Spot TV's selling tempo building to record fourth quarter .................. 29

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COMPLETE INDEX PAGE 7
This is a typical Dallas advertiser who has placed a schedule on KVIL. Color his wagon red and full of green money. Color his suit expensive. Color his pockets full of green money. Color his feet red from running back and forth to the bank with his green money. Color his eyes red from staying up late and counting his green money. Color his lips red from smacking as he looks at his green money. You won't need any other colors except maybe gold for his fillings—if he has any.

*If you missed the first or second or third printing of KVIL's Coloring Book for Radio Time Buyers, or insert #1, write for a FREE copy to radio station KVIL, 4152 Mockingbird Lane, Dallas 5, Texas.

**KVIL... top station among Dallas' highly mobiles.**
Baltimore's Best Informed Adults Listen to WCBM Radio!

WCBM newsmen—first on the scene—first on the air! WCBM's alert staff of legmen cover the city and state in depth... keeping in touch with fast-moving developments. Result: a long record of notable news beats! No wonder adult listeners depend on WCBM for the latest news!

WCBM's reporting of local news... plus CBS network news features... combine to give adult listeners the most complete radio coverage of local, state, national and international news.

News—a vital area of WCBM's adult-level programming—is another of the many reasons why the best-informed adult listeners in the Baltimore metropolitan area prefer WCBM Radio! Reach these adults and you reach the people with money to spend in this vigorously expanding market!

WCBM
A CBS Radio Affiliate
10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Md.

National Sales Representative
Metro Broadcast Sales
A Service of Metropolitan Broadcasting

Broadcasting, September 10, 1962
THERE IS ALWAYS A LEADER, and WGAL-TV in its coverage area is pre-eminent. This Channel 8 station reaches not one community, but hundreds—including four important metropolitan markets. Channel 8 delivers the greatest share of audience throughout its wide coverage area. For effective sales results, buy WGAL-TV—the one station that is outstanding.
Dodd sniffing again

Sen. Thomas J. Dodd (D-Conn.) is ready to crank up his investigation of sex and violence on tv for new hearings early next year. No final decision has been made, but he says he has seen and heard enough of new tv programs to feel ’63-’64 season is likely to be “no better” than last year—which means he doesn’t think programs’ quota of sex and violence has been sufficiently reduced.

If continued viewing by Sen. Dodd and his investigators bear out early impressions, he is expected to set date for January. Previous subcommitte inquiry, which ended in May (BROADCASTING, May 21), stretched over 12-month period and produced number of headline-making public sessions. At that time Sen. Dodd expressed hope new season would see drop in such programming, which he regards as factor in increase of juvenile delinquency.

McClay to Gannett

Announcement will be made any day of appointment of John L. McClay, assistant to Westinghouse Broadcasting Co. President Donald H. McGannon, to executive post in broadcasting division of Gannett newspapers, with headquarters in Rochester where Gannett owns WHIC-AM-TV. (Other Gannett stations are WINR-AM-TV Binghamton; WENY Elmira, N. Y.; WDAN Danville, Ill., plus pending acquisition of WAVY-AM-TV Norfolk.) Mr. McClay, 44, managed WBC’s WJZ-TV Baltimore from 1959-1962 and previously had been general manager of WBC’s KYW-TV Cleveland.

315 action unlikely

Because congressional incumbents don’t want to risk “changing rules in middle of the game,” there’s little likelihood of action in waning days of current session for liberalization of political section (315) of law, according to Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee. Senator is author of one bill which would again waive equal time requirements in presidential and vice presidential elections. Other measures range from outright repeal to lifting of requirement in presidential, senatorial and congressional campaigns.

Next January, when elections are two years away, Chairman Magnuson feels, would be propitious time to launch all-out campaign for remedial legislation. Legislators then could accept repeal proposals in relaxed manner when they’re not confronted with their own campaigns for re-election.

Forgotten section?

Censorship or not, some FCC zealots are relying on little known section of FCC rules to impart authority to exercise control over tv programs which may be transmitted via satellite communications. Sec. 3.788 of FCC rules provides that licensees for international stations shall render programming “which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation. Any program solely intended for, and directed to an audience in the continental U. S. does not meet the requirements of this service.”

While FCC official said last week that satellite communication will be licensed as “international broadcasting,” he failed to observe that rule was adopted when private licensees were operating all international short wave stations—before advent of Voice of America. Moreover, satellites are not “stations” but are relays equivalent to tall towers.

Satellite still Hill issue

Although communications satellite bill is now law (BROADCASTING, Sept. 3), it’s not likely that Congress has seen last of controversial issue. Many members of Senate and House have reservations about details of proposal, and went along with form in which it passed only to assure enactment of “something” this year. Filibuster by Senate liberals opposed to private-ownership principle, although failing to kill bill, had effect of preventing consideration of amendments in Senate and House. But with Communications Satellite Act now on books, senators and congressmen who feel measure could be improved are sure to offer amendments in next session of Congress.

Cross repercussions

Official Washington is wondering about political repercussions President Kennedy may face because of manner in which FCC Commissioner John S. Cross was dumped. He had solid support of Arkansas delegation plus influential members from other states.

Argument isn’t with his successor, E. William Henry, but with White House handling of appointment. This has been variously criticized as “inexcusable,” “reprehensible” and “inhuman,” with predictions that last hasn’t been heard of case.

Form fitting

What to do about new programming reporting forms for license renewals still is problem plaguing FCC. Commission discussed radically new approach by Commissioner Frederick W. Ford (BROADCASTING, Sept. 3) at last week’s meeting but reached no decision. Broadcast Bureau as well as commissioners, oppose Ford proposal and special session has been scheduled Sept. 24. New forms have been on agenda for two years but seven members have been unable to reach compromise.

Meyers to etv practice

What will Tedson J. Meyers do now that he has “resigned” as administrative assistant to FCC Chairman Minow, which happened after White House repudiation of his suggestion for control of television programs sent abroad via satellite? Mr. Meyers, who had worked closely with NAB President LeRoy Collins’ assistant, John L. Perry, as sort of junior Minow-Collins brain trust, has evinced extreme interest in educational tv. Mr. Perry, last June, left NAB to set up his own public relations consulting firm. Attorney Meyers may do same in legal end, it’s presumed.

Tv sex bills ignored

Two bills aimed at prohibiting Washington, D. C. radio and television stations from broadcasting programs containing excessive sex, violence or obscenity are being given quiet burial in House District subcommittee. Bills (HR 9686 and HR 9648) haven’t even been considered by subcommittee since hearings on them closed last month (BROADCASTING, Aug. 6), and chances are they won’t be before Congress goes home. That’s word from Rep. John Dowdy (D-Tex.), subcommittee chairman and author of HR 9686. Bills would provide criminal penalties for Washington, D. C., stations broadcasting programs emphasizing crime, violence or sex, or containing obscene language.
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 P.M
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
Washington, D.C.
An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.
Spot television sales are booming and may make fourth quarter the best ever; this on top of record spot activity last year at this time. BROADCASTING looks at fall business vanes. See . . .

**RECORD FALL TV SALES . . . 29**

Dedicated New Frontiersman, loyal Democrat. That's FCC commissioner-nominee. Bill Henry sees the administration way, all right: if industry doesn't improve programming, government should act. See . . .

**FCC NOMINEE IS 'LOYAL' . . . 38**

Four Minneapolis tv stations face $500 fine apiece because, FCC says, they didn't identify sponsor of special Sunday-closing law message. Vancouver am cited $2,000 for ID failure. See . . .

**TV STATIONS RAPPED . . . 56**

Lawyers talk about permitting tv cameras into court and government proceedings, all the while squinting into battery of film lights. Pro-broadcast arguments countered by recording session. See . . .

**LAWYERS SEE FILM COVERAGE . . . 42**

Radio needs more "enthusiastic" salesmen, should supply more "qualitative" information, learn more about agency business and stop downgrading the medium. That's Rx by agency and rep men at New York meet. See . . .

**NEW YORK 'FUN' AND 'FORUM' . . . 66**

Two station representatives merge to form one of top ten in field. Venard, Rintoul & McConnell joins with Torbet, Allen & Crane in spot radio-tv station representation firm. See . . .

**VENARD HEADS MERGED FIRM . . . 74**

McLendon cries halt to incursion by FCC into programming and numerical limitations on commercials. Texas broadcaster holds public will benefit from untrammeled free competition. See . . .

**THE NEW MCLENDON . . . 70**

New York's first educational tv station preps for Sept. 16 opening. FCC Chairman Minow and USIA Director Murrow to participate in dedication program. Etv group already in trouble with AFTRA. See . . .

**NEW YORK ETV GOES ON AIR . . . 62**

Meyers resigns as aide to Minow; not connected with overseas tv censorship controversy, is word. Minow chooses John Cushman, assistant general counsel, as replacement but announcement awaits clearance. See . . .

**MEYERS OUT, CUSHMAN IN . . . 46**

Sharpen up on programming, drop melange of mediocrity, Leo Burnett executive tells broadcasters at Chicago meeting. Lists seven objectives for stations in search of marketing and media sense. See . . .

**CHICAGO HEADSHRINKING . . . 68**

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**BROADCASTING**

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $12.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales St., N.W., Washington 9, D.C. On changes, please include both old and new addresses plus address label from front cover of magazine.

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**WEEK IN BRIEF**

Broadcasting, September 10, 1962
JUST ACROSS CONSTITUTION PLAZA!

Number One Hundred Constitution Plaza, a sleek onyx structure of eighteen stories, nears completion a few short paces across Constitution Plaza from Broadcast House. When completed, it will house yet another major Hartford office of the Hartford National Bank and Trust Company, an organization founded in 1792. Like Broadcast House, first of a complex of modern structures to be completed in Constitution Plaza, the Hartford National Bank and Trust Company is playing an important part in the urban rebirth of America's insurance capital by providing further stimulus to an already bustling market.


WTIC TV 3/AM/FM
Hartford, Connecticut

WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INCORPORATED
WTIC AM-FM IS REPRESENTED BY THE HENRY I. CHRISTAL COMPANY
PARTIAL HOLD ON PAYMENTS ASKED

CBS tells court it's necessary if rates are reduced

CBS has asked court to require ASCAP to set aside 20% of CBS' music-licensing payments to ASCAP against possibility that ASCAP rates may be cut 20%.

Motion filed in U.S. Southern District Court in New York notes that while new tv broadcast music licenses with ASCAP are being worked out, rates in effect before Jan. 1, 1962, are being continued on "interim" basis with understanding that any changes made in new rates will be retroactive to first of year.

CBS contends ASCAP distributes its funds to members as funds are received. Thus, its motion argues, if CBS wins reduction in rates, ASCAP may not have enough money on hand to make necessary rebates—unless it is required to set up a reserve. CBS says it's sure it’ll win 20% reduction in current rates and asks that like amount of its payments not only be sequestered but be invested in interest-bearing securities. CBS motion estimates that pending litigation will delay fixing of permanent ASCAP fees until mid-1963.

It reports that in first seven months of this year, CBS paid ASCAP $2.5 million and estimates that, on this basis, its "interim" payments (all since Jan. 1, 1962) will total $4.3 million this year and reach $6.45 million by mid-1963. It also estimates that all three networks and all tv stations will pay $18,850,000 in interim ASCAP fees in 1962 and $28,275,000 by July 1963. Motion continues:

"Should . . . CBS be successful in winning a rate reduction of 20%, ASCAP would owe it $860,000 for the year 1962, and $430,000 additional for the first six months of 1963. On a similar reduction, it would owe the other two networks, $2,910,000 for the year 1962, and an additional $1,455,000 for the first six months of 1963."

CBS' music, it says, is "alarming to CBS' listeners" who have been long-time fans. It says management "recognizes its responsibility to CBS' listeners" and doesn't want to "upset the rhythm of the music".

CBS' petition states that ASCAP "is an organization that, previously, its competitors have been able to agree is a monopoly," but added that ASCAP has been "beaten at its own game".

Mature radio formats urged in Chicago set

Format change just for sake of change in radio today is very risky venture, especially when done to halt sagging ratings or revenues, George Skinner, director of radio programming services, The Katz Agency, New York, warned Friday (Sept. 7) in talk at World's Fair of Music & Sound, Chicago. He urged improvements within format instead, with complete switch last resort like "divorce" (earlier story, page 68).

Mr. Skinner said radio today is in "alarming state of flux" because there is "no pat formula to which to turn." Station which "recognizes a need and fills it will win the loyalty of the audience as well as the support of the advertiser," he said. Pointing to trend of talk formats, he noted "music has not lost its charm, but it has suffered from over-exposure."

Jack Maloy, program director of WNAC Boston, related success of 1960 decision to program for mature tastes with 15 minutes of news in hour plus "quality" music and "generous amount of human voice" in diversified talk shows. He said beffing up of air-personalities' outside reading for self-improvement plus constant quality control has aided WNAC's "radio with a purpose" image.

Rex Davis, director of news and special events, KMOX St. Louis, cited new generation of thoughtful listeners who want to know "why" about many topics. He felt radio too often "has been short-changing its listeners."

GOP makes new pitch for prime fall periods

Network officials were studying Friday (Sept. 7) proposal by Republican National Committee that affiliates be permitted to sell five minutes at end of each program during 8-10 p.m. prime time to major party local political candidates.

In telegram to three tv networks, Republican National Chairman William E. Miller and Sen. Barry Goldwater (R-Ariz.) and Rep. Bob Wilson (R-Calif.), representing GOP senatorial and congressional campaign committees respectively, called attention to current Congressional session extending into October.

"Opportunities for candidates to speak to the voters in practical program lengths, though always limited, will become impossibly inadequate in a short campaign," they said. They said that time periods previously available reach average of less than 10% of electorate per broadcast; in combination no more than 65%. Addition of prime time periods, they added, would make virtually all voters reachable by major candidates.

Previously, GOP had asked networks to clear last five minutes of prime-time shows to be bought by national committee and furnished to local major candidates (BROADCASTING, Aug. 20). Networks begged off on administrative and legal grounds.

COLLINS 'SHOCKED' Says NAB will investigate FCC sanction of 4 tv outlets

NAB President LeRoy Collins said Friday association will look into FCC action in citing four Minneapolis-St. Paul tv stations as liable for fines (see story page 56).

"I don't have all the facts but from those I do have I am frankly shocked at this action," he said. He promised prompt and full NAB investigation to determine what "appropriate action can be taken."

It was reported NAB decided on this course after receiving complaints from Minnesota stations facing $500 fines each for alleged non-compliance with FCC sponsorship identification rules.

Show WDKD no mercy, Bureau replies to FCC

Broadcast Bureau Friday (Sept. 7), recommended FCC show no leniency to WDKD Kingstree, S. C., nor grant its plea for reconsideration of non-renewal of license (AT DEADLINE, Aug. 27).

Bureau rebutted WDKD contention that station wasn't given sufficient advance warning and said station's offenses were more serious than those stations WDKD said had been shown leniency in past.

WDKD presented no evidence or viewpoint in plea for reconsideration which FCC has not considered (and properly rejected), bureau said. No factors mitigate in favor of renewing Mr. Robinson's license, bureau stated.

Title bout to pay tv

Middleweight championship bout between Gene Fullmer and Dick Tiger will be carried on subscription tv in Hartford, Conn., by WHCT (TV) Oct. 16. RKO General Phonovision Co. announced Friday (Sept. 7) it will charge $2.50 for bout. Company arranged for telecast with LLM Productions, which has closed circuit rights to bout, to carry it exclusively in Hartford. There will be no free television of event.

more AT DEADLINE page 10
Local shows critical NY stations informed

Broadcasters were urged to know and program for their communities and to meet needs of audiences at Friday (Sept. 7) windup session of New York State Broadcasters Assoc. convention at Saratoga Springs, N. Y. (see earlier story, page 66).

Robert H. Boulware, vice president, Fletcher Richards, Calkins & Holden, on community involvement panel, suggested stations be concerned less with ratings and which service they use and more with their image as a service medium.

Also on panel, chaired by Don Curran, ABC-owned stations' director of advertising and promotion, were Edwin H. James, vice president and executive editor, Broadcasting magazine, and Dan Bellus, advertising-promotion director of Transcontinental TV Corp. Mr. James urged that broadcasters aim programming to benefit their own communities and not to impress officials in Washington. Mr. Bellus said most important “sale” station can make is to meet local needs.

In windup panel (on Washington scene), James McKenna of McKenna & Wilkinson, Washington law firm, warned of implications in FCC thinking in three areas—new program forms, move to include NAB code in FCC rules, and radio station birth control study. Hollis Seavey, NAB's manager of government affairs, detailed what NAB is doing.

C. James Proud, president and general manager of Advertising Federation of America, New York, resigned Sept. 3. Mr. Proud will remain in post until possibly December, or until successor is named. Resignation is said to be tied to policy difficulty (see story, page 37).

Giraud Chester, who recently rejoined NBC-TV (Broadcasting, Aug. 20), elected vp in charge of program administration. Mr. Chester, who was vp in charge of daytime programming and member of plans board at ABC-TV before returning to NBC, was general programming executive at NBC-TV from 1953-57. After brief period with Ted Bates & Co., he moved to ABC to establish daytime program schedule.

WEEK'S HEADLINERS

<table>
<thead>
<tr>
<th>Kenneth W. Bilby</th>
<th>Lloyd George Venard</th>
<th>Allen Ducovy</th>
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<td>vp in charge of public affairs of RCA, New York, elected executive vp. Mr. Bilby joined RCA in 1960 from NBC where he had been in charge of pr and national advertising, serving five-year period there first as vp and later as executive vp. At RCA corporate level he has overall responsibility in public affairs, advertising and sales promotion, staff vp's activity in Washington, and community relations. Mr. Bilby began his career as copy boy and moved up ranks to become foreign correspondent of New York Herald Tribune, authoring book on Middle East. He served as pr representative for RCA Victor and NBC while with Carl Byoor &amp; Assoc., pr firm, for three years before associating with NBC.</td>
<td>elected president; Alan L. Torbet, executive vp, and James V. McConnell vp and treasurer of new radio-tv station rep firm, Venard, Torbet &amp; McConnell, being formed by merger of Venard, Rintoul &amp; McConnell with Torbet, Allen &amp; Crane (see story, page 74).</td>
<td>vp and director of radio-tv department of D'Arcy Adv., New York, named vp in charge of tv programming, and Eugene A. Petrillo, director of agency's tv commercial department, elected vp in charge of commercial production. Both posts are newly created and are said to be part of expansion of agency's radio-tv department. Mr. Ducovy joined D'Arcy in 1954 as producer. Mr. Petrillo has has been with agency for month and earlier had been with William Eady Co. as vp and account executive.</td>
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Mr. Bilby

Mr. Bilby

Mr. Petrillo

Mr. Ducovy

Mr. Proud

For other personnel changes of the week see FATES & FORTUNES

NY stations informed

Broadcasters were urged to know and program for their communities and to meet needs of audiences at Friday (Sept. 7) windup session of New York State Broadcasters Assn. convention at Saratoga Springs, N. Y. (see earlier story, page 66).

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JFK kicks off UCC

President Kennedy will launch nationwide United Community Campaigns Sept. 16 with five-minute all-network presentation. Session was video taped at White House Aug. 31, with John S. Hayes, president of Post-Newsweek Stations (WTOP-AM-FM-TV Washington, WJXT [TV] Jacksonville), and Lee H. Bristol, chairman, Bristol-McCrosby Co., participating in kickoff. Mr. Hayes is national president of United Community Funds and Councils of America and Mr. Bristol is national campaign chairman.

NBC-TV plans big boost in information programs

NBC-TV will present 50 major news and information specials during 1962-63, representing 25% increase over 40 such programs carried in 1961-62, according to William R. McAndrew, executive vp, NBC News.

Subjects will range from Arizona desert to waters of Nile and from heritage of Shakespeare to full-scale review of communism. News and informational programs will account for about one-fourth of entire schedule next season, according to Julian Goodman, vice president, NBC News, who is supervising production of specials.

RCA declares 25 cent dividend

Quarterly dividend of 25 cents per share on common stock of RCA, payable Oct. 29 to holders of record at close of business on Sept. 21, was announced last Friday (Sept. 7). Dividend of 87½ cents per share also was declared on cumulative first preferred stock for period Oct. 1-Dec. 31, payable Jan. 2, 1963, to holders of such stock at close of business Dec. 17.

10

ROADCASTING, September 10, 1962
We Are Pleased To Announce

EFFECTIVE SEPTEMBER 1

Appointment of

DAREN F. McGAVREN
COMPANY, Inc.

Exclusive National Advertising Representatives

for

WFMJ-RADIO
5000 WATTS

THE WFMJ BROADCASTING COMPANY

Youngstown, Ohio
OVERTURE

The incomparable music of THE BOSTON SYMPHONY ORCHESTRA raises the curtain on an exciting new television season on WNEW-TV. This series of concerts by the internationally famous BOSTON SYMPHONY, under the inspired direction of Charles Munch, will also present world renowned soloists and guest conductors.

ACT I

Drama plays a major role on WNEW-TV.

THE PLAY OF THE WEEK brings the finest of contemporary and classical theatre back to television. Among the works to be seen are TIGER AT THE GATES, THE ICEMAN COMETH starring Jason Robards, Jr., MEDEA with Judith Anderson and THE CHERRY ORCHARD starring Helen Hayes.
From Walt Disney, THE MICKEY MOUSE CLUB, an entertaining daily series of programs for children and their parents. It features the best of Walt Disney's cartoons, adventure tales, circus acts, nature stories, and an array of superb talent. THE MICKEY MOUSE CLUB becomes an important addition to WNEW-TV's highly-honored programs for young people - WONDERAMA, JUST FOR FUN and the imaginative SANDY'S HOUR.

A spectacular array of audience favorites: Dorothy Provine in THE ROARING TWENTIES; the rugged adventures of THE OUTLAWS; SUGARFOOT; THE DEPUTY starring Henry Fonda; 87th PRECINCT; CAIN'S HUNDRED; BOURBON STREET BEAT; THE D.A.'S MAN; THE ISLANDERS; CALL MR. D.; and BRONCO are some of the highly popular programs that add excitement to WNEW-TV.

WNEW-TV's diversity of programming includes OPEN END with David Susskind, highly regarded motion pictures on MOVIE GREATS, the Emmy-honored specials produced by Metropolitan Broadcasting Television and the informative COLUMBIA LECTURES IN INTERNATIONAL STUDIES. The selective taste of WNEW-TV's programming is exemplified by the past season's Peabody Award-winning, AN AGE OF KINGS, and the acclaimed FESTIVAL OF PERFORMING ARTS.
DATEBOOK

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

* Indicates first or revised listing.

**SEPTEMBER**

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


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


Sept. 15-18 — 15th annual conference of Pennsylvania annual meeting at Nittany Lion Inn at State College, Pa. Part of this year’s session will be held under the auspices of the first meeting of the Pennsylvania News Broadcasters Assn.

Sept. 15-18 — Louisiana Assn. of Broadcasters, annual convention and business meeting, Royal Orleans Hotel, New Orleans.

Sept. 15-18 — Louisiana AP Broadcasters meeting in New Orleans.

Sept. 15-17 — Western States Advertising Agencies Assn. dinner meeting at the Sheraton-West Hotel, Los Angeles. A. C. Nielsen Jr., president of A. C. Nielsen Co., will discuss the question: “Can advertising results really be measured?”

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 2550-2800 mc bands to transmit to schools.

Sept. 18 — League of Advertising Agencies, inner meeting at The Advertising Club, New York. “The increasing importance of small and medium size agencies in our industry” will be the topic.


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 and amendment of rules relating to multiple ownership of broadcast properties postponed from Aug. 30.

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


Sept. 21-23 — New England Stereo-High Fidelity Show, Mid-Town Motor Inn, 250 Huntington Ave., Boston, Mass. Admission will be 75c. 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 — Austin Central area AWRT conference, Green Meadows Inn, Columbus, Ohio.

Sept. 21-22 — Southwest area AWRT conference, Sheraton-Dallas Hotel, Dallas, Tex.

Sept. 22 — New applications of video-film and video-tape in defense and aerospace 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 SMTPT at Los Angeles State College (see below). Mr. Steel’s report is based on a survey of tape usage for training in the military and aerospace 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, LeMoor Hotel, Minneapolis.

SALES MANAGER GETS BONUS!

FINDS WHLI* — 4TH LARGEST MARKET IN U. S. — SEPARATE, INDEPENDENT AND DISTINCT MARKET

* Nassau-Suffolk (Long Island) accounts for more Apparel Sales than 35 states and its $3/4 Billion Retail Sales outranks the following major metro markets:

Philadelphia Dallas St. Louis
Detroit Cleveland Milwaukee Seattle
Washington, D.C. Boston Minneapolis
Seattle Houston Pittsburgh
San Francisco Kansas City Baltimore
Atlanta

Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

**10,000 WATTS.**

**WHLI**

**AM 1100 FM 98.3**

**NEMPSHAD LONG ISLAND, N.Y.**

PAUL GODFOSKY, Pres. Con. Mgr. JOSEPH A. LENN, Exec. Vice-Pre., Sales REPRESENTED BY CII-Penna
GREAT INSTITUTIONS
...characterized by leadership

WEST POINT
KWTW
OKLAHOMA CITY

KWTW, OKLAHOMA CITY. Represented nationally by Edward Petry Co., Inc.
POLITZ KNOWS
WHAT LISTENERS PREFER
IN WGY'S 25-COUNTY COVERAGE AREA

With competition from 110 stations, WGY dominates listener preferences. For example, 295,000* feel WGY provides the most reliable and complete news reporting. 265,000* listeners prefer WGY for farm news and market reports . . . and 149,000* specify WGY for programs of interest to homemakers.

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 L. Christal Co. representative.

*Those expressing an opinion.

WGY
810 KC
30 KW
A GENERAL ELECTRIC STATION
ALBANY - SCHENECTADY - TROY

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

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 relocate the microwave bands 6425-6575, 16550-16880 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 Birney 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. 2-5 - 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 lakeshore exposition center, McCormick Place.
Oct. 11-12 - North Dakota Broadcasters Assn. 11th annual convention at The Plainsman Hotel, Williston, N. D.
Oct. 15-19 - Audio Engineering Society, 14th annual fall convention. Leading topics of papers to be presented will be fm stereo broadcasting and modern telephone. 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. Dinkert-Plaza Hotel, Atlanta, Ga.
Oct. 16 - Premium Advertising Assn. of America conference at the Henry Hudson Hotel, New York City. Association ob-
meet VIRGINIA BOOKER...

Model, designer, interior decorator, gourmet cook, business woman and weather girl par excellence!

Virginia Booker with her sunny, bubbling personality greets South Florida’s televiewers each weekday evening at 6:25 and 11:15 during the Evening Report and the 11 O’clock News Service. Whether its cloudy or sunny, the Weather Show with Virginia carries with it a brightness that overshadows “Old Sol”. It’s a saleable vehicle with a selling Channel 10 personality.

YOUR N-R SALESMAN WILL BE GLAD TO GIVE YOU FURTHER INFORMATION ABOUT SUNNY CHANNEL 10’S AWARD WINNING NEWS SERVICES
"It's a great party, Mrs. Williams." The mother in the background is one of the nation's adults, who receive and control 98% of the U.S. income.* In the WBT 48-county basic area, adults receive and control most of the $2,690,786,000 worth of spending money** and WBT radio has the largest number of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more adults...

WBT RADIO CHARLOTTE. Represented nationally by John Blair & Company.

Jefferson Standard Broadcasting Company

*U.S. Dept.of Commerce, **Spring 1961, Area Pulses and Sales Management's Survey of Billing Power, 1960

---

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 11 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!

---

BROADCASTING THE BUSINESSWEEKLY OF TELEVISION AND RADIO 1735 DeSales Street, N.W., Washington 6, D. C.
who buys the most?
young adults buy the most!

young adults buy the most
(drugs and cosmetics...and most
of almost everything)

Young adults (under 50) buy 60% of all drugs and cosmetics. This means that when you buy young adult ABC Radio, you're buying drug and cosmetic advertising geared to the market that buys most of what you sell. That's because two years ago ABC Radio recognized the potent economic force inherent in your young adult market and did something about it. ABC Radio consistently programs for young adults; promotes to young adults; presents to the drug and cosmetic advertiser (and virtually every other advertiser) the most compelling new "reason why" for network radio. It's young adults with Flair, Sports, The Breakfast Club, News and Special Events on ABC Radio. Remember, for drugs and cosmetics, young adults buy the most. Your ABC Radio sales representative will be glad to give you the young adult facts.
OPEN MIKE*

Code ‘pressure’ decrèd

EDITOR: After reading “Will Agencies Buy Code Stations?” (Broadcasting, Aug. 20), I came to one conclusion, that your staff had done a considerable amount of interview work with agencies. I was happy to see the agencies reaction. And, a little bit surprised to see that the NAB would bring this type of pressure to bear on non-member code stations, inferring that stations who do not subscribe to the code are not operating in good faith . . .

This does not mean that these stations do not have high standards. Evidently with all the radio stations that there are in the U. S. and that only 1500 “plus” have been on the list regarding the code, there must be many other people who do not agree with the code. In fact, I would say it runs more than a three-to-one ratio.

I was happy to see that agencies in many instances were not affected by the so-called pressure list of the NAB code.

This is just one broadcaster’s opinion. I feel that my personal moral code and station standards that I have set down in stations in which I financially interested, are as good and, in many cases, maybe better than the NAB code.

—Peter A. Barnard, Vice President, WSPT Stevens Point, Wis.

All that jingles is not gold

EDITOR: In your “Tailored Spot’s Boost Radio Sales” (Broadcasting, Aug. 6) it could be helpful if you notice our obituary . . .

While the substance of that feature was to make the “jingle factory” operations seem like a windfall to the broadcasting industry, there are two facts which would indicate that they may be detrimental to both radio stations and their advertisers.

Fact one: In discussing the *modus operandi* of these producers, you neglected to mention the manner in which their commercials are produced. The musical accomplishment for the singers usually consists of “band tracks,”—a pre-recorded stock recording around which lyrics for a new client are fashioned. These band tracks are generally produced in a non-professional studio with musicians who are willing to work for less than union scale. The vocalists also work for wages below union minimum . . .

Anyone familiar with the music industry will tell you that non-union talent, or talent working under non-union conditions, consists of singers and musicians who are jeopardizing or completely relinquishing their ability to work on union-regulated national ac-
Once upon a time....

there was a little mouse who had no home. One cold winter night, he found his way into a church. And he liked it there very much, because it was nice and warm and safe. So he decided to stay. When the children came to Sunday School, they were delighted to see him. And he soon became their pet. They even gave him a name -- "Timothy Churchmouse"!

Before very long he grew to be so popular, that his fame spread and spread... until one day he became the star of a Sunday School program on WLW-I. And there he lived happily ever after!

"Timothy Churchmouse" is just one of the many WLW-I public service programs. WLW-I devotes over 25% of its air time to more than 150 public service accounts, for which it has received 50 awards and citations in only 4 years on the air. This is a public service broadcasting record and another example of the Crosley Stations' fine tradition of service... of their warm and friendly spirit that has made them good neighbors in their communities.

Our pride and our privilege.

WLW-i Indianapolis

TELEVISION
reaches over 3 million people in 63 Indiana and 13 Illinois counties

The other dynamic WLW Stations

WLW-T WLW-C WLW WLW-D WLW-A
Television Television Television Television
Cincinnati Columbus Radio Television Television
Dayton Atlanta

Crosley Broadcasting Corporation

counts wherein a singer can make over $10,000 on one commercial. It therefore stands to reason that the producers of the type mentioned have less able talent on which to draw.

Fact two: The real asset that firms like these have to sell is salesmanship. However, these firms cannot adequately take the place of an advertising agency or advertising manager when it comes to creating and servicing a campaign that will sell on a consistent basis. Thus, the newspaper-oriented businessman who buys a $3,000 package on his local station through their efforts may watch his $3,000 do nothing for him, or at least nothing compared to what he has been told it would do...

Perhaps, the greatest danger is that the jingle factories represent a trend toward circumventing the advertising agencies through a process whereby media provides its own commercials instead of just the time on which to broadcast them... the industry needs the advertising agency system and it is not wise to undermine it. -- Allen D. Allen, President, Allen/Asher & Assoc., Hollywood.

Customized jingles

EDITOR: Tailored spots boost radio sales... indeed! [LEAD STORY, Aug. 3].

Now I'm just a little guy, working the rural states. But Sound Services Co. of Missoula, Mont., has sold 85 or more customized jingles in nine months. No studio, no musicians, no vocalists; buying my work, flat-rate from jingle houses, selling in excess of $300 each.

... -- Bob Churney, Sound Services Co., Missoula, Mont.

Over the fence

EDITOR: Thank you for your mention of our very successful swimming pool promotion for Salada Tea [FANFARE, Aug. 20]. However, since it was WKBW radio that made these efforts on behalf of Salada, we kind of hate to see WKBW-TV get the credit. Just want to set the record straight.-- Joan Marshall, director of sales promotion, WKBW Buffalo, N. Y.

Gives it the right label

EDITOR: Your editorial "All time is prime" (BROADCASTING, Aug. 6) concurs with KGO-TV's stand taken last June.

Rather than reduce the effectiveness of some time periods by indirectly labeling them "fringe" or non-prime" times, KGO-TV has two classifications, "network prime" and "local prime." We have directed all sales representatives not to use "fringe" (meaning that which is additional to the important element).

This was prompted by increasingly successful campaigns of our advertisers in daytime and late evening broadcasts. These advertisers find that the consumers they wish to reach are viewing television during these times...

... The favorable costs and the ability of television to offer front-page positioning every time with the priceless features of audio and motion makes the entire TV broadcast day prime time.

-- David A. Sacks, vice president, KGO-TV San Francisco.

Air pollution cartoon

EDITOR: This department runs a house organ known as Air Pollution Control News. May we have your permission to reproduce a cartoon panel by Sid Hix, appearing in your magazine [EDITORIALS, July 9].-- Ralph H. O'Donoghue, administration & personnel, City of New York, Department of Air Pollution Control, New York.

[Permission granted, provided credit is given to BROADCASTING.]

"This talk of his on air pollution... it's not another attack on TV programming, is it?"

Counted auto radios in '60

EDITOR: We read with interest your article (Aug. 27) on TRACe, a survey of auto radio listenership. Our agency pioneered in this field of research (BROADCASTING, Feb. 22, 1960) when we formed Auto Audits as a subsidiary research business, to measure auto radio audiences in greater Washington.

Our survey, with a sample of 4,000 drivers for each study, uses trained college students stationed at traffic islands, shopping centers, and gas stations. Only motorists who are listening at the moment of the interview are tabulated.

The analysis covers weekdays and weekends from 6:30 a.m. to midnight, and is broken down into the five different geographic regions within the greater Washington market. An analysis of audience composition is also included. We feel that the auto listener represents an important segment of the radio audience and the previous lack of adequate research in this field constitutes a void in the definitive measurement of radio's impact. -- Doug Bailey, Doug Bailey Advertising, Rockville, Md.
WPEN wins more top awards for news in Associated Press Competition than any other radio station in Pennsylvania...

Results of Associated Press Awards to Radio Stations in Pennsylvania...

