



BROADCASTING

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N AND RADIO

NEWSPAPER

SEPTEMBER 3, 1962

Kennedy picks successor ...
he's E. William Henry, Memphis lawyer ... 27

Advertisers in '61 spent average \$9.65 in tv
for each tv family, says TvAR ... 32

The televised football business gets bigger;
networks to fork over \$14.4 million ... 30

Uhf promise gives push to tv programming
for ethnic groups in local markets ... 42

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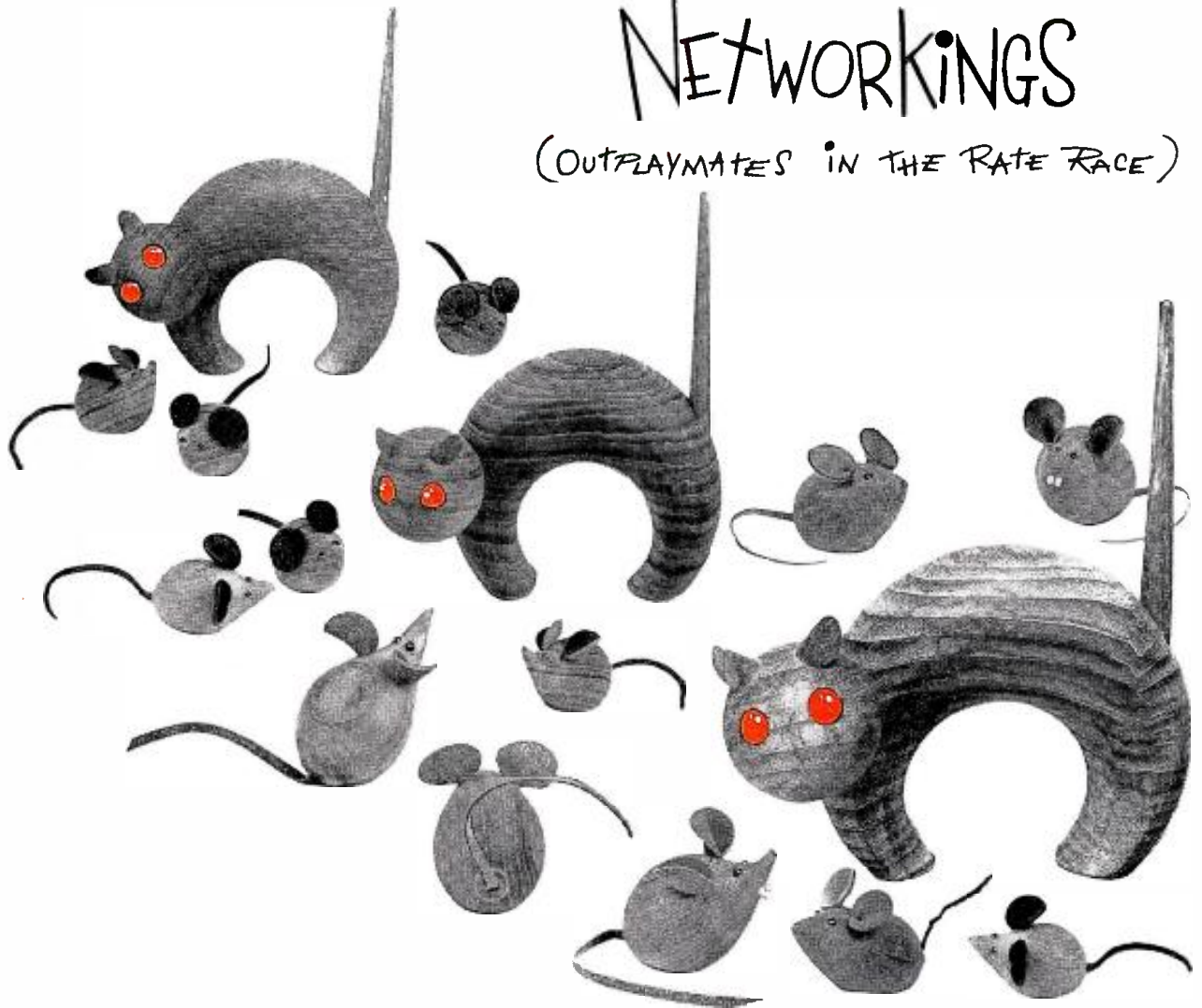
WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

NETWORKINGS

(OUTPLAYMATES IN THE RATE RACE)



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

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

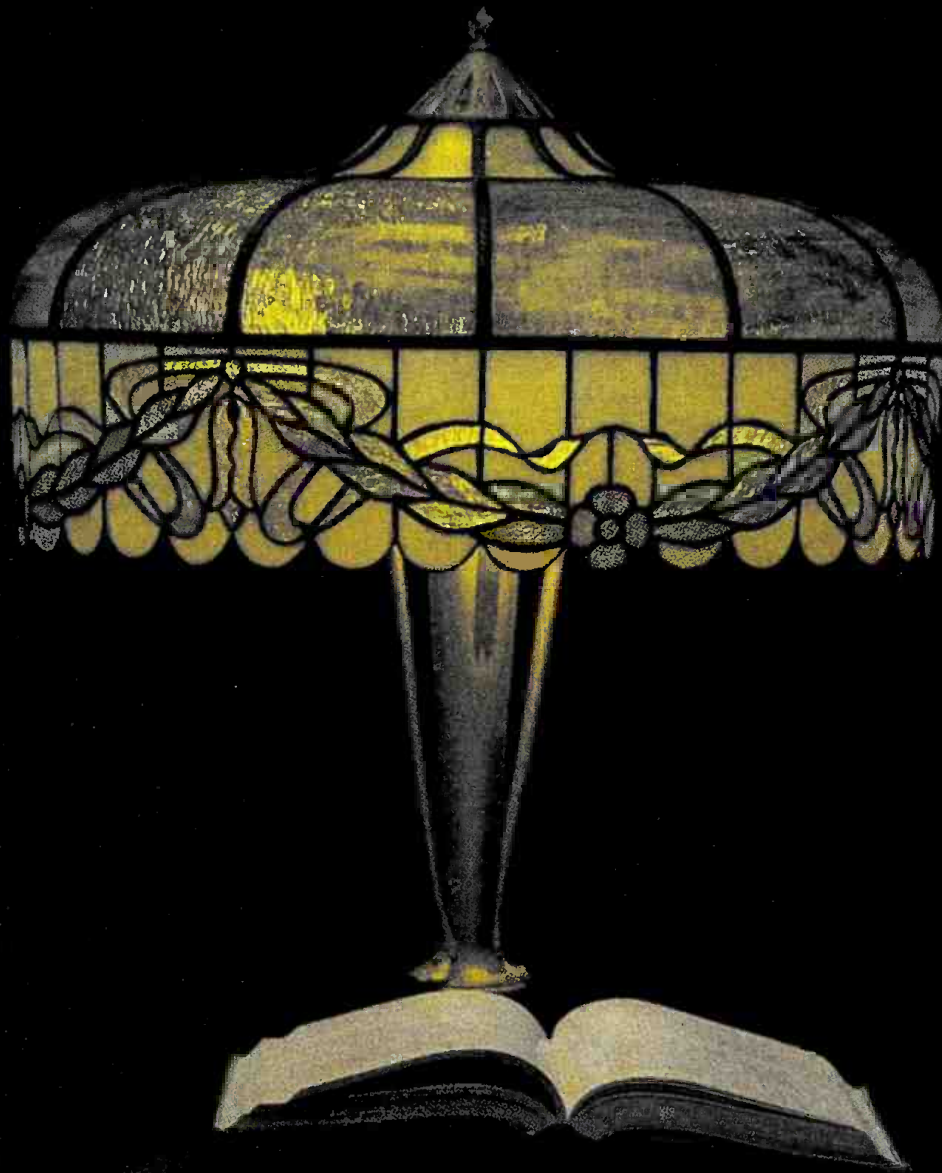
(RED EYED SET? Write for your frameable
 WTReffigies, our ad-world close-up series!)

316,000 watts  network color



WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company



the
VITAL
LIGHT
of
HOUSTON
is now
KTRK-TV

REACH MORE ON FOUR



According to the 1961 Nielsen Coverage Service, KRLD-TV every week of the year reaches a startling 87% of the 748,180 TV Homes in the Dallas - Fort Worth 55 county market coverage area with retail sales of more than five billion dollars annually.

Why not take advantage of Channel 4's coverage? See your Advertising Time Sales representative now. . . .

Cover the Dallas-Fort Worth market Effectively with KRLD-TV, Channel 4

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

CBS ponders uhf... again

CBS, wondering whether it shouldn't get back into uhf station ownership, has assigned Harvey Struthers to spend full time exploring that question and developing recommendations for or against. Mr. Struthers, old hand at CBS station management, including uhf management, is vice president in charge of station services for CBS-TV Stations Div. and retains that title while on special assignment. CBS formerly owned two u's, ch. 18 WHCT (TV) Hartford, which it closed in 1958, and ch. 18 WXIX (TV) Milwaukee, which it sold in 1959.

Surprise selection

Not even E. William Henry, new nominee to FCC, knows who brought his name to President Kennedy's attention. It's stated reliably neither Sens. Kefauver nor Gore of Tennessee submitted his name. Both were reported surprised but gave their endorsement. Nominee's best guess: "I was selected because someone had confidence in my judgment." He was active worker in 1960 Kennedy campaign, under brother Bob.

New nominee directed recent congressional campaign of Ross Pritchard against incumbent Rep. Clifford Davis (D), who easily won August nomination. Mr. Pritchard, ex-college professor, described as active Kennedy liaison figure in Tennessee and in line for political plum. Rep. Davis is said to be friend of John S. Cross, whose FCC post now goes to Mr. Henry.

Political guide

New guide-lines for stations on political broadcasting shortly will be issued by FCC. It will be complete rewrite of earlier documents, last one issued by FCC two years ago (BROADCASTING, Sept. 12, 1960). Guide will detail agency policy on Sec. 315 requirements and examples of past rulings on equal-time questions. It will be sent to all licensees in time for fall campaigns. FCC plans to act on equal time complaints between now and November elections immediately upon their receipt.

NAB seeks new quarters

NAB, which has occupied its present headquarters at 1771 N Street N.W. for past 15 years, is searching for new quarters. NAB's preference is site in present area (Mayflower Hotel) upon which it would build modern structure. Present quarters,

CLOSED CIRCUIT®

converted mansion, regarded as unsuited functionally for housing of NAB's 70 Washington employees.

All channel speed-up costly

How much would it cost if FCC imposed July 1, 1963 cutoff date for manufacture of vhf-only tv receivers, instead of July 1, 1964 date recommended by set makers? Answer, rough approximation, given to FCC last week by Electronic Industries Assn. officials, is somewhere between \$25 and \$50 million. This is based on fact 1963 lines are already out and manufacturers are planning 1964 lines, due to be introduced middle of next year. FCC sought information in preparing standards for all-channel tv set required by law passed by Congress earlier this summer.

Tax bill clarification

Look for colloquy on Senate floor this week in which attempt will be made to establish beyond doubt that pending tax bill permits tax deductions for institutional advertising that affects advertiser's business. Sen. Frank Carlson (R-Kan.), who feels measure leaves this in doubt, will enter into question- and-answer discussion with Sen. Robert S. Kerr (D-Okla.), floor manager for bill.

Boomerang

Whatever else it does, publication of memorandum of Tedson J. Meyers, administrative assistant to FCC Chairman Minow, relating to control of tv programs sent abroad, will cook goose of its author as State Department's official to formulate policy on satellite communications. Mr. Meyers, who was assigned to preparation of report for State Dept. last March, reportedly had been slated for policy assignment but repudiation of document by White House (see page 64) is bound to reflect on his candidacy.

Cross plans

What will John S. Cross do now that he will be replaced as member of FCC by 33-year-old Emil William Henry, Memphis attorney and New Frontiersman? While Arkansas Democrat hasn't announced plans, it's assumed he will enter private consulting engineering practice in Washington, probably specializing in common carrier, maritime and telephone fields rather than broadcasting. Mr. Cross attended numerous international con-

ferences as head or member of U. S. delegations during his 12 years as official in Telecommunications Division of State Department. Now 57, Mr. Cross retired from Navy as captain in 1946. He also is eligible for retirement as civilian government employe. But he's told friends that he had no intention of going into full retirement.

Pre-sunrise proposal

Case-by-case authorization for daytime stations to broadcast pre-sunrise is intent of rulemaking proposal before FCC this week. FCC plan would establish intermediate type operation with applicant given burden of proving that new service to be gained by pre-sunrise operation would outweigh service lost by dominant stations. Rules also would cover fulltime stations which operate with different power during daytime. Comments on plan as amendment to existing rulemaking on daytime and pre-sunrise operations (BROADCASTING, April 23) will be sought. Also before commissioners at Wednesday (Sept. 5) meeting will be staff recommendations that two broadcast stations be fined for violations of rules.

Trendle-Campbell back

Two veteran Detroit broadcasters—George W. Trendle and W. Allen Campbell—have made their first move to re-enter station ownership field. They have contracted for purchase of WPON Pontiac for \$400,000 and now await FCC approval. Also in venture is George W. Trendle Jr., Detroit attorney. Sellers are Edward E. Wilson, son of former Secretary of Defense Charles E. Wilson; John Pomeroy, president of WILX-AM-TV Lansing, and his associates. Station operates on 1460 kc with 1 kw-D, 500 w-N. Messrs. Trendle Sr. and Campbell are in program syndication field and were formerly in ownership of King-Trendle Broadcasting Co. (WXYZ Detroit), among others. Mr. Trendle Sr. was creator of *The Lone Ranger*.

Thrift note

Much-traveled NAB staff executives enter autumn season of intensive mobility with mandate to travel air coach where feasible, following spreading custom in industry. Order to stop plush travel came from Vincent T. Wasilewski, executive vice president.

**MORE
1/4 HOUR
HOMES
VIEWING**

2

**ONLY
LATE MOVIE
IN BALTIMORE
6 NIGHTS A WEEK**

2

**ONLY
WOMEN'S TV
SERVICE SHOW
IN BALTIMORE
MONDAY THRU FRIDAY**

2



2

Maryland's First TV Station Delivers More!

AUDIENCE: WMAR-TV has consistently led with:
1. Aggregate total of Quarter-Hour Homes Viewing, sign-on to midnight, (average week), Sun. thru Sat.
2. More Quarter-Hour Firsts based on both homes viewing and ratings!

PROGRAM EXCLUSIVES: Only WMAR-TV features late movies six nights a week . . . Baltimore's only daily women's service program — "Woman's Angle", with Sylvia Scott . . . "Bozo the Clown" — live children's program which has had over 16,000 studio guests . . . "Dialing for Dollars" . . . and others!

PUBLIC SERVICE: WMAR-TV did its first documentary film in 1948. Ever since, WMAR-TV has served the local interest with coverage of civic problems. The latest is an editorial study of juvenile vandalism, "For Kicks".

NEWS COVERAGE: The WMAR-TV news department, oldest TV newsreel in continuous existence, still produces daily, the local news program with the highest average of quarter-hour homes viewing weekly in the Baltimore area. (Nielsen, July, 1962)

Every day there is *more* to view on Channel 2—delivering *more* audience—and *more* opportunity to sell your product or service to *more* people in the nation's 13th largest market—Baltimore!

No Wonder — In Maryland Most People Watch

WMAR-TV

Channel 2 — Sunpapers Television — Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

WEEK IN BRIEF

The suspense is over. E. William Henry, young Memphis attorney, was tapped by President Kennedy to replace FCC Commissioner John Cross. The new nominee is a liberal who worked for JFK in 1960. See lead story . . .

MEMPHIS ATTORNEY TO FCC . . . 27

Football will soon be here and plenty of it will be seen and heard on the air. CBS-TV and ABC-TV have the pros and NBC-TV most of the bowl games. Ford Motor Co. heads list of autumn gridiron sponsors. See . . .

BIGGEST TV FOOTBALL YEAR . . . 30

August wound up with a minor tempest on Madison Ave. as several major accounts switched agencies. Main change was Chrysler's move of \$10 million corporate account to Y&R. U. S. Rubber shifts to N. W. Ayer & Son. See . . .

\$18 MILLION IN SWITCHES . . . 38

Dr. Frank Stanton, CBS president, points out some serious errors in Ford Foundation study of election debates. He finds basic errors of fact in report, seriously weakening its constructive suggestions. See . . .

TV DEBATES DEFENDED . . . 52

Programming directed to special-interest groups such as Spaniards and Negroes is expanding. Newest entries are Spanish International Network and a new uhf outlet, WOOK-TV Washington, aimed at Negroes. See . . .

ETHNIC PROGRAMMING GROWS . . . 42

The newest project at the FCC is a proposal to set up a program reporting form for tv, with stations filing a narrative report on what they're doing by Nov. 15 every year instead of just at renewal time. See . . .

NEW TV REPORT CONCEPT . . . 62

Quite a variance is found in television spot billings from one market to another, according to analysis by Television Advertising Representatives. Heaviest spending per family was found in Chicago. See . . .

TV FAMILY BILLINGS . . . 32

There's no intent to censor overseas telecasts, the White House made clear last week. This settles a fear that some form of federal programming control might be in the works, based on an FCC aide's memorandum. See . . .

GLOBAL CENSOR UNLIKELY . . . 64

Final congressional action was taken last week on the much-debated bill governing space communications, which was on the President's desk Friday. Bill creates profit-making corporation to control system. See . . .

SATELLITE BILL TO JFK . . . 67

A proposed overhaul of the fm band by the FCC, using a mileage separation table, has made communications engineers unhappy. They contend a protected contour concept should be applied to the medium. See . . .

FM RULES OVERHAUL . . . 66

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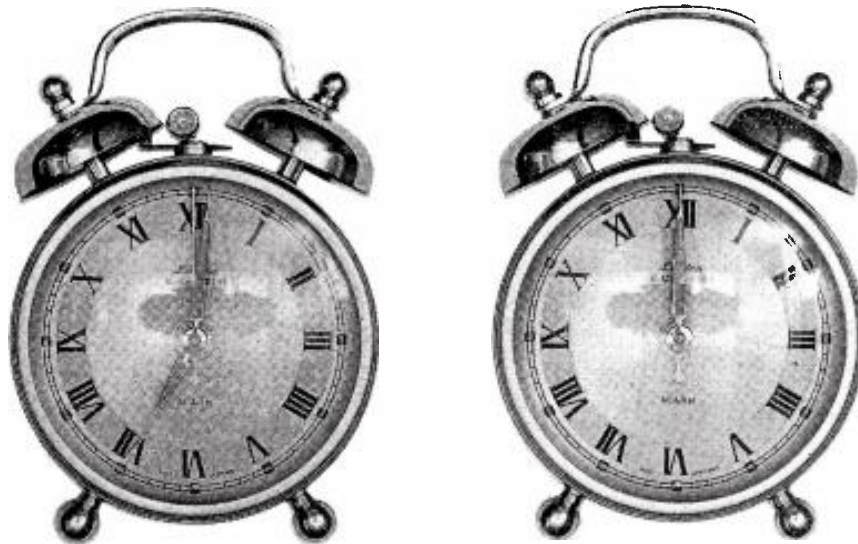
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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

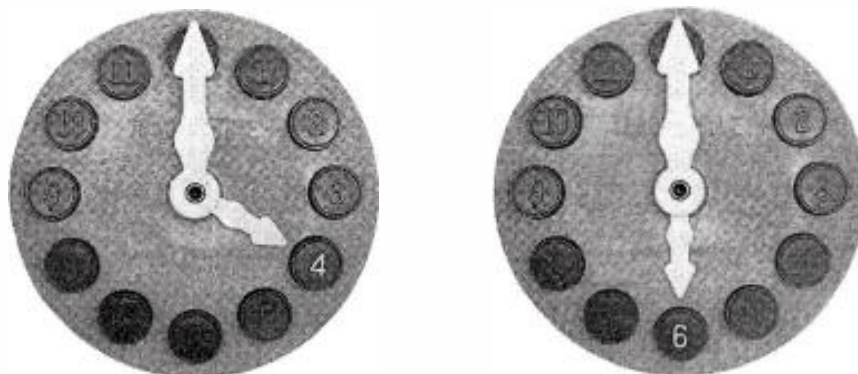
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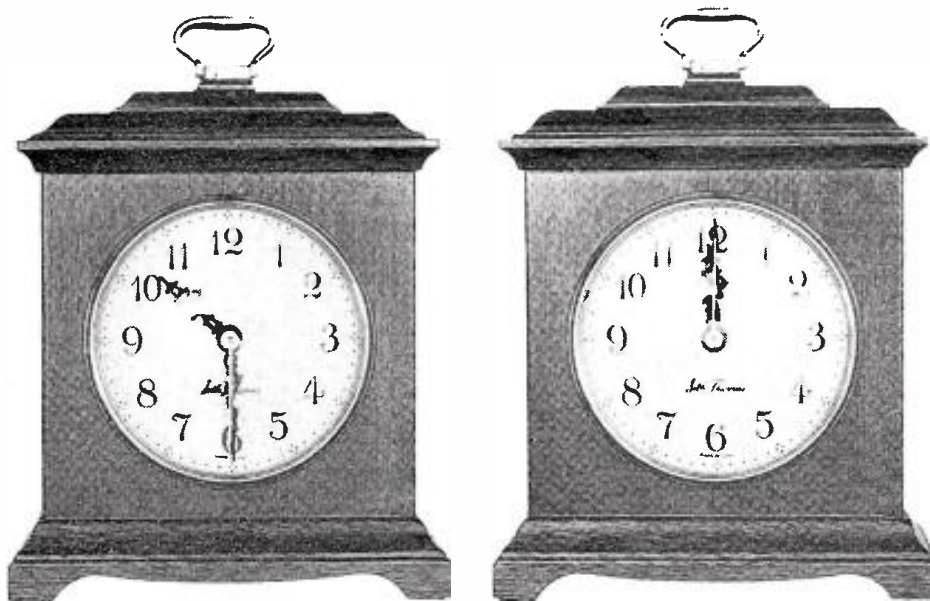
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Between these hours weekdays, more women watch **KMTV** than all other Omaha television stations combined.



Between these hours weekdays, more children watch **KMTV** than all other Omaha television stations combined.



Between these hours weeknights, more adults watch **KMTV** than any other Omaha television station.

Advertisers looking for any kind of audience will get more of what they're paying for on **KMTV**. Petry will give you the correct time.

ABC-TV, affiliates to talk compensation 'ECONOMIC IMBALANCE' TO BE EXPLORED IN HOLLYWOOD

So-called "economic imbalance" between network profits and those of affiliates appears certain to be explored—and solutions to it sought—in meeting of AB-PT and ABC-TV officials with ABC-TV affiliates board of governors in Hollywood Tuesday to Friday of this week.

Plans for meeting, announced last Friday (Aug. 31), disclosed agenda would include survey of ABC-TV's 1962-63 programming and tour of production studios. "Economic imbalance" was not mentioned, but ABC-TV is known to be deeply concerned with this problem, which already has led other tv networks to adopt plans reducing their affiliates' compensation by 5 to 6%, effective Jan. 1 (BROADCASTING, May 7, July 23).

Authorities agreed it would be reasonable to expect problem to be discussed but indicated ABC-TV as yet has no specific plan for solving it and doesn't expect one necessarily to be developed at this week's sessions. They

will be held at Beverly Hills Hotel.

Network delegation will be headed by Leonard H. Goldenson and Simon B. Siegel, president and executive vice president respectively of AB-PT; Everett H. Erlick, AB-PT vice president and general counsel; Thomas W. Moore, vice president in charge of ABC-TV; Julius Barnathan, vice president and general manager of ABC-TV; Michael Boland, vice president in charge of financial controls; Robert L. Coe, tv station relations vice president.

Affiliates board of governors is headed by John F. Dille Jr., WSJV-TV South Bend-Elkhart. Other members include Thomas P. Chisman, WVEC-TV Norfolk, vice chairman; W. W. Warren, KOMO-TV Seattle, secretary; Martin Umansky, KAKE-TV Wichita, treasurer; Norman Louvau, KCPX-TV Salt Lake City; H.W. Maschmeier, WHNC-TV New Haven; D. A. Noel, WHBQ-TV Memphis; Lawrence H. Rogers II, Taft Broadcasting, and Mike Shapiro, WFAA-TV Dallas.

U. S. arrests Walker for WDKD broadcasts

Charlie Walker, former disc jockey of WDKD Kingstree, S. C., whose alleged off-color remarks on air were factor in FCC refusal to renew station's license, was arrested by federal officers on charges that his broadcasts violated U. S. criminal code governing obscenity.

Mr. Walker has been freed on \$500 bail pending preliminary hearing in South Carolina federal court Sept. 12. Government reportedly is basing case against Mr. Walker on tapes introduced in evidence in WDKD license renewal hearing a year ago. WDKD has asked FCC to reconsider non-renewal decision (AT DEADLINE, Aug. 27).

Rum company sponsors nightly show on WAME

Saturation all-night radio program will be sponsored on WAME Ft. Lauderdale, Fla., by Old Florida Rum Co. Campaign will total 35 hours weekly, described as one of largest radio buys in Miami broadcast history.

Sponsor has indicated intent to expand program into other Florida markets and ultimately nation-wide.

Old Florida based decision to buy all-night program after survey of people

active after midnight in Miami. Percentage of activity was found higher than in most other areas.

NAB Radio Code bans sponsorship of programs dealing with distilled spirits. WAME is not listed on NAB's records as subscriber to code.

Henry to Senate

Nomination of E. William Henry, Memphis attorney, to be FCC commissioner formally sent to Senate for confirmation by President Kennedy Friday, Aug. 31 (see story, page 27).

FCC Chairman Newton N. Minow said Friday: "We will welcome Mr. Henry here and are looking forward to meeting him. We will miss Commissioner [John S.] Cross who has rendered a conscientious and dedicated service."

Chairman Minow returned to Washington early from vacation to join dignitaries at Friday signing by President of satellite communications corporation bill. Mr. Minow said he heard of Henry nomination for first time Wednesday when White House called him at his vacation spot in eastern resort area.

CHILDREN AND TV:

Psychologist finds they shy away from advertised goods

Child tv viewers tested by psychologist were found to shy away from products advertised on their favorite tv programs. Dr. Glenn W. Thompson, assistant professor of psychology at Allegheny College in Meadville, Pa., reported findings to American Psychological Assn. in St. Louis Friday (Aug. 31).

He said just under 50% of 100 third-grade children tested used products advertised on their three favorite programs, while 20% did not want to use any of them. He said children tend to "discount promises made by advertisers because of past experiences" in which product failed to live up to expectations.

He also said 28% of children were unable to identify products advertised on their three favorite programs. Another finding: No evidence that "amount of viewing has a detrimental effect upon school achievement" so long as student devotes sufficient time to studies.

Spokesman for NAB in Washington said that tv advertisers never have considered third grade pupil important audience for commercial messages.

New Bedford ch. 6 case goes to appeals court

Rhode Island Tv Corp. (Robert A. Riesman), unsuccessful in its bid for ch. 6 Providence, R. I., has carried fight to U. S. Court of Appeals in District of Columbia. Rhode Island Tv claims FCC acted arbitrarily and capriciously in approving July 25 transmitter move of ch. 6 WTEV (TV) New Bedford, Mass., from Martha's Vineyard to Tiverton, R. I. (near Providence).

Rhode Island Tv charges this is channel allocation without rulemaking proceeding and that commission's denial of its application for Providence vhf channel without hearing is against law. Appellant also asks court to stay WTEV move until case is argued.

WBBM-TV quietly joins trend

Negro newsmen to work general assignment beat is being hired by WBBM-TV Chicago and he will go on air without advance fanfare same as any other new man, station said Friday (Aug. 31). He is Ben Holman, *Chicago Daily News* reporter, who joined Black Muslims to do inside story on sect recently.

SATELLITE CORP.

Incorporators go to Senate this week, President states

List of incorporators for new U. S. Communications Satellite Corp. will be sent to Senate for confirmation this week by President Kennedy.

President announced this Friday (Aug. 31) during ceremony in which he signed bill creating private corporation to own U. S. portion of space system (see story, page 67).

At signing, attended by large group of top administration officials and members of Congress, President said satellite system will provide "vastly increased capacity to exchange information cheaply and reliably with all parts of the world by telephone, telegraph, radio and television."

President said new act contains safeguards that will protect public interest and prevent any single company or group from dominating space corporation.

He said new legislation would advance peaceful and productive use of space.

Among those attending ceremony were Secretary of State Dean Rusk; FCC Chairman Newton N. Minow; Attorney General Robert Kennedy; Dr. Irvin Stewart, director of telecommunications; James Webb, director of National Aeronautics and Space Administration.

Also, Sen. Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee; Sen. John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee; Sen. Mike Mansfield (D-Mont.), Senate majority leader; Sen. Everett Dirksen (R-Ill.), Senate minority leader; Sen. Robert S. Kerr (D-Okla.), chairman of Senate Space Committee; Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee; Rep. John B. Bennett (R-Mich.), ranking minority member on House Commerce Committee, and House Speaker John McCormack (D-Mass.).

NAB, stations ask FCC to delay new fm rules

Flood of petitions filed Friday asked FCC to reconsider new fm rules, postpone Sept. 10 effective date or to treat proposed rules as interim guide not final decision (see early story page 66).

NAB asked FCC to delay effectiveness because it feels upcoming assignment table for fm stations is so inter-related that status of existing outlets should be resolved before, not after, specific zones are established. NAB asked that no action be taken that would prejudice status of present outlets.

National Assn. of Fm Broadcasters asked reconsideration insofar as necessary to make provision for all Class B stations to operate at maximum power of 50 kw and antenna height of 500 feet without regard to whether they comply with mileage separation provisions of new rules.

Connecticut stations start 'live wire news'

WADS Ansonia, Conn., is introducing today (Sept. 3) what it describes as "new concept" in dissemination of radio news. Called "live wire news," concept involved cancelling all local news broadcasts—but not local news. In essence, it means local news will be obtained on phone by newsman while he is on air, dispensing with chores of securing and writing news for presentation in regular local news period.

Concept was tested last week at WSOR Windsor, Conn., sister station of WADS. Sydney E. Byrnes, president of two stations, called project "tremendous success." On each station average of six to eight news stories will be carried each hour, interrupting music programming at unspecified intervals. Stations also broadcast national and international news provided by Mutual, with which they are affiliated.

CBS-TV plans daytime re-runs of two shows

CBS-TV will add re-runs of two nighttime comedy series to its morning line-up starting Oct. 1. Network announced Friday (Aug. 31) that *The McCoys* (called *The Real McCoys* in Sunday 9-9:30 p.m. slot) will replace *The Verdict Is Yours* at 11-11:30 a.m. Rebroadcasts of *Pete and Gladys* will replace *The Brighter Day* (11:30-12 noon).

CBS-TV also will shift *CBS News with Harry Reasoner* from 11:55-12 noon to 12:25-12:30 p.m. News program will cut five minutes from noon drama series, *Love of Life*. *Calendar* (10-10:30 a.m.) and *I Love Lucy* (10:30-11 a.m.) are unaffected by schedule changes.

RTNDA to help brothers

Placement service to inform members of Radio-TV News Directors Assn. of available news jobs announced Friday (Aug. 31) by Dick Cheverton, WOOD-AM-TV Grand Rapids, Mich., and RTNDA president. He named Howard Back, National Tv News, 1480 East Outer Drive, Detroit, as chairman of committee which also will include Dick Femmel, WXYZ Detroit, and Dick Yoakam, Indiana U., Bloomington. Registration fee of \$2 first month and \$1 monthly renewal will be charged to keep list active.

Novel political time plea made to FCC

Are station licensees correct in ignoring mention of political candidate in newscasts and barring their facilities to him when opponent refuses to make equal use of those facilities?

Question was posed by John Marshall Briley, Ohio Republican candidate for Senate, in letter to FCC Chairman Newton N. Minow.

Mr. Briley said Ohio stations have offered him and his opponent, Sen. Frank Lausche (D-Ohio), equal time. But when Sen. Lausche declined offer, he said, station withdrew their invitation to him.

He also claimed some newscasters in state do not report his campaign statements because "they do not have matching 'political statements' from Sen. Lausche. He complained that stations do, however, report Sen. Lausche's remarks on Senate floor as "news from Washington."

Labor Board turns down IBEW plea in St. Louis

Petition of International Brotherhood of Electrical Workers to assign work performed by two other unions at KSD-AM-TV St. Louis was denied Friday (Aug. 31) by National Labor Relations Board.

IBEW contends its members should perform jobs currently assigned to turntable operators and staff musicians represented by American Federation of Musicians in connection with tape cartridges. This claim was denied. Similarly, NLRB upheld present assignment of radio and tv continuity checkers and transcription record clerks to St. Louis Newspaper Guild, Local 47.

Coty moves \$2 million account to Ellington

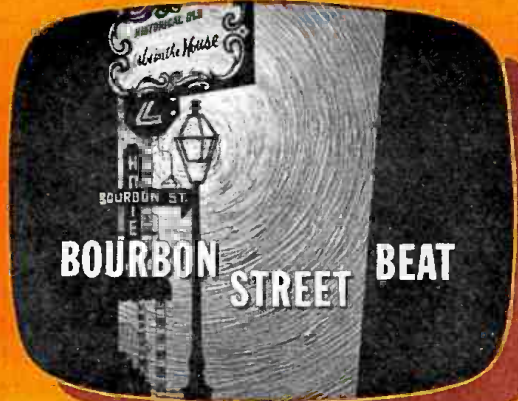
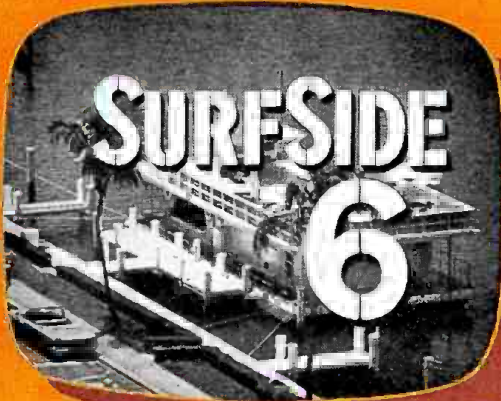
In busy week of account switches involving \$20 million billings (see story, page 38), Coty Inc. announced last Friday (Aug. 31) move of over \$2 million account to Ellington & Co., New York, from Dancer-Fitzgerald-Sample, effective Jan. 1, 1963.

Under D-F-S, Coty billed more than \$2 million, of which about 65% went into broadcasting. Ellington served as Coty's promotional agency for past year.

Klaric, Nessen join NBC News

In expansion move at NBC News in Washington, John S. Klaric Jr. has been named administrative manager and Ron Nessen supervisor of syndication. Mr. Klaric had been with CBS News in New York since 1955, recently as operations manager. Mr. Nessen had been with UPI's Washington bureau since 1957.

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



 *Now available on an individual market basis*

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

POLITZ KNOWS

WHO

LISTENS

IN WGY'S VITAL 25-COUNTY COVERAGE AREA

■ For example, out of the 1,287,000 who listen to radio, 465,000* listen to WGY . . . 147,000 are between 35 and 54 years of age . . . 199,000 are in the upper-third income group.

■ Only the Politz study tells advertisers who, what, when, where, and why people listen in Albany, Schenectady, Troy, Northeastern New York, and Western New England. For the complete Politz survey on WGY's 25-county listening audience, contact WGY or your Henry I. Christal Co. representative.

*Average weekly cumulative adult audience

982-22

WGY 810 KC 50 KW

A GENERAL ELECTRIC STATION ALBANY - SCHENECTADY - TROY



DATEBOOK

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

*Indicates first or revised listing.

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

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

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

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

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

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

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

*Sept. 14-16—National Academy of Television Arts & Sciences, board of trustees meeting, Hollywood.

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

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.



BERLIN WALL, U. S. A.

You can't see this wall. But it's there. It goes up in millions of TV homes the moment a commercial comes on.

The average TV family faces 500 or more commercials every week. Many of these are dull. Some are downright irritating. Is it any wonder that so many viewers now protect themselves behind a wall of indifference?

Some commercials do leap over this Berlin Wall. They attract the attention of viewers. They persuade them to want your product. And they receive a hearty welcome in rising sales and profits.

We're proud to say that quite a few of these wall-leaping commercials spring from Ayer storyboards.

N. W. AYER & SON, INC. / THE COMMERCIAL IS THE PAYOFF

Eliminate Propagation Fades From Your TV Signal



Now you can end fades and washed-out fringe-area signals simply by inserting a Micromeg preamplifier between your relay receiving antenna and the mixer. Micromeg has the effect of boosting your transmitter power four to ten times or of increasing the size of a six-foot-diameter antenna to one of 12 to 20 feet. In new installations, a Micromeg will allow you to space your repeater stations farther apart without deterioration of signal-to-noise ratio.

WHAT IS A MICROMEΓ? It is a low-noise, low-signal-level RF parametric amplifier. It is available in several indoor and outdoor models covering the UHF, 2000Mc, and 6000Mc range. Power requirement: 110V AC. A semiconductor varactor diode causes amplification by pumping power from a local RF source to the signal. **APPLICATIONS** include translators, remote pick-up broadcasting, inter-city microwave links, community antenna TV systems. Please write for the full story.

Installing a Micromeg parametric amplifier is equivalent to boosting transmitter power four to ten times.



Micromega Corporation 

4134 Del Rey Ave., Venice, Calif. / EXmont 1-7137

Creator of advanced microwave systems and components for U. S. space and defense projects.

What does EDWARD FITZGERALD* say about BROADCASTING YEARBOOK?



"YEARBOOK OF GREAT HELP"

"BROADCASTING Yearbook is of great help in getting basic information about stations and other pertinent information regarding the overall broadcast field."

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

*Manager Broadcast Media J. Walter Thompson Chicago



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N.W., Washington 6, D. C.

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, vp- programs, 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.

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.

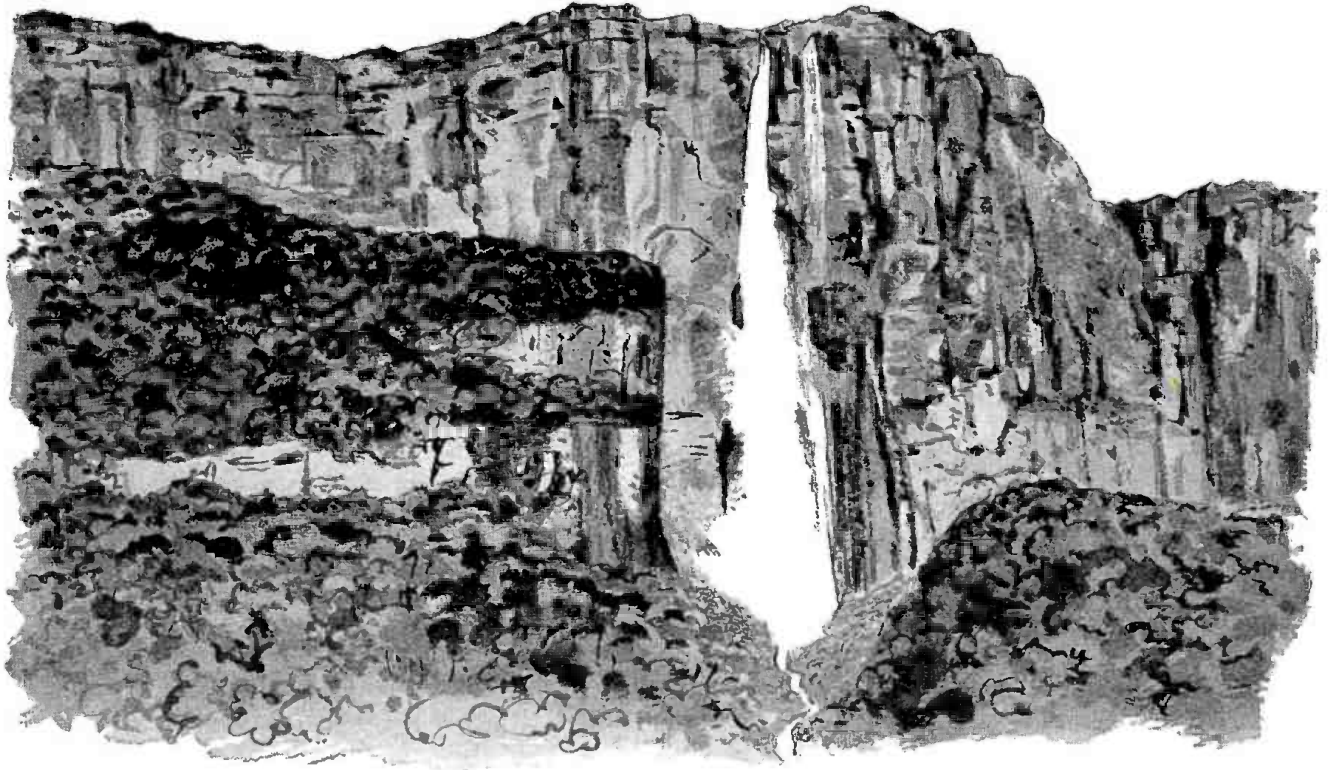
Sept. 22—Society of Motion Picture & Television Engineers, Auditorium of the Music Building of Los Angeles State College. One-day symposium on the technical aspects of television as a medium for instructional communication.

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

Sept. 28-29—Institute of Radio Engineers,

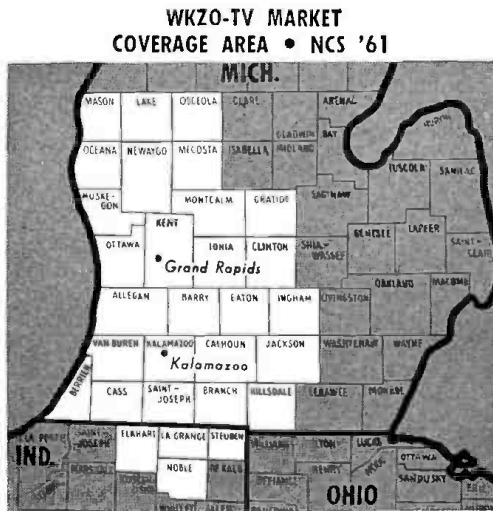
NAB Fall Conferences

- 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.



YOU MAY NEVER SEE THE HIGHEST WATERFALL* —

BUT... You Can Make a Big Splash in Greater Western Michigan with WKZO-TV!



Outside of Detroit stations, WKZO-TV reaches more homes than any other Michigan outlet—daily, nightly, weekly.

NCS '61 credits WKZO-TV with weekly circulation in 456,320 homes in 30 counties in Western Michigan and Northern Indiana. SRDS rates this area as a market of over two and one-half *billion* dollars annually. And Sales Management puts both Kalamazoo and Grand Rapids among the 55 fastest-growing markets in America!

Let Avery-Knodel give you the coverage and market details on Greater Western Michigan! *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac/WWUP-TV, Sault Ste. Marie to your WKZO-TV schedule.*

*Angel Falls, in Venezuela, has a total drop of 3,202 feet.

The Felzer Stations

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

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

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
 For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives



Year around promotion to WHBF coverage area audience pays off for you and for us . . .

Our consistent use of other recognized advertising media, in the WHBF coverage area, has proven beneficial both to this station and to its customers.

Newspaper space and outdoor poster panels help impress the WHBF attributes of public service, high-grade entertainment and reportorial reliability on the audience mind.

Favorable reaction to this station is also gained by the constant activity of WHBF personnel in coverage area cities and towns. Talented as speakers and entertainers, WHBF staffers are in popular demand for all sorts of community functions.

We feel the effects of this constructive promotion. We invite you to gain from it, too. Ask Avery-Knodel for details and availabilities.

WHBF
RADIO • FM • TELEVISION

Call Avery-Knodel



SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

- 52 weekly issues \$7.00 104 weekly issues \$12.00 Payment attached
 52 issues & Yearbook published next November \$12.00 Please bill

name _____ title/position* _____
 company name _____
 address _____
 city _____ zone _____ state _____

Send to home address—

* Occupation Required

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—Advertising Research Foundation's eighth annual conference, Hotel Commodore, New York. Keynote speaker will be Birny Mason Jr., president of Union Carbide Corp. Subjects include "The computer's invasion of media planning" and "What contribution can communication theory make to constructing and evaluating an advertising campaign?"

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—Eighth 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.

