations they represent.

Research Projects ■ A current research project into piggy-back and integrated tv commercials is the first of several "which will be useful to our members, the agencies and advertisers." He also plans closer cooperation between SRA and such trade groups as the AAAA, TIO, TvB, RAB and NAB.

Mr. Codel spends one-third to one-half of his time on the road looking after Katz business. But for him, travel is no chore; it's one of his hobbies. Since the war he's been to Europe six times and during one year traveled to the Middle East, South America and Europe. His travel combines neatly with another hobby—fishing.

This summer he enjoyed the "heady experience" of attending the Aspen Institute for Humanistic Studies at Aspen, Colo., a venture marked in his log-book with the notation "highly recommended."

Mr. Codel is a member of the Overseas Press Club of America and Sigma Delta Chi.

For the next year, much of his time will naturally be concerned with SRA activities. As for Katz, Mr. Codel looks forward to the continuing search "for new ways to do things" for the firm's 40 radio and 40 tv station clients. As a co-worker puts it, "The Katz Agency has been around a long, long time, but Ed Codel has been a powerful factor in keeping the outfit youthful and lusty."



Ed Codel
For him, traveling is painless

Both sides of catv

THE Georgia Assn. of Broadcasters has said that community antenna television systems constitute a "crisis and dilemma" for radio and television broadcasters, and it has scheduled a seminar on the subject for Oct. 16. The words the association chose to describe the situation suggest a pre-judgment that may be unduly harsh.

If there is indeed a crisis in the making, it ought to be studied thoughtfully by all those whom it may affect. The program so far arranged for the Oct. 16 seminar promises to be somewhat one-sided; it indicates a foregone conclusion that catv is a distinct threat to broadcasting and ought somehow to be restrained. This conclusion is not held universally, not even among broadcasters, a number of whom are now engaged in the process of going into catv.

Catv is of growing importance, and it deserves to be considered for its possible effects on the traditional way of broadcasting in this country. Its potentials as an extension of broadcasting as well as a competitor for audience time ought to be thoroughly examined, but the examination will be more complete if testimony from more than one side is taken. The Georgia association's Southeast Radio-Tv Seminar would be more meaningful if it included representatives of the community antenna business.

Pi in the sky

WE must agree with the report issued last week by the Dept. of Health, Education and Welfare that it would be nice to have a thousand educational television stations on the air, all pumping out knowledge to enrich the American culture.

And we also agree that the National Assn. of Educational Broadcasters, which prepared the report under a contract with HEW's Office of Education, was wise to avoid considerations of the costs that would be involved. The dream of a national system of a thousand educational stations vanishes at the first realistic mention of money.

At \$250,000 each, a figure that would provide the bare essentials for telecasting, it would cost \$250 million to put the thousand stations on the air. Keeping them operating would be something else again—say another several hundred million a year. How many classrooms could be built and teachers hired for that kind of money?

If it had not been endorsed by Anthony J. Celebrezze, the new Secretary of Health, Education and Welfare, the report could be dismissed as a well-meaning statement of hopes but not purposes. Now that it bears his imprimatur, it may get the kind of serious attention it does not deserve.

New style in syndication

AFTER a long and dispiriting lag, production of new television programs for syndication is coming to life again—but it's a new life far different from the old one.

The change is in the programming. "First-run syndication" historically invoked images of big-budget series, usually high in action content, concocted to appeal to the widest possible audiences and destined for nighttime presentation.

Production like that doesn't happen very often in syndication anymore. The waves of off-network series that have swept into syndication, combined with the apparent indestructibility of feature-length movies and older syndication series already in circulation, have largely choked off the once lucrative market for high-priced series.

The first-run syndication programming that has emerged from these circumstances is quite different. As described

in more detail elsewhere in this issue, the trend now is to "specialized" series, generally more conservative in cost, usually angled toward selective audiences, and using widely diverse formats from documentary to audience participation. *Festival of the Performing Arts, B'wana Don In Jungle-land and Communism: R. M. E.*—to pick a few names out of the new roster—are this year's answers to the *Boston Blackies*, *Supermen* and *I Led Three Lives* of a few years back.

Although we regret the virtual disappearance of first-run production of the old type, we think the new trend is promising and hope it will prosper. It offers programs to appeal to all levels from the highbrow down (or up). It widens the opportunity of stations to present more diversified programming, and it expands the number of program sources from which stations may choose. Thus it holds promise for audiences, for stations, and for the producers and syndicators themselves.

Lest we forget

IN this hectic work-a-day world of competition for time, space and outer-space, most of us perforce overlook the realities of these times.

We didn't realize, for example, that there are at this moment 2,750,000 men and women in our Armed Forces—half of them under 25. And half of the total are away from home for the first time, both here and in 27 foreign countries.

We learned this from The Advertising Council which is running a campaign in support of USO to continue until Sept. 15. The campaign elicits the cooperation of radio and television stations in using tapes and films distributed by the Ad Council. The USO, which has operated for 21 years through World War II and Korea, depends entirely on volunteer contributions for the maintenance of clubs and centers and provision of entertainment—what USO aptly calls "these homes away from home."

Such men as Thomas D'Arcy Brophy, retired chairman of Kenyon & Eckhardt, volunteer coordinator for the Ad Council, William R. Baker, Jr., honorary chairman of Benton & Bowles, chairman of the USO public relations committee, and Donald D. Hoover, president of Bozell & Jacobs, New York, who last year induced the Ad Council's support, are contributing their time and energies to this year's \$8,750,000 drive.

Col. Ed Kirby, USO's public relations director, reports indications are the cooperation of both stations and networks will be "maximum." This is as it should be.



Drawn for BROADCASTING by Sid Hix
 "Still using that greasy kid stuff on your heir?"

PERSONALITY AT WORK!



Talk about a dominant personality! . . . WFMY-TV's composite image is the most influential in the market. To a viewer in one of the 466,640 TV homes* it reaches, WFMY-TV's personality has many facets—it's the morning eye-opener, a neighbor giving you her prize recipe, a friend showing you a stunning dress and talking about the latest doings in the community; it's that character who lends a hand in bringing up your kids as good citizens; it's the guy who talks your favorite sports with you; and it's the fellow whose top-notch public affairs specials pleasantly prod you into a little better understanding of world and local issues. When you realize how much a part of family life a personality like this can be, you'll understand why WFMY-TV is an active force in the 44-county area it serves.



Represented by Harrington, Righter & Parsons, Inc.
* Source: A. C. Nielsen



wfmy-tv

GREENSBORO, N. C.

"Now In Our 13th Year Of Service"

S E R V I N G T H E P R O S P E R O U S P I E D M O N T

FM STEREO IS MORE THAN MUSIC ON WSB RADIO

It's full-range FM stereo multiplex programming, not just music. WSB-FM offers stereo lovers the best in outstanding dramatic readings, quotes, tips, news, and, of course, beautiful music. More of everything wonderful is heard on WSB-FM. Heard better, too. Reflecting different impressions like a many-sided prism, WSB Radio offers different services to listeners from all walks of life.



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