<table>
<thead>
<tr>
<th>OUTSTANDING WOMEN'S NEWS</th>
<th>OUTSTANDING COMMENTARY</th>
<th>EDITORIALIZING</th>
<th>OUTSTANDING REPORTING</th>
<th>OUTSTANDING NEWS OPERATION</th>
</tr>
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<tbody>
<tr>
<td>WPEN</td>
<td>WPBS</td>
<td>WCAU</td>
<td>WPEN</td>
<td>WCAU</td>
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<td>WPEN</td>
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</table>

You can't win 'em all, but we believe the above record supports our claim that your commercial gets a pretty good break on WPEN.

WPEN
THE STATION OF PERSONALITIES

REPRESENTED NATIONALLY BY GILL-PERNA, INC., NEW YORK
In Chicago
...the 305-acre Medical Center District comprises $270 million worth of facilities including the nation's largest concentration of hospitals, medical research and education. Shown here, in preparation, is a heart-lung machine in Presbyterian-St. Luke's Hospital where many surgical innovations have originated.

In Chicago

WGN
RADIO

reaches more homes* and cars** than any other Chicago radio station!

*NSI—Feb. & Mar., 1962
**Chicago Auto Radio Audience Survey—1961

---

—the most respected call letters in broadcasting

WGN IS CHICAGO
Radio and tv may be cousins, but they do separate jobs

For about the past 15 years we have been subtly duped into a major and basic misconception about air media. In budgets, in thinking and planning, in giving titles to agency personnel, we have developed a phrase which, upon analysis, is silly. The phrase is radio/tv.

We talk about newspapers, magazines, outdoor and radio/tv. Here are two tremendously important media lumped into one. This is wrong, because radio is not television.

It leads to a serious rationale. It becomes all too easy to think of radio as a poor man's television. It leads one to the false conclusion that if there is only a small budget, he should use radio, and if there is a large budget, he should use television.

The industry should reject the cliche that radio is television without pictures. Quite often a shrewd time buyer for tv makes foolishly unsound radio purchases, and vice versa.

Alike, But Unlike • It is easy to trace the growth of the ubiquitous feeling that "radio/tv" is a single medium. Both media use the air for transmission. Both are regulated and licensed by the federal government. Many radio stations and television stations have single ownership (but, then so do many newspapers and stations).

A large part of the personnel in tv operations grew up in radio. As television came into important usage in the late forties, the agencies found themselves beginning to use it. At that time—but only at that time—it was logical to give the buying and programming responsibilities to the radio director and the radio time buyer.

During the years between the advent of commercial television and now, the two media have become increasingly dissimilar. TV is now rather like radio was in the late thirties. A time buyer in New York can look at a network affiliate television station in St. Louis and make a reasonably good buy because he is essentially buying within or adjacent to shows he knows and has seen. Gunsmoke, for example, is Gunsmoke, wherever it is telecast. In network prime times, the time buyer can even do a decent job of evaluating the competition on other stations in the market. And large sums of client's money are involved in nearly any tv purchase.

The Necessary Changes • But what's happened to radio? As television began to program like radio of the thirties, radio was forced to live through a period of being ignored as a medium. It became necessary for that medium to evolve creative programming policies so that radio would not be television with out pictures. Radio learned to stress its strong points such as news, weather and sports coverage and frequency of broadcast. The personality of each station—voice or image, if you prefer—was an almost direct result of its music policies.

And all this time, new stations kept appearing. While many may argue the point, network affiliation lost much of its value and meaning to the individual station.

Of the four media—newspapers, magazines, television and radio—radio is by far the most difficult to buy with optimum use of the advertiser's dollar. The time buyer cannot live by cost, power and frequency information. Nor can he buy intelligently with that, plus rating information. Because of the programming profile differences, he must match the station to his product, match the audience to the market he is seeking. The confusion is compounded because he finds himself choosing among 10 to 15 stations in major markets. He can only know the right station by its promotional efforts (including those of the national rep).

What's in a Name? • Stations have presumably spent long hours with a thesaurus or a dictionary of synonyms in order to find a cute, appealing or advertise-able word to describe their sound. It seems difficult to find a single word. "Adult?" What does that mean? For rating purposes, it means 19-years-old or over. "Good Music?" Is that heavy Wagnerian opera or Doris Day? "Mature Sound?" Perhaps this means the sound was transmitted in 1940 and left to age. "Rock 'n Roll?" Does this station ever play a song unless it has a two beat and does this include cha-cha which is certainly not "rock 'n roll?"

And so on.

The national rep can only use the material he has and his own innate sales ability. The salesman calling on Mr. Time Buyer from one rep can be expected to be better or worse—rather than exactly equal in sales ability to his counterpart from Rep. Co. No. 2. Therefore, it is vital that the station arm this salesman with various materials which will leave no doubt as to the depth and quality of its news, the amount and acceptance of its sports coverage and a . . . perhaps wordy . . . but completely understandable expression of the station's music policies.

It is the station's and the rep's responsibility to be sure every prospect's understanding of the media situation in a given market is both sophisticated and expert.

Yet, there are quite a few major agencies spending millions of dollars in radio (or should be spending millions of dollars in radio) which do not have any radio specialists on their media staffs.

So advertiser after advertiser continues to avoid radio or misuse it because of its unfortunate grouping with television as some sort of single medium in which radio ends up as the Jim Crow car on the train to successful sales.

Some Do See Clearly • The Radio Advertising Bureau and the Television Bureau of Advertising have done much to define the proper use of each individual medium. Many agencies and advertisers realise that sometimes radio is more desirable and sometimes television is indicated.

But the misconception continues that radio is a cheap substitute for tv when the budget is inadequate for tv.

Agencies and advertisers must get out of the mental rut caused by the phrase or title, radio/television, and develop experienced media and creative people who work across the hall from the television boys and who specialize in radio. It is an industry job for the stations, the reps, the agencies and even the advertisers to learn that because both media go out over the air, this does not mean that one is a second class replica of the other.

Marshall Hawks is vice president and radio/TV director of Emery Advertising Corp. in Baltimore. Prior to joining Emery in 1957, he was an account executive with W. B. Doner & Co., Baltimore, and before that had operated his own agency in that city. From a media, creative and production point of view, he has been closely associated with both radio and television for over 15 years.
RPM! Reach this Powerful Market! 1,115,200 of your customers within the 0.5 MV/M Daytime Contour (using the service standards contained in the FCC Rules)! Why does WELI deliver this market? Responsibility to our audience governs all WELI programming! Results in more sales-power for your ad dollar! Check with H-R. In Boston: Eckels & Co.

WELI The Sound of New Haven 5000 Watts / 960 KC
DON'T BE SURPRISED IF SALES MANAGERS SALUTE IT!

There's a flag flying high over Indiana sales territory... over the Ft. Wayne and South Bend-Mishawaka-Elkhart markets. It's a common banner for a common cause which is shared by a group of related media. TV, AM, FM and newspapers—the aim is the same. Communicate in Indiana.

It's the Communicana Group which rallies round this flag. But don't be surprised if sales managers salute it, too. Hoosier citizens are a loyal lot. They've long pledged allegiance to the individual members of this Communicana Group—and to the advertisers they introduce. Ask Advertising Time Sales, Inc., for the flag-waving facts.

IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne
RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne
NEWSPAPERS: The Elkhart Truth (Eve.); The Mishawaka Times (Morn.)

CALL ATS TODAY!
RECORD FALL SALES FOR SPOT TV

- Survey shows fourth quarter will be better than last year
- Business gain in September reported by 80% of stations
- Biggest markets show most increase; minutes in demand

Spot television sales are moving toward autumn at a quickening clip that promises to turn this year's fourth quarter into a record-breaker.

With relatively few exceptions, television stations across the country report current spot activity surpassing or at worst holding even with its levels a year ago—and the levels a year ago were rated on a scale that started at "good" and progressed to "terrific."

Leading TV station representatives turn in similarly optimistic accounts of both current activity and the outlook for the rest of the year. They temper their reports, as always, with the reminder that business invariably varies from market to market and that while some stations are booming others may be lagging—often for no assignable reason.

The dominantly bullish outlook was found in a Broadcasting survey which canvassed all U. S. commercial stations and informally polled leading station representatives. Highlight of the stations' reports:

- A total of 80% of the respondents said their spot business is running ahead of the pace for last September. Another 7% said sales are now about the same as a year ago. Thirteen percent said sales are off.

- Among stations expressing gains in percentage terms, the average increase was about 15%, this September over last. Individually, gains ranged from 4% to 40%. Other stations reporting increases gave no percentages but said sales were up "moderately," "somewhat," "considerably," or simply "up."

- Gains were most frequent in big markets, a development that seemed consonant with the tendency among advertisers to put first emphasis on major centers. In markets having four or more stations, better than nine out of ten station respondents said spot business now is moving better than a year ago. In smaller markets the number of gainers was closer to eight out of ten.

- The proportion of stations reporting a drop-off in activity was considerably higher among smaller-market stations: 19% of the respondents from one- and two-station markets said their spot business is off, compared with 5% of those in three-station markets and 8% in markets with four or more stations. For the most part, stations reporting declines did not estimate the drop in percentages. For the few who did, it ranged from 4 percent to 30 percent.

- The spot commodity in biggest demand—and shortest supply—continues to be the 60 second availability. With occasional exceptions, the stations reported that one minute positions are at a premium and in many cases nonexistent, especially in prime and fringe evening time and increasingly in daytime. With even fewer exceptions they said that minutes are the length in greatest demand among area clients.

- While 60-second availabilities are dwindling, the returns made clear that agencies are missing unusually good 10- and 20-second opportunities simply by not asking for them. These lengths were rarely mentioned as hard to find. They were even more rarely mentioned...

Commission nominee Henry pays Washington courtesy call

FCC nominee E. William Henry, 33-year-old Memphis attorney, made a "courtesy call" to Washington Thursday and Friday (Sept. 6-7) of last week (see story, page 38). He met briefly with all the members of the FCC, including Commissioner John S. Cross, the man he will replace following Senate confirmation, key FCC bureau and division heads and members of the Senate Commerce Committee.

Mr. Henry, described by an Administration spokesman as "a good, loyal Democrat," thinks the FCC has "broad regulatory powers" over radio-tv which, as a commissioner, he said he would exercise. He did not talk to the President about the FCC post either before or after he was nominated and had no White House appointment last week.

FCC Chairman Newton N. Minow accompanied Mr. Henry to Capitol Hill Thursday and introduced the nominee to Sen. John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee. Parent Commerce Committee Chairman Warren Magnuson (D-Wash.) was out of town.
as being in great demand among advertising agencies.

- After almost a year's experience with the 40-second station break in prime network time, agencies and stations are beginning to develop a pattern for its use: Two 20-second spots back to back, or, as the station's next resort, a 20-10 combination plus a 10-second service message or promo. Earlier studies had found some interest in pairing a 30-second spot with a 10 to fill the 40, but the current study turned up scarcely a mention of the 30 by either stations or reps.

The extent to which 60-second availabilities are feeling the squeeze of agency demand was evident in the stations' reports on sales by type of announcement and by day-part.

Many said their one-minute positions were completely sold out, or within a few percentage points of sell-out, from 6 p.m. to sign-off, and some said this condition prevailed from noon to sign-off. A few reported as high as 90 to 95% of their 60-second positions—in all day-parts—are committed.

Other Periods - Other lengths were somewhat less solidly sold in most—but not all—cases. At least one station reported it is completely sold out in all categories from 6 p.m. to sign-off (in morning and afternoon its sales range from about 3% to 41%, depending on length and time period).

At the other extreme a few stations reported that even prime-time network station breaks were only fractionally sold.

Reports from station representatives were in some respects even more exuberant than those from stations. More than nine out of ten firms said sales pattern was moving ahead more than a year ago. Not enough offered percentage estimates to provide the base for a significant average, but the range of gain was from 10% to 40%. Others described their increases in various ways, from "moderate" to "fantastic."

"This fall will be a sellers' market," said one emphatically enthusiastic rep. He said business is so good that one of his stations "has nothing left to sell."

Better Fall - Others, though somewhat less excited, left little doubt that they expect the fourth quarter to be, as one expressed it, "better than last fall—and last fall was terrific."

This does not mean that nobody sees any problems. One that still seriously concerns reps, as it has concerned them increasingly over the past several years, is the participation or "spot carrier" pattern of selling by networks, which reps figure is keeping or taking millions of dollars worth of business from them each year.

Studies earlier this summer indicated this trend had slowed, so far as prime-time periods are concerned, for the first time in five years (Broadcasting, July 16). But station representatives still regard it as one of their biggest problems, and some say, as one did last week, that it is "the biggest" and "getting worse."

The year's track record to date clearly points toward new high sales figures for the full year. Expenditures for spot tv time in the first six months ran 19.1% ahead of the total for the comparable period of 1961, according to figures compiled by N. C. Rorbaugh and TVB (Broadcasting, Aug. 27).

With network business meanwhile moving almost 12% ahead of its pace for the first half of 1961, authorities find it hard to think that national television sales—spot and network—won't wind up 1962 with a healthy gain over last year.

The current Broadcasting study, one of a continuing series of periodic surveys of business trends at key seasons, found a considerably more favorable outlook than a comparable survey conducted just a year ago.

The findings at the end of summer 1961 showed that the recession-based sluggishness of the first half of that year was past and business was picking up (Broadcasting, Sept. 25, 1961). But where three out of four stations reported gains in business then, four out of five reported gains in the current study. And increases which ranged between 5 and 10% a year ago are in the 15% area now.

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Texaco still No. 1 buyer of tv in its field

Gasoline and lubricant advertisers registered a 26.5% tv billings increase in the first half of 1962, Television Bureau of Advertising reports today (Monday). Their national gross time billings totalled $25,012,104 in the six-month period, compared with $19,722,042 in the like period of 1961.

TVB's analysis of petroleum advertising also noted a shift in the type of tv advertising being used. Network tv billings in the 1962 period were $9,402,104, compared with $8,798,042 last year, an increase of 6.9%. Spot tv billings in 1962 soared to $15,610,000, against $10,924,000 last year, an increase of 42.9%.

The largest individual petroleum advertiser in tv again was Texaco Inc. Shell Oil showed the greatest increase in 1962 billings. Of the top 10 petroleum advertisers, seven showed increases. Nine spent more than $1 million.

In spot tv, petroleum advertisers in 1962 increased their use of announcements sharply, TVB said. Announcements totalled $8.9 million or 57% of the total, compared with $4.4 million or 40% last year. Spot programs, which represented $5.8 million or 53% of the total spot figure last year, represented $5.9 million or only 38% of the total in January-June 1962.

The top ten 1962 gasoline and lubricants advertisers in tv gross time billings:

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Spot*</th>
<th>Network**</th>
<th>Total</th>
<th>Spot*</th>
<th>Network**</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texaco, Inc.</td>
<td>1,322,640</td>
<td>3,664,951</td>
<td>4,987,591</td>
<td>28,610</td>
<td>6,392,238</td>
<td>7,680,848</td>
</tr>
<tr>
<td>Gulf Oil Corp.</td>
<td>1,532,120</td>
<td>2,124,327</td>
<td>3,656,447</td>
<td>205,680</td>
<td>1,415,521</td>
<td>1,621,201</td>
</tr>
<tr>
<td>Shell Oil Co.</td>
<td>2,589,390</td>
<td>972,094</td>
<td>3,561,484</td>
<td>24,570</td>
<td>211,857</td>
<td>236,427</td>
</tr>
<tr>
<td>Socony Mobil Oil Co.</td>
<td>953,560</td>
<td>875,476</td>
<td>1,829,036</td>
<td>776,560</td>
<td>776,560</td>
<td>1,553,120</td>
</tr>
<tr>
<td>Standard Oil (N. J.)</td>
<td>1,229,590</td>
<td>112,597</td>
<td>1,342,187</td>
<td>1,484,970</td>
<td>1,484,970</td>
<td>2,969,940</td>
</tr>
<tr>
<td>Sun Oil Co.</td>
<td>510,510</td>
<td>821,388</td>
<td>1,331,898</td>
<td>103,660</td>
<td>74,970</td>
<td>178,630</td>
</tr>
<tr>
<td>Phillips Petroleum Co.</td>
<td>1,058,080</td>
<td>48,380</td>
<td>1,106,460</td>
<td>248,930</td>
<td>244,930</td>
<td>493,860</td>
</tr>
<tr>
<td>Standard Oil (Ind.)</td>
<td>1,077,440</td>
<td>29,344</td>
<td>1,106,784</td>
<td>1,168,340</td>
<td>1,168,340</td>
<td>2,336,680</td>
</tr>
<tr>
<td>Sinclair Refining Co.</td>
<td>1,082,860</td>
<td>1,082,860</td>
<td>2,165,720</td>
<td>190,840</td>
<td>369,873</td>
<td>560,713</td>
</tr>
<tr>
<td>Pure Oil Co.</td>
<td>757,710</td>
<td></td>
<td>757,710</td>
<td>511,976</td>
<td></td>
<td>511,976</td>
</tr>
</tbody>
</table>

*Source: TVB-Rorbaugh
**Source: TVB/LNA-DAR
Local signposts alone are a poor guide to putting advertisers on the map in the total regional market served by WJXT. You tap all of North Florida/South Georgia with WJXT... and enjoy a “bonus” of 239% more homes per quarter hour outside the Jacksonville metro area. With all 25 top programs in homes reached... with a whopping 85.4% penetration of the market, estimated by TV Digest... all signs point to WJXT!
Commercials in production...

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

Joe Fogg's Products Inc., 104 East 32nd St., N.Y. City.
Kamer Organization (Comes) two 60's, radio station jingles. Agency: Gero & Bierlein Advertising. Joe Fogg, agency prod.
El Graham Produ tions Inc., 516 Fifth Ave., N.Y. City.
Fred Niles Communications Centers Inc., 103 West End Ave., N.Y. City.
American Tobacco Co. (Maryland) four 20's, three 60's, film. Charles Ticho, prod. mgr.


Agency: Lawrence C. Gumbinner, Dirk Content, agency prod.
Trader Manufacturing Co. (Seamst) one 60, one 20, one 10, film. Charles Ticho, prod. mgr.

A scene of fertile Iowa farm lands transforms a Hollywood soundstage into a bit of Iowa's famous Amana Colonies. This was the setting for 6 color commercials used in "World Series of Golf" Sept. 8 on NBC-T.

for Amana Refrigeration Inc. Angela Green was featured in the commercials produced by Jack Renove Productions, Hollywood. MacFarland, Aveya'd & Co., Chicago, is Amana's advertising agency.

Move to keep accounts in Philadelphia urged

A plea has been made that Philadelphia area advertisers stick with their home town agencies. A proposal that such a concentrated effort be made came from David Werman, president of Werman & Schorr Advertising, and J. Leonard Schorr, executive vice president of the firm.

Addressing the Poor Richard Club, the agency executives said an estimated $100 million a year in area advertising is being channeled to out-of-town agencies. To get this money back home they proposed stressing Philadelphia as a "key center of creativity and productivity in advertising."

Philadelphia's Mayor James H. J. Tate announced his support of the program, saying the local offices are "fully capable of serving the needs of our advertisers at any level."

The program would be supported by radio and tv spot announcements, billboards, and newspaper space, Mr. Schorr said.

ABC set's challenge race for daily radio coverage

Labaron Pharmacal Div. of Chas. Pfizer Co., New York, for Bonadettes motion sickness preventative, will sponsor ABC Radio's coverage of America's Cup Races commencing Sept. 15. This is the first since 1938, will be best four of seven series between U.S.'s "Weatherly" and Gretel of Australia near Newport, R.I. ABC will carry three five minute programs of each day's event. Agency: Ted Gotthell Assoc., New York.
"Charlotte's WSOC-TV... past performance makes it a top media buy"
-Anne Benton, Tucker Wayne

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

Broadcasting, September 10, 1962
POLARIS BUYS MILWAUKEE AGENCY

Firm, with $11 million billings, changes hands in stock deal

Klau-Van Pietersom-Dunlap Inc., Milwaukee, which claims to be Wisconsin's biggest agency, with annual billings of $11 million, has been acquired by Polaris Corp. through an exchange of stock, it was announced Thursday by officials of both companies.

The agency becomes a subsidiary of Polaris, a public corporation which is chiefly in the leasing, data processing and real estate fields but also is acquiring broadcast properties. Executives of the agency as a group, become one of the largest stockholders in Polaris, set up in 1960 by Marine Corp., a bank holding company established by the Marine National Exchange Bank of Milwaukee and other institutions.

Polaris owns 50% interest in Producers Inc., which in turn controls four TV stations. Stations are WTVW (TV) Evansville, and 80% of KXGO-TV Fargo, KNOX-TV Grand Fork and KCND-TV Pembina, all in North Dakota.

No Operating Charges = Eliot G. Fitch, president of Polaris, and George J. Callos, president of the agency, said there will be no change in the procedures or operating structure of Klau-Van Pietersom-Dunlap, known as "KVPD," a "call letter" not believed to be in use elsewhere. Polaris stock is traded over the counter. Polaris gave 10 of its shares for each one of KVPD's 2,907 shares. Value of the stock transaction was about $400,000, based on Tuesday's quotations.

Mr. Callos continues as president and chief executive officer of KVPD and will become a director of Polaris. John H. Kelly, vice president and treasurer of Polaris, joins the KVPD board.

Mr. Callos said the move is significant to the advertising field because "one of the traditional evils besetting the business has been the high degree of turnover among creative and administrative people. As a subsidiary of a large corporation, with widely diverse interests and financial resources, we can now offer our employees a degree of stability never before open to agency people." Present and future employes of KVPD can become Polaris stockholders, he said.

Experts Available = Mr. Fitch observed that the acquisition of KVPD "means we have a professional, trained pool of advertising experts available to us and our subsidiaries right now. Had we to seek out this type of marketing talent individually, using standard methods, it would have taken considerable time, money and energy."

In the years ahead, he said, advertising and marketing agencies are "going to grow rapidly." Mr. Fitch noted that "we are entering a period where business of all kinds is going to become more competitive as a result of higher labor costs, pressures from abroad and other factors." The increased competition will demand "newer, more aggressive marketing techniques," he said.

KVPD was founded in 1907. Producers Inc., apart from its broadcast holdings, has numerous diversified interests in midwest real estate, including shopping centers and business properties.

Cosmetic-toiletries buying more spot tv

The value of spot television advertising in the cosmetic-toiletries industries is pointed out in a new study released last week by the Television Division of Edward Petry & Co., New York.

The study, which employs the annual Drug Trade News brand-by-brand expenditure tables, compares the 1956 and 1961 advertising outlays of cosmetic-toiletry companies in leading media. The study points out that spot TV showed the largest increase over the five-year period (74%), followed by network television, up 44%, and magazines, up 30%. Newspaper expenditures declined by 13% during the period.

An analysis also was made of total expenditures for 1956 and 1961 of five broad product classifications—cosmetics, hair products, deodorants, perfumes-bath preparations and shaving products—men's toiletries. Since 1956, only spot TV has increased its share of the budget in all five product categories, the study asserts.

Investment in the industry was reported as follows for 1956 and 1961 respectively: network TV, $51.7 million and $74.2 million; spot TV, $.29.4 million and $51 million; magazines, $29.8 million and $38.8 million and newspapers, $15.7 million and $13.6 million.

Business briefly...

King Korn Stamp Co., Chicago, national trading stamp plan, has prepared full schedule of TV and radio commercials which may be used in local markets by participating stores to promote "Seal of Acceptance" awarded King

Ampex ad by C&W tops KPEN stereo contest

KPEN (FM) San Francisco announces that the Ampex Corp. entry from the Cunningham & Walsh agency's San Francisco office is the winner of its first annual "Stereo Commercial Challenge." Ampex will get 50 free spots for its winning entry.

The second prize went to Cardinet Candy Co., Oakland (U-No Candy) for its entry from Reinhardt Advertising Inc., Oakland. U-No will get 40 KPEN spots. The Constantine & Gardner agency, San Francisco, submitted the third place entry on behalf of Japan Airlines, winning 30 KPEN spots for the airline.

Looking over the winning stereo entry are (l-r) Hal Larson, C&W copywriter; Pete Taylor, KPEN promotion manager; S. Champion Titus, Ampex manager of advertising and sales promotion; Dick Clark, C&W time-buyer, and Wallace Brazeal, commercial manager of the San Francisco station.
Twentieth Century-Fox TV Inc.
is proud to announce that
“CENTURY I”
is now available for local sale

(Thirty major motion pictures for television from
the studios of Twentieth Century-Fox Film Corp.)

“CENTURY I”, is the first important group of films to be released in syndication directly by Twentieth Century-Fox. When you review the titles, casts, and credits, we think you'll agree this is indeed an auspicious first. Film for film, fact for fact, figure for figure, you'll find that “CENTURY I” sets a new standard in features for television. Our sales representatives are on their way to you now with the complete details. Or, if you want to know more immediately, Please call: Twentieth Century-Fox TV.

TWENTIETH CENTURY-FOX TELEVISION, INC.
444 West 56th Street, New York 19, New York—Columbus 5-3320

INTERNATIONAL—Cable Address, CENTFOX NEW YORK

BROADCASTING, September 10, 1962
'Immediacy' commercials work best—Schwerin

Want to make your commercials more effective? Inject "modest notes of immediacy" into them. That advice came a fortnight ago from Schwerin Research Corp., New York. In its monthly "SRC Bulletin," Schwerin said it conducted three tests that showed the early-radio commercial line, "Go now to your neighborhood drugstore."

In one test, the "Bulletin" reported, a commercial urging viewers to use a remedy during the "critical period" at the onset of the ailment did only about half as well as one which referred specifically to "the critical period—the first 24 hours."

In another, the admonition to take a certain remedy "at the first sign of trouble" proved three times as effective as urging that it be taken "as soon as possible." In a third test, a commercial stressing "feel better immediately" worked better than one for the same product stressing "lasting relief."

Schwerin concluded that commercials ought to get these points across to viewers: (1) "do it now (or as soon as possible)"; (2) "it makes a difference if you do it now rather than later"; (3) "now is a definable moment or period in time, not just a vague abstraction."


Union Oil Co., through Smock, Debnam & Waddell, Los Angeles, will sponsor three-hour tv coverage of finals of 36th annual Pacific Southwest International tennis tournament from the Los Angeles Tennis Club, Sept. 23, 1-4 p.m., on Columbus Television Pacific Network. It is the seventh year that Union Oil has sponsored this tennis tournament.

Ballantine & Sons, L&M Cigarettes, Howard Clothes and Great Atlantic & Pacific Tea Co. will sponsor the 14-game schedule of the New York Giants, National Football League team, on WNEW New York, beginning Sept. 16. Emerson Radio Assoc. will sponsor pre-game, half-time, and post-game activities during the season, which runs through Dec. 16. Agencies: William Esty (Ballantine), J. Walter Thompson (L&M), Mogul Williams & Saylor (Howard), Gardner Adv. (A&P) and Robert Whitehall (Emerson).

Grove Labs, St. Louis, has purchased sponsorship in three daytime NAB-TV programs for its new decongestant Bromo Quinine Cold Tablets. The shows are Say When, Here's Hollywood and the new Merv Griffin Show. Schedule will be concentrated from October through March. Agency: Gardner Adv., St. Louis.


Moon Faucet division of Standard Screw Co., Bellwood, Ill., maker of a single-handle line of faucets for kitchen, laboratory and shower use, has started a 13-week campaign using 20-second tv spots on a half-dozen stations "in the heart of the new construction areas" of the West Coast. Cities include Seattle, San Francisco, Phoenix, San Diego, Los Angeles and Portland. A tv theme also is featured in selling aids used by salesmen calling on building and plumbing supply dealers there. The six-market drive was undertaken after successful tests in Phoenix and San Diego. Agency: Buchen Adv., Chicago.

Bristol-Myers Co., through Doherty, Clifford, Steers & Shenfield, and General Foods Corp., via Ogilvy, Benson & Mather, will sponsor Kickoff '62—a College Football Preview, Thursday, Sept 13 (CBS-TV, 8:30-9:30 p.m. EDT).

Allied Chemical Corp.'s fiber marketing department, New York, will use a heavy tv schedule with dealer-tie-ins between Sept. 24 and Nov. 16 to sell carpets made of continuous filament Coprolan nylon. A spot commercial radio campaign will be conducted in the South, Southwest and West Coast.


Ontario Hydro-Electric Power Commission, Toronto, is sponsoring the weekly Official Films program, Biography, on 14 Ontario television stations.

Agency appointments...

- Broadcast Foods Div., John Morrell & Co., Chicago, appoints Geyer, Morey, Ballard Inc., New York, as agency for Broadcast canned meats (corned beef hash, beef stew and others). Media plans will be announced shortly.

- C. E. Johansson Gage Co., Dearborn, Mich., manufacturers of precision measuring equipment, appoints Tanner, Willox & Fairchild as national representative.


- The Abbey of the Genesee, Piffard, N. Y. (Monks' Bread), appoints The Rummill Co., Rochester, N. Y., as agency.


Local dealers get bowling show offer

Zenith Radio Corp. and Firestone Tire & Rubber Co. are advising their local dealers that the manufacturers will pick up half of the tab when the syndicated tv Championship Bowling is bought on local stations. Action of the two national advertisers was announced last week by Walter Schwimmer Inc., Chicago, producer and distributor of the bowling series.

According to Eric Isgrig, vice president in charge of advertising of Zenith, viewer interest in bowling is second only to baseball and football. Schwimmer said tobacco and brewery companies have also shown considerable interest in the program.

This is the first time Zenith or Firestone has offered local cosponsors to buy in a specific series with their dealers in a local area, according to Schwimmer.

Championship Bowling is carried on major market stations; WXYZ-TV Detroit; KTV1 (TV) St. Louis; WOR-TV New York; KJH-TV Los Angeles; KTVU San Francisco; WEWS (TV) Cleveland; and WTAE Pittsburgh.

Overnight Arbitrons offered

Overnight national Arbitron ratings on the tv networks' new fall programming will be available to agencies and networks on a special-order basis, American Research Bureau announced last week.

Reports will be available for any period from 8 a.m. to 11 p.m., starting tonight (Sept. 10), according to Jack Gross, director of agency sales. Rates had not been definitely set last week but were expected to be in the area of $350 or $400 per hour. ARB said orders may be placed as little as 24 hours prior to telecast.
Why KXTV bought
Seven Arts' “Films of the 50's”
Volumes 2 and 3

Says Robert S. Wilson
Vice President and General Manager

When KXTV completed its new 1,549 foot tower increasing our coverage from 453,400 to more than 600,000 TV homes and creating a new 25th largest market in the nation, (third largest on the West Coast) we looked at all of the film product available in order to effectively program for this enlarged audience. Seven Arts' “Films of the 50's” were our choice for the prime time Premiere Theatre on Friday nights. In addition to being excellent entertainment for our new audience they also give us a breath of

new life for the enormous number of features we have

We are sitting on pretty close to 2,500 features. Even with a tremendous inventory like that we couldn't afford to turn down the Seven Arts films.

Seven Arts’ “Films of the 50's”
...Money makers of the 60's

Robert S. Wilson
Vice President and General Manager
KXTV - Sacramento, California

SEVEN ARTS
ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue        YUkon 6-1717
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill.

DALLAS: 5641 Charlestown Drive         ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive     STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West • EMpire 4-7193
Home Delivery from A to...T
(Airlines to Tuxedos!)

Clearly, no advertiser can stand up against competition unless he can move his goods store by store and home by home.

But in a market big as Chicago, “home by home” means 2,100,000 households and 7,000,000 consumers, with 16 billion dollars of annual disposable income!

That’s why advertisers find “home delivery” in Chicago means WIND, the Westinghouse Broadcasting Company radio station.

Why do so many use WIND so regularly: from airlines, aluminum and automobiles...beverages and cigarettes...gasolines, groceries and tuxedos...through the full alphabet of national and local advertisers?

WIND delivers more homes, throughout the Metropolitan Area, than any other Chicago radio station; 31% more adult men and 53% more adult women than the second station (6:00 am-7:00 pm, M-F, per avg. qtr. hr.).

Yet there’s much more to it than cold statistics. It is only through WIND’s vigorous achievements as a community force that it generates its power as a business force, and has become Chicago’s leadership-station.

One sees this clearly in the five dimensions of responsible radio WIND brings into Chicago, briefly summarized as: Community Involvement, Entertainment, News, Personalities and Public Affairs.

Plus a sixth dimension: the contributions to programming and service made possible by the group operations of the Westinghouse Broadcasting Stations.

All six are the hallmark of the Westinghouse stations, whose effectiveness is measured by their impact as prime movers of ideas, goods...and people.
for 40 YEARS

The CALLMARK of QUALITY RADIO in Central New York

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.

NBC AFFILIATE IN CENTRAL NEW YORK
Policy rift behind Proud resignation?

C. James Proud, president and general manager of the Advertising Federation of America, who was re-elected only two months ago (Broadcasting, July 9), announced his resignation last week (Weeks Headliners, page 10). His decision was viewed with surprise by the advertising industry.

Mr. Proud, who has indicated he'll remain with AFA until a replacement is found—or until the year's end if need be—did not reveal future plans. The term of office, to which Mr. Proud, 55, was first elected in 1957, is five years.

It is believed Mr. Proud's resignation is tied in with a current controversy over the position AFA has been taking publicly on issues which affect the advertising industry. AFA, it is pointed out, has been outspoken in its stand which, these critics feel, ought to right fully be assumed by an organization that is more national in character (AFA represents a loose confederation of about 137 local advertising clubs). Mr. Proud last Thursday (Sept. 6) could not be reached for comment on this interpretation.

Mr. Proud started with AFA in 1947 as a field representative, and in 1951 was appointed assistant to the then president of AFA, Elon G. Burton. Mr. Proud was elected to the post when Mr. Burton retired.

Hartz Mountain renews use of film programs

Hartz Mountain Products (bird food and pet supplies) has renewed for the second year, its TV campaign, using United Artists Television Inc. syndicated programs.

The company will continue using TV in the same 11 markets Hartz used last year: New York, Chicago, Los Angeles, San Francisco, Detroit, Boston, Cleveland, Philadelphia, Washington, Minneapolis and Pittsburgh. Programs to be used are Tombstone Territory, Ripcord, Adventure at Scott Island and Everglades.

Scheduled at present are Tombstone Territory on WPIX (TV) New York, CKLW-TV Windsor-Detroit and KDKA-TV Pittsburgh; Adventure at Scott Island on CKLW-TV, and Ripcord on WHDH-TV Boston.

The agency for Hartz Mountain is George H. Hartman & Co., New York.

Rep appointments...


Mobile units improve ad researchng speed

Doorbell pushing is a good way for an agency to learn what Mrs. Housewife thinks of a tv commercial or the product advertised, but Tatham-Laird Inc., Chicago, disclosed it has found a faster way. The agency said that it now is using two custom-built trailers to mass-interview shoppers at Chicago-area shopping centers.

Tatham-Laird said it can make between 500 and 1,000 fact-packed interviews on a single Thursday-through-Monday stand. Shoppers are screened in one trailer and then interviewed in the second. The latter has five rooms for interviewing and is equipped to display tv and print ads or products for the research. Each shopper gets a $1 merchandise certificate for participating in the interviews.

- KELI Tulsa, Okla. and KTRN Wichita Falls, Tex.: George P. Hollingbery Co., New York.
- KUXL Minneapolis-St. Paul: John E. Pearson Co. as national sales representative.
- KDIX-TV Dickinson, N.D.: Young Television Corp. as station representative.