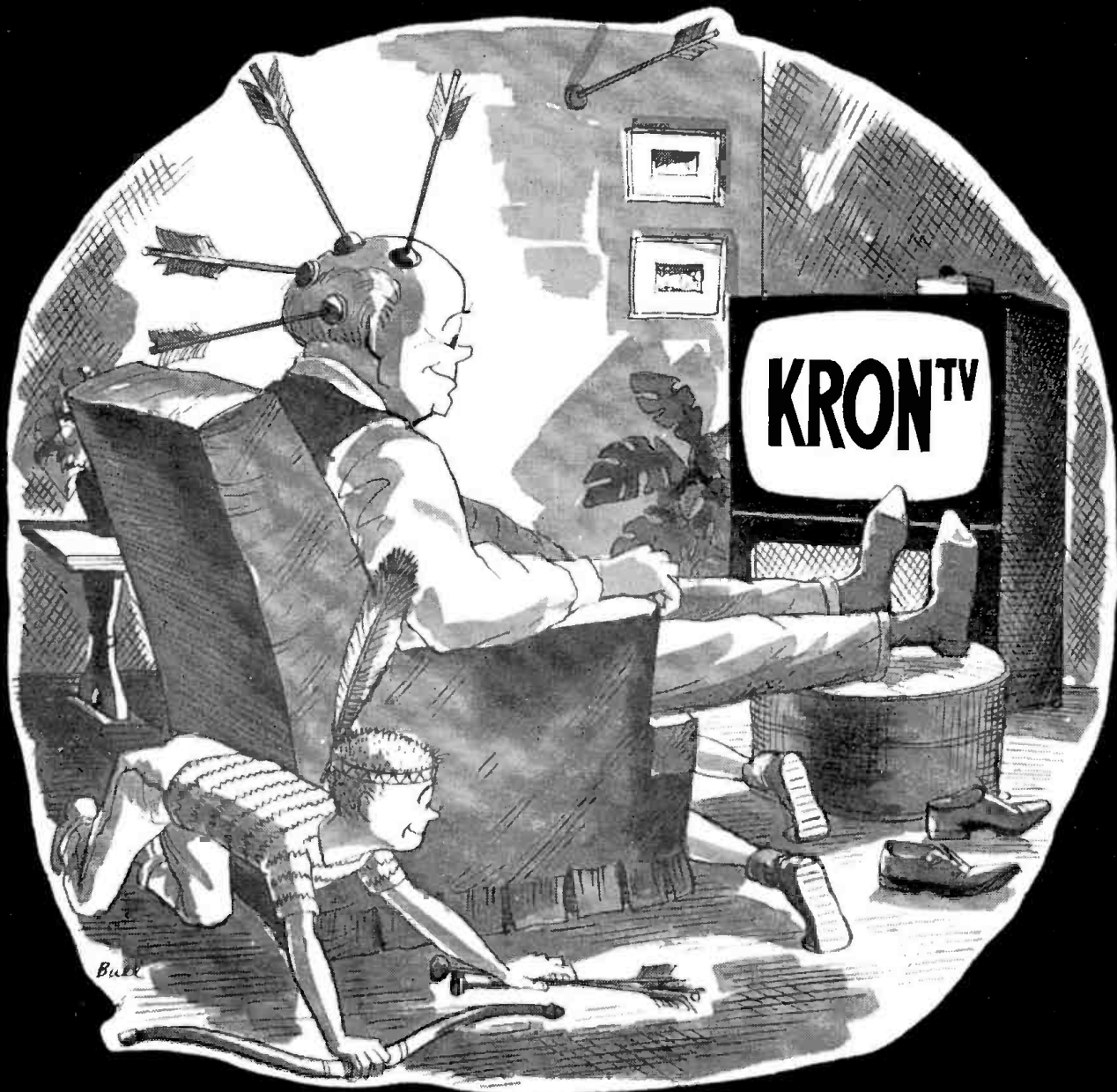
Oct. 14-17—CCBA Managing and Engineering convention. Royal York Hotel, Toronto, Ont.

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.

*Oct. 16—Second annual Southeast Radio-Tv Seminar (SERTS), sponsored by Georgia Assn. of Broadcasters, on catv challenge to broadcasters. Dinkler-Plaza Hotel, Atlanta, Ga.

*Oct. 16—Premium Advertising Assn. of America conference at the Henry Hudson Hotel, New York City. Association observes its 50th anniversary at its annual New York conference held in conjunction with the four-day New York Premium Show which it sponsors at the New York Coliseum, Oct. 15-18. Featured speakers will be Bennett Cerf, president of Random House; James Proud, president of Advertising Federation of America; Dr. Kenneth D. Wells, president of Freedoms Foundation at Valley Forge; and William Dunham, PAAA president.

KRON is TV in SF



San Franciscans are sold on KRON-TV

**CALIFORNIA'S
#1 TV STATION**

Gold Medal Winner, 1962
California State Fair 10th
Annual TV-Radio Competition

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



RAHALL RADIO STATIONS



Staffed by
**WIDE-AWAKE
PERSONALITIES**
dedicated to
PUBLIC SERVICE
in the communities
which they serve!

**W
L
G
Y**

No. 1 RADIO

Tampa - St. Petersburg,
Florida
Sam Rahall, Manager

**W
K
A
P**

No. 1 RADIO

Allentown-Bethlehem-
Easton, Pennsylvania
"Oggie" Davies, Manager

**W
W
N
R**

No. 1 RADIO

Beckley,
West Virginia
Tony Gonzales, Manager

**W
N
A
R**

No. 1 RADIO

Harrisstown-Philadelphia
Area
John Banzhoff, Manager

above stations represented
nationally by H-R . . . New York

also **WQTY**

our station coming up fast in
JACKSONVILLE, Florida
National Rep. The Bolling Co.

N. Joe Rahall, President
"Oggie" Davies, Gen. Manager

OPEN MIKE®

Opportunity rings . . . and rings

EDITOR: It's strange! Someone in the radio or television industry starts a practice, and the first thing you know, it seems as though everybody follows it.

In developing schedules for clients for fall, I have had to call various salesmen and commercial managers of various tv and radio stations up and down the East Coast. To save time I have called personally, only to run into some secretary at the other end of the line who wastes my time by saying, "May I tell him who is calling?"

They don't ask you who is calling, but ask if they may tell him who is calling, which seems quite stupid.

And besides, if the man is there to sell time, why doesn't he just answer the telephone and be done with it?—*Courtland D. Ferguson, president, Courtland D. Ferguson Inc. Advertising, Washington.*

Gray's address

EDITOR: Both my client, Gray Research, and I appreciate the story on the Gray Telejector [EQUIPMENT & ENGINEERING, Aug. 20]. I would, however, like to call your attention to the fact that the Gray Research & Development Co. manufacturing facilities are in Newington, Conn. . . . We haven't been in Manchester, Conn., for several years.—*Donald R. Holland, Holland Creative Advertising, Hartford, Conn.*

[Holland's publicity release about the Gray 3B Telejector did not mention Gray's location, nor that the company was reorganized last June. A BROADCASTING writer checked several equipment and manufacturing directories. The only address listed was that used by the Gray predecessor company in 1957.]

Research ground rules

EDITOR: . . . The thought that broadcast research ground rules should be established [MONDAY MEMO, Aug. 20] occurred to the Advertising Research Foundation some time ago. An ARF committee representing advertisers, agencies and media undertook exactly this job and produced the report, "Recommended Standards for Radio and Television Program Audience Size Measurements." I think you will find it is the full-fleshed version of this idea.

I don't believe an industry research bureau, lower total research costs, and uniform measurements are the answer to broadcasting's research needs. The plea Nielsen gets most often from agencies is for more, not fewer, kinds of measurement. Advertisers are vitally interested in new research techniques and these are developed because of competition, not committees. They want everything the meter, diary or interview can tell them about audiences and how

BROADCASTING PUBLICATIONS INC.

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Metropolitan 8-1022.

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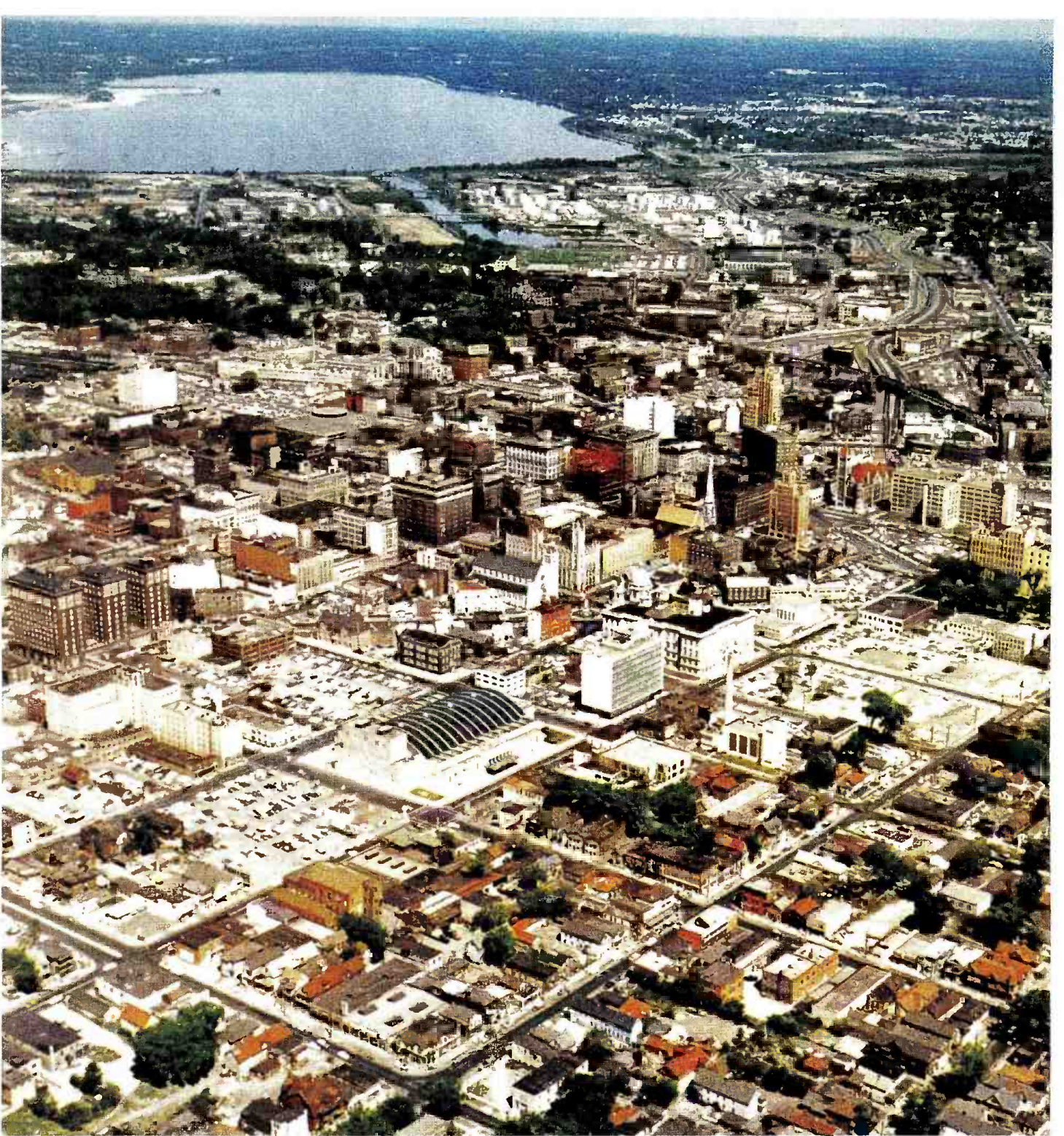
SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

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

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

®Reg. U. S. Patent Office

Copyright 1962: Broadcasting Publications Inc.



THERE'S A NEW VIEW
IN SYRACUSE

THE HEART OF

W ONDERFUL N EW Y ORK S TATE

HERE'S WHAT CENTRAL NEW YORKERS WILL VIEW ON

WNYS-TV

COLORFUL CHANNEL **9** 

MORNING PROGRAMS								AFTERNOON PROGRAMS (Cont.)							
TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:00								4:00							
7:15								4:15							
7:30								4:30							
7:45								4:45							
8:00								5:00							
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AND HERE'S A LOOK AT THE WNYS-TV RATE GUIDE

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

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

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

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

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

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

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

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

	5 PLAN	
	1-51 WKS	52 WKS
30 Seconds or more	\$220	\$176
20 Seconds	180	144
10 Seconds	80	64

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

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

WNYS-TV . . . Now selling the heart of Wonderful New York State

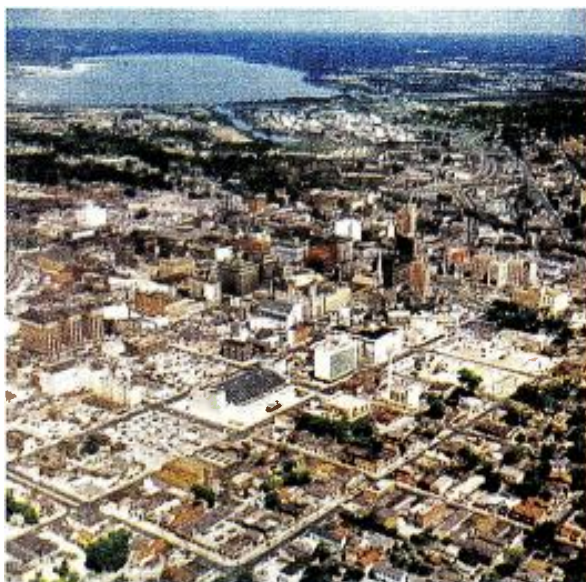
HERE'S THE NEW VIEW

WNYS-TV

COLORFUL CHANNEL



and here's why WNYS-TV is a better buy
right now



■ Central New York has long viewed the advent of a third television station with eager anticipation. As of September 9, they will be viewing WNYS-TV. They'll like what they see.

■ Central New York has never before viewed the program offerings of a full ABC-TV affiliate. They will do so eagerly.

■ Imaginative local programming plus top-rated syndicated shows will augment the ABC-TV lineup.

■ A full-saturation advertising and promotion campaign, now in effect, has generated plenty of audience excitement already and will continue to insure market dominance.

■ For several years, Central New Yorkers have had a "pre-view" of what ABC-TV has to offer. Ratings have been high. Check last year's figures for Syracuse on these programs carried this season by WNYS-TV:

- THE UNTOUCHABLES
- DONNA REED
- MY THREE SONS
- WAGON TRAIN
- THE FLINTSTONES
- BEN CASEY
- 77 SUNSET STRIP
- LAWRENCE WELK

WNYS-TV SYRACUSE TELEVISION MARKET DATA

Population	1,732,600
Total Retail Sales	\$2,176,152,000
Food Sales	\$529,940,000
Drug Sales	\$64,963,000

(source: Sales Management "Survey of Buying Power" June, 1962)

TV Homes 461,600

(source: Television Magazine August, 1962)

WNYS-TV's total service area encompasses 21 wealthy counties. The Syracuse Metro area, at the crossroads of New York State, has long been recognized as one of the country's top test markets.

PUT YOURSELF IN THE COLORFUL PROFIT PICTURE

PRESENTED BY THE NEW VIEW IN THE HEART OF
WONDERFUL NEW YORK STATE

WNYS-TV

REPRESENTED BY

PETERS, GRIFFIN, WOODWARD, INC.

CALL YOUR CLOSEST COLONEL NOW!

NEW YORK, 250 Park Avenue YUkon 6-7900
CHICAGO, Prudential Plaza FRanklin 2-6373
DETROIT, Penobscot Bldg. WOOdward 1-4255
PHILADELPHIA, 12 South 12th Street WALnut 3-0455
BOSTON, Statler Office Building HUBbard 2-6884
ATLANTA, 1372 Peachtree St., N.E. TRinity 5-7763
MINNEAPOLIS, First National Bank Building 333-2425
ST. LOUIS, Paul Brown Building CHEstnut 1-3171
DALLAS-FT. WORTH,
Fidelity Union Life Building Rlverside 7-9921
LOS ANGELES, 5455 Wilshire Blvd. WEbster 8-3585
SAN FRANCISCO, Russ Building YUkon 2-9188

OR

**CHECK DIRECT WITH WNYS-TV
SHOPPINGTOWN, DEWITT
TELEPHONE: 446-4780**

PERSONNEL

President & General Manager . . . William H. Grumbles
Sales Manager Robert Baird
Program Director Jeff Davidson
Chief Engineer John Carroll

MAILING INSTRUCTIONS

Address all business correspondence to:
WNYS-TV, Shoppingtown, Dewitt, N. Y.

AGENCY COMMISSION

15% to recognized agencies on net billing for telecast
time. No cash discount

GENERAL ADVERTISING

Affiliated with ABC Television Network

SPECIAL FEATURES

COLOR-Originates and transmits. Local film color rates
on request

LIVE TALENT & PRODUCTION

Rates on request

SERVICE FACILITIES

Address all film, slides, copy instructions and props to
operations desk.

POLITICAL

All regular rates apply.

to spend their broadcast dollars more effectively.

Doesn't this suggest that "E pluribus optimum," not "E pluribus unum," is the real goal?—*Erwin H. Ephron, director of press relations, A. C. Nielsen Co., New York.*

EDITOR: Charles Rosen's MONDAY MEMO is interesting to a Canadian because we have still got the Bureau of Broadcast Measurement and all of us in the selling game quarrel with its figures just as much—and maybe more—than any other rating service for broadcast media.

An agency - advertiser - broadcaster service is not the solution to the rating problem. We have found it a bigger headache than ever. Now we Canadians have to buy more rating services than anybody in the U. S. to sell with.

... I guess Mr. Rosen forgets that in your country the offshoot of our BBM—your Broadcast Measurement Bureau—died a horrible death some years ago before it could do too much harm.—*Andy McDermott, Radio & Tv Station Representative, Toronto.*

Experienced members

EDITOR: Your item [CLOSED CIRCUIT, Aug. 27] has some heartening and encouraging "speculation" that two worthy and experienced commissioners will not be lost to the industry and that a less experienced member will voluntarily give up his post.

For sound, progressive results many broadcasters hope the appointing power will recognize that it is less disturbing to the listening and viewing public and to those who provide the facilities to have federal supervision and deliberate regulation by government agents who know the book.

Broadcasting and electronic know-how, or at least business experience, is needed to guide and direct this vital and essential communication service. No other influence should prevail. Let's hope your "speculation" becomes fact.—*Ranulf Compton, president, WKDN-AM-FM Camden, N. J.; WARN-AM-FM Ft. Pierce, Fla.*

Justification

EDITOR: "Crime and punishment" [EDITORIALS, Aug. 6] disappoints me. . . . Even quite liberal persons have complained that the FCC in past decades has tended to be over-lenient and vacillating in questions which long ago deserved more than a verbal slap on the wrist. The actions of the past 30 years are not necessarily the proper criterion of what ought to be done. . . .

There is more than mere "mismanagement" involved [in the FCC's denial of license renewals to KRLA Los

Angeles and WDKD Kingstree, S. C.] There was considerable evidence of licensees' ignoring the implications of earlier FCC warnings and inquiries . . . and there seems to have been considerable falsification. . . . Such violations practically constitute an overt challenge to the authority of the commission. I cannot see how such violations are anything but willful; and apparently they were repeated. . . .—*James A. Brown, S. J., Loyola High School, Los Angeles.*

Both sides of catv

EDITOR: I have just read your editorial, "Both sides of catv" [EDITORIALS, Aug. 27]. . . .

The purpose of the Oct. 16 seminar is, indeed, to do what you have suggested, to thoughtfully study the problem and its possible effects on those of broadcasting. It most certainly does not indicate any foregone conclusions reached by us and nowhere have we stated that catv should be restrained. . . . I am personally not interested in seeing a debate develop. The meeting, I trust, will provide factual information. . . .

I do not see how the meeting can be considered one-sided since some of our members are already involved in catv operations and should be perfectly capable of speaking for catv themselves if they wish to.

... I believe that your "pre-judgment" of what promises to be a very useful meeting was rather hasty.—*Raymond E. Carow, (general manager, WALB-TV Albany, Ga.), vice president, Georgia Assn. of Broadcasters.*

More one-hour news

EDITOR: About WTOP-TV's new one-hour news format [THE MEDIA, Aug. 6] and the letters from Lee Ruwitch and Wilton Cobb [OPEN MIKE, Aug. 20]:

... WTVT (TV) Tampa-St. Petersburg on Nov. 5, 1956, inaugurated the one-hour format from 6-7 p.m. Mondays through Fridays and has followed the pattern consistently every since.

Our program plan included news, sports-fishing and weather, leading into CBS-TV news. We modified the format Oct. 20, 1958, to include our daily editorial.

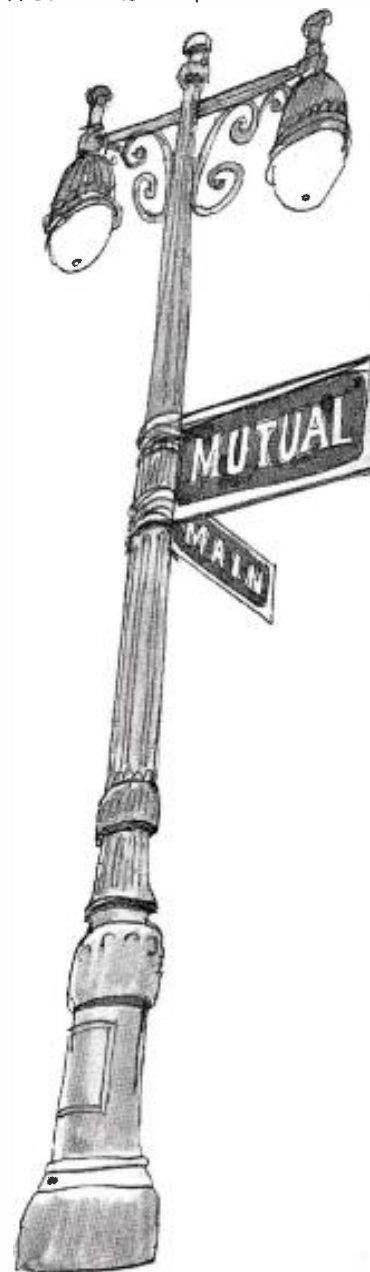
WTVT has been most successful with the one-hour format, both in ratings and revenue. . . . Further testimony to its popularity: many stations have requested that we tape the program for them or have sent observers to our area to view it. Most . . . have already instituted the one-hour informational programs themselves.—*Eugene B. Dodson, vice president & general manager, WTVT (TV) Tampa-St. Petersburg, Fla.*

WHAT MARKET DO YOU WANT TO SELL ON MAIN STREET?

To reach Main Street, U.S.A., turn at Mutual.

Whatever your market—teen age, young marrieds, executives—you'll find a buying audience on Main Street, U.S.A. And who owns Main Street? Mutual Radio. With 453 listenable affiliates everywhere. Pick your market and head for Main Street, U.S.A. Check the signpost and turn at Mutual Radio. LANDMARK: Mutual Radio delivers 97 of the top 100 Main Streets in America.

Mutual Radio | 3rd
A Service to Independent Stations



Answering some questions asked by management about advertising

What are some of these questions? Let's start our list with:

"How do you know you are spending just the right amount of money for our advertising program? Exactly how and by use of what science and relative criteria did you arrive at precisely the amount you propose that we approve for next year's budget?"

Have you ever had that one tossed across the committee table at you? Well, I have, by about 10 of the sharpest, shrewdest, agile-minded, nimble-thinking bankers you could gather together, men accustomed to dealing in logic instead of abstraction, who mean to get some solid answers before they commit themselves to a multi-million dollar expenditure.

Let's go to question No. 2:

"What techniques are you employing to measure advertising results?" Here, too, is certainly a fair question to put to men who describe themselves as advertising professionals. But boy, what a trick to answer it!

A Logical Approach ■ Going back to question No. 1, Albert W. Frey, professor of marketing at Dartmouth and head of the Amos Tuck School of Business, has this to say about setting up an advertising budget: "Logically, an advertiser should set his appropriation at the point where the last dollar spent will just equal the profit from the sales produced by that dollar. All dollars spent up to the last one will result in additions to net profit. The last dollar will neither decrease nor increase total profit. All dollars spent beyond that point will decrease net profit."

That's not the formula I applied in developing an answer to my management. Instead, I said there are only two major factors that affect the success of Bank of America's advertising. One is the amount of money we spend. The other is the character and quality of the advertising itself.

One reason why no one has yet developed a completely satisfactory method of arriving at an optimum amount to spend for advertising is because, despite scientific procedures for media selection and budgeting, there is no accurate way to pre-determine the efficiency of the advertising itself.

In the past, that fact has been frequently recognized by advertisers who allow their budget to fluctuate depending upon their opinion of proposed campaigns. From our own study of this matter, it seems apparent that advertising appropriations will remain, of necessity, arbitrary management decisions for some time to come.

Product advertisers frequently use a fixed percentage of sales as a basis for budgeting, advertising more heavily in strong markets than in weak ones. In one way or another almost all product advertising is related to sales. This is a simple economic fact. The product advertiser frequently can reckon the effectiveness of his campaign in terms of net profit itself.

Banks Are Different ■ That is not the case with Bank of America. The factors which influence the sales curve of a bank, service by service, are less discernible and far more complex than those which influence a package goods item. In the case of a product you can control its appearance, its price, its acceptability to the public. In the case of a bank—where your product is service—your package is a teller's smile and a branch manager's handshake. It is other things as well. It is convenience of location, the length of time in a teller's line, loan policy. We can do much to influence such factors—and we do—but we cannot completely control them.

These are just a few of the reasons why I believe it never has been possible—and never will be possible—to come up with a pat formula that will tell us how to spend precisely the proper amount for advertising. For years, researchers have been trying to take this mystery out of advertising—but from all the pre-testing results I've observed, the mystery is going to remain for a long time to come.

Attainable Goals ■ Now I'd like to turn to the second question any advertising manager is likely to hear more than once during his career—that about advertising results. From the standpoint of the advertising manager and the advertising agency, the secret here, I believe, is to have a set of clear-cut, established advertising objectives before

starting any advertising program—even before submitting any recommendations. These advertising goals can be both short and long range but they must be specifically stated and clearly defined—and most important—they must be attainable.

Because there are so many unknowns in this business of advertising, because it is almost as difficult to know the results of a campaign after it runs as before, we at Bank of America use every yardstick available to evaluate our advertising. No single yardstick is conclusive. Even sales cannot be considered the pure and unadulterated measure of advertising success.

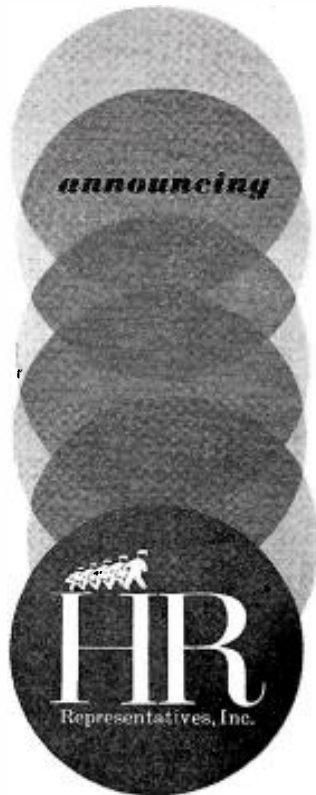
Advertising is not an exact science. Advertising is written by people for people. And people are not an exact science. People, in fact, are frequently unpredictable. They frequently react in ways you would least suspect—not only individually, but in the mass.

Ask by Name ■ I remember about eight years ago when Bank of America introduced a new television spot campaign. The first commercial was a revolutionary departure at that time from most bank advertising. The particular commercial advertised loans and it told people to come in and ask for it by name—"money." Although we were fairly confident of the line, we certainly were not sure of the results. Certainly no one could have predicted the great success and selling power of this particular catch phrase.

Even the bank robbers of eight years ago thought it was a great gag to come in and ask for it by name. In fact, I remember being somewhat under a cloud for a time during those days after someone suggested that perhaps the advertising was leading bank robbers to believe they would find a warm welcome at Bank of America.



Charles R. Stuart Jr. received a degree in advertising from the U. of Southern California and, after going through the Bank of America's program of executive development in Los Angeles, was assigned to the bank's advertising department in San Francisco. He was made assistant advertising manager in 1954 and advertising manager three years later. Mr. Stuart is president of the San Francisco Advertising Club and of the Northern California Bank Advertisers Assn.

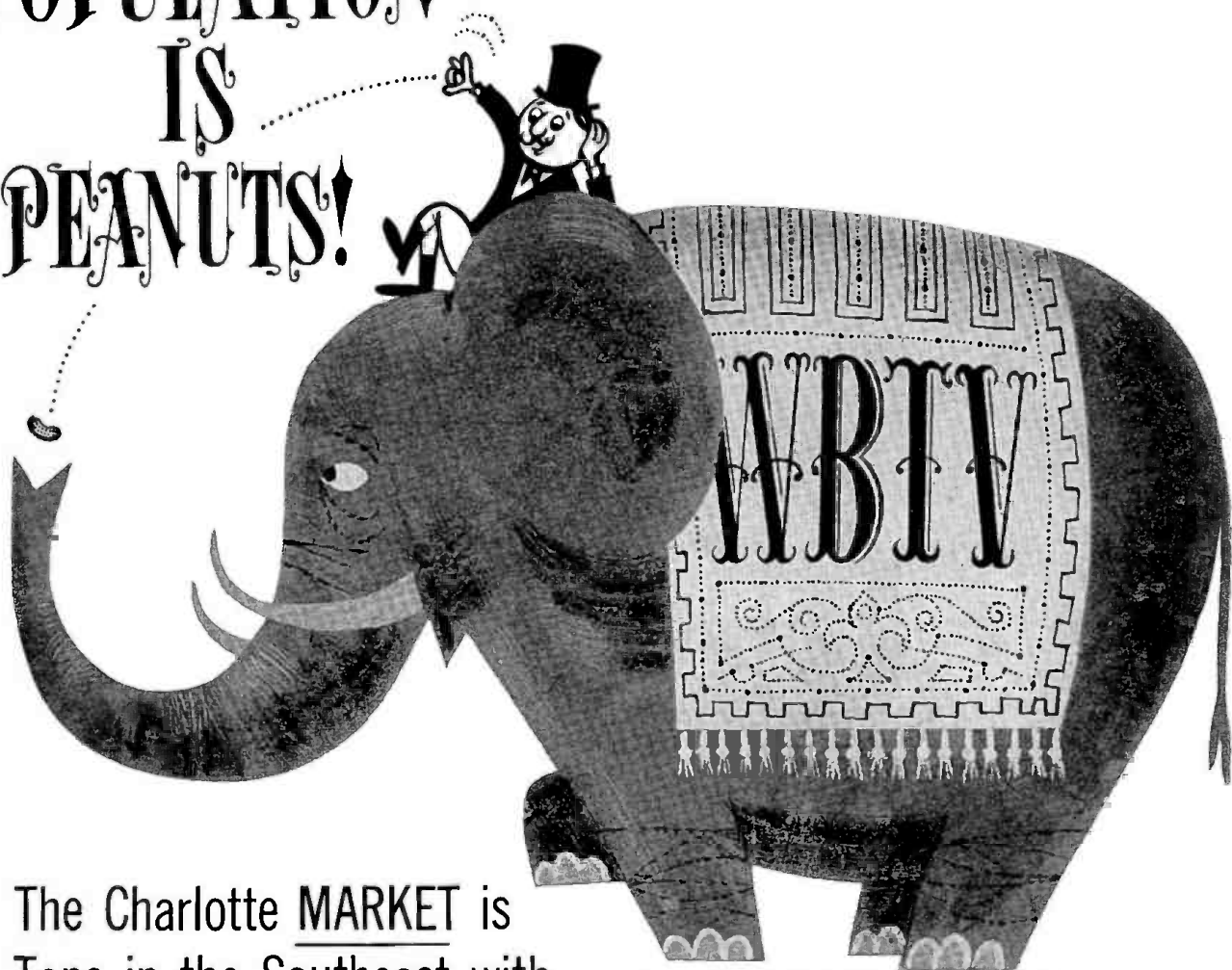


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McLendon station
for
Chicago**



***effective immediately
WYNR, the 'winner' in Chicago,
with America's top negro personalities,
proudly appoints H-R Representatives, Inc.
as exclusive national representatives.
an H-R UNI/PLAN station***

THE CITY POPULATION IS PEANUTS!



The Charlotte MARKET is
Tops in the Southeast with
595,600 TV Homes*

Two-hundred thousand peanuts is a fair size city patch, but it's *still* peanuts compared to the TV Homes in the elephantine Charlotte Television Market.

Don't forget! WBTV Delivers 43.4% more TV Homes than Charlotte Station "B"! **



*Television Magazine-1962 **NCS '61-Nightly

Represented Nationally by Television Advertising  Representatives, Inc.

MEMPHIS ATTORNEY WINS FCC POST

- E. William Henry, 33, Kennedy stalwart, to succeed Cross
- Liberal southern Democrat has no communications experience
- Yale graduate, served in Korea, received LL.B. from Vanderbilt

Months of uncertainty over the seventh post on the FCC came to an end late Thursday with White House announcement that E. William Henry, Memphis attorney, would be nominated to succeed Commissioner John S. Cross.

The appointment, assuming confirmation by the Senate, brings to the commission a Southern Democrat of liberal leanings, the second commission appointee who took an active part in the Kennedy Presidential campaign in 1960. Chairman Newton N. Minow also was a worker in the campaign.

Mr. Henry wired Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee Thursday afternoon, making himself available for consultation. No date for a confirmation hearing had been set at the weekend.

Sees Opportunity ■ "This is an important job carrying a tremendous responsibility," Mr. Henry told BROADCASTING. "I welcome the opportunity to be of real service in this most interesting post. While I have no preconceived ideas, I will regulate as required by the Communications Act in the public interest." He has had no experience in communications.

Mr. Henry is known in Washington, having worked three months under Robert Kennedy, campaign manager for the Democratic presidential candidate, during the 1960 campaign. He was a contributor to the Kennedy campaign fund.

Asked about his political philosophy as a southerner, Mr. Henry said he thoroughly approved the Civil Rights Act and the Justice Dept.'s enforcement of the Supreme Court's integration decision.

John Porter, president of the Memphis-Shelby County Bar Assn., said the new appointee is "a very able and well-qualified young attorney."

The 33-year-old commissioner-nominee is a member of the Memphis law firm of Chandler, Manire & Chandler, engaging in general practice. Walter Chandler, senior partner in the firm, is a former congressman and ex-mayor of Memphis.

A Memphis native, Mr. Henry was educated in local public schools to the

10th grade, completing his secondary education at The Hill School, in eastern Pennsylvania. He was graduated from Yale in 1951, promptly entering Naval service during the Korean War. He left the service after three years as a lieutenant j.g.

After military service he enrolled in Vanderbilt Law School, Nashville, receiving his LL.B. in 1957.

Family Man ■ The appointee is 6 feet 1 inch tall and describes himself as "stringy." He has black hair, brown eyes and weighs 180. He is married to the former Sherrye Patton. They have three children—Elizabeth, 5, Sherrye, 3 and Emil William Jr., 1. The family lives at 592 S. McLean Blvd., Memphis.

Following confirmation the family plans to move to Washington. Mr. Henry is a member of Phoenix Club, a Memphis service organization. He belongs to local, state and American bar associations as well as Memphis

Country Club. Hobbies include tennis, hunting and fishing. He is active as a director of the local Red Cross chapter.

He received first word that his name was being considered for the FCC vacancy about three weeks ago. Official word came from Sen. Estes Kefauver (D-Tenn.) at 2 p.m. Thursday, two hours before the official White House announcement of the President's intention to appoint him to replace Commissioner Cross, whose term had expired last June 30. The position carries a \$20,000 salary.

Minow Assistance ■ FCC officials not on vacation and Washington lawyers immediately speculated that Mr. Henry will give Chairman Newton N. Minow at least a third vote, and possibly a majority of four needed on many tougher regulatory policies the chairman advocates and for which he has not secured a majority. Chairman Minow himself was out of touch last week, as he has been all of August, but called Mr. Henry Thursday to offer congratulations.

The chairman has disavowed playing any role whatsoever in the Cross situation but has privately admitted that he would prefer to have a seventh commissioner with more liberal views than the conservative regulatory approach of Commissioner Cross. Several weeks ago when asked if he would prefer someone other than Commissioner Cross, Chairman Minow replied, "What do you think?"

"I don't think really they go that far," Mr. Henry replied when asked if his regulatory concepts of broadcasting coincide with Chairman Minow's. He said that he has only a "general knowledge" of the chairman's viewpoints, however, and cannot say at this time whether or not he would be in dispute with Mr. Minow.

Mr. Henry said that he has never met the chairman or any other commissioner and that he talked to Chairman Minow for the first time Thursday when the chairman called to congratulate him.

Attorney General Robert Kennedy was responsible for his appointment, Mr. Henry feels. It also was the President's brother who recently told a Sen-



Mr. Henry

ate subcommittee that better men with stronger regulatory concepts will be appointed to the FCC (BROADCASTING, Aug. 6).

President Kennedy made known his intention to appoint Mr. Minow in early January 1961 (BROADCASTING, Jan 16, 1961), even before his own inauguration. The chairman is presently the only Kennedy appointee on the FCC and many times has found himself on the minority in his regulatory concepts. For example, the chairman speaks up every chance he gets for a filing fee for FCC services—but he has been balked by failure to secure a majority.

Top Man ■ Chairman Minow feels that he should be the chief executive officer of the FCC in fact as well as in name. But, members have constantly and effectively fought efforts of all past chairmen with ambitions to take control of administrative functions.

President Kennedy holds his FCC chairman in high esteem and Mr. Minow is on a first-name acquaintance with those closely associated with the President few other chairmen have been in the past. The President can be expected to give Chairman Minow all the support possible, a White House source said some time ago.

The next FCC vacancy will occur under normal procedures next June when the term of Commissioner T. A. M. Craven expires. However, Commissioner Craven reaches the mandatory retirement age of 70 in January and the President, if so inclined, could replace him at that time.

Commissioner Craven, essentially a conservative who opposes program regulation and FCC interference in the operation of stations, does not see eye to eye with the chairman on most matters. With his replacement, the President would have three appointees on the FCC. Commissioner Craven, like Messrs. Minow, Cross and Henry, is a Democrat.

The next Republican vacancy will occur with the expiration of the term of former Chairman Frederick W. Ford in June 1964. Commissioner Ford often is on the same side as the chairman and his regulatory philosophy is closer to that of chairman Minow than that of Democrats Cross and Craven.

Hill Surprised ■ There was virtually no immediate reaction from Capitol Hill to President Kennedy's announcement that he intended to appoint Mr. Henry. Few if any legislators, other than those from Tennessee, appeared to have heard of him before Thursday.

Sen. Estes Kefauver (D-Tenn.) said he was "glad to hear of the impending appointment." He called Mr. Henry "a young, vigorous and able lawyer," and predicted he would do "an outstanding job on the FCC."

Sen. Warren G. Magnuson (D-

Cross shocked at appointment of Henry

"I feel like Caesar must have felt when Brutus stabbed him in the back."

This was the way FCC Commissioner John S. Cross of Arkansas described his reaction to the appointment of Mr. Henry to the commission for the seat now held by Mr. Cross. "I have never received any word from the White House. They have never talked to me about anything . . ." Commissioner Cross said, since White House aide Ralph Dungan informed him several months ago that the President had not made up his mind.

"I just can't understand this type of thing," he said in pointing out that Arkansas had given President Kennedy its electoral votes in 1960 while Tennessee had voted for then Vice President Richard Nixon. The commissioner said that he had worked hard at being a member of the FCC and thought he deserved to be reappointed.

Rep. Oren Harris (D-Ark.) and other members of the Arkansas delegation (which includes four major committee chairmen) also expressed regret that Commissioner Cross was not reappointed. "I was disappointed," Rep. Harris said. "I think he should have been reappointed because he was doing a good job. I recognize also the President's right and responsibility in making appointments and I respect his decision, of course."

Commissioner Cross, a conservative Democrat who did not subscribe to much of the broad regulation dicta of FCC Chairman Newton N. Minow, was an open candidate for a new seven-year term on the FCC. The Arkansas delegation also actively supported his renomination.

He was first named to the FCC by President Eisenhower in the spring of 1958 during the height of the *ex parte* scandals brought on by investigations of Rep. Harris' Legisla-



Mr. Cross

tive Oversight Subcommittee. He replaced Commissioner Richard A. Mack, who was forced to resign following disclosures by the congressional investigators.

Commissioner Cross' term expired June 30 of this year and he has continued to serve since then under a 1960 amendment to the Communications Act. He is the first man to remain on the FCC under the new law which permits a commissioner to serve after his term had expired until his successor is nominated and confirmed by the Senate.

At the time he was appointed, Commissioner Cross vowed that he was "as clean as a hound's tooth," obviously referring to the activities that got his predecessor in trouble. He is a communications engineer who spent several years in the telecommunications section of the State Dept. and has represented the U. S. in several international conferences.

Commissioner Cross said last Thursday from his Eureka Springs, Ark., home that he has "no definite plans at the moment for the future." He was undecided whether he would return to Washington for the FCC meeting Wednesday (Sept. 5).

N.J. constituents favor FCC help for tv quality

The residents of New Jersey's Fourth Congressional District favor 7-2 the

Wash.), chairman of the Commerce Committee, which will hold hearings on Mr. Henry's confirmation, was unavailable for comment. An aide to Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, said he would have no comment since he knew nothing about Mr. Henry.

FCC taking steps to improve commercial television, if a poll taken by their congressman is any indication.

Rep. Frank Thompson Jr. (D-N.J.) reported last week he had sent questionnaires to 55,000 constituents in July, asking, among other things, whether they "favor or oppose the Federal Communications Commission taking steps to raise the quality of commercial television."

He said that of more than 10,000 who replied, 73% favored such action, while 20% opposed it. The remaining 7% expressed no opinion.

BIGGEST TV FOOTBALL BUDGET YET

Networks paying almost \$14.4 million for broadcast rights;

CBS-TV antes \$9.7 million for NFL, NCAA pacts this season

Professional and collegiate football fans who prefer to see the game on tv are in for another colorful, hard-fought season.

But the aggressive action in tv football isn't always in front of the camera.

CBS-TV, which coached special legislation through Congress after a federal court ruled the network could not corner the entire National Football League schedule last year, snared the pact this January (BROADCASTING, Jan. 15), and also bought two years' rights to National Collegiate Athletic Assn. games.

ABC-TV's five-year pact with the American Football League, now in its third season, kept the network in the game.

And NBC-TV, benched for regular

season play in all three leagues, still holds contracts for many of the choice post-season bowl classics.

In the sponsor lineup, Ford Motor Co., this year's patron of the gridiron art, heads the list and is playing no favorites, having purchased segments of all the regular season NFL, AFL and NCAA schedules.

CBS-TV lined NFL coffers with \$9.3 million for exclusive broadcast rights to the league's regular season games in 1962 and 1963. A similar attempt was blocked last year when U. S. Circuit Court Judge Allan K. Grim in Philadelphia found the contract in violation of antitrust laws and ruled it void. However, Congress cleared the way for future pacts two months later when it exempted professional football, basket-

ball, and hockey from the antitrust laws in the area of a single tv contract (BROADCASTING, Sept. 25, 1961).

The network paid an even greater sum, \$10.2 million, for similar rights with the NCAA this year.

ABC-TV and AFL ■ ABC-TV, which coughed up \$10 million for its five-year AFL pact, is paying the \$2 million due for the AFL's 1962 schedule, including the playoff and championship games. CBS-TV didn't get the NFL championship because NBC-TV has another year to run in the \$1.23 million pact it signed for the game last year.

Ford through J. Walter Thompson Co. and Marlboro through Leo Burnett Co., both of which bought a quarter each of NFL games last year, have anted up for similar exposure this year, and will share a half, although this time they'll have the entire 98 game schedule on at least 197 CBS-TV affiliates (and a few other stations), instead of the 90 games offered last year. The remaining NFL half is being sold on a regional basis to breweries and oil companies.

Ford again, this time with its Lincoln-Mercury Division through Kenyon & Eckhardt Inc., P. Lorillard through Grey Adv. Inc., Gillette Safety Razor Co. through Maxon Inc. and Goodyear Tire & Rubber Co. through Young & Rubicam have bought ABC-TV's AFL games on at least 161 stations. DX Sunray Oil through Gardner Adv. and Pearl Brewing through Tracy-Locke Co. are regional; Beecham through Kenyon & Eckhardt is regional and network.

Ford also is in collegiate football, buying the NCAA games from CBS-TV (at least 197 stations) as have Humble Oil Co. through McCann-Erickson Inc. and General Cigar through Y&R.

Blue Chips ■ The NFL games are being offered at blue chip prices. CBS-TV is getting \$2.45 million per quarter; however an attempt early this year to sign two-year contracts with sponsors fizzled. The network is getting \$2 million per quarter for the college games. ABC-TV paid proportionately less for its football rights than CBS-TV, and is charging \$1.6 million per quarter although that's for an eight-team league.

NBC-TV has a strong edge in post-season play and will telecast eight championship and bowl games. The NFL title game, tentatively set for Dec. 30 (depending on playoff action), is sold

WHO GETS WHAT

	ABC-TV	CBS-TV	NBC-TV
AFL	37 season games and championship. Paid \$2 million, charging \$1.6 million per quarter. Sunday and two Saturday afternoons.		
NCAA	Orange Bowl	24 games, 9 national, 15 regional. Paid \$10.2 million for two years. Charging \$2 million per quarter. Saturday afternoons and Thanksgiving Day. Also three bowl games and an hour kickoff special.	7 bowl games at varying times.
NFL		98 games on 12 regional networks, three national. Paid \$9.3 million for two years. Charging \$2.45 million per quarter. Saturday and Sunday afternoons. Also an hour kickoff special.	Championship (color). Paid \$1.23 million for two-year contract. Highlights sold for Saturday afternoons special.