Co-ownership plan meets network veto

A Procter & Gamble plan to share equally with the networks in the ownership of the TV programs that P&G sponsors is reported to have been rejected by at least one network.

P&G, television's biggest advertiser, reportedly would like to participate with the network in financing programs and thus share also in the ownership—and in the revenues from the sale of co-sponsorships and from syndication.

A spokesman for ABC-TV said P&G had not officially approached the network on the matter but that there had been informal talks about it. ABC-TV, he said, is against the plan as a "matter of policy."

A CBS-TV spokesman said his network had not been approached and had no comment on the plan.

NBC-TV reportedly has discussed the plan with P&G officials and has not given the company a definite answer.

Also in Advertising...

Radio rep moves... Prestige Representation Organization, New York, radio station national sales representative, moves to 441 Lexington Ave. from 550 Fifth Ave., effective Oct. 1.

Invitations... Who's Who in Advertising, recently acquired by the Haire Publishing Co., New York, is inviting more than 10,000 advertising executives to fill out questionnaires being mailed early next week. Scheduled to appear early next year, Who's Who in Advertising will be revised and republished bi-annually. Eldridge Peterson, former editor and publisher of Printers' Ink, is editor. No charge will be made for completing and returning the questionnaire.

Photo-scripts available... U.S. Tele Service Corp., New York, has published a 50-page catalogue listing more than 65,000 TV commercials available in Photo-Script form. The reference catalogue, which represents virtually all commercials that have appeared in the last few years, is available free of charge by writing to U.S. Tele-Service, Dept. P.S., 250 W. 54th St., New York 19.

Walton sales... The Walton Radio Group has opened a sales office at 411-413 Peachtree Arcade Bldg., Atlanta, to serve the Southeast. Fred Webb, national sales manager, will be in charge. Walton stations include KMLB Monroe and KANB Shreveport, both Louisiana; WAPX Montgomery, Ala.; WNOO Chattanooga and KJET Beaumont, Tex.

B&B resigns REA after failing to get Air Express

Benton & Bowles, New York, announced last week it has resigned the $500,000 account of REA Inc. (formerly the Railway Express Agency) because it had not obtained the $750,000 business of an REA subsidiary, Air Express Inc.

Earlier in the week Air Express named Ketchum, McLeod & Grove, Pittsburgh and New York, as agency, replacing Adam & Keyes, New York.

Benton & Bowles had sought the Air Express business and had pointed out in its presentation that it had had eight years of experience on REA. With the naming of KM&G, B&B announced its resignation, observing it believed that both REA and its Air Express division "could best be served through coordination within the same agency."

Both accounts are reported to be heavy print users and have utilized broadcasting sparingly.
FCC NOMINEE ‘A LOYAL DEMOCRAT’

Henry: commission powers broad, can regulate programming; says he intellectually and emotionally opposes censorship

“Bill Henry is a good, loyal Democrat who worked hard in the [1960 presidential] campaign, asking for nothing in return and expecting nothing.”

This is the brief evaluation of FCC nominee E. William Henry by an administration spokesman who worked with Mr. Henry during the successful campaign of John F. Kennedy. “He feels passionately about the Kennedy Administration,” the official said.

Mr. Henry, in Washington last week for a meeting with FCC members, key he said, but if the industry does not recognize it is dealing in a public trust, then the government should act.

“I agree that we have the broad power to regulate programming,” he said. “I say this with full recognition that the act expressly prohibits censorship.”

Anticipating the next question during an interview, Mr. Henry said these two statements are compatible because the broadcasting industry is subject to strict regulation in the public interest.

An unofficial meeting of the FCC took place Thursday (Sept. 6) when Commissioner-nominee E. William Henry dropped in at the New Post Office Building to meet his future colleagues. Enjoying a chat in the chairman's office are (clockwise): Commissioners John S. Cross, Frederick W. Ford, Robert T. Bartley, Chairman Newton N. Minow, Mr. Henry and Commissioner T. A. M. Craven. Commissioner Rosel H. Hyde left the gathering shortly before the picture was taken to attend a meeting of the Federal Bar Assn. in Washington.

bureau heads and senators, agreed that he was a good loyal Democrat. On his FCC appointment, to succeed Commissioner John S. Cross of Arkansas, he said: “I am very much aware of my great responsibility to what I consider to be one of the country's most important industries [broadcasting].”

The 33-year-old Memphis attorney made it plain that he believes the Communications Act has given the FCC broad regulatory powers and that he will use those powers in making sure that licensees live up to their public trusts. He said that he agrees with FCC Chairman Newton N. Minow that there is room for improvement in television programming. Basically, it is up to the industry to provide better programming,

Court Precedence • He pointed out that few if any cases in which a broadcaster has claimed censorship have been reversed by the courts. He said the courts have recognized in many decisions the broad regulatory powers of the commission and that he embraces those decisions in his philosophy.

But, he stated, he was not talking about censorship of individual programs. “I am intellectually and emotionally opposed to censorship in any form,” he said.

Mr. Henry, a member of the Memphis law firm of Chandler, Manire & Chandler, said the first word he received that he was being considered for the FCC post came from Presidential Assistant Ralph A. Dungan. This was about three weeks before the appointment was announced 10 days ago (Broadcasting, Sept. 3), he said. Mr. Dungan asked if he would be interested in the job, Mr. Henry said, and that he took it only as a “feeler” and expected nothing more.

Another call came from Washington three weeks later telling him the job was his shortly before it was announced publicly, he said. Mr. Henry said that he did not talk to the President either before or after the appointment but

that he received a written message from President Kennedy after his name had been released.

First Offer • Mr. Henry, who was a full-time worker in the Kennedy campaign, said that he had not been offered any other specific federal job before the FCC appointment. He said that he had expressed an interest in the U. S. attorney's position in Memphis and had been asked before by members of the administration to consider coming to Washington with the New Frontier. The President's brother, Attorney General Robert Kennedy, did not contact him about the FCC appointment, Mr. Henry said. It is known, however, that the Attorney General did contact friends of Mr. Henry about the FCC
In growing Jacksonville

WFGA-TV IS

THE STATION TO WATCH

Activity is the keyword in Jacksonville these days. Brisk expansion is everywhere.

And in this setting, WFGA-TV is also undergoing a period of important growth. With a 50% share of audience (ARB, March 1962) WFGA is becoming increasingly dominant in this $1,400,000,000 North Florida-South Georgia market.

Contact your PGW Colonel for availabilities.

WFGA-TV

JACKSONVILLE

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.
job before the appointment was announced. Mr. Henry had met Robert Kennedy during the campaign and impressed the latter highly, according to a mutual friend of both. "Bill has a bright and outstanding record," the third party said. "He recommended himself for the FCC by the way he handled work assigned to him during the campaign."

The Henry appointment has caused a bitter reaction among many powerful Democrats in Congress from Arkansas, all chairmen of major committees who actively supported Commissioner Cross for reappointment. Commissioner Cross' term expired June 30 and Mr. Henry has been named to replace him. The Arkansas Democrat will continue to serve on the commission until his successor is confirmed by the Senate. He was one of those who participated in last week's FCC meeting.

The Arkansans in Congress—Sens. John McClellan and William Fulbright and Reps. Oren Harris and Wilbur Mills—all expressed public disappointment at the President's failure to reappoint Commissioner Cross. He also had the support of Gov. Orval Faubus, the Arkansas national committeeman and members of Congress from outside Arkansas.

Commissioner Cross, a communications engineer with 31 years government experience, was bitterly disappointed at the loss of his seat on the FCC. "I feel like Brutus must have felt when Caesar stabbed him in the back," he said when informed of the Henry appointment (BROADCASTING, Sept. 3). He pointed out that "my people" had to work hard to carry Arkansas for President Kennedy and succeeded by 15,000 votes; a Democratic candidate usually wins by 2-1. He found it hard to understand why the President turned to a state which Richard M. Nixon carried in 1960 for a replacement on the FCC. Commissioner Cross had "no comment" to reports that he had been or would be offered another job in government.

The Tennessee senators—Estes Kefauver and Albert Gore, both Democrats—were not active in the selection of Mr. Henry. It was reported that neither is against him but only that they were not consulted before the White House made up its mind.

Henry in Washington * In the Capital last Thursday and Friday (Sept. 6-7), Mr. Henry spent most of his time at the FCC and visiting members of the Senate Commerce Committee, which must act on his nomination. As of Friday morning, he had not contacted the White House and had not informed the President's assistants that he was in town.

Sen. Warren Magnuson (D-Wash.), is in his home state (where he has an opponent in this Tuesday's Washington primary) and did not meet Mr. Henry. Sen. John Pastore (D-R.I.) is chairman of the Communications Subcommittee and it had not been decided whether the parent body or the subcommittee would sit for Mr. Henry's confirmation hearing. The date of the hearing also had not been decided late last Thursday. It probably will be Wednesday, Sept. 19, but could be moved up to this Wednesday, it was indicated.

Mr. Henry sat in on a short FCC meeting last Thursday, called to allocate office space in the agency's Washington headquarters. He met several FCC bureau and division heads and said he was impressed with the caliber of commission employees of whom he had knowledge.

He said his orientation at the FCC confirmed his original feeling that the position of commissioner "is a tremendously broad and responsible job due to the many facets of the industry—from citizens radio to communication satellites."

With Canon 35 a subject of much discussion in Washington last week (see page 42), Mr. Henry said that he thinks media coverage of courtroom and congressional proceedings is desirable when they are thought-provoking and educational. However, he said, radio-tv technical difficulties sometimes tend to interfere with the decorum of the proceedings which can offset the desirable result of coverage.

If these difficulties can be solved and the court is not interfered with by microphones and cameras, he said, then the media should be admitted to the courtroom.

Kaiser WANTS SEVEN TV'S
Latest filing bring uhf applications to five; company already operates two vhfs in Hawaii

The broadcasting division of Kaiser Industries Corp. is setting its sights on seven television stations, the maximum permitted under FCC rules—and five of them are uhf.

Kaiser last week asked the FCC for a permit to build stations on chs. 38 (Chicago), 50 (Detroit) and 41 (Burlington, N. J.-Philadelphia). Earlier, Kaiser had asked the FCC for chs. 44 in San Francisco and 52 in Corona-Los Angeles (BROADCASTING, July 16). The company presently owns KGMB-AM-TV Honolulu and KMAU-TV Wailuku, both Hawaii.

Richard C. Block, Kaiser Broadcasting Div. manager, said the company has committed nearly $7 million to its uhf plans. He said Kaiser has "an abiding faith that there is right now a need for additional tv service... and uhf obviously provided the opportunity."

He pointed out Kaiser proposes to go into markets already heavily served by vhf stations and where network affiliations have long since been taken. Mr. Block said Kaiser plans to meet this competition with a "hard core of new programming," primarily of general appeal. The company will rely heavily on local news if the uhf applications are granted and will be ready to offer a "special" every night.

Only one common program—Lucky Luau originating in Honolulu — is planned for the Kaiser mainland stations, Mr. Block said. The stations will rely heavily on local, live talent for entertainment and will be equipped for colorcasting, he said. "Kaiser's applications for five new channels serving major markets reflect the company's confidence in uhf at the next significant growth area of tv," he pointed out.

As further evidence of the "boom" in uhf, the FCC last week scheduled a comparative hearing between two applicants for ch. 19 in Huntsville, Ala. Seeking the channel are M. Davidson Smith III (Smith Broadcasting Inc.) and North Alabama Broadcasting Inc. (Charles F. Grisham, vice president of WAPI-AM-FM-TV Birmingham, Ala., and John C. Godbold).
AGAIN THIS FALL IN BIRMINGHAM THE CREAM OF NBC AND CBS WILL BE ON WAPI-TV

TO MENTION A FEW:

☆ The Defenders☆ Red Skelton Show☆ Sam Benedict
☆ Bonanza☆ Dick Powell Show☆ Rawhide
☆ Andy Griffith☆ Garry Moore Show☆ Sing Along With Mitch
☆ Empire☆ The Virginian☆ Perry Mason
☆ Danny Thomas Show☆ Jack Benny Show☆ Have Gun, Will Travel
☆ Huntley-Brinkley☆ Perry Como Show☆ Alfred Hitchcock
☆ Lucille Ball Show☆ Doctor Kildare☆ Hazel
☆ Saints and Sinners☆ Gunsmoke☆ Route 66

WAPI-TV
CHANNEL 13 • BIRMINGHAM, ALABAMA
REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.
Lawyers see film coverage in bad light

PANEL ARGUING PROS AND CONS OF TV DISTURBED BY FILM CREW

Somebody last week booted a chance to impress an important group of lawyers with the ability of television to cover a meeting without intruding. The bubble occurred during a panel discussion on televising government and judicial proceedings.

A panel of experts argued the pros and cons of televising congressional, judicial and executive proceedings in what was, at times, a lively discussion at the Federal Bar Assn. convention in Washington Sept. 6.

The reason the debate was lively only at times was because of the intrusion of a film crew of three who forced the proceedings to halt every 20 minutes while film reels were changed, and whose activities interfered at other times with the spectators' attention to the discussion.


The debate ranged Sen. Kefauver and Messrs. Salant and Mollenhoff, all of whom generally favored complete freedom for radio and tv to cover all government proceedings freely, against Mr. Plotkin and, to some degree, Mr. Paglin. Mr. Plotkin opposed completely any broadcast coverage of courtroom trials.

Big Brother • For one moment, at the very closing minutes, a new and ominous FCC policy seemed in the making. This was when Mr. Paglin observed that the FCC would "oversee" and "supervise" its licensees to make sure they lived up to the commission's "fairness doctrine" and its policies on editorializing.

This electric moment came when Mr. Paglin was commenting on fears expressed by some that broadcasters would be tempted to overlay the sensational and dramatic elements of a court trial or a government hearing to the detriment of objective reporting.

When Mr. Salant expressed his amazement at this "shocking" proposal, Mr. Paglin hastened to explain that he was referring to the FCC's oft expressed concern with fairness in the presentation of controversial issues and its editorializing policy which holds that although broadcasters are entitled to take sides editorially, they are still responsible for the presentation of opposing viewpoints.

Cameras and Lights • The filming of the panel was arranged by John J. Mitchell, vice chairman of the FBA's Government Information Committee. NAB agreed to underwrite a portion of the cost and WTOP-TV Washington was to furnish the cameraman and facilities. The Washington station had to cancel its part a few hours before the afternoon session due to the lack of technical facilities. FBA officials therefore hired a Telenews crew.

The film setup included one fixed camera on a tripod, situated in the center aisle of the hotel meeting room about one third of the way back from the stage. The cameraman also used a noisy hand camera at times during the proceedings. The fixed camera was flanked by two 650 w sun guns. At the sides of the room were two 250 w spot-

WMAL-TV airs preview of bar group's tv-in-court discussion

A curtain-raiser for the Federal Bar Assoc. discussion of the broadcasting of government and judicial hearings (see above) took place Sept. 5, when WMAL-TV Washington devoted a half-hour of prime time to the question "Should Governmental Proceedings Be Televised?" A three-man panel, comprising FCC Commissioner Frederick W. Ford, NAB General Counsel Douglas Anello, and Washington attorney and former assistant FCC General Counsel Harry M. Plotkin, wrestled with the question, with only Mr. Anello speaking for the right of broadcast cameras and microphones to be present at public government hearings and court trials.

Mr. Anello called for the repeal of Canon 35 (the American Bar Assoc.'s provision banning radio micros and tv cameras, as well as still photographs, of court proceedings). He stressed that in Colorado, Texas and Oklahoma it has been shown that tv can be so unobtrusive that no one is disturbed by its presence. He asked that the bar give tv a chance to show how it would cover courtroom and other proceedings. The electronic medium should be present whenever the press is, he maintained.

Mr. Ford observed that he doesn't feel yet that Canon 35 should be withdrawn. He raised two questions: (1) is television interested in reporting or in the spectacle of a court trial, and (2) is it going to telescan an entire trial or just use clips on the air. The FCC member declared that he and some other commissioners complained of the "powerful" lights and the "tangle" of cables on the floor during the television coverage of the commission's network hearings in February. He agreed, however, that tv has the right to cover administrative hearings, although he complained that some of the clips he saw of the network inquiry disappointed him.

Sec. 315 • It was Commissioner Ford who raised the question of equal time problems which might occur if a court trial is broadcast where the judge is a candidate for re-election.

Commissioner Ford concluded his remarks, however, by observing that eventually "the public is going to be able to see what goes on in the courts."

Mr. Plotkin maintained that Canon 35 not only should be enforced for court trials, but also for governmental hearings, although he later changed his mind about the latter. He contended that television would make a stage of the courtroom and actors of the participants. A court trial, he said, is for the benefit of the litigants, not the public. He also stressed at one point that newspaper reporters could give a more thoughtful presentation of the facts than would be possible in an edited film version. Tv, he declared, would "impede" the pursuit of truth in the courtroom.

Moderator of the panel was Matthew Warren, WMAL-TV public affairs director.
lights. On one side of the room was a single floodlight. The participants on the stage were bathed in the glare of 1,800 watts (375 foot candles).

Aside from the movement of the cameraman and his assistants during the presentation (at one time one of the lights went out and a helper worked with the fixture and finally had to re-

During the course of the panel discussion:
- Mr. Salant proposed that ground rules be established for broadcast coverage for each of the three branches of the government, in order to circumvent varying standards imposed by interested parties.
- Sen. Kefauver suggested that Congress institute a "report and question" period where a cabinet member would be invited to appear before Congress to report on his department and answer questions from congressmen. This, Sen. Kefauver observed, would be a particularly excellent event for televising to the American public.
- Mr. Mollenhoff urged telecasters to set aside a regular time period for broadcasting government proceedings.
- Mr. Paglin called on lawyers and judges to accept the offer made by the Radio-Television News Directors Assn. last year to the American Bar Assn. to run a demonstration of tv's ability to cover court trials in 20 cities.

Highlights of the individual comments of the panelists:
Sen. Kefauver declared that the public must be kept informed and that tv is the most effective medium to accomplish this. The only limitation, he noted, is that tv must not "unduly" disturb the proceedings. He suggested that government hearing rooms be provided with tv facilities, similar to those used at the United Nations. There, tv cameras and radio broadcast facilities are installed behind glass windows in the balcony of the General Assembly. He agreed that radio and tv should be permitted to cover House and Senate floor sessions. Tv also should be permitted in the courtroom, he said, provided it is not "offensive." This should be at the discretion of the presiding judge, he added. "What is wrong," he asked, "with putting the real thing on tv so the public can see a true trial, rather than the fictitious ones already on the air?"

Mr. Salant took the position that wherever a hearing or a trial was open to the public, radio and tv should be permitted. "What better way to give the people the vital knowledge of the working of their government?" he asked.

To the argument that tv coverage might bring misuse or demagogy, he replied that exposure via television is the answer, "not the suppression of electronic journalism." He repeated the suggestion first made by CBS President Frank Stanton that tv be permitted to broadcast the proceedings of the U. S. Supreme Court.

Mr. Mollenhoff contended that everything should be open to tv provided this does not "interfere" with the purpose of the hearing. "Tv should be permitted wherever the press is permitted," he said. There should be no flat ban on tv in courtrooms, he added, but each case should be decided individually. He acknowledged that the public has no right to all the details of a court trial, but he stated "where the trial is open, then tv should be allowed to attend just like the press." Mr. Mollenhoff saw only one limitation in the tv coverage of congressional committees; a majority of the committee should approve.

Mr. Plotkin opposed "most vigorously" the televising of courtroom trials. The purpose of a court, he said, is to insulate the judge, the jury and witnesses from "extraneous influences." Tv, he said, would render the determination of justice more difficult. "The presence of tv, no matter how unobtrusive, converts the courtroom into a stage and the participants into actors." He also said he did not think administrative adjudicatory hearings should be televised; he had no objection to telecasting legislative or rule-making hearings.

Mr. Plotkin's remarks about banning cameras from adjudicatory hearings drew a sharp dissent from Mr. Mollenhoff who emphasized that regulatory adjudicatory hearings involve not private rights but public rights and therefore were the public's business.

Mr. Paglin contended that tv and radio were seeking an extension of the rights given the press by seeking to bring into a hearing or trial the "tools" of their craft. He suggested that the basic consideration be changed from the public's "right to know" to the public's "need to know." Under this standard, he commented, the public needed to know about legislative hearings. But, he added, the public does not need to know about a court trial: only the judge and the jury need to know.
FCC URGED TO HOLD UP NEW FM RULES

Lock-out fears expressed by some fm broadcasters

Some two dozen fm broadcasters have expressed displeasure with the FCC’s new rules governing fm and have asked the agency to reconsider or postpone final effectiveness of the changes (AT DEADLINE, Sept. 3).

One of the primary complaints came from existing Class B stations that asked the FCC to permit them to improve their power and antenna heights regardless of mileage separation.

Another major point was expressed by ABC, among others, which asked the FCC not to shut the door on further consideration of fm rules and standards in light of experience to be gained when mileage separation regulations and the table of assignments are utilized. The network did not ask the FCC to stay effectiveness of the new rules but only to specify that they are tentative.

Station owners in relatively crowded areas of the U. S. asked for “more realistic” mileage separation requirements. Several pointed out that cities with large populations and only two or three existing fms could not squeeze into another station under the separation requirements. Two San Francisco stations, KRON-FM and KPH (FM), filed a joint petition asking that the zoning of California be reconsidered.

The new rules fail to take the state’s terrain into account, the stations said.

Rollins Broadcasting Co., which is applying for an fm in Wilmington, Del., said its application is shut out in effect by the 12 fm stations in Philadelphia.

KRRK Inc., applying for an fm in Alisal, Calif., had a similar complaint in relation to Sacramento. Applicants in Spartanburg, S. C. (Belk Broadcasting), and Youngstown, Ohio (Audio-Trends Inc.) also decried the strict separation requirements as did Triangle Stations and Kear & Kennedy, Washington, D. C., consulting engineers.


WBRC pains labor with program policies

The AFL-CIO has again pressed the FCC to investigate program policies of WBRC Birmingham, Ala., because the station canceled the union-sponsored Edward P. Morgan and the News (AT DEADLINE, July 9).

The labor organization originally charged the program cancellation to an erroneous anti-segregation report by Mr. Morgan. In rebuttal the station pointed out that before the report it had informed ABC Radio WBRC planned to drop the program.

WBRC said it carried the program without compensation and only to accommodate ABC. WBRC carries some ABC programs at night when the network’s primary Birmingham affiliate, WCRT, is off the air.

The AFL-CIO said WBRC requested ABC’s permission to carry the program on a year-round basis and therefore was not simply accommodating the network.

The labor group noted WBRC had substituted Chicago baseball games for the Morgan program with the explanation that they wanted to expand and improve local program services, includ-
Fisherman's Wharf in San Francisco is accepted as one of the nation's outstanding tourist attractions. Highlights of this unique area include: 15 seafood restaurants, a fleet of 300 fishing boats, a rebuilt clipper ship, import stores and spectacular views of the Bay, the city skyline and the Golden Gate.

Photo by Moulin Studios
Meyers leaves FCC; Cushman to be Minow's assistant

Tedson J. Meyers has resigned as administrative assistant to FCC Chairman Newton N. Minow, effective Aug. 31, it was learned last week.

He has been replaced in the chairman's office by John F. Cushman, assistant FCC general counsel for administrative law and treaties. No announcement has been made of the Meyers resignation by the commission pending civil service clearance of the boost in pay grade for Mr. Cushman.

Mr. Meyers, author of a controversial report to the White House on the future of International TV (Broadcasting, Sept. 3, Aug. 27), has been planning to leave the FCC for several months, and his resignation was not connected with public disclosure of his recommendations to the administration, it was reported.

Chairman Minow said that Mr. Meyers informed him last June he intended to leave the FCC by Labor Day. And, the chairman said, he offered Mr. Cushman the administrative assistant's job that same month.

Mr. Cushman, who has been assistant general counsel since May 1961, is a Democrat who served as executive assistant to Republican Attorney General William Rogers. He was law clerk to Supreme Court Justice Robert Jackson when Chairman Minow was law clerk to Justice Fred Vinson (1951), and first met Mr. Minow at that time.

Meyers and State • In his report, Mr. Meyers recommended that a new office be established in the State Department to establish U.S. policy and handle international negotiations in global television. It was an open secret that he was under active consideration by State to head such an office if it were established (Closed Circuit, July 30). At one point, a State Department official told Broadcasting that Mr. Meyers would transfer to the Cabinet office and that only the details remained to be worked out.

However, government officials now are speculating that the protest which has arisen over the Meyers' report has killed most if not all the recommendations. There was no comment either from State or Mr. Meyers last week.

Mr. Meyers is a former ABC attorney who was active in the pre-1960 campaigning on behalf of Adlai Stevenson for President and was one of the first men selected by Mr. Minow when President Kennedy appointed him chairman of the FCC.

Mr. Cushman, 39, is a double graduate of Cornell U., Ithaca, N.Y., where his father was head of the government department for many years. He received a B.A. degree in 1944 and a law degree in 1949, with time out in between for Army service. He was law clerk for Judge Henry W. Edgerton of the U.S. Court of Appeals, Washington, D.C., before assuming the same post with Justice Jackson.

He joined the Justice Department in 1951 and held various positions there before joining the Interstate Commerce Commission in 1957 as associate general counsel. Mr. Cushman returned to Justice a year later as director of the Office of Administrative Procedure, but remained in that post only two weeks before being named executive assistant to the attorney general. He went from Justice to the FCC 16 months ago at the behest of Chairman Minow.

The job of administrative assistant to the chairman pays just over $16,000 and is a Grade 16 under Civil Service. Mr. Cushman married the former Jane Casterline in 1945 and they have three children — Joan, 16, John Jr., 12, and Robert H., 9.

A successor to Mr. Cushman in the general counsel's office has not been picked.

Paul M. McDonough, administrative assistant to former FCC Chairman John C. Doerfer and Frederick W. Ford, is acting assistant general counsel pending selection of a successor to Mr. Cushman. Mr. McDonough has been an attorney in the section since the Democratic administration took over the FCC in March 1961.

Rulemaking to provide two uhf channels asked

WMCA New York has asked the FCC to institute rulemaking to make allocation shifts to provide uhf channels for New York and Newark. The proposal: shift ch. 47 from New Brunswick, N.J., to New York City; assign ch. 79 to New Brunswick and ch. 53 to Newark.

WMCA acknowledged this proposal conflicts with an application for ch. 47 by New Jersey TV Broadcasting Co. and asked the FCC to defer processing of this application until rulemaking is completed.

New Jersey TV has requested a waiver to establish its studios in Linden and to identify the station with Newark as well. WMCA said it is "clear" that the station is primarily to serve Newark and emphasized that the same company had requested rulemaking to assign ch. 14 to Newark. New Jersey TV's application may be contrary to the FCC allocation table, policies and rules, WMCA said, but that company can apply for ch. 53 in Newark if the commission approves the WMCA proposal.

New Jersey TV asked the FCC to turn down WMCA's request for deferment of its Linden application. Rulemaking often takes a long time and New Jersey should not be deprived of a needed TV service during this time, the company said. If the FCC should decide to adopt the WMCA proposal, the agency has the power to change channel assignments at that time, New Jersey TV said.

FCC won't let WTSP-TV build

A request by WTSP-TV Inc. to allow construction of ch. 10 Tampa-St. Petersburg, Fla., was denied by the
Continental’s 50 kw AM Transmitter uses “Weldon Grounded Grid*” high efficiency power amplifier.

Free from surge conditions and not requiring protection against excessive modulation peaks or transients, it is an efficient, stable system for high power broadcasting that can be heavily overmodulated with interrupted or continuous tone at any audio frequency for long periods without damage.

Use of over-all feedback from transmitter output to audio input results in very low noise and harmonic distortion; permits intermodulation over wide variations of tube characteristics and circuit adjustments. Zero carrier shift assures full utilization of assigned carrier power of the station. End result? The Sound of Quality.

*U. S. Pat. No. 2,836,665
Foreign broadcasters on four-month U.S. tour

Three of the 21 foreign broadcasters visiting the U. S. at the invitation of the State Dept. (Broadcasting, Sept. 5) are shown here with Gordon Arneson (l) of the Washington International Center, during a tour of the State Dept. Seated (1-r): Soenarto Darjopranoto, editor in chief, central news department, Radio Republik Indonesia; Hakki Suha, chief editor, Turkish news division, Cyprus Broadcasting Corp.; and Panos Ioannides, program officer, Cyprus Broadcasting Corp. The foreign radio-tv broadcasters, representing 16 nations, will spend four months in the U. S., visiting radio and television stations.

FCC last week.

The FCC has stayed its January grant to WTSP-TV Inc. and ordered the hearing record to be reopened to determine the operations of WLCY St. Petersburg since the hearing (Broadcasting, July 23).

The radio station is under the same ownership—The Rahall brothers, N. Joe, Ferris E. and Sam G., and 22 other stockholders.

The winning applicant had asked that the stay be lifted but the FCC refused 6-0, Commissioner Frederick W. Ford not participating.

There are six other applicants for ch. 10 Largo.

Charges, countercharges in Minnesota applications

Rivals for an am frequency in Edina or Bloomington, both Minnesota, have each asked the FCC to add issues to the comparative hearing to explore the character qualifications of the other.

Edina Corp. charged that Tedesco Inc. principals, Nicholas and Victor Tedesco, lack the character to be licensees because they have allegedly trafficked in station licenses and because they were found at fault in a $13,000 civil suit for demonstrating "bad faith" in a proposed purchase of KBLO Hot Springs, Ark.

Tedesco Inc. said that the Edina Corp. application should be dismissed because the company lost rights to its proposed transmitter site and failed to inform the FCC of the loss. Tedesco claimed the Edina city council refused Edina Corp. permission to build its transmitter because of zoning laws.

Tedesco also asked that issues be added to determine whether Edina principals would violate the FCC's overlap and multiple-ownership rules and that similar issues already in the hearing pertaining to Tedesco Inc. be deleted. The company has disposed of interest in WDKK New Richmond, Wis., and KCUE Red Wing, Minn., Tedesco said.

In a later petition Edina asked to be made a party to any proceeding in which the issue of trafficking by Tedesco Inc. is raised. Tedesco has an application pending for an am station in Shenandoah, Iowa, and a petition pending to dismiss an am application in Chisholm, Minn. Edina predicated its request on the possibility that the FCC might refuse to add this issue in the Edina-Bloomington hearing.

Tedesco said it has long been anxious to have the stigma of trafficking accusations removed from its record and in fact asked the FCC for a declaratory ruling. The company said it thought the Shenandoah application a more suitable case in which the issue could be heard.

Tedesco said that a character qualification issue is not justified on the sale of KBLO. The case was not one of character but of whether a civil contract had been breached. The Broadcast Bureau also told the FCC it does not think such an issue should be included.

Government should pay debate charges—Carey

Broadcasters should provide a maximum amount of prime air time for political debates at cost, and the federal government should pay the charges. This is the view of Rep. Hugh Carey (D-N. Y.), who feels that television has stolen away the political campaigner's street-corner audience and should, therefore, share some of the responsibility for bringing political debates into the homes.

He would have broadcasters set aside time for major-party candidates for all major federal and state offices.

Rep. Carey, who first broached the idea in an interview on WPIX (TV) New York on Aug. 26, said two weeks ago, it's important that candidates debate before the widest possible audiences.

"TV for Soap Box. But "the day of street-corner campaign has passed," he said, because television has lured the candidate's audience indoors. Therefore, he said, broadcasters should make prime time available to candidates on a "cost-of-transmission" basis. He also said broadcasters should be willing to cooperate since they use the publicly owned airwaves.

In suggesting that the federal government pay the tv costs for candidates seeking federal office, he said this would assure all contenders an equal opportunity. He noted that broadcast rates vary considerably from one area to another.

With the current session of Congress in its final weeks, Rep. Carey doesn't intend to introduce legislation to implement his proposal. But he indicated he is interested in the views of broadcasters.

Various proposals have been introduced to amend the equal-time section of the Communications Act which would enable stations to make time available to major-party candidates; however, none is expected to get out of committee before adjournment.
And there I was, big as life, on TV
(and in one of the top-40 markets, too!)

Flint-Saginaw-Bay City, we mean . . . where Leonard Batz is an engineer for AC Spark Plug by day and sparks young people's interests in science in his offtime. And when he's not lecturing, teaching or talking about his specialty—the use of gyroscopes in spacecraft controls—Leonard's most likely appearing on WJRT programs for youthful science bugs.

You see, WJRT "programming from within" is aimed at people in the market by people who know them and their interests best. That's why Leonard Batz and more than 25,000 other area residents have appeared in front of Channel 12 cameras in just the past two and one-half years to inform and entertain their neighbors.

We think that's why WJRT's average nighttime audience numbers 75,000 families—people who use pancake makeup and pancake syrup, chewing gum and sporting goods. And whatever you might sell on TV.

Important to you, too, is the fact that these families have an extra $10 of weekly income to spend*—or nearly $550 more product-buying power every year than the national average.

Harrington, Righter and Parsons have all the dope. Reach them in New York, Chicago, St. Louis, Boston, Atlanta, Los Angeles and San Francisco.

WJRT

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

BROADCASTING, September 10, 1962

*Metropolitan Flint, Saginaw, Bay City; from Sales Management's "1962 Survey of Buying Power"
Internal revenue service rules payola not tax deductible

Payola isn't only illegal, it's not even tax deductible. The Internal Revenue Service issued a ruling on the question last week.

The ruling, contained in the IRS' weekly bulletin, held that while ordinary and necessary business expenses are deductible, payments that violate "sharply defined national or state policy" are not.

And unpublicized payments to television or radio disc jockeys to induce them to play records on the air, the service added, clearly frustrate national policy. As a result, anyone making payola payments can't deduct them from their taxable income.

Federal policy on payola was established by the Federal Trade Commission on Dec. 6, 1959, the IRS said. At that time—in the midst of congressional investigations of payola scandals—the FTC issued a complaint against several record manufacturers and distributors (Broadcasting, Dec. 7, 1959). The FTC charged that their payola to disc jockeys deceived the public and restrained competition and, therefore, were in violation of the Federal Trade Commission Act.

1960 Ruling • The IRS also recalled that the FCC stated early in 1960 that Sec. 317 of the Communications Act, which requires an announcement of sponsorship when a radio station receives a consideration for a broadcast, "was clearly to prevent deception on the part of the public growing out of concealment of the fact that the broad cast of particular program material was induced by consideration received by the licensee."

The communications Act was later amended to provide criminal penalties for anyone paying or receiving payola.

In view of the FTC policy statement on payola, the IRS said, such payments made since Dec. 6, 1959 are not deductible as ordinary and necessary business expenses. Undisclosed payments to disc jockeys before that date will not be allowed either, if they are found to have "frustrated a sharply defined policy" of the state in which they were made.

The IRS also said that no deductions for payola will be allowed unless the taxpayer gives the IRS the names and addresses of those receiving the payments. The service wants to be able to check on whether those receiving payola declare it as income.

Bill would permit advertising deductions

CARLSON CLARIFIES POINT IN QUESTIONS PUT TO KERR

The tax-revision bill now moving through Congress would permit tax deductions for institutional advertising affecting an advertiser's business—unless it dealt with proposed or pending legislation.

This, at least, is the interpretation Sen. Frank Carlson (R-Kan.) attempted to place on the measure in a colloquy with Sen. Robert S. Kerr (D-Okl.), floor manager for the bill, during Senate debate last week.

As approved by Senate and House, the bill (HR 10650) contains a provision prohibiting deductions for advertising designed to influence the general public on legislation. Sen. Carlson, a member of the Finance Committee, didn't object to this provision, but he felt it might be interpreted to include all institutional advertising.

Questioned Kerr • To eliminate this possibility, he put a series of questions to Sen. Kerr, whose answers provided a basis on which courts and government agencies could determine that the Senate didn't intend such a broad interpretation of the language dealing with advertising.

The legislative history they developed indicates that the Senate, in approving the bill, intended it to allow deductions for goodwill or public service advertising. In responding to hypothetical questions, Sen. Kerr said that an insurance company promoting highway safety and a roadbuilding-machine company urging better highways could deduct the advertising costs, provided their advertising was unrelated to pending or proposed legislation.

The colloquy also made clear that the bill permits tax deductions for such public service advertising as that aimed at promoting savings-bond sales, blood-bank contributions, and Community Chest contributions.

Although the bill prohibits deductions for legislative advertising, it permits them for expenses connected with direct lobbying by business groups and corporations. Sen. Paul Douglas (D-Ill.) attempted to amend the bill to knock out deductions for all efforts to influence legislation, but his proposal was defeated by a vote of 51-13.

The lobbying section was narrowed somewhat, however, when the Senate approved an amendment deleting a provision written into the bill by the Finance Committee. This would have permitted a company to deduct the cost of informing its employees and stockholders about legislation of direct interest to the company. Elimination of this provision, proposed by Sen. John Sherman Cooper (R-Ky.), was approved by a 40-29 vote.

CBS-TV offer attacked by SRA

The incentive compensation plan offered by CBS-TV to affiliates is unfair and anticompetitive, despite changes made under FCC pressure; it violates FCC rules and the network should be required to terminate the plan immediately.

This blast was contained in a letter to the FCC from Station Representatives Assn. The group strongly backed the FCC's action in charging CBS-TV with rule violations (Broadcasting, Oct. 31, 1961) and asked the agency not to accept the modified plan CBS-TV adopted as a "compromise" (Broadcasting, June 25). "For more than a year now CBS has had all the benefits of its illegal plan," SRA said, and called for a cease-and-desist ruling from the commission. The organization further suggested that the FCC put networks on notice that when they adopt a new plan with affiliates without first obtaining FCC approval, the networks and their affiliates run the risk of severe sanctions if the FCC later finds the plan violates the law or FCC rules.

Among the indictments of the CBS-TV plan cited by SRA:

- CBS has not removed the influence deterring a station from carrying a program by another network. CBS assumes that another network will compensate the station at 30% of its rate card. Yet CBS does not offer such a rate and "there is no reason why CBS alone should be permitted to utilize a tying method of compensating affiliates."

- The revised plan has done nothing to restore licensee responsibility to affiliates as required by FCC rules. The network can impose a "severe penalty" financially on a station dropping a network program it feels to be unsuitable and substituting another program, unless that program is sustaining. "CBS justifies its policy on the basis that the affiliate's judgment should not be influenced by financial 'considerations' and has 'patriarchically decreed that..."
Only the sunshine covers South Florida better than WTVJ

South Florida's Largest Daily Circulation

WTVJ
A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.
BUYING BLIND? Readership among professional buyers of television can be authenticated only by paid circulation.
TELEVISION announces membership in the Audit Bureau of Circulations effective immediately

TELEVISION
444 Madison Avenue, New York 22, N.Y.
the judgment must be made in a Simon-pure atmosphere where considerations of money and economics are to be eschewed."

- The FCC's rules governing option time are subverted by the CBS-TV plan.
- "The CBS plan retains all of its virulent anticompetitive effect on the non-network program producer." A station is put in the position of having to lose money by accepting a non-network series no matter how superior it may be to a CBS network program in the licensee's opinion.

Concluded SRA, "The objective and design of the CBS plan are all too clear. It is to tie affiliates to CBS or to severely limit the ability of competitors to furnish programs to CBS affiliates."

Applicant accused of FCC processes abuse

An FCC hearing examiner recommended last week that an unopposed application for an am station in Baltimore, Md., be denied because the principals had abused the commission's processes.

The application of Radio Americana for a 1 kw daytimer on 940 kc had been granted by the FCC, then turned back to the examiner for further study (BROADCASTING, Sept. 18, 1961). Originally there were three applicants for the frequency: one in Baltimore (Caba Broadcasting Corp.); one in Lebanon, Pa. (Rossmyone Corp.); and one in Catonsville, a suburb of Baltimore. The Catonsville application was withdrawn after reimbursement of expenses by Caba, then the two remaining applicants merged into Radio Americana and applied for Baltimore.

Hearing Examiner Elizabeth C. Smith said the evidence established, "beyond question, that the action of the principals of the three mutually exclusive applicants with respect to the merger and dismissal of such applications were dictated by considerations of personal gain and not by any public interest aspects." She said that none of the three applicants felt the Baltimore bid had the greatest likelihood of success since that city has nine am stations and the other communities far fewer. The Communications Act requires that frequencies be distributed fairly and equitably.

"It clearly does not appear to be in the public interest to permit parties to barter away the rights of the public to radio service in a community admitted by the parties to have a superior right . . . to the radio facilities" from the standpoint of equitable distribution, Miss Smith said.

Furthermore, she said, "the [FCC] rules do not contemplate that parties should be permitted to accomplish by indirection what cannot be effected directly."

James A. McKenna, communications lawyer and 80% stockholder in the Rossmyone application, owns 53.34% of Radio Americana; M. Robert Rappaport, 66.66% owner of the Caba application, holds 22.22% of Radio Americana; Edgar K. Smith, former 20% Rossmyone holder, has 13.33% of Americana; and Robert Goldman, 33.33% Caba stockholder, has 11.11% of Americana stock.

New Orleans ch. 13 tv now ch. 12 WVUA-TV

New Orleans TV Corp. was authorized by the FCC last week to shift its operation from ch. 13 to ch. 12 in New Orleans. Using the call letters WVUE (TV), the company operated temporarily on the higher channel, which is assigned to Biloxi, Miss., pending construction of WLOX-TV there. On ch. 12 the call will be WVUA-TV.

Under the FCC's special temporary authority, New Orleans TV Corp. may continue operation from the same site it has been using on ch. 13, the Jung Hotel in New Orleans. In granting the permission the FCC denied protests by KHMA (TV) Houma, La. (ch. 11) and WJTV (TV) Jackson, Miss. (ch. 12) concerned with mileage separation.

The changeover is scheduled for today (Sept. 16), according to Joseph A. Paretti, president and general manager of New Orleans TV Corp. The station is an ABC-TV affiliate.

NLRB may enter WGNU—union dispute

The National Labor Relations Board has said it will, if requested, accept jurisdiction in a labor dispute involving WGNU Granite City, Ill., and the International Brotherhood of Electrical Workers.

IBEW asked for the NLRB advisory, after WGNU secured a temporary injunction from the state court forbidding its striking technicians from putting pressures on advertisers through "do not patronize" letters and handbills to station clients. The union has appealed this ban to the Illinois appeals court.

WGNU began operating Dec. 1, 1961; it operates daytime only with 500 w on 920 kc. In its advisory opinion, NLRB points out that the station is too small to come under its jurisdiction, but that some of the station's advertisers to which the striking employees appealed are large enough to bring the National Labor Act into play.
First in Hoosier Hearts

Peru, Indiana... once famed as winter quarters for the nation's finest circuses, still touches Hoosier hearts... young and old.

First in Hoosier Homes

Keeping alive this 50 year old tradition, Peru holds their annual "Circus City Festival", re-living the grand old days of sawdust, ridgepoles and greasepaint.

"Let's go to Circus City", the WFBM promotion spots said... inviting Hoosier listeners to a day with Channel six stars at Peru for the big "Circus City" celebration.

Seven hundred train seats... at $8 for adults, $5 for children... were snapped up by the WFBM audience in no time—another example of the pulling power and community acceptance you can expect from WFBM-TV in Indianapolis and the rich satellite markets surrounding the metro area. Let us show you the specifics now. Just ask your Katz man.

America's 13th TV Market
with the only basic NBC coverage of 760,000 TV set owning families. A RB Nov., 1961, Nationwide Sweep.
TV STATIONS FACING FINES

Four in Minnesota's Twin Cities notified by FCC; KISN Vancouver liable for $2,000 for ID fault

All four Minneapolis-St. Paul TV stations and a radio station in Vancouver, Wash., were cited as being libel for fines by the FCC last week for alleged violations of commission rules.

The FCC cited the Minnesota stations for an "apparent" violation of rules concerning sponsor identification and KISN Vancouver for alleged improper station identification (call letters and location).

KSTP-TV, WTCN-TV, WCCO-TV, and KMSP-TV, all Minneapolis-St. Paul, face $500 fines each for broadcasting on Feb. 22 on several occasions one-minute spot announcements by Dr. Arthur Upgren, an economist, favoring a proposed ordinance which would forbid Minneapolis stores to remain open on Sundays. The spots were paid for by a group of businessmen, called the Downtown Council, the FCC said, but no announcement of sponsorship was made.

The commission said it felt the omission of the sponsor's name was "a most serious violation, particularly in view of the apparent social and economic significance of the subject of the program to the community served." One of the stations explained to Broadcasting that the Downtown Council favored the ordinance because member stores were closed on Sundays but discount stores and suburban shopping centers remained open.

Stations Explain * KSTP-TV said tapes of the spots had been delivered to the station after its executive offices were closed with an urgent request that they be shown the same night. "In compliance with the commission's directive that stations must make every effort to meet local community needs," the station said, and in view of the high reputation of the Downtown Council, KSTP-TV "did not follow its established routine for previewing programs of this type." The station said if a violation had been committed, "it obviously was technical in nature and clearly not willful nor repeated."

WTCN-TV said it too had received the tapes on an emergency basis and added the station had run a series of "disclaimers" the following day which identified the source of the announcements. "When we caught it, we did something about it," WTCN-TV said.

Both KMSP-TV and WCCO-TV said they had not seen the FCC's letter informing them of apparent forfeiture liability and that they preferred not to comment until they had studied the commission's communication.

This marked the first time the FCC has cited TV stations for such fines. KISN Vancouver was cited for a fine of $2,000 by the commission. The FCC said KISN "failed to give proper station identification," in that it included call letters and location within weather reports without making it plain where the station was licensed.

An example given by the FCC was:

"Current climatological readings from KISN, Vancouver Radar Weather Control, the word is overcast. This hour's forecast for Portland, Sandy and Beaverton, rainy periods." The FCC complained "there was no pause between the words 'Vancouver' and 'Radar' so that it appeared that the report was being supplied by Vancouver Radar Weather Control."

The FCC said it had warned the station against this manner of identification in June, 1961, but that violations "in substantially the same form for which the station was previously officially cited" were repeated in December, 1961 and January, 1962.

"Consistent failure to observe the relatively simple procedure for clearly identifying the station may not be excused especially after warning has been given," the FCC said.

All stations sent notices have a 30-day period in which to ask the commission to rescind or diminish the proposed forfeitures.

Political scientist defends federal reins

Thoughtfully drafted legislation may do less harm to freedom of the press and speech than individuals or non-governmental groups may do on their own, said Dr. Charles S. Hyneman, outgoing president of the American Political Science Assn., at the APSA's 5th annual meeting in Washington, last week.

The Indiana U. professor of government called on his fellow political scientists to give meaning to the protection afforded the press and free speech by the First Amendment to the U. S. Constitution by taking "a fresh look, and a hard look" at the intellectual structure supporting broad freedom of expression.

Such a survey "might reveal that the case for free speech, as it is made in contemporary American literature, rests more firmly on a distrust of government than on a high esteem for a free flow of information and a lively combat..."
RCA CARTRIDGE TAPE SYSTEM

Automatically Triggers Playback Units, Tape Recorders, Turntables, and Other Devices

Here's a unique built-in feature! The Recording Amplifier of the RT-7 B Cartridge Tape System generates two kinds of cue signals. One is used to automatically cue up each tape, at the beginning of a program, the same as in ordinary units. The other signal, a special Trip-Cue, can be placed anywhere on the tape. This will cause the playback unit to trip and start other station equipments.

You can preset two, or a dozen or more RCA tape units, to play sequentially. You can play back a series of spots or musical selections, activate tape recorders, turntables, or other devices capable of being remotely started. (In TV use Trip-Cue is ideal for slide commercials. Tape announcements can be cued to advance the slide projector.)

You'll like the RT-7 B's automatic, silent operation, its compactness, high styling, perfect reproduction. Cartridge is selected, placed in playback unit, forgotten until "air" time, then instantly played. Cueing and threading are eliminated. Cue fluffs are a thing of the past!

Transistor circuitry, good regulation for precise timing, low power consumption, are among other valuable features.

See your RCA Broadcast Representative for the complete story. Or write RCA Broadcast and Television Equipment, Dept. MB-22, Building 15-5, Camden, N.J.
among the ideas that compete to control action," he said. A free flow of ideas may be aided by regulation because legislation "...gives the moderates in the community a talking point which restrains the more passionate part of the population from a do-it-ourselves job of policing," said Dr. Hyneman.

"Contemplating the history of pogroms and genocide in our own time," he added, "I am unable to understand why there is so little support, if indeed any support in our literature, for governmental action designed to lessen or prevent the indoctrination of children which produced adults who seek relief in persecution.

In a discussion of judicial interpretation of the First Amendment, he commented that "...critical decisions about the constituionality of governmental action will turn on tests of reasonableness."

License revocation sought in McLendon's new WYNR

Rep. Roman C. Pucinski's row with the McLendon Corp. took a new turn last week when he asked the FCC to order the company's newly acquired WYNR Chicago, to show cause why its license should not be revoked. Chicago, Democratic congressman charged McLendon Corp. with bad faith when it dropped the station's foreign-language programs, and increased its Negro-oriented broadcasts from 80% to 100% of its programming (Broadcasting, Sept. 3).

Rep. Pucinski said last week that the company announced this format change five days after it acquired the station (then WGES) on Aug. 8. Such "an abrupt and drastic change," he added, violated the program schedule submitted to the FCC as part of its sworn statement and application for an FCC license.

Too much 'court,' law professor says

A Harvard law professor believes that the federal courts in recent years have exceeded the proper bounds of review of administrative agencies' procedural decisions, and as his prime example points to the Philco case before the FCC.

Prof. Louis L. Jaffe, Byrn professor of administrative law at Harvard U., writing in the summer issue of the Georgetown Law Journal, uses the Philco protest against the 1957 license renewals of NBC's WRCV-TV Philadelphia as a prime example that the courts have invaded administrative agencies' prerogatives.

The commission initially said Philco had no standing to protest, but this was remanded back to the FCC by the U. S. Court of Appeals in Washington, D. C. The FCC then held oral argument and denied the protest on the ground that even if Philco proved its allegations, it would make no difference in the majority's view. Again Philco went to court demanding a full hearing; again the court returned the case for a full hearing.

The Philco protest is one of the facets to be looked into by the FCC in the hearing now set on the NBC-RKO General exchange of stations transaction (RKO General's Boston stations for NBC's Philadelphia stations).

Bureau: fm owners lax; am grant held up

Who's minding the store?

That's what the Broadcast Bureau asked the FCC to find out before granting an am application in Hayward, Calif., to Keith Moyer and James Hildebrand.

The bureau said that on a routine inspection of KBBM-FM Hayward, under the same ownership, the FCC found only a chief engineer who told inspectors the station finances were in arrears and that the owners seldom showed up on the premises. The engineer said he didn't know where Mr. Hildebrand was, but that Mr. Moyer, in Taylorsville, Ill., had refused to accept telegrams and registered letters pleading for operating funds; that the engineer had borrowed tubes from neighboring stations and had replaced small parts with his own money.

The engineer told the FCC inspectors that when he was hired in February 1962, he was told there would be no commercials broadcast and that no air time would be sold. The engineer resigned July 20; he was the station's only fulltime employe, he said. During his employment, KBBM-FM went over $1,000 into debt, the bureau said. A phone company, a local power company and AP have threatened to cease service for nonpayment and the City of Hayward cancelled KBBM-FM's business license more than a year ago for unpaid debts, the bureau said.

Before granting an am to Messrs. Moyer and Hildebrand in the same city, the FCC should decide whether they have exercised adequate control over their fm station and whether they are qualified to be licensees, the bureau urged.

USIA notes increase in radio-tv services

The U. S. Information Agency stepped up sharply the activities of its Voice of America and international television services in the first six months of 1962, particularly in connection with the orbital flights of astronauts John Glenn and Scott Carpenter.

The agency, in its 18th semiannual report to Congress, said Voice of America reporting on the Glenn flight reached the largest audience in the history of broadcasting. The report, however, gave no figures.

It added that the television and film material on the two flights distributed throughout the non-communist world resulted in favorable editorial comment on the openness of America's space program in contrast to the secrecy shrouding the Soviet Union's space efforts.

The report also said that the agency has been aided by private film producers who have made material available. It said the ABC-owned WBKB (TV) Chicago had donated 18% hours of its Science Report series, valued at $108,000, on video tape.

The programs are being prepared for use in the agency's Science Report series, which deals with research and technological developments and discoveries in the physical and natural sciences.

Bemidji ch. 9 shift proposed by KCMT (TV)

KCMT (TV) Alexandria, Minn., has asked the FCC to delete ch. 9 from Bemidji and assign the channel to Middle River, both Minnesota. KCMT is authorized as a "semi-satellite" station on ch. 12 Walker, Minn.; the station is seeking to spread service to underserved areas in the state, its petition said.

The KCMT proposal is in conflict with one filed by KXGO-TV Fargo, N. D., asking for ch. 10 to be shifted to Thief River Falls from Grand Forks, both Minnesota. KCMT said it does not oppose deletion of ch. 10 from Grand Forks but urges that the transmitter for a ch. 10 station be located at a site where both the KCMT and KXGO-TV proposals would be feasible.
To paraphrase the old “Don’t-look-now,—BUT” admonition, urgency compels us to say: DO look BECAUSE the advertising deadline for BROADCASTING’s 1963 YEARBOOK is almost at hand! Oct. 8 to be exact. Three weeks away.

The 28th consecutive number, the 1963 YEARBOOK will be in the mail in early December, 20,000 strong. It will offer the most complete compendium of accurate facts and figures available.* Like previous editions, it will enjoy a full and useful life in the offices of agencies and advertisers throughout the nation . . . ending up dog-eared and thumbmarked 12 months later when next year’s volume appears.

Same rates, same space units prevail as for the regular issues. Contract advertisers earn frequency discounts. Otherwise, one time rates prevail: (inch $50; 2 inches $90; 3 inches $125; 1/6 page $155; 1/3 page $280; 1/2 page $400; 2/3 page $510; page $680). AAAA Color ranges from $120 a page to $80 for a third page. Position adjacent to your listing guaranteed. Now is the time for action. Reserve the position you want TODAY!

*PACKED WITH FACTS
- Complete directory of all U.S. television and radio stations.
- Lists of station and network personnel; ownership and facilities information.
- Broadcast regulations, code.
- Facts, figures, history of the broadcasting business.
- Directory of TV-radio agencies, suppliers, services, trade associations, professional societies, allied organizations.
- Data on foreign broadcasters.
- “The Dimensions of Broadcasting”—and hundreds of other key facts about television and radio.
CROSLEY GETS NOD BY FCC 4-3 VOTE

Tentative approval is given to Indianapolis agreement

By a 4-3 vote, the FCC gave tentative approval last week to an agreement between contestants for ch. 13 Indianapolis whereby Crosley Broadcasting Co. will retain the channel it has operated as WLWI (TV) since 1957.

The commission instructed its staff to prepare a decision approving the dismissal of an application for ch. 13 by WIBC Inc. Indianapolis and reaffirming the grant to Crosley. After years of litigation the two parties sought to end the stalemate with WIBC's withdrawal in Indianapolis (and Crosley paying WIBC $100,000 for expenses incurred by the latter) and the sale of Crosley's WLWA (TV) Atlanta to WIBC Inc. for $3.3 million (Broadcasting, June 18).

The WLWA sale, contingent upon approval of the withdrawal plan, was not acted on last week by the FCC but, it was reported, will be considered when the Indianapolis case returns to the commission for final action.

Reversed Front * Last fall, the FCC had reserved its earlier ch. 13 grant to Crosley and awarded the facility to WIBC on a 4-2 vote (Broadcasting, Nov. 16, 1961). A Crosley petition asking the commission to reconsider this decision is pending and would be dismissed if last week's instructions are finalized.

Tentatively voting to approve the Indianapolis agreement were Commissioners Rosel H. Hyde, Robert E. Lee, T. A. M. Craven and John S. Cross. Opposed were Chairman Newton Minow and Commissioners Robert T. Bartley and Frederick W. Ford.

Commissioner Craven, whose 1957 vote in the 4-3 grant to Crosley caused the court to remand the case to the FCC, participated last week after both parties said they had no objection.

Court refuses stay in Sangamon Valley case

A federal court in Chicago last week turned down a request for a stay of the FCC's decision to move ch. 2 from Springfield, Ill., to St. Louis, but took under advisement the government's request that the case be turned over to the U. S. Court of Appeals in the District of Columbia.

The ruling was made by the Seventh Circuit Court of Appeals. Involved is an appeal by Sangamon Valley TV Corp., an unsuccessful applicant for ch. 2 when it was originally assigned to the Illinois capital city, against the commission's July 18 ruling affirming its 1957 shift to the vhf channel to St. Louis. The Dept. of Justice and KTVI (TV), present operator of the St. Louis ch. 2 assignment, asked the court to either dismiss the appeal or transfer it back to the Washington circuit. This was based on the ground that the original review of the deintermixture move was made by the D. C. court (which upheld the FCC position) and that any other review should be made by the same tribunal.

FCC budget request goes to joint conference

An omnibus money bill containing the FCC's total budget request of $14,617,000 for fiscal 1963 has passed the Senate. But the measure now goes to a Senate-House conference, where differences with a House-passed bill must be reconciled.

The House approved an $11.4 billion appropriations measure containing $14,355,000 for the FCC, or $262,000 less than the Senate approved and the commission requested.

The Senate bill also contains the total amount asked for the Federal Trade Commission—$11,845,000. The House voted $10,270,000 for the FTC.

THE MEDIA

Why some CBS radio affiliates click

REPORT ON SUCCESSFUL OPERATIONS TO HIGHLIGHT CONVENTION

CBS Radio affiliates this week will learn what researchers find to be reasons why some of them are top-rated in their markets (Closed Circuit, Aug. 13).

The two-part study, that will be unveiled during the Sept. 12-13 annual convention of the CBS Radio Affiliates Assn. at New York's Waldorf Astoria, has been in preparation for the past year. It's expected to explore program, promotion, public service and community affairs policies of the stations. Fred Ruegg, CBS Radio's vice president, station administration, will present the special report on station management and listener preferences.

CBS Board Chairman William S. Paley at a luncheon on Sept. 13 and President Frank Stanton at the Sept. 12 opening session are slated as principal speakers.

Scheduling of the study report on the agenda as well as other events was announced last week by the network's President Arthur Hull Hayes, and E. K. Hartenbower, KCMO Kansas City, chairman of the association's board of directors. They report that advance registration indicates 61 executives representing the network, CBS News and parent CBS Inc., will join at least 167 station people representing 114 affiliated stations.

The executive meetings will be opened at 10 a.m. (Sept. 12) by Michael R. Hanna, WHCU Ithaca, N. Y., chairman of the convention committee. Mr. Hartenbower will be the presiding officer. Mr. Ruegg's presentation as well as the network's report by President Hayes are slated for that session.

A closed-circuit hookup with correspondents heard live from Washington and overseas points will be conducted by Richard S. Salant, CBS News' president, and Blair Clark, general manager and vice president. The affiliate representatives will be able to engage in direct conversation with the correspondents.

White to Speak * A major address of the convention is to be given by Theodore H. White, author and CBS News' consultant on creative planning. George Arkedis, the networks' sales vice president, will introduce a new presentation, "The Third Dimension," which explores network radio's increasing values based on A. C. Nielsen Co.'s national measurement of transistor and portable battery set listening.

In the evening on Sept. 12, Arthur Godfrey will emcee entertainment at the 102 missing stations

Only 102 radio stations have not returned their questionnaires for free listing in the 1963 Broadcasting Yearbook.

If you have not yet returned your am/fm station questionnaire please do so immediately. Otherwise, we will assume there has been no change, and last year's listing will be repeated.

—The Editors
No advertiser has money to burn. He needs to reach the greatest possible number of prospects, at the lowest possible cost, with the best possible selling message. Young & Rubicam people work on that principle. You might think your money was their money.
the annual banquet at the Starlight Roof. Artists heard frequently on the network (including Richard Haydn, June Valli, the Buffalo Bills and Johnny Parker and orchestra) are to appear. Annual fall meetings of CBS-owned radio stations are underway today.

NEW YORK ETV GOES ON AIR NEXT WEEK

After long struggle WNDE(TV) will begin program schedule.

FCC Chairman Newton N. Minow and Edward R. Murrow, Director of the U. S. Information Agency, will officially open WNDE (TV) Newark-New York the Metropolitan New York area's first educational tv station at 8 p.m. on Sept. 16. It is owned and operated by Educational Broadcasting Corp., New York.

Mr. Murrow will serve as master of ceremonies, and Mr. Minow will speak briefly in dedicating the new educational station. Their participation in the program will be live, although some portions of the first night's programming will be on tape and film.

WNDE's opening night program was dealt one setback last week when the American Federation of Television and Radio Artists called a halt to the tapping of a lecture on the history of comedy by actor Zero Mostel. AFTRA insists that Mr. Mostel may not appear on WNDE unless the station also grants jurisdiction to this performers' union over teachers, university professors, journalists, government officials, and other non-performers who appear on the etv channel. The deputy commissioner of the New York Dept. of Labor has called for a meeting today (Sept. 10) of AFTRA and station officials to negotiate the labor dispute.

WNDE, which stands for "new directions for television," will operate with WNTA-TV, formerly the commercial station Newark, N. J. An affiliate of National Educational Television, the station's first year operating budget has been set at $3 million. About two-thirds of that amount has been raised to date, according to Dr. Samuel B. Gould, EBC president.

Dr. Gould, in an interview last week, noted that the annual budget is not quite equal to the weekly budget of a commercial tv station, "nor even equal to a commercial station's annual promotion budget."

Main studio facilities of WNDE, known as Studio 55, are located at Ninth Ave. and 55th St. in New York. Permanent offices of the station's operating staff are at 1657 Broadway, under the supervision of Richard D. Heffner, vice president and general manager. Dr. Gould and his fund-raising staff have offices at 345 E. 46th St. A Newark, N. J., studio is under construction in the Mosque Theatre Building. The station now is fully staffed with about 110 people on the payroll.

Station History • Negotiations for the purchase of WNTA-TV from National Telefilm Assoc. began in January 1961. After months of negotiations, disagreements and court actions, WNTA-TV, on Dec. 22, 1961, was officially transferred to Educational Television for the Metropolitan Area Inc., a name which was legally changed to Educational Broadcasting Corp. last May. WNDE has been televising a test pattern and audio tone on a regular basis since April 2. Dry-run programming tests on closed circuit tv were begun Sept. 3.

Late afternoon and nighttime programming will begin on a regular basis on Sept. 17. The station's school television service, to which some 50 school districts in the metropolitan area have subscribed on a 50-cents-per-pupil yearly basis, starts Oct. 1 and will run through May 21. School programs will be broadcast from 9:30 a.m.-noon, and from 1:45-3:00 p.m. The noon to 1 p.m. period generally will be used for repeat broadcasts of nighttime programs. Meanwhile the station will present live coverage of the U.N. General Assembly which convenes Sept. 18. No weekend programming is planned for this year.

WNDE will produce more than one-half of the station's programs for the elementary level and all of those for the secondary level. The major share of nighttime programming for adults also will be produced by the station, thus making WNDE the country's most active etv station in program production, according to Mr. Heffner. James McAndrew is director of the school service.

As an affiliate of NET, which has 60 other etv affiliates in the U. S., WNDE will receive a minimum of 10 hours of programs weekly. The NET programs will include such series as Decision, The Constitution in Action, Astronomy For You, Pablo Casals' Master Class, NET Drama Festival, Of Poets and Poetry, and others.

In keeping with Dr. Gould's "university-of-the-air" concept for the station, which he believes can be made into an "active force in the intellectual
**SHIPMENTS LEAVE SOONER, GET THERE FASTER, COST LESS, TOO!**

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<th>Destination</th>
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<th>15 lbs.</th>
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<td>New York-Philadelphia</td>
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Greyhound Package Express not only saves you time and money, it could be the answer to your inventory control problems, too. Packages very often arrive the same day shipped. They travel in spacious compartments on regular Greyhound buses. That means you can ship any time...twenty-four hours a day, seven days a week, weekends and holidays. Ship C.O.D., Collect, Prepaid, or open a charge account. Be sure to specify Greyhound Package Express. It's there in hours...and costs you less!
and cultural growth of the large community it serves, WNDT also will present selected foreign programs. The first of these, a one hour French program titled A la Research D’Albert Camus (A Search for the Real Albert Camus)—will be seen Sept. 17. Mr. Camus, who died in 1960, was a Nobel Prize winner in literature. Arrangements have been made with WRVR (FM) New York to broadcast a simultaneous English translation of the program.

Dr. Gould also stated that a major objective of WNDT at first will be to determine what best interests its viewing audience. He said programming will be on a trial and error basis as there is no etv programming standard to draw upon that would be applicable to a market the size of New York City. But he noted that “we are interested in selective viewers and we don’t have to hold them through several programs because we’re not selling anything.”

NAB’s Goldberg urges time, taste studies

Studies of leisure time, tastes and other sociological and educational values related to mass communications were advocated Aug. 30 by Melvin A. Goldberg, NAB vice president-research director. Addressing the American Sociological Convention in Washington, Mr. Goldberg pointed to the need for systemized thought in areas of social sciences. Among topics needing exploration, he said, are the role of mass media in the process of change of taste; attitudes toward leisure time; use of tv and radio in education; effect of tv and other media on children; the role of communications in politics and entertainment and the effect of mass media on moral values.

Faulk appearing on network tv

John Henry Faulk, who recently won a $3.5 million libel award against Aware Inc. and two other defendants (BROADCASTING, July 2), made his first appearance on television in more than five years last week when he served as a guest panelist for five days on CBS-TV’s To Tell the Truth (Mon.-Fri., 3:30-4 p.m.). Mr. Faulk is scheduled to appear today (Sept. 10) on NBC-TV’s Leave It to the Girls (1-1:30 p.m.). Mr. Faulk had claimed in his libel suit that published charges linking him to pro-communist groups were false and had been used to blacklist him from radio-tv employment.

Changing hands

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

- WSAM-AM-FM Saginaw, Mich.: Sold by Mrs. Fred Knorr and associates to Kenneth Hugh MacDonald for $300,000. Mr. MacDonald is with WPAG Ann Arbor, Mich. The Knorr stations are, in addition to WSAM, WKMH-AM-FM Detroit -Dearborn, WKMFl Flint, WKHM Jackson and WELL Battle Creek, all Michigan. WSAM operates full time on 1400 kc with 250 w. WSAM-FM is on 98.1 mc with 1.7 kw. Blackburn & Co. handled the sale.

APPROVED - The following transfer of station interests was among those

---

**BLACKBURN & Company, Inc.**

**RADIO • TV • NEWSPAPER BROKERS**

**NEGOTIATIONS • FINANCING • APPRAISALS**

**WASH., D.C.**

James W. Blackburn
Jack V. Harvey
Joseph M. Strick
Gerard F. Hurley
RCA Building
Federal 3-9370

**CHICAGO**

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

**ATLANTA**

Clifford B. Marshall
Stanley Whitaker
John G. Williams
1102 Healey Bldg.
Jackson 3-1576

**BEVERLY HILLS**

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

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**Source of funds for acquisition of WNDT(TV)**

(Through April 30, 1962)

**CONTRIBUTIONS:**

- American Broadcasting Co.—Paramount Theatres Inc. $ 250,000
- Avalon Foundation 125,000
- The George F. Baker Trust 25,000
- Carnegie Corporation of New York 200,000
- Columbia Broadcasting System Inc. 250,000
- The Ford Foundation 2,000,000
- James Foundation of New York Inc. 100,000
- Metropolitan Broadcasting Co. (WNEW) 250,000
- National Broadcasting Co. Inc. 250,000
- New York Foundation 100,000
- RKO General, Inc. (WOR) 250,000
- Rockefeller Brothers Fund 500,000
- Alfred P. Sloan Foundation 200,000 $4,500,000
- LOAN FROM FIRST NATIONAL BANK 1.825,000 $6,325,000

**TOTAL SOURCE OF FUNDS:**

*Does not include additional $125,000 grant receivable due from Avalon Foundation designated for acquisition fund.
Broadcasting, September 10, 1962

approved by the FCC last week (for other commission activities see For The Record, page 96).

* KAKC Tulsa, Okla.: Sold by Lester Kamin and associates to S. Carl Mark for $375,000 and agreement not to compete within 50 miles of Tulsa. Mr. Mark formerly owned WTTM Trenton, N.J., and is president of Lit Bros. department store in Trenton. The Kamin group owns KXYZ-AM-FM Houston and KBEA and KBEY (FM) Kansas City.

New Syracuse vhf starts operations

WNYS-TV Syracuse, N.Y. was scheduled to commence operations last night (Sept. 9) with a one-hour color program introducing the ch. 9 station's staff, studios and facilities.

WNYS-TV is headed by William Grumbles as president and general manager. Other executives include Robert M. Baird, sales manager; Floyd F. Smith, business manager; Jeff Davidson, program manager; Carol Schell, promotion manager; John Carroll, chief engineer; Carl Ellenberg, news and sports director. Station is affiliated with ABC-TV and is represented for national spot sales by Peters, Griffin, Woodward.

Confiscation of racing film protested by NBC

NBC has protested the forced confiscation of film of an auto race accident by two employees of the track in Santa Barbara, Calif. NBC explained last week:

The accident, which took the life of one driver, was being filmed by Jerry Sims, NBC news cameramen, on Sept. 2 when an official of the Santa Barbara road races, ordered him to stop. When Mr. Sims refused the film to the official and an off-duty policeman employed by the track, the men allegedly took the camera by force and destroyed the film.

Plough dividend raised

Plough Inc., pharmaceutical and broadcast company, announced increase in quarterly dividend on common stock from 13 3/4 cents per share (adjusted) to 15 cents per share, payable Oct. 1 to stockholders of record Sept. 14. This is eighth consecutive annual increase in dividends. The present annual dividend rate is 60 cents per share (after giving effect to stock splits in 1956 and on July 2). This compares to the annual dividend rate of 15 cents per share in 1954. Plough stations are WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore, and WPLO-AM-FM Atlanta.

Best offering new service

Robert Best & Assoc., Hyattsville, Md., announces it is recording voice tracks for radio and television commercials and announcements. Mr. Best says his group of Washington, D.C., area announcers provides “first class presentation for small and certain medium market stations.” Now providing weekly service, the new firm plans to establish permanent studios in Washington with daily service.