WHAT TEAMS GET

The Nation's three tv networks are paying about \$14.4 million for television broadcast rights (about \$12 million in 1961) to 172 professional and collegiate U. S. football games this season.

Here's who gets what:

Pros ■ Each of the NFL's 14 teams will receive \$320,000 for their rights this year compared to the average of \$180,000 they received in 1961 when they negotiated separate contracts. The AFL's eight

clubs will earn about \$200,000 each from the sale of their rights.

Collegians ■ CBS-TV is pouring \$5.1 million into some college funds this season, but a specific breakdown is not presently available since payments go to individual schools, not the NCAA. Colleges playing in split network games, the regional contests, do not earn as much as those whose games are telecast coast-to-coast. Individual conference rules vary, too, in their requirement for raking off a share for the organization.

out with one-quarter sponsorships taken by Phillip Morris through Burnett, American Oil through D'Arcy Adv., Ford through JWT and breweries on a regional basis.

The East-West Shrine game, Dec. 29, is sold out to Savings & Loan Foundation through M-E for one half; Colgate-Palmolive through Ted Bates & Co. and R. J. Reynolds through William Esty Co. for one quarter each.

The Blue-Grey game, Dec. 29, and the Rose Bowl, Jan. 1, are sold out to Chrysler through Burnett and Gillette through Maxon, each buying one half.

The Sugar Bowl on Jan. 1 is sold out to General Motors through Campbell-Ewald Co., Wynn Oil through Erwin Wasey, Ruthrauff & Ryan, Brown & Williamson through Bates, all one quarter; and American Products and Colgate-Palmolive, both Bates with one eighth.

Seniors ■ The Senior Bowl, Jan. 5, is sold so far to Colgate-Palmolive, which ordered one quarter through Bates.

Only an eighth of the Dec. 15 Liberty Bowl had been sold by last week. Bristol-Myers bought it through Doherty, Clifford, Steers & Shenfield. No date has been set for the Pro Bowl, nor has time been sold for the contest.

CBS-TV will work three post-season clashes: the Gator, Bluebonnet and Cotton bowls, all now being sold with United Motors through Campbell-Ewald



Some of the grueling line play in a typical pro contest on an afternoon when the weather wouldn't cooperate. Football players are not issued rain checks. Tv viewers will have a wide choice of top games this season,

the first taker in the Cotton and Gator. The regular NFL sponsors on CBS-TV are in the lineup for the league division playoffs, if needed (NBC-TV has the

especially among the professional clashes. The fast-rising AFL continues to show improvement in the calibre of its play and the NFL can be counted on for a typically exciting season with football's finest players.

title game).

ABC-TV is apparently linked only to the Orange Bowl for post-season play. The sponsors are Buick through M-E

The number of sportscasters almost requires a new scorecard

At least 39 sportscasters will broadcast the televised football games on the NFL, AFL and NCAA schedules this season. CBS-TV, which has 122 collegiate and professional games to report, has assigned 34 men to the job. Of them, 27 will handle the pro broadcasts, which begin Sept. 16. The network has seven men signed for the NCAA games. ABC-TV will use five men for its telecasts. Regional splits are responsible for the drafting of so many sports voices. The lineup:

NFL on CBS-TV ■ Chuck Thompson, Baltimore Colts; "Red" Grange and George Connor, Chicago Bears; Ken Coleman and Warren Lahr, Cleveland Browns; Frank Glibber and Davey O'Brien, Dallas Cowboys; Van Patrick and Bob Reynolds, Detroit Lions; Ray Scott and Tony Canadeo, Green Bay Packers; Gil Stratton and Bill Brundige, Los Angeles Rams; Herb Carneal and Clay Tonnemaker, Minnesota Vikings; Chris Schenkel and Pat Summerall, New York Giants; Jack Whitaker

and Bosh Pritchard, Philadelphia Eagles; Joe Tucker and Joe Bach, Pittsburgh Steelers; Jack Drees and



Bill Fischer, St. Louis Cardinals; Bob Fouts and Gordon Soltau, San Francisco 49ers; and Jim Gibbons and Eddie Gallaher, Washington Redskins.

NCAA on CBS-TV ■ Lindsey Nelson, Terry Brennan and Jim Simpson will cover games broadcast coast-to-coast and will join Mel Allen, Jim Morse, Bill Fleming and Johnny Lujack in describing the Eastern, Midwestern and Western regional contests.

AFL on ABC-TV ■ Curt Gowdy (play-by-play) and Paul Christman (color) will handle one game; if a second is scheduled on the same day, Jack Buck will do the play-by-play and George Ratterman the color. In the event of a third game on the same day, Charles Jones will do all announcing chores.

Hosts ■ Chris Schenkel will be host for CBS-TV's *College Football Kickoff*, the NCAA pre-game show. Jack Whitaker and Bill Malone will be co-hosts for *College Football Scoreboard*.

Productions Division of M-E, R. J. Reynolds Tobacco through Esty and United Motors Service through Campbell-Ewald.

Beyond the broadcast of actual games, network television is providing pre- and post-game shows, a few specials and a "highlights" program.

Other Football Shows ■ NFL games will be preceded by *Pro Football Kick-Off*, a 15-minute program to be sponsored by Bristol-Myers (Vitalis) through DCS&S and Carter Products (Rise) through Sullivan, Stauffer, Colwell & Bayles.

NCAA games on CBS-TV will be preceded by a 15-minute show sponsored by Union Carbide Consumer Products through Esty. *NCAA Football Scoreboard* will follow the college games on CBS-TV, sponsored by Bristol-Myers through DCS&S and General Mills through Knox Reeves Adv. Inc.

AFL scores will be broadcast on ABC-TV's *AFL Pro-Game Scoreboard* on about 157 stations with Bristol-Myers through DCS&S, General Mills through Knox-Reeves and Simoniz through Dancer-Fitzgerald-Sample, sponsoring.

CBS-TV has scheduled two hour specials to draw attention to its professional and collegiate schedules. "Kickoff '62—

FEEtsball

Trans-Canada Telemeter, holder of franchise for Telemeter pay tv in Toronto presented two pre-season football games of Toronto Argonauts this summer at a subscriber cost of \$1.50 per game, offered 5,800 subscribers. Both games were originated from the Canadian National Exhibition Stadium in Toronto.

a College Football Preview," will be telecast Sept. 13 and "Pro Football Explosion—The Story of the NFL," will be shown Sept. 20, both 8:30-9:30 p.m., EDT.

NBC-TV will get into the regular season schedule with *National Football League Highlights*, filmed portions of key action of Sunday pro games on the following Saturday (5-5:30 p.m., NYT), sponsored by Chesebrough-Pond's through Norman, Craig & Kummel, Mennen through Grey, R. J. Reynolds through Esty and Skil Corp. through Fuller & Smith & Ross.

CBC-TV will present 16 NFL games to Canadian viewers on Sundays during

the 1962 season. Sponsors are Carling Breweries Ltd. and American Motors (Canada) Ltd., both through McKim Advertising.

The Canadian network said it would televise "the most significant games available as the season draws to a close." The game of Oct. 7 may be preempted by the baseball World Series.

Radio, Too ■ Radio network broadcasts of football games will be few this year, although most all U. S. teams are broadcast on local and regional radio networks. ABC Radio is again carrying the games of the U. of Notre Dame with Texas American Oil Co. (no agency). NBC Radio will broadcast five post-season games: the Rose Bowl, Blue-Grey Game and the NFL Championship with the same sponsorship arrangement as NBC-TV; the Sugar Bowl has no sales yet; the East-West Game is half-sold to Savings & Loan Foundation through M-E.

CBS Radio has not scheduled football this fall.

Mutual Broadcasting System has lined up one event, the annual Army-Navy game, of which one-half has been ordered by the Monroe Auto Equipment Co. through Aitkin-Kynett Co., Philadelphia. The other half is available to stations for local sale.

Billings per tv family average \$9.65

TvAR's ANALYSIS OF FCC SHOWS WIDE VARIANCE IN MARKETS

Advertisers' spot television billings in 1961 varied, market by market, from a high of \$13.72 per tv family to a low of \$3.09.

These are the extremes in Television Advertising Representatives' third annual analysis of "Television Expenditures by Tv Family," which is being released today (Sept. 3). The figures were derived by applying *Television* magazines's estimates of tv homes against FCC's spot tv dollar figures, market by market. FCC placed total spot billings, for time only, at \$468.5 million (BROADCASTING, Aug. 20).

Heaviest spending per family was in Chicago, where the spot total of \$30,-582,000 averaged \$13.72 per tv home. New York got almost twice as much spot billing—\$59,421,000—but its per-family average was less (\$11.16). Buffalo-Niagara Falls had the second highest average, \$13.09, and Houston-Galveston was next with \$11.72.

The combined market of Evansville, Ind. and Henderson, Ky. averaged \$3.09 per tv family.

The national average was \$9.65.

Robert Hoffman, TvAR marketing and research vice president, who supervised the study, noted that generally the per-family outlays varied with the size

of the market, with the heaviest spending in the biggest markets.

Looking back

The client-agency relationship between Brown & Williamson Tobacco Corp. and Keyes, Madden & Jones, Chicago, reached its 25th anniversary last month. It started in August 1937 when B&W retained the agency to handle a radio country music program for its smoking tobaccos.

The show later became NBC Radio network's *Plantation Party*. B&W radio shows have helped in bringing fame to such entertainment stars as Frank Sinatra, Red Skelton and Art Linkletter. In the early days of television the B&W-KM&J relationship continued on such shows as *Cavalcade of Stars*, *Penny to a Million*, and Tennessee Ernie Ford.

Today, KM&J is B&W's agency for Raleigh and Belair cigarettes and for Sir Walter Raleigh and Pipe Major smoking tobacco. An active tv campaign for the fall is now being planned.

Tax Markets ■ In the top 10 markets for which FCC figures are available, Mr. Hoffman said, the average was \$9.81 per tv home. For the next 10 the averages was \$9.01; for the 21st through 30th it was \$7.50; for 31st through 40th, \$7.09, and for all others, \$5.32.

Yet within any one of these groups, he continued, there is considerable variation: In the first 10, for instance, the range extends from Chicago's \$13.72 to San Francisco's \$7.99.

Mr. Hoffman said that changes in *Television's* market definitions made comparisons between the 1961 and 1960 per-family figures for individual markets unmeaningful. On a national-average basis, however, 1961's \$9.65 per tv family might be compared with \$10.03 as of 18 months earlier (BROADCASTING, Oct. 16, 1961).

Counting network and local as well as national spot expenditures, TvAR estimated that total investments in tv advertising in 1961 averaged \$33.28 per tv family. The average family, meanwhile, spent \$4,026 in retail stores in 1961.

Larger Markets ■ The TvAR calculations cover markets for which FCC figures are available—those with three or more reporting stations. List excludes



It's FLAGLER Street in MIAMI...

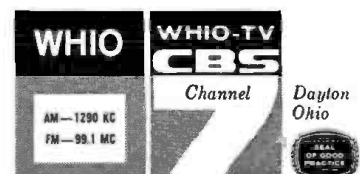


It's MAIN STREET in Ohio's Third Market

You wouldn't sell ear muffs in Miami, nor quite as much sun lotion per capita in the Dayton area. And there are other differences, some of them more subtle, between this area's Main Street (there are 24 of them!) and the avenues of other leading American markets. Knowing these differences by heart, appraising them constantly, and programming to them is our No. 1 job. Our ratings prove the effort is worth the work. Especially so because this is a high dollar market where advertising has a far-better-than-average chance of paying handsomely. And George P. Hollingbery can prove it.

DAYTON, OHIO WHIO-AM-FM-TV

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



Detroit because FCC figures do not include billings for CKLW-TV Windsor-Detroit. For combination markets with varying set counts, TVAR has made separate computations which are presented in an appendix following the regular list.

The list and the appendix:

Market	Spot tv billings (in \$000) Source: FCC Report	Television families Feb. 1962(2)	Spot billings per tv family
New York	\$59,421	5,322,400	\$11.16
Los Angeles	28,274	2,848,800	9.92
Chicago	30,582	2,229,500	13.72
Philadelphia	19,068	2,019,200	9.44
Boston	15,008	1,774,200	8.46
Detroit	(a)	(a)	(a)
San Francisco	10,663	1,334,100	7.99
Cleveland	11,031	1,262,500	8.74
Pittsburgh	11,133	1,232,100	9.04
Washington	7,863	847,800	9.27
St. Louis	8,248	795,600	10.37
Dallas-Ft. Worth	5,706	736,800	7.74
Minneapolis-St. Paul	5,716	733,000	7.80
Cincinnati	5,428	731,800	7.42
Baltimore	6,346	722,500	8.78
Milwaukee	5,844	626,700	9.33
Kansas City	5,846	594,000	9.84
Seattle-Tacoma	5,361	577,800	9.28
Atlanta	4,194	570,600	7.35
Buffalo-Niagara Falls	7,447	568,800	13.09
Miami	5,278	556,600	9.48
Houston-Galveston	5,837	498,000	11.72
Memphis	3,066	491,200	6.24
Columbus, Ohio	4,611	471,500	9.78
Portland, Ore.	4,008	466,600	8.59
Sacramento-Stockton	2,739	448,000	6.11
Asheville, N. C., Greenville, Spartanburg, S. C.	1,451	437,700	3.32
Nashville	1,798	434,600	4.14
Albany-Schenectady-Troy	3,702	420,000	8.81
Tampa-St. Petersburg	3,277	419,500	7.81
New Orleans	3,565	418,200	8.52
Louisville	3,808	409,900	9.29
Denver	3,719	348,800	10.66
Oklahoma City—Enid	2,901	342,000	8.48
Rochester, N. Y.	2,654	322,800	8.22
Tulsa	2,047	320,100	6.39
Omaha	2,420	317,300	7.63
Norfolk-Portsmouth			
Newport News-Hampton	1,953	309,000	6.32
Cedar Rapids-Waterloo	1,349	302,600	4.46
Shreveport La., Texarkana, Tex.	1,779	293,100	6.07
Orlando-Daytona Beach	975	288,000	3.39
Richmond-Petersburg	1,315	282,800	4.65
Wichita-Hutchinson	1,581	276,700	5.71
San Antonio	2,113	275,500	7.67
Scranton-Wilkes Barre	1,346	258,100	5.22
Spokane	1,943	267,600	7.54
Salt Lake City-Ogden-Provo	1,353	251,600	5.38
Madison	1,082	244,200	4.43
Knoxville	1,212	243,100	4.99
Little Rock	1,113	235,400	4.73

Phoenix	1,758	228,200	7.70
Columbia, S. C.	824	222,400	3.71
Evansville, Ind.-Henderson, Ky.	667	215,900	3.09
Chattanooga	796	205,300	3.88
Fresno	1,521	188,900	8.05
Peoria	817	167,400	4.88
Youngstown	950	167,300	5.68
Ft. Wayne	1,130	165,300	6.84
Beaumont-Port Arthur	706	160,400	4.40
Albuquerque	518	152,600	3.39
South Bend-Elkhart	714	140,300	5.09

(a) Data for Detroit have been excluded inasmuch as the FCC total for that market does not include billings for station CKLW-TV. Excluding CKLW-TV, billings per family came to \$7.29 in 1961.

As noted previously, the chart and table shown in this report exclude those television areas where the FCC billing figures represent a combination of two or more markets with varying set counts (e.g., Hartford-New Haven-New Britain-Waterbury).

Since these "combinations" frequently include markets of varying size, the billings per tv family would not necessarily apply equally throughout each of these FCC-designated areas. However, for purposes of completeness, the data for these areas are shown below with the Spot Television billings per family computed on the basis of the largest tv market in each group.

	Spot tv billings (in \$000)	Television families Feb. 1962	Spot billings Per tv family
Hartford-New Haven			
N. Britain-Waterbury	\$7,059	702,900	\$10.04
Indianapolis-Bloomington	6,100	676,000	9.02
Johnstown-Altoona	2,319	572,700	4.05
Lancaster-Harrisburg-York-Lebanon	2,759	557,900	4.95
Charleston-Huntington-Oakhill, W. Va.-Ashland, Ky.	1,917	423,800	4.52
Flint-Saginaw-Bay City	1,633	384,700	4.24
Poland Spring-Portland, Me.	1,594	325,800	4.89
Champaign-Springfield-Decatur-Urbana-Danville	1,673	322,200	5.19
Roanoke-Lynchburg	1,152	317,900	3.62
Green Bay-Marquette	1,000	307,300	3.25
Ames-Des Moines	2,272	282,100	8.05
Mobile, Ala.-Pensacola, Fla.	1,363	266,100	5.12
Cape Girardeau, Mo.-Harrisburg, Ill.	960	237,600	4.04
Austin-Rochester, Minn.-Mason City, Iowa	587	179,700	3.27
Bakersfield	595	138,300	4.30
Honolulu	1,015	136,400	7.44
Amarillo	597	117,100	5.10
El Paso	609	100,800	6.04
Tucson	446	100,800	4.42
Colorado Springs-Pueblo	478	93,300	5.12
Las Vegas-Henderson	192	44,500	4.31

(1) Excludes TV areas where the FCC billing figures represent a combination of 2 or more markets with varying set counts. (Overall figures for these areas are appended.)

(2) Source: Television Magazine (Noted: Feb. 1962—rather than July 1961—data were used because of the change in definition of tv areas by Television Magazine as of that date.)

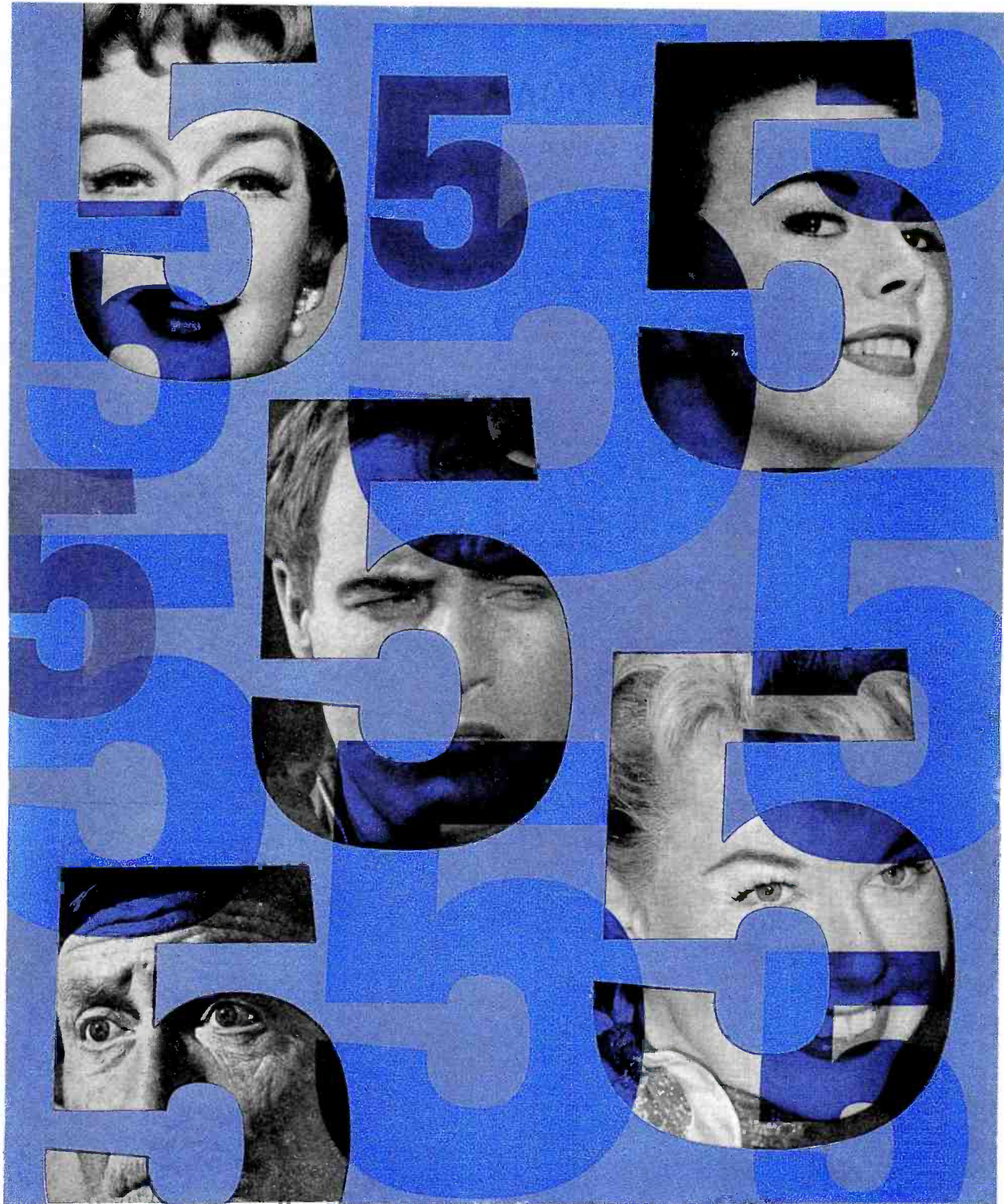
New Gumbinner employees honored at party

Bertrand Lanchner (l) and Elmer Jaspan, who join the radio-tv department of Lawrence C. Gumbinner Adv., New York, tomorrow (Sept. 4), were the guests of honor at a cocktail party Aug. 16 given by the agency's radio-tv staff members. Mr. Lanchner, formerly of Dancer-Fitzgerald-Sample, will supervise business affairs for Gumbinner's broadcast department, and legal and contractual matters for the entire agency. Mr. Jaspan, former vice president of Bauer-Tripp Inc., Philadelphia, joins Gumbinner in the newly-



created post of vice president and associate director of the radio-tv department. Also honored was James J. Neville, former sports director of Dancer-Fitzgerald-Sample, who is joining Gumbinner in a similar capacity.

Farewells were coupled with the welcoming however, for Hugh Cohn, in charge of programming, media and administration of the agency's radio-tv department, and Dick Blue, account executive on American Tobacco, and agency sports director. Mr. Cohn and Mr. Blue have relocated in Houston, Tex., to establish a new firm.



We'll clear it up on September 12th



**SEVEN ARTS
ASSOCIATED
CORP.**

SPOT UP 17% IN QUARTER

Billings for three months total \$189.4 million, indicate Rorabaugh figures, released today by TvB

Spot television's gross time billings in the second quarter of this year rose 17% over the same period of 1961, reaching \$189,433,000, according to N. C. Rorabaugh compilations being released today (Sept. 3) by TvB.

The second-quarter figures furnish additional details for the report issued by TvB a week ago showing that television's combined spot and network billings for the first six months of this year totaled \$759.3 million, up 15.2% from the first half of 1961. This year's first-half spot was put at \$371.5 million, up 19.1%; first-half network, \$387.7 million, up 11.6% (BROADCASTING, Aug. 27).

Highlights of the second-quarter spot report include:

TOP 100 Spot tv Advertisers—Second Quarter 1962

(Source: TvB-Rorabaugh)

1. Procter & Gamble	\$15,444,600
2. General Foods	6,766,700
3. Colgate Palmolive	5,546,600
4. Lever Brothers	4,348,300
5. William Wrigley Jr.	3,888,900
6. P. Lorillard	3,766,300
7. Coca-Cola (bottlers)	3,665,000
8. Bristol Myers	2,964,500
9. Alberto Culver	2,796,900
10. American Home Products	2,635,400
11. General Mills	2,405,200
12. Standard Brands	2,309,500
13. Corn Products	2,014,000
14. Jos. Schlitz Brewing	1,791,700
15. Kellogg	1,775,700
16. Philip Morris	1,696,100
17. Simoniz	1,662,200
18. Pepsi Cola (bottlers)	1,596,300
19. Ford Motor (dealers)	1,580,000

20. Anheuser-Busch	1,484,500
21. Shell Oil	1,454,900
22. E. F. MacDonald Stamp	1,447,700
23. General Motors (dealers)	1,422,200
24. Food Manufacturers	1,417,800
25. Miles Laboratories	1,381,300
26. Gillette	1,340,800
27. Campbell Soup	1,325,500
28. Liggett & Myers	1,318,600
29. Carter Products	1,258,600
30. Continental Baking	1,254,300
31. Sears Roebuck	1,211,300
32. Pet Milk	1,162,500
33. Nestle	1,134,600
34. Pabst Brewing	1,131,700
35. Chrysler (dealers)	1,082,200
36. Avon Products	1,045,000
37. Welch Grape Juice	1,041,100
38. Ralston-Purina	1,001,000
39. Canadian Breweries	949,200
40. Armstrong Cork	917,500
41. Helene Curtis Industries	903,600
42. Texaco	838,300
43. J. A. Folger	825,000
44. U. S. Borax & Chemical	802,100
45. Beech-Nut Life Savers	795,900
46. United Vintners	783,400
47. Chrysler Corp.	764,900
48. R. J. Reynolds	758,800
49. North American Philips	756,900
50. American Chiclé	751,100
51. Pure Oil	748,700
52. Humble Oil & Refining	744,700
53. Chesebrough-Ponds	733,300
54. American Tobacco	732,400
55. American Motors (dealers)	725,700
56. Warner-Lambert Pharma.	690,800
57. Scott Paper	671,300
58. Falstaff Brewing	661,700
59. Carnation	655,100
60. Gulf Oil	652,600
61. International Latex	633,800
62. American Oil	595,700
63. Coffee Growers of Colombia	590,500
64. Phillips Petroleum	585,500
65. Frito-Lay	583,800
66. F. Schaefer Brewing	582,500
67. Foremost Dairies	580,400
68. Hills Bros. Coffee	570,300
69. U. S. Rubber	557,200
70. Kimberly-Clark	554,300
71. Interstate Bakeries	542,000
72. Phillips-Van Heusen	538,200
73. Laddie Boy Dog Foods	530,800
74. Lestoil Products	530,400
75. Sinclair Refining	521,200
76. Theo. Hamm Brewing	511,700
77. Quaker Oats	506,500
78. C. Schmidt & Sons	499,400
79. American Bakeries	496,900
80. Royal Crown Cola (bottlers)	496,500
81. Chock Full O' Nuts	489,800
82. Maybelline	487,200
83. Climalene	487,100
84. Johnson & Johnson	473,100
85. B. F. Goodrich	462,700
86. P. Ballantine & Sons	457,200
87. M. J. B. Co.	456,500
88. Sterling Drug	447,800
89. Pacific Tel. & Tel.	444,500
90. Andrew Jergens	437,800
91. Shulton	435,500
92. J. Nelson Prewitt	429,800
93. Fels & Co.	425,300
94. National Biscuit	423,900
95. Aerosol Corp. of America	423,200
96. Standard Oil (Ohio)	420,900
97. Norwich Pharmacal	417,800
98. Brillo Manufacturing	413,100
99. Socony Mobil Oil	409,500
100. Stroh Brewery	395,800

Time of Day	Second Quarter 1962		Second Quarter 1961	
	Amount	Percent	Amount	Percent
Day	\$ 45,213,000	23.9	\$ 40,111,000	25.0
Early Evening	44,794,000	23.6	34,773,000	21.7
Prime Night	58,887,000	31.1	52,170,000	32.5
Late Night	40,539,000	21.4	33,545,000	20.8
Total	\$189,433,000	100.0	\$160,599,000	100.0
Type of Activity				
Announcements	\$153,753,000	81.2	\$121,831,000	75.9
ID's	15,816,000	8.3	18,996,000	11.8
Programs	19,864,000	10.5	19,772,000	12.3
Total	\$189,433,000	100.0	\$160,599,000	100.0

Estimated Expenditures of Spot Television Advertisers by Product Classification

(Source: TvB-Rorabaugh)

	Second Quarter		
	1961	1962	% Change
Agriculture	\$ 376,000	\$ 230,000	- 38.8
Ale, beer & wine	14,788,000	16,102,000	+ 8.9
Amusements, entertainment	425,000	619,000	+ 45.6
Automotive	4,555,000	7,427,000	+ 63.1
Building material, equipment, fixtures, paints	742,000	957,000	+ 29.0
Clothing, furnishings, accessories	3,074,000	2,711,000	- 11.8
Confections & soft drinks	9,721,000	14,199,000	+ 46.1
Consumer services	5,006,000	6,992,000	+ 39.7
Cosmetics & toiletries	16,703,000	18,929,000	+ 13.3
Dental products	4,330,000	4,385,000	+ 1.3
Drug products	7,146,000	8,495,000	+ 18.9
Food & grocery products	44,392,000	48,569,000	+ 9.4
Garden supplies & equipment	408,000	456,000	+ 11.8
Gasoline & lubricants	6,858,000	8,879,000	+ 29.5
Hotels, resorts, restaurants	157,000	169,000	+ 7.6
Household cleaners, cleansers, polishes, waxes	8,639,000	8,977,000	+ 3.9
Household equipment—appliances	839,000	1,072,000	+ 27.8
Household furnishings	559,000	589,000	+ 5.4
Household laundry products	12,971,000	14,562,000	+ 12.3
Household paper products	1,492,000	2,883,000	+ 93.2
Household, general	1,697,000	2,235,000	+ 31.7
Notions	83,000	78,000	- 6.0
Pet products	2,038,000	2,871,000	+ 40.9
Publications	555,000	283,000	- 49.0
Sporting goods, bicycles, toys	586,000	1,454,000	+148.1
Stationery, office equipment	67,000	5,000	- 92.5
Television, radio, phonograph, musical instruments	36,000	43,000	+ 19.4
Tobacco products & supplies	8,316,000	9,006,000	+ 8.3
Transportation & travel	1,338,000	1,712,000	+ 28.0
Watches, jewelry, cameras	725,000	918,000	+ 26.6
Miscellaneous	1,977,000	3,626,000	+ 83.4
TOTAL	\$160,599,000	\$189,433,000	—



Lots of CLASS— and considerable MASS!

Retail sales per household in the Fargo-Moorhead metro area are among the very highest in the U.S.* In the American saga, that's CLASS!

But many people don't realize that Fargo is the retail trading center for more than 500,000 people in the rich Red River Valley—has over 200 wholesale distribution firms—is really a kinda *mass* market!

That combination of high spending and big audience is why WDAY Radio and WDAY-TV carry a lot more business than the top outlets in a lot of *larger* cities. Ask PGW to prove it.

*See "Metro Area Retail Sales Per Household," in *Standard Rate & Data*.

WDAY
5000 WATTS • 970 KILOCYCLES • NBC
and
WDAY-TV
AFFILIATED WITH NBC • CHANNEL 6
FARGO, N. D.



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

\$18 MILLION IN SWITCHES

Chrysler's \$10 million move to Y&R heads list; U.S. Rubber, Avis, Olin, Gilbert move billings

The normal August tranquility on Madison Avenue was shattered last week as five accounts, worth an estimated \$18 million in billings, switched agencies.

▪ Chrysler Corp., moved its \$10 million corporate account to Young & Rubicam, New York, from Leo Burnett Co.

▪ U. S. Rubber Corp.'s Tire Division advertising, billing \$5 million, will move to N. W. Ayer & Son, Philadelphia from Fletcher Richards, Calkins & Holden, New York, effective Jan. 1, 1963.

▪ Avis Rent-A-Car named Doyle Dane Bernbach, Inc., New York, to handle its \$1.5 million account, replacing McCann-Erickson, New York.

▪ Olin Mathieson Chemical Corp. assigned \$1 million in advertising for its Chemical Division to Doyle Dane Bernbach from Van Sant, Dugdale, Baltimore.

▪ A. C. Gilbert Co. named BBDO, New York, to handle its \$500,000 account, replacing Banning Repplier Inc.,

New Haven, Conn.

About \$8 million of Chrysler's 1962 corporate advertising is in radio-tv. Broadcast billings are expected to increase to more than \$12 million in 1963. With the addition of the corporate advertising to the company's Imperial and Chrysler Division accounts, Young & Rubicam will handle \$15 million in Chrysler billings. Y&R assumes the print media business immediately and will take over the radio-tv advertising from Burnett in late November.

In the past, U. S. Rubber has not been very active in broadcast media. The tire division, which is moving to Ayer, was absent from network radio and tv last year and spent under \$100,000 in spot tv.

Addition of the \$1 million Mathieson Chemical Division business at Doyle Dane Bernbach gives that agency \$5 million in Mathieson business. The Chemical Division has not used broadcast media in the past. DDB already handles the company's Winches-

ter-Western, packaging, metals and organics divisions.

Media plans for Avis, which is also moving to DDB, have not been formulated.

A. C. Gilbert, which is moving to BBDO, reportedly plans to increase its present \$500,000 account to over \$1 million in 1963, with most of its billings in tv. The company will advertise a new line of science toys and model airplanes in 60 major tv markets during the coming Christmas season.

Business briefly . . .

American Tobacco Co., New York, which last March began testing its new Montclair cigarette brand in four cities, will start an introductory campaign Sept. 10 in 14 additional cities, 500 counties and all of Arizona and Colorado. Advertising for the king size mentholated filter cigarette will include 10, 20 and 60-second spot tv commercials and 60-second radio spots. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Oldsmobile Division, General Motors Corp., Detroit, has renewed sponsorship of CBS Radio's *Lowell Thomas & the News* for the fourth consecutive year, beginning on Monday, Sept. 24 (Mon.-Fri., 6:45-6:55 p.m. EDT). The renewal also marks Mr. Thomas' 33rd year as a news broadcaster. Agency: D. P. Brother & Co., Detroit.

Bulova Watch Co. has purchased sponsorship in nine ABC-TV nighttime programs during a special two-month campaign in November and December. The programs are *The Roy Rogers-Dale Evans Variety Hour*, *The Gallant Men*, *Stoney Burke*, *Wagon Train*, *Winston Churchill—The Valiant Years*, *The Sunday Night Movie*, *77 Sunset Strip*, *Ben Casey* and *Naked City*.

H. J. Heinz Co. of Canada, Lever Bros., Canadian General Electric Co., and Beecham Products will participate in *Stoney Burke*, new fall series produced by United Artists Television, New York, on Canada's CTV network. MacLaren Adv., Toronto, purchased the series on behalf of the four clients. In the U.S., the series will start Oct. 1 on ABC-TV. The Canadian premiere will be concurrent.

Corning Glass Works, Corning, N. Y., will introduce its new Centura tableware in a tv spot campaign starting Sept. 10 in Providence, Boston, and Rochester, N. Y. Additional markets in New England and Middle Atlantic areas are scheduled shortly thereafter. As many as eight spots a week, afternoon and nighttime, will be carried in each of the markets. Centura commercials stress beauty, versatility and strength of the new product. Agency: N. W. Ayer & Son Inc., Philadelphia.

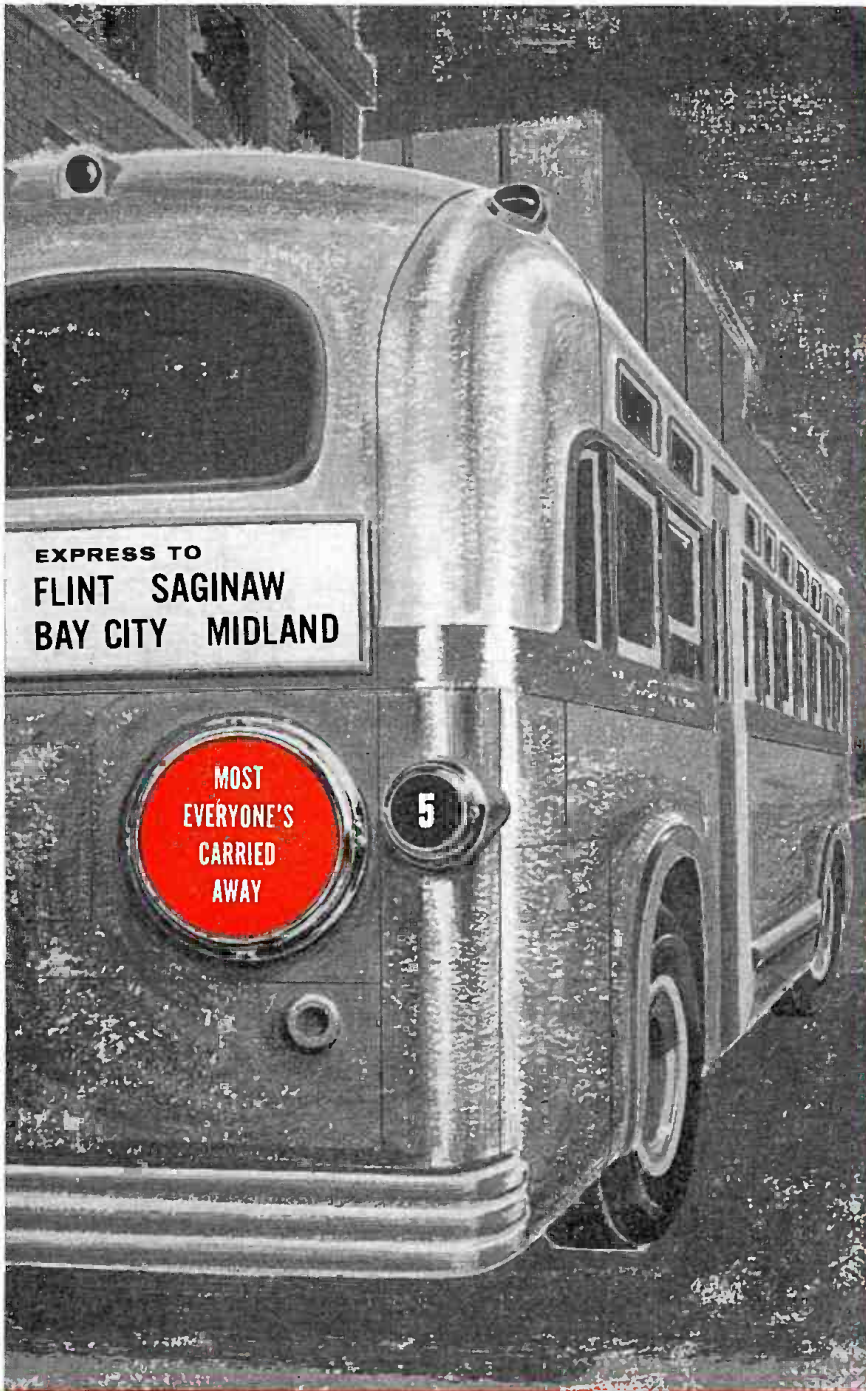


WGR-TV carries presentation to Montreal

WGR-TV Buffalo, accompanied by advertising agency personnel from both sides of the border, invaded Canada for a color presentation in Montreal. Frank Gervan, WGR-TV sales manager, and George Sperry, promotion director, produced a 20-minute slide presentation telling the Canadians that the Buffalo station is an "integral part of the Toronto-Hamilton-Niagara advertising picture."

Sitting (l-r): Mildred MacLeod, BBDO, Montreal; Maurice LaTour, Grey Adv. Ltd.; Stella Slattery, James Lovick & Co.; Tom Blakely, and Joan Johnston, McConnell, Eastman & Co.; Harold Hampton, advertising manager, Canadian National Railways.

Standing (l-r): Mr. Gervan and Ted Brock, sales manager, Montreal office of Andy McDermott Sales Ltd.



**5 REASONS WHY
IT PAYS TO BUY
CHANNEL 5!**

- 1—Local-level merchandising support.
- 2—Top FM coverage in AIF Eastern Michigan.
- 3—Every commercial gets full-page, front-page exposure.
- 4—Eastern Michigan's only TV station telecasting color daily.
- 5—Neating 10 years of one-ownership service to all Eastern Michigan.

WNEM-TV



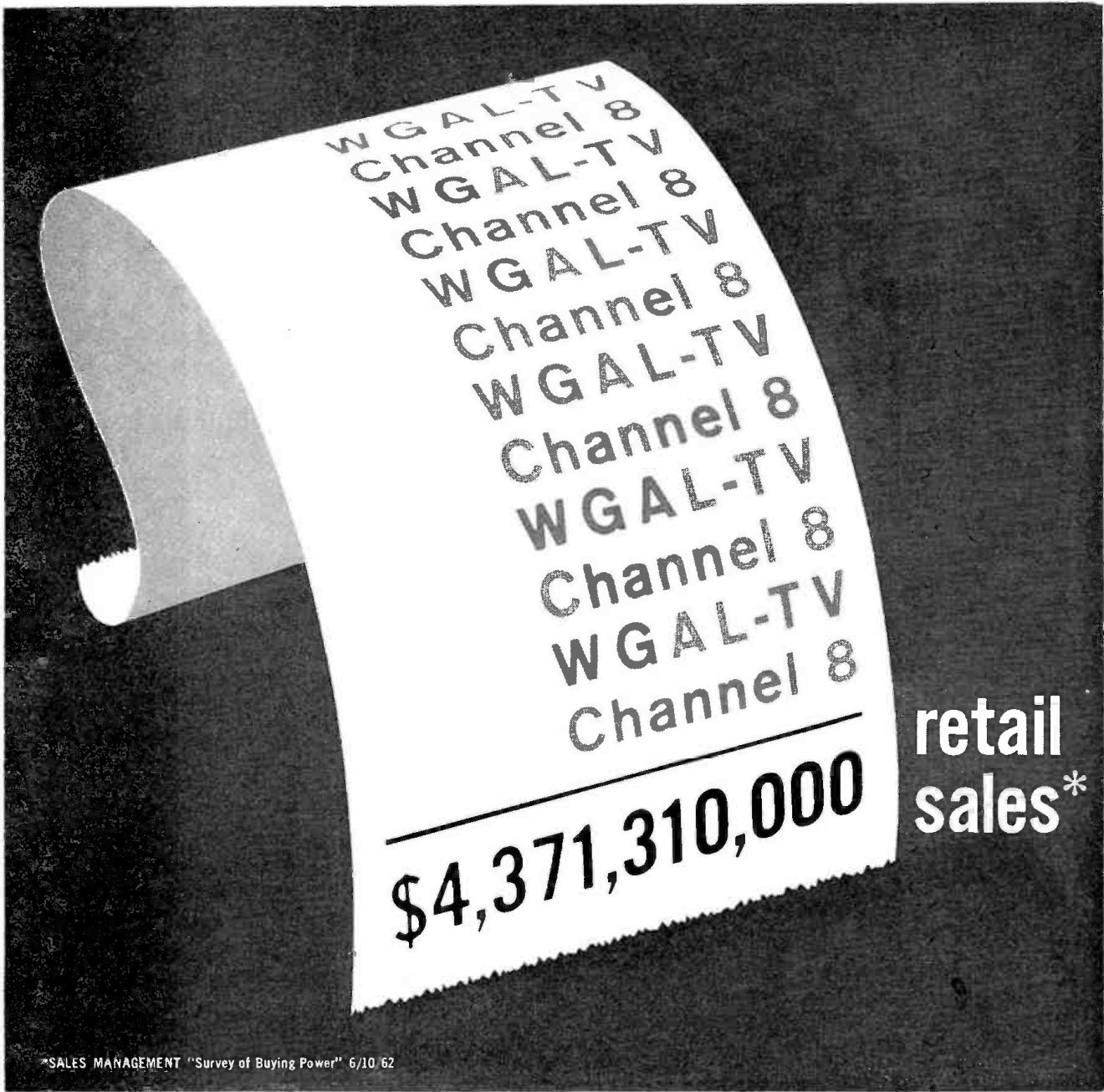
SERVING THE ONE **BIG** TOP 40
MARKET OF FLINT • SAGINAW •
BAY CITY AND ALL EASTERN
MICHIGAN



WNEM-TV

Affiliated with WNEM-FM, 102.5 MC, Bay City, and WABJ, CBS in Adrian.





*SALES MANAGEMENT "Survey of Buying Power" 6/10 62

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

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

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

AAAA code receives industry approval

The new creative code adopted last spring by the American Assn. of Advertising Agencies (BROADCASTING, April 30) was reported last week to have received enough endorsements to make it in effect an "industry code" for advertising.

Among the endorsers, AAAA said, are NAB's television and radio code review boards and the Station Representatives Assn. Others: Assn. of National Advertisers, Advertising Federation of America, Associated Business Publications, Assn. of Industrial Advertisers, Agricultural Publishers Assn., Magazine Publishers Assn. and National Business Publications.

The new code includes some injunctions apparently aimed specifically at tv and radio advertising. These include a provision barring AAAA members from recommending—and requiring them to discourage—the use of advertising that is "deliberately irritating through content, presentation or excessive repetition." These have been among the most frequently cited grounds for criticism of broadcast commercials.

Among other things the new code also prohibits advertising that is "in poor or questionable taste." But it also recognizes that "there are areas which are subject to honestly different interpretations and judgment," that "taste is subjective" and that "frequency of seeing or hearing advertising messages will necessarily vary greatly from person to person."

The code replaces one first adopted by AAAA in 1924 and last revised in 1956. It specifies for the first time that "clear and willful" violators may be expelled from AAAA membership.

Rep appointments...

■ WTEV (TV) New Bedford, Mass.-Providence R. I. (Scheduled to begin operation Jan. 1 on ch. 6): H-R Television Inc., New York, as exclusive national representative.

■ KTCR Minneapolis-St. Paul: Country Music Sales as national representative. KTCR also becomes affiliate of Country Music Network.

■ WTLB Utica-Rome, N. Y.: Robert E. Eastman & Co., as national sales representative, effective Oct. 1.

■ WGHQ Kingston, N. Y.: Mort Bassett & Co., New York, as national sales representative.

■ WKMI Kalamazoo, Mich.: Meeker Inc., New York, as national sales representative.

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. 27:

Product: Sealtest Iced Tea.
Company: National Dairy Products.
Agency: N. W. Ayer & Son, New York.
Schedule and Markets: Daytime and evening minutes and 10-second announcements in North

Central region.

Product: Sealtest Hydrox Frozen Desserts.
Company: National Dairy Products.
Agency: N. W. Ayer & Son, New York.
Schedule and Markets: Daytime and evening minutes and 10-second announcements in North Central region.

Product: Toni Casual Hair Color.
Company: Toni Div., Gillette Co.
Agency: Wade Adv., Chicago.
Schedule and Markets: Daytime minutes in North Central region.

Product: Chux Disposable Diapers.
Company: Chicopee Mills, subsidiary of Johnson & Johnson.
Agency: Doyle Dane Bernbach, New York.
Schedule and Markets: Daytime and evening minutes in Mid-Atlantic area.

Tim Finnegan Adv. formed

The formation of a new advertising and public relations agency, Tim Finnegan Adv. Inc., Richmond, Va., was announced last week by Tim Finnegan, president. Mr. Finnegan, for the past three years local sales manager of WTVR (TV) Richmond, Va., said the agency would handle all forms of advertising, concentrating on accounts in the central Virginia area. Offices are located at 2101 Libbie Ave., in the new Virginia Restaurant Assn. Building, Richmond. Telephone: AT 2-9761.

Agency appointments...

■ Cranson Rambler, Washington, D.C., and Cranson Cars Inc., northern Virginia (autos), reappoints Leon Shaffer Golnick Advertising Inc., Baltimore, as advertising agency.

■ Ezest Products Co., Oakland, Calif. (polishing and cleaning products), names Resor-Anderson Etc., that city.

■ Bakon Yeast Inc., New York, appoints The Wesley Assoc., that city, as its advertising agency.

NIELSEN RATINGS			
First Report for August, 1962			
(Based on two weeks ending August 5, 1962)			
NIELSEN TOTAL AUDIENCE (†)			
Rank		Rating	
		% U.S. TV Homes	No. Homes
1	Bonanza	30.6	14,994
2	All-Star Football	2.93	14,357
3	Ed Sullivan Show	27.6	13,524
4	Desi-Lucy Comedy Hour	27.4	13,426
5	Candid Camera	25.3	12,397
6	Ben Casey	25.0	12,250
7	Dr. Kildare	24.4	11,956
8	All Star Baseball Game No. 2	23.5	11,515
9	Gunsmoke (10:30 p.m.)	23.4	11,466
10	Sat. Night at the Movies	23.0	11,270
NIELSEN AVERAGE AUDIENCE (‡)			
Rank		Rating	
		% U.S. TV Homes	No. Homes
1	Bonanza	24.3	11,907
2	Desi-Lucy Comedy Hour	22.7	11,123
3	Candid Camera	21.8	10,682
4	Ben Casey	20.9	10,241
5	Gunsmoke (10:30 p.m.)	20.7	10,143
6	What's My Line	20.4	9,996
7	Gunsmoke (10:00 p.m.)	20.4	9,996
8	Dr. Kildare	19.1	9,359
9	Ed Sullivan Show	19.0	9,310
10	Perry Mason Show	18.2	8,918

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

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

All-Star Baseball Game No. 2 (NBC-219); Gillette (Maxon), Chrysler (Burnett), July 30, Mon., 2 p.m.-conclusion.

All-Star Football Game (ABC-204); Carling Brewing (Lang, Fischer & Stashower), R. J. Reynolds (Esty), Gillette Safety Razor (Maxon), Aug. 3, Fri., 10 p.m.-conclusion.

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

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

Candid Camera (CBS-197); Bristol-Myers (Y&R), Lever (JWT), Sun. 10-10:30 p.m.

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

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

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

Perry Mason (CBS-185); Colgate (Bates), Drackett (Y&R), Philip Morris (Burnett), Sterling Drug (D-F-S), Quaker Oats (JWT), Sat. 7:30-8:30 p.m.

Saturday Night at the Movies (NBC-132); participating, Sat. 9-11 p.m.

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

What's My Line (CBS-159); Kellogg (Burnett), Block Drug (Grey), Allstate Insurance (Burnett), Sun. 10:30-11 p.m.

Ethnic group programming expands

MINORITY MARKET WINNING NEW SUPPORT IN VARIETY OF CITIES



A series being developed by Hal Jackson (3d from l) would integrate entertainers from various nationality and racial groups, similar to a special pro-

An expansion in television programming appealing to the nation's various ethnic groups is beginning on both the national and local levels.

Its main thrust is in local markets in which uhf is the impetus to this movement. Already there are several new and old-line stations directing their programming to peoples of various backgrounds, particularly the Negro and Spanish-speaking groups. In the next few weeks, such special-interest stations are taking to the air in Los Angeles and Washington, D. C. In addition, applications have been filed or are in the offing in the New York, Chicago, Miami and Philadelphia areas.

There are also unmistakable signs, more limited in nature and scope, that ethnic groups will be represented more actively on a national scale. All three networks have announced employment contracts with Negroes in recent weeks. Reports from Hollywood indicate that tv film production companies are becoming more responsive than ever to recent directives from the networks to utilize performers from various nationality and racial backgrounds in their series.

Specialists in the ethnic field reached by BROADCASTING last week welcomed the signposts of a burgeoning interest in the area. They reported that ethnic television had faltered heretofore be-

gram carried on NBC-TV in 1956, spotlighting Mr. Jackson and (l to r) Kenny Clark, Teshiko Akiyoshi and Matt Matthews.

cause of the comparative scarcity of tv channels and an understandable desire on the part of station operators and advertisers to appeal to a general total audience.

They observed that ethnic radio has expanded and prospered over the past 15 years to encompass more than 500 Negro-oriented stations and more than 900 outlets which broadcast in more than 40 languages and dialects, ranging

from Spanish and Italian to Hindustani, Pennsylvania Dutch and Croatian.

Cautious Optimism — Though there was a general feeling of optimism about the future of ethnic tv, specialists at stations, representative companies and agencies injected a note of caution. They stress that television is a more costly undertaking than radio and investment by potential station owners will be gradual. They point out too that uhf has its own built-in obstacles that must be overcome—set conversion, set reception in some geographic areas and the rugged competition a uhf outlet must meet in a vhf market.

The overall feeling, however, is that the "climate" is now right for the beginnings, at least, of a renaissance in ethnic tv. In the early- and mid-1950s, some television stations experimented with this type of special audience programming but most outlets reverted to conventional programming.

One tv station that was dominantly in the ethnic market was WATV (TV) Newark (later WNTA-TV and now WNDT [TV], an educational tv station). Sydney Kavaleer, who was an executive with WATV (TV) and currently is vice president and general manager WADO New York, believes there is a "definite future" for ethnic tv.

"We may have been a few years ahead of our time at WATV," Mr. Kavaleer said. "But this type of programming even then was paying its own way and showing a profit for us. We telecast programs that were of interest

Economic status of Spanish market improves

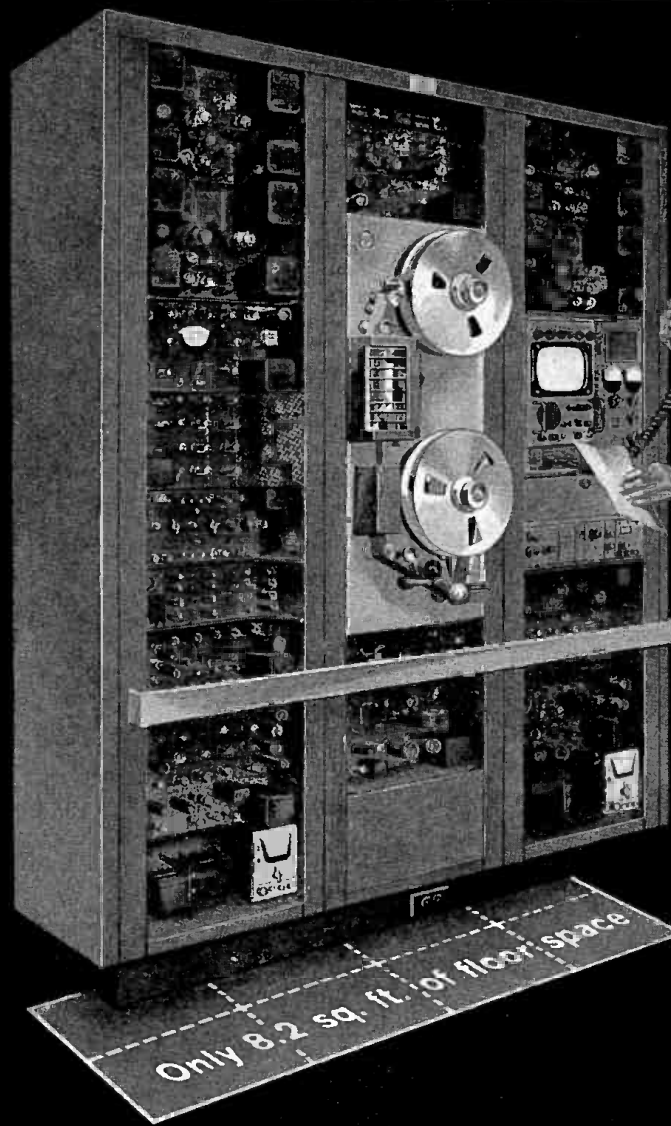
The Spanish market in the New York metropolitan area is a growing one, both in numbers and in economic status, according to a Pulse study made public last week by WHOM New York.

The survey, conducted among 500 Spanish households last March, shows that the education of the head of the family has improved in the last three years; the household pays a median rent of about \$63 (up from \$53 monthly three years ago) and median annual family income is \$4,300. Families spend \$28.70 per week on food and groceries, an increase of \$4 as compared with three years ago.

Other indications of an upgrading

in the Spanish market in New York cited by Pulse: one in five families owns an automobile, 97.4% own radio sets, 60% own tv sets and 66.8% have record players. Telephone penetration is better than 40%, the study reveals.

Heavy reliance on the Spanish language is underlined in a section of the study which shows that only 7.8% of the sample reported that English alone was spoken at home. Families spend considerable time listening to radio, and more than half said they listened three hours or more a day. WHOM was said to be the "most listened to" station, followed by WADO, WBNX, WWRL and WLIB.



THE RCA
"COMPACT" TV TAPE RECORDER TYPE TR-11

**Compatible...easy to operate...simple to install...
 and it meets all Professional TV tape standards**

This compact, compatible TV tape recorder assures the excellence of performance users expect from RCA quadruplex equipment. Although it occupies only 8.2 square feet of floor area—saving space and costs—it makes no sacrifice in quality. Its reduced size makes it ideal for mobile applications.

EASY TO OPERATE. Simplified set-up and control procedures make operation easy. All monitoring and other features are conveniently grouped. Tape deck is located for easy threading and loading.

LOWEST OPERATING COSTS. Power requirement is only 2750 watts. This means less heat, less air conditioning. And headwheel exchange cost is the lowest in the industry.

SINGLE-UNIT CONSTRUCTION. TR-11 is a self-contained unit, pre-wired and pre-tested at factory, with no external racks to interconnect. Simple to install—there's only one 30 amp twist-lock power connection. Just plug in and operate.

OPTIONAL TWO-SPEED OPERATION. Permits tape speed to be switchable from conventional 15 inches per second to half speed of 7½ ips. Effects 50 percent saving in tape costs and storage space.

See your Broadcast Representative for all the facts. Or write RCA, Broadcast and Television Equipment, Dept. M-22, Building 15-5, Camden, N. J.

ENGINEER'S CHECK LIST*

- Air-lubricated tape guides.
- Simultaneous playback of audio and control track.
- Built-in deviation measurement for accurate adjustment of recording signals.
- Quadrature delay lines adjust for both record and playback.
- Transistorized signal processor provides finger-tip control of video pedestal and sync.
- Variable de-emphasis control for optimum playback of tapes recorded to non-standard pre-emphasis characteristics.

*Also a Complete Line of Accessories including SwitchLock, PixLock, Automatic Timing Corrector, Master Erase, Picture and Waveform Monitors and Remote Control.



The Most Trusted Name in Television

Growing New York Negro market important to advertisers

Metropolitan New York's 1.6 million Negroes form a market of growing importance to advertisers, according to a new socio-economic survey of the Negro community (by The Pulse Inc.) for WLIB New York. WLIB's programming is devoted exclusively to the Negro audience.

WLIB's survey, which the station claims is the first qualitative survey of the Negro market there since its own similar report in 1952, studied such characteristics as family composition, economic status, education, insurance ownership, auto ownership, household facilities, banking and financial activities, travel and shopping and purchase experiences. Results were announced Tuesday (Aug. 28) by Harry Novik, WLIB general manager.

The Pulse survey among 600 Negro heads of families in seven counties "should supply advertisers with a more definite yardstick with which to measure expenditures in the largest 'city within a city' in America," Mr. Novik said.

The findings showed that the Negro family household's median annual income of \$5,800 is approaching the \$6,200 income of the white family in the area. The Negro market's annual food expenditure is more than \$577.5 million. The median monthly average for rent is \$72. The average Negro family unit comprises 3.6 persons, which is close to the 3.4 figure for the entire New York community. The number of Negro high school graduates in 1962 was proportionately only 1% below that of the average in all

New York counties. Some 40% of the families have bank accounts, and more than 50% were found to have Blue Cross and Blue Shield coverage.

Also, WLIB's report to advertisers and agencies shows that approximately two-thirds of the male heads of Negro households are employed at "blue" collar work, and their median weekly salary is \$85. The female household head in 30% of the homes adds an additional salary. Auto ownership is at the one-third level with two out of three cars having been purchased as a used car. Telephone ownership is at the 65% mark. Vacation or business travel last year was at an approximate level of one in five. Three out of 10 have department store charge accounts.

to Italians, Jews, Poles, Greeks and Germans. But when the station changed ownership, the new management (National Telefilm Assoc.) decided on a different approach and wanted to reach the general audience."

'Component Advertising' ■ Clarence Holte, supervisor of the ethnic division of the marketing department of BBDO, New York, believes that ethnic tv programming can be valuable for both the independent vhf station and the uhf outlet. He is a strong advocate of what he calls "component advertising" (reaching all segments of an audience through appeals to specialized groups within the whole).

Mr. Holte considers regional adver-

tisers the best prospects for ethnic tv, and points out that beer, food, cigarette and soft drink companies have used ethnic radio to good advantage.

Erberto Landi, president of Erberto Landi Adv., New York, which specializes in the Italian-American field, believes there is a market, necessarily a limited one, for ethnic programming. He regards uhf television as the key to the growth of this market.

Joseph Jacobs, president of the Joseph Jacobs Organization, an agency which specializes in the Jewish market, was more temperate in his viewpoint. He said he would await developments in the ethnic tv field with interest and confided he has reservations, largely be-

cause of the experience he had with three Jewish interest programs his company produced and placed on WATV (TV) several years ago. Mr. Jacobs claimed that although the programs were well received by the audience and advertisers, they had to be scrapped when the station changed its format.

Spanish Network ■ The most ambitious project in the ethnic field is being implemented by the Spanish International Network, owned by Mexican and American interests. One U. S. station in the network already is in operation, KWEX-TV (ch. 41) San Antonio, which has been operating as an all-Spanish station since last February. Next month, KMEX-TV Los Angeles (ch. 34) goes on the air. The network's five Mexican outlets, all operating in border cities, are XEJ-TV Ciudad Jurez, which feeds into El Paso, Tex.; XEFA-TV Nogales, which serves adjacent Nogales, Ariz.; XEM-TV Mexicali, which is received in El Centro, Calif., and other Imperial Valley cities; XEWT-TV Tijuana, which serves the San Diego area.

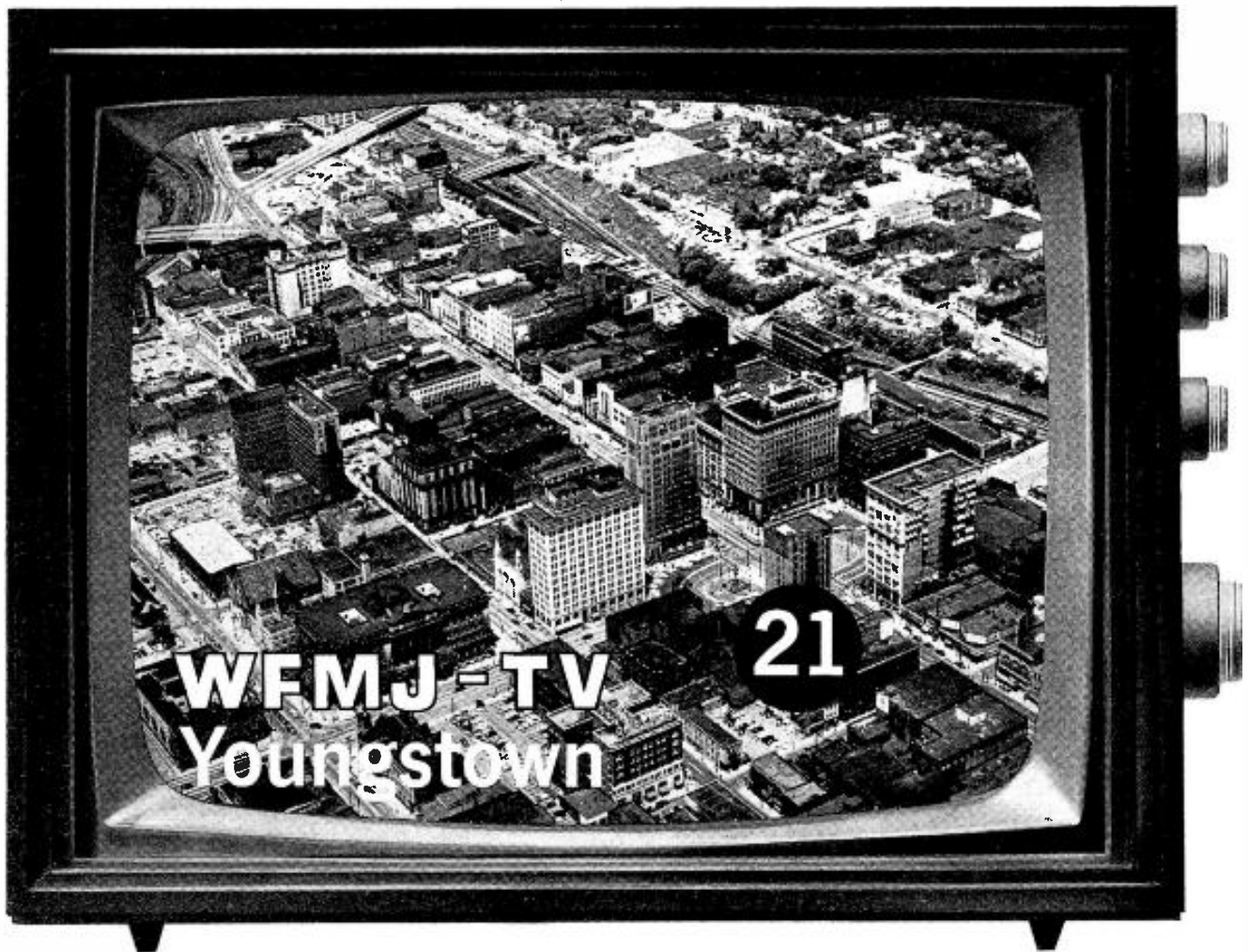
Spanish International Network already has applied to the FCC for ch. 37 in Paterson, N. J., a New York suburb, and is laying the groundwork for other all-Spanish stations in Chicago and Miami. The U. S. outlets will be programmed largely by video tape and film produced at the Mexican stations and supplemented by locally originated shows. Presentations will include bull fights, boxing matches, soap operas and variety shows made in Mexico.

The U. S. stations are owned by three Americans—Frank L. Fouce, Rene Anselmo and Julian Kaufman,



A Puerto Rican-produced tv series is "Fiesta In Puerto Rico," carried week-

ly on WOR-TV New York. It stars Bobby Capo (foreground).



WFMJ-TV, serving one of Ohio's richest markets, is pleased to announce the appointment of Blair Television Associates as exclusive national representative. Youngstown is also known as the "Steel City" and "The Crossroads of Industrial America". They aptly sum up its vital, dynamic character. Here, a powerful concentration of steel and many other industries—plus far-sighted civic leadership—continue to make Youngstown an economic force to reckon with. As representatives of America's fastest-growing television stations, Blair Television Associates is proud to be associated with WFMJ-TV in one of America's leadership cities—Youngstown. **BLAIR TELEVISION ASSOCIATES**, 717 Fifth Avenue, New York 22, New York.

acting general manager of KMEX-TV—and one Mexican, Emilio Azcarraga, a powerhouse in the entertainment field in his country.

The other imminent project is WOOK-TV Washington, D. C. (ch. 14), owned and operated by United Broadcasting Co., which will appeal to the capital's large Negro population. Lionel Hampton has been hired as the station's music director. The programming will include variety entertainment, fashion, sports, culture and a "heavy emphasis on news, both national and local, with special attention to Washington's Negroes," a spokesman said last week.

Original plans were to start telecasting in September but the station's building has not been completed. A late October start for WOOK-TV now is envisaged. United Broadcasting is owned by Richard Eaton. He operates WOOK Washington, D. C., a Negro-slanted radio station.

An application has been made for uhf ch. 47 in New Brunswick, N. J., to be used as a New Jersey-oriented station from 3-7 p.m. and as an ethnic outlet from 7 p.m.-12 midnight. Ethnic telecasts would be directed largely toward Jewish, Italian, Negro and Spanish audiences. New Jersey Tv Broadcasting Corp., headed by Edwin Cooperstein, president, is the applicant.



The tv production complex of Telecentro in Mexico City will supply a variety of dramas via videotape to Los Angeles' KMEX-TV (uhf ch. 34), which goes on the air Sept. 15 as the only all-Spanish television station in Southern California. Jose Galvez (l) and Manolo Calvo play two villains in the top-rated Mexican telenovela (dramatic serial), "Juana y la Inquisicion."

KAIL-TV in Fresno, Calif., an all-uhf market, has been telecasting two hours daily in Spanish in the 7-9 p.m. period for almost a year. The programming is mostly feature films plus local shows.

An indication of interest in ethnic tv in the New York market is evidenced by a second application for ch. 37 in

Paterson. Progress Broadcasting Corp., New York, which owns WHOM in that city, recently filed for the channel. Charles Baltin, vice president and commercial manager of WHOM, reported last week that if it is successful in its application Progress Broadcasting would use the station for Spanish programming on all levels—entertainment, education and community service. He noted that WHOM has operated in the Spanish field for many years.

Mid-West Experiment ■ WXIX (TV) Milwaukee reported that over the past six months it has experimented with three ethnic programs—a 90-minute feature film in German and two half-hour weekly shows aimed at Negro and Spanish-speaking audiences. Larry Turet, executive vice president and general manager of the station, which is a uhf among three commercial vhf outlets, termed the experiment "successful," both in terms of audience and sponsorship. Next fall, he said, he plans to add a program of Polish appeal.

On the network level, CBS has hired Rex Ingram, a Negro actor, to join the cast of a daytime serial, *The Brighter Day*, on a continuous basis. NBC-TV has signed Ena Hartman, a Negro fashion model to a long-term contract but has not announced the programs on which she will appear. ABC hired its first Negro newsman, Malvin Goode, last week.

Television film production companies were reluctant to discuss their views on casting individuals of various backgrounds, insisting generally they made their choices on the most suitable person for the role. But P. J. Sidney, a Negro actor in New York, who has picketed producers and advertisers, seeking the use of more Negro actors in roles depicting their status in the contemporary scene, said he has "seen some improvement." He said that much of the "improvement" has come from filmed shows and he singled out *Checkmate*, *Dr. Kildare*, and *The Nurses*, which begins on CBS-TV this fall. Mr. Sidney said he was "not impressed by all-Negro shows because the future of race relations lies in integration rather than the separation of people."

Except for locally-produced programs of variety-entertainment, cultural, personality interview and community-oriented types, it is anticipated that many ethnic programs will be imported from various countries (Mexico, Italy, Germany).

Ethnic tv is still in its swaddling clothes, authorities concur, but they believe that in three to five years, with such factors as all vhf-uhf receivers and growing acceptance by sponsors of "component advertising," the medium will grow.

What does ARTHUR S. PARDOLL * say about BROADCASTING YEARBOOK?



"INVALUABLE REFERENCE SERVICE"

"I find the BROADCASTING Yearbook an invaluable reference service in our business."

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

* Associate Media Director Foote, Cone & Belding New York



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

NOW! IN ROCHESTER, N. Y. —

MORE HEIGHT! REACH! HOMES!

**CHANNEL 10 NOW GIVES YOU
COVERAGE SECOND TO NONE!**

We've moved our antenna sixty feet up to the top of the transmitter on Pinnacle Hill—511 feet above average terrain!

More height means more reach to more viewers in the rich, eleven-county Rochester market! More exposure for your sales message! More value for your advertising dollar!

Now more than ever before, we offer you a "ten-strike" on Channel 10!



Television, Inc.

WHEC-TV

CHANNEL 10, ROCHESTER, N. Y.

NEW WGES FORMAT DRAWS HOT WORDS

McLendon, congressmen swap charges on 100% Negro format

The decision of McLendon Corp. to change the programming format of its newly acquired WGES Chicago has produced an explosion.

Over the weekend, the 24-hour station, which changed its call letters to WYNR, dropped its foreign language broadcasts and stepped up its Negro programming from 80% to 100%.

But although the change has just been made, the company's plans have been known for weeks, and complaints have gone to the FCC from two Chicago Democratic congressmen and the producer of one of the station's foreign-language programs.

Rep. Roman Pucinski (D-Ill.) protested in letters to FCC Chairman Newton N. Minow. Rep. Dan Rostenkowski made his views known in a meeting with FCC Commissioner Robert E. Lee. William C. Klein, producer of the *Germania* Hour on WGES for 26 years, was reported to have filed a complaint with the FCC.

All charged that the new owner reneged on a promise made to the FCC—when the license transfer was being considered—that the foreign-language broadcasts would be continued. Before the programming switch, the station

broadcast four foreign-language programs daily and six on Sunday.

FCC Staff Investigating ■ The FCC staff passed on their complaints to the McLendon Corp., and is currently studying the company's reply.

Meanwhile, back in Chicago, McLendon Corp. President Gordon L. McLendon called a news conference to charge that a congressman had attempted to "dictate" the programming on the Chicago station.

Mr. McLendon wouldn't identify the congressman, but said he had telephoned "an official" at WGES to protest the dropping of a number of foreign language programs. Mr. McLendon said WYNR would never submit to coercion. He charged a trend to "big brother government" seeking to pressure broadcasters.

In Washington, Rep. Pucinski readily acknowledged calling the station and talking to its general manager, Jay Schatz. But he denied any attempt to dictate. He said he spoke to Mr. Schatz Aug. 13 to "verify" complaints from the station's foreign-language broadcasters that WGES was dropping their programs.

"As a member of Congress," he said, "I had a right to inquire whether the company, within five days of the transfer of license being consummated, was ignoring sworn statements made to a regulatory agency." McLendon Corp., which bought the station for \$2 million, assumed control Aug. 8 after FCC approval.

Quotes Application ■ To substantiate his charge the company had promised to continue the station's foreign-language broadcasts, Rep. Pucinski, in his letter to Chairman Minow, cited a portion of the McLendon application, filed on Oct. 13, 1961. The portion read, in part:

"The commission's records will reflect that the programming of WGES has been essentially the same for several decades. The cosmopolitan complexion makes it obvious that there is a need for the types of specialized programming that the station has done in the past. As is indicated . . . the Assignee intends to retain the present personnel of the station in order to be assured that there be continuity in the programming. . . ."

At his news conference, Mr. McLendon explained that after his firm acquired WGES a study was made of the Chicago market and it was learned that not one of the city's seven fulltime stations [24-hour operations] served the 1.25 million Negroes there until after midnight, while there was plenty of foreign language programming avail-

able to serve these other smaller groups. Since Negro programming in one tongue and foreign language shows in other tongues are completely incompatible, he said it was decided to drop the latter and go fulltime Negro. Seven stations provide 50 hours of polish programming weekly there, he noted, while four stations provide over 24 hours of Italian programming.

Mr. McLendon said that in all of his broadcasting career he could not recall being so upset and "incensed" as he was "over the turn of events in Chicago" and being "caught in the middle of an ethnic struggle." In addition to the congressman's call, he charged that certain of the "foreign language program brokers in the last week have been subjecting us to criticism on our own airwaves in their native tongues."

Charges Illegal Editorializing ■ He said they were "editorializing" illegally because they were not making any opportunity for both sides of the issue to be heard. These brokers were making "vociferous appeals" to their audiences to help them fight to keep their contracts with the station, he charged.

Mr. McLendon and Mr. Schatz announced that a five-man news staff has been formed to cover the local news. Four of the five are Negro, including the managing editor, Mike McClellan, formerly with KSAN San Francisco. New WYNR program director is James Randolph, Negro personality formerly with KGFJ Los Angeles. Rick Ricardo and Al Benson, former WGES personalities, have resigned.

Other McLendon stations include KLIF Dallas, KILT Houston, KTSA San Antonio, WYSL Buffalo and KABL San Francisco. McLendon also is U. S. sales agent for XTRA, the all-news station aiming at Los Angeles and Southern California from Tijuana, Mexico.

Teddy-Eddie debate makes sets vibrate

Boston tv screens and radio sets blazed and crackled last Monday night in a manner reminiscent of the Kennedy-Nixon Debates of 1960. This time it was Kennedy-McCormack, with Edward Kennedy and Edward McCormack Jr. appearing in the first of two scheduled tv-radio debates in their campaign for the Massachusetts Democratic senatorial nomination. The second is scheduled for Sept. 5 in Holyoke.

In the opening "Eddie-Teddy" set-to, Mr. McCormack ("Eddie"), nephew of House Speaker John W. McCormack, took the offensive. He charged that the candidacy of Mr. Kennedy ("Teddy"), brother of President Kennedy, would be a "joke" if his name were not Kennedy. Mr. Ken-



In Chicago Radio
ONE STANDS OUT

WLS is FIRST in PULSE

20.8%—Average ¼ hour share, 8 AM-Midnight, Monday-Saturday, PULSE, Chicago 8 County Area, June 1962.

WLS is FIRST in HOOPER

20.3%—Average ¼ hour share, 7 AM-6 PM, Monday-Friday, HOOPER, Chicago, June/July 1962.

WLS is FIRST in NIELSEN

683,100 homes—Different homes reached in average 3 hour day part over 4 week period, Monday-Friday, NSI, Chicago Area, July 1962.



WLS

the bright sound of Chicago Radio

Owned and operated by American Broadcasting-Paramount Theatres, Inc.

**CHECK OUR
FACTS,
THEN BUY:**

TERRE HAUTE

WITH

Indianapolis

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

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

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

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

1. *Greatly expanded Indiana reach*
2. *Effective and complete coverage of Indiana's two top TV markets*
3. *Greatly improved overall cost efficiency*

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.



Edward Petry & Co., Inc.

WTHI-TV
CHANNEL 10
TERRE HAUTE,
INDIANA

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

Adulation

WGMS Washington, D. C., billed as a "good music station," is congratulating itself for being the only area radio or tv station to carry the Kennedy-McCormack debate Aug. 27 (see story).

Listener response was "great," and "the phones rang constantly after the first promotional spot was aired," WGMS reported. "Capitol Hill offices expressed their gratitude as well."

nedy refrained from personal attacks.

As in the Presidential Debates of 1960, the program lasted an hour, the positions were decided by lot, and the candidates were questioned by a panel of newsmen. These included Leo Egan of WHDH-TV Boston and David MacNeill of WCRB Waltham-Boston. Moderator was Edwin D. Canham, editor of the *Christian Science Monitor*.

Theatre owners explain opposition to pay-tv

Spokesmen for theatre owner groups opposing pay-tv operations met last Tuesday (Aug. 28) in Washington with Attorney General Robert Kennedy and Lee Loevinger, assistant attorney general in charge of the antitrust division, to explain their reasons for opposing pay television.

Marshall H. Fine, president of Allied States Assn. of Motion Picture Exhibitors, and John H. Stembler, president of Theatre Owners of America, told the Justice Dept. officials that sales of current motion-picture features to pay-tv would be "economic suicide" for the film companies.

They reportedly sought "clarification" of a recent Justice Dept. letter to film distribution companies about the distributors' failure to cooperate with the RKO General pay-tv test in Hartford, Conn. (BROADCASTING, Aug. 6). Justice officials, according to Messrs. Fine and Stembler, said the letters were merely to inquire what the distributors' policy on the matter was, and did not suggest what that policy should be.

Twentieth-Fox offers 30 post-'50 films

Twentieth Century-Fox Television has made available for syndication 30 post-'50 feature films, according to an announcement today (Sept. 3) by George T. Shupert, vice president and sales head. Sixteen of the 30 films are in color.

The films, known as the "Century I" package, were previously shown on

NBC-TV's *Saturday Night at the Movies* (9-11 p.m. EDT).

Mr. Shupert pointed out that this is "the first significant group of films" to be released directly into domestic syndication by Twentieth Century-Fox Films Corp. through its own subsidiary distribution organization.

Included among the features are "How To Marry A Millionaire," "Snows of Kilimanjaro," "Titanic," "Desert Fox," "There's No Business Like Show Business" and "Cheaper By The Dozen."

Film sales...

M-Squad (MCA TV): Sold to WJBF-TV Augusta, Ga.; KPRC-TV Houston; KOCO-TV Oklahoma City; WNAC-TV Boston, and WHBF-TV Rock Island, Ill. Now in 108 markets.

Dragnet (MCA TV): Sold to WKJG-TV Ft. Wayne, Ind.; WEAR-TV Pensacola, Fla.; WOC-TV Davenport, Iowa, and WDXI-TV Jackson, Tenn. Now in 74 markets.

Love That Bob (MCA TV): Sold to WNYS-TV Syracuse, N.Y., and KATC-TV Lafayette, La. Now in 27 markets.

Top Rank (25 first-run J. Arthur Rank movies) (NTA): Sold to: WTIC-TV Hartford; KHQ-TV Spokane; KATV (TV) Portland, Ore.; KMJ-TV Fresno; WCSH-TV Portland, Me.; and to 19 other stations prior to Rank rights sale to NTA (BROADCASTING, Aug. 27): KTVI (TV) St. Louis, Mo.; WBAP (TV), Ft. Worth; WFGA-TV Jacksonville, Fla.; WSUN-TV Tampa, Fla.; WCTV (TV) Tallahassee, Fla.; WTVM (TV) Miami, Fla.; WLWA (TV) Atlanta, Ga.; CKLW-TV Windsor-Detroit; WTAE (TV) Pittsburgh, WRCV-

New name for Ziv-UA

Ziv-United Artists changed its corporate name to United Artists Television Inc., effective Sept. 1, according to Frederic W. Ziv, board chairman and John L. Sinn, president. The name change follows the company's recently announced policy of working only through autonomous producers in tv, as its parent company, United Artists Corp., does in the motion picture field. No change in the officers or personnel of the company is contemplated.

TV Philadelphia; WGR-TV Buffalo; WHDH-TV Boston; WRGB (TV) Schenectady; WNBC-TV New York; KTRK-TV Houston; KTVU (TV) San Francisco; KRCA (TV) Los Angeles; KOOL-TV Phoenix, Ariz. and KCCO-TV Minneapolis.

Clutch Cargo (George Bagnall & Assoc.): KGGM-TV Albuquerque, N. M.; WAVY-TV Norfolk, Va. (re-runs); KRIS-TV Corpus Christi, Tex.; WTVN-TV Columbus, Ohio; KCRG-TV Cedar Rapids, Iowa; KMBC-TV Kansas City, Mo.; WTVM (TV) Columbus, Ga.; WHTN-TV Huntington, W. Va.; WOKR (TV) Rochester, N. Y.; WTVC (TV) Chattanooga, Tenn. Now in 87 markets.

Space Angel (George Bagnall & Assoc.): KRLD-TV Dallas, Tex.; WCCO-TV Minneapolis, Minn.; WBNS-TV Columbus, Ohio; WICV-TV Charleston, S. C.; WRGB-TV Schenectady, N. Y.; KTAL-TV Texarkana, La.; KSHO-TV Las Vegas, Nev.; WFMY-

COLORCASTING

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

NBC-TV:

Sept. 3-7, 10-12 (10:30-11 a.m.) *Play Your Hunch*, part

Sept. 3-7, 10-12 (11-11:30 a.m.) *The Price Is Right*, part

Sept. 3-7, 10-12 (12-12:30 p.m.) *Your First Impression*, part

Sept. 3-7, 10-12 (2-2:25 p.m.) *Jan Murray Show*, part

Sept. 3-7, 10-12 (11:15 p.m.-1 a.m.) *Tonight*, part

Sept. 3, 10 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Sept. 4, 11 (7:30-8:30 p.m.) *Laramie*, part

Sept. 5, 12 (10-10:30 p.m.) *Play Your Hunch*, part

Sept. 5, 12 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

Sept. 5, 12 (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.

Sept. 6 (9:30-10 p.m.) *The Lively Ones*,

Ford through J. Walter Thompson.

Sept. 6 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

Sept. 8 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

Sept. 8 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

Sept. 8 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

Sept. 8 (4:30-p p.m.) *World Series of Golf*, Zenith through Foote, Cone & Belding; Amana Refrigeration through MacFarland, Aveyard & Co.

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

Sept. 9 (4:30-6 p.m.) *World Series of Golf*, Zenith through Foote, Cone & Belding; Amana Refrigeration through MacFarland, Aveyard & Co.

Sept. 9 (7-7:30 p.m.) *Bullwinkle*, part.

Sept. 9 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

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

TV Greensboro, N. C.; WHTN-TV Huntington, W. Va.; WTVD (TV) Durham, N. C.; WOKR (TV) Rochester, N. Y.; WAVY-TV Norfolk, Va.; WWL-TV New Orleans, La.; WBAY-TV Green Bay, Wis.; KATV (TV) Pine Bluff, Ark.; WTVC (TV) Chattanooga, Tenn.; WTHI-TV Terre Haute, Ind.; KONA (TV) Hawaii; WSLS-TV Roanoke, Va.; KLZ-TV Denver, Colo.; KARD-TV Wichita, Kan.; KRIS-TV Corpus Christi, Tex.; KCRG-TV Cedar Rapids, Iowa; WJBK-TV Detroit. Now in 82 markets.

Levathes stays as head of tv at 20th Century-Fox

A series of executive shifts at 20th Century-Fox Corp. was announced last week by Darryl F. Zanuck, president. In the change-over, Peter G. Levathes, head of motion-picture production for Fox, and president of the company's television operations, has resigned his motion-picture post but remains head of the tv branch.

Mr. Zanuck also announced the retirement of Murray Silverstone, president of Fox International, and the resignation of Joseph H. Moscovitz, a vice president and eastern studio representative. Mr. Levathes' withdrawal as studio production head had been expected since Mr. Zanuck has indicated that he would assume this position.

Seymour Poe, president of Producers Representatives Inc., has joined Fox as vice president in charge of world distribution (foreign and domestic sales).

Old West scene dies with Melody Ranch fire

Gene Autry's Melody Ranch, whose main street has been seen over and over by viewers of *Gunsmoke*, *Wyatt Earp*, *Death Valley Days* and countless other westerns on tv and in the movies, went up in smoke last week, destroyed by the brush fire near Newhall in the San Fernando Valley just north of Los Angeles.

Losses, estimated at more than \$1 million, included all business records of Flying A Productions, a museum of irreplaceable relics of the Old West and Mr. Autry's personal collection of some 17,500 recordings, along with the street and other buildings.

The former actor-singer is now a broadcast owner-operator (KOOL-AM-FM-TV Phoenix, KOLD-AM-TV Tucson, both Arizona; KMPC Los Angeles, KSFO San Francisco, both California; KEX Portland, Ore., and KVI Seattle, Wash.) and owner of the Los Angeles Angels, American League baseball team. Melody Ranch was built in 1937 as a western lot for Monogram Pictures.

ON NBC TELEVISION!

September 9, 16, 23 and 30

Four Significant Public Service Programs

Featuring the Reverend Dr. Edward W. Bauman on

THE LIVING BIBLE

IN TODAY'S WORLD

Produced by the National Broadcasting Company in cooperation with the National Council of the Churches of Christ in the U. S. A. as a part of THE YEAR-LONG NBC RELIGIOUS PROGRAM

FRONTIERS OF FAITH

Sundays 1:30-2:00 PM NYT

Alternating on NBC TV with FRONTIERS OF FAITH during the YEAR-LONG NBC RELIGIOUS PROGRAM are THE CATHOLIC HOUR, produced in cooperation with The National Council of Catholic Men, and THE ETERNAL LIGHT, a joint production with the Jewish Theological Seminary of America.

FRONTIERS OF FAITH—WINNER OF THE PEABODY AWARD

TV DEBATES ARE DEFENDED

CBS's Stanton criticizes 'errors' in Ford study, accepts journalism merit award for network

Dr. Frank Stanton, president of CBS Inc., charged last week that the study of the Kennedy-Nixon television debates published recently by The Center for the Study of Democratic Institutions suffered from "errors of fact and uninformed conclusions."

These defects, he said, "seriously weakened" such "constructive suggestions" as the report contained. It was published by the center, which is a main activity of the Ford Foundation, earlier this summer (BROADCASTING, July 16).

Dr. Stanton leveled his criticisms Wednesday in an address accepting for CBS the annual Citation of Merit of the American Society of Journalism School Administrators, meeting at the U. of North Carolina.

He said the papers published by the Center erred in asserting that a third of the audience of the debates tuned out before each debate was over. On the average, he said, the total audience at the close was larger than at the beginning.

Not Distracting ■ Dr. Stanton also denied that the debates distracted attention from other elections, causing incumbents to win what the report called "a high percentage of elections at almost every level." He said that in the gubernatorial elections of 1960, the year of the debates, a higher percentage (42%) of incumbent governors were defeated than in the pre-debate years of 1956 (16%) or 1952 (10%).

"In any case," he added, "it seems to me somewhat tenuous to conclude categorically that a vote for an incumbent in any office is necessarily less thoughtful than a vote for his opponent."

"More important than these errors of fact, however startling they may be for specialists to make, are some general and sweeping misreadings of our political history," Dr. Stanton continued.

He cited "the myth that the debates brought about a political revolution in concentrating attention on the candidates as personalities instead of on issues, and in tending to eliminate distinctions between the two parties."

He said "personality cults are much less plausible now than before mass communications." He thought it "almost inconceivable that a single member of that pitiable procession [of Presidents immediately before and after the

Civil War] could survive the scrutiny of journalism today—either printed or electronic."

He continued: "It is certainly far better for [candidates] to be judged within the sight and hearing of all the voters than to be peddled as myths constructed out of the whole cloth of political mumbo jumbo, such as repeatedly in the past reduced the Presidential office to passiveness and inaction."

No Coercion ■ Electronic journalism has its own special problems, Dr. Stanton said, but the answer is not "in any form of coercion—such as the suggestion that broadcasters be required to provide time and facilities for debate or that candidates be required to participate in them. . . ."

"What we need is freedom for electronic communications to cover campaigns—all campaigns and not just the Presidential—as they deserve to be covered. If we do it wrong or inadequately, we will hear closely and loudly from the rest of the press, from



Street cleaners

A radio man selling outdoor advertising? Fred Rabell (r) president of KITT-FM San Diego and an fm member-at-large of the NAB, also is a concessionaire for advertising space on city-owned trash receptacles.

Aided by Harry La Dou, chairman of the War Against Litter Committee, he posts a public service bulletin on a downtown street.

the people, from the candidates—from the whole nation which can see everything that we, in the glass houses of broadcasting, do."

Dr. Stanton said journalism schools and all branches of the press were "a very real force" in getting the equal-time law suspended so that the 1960 debates could be held. Now, he said, "we need your help in continuing the battle to get them eliminated."

CBS was said to be the first broadcasting organization to receive the award. CBS was honored for its "distinguished record . . . in serving the nation with news and information . . . notable not only for its depth, tolerance, objectivity, liberal outlook, courage, fair play, technical effectiveness . . . but for its wholehearted devotion to the welfare of the nation."

Training for advertising ■ In an address before the golden anniversary convention of the Assn. for Education in Journalism, also held at the U. of North Carolina, John Crichton, president of the American Assn. of Advertising Agencies, predicted Monday (Aug. 27) agencies will be putting more and more emphasis on training programs—"largely to offset the costs inherent in the system of hiring away talent from other organizations."

Mr. Crichton estimated that agencies in 1961 hired approximately 1,000 employees directly from college. He said this was about one-third of the agency field's annual new-personnel needs and predicted the proportion might increase to one-half of the total by 1970.