WBBM editorial brings investigation in death

As a result of a strong editorial protest aired Aug. 25-26 by E. H. Shomo, CBS radio vice president and general manager of WBBM Chicago, the Chicago Crime Commission has begun an investigation of charges of “legal bargaining” by the state in the disposition of a case involving a child's death. Mr. Shomo described the Cook county criminal court proceeding as “a disgrace” and called for an end to the bargaining practice which he said has been long standing.

The WBBM news staff investigated the story for 10 days before Mr. Shomo's editorial attack. Mr. Shomo reported the case showed that the 20-year-old defendant, Ronald Busse, apparently became enraged June 2 when his 21-month old stepson refused to eat a cookie and repeatedly struck and choked the child, who subsequently died. A confession and grand jury murder indictment followed, he went on to say.

But the state, in a rush to avoid a long jury trial, “bargained” with the defense to reduce the charge from murder to involuntary manslaughter for a plea of guilty. Mr. Shomo said. The result was that only a six-month sentence, was imposed, he added. Mr. Shomo also charged court deficiencies in mental examination practices. WBBM's report has been turned over to the Chicago Bar Assn. and the state's attorney's office.

SUNNY WESTERN STATE!

Fulltime radio station in beautiful fast-growing area. Sale includes valuable land and buildings belonging to this one-roof operation. Has excellent owner cash flow on gross of $11,12,000.00 monthly. Priced at $315,000.00 with 29% down. Another H&L Exclusive.

Hamilton-Landis AND ASSOCIATES, INC.
John F. Hardesty, President
America's Most Experienced Media Brokers

NEGOATIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D. C.
Ray V. Hamilton
2737 DeSales St., N.W.
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WASHINGTON, D. C.
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321 Stetson

CHICAGO
Tribune Tower
Richard A. Shahen
Chicago 7-2754

CHICAGO
Dwight Landis
211 W. Madison

DALLAS
J. E. D. Hardesty
529-2302

DALLAS
111 S. Ervay

SAN FRANCISCO
284-285

SAN FRANCISCO
111 S. Sutter St.
Eckbrooke 2-5671
NEW YORK ‘FUN AND FORUM’

Hire salesmen with more zip and sense, use editorial voice, too, broadcasters urged

Radio got top billing at the New York State Broadcasters Assn.’s “fun and forum” conference at Saratoga Springs, N. Y., Sept. 6-8.

The medium was examined as an editorial force, as it involves the community and as a welcomed (or ignored) guest at New York advertising agency offices.

Sam Slate, vice president and general manager, WCBS New York, and president of the association, presided over the conference.

A panel of advertising agency and station representative executives was asked to offer suggestions aimed at bringing more money into radio. Their recommendations: stations should employ more knowledgeable and enthusiastic salesmen, provide more qualitative information about their facilities and markets, learn more about the agency-advertiser business, and stop down-grading their own medium.

The panel: Sam B. Vitt, vice president and media director of Doherty; Clifford, Steers & Shenfield; Ed Fleri, associate media director of BBDO; Janet Murphy, timebuyer, Lawrence C. Gumbinner Adv. and Arthur H. McCoy.

Mr. Vitt declared radio should “get a conviction about itself as to its real worth” because the medium is “good.” Once radio realizes its worth, he added, the industry can concentrate on selling itself to agency advertisers. In this connection, he recommended salesmen learn about more agencies and advertisers so that they can fulfill their needs.

Both Mr. Fleri and Miss Murphy stressed that agencies need from radio more and better research about stations and their audiences. Miss Murphy also suggested that stations employ more intelligent and more forceful salesmen.

Mr. McCoy took exception to some remarks made by the agency panelists. He asserted:

“Radio would get more national advertising dollars if you and we—your representatives—would just sell more advertisers on the value of this great medium.”

He also claimed radio will “receive greater ad revenue if the agencies will stop hounding us for more research and take the time to understand the mountains of facts and figures already available.”

Among the suggestions Mr. McCoy offered to radio station operators: serve the community better than ever; advertise the station in the trade press and/or by direct mail; contact an advertiser’s local branches for business and believe strongly in the power and importance of both radio and advertising to the economy and the community.

In a panel discussion of editorializing, two practitioners of vigorous, provocative editorial programming on their own radio stations advocated wider use of the practice.

Both Daniel W. Kops, president of WTRY Troy-Albany-Schenectady and WAVZ New Haven, Conn., and Ben Strouse, president and general manager of WWDC Washington, D. C., pointed to a vacuum they believe effective editorializing can fill.

“The disappearance of ... competing newspapers left a tremendous vacuum that needs to be filled by competition from broadcasting stations in reporting and editorializing. ... This is an opportunity which we must live up to,” said Mr. Kops.

Mr. Strouse said the presence of fewer newspapers and monopoly ownership indicate “... the press in many areas does not carry the big stick it once did.”

“Now it takes guts to be an advocate, to stir controversy, and bring about community action,” Mr. Kops said. However, a station that does so demonstrates its effectiveness, he added, which provides “ample evidence to advertisers that the station which arouses its
The ST914 preselector is set. The day’s program (entirely pre-taped) is ready. Flip the master power switch. No one need touch the Presto BAS-101 again. Up to 6 reels of tape are programmed and intermixed automatically to give up to 36 hours of “hands off” stereo broadcasting. The Presto BAS-101 is a complete stereo broadcast automation system which will integrate program material from any of its three transports. Features include:

- maximum reliability
- 25-cycle tone sensing
- factory wired & adjusted
- space for fourth transport
- install & operate in 10 minutes
- fail-safe operation
- modular plug-in design
- semi or full automation
- stereo-monoaural operation
- broadcast automatically while recording

Write today for detailed information on the entire line of Presto Automatic Broadcast Components, leader in the field for over 28 years.

BOGEN LEAR SIEGLER, INC.
COMMUNICATIONS DIVISION
DEPT B9-N, PARAMUS, N. J.
listeners to action can also stimulate them to buy the products of its advertisers.

But responsible editorializing requires skilled research by professionals given the time and encouragement needed to properly develop material, both men agreed. The respect which office holders once lavished on the press "will not come if you are content to broadcast some syndicate's ready-made handout," warned Mr. Strouse.

Outlining the skills needed by those who would editorialize, Mr. Kops listed:
- The temperament and willingness to be fair and thorough rather than capricious and superficial.
- Dig into all the facts, which often requires having a "strong professional news staff."
- Political campaign editorials should be a logical outgrowth of editorials on the individual issue, he said:
- They should be timely and early enough to provide time for opposing views.
- Opposing candidates should be offered time for response.
- Keep on hand scripts or tape recording of both your own editorial and responses from opposing candidates.

In a reference to ethics and government regulation Mr. Kops said broadcasting should be "freed of the restraint of Section 315 to exist as a responsible journalistic medium in the full sense."

More important, though, is the occasional threat of further restriction originating in Congress, he added.

"The broadcaster makes the most significant use of his government-sanctioned right to editorialize by turning around and becoming a watchdog over government itself," Mr. Kops said.

"I submit that you as owners and managers of radio and television stations have every reason to play the same role as editors and publishers in your communities," concluded Mr. Kops.

Also slated for "forum" sessions were a panel on community involvement and a panel assessing today's climate in Washington, both scheduled for Sept. 7.

To build more local accounts, he said, "You must specialize to win.

Mr. Wright cited an example that some Chicago stations can be quickly and clearly identified while others cannot. "At least one station's program philosophy is to offer listeners the loudest, most raucous scream they can devise for those idiots and teenagers that want little more from radio than a service which blocks all need to think," he noted. It is "a sound so loud it drowns out the mean, cruel world around by providing a form of mental mesmerization," he said. On the other extreme one can easily identify a station supplying "the softest sound, the world's most beautiful music, I believe they call it."

But in between, he said, there are some whose identity in programming doesn't even attract enough audience for either Nielsen or Pulse to measure.

James E. Schwenk, senior vice president of Roche, Rickert & Clearly, Chicago, advised radio stations to become as indispensable to their community as the fire department or police department in order to get listeners in the habit of tuning to them.

To build more local accounts, he urged stations to work harder "to pull the kind of listeners who would be customers." He also said if the station has built the reputation "that makes the listener believe in the merchandise offered."

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

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

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

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

If the FCC really wants to benefit the public, it should keep hands off programming and commercials. This was the theme of a hard-hitting speech by Gordon McLendon, owner of a group of radio stations, last week at the World's Fair of Music & Sound in Chicago.

Calling for broadcasters to program for specialized audiences, the Texas-based broadcaster inveighed against the FCC's practice of forcing stations to serve their communities with rounded, broad programming.

Program restrictions "seeking to coerce radio into serving the broadest possible community need is a crippling halter thrown around radio's free enterprise mechanism," he said. "Today the need is for specialized radio stations," because there are 3,600 radio stations on the air now, and there may be 4,400 ultimately, he pointed out.

"In the free market place, where talent and imagination have freedom from fear, the good operators will drive out the bad," he added. "Any law forcing a sameness of radio, forcing a programming common denominator, acts as a protection to the talentless, a shield for the lazy, a haven for the idea thief, a legal shelter and sanction for the mediocre."

Mr. McLendon's stout defense of free and untrammeled enterprise in broadcasting contrasts with the position he took three years ago. At that time in a debate at the disc jockey convention in Miami with Matthew J. Culligan, then NBC Radio executive vice president, Mr. McLendon declared there may be a need for congressional legislation to limit the number of radio stations in one market.

At that time, he said: "When so many radio stations have been licensed in a city that some must sell announcements for 25 cents to exist, rates are so damaged in that market that soon the revenues and programming resources of even the finest stations are impaired." Fearful as he was of government regulation, he said then, "it is now clear that if we are to preserve decent programming standards some congressional curb must be put upon the spectrum in most markets."

Changed His Mind = Last week Mr. McLendon had a simple answer to this seeming contradiction: "I have come to the conclusion that that was not the proper approach. I now enthusiastically endorse the approach recommended by Broadcasting of handling the whole radio population explosion on an engineering basis alone."

Not only should the FCC keep hands off programming, Mr. McLendon averred, but it also should stay away from commercials. Some FCC commissioners (Chairman Newton N. Minow, Commissioner Robert E. Lee) have suggested that the commission might put a numerical limit on the number of spot announcements permitted per segment each broadcast day.

Any broadcaster who airs 100 commercials an hour will be forced by competition to change, Mr. McLendon stated. But there is no reason why a station shouldn't broadcast anything but commercials, he added, like a shopping guide or the classified section of a newspaper, if it wants to. In fact, he observed, there might be a place for such a station.

"The public interest, left alone, will prevail without any help from government," Mr. McLendon contended. "All restrictions on programming should be abolished save those relating to decency, gambling, or public order . . . all restrictions on commercial content should be similarly abandoned."

For license renewal, Mr. McLendon suggested that all a broadcaster should have to submit to the FCC is a narrative answering two questions: "Why have I answered a community need, and what new ideas has my radio station contributed to radio?"

Mr. McLendon, who has just taken over WGES Chicago (now WYNR), also favored the removal of all limitations on multiple ownership. At present the FCC prohibits one company from owning more than seven radio stations in each category (the seven limitation in TV however is five vhf and two uhf).

"If multiple owners are able to compete with local operators," he said, "let them own a station in every city they wish . . . . As long as others can freely compete, put no restrictions on competition. Do not penalize competence, do not stifle talent by telling it that it can no longer expand because it is in danger of becoming too efficient for the market place."

In addition to his station in Chicago (where he is under attack for proposing to change its format to all-Negro programming; see page 60), Mr. McLendon owns KLIF and KROW (FM) Dallas, KILT and KOST (FM) Houston, KTSF San Antonio, KABL Oakland (Calif.), and WYSL-AM-FM Amherst (N.Y.).

audience today while the smaller market station can be more general.

Who's Listening? = Edward Hynes, president of Trendex Inc., New York, told of progress in making qualitative studies of stations and their audiences. He said these help the agency buyer to take into consideration not only audience size but also the station's personality in relation to the product to be advertised.

Trendex makes a distinction between "listener" and "selector" in its qualitative studies, Mr. Hynes said, so as to show which housewives actually select a specific program or station apart from those who just happen to be in the room where the set is on when the count is taken.

Even though "we have entered into an era of machine evaluation of media," Mr. Hynes said, "I believe that radio can get a bigger piece of the advertising dollar if it is sold and bought intelligently. This means relegating audience size ratings to their proper place."

Lee Hanna, director of news and special events, WNEW New York, told another workshop session Thursday that stations can build effective news staffs and make a strong dent in the listener's mind if they are willing to spend just a bit more time and money to do the job correctly. He related in detail WNEW's success in this area.
In Detroit...

"This is WWJ NEWSMAN
DWAYNE RILEY"

Dwayne Riley typifies The WWJ Stations' leadership in news reporting. A seasoned specialist in broadcast journalism and holder of a prized citation for reportorial excellence, he has received wide acclaim for his recent 26-program documentary investigation of Michigan prisons. Riley is another key figure in the great WWJ News operation—the only local service that includes:

- 13-Man Broadcast News Staff—Michigan's Largest
- Newsgathering Resources of The Detroit News
- NBC Correspondents in 75 Countries
by Larry Haeg, general manager of WCCO Minneapolis, on the subject of selecting and developing personalities, the participants emphasized that more and more stations are coming to realize that people are their greatest business asset apart from their license.

Marshall Carpenter Jr., president and general manager of WDTM (FM) Detroit, told another meeting of a greatly awakened interest by advertisers in stereo commercials to accompany today's stereo programming. WDTM went on the air with two hours of stereo daily in July 1961 and today programs stereo from 8 a.m. until 10:30 p.m.

Mr. Carpenter believes that fm stereo will become "a primary medium to reach the above-average listener." If stereo isn't to drag along like color tv, he said, stations will have to forego dabbling and make "a total commitment to stereo."

**Media reports...**

Poor no more = KDKA Pittsburgh recently heard that a missionary about to return to Africa was $1,200 short of funds needed to build a hospital in Tanganyika. KDKA promptly aired a request to listeners for the additional money, and by last week had collected more than three times the needed funds. The surplus is ticketed for research.

Reinsch specials = WSOC Charlotte, N. C., plans a series of special features and interviews which are to be taped by J. Leonard Reinsch, WSOC-AM-FM-TV president, during a month's tour of Africa. Mr. Reinsch, who is making trip as chairman of U. S. Advisory Commission on Information, started Sept. 8 visiting Monrovia, Leopoldville, Johannesburg, Cairo, Beirut and other cities and will observe U. S. Information Agency and other information and propaganda activities.

Mobile video taping = WMAL-TV Washington claims it will be the first area station to have a mobile video tape unit. The unit will be used for recording "on location" public affairs programs. It will be delivered late in September.

Carpeters ‘bagged’ = Exposure of an interstate rug firm's selling practices on tv news programs broadcast by WFLA-AM-FM-TV Tampa-St. Petersburg led to 15 indictments against the firm by the Hillsborough County State's Attorney’s office, according to Doug Duperrault, WFLA-TV promotion manager. Newsman Arch Deal and producer Bob Gilbert did the spade work, and were credited by State's Attorney Paul Johnson for bringing the matter to his attention. The series "showed the victims then were not alone, gave them the courage to come forward and press for indictments," according to Mr. Duperrault.

High school 'special' = WBBM-TV Chicago will air a 90-minute special in the 8:30 p.m. period Sept. 11 which features performance of Gilbert and Sullivan's "The Mikado" by 71 students of Evanston (Ill.) High School. Show was taped earlier and will be sponsored by Hills Bros. Coffee through N. W. Ayer & Son.

Michigan fm starts = WOIA-FM Saline, Mich., announced last week the start of operations on 102.9 mc with 10 kw, duplicating WOIA-AM 50%. Both are licensed to Lester Broadcasting Corp. H. W. (Bud) Lester, president of Lester Broadcasting, is station manager.

Fm stereo network = WCRB-FM Boston conducted a demonstration of its fm/stereo broadcasts before an audience of agency media executives in New York last Wednesday (Sept. 5). The station recently added 36 hours of such broadcasts to its schedule. Richard Kaye, station manager, reported that WCRB-FM, as part of the beginning of an fm/stereo network, including WPFF (FM) Providence, and WMFT-FM Mt. Washington, Me. Mr. Kaye said advertisers may buy on the three stations as a group.

Together for stereo = Stan Prell of KSOM-FM Tucson, and Ward Atkinson of KEBI-FM Phoenix, both Arizona, announced that the two stations have joined in forming The Arizona Fm Stereo Network.

Radio-tv job office opens in Houston

The Radio and Television Employment Center has opened at 3701 Allen Parkway, Houston. RATEC is owned and managed by Fulton A Nash, who said the service is available to both management and personnel. Mr. Nash has been associated with broadcasting in the Southwest for the past 15 years.

Binghamton uhf on ABC-TV

WBIA-TV, a new uhf station in Binghamton, N. Y., has signed a primary affiliation agreement with ABC-TV. WBIA-TV, scheduled to go on the air Nov. 1, will operate on ch. 34. Alfred E. Ancombe is president and general manager of WBIA-TV Inc.

WEEI finds robbery witness

An eye-witness to the $1.5 million Plymouth, Mass., mail truck robbery Aug. 14 was found by WEEI Boston and was heard on several WEEI news programs, according to the station. "The man, whose identity has been kept secret in fear of reprisals, was interviewed . . . within 24 hours of the robbery," said WEEI.
COVERAGE*

When you mention "test market" you're sure to include Providence. When you seek many aerials in a compact area you'll probably note Providence. When your product demands coverage and penetration of a "must buy" market you'll check WJAR-TV. That's Providence too.

*ARB TV Homes

WJAR-TV

NBC - ABC - REPRESENTED BY EDWARD PETRY & CO., INC.
OUTLET COMPANY STATIONS IN PROVIDENCE - WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND - WJAR RADIO IN ITS 40TH YEAR
VENARD HEADS MERGED FIRM

Venard, Torbet & McConnell becomes one of top ten representatives with offices in six U.S. markets

Merger of Venard, Rintoul & McConnell with the California-based Torbet, Allen & Crane to form a new, major radio-tv station representation firm is being announced today (Sept. 10).

Company officials said the new firm, to be known as Venard, Torbet & McConnell, ranks among top ten of the country’s 52 national broadcast representatives.

Lloyd George Venard, president of VR&M, becomes president of the new company. Alan L. Torbet, president of the TA&C regional representation firm, will be executive vice president of VT&M. James V. McConnell, vice president and treasurer of VR&M, and Stephen R. Rintoul, vice president and secretary, continue in similar posts with the new company.

Six Offices - The new firm, whose client list includes radio and/or tv stations in 30 states, will have offices in six major markets. These are New York, Chicago and Detroit, where VR&M maintained offices; San Francisco and Los Angeles, where TA&C had bases; and Dallas, where the two companies have operated an office jointly. TA&C also has affiliates in Portland (Ore.), Seattle and Denver.

Howard B. Meyers, vice president and head of the Chicago and midwestern division of VR&M, continues in that post with the new company. Robert R. Allen, who has been executive vice president of TA&C, will head VT&M’s western division as vice president in San Francisco. The Detroit, Dallas and Los Angeles offices are managed respectively by James A. Brown, Al Hazelwood and N. Arthur Astor.

VR&M and TA&C have been working together under a mutual affiliation agreement since 1960. This relationship, Mr. Venard said, provided the background for the merger.

“The combined facilities and management abilities of these two growing firms combine easily for greater efficiency as a single national entity and give us a broader base for further growth and expansion,” he said.

Expand Facilities - He reported that plans for expansion in personnel and in offices, including larger headquarters offices in New York, will be announced shortly.

Mr. Venard has headed VR&M since its formation in 1954. Before that he was president of O. L. Taylor Co. and held key posts in Edward Petry & Co.

Mr. Torbet had been associated with west coast stations, including KRAK Sacramento as part owner and KSFO San Francisco as general manager, before becoming president of TA&C.

Mr. McConnell was director of NBC Spot sales and vice president of John Blair & Co. before joining VR&M.

Paul Hayes

Tampa Bay’s official wake-up man. Put this familiar, believable voice to work for your advertising on “Sun-Up” each morning from 6:00 to 9:00. Paul Hayes is one more of the many reasons why more advertisers are investing more dollars on WSUN Radio than anytime in our 35 year history. WSUN is heard in more counties than any other station on Florida’s West Coast. (NCS’61)
-THINK-

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

Try to think like the owner does.

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

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

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

Think—Tis the till that tells the tale.

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

KRNT-TV

Des Moines Television

Represented By The Katz Agency

An Operation of Cowles Magazines and Broadcasting
SATELLITE LINK OF AMERICAS PLANNED

ITT setups to be used by NASA's Project Relay this year

Plans for the first satellite communication experiment linking North and South America were announced last week by ITT Federal Labs, a division of International Telephone & Telegraph Corp.

ITT's space station in Nutley, N. J. and mobile ground equipment to be set up by ITT near Rio de Janeiro will be used by the National Aeronautics & Space Administration's Project Relay satellite, scheduled for launching late this year.

The equipment is designed for telephone, teleprinter and high-speed data-communication experiments, but ITT engineers said it may be modified later to include television transmissions. Project Relay's active-repeater satellites will conduct transatlantic experiments using the AT&T and British and French equipment currently employed in the Telstar satellite experiments.

The first Relay satellite is programmed to orbit the earth at altitudes ranging from about 800 to 3,500 miles. The second is scheduled for launch early in 1953. They are expected to operate at maximum efficiency for the first 30 days in orbit and render useful data for one year.

The Relay spacecraft is being constructed by RCA. It is described as an eight-sided prism-shaped object tapered at one end, weighing about 168 pounds. The broad end measures 29 inches and the total height of the body is 32 inches. The surface is covered with 5,400 solar cells which supply power and recharge nickel cadmium batteries.

In addition to the communication experiments, Project Relay is intended to detect radiation particles in the Van Allen belt and determine the extent of radiation damage to solar cells and electronic components.

Through Iron Curtain • Meanwhile, the already orbiting Telstar satellite continued to make history last week, this time with a Radio Free Europe broadcast to Communist-dominated Eastern Europe. The 13-minute program, transmitted on Sept. 5, consisted of a tape-recorded message by Sen. Hubert Humphrey (D-Minn.), followed by translations into the languages of the countries at whom the broadcast was aimed—Czechoslovakia, Hungary, Poland, Bulgaria and Romania.

Within a fraction of a second (one-fourth of a second) after the recording played in New York City it could be heard in the Iron Curtain countries. The complicated route of the signal: from New York to Telstar to Britain, France, relay station and then by way of Frankfurt to RFE headquarters in Munich to West Germany and Portugal RFE transmitter sites for beaming to East Europe.

Tv satellite may beam Tokyo Olympics in '64

The possibility of American televisers seeing some of the 1964 Olympic Games in Tokyo via satellite relays moved a step nearer fruition last month when the U. S. State Department announced it had accepted a Japanese proposal for technical discussions between the two countries on the feasibility of cooperation in telecommunication satellite programs.

This would include, the State Department noted, Telstar and other low-orbit satellites, such as "Relay" and "Rebound." Both are communications satellite programs underway at the National Aeronautics & Space Administration. "Relay" will be an active satellite translator, similar to Telstar. "Rebound" is a giant aluminized balloon designed to act as a radio reflector. They are scheduled to be placed in orbit later this year and next.

Meanwhile Telstar, the AT&T communications satellite, still is being used for true programming. Two weeks ago it relayed a live transatlantic sports interview for the first time. A BBC sports-caster in London interviewed Dick Tiger, British Empire middleweight champion, who was in an ABC-TV studio in New York. Last week's Telstar feed showed both men on a split screen in London. Mr. Tiger is due to meet Gene Fulmer in San Francisco Nov. 2—and not via Telstar.

Polarad mobile unit offers on-spot service

A mobile laboratory to calibrate microwave instruments has been established by Polarad Electronics Corp., Long Island City, N. Y. The mobile unit, which is linked by radio to the National Bureau of Standard's WWV frequency transmissions, will cover a route of 20,000 miles to make on the spot calibrations of microwave instruments in cities coast to coast.

Presently, test instruments must be sent periodically to the factory for calibration; this lost time can run from three to six weeks. Using the mobile unit, the calibration can be accomplished in three hours. The job will cost $100 to $250 for typical calibration.

Technical topics...

Color tv guide • ABC engineers have released a new manual detailing color tv standards for film and slides. The guide contains facts on the production and photography of color films and density and contrast range in color slides and films. ABC-TV begins color feeds this fall to owned stations and color-equipped affiliates who request them.

Audio Devices sales • Audio Devices Inc., New York (tapes), reported sales of $4,070,103 for the first six months of 1962 which is 11% over the $3,677,089 for the same period last year. Net income after federal income taxes was $223,196 (26 cents per share) for the 1962 half year, compared to $112,023 (13 cents per share) for the same 1961 six months. William T. Hack, president of the company, estimated total sales for the full 1962 year should reach $8.3 million.

SUBSCRIPTION APPLICATION

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Broadcasting, September 10, 1962
KTHT finds takers for money sale

KTHT Houston introduced “color radio” to Texans in a shade that appeals to all—money green.

A “money sale” kicked off a Highland Village Shopping Center back-to-school promotion which started Aug. 25. The station and the shopping center management traded $3,000 in real money to 500 lucky customers who “bought” the cash at cut-rate prices: $100 bills for $79; $50s for $39; $20s for $15; $10s for $7.90; $5s for $3; and $1 for $0.50.

The site for the greenback swap was an armored car with a number of armed guards and police in attendance. The truck moved around the shopping center, attracting crowds of eager customers who quickly lined up for service.

The shopping promotion was publicized exclusively on KTHT and in merchants’ displays.

Drumbeats...

Astronaut Anna • The 82nd Annual Anna Fair at Anna, Ill., was the setting for a display of a Mercury space capsule and the pouring of a 12 by 12 foot concrete “launching pad” by WRAJ, that city, which broadcast remotes from the site during a four-day August fair. A telephone call from Astronaut Scott Carpenter to the citizens of Anna was broadcast by WRAJ and over fairgrounds loudspeakers.

School again • WHOT Youngstown
Bank goes 'drive in,' newsmen gets story

A fear of many man-on-the-street interviewers that the time may come when their microphone cords won't reach far enough was met and neatly resolved by a Tacoma banker, Joe Hawthorne, who manages the K Street Branch of the Puget Sound National Bank.

Don Woodland, conducting interviews with K Street merchants during an "Old Fashioned Sidewalk Sale" discovered his mike cord wouldn't reach from his KMO news car into the bank. Mr. Hawthorne just opened the bank's double doors so Mr. Woodland could drive right into the lobby where he conducted his interviews.

personalities joined the Youngstown Downtown Merchants Assn. in a "Play it cool—stay in school" campaign, which included refreshment booths, and midway attractions (merry-go-round, etc.), and WHOT remote broadcasts.

Name the kittens • KTBC-FM Austin asked its listeners to name a pair of kittens in a promotion keyed to stereo-fm broadcasting. Four am-fm stereo radio-phonograph consoles were given to winners. First place name was "Satchmo & Strauss"; runners up were "Stereo & Stereopalm," "Rhapsody & Blues" and "Mewsy Cal & Festive Al."

No rest for Santa • Tom Long, of the Plattsburgh, N.Y., Laundry and Dry Cleaning Co., and WEAV, that city, arranged for Santa Claus to visit the area Labor Day weekend in a traffic safety campaign which included remote broadcasts from five shopping centers. Children put in their Christmas gift requests early, and parents were reminded to drive carefully over the holiday weekend.

Talent trip • WKRC-TV Cincinnati sent out a talent package to promote its new transmission tower. The tour put on a one-hour show in several towns in Ohio and Indiana within the area of its increased coverage. A junket to Kentucky is planned sometime this fall.

Artist's life • An experimental program, "Concepts in Art," was carried by WCKT (TV) Miami on that station's Showcase series Sept. 2. The program used student artists from the Miami Institute of Art to give the tv viewer an opportunity to follow an artist and his gradual development of a painting, through both audio and visual means.

WTHI-TV's consumer study

WTHI-TV Terre Haute has issued the 1962 edition of its Annual Brand Preference and Home Information Study, an analysis of advertised consumer and automotive products sold in the 29-county Terre Haute market. It has been distributed to timebuyers and advertising agencies.

The study provides advertisers with information about public acceptance of their products. It is an analysis of brand preference as indicated in replies to 1,500 questionnaires mailed to 14 Illinois and 15 Indiana counties (families receiving the monthly WTHI-TV program schedule).

Copies of the study are available free from George A. Foulkes, vice president in charge of sales, WTHI-TV, 918 Ohio St., Terre Haute, Ind.

PROGRAMMING

FIVE OFF-NETWORKS OFFERED

New Four Star distribution unit syndicating two western, two detective, one lawyer series

Five off-network television series are being released for syndication by Four Star Distribution Corp., New York, the new wholly owned subsidiary of Four Star Television, Hollywood.

Details of Four Star's entry into syndication sales are being announced today (Sept. 10) by Len Firestone, vice president and general manager of the distributing subsidiary. He said Four Star is making available for sale 35 half-hours from Target, The Corruptors; 67 half-hours and 30 hours from The Detectives; 145 half-hours from Zane Grey Theatre; 45 half-hours from The Law and Mr. Jones and 38 hours from Stagecoach West.

Mr. Firestone noted that both the half-hour and the hour programs of The Detectives will be sold as a unit. The market for off-network programs will continue to be active, Mr. Firestone asserted. He added that tv series produced especially for syndication have "no chance for survival because of their lack of star names and the overall lack of budget under which they're produced, resulting in a marked lack of quality."

Four Star has other series it has not as yet released for syndication. Among these are June Allyson Show, Peter Loves Mary, Tom Ewell Show, The Westerners and The Plainsman.

Film sales...

Supercar (Independent Television Corp.): Sold to Remco Toys, through Webb Assoc., for Syracuse, Rochester, Buffalo and Albany; all New York; St. Louis; Dayton; Cincinnati and Cleveland, all Ohio; Indianapolis; Milwaukee; Portland, Ore.; Fort Worth and Houston, both Texas; Miami, and Provi-
For the drama of "it's happening now"... SCOTCH® BRAND Live-Action Video Tape!

Visual presence, the feeling of "it's happening now," adds viewer-convincing believability and excitement, helps put drama in show and commercial alike! And the sure way to capture presence extraordinary is with "Scotch" Brand Live-Action Video Tape.

Complete compatibility of picture source and picture (both electronic) achieves sharply defined tonal values for superior picture quality, both in black-and-white and color. And the superb picture recorded on the master tape is readily transferred to duplicate tapes, or kines.

Video tape also makes production "happen now!" It performs instantly, needs no processing, plays back immediately. Taped news events can go on the air fast. Creators of shows and commercials can see how production is going mere minutes after actual shooting, when improvement is easy, changes economical. You can view newly produced special effects right away, too! Video tape combines visual elements with instantaneous speed, and in creative hands there's practically no limit to the number of special effects possible on "Scotch" Video Tape.

"Techniques of Editing Video Tape," a 32-page brochure, reports on current practices that are making tape editing easier than ever and provides examples of special effects. For your copy—free—write Magnetic Products Division, Dept. MBX-92, 3M Company, St. Paul 1, Minn.
Film salesmen now amortization specialists

Television stations are being counselled by United Artists Assoc. salesmen on the best way that they may amortize their film costs. UAA has equipped salesmen with copies of a book titled, "The Television Business: Accounting Problems of a Growth Industry," by Warde B. Ogden, partner in Price, Waterhouse & Co., New York, for use during station calls on behalf of the tv film distributors' feature film and cartoon properties.

Erwin H. Ezzes, executive vice president of UAA, said this sales tactic has been adopted because film amortization is a key factor in station costs. He noted that UAA salesmen are instructed to apply particularly a chapter from the book on amortization of film costs and this approach has been used most recently on the company's latest tv release of 33 post-1950 feature films, United Artists Showcase for the Sixties.

Latest sales on Showcase have been made to WDAF-TV Kansas City; KSD-TV St. Louis; WSOC-TV Charlotte, N. C.; WSYR-TV Syracuse, N. Y.; KLKB (TV) Lubbock, Tex.; WOC-TV Davenport, Iowa; KEDT-TV Big Spring, Tex., and WMCT (TV) Memphis. The films have been in distribution for five weeks and have been sold in a total of 44 markets.

Additional sales made on Warner Bros. series

Fifteen additional sales have been made on six one-hour Warner Bros. tv series, it was announced last week by Joseph Koller, vice president of Warner Bros. television division.

KATU (TV) Portland, Ore., has bought Maverick, Surfside 6, Sugarfoot and Bronco, while KPTV (TV) Portland has ordered Bourbon Street Beat. WSPA-TV Spartansburg, S. C., has purchased Surfside 6, The Roaring 20's, Bronco, Sugarfoot and Bourbon Street Beat. Other sales include Surfside 6, to WDAU-TV Scranton; Sugarfoot to KTHI (TV) Little Rock and Surfside 6 and Roaring 20's to WTAF-TV Marion, Ind.

Total markets sold on series: Surfside 6, 25; Maverick, 22; Sugarfoot, 19; Roaring 20's, 14; Bronco, 14 and Bourbon Street Beat, 12.

Industrials Illustrated to make tv films, tapes

In an expansion move, Industrials Illustrated Inc., New York, has announced the company is entering the field of tv film and tape production of entertainment, educational and public service programs. The company had specialized in the production of commercials and industrial films.

Industrials Illustrated has engaged Milton Robertson, formerly producer-writer of the PM West series of Westinghouse Broadcasting Co., to super-
The jet inspection that never ends

Jet inspection is a continuous process at Air France. It starts before a jet takes off. Continues in the air. Begins again after it lands. Gets progressively more extensive during regular checkups after every 50, 200 and 2000 hours of flight. By the time an Air France Jet has flown 5,000 hours, an incredible 200,000 man-hours will have been spent on its care. During this time, every part has been rigorously tested by expert technicians, using the most delicate equipment. Accurate records, showing the complete life history of every part, are constantly examined. Replacements are made automatically, long before the need for such maintenance is ever apparent. Continuous inspections and scientific maintenance are always there behind the scenes. Smoothing the way every moment for your greater enjoyment of that world-famous service that is France aloft—Air France!

If you'd like to find out more about Air France maintenance, and the painstaking way each crew is trained, a comprehensive booklet is yours for the asking.
vice program activity. He will serve as vice president and executive producer of the organization, and his initial assignment is to provide scripts for a series of program specials to be produced by Victor Borge-Selden Assoc. Mr. Robertson also will produce a special film program on the problems of city traffic planning in New York.

'Mickey Mouse' expands

More than 60 TV stations have bought The Mickey Mouse Club, now in syndication, Walt Disney Productions reported last week.

The sales began five months ago for the half-hour children's program; the prospective audience is now almost as large as when the program was on network, the Disney group claims.

The first station to air the show in syndication was WISN-TV Milwaukee, which started it Aug. 27, the company reported.

'The Shadow' to return

The onetime popular radio mystery, The Shadow, is returning to the airwaves again by way of its original distributor, Charles Michelson, Inc., New York, is re-releasing 52 half-hour episodes of the series, to be called The Best of The Shadow. Mr. Michelson said additional episodes of the show will be made available if station demand is strong.

Production firms merge, negotiate with networks

Julie Styne Productions and Lester Osterman Productions are merging to produce movies, TV and theater shows. The new firm, Stage Productions Inc., is negotiating with the networks on a proposed one-hour series and several specials; it claimed.

Richard Horner, manager of two Broadway theaters owned by Mr. Osterman, will be general manager of SPI. Office will be at 1650 Broadway, New York.

'Miss Teenage' on CBS-TV

For the first time, "Miss Teenage America" pageant from Dallas will be telecast on a nationwide basis. The contest, telecast by local Dallas station in the past, will be carried by CBS-TV this year, Oct. 26, 10:30-12 midnight. The telecast will originate in Texas State Music Hall, Dallas, and be sponsored by Corty and Colgate-Palmolive.

ABC-TV film explores Soviet school system

A study of the Soviet education system filmed inside Russia will be televised by ABC-TV, Sept. 28, 7:30-8:30 p.m. EDT, as first of the 1962-1963 Bell & Howell Close-Up series.

The one-hour documentary, called "Meet Comrade Student," was filmed in Moscow by an ABC News team with the cooperation of the Soviet Radio-TV Committee. It examines primary, secondary and trade schools in Russia by following a 15-year-old student and his 13-year-old brother to school. Nicholas Webster produced and directed the program and Robert Lewis Shayan wrote the script.

Bell & Howell Co., Chicago, is the sponsor of the TV series, and McCann-Erickson, New York, the agency.

Program notes...

Gov. Brown taping = International Video Tape Recording & Production Inc., Los Angeles, has recorded a 30-minute TV program for the re-election campaign of California Gov. Edmund G. (Pat) Brown. Taped at the governor's Los Angeles residence and at the Wilshire Boulevard Democratic campaign headquarters, the program was scheduled for use on California television stations, beginning last week.

Paramount earnings dip = Paramount Pictures Corp. reports estimated consolidated earnings for the six months ended last June 30 at $1.7 million, equal to $1.01 per share, as against $4.4 million, or $2.62 per share, in the corresponding period of 1961. For the second quarter of 1962, consolidated earnings are estimated at $372,000, equal to 34 cents a share, as compared with almost $2 million, or $1.17 per share, in the same quarter of 1961.

Atomic energy series = Challenge, a series of 13 half-hour programs pertaining to nuclear energy and the atomic scientist, premiered last week on the National Educational Television Network of stations. Ross-McElroy Productions, Chicago, is producing the video taped series, in which scientists and engineers at the Argonne National Laboratory in Chicago introduce viewers to their atomic research products.

ITC moves = Independent Television Corp., New York, formerly located at 488 Madison Ave., has moved to 555 Madison Ave., zone 22. The telephone number remains the same: Plaza 5-2100.

Telstar's sports report = The first live radio sports broadcast by Telstar was sent Sept. 6 by the Armed Forces Radio Service. The 10-minute broadcast was aired exclusively for AFRS stations and service personnel overseas. It included an interview with New York Yankees manager Ralph Houk and Los Angeles Dodger manager Walt Alston.

American Indian program = A one-hour Project 20 program on the American Indian will be produced by NBC-TV. A playdate for the program, which will be called "The American Indian," will be announced shortly. Theme of the program will be the conflict of the Indian and white man when America was moving west and will cover the years 1849 to the turn of the century. Donald B. Hyatt is producer-director, Robert Garthwaite, associate producer, and Phil Reisman Jr., writer.

Gaddis adds 13 segments = Gadabout Gaddis Productions has put 13 additional half-hour segments of the Gadabout Gaddis into production, making 26 episodes that will be ready for release this
The “coffee break” habit is not confined to industry only but exists in professional and educational institutions. The above booklet is based on the 23rd scientific paper from the Iowa Breakfast Studies. It is illustrated and written in the popular view. It is available free to professional and educational people in reasonable quantities for their own use. Send coupon below.
fall, N. W. Russo, executive vice president and producer, announced last week. The new programs are being filmed in color on location at outstanding fishing spots in the country. The first series of 13 programs was tested on two stations, WRGB (TV) Schenectady, N.Y., and KTRK-TV Houston, Tex., with local Ford dealers as sponsors.

No interruption = General Foods Corp. will use its regular Monday night hour on CBS-TV on Sept. 24 for 50th Anniversary tribute to the Girl Scouts. The program, titled The Road to Button Bay (9-10 p.m. EDT), will be presented without commercial interruption. Young & Rubicam, General Foods' agency, said there will be General Foods' announcements immediately preceding and following the show, which was filmed at the 1962 Girl Scout Senior Roundup at Button Bay, Vt. Garry Moore will narrate.

Free farm show = Empire Broadcasting Corp., New York, has started free distribution of public service radio farm-news programs produced for Massey-Ferguson Inc. of Detroit. The program series (Farm News Report) includes 24 episodes of three and one-half minutes each for bi-weekly broadcast. Programs are produced by General Public Relations, a division of Benton & Bowles Inc. (Massey-Ferguson's agency), and are distributed to about 500 radio stations in 50 states.


Quartet = Warner Bros. is preparing four new tv series for release next year: The Key, a prison drama; Killer Diller, a comedy sequence; Rebel Without a Cause, a series dealing with high-school pupils; and Nine to Five, a business story with a New York background.

JFK revisited = Wolper Productions has acquired special tv film footage of President Kennedy's pre-election grass-roots tours from 264 station managers. Some of this film will be used in Wolper's two one-hour tv specials, "The Making of the President 1960."

Penney films available = Two new films sponsored by J. C. Penney Co. covering the life of the chain store owner have been released by Association Films, New York, for tv stations.

Scholarships in etv = The U. of Washington, Seattle has announced the receipt of a $2,000 grant from KING-TV same city. The station received $1,000 from a du Pont Foundation award which was matched by the Bullitt Foundation. KING-TV in turn presented the money to the university to provide for 20 fellowships in the study of etv programming and directing.

Three lengths = Media Tempo is offering Criswell Predicts as a radio feature in three lengths—one-minute vignettes, supplied in packages of 25 units a week, five-minute programs and 15-minute programs for release.

Wives go stumpiing

The wives of the Democratic and Republican candidates for governor of Michigan have accepted invitations to share a half-hour of prime evening time on WXYZ-TV Detroit to tell why their husbands should be elected.

John F. Pival, president of WXYZ Inc., made the offer when he noted both Mrs. George Romney (Republican) and Mrs. John B. Swainson (wife of the Democratic incumbent) were doing almost as much campaigning as their husbands.

The program format, while not yet worked out, will not be a debate, Mr. Pival said.
How many different things go to market in a Santa Fe freight train?

This Santa Fe freight train is heading west from Chicago.

On board are 225 tons of auto parts, 28 tons of apples, 25 tons of magazines, 34 tons of chewing gum, 31 tons of soap, 45 tons of steel wire, 31 tons of starch, 30 tons of syrup—plus 1,935 tons of general cargo from carbon paper to grand pianos.

Every day hundreds of Santa Fe trains like this shuttle back and forth across the West and Southwest delivering new products and materials to the factories, businesses, and homes of America's fastest-growing area.

To do this big job Santa Fe keeps up-dating its equipment, people and methods. Because it takes up-to-date railroading to keep America moving ahead full steam.

For fast, dependable freight service, just call SANTA FE SYSTEM LINES Serving the West and Southwest
Bigger, better parades

CBS-TV is reported to be expanding and adding a new wrinkle to its coverage of Thanksgiving Day parades this year. Program will cover two hours on Nov. 22 (10 a.m.-12 noon), as contrasted with 85 minutes in 1961, and for the first time will use name personalities as hosts. Arthur Godfrey will serve for the J. L. Hudson parade in Detroit; Shirley Temple for Gimbel's parade in Philadelphia, and Jackie Gleason for Macy's parade in New York. Sponsors are said to be Nestle's and De-Lux Reddy toys.

industry's worth to the community, says Ray Owen, KCEE manager

U. S. tv news in Spanish • Telamigo, a simultaneous translation of WCKT (TV) Miami's 6 p.m. newscasts, will be broadcast on WAFB, that city, which programs in Spanish. Manolo de la Torre, a former Cuban newsman, will read WCKT scripts in Spanish while tv newsman Wayne Fariss broadcasts on ch. 7.

New viewing room • Acme Film Laboratories, Hollywood, has announced the completion of a new viewing facility within the confines of the Acme complex, another step in its present drive towards complete "in house" services for their customers. The new room permits the viewing of 16 mm film and video tape simultaneously.

New series • A new one-hour series—The Travels of Jamie McPheters—based on a Pulitzer prize novel by Robert Lewis Taylor, will be produced by MGM-TV to be telecast over ABC-TV during the 1963-64 season. Robert Sparks will produce the initial episode, which will go into production in October.

Joint development • Jackie Cooper Productions is becoming associated with Four Star Television to develop new series. Plans also call for development of a series starring Jackie Cooper, whose company produced his previous tv series, Hennessy and People's Choice. The company is moving from the General Service lot where it has been located for several years to Four Star Studios.

Virginian pleases • After viewing the first five segments of The Virginian, NBC-TV ordered the new series extended indefinitely beyond the 13 weeks specified in the original contract, according to Revue Studios, producer. The series features 90-minute color pro-grams with continuing characters and weekly guest stars. It will begin Sept. 19 and will be shown weekly Wednesday evenings.

Barrage against Canon 35 • The American Bar Assn.'s rule denying cameras, broadcasting or television equipment access to court proceedings was the subject of Witness Sept. 2 on WSB Atlanta. Participating in the discussion of the ABA's Canon 35 were two Atlanta lawyers; a superior court judge; Ray Moore, WSB-TV news director, and Aubrey Morris, WSB news director.

Chevalier special • Purex Corp. and NBC-TV have set "The World of Maurice Chevalier" as the third one-hour Purex Special for the 1962-63 season. New and old film of the French entertainer are now being prepared by NBC special projects producer Gene Jones for a Jan. 24 air date.

Bricken to do series • CBS-TV has signed Jules Bricken as producer of a new one-hour dramatic series starring George C. Scott, planned for presentation during the 1963-64 season. Mr. Scott will play a newspaper columnist in the new series, which is being produced by United Artists-TV.

Dividend • Trans-Lux Corp., New York (program firm), has announced 15 cents per share quarterly dividend payable Sept. 28 to stockholders of record Sept. 14.


Biography of a fist • Floyd Patterson, world heavyweight boxing champion who puts his title on the line against Sonny Liston Sept. 25, narrates "The Floyd Patterson Story," a filmed special on his life. "Story" is being produced for The Big Fights Inc., New York, by William D. Clayton, producer of Greatest Fights of the Century.

Reading 'Ready' • Warner Bros. is preparing a new one-hour tv series, Ready for the People, based on the book, Tiger in the Night. Sy Salkowitz will write the tv adaptation; Jules Schermer will be supervising producer and Anthony Spinner producer of the new series.

Seagoing studio • The Via Vida, $2.3 million minesweeper converted into an ocean-going tv studio, was in Bangkok last week, arriving by way of Saigon and Singapore, and is scheduled to leave this week for Cambodia, all part of a
scouting expedition for locations for a tv series, *Via Vida—The Way of Life.* The one-hour series, filmed in color, is being produced by Artie Wayne, former singer-bandleader. The plot concerns the adventures of eight teenagers who are making a two-year, round-the-world cruise aboard the *Via Vida.* Earlier episodes have been shot in Hong Kong, Japan, Hawaii, the Philippines and Formosa.

Frank Buck series planned • A tv series based on Frank Buck's *Bring 'Em Back Alive* is being planned by Aubrey Schenk and Edwin F. Zabel in association with Warner Bros. The co-production agreement also provides for co-production of theatrical motion pictures, currently in preparation.

Press agent • Wolper Productions has chosen Jim Moran, New York press agent, as the subject of "Story of a Publicist" for Wolper's *The Story of . . .* half-hour tv series. William Krokick will be the producer and director.

RKO pay tv to use new Columbia features

RKO General Inc. announced last week it has signed an agreement with Columbia Pictures Inc. for the showing of various new Columbia feature films over the company's subscription pay tv operation, WHCT (TV) Hartford.

RKO is carrying films on subscription tv which are called "first subsequent run" (immediately after the first theatrical showing). RKO also offers features released earlier.

Included in the arrangement are "The Notorious Landlady," with Kim Novack and Jack Lemmon; "The Interns," with Michael Callan and Nick Adams; "The Three Stooges in Orbit," with the Three Stooges and Carol Chisstensen and "Sail a Crooked Ship," with Robert Wagner and Dolores Hart. An RKO General spokesman said last week more than 700 customers subscribe to pay tv in Hartford, as compared with 300 on June 29 when WHCT went on the air.

Mars and Clark combine to produce new dj show

Mars Broadcasting Inc., Stanford, Conn. and Dick Clark Radio Productions Inc. are producing and distributing a new two-hour Dick Clark disc jockey show for radio. The daily show, which is custom produced for airing by different stations, has already been sold in five markets.

Using a disc jockey/master of ceremonies format, the show sounds as if it is broadcast to a local audience in a local auditorium with major stars and full production facilities and equipment, according to Stan Kaplan, executive vice president, Mars.

INTERNATIONAL

AUSTERITY HITS CBC

Government seeks 50% slash in capital budget; halt urged on construction of radio stations

The Canadian government’s austerity campaign has affected the capital expenditure plans of the Canadian Broadcasting Corp. The government has asked the CBC to cut in half its capital budget of $10,572,000.

It is understood that the CBC is not able to cut its capital expenditures by this much as contracts have already been awarded on several projects for the current fiscal year, which ends next April 30. However, CBC has suggested to the government ways in which it can save money on capital outlays during the current year, but these have not been announced. It is expected that CBC will not go ahead with new 50 kw radio stations at a cost of $1,750,000 each at Edmonton and Calgary, Alberta, to replace CBX Edmonton. Its new $2 million tv station at Quebec City will also likely await better times, especially since an application for the station before the Board of Broadcast Governors has been deferred for some months.

A new $500,000 French-language radio station at Ottawa, Ont., a new tv tape relay system at Winnipeg, Man., and a new tv rebroadcasting station at Sheet Harbor, N. S., are also expected to be deferred because of the government’s austerity campaign.

Meanwhile CBC programs are being trimmed due to falling tv advertising revenue.

There has been no suggestion so far that the government might demand a cut of the almost $75 million grant for radio and tv programs on the national CBC networks.

Firm represents foreign media

A new firm, Media Internationale, representing foreign language newspapers, magazines, radio and tv stations outside the continental United States, has opened offices in the International Bldg., San Francisco. Media Internationale describes its

THE ROAD TO MARKET MUST PASS MAIN STREET

To reach Main Street, U.S.A., turn at Mutual. Main Street, U.S.A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street, U.S.A. lock, stock and big town—with 453 local affiliates everywhere. If you want to sell where the buying is biggest, check the signpost, turn at Mutual. LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America.

Mutual Radio|3M
A Service to Independent Stations
function thus: "to aid American advertisers and their agencies in placing advertising schedules overseas, including the language, currency and marketing complexities."

Ed Anderson, formerly vice president and advertising manager of The Traveler magazine, is president of the new company.

**BBC-TV advances date for new network**

BBC-TV now hopes to start its second network earlier than its original April 1964 target date, it was announced by BBC Chairman Sir Arthur Forde, when he opened the 29th National Radio and Television Exhibition in London.

He said, "We hope to have the service operating in the London area by April 1964. But if we can do anything to speed up this service we shall do it..."

Charles Stanley, president of the British Radio Equipment Manufacturers' Assn. and also chairman of the Pye group of companies, said the news was "the most encouraging thing we have heard."

A day before the official opening he had forecast that the second BBC-TV network would be on the air in 1963. He revealed that the radio industry had asked the postmaster general to give BBC permission to start next year rather than in 1964. The industry is ready for 625-line uhf television, he said, and the public won't be kept waiting.

BBC plans a national coverage for the second network to be developed over several years.

**German firm in pact with Benton & Bowles**

A mutual representation agreement has been made between Benton & Bowles Inc., New York, and Hanns W. Brose GmbH & Co., Frankfurt, Germany, in which the German advertising agency will serve as B&B's representative in that country, and B&B will represent Brose in the U.S.

Brose was founded in 1948. Current billings are approximately $10 million annually.

**CBC's helping hand across the Pacific**

Program exchange between Canada and Australia is discussed by Dr. James Darling, chairman of the Australian Broadcasting Commission (left), during a visit to Canadian Broadcasting Corp. headquarters. With him are W. J. Dunlop, CBC supervisor of international relations (center) and D. O. Ray, Australian High Commissioner to Canada. The Australian Broadcasting Commission has been using CBC television programs on an exchange basis since 1953.

Music arranged by Canadians, some composed by Canadians, and recorded at RCA-Victor studios in Toronto and Montreal.

J. Lyman Potts, program manager of CJAD and manager of CJFM-FM, who conceived the idea, said that the Canadian Talent Library will start with 100 selections, featuring Canadian orchestras ranging in size from 6 to 26 musicians. First performances will be heard on CJFM-FM about Oct. 1, to

**Trucks track tax dodgers**

The British post office is stepping up its campaign against viewers who haven't paid their annual tv set tax. Nine new detector trucks which start roaming Britain in October will not only pinpoint sets in homes but can tell to which channel they're tuned.

They have a two-mile range in open country and half a mile in cities. The trucks will have the words "Television Detector" painted on them clearly. The aim is to encourage non-paying viewers to start paying before the need for prosecution. It is illegal to operate a radio or tv set that is not covered by an annual tax payment. A portion of the money gathered goes to BBC.
coincide with the station's inauguration.

The library will provide new and highly remunerative employment opportunities for musicians and artists, Mr. Potts pointed out. It will also promote their employment in Canada and other countries.

Developed to its fullest extent and supported by the Canadian broadcasting industry, the library could bring about a reduction in the use of imported material as use of "native" programs increases. For small community stations suffering a lack of local broadcast talent, the library could solve a problem of program content required by Canadian broadcast legislation.

In announcing the formation of the library, W. C. Thornton Cran, president of CFRB and CJAD, stated the aim is to increase the library each year. Other stations will be asked to produce Canadian programs for the service.

Abroad in brief...

BBG sets '62 dates - The Canadian Board of Broadcast Governors has announced that it will hold at least four public hearings at Ottawa, Ont., next year on Jan. 15, April 2, June 4 and Aug. 27.

Canadian branch - Intercontinental Marketing Services, New York, has opened a Canadian office at Montreal, Que., at 1245 Sherbrooke St. West, with G. Russell Hulme as manager. The agency will specialize in drug accounts.

Stations appoint - CKVL, Verdun, Que., (Montreal suburb) has appointed Young Canadian Ltd., New York, as U. S. representative. CKSL, London, Ont., has appointed Markey Brooke Interprovincial Ltd., Toronto, Ont., as exclusive representative in Canada.

Annual report good - Sueddeutscher Rundfunk, Stuttgart, West Germany, reports its 1961 tv income is $13,456,000, double that of 1960, which it says will be enough to finance all program operations despite the government's requirement the firm must pay 30% of its total license fee income to the Laender-Fernsehen (second channel). Three-fifths of the firm's income came from radio license fees, the remainder from \tv licenses.\n
Time buys up, but . . . - Sudwestfunk, Baden-Baden, and Sueddeutscher Rundfunk, Stuttgart, report receiving $8.5 million in orders for tv commercial time, but because only part of their total air time is available for commercial sale, more than $5,560,000 in orders from buyers had to be rejected last year. In commercial radio, they booked 80% of the available time, but when the tv time shortage developed, radio sold out.

BBG TIGHTENS DOWN ON AM BIDS

Only one survives mass turndown at latest meeting

The Canadian Board of Broadcast Governors turned down all but one application for new am broadcasting stations. Following hearings at Ottawa, announcement was made Aug. 30 that applications for licenses in suburban areas of Toronto and Winnipeg were turned down because such operations were not considered economically feasible for the metropolitan areas for advertising solicitation. Applicants for French-language stations at Ottawa were denied and a decision deferred on an application for such a station by the CBC pending its ability to obtain funds from the Canadian government.

Am station applicants at Fredericton, N. B., and Stephenville, Nfld., will have to wait until the BBG makes a further study of the situation in these areas. Applicants for a station at Duncan, B. C., were turned down because the BBG did not feel economic conditions there justified a local radio station. Only applicant to be considered for an am license was the Royal Canadian Air Force for a 40-w station on 1340 kc at the defense base at Chibougamau, Que.

Fm applicants fared better. CHUM Toronto, Ont., was recommended for fm license on 104.5 mc with 18 kw. Decision was reserved on the application of CHUC Cobourg, Ont., for fm license on 103.1 mc with 117 kw, pending approval of proposed fm network applied for by CHFI-FM Toronto, Ont.

CHAU-TV Carleton, Que., was recommended for a rebroadcast station licence at Ste. Marguerite-Marie, Que., with 219 w video and 109 w audio power on ch. 2.

CKBI-TV Prince Albert, Sask., received approval to increase power on two 5-w satellite stations, one at Alricane, Sask., on ch. 10 to 340 w video and 170 w audio power, and the other at North Battleford, Sask., on ch. 7 with 315 w video and 157 w audio power.

Five w tv satellite stations were recommended for CHCT-TV Calgary, Alta., on ch. 12 at Drumheller, Alta., for CHCA-TV Red Deer, Alta., at Red Deer River Valley, Alta., on ch. 10, and for CFJP Riviere-du-Loup, Que., at Baie St. Paul, Que., on ch. 13 to rebroadcast CKRT-TV Riviere-du-Loup.

CKX-TV Brandon, Man., received approval for two satellites, one on ch. 11 at Foxwarren, Man., with 6.64 kw video and 3.48 kw audio power, and the second at Melita, Man., on ch. 9 with 188 w video and 94 w audio power.

Decision was reserved on a satellite for CBHT (TV) Halifax, N. S., at Sheet Harbour, N. S., on ch. 11 with 660 w video and 330 w audio power.

In mountainous British Columbia province 5-w satellites were recommended to pick up programs of CHEK-TV Victoria, B. C., to a society being incorporated by Eric Barton Murray of Victoria, with stations at Sointula, Kokish, Port Hardy and Newcastle Ridge. At Yuill Mountain, Balfour, B. C., a 20 milliwatt station will rebroadcast programs of KXLY-TV Spokane, Wash., on ch. 5 until a Canadian tv station can put a signal into this area. License is a society headed by John L. Hobson.

Other actions by the board: CJB C BC Toronto, Ont., former key station of the disbanded CBC Dominion network, was approved for French-language programming in the Toronto area.

CFRA Ottawa, received permission to form a network in Ontario to broadcast football games this fall, with stations in network being CHML Hamilton, CKL Kirkland Lake, CKB Timmins, CFCH North Bay, CKWS Kingston, CKNX Wingham, CKLS London, etc.
Los Angeles, Tokyo agencies swap services

Carson/Roberts, Los Angeles advertising agency, has initiated a hands-across-the-sea program with Nitto Advertising Agency, Tokyo. The American agency will provide the curriculum, personnel and advice necessary to help the Japanese firm "westernize its approach" to advertising and Nitto will call upon Carson/Roberts when Japanese firms require marketing and merchandising assistance in America.

Nitto has 60 clients, reportedly among the leading advertisers in Japan. It is one of the country's 10 largest agencies and billed more than $4.5 million last year.

As a tangible representation of the cooperative arrangement, billboards will be erected in Tokyo bearing the Carson/Roberts slogan "Have a Happy Day!" Similar billboards in Los Angeles are located near various C/R clients' offices.

Above, Ralph Carson (l), president of the U. S. agency, presents a replica of the billboard to Katsuichi Shibata, president of Nitto. In Japanese the slogan says, "Each Day Have Happiness."

Moose Jaw station to join CTV network

Approval was given at the mid-August meeting of the Board of Broadcast Governors for disaffiliation of CHAB-TV Moose Jaw, Sask., from the Canadian Broadcasting Corp. national network. The station will become an affiliate of CTV Television Network, Toronto, supplying alternative tv programs for a large area of Saskatchewan province.

To enlarge this area the BBG also recommended CHAB-TV for a license for a rebroadcasting station on ch. 9 at Regina, Sask., with 140 kw video and 75 kw audio power, and directional antenna 660 feet above average terrain. The station will provide alternative tv programs for viewers in the Regina area.

To enable the Moose Jaw area viewers to receive the CBC national network programs, CKCK-TV Regina, Sask., has been recommended for a license for a rebroadcasting station at Willow Bunch, Sask., on channel 6 with 9 kw video and 4.5 kw audio power and directional antenna 864 feet above average terrain.

An application by CKCK-TV Regina, for another satellite station on ch. 10 at Tugaske, Sask., was turned down for the time being while the BBG studies the use of ch. 10 in Saskatchewan.

CBC announces new spot tv sales system

The Canadian Broadcasting Corp. announced last month that it has begun a new, centralized system for booking national and regional selective business on its tv stations.

The Toronto office of the CBC National Selective Tv Sales will handle bookings for spots and selective programs on individual CBC English language stations. The CBC Montreal office will do the same for the French language stations. Inquiries to the Toronto office should be addressed: P. O. Box 500. For Montreal: P. O. Box 6000.

CBC believes the new system will facilitate the placing of all business with the network.

ARB, McDonald plan audience data exchange

The American Research Bureau will include Canadian audience data in its 1962-63 reports, ARB said last week. ARB and McDonald Research Ltd. of Toronto will exchange audience data in a cooperative agreement.

Under the pact, ARB will have sale rights for the Canadian data in the U.S. and McDonald will have identical sale rights for ARB's data in Canada.

ARB expects it will be able to incorporate information on Canadian viewing into its local market reports (showing which U.S. markets have Canadian audiences).
FATES & FORTUNES

BROADCAST ADVERTISING

Robert A. Leadley, former tv account supervisor at Young & Rubicam, New York, joins BBDO, that city, as vp and supervisor on U.S. Steel account. At Y&R, Mr. Leadley was tv account head for Procter & Gamble and other accounts including The Drackett Co., The Borden Co., American Home Foods, Goodyear, Royal McBees, Travelers Insurance and Piel Brothers. Carl M. Jensen, supervisor on North American Aviation account at BBDO, Los Angeles, elected vp.

Robert A. Baker, for 17 years account executive with Baker & Stimpson Adv., Seattle, resigns to become president and general manager of Dentur-Eze Inc. (pharmaceutical manufacturer of Dentur-Eze and Dentur-Kleen), that city, succeeding Jack Parker, who recently died. Baker & Stimpson has for nine years been advertising agency of Dentur-Eze Inc.

George M. Friedland appointed national sales director of commercial accounts division of CandyGram (candy by wire), Beverly Hills.

Elmer Jaspian, former vp in charge of radio-tv for Bauer & Tripp, Philadelphia, appointed to newly created post of vp and associate director of radio-tv department of Lawrence B. Gumbinner Adv., New York. Bertrand Lanchner and James G. Neville, both of whom were with Dancer-Fitzgerald-Sample, New York, named to Gumbinner’s radio-tv department as director of business affairs and account executive-sports director, respectively.

Robert Kahl, executive vp of grocery division of The Borden Co., joins Sullivan, Stauffer, Colwell & Bayles, New York, as group supervisor in marketing department.

Otis L. Hubbard Jr., vp and account supervisor at Needham, Louis & Brorby, Chicago, joins McCann-Erickson, that city, as senior vp and member of management board, effective Sept. 17. Mr. Hubbard, who joined NL&B in 1958, was previously with N. W. Ayer & Son.

Bernard Endelman, former account executive with Doyle Dane Bernbach, New York, joins Papert, Koenig, Lois, that city, as supervisor on Clark Oil & Refining Corp. account. Bernard Shlossman, marketing director of Pelle Corp., returns to PKL’s New York office. Mr. Shlossman left agency in December 1961 to join Pelle.

George R. Lyon, vp and group manager at Fuller & Smith & Ross, New York, named to new post of manager of operations. Mr. Lyon joined FSR’s media department in 1947 and became media director in 1948. He was made account executive in 1950 and elected vp and group manager in 1956.

Harvie H. Chapman, for past two years assistant vp and director of pr for Texas Bank & Trust Co., Dallas, joins Tracy-Locke Co., advertising and public relations agency, that city, as account executive.

Robert Gernert and Gene Fairly join Foote, Cone & Belding, New York. Mr. Gernert, previously with McCann-Erickson, will serve as senior executive on Lever Bros. Pepsodent account. Mr. Fairly, former partner of William Upjohn Assoc., will service Menley & James Labs account.

George H. Smith, former account executive and radio-tv director of Keyes, Madden & Jones, Miami, Fla., joins Bishopric-Green-Fielden, advertising agency, that city, as account supervisor. Mr. Smith will also serve as director of radio-tv planning, assisting W. Arthur Fielden, vp in charge of radio-tv activities.


Jerry Franken, head of his own pr firm in Los Angeles for past two years, joins international pr firm of Cleary-Strauss-Irwin & Goodman Sept. 10 as senior account executive. Under terms of contract, Mr. Franken’s major clients which include Bill Burrud Enterprises,....
Foundation returns slate

Arthur Simon, advertising manager of Radio-Television Daily, re-elected president of Broadcasters' Foundation, New York. Other officers, all re-elected: Charles Godwin, Mutual Broadcasting System, vp; Peggy Stone, Radio-TV Representatives, vp; Henriette Harrison, Henriette Harrison Public Relations, secretary, and Jeff Sparks, radio-tv officer of United Nations, treasurer. Directors elected for coming year: May Singh Breen, Gordon Gray, Raymond F. Guy, Robert J. Higgins, Ward L. Quaal, Joseph H. Ream, Mr. Simon, Mr. Sparks and Miss Stone.

William P. Perry, sales manager of WKLO Louisville, Ky., promoted to general manager and elected secretary and member of board of directors of Mid-America Broadcasting Corp., licensee of station.

Joseph L. Merkle, regional manager of ABC-TV station relations, named to newly created post of administrative manager of that department. Charles Leasure, account representative in ABC-TV station clearance department, promoted to station relations regional manager. Mr. Merkle will function within department and company as coordinator of all contractual and engineering matters and research studies pertaining to affiliates. He joined network in 1956 in present capacity. Mr. Leasure joined ABC in October 1957.

Cly Swingle named general sales manager; Bill Viands appointed sales coordinator; and Buddy Holiday to chief announcer of WCKR-AM-FM Miami, Fla. Luther Evans, former sports writer of Miami Herald, joins WCKR's personality staff.

Roy W. Gunderson, formerly with KIMN Denver, named sales manager of KDEY Boulder, both Colorado. Target date of Boulder outlet is Sept. 17.

James Crismond, account executive at WTOP-AM-FM Washington, appointed to newly created post of local sales manager. Prior to joining WTOP in July 1953, Mr. Crismond was sales manager of WGAY (FM) Washington, D.C.

George Mazarr, formerly with WEAW-AM-FM Evanston, Ill., joins WLS Chicago as account executive.

Serge T. Popper, former sales manager of WMET-AM-FM Miami Beach, joins Mort Bassett & Co., New York rep firm, as account executive.

John R. Lavallee joins New England Spot Sales, Boston, as account executive.

Marian Finney appointed supervisor of national sales department of WCPH-AM-FM-TV Cincinnati, replacing Jack Hale, who was named stations' local sales manager.

Donald J. Badger, former general sales manager of WJIM-TV Lansing, Mich., appointed general sales manager of WIMI-TV Grand Rapids-Kalamazoo, Mich., new ABC-TV affiliate and interim operation which plans to go on air Nov. 1. Mr. Badger also served with KETV (TV) Omaha, Neb., for five years.

Glenn Condon, news director of KRMG Tulsa, elected president of UPI Broadcasters of Oklahoma, succeeding Allan Page, manager of KGWA Enid. Regional vps elected: T. M. Raburn, KGYN Guymon, Northwest; Dick Evans, KRMG Tulsa, Northeast; Art Johnson, KSWO Lawton, Southwest; Ray Van Hooser, KNED McAlester, Southeast, and Ed Ballard, KVIH-Pauls Valley, Central.

John Katz, news announcer with WCBM-AM-FM Baltimore, joins Dallas office of The Katz Agency as member of radio sales staff. He is son of Eugene Katz, president of rep firm.

Alan B. Johnstone, former radio manager of San Francisco office of Avery-Knodel, appointed sales manager of WOKR (TV), interim operation, Rochester, N. Y. Previously, Mr. Johnstone served as sales representative of KEWB San Francisco, western manager of Ziv-United Artists and sales manager of KGO-AM-FM San Francisco.

Thomas F. Dennin, sports director of WNBK-AM-FM-TV Binghamton, N.Y., appointed tv account executive.

Herbert Jellinek, cost control administrator, ABC, promoted to new position of director of budgets and cost control for western division. Mr. Jellinek joined ABC in 1962 and became assistant supervisor of cost accounting in 1953. In 1958 he was made assistant director of sales service, ABC-TV, and in 1959 he became cost control administrator.
Ken Ovenden, program director of WEEI-AM-FM Boston, appointed to newly created position of director of broadcast operations. Dick Covington, former production manager of WCAU-AM-FM Philadelphia, named WEEI program director, replacing Mr. Ovenden. Both are CBS-owned stations.

Parker Daggett, former general sales manager of WRIT-AM-FM Milwaukee, appointed sales manager of WXIX (TV), that city. Mr. Daggett previously served as general manager of KBOX Dallas.

Ted Pettit, for past year in charge of press information for KNX-AM-FM Los Angeles, named to newly created position of sales promotion and merchandising manager. Gretchen Fine, partner of Los Angeles pr firm of Best & Fine, joins KNX information service department to handle publicity, filling vacancy created by Mr. Pettit's move.


Out to pasture

Donald D. Davis, vice-president of KMBC-TV, Metromedia outlet in Kansas City, retires from station and will move to Tucson, Ariz., where he plans to enter real estate business.

Mr. Davis, pioneer broadcast executive, left agency field in 1931 to become president of WHB Kansas City. Owned at that time by Cook Paint & Varnish Co., WHB was sold when company bought KMBC in 1953. He became KMBC vp year ago when station was purchased by Metromedia.

Active in civic affairs, Mr. Davis is president of new Downtown Club. His industry activities include past director of Television Bureau of Advertising; vp of Assn. of Maximum Service Telecasters; radio promotion chairman of CBS affiliates; and vice chairman and secretary of ABC-TV affiliates board.

Harold C. Altura, former radio promotion manager of Avery-Knodel, appointed radio research and promotion director of Peters, Griffin, Woodward, New York. Previously, Mr. Altura was account executive with Humphrey, Alley & Richards.

Glenn Luther, recently with KPIX (TV) San Francisco, appointed studio engineering supervisor of KDKA-AM-FM Pittsburgh, succeeding E. B. (Ward) Landon, who retired. Both stations are owned and operated by Westinghouse Broadcasting Co.

Alan R. Morris appointed assistant director of program business affairs of ABC-TV network. Mr. Morris, who will report to Edward Masket, director of program business affairs, will be responsible for business aspects of ABC-TV program and talent negotiations. He joined ABC as attorney in December 1961.


Olaf Thorvaldsen, formerly with International News Service, joins news department of WGR-AM-FM Buffalo, N. Y.

Richard B. Barnhill, operations manager of WNBC-TV New York, promoted to production and operations manager. Len Weinel named to newly created post of executive producer in station's public affairs department.

Squire D. Rushnell, director of programs and public affairs at WTRL Bradenton, Fla., named production supervisor of WBZ-AM-FM Boston, succeeding Dan Griffin, who was appointed producer of WBZ's FM show.