He urged teachers in dealing with their students to "be tough about basics." He said:

"In order to work in advertising—or journalism—one must spell accurately and write clearly. . . . Businessmen are astonished at the present low levels of performance in these basic skills. To find them (the skills) missing in graduates of schools who regard themselves as producing professionals is disheartening. These people have to compete with people who have been taught to spell and write, and if they don't compete successfully, they get fired."

Another speaker at the AEJ meeting was Ned Calmer, CBS newscaster, who suggested that newspapers seemed thin-skinned to criticism over the air but take a different approach when they criticize tv.

A panel on satellite communications legislation also was held during the AEJ meeting. The bill was discussed by Robert Lindsay, U. of Minnesota; Sidney Metzger, RCA, and Max Pagnin, FCC.

WMAL-TV
TV NEWS LEADER IN
THE NATION'S CAPITAL
INAUGURATES A NEW
CONCEPT IN TELEVISION
NEWS PROGRAMMING
FOR WASHINGTON

“THE EVENING REPORT”

6:30 TO 7:30 PM
MONDAY THRU FRIDAY

A complete hour-long report of all the day's news, compiled by Washington's largest, most experienced and best equipped local radio-television News staff. Its facilities include 6 radio-camera equipped Newswagons, the city's only News Helicopter, 2 World-wide News services, a high-speed film laboratory and Washington's first mobile VTR unit (in operation next month), plus the ABC World-wide News staff.

6:30-6:45 PM—ABC Evening Report

6:45-6:50 PM—Backstage

6:50-6:55 PM—Business News

6:55-7:00 PM—Sports

7:00-7:15 PM—Area Round-up News
D. C., Md., & Va.

7:15-7:25 PM—Capitol Report

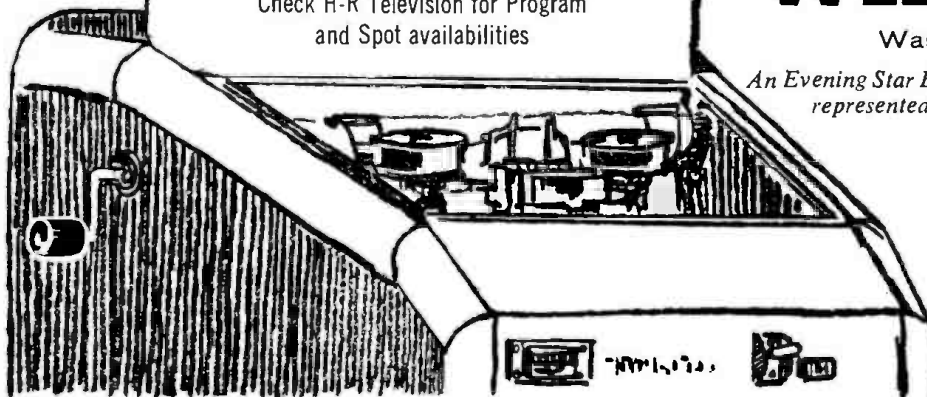
7:25-7:30 PM—Weather

Check H-R Television for Program
and Spot availabilities

wmal-tv
abc

Washington, D. C.

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



Anti-Red group to buy prime time on 100 radio, tv stations

National Indignation Convention, an anti-Communist organization in Dallas, is buying radio and tv time for a one-hour recorded program on its first anniversary, Oct. 13.

One-hour time segments will be used during prime evening time on at least 100 radio and tv stations, perhaps more, according to Marguerite Vincent, assistant to convention chairman Frank B. McGehee, Dallas.

An advance broadcast was carried Aug. 29 on WFAA Dallas, which billed at the regular commercial rate. Station counsel ruled the anti-Communist broadcast is controversial but not political since it does not involve a candidate for public

office. A local real estate firm sponsored the one-hour radio tape on WFAA.

The last major time purchase by the convention was in May when over 100 stations were used in 11 states. In a letter to stations, sent in late August, the convention asked a series of eight questions concerning power, frequency, coverage and station policies on spot announcements. One question asks, "How many spot announcements advertising the program will be provided at no extra charge if the one hour of radio (or tv) time is purchased?"

Mr. McGehee is featured on the one-hour program. Dr. Robert Morris, former president of Dallas U.

and former chief counsel of the McCarthy communist subcommittee, will attend the Oct. 13 convention but he does not appear on the broadcast. The group will furnish advance scripts to stations.

Chairman McGehee is a former combat flyer and airline pilot. He graduated from U. of Dallas in 1960. While attending law school at Southern Methodist U. he operated Spera Co., an auto repair firm. He left the law school last year to form the convention after learning that federal funds were being used to train Yugoslav flyers at Sherman, Tex., contending this country should not give aid to Communist nations.

Editorializing survey features RTNDA meet

The Radio Television News Directors Assn. is surveying editorializing practices at member stations.

Results will be released at the annual convention in San Francisco Sept. 19-22.

Pierre Salinger, presidential news secretary, will address the convention at the RTNDA awards luncheon Sept. 20.

Other features of the 16th annual convention:

- A seminar, "Reporting Crime News: the Challenge to Radio and Tv Newsmen," will be presented by the faculty of the School of Criminology, University of California, Dean Joseph D. Lohman presiding.

Techniques of science news reporting will be discussed by Jules Bergman, ABC Science Editor.

- Eric Sevareid, CBS news analyst, will speak Sept. 22 at the annual Paul White Memorial Award Banquet.

- Radio and television news workshops will be expanded.

Tv-Electronics Fund assets \$351 million

Total net assets of Television-Electronics Fund Inc. for the third quarter of its fiscal year which ended July 31, were \$351 million. This compares to \$443.8 million total net assets at the end of its fiscal year (Oct. 31, 1961) and \$401.1 million at the end of the half-year mark for fiscal 1962.

The net asset value per share of the mutual Fund was put at \$6.92, compared to \$8.92 per share at the end of the 1961 fiscal year, and \$7.83 at the

six months fiscal 1962 period. This does not take into account a capital gain distribution of 36 cents per share in November 1961.

On July 26, the board of Television-Electronics Fund voted a 3 cents per share dividend payable Aug. 31 to shareholders of record Aug. 3.

Among the common stocks held by the Fund are: American Broadcasting-Paramount Theatres, 77,000 shares, with a market value of \$2,156,000; CBS, 90,000 shares worth \$3,217,500; RCA, 155,000 shares worth \$7,110,-

625; Storer Broadcasting, 35,300 shares worth \$1,072,238. The Fund also owns stock in such radio-tv manufacturing companies as General Electric, Motorola, Packard-Bell, Westinghouse Electric and Zenith Radio.

Chester D. Tripp, president of the Fund, predicted that the total value of all electronic goods and services in 1962 would reach \$18.8 billion (B), and in 1965, \$23.3 billion (B). Consumer products and component parts, he said, would reach \$2.1 billion (B) in 1962, \$2.2 billion (B) in 1965.



PGW's colonels get acquainted with KFDM

Getting a sales story from their client, KFDM Beaumont, Tex., and the local chamber of commerce personnel are three Peters, Griffin, Woodward Inc. "colonels" who were in Beaumont for the "pitch." Shown (l-r): Hubert Linder, KFDM mer-

chandising director; Ross Wilder, program director; Walter Rubens, general manager; Ben Rogers, president, Beaumont Chamber of Commerce; Ray Kaelin, Rowland Varley, and Ray Stanfield, all PGW, New York; and Ed Carroll, KFDM sales.

Gambling on Sweeney

RAB President Kevin Sweeney will be the prize in a lottery announced by his organization last week. At each of the eight RAB radio management conferences scheduled between Sept. 10 and Oct. 5, four radio station executives will win him for a private sales analysis. To be chosen by lot, the winners will get individual lessons on the art of presentation selling from Mr. Sweeney, who has been handling flip-card presentations for most of his adult life.

Record-breaking quarter reported by Rollins

An all-time record for a quarter was reported last week by Rollins Broadcasting Inc. Revenues for the first quarter of the fiscal year ended July 31 were \$1,928,715, up 47% from the same 1961 period's \$1,307,636. Net earnings after taxes were \$168,642 (18 cents per share), up 50% over 1961's \$113,275 (12 cents per share). The company's cash flow for the period amounted to \$504,766 (equivalent to 53 cents per share). This is 66% over the 1961 period's cash flow of \$306,073 (32 cents per share).

At the board meeting Aug. 28, the company increased its regular quarterly dividend on common stock from 8 cents per share to 10 cents per share. It also declared a dividend of 5 cents per share on Class B common stock. Payment will be made Oct. 25 to stockholders of record Sept. 25.

Rollins stations are WAMS Wilmington, Del.; WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla., and WPTZ (TV) Plattsburgh, N. Y.

Wilkin gives views on 'public interest'

One broadcaster's definition of the much-used phrase "the public interest" was delivered last week to the Sanford, Me., Kiwanis Club by Eugene W. Wilkin, general manager of WGAN-TV Portland, Me.

According to Mr. Wilkin, the public interest "is the measure of insight a responsible individual broadcaster has into the needs of his community and the maintenance of a balance in meeting the known desires, as well as the unspoken wants, and the apt use of broadcast communications to further both individual and national growth."

Mr. Wilkin criticized government in-

"MUST" READING September Issue of

TELEVISION

MAGAZINES IN TRANSITION *Beginning a major series of TELEVISION MAGAZINE Media Strategy reports analyzing how things stand now in the media competition, and how they got that way. This first article treats the mass magazines, the ex-champs of national advertising media who yielded first place to television in the mid-50s and are now busy learning to make the best of their second-place status.*

THE AUTOMOBILE DEALER *The final step in the automotive industry's scheme of things takes place when the customer puts his money up to buy a car in the local dealer's showroom. Getting him there, and into that state of mind, is a process many dealers have speeded up by conscientious use of local television. Although dealers as a whole still turn first to newspapers, a growing number are finding handsome rewards can come to those who try the TV approach.*

BRISK TRAFFIC IN CONTESTANTS *The Goodson-Todman program organization is the all-time champion at finding the guest to match the situation for its TV game shows—over 19,000 since 1950, 165 a week at the current pace. It's a job that takes a strong back and patience, as well as a nose for that special quality which makes audience appeal. Report on part of that great body of unseen labor that goes on behind the TV screen.*

CLOSEUP: DICK POWELL *For years he was typed as a song-and-dance man. Then he became typed as a hard-nosed adventurer. Now he's earning a new reputation: as a shrewd, alert, impressively successful producer and businessman. The Four Star Television organization he heads has grown into a leadership position among the independent TV producers, will supply six series to the networks this fall. The story behind its brightest star.*

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

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

START YOUR SUBSCRIPTION WITH THE SEPTEMBER ISSUE

Television Magazine
444 Madison Ave., New York 22, N. Y.
Enter one year subscription for—

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to Home Address _____

\$5.00 enclosed Please bill



terference with the functions of broadcasting and advertising. The future of broadcasting lies in the hands of "responsible individualism" on the part of the station managers and what Supreme Court Justice William O. Douglas called "the dignity, resourcefulness and intelligence of the people," he said.

WJXT study reports on tv ads, children

Jacksonville, Fla., parents feel "that their children have at least some influence on purchasing of products that the youngsters see advertised on television," according to a study prepared by William Wahl Assoc., West Palm Beach, for WJXT (TV) Jacksonville.

"Parents in Jacksonville feel that children induce purchasing of such tv-advertised products as cereal, soap, toothpaste, peanut butter, soft drinks, candy and other items," according to the WJXT survey conducted in May and just released.

The May study followed a pilot conducted by Wahl in January, and substantiated parents' attitudes about children's influence with reports on actual purchases, said WJXT.

BROADCASTERS SECOND IN PAY SCALE

Commerce lists employment, advertising trends

Earnings of employes in radio and television broadcasting rank second highest in the entire industrial economy, according to the Dept. of Commerce Survey of Current Business. Average annual earnings last year were \$7,477 in broadcasting, exceeded only by the average annual earnings of \$9,607 for employes of security and commodity brokers, dealers and exchanges.

The \$7,477 figure for average annual earnings per fulltime employe in broadcasting compares with \$7,440 in 1960. Last year 89,000 employes were engaged in "production" as compared to 87,000 in 1960.

Total compensation of broadcast employes in 1961 was \$662 million compared to \$644 million in 1960; wages and salaries totaled \$643 million in 1961 compared to \$625 million in 1960.

The federal agency reported 86,000 persons in 1961 as the number of fulltime equivalent employes; in 1960 the figure was 84,000. The average number of fulltime and parttime em-

ployes was 94,000 in 1961 and 92,000 in 1960.

Using the *Printer's Ink* advertising index, seasonally adjusted, the survey showed a tv network index of 462 in 1960 and 483 in 1961 (1950-52 equals 100). The radio index was 23 in 1960 and 20 in 1961 (1947-49 equals 100). These are both monthly averages.

The survey's tabulation of tv advertising follows:

Television advertising Network*:	Quarterly Average	
	1960	1961
	(millions)	
Gross time costs, total	\$ 56.9	\$178.0
Automotive, including accessories	4.6	12.0
Drugs and toiletries	16.3	30.2
Foods, soft drinks, confectionery	10.8	36.7
Soaps, cleansers, etc.	5.8	19.2
Smoking materials	6.4	21.2
All other	13.0	37.0
Spot (national and regional):		
Gross time costs, total	150.8†	154.4
Automotive, incl. accessories	4.3
Drugs and toiletries	30.2
Foods, soft drinks, confectionery	52.5
Soaps, cleansers, etc.	18.0
Smoking materials	7.4
All other	41.9

*Revised beginning 1961 to provide for horizontal contiguity rate structure, wherein a single advertiser might obtain a lower basic rate through the purchase of time across-the-board; not directly comparable with earlier data.

†Quarterly average based on revised annual total.

Outstanding Exclusive Broadcast Properties

Long established full-timer in a top ranking market. Exceptional earnings record and real estate. All cash required, but price includes \$150,000 net quick.

NEW ENGLAND
\$350,000

A rich agricultural area is the market for this full-time property. Down payment of 29% and the balance on liberal terms.

WEST COAST
\$275,000

This profitable daytime facility services an important chemical and oil center. Offers a liberal payout after a down payment of 29%.

TEXAS
\$225,000

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.

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

CHICAGO

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

ATLANTA

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

BEVERLY HILLS

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

Changing hands

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

■ WFGM-AM-FM Fitchburg, Mass.: Sold by David M. Myers to George Chatfield for \$310,000. Mr. Chatfield was a director of Benton & Bowles and the William Esty Co., of which he was executive vice president. For 18 years, he was advertising manager of Lever Bros. The transaction includes the Muzak franchise for Worcester County. WFGM is full time on 960 kc, operating with 1 kw. WFGM-FM operates on 104.7 mc with 20 kw. Negotiations were handled by Edwin Tornberg & Co.

■ WOKS Columbus, Ga.: Sold by John A. and Mary W. O'Shields and Eathel Holley to Philip A. Meltzer for \$123,000. Mr. Meltzer is a co-founder of Radio Concepts Inc. which later was merged into Franklin Broadcasting Co. He recently disposed of his interests in this organization. Miss Holley owns WNEA Newnan and has an interest in

WLaw Lawrenceville, both Georgia. WOKS operates on 1340 kc with 1 kw daytime and 250 w nighttime. It is Negro-programmed 24 hours a day. Broker was Chapman & Co.

APPROVED ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 77).*

■ **WAIT** Chicago, Ill.: Sold by Julius and Oscar Miller and family to Maurice and Lois F. Rosenfield (31% each), Howard and Robert G. Weiss (16½% each) and Devoe, Shadu, Mikva & Plotkin, Chicago law firm (5%) for \$1 million. Mr. and Mrs. Rosenfield own 50% of WFME (FM) Chicago; he is an attorney there. H. A. Weiss owns a concrete products firm, and R. G. Weiss is a stockbroker. Action taken by Broadcast Bureau.

CBS tv stations set local-talent shows

Program directors of the five CBS owned tv stations will meet in New York Sept. 13 to discuss plans for a new half-hour series of programs starting on their respective stations in January 1963.

Called *Repertoire Workshop*, the series will consist of 35 programs of drama, music, dance, poetry, dramatic readings and other art forms in a joint effort to encourage and expose deserving local talent. Each of the stations will produce seven of the programs which will be seen on all five stations. Topics to be discussed at the one-day meeting include auditions, program format, script solicitation, story rights, casting and other areas pertaining to the series.

Program directors scheduled to attend the meeting, which will be held at the St. Regis Hotel, are: Daniel Gallagher, WCBS-TV New York; Leon Drew, KNXT (TV) Los Angeles; Charles Hinds, WBBM-TV Chicago; Alvin Hollander, WCAU-TV Philadelphia, and Donald Markley, KMOX-TV St. Louis.

Meredith revenues up, but net income drops

Meredith Publishing Co. reported increased revenues, but a decline in net income for the fiscal year ended June 30.

Total revenues were \$69.3 million compared to \$60.2 million a year earlier. Net earnings dropped from \$2,514,277 (\$1.90 per share) in the 1961 fiscal year to \$2,097,847 (\$1.58 per share) for the 1962 fiscal year. Net income in 1961 includes a non-recurring item of \$435,392 from refunds

RAB surveys who's who and who's not

Local radio personalities are more recognizable to female adults in Washington, D. C. than some national political figures, according to a Radio Advertising Bureau survey.

The survey "proves most dramatically" that daily exposure on a single radio station results in higher identification than front page exposure on a less regular basis in several other media, Kevin B. Sweeney, RAB president, said. "We can argue logically that what is true of people can be just as true for products."

Mr. Sweeney noted that when American people in a metropolitan area, where there should be much more awareness of Cabinet officers than elsewhere, don't know the names of men who govern them, "it is a cause for concern."

"We suggest that one way you are going to register ideas that lack intrinsic interest for women is to in-

sert them in entertainment programming in which women are interested," he added.

The government figures involved were J. Edward Day, Postmaster General, Douglas C. Dillon, Secretary of the Treasury, and Gen. Lyman Lemnitzer, then chairman, Joint Chiefs of Staff.

Here are the recognition figures, as reported to RAB by the independent research firm which conducted the survey among Washingtonians over seven days this July.

	% Identifying
Radio personality A	52.6%
Radio personality B	33.7
J. Edward Day (Postmaster General)	20.1
Douglas C. Dillon (Secretary of the Treasury)	18.4
Lyman L. Lemnitzer (then chairman, Joint Chiefs)	17.3

on income taxes and interest. The company said the decline in earnings was due to substantial increases in expenses.

Meredith publishes magazines (*Better Homes & Gardens, Successful Farming*), books (Appleton-Century-Crofts,

Lyons & Carnahan, Duell, Sloan & Pearce) and has the following broadcasting stations: WHEN-AM-TV Syracuse, N. Y.; WOW-AM-FM-TV Omaha, Neb.; KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz.

MIDWEST PROPERTY FOR SALE!

Single station market, fulltime radio facility with combination studio-transmitter building and 38 acres of land. Station grossed approximately \$90,000.00 in 1961 and had a cash flow in excess of \$30,000.00. Priced at \$90,000.00 cash for assets. **Another H&L Exclusive.**

Profitable AM-FM combination providing only radio service for city-retail trading area of over 50,000. Valuable real estate included in the sale. Priced at \$200,000.00 with \$55,000.00 down in terms to be negotiated. **Another H&L Exclusive.**

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America's Most Experienced Media Brokers

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Riverside 8-1175
Ice A. Oswald
New Orleans

SAN FRANCISCO

John F. Hardesty
Don Searle
111 Sutter St.
EXbrook 2-5671

D.C. broadcasters entertain foreigners

The Broadcasting Club of Washington, D. C., held a reception and buffet Thursday (Aug. 30) for 21 foreign radio-tv broadcasters who are beginning a four-month visit to study U. S. communications as guests of the State Department.

A total of 16 nations sent representatives to the 1962 International Broadcast Seminar, from Africa, Asia, Central and South America and the Middle East. The visitors' itinerary includes local radio and tv stations, the U. S. Information Agency, the Voice of America and the FCC.

Sabotage hinted in tower collapse

The possibility of sabotage was hinted by Erie County, N. Y., police last week in the collapse of a 400-foot, newly-completed radio tower in the morning

hours of Aug. 26. Lewis T. Jones, manager of WDCX-FM Boston, N. Y. (Buffalo area), said someone had loosened the cable clamps of the tower. The station, a new link in the Donald Crawford group of religious fm stations, was scheduled to begin operating this month. Damage was estimated at \$10,000. Other Crawford fm stations are in Philadelphia, Detroit, Des Moines, and Fort Lauderdale.

Canon 35 issue slated for KRON-TV airwaves

The battle by television broadcasters to obtain access to courtrooms for their cameras will be reviewed on "Tv Before the Judge," to be broadcast next Monday (Sept. 10) on KRON-TV San Francisco as part of that station's documentary series, *Assignment Four*.

The merit of the American Bar Assn.'s canon 35, which forbids picture taking in a courtroom, will be ar-

Broadway angel

Network officials have refused to confirm a report that NBC has invested in a forthcoming Broadway production. The report claimed NBC has negotiated for a 25% interest in a new Richard Rodgers-Alan Jay Lerner musical.

gued by Superior Court Judge Joseph R. Weisberger of Rhode Island, who supports it, and Chief Justice Edward Day of the Colorado Supreme Court, who believes that canon 35 is untenable and perhaps unconstitutional.

Superior Court Judge Frank J. Murray of Boston will also participate in the program which will conclude with editorial comment by Harold P. See, general manager of KRON-TV, who will point out the distinction he believes should be made between courtroom behavior and the rights of the public.

Week-ends good for sales, representative argues

"Too many broadcasters are mentally writing off Sunday and even Saturday as a hopeless case so far as commercial sales are concerned," says Joseph Savalli, president of the John E. Pearson representative firm.

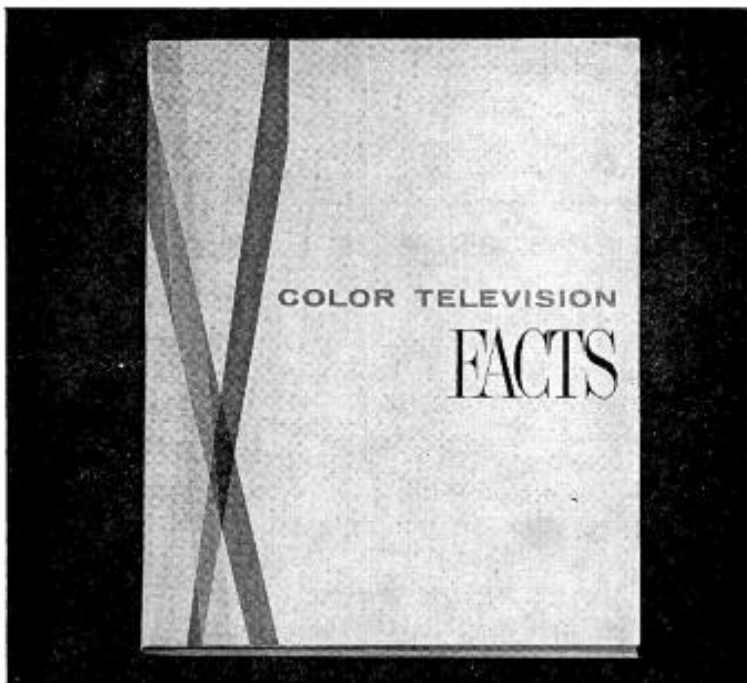
Mr. Savalli, explaining his thesis in the Pearson Newsletter delivered to stations this week, noted that radio spot package rates seem to be "based on multiples of five, and in discount structures based on six. The first implies that the broadcaster considers Monday-to-Friday schedules as the best he can expect; the second, slightly better, includes Saturday."

The rep executive suggests in the newsletter that stations revise their spot packages to include a seven-day schedule. He notes that broadcasters "might well come out with somewhat bigger packages than the multiple of five or six permits . . . The station might be able to win a contract for 14 spots a week, instead of 10; for 21 spots a week instead of 15 or 20."

WTEV to start Jan. 1 with ABC-TV programs

WTEV (TV) New Bedford, Mass., will be a primary affiliate of ABC-TV when it begins operation Jan. 1, 1963, it has been announced by Robert L. Coe, ABC-TV vice president in charge of tv station relations, and Charles J. Lewin, vice president of WTEV Television Inc.

Mr. Coe, in announcing the new affiliation, said the network wanted to "express our appreciation" to WPRO-TV and WJAR-TV, both Providence,



NOW—COLOR TELEVISION FACTS!

A new fact book on Color TV is ready for you. In addition to "New Dimensions in Color," the NBC 1962-3 color schedule, it includes a comprehensive factual history of Color TV, plus a full study of methods used in marketing color receivers. A section is devoted to Color TV's impact on the broadcaster, and another section to broadcast equipment. You won't want to miss this study of one of America's fastest growing industries, broadcasting movies, cartoons, variety, sports, drama and news specials. Call B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: MU 9-7200, Ext. RC 388. Ask for the new brochure "Color Television Facts."

KTVH IS KANSAS TV

MORE KANSANS VIEW KTVH THAN ANY OTHER KANSAS TV*

KANSAS IS A

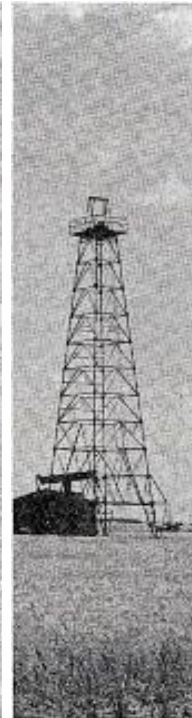
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Diversified economy brings stability to the rich Central Kansas market with an estimated \$1,500,000,000 effective buying power . . . more than 290,000 TV families, all within the BIG COVERAGE of KTVH. And most important – these 290,000 families are Kansas families, viewing TV programmed for Kansans. KTVH dominates the hub of this rich Central Kansas area – WICHITA, HUTCHINSON, plus coverage over 13 other important communities with 100% unduplicated CBS programming. To sell Kansas . . . buy KTVH!



* Nielsen, February 1961

BROADCASTING, September 3, 1962

R. I., "who have made many of our programs available" in the Providence-New Bedford-Falls River area.

WTEV will operate on ch. 6 with 65.8 kc video (AT DEADLINE, July 30). With the addition of WTEV, ABC-TV will have 128 primary affiliates.

MBS advisors to meet

The Mutual Affiliates Advisory Committee of MBS will hold its annual meeting in Jamaica, W. I., Sept. 13-14. The committee, a 17-man group elected by affiliated MBS stations, will convene with network management at the Jamaica Reef Hotel in Port Antonio. Fall programming plans, sales outlook and a general progress report are on the agenda, as well as questions and suggestions submitted by affiliated stations.

WIBW-AM-TV gets in trim

WIBW-AM-TV Topeka used the Kansas primary election as a "dress rehearsal" for the November elections, and a trial run for a Univac 60 computer belonging to a local bank to speed returns "two hours faster than competitors," according to WIBW.

More than 100 staff members and stringers handled the returns. A tv remote crew stood by at the computer and fed cut-ins to an anchor team at the WIBW studios.



In Chicago Radio **ONE STANDS OUT**

WLS is FIRST in PULSE

20.8% - Average 1/4 hour share, AM-Midnight, Monday-Saturday, PULSE, Chicago & County Area, June 1962.

WLS is FIRST in HOOPER

20.3% - Average 1/4 hour share, 7 AM-6 PM, Monday-Friday, HOOPER, Chicago, June/July 1962.

WLS is FIRST in NIELSEN

683,100 homes - Different homes reached in average 3 hour day part over 4 week period, Monday-Friday, NSI, Chicago Area, July 1962.



WLS

the bright sound of Chicago Radio

Owned and operated by American Broadcasting-Paramount Theatres, Inc.

Grand Rapids station prepares to shove off



Getting ready, WIIM-TV signs a network . . .



. . . and a rep, for its planned start Nov. 1

ABC-TV signed WIIM-TV Grand Rapids, Mich., as a new primary affiliate of the network last week. The new station is expected to begin broadcasting about Nov. 1. New company is an interim group composed of four applicants for ch. 13. They will operate the station together until the FCC approves one applicant. At top Mark Wodlinger, vice president-general manager of WIIM-TV, (seated, l) signs a contract along with Thomas W. Moore, (seated, r) vice president in charge of ABC-TV. Also shown (l to r) are Donald S. Shaw, ABC-TV director of station relations; Julius Barna-

than, vice president and general manager of ABC-TV, and Robert L. Coe, vice president in charge of ABC-TV station relations.

WIIM-TV also appointed Peters, Griffin, Woodward Inc., New York, as national representative.

The station's rep agreement with PGW was signed last week by H. Preston Peters, president of the rep firm (seated, l bottom photo), and Mr. Wodlinger. Standing (l to r) are Charles Kinney, PGW tv vice president; Lloyd Griffin, president-television PGW; and William G. Walters, PGW vice president.

THE GREAT CHARLESTON-HUNTINGTON DEBATE

1



VICE PRESIDENT, GENERAL MANAGER, WSAZ-TV

2



MANAGER, CHARLESTON OPERATION, WSAZ-TV

TOM GARTEN¹ & JOHN SINCLAIR² CALL THEIR 72 COUNTIES ((AND EACH OTHER!)) SOME VERY INTERESTING NAMES!!!!!!!!!!!!!!!!!!!!!!

TOM: My friends, as any media man worth his wages will tell you, a television market is a very difficult thing to define. For audio-video signals do not stop at state boundaries, city limit signs, and other handy landmarks. Pity us at WSAZ-TV, then, with a coverage area that embraces 72 counties in 4 states—to say nothing of 2 million consumers and a 4-billion-dollar payroll! The need for a name that goes beyond “Charleston-Huntington Market” is obvious. Mr. Sinclair, can we not settle here on “Supermarket”—a name we have often used—as our official moniker?

JOHN: We could, Mr. Garten, but for the fact that a better name occurred to me in the tub last night: “Charlestonia!” Is there not merit in identifying an area with its heart and hub?

TOM: There is, sir, and the name “Huntingtonia” would better serve that purpose! No, let us look beyond our local loyalties to larger things. Was not our market staked out by our station? How about “The Land of Saz?”

JOHN: *The Land of Saz?* (He laughs.)

TOM: Yes, *The Land of Saz*, O Witless One! Personally, I find the name not only descriptive, but rather romantic!

JOHN: Well, O Romantic One, I would remind you that the average advertiser is a bit more interested in sales potential than he is in fancy phrases—for *all* your personal findings! And I would further remind you that we enjoy certain topographical advantages here that relate *directly* to sales! Accordingly, I suggest “Sales Saucer” or, perhaps, “Profit Bowl” . . .

TOM: Mr. Sinclair! More hackneyed and cornier handles I have never heard coined! Did you consider “Jack Pot”? (He snickers.)

JOHN: Mr. Garten, I see our time is short. So I shall counter your sarcasm with a major concession. Friends, kindly consult your Katz Agency man, and ask for . . . “Supermarket!” WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: The Goodwill Stations, Inc.

3
WSAZ-TV

Ford offers new concept in tv reports

RETURNING COMMISSIONERS WILL FIND PROPOSED STATION FORM DIFFERENT

A completely new concept of reporting to the FCC on programming by television stations will be up for consideration when the commissioners return to work this week following the August recess.

Commissioner Frederick W. Ford has proposed a new tv programming form which is a radical departure from both the questionnaire currently in use and a new one released over a year ago for industry comments. It was submitted to the FCC at the July 25 meeting and has been carried over for fuller consideration this month.

If the Ford plan is adopted, tv stations would be required to submit lengthy, narrative reports by Nov. 15 every year and Part IV (program form) of renewal applications would be discarded. That is, stations would not report on programming in their renewal applications but the FCC would have three separate reports to compare and consider at the time of renewal. Buyers of stations also would file the report at the time of applying for approval.

The Ford proposal, drafted by Network Study Chief Ashbrook P. Bryant under Commissioner Ford's direction, relies heavily on the FCC's 1960 programming policy statement and in 3½ pages of general instructions quotes heavily from that document. It embodies six categories of questions to be answered: community program service, station policies and practices, program review, independence of station management (in the case of multiple-owned stations), network affiliation and station operation.

Replaces Bureau Form ■ The new questionnaire is designed as a replacement for a combined radio-tv programming reporting form submitted last May by the Broadcast Bureau. The bureau questions, discussed several times by a widely-split commission during the summer, was a revision of the form released for comments 14 months ago (BROADCASTING, July 6, 1961).

During its July debates, the FCC discarded the bureau recommendation for a joint radio-tv questionnaire and decided to come up with separate forms. Sentiment is building at the FCC for a complete shelving of the bureau questions for radio also and further inquiries before a new am-fm reporting form is adopted.

The Ford proposal does not require (1) a composite week breakdown in percentages by program categories; (2)

a division of commercial vs. sustaining time; (3) separate listing of programming for children, or (4) a detailed description of service area, schools, minority groups, civic clubs, etc.—all a part of the bureau proposal.

Under the Ford plan, a station is asked to submit a narrative statement in detail on its efforts within the past 6 months (prior to filing) to ascertain the needs of its service area, along with a listing of all cities and towns within the Grade B contour. Licensees would be required to keep detailed records of these efforts for at least three years and to make them available for public inspection.

Then, the licensee is asked to explain his evaluation of the information obtained in a survey of tv programming needs and the elements of his service necessary to adequately serve the public. The station is next asked for programs carried under each element and their source and additional material broadcast, such as spot announcements, special programs which have been or will be broadcast.

How Many Cameras? ■ New to the program form is a question on station facilities, including for example, number of cameras, tape recorders, remote equipment, staff by departments, program services and suppliers. The Ford form also would ask for a statement on any changes in policies, practices or operations of the station which had a significant effect on programming. Significant differences between promise and

performance would have to be clearly described, with reasons in detail.

A licensee is asked whether he subscribes to an industry code and, if not, his own policies with respect to programming and advertising standards. He further is asked how he implements such standards and means for prior review of programs and advertising from all sources to determine acceptability.

Autonomy of local management of multiple-owned stations is the subject of two questions with the proposed form wanting to know the freedom of station management to plan program schedule and extent of review by superiors not exclusively concerned with management of the local station.

The form also asks what efforts the licensee makes to inform networks, program producers and sponsors of the needs and interests in programming of his community. A question asks the per cent of time devoted to network programs, locally produced shows and syndicated programs for each segment of the day.

Licensees are asked for specific examples of complaints against programming in the past and the action taken as well as procedures followed for considering suggestions and complaints from the public. A further question wants to know procedures followed to maintain effective control, to guide management personnel and to make sure FCC rules and established station policies are followed.

In the analysis of matter broadcast, the Ford proposal would ask stations for a breakdown of on-the-air time according to amount (in minutes, not percentages) actually devoted to entertainment, commercial matter and public service. This would be for both a past composite week and a proposed typical week. The stations would not be required to furnish a breakdown of programming by percentages of the 14 accepted categories.

They would be asked for the number of commercial and public service announcements per week, however.

Long, Long Trail ■ Plans for the adoption of a new program reporting form have been actively pursued at the FCC for the past four years. The commission's 1960 programming policy statement set out the framework for new reporting procedures, the responsibility of licensees to survey local programming needs and urged the submis-



Commissioner Ford
Revises form beyond recognition

sion of narrative explanations (BROADCASTING, Aug. 1, 1960).

In February 1961, the FCC released for comment a proposed new programming form to cover am-fm-tv stations with one questionnaire (BROADCASTING, Feb. 17, 1961). The industry objected violently on the grounds the form was too cumbersome and would require the employment of additional personnel just to assemble the information sought by the FCC. There also were charges that the forms constituted censorship.

After considering the comments, the FCC came out with new proposed forms in July 1961 which embodied separate questionnaires for radio and tv stations. Following their release, the NAB asked for and received a public meeting on the forms with the FCC last fall (BROADCASTING, Oct. 9, 1961). Last spring, a series of meetings was held between the FCC and industry lawyers led by the Federal Communications Bar Assn.

Broadcast Bureau Chief Kenneth Cox was the primary author of the joint questionnaire which the FCC began considering last May.

Following each discussion, it was reported, the individual members of the FCC became further and further apart on the program questions which should be asked of licensees and applicants (CLOSED CIRCUIT, June 18). After efforts to break the stalemate failed, the Ford plan for television was introduced.

Crux of Opposition ■ Much of the opposition to the bureau questionnaire centered around a conviction by some commissioners that it did not properly carry out the concepts of the 1960 programming statement—plus the decision by the seven commissioners that they wanted separate radio and tv forms.

The Ford proposal applies to commercial tv stations only with a separate and much shorter questionnaire to be worked out for educational stations. The annual Nov. 15 filing date was specified because, it was felt, stations should have their programming plans for the upcoming year well jelled in time to file the form with the FCC by the middle of November.

Normally, the forms would not be considered, except for completeness, when filed and all three would be taken up at one time when a renewal application is filed. Applicants for major changes in facilities would not be required to submit the programming statement unless major changes also were planned.

The Ford proposal, it is understood, has considerable support on the commission level. There has been some discussion of releasing the form for industry comments, however, before any final action is taken. Some questions have been raised as to whether Commissioner Ford's plan will make it pos-

sible for the FCC to adequately check a station's promise vs. its performance.

Another deterrent to early action is the question of what the commission is to do about radio, it was stated.

Separate but a companion to the program form is rulemaking to revise program logging requirements. When the new reporting forms are finally adopted, new logging rules also will be incorporated into FCC requirements.

New actions come in NBC-RKO case

The weekly interlocutory pleadings in the NBC-RKO-Philco Philadelphia tv proceeding (BROADCASTING, Aug. 27, 20) continued last week with these developments:

■ The FCC's Broadcast Bureau objected to a plea by Westinghouse Broadcasting Co. that it be excused as a party to the proceeding.

■ Philco Broadcasting Co. asked for "appropriate action" to obtain the Justice Dept. files on antitrust actions against NBC and its parent company, RCA.

■ RKO General Inc., seeking FCC permission to exchange its WNAC-AM-FM-TV Boston for NBC's WRCV-AM-TV Philadelphia, said that as a condition it will divest itself of a minority interest in WKTV (TV) Oklahoma City.

The bureau pointed out that WBC entered the proceeding because its Boston station, WBZ-TV, would lose affiliation with NBC-TV if the switch is approved. "The underlying facts involving this matter have not substantially changed (and) WBC is under an obligation to appear as a party," the bureau said. "This view is buttressed by the fact that WBC . . . raised serious allegations which in part formed the basis for some of the issues framed by the commission."

Commission counsel also asked that a pre-hearing conference scheduled for Sept. 10 be postponed to Oct. 17. The hearing itself is scheduled to start Oct. 22 in Washington.

Philco, in competition with WRCV's renewal application for ch. 3, held it essential that evidence in the Justice files be considered by the commission. The material requested concerns 1954 and 1958 antitrust actions charging RCA with illegal patent practices in fields directly related to radio communications and a Dec. 4, 1956, complaint alleging that NBC acquired the ch. 3 Philadelphia station from Westinghouse in violation of antitrust laws.

NBC acquired the Philadelphia properties in a 1955 trade with WBC, relinquishing its stations in Cleveland to WBC. The 1956 Justice action led to a consent decree in 1959 which required



B.M.O.C.

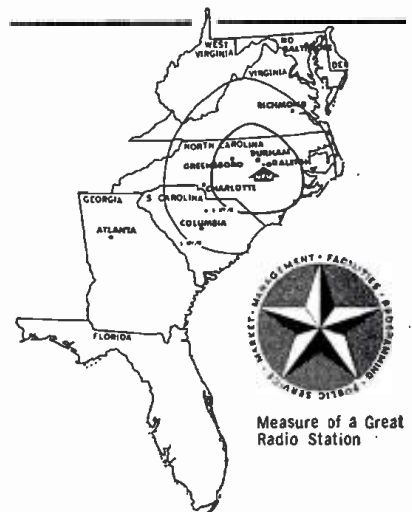
Kelly Lee is the Big Man

On Campus with the

50,000 college students

in this vital segment of

the Southeastern market.



WPTF

Raleigh-Durham NBC
50,000 Watts - 680 KC

Dick Mason, General Manager
Gus Youngsteadt, Sales Manager

HENRY I. CRISTAL CO. National Rep.

Senate urged to restore space radio funds

The Senate Appropriations Committee has recommended the Office of Emergency Planning be given the funds it needs to avoid curtailing its telecommunications research program. The money would come from a \$1 million request for research and development that the committee said should be restored to the agency's budget.

Sen. Warren G. Magnuson (D-Wash.), a committee member, said the funds should enable the agency to be fully prepared for the International Conference on Space Communications, to be held in Geneva next year, and to begin studying the problem of how additional radio frequencies might be released for commercial use.

The committee, in reporting an omnibus money bill to the Senate last week, also recommended an appropriation of \$14,617,000 for the FCC, all that the commission requested for the fiscal year that began July 1.

In both cases, the committee went along with recommendations of its

Independent Offices Subcommittee, which is headed by Sen. Magnuson, who is also chairman of the Senate Commerce Committee. The subcommittee proposed restoration of \$1 million of the \$4 million the House slashed from the \$8 million OEP budget request, and the entire \$262,000 cut from the FCC's request (AT DEADLINE, Aug. 27).

In recommending the \$1 million replacement, the committee expressed concern over testimony of OEP officials that the House cut would eliminate all research and development carried on by the agency. It's "particularly important that the telecommunications function" of the OEP continue the appropriations committee report concluded.

Magnuson Comment ■ Elaborating on this last week, Sen. Magnuson said the U. S. is now "the pioneer in space telecommunications" but its "continued leadership" in this field could be limited by "a paucity of frequencies in the electromagnetic spectrum." He predicted intense competition among nations at the

Geneva conference for additional frequencies, adding, "it is imperative that the United States be represented there by a strong, expert and fully prepared delegation."

Sen. Magnuson said that Dr. Irvin Stewart, who is Director of Telecommunications as well as an assistant director of OEP, has advised him that to improve U. S. chances at the conference "we should step up the pace of our preparations."

In a report submitted to the senator on Aug. 16, Dr. Stewart also said that the "great congestion in certain parts of the spectrum, particularly in some of the high frequency bands . . . makes it imperative that the most effective use be made of every frequency assignment."

He suggested a general review of frequency usage and a study "of means for increasing effectiveness in the use of frequencies within the bounds of what is practical." He said additional staff would be needed to carry out this work.

NBC to dispose of WRCV-TV by Dec. 31 of this year.

In ordering the hearing, the FCC made Justice a party; two weeks ago, however, the Attorney General bowed out, declaring his department had nothing further to offer.

Philco also had asked that RKO's interest in KWTW be made an issue under the multiple ownership rules, since RKO currently owns four U. S. vhf tv stations and majority interest in CKLW-TV Windsor, Ont., which serves the Detroit area (FCC rules restrict ownership by one party to five vhf stations).

NBC withdraws plea for new call letters

NBC changed its mind last week and asked the FCC to ignore a request for the call letters KPO-AM-FM for NBC's owned KNBC-AM-FM San Francisco (BROADCASTING, July 23).

The network has requested that the call letters of its Los Angeles station, KRCA (TV) be changed to KNBC (TV); since stations in different cities may not have the same call letters under FCC rules, the NBC request necessitates a change in the San Francisco designation. NBC asked for the call letters KNBR-AM-FM for the San Francisco radio stations.

GLOBAL TV BLUE PENCIL BLUNTED

Administration says Meyers, memo has no 'standing'

The White House last week buried the idea that tv programs sent overseas should be censored. Other administration officials threw dirt on the coffin to show that the interment is permanent.

The official word on the Meyers' memorandum suggesting that some form of control be placed on tv programs going to foreign countries (BROADCASTING, Aug. 27) came on Aug. 30 when a White House spokesman told a congressman that no agency is contemplated that would supervise programs being transmitted overseas. This was the information relayed to Rep. Perkins Bass (R-N. H.), according to Mr. Bass. The New Hampshireman had earlier in the week written to the President asking that the Meyers' memo be made public. The document is the memorandum written by Tedson J. Meyers, administrative assistant to FCC Chairman Newton N. Minow.

The White House official who called Mr. Bass, it is understood, is Ralph A. Dungan, administrative assistant to President Kennedy.

The White House renunciation of the censorship viewpoint was emphasized later the same day when Pierre Salinger, President Kennedy's news secretary, told reporters that the Meyers' memo-

randum has no standing "whatever" in the government. It is not an official document, he said. He added that Mr. Meyers had written the recommendation as a private citizen, not as an official nor at the request of the FCC or any government agency.

About 100 copies were distributed, Mr. Salinger reported, and a few were sent to the White House. The President, Mr. Salinger said, probably will not even read it.

The President was asked about the document at his news conference Aug. 29. He replied that he had not seen it and could not comment on it until he had.

Murrow No ■ The nails were put into the censorship coffin by Edward R. Murrow, director of the U. S. Information Agency, even earlier in the week. In a speech to the annual convention of Amvets in New York Aug. 24, Mr. Murrow stated:

"There are occasionally from time to time well-meaning but misguided people who suggest that some agency of the government should exercise control over information or entertainment material shipped out of this country to foreign countries. I would like to say quite categorically that no responsible official

of this government desires to exercise such control. The government seeks no such power, for to do so would be to deny our heritage and to imitate our enemies."

The action of White House officials was almost exactly what was recommended by WTOP-AM-TV Washington. The *Post-Newsweek* station's editorial, aired Aug. 27, called on the President to turn "thumbs down" on the idea of censorship.

The editorial made this point:

"The American system of communications—in all its various forms—is based on the fundamental assumption that the government must keep hands off freedom of expression. The relay of television programs overseas may offer a tempting pretext, well-intentioned, for some form of censoring. However, the implicit dangers of such a system far outweigh any benefits. Consequently, the White House should turn thumbs down on that aspect of the Meyers' memorandum."

Promote Tv ■ Mr. Meyers wrote the now-controversial memorandum last May. Television's acknowledged impact, particularly in the new nations of Africa and Asia, he stressed, could be used to the benefit of the United States. This requires, he pointed out, some agency or office where efforts in this direction could be coordinated and encouraged. To this end he suggested the establishment of an Office of International Broadcasting in the State Dept.

Mr. Meyers stirred the opposition which developed in one simple facet of his document. This was the question he raised as to whether it would be advisable to establish standards for television programs going overseas and if so what these criteria should be.

It was when this element became known that opposition began to develop. One of the first to speak out against the idea of control was Robert Sarnoff, NBC chairman (*BROADCASTING*, Aug. 27). This was followed by Mr. Minow's remarks, the questions raised at the President's news conference and at the White House.

Federal Bar Assn. plans discussion on Canon 35

Lawyers are going to talk over the implications of Canon 35 in Washington this week and the session is expected to be one of the highlights of the Federal Bar Assn. meeting which starts Thursday.

Scheduled for Sept. 6 is a panel discussion on radio and tv coverage of court trials with these panelists: Sen. Estes Kefauver (D-Tenn.), Richard S. Salant, CBS News; Clark R. Mollenhoff, *Des Moines Register & Tribune*; Max Paglin, FCC, and Harry Plotkin, Washington communications attorney.

FULL TAX ON TV FILM-TAPE SALES

IRS rules against capital gains for tv fare, post-'48 movies

Television program producers who've planned to make a nice living leasing their filmed or taped shows to tv stations and then cutting a juicy melon by selling them for capital gains received a jolt last week. The Internal Revenue Service ruled that the sale of a filmed or taped tv program must be counted as ordinary income—with the tax payable at the 52% regular rate, not the 25% capital gain levy.

The ruling, which applies also to motion picture feature film made after August 1, 1948, was published by IRS in its weekly *Internal Revenue Bulletin* issued Aug. 27.

Television program firms and tv network spokesmen had differing interpretations of the decree. Many explained that they had not had a chance to study the IRS notice carefully; others acknowledged that they would be able to

talk more intelligently about it after their accountants have dug into it.

Some syndicators feel the greatest effect of the ruling will be in the motion picture instead of the tv business. An official of a major tv film production company said the ruling, if it stands, will mean that companies will pay roughly twice as much taxes as in the past. He predicted that the ruling will be challenged in court.

Another source speculated that as a matter of general industry practice the ruling may lead to some tricky changes in the way of doing business.

A network source expressed the opinion that networks will not be affected unless they sell programs outright which they own wholly or in part. This has not been a general practice, he pointed out.

Ordinary Income ■ The IRS interpre-



11 OTHER MAJOR TV SET MAKERS NOW RIDING COLOR TV BANDWAGON

In the past year, eleven other major TV set manufacturers have jumped on the fast-rolling Color TV bandwagon built by RCA. And they're investing in Color with millions of dollars of their advertising funds. Demand for RCA Color picture tubes has also required two new plant additions this year. The Color TV picture is bright today with broadcasts of movies, cartoons, variety, sports, drama and news specials. For information call B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: MU 9-7200, Ext. RC 388. Ask for the new brochure "Color Television Facts."

Lee defends 'vast wasteland' speech

Acting FCC Chairman Robert E. Lee last week came to the defense of the fulltime chairman, Newton N. Minow.

Chairman Minow's famous "vast wasteland" speech, Mr. Lee told a public school teachers' association in Cincinnati, "needed saying."

Commissioner Lee said he did not believe Mr. Minow intended to be as harsh with the tv industry as he sounded. "I am under the impression that he was trying to needle the

industry into doing a better job, and the criticism has had a big effect on the industry," he said.

Television fare is improving, in Mr. Lee's opinion, and he credited tv stations with devoting more time to public service. He left no doubt that he dates the improvement from Chairman Minow's May 1961 speech to the NAB.

Commissioner Lee also addressed civic leaders in Cincinnati Thursday evening (Aug. 30).

tation was given in response to an inquiry submitted to the service by an unidentified tv film producer.

The income from films or tapes produced for tv and rented or leased to tv stations, the IRS noted, is ordinary income, taxable at the regular 52% income level. Where this program is then sold to a third party—syndicator, another producer or a network—the income from this sale must be counted as ordinary income, the service said, because:

"In view of the fact that television film producers are aware of the market that exists for sales of television films after initial leasing periods, it is reasonable to assume that generally, from the time of their production, a producer's intention is either to sell, to rent, or to rent and then sell, whichever method proves most profitable in its business. . . ."

Because motion picture producers before 1948 probably did not have the sale of feature films to tv in mind, the IRS said, an exception probably should be made where such feature films are sold to tv. After that date, however, the service reasoned, it is obvious that a motion picture made for theatrical showing will someday be sold for tv showings.

Therefore, it ruled, the sale of feature motion picture film made after 1948 to tv cannot be counted as a capital gains transaction, but must be calculated as ordinary business income.

Motion picture films made before the 1948 date, however, and already sold for tv exhibition were not given a blanket exemption. Provided they are single or unusual cases, the exemption will stand, IRS said, but each case will be treated individually.

Senate group hears embassies radio bill

The administration's embassy radio bill was given a brief but sympathetic hearing by the Senate Communications Subcommittee last week.

George W. Ball, undersecretary of

state, made the major presentation for the measure, which would permit foreign governments to establish low-power, point-to-point radio stations at their embassies in Washington, D. C., in return for reciprocal privileges given the U. S. in their capitals.

Adm. M. E. Curtis (Ret.), director of telecommunications for the Secretary of Defense, also supported the bill. Max Paglin, FCC general counsel, said the commission had some reservations about the proposal, but none serious enough to warrant opposition to it.

The bill (S 3252) has already been approved by the Senate Foreign Relations Committee and, in slightly altered form (HR 11732), by the House Commerce Committee.

The House is expected to vote on the measure this week.

Mr. Ball said the legislation is needed to give the government bargaining power in securing permission to establish radio stations at U. S. embassies in foreign capitals. He said the need for such communications is particularly acute in newly emerging nations where commercial facilities are not adequate.

FM RULES OVERHAUL

Consulting engineers request FCC to reconsider, postpone

The FCC's proposed overhaul of fm rules will "stifle the growth of fm" and severely restrict development of existing fm stations, the Assn. of Federal Communications Consulting Engineers cautioned the commission last week.

The group asked the FCC to reconsider its proposals and to postpone the Sept. 10 date they are due to become effective (BROADCASTING, July 24).

A great majority of stations now operating and of applications pending would not meet the FCC's mileage separation standards, yet the stations are rendering satisfactory service to their communities and adjacent rural areas, AFCCE insisted.

The association said a truly nationwide fm service can be developed only by using all the engineering tools avail-

able. It cannot be done on a fixed mileage separation basis, AFCCE said.

The group recommends instead allocation of fm stations on the basis of "a protected contour concept." AFCCE claimed the mileage-separation theory embraces such fallacies as: that the earth's surface is smooth and that the average terrain in all directions is the same; that stations of any class would use the maximum power and antenna height for that class of station; that directional antennas serve no purpose in permitting more assignments; that provision for an assignment constitutes providing a service.

The group also was opposed to the FCC's concept of a table of fm assignments.

AFCCE also felt the FCC has been unfair in favoring educational fm stations over commercial ones. The only educational requirement under the new rules states that the maximum power for the class of station may not be exceeded and that the class of station will be governed only by its power and not by channel classification.

"The only conclusion that can be reached is that a protected contour concept will be employed to permit educational stations to take full advantage of all the engineering factors which this association advocates for commercial stations while at the same time denying commercial stations (and applicants for commercial stations) the same sensible approach to an efficient utilization of the spectrum," AFCCE said.

The association has opposed FCC proposals in the past which relied on tables of fm assignments and mileage separation requirements (BROADCASTING, Nov. 13, 1961).

WHFS (FM) Bethesda, Md., asked the FCC to reconsider what the station termed certain "engineering inconsistencies."

The service radius of 40 miles for Class B stations is unrealistic, WHFS said, because its use in the presently crowded northeast area of the country will prohibit most existing Class A and Class B stations from taking advantage of the higher maximum powers to increase their coverage and provide adequate service to their expanding metropolitan areas. A radius of 35 miles would provide adequate protection, the station urged.

The FCC should not attempt to include Class A assignments in its proposed table, WHFS suggested: Class A stations could be able to apply wherever they would meet mileage separation standards, according to WHFS.

Class A stations in metropolitan areas should be given the opportunity whenever possible to increase to Class B or C, WHFS said.

JFK SIGNS SATELLITE BILL

House approves Senate version overwhelmingly, President to name space system incorporators

President Kennedy signed the communications satellite bill into law in a White House ceremony Friday, thus paving the way for the first commercial venture in space.

The bitterly fought legislation (HR 11040) was approved by the Congress when the House voted overwhelmingly on Monday (Aug. 27) to accept the Senate version of the bill to create a private, profit-making corporation to own and operate the U.S. portion of the proposed space communications system.

The vote was 372-10, an even larger margin of support than the 354-9 vote by which the House passed its own version of the bill on May 3 (BROADCASTING, May 7). The Senate approved the bill Aug. 17 by a vote of 66-11 only after it voted cloture for the first time in 35 years to shut off a filibuster by which Democratic liberals had tried to talk the bill to death (BROADCASTING, Aug. 20).

Senate opponents held that the bill constitutes a "giveaway" of government-financed technology and development in space communications to a private monopoly. House opponents, all Democrats, used similar arguments in their fight against the bill last week.

Harris Urges Passage ■ Rep. Oren Harris (D-Ark), chairman of the House Commerce Committee and floor manager for the bill, indicated he isn't satisfied with all of the Senate amendments. But he recommended passage instead of risking a second filibuster in the Senate. If the House had demanded a conference to reconcile differences between the two bills, the compromise would have been effective only after a vote by the Senate and the House.

With the bill now transformed into law, attention focuses on the President, who must take the first step in organizing the communications satellite corporation. The bill requires that the President, with the consent of the Senate, appoint incorporators, who will serve as the corporation's first board of directors.

They will arrange for the initial stock offering and "take whatever other actions are necessary to establish the corporation." This includes filing articles of incorporation, which must be approved by the President.

The bill specifies that half the initial stock be reserved for the public, and half for communications carriers approved by the FCC. The corporation

will have 15 directors, six elected by public owners and six by the carriers. The remaining three will be appointed by the President with Senate approval, and will represent government interests.

The FCC, which is responsible for regulating the corporation, must determine whether to license the corporation or the carriers to own each of the U.S. ground stations which will receive messages from and transmit them to the satellite. The House bill had directed the commission to favor the carriers, but the Senate version doesn't contain that requirement.

International Agreements Needed ■ Before an international communications system is finally operable, furthermore, agreements must be reached with other countries on frequencies to be used, the ground stations must be built here and in nations wishing to participate, and a considerable amount of research and development work must be done.

Thus, it will probably be three to five years before a truly global communications system is in operation. That is the estimate of officials of the National Aeronautics & Space Administration, which is directed by the bill to assist the corporation in research and development.

Even then, it is not expected that the new system will be used extensively for television. Time differences between countries and cost factors are expected to limit television's use of the system to live coverage of major news events.

One of the key decisions to be made by the corporation is the kind of satellite system it will use. It is expected the corporation will adopt the low-altitude random-orbit system, of which AT&T's Telstar is a forerunner. This would require about 30 satellites, but much of the development work has been done. But other proposals have been made, including one for a high-altitude system, which would require only three satellites placed in a 22,300-mile-high orbit. This system is now being developed by Hughes Aircraft Corp., Culver City, Calif., under contract to NASA.

WDUL Tv asks FCC to reconsider

WDUL Tv Corp. last week asked that the FCC remove the stigma the commission placed on the tv permittee in refusing a modification of its con-

struction permit (BROADCASTING, July 30).

In a petition asking the FCC to reconsider its charges of misrepresentation and unauthorized transfer of control, the company insisted that, under any legal standards, the FCC should delete the conclusion that WDUL Tv Corp. is "unfit to be a licensee."

This conclusion, the company said, "would require a deletion of the facilities authorized by the outstanding and valid construction permit" WDUL Tv Corp. holds for ch. 10 (WHYZ-TV) Duluth, Minn. Revocation of the construction permit was not an issue in the modification hearing and the FCC has traditionally demanded a thorough evidentiary hearing before such absolute disqualification, the company said.

Furthermore, WDUL Tv Corp. said, the "misrepresentations" cited by the commission were not willful but were oversights or mistakes on the part of the permittee. Ignorance of certain FCC rules is not the same as a willful attempt to subvert them, the company maintained.

As to the unauthorized transfer of control, WDUL Tv Corp. claimed that the commission ignored standards normally applied in such cases, that is: Who prevails in case of a crisis? The commission decided the company had



In Chicago Radio
ONE STANDS OUT

WLS is FIRST in PULSE

20.8%—Average ¼ hour share, 6 AM-Midnight, Monday-Saturday, PULSE, Chicago 8 County Area, June 1962.

WLS is FIRST in HOOPER

20.3%—Average ¼ hour share, 7 AM-6 PM, Monday-Friday, HOOPER, Chicago, June/July 1962.

WLS is FIRST in NIELSEN

683,100 homes—Different homes reached in average 3 hour day part over 4 week period, Monday-Friday, NSI, Chicago Area, July 1962.



WLS

the bright sound of Chicago Radio

Owned and operated by American Broadcasting-Paramount Theatres, Inc.

abandoned control to Ashley Robison, who was a stockholder, but testimony in the hearing showed Mr. Robison took orders from Louis Caster, a principal of WDUL Tv Corp., the permittee said.

FTC examiner favors Jerrold in tv ad case

A Federal Trade Commission hearing examiner, in an initial decision, has found no grounds for action against a tv receptor manufacturer

charged with false and misleading advertising.

Jerrold Electronics Corp., Philadelphia, was charged last year with misrepresenting the nature and effectiveness of its tv receptors (BROADCASTING, Jan. 1). FTC counsel alleged that Jerrold falsely claimed the receptor is a tv antenna; is adjustable and has a tuning device; is superior to some other types of antennas; and utilizes home wiring systems as antennas.

The examiner said the FTC counsel did not prove the allegations and that

in the hearing the FTC attorneys did not rely on testimony from consumers, "whom the law is designed to protect," or on experts "reasonably close in their field to the products sold to consumers." The examiner found that Jerrold discontinued manufacturing and advertising the receptors two years before the FTC complaint and said evidence is clear the company will not re-enter the receptor field, since "this type of product is dead due to the bad name created by the product" of another firm.

FANFARE ©



Bee Hive yields 'honey'

Correct identification of a mystery package inside the "WSBee Hive" of WSB Atlanta has resulted in a \$400 prize for an Atlanta couple. WSB broadcasts clues daily about the latest mystery package. Contestants send post card entries to the "Bee Hive," located in a central Atlanta shopping area.

WVNO-FM has stereo, too

WVNO-FM Mansfield, Ohio, began commercial operations Aug. 11 on 106.1 mc with 20 kw. Gunther Meisse, general manager, says WVNO-FM is north-central Ohio's first exclusive fm voice as well as its first stereo operation. Mr. Meisse said WVNO-FM plans to increase power and commence 24-hour operation "in the near future."

KOGO-TV films 'lineup'

Tv news film served as a "lineup" to enable robbery victims in Spokane, Wash., to identify suspects seized in San Diego.

A news photographer from KOGO-TV San Diego accompanied police on a raid of a motel room where four men were apprehended with weapons and

cash. The San Diego police were unable to connect the suspects with a crime there, but had information they might have committed a robbery in Spokane.

After being shown on KOGO-TV's 6 p.m. news program the film was air-mailed to Spokane police authorities, who reported that, on viewing the film, the robbery victims made positive identification of the four suspects.

KGO-TV promotion costs \$50,000 in all media

KGO-TV San Francisco has announced the launching of a \$50,000 promotion for its new program series entitled *The Big Show*. The station is combining billboards, print media and on-the-air promotions, using its own station.

WKRC-TV's 'Tall Tower' is

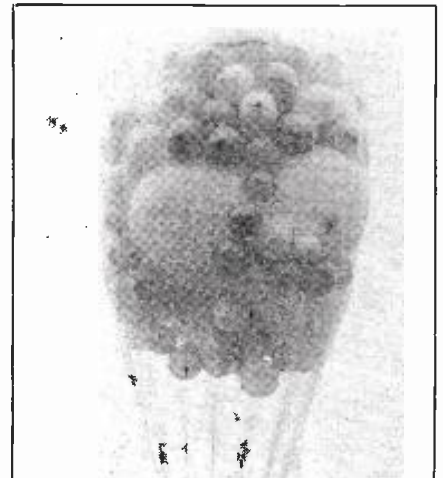
"Tall Tower," WKRC-TV Cincinnati's new 971-foot antenna structure, is being featured in a six-week promotion marking its completion.

The tower is topped by a GE helical antenna adapted by William Hansher, Taft Stations engineering vice president. Built to withstand 200 mph winds, the tower cost \$500,000, according to WKRC-TV.

KDKA rescues corn roast

The plans for a corn roast by the Sky View Civic Assn. of West Mifflin, Pa., to sponsor funds for a community center, were upset when the supply of corn was cut off. The night before the affair the farmer supplying the corn called to say his truck had broken down and he couldn't deliver.

The association turned to KDKA Pittsburgh for help. The station aired an appeal to any farmer with 100 dozen ears of corn for sale to call. The appeal was successful, and KDKA, with tongue in cheek, supplied the moral to the story: "If it's corn you want, KDKA can supply it."



Helium-hoisted hijinks

Disc jockey Stan Roberts of WTRY Troy, N. Y., who hinted on the air he'd like to be weightless as only some U. S. astronauts and Russians have been, got off the ground, at least, earlier this month—not rocket-launched, but balloon-borne by an assortment of 500 helium-filled balloons.

Mr. Roberts swayed 200 feet above a crowd assembled along the banks of the Hudson River. A rope anchored the amateur balloonist to a car on the ground. He broadcast briefly from a microphone with a 200-foot cord.



WCAU Philadelphia personality autographing pictures at "Dairy-Go-Round" Aug. 15.

WCAU 'Dairy-Go-Round' promotes, gives milk

WCAU Philadelphia converted its grounds and parking lot into a fair-ground Aug. 15 when about 20,000 listeners consumed free local dairy products and met station personalities during "Dairy-Go-Round," a cooperative promotion by the station, government agricultural agencies, food suppliers and local dairy product producers.

The event climaxed a week of WCAU promotion for dairy foods.

WSRC sponsors winner

The old adage, "If you can't beat 'em, join 'em," was the theme for the sponsors of a softball team (WSRC Durham and Pine State Creamery, of Raleigh, both North Carolina) which has won the state softball championship. James Blount, ball team business manager and a WSRC air personality, explained that both groups sponsored their own clubs last year, but combined their talents when both teams lost several key players.

Drumbeats...

Secret agent 77 ■ WABC New York will award \$1,000 to the winner of its promotion contest, "Secret Agent 77." At 5:30 p.m. Friday, Sept. 7, a listener wearing a WABC identification badge will arrive at a pre-arranged meeting place somewhere in the Greater New York area, and he will be greeted by someone carrying a black bag containing the \$1,000 in cash. Some 25,000 listeners are expected to participate, but

only one secret rendezvous will be kept. The winner and his location will be picked Sept. 6 by station executives who will select at random one post card from all entries received.

Parade for toys ■ WXYZ-TV Detroit will sponsor a parade through downtown Detroit Sept. 7 in a two-day observance of the "Toys for Tots Jamboree." The jamboree is sponsored in corporation with the U. S. Marine Corps Reserve, which distributes toys to needy children at Christmas. The station has bought out the amusement park and are charging one new toy for admission. Soupy Sales and other imported talent will be featured.

Free smokes ■ Broadcasting from a major tobacco production and manufacturing center, WSJS-TV Winston-Salem, N. C., is giving free cigarettes to broadcasters and agencies in an unusual twin pack. The letter reads, "Compliments of WSJS Television," and beneath is a cut-out allowing the

labels of two cigarette brands, Winston and Salem, to peek through. The WSJS-TV president and general manager, Harold Essex, signed each twin pack; the logo of Peters, Griffin, Woodward Inc., national representative, appears on the bottom.

The light of news ■ WBEN-AM-FM-TV Buffalo, N. Y., has joined the *Buffalo Evening News* and the Marine Trust Co. of Western New York in providing the city with a Scano-matic "Newsign." The news ribbon will be similar to that operated by other newspapers such as the *New York Times* and will operate 10 a.m.-10 p.m. Monday through Friday and until 6 p.m. Saturday, displaying news headlines.

School time ■ WIND Chicago has sponsored a back-to-school street parade, inviting all junior and senior high school students, parents and school authorities in the area. WIND carried a live account of the parade.



COLOR TV SET SALES SIZZLE AT RECORD-BREAKING PACE!

Color TV set sales for RCA Victor showed an astounding 139% increase for the first six months of '62 as compared with the same period last year. Enthusiasm and demand for Color TV still outstrips set supply . . . despite two new RCA plant additions this year and the entry of 11 other set manufacturers into Color TV. It's growing fast, broadcasting movies, cartoons, variety, sports, drama and news specials. Find out how Color TV can pay off for you from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: MU 9-7200, Ext. RC 388. Ask for the new brochure "Color Television Facts."

Recruiter retires ■ WABC New York honored Master Sgt. Albert J. Fallon, U. S. Air Force recruiter of Broadway, at a special noon ceremony Aug. 27 at the Times Square recruiting station. Sgt. Fallon, stationed at the Broadway post for 15 years, is retiring. WABC presented him 20 new Air Force volunteers—one recruit for each year of his service career—and a special certificate of recognition signed by Harold L. Neal Jr., WABC vice president and general manager. Guest celebrities also were on hand.

Station rep pitch ■ A new presentation by KBTU (TV) Denver, titled "Special Handling," was shown last week to luncheon groups of agency and advertising people at Peters, Griffin, Woodward Inc., New York. The presentation shown on color film and slides, described the growth of Denver as well as the new studios and color equipment bought by KBTU.

Something of tin ■ WSLV-TV Roanoke, Va., is making plans for celebrating its tenth anniversary. The station began operation in December 1952, and its celebration runs from September through Dec. 11. WSLV-TV plans to shower gifts upon the area "birthday baby," the child born closest to 10:10 a.m. or p.m. on Dec. 11, the sign-on and sign-off hours during the station's first day.



Patriotic group honors MBS's Hurleigh

Robert F. Hurleigh (l), president of the Mutual-Broadcasting System, receives a "plaque of honor" from the Veterans of Foreign Wars for supporting patriotic activity in its daily editorials. Presenting the award

at the VFW's national convention in Minneapolis is Robert E. Hansen (r), national commander-in-chief. Jacques Morette-Bourney (c), chief of staff to the minister for veterans affairs, Republic of France, looks on.

EQUIPMENT & ENGINEERING



A look at RCA's future L.A. headquarters

Here's how RCA's proposed new \$2 million, nine-story West Coast headquarters will look when it is completed, probably by the end of next year.

Construction will begin at 6363 Sunset Blvd., Hollywood, when several small structures have been cleared from the site by about December, according to Frank Muller, a Hollywood businessman who will own the building, and John K. West, RCA staff vice president, who an-

nounced the project Tuesday (Aug. 28). Most of the lower five floors will be occupied by RCA Victor Records recording studios, West Coast corporate functions and electronic data processing sales activities. Advanced high fidelity recording and stereo equipment will be installed, and two of the three planned studios will be two-stories high, RCA said.

Albert C. Martin and Assoc., Los Angeles, designed the building.

Mach-Tronics denies theft of Ampex secrets

Mach-Tronics has filed a formal denial that it pirated trade secrets from Ampex Corp. The denial comes after its recent \$3,375,000 antitrust suit against Ampex (BROADCASTING, Aug. 13), and categorically states that former Ampex employees now working for Mach-Tronics are innocent of all plagiarism charges.

Ampex originally accused Mach-Tronics of developing its MVR-10 model tape recorder, meant for closed-circuit use, from confidential Ampex research known to executives who had switched their loyalties. Mach-Tronics then counter-sued, claiming that Ampex had entered a conspiracy with RCA in an attempt to monopolize the tv tape recorder field.

The MVR-10 is smaller, lighter and cheaper to buy and operate than the VR-8000, Ampex's comparable tape recorder, Mach-Tronics claims.

Technical topics...

Sylvania relocation ■ Headquarters of the electronic tube division of Sylvania Electric Products Inc. will be transferred from Emporium, Pa., to Seneca Falls, N. Y., effective Sept. 10. The

move is intended to consolidate divisional supervisory marketing personnel.

TraVler sales up ■ TraVler Industries Inc., Chicago, manufacturer of tv receivers and other home entertainment products, had net sales of \$5,214,000 for the first quarter of its fiscal year, which ended July 31, and net earnings after taxes of \$82,000 (8½ cents per share). This is a 23.9% jump over net sales of \$4,207,000 for the same first quarter last year, which resulted in net earnings after taxes of \$35,000 (3.6 cents per share).

Expands to Europe ■ Universal Marketing Research Inc., New York, an affiliate of Alfred Politz Research, has established a European subsidiary in Hamburg, Germany. The new company, Universal Marktforschung, GmbH., will operate under the direction of Wolfgang Schaefer.

New fm transmitter ■ A new high-power fm transmitter which, says its manufacturer, in the event of failure of one of its two power amplifiers, will remain on the air at one-fourth normal power, has been developed by Collins Radio Co., Cedar Rapids. The first one has been installed at WVCG (FM)

Selectivity

A new microphone specially developed for use in areas of high volume background noise has been announced by Shure Bros., Evanston, Ill.

The Model 488 "Sono-Bar" provides highly intelligible speech communication while canceling out unwanted extraneous background noises in such typical noisy areas as sporting events, factories, transportation terminals, subways. The 488 incorporates the patented Shure "controlled reluctance" cartridge for intelligibility and noise discrimination. There are three versions of the 488: high impedance, low impedance and transistorized. The first two models sell for \$57.50, the transistorized model lists for \$72.50.

Coral Gables, Fla., key station in the Florida Defense Network. Collins calls it the 830H-1A, rated at 20 kw. A

1 kw transmitter drives two 10 kw power amplifiers combined in a hybrid diplexer feeding the antenna.

More gain ■ A new, patented uhf antenna has been introduced by Antennacraft Co., Burlington, Iowa. Said to produce up to 37% more gain than the ordinary antenna, the product uses a multi-resonate colinear reflector system. The new design also greatly reduces wind resistance and damage and eliminates all rust problems. Two models are available: SA-1483 for all uhf channels (chs. 14-83) and SA-7083 peaked for channels 70 to 83. Both sell for \$10.95.

Oak sales rise ■ Oak Manufacturing Co., Crystal Lake, Ill. (electronics), had net sales for the six months ended June 30 of \$15,769,956, highest in company's history, compared to \$11,009,138 for the same period last year. Net earnings after federal taxes for the 1962 half-year were \$620,568 (95 cents per share), compared to \$187,520 (28 cents per share) for the six months of 1961. Net earnings in the 1962 half year were 12% higher than earnings for the full year of 1961 (\$557,662 or 85 cents per share).

BROADCAST ADVERTISING



Mr. Oliver

C. Burt Oliver, veteran of 32 years with Foote, Cone & Belding, resigns, effective Oct. 1, to become board chairman and executive vp of The Melvin Co., Las Vegas advertising agency, of which he has purchased 50% stock. Mr. Oliver joined Foote, Cone & Belding (then Lord & Thomas) in 1930 as administrative assistant at agency's Chicago headquarters. In 1951, he was elected vp and general manager of FC&B's Hollywood office, and shortly thereafter became administrative vp for agency's four western division offices. Mr. Oliver was appointed managing director of FC&B's Canadian operations in 1958 and assumed his present post of vp-national broadcast business manager in New York office in 1961.

Edwin R. Swann, vp on Revlon account at Warwick & Legler, New York, elected vp for advertising of Revlon Inc. **William W. Suitt**, former Revlon vp for advertising, will remain with company on special pr assignments.

Joseph H. Baker, local-regional sales manager of KMTV (TV) Omaha, elected governor of ninth district of Advertising Federation of America, succeeding **Richard Dodderidge**, Bruce B. Brewer Co., Kansas City.

FATES & FORTUNES

Charles F. Gauss, vp-assistant creative director and member of board of directors of Klau-Van Pietersom-Dunlap, Milwaukee-based advertising and pr agency, named director of creative services. Mr. Gauss joined KVPD as group copy supervisor in March 1960.

James D. Farris, local-regional sales manager of KBTB (TV) Denver, elected vp in charge of advertising of William Kostka & Assoc., pr and advertising agency, that city. For 15 years prior to joining KBTB, Mr. Farris was account executive and radio-tv director of Caples Co., former Omaha advertising agency which in 1960 merged with Geyer, Morey & Ballard, New York.



Mr. Dain

Norman J. Dain, former copy director of Fuller & Smith & Ross, Pittsburgh, elected vp and creative director of Ridgway, Hirsch & French, St. Louis advertising agency. Previously, Mr. Dain served for four years with Geyer, Morey & Ballard, New York, as senior copywriter on Sinclair Oil and American Meter accounts, and earlier as assistant advertising manager of Shell Oil and Shell Chemical Cos.

John C. Savage, account executive recently assigned to Pepsodent tooth-

For Unsurpassed Systems Capacity and Flexibility

SPECIFY REMOTE CONTROL  

Write For New Data Sheets on:

- FM RF AMPLIFIER
- 9-POSITION SYSTEM
- ECONOMY SYSTEM
- AM RF AMPLIFIER
- 24-POSITION SYSTEM
- PRICE LIST & BROCHURE

Name _____ Title _____

Station _____

Address _____

City _____ State _____

General Electronic

Laboratories, Inc. 195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.

paste at Foote, Cone & Belding, New York, joins Norman, Craig & Kummel, that city, as senior account executive.

H. Earl Clawson named director of merchandising and account executive of Robert M. Gamble Jr. Inc., Washington advertising agency.



Mr. Weed

William H. Weed, account executive at Ogilvy, Benson & Mather, New York, elected vp. Mr. Weed, who joined agency in June 1959, was formerly brand manager at Procter & Gamble.

Jerre B. Chamberlin, manager of commercial department of Baton Aldred Rogers Ltd., Toronto, named tv producer at Gardner Adv., New York. **Michael J. Sheets**, formerly with Grant Adv., Miami, joins Gardner as account executive on Grove Labs account. **Thomas Atkinson**, commercial artist, appointed to agency's creative art staff and **Eugene R. Hut-ton**, account executive, returns to Gardner after seven-month military leave of absence.

Glenda Light, for past two years with administrative division of Enyart & Rose, Los Angeles advertising agency, promoted to media director.

G. Barnes Stevenson, media director of Harry P. Bridge Co., Philadelphia, joins Gray & Rogers, Philadelphia and Newark advertising and pr agency, as associate media director.

Robert Licker, executive vp and account supervisor of Harbert Assoc., Bloomfield, N. J., advertising agency, joins Newman-Martin, advertising and marketing agency, that city, as merchandising coordinator.



Mr. Johnson

Edwin P. Johnson, assistant director of advertising of Sperry & Hutchinson Co. (S&H Green Stamps), New York, promoted to director of advertising, succeeding **Emil A. Corona**, who was recently elected

vp in charge of S&H's newly created international division. Mr. Johnson joined Sperry & Hutchinson as advertising manager in January 1961. Previously, he was advertising and sales promotion manager of Kroger Co.'s Louisville division.

Herbert C. Smithline, sales promotion manager of Block Drug Co., joins Kenyon & Eckhardt, New York, as merchandising executive in marketing services division.

William B. Landis and **Robert G. Smith** join D. P. Brother & Co., De-

Who, me?

Gov. LeRoy Collins, NAB president and former governor of Florida, said last week that there is "no sound basis" for a *Tampa Tribune* political column item which implied he was running for governor (BROADCASTING, Aug. 27). "As I have said before," Gov. Collins said, "I am devoting all my energies to my job here at NAB. I have no expectations, no plans to seek any other job. This work is commanding all my energies."

Gov. Collins refused, however, to close the doors against "any" eventuality of a draft to be the Florida Democratic nominee for governor in 1964. "It would be presumptuous," he said, "for me to say that this holds under any and all circumstances."

troit, as copy writers on AC Spark Plug Div. and Oldsmobile accounts. **John C. Martin** appointed executive on agency's Guide Lamp Div. and General Motors Defense Research Labs accounts. He joined D. P. Brother & Co. in 1960. **Gerald T. Kennedy** assigned to agency's sales promotion staff as copy writer on Oldsmobile account. Mr. Kennedy joined Brother in 1958.



Mr. Kennedy

O. G. Kennedy elected executive vp of Miles Products, division of Miles Laboratories Inc., Elkhart, Ind. Mr. Kennedy, who joined Miles Labs in 1958 as vp in charge of planning and was elected director of company in April 1962, will head proprietary drug division's total marketing operations. Division's products include Alka-Seltzer, One-A-Day (brand) multiple vitamins, Chocks multiple vitamins, and Bactine.

William R. Easton named product promotion manager in sales promotion section, responsible for various technical writing activities relating to Oldsmobile account. Mr. Easton joined agency in 1960 as copy writer.

Elizabeth Lyman, former pr director of Bell & Howell Co., joins Chicago editorial staff of Harshe-Rotman & Druck, pr firm.

Sanford (Sandy) Sorg, for past eight years production manager of Anderson-McConnell Adv., joins Los Angeles office of Fuller & Smith & Ross, in similar capacity, succeeding **Walter Berk**, who resigned to become production manager of Malcolm-Steinlauf Inc.

THE MEDIA



Mr. Wilkins

Fulton Wilkins, for past two years account executive with KSFO San Francisco, named general manager of KEX-AM-FM Portland, Ore. Both stations are owned by Golden West Broadcasters. Before joining KSFO, Mr. Wilkins was associated with CBS Spot Sales in New York.

Benjamin B. McLaughlin, former sales manager of KETV (TV) Omaha, elected vp of Broadcast Time Sales, New York.

Frank Oxarart Jr., national sales representative of KNX-AM-FM Los Angeles and CBS Radio Pacific Network, appointed eastern sales representative of KNX/CRPN, with headquarters at CBS Radio Spot Sales in New York. **John Hokom**, research and promotion manager of KNX, succeeds Mr. Oxarart as national sales representative of KNX/CRPN.

Norman White, program director of WACE Chicopee, Mass., promoted to general manager. Mr. White joined outlet in July 1961.

Claude D. Raney Jr., program-operations manager of WBRC-AM-FM Birmingham, resigns to become general sales manager of WAAX Gadsden, both Alabama.

William J. Warren, general manager of WSOQ North Syracuse, N. Y., appointed sales manager of WLIB New York.

Thom Robertson, for past five years account executive with WEZE and WORL, both Boston, appointed sales manager of WMEX, that city.

H. Stillwell Brown appointed New York State regional manager of QXR Network. Mr. Brown, former advertising executive with The Rumrill Co., Ithaca, N. Y., was general manager of Concert Network and prior to that served as network manager and vp of Northeast Radio Network and its predecessor Rural Radio Network from 1948 to 1960. He is former director of National Assn. of Fm Broadcasters.



Mr. Brown

Joel Yowell, former sales manager of KGBT-AM-TV and KELT-FM Harlingen, joins KRYS Corpus Christi, both Texas, in similar capacity.

Arthur P. Grazier Sr., for past two years with WSEE (TV) Erie, Pa., where he served as account executive and sales manager, appointed assistant

sales manager of WWYN-AM-FM, that city.

Stephen C. Riddleberger, president of ABC-owned radio stations, and **Bennet H. Korn**, president of Metropolitan Broadcasting Television, join board of advisors of Bedside Network of Veterans Hospital Radio & Tv Guild, New York.

Bruce Johnson, former radio manager of Peters, Griffin, Woodward, Los Angeles, joins AM Radio Sales Co., that city, as account executive.

Robert Cochran, account executive in San Francisco office of CBS-TV Stations National Sales, transfers in similar capacity to New York sales office, succeeding **Alfred Di Giovanni**, who was appointed account executive in sales department of CBS-TV network.



Mr. Grossman

Lawrence K. Grossman, assistant administrative director and assistant copy chief in advertising and promotion departments of CBS-TV, New York, appointed director of national advertising and promotion of NBC, that city. He succeeds **John Porter**, who resigned. Mr. Grossman was executive in promotion department of *Look* magazine before joining CBS-TV six years ago.

Keith Robbins, for past several years with Stallion Tv Productions and Bert Claster Tv Productions, both Baltimore, joins WTOP-TV Washington as account executive.

Jerry Luckman, Etna Life Insurance, and **Gene Peterson**, KFBB Great Falls, join KGVO Missoula, both Montana, as account executive and announcer-engineer, respectively.

Lloyd E. Harter Jr., KTVI (TV) St. Louis, and **Joseph F. Newman**, WFBM-TV Indianapolis, join WISH-TV Indianapolis as account executives.

**PROFESSIONAL
CLOSED CIRCUIT
OPERATION**

Successful placement
of men & women for
27 years.

RESIDENCE,
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SELF-STUDY
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NATIONAL ACADEMY OF
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DEcatur 2-5580



**ALICE KEITH,
PRESIDENT,**
former Director of
Education, RCA . . .
1st Broadcasting Director, CBS American
School of the Air.

Jim McGovern joins sales department of KABC-TV Los Angeles as account executive.



Mr. Sack

Ronald L. Sack, promotion manager of WLS Chicago, appointed manager of publicity and promotion of ABC-owned radio stations (WABC-AM-FM New York, WLS and WENR-FM Chicago, KGO-AM-FM San Francisco, KABC-AM-FM Los Angeles, WXYZ-AM-FM Detroit, and KQV Pittsburgh). Before joining WLS in 1958, Mr. Sack was with Gulf Oil Corp.

Everett N. Case, president of Alfred P. Sloan Foundation and former president of Colgate U., elected to board of directors of National Educational Television & Radio Center, New York.

Arthur Weill, sales executive with Loew's Inc., New York, joins WABC-AM-FM, that city, as account executive.

Richard Bassinger, formerly with WSNW-AM-FM Seneca, S. C., and **Sue Spence** join WFNL Augusta, Ga., as account executives.

George R. Titus, managing director of McCormick & Titus, Washington advertising agency, resigns to become director of sales development of WTOP-AM-FM, that city. Mr. Titus, who assumes his new post today (Sept. 3), previously served as advertising director of Woodward & Lothrop, Washington area department store chain.

Bert West, vp of Golden West Broadcasters and general manager of KVI Seattle, will also supervise management of KEX-AM-FM Portland, Ore., beginning Sept. 5 when GWB starts operating that station which it purchased from Westinghouse Broadcasting Co. on May 15, with transfer of license securing FCC approval on June 25. Golden West also owns and operates KMPC Los Angeles and KSFO San Francisco.



Mr. West

L. R. Rawlins, general manager of KDKA-AM-FM Pittsburgh, elected chairman of education committee of Pennsylvania Assn. of Broadcasters. Mr. Rawlins also was named chairman of Radio Free Europe campaign for Pittsburgh area.

William Travis, salesman for Branham Co., newspaper representative, Chicago, joins sales staff of KWKW Pasadena, Calif.

Mort Coley, formerly with John E. Pearson Co. and Burn-Smith Co., joins

staff of Tele-Radio & Tv Sales, division of TeleBroadcasters Inc., New York.

Bill Cole, WIBG-AM-FM, and **Bob Halberstadt**, WFIL-TV, both Philadelphia, join sales department of WFLN-AM-FM Philadelphia.

Frederick M. Espy, formerly with sales and promotion departments of WLWT (TV) Cincinnati, joins WLWD (TV) Dayton as sales service coordinator. Both stations are licensed to Crosley Broadcasting Corp.



Mr. Zuzulo

Francis X. Zuzulo returns to MBS, New York, as director of pr. From 1944-57, he served at network as press relations manager, director of audience promotion and national director of press and pr. Since leaving MBS in 1957, Mr. Zuzulo has served as manager of New York office of Robert K. Richards Public Relations, as well as director of pr and employe activities for Fletcher Richards, Calkins & Holden, that city.

Peggy Fisher, merchandising and research director of KMPC Los Angeles, promoted to sales promotion director. She is succeeded by **Ruth Berenstein**, WTHS (FM) (educational) Miami, Fla.

**In Chicago Radio
ONE STANDS OUT**

WLS is FIRST in PULSE
20.8% - Average ¼ hour share, 6 AM-Midnight, Monday-Saturday, PULSE, Chicago & Cook County Area, June 1962.

WLS is FIRST in HOOPER
20.3% - Average ¼ hour share, 7 AM-6 PM, Monday-Friday, HOOPER, Chicago, June/July 1962.

WLS is FIRST in NIELSEN
683,100 homes - Different homes reached in average 3 hour day part over 4 week period, Monday-Friday, NSI, Chicago Area, July 1962.

BLAIR GROUP PLAN MEMBER **WLS**

the bright sound of Chicago Radio
Owned and operated by American Broadcasting-Paramount Theatres, Inc.

Paul Segal retires from active practice

Paul M. Segal, who has specialized in communications law for more than three decades, last week announced retirement from active practice.

Mr. Segal's retirement was announced coincident with the reorganization of the Washington, D. C., law firm headed by Arthur W. Scharfeld, with which Mr. Segal had been associated since June 1, 1961. The firm of Scharfeld, Segal, Baron & Stambler, effective Sept. 1, became Scharfeld, Bechhoefer, Baron & Stambler and has moved from the Segal building at 816 Connecticut Avenue to 1710 H Street, N.W. Bernard G. Bechhoefer, former counsel to the firm and State Department expert on atomic energy law, becomes a partner under the reorganization.

Mr. Segal, 62, will maintain his residence in Washington but plans to vacation in France with Mrs. Segal this fall. He has not been in active practice for several months for health reasons.

In 1929—two years after the Federal Radio Commission was established—Mr. Segal served as its assistant general counsel. A native of



Mr. Segal

Denver, he had been deputy district attorney there for five years prior to joining the FRC. He entered private practice in 1930 and in 1942 formed the firm of Segal, Smith & Hennessey, which was dissolved in 1959. Simultaneously, he formed the firm Segal & Marmet, which was dissolved in May 1961, and the following month he became associated with the Scharfeld firm.

A radio "ham," Mr. Segal served as general counsel of the American Radio Relay League from 1924 until his resignation last year. He was on active duty in the Navy from 1942 to 1945 and served in the Central Pacific, as well as at Naval Communications Headquarters in Washington. He was discharged with the rank of commander.

A senior member of the Institute of Radio Engineers, Mr. Segal has extensive engineering as well as legal training. A substantial number of television stations among the original 108 "pre-freeze" authorizations were clients of the Segal office. He also was counsel in many landmark court cases in radio jurisprudence.

Mr. Segal has been a member of the board of directors of Broadcasting Publications Inc., which publishes the weekly BROADCASTING, the monthly TELEVISION and BROADCASTING Yearbook, since formation of the corporation in 1931.

William Fowler, assistant to Allan T. Powley, chief engineer of WMAL-AM-FM-TV Washington, appointed engineer in charge of ABC Washington news center. Mr. Fowler joined WMAL in 1947.

Ray Watson, former sales representative of Harte-Hanke newspaper group and recently on active duty with U. S. Army, joins sales staff of WFAA-AM-FM Dallas.

Richard Faulkner joins Chicago sales staff of Radio Tv Representatives. **William Smutzer** joins New York-based rep firm on Sept. 4.

Ron Gleason, former assistant director of research of KNXT (TV) Los Angeles and assistant promotion manager of KCBS-AM-FM San Francisco, appointed director of research and sales development of KABC-TV Los Angeles.

Stephen A. All, program director of WFBE (FM) (educational) Flint, Mich., promoted to station manager, replacing **Robert C. Boston**, who joined KETC (TV) (etv ch. 9) St. Louis as director of school broadcasting.

Richard Waller, timebuyer with Ted Bates & Co., New York, joins New York sales and marketing staff of KTTV (TV) Los Angeles.

Ronald T. Cushing appointed chief engineer of WISA-AM-FM Isabela, Puerto Rico. **William C. Reeve**, formerly with WCSI Columbus, Ind., and WLIR Garden City, N. Y., named director of engineering services and English-language program director.

William McGlumphy, transmitter supervisor of WWVA-AM-FM Wheeling, W. Va., promoted to chief engineer, replacing **Edwin Keim**, who resigned. Mr. Keim had been employed by WWVA since March 30, 1931 and had served as chief engineer since July 16, 1942. **Fred Gardini** appointed assistant chief engineer.