Patrick C. Arnoux, production manager of WTAR-TV Norfolk, Va., appointed program director of WSQA-TV Spartanburg, S. C. Mr. Arnoux, son of Cam Arnoux, former president of WTAR-AM-FM-TV and prominent figure in broadcasting industry for quarter of century, was previously with WSQA-TV's production department in 1956. He also worked for WTAT (TV) Tampa and WRAL Raleigh before joining WTAR-TV staff.
G. B. Storer acclaimed Pulse's 'Man of the Year'

George B. Storer, chairman of Storer Broadcasting Co., will receive Pulse's 1962 "Man of the Year" award, it was announced last week by Dr. Sydney Roslow, president of The Pulse Inc.

Mr. Storer will be honored Oct. 17 at Pulse's 21st anniversary luncheon at the Plaza Hotel in New York City.

The award is given each year to the individual who in the opinion of Pulse, and a consulting panel in the broadcast industry, makes a notable contribution to the advancement of the broadcast industry, or its public usefulness. Mr. Storer was chosen, said Dr. Roslow, because of the "great sense of responsibility" with which he and the Storer organization have served the public and public causes; and the varied interests of government, industry, labor and the investing public.


Robin Adrian, for past year with Carson-Roberts, Los Angeles advertising agency, joins KNX-TV, that city, as assistant traffic manager.

Tad Ware, assistant promotion manager of KYW-TV in Philadelphia, named assistant advertising and sales director of Westinghouse Broadcasting Co., New York. He's replaced at KYW-TV by Milton Shafter, formerly with Maxwell Assoc., Philadelphia advertising agency.

Jim Zai lion, writer-broadcaster for KNX-AM-FM Los Angeles, joins KNX-TV, that city, as field reporter for The Big News and Eleven O'Clock Report. Both are CBS-owned stations.


Jaek Wells, member of staff of WJZ-TV Baltimore, resigns, effective Sept. 28, to become director of community relations for Globe Brewing Co., that city.

Sally Murphy, formerly with WBKB (TV) Chicago and WJRT Flint, Mich., joins KTVU (TV) Oakland-San Francisco as assistant in promotion department.

Bob Rahman, air personality at WKOW Madison, Wis., resigns to do free lance announcing.

Harry Ebbesen named production manager of KPHO-TV Phoenix.

Fran Harris, women's editor of WWJ-AM-FM Detroit, named to governor's commission on status of women, which is responsible for developing recommendations for overcoming discrimination in public and private employment on basis of sex.

F. M. (Mike) Habala joins WFLA-TV Tampa, Fla., as comptroller, replacing Ed Sisson, who was promoted to parent organization, Tampa Tribune Co.

PROGRAMMING

Robert A. Behrens, general manager of syndicated sales for Official Films, New York, elected to newly created post of vp in charge of sales. Previously, Mr. Behrens was in sales executive capacities with Independent Television Corp., Television Programs of America and WCAK-TV Burlington, Vt.

David Bader, formerly of Continental Distributing Corp. and Sterling Television Co., joins Eldorado Films, New York, as executive vp.

Vern Carstensen elected vp and secretary-treasurer of Juggernaut Inc. and secretary of Eagle-Animation Corp., Hollywood production companies. Mr. Carstensen will also serve on board of directors of both companies which recently moved to new quarters at 729 N. Seward St., Hollywood 38.

James T. Victory, general sales manager, and Ralph M. Baruch, director of international sales of CBS Films, elected vps. Mr. Victory joined company in 1953 and has served in various sales executive capacities. Mr. Baruch has been with CBS Films since 1954.

Peter Ryan, formerly of WTOP-TV Washington, joins MGM Telestudios, New York, as producer of videotape commercials. Also joining MGM Telestudios are Angela Saulino as production assistant and William Y. Delaney and Ralph Poyntz, tape engineers.

John Anderson, formerly with production departments of Columbia and RKO and recently associate producer of "Heroes Die Young" for Allied Artists, appointed Hollywood studio representative of Television City Arizona.

Harve Bennett, associate producer-director of several CBS-TV programs from Hollywood, named producer of Panorama Pacific, early morning program on CBS-TV Pacific Network.
Richard Linkroum, NBC-TV vp for special programs, appointed executive assistant to Herbert B. Leonard, executive producer of Naked City and Route 66 series. Leo Davis, producer of Naked City, named to new post of supervising producer of both series.

Jack Perlis, for 16 years head of his own New York pr agency, named consultant on informational media to Talent Associates-Paramount Ltd., that city. Among his accounts in broadcasting field were Ford Foundation's TV-Radio Workshop, Leonard Bernstein and the New York Philharmonic and Meet The Press.

ALLIED FIELDS

Lawrence D. Gibson, vp and director of research at Donahue & Coe, New York, resigns to join Audits & Surveys Co., that city, as vp in charge of marketing. Prior to joining Donahue & Coe, Mr. Gibson was director of marketing research of American Molasses Co. He also served as director of commercial research of Corn Products Co.


EQUIPMENT & ENGINEERING

Jack Horowitz, vp-eastern operations, and Donald J. Dudley, sales manager-eastern operations of Telemet Co., subsidiary of Giannini Scientific Corp., Amityville, L. I., N. Y., elected president and vp in charge of sales, respectively. In announcing both appointments, Dr. Gabriel M. Giannini, president of Giannini Scientific Corp., ended his temporary role as Telemet president, which he assumed last January when Giannini Scientific acquired former Telechrome Mfg. Co. product lines and its Long Island plant facilities. Both executives were formerly associated with Telechrome—Mr. Horowitz as vp-general manager of electronics division, and Mr. Dudley as sales engineer.

Vic Short, chief engineer of Roberts Electronics, elected vp in charge of plant operations of Citroen Electronics Corp., Los Angeles manufacturer of lightweight, portable tape recorders. Mr. Short was previously with Rheem Calitone and ABC.

Roland J. Kalb, formerly with Fairbanks, Morse & Co., elected vp and general manager of Pilot Radio Corp., subsidiary of Jerrod Corp., Long Island City, N. Y. Elected vps of other Jerrod subsidiaries are following who were general managers of these companies: Robert H. Beisswenger, Jerrod Electronics Corp.; Donald Spanier, Harman-Kardon Inc.; Paul Garrison, Technical Appliance Corp.

Myron S. Friedman named general manager of newly created stores division of Allied Radio Corp., Chicago, with overall responsibility for Allied's eight high fidelity electronics outlets. Mr. Friedman, former marketing vp of Radio Shack Corp., joined Allied last year as special assistant to vp-general manager.

C. Arthur Foy, marketing manager of Vega Electronics Corp., forms C. Arthur Foy Co., Los Altos, Calif., to operate as consultant in marketing and commercial procedures.


Joseph J. Pomparelli, formerly with General Electric Co., appointed eastern sales representative for RCA commercial microwave products.

Kenneth Jordan named midwest district sales representative of Olympic Radio & TV Div. of Lear Siegler Inc. (electronic equipment manufacturer), Long Island City, N. Y.

Jack R. Elliott, former technical director of KYW-AM-FM Cleveland, named sales engineer for Gates Radio Co., subsidiary of Harris-Intertype Corp. Mr. Elliott will cover southern Ohio, southern Indiana and eastern Kentucky.

Raymond S. Fries, manager of engineering and manufacturing of Brown Instruments, division of Minneapolis-Honeywell Regulator Co., Philadelphia, appointed general manager of division. Mr. Fries joined Honeywell in 1944.

GOVERNMENT

Charles Clift, assistant to former FCC Commissioners Clifford J. Durr and Wayne Coy in mid-1940's, returns to FCC as specialist in research and education division. He has been assigned to duties encompassing both research and evt. Most recently, Mr. Clift served as staff writer for Reporter magazine.

Dale Morrison, news reporter for WBBM-AM-FM Chicago, joins U. S. Information Agency and will be assigned overseas after Washington training period.

INTERNATIONAL

Robert C. Mayo, former account executive with CBS-TV, named managing director of CBS Europe and CBS Ltd., effective Sept. 15. Mr. Mayo replaces Michael Burke, recently promoted to vp-development, CBS Inc. Mr. Mayo joined CBS Radio network sales department in 1936 and was transferred to WABC (now WCBS New York) as account executive in 1938. In 1940, he joined sales staff of WOR New York. He became sales manager for station in 1948 and joined WOR-TV in same capacity in 1949. Mr. Mayo was made director of sales for both WOR and WOR-TV in 1953. He returned to CBS in 1954.

Omar Bittar, formerly with International General Electric do Brasil, appointed assistant general manager of Kenyon & Eckhardt do Brasil. Jose
Announced.


BY FCC

As compiled by Broadcasting Aug. 30 through Sept. 5 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, bearing cases, rules & standards changes, routine roundup of other commission activity.

EDWIN TORNBERG
& COMPANY, INC.

For the Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

Negotiators

New York—60 East 42nd St., New York 17, N. Y. • AT 4-7942
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D. C. • DI 8-853

DEATHS

Don Frank, 49, former chief announcer of WPEN-AM-FM Philadelphia, died Aug. 30 at his home in that city. Mr. Frank, who had been inactive for several years because he was earlier associated with WIRD Tuscola, and WAPI Birmingham, both Alabama, and WCAU Philadelphia.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

New tv station

ACTION BY FCC

Jackson, Miss.—McLendon Telecasting, Granted cp for new tv station on ch. 26 (538-548 mc); ERP 240 kw vls., 120 kw aur. Ant. height above average terrain 160 ft., above ground 132. Estimated construction cost $15,000; first year operating cost $165,000; revenue $220,000. P.O. address Jackson, Studio and trans. location Jackson. Geographic coordinates 32° 29' 90" N., Lat. 89° 15' 27" W., Long. Type trans. RCA TTU-12A: type ant. RCA TTU-211D. Legal counsel Speer, Hill & Greeney, Washington. D. C., consulting engineer Willis C. Beecher, John M. McLendon is 50% owner WINK Jackson, and is 50% owner WINK Jackson, both Mississippi. Action Aug. 31.

New am stations

ACTION BY FCC

Indianapolis, Ind.—RALPH Luke Walton, granted cp for new daytime station on 810 kc, 250 w D; conditions and presssure operation with daytime facilities precluded pending final decision in Doc. 14419. P.O. address 211 Board of Trade Bldg., Indianapolis, Ind. Estimated construction cost $24,412, first year operating cost $63,400, revenue $116,000. Mr. Walton, sole owner, is in advertising. Action Sept. 5.


BY FCC

WASHINGTON, D. C.

* By memorandum opinion & order, commission approved application whereby Everett G. Wenrick t/a E. G. Wenrick Bstg. Co. withdraws his application for new daytime station to operate on 1510 kc with 1 kw power at Columbus, Neb., and competing applicant, The City & Farm Bstg. Inc., will reimburse Wenrick $666.66 for partial expenses in prosecuting his application and Wenrick will obtain one-third interest in City & Farm through sale to him by stockholders. Dudley D. Whipple and Marvin F. Hall of their present shareholdings. By separate action, commission granted City & Farm and applicant, an amended pursuant to merger agreement, with engineering condition. Action Sept. 5.

FOR THE RECORD

Existing am stations

APPLICATIONS

KFLF Bellevue, Wash.—Cp to change hours of operation from 8AM to 10PM from daytime with 900 kw power during nighttime, install new trans. and ant. system for nighttime operation at "intersection of Main St. and S.E. Ave., Bellevue," using two trans. and ant. system. Request of waiver of Secs. 1534 and 326B of rules. Ann. Sept. 4.

KDFW Dallas—Cp to increase daytime power to 5 kw to 3 kw and install new trans. Ann. Aug. 30.

New fm stations

APPLICATIONS

Logansport, Ind.—Logansport Bestg. Corp., Ind., ch. 307, 250 kw, Ant. height above average terrain 93 ft. P.O. address Box 300, Logansport Estimated construction cost 1400, first year operating cost 1400; revenue 1400, scheduled for nighttime operation with 250 w; remote control permitted; conditions. Action Sept. 5.

APPLICATIONS

Seattle, Wash.—The First Presbyterian Church of Seattle granted cp for new class "C" fm station on 102.5 mc, 16.5 kw. Ant. height above average terrain 93 ft. P.O. address Bon Air Ch. Inc. Ind. 5. James R. Landot, both. Action Sept. 5.

APPLICATIONS

KFKF Bellevue, Wash.—Cp to change hours of operation to 8AM to 6PM from daytime with 250 kw power during nighttime, install new trans. and ant. system for nighttime operation with 250 kw power during nighttime, install new trans. and ant. system for nighttime operation with daytime facilities precluded pending final decision in Doc. 14419. Action Sept. 5.

APPLICATIONS

FOR THE RECORD

APPLICATIONS

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JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. Federal 3-4800
Member AFCOE

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Consulting Engineer
National Press Building
Washington 4, D.C.
Phone District 7-1205
Member AFCOE

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Riverside, Ill. (A Chicago suburb)
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Crestview 4-8721
1100 W. Abram
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Republic 7-6646
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Jules Cohen
Consulting Electronic Engineer
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1426 G St., N.W.
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Member AFCOE

Hammott & Edison
CONSULTING RADIO ENGINEERS
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San Francisco 28, California
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Cleveland 41, Ohio
Phone: 216-526-4836
Member AFCOE

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CONSULTING ENGINEER
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Austin 17, Texas
Glendale 2-3073

William B. Carr
Consulting Engineer
AM—FM—TV
Microwave
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Fort Worth 18, Texas
Ritter 1-1551

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PR 5-3100

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Charleston, W.Va.
Dickens 2-6281

Merl SaxoN
CONSULTING RADIO ENGINEER
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Lufkin, Texas
Neptune 4-4242 Neptune 4-9558

Ernest E. Harper
ENGINEERING CONSULTANT
AM FM TV
2414 Chuckanut Shore Rd.
Ballingham, Washington
Telephone: Regent 3-4198

Raymond E. Rohrer & Associates
Consulting Radio Engineers
436 Wyatt Bldg.,
Washington 5, D.C.
Phone: 347-9061
Member AFCOE

E. Harold Munn, Jr.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan
Phone: Broadway 8-6733

Barkley & Dexter Labs., Inc.
Donald P. Wise and James M. Moran
Consulting, Research & Development for Broadcasting, Industry & Government
50 Franklin St. Diamond 3-3176
Fitchburg, Massachusetts

John N. James
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
232 S. Jasmine St.
Phone: Area Code 301—333-5622
DENVER 22, COLORADO
Member AFCOE

William B. Ford
Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Wabash 2643

To Be Seen by 100,000+ Readers—among them, the decision-making station owners and managers, chief engineers and technical staff—applicants for am, fm, tv and facsimile facilities.

*ARB Continuing Readership Study
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, Sept. 5

<table>
<thead>
<tr>
<th>Linc.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lincs. on air</td>
<td>3,691</td>
<td>959</td>
<td>495</td>
</tr>
<tr>
<td>Total on air</td>
<td>148</td>
<td>722</td>
<td>66</td>
</tr>
<tr>
<td>Total new stations</td>
<td>431</td>
<td>142</td>
<td>554</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, Sept. 5

<table>
<thead>
<tr>
<th>Type</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>471</td>
<td>91</td>
<td>565</td>
</tr>
<tr>
<td>Non-Commercial</td>
<td>42</td>
<td>17</td>
<td>59</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE
Compiled by FCC July 30

<table>
<thead>
<tr>
<th>Linc.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lincs. on air</td>
<td>3,690</td>
<td>958</td>
<td>495</td>
</tr>
<tr>
<td>Total on air</td>
<td>140</td>
<td>171</td>
<td>85</td>
</tr>
<tr>
<td>Total new stations</td>
<td>3,892</td>
<td>1,027</td>
<td>657</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>412</td>
<td>126</td>
<td>49</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>23</td>
<td>12</td>
<td>49</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>434</td>
<td>139</td>
<td>655</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>402</td>
<td>94</td>
<td>41</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>9</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>411</td>
<td>104</td>
<td>49</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Cps deleted</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

*There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. *Includes one STA.

"INSURED AGAINST EVERYTHING! YES? Check on the chance somebody out there " dalla your insurance company will involve you in LULBEL.

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INVASION OF PRIVACY
PIRACY, VIOLATION OF COPYRIGHT.
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FOR THE RECORD

98 BROADCASTING, September 16, 1962


ACTION BY FCC
by Broadcast Bureau

KAKC, Radio Station KAKC Inc., Tulsa, Okla. — Granted, assignment of license to KAKC of Tulsa Inc.; consideration $560,000 and $70,000 and agreement not to compete in broadcasting within 50 miles of Tulsa for period of 7½ years. Action Aug. 31.

APPLICATIONS

KOIL & KICM (FM) Omaha, Neb. — Seek transfer of control of licensee corporation from Don W. Burden (88.5%), J. P. Wilkerson (8.4%), and Mrs. Marie Downings (3%) to same persons d/b as Star Bestg. Inc. Resultant holding in combination with original interests in Star will be as follows: Mr. Burden (76.5%), Mr. Wilkerson (18.4%), and Mrs. Downings (2.4%). There will be no change in financial control of licensee holdings in combination with original consideration to any particular party involved. Ann. Aug. 30.


WQQC-AM-FM World Lien, Pottsville, Pa. — Seek assignment of license from John M. Norris, sole owner, to Mr. Norris (80%) and John H. and Dorothy M. Norris (each 10%), d/b/a as Red Lion Bestg. Inc. No financial consideration involved. Mr. J. M. Norris owns international broadcast station WINB-Lion, owns 26.6% of WQOS, Ephrata, 25% of WCBG Chambersburg, all Pennsylvania, 2% of WABW Annapolis, Md., and 2% of WASH Deerfield, Wis. Ann. Aug. 30.


KISK, Vancouver, Wash. — Seek transfer of control of licensee corporation from Don W. Burden (55.4%), J. P. Wilkerson (18.4%), and Mrs. Marie Downings (27.4%), to same persons d/b as Star Bestg. Inc. Resultant holding in combination with original interests in Star will be as follows: Mr. Burden (76.5%), Mr. Wilkerson (18.4%), and Mrs. Downings (2.4%). There will be no change in financial control of licensee holdings in combination with original consideration to any particular party involved. Ann. Aug. 30.

Hearing cases

INITIAL DECISIONS

Commission gives notice that July 9 initial decision will consider granting application of Allen C. Bigham Jr., for equitable distribution of radio service mandate of Sec. 307(b) of Communications

ACTION BY FCC

KBMI, Great Plains Bestg. Inc., Fairbair, Neb. — Granted, transfer of control from Melville L. Tommy, E. Louise and Mary E. Gleason to William C. and Harold Nuckolls, Clyde B. Moore, Earl Bignor, Carroll A. Nigge, and Bruce E. Ackerman; consideration $25,000 and convenient not to compete for 5 years directly or indirectly

KGMT, Great Plains Bestg. Inc., Fairbair, Neb. — Granted, assignment of license to control from Melville L. Tommy, E. Louise and Mary E. Gleason to William C. and Harold Nuckolls, Clyde B. Moore, Earl Bignor, Carroll A. Nigge, and Bruce E. Ackerman; consideration $25,000 and convenient to compete for 5 years directly or indirectly


Ownership changes

ACTION BY FCC

KGMT, Great Plains Bestg. Inc., Fairbair, Neb. — Granted assignment of control from Melville L. Tommy, E. Louise and Mary E. Gleason to William C. and Harold Nuckolls, Clyde B. Moore, Earl Bignor, Carroll A. Nigge, and Bruce E. Ackerman; consideration $25,000 and convenient not to compete for 5 years directly or indirectly

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Act and, thus, public interest, convenience and necessity would not be served by grant thereof. Action Sept. 4.

STAFF INSTRUCTION

- Complied with Sec. 5, Edward W. Westerfield seeking waiver of interim fm criteria to permit hearings, Commission released right to reach different result upon subsequent adoption and issuance of formal decision.

DESIGNATED FOR HEARING

Paynesville Bestg. Co., Paynesville, Minn.—Harry Newby, Cambridge, Minn.—Designated for consolidated hearing applications for new daytime am station to operate on 1500 kc—Paynesville with 500 w, and Newby with 5 kw, DA; made KBMO Benson, and FAF, to proceed. Action Sept. 5. WNR Part Walton Bestg. Fla.—Designated for hearing application to change facilities from 250 kw, 1 kw, D, to 1400 kc, 280 w–N. 1 kw–LS. Action Sept. 5.

Levy County Bestg. Co., Williston, Fla.; WKTG Thomasville, Georgia.—Designated for consolidated hearing application of Levy for new day- time am station to operate on 730 kc, 250 w, and new fm station to operate on 1060 kc, 50 w. Action Sept. 6.

WBUX Dayestown, Pa.—Designated for hearing application to increase power on 1570 kc, Da; opposing petition by WXRK New York, N. Y., to continue operating it pending proceeding. Chmn. Minow concurred in part and dissented in part. Action Sept. 6.


Jesus Vargas Candeleria, Bayamon, P. R. & International Bestg. Corp., Carolina, P. R.—Designated for consolidated hearing applications for new am stations to operate on 1640 kc, 250 w. U. Action Sept. 5.

OTHER ACTIONS

- By memorandum opinion & order, Commission concurred that the Radio Corp. for reconsideration of Commission action of July 18 in denying previous petition seeking waiver of interim fm criteria in order to permit hearing examiner to make initial decision on their application for new fm station at Palo Alto, Calif. Comr. Cross concurred in part and dissented in part and issued statement. Action Sept. 5.

- By memorandum opinion & order, Commission dismissed as moot petition by ChS Bestg. Co., for consolidation of applications for new fm station in Albuquerque, N. M., pending submission by petitioners of affidavits as to whether there are any agreements between, oral or written, under which it has received or will receive time in connection with such determination of its application; affidavits were filed not later than Sept. 10. Action Aug. 31.


- By order, Examiner James D. Cunningham, on Aug. 30, designated hearing examiner for revocation proceedings against WCLM (FM) of Carol Music Inc., Chicago, Ill., and set down proceeding for Sept. 19 at 10 a.m. in Washington, D.C. for formal hearing, to be held in Chicago, will be determined later. Various violations in operation of WCLM (FM) and its SCA are involved. Action Aug. 30.

By Hearing Examiner James D. Cunningham


By Hearing Examiner Thomas H. Denault

- On own motion, and with consent of all parties, advanced Sept. 5 prehearing conference to Sept. 5 in proceeding on application of KTVY Five (KAYV), Little Rock, Ark., for mod. of cp to change trans. location and increase alt. height. Action Aug. 27.

- Granted petition by Broadcast Bureau, and extended time from Aug. 27 to Sept. 12 to file proposed findings and conclusions in proceeding on application of Rosedale Bestg. Inc. (ROEL), Delweth, Iowa. Action Aug. 27.

By Hearing Examiner Charles J. Frederick


By Hearing Examiner Annie Neal Hunting

- Granted motion by Community Bestg. Inc. and continued Sept. 4 hearing in electrical power of Crosley Bestg. Corp., on application for further enabling Crosley Bestg. Corp. and Reading Electric Co. to station kw, DA; and dismissed its petition for consolidation of Crosley Bestg. Corp. and Associated Broadcast Bureau, and extended time from Aug. 27 to Sept. 10 for proceeding on application of San Francisco Bcstg. Inc. for new fm stations in San Francisco and Berkeley, Calif. Action Aug. 30.

- Granted opinion by Commission in Matter of R. D., 250 w, DA; granted petition by Jack S. Benison, et al., for proceeding dismissing the petition for consolidation of WCLM (FM), Chicago, Ill., to be consolidated with further proceedings on Consolidation of WCLM (FM) and its SCA. Action Aug. 29.

- Continued with further hearing in proceeding of Rosedale Bestg. Inc. (ROEL), Delweth, Iowa. Action Aug. 27.

Continued on page 105
**CLASSIFIED ADVERTISEMENTS**

**RAILWAY**

Help Wanted—Management

Central Pennsylvania sales-minded manager, single station market. Salary plus liberal percentage. For details write or call John S. Booth, 284-7121, 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: S.F., San Diego-El Paso, Los Angeles. Opportunity will be developed to become manager of WSIV at Peoria, Illinois. It is the only radio station in a thriving, growing city of 36,000. Present owner who 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 $175.00 a week plus 20% 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 of his cake first. Give details of experience, education, health of self and family. Successful applicant may have opportunity to explore other new ventures. Apply only if you are 1) gifted in sales, 2) can write, 3) can announce, 4) civic minded, 5) have at least two years college. Box 465P, BROADCASTING.

Salesman for Indiana station. Prefer experience but will consider good sales man-

This is a sincere effort to find a young man experienced and GIFTED in radio sales (and thoroughly interested in becoming manager of WSIV at Peoria, Illinois). It is the only radio station in a thriving, growing city of 60,000. Present owner who 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 $175.00 a week plus 20% 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 of his cake first. Give details of experience, education, health of self and family. Successful applicant may have opportunity to explore other new ventures. Apply only if you are 1) gifted in sales, 2) can write, 3) can announce, 4) civic minded, 5) have at least two years college. Box 465P, BROADCASTING.

St. Louis . Good salesman, proven sales background. Management experience, or ready. Top independent, multiple chain, good salary plus. Please write fully. Box 414P, BROADCASTING.

Progressive small market Carolina station accepting applications for announcer, salesmen-staff announcer. Permanent position, excellent working conditions, local, in resume. Box 463P, BROADCASTING.

Salesman-staff announcer wanted. Good salary-plus commission. Pro’s only please. Box 465P, BROADCASTING.

Local radio salesman. Start base pay plus commission up to $15,000 income now available. Major 8 kw in Indianapolis market. Box 301P, BROADCASTING.

Experienced salesman for permanent position. Send full details and photo to WPAG, Ann Arbor, Michigan.

Salesman. Good pay for good experienced producer-nature. Contact Station Manager, WBUX, Doylestown, Pa.

Immediate opening salesman. Salary, commission, bonus. If experienced. Must have good background. KCEJ, P. O. Box 1009, Delano, California.

Help Wanted—Announcers


Opportunity in Hot Springs. Immediately opening staff expansion, beautiful music station. Send tape; earning potential $5000 minimum. Must be smooth announcer, strong on news and not top 40, KXYZZ, Houston, Texas.

Experienced, mid-day, authoritative announcer for 5,000-watt good NBC station in hunting, fishing, skiing area. Box 22K, Twin Falls, Idaho.

Established kilowatt fulltimer needed announcer. 3:00-11:00 shift. Consider beginning with good voice, potential. Send tape, resume, photo. Art Grunewald, WCTT, Corbin, Kentucky.

Experienced announcer, all types programs. Special events, interviews and play by play. If adaptable. Box 441P, BROADCASTING.

Unpleasant working conditions hamper good selling. If you are proven producer, work best in business considering combination of your neck, Carolinas small single market appeal, (owned by mature broadcaster), this is your meet. Good station reputation, years must equal. No wildiedyed inducements, but unusually liberal compensation where performance pays. Impulse jumpers save your time. Place unfilled sometimes, no risk to you and your employer. Box 442P, BROADCASTING.

Immediate opening for announcer who will be first phone. This opening good for some young man who wants to break in. Station is in southern Maine. Will be on NBC network, 6,000 watts daytime, 50,000 watts nighttime. There will be transmitter watch for radio station, and you will be announcer. No maintenance experience necessary. Box 410P, BROADCASTING.

Major market Negro station looking for jazz and R&B disc jockey. Experience first class FCC license. Send tape, resume and references. Box 412P, BROADCASTING.

The land of enchantment! Small market 1 kw daytime in New Mexico with the big city sound needs announcer-dj with first class FCC license. English and Spanish, music and country & western format. Small but top working conditions. Experienced or will consider those with voice. We’ll help you. Start $70. Send tape and resume. Box 412P, BROADCASTING.

Wanted, early morning DJ, with ability to do good music and news. Good advancement for right man, 5,000 watt daytime in central plains area. Send in resume and picture to Box 347P, BROADCASTING.

Announcer: first phone, no maintenance. Booming Pacific coast modern 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.

Experienced first class licensed announcer. Box KK, Twin Falls, Idaho.

**Technical**

Combination engineer-announcer with first class FCC license. Contact radio, LA 3-2845, Box 308, Andrews, Texas.

Engineer of good character, better technical qualifications. Texas station. Box 414P, BROADCASTING.

Chief engineer-announcer for quality radio station. Eastern excellent facilities, wonderful area for living. Send details first letter to Box 443P, BROADCASTING.

Chief engineer, Ohio am-fm, excellent equipment including cartridges, vent home available. Box 417P, BROADCASTING.

Immediate opening for versatile, experienced announcer at top quality 5000 watt and 50,000 fm station. Experiences desirable with ability and experience. Photo, letter, and references with first letter. Contact KDFW, AM-FM, 1000 watts, Monroe, Louisiana. Send photo, resume, etc., to box numbers attached at owner’s risk. Broadcast section expressly repudiates any liability for responsibility for their custody or return.
Help Wanted—(Cont'd)

Production—Programming, Others

Weatherman preferably, but not necessarily. Forty-five, married, reliable, creative ability. Good personality and weather experience. Southeastern VHF, good opportunity. Top salary. Box 48SP, BROADCASTING.

Opportunity and challenge to build one-man morning show. Excellent return. If you can gather, edit and air news, send resume. Box 41SP, BROADCASTING.

Wanted. Experienced continuity writer. Send complete information to Radio KCOI, P. O. Box 574, Fort Collins, Colorado.

News reporters/photographer wanted . . . must be experienced writer. Motion camera experience not absolutely necessary. Will consider newspaper or extensive radio/news background. Apply immediately News Director, WTVI (Charleston, S. C.) 7th. Avenue, Charleston, S. C.

1st class director with fast board experience, to handle fast pace newscast. Wire or call Carl Tibbetts, Production Manager, KTAL TV, Shreveport, La.

RADIO

Situations Wanted—Management

Manager, sales manager, Pennsylvania broadcaster, nine years present position. Young, hard aggressive worker, interested in good solid offer. Willing to invest. Box 44SP, BROADCASTING.

Manager, thoroughly qualified. Documented sales and creative ability. Must be civic minded, responsible. Desire locate strong station or play roles reflecting area. Area $10,000. Box 45SP, BROADCASTING.

Can you offer solid future and position for manager capable of earning $34,000. Box 41SP, BROADCASTING.

Production-programming, news, sales management wanted. Midwest where reliability and integrity are asset. Thoroughly experienced and seasoned. Excellent references. Boxholder 27792, Los Angeles 21.

Husband-wife management team (employed) will trade experience and $2,500 for management and percentage-ownership. Smaller markets: West south-southwest. Box 40SP, BROADCASTING.


Management problems? Successful former owner & can invest. West or southwest preferred. Box 38SP, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Air salesman personality. Announcer disc jockey on commercial, bright, energetic. Frederick Montgomery, P. O. Box 31, S. L. 10, N. Y.

Successful small station manager desires to relocate to larger market. fours Arizona or California. Doubled stations business in one year on new phone license. Box 26SP, BROADCASTING.

20 years radio, sales, continuity, quality voice news and commercials, first phone. 14 years present location. Constrained $7,500.00 to $10,000 west coast preferred. Box 33SP, BROADCASTING.

Salesman—newscaster. Desires position in northeast. Creative, Personable. Extensive experience. Box 34SP, BROADCASTING.

Calling California! Salesman that sells! PLI! Successful, experienced, continuity director, production, promotion! Package all in one aggressive, 28 yr. old, married, college grad, ready for sales management. Past 3 years and presently with a midwestern, major market station. Open up that Golden Gate before the first snowfall! Box 41SP, BROADCASTING.

Announcers

Announcer dj. Finally man, 2 years experience. Will relocate permanently. Authoritative sound, hard worker, good board. Box 82SP, BROADCASTING.

Attention Top 20 Market and only station with quality sound in public interest. Rated number two (good music) in nine station major metro survey, Pulse. Seek larger more challenging, creative environment. Programming a la NAB. Radio personality and or TV announcer. Box 42SP, BROADCASTING.

DJ/Announcer, Formula, Tight Production, Music, News, Sales. References. Box 34IP, BROADCASTING.

Swinging, bright happy dj. announcer. Want to settle. Married with dependents. Willing to relocate. Bright happy sound. Not a station don. Box 40SP, BROADCASTING.

Just the facts: announcer, disc jockey, four years experience, radio/television. Talents include: broader than broad programming, news. Married, 25, seeking permanency radio and/or tv with opportunity as Program Director or Production Manager. Know music, college draft not want to relocate. Immediate availability. Box 42SP, BROADCASTING.

Announcer, disc jockey, newscaster. Tight production, bright, energetic. Box 42SP, BROADCASTING.

Attention northern Wisconsin and upper Michigan. Ambitious dj, 18 months experience, night board, 25, veteran, single. Steady worker. Box 43SP, BROADCASTING.

DJ, soft sell, adult presentation, 11 years experience. Prefer all night slot but adaptable for afternoon or evening hours on five day basis. Good news and interviews. Letters, pictures, resume. No tapes. Will travel and audition, live only. $100 weekly. Call South Orange 3-5812 code 201 or write Box 424P, BROADCASTING.

Announcer dj. Swinging modern sound. Cheerful, competent, young. Experienced. References. Box 42SP, BROADCASTING.

Country dj, first phone, salesman. If you've got the product, got the time. Box 427P, BROADCASTING.

Smooth, good music dj, radio and tv or just radio. Medium or large market. Veteran, 3 years current experience. Tape, family, resume available. Box 42SP, BROADCASTING.

California! Canada! Four years commercial experience. Mature, tight production. Reasonable offer accepted. Box 42SP, BROADCASTING.

Announcers

Announcer anyone? Desire evening jazz, voices, strings and/or afternoon comedy. Life but good experience. Tape, Travel. Box 47SP, BROADCASTING.

Radio reporter, writer, newscaster. Five years experience. Has worked Los Angeles, San Diego, San Francisco. Use console. Box 47SP, BROADCASTING.

Announcer, dj, smiling sound, authoritative news, available now, veteran, will relocate. Box 482P, BROADCASTING.

Announcer, Winter, 5 years experience. Family man, central Florida location only. Box 42SP, BROADCASTING.

First phone announcer wishes to relocate in California bordering states: is ir. single, five months experience. Box 467P, BROADCASTING.

Have realized full potential at present location. Desire advancement. Experienced, aggressive, first phone, combination, versatile, with light and pay sound, tight board. Just the right man for your operation. Married with mobile type family. Box 485P, BROADCASTING.

Announcer, three years experience, strong on sports. Hard worker, dependable. Consider all offers. Box 45SP, BROADCASTING.

Available immediately. Professional radio sales graduate with years experience. Must be versatile in all phases of radio. Needs regular position. Willing to relocate anywhere. Box 45SP, BROADCASTING.


Young man seeks start. Speech trained, broadcasting school, some on-air, third phone. Box 467P, BROADCASTING.

Announcer, dj, some experience, strong intimate appeal. Larry Nelson, 369 North Highland Avenue, Rockford, Illinois.

Attention! Los Angeles, San Francisco, Seattle, Denver, Chicago, Indianapolis, Detroit, Minneapolis, St. Louis, Cincinnati, Cleveland Columbus, Dallas, Milwaukee. Any interested, please call or write Box 45SP, BROADCASTING.

Announcer, dj . . . 21 years experience . . . veteran, 25, single, presently employed. Interested, please call or write Box 48SP, or call your desired. Box 42SP, BROADCASTING.

Announcer seeks position in east. Married. One month TV experience. Box 38SP, BROADCASTING.

Announcer, newscaster, will also do sales. Tight production, go anywhere, willing to work hard. Chance to prove himself. Box 37SP, BROADCASTING.