William H. Kline, manager of WIBF (FM) Jenkintown, Pa., appointed director of operations of WIBF-TV (uhf ch. 29), that city. WIBF-TV will begin operations next spring, according to **William L. Fox**, owner of the Jenkintown stations.

E. B. (Ward) Landon, studio engineering supervisor of KDKA Pittsburgh, has retired after 41 years with station.

Charlie Doll appointed station manager of WGAT Gate City, Va. **Jim Roberts** and **Roy Brewer** join WGAT as program director and announcer-engineer, respectively.



Mr. Pleshette

its successor company, American Broadcasting-Paramount Theatres, since 1934, and was manager of Brooklyn Paramount from 1946 until its recent closing.

Paul Brenner, air personality with WJRZ-AM-FM Newark, N. J., promoted to program director. **Sid Sirulnik**, news operations director, appointed director of operations and **Norman Roslin**, formerly with Roulette Records, appointed director of music.

Charles A. Myers, for past six years program director WMUB (FM) (educational) Oxford, joins WKET-FM Kettering, both Ohio, in similar capacity.

Ron Dowling, program-production director of WMIT (FM) Charlotte, joins WQMG (FM) Greensboro, both North Carolina, in similar capacity. Previously, Mr. Dowling was producer-director-writer for Norwood Studios, Washington.



Mr. Hawthorne

in addition to directing KFWB programming on local level. Mr. Hawthorne is currently working on educational feature, *Discovery*, which will be broadcast over all three stations beginning Sept. 1. Crowell-Collier Stations are KFWB Los Angeles, KEWB Oakland-San Francisco, and KDWB Minneapolis-St. Paul.

Paul Rust, news director of WIP-AM-FM Philadelphia, named acting director of news and special events of Metropolitan Broadcasting Co., New York, replacing **Martin Weldon**, who is on leave of absence (BROADCASTING,

Aug. 27). Mr. Rust will have his headquarters at WTTG (TV) Washington. Metropolitan Stations are WNEW-AM-FM-TV New York; KMBC-AM-FM-TV Kansas City; KOVR (TV) Sacramento, Calif.; WTVH (TV) Peoria and WTVP (TV) Decatur, both Illinois; WHK-AM-FM Cleveland; WTTG, and WIP-AM-FM Philadelphia.

Madeline Karr, formerly with CBS News, joins news department of WABC-TV New York, as producer.

Erik Underwood, formerly with WSEX-TV Richmond-Petersburg, Va., joins WJZ-TV Baltimore news staff.

Harmon Hyde, recently with Brown U. where he produced radio and tv programs for WJAR-TV and WPRO-TV, both Providence, R. I., joins WPFM (FM), that city, as news director and account executive.



Mr. Newton

Richard Newton, former director of pr and promotion of KEX-AM-FM Portland, Ore., and recently with Westinghouse Broadcasting Co. in New York City handling special pr assignments, appointed

pr director of WBC's Chicago outlet, WIND, effective Sept. 4. Mr. Newton, previously active in motion picture theatre management, joined Westinghouse in 1959.

Lou Eberhardt, news director of WNOR-AM-FM Norfolk, joins WSAI-AM-FM Cincinnati as news editor.

Albert S. Burchard, national assignment editor of NBC News, named manager of NBC News, San Francisco. Mr. Burchard joined network's news division in 1958.

Jim Healy, sports director of KLAC-AM-FM Los Angeles, joins KABC-TV, that city, in similar capacity. **Carl George** and **Peter Miller** join KABC-TV reportorial staff.

Steve Gilmartin, sportscaster for WMAL-AM-FM-TV Washington, promoted to sports director, effective today (Sept. 3). Mr. Gilmartin, who will

Fellow members

The following were elevated to fellow membership in the Society of Motion Picture & Television Engineers. **Millard W. Baldwin Jr.**, Bell Telephone Labs, Murray Hill, N. J.; **Joseph T. Dougherty**, E. I. Du Pont de Nemours & Co., New York; **George T. Eaton**, Kodak Research Labs, Rochester, N. Y.; **Henry M. Fisher**, Paromel Electronics Corp., Chicago; **Theodore H. Fogelman**, Consolidated Film Industries, Hollywood; **H. Theodore Harding**, E. I. Du Pont de Nemours & Co., Wilmington, Del.; **George T. Keene**, **John A. Leermakers** and **Daan M. Zwick**, Eastman Kodak Co., Rochester, N. Y.; **James A. Moses**, U. S. Dept. of Defense; **John W. Wentworth**, RCA Service Co., Camden, N. J., and **Joseph D. White**, Magnasync Corp., North Hollywood, Calif.

Presentation of fellowship certificates will be made at an awards session to be held Tuesday evening, Oct. 23, at the Drake Hotel in Chicago during the society's 92nd semiannual convention.

broadcast programs of sports news at 5:55 p.m. and 11:55 p.m. each weekday on WMAL radio, and at 6:55 p.m. and 11:15 p.m. each weekday on WMAL-TV, will also continue as host of station's *Bowlers' Choice*, duckpin bowling show telecast Saturday afternoons.

Bill King named sports director of KFRC-AM-FM San Francisco. Mr. King will broadcast San Francisco Warrior professional basketball games which begin on Oct. 23 on KFRC.

Caryl Coleman, free-lance tv and motion picture writer-producer who holds interest in Medical Arts Productions, motion picture producing-distributing firm of medical films, joins KPIX (TV) San Francisco as director of public affairs.

Barbara Ransom, Chicago-born actress who has appeared in Mexican films and tv shows as student in Mexico City, joins KMEX-TV, Los Angeles Spanish-language station, as special commentator. Her duties at station, which has scheduled target date of Sept. 15, include special program formats and Spanish-language public service features, news commentaries and commercials.

Bob Benecke, formerly with WBAB-AM-FM Babylon, N. Y., joins WMBD-AM-FM-TV Peoria, Ill., as announcer.

Joe Perkins appointed chief announcer of WTAR-TV Norfolk-Newport News, Va. Mr. Perkins joined WTAR in August 1953.

Ward Allen joins announcing staff of WITI-TV Milwaukee.

Lawrence C. Martin, former associate editor of *Denver Post* and onetime chief of UPI's Washington bureau, appointed editorial writer of KBTV (TV) and KBTR Denver, Colo. Mr. Martin also is onetime member of *New York Times'* Washington staff. **Wes Pidcock**, formerly with KRTV (TV) Great Falls, Mont., joins KBTR's personality staff.



Mr. Martin

Jack McKenna, formerly with WDSM Superior, Wis., joins announcing staff of WTCN-AM-TV Minneapolis-St. Paul.

Bob Arthur, news director of KOAT-TV Albuquerque, N. M., joins announcing staff of KNX-AM-FM Los Angeles.

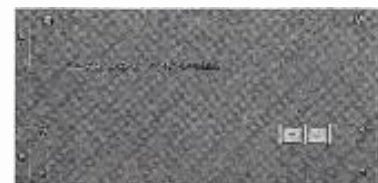
Jim Ameche, veteran radio personality who has appeared on such programs as *Lux Radio Theatre*, *Texaco Star*



STUDIO TERMINAL

CONTINENTAL'S TYPE TRC-FA3 FAULT ALARM SYSTEM

Used at unattended transmitting stations, it automatically gives remote alarm and indication of a change in status of any one of the 10 or 15 monitored conditions.




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**MEN WHO READ
BUSINESS PAPERS
MEAN BUSINESS**

In the Radio-TV Publishing Field
only BROADCASTING qualifies
for membership in Audit Bureau
of Circulations and Associated
Business Publications

White named to board of station reps group

Thomas J. White, executive vice president of Avery-Knodel Inc., New York, has been elected to serve as a member of board of directors of Station Representatives Assn., New York, to fill the unexpired term of **Lewis H. Avery**, who has resigned.



Mr. White

SRA President Edward Codel, The Katz Agency Inc., announced these SRA committees for 1962-63:

Television trade practices committee: **Edward P. Whurick**, Blair-TV, chairman; **Walter Nilson**, Katz Agency; **Edward Lier**, Avery-Knodel; **Jack White**, H-R Television Corp.; **David Lundy**, Blair Tv Assoc.; **Lon King**, Peters, Griffin, Woodward Inc.;

Charles Standard, Meeker Co., and **James O'Grady**, Young Television Corp.

Radio trade practices committee: **Thomas Taylor**, Peters, Griffin, Woodward, chairman; **Wilmot H. Losee**, AM Radio Sales Co.; **Arthur McCoy**, John Blair & Co.; **Martin Beck**, Katz Agency; **James Alspaugh**, H-R Representatives; **Robert Eastman**, Robert Eastman & Co.; **Peggy Stone**, Radio-TV Representatives Inc., and **Clifford Barborka**, Adam Young Inc.

Legal committee: **Eugene Katz**, Katz Agency, chairman; **John P. Blair**, John Blair & Co.; **H. Preston Peters**, Peters, Griffin, Woodward Inc., and **Frank M. Headley**, H-R Representatives Inc.

Awards committee: **Clifford Barborka**, Adam Young Inc., chairman; **Mr. Codel**, and **Frank E. Pellegrin**, H-R Television Corp.

Playhouse and Amos and Andy Music Hall, joins personality staff of **KGBS** Los Angeles. **Mr. Ameche** will be heard live weekdays from 10 a.m. to 3 p.m.

Dick Thomas, formerly with **KBUR** Burlington, Iowa, joins staff of **WSJV** (TV) and **WTRC-AM-FM** Elkhart, Ind., as air personality.

Rick Housely, formerly with **KLO** Ogden, Utah, joins **KGW** Portland, Ore., as d.j.

Jack Surrell joins **WJLB** Detroit as air personality.

Marv Henry joins **KSTP** Minneapolis-St. Paul as air personality.

Myron Brandt, assistant chief accountant of **WISN-AM-FM-TV** Milwaukee, appointed chief accountant, succeeding **John Hinkle**, who was transferred to **WTAE** (TV) Pittsburgh. Both stations are owned by Hearst Corp.

Sam Somora, former promotion, advertising and merchandising manager of **WJBK** Detroit, named promotion director of **KTVI** (TV) St. Louis.

L. Walton Smith, former promotion-pr manager of **WROC-FM-TV** Rochester, N. Y., joins **WOKR** (TV), that city, in similar capacity.

George Erwin appointed news director of **WTAO** Boston.

Lee Terry appointed manager of news staff of **KETV** (TV) Omaha, Neb.-Council Bluffs, Iowa.

Tony Quinn, former d.j. at **WGEE** Indianapolis, joins **WAMO-AM-FM** Pittsburgh as news director.

Ken Linn, **Murray Roberts** and **Lee Stewart** join staff of **WCKY** Cincinnati.

Frieda Schmitt, formerly of **Ogilvy, Benson & Mather**, New York, joins public affairs department of **WHLI** Hempstead, N. Y.

Paul J. Price, former chief of police of Dayton, Ohio, since 1955 until his retirement last July, named community service director of **WHIO-AM-FM-TV**, that city.

Robert E. Hill, formerly staff announcer at **KSAL** Salina, Kan., now announcing at **KOLJ** Quanah, Tex.

Jim Kelley joins **KGW** Portland, Ore., as air personality.

Don Brewer, member of news department of **KMBC** Kansas City, joins **Rockhurst College**, that city, as director of public information.

Jim Moore, host of *Studio 81* early morning program on **KGO** San Francisco, named "Voice of California" for 1962 by judges of California State Fair and Exposition. In addition to title, Mr. Moore receives cash award of \$100 and assignment to announce opening day's ceremonies and other events of fair, to be held Aug. 29-Sept. 9 in Sacramento.

Rick Housely, formerly with **KLO** Ogden, Utah, joins **KGW** Portland, Ore., as d.j.

Mickey Firestone, formerly with **WBNS-TV** Columbus, **WCHI** Chillicothe and **WEOL-FM** Elyria, all Ohio, joins **Arlene Blank Road Show** as master of ceremonies.

William A. Mayer, operations manager of **WMBD-AM-FM** Peoria, Ill., appointed sales promotion director of **WIP-AM-FM** Philadelphia. He replaces **Arnold Katinsky**, who was promoted to promotion director of **Metro Broadcast Sales**, New York, sales arm of parent **Metropolitan Broadcasting**.

Neil R. Bernstein, advertising and sales promotion director of **WFBR** Baltimore, resigns to begin his doctoral program in communication arts at **Michigan State U.** Mr. Bernstein, who joined Baltimore outlet in December 1961, was awarded \$2,200 graduate assistantship and waiver of out-of-state fees by university.

Penny McCausland, formerly with **WSUN-AM-TV** Tampa-St. Petersburg joins promotion department of **WFLA-TV**, that city. **Mike Habala** named comptroller, replacing **Ed Sisson**, who was promoted to parent **Tribune Co.**, and **Barbara Elliot** to station's tv continuity staff.

Benedict Hardman, newscaster at **WPBC-AM-FM** Minneapolis, joins English faculty of **College of Saint Catherine**, St. Paul.

ALLIED FIELDS



Mr. Crane

Frank W. Crane, former partner of **Torbet, Allen & Crane**, San Francisco-based station representative firm of which he was vp and Los Angeles manager, joins **Broadcast Clearing House**, New York,

as manager of company's new west coast office which opens Sept. 15 at 1777 North Vine St., Hollywood. Before forming his own company, Mr. Crane was vp and general manager of **Imperial Broadcasting System**.

Dr. Philip P. Anast, assistant professor of sociology at **U. of Alaska**, named assistant professor of communications research at **Boston U.'s** School of Public Relations and Communications.

INTERNATIONAL



Mr. Long

Leo Long, senior sales executive with **ABC-TV** of Britain, named director of company's newly formed **ABC Overseas Advertisement Sales Division**. Mr. Long joined **ABC-TV** of Britain from **Attwood Organization** in Sept. 1959.

John Baxter, for past 18 months executive controller of **TWW Ltd.**, commercial tv company, London, England, appointed managing director and mem-

ber of board of directors, succeeding **Alfred Francis**, managing director for past three years, who was elevated to vice chairman.

Bruce McLeod, general manager of CJCH-AM-TV Halifax, N. S., appointed executive assistant to Spencer Caldwell, president of CTV Television Network Ltd., Toronto. **James Barr Lavis** named assistant director of legal and business affairs of CTV Television Network.

Jeremy Brown, radio-tv editor of *Toronto Daily Star*, to CHCH-TV Hamilton, Ont., production staff.

Gene Kirby, production manager of CKEY Toronto, promoted to program manager, replacing **Don Insley**, who resigned to form his own production firm. Mr. Kirby is former assistant production manager of CKGM Montreal.

PROGRAMMING

Peter G. Levathes, executive vp in charge of production at California studios of 20th Century-Fox Film Corp., resigns. Mr. Levathes, however, will remain as president of 20th Century-Fox Tv, subsidiary which Darryl Zanuck, president of parent corporation, has indicated he intends to develop and strengthen. Fox Films has been criticized in past for not aggressively entering tv film production as have most other Hollywood studios.



Mr. Levathes

William P. Andrews, sales executive at Warner Bros. Tv, New York, named western district sales manager, with headquarters in San Francisco.

George C. Dietrich Jr., western sales manager of Sponsor Publications, resigns to become account executive for western division of National Telefilm Assoc.



Mr. Tobias

Lester Tobias, western division account executive of Seven Arts Assoc., transfers to company's New York office. He is succeeded by **Alden Adolph**, general manager of Telenews Theatre, San Francisco, since 1958. Mr. Tobias' new assignment will be announced shortly. Mr. Adolph will make his headquarters in San Francisco.

Stephen Gluck, assistant production manager of MPO Videotronics, joins Filmex Inc., New York, as production center manager.

Lewis J. Lord named manager of Columbia, S. C., bureau of United Press International, effective Sept. 15,

Past 4A president dies

John Benson, 89, former president of American Assn. of Advertising Agencies, New York, died Aug. 23 in Scarsdale, N. Y. Mr. Benson was 4A's first full-time, salaried president in 1928 and served until 1944. He continued with organization as chairman of committee on consumer relations in advertising from 1944 to 1948. Association's gold medal for distinguished services to advertising was presented to him in February 1940 at annual advertising awards dinner in New York.



Mr. Benson

succeeding **Alan D. Resch**, who resigned. Mr. Lord joined UPI in Jackson, Miss., in 1955 after serving on staff of *Natchez (Miss.) Times*.

Henry Fonda, screen, stage and television actor, signed to host and narrate *Hollywood, The Talkies* and *Hollywood, The Great Stars*, hour-long shows for ABC-TV which David Wolper is preparing as second and third segments in his series. *Hollywood, The Talkies* will be broadcast evening of Jan. 23, and *The Great Stars* on March 13.

Patrick Collins, formerly with R. Jack Scott Adv., Chicago, and WLWD (TV) Dayton, joins Don Meier Productions, Chicago, as associate producer of company's *Wild Kingdom* series, which is scheduled to begin on NBC-TV Jan. 6, 1963. *Wild Kingdom*, adventure series investigating riddles and mysteries of nature, features Marlin Perkins, former host of NBC's *Zoo Parade*.

Richard Stretsky, production manager of photo-script department of U. S. Tele-Service Corp., New York, assumes added duties as production manager of kinescope department.

Parke Levy, veteran comedy producer whose credits go back 30 years to Baron Munchausen and Joe Penner, signed by Four Star Tv to six-month contract to develop new properties for production by Four Star and Parke Productions. Mr. Levy's creations extend from radio's *Duffy's Tavern* and *My Friend Irma* to tv's *December Bride* and *Pete and Gladys*.

James W. Sullivan, former motion picture art director, signed to design and build main studios of Television City Arizona in Phoenix. Mr. Sullivan, now active in Southern California com-

mercial and industrial construction, submitted winning design for Television City's announced program for world's "most modern motion picture and tv studios."

GOVERNMENT

H. D. Hayes, engineer in charge of Chicago office of FCC's field engineering and monitoring bureau and its predecessor agencies, retired Aug. 21, day following his 70th birthday. During his 41 years of federal service, Mr. Hayes became well known throughout midwest. His original appointment, from commissioner of navigation of Commerce Dept. on Aug. 31, 1916, was for only three months at salary of but one dollar a month.

EQUIPMENT & ENGINEERING

James P. Veatch, manager of Washington office of RCA's frequency bureau which is responsible for liaison between RCA and its affiliates with government on technical matters, projects and developments, promoted to director of bureau, succeeding **Philip F. Siling**, who retired, but will continue with RCA as consultant on part-time basis. Before joining RCA in 1945, Mr. Veatch was with FCC for five years in various assignments. Mr. Siling, who retired Sept. 1, joined RCA in his present position in 1944. Previously, he was with FCC, International Telephone & Telegraph Corp. and American Telephone & Telegraph Co.



Mr. Veatch

Zalmon H. Garfield, assistant to president of Jerrold Corp., Philadelphia electronics firm, resigns to become business management consultant in community antenna and pay tv fields.



Mr. Ryan

John E. Ryan, former vp in charge of sales for Thomas L. Stevens Co., Sun Valley, Calif., and field sales engineer with Dale Electronics, Columbus, Neb., appointed sales manager of California Resistor Corp. (manufacturer of power resistors for electronic circuitry), Santa Monica, Calif. Mr. Ryan will be responsible for CRC's national sales activities including coordination of company's technical sales representatives.

Thomas P. Orso, for past two years assistant controller of Adler Electronics, New Rochelle, N. Y., promoted to controller, succeeding Lawrence I. Marks, company treasurer and vp of finance division.

DEATHS

Earle (Tiny) Hamrick, 51, member of staff of WGR-AM-FM-TV Buffalo, N. Y., died Aug. 21 at his home in that city. Mr. Hamrick is former sales manager of WHLD Niagara Falls, N. Y.

Earle Ferris, who in late 1920's

served as general manager of former WTAM Cleveland, died Aug. 16 in Mobile, Ala. Following his association with WTAM, Mr. Ferris organized Radio Features Service, early radio publicity office, in New York City. In 1932, he founded his own publicity and pr firm, Ferris Organizations Inc. Mr.

Ferris was first board chairman of Public Relations Society of America.

Frank L. Taylor, 61, former publisher of *Milwaukee Sentinel* (Hearst Corp.) and executive vp of *New York Herald Tribune* (Whitney Communications Corp.), died Aug. 28 of apparent heart attack at Santa Monica, Calif.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 23 through Aug. 29 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

Lexington, Ky.—Bluegrass Bcstg. Inc. Uhf ch. 40 (626-632 mc); ERP 420 kw vis., 210 kw aur. Ant. height above average terrain 876 ft., above ground 865 ft. Estimated construction cost \$516,076; first year operating cost \$600,000; revenue \$600,000. P.O. address 120 E. Main St., Lexington. Studio and trans. location Lexington. Geographic coordinates 38° 05' 02" W. Long., 84° 27' 04". Type trans. RCA TTU-25B; type ant. RCA TFU-25G. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn, Washington, D. C., consulting engineer Kear & Kennedy, same city. Principals: Garvice D. Kincaid (7,720 shares) Ken Hart (1,900 shares), Ralph G. Worster (1,260 shares), and John T. Rutledge (620 shares). Applicant is licensee of WVLC-AM-FM Lexington, WCMI-AM-FM Ashland, WPKY Frankfort, all Kentucky, and WHOO-AM-FM Orlando, Fla. Ann. Aug. 28.

New am station

ACTION BY BROADCAST BUREAU

Buffalo, Minn.—Wright County Bcstg. Co. granted cp for new am on 1360 kc, 500 kw D. P.O. address Buffalo, Minn. Estimated construction cost \$15,500, first year operating cost \$22,000, revenue \$40,000. James P. McDonnell Jr., sole owner, is in newspaper business. Action Aug. 24.

New fm station

APPLICATION

Aguadilla, P. R.—Hector Reichard. 100.3 mc, ch. 262, 17.9 kw. Ant. height above average terrain 401 ft. P.O. address Box 188, Aguadilla. Estimated construction cost \$31,810; first year operating cost \$23,400; revenue \$25,000. Mr. Reichard is sole owner and is licensee of WABA Aguadilla, and is 1/2 owner of Western Bcstg. Corp. permittee of WLOR-TV same city. Ann. Aug. 28.

Existing fm station

APPLICATION

KDGO Durango, Colo.—Cp to increase daytime power to 1 kw from 250 w and install new trans. Ann. Aug. 24.

Ownership changes

ACTION BY BROADCAST BUREAU

WAIT, Radio Station WAIT, Chicago, Ill.—Granted assignment of license to Maurice and Lois F. Rosenfield, Harold A. and Robert G. Weiss and Devoe, Shadur, Mikva and Plotkin, co-partnership, d/b as company of same name; consideration \$1,000.-000. Action Aug. 23.

APPLICATIONS

KAPP (FM) Redondo Beach, Calif.—Seeks assignment of license from George R. Gillum and Robert Crites (each 50%), d/b as South Bay Bcstg. Co., to Mr. Gillum (100%) tr/as under same name. Consideration \$4,500. Mr. Gillum has no other broadcast interests. Ann. Aug. 24.

WAVP Avon Park, Fla.—Seeks assignment of license from Carl T. Langford, receiver for Mid-Florida Bcstg. Inc., to William A. Jacob as trustee of Mid-Florida Bcstg. Inc. No financial consideration involved. Ann. Aug. 28.

WKBX Kissimmee, Fla.—Seeks assignment of license from Carl T. Langford, receiver for Mid-Florida Bcstg. Inc., to William A. Jacob as trustee for Mid-Florida Bcstg. Inc. No financial consideration involved. Ann. Aug. 25.

WDEB Pensacola, Fla.—Seeks assignment of license from Rose H. Johnston, individually (20%) and as executrix of estate of George Johnston Jr. (80%) d/b, deceased, as Johnston Bcstg. Co., to Mel and Vinny Wheeler (51% and 49% respectively). Consideration \$40,000. Mr. and Mrs. Wheeler are applicant for am station in Plymouth, Ind. (Requests waiver of 3 year holding rule.) Ann. Aug. 28.

WINT Winter Haven, Fla.—Seeks assignment of license from Angelo L. Fazzari, sole owner, d/b as Winter Haven Bcstg. Co., to Mr. Fazzari (65%), Dorothy M. Fazzari (25%), and Bruce Parker (10%), tr/as Winter Haven Bcstg. Inc. Consideration \$36,400. Ann. Aug. 29.

WLBB Carrollton, Ga.—Seeks assignment of license from James H. Faulkner Sr. and son James Jr. (93.33% and 6.66% respectively), d/b as Carroll Bcstg. Co. to same persons tr/as Southwestern Alabama Bcstg. Inc. No financial consideration involved. Assignment is contingent upon transfer of 100% control of WLBB to Messrs. Faulkner. Applicants own WBCA Bay Minette, Ala., and WWCC Bremen, Ga., Ann. Aug. 24.

WLBB Carrollton, Ga.—Seeks transfer of control of licensee corporation from T. K. Vassy, deceased. (34.44%), Roy Richards (33.33%), and R. D. Tisinger (32.23%), d/b as Carroll Bcstg. Co., to James H. Faulkner Sr. and son James Jr. (93.33% and 6.66% respectively), tr/as Southwest Alabama Bcstg. Inc. Consideration \$134,100 to be divided according to interest held by individual transferors. Transferees own WBCA Bay Minette, Ala. and WWCC Bremen, Ga. Ann. Aug. 24.

WSIV Pekin, Ill.—Seeks transfer of control of licensee corporation from Kenneth Patterson and George C. Udry (jointly 100%), d/b as Pekin Bcstg. Co., to Dean McNaughton (40%), F. F. and John T. McNaughton, and Lou Edith Soldwedel (each 20%), tr/as WSIV Inc. Consideration \$125,000. Mr. J. T. McNaughton is General Counsel, Dept. of Defense, and 16% owner WRMN Elgin, Ill., Mr. W. D. McNaughton is 18.75% owner of same station, Mr. F. F. McNaughton is 19.5% owner of WCRA Effingham, Ill., and Mrs. Soldwedel has newspaper interests. Ann. Aug. 29.

KLUV Haynesville, La.—Seeks assignment of license from Paul A. Newell, N. A. Parker, A. T. Moore, and K. Eugene Chance (each 25%), d/b as Haynesville Bcstg. Co., to Warren B. Smith and Don J. Davis (each 40%), and John J. Shields (20%), tr/as Haynesville Bcstg. Co. Consideration \$11,000. Mr. Smith is owner of music instrument shop, Mr. Davis is locomotive engineer, and Mr. Shields is sales manager of KRLW Walnut Ridge, Ark. Ann. Aug. 24.

WNBH-AM-FM New Bedford, Mass.—Seeks transfer of control of licensee corporation from Basil Brewer (58.92%), to Mary C. Brewer as conservator of former's estate. No financial consideration involved. Ann. Aug. 29.

WTEV (TV) New Bedford, Mass.—Seeks transfer of control of licensee corporation from Basil Brewer (58.92%), to Mary C. Brewer as conservator of former's estate. No financial consideration involved. Ann. Aug. 29.

WOCB-AM-FM West Yarmouth, Mass.—Seeks transfer of control of licensee corporation from Basil Brewer (58.92%), to Mary C. Brewer as conservator of former's estate. No financial consideration involved. Ann. Aug. 29.

KCUE-AM-FM Akron, Ohio.—Seeks transfer of control of licensee corporation from Edwin Estabrook and John T. Valdes (each 50%), to Donal M. O'Neil and George W. Mamas (each 50%). Consideration \$5,000. (Requests waiver of 3 year holding rule.) Ann. Aug. 28.

KFDA-TV Amarillo, Tex.—Seeks transfer of control of licensee corporation from Howell E. Smith, Perry R. Bass, and John B. Connally. (62.07%), as executors of estate of S. W. Richardson, deceased, to Sid W. Richardson Foundation (62.07%). No financial consideration involved. Ann. Aug. 29.

KFJZ-AM-FM Fort Worth, Tex.—Seeks transfer of control of licensee corporation from Howell E. Smith, Perry R. Bass, and John B. Connally (62.07%), as executors of estate of S. W. Richardson, deceased, to

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, August 29

	ON AIR	CPS	TOTAL APPLICATIONS
AM	3,093	49	145
FM	967	33	211
TV	885 ¹	73	93

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, August 29

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	17	59

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 30

	AM	FM	TV
Licensed (all on air)	3,690	958	495 ¹
Cps on air (new stations)	62	69	66
Cps not on air (new stations)	140	171	85
Total authorized stations	3,892	1,027	657 ²
Applications for new stations (not in hearing)	411	126	49
Applications for new stations (in hearing)	23	13	49
Total applications for new stations	434	139	100
Applications for major changes (not in hearing)	402	94	41
Applications for major changes (in hearing)	9	10	8
Total applications for major changes	411	104	47
Licenses deleted	2	1	0
Cps deleted	2	0	1

¹There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

date for exchange of exhibits to Oct. 15 in proceeding on application of KSAY Bcstg. Co. for renewal of license of KSAY San Francisco, Calif. Action Aug. 28.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by St. Martin Bcstg. Co. to the extent that continuances are ordered as follows in proceeding on its application for new am station in St. Martin-ville, La.: Aug. 27 to Oct. 1 for engineering presentations to other parties; Sept. 7 to Oct. 1 for requests for supplement or correction of his engineering presentation; and Sept. 17 to Nov. 1 for hearing. Action Aug. 23.

By Hearing Examiner Millard F. French

■ Upon oral motion by Broadcast Bureau and with consent of party, extended time from Aug. 20 to Sept. 4 to file proposed findings and conclusions, and from Aug. 27 to Sept. 11 to file reply findings in proceeding on application of Elbert H. Dean & B. L. Golden for new am station in Lemoore, Calif. Action Aug. 20.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Broadcast Bureau and extended time from Aug. 31 to Sept. 21 to file initial proposed findings of fact and conclusions and from Sept. 17 to Oct. 8 to file replies in proceeding on am application of KFNF Bcstg. Corp. (KFNF), Shenandoah, Iowa. Action Aug. 22.

OTHER ACTIONS

■ Commission on Aug. 24 granted petition by Community Tv Corp. and Pembina Bcstg. Inc., and extended time to Sept. 17 to file replies to counter-proposal of Central Minnesota Tv Co. to petition for rule-making by Community and Pembina, involving Grand Forks, N. D., and Thief River Falls, Minn. Action Aug. 24.

■ Am cp forfeited: KVIP Redding, Calif., Shasta Bcstg. Corp.—cp to increase power to 5 kw from 1 kw and install new trans. Ann. Aug. 24.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Aug. 28

KILO, Grand Forks Herald, Inc., Grand Forks, N. D.—Granted assignment of license to KILQ Inc.; consideration \$125,000.

WDIF (FM), W. D. I. F. Corp., Buffalo, N. Y.—Granted assignment of cp to Niagara Frontier Bcstg. Corp. consideration \$6,631.

WATN Watertown, N. Y.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

WJOB Hammond, Ind.—Granted license covering change in daytime power.

WGWC Selma, Ala.—Granted license covering installation of new trans.

WMOC Chattanooga, Tenn.—Granted mod. of cp to change type trans.

■ Granted cps to install new trans. for following stations: WMET Miami, Fla.; KPKW Pasco, Wash.

■ Granted cps to change type trans. for following stations: WIFN (FM) Franklin, Ind.; WCRT-FM Birmingham, Ala.

■ Following stations were granted extensions of completion dates as shown: KAOH Duluth, Minn., to Nov. 16; KQOT Yakima, Wash., to Oct. 15.

Actions of Aug. 27

KDB-AM-FM, KDB Bcstg. Co., Santa Barbara, Calif.—Granted assignment of licenses to Lucie Menard tr/as company of same name.

WUPY (FM) Miami, Fla.—Rescinded action of Aug. 13, 1962 which inadvertently granted mod. of cp to change trans., ERP, ant. height, ant. and site.

KFML-AM-FM, Fine Arts Bcstg. Co., Denver, Colo.—Granted mod. of licenses to change name to Colorado Televents Inc. d/b as company of same name.

WBOY-AM-TV, WSTV-AM-FM-TV, WRGP-TV, WSTV Inc., Clarksburg, W. Va., Steubenville, Ohio and Chattanooga, Tenn.—Granted mod. of licenses to change name to Rust Craft Bcstg. Co.

KGMB-AM-FM, KHBC-AM-TV, KMAU-TV, Hawaii Publishing Holding Corp. Hono-

Sid W. Richardson Foundation (62.07%). No financial consideration involved. Ann. Aug. 29.

KOCA Kilgore, Tex.—Seeks assignment of license (by lease) from A. E. McGubbin, d/b as individual to William G. Morton and A. Glenn Morton Jr. (each 50%), tr/as Radio Kilgore Inc. Consideration that equipment be leased for \$1,000 per month for period of 120 months, and that assignees have option to buy at end of period for \$25,000. Mr. Morton and Mr. Morton Jr. are owners of cattle and feed firm and both are former owners of KGAS Carthage, Tex. Ann. Aug. 24.

KRIO McAllen, Tex.—Seeks transfer of control of licensee corporation from Howell E. Smith, Perry R. Bass, and John B. Connally (62.07%), as executors of estate of S. W. Richardson, deceased, to Sid W. Richardson Foundation (62.07%). No financial consideration involved. Ann. Aug. 29.

KTIX Seattle, Wash.—Seeks assignment of cp from Edward J. Birney, liquidating trustee, to William E. Boeing Jr., d/b as Chem-Air Inc. No financial consideration involved. Ann. Aug. 28.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Alkima Bcstg. Co., and extended time to Oct. 10 to respond to petition by Herman Handloff for reconsideration in proceeding on their applications and Howard Wasserman for new am stations in West Chester, Pa., and Newark, Del. Action Aug. 28.

■ Granted petition by Helix Bcstg. Co., La Mesa, Calif., and extended to Sept. 7 time to file opposition to Cabrillo Bcstg. Co., San Diego, Calif., petition to enlarge issues in proceeding on their am applications. Action Aug. 27.

■ Granted petition by Milford Bcstg. Co., Milford, Conn., and extended to August 30 time to respond to petition by James Stolcz, Shelton, Conn., to enlarge issues in proceeding on their am applications, et al. Action Aug. 27.

■ Granted petition by Virginia Regional Bcstrs. and extended to Sept. 12 time to

file reply brief to Broadcast Bureau's exceptions and brief in support of exceptions in proceeding on Virginia's application for new am station in Chester, Va. Action Aug. 27.

■ Granted petition by Broadcast Bureau, and extended time to Aug. 29 to respond to Westinghouse motion for dismissal as party in proceeding on NBC-RKO broadcast transfers and related applications. Action Aug. 23.

■ Granted petition by General Communications Inc. (KXKW), Lafayette, La., and extended time to Sept. 4 for it to respond to petition by South Mississippi Bcstg. Co., Mississippi City, Miss., to delete Issues 6 and 7 in proceeding on their am applications. Action Aug. 23.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Major Tv Co. for dismissal of its application for new tv station to operate on ch. 13 in Grand Rapids, Mich., and retained remaining applications in hearing status. Action Aug. 27.

■ Granted petition by WIFE Corporation for dismissal of its application for new am station in Indianapolis, Ind. and retained in hearing status remaining applications. Action Aug. 27.

By Acting Chief Hearing Examiner Herbert Sharfman

■ Granted petition by Fred H. Davis and W. D. Frink, d/b as Voice of Mid South for leave to amend application for new am station in Centreville, Ala., to withdraw Frink from partnership and leave Davis individual applicant, removed amended application from hearing docket and returned it to processing line; retained in hearing status application of W. D. Frink, tr/as Jefferson Radio Co. for license to cover cp for station WIXI Irondale, Ala. Action Aug. 21.

By Hearing Examiner Charles J. Frederick

■ Upon request by applicant, continued Sept. 18 hearing to Oct. 22, and extended

lulu, Hilo, Wailuku, Lihue, Kauai and Waimea, all Hawaii—Granted mod. of licenses and cps to change name to Honolulu Star-Bulletin Inc.

KTIX, Edward J. Birney, Liquidating Trustee, Seattle, Wash.—Granted assignment of cp, as modified, to Chem-Air Inc. Crawford County Bcstg. Co., Bucyrus, Ohio—Granted mod. of cp to change type trans.

KJAX Santa Rosa, Calif.—Granted extension of authority to remain silent for period ending Nov. 30.

KWLD Liberty, Tex.—Granted authority to remain silent for period ending Nov. 30.

WONO (FM) Syracuse, N. Y.—Granted authority to remain silent for period ending Oct. 31.

KENE Toppenish, Wash.—Granted authority to sign-off at 6:00 p.m., Mon. through Sat., except for limited number of days per month, for period ending Dec. 31.

Actions of Aug. 24

KDMO Carthage Bcstg. Co., Carthage, Mo.—Granted assignment of licenses to George A. and Ruth I. Kolpin d/b as company of same name; consideration \$80,000 and agreement not to compete in radio broadcasting for 10 years within 50 miles of trans. location.

■ Granted renewal of license for following stations: *KANU (FM), *KFKU Lawrence, Kan.; KBEN Carrizo Springs, Tex.; KCJB Minot, N. D.; KCMF-FM Wichita, Kan.; KDET Center, Tex.; KDHL Faribault, Minn.; KINE Kingsville, Tex.; KIRT Mission, Tex.; KLPR Oklahoma City, Okla.; KLWN Lawrence, Kan.; KMAN Manhattan, Kan.; KOLE Port Arthur, Tex.; KOYN Billings, Mont.; KPIK Colorado Springs, Colo.; KPNG Port Neches, Tex.; KRBE (FM) Houston, Tex.; KRIS-TV Corpus Christi, Tex.; KRNT-TV Des Moines, Iowa; KROF Abbeville, La.; KSAC Manhattan, Kan.; KSEY Seymour, Tex.; KTLO Tahlequah, Okla.; KVMC Colorado City, Tex.; KVOE Emporia, Kan.; KWEX-TV San Antonio, Tex.; KXLR North Little Rock, Ark.; WHHY Montgomery, Ala.; WONE-AM-FM Dayton, Ohio; WQBC Vicksburg, Miss.; KFDM Beaumont, Tex.; KFRO Longview, Tex.; KIH (FM) Tulsa, Okla.; WQFM (FM) Milwaukee, Wis.; WSAT Salisbury, N. C.; WTRW Two Rivers, Wis.; K73AN, Eureka Tv District, Eureka, Nev.; W73AB, Littleton Community Tv Assn., Littleton, N. H.; K80AG, Show Low Tv Inc., Show Low, Ariz.

KIMB, KIMB Inc., Kimball, Neb.—Granted acquisition of positive control by Norton E. and Diana H. Warner through purchase of stock from Wyman N. and Willa M. Schnepf.

WAHR (FM), James Arnold Hornbuckle, Huntsville, Ala.—Granted assignment of license to WAHR Inc.

KBMS (FM) Los Angeles, Calif.—Granted mod. of license to change main studio location and remote control point.

KGMI-FM Bellingham, Wash.—Granted cp to decrease ERP to 16 kw, increase ant. height to 2340 ft., change trans. location and make changes in ant. system.

WMSL Decatur, Ala.—Granted mod. of cp to change type trans.

KRPM (FM) San Jose, Calif.—Granted extension of authority to remain silent for period ending Nov. 30.

■ Following stations were granted extensions of completion dates as shown: WDOK Cleveland, Ohio, to Dec. 26; WNIA Cheektowaga, N. Y., to Oct. 15; WPPA Pottsville, Pa., to Nov. 7; WNOG Naples, Fla., to Dec. 15; KMLB Monroe, La., to Oct. 15; KVAS Astoria, Ore., to March 3, 1963; WTDOD Toledo, Ohio, to Dec. 15; KLZ Denver, Colo., to Dec. 27; WISZ Glen Burnie, Md., to Feb. 8, 1963; WCBS New York, N. Y., to March 1, 1963; conditions; WNBC New York, N. Y., to Feb. 23, 1963; conditions; KWNS Pratt, Kan., to Dec. 3; WSLC Clermont, Fla., to Nov. 1; WHGB Harrisburg, Pa., to Oct. 1; WOLF Syracuse, N. Y., to Dec. 21; WPTV (TV) North Pole, N. Y., to Nov. 1.

Actions of Aug. 23

KPOB-TV Poplar Bluff, Mo.—Granted license for tv station.

KAOR Oroville, Calif.—Remote control permitted.

WLOV (FM) Cranston, R. I.—Granted extension of authority to remain silent for period ending Dec. 31.

WYNK Baton Rouge, La.—Granted extension of authority to remain silent for period ending Dec. 31.

KTIX Seattle, Wash.—Granted extension of authority to remain silent for period

ending Dec. 31.

■ Following stations were granted extensions of completion dates as shown: KXEX Fresno, Calif., to Oct. 15; KLAY-FM Tacoma, Wash., to Oct. 15; KRIS-FM St. Louis Park, Minn., to Feb. 11, 1963; WFTL-FM Fort Lauderdale, Fla., to Nov. 15; WSIU (FM), Carbondale, Ill., to Oct. 31; KACE-FM Riverside, Calif., to Oct. 1; WROW-FM Albany, N. Y., to Feb. 25, 1963; WCTM (FM) Eaton, Ohio, to Nov. 15; KAEL-FM Dallas, Tex., to April 1, 1963; KXEL-FM Waterloo, Iowa, to Jan. 2, 1963; WZIP-FM Cincinnati, Ohio, to March 1, 1963; WCBP (FM) Catonsville, Md., to March 10, 1963; KSGM Chester, Ill., to Nov. 15; WTTH Port Huron, Mich., to Feb. 20, 1963; WDGW Minneapolis, Minn., to Oct. 15; KFBC Cheyenne, Wyo., to Oct. 15; WDLC Port Jervis, N. Y., to Oct. 1; KMAS Shelton, Wash., to Oct. 15; WVIP-FM Mount Kisco, N. Y., to March 3, 1963.

■ Granted cps for following new vhf tv translator stations: Rangely Area Tv Assn. on chs. 11, 9 & 7, Staley and Goeder, Colo., to translate programs of KSL-TV (ch. 5), KUTV (TV) (ch. 2) and KCPX-TV (ch. 4), all Salt Lake City, Utah; Meeker Area Tv Assn., on chs. 2, 9, 7 & 11, Piceance Creek, White River Canyon, Meeker and rural area and Wilson Oil Camp, Colo., KUTV (TV) (ch. 2), KCPX-TV (ch. 4) and KSL-TV (ch. 5), all Salt Lake City, Utah.

Actions of Aug. 22

KGFX, Ida A. McNeil, Pierre, S. D.—Granted assignment of license to Black Hills Radio Inc.; consideration \$50,000.

WRSC & WSER, Suburban Bcstg. Corp., State College, Pa. and Elkton, Md. respectively—Granted relinquishment of positive control by L. Edward Pamphilon through sale of stock to Glenn L. Musser,

Howard S. Frazier Inc. and Harry J. J. Bellwoar.

WORM & WBOL, Savannah Bcstg. Service Inc., Savannah and Bolivar, Tenn.—Granted relinquishment of positive control by W. L. Barry through sale of stock by W. L. Barry and C. H. Walker to Neal B. Bunn.

WSBT-AM-FM-TV, The South Bend Tribune, South Bend, Ind.—Granted transfer of control from Franklin D. Schurz, executor of estate of F. A. Miller, to Franklin D. Schurz and Franklin D. Schurz Jr., trustees of F. A. Miller Testamentary Trust.

KCMO-TV Kansas City, Mo.—Granted license covering change in type trans. (main trans. and ant.).

KRGV-TV Weslaco, Tex.—Granted license covering change in type trans. and re-describe trans. and studio locations as LaFeria and Weslaco, both Texas, respectively.

KVOA-TV-Tucson, Ariz.—Granted license covering use of old main trans. and ant. as auxiliary trans. and ant. at old main trans. site.

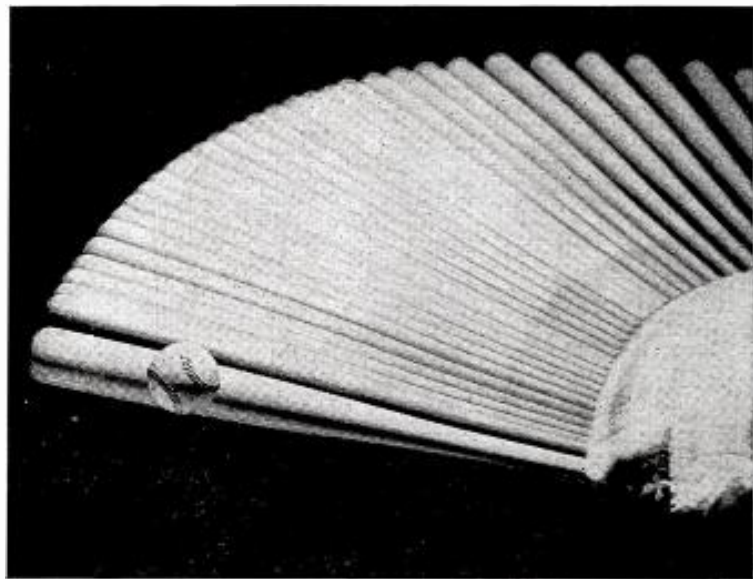
KBES-TV Medford, Ore.—Granted cp to change type trans.; ERP 30.2 kw vis. and 15.1 aur.; ant. height to 2269 ft.

■ Granted licenses for following tv stations: KACB-TV San Angelo; KRET-TV Richardson, both Texas.

■ Granted licenses covering changes in following stations: KVOA-TV Tucson, Ariz. (main trans. and ant.); KHOA-TV Hannibal, Mo.; WKRC-TV Cincinnati, Ohio, WLOS-TV Asheville, N. C. (main trans. and ant.); KBTV (TV) Denver, Colo.

Action of Aug. 20

KWYR Winner, S. D.—Granted change in remote control authority.



WORLD SERIES ON COLOR TV DURING BIGGEST COLOR WEEK EVER!

World Series Baseball . . . the most colorful sports spectacle of them all will be the big feature during ALL COLOR WEEK, October 1-6. Color all week . . . every morning, every afternoon and every night right up to sign-off. In short, it'll be the biggest, most colorful spectacle in TV history. Color TV is running up some big scores, and it can win some big ballgames for you, with movies, cartoons, variety, sports, drama and news specials. Inquire today from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: MU 9-7200, Ext. RC 388. Ask for the new brochure "Color Television Facts."

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
 - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE 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—Sales

Local radio salesman. Start base pay plus commission up to \$15,000 income now available. Major 5 kw in Indianapolis market. Box 391P, BROADCASTING.

Have an immediate opening for an experienced professional salesman. Unlimited opportunity for permanent position and attractive financial arrangement for the right man. Write WOIA-AM & FM, Ann Arbor, Michigan.

Expanding substantial group seeks man capable completely revitalizing mismanaged, but potentially excellent station. Considering acquisition two good stations needing top grade management in N.E. U.S. Strong local sales experience an absolute must. Managerial function principally sales. Good medium markets. Possible stock incentive. Rush resume, snapshot, recent earnings, Box 405P, BROADCASTING.

Central Pennsylvania sales-minded manager, single station market. Salary plus liberal percentage. For details write or call John S. Booth, 264-7121, Chambersburg, Penna.

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.

Sales

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.

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.

Salesman. Good pay for good experienced producer. Good future. Contact Station Manager, WBUX, Doylestown, Pa.

Salesman. Dominant station major midwest market. Must be creative, aggressive and intelligent. A real hustler. Good background. Potential \$18,000.00 upward for right man. Box 189P, BROADCASTING.

Buffalo area station has opening for self-starter capable of taking over department. Further opportunities for right man. Box 185P, BROADCASTING.

Salesman for Indiana station. Prefer experience but will consider good air salesman announcer that would be interested in breaking into full time sales. Our employees are aware of our need. Write Box 359P, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Immediate opening salesman. Salary, commission. Send snapshot, experience, references. KCHJ, P. O. Box 1000, Delano, California.

This is a sincere effort to find a young man experienced and GIFTED in radio sales (and with some announcing ability) who will be able to develop to become manager of WSIV at Pekin, Illinois. It is the only radio station in a thriving, growing city of 30,000. Present owner who has managed station since going on the air in 1946, and who has shown a healthy profit each year, will train young man. Salary \$125.00 a week during training period first year, then minimum of \$125.00 a week plus 10% of profits as manager. Persons applying should be one who naturally is thrifty; and it should NOT be a young man who eats the frosting off his cake first. Give details of education, experience, health of self and family. Successful applicant may have opportunity to share ownership in new venture. Apply only if you are 1) gifted in sales, 2) young, 3) can announce some, 4) civic minded, 5) have at least two years college. Box 403P, BROADCASTING.

Opening for salesman with rapid promotion for right man. Send full details to P. O. Box 1050, Roanoke, Virginia.

Excellent opportunity for two—top sales manager, and good salesman. South-southeast preferred. Air mail full story, Don Mitchell, Drawer G. Northside Station, Atlanta 5, Georgia.

"Major market—competitive market. Seven AM and two FM radio stations. Only three or four real salesmen selling broadcasting in town, and we have one of them but need one more. If you have ever announced do not apply. Must be married, obligated and want to make more than just a living. We do not want more than two salesmen but both must be salesmen, not order takers, draw artists, excusers, copy or technician artists, program directors, no advertising agency experience. All we want is a Number One, self-starting salesman. Do not apply unless you are a salesman because no one will be fooled. The man doing the hiring knows nothing but sales and can tell a phony. Over 92,000 billing at 15% commission awaits the man that can triple this billing. Write direct, sending photo, story of self and family and sales record, to Sam E. Pendleton, P. O. Box 20,000, KSET Radio, El Paso, Texas."

Announcers

Immediate opening for experienced announcer in Illinois chain of good music stations. Rush air check, resume, and salary requirements to, Jerry Collins, Box 7, Alton, Illinois.

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 184P, BROADCASTING.

Top Chain continually on lookout for top airmen with format experience. Believable personality and creativity important qualifications. To be considered send tape and resume to Box 834K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

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, WESB, Bradford, Penn.

Combination announcer-engineer opening for south Texas station. Good opportunity for advancement. Send tape and full details in first letter. Box 334P, BROADCASTING.

Wanted, early morning DJ, with ability to do good news job. Chance for rapid advancement for right man. 5,000 watt day-timer in central plains area. Send tape, resume and picture to Box 347P, BROADCASTING.

Announcer first phone, no maintenance. Booming Gulfcoast, modified top 50 operation, strong on news. Good salary with expanding southern company. Send tape and resume to Box 349P, BROADCASTING.

Announcer-salesman, experience. East Coast. Box 384P, BROADCASTING.

Southern Illinois small market looking for man experienced in sports play-by-play and news gathering-announcing. Box 375P, BROADCASTING.

Versatile personality man wanted for morning announcing shift at settled good music station in large modern, pleasant Illinois city. Only highest quality showmanship will do, for top salary plus bonus, permanent future, with increases, best working conditions, send tape and complete resume, salary expected and references. Strictly announcing. No writing or sales. Box 379P, BROADCASTING.

Number one station in large metropolitan Illinois city, not Chicago. Will pay top salary plus bonus for versatile, creative announcer-1st phone combo man, morning shift. Established good music station, best working conditions, permanent future with increases, ideal community. High quality showmanship a must, time and temperature men need not apply. Please send tape, resume, references. All tapes will be returned. Box 378P, BROADCASTING.

Experienced first class licensed announcer. Box KK, Twin Falls, Idaho.

Pennsylvania. Experienced personality announcer or announcer/newsmen. Adult music with strong editorial policy. Salary commensurate with ability. Send tape, resume, salary requirements to Tony Curtis, WRTA, Altoona.

Experienced announcer for Texas network station. Do not send tape. Box 393P, BROADCASTING.

Mature, adult announcer, capable of presenting intelligent programming. Immediate opening in rapidly growing, major Ohio market. Box 396P, BROADCASTING.

Wanted. Experienced announcer. Prefer family man. Can also sell. References required. Contact: Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Help Wanted—(Cont'd)

Announcers

Immediate opening news, announcing position. Need versatile, experienced man. Send tape, complete resume, photo to, WMIX, Mt. Vernon, Illinois.

Announcer, 1st phone, no maintenance, heavy on announcing. Better music station . . . good salary. Contact Bob Donnelly, P.D., KX-RX, San Jose, California.

Wanted. Combo announcer-engineer (2). Announcer-salesman. Pay commensurate with experience and ability, for station returning to the air with new ownership. Send audition, resume and photo to Casey Heckman, WITE Radio, c/o general delivery, Brazil, Indiana.

"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.

Announcer with pleasant, resonant, voice; will consider limited experience, graduate; western Penna.; send tape, photo, resume; will return tape. Box 356P, BROADCASTING.

Immediate opening for staff announcer on southern regional. Need a man with good music knowledge, programming to adult. First phone man is preferred but will consider others. Box 355P, BROADCASTING.

Happy bright yet mature sounding d.j. Modified top 40 operation. Experience in d.j. work, newscasts a must. Send tape, excellent conditions. Box 358P, BROADCASTING.

News director, mature, pleasing voice, needed for upstate New York 1,000 watt station. Must be able to gather, write, and deliver local news; editorials. Good pay. Send tape and resume. Box 360P, BROADCASTING.

Negro disc jockeys wanted. Good spiritual and jive men. Ambitious, experienced air personalities can earn good pay. Must be able to do live, imaginative, exciting show and pitch commercial effectively. Send full details and audition tape. Box 372P, BROADCASTING.

Immediate opening for staff announcer. Send tape and salary requirements to Stan Gallup, Manager, KGFL, Roswell, New Mexico.

Experienced, mid-day, authoritative announcer for 5,000 w good music NBC station in hunting, fishing, skiing area. Box KK, Twin Falls, Idaho.

We need you! Bring your first phone and join up. Adult music station wants news and sports conscious man. Call Bob Taylor, WDLR, Delaware, Ohio, 363-1107.

Opportunity, married staff announcer. Outstanding experience. KFRO, Longview, Texas.

Technical

Chief good on maintenance other opportunities for man with other talents. Solid station in Great Lakes area. Box 186P, BROADCASTING.

"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.

Help Wanted—(Cont'd)

Technical

Wanted—chief engineer for 1000/250 station, upper midwest, college town. Good opportunity. Box 331P, 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.

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.

1st class engineer. Real worker, experienced, aggressive. Capable fully maintain apart, one daytimer, other DA-N. Live pleasant lake Michigan city. Excellent ing two Michiman stations forty miles salary plus car expenses. Family man. Rush resume and snapshot, recent earnings to W. H. Rich, 150 E. 61st Street, N.Y.C.

Immediate opening for chief engineer, WVOS, Liberty, New York. Write or call H. Borwick, Phone Liberty 1690.

First class radio engineer with experience. Contact Manager, WTSI, Hanover, N. H.

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.

First ticket engineer for 1000 watts day in southern Maine. Write or call: John A. Carlson, WSME radio station, P. O. Box 1220, Sanford, Maine. Phone 2464 or 2465.

Wanted: First class engineer-announcer. Excellent starting pay. Reply in detail to P. O. Box 4232, Chattanooga, Tennessee.

First phone engineer with announcing experience or willing to learn. Contact manager, WERL radio, Eagle River, Wisconsin.

Production—Programming, Others

Radio Newsman wanted for major independent in major midwest market. Must have solid education, experience and ability to handle news desk or on-the-spot situations. Send personal information and tape to Box 346P, 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.

Wanted: Experienced continuity writer. Send samples, background. Top pay for right person. Immediate opening. WLAS, Jacksonville, North Carolina.

Help Wanted—(Cont'd)

Production—Programming, Others

KWTX, Waco, Texas, needs good all around local newsman. Must be able to gather, photograph, write, and present local news on television and radio. Prefer applicants from Texas, but will consider others. Send tape, resume, references to: News Director, KWTX, Waco, Texas.

One of America's top radio stations energetic, enterprising and experienced news director needs immediately. If you can get the news first and air it colorfully and factually, send tape, resume and picture to Frank Page, KWKH, Box 1387; Shreveport, La.

Girl for traffic and continuity. Send complete information to Radio KCOL, P. O. Box 574, Fort Collins, Colorado.

News reporter/photographer wanted . . . must be experienced writer. Motion camera experience helpful, not absolutely necessary. Will consider newspaper or extensive radio news background. Apply immediately News Director, WCIV (Charleston, S. C.) Highway 703, Mt. Pleasant, S. C.

Situations Wanted—Management

Manager-sales manager-successful national-local sales experience in top 10 market. Seeks more challenging position with growing organization. Young, aggressive. Family, BS and MS degrees. Willing to invest. References and resume available. Box 16P, BROADCASTING.

12 years radio-television looking for either PD or managerial position in tv or adult radio station. Southwest or west coast. Box 343P, BROADCASTING.

Does your competition seem to have you beat? Then be first in your market with latest top 40 releases. All artists, all labels. 10 day trial, no obligation. Write, T. R. Productions, Inc., 830 Market, San Francisco, California.

Successful manager, strong sales. Mature. Thoroughly qualified. Want complete responsibility southeast, \$10,000. Box 304P, BROADCASTING.

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 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.

Husband-wife management team (employed) will trade experience and \$2,500 for management and percentage-ownership. Small market station, south-southwest. Box 400P, BROADCASTING.

General manager. Broad knowledge and experience. Strong program, sales, FCC, editorials, image. Ability to create exceptional public image of integrity. Excellent references. Forty-five, married, reliable, creative, honest. Reputation as clean operator. Good revenue growth history. Full responsibility. Minimum \$12,000 plus. Jerry Bassett, 378 Yosemite Drive, Pittsburg, California. Phone 432-7710.

Management problems? Successful former owner 49 can invest. West or southwest preferred. Box 380P, BROADCASTING.

Looking for management challenge. Record speaks for itself. 18 years experience. Box 354P, BROADCASTING.

Is your body (station) suffering from weakness in the adrenal glands (sales dept)? For quick recovery (booming sales), insured safety—replace with new type organism (me)! High powered, well oiled, functions perfectly. Will transmit necessary ingredients (creativity) to right parts of body for strength and stability. Box 200P, BROADCASTING.

Situations Wanted—(Cont'd)**Sales**

Sales promotion, research, advertising, publicity problems solved by this veteran of 10 years New York radio and tv experience. Now seeks immediate new avenue to put this well-rounded background to work. Forceful, effective copy. Complete sales approach. Looking for permanent spot, but free lane assignments welcomed. Box 382P, BROADCASTING.

16 years sales experience. But not in radio. Desire experience in announcing/dj and sales. You teach me basics of trade. I'll get sales. 39 years old, married. Looking for permanent position. Good voice, diligent worker. West, north, midwest or S.E. area. A. J. Robillard, 2051 Steven Forest Drive, Dallas 8, Texas. WH 8-9724.

20 years radio, sales, continuity, quality voice news and commercials. first phone. 14 years at present location. Consider \$7,500.00 to \$10,000 west coast preferred. Box 366P, BROADCASTING.

Salesman—newscaster. Desires position in northeast. Creative. Personable. Extensive experience. Box 344P, BROADCASTING.

16 years sales experience. But not in radio. Desires experience in announcing/dj and sales. You teach me basics of trade. I'll get sales. 39 years old, married. Looking for permanent position. Good voice, diligent worker. West, north, midwest or S. E. area. A. J. Robillard, 2051 Steven Forest Drive, Dallas 8, Texas. WH 8-9724.

Announcers

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 602M, 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.

Announcer/engineer. First phone, directional experience, one year experience in announcing looking for job in south or southeast. Available September 1, 1962. Box 276P, 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.

Air personality, tight production. Seek opening with growing station away from N.Y.C. Available beginning September 1, (non-Caucasian). Box 290P, BROADCASTING.

If you are a large station playing good music and paying large salaries for good announcers and are in need of one, I would like to hear from you. Seven years experience. Station must also be one that offers a great deal of respect and security. Box 332P, BROADCASTING.

Announcer seeks position in east. Married. One child. TV experience. Box 333P, BROADCASTING.

Announcer dj. Experienced. Tight production, dependable, veteran. Will relocate. Anxious to settle in nice community. Box 335P, BROADCASTING.

Announcer, newscaster, will also do sales, tight production, go anywhere, willing to work, like chance to prove himself. Box 337P, BROADCASTING.

Situations Wanted—(Cont'd)**Announcers**

Jazz jockey. All nite personality. 6 years radio. Available now. Box 338P, BROADCASTING.

Announcer/dj. Swinging modern sound. Cheerful. Competent. Young. Experienced. References Box 340P, BROADCASTING.

Position wanted in major top forty market. Two years experience tight board. Box 357P, BROADCASTING.

Hold everything! Here I am. Young, alert, dependable, married, announcer/dj. Tight board. Will relocate. Box 361P, BROADCASTING.

Available now-experienced continuity writer. Will travel anywhere. Resume and facts on request. Box 364P, BROADCASTING.

3 years experience Ohio station. Want midwest, now available. 29 married, articulate, permanent, am/fm, references. Box 367P, BROADCASTING.

Have first, will travel. All night spot fine. Run tight board. Prefer middle road. \$100 week minimum. Light maintenance work. Box 345P, BROADCASTING.

Announcer, dj, pleasant tight board, authoritative news: wants steady job. Box 353P, BROADCASTING.

Have earphones will travel. 4½ years radio, go anywhere. d.j. news, not a floater. Small town preferred. Gar Kron, 1053 74 Street, Brooklyn 28, N. Y. Phone Terrace 7-0146.

1st phone announcer, dee jay, newsman, salesman. No maintenance. Glen Barr, Atwater 5-4603, Dyersburg, Tennessee.

Mature announcer, good pop and adult music format. Age 41, single, stable individual, good character, familiar with hard work. 3 years experience 5 hours per week. Presently employed. Desires full time opportunity in midwest or immediate south. References. 3rd phone. Operate own board. Box 93, Florida, Indiana.

Metro tvpe voice available September 1st, Ohio. Dial Akron 535-6328.

New owner reducing staff seeks top forty. References: ability. Ed Briley, 3710 Cambridge, St. Louis 17, Missouri.

Top rated late night man. Dreamy pop music and jazz. Box 381P, BROADCASTING.

Beware! Musical madman on the prowl. This is a declaration that I am a wild, energetic, first phone swingin' jock . . . whatever that proves. I don't know what you want in a jock, but I am willing to do handstands atop the EG building, swim a thons in Lake Spivey in December, or just about anything the boss says. I also run a catchy disc show. Currently in the middle road format . . . gotta get back to rock. News . . . love it. Money . . . love it too. Security . . . even more than cash, but don't bother relying for less than a century per week to start. Will be ready to hit air two weeks from this Thursday. Incidentally, I am interested in any market, as long as it's exciting Atlanta. Wouldn't mind becoming keeper of the midnight keys. To pick up your pulse, grab me. Box 368P, BROADCASTING.

Announcer d.j., excellent sound, dependable, tight board, production; veteran, will relocate. Box 385P, BROADCASTING.

Experienced dj, top 40 or other. No floater, prima dona. Box 378P, BROADCASTING.

Medium to large markets-top rated comic personality with most successful station in five states. Professional, experienced. Young, educated, original. Best references. Box 369P, BROADCASTING.

Situations Wanted—(Cont'd)**Announcers**

Attention central midwest: good, experienced and employed announcer. Draft exempt, healthy, family—all information on request. Making as much as possible at current station. Box 371P, BROADCASTING.

Versatility where it counts. I have it, you can too. Tight board and any approach, light, bright morning, night. Atrocious punster, great copywriter, handle production, programming. Looking up to upstate New York. Box 373P, BROADCASTING.

Experienced dj, top 40 or other. No floater, prima dona. Box 378P, BROADCASTING.

Experienced dj, loaded with gimmicks for top 40 or N 'N' R. Box 388P, BROADCASTING.

Announcer. 1st phone, strong on news, sports, available Oct. 1st. No locale pref. Box 389P, BROADCASTING.

Three years commercial radio, tv with first phone. Good at news. Family, up-tempo adult or country music. Midwest preferred. 500 minimum. Box 395P, BROADCASTING.

Colored, three school dee jay. Run controls, authoritative delivery. Excellent news, and dee-jay. Will relocate. Box 398P, BROADCASTING.

Relocate near N.Y.C., age 31, 4½ years experience. Family man. Box 399P, BROADCASTING.

Graduate of broadcasting school Wants first job to exercise potentials of authoritative newscaster, who operates tight board. Third class FCC permit. Negro. Speculators see other ads. Box 401P, BROADCASTING.

First phone announcer. 7 years experience sports, production and copy. Richard McHargue, Trenton, Missouri. Phone EL 9-3071.

Announcer 1st ticket. 14 years experience pop and country. Southeast preferred. Mike Paxton, KTMC, McAlester, Oklahoma.

Desires to learn news. 1st phone. 3 years broadcasting. Larry Gray, 800 Bloomington Road, East Peoria, Illinois. 699-0840.

First phone dj, four years experience in all phases of radio including pd, working Chicago wants permanent position in midwest. \$130 minimum. John Miner, 612 Hinman, Evanston, Ill., UN 4-5649.

Small sports minded station, I'm just the guy who can handle your play by play, also sales and d.j. work. Robert Fouracre, 68 Oak Ave., Northboro, Mass. Phone EX 3-8255.

What a combination! First phone and limited announcing. Ready to combo. Charles Clark, 3309 Ridgeoak, Farmers Branch, Texas.

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.

Where I hang my first phone is home. Would like to learn your engineering. Chuck Bishop, 4017 Parkside Drive, Dallas, Texas.

Experienced engineer with excellent voice and delivery. Single . . . 37 . . . desires immediate change. Will take station with engineering problems. Box 392P, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Young experienced radio and television engineer from midwest looking up and ahead. Desires position as chief engineer of radio or television. Will combo. Willing to relocate anywhere for right opportunity. Box 402P, BROADCASTING.

Production—Programming, Others

Top flight newsman, now heading four man news department in heavily competitive 900,000 market, any news delivery. Lives, breathes, sleeps news. Experience in every phase of news broadcasting. Editorials, remotes, interviews, debates. Five years college graduate. Married. Specify if hard or soft sell news delivery. Box 182P, BROADCASTING.

Original tv childrens personality-writer-producer offers 10 years of successful programming in major market to progressive west coast or southwest station. If you are interested in a sensitive, sincere, saleable childrens show with two personalities for the price of one, write for video tape. Box 342P, BROADCASTING.

Director, producer, writer, announcer. 4 in 1 premium package. 7 years experience, available now! Box 171P, BROADCASTING.

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.

TELEVISION

Help Wanted—Technical

Chief engineer for small New England television station. Television maintenance experience necessary. Fine future, congenial surroundings. Write Box 228P, BROADCASTING.

Leading New York Agency wants man with strong background in Local Station Live and Tape TV Production plus Sales Promotion and Client Contact experience. Extensive traveling required. Send detailed resume and salary requirements. Box 348P, BROADCASTING.

Future opening—television newsman. WJXT, Jacksonville, Fla. Writing, filming, on-camera. Send SOF or VTR with first reply. \$225 Mo., start, benefits.

1st phone, studio-transmitter duty. Open immediately. Reply or call Vern Totten, Chief Engineer, KXLF TV, Butte, Montana.

Immediate opening for first class tv transmitter engineer. Maximum power VHF. RCA equipped. Previous transmitter experience desirable, but not requisite. Salary dependent on background. Edward M. Tink, Director of Engineering, KWWL TV, Waterloo, Iowa.

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 college graduate. Salary commensurate with experience. Attractive company benefits. Send resume and recent photo to Box 281P, BROADCASTING.

TELEVISION

Situations Wanted—Sales

Experienced, successful research executive has the creative flair and instinct for good promotion that makes facts sing. Former newspaper columnist and big-agency copywriter—trained in the tough disciplines of serving blue ribbon clients. Hep in marketing—creative persuasive presentations have delivered billing totaling millions. Currently serving well-known research service. Formulates own plans, designs questionnaires for pretest, writes and delivers the final reports. Excellent boardroom and platform personality. Sense of humor, a hard worker, no ulcers. No tedious shotgun "resumes" at this point please—but full documentation and references upon meeting. New York area only. Box 210K, BROADCASTING.

A A A availability experienced tv-ren 10 years. Currently selling top agencies. Seek unusual opportunity Box 159P, BROADCASTING.

Announcers

Attention central midwest: good, experienced and employed, radio announcer. Draft exempt, healthy, family—all information on request. Objectives-TV experience and better salary. Box 370P, BROADCASTING.

10 years tv, Childrens/weather personality, completely versatile staffer. Hard sell/soft sell. \$9500 minimum, or salary talent. Married. Box 184P, BROADCASTING.

Technical

Engineer, some experience. Desires promotional move, anywhere. Larry Grav, 800 Bloomington Road, East Peoria, Illinois. 699-0840.

First phone, presently temporarily as studio engineer. Prefer east. Box 394P, BROADCASTING.

Production—Programming, Others

Top flight newsman, new heading four man news department in heavily competitive 900,000 market, desires advancement. Lives, breathes, sleeps news. Any type delivery. Experience in every phase of news broadcasting. Editorials, remotes, interviews, debates. Five years, college graduate. Married. Specify if hard or soft news delivery. Box 182P, BROADCASTING.

Advertising Agency

20 years successful experience with national companies and as account supervisor with advertising/public relations agencies. Previous responsibilities in broadcast, insurance, drugs, utilities, financial, appliance, fashion fields. Strong in administration, leadership, initiative, creative direction. Thoroughly proficient in the effective use of all media; in planning, executing and coordinating marketing programs. Age 44, married, will relocate anywhere. Reply Box 383P, BROADCASTING.

WANTED TO BUY

Equipment

Tektronik 524D or AD oscilloscope. Send information and price to Video Engineering Company, Riggs Road and First Place N.E., Washington 11, D. C.

Problems got you? Located in Ohio, Penna, Delaware, Maryland, Virginia, North Carolina etc., market 25,000 to 100,000. Want to sell? All replies acknowledged. Private group of advertising executives. Box 365P, BROADCASTING.

Wanted to Buy—(Cont'd)

Equipment

Complete equipment for high power UHF-TV station including mobile equipment. WIBF-TV, Jenkintown, Penna. Area code 215, TU 7-5400.

Will buy or lease used tv remote units, fully equipped, with or without tv recorder. Box 325P, BROADCASTING.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

One used Gen or Sync Lock. Call Jack Schuster, WSBA-TV, York, Pennsylvania, Phone 2-5531.

One used Gen or Sync Lock Call Jack Schuster, WSBA-TV, York, Pennsylvania, Phone 2-5531.

Wanted by our clients. B & W distortion meters and Oscillators, also test and measuring equipment. Ariel Electronics, Box 725, Sag Harbor, N. Y.

WANTED TO BUY

Stations

Small market station in pleasant community with good economic base. Immediate action, confidential. Box 397P, BROADCASTING.

For Sale

Equipment

McKensie 5 channel cartridge unit, Model 5CPB. Good condition including 30 cartridges and remote control \$595.00. Sparta Electronic Corporation, 6430 Freeport Boulevard, Sacramento, California.

Gates 101 Tape Unit. Needs cleaning and adjustment. Holds 101 Sparta Electronic Corporation, 5430 Freeport Boulevard, Sacramento, California.

Gates FM1-B transmitter to best offer. With tube two crystal ovens, low pass filter and power supply—insertor chassis for two SCA units. Excellent condition, used 18 months. Box 350P, BROADCASTING.

Trade or sell 5 Bay Ch. 5 superturn style tv antenna. Want TIC-1105, WA-21 or equivalent video sweep generator, and good audio oscillator suitable for proofs. Contact Frank D. Tefft, Head Engineer, CMETV, Central Michigan University, Mt. Pleasant, Michigan.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-9258.

"Cartridge Tape Machines for sale. All brand new Collins ATC. Two PB 190's, one AB 190, one AB 160, one PB 150, plus walnut floor console for 150's. PB's—\$400.00, AB's—\$275.00. Contact Roger Miller, 1717 East 32nd Street, Davenport, Iowa, or phone: 324-3670."

RCA 25 kw UHF Filterplexer for RCA TTU-25B Transmitter, tuned for Channel 17. Condition used, less RF loads, but otherwise like new. Unit consists of two 12.5 kw plexers. Phone: Sterling 2-1145. W. P. Williamson, Jr. WKBN-TV, Youngstown, Ohio."

Collins 300G-250-watt transmitter excellent condition, extra tubes and antenna tuning unit \$500.00. Collins 26W Limiting amplifier, good condition \$100.00. Chief Engineer, WHLI, Hempstead, N. Y.

For Sale—(Cont'd)

Equipment

For sale: RCA 1000 watt fm transmitter, model No. BTF-1C. Crystal units and spares for 102.9 and 103.9 mcs. All spare parts and tubes on hand. Approx. 180 feet. RG 19-ICoax. Asking price \$2,800. Come and get it. Box 336P, BROADCASTING.

5820 orths as is or tested sold cheap, W.E. 230 consoles, monitors, transmitters, cameras, SPL's, Box 404P, BROADCASTING.

2—892R transmitting tubes, \$100.00 each, less than 500 hours service. WAAV Radio, Huntsville, Alabama.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Company, Box 31, Temple, Texas.

Thermometer, remote electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Television camera kit, easy to build step by step instructions, suitable for Ham TV, educational, industrial, medical uses. Craftsmen Instrument Labs Inc., 60-30 34th Ave., Woodside Long Island, New York.

Altec 331-B limiter, used, meter missing, will pass proof, \$150.00, F.O.B. T. Dudas, Box 215, Doerun, Ga.

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 21 1/4" x 23" x 61". 300 ohm R.F. input. Audio output—Phone plug 8 ohm, or low or high impedance. Also internal speakers. External video-input normal 1.4 volt coax connector. Box 167P, BROADCASTING.

Two complete TK-31 RCA field camera chains in perfect condition, missing only tripods. Box 239P, BROADCASTING.

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.

Xmission Line; Teflon insulated, 1 1/4" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3527.

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 180-180 thousand. Need 110 thousand for 10-15 years, buy-leaseback, long term mortgage, SBIC, etc. Reply Box 321P, BROADCASTING.

Miscellaneous

Comedy! Days, "Dates and Data" is a collection of patter, bits, one-line fillers, program ideas, etc. Current sample \$3.00—Show-Biz Comedy (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

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 Gilham Road Kansas City 9, Missouri.

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, 2803 Inwood Road, Dallas 35, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St. Chicago 4, Illinois.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Elkins training now available in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instruction. Elkins Radio School of New Orleans, 714 Masonic Temple Building, 333 Saint Charles Avenue, New Orleans, Louisiana.

Be 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. Fall course starts November 6.

Six weeks courses in FCC first phone license, and in Announcing. Nine months courses in Chief Engineer, Program Director, Owner-Manager. Guaranteed training and placement service since 1947. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

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

BROADCAST SALES ENGINEER WANTED

ITA is again looking for qualified sales engineers. This is the fourth time we have run this ad. Each time we have done so, we have selected a number of aggressive broadcast engineers who are now engaged in a successful career of selling.

We are looking for people with a strong technical background in AM, FM and TV who are confident they can represent and sell ITA equipment. Position requires responsible individuals capable of handling a lucrative territory. A good salary plus incentive and travel expenses are provided to the qualified applicants. Applications will be accepted from all parts of the country. Send resume to Box 376P, BROADCASTING.

Announcers

PROVEN RADIO PERSONALITY WANTED FOR TORONTO

Aggressive and progressive AM station, rising fast in a market area of two million, looking for a daytime personality with a record of reaching people. Must know popular music; no Top-40 types need apply. If you can help us, we can help you get to Canada. Good opportunities for freelance Radio and TV commercial work. (Toronto is #3 market for Radio-TV production in North America). Top salary for top man. Send picture, resume, and tape audition or air check to Box 263P, BROADCASTING.

Production—Programming, Others

COPYWRITER TO CREATE LOCAL SALES

If you like to write and produce radio copy that sells, and have a record of success, here's your opportunity to make it pay off for you. We are building local sales fast in Metro Toronto, a market area of two million, and we need a guy or gal who can support an aggressive sales force with client-pleasing copy, sales-clinching auditions. Send sample copy and tapes of your commercial work, plus resume to Box 362P, BROADCASTING.

TELEVISION Help Wanted

Management

WXIX-TV CHANNEL 18

Looking for a hard hitting commercial manager, for hard sell station. Right man must believe in future of UHF. We do have great plans! Must have proven record in local and national sales approaches. Salary and incentive. Call Station Manager, Lawrence Turet, Broadway 2-1818 or send complete details 1st letter, in care of Schroeder Hotel, Milwaukee, Wisconsin.

Production—Programming, Others

TOP-TEN TV STATION

Wants Television On-The-Air Newsmen; Off-the-Air Working Newsmen. If you eat, sleep and live News—if you are an experienced and dedicated News journalist—if you have had executive experience in supervising a TV News Department **YOU ARE OUR MAN!!** Prefer attractive, mature (40-ish) person of rugged appearance. Must be willing to travel (Presidential Conferences, etc.). Major top-ten Eastern market. Send Videotape or SOF, plus resume and references to:

**Box 330P
BROADCASTING**

TELEVISION

Situations Wanted—Announcers

TWO TOP PERSONALITIES

Man-woman team, over 30 years combined TV-Radio-Shobiz experience. Both sing. Both do interviews, features, news, weather, and outstanding commercial job. Currently working in top ten market, but desire change. Can build successful variety show for you.

Box 339P, BROADCASTING

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

Miscellaneous

Need height in your space requirements? We have an area 10,000 square ft. by 24 ft. high (actually 2 floors) with up to 25,000 ft. of normal height space on the same floor. Prime location, Grand Central area, reasonable rentals . . .

**KOMMEL & ROGERS
Attorneys**

475 Fifth Ave.
N.Y.C.
Mu 9-5566

**Colorful
RADIO MARKET SHEETS
and
COVERAGE MAPS**

Address Radio Dept. on your letter-head for FREE information and samples.

EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

You'll get action with humorous production commercials ready to be adapted for your accounts provided in monthly editions on a subscription basis; now available for a limited time at only \$20 for 3 months. Send for free samples: Frost Continuity Service, 1211 S. Georgia, Mason City, Iowa.

Business Opportunity

WANTED: \$25,000 CAPITAL

To expand personalized public relations business of 7 years standing. Write for details.

Box 269P, BROADCASTING

Radio company stock available for merger or part of deal with another station. Has substantial carry back loss.

Box 406P, BROADCASTING

INSTRUCTIONS

EMERSON COLLEGE

Fully accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 81st year. For catalog write: Director of Admissions.

EMERSON COLLEGE
303 Berkeley St., Boston 16

**RADIO
TV
SPEECH
THEATRE**

INSTRUCTIONS

SIX WEEK COURSES

- a, FCC first phone license
- b, Announcer, Disc-Jockey

NINE MONTH COURSES

- d, Chief Engineer
 - e, Program Director
 - f, Owner-Manager.
- Guaranteed training and placement. Our graduates are working in all categories.

Write for school catalog
KEEGAN TECHNICAL INSTITUTE
"Since 1947"
207 Madison, Memphis, Tenn.

FOR SALE

Stations

Southern Arizona Full Time Single Market Station \$8,500 down—\$75,000 Good Potential—Qualified Purchasers Only. Address Owner

Box 351P, 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

KILOWATT DAYTIMER \$20,000

Single station southern market with 20,000 in county. Building and property not included but can be rented for \$100 on long lease or purchased reasonably. Requires experienced buyer with minimum of 29% cash. Easy payout.

CONTACT TOM DILLAHUNTY

Texarkana, Arkansas
22-3771

Tenn	single	daytime	\$120M	terms
La	small	fulltime	79M	29%
Ga	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.

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.
DEEP SOUTH: Metropolitan market. Daytime. Specialized programming. Absentee owned. Billing average \$5,000 monthly. Asking \$50,000 with \$10,000 down to qualified purchaser.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

“Film does the unusual!”



SPARKLE! SPARKLE! SPARKLING BEAUTY: A Procter & Gamble proposition for its product ZEST, beautifully demonstrated through the stopping power of *high-speed* photography (128 frames per second). Possible only through *precision camera work*. Best with Eastman high-speed film for the negative. Plus Eastman print stock to bring all the quality inherent in the negative to the TV screen! *Two steps—negative, positive—each of vital importance to sponsor, network, local station, viewer!* *For further information, write*

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division, 342 Madison Avenue, New York 17, N. Y.

Midwest Division, 130 East Randolph Dr., Chicago 14, Ill.

West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, Calif.

For the purchase of film, W. J. German, Inc. Agents for the sale and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

ADVERTISER: Procter & Gamble, Inc. (ZEST)
AGENCY: Benton & Bowles, Inc. PRODUCER: Filmways, Inc.

OUR RESPECTS to Harry Trenner, Western Division director, RKO General Broadcasting is the beneficiary of multiple-station operation

If pioneering is the best way of life, as many believe it to be, then Harry Trenner is twice blessed. For he has pioneered in two fields—radio and television—and more exciting fields for pioneering would be hard to imagine.

Harry started in radio in the early days as a station salesman and got in on the ground floor of television as head of the radio-tv department of a New York advertising agency. Today, as director of the Western Division of RKO General, he is deeply enmeshed in both radio and tv, responsible for the overall operations of two radio stations, KHJ Los Angeles and KFRC San Francisco, and one tv station, KHJ-TV Los Angeles.

Fourth Generation ■ It was natural that Mr. Trenner should do his pioneering in advertising, for he is a fourth generation advertising man. His great grandfather was, as Harry puts it, “a combination of General Outdoor and Douglas Leigh, British style. He put up the first outdoor spectaculars in Picadilly Circus; you know, those glittering signs you see in the English movies on tv’s late, late show.” Harry’s grandfather published children’s health magazines (“something like *Parents Magazine*”) and Harry’s father worked on those magazines too, until 1923, when he moved his family to Philadelphia and went into the theatrical advertising business.

Harry, who had been born in London, March 9, 1907, and educated at Haberdashers School, a venerable institution founded by the haberdashers guild in the middle ages, found America and American ways easy to take, particularly that new thing called radio. In 1931 he started as a salesman at WNBF Binghamton, N. Y., and when he left 10 years later he was sales manager. Meanwhile, he served on the first NAB sales managers committee, a forerunner of Radio Advertising Bureau and the industry’s first attempt at helping radio stations to develop new business.

In 1941, Mr. Trenner moved from station to network sales, with the Mutual Broadcasting System, but after two years at MBS he left the selling side of radio to join the buyers as radio director of William H. Weintraub & Co., a major Madison Avenue agency. In due time he became vice president in charge of radio and, in the late 1940s, added “and television” to that title.

Bottling It Up ■ “Those were exciting times,” he recalls. “Everything you did was an innovation because there hadn’t been time for anyone to try it before.

We had a client—Anchor Hocking Glass Corp.—that was introducing a no-return glass beer bottle and wanted to know how tv could help. We decided that one way would be to get the breweries using the new bottles into the act as co-sponsors of the show. We also decided to try out an idea of mine that people would look at tv after 11 p.m. if they had something interesting to watch. So we bought the hour from 11 to midnight on NBC-TV and then had a devil of a time persuading the stations, who’d been playing the national anthem at 11 and shutting down for the night, to stay on the air for an extra hour.

“After the stations were lined up, Pat Weaver, then head of tv programming at NBC, put together a show called *Broadway Open House*, the first of the late evening casual music-and-comedy programs that eventually became the *Tonight Show*. When the Anchor Hocking people pulled out after 18 months because they couldn’t keep up with the demand for their bottles, late evening time was an established part of the tv time-table.”

Back to Broadcasting ■ When the Weintraub agency was sold and became Norman, Craig & Kummel, Mr. Trenner went back to Mutual as vice president in charge of sales and a member of the board of General Teleradio, which had become the owner of the network. But again he stayed only a couple of years with the network, re-



RKO General’s Trenner
A fourth generation adman

signing in 1955 to manage two stations of his own, WFEC Miami and WRNY Rochester, N. Y. A few years later, he sold WRNY and, in a joint venture with Nathan and Peter Straus, purchased WBNY Buffalo. Then he sold his interest in WBNY to the Strauses and went to Miami to devote his time to WFEC.

“I figured I’d spend a few hours a day at the station and the rest of the time playing golf or on the beach, which sounded like a great idea at the time. But like lots of great ideas, it didn’t work out too well and the end of 1960 found me back in New York at RKO General, formerly General Teleradio, getting reacquainted with the organization and preparing to move to Los Angeles as head of sales development for its West Coast stations. I made the move in January 1961. Since then my title has changed to division director, but the three stations are still my primary responsibility.”

Good and Popular ■ Mr. Trenner manages KHJ himself, keeps a sharp supervisory eye on KHJ-TV and KFRC, but allows the station managers pretty much of a free hand in their daily operations, within the framework of company policy.

Mr. Trenner is firm in his belief that multiple-station operation is one of the best things that can happen to broadcasting. “At RKO General I’m responsible not only to our listeners and viewers, but to some 200,000 stockholders as well. The kind of programs our Los Angeles and San Francisco stations put on the air reflects on not only their image but that of RKO General, Aerojet General and General Tire & Rubber Co. General Tire is the Cadillac of the tire business and its corporate image is an important asset which the programming done under my supervision can burnish or tarnish. Here, I never have to do the expedient thing to meet the payroll or pay for a new piece of equipment, as a small station operator is sometimes tempted to do, and I know because I’ve been a small station operator myself. If what I do here lands me on the FCC carpet I’m jeopardizing not one but 11 licenses.”

Harry married Florence Shapiro in 1933. Their son, Douglas, 23, graduated from Ithaca College in June and is now in the executive training program at WOR New York, the fifth Trenner generation in the advertising business. And Harry is counting on Marc, his six-month-old grandson, to make it six.

Toward a new FCC

PRESIDENT Kennedy intends to remold the FCC and with it revamp the present philosophy of regulation of broadcasting.

The first move came last week with the nomination of E. William Henry, 33-year-old Memphis attorney, to succeed Commissioner John S. Cross, 57-year-old Arkansan. Mr. Henry, who describes himself as a "liberal southerner," worked for the Kennedy ticket in 1960.

The second opportunity for a new appointment is the replacement of Commissioner T. A. M. Craven whose term does not expire until next June 30 but who reaches the retirement age of 70 in January. It is reasoned that President Kennedy could ask him to accept appointment to the new Satellite Communications Corp., without loss of retirement prerogatives, and thereby create the opportunity for making a second Democratic appointment.

Actually, the nominee to fill the Craven vacancy will be President Kennedy's third appointee to the seven-man FCC. His first was the ebullient, phrase-making chairman, Newton N. Minow, who assumed office 18 months ago. Although some of his colleagues have speculated on his imminent return to private law practice, our notion is that he will stick around awhile, particularly if he can get the kind of colleagues who will vote with him. He has found himself in the minority on almost all policy judgments.

Several developments point toward a reorganization, even though nothing official has emanated from the White House. Yet the official closest to the President—his Attorney General brother Robert—has spoken. A month ago he told a Senate committee that there is need for the appointment of "better commissioners." His comment came after there had been charges of FCC laxity, particularly in its regulation of AT&T. Attorney General Kennedy agreed to the chagrin of Chairman Minow who was in the same hearing room considering communications satellite legislation.

Mr. Henry seems to meet the Kennedy specifications. He is young, liberal and an original Kennedy worker. It is significant too, in the light of Attorney General Kennedy's observations, that he was notified of his appointment by Senator Estes Kefauver (D-Tenn.). It was Senator Kefauver who led the filibuster against the administration's communications satellite legislation as an enormous "giveaway" to AT&T.

Whether or not Mr. Minow stays, it appears certain that President Kennedy will have his majority on the FCC before the 1964 presidential elections. Mr. Minow had opposed the reappointment of Commissioner Cross. With the confirmation of Mr. Henry it is presumed he can count on three votes—his own, that of Commissioner Robert T. Bartley, and Mr. Henry. The fourth Kennedy vote would appear assured in the appointment of the successor to Commissioner Craven.

It bodes no good for licensees.

Now space censorship?

IT WAS reassuring last week to hear that the White House seems to be backing away from a recommendation for creation of a new federal office to act in the field of international television.

The White House position was reported to Rep. Perkins Bass (R-N.H.) after he had asked President Kennedy to make public a memorandum submitted by Tedson J. Meyers, administrative assistant to FCC Chairman Newton Minow. Mr. Meyers' report has never been released, but its contents have been widely reported (BROADCASTING, Aug. 27). Ac-

ording to Rep. Bass, a White House official told him the Meyers report "had no standing in the government" and that "no agency is being contemplated that would supervise programs being transmitted overseas." At his news conference Wednesday, the President said he had never heard of the Meyers report.

The question of program supervision had been raised in the Meyers report itself. Although Mr. Meyers had disavowed any intention to advocate a system of program control, his report did pose the question whether criteria ought to be established to judge the content of American programs seen overseas. At this point, a discussion of Mr. Meyers' intentions is unimportant. The point is that he proposed a new office in the State Dept. that would write regulations to govern international television transmissions originating in the U. S. We need to know no more than that to decide that no such office is needed.

The State Dept. already possesses the power and the facilities to negotiate with other governments in the allocation of international frequencies. Once frequencies have been assigned, it is up to an existing agency, the FCC, to distribute them to American broadcasters. This is the system that has been in effect since the beginning of broadcast regulation, and it has worked satisfactorily. The development of methods of international television transmission is no reason to change the regulatory establishment. Radio has been international for decades, although that fact seems to have been forgotten by those who see in international television a sudden reason for government controls.

American television interests are already heavily engaged in the export of television programs and the development of television broadcast operations abroad. These enterprises have been undertaken without special government help. Since they have been welcomed by the countries that have been involved, there is no need for U. S. government restrictions to "protect" other nations against the unwanted intrusion of U. S. television. Nor will these circumstances be changed by the introduction of satellite transmission. As Robert Sarnoff, NBC chairman, has said (BROADCASTING, Aug. 27), satellites are only another method of distribution.

It is our guess that the publicity accorded Mr. Meyers' report has all but queered its chances of serious consideration. We must agree with him that the growth of television as an international medium offers a wide new world of opportunity. We cannot agree that it also offers an argument for the invention of new government agencies to make work for bureaucrats and mischief for broadcasters.



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