Hold everything! Here I am, Young, alert, dependable, married, announcer/dj. Tight production. Will relocate. Box 388P, BROADCASTING.

Available now-experienced continuity writer. Will travel anywhere. Resume and reference on request. Box 394P, BROADCASTING.

Medium to large markets-top rated comic personality with most successful station in five years experience. Young, educated, original. Best references. Box 388P, BROADCASTING.

Announcer, 1st phone, strong on news, available on 3rd, maybe even better. Box 384P, BROADCASTING.

Relocate near N.Y.C. age 31, 4½ years experience. Family man. Box 398P, BROADCASTING.

Boxholder 495P, Chicago.

Boxholder 488P, Chicago.

Boxholder 495P, Chicago.

Boxholder 495P, Chicago.

Boxholder 495P, Chicago.

Boxholder 495P, Chicago.

Boxholder 495P, Chicago.
Radio/TV stations... two years camera- man, three years experience.  Presently studying for 1st phone. Can't wait. Ready now. Box 438P, BROADCASTING.

Chief engineer, or staff with large station. Thirteen years experience. Ga., Fl., S.C., preferred. All considered. Box 133P, BROADCASTING.

Chief engineer now employ of am-fm station seeking new position in radio station or related field in New York, New Jersey area by October 15th. No experience, no consideration. Box 479P, BROADCASTING.

First phone desire change. Currently in radio, some television experience. North Carolina preferred. All considered. Box 479P, BROADCASTING.

Automation, simulation, analog computer engineer. As chief engineer will design, build and convert station to automation. Experience as chief, direction to up to 6 towers, manufacturing with RCA, research and development. 5420 S. 32nd Ave., Miami, Fla. 228-5375.


Chief, troubleshooter, directionals, installations, all phases, $115. Offer chance to sell CB, record, duplicating, distributors service on my back-up service business, or hire me direct. Box 461P, BROADCASTING.

Chief engineer, experienced with good sales record. West of the Mississippi. Box 492P, BROADCASTING.

Production—Programming, Others

Successful station manager. Married, family, major market radio experience. Desires mid atlantic area, top references. Box 314P, BROADCASTING.

Professional broadcaster, age 28—major market experience including McLendon, in production, management, married, college, highest industry references. Box 329P, BROADCASTING.

Indiana-Illinois-Wisconsin: 10 years with sausal operation. Desires change. News-Sports director but have handled all phases, interviews, odub, disk shows. Steady, Sensible. NCR, "Cutie," or "Personality." Format and screamers forget it! Some TV. Married, 2 children. Write or wire Box 462P, BROADCASTING.


Family man, superb announcer, 12 years, presently employed. Available before end of month, seeks program directorship, will consider all offers. Box 492P, BROADCASTING.

Want news, general announcing or good music; 30 draft exempt, 4 years college, mature voice; can sell copy. Broadcast training. Prefer salary open. Box 479P, BROADCASTING.

TELEVISION

Help Wanted—Sales

Excellent opportunity for self starting salesman willing to work hard selling local accounts. Requires commission with protected account list. Oldest UIIF in country. Men with radio experience considered. Send resume to Dave Berlin, WSBA TV, York, Penna.

Help Wanted—Announcers

Female vocalist program personality. Major Eastern station is currently accepting applications for auditions, for new morning variety show. Applicants must have professional experience as m.c., announcer, host, personality or d.j. Tape, photos, and resume to Box 421P, BROADCASTING.

Announcer with radio television experience for major New England combined operation. Send resume and photo and audio tape, Box 432P, BROADCASTING.

Staff announcer. Immediate opening in major southeastern market for top man, with emphasis on news, sports and commercial. Send resume and SOF or VTR to Box 449P, BROADCASTING.

Technical

Major tv outlet in southern California seeking top flight transmitter, maintenance and operations supervisor. RCA TT7E AI. Salary in excess of $10,000. Box 3657, Los Angeles, California.

Experienced television engineer for VHF transmitter and video. WLTv, Bowling Green, KY.

Chief engineer for VHF television combined studio transmitter. Box 445P, BROADCASTING.

Max power VHF television and associated AM outlet in midwest medium market have need for a Chief Engineer to work under supervision of Director of Engineering. Will consider a man with supervisory experience with national background in sales and maintenance. Salary commensurate upon experience. Reply to Box 444P, BROADCASTING.

Engineer, best technical qualifications, reliable character, for VHF Texas resort city. Box 433P, BROADCASTING.

Control room-transmitter engineer for up state New York station with planned improvements. Excellent opportunity; must have 2nd class license. Send details in first letter. Box 439P, BROADCASTING.

1st phone, studio-transmitter duty. Open immediately. Reply or call Vern Totten, Chief Engineer, KXLF TV, Butte, Montana.


Production—Programming, Others

Quality minded producer-director, 7 years experience, 5 in color. College grad, presently employed and draft exempt. Relocatable, New England, western California, but open. Box 436P, BROADCASTING.

20 years successful experience with national companies and as account supervisor with advertising/public relations agencies. Previous experience in insurance, drugs, utilities, financial, appliance, fashion, field. Strong in administration, leadership, initiative, creative direction. Through experience capable of using all media: in planning, executing and coordinating marketing programs. Age 44, marriage will relocate anywhere. Reply Box 383P, BROADCASTING.

Help Wanted—Production—Programming, Others

Art director needed immediately for leading eastern network VHF. Must have experience with all phases of flat cards to complete sets. Submit samples of work along with present and resume. Box 4917, BROADCASTING.

News staff sought by leading network in VHF for gathering and writing news. Must have air delivery experience. Submit photo and resume, tape reel, Box 490P, BROADCASTING.

TV Professionals—Expanding VHF in south- eastern capital city. Camera man with solid background in announcing, capability of preparing and airing major sports and news programs. Multiple ownership station noted for intelligent, responsible programming. Seeking a staff person with excellent experience and college graduation. Must be personable and believable, with working knowledge of fundamental meteorology. Excellent opportunity to move with top flight news station. Please forward complete resume and recent photo to Box 466P, BROADCASTING.

TV station in large midwestern market wants experienced Weathercaster. Must be personable and believable, with working knowledge of fundamental meteorology. Excellent opportunity for sharp young man with good basic experience or journalism graduate. Fine opportunity to move up with top flight news station. Please forward complete resume and recent photo to Box 497P, BROADCASTING.

Situations Wanted—Sales

Sales promotion, research, advertising, public relations problems solved by this veteran of 10 years New York radio and tv experience. Needs new avenues to put this well- rounded background to work. Forceful, effective copy. Complete sales approach. Looking for full time, but free lance assignments welcomed. Box 368P, BROADCASTING.

Announcers

Talented, photogenic broadcaster, eleven years experience. Record shows, news delivery, production, interviews, remote, sales, television, opportunity. Resume, picture, film, letter available. Box 425P, BROADCASTING.

Employed, seasoned announcer seeks staff position plus host live children's and/or teen's show. Extensive commercial experience in both good taste, youthful appearance, intelligent attitude valuable to prestige station searching for new cut-out man. Stdly market station image. Box 435P, BROADCASTING.

11 years experience tv broadcasting including color, 4 years asst. C.E. Desires position with future. Box 466P, BROADCASTING.

Top rated radio announcer, Survey proved number one tv show, all types of interview work. Some sports. Now employed. Wants to move up. Box 434P, BROADCASTING.

Technical

Amplex VTR maintenance engineer, etv or comercial, 4 years tv operation, and maintenance experience, available, prefers midwest or south. Box 488P, BROADCASTING.

Available immediately. First phone. 3½ years experience television. Operating equipment presently permanent position. Leslie Bailey, 1061 East Smith, Clovis, New Mexico. Phone 762-2285.

Help Wanted (Cont'd)

Help Wanted (Cont'd)

Help Wanted (Cont'd)
For Sale

Television reporter, writer, newscaster. Five years newspaper experience, Minimum $150. Use camera. Box 482P, BROADCASTING.

Situations Wanted—(Conf'd)

Production—Programming, Others

News director. Proven administrative ability with top rated, major market, on the air delivery. Box 469P, BROADCASTING.

Ownership change available immediately! Radio-television director of news! 13 years experience at progressive news stations. Organization and maintenance of top flight departments. TV exp. includes filming 16mm, B&H BLEOX and ORICON SOP. Processing, editing of film. SOF interviews. Writing narration. Also, top rated airman. Box 464P, BROADCASTING.


Television reporter, writer, newscaster. Five years newspaper experience. Minimum $150. Use camera. Box 480P, BROADCASTING.

For Sale

Equipment

Tower lighting filters, one Johnson 172-14-1 covers 440-1100Mc, one 172-14-3 covers 1100-1690Mc, $30 each. Don Hein, W9EUK, Detroit, Michigan.

Magerecorder ... two years old, excellent condition. Recoupled heads. WVAM, Altoona, Pennsylvania.

Closed circuit and broadcast television video monitors—model change and demo units, used with new warranty, 8", 14", 17", 21"—metal cabinets, 10 megacycle video—picture $150.00 each and up. Call or write Miratel Electronics, Inc., 1st St., SE,Richardson, St. Paul 12, New Brighton, Minnesota—phone number ME 3-1742.

1 kw am Raytheon RA-1600 transmitter, $1695.00, Box 474P, BROADCASTING.

Western Electric 405B 5 kw transmitter. In operation at present time. Available one month. Box 475P, BROADCASTING.

Trade General Electric type pe-3a image orthicon studio camera chain complete with orbitor for RCA type TK 15 vidicon camera. Box 476P, BROADCASTING.

35mm GFL PA200 telecast projector. Type used for networks. Excellent condition. Priced right. Box 477P, BROADCASTING.

One set of G.E. 20 KW (peak) Harmonic Filters Type 4F12C for ch. 7 in good condition. Help by E. M. Tink, Director of Engineering, KWVL-TV, Waterloo, Iowa.

Tv cruiser—GMC diesel bus, excellent condition. Camera platforms, interior racks, electrical system, 25 kw Onan Generator, 5-ton air-conditioning, storage compartments. Complete mobile cruiser ready for cameras, video recorders. For details write Box 472P, BROADCASTING.

Portable tape recorder, 610 Magnemite Amplicord, $225. Slightly used. Excellent condition. Includes ten tapes. Box 481P, BROADCASTING.

5800 orthos as is or tested sold cheap. W.E. 23C consoles, monitors, transmitters, cameras, STL's, Box 404P, BROADCASTING.

Gates Carritape, 2 Playback Units and Record Amplifiers, approximately six months old. Good completely over. Sparta Electronic Corporation, 4630 Freeport Boulevard, Sacramento, California.

For Sale—(Conf'd)

Equipment

New ITA multiplex $675, new cost $1295. Box 433P, BROADCASTING.

Xmission Line; Teflon insulated, 1/8" rigid. 512 Chm flanged with butlets and all hardware. New—unused. 20 foot length for $49.00. Quantify discounts. Stock list available. Sierra-Western Electric, 1461 Middle Harbor Road, Oakland, California, Telephone 2-3357.

Consoles—Gates SA-31, $350. RCA 70-B4, $400. G.E. 4BC-1A1 dual-channel, $675. All being completely overhauled, available about 3 weeks. Gates ST-101 Tape Spotters. Four, completely overhauled, top condition. $500 each. Remote control units for ST-101's, new condition—$42.50 each, Magnecord P-66, excellent condition, 4 years old, rack mounted, can be remote controlled, large VU meter—$315. John B. Ledbetter, Box 391, Buena Park, Calif.

Two Ampex VTR-1000 cue/erase kits, new (original cartons)—$955 each. Ampex VTR-1000 Blue Dot recording/playback head assembly, slightly used—$750. Two Ampex VTR-5018 color conversion kit, including color frequency standard, excellent condition (new net $19.500 each)—$550 each, both for $11,000. Good used 3M video tape, 50 reels—$95.50 per hour reel ($800 ft.). John B. Ledbetter, Box 321, Buena Park, Calif.

Will buy or sell broadcasting equipment. Guarniote Radio & Broadcasting Supply Co., 1314 Turbide St., Laredo, Texas.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, moni- tors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)—

□ TF (until forbid)

RATES

□ Situations Wanted—20c per word—$2.00 minimum (Payments in advance)

□ Help Wanted—25c per word—$2.00 minimum

□ Display ads $20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)

□ 1" □ 2" □ 3" □ 4" □ other

□ All other classifications 30c per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV

HELP WANTED

□ management

□ sales

□ announcers

□ technical

□ production-programming

SITUATIONS WANTED

□ management

□ sales

□ announcers

□ technical

□ production-programming

COPY

(IF larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 4, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ □ Bill

BROADCASTING, September 10, 1962

103
FOR SALE—(Cont’d)

Equipment


Collins 300G-250 watt transmitter excellent condition, extra tubes and antennas tuning unit. $500.00. Collins 28W Limiting amplifier, good condition. $300.00. Chief Engineer, WHLI, Hempstead, N. Y.

For sale: RCA 1000 watt fm transmitter, model No. BTF-1C. Crystal units and spares for sale. All parts may be picked up at 109 Avenue. Approx. 180 feet. RG 19-IC coax. Asking price $2,500. Come and get it. Box 336P, BROADCASTING.


Audio equipment—plug in amplifiers, vertical attenuators, etc. List: Box 184B, BROADCASTING.

Complete UHF Dumont TV transmitter 1 kw $4,950. WCHV, Box 18, San Bernardino, California.

WANTED TO BUY

Equipment

Complete equipment for high power UHF TV station including mobile equipment. WCHV, Yonkers, Penna. Area code 215, TU 7-5460.

Tektronix 442D or AD oscilloscope. Send information and price to Video Engineering Company, 400 E. Righter Road and First Place N.E., Washington, D. C.

Problems get you? Located in Ohio, Penna., Delaware, Maryland, Virginia, North Carolina etc., market 25,000 to 150,000. Want to sell? All replies acknowledged. Private group, no advertising executives. Box 336P, BROADCASTING.

One General Radio Frequency Bridge type 1066-A, also a type 1380-A Bridge Oscillaitor, both in good condition. Address WCHR, Charlottesville, Virginia.

WANTED TO BUY

Stations

Interested in am sp or sensibly priced station in medium market. No brokers please. Address, replies held confidential. Box 437P, BROADCASTING.

Want to buy New Mexico radio station. Your reply kept in confidence. Box 437P, BROADCASTING.

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 $100,000. Need 110 thousand for 10-15 years, buy-finance, long term mortgage. SOR, etc. Reply Box 281P, BROADCASTING.

Miscellaneous

Comedy! "Dates and Data" is a collection of patter, bits, one-line fillers, program. Send current sample $5.00. Show-Biz Comedy (Dept. B), 65 Parkway Court, Brooklyn 35, New York.


Miscellaneous—(Cont’d)

28,000 Professional Comedy Line—Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

ISOString

"Stinger Series" Forty musical cappers, stings, put-on, record in Hi-Fi and pressed on to pure vinyl just $9.95.

INSTRUCTIONS

FCC first phone license preparation by correspondence. Correspondence courses Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Glidden 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.

Annoncing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St. Chicago 4, Illinois.


Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts October 8—enroll now. Nation's leading DJ's & engineers will teach you. Free placement service. Write: Academy of Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.


San Francisco's Chris Borden School of Modern Radio Technique graduates all over the country. DJ instruction, active, alive and new. September class open. 239 Geary Street, San Francisco, California.

Jobs waiting for first phone men. Six weeks gets you licensed with operating skx station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

RADIO

Help Wanted—Sales

SALES

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—so 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, good health plan, and picture, resume, and tape audition or air check to Box 362P, 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 staff, for hard sell station. Right men must believe in future of UHF. We do have great plane! 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.
BROADCASTING, September 10, 1962

Continued from page 99

application for hearing, Action Aug. 28.

- Granted petition by Transcript Press Inc., to continue considered by the FCC, in the proceeding to Dec. 3 in proceeding on its application and Newton Sand blasts, the station's dedication and Dedham and Newton. Mass. Action Aug. 27.

By Hearing Examiner Chester F. Naumowicz Jr.

- Dismissed request for extension of time in which to file amendment contained in an Aug. 8 letter from Camden Community Press, application is considered for hearing with Ouachita Valley Radio Corp. both applicants operate radio stations in Camden. Ark. Action Aug. 20.

By Hearing Examiner Herbert Shapharoff

- Upon request by General Communications Inc., for extension of time and without objection by other parties, further extended time from Aug. 30 to Oct. 1 to file response to petition by South Mississippi Bentco, for leave to amend its application for new station in Mississippi City, Miss. rescheduled Sept. 12 prehearing conference for Oct. 12. Action Aug. 30.

BROADCAST ACTIONS

Broadcast Bureau

Actions of Sept. 4

WIRL Lake Fieid, N. Y.—Granted license for station.

WELK Charlotte, Va.—Granted mod. of license to change name to Deter & Sullivan, Inc. and Sterling Hardware Co. d/b/a company of same name.

Following stations were granted extension of authority to sign-on as shown:

KFPM (FM) Seattle, Wash. to Dec. 31; condition: WMRW Brewster, N. Y. to Feb. 27, 1962; WFXM to Nov. 15; WLCJ Minneapolis, Minn. to Nov. 1; KETX Livingston, Tex. to Oct. 15; WMLO Beverly, Mass. to Nov. 1.

Actions of Aug. 31

WBSC, Atlantic Coast Life Insurance Co., Bennettsville, S. C., granted assignment of license and c/o to The Big Bend Bentz Corp.; consideration $35,000.

KFPM (FM) Oklahoma City, Okla.—Granted mod. of license to change studio location to new studio.

KBRR (FM) Leadville, Colo.—Granted extension of authority to sign-off at 6:00 p.m. for period ending Nov. 30.

WWJR White River Junction, Vt.—Granted extension of authority to remain silent for period ending Oct. 22.

WCBO Whitefield, N. H.—Granted authority to remain silent for period ending Nov. 30.

By memorandum opinion & order, waived Section 73.350 and granted special temporary authority to New Orleans TV Corp. to operate station WUVU (TV) New Orleans, from site of its station WUVU (ch. 12) at Jung Hotel, New Orleans, N. La., for period from Aug. 27 to Nov. 30, and denied opposing pleading by St. Anthony, Inc., of New Orleans, La., and Capitol Best Co. (WJTV ch. 13), Jackson, Miss. Action Aug. 31.

Actions of Aug. 30

WJBB Haleyville Best Co., Haleyville.

GUNZENDORF

ARIZONA FULL-TIME. $15,000 down.

ASKING $200,000.

CALIFORNIA DAILY-TIME. $115,000 with $35,000 down.

CALIFORNIA NET FULL-TIME. $84,000 with 25% down.

FM's $185,000; $165,000, 50%.

WALT GUNZENDORF AND ASSOCIATES

Licensed Broker Phone GL 2-8000 864 So. Robertson, Los Angeles 34, Calif.

STATIONS FOR SALE

NORTHWEST. Exclusive. Full time. Gross $72,000.00 last fiscal year. Owner must sell! Has owned for more than three years. Asking $135,000. But condition.

JACK L. STOLL & ASSOC.

Suite 600-601 6381 Hollywood bvd. Los Angeles 26, Calif. HO 4-7727

 Ala.—Granted acquisition of positive control by John L. Slater, purchase of stock of W. F. Thielens, and W. G. and Edna Ruth Harrison $24,000 for 85% interest increasing his holding to 99%. KEHL.

KOHI, Carl F. and Sarah, Enfield, Port, Ore.—Grant involuntary assignment of licenses. To seller, individually and as executors of estate of Carl F. Kanler.

Granted renewal of license for following stations: KALB (FM) Lubbock, KBUS Mexia, KCRM Crane, KCMX Corpus Christi, KVEX, Laredo, KPDA Amarillo, KFMK (FM) Houston, KINT El Paso, KFRC-DFB, KSDY-TV Dallas, KHAL-TV Texarkana, all Texas; KFPC (FM) Denver, Colo., KORO Post, KLVC Lake Worth, KbML Midland, KXIT Delbart, WRH-AM-FM Dallas, KGRA, KGMT Pampa.

KMSO-TV Missoula, Mont.—Granted change to station to broadcast to 25 kw. on a new install ant. system and make changes in ant. structure and equipment.

KCKN Kansas City, Kan.—Remote control.

**WBUF-FM Gainesville, Fla.**—Granted extension of authority to Oct. 23 to remain silent.

**WMBS Miami Beach, Fla.**—Granted license covering use of old main trans. at present main trans. site for auxiliary purposes only on daytime and as alternate main trans. nighttime.

Actions of Aug. 29

**WLEW Bad Axe, Mich.**—Granted increased daytime power on 1360 kc, to 1 kw from 250 w, and install new trans. and DA-D condition.

**WEXL Royal Oak, Mich.**—Granted increased daytime power on 1510 kc from 250 w, to 1 kw with continuous time operation with 250 w, and install new trans. and DA-D condition.

**KSET-FM El Paso, Tex.**—Granted cp to change ERP to 3.3 kw, ant. height to 720 ft, ant.-trans., and studio locations. Type ant. and change in ant. system; remote control permitted.

**KRAB (FM) Seattle, Wash.**—Granted mod. of cp to change ERP to 2 kw. Specify studio location as trans. location, change daytime and nighttime transmission as the new ant. system, increase ERP to 2 kw and change daytime and nighttime trans. to 350 ft. Delete remote control.

**WNRV, E. D. and Megan H. McWilliams, Narrows-Peabody, Va.**—Granted assignment of licenses to Megan H. McWilliams.

**WTWB Westboro Beach, Fla.**—Granted cp to install new trans.

**WPKK Pikeville, Ky.**—Granted cp to install new trans. Only ant. to remain silent. Trans. on main trans. site.

**WUPW Topa Topa, Miss.**—Granted cp to install alternate main trans. at main trans. site.

**WTAG Westboro, Mass.**—Granted cp to install present nighttime trans. as auxiliary trans. daytime.

**KESL Shreveport, La.**—Granted cp to install present nighttime trans. as auxiliary trans. daytime.

**WCTM (FM) Eaton, Ohio.**—Granted mod. of cp to decrease to 125 ft. and increase ERP to 20 kw and change type ant. and WNNY (TV) Syracuse, N. Y.—Granted mod. of cp to make changes in transmission site.

**WMFP (FM) Fort Lauderdale, Fla.**—Granted authority to remain silent for period ending Oct. 24.

**A granted cp to install new trans. for auxiliary purposes only for following stations:**

**WTAG Worcester, Mass.:** WVTS Winona-Salem, N. C.

Action of Aug. 27

**WLBC Muncie, Ind.**—Remote control permitted.

Rulemaking

PETITION FILED

A new kind of alchemy revives a ghost town

Atlantic City, Wyoming, was founded in 1867 by prospectors who had struck gold in the rugged Wind River Mountains. During the next few years they dug some $5 million in gold out of the earth near Atlantic City (ignoring a body of low grade taconite iron ore in the same area); and the little mining camp became one of the liveliest boom towns in the West. When the gold ran out, Atlantic City died. Almost 90 years later, U. S. Steel decided that Atlantic City's half-forgotten taconite represented a potentially vital natural resource, and it invested millions of dollars in a new mine and beneficiation plant to turn into iron-rich ore the once worthless red rock the gold miners had ignored. Now, hundreds of men are working at a new installation that mines the taconite, crushes it, separates the iron-bearing rock from waste, and reforms it into useful chunks of iron ore. And U. S. Steel is shipping the beneficiated ore direct to its Utah steel mills. The Atlantic City project has breathed new life into an almost deserted section of Wyoming. But more important . . . since almost 95% of the metal America uses is steel . . . U. S. Steel projects like that at Atlantic City are assuring a steady supply of iron ore for years to come. America grows with steel.
Our Respects to Lionel F. Baxter, Vice President, Storer Broadcasting Co.

The magic in his radio formula is just plain hard work

Skillfully wielding a fly rod, a tall, solidly built Southerner cast expertly into the chilly waters of a trout stream near an exclusive Colorado Springs resort last week, and waited patiently.

Standing motionless, Lionel Francis Baxter, vice president and manager of radio operations for Storer Broadcasting Co., looked thoughtfully at the other fishermen along the stream. All were Storer executives whom George B. Storer and his son, George Jr., gathered about them twice yearly for recreation—and some very serious business talk. The Storer broadcasting chain hadn't earned its "hard business" reputation by idle fishing vacations, but the Storers knew that good men, well treated, respond with the best that's in them when asked to bear down.

Lionel Baxter operates that way. "When directions are given, I believe they should be carried out," he says. "That's how I work, and that is what I expect of people who work for me."

That statements typifies Lionel Baxter in everything he does. Respected as an experienced, shrewd and able radio man, he is confident and firm. "A man who makes clear decisions," one who knows him said.

Such are the qualities which have brought him from the days of high school oratory in Alabama to his position as operating head of seven leading radio stations.

Deep in Dixie — Born in New Orleans July 16, 1916, Lionel was one of four sons. His father was a store manager for Woolworth's. He lived in Jackson, Miss., then in Birmingham. His early ambition was to become a lawyer.

However, during his senior year at Phillips High School in that Alabama city, Lionel won the state oratorical contest and was the male lead in She Stoops to Conquer. The combination brought him to the attention of the manager of WAPI Birmingham. When the young student visited the station to obtain publicity for the school play, Mrs. Beatrice Tate Wright, WAPI's program manager and organist, recognized him as the winner of the Alabama oratorical contest. Lionel was auditioned on the spot, and went to work part time for $10 a week.

And that was the end of a Baxter law career.

Lionel worked hard for WAPI, serving successively as chief announcer, director of publicity and promotion, program manager and finally manager of operations. Meanwhile, he earned a B.A. at Birmingham Southern College and married Mae Frances Rice of Bir-

mingham on Oct. 19, 1938.

During World War II he volunteered for the Navy and ended up in the Maritime service in the Caribbean.

The Post-War Years — After service, Mr. Baxter returned to Birmingham and resumed his duties at WAPI. Active in civic affairs, he helped organize the annual Alabama Toy Bowl football game; proceeds from which supports sports programs at Birmingham Catholic schools. (This year Mr. Baxter will be master of ceremonies.) For his organizing work he was made a Knight of St. Gregory the Great by Pope Pius XII, in 1947. During this period he also served on the board of the National Conference of Christians and Jews.

In 1953, Mr. Baxter left Birmingham for his first association with television and became vice president and general manager of WSFA-AM-FM-TV Montgomery. He continued there until 1955 when the stations were sold to WKY Radiophone Co. Back in Birmingham, Storer Broadcasting Co. had purchased WBRC, and Mr. Baxter returned to the steel city as commercial manager of the station. As the ever-expanding Storer chain set up WSPD-TV, Toledo, Mr. Baxter's boss was shifted to Ohio, and Mr. Baxter was promoted to managing director.

Then came a critical turning point in Mr. Baxter's career. Another Storer move, the purchase of WIBG Philadelphia, required top-level management for what was sure to be a tough rating battle in the nation's then number three market. The Storers chose Lionel Baxter to handle their entry. WIBG's rise in stature in the 18 months that followed showed they made the right decision.

Know Your Audience — Quick to deny he has a "magic formula" for radio, Mr. Baxter relies strongly on people who are well-qualified, highly professional broadcasters. "Friends are wonderful things," he said, "but don't booby-trap your thinking by relying on their tastes alone. Get out into your market, talk to all kinds and manner of people . . ."

Two years in Philadelphia were all the evidence Storer needed to realize that Mr. Baxter was their top radio man. In March 1959 he was moved to the company's headquarters in Miami and named to a newly-created post, national director of radio operations. A year later he became a vice president and a member of the board of directors.

The job normally keeps Mr. Baxter on the road six months a year, particularly now with Storer's latest acquisition, the purchase of WMGM (now WHN) New York from Loew's Theaters Inc., for $10.95 million, the biggest buy in radio station sales history.

Coupled to its hard-nose, aggressive sales policies, Storer's quality programming has been a major factor in its success. Mr. Baxter keeps a close eye on content and has a special interest in history.

"We're working with the U. of Southern California on an historical radio series based on general United States and world history which will be made available free to the entire broadcasting industry," he said.

In Philadelphia, WIBG has begun preparation of a second Voice of Freedom series. In New York, WHN is preparing Documentary Five, a series on housing and slum problems. And in Miami, WQBS is preparing programs on the history and development of English law.

Frequently out of town, he is with his family when he can, either at their home in the Bay Point section of Miami, or bone fishing in the Florida Keys. The fishing is a family affair, usually with Mr. Baxter, "Hank," as his wife is known, and their three children, Lionel Jr., 18, Rice, 15 and Clara Hansel, 11.

The Storer radio boss follows two personal guidelines: "Live up to what you say you're going to do, and this applies to every aspect of radio operations—the FCC, public, clients and the community. When you've decided what you're going to do, work at it hard. That's all."

Mr. Baxter
A disciple of quality radio

Broadcasting, September 10, 1962
Spot on the spot

ON the whole, television business these days is so good it's risky.

Reports from TVB a few weeks ago showed that national TV sales for the first six months of 1962 ran 15% ahead of those for the same period of last year. And now, as described elsewhere in this issue, a BROADCASTING survey finds spot TV business headed for new high levels for the fall season.

One danger in all this, of course, is that broadcasters may get used to it—and forget that no economy, not even television's, can run forever at high pitch without encountering slack periods. Television's current business pace cannot be maintained indefinitely without aggressive salesmanship.

But complacency is perhaps the least of the dangers inherent in TV current sales figures. Another threat lies in the misconceptions that can ensue. The profits of television already have been criticized—and misconstrued—almost as much as its programming. Critics talented in such matters can assuredly make that 15% gain in the gross look like a hundred percent gain in the net—even in a business where more than one station out of four lost money last year.

Another danger is that the critics will construe the increase in sales as an increase in the number of commercials, and hence will revive their charges of "overcommercialism." Undoubtedly the increase does come partly from an increase in the number of commercials (and partly from station rate increases). We see no reason to apologize for the fact. But we do think it only good politics for all concerned—buyers as well as sellers—to avoid crowded scheduling which would seem to be more "commercial" than the sales justify.

These are not imagined dangers, but neither are they new. Perhaps broadcasters can find some comfort in the thought that critics will be critics whatever the times. Somehow criticisms seem a little easier to take when times are good.

McLendon's turnabout

THERE is more than passing significance in the speech made last week by Gordon McLendon, one of radio's more colorful figures, before the World's Fair of Music and Sound in Chicago. Mr. McLendon delivered a fervent plea for unrestricted freedom of competition in radio.

We read the text of his speech twice to be sure we had the right speaker, for it was Mr. McLendon who a little more than three years ago started all the talk about an imposition of economic restraints on the growth of radio station population. At the second (and last) annual disc jockey convention in May 1959 Mr. McLendon made a speech urging the government to limit competition in radio. His thesis then was that the proliferation of radio stations in many markets had depressed radio rates and downgraded programming.

"It is now clear," he said at that time, "that if we are to preserve decent programming standards, some congressional curb must be put upon the spectrum in most markets."

Since then Mr. McLendon has made a 180-degree turn. Last week he said, among other things:

"In a free market . . . the good will drive out the bad."

"Nobody should limit the number of radio stations to be owned by any concern . . . If the 'public interest' is really a valid point here, allow unlimited, free-for-all competition."

In his speech last week Mr. McLendon made no reference to his departure from the position he took three years ago, and we have no way of knowing why he has changed his mind. Business conditions, we suspect, may have had something to do with it. The year 1958 and the early part of 1959 were relatively soft periods for radio. Like other radio operations, the McLendon stations were feeling a pinch.

Since then, we must surmise, the fortunes of the McLendon group have improved, and Mr. McLendon has learned that it is possible to increase profits despite intensifying competition. This same lesson, we believe, can be learned by any operator who is as imaginative as Mr. McLendon.

In his long career, Mr. McLendon has often displayed a knack for anticipating a trend. It was a knack displayed in his disc jockey speech of 1959, and we hope it was manifest again last week. If so, some of the broadcasters who have been asking the FCC to provide insurance against competition may soon quit hollering for uncle. We do not suggest that the FCC license stations indiscriminately, without regard to sound engineering standards, but we do suggest that if it invokes economic criteria to limit competition, the results must inevitably lead to restraints on profits and rates.

The political game

POLITICS can be and often is brutal business. Exhibit A in the current administration is the shabby treatment accorded Commissioner John S. Cross of the FCC, whose reappointment was left dangling for months.

Mr. Cross had been told by a responsible White House aide last spring that no decision had been reached on his reappointment and that he would be notified when the President had made up his mind. Similar assurances had been given members of the Arkansas congressional delegation. Although it had been indicated for some time that Mr. Cross would not be reappointed, neither he nor his supporters were advised until just before the announcement of the nomination of his successor—E. William Henry—had been made.

It must be assumed that Mr. Henry will receive swift Senate confirmation. At 33, and only five years out of law school, he has little on his record to challenge. He has not engaged in communications practice. He is regarded as an aggressive, efficient liberal and he is young—all essential ingredients in the New Frontier mix. He worked in the Presidential campaign under campaign manager Robert Kennedy, now the attorney general.

Match those qualifications against the background and experience of John Cross. He is 57 and an engineer. He served in the government for 31 years after a career in business. He was a captain in the Navy. He was with the State Department in telecommunications and attended many international conferences. He is an Arkansas Democrat.

Mr. Henry may prove himself an outstanding public servant. We hope, above all, that he does not become anyone's vest-pocket vote.
... that's the proud record of KOB-TV serving the fast-growing Southwest market.

One of the most important factors in establishing this leadership is the news service which a station provides its viewers. As a result, much of the credit for the success of KOB-TV goes to its outstanding News Department, one of the finest in the nation, and KOB-TV's veteran newscaster, Tom Doyle, and weather man, Bob McCoy.

Month after month, the ratings prove the superiority of KOB-TV's newsgathering and reporting know-how. For example: In the 6:00 to 6:30 pm time segment, NBC News with Huntley-Brinkley, followed by KOB-TV News, reaches *twice* as many homes - Monday through Friday - as the other two stations *combined* during their early-evening news shows!*

To reach and sell the surging Southwest, KOB-TV is your *first* buy . . . your *best* buy.

*ARB Report, March, 1962*
Be ready for the heavy color telecasting schedules coming up by installing RCA-4415's and RCA-4416's now. These RCA Image Orthicons in matched sets of three—two RCA-4415's for red and green channels and one RCA-4416 for the blue—are highly recommended for color cameras utilizing simultaneous pickup. At ordinary black and white lighting levels, these tubes produce excellent pictures in color receivers as well as high-resolution pictures with normal tone rendition in black and white receivers. Precision construction, field-mesh, plus closely matched characteristics assure uniform color in both highlights and in the background over the entire scanned area.

Because they operate under normal black-and-white studio lighting conditions, you will not have the problems of high scene-lighting temperatures, the need for extra air conditioning and many of the other lighting costs formerly associated with indoor color pickup.

RCA-4415 and RCA-4416 are but two of RCA's broad family of Image Orthicons. For fast delivery on these and others in the line, see your authorized RCA Distributor of Broadcast Tubes.

RCA's Family of Color Image Orthicons Includes:

RCA-4401: Supplied in sets of three tubes having matched characteristics and providing very high sensitivity in low light-level studio and outdoor pickup.

RCA-7513: For highest-quality color TV where conventional color lighting is available and can be controlled. This type is also available in matched sets as RCA-7513V